

Scripps partners with The Branderly on media-related startup fellowship
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May 1 deadline for entrepreneurs to apply for seed money and mentoring

CINCINNATI, April 26, 2013 /PRNewswire/ -- The E.W. Scripps Company (NYSE: SSP) and the Scripps Howard Foundation are investing in their deeply rooted mission to provide journalism that's relevant for each emerging generation through a new partnership with the nationally ranked Cincinnati startup accelerator The Branderly.

The partnership will support two entrepreneurs developing a startup technology company focused on some aspect of the media business.

The entrepreneurs will participate in Class 4 of The Branderly, which operates a four-month program that provides \$20,000 in seed money along with mentoring, design, operations and development assistance to turn new ideas into successful start-up companies and prepare them for investment.

The Scripps Howard Foundation is funding two fellowships for the founders of a media-related company who participate in this year's Branderly class. E.W. Scripps' digital marketing and product development team will enrich the Branderly experience by working with the entrepreneurs on their approach and technology.

"Scripps is making an investment in the future of journalism with a fresh approach to news gathering and new products for news consumption," said Adam Symson, chief digital officer for Scripps and a Foundation trustee. "This partnership with The Branderly is a great way for the Foundation to engage the broader entrepreneurial community in creating media-related businesses."

The Foundation's financial support includes a \$3,500 stipend for each of two founders of the company to cover their living expenses while they spend the summer in Southwest Ohio, developing their businesses and networking with consumer-oriented businesses. The funds will supplement the Branderly's \$20,000.

The Branderly is accepting applications specifically for this fellowship. Applicants should be technology-based, early-stage startup companies or entrepreneurs with ideas focused on the media industry. Targeted categories can include news-gathering and other reporting technologies, new approaches to consumer engagement, and advertiser- or sales-oriented, technology-based products.

The Branderly is accepting applications for the class of 2013 at www.brandery.org. The deadline is May 1.

About The Branderly

The Branderly is a Cincinnati-based nonprofit startup accelerator with the goal of supporting startups in technology-based consumer experiences. The Branderly is annually recognized as one of the elite startup accelerators in the country. More than 60 mentors work with the companies, which each receive \$20,000 in seed money. Leading Cincinnati-based design firms offer free branding and visual identity guidance to each of the startups. Quantifiable benefits available to Branderly companies exceed \$200,000. Good candidates are consumer-facing startups such as consumer Internet, media and entertainment companies that are based on technology platforms. The Branderly is an inaugural member of the Global Accelerator Network -- independently owned regional organizations that operate startup accelerator programs in dozens of cities across the United States and around the world.

About Scripps

Scripps (www.scripps.com) is a leading media enterprise driven to develop and expand its digital strategies while embracing its rich history in delivering quality through television stations, newspapers and the Scripps Howard News Service. Creative, talented and energetic employees are leading the way at 19 television stations and in 13 newspaper markets. The Scripps digital group is growing and gaining momentum with new product offerings, enhancements, and technology that gives customers more options than ever before to find the information and entertainment they crave.

About the Scripps Howard Foundation

Dedicated to excellence in journalism, the Scripps Howard Foundation is a leader in industry efforts in journalism education, scholarships, internships, literacy, minority recruitment/development and First

Amendment causes. With a special commitment to the regions where Scripps does business, the foundation helps build healthy communities and improve the quality of life through support of sound educational programs, strong families, vital social services, enriching arts and culture and inclusive civic affairs.

SOURCE The E.W. Scripps Company

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