

WHAT'S NOW AND NEXT FOR MEDIA RELATIONS

RAGAN MEDIA RELATIONS & MEASUREMENT CONFERENCE

APRIL 2021

SCRIPPS



INTRODUCTIONS

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About Scripps

We serve audiences, advertisers and communities through a portfolio of 61 local television stations in 41 markets and through our entertainment- and news-focused national television networks Court TV, Newsy, Bounce, ION, Laff, Grit and Court TV Mystery; the Scripps National Spelling Bee; and other businesses focused on serving diverse audiences.



We are focused on creating a better-informed world.



Our motto: “Give light and the people will find their own way.”



Publicly traded;
6,000 employees globally;
founded in 1878

SCRIPPS NETWORKS



LOCAL MEDIA





Kari Wethington
Senior Director,
External
Communications

@kariwethington
@EWScrippsCo

About me:

- Former journalist
- First comms job: Central Park
- Also cut teeth in agency world before landing in corporate communications
- Oversees companywide external communications

My favorite thing about working in communications:

I love to help others shape stories to engage key audiences, ultimately moving the strategic plan forward.

My Zoom secret:

I take regular breaks from video to do “old-school” phone calls. It gives my eyes a break from the screen and allows me to get in some steps around the house while talking.



5 KEY OPPORTUNITIES FOR 2021 AND BEYOND

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1. LEARN HOW MIXTERNAL CAN WORK FOR YOU

Approach communications as an integrated practice – inclusive of marketing, PR, social media, internal communications and more. You may not have control over all pieces, but you can partner to make sure your strategies align and deliver the best outcome for all stakeholders.



Sign up today for The Welcome Table webinar: LGBTQIA 101

Monday, Feb. 22, 2021 - Carole Rawlins

On Wednesday, March 10, from 2-3:30 p.m. Eastern, our Equity, Diversity and Inclusion (EDI) team is hosting its next Welcome Table webinar focused on LGBTQIA, one of our four EDI pillars. [Equitas Health Institute's](#) Ramona Peal and Julie Applegate will lead this session.



This 90-minute session will provide you with the knowledge, skills and behaviors needed to best employ and serve members of the LGBTQIA communities. Included in this session:

- Overview of the differences between sexual orientation, sex assigned at birth, gender identity and gender expression
- Common terms used and what they mean
- Identification of common challenges faced by LGBTQIA employees
- Tips for creating a workplace culture where LGBTQIA employees can bring their whole selves to work.

All employees except Newsy, [click here to sign up](#). Newsy employees, [click here](#). The session is open to the first 500 employees who register.

The Welcome Table aims to help you better understand how at Scripps, we can build a workplace that embraces EDI by taking a deep dive into each of the four strategic pillars: race, gender, LGBTQIA and veterans.

Better Recruitment And Retention Efforts Are Key To Improved Diversity



A TVNewsCheck webinar, "Report Card on Race: A Media Industry reckoning," found the television news industry still has a long way to go with its diversity and inclusion efforts, but there's a genuine and sustained momentum underway for change.

By Michael Stehl | August 14, 2020 | 5:30 a.m. ET.

Recent data suggests diversification in TV news has been on the rise over the past few years. But in retrospect, as the United States engages in a navigated discourse about widespread workplace equity, the leaps [have been short](#).

NAB: Media Must 'Meet the Moment' With New Diversity Push

By Michael Stehl | August 12, 2020

Online panel examines challenges and ways forward in creating diverse, equal and inclusive environments



Martin Reynolds

(Image credit: NAB)

WASHINGTON—The United States (and the world) have been profoundly

SCRIPPS **From Adam**

June 1, 2020

Colleagues:

The events of the past week have been traumatic for our nation and across the globe. The death of George Floyd in Minneapolis is another in a long list of demeaning and too-often deadly injustices that provide ample evidence our country has much further to go to be a society that fully embraces equality and justice.

At Scripps, we seek to be a community that values, respects and celebrates the differences among us. None of us can truly know what it is like to walk in someone else's shoes, but we can and should demonstrate empathy for one another. We must seek to understand the pain our colleagues, friends and neighbors are feeling. Those feelings may include outrage, frustration and desperation. Common notions of humanity, respect and decency should unite us and allow us to see and value one another.

As a journalism company whose mission calls on us to be a voice for the voiceless, Scripps has been producing courageous, objective reporting on these issues and events. Scripps photojournalists are documenting the protests while our reporters and field producers are delivering the facts on the ground in charged and tumultuous environments.

Our Scripps news teams have been reporting from the flashpoints of some of the worst chaos, and we also have produced stories that inspire greater hope. The looting, fires and violence understandably dominate public attention, but we also have captured scenes of great humanity – law enforcement taking off their helmets and

SCRIPPS CELEBRATES
PRIDE MONTH

EQUALITY | DIVERSITY | INCLUSION

my story CELEBRATING DIVERSITY AT SCRIPPS

JESSIE GARCIA
MANAGER OF DIRECTOR OF WFTS IN MIAMI

"I am half Mexican and half Jewish. I grew up in Madison, Wisconsin. Although I wasn't fully accepted in my life and career, I have unfortunately experienced racism, sexism and religious bias in my life."

"I have been blessed away by Scripps' commitment to diversity, equity and inclusion. I am proud of the work we do – both on the air and behind the scenes every single day. It means including people no matter their gender, race, religion, background or any other differences. The more we talk with people, the more we realize how all very much alike, we deserve getting diversity into our stories every day. We have a wonderful, devoted society in equity and inclusion to help educate our communities on 'inequities.'"

WPTV 5 WORKLIFE LAUNCHPAD

BLACK HISTORY MONTH

Scripts celebrates Black History Month with special coverage

For the past 43 years in February our nation has celebrated the achievements of African Americans ...

Langrene Clark anchors celebrates 43 years in broadcasting

WPTV's Arthur Mendon honored with service award

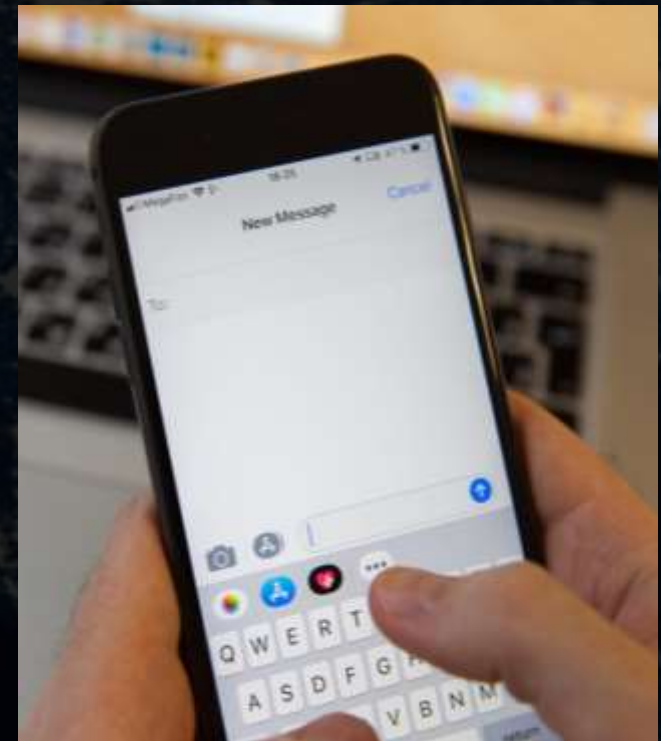
Celebrating Black History Month: Partners in Media

Newsy named most innovative publisher by Digity



COMMUNICATE OFTEN AND OPENLY

Awareness is the first step in sparking collaboration. Set the expectation for open communication and build the structure to support it.



2. OPERATE WITH EMPATHY FOR OUR FRIENDS IN MEDIA



Life as a Journalist in 2020: "It is Probably the Best and Worst of all Worlds"

June 9, 2020

What is it like to be a journalist working today, during such extraordinary conditions? To find out, SC&I spoke with Professor of Professional Practice Steven Miller, who is Director of Undergraduate Journalism and Media Studies Department.

In little over three months, just since March 2020, Americans have been reeling from the separate and combined impacts of the global COVID-19 pandemic, the worst economic crisis since The Great Depression, the deaths of George Floyd (and other Black Americans) caused by the police, and the nationwide riots, protests, and calls for racial justice and reform not seen on the same scale or intensity in this country since the 1960s.

How do Americans learn about these epic crises and find out what they need to know to survive them? This is where the vital role of journalists comes in. Given their reduced numbers due to shrinking newsrooms, reduced resources and budget cuts by government officials and others on the profession and on many individual journalists

To learn more about what it's like to work as a journalist in these unprecedented times, SC&I spoke with Professor of Professional Practice Steven Miller, who is Director of Undergraduate Journalism and Media Studies Department.

Columbia Journalism Review. The voice of journalism.

Local News Politics Covering Climate Now Covering the Pandemic

Ads by Google

Stop seeing this ad Why this ad?

THE Journalism Crisis PROJECT

The 2020 Journalism Crisis: A year in review

By Lauren Harris and Gabby Miller

2020 WAS A BANNER YEAR FOR NEWS. While the year in journalism yielded intrepid political reporting amid a contentious election year, vital public health reporting and a record number of investigative journalism

Subscribe now

The Washington Post
Democracy Dies in Darkness

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The Post's View

Opinion: Journalism got more dangerous in 2020 – including in the United States



DESPITE POLARIZATION, OUR PARTNERSHIP IS STRONG

39%

PR Professionals

37%

Journalists

*expect greater
mutual respect*





USC Annenberg found that both PR professionals and journalists expect greater mutual respect in a post-Trump world



3. SUPPORT NEWS LITERACY

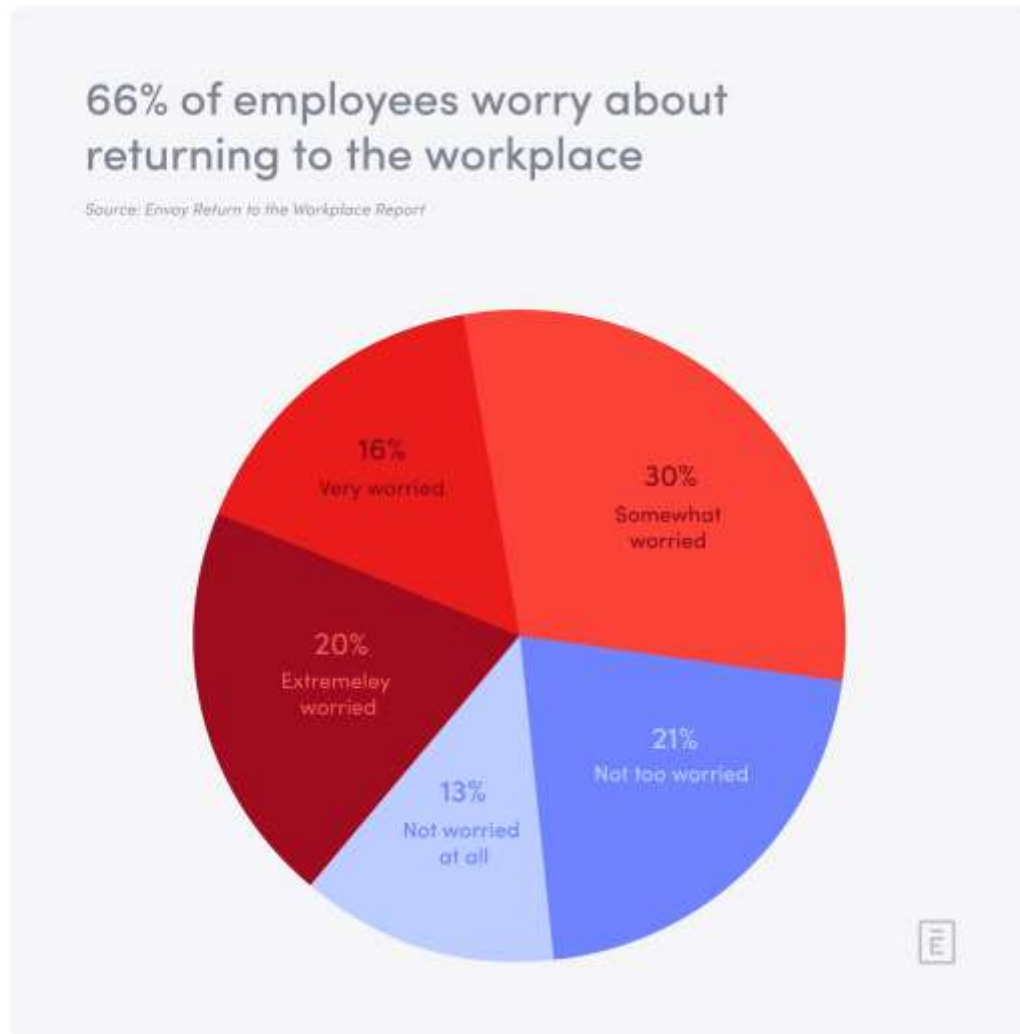


HOW TO GET STARTED

 <p>Checkology®</p> <p>NLP has customized a version of its e-learning platform Checkology for the public. People of all ages can now learn how to identify credible information, seek out reliable sources, and know what to trust, what to dismiss and what to debunk.</p>	 <p>Get Smart About News</p> <p>Modeled on The Sift newsletter for educators, Get Smart About News is our free newsletter designed for the general public exploring timely examples of misinformation as well as press freedom and social media trends and issues.</p>	 <p>Informable®</p> <p>With NLP's free mobile app, everyone can practice four distinct news literacy skills in a game-like format: distinguishing news reports from opinion pieces; advertisements from other types of information; false claims from credible evidence; and fact-based statements from opinion-based statements.</p>	 <p>Podcast</p> <p>Is that a fact?, NLP's new podcast, informs listeners about news literacy issues that affect their lives through informative conversations with experts working to combat misinformation.</p>
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Visit [NewsLiteracyProject.org](https://www.NewsLiteracyProject.org) for more

4. EMBRACE A BUMPY RETURN TO WORK



5. INVEST IN TEAM BUILDING



Failing Forward
@FailForwardPod

#MondayMantra Every failure is an opportunity for reflection. What can you do differently next time to create a better outcome?

*Failing is just learning
by another name.*

—
FAILING FORWARD



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Tarita Preston, Chief Coach • 1st

Performance Coach|Keynote Speaker|Enneagram Practitioner|
Leader |Master Manifester|Explorer

1w • Edited • 🌐

The only way to know something is to experience it.

Without experience it's just a belief. Those beliefs can be based on misperceptions and misinterpretations.

It's your job to question and challenge that.

Where did this belief come from?

Does it serve me?

Does it serve the world?

Is it in the highest good?

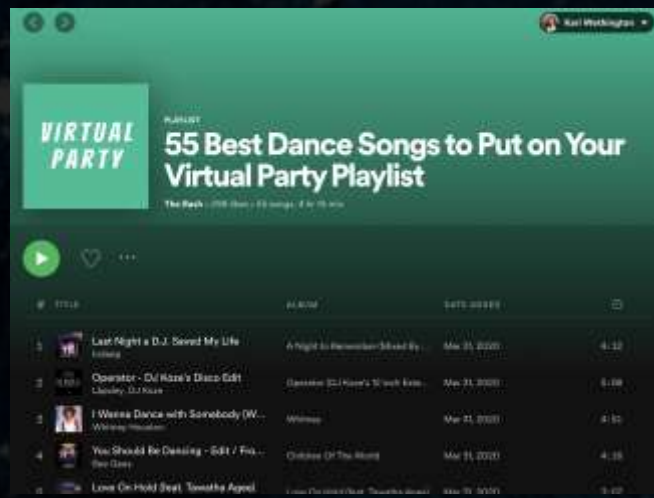
#curatedcoaching



AND MAKE TIME FOR FUN



- Guess the emoji board
- Virtual coffee tasting
- One-minute dance party
- More ideas on [MuseumHack.com](https://www.museumhack.com) website





QUESTIONS + DISCUSSION

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