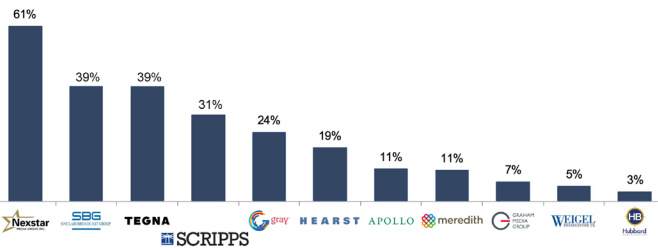




STRATEGIES FOR DELIVERING SHAREHOLDER VALUE

- Integrate recent television station acquisitions and fully realize their value.
- Invest in Stitcher and Newsy for greatest growth.
- Pursue operational excellence across divisions.
- Leverage 2020 cash flow to bring down debt ratio.
- Prudently allocate capital.

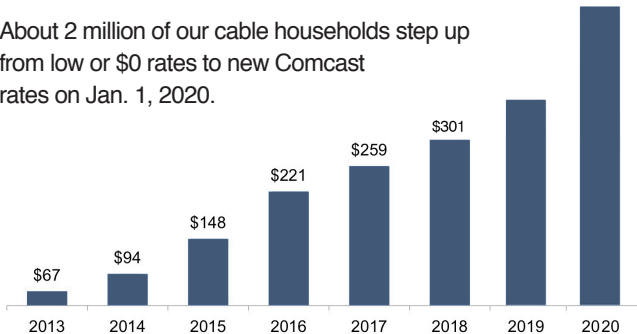
SCRIPPS IS NATION'S FOURTH-LARGEST BROADCASTER



Note: Pro forma for all announced transactions as of Wednesday, March 20, including Nexstar's announced divestitures, plus Scripps' acquisition of Nexstar-Tribune stations; % of U.S. TV households reached exclusive of the UHF discount

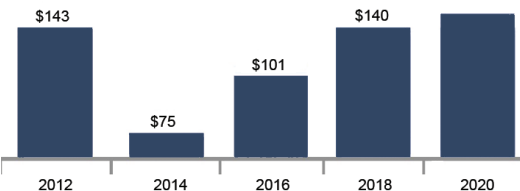
RETRANSMISSION REVENUE CONTINUES TO CLIMB

About 2 million of our cable households step up from low or \$0 rates to new Comcast rates on Jan. 1, 2020.



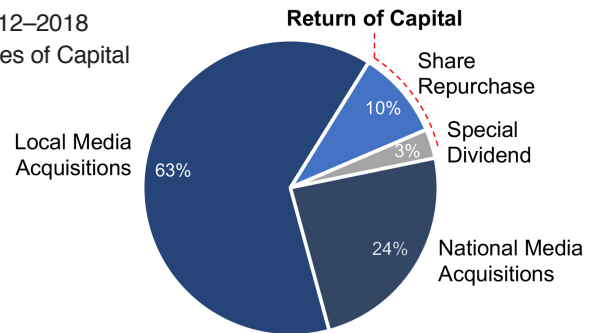
ROBUST POLITICAL ADVERTISING REVENUE

(\$ in millions)



A BALANCED APPROACH TO ALLOCATING CAPITAL

2012–2018
Uses of Capital



NATIONAL MEDIA SEGMENT

- Fast-growing, audience-targeted brands
- National reach and scale, with opportunity to continue to broaden distribution
- Moving from direct response to more lucrative general-market advertising to drive revenue growth and profitability



NATIONAL MEDIA GROWTH PATH

Create content to draw target demographics → Grow nationwide scale, reach → Convert from direct-response advertising to general-market advertising

90%+
U.S. household reach by Katz networks

40 million
Newsy pay TV subscribers

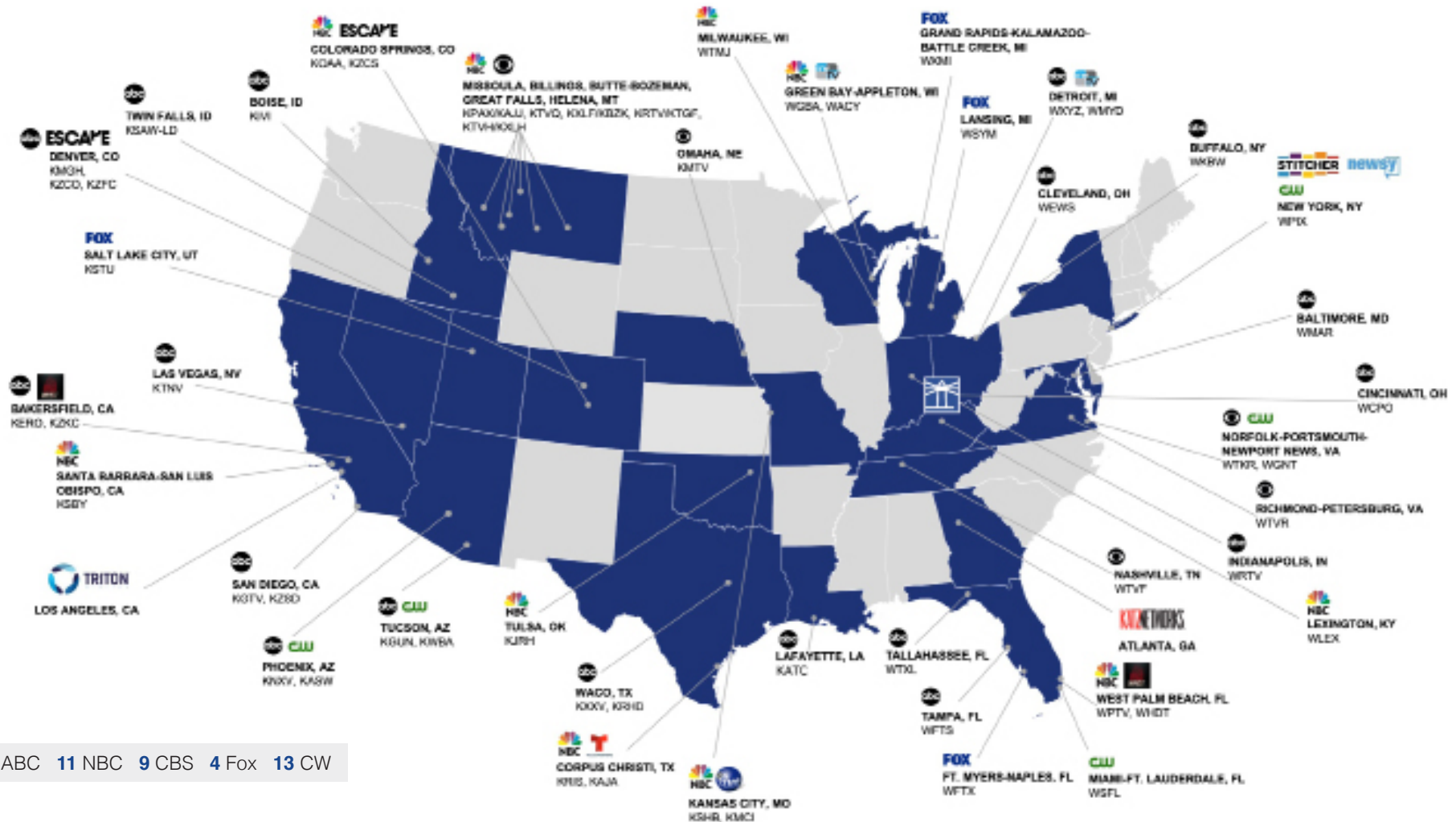
90 million
monthly podcast listeners expected in 2020

The E.W. Scripps Company (NASDAQ: SSP) serves audiences and businesses through a growing portfolio of local and national media brands.

With 52 television stations in 36 markets, Scripps is the nation's fourth-largest independent TV station owner. Scripps runs a collection of national journalism and content businesses, including Newsy, the next-generation national news network; podcast industry leader Stitcher; the fast-growing national broadcast networks Bounce, Grit, Escape, Laff and Court TV; and Triton, the global leader in digital audio technology and measurement services. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way."



➤ **SCRIPPS IS ADDING FINANCIAL DURABILITY AND REACH WITH 60 LOCAL TELEVISION STATIONS IN 42 MARKETS AND OPERATING FOUR NATIONAL MEDIA BUSINESSES IN GROWING MARKETPLACES**



18 ABC 11 NBC 9 CBS 4 Fox 13 CW