

**Scripps weather app leapfrogs 50 years of emergency radio and alerting technology**  
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**Storm Shield operates like a mobile sentry to keep consumers safe**

CINCINNATI, May 30, 2012 /PRNewswire/ -- Committed to serving today's digital media consumers, The E.W. Scripps Company (NYSE: SSP) has launched the **Storm Shield** app, a comprehensive and customizable weather product made specifically for mobile media consumers.

Storm Shield seizes on the trend of smart phones replacing older, analog-based technology to deliver on the promise of the next generation of emergency alert radio. Weather radio alerting relies on simple voice communication and hasn't appreciably changed in more than 50 years. Now, smart phone owners no longer have to depend on an emergency radio that they leave at home.

Available immediately for only \$4.99 in the Apple app store and next month for Android-powered tablets and smartphones, Storm Shield delivers completely customizable weather alerts in up to five locations, as well as a 'follow-me' option. Once users choose their preferred locations and the types of weather events of most concern to them, the app pushes a text alert along with the National Oceanographic and Atmospheric Administration audible message right to their phone in time to take action.

"Most smartphone users keep their devices nearby all the time, including while sleeping, so there is no better platform to take over for this kind of alerting and information. Storm Shield will wake you if a tornado is bearing down on your neighborhood in the middle of the night, or warn you of flash flooding when your power is out," said Adam Symson, chief digital officer of The E.W. Scripps Company. "It's like having a personal meteorologist tap you on the shoulder when severe weather requires your attention."

The apps will be marketed by Scripps media on a national level, with a particular push in the 26 American markets where the company operates television stations, newspapers and digital news organizations.

The app was developed in conjunction with Norman, Okla.-based Weather Decision Technologies. Because the reliability of this service is so crucial, the Storm Shield alerting infrastructure is being hosted in a secure center designed to withstand the winds of the most severe (EF-5) tornadoes.

More information about the product can be found at <http://stormshieldapp.com/>

**About Scripps**

Scripps ([www.scripps.com](http://www.scripps.com)) delivers quality journalism and creates valuable marketing environments through television stations, newspapers and a growing menu of digital products and services that now includes social games. Creative and mission-driven employees "give light so the people can find their own way" at 19 television stations in major U.S. markets and at newspapers in 13 markets.

**About Weather Decision Technologies**

Founded in 2000, Weather Decision Technologies is a high technology leader in the weather industry, providing life-safety applications and weather decision support services and systems to our partners and customers. WDT's iMap services provide dynamic, web-based and mobile interactive mapping solutions for the world's leading local media companies. WDT maintains operational offices in Norman, Oklahoma, and Atlanta, Georgia. Corporate websites: [wdtinc.com](http://wdtinc.com), and [weatherops.com](http://weatherops.com).

SOURCE The E.W. Scripps Company

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