

SCRIPPS MEDIA, INC. Form 312 –2014
ASSIGNMENT EXHIBIT F
RESPONSE TO ASSIGNEE QUESTION #A21

PUBLIC INTEREST STATEMENT

As part of an assignment of licenses from WKBW-TV License, Inc. (“Assignor”) to Scripps Media, Inc. (“SMI”), the instant application is seeking Commission approval for the assignment of Assignor’s transmit/receive satellite earth stations (E000053 and E960489) to SMI. These satellite earth stations are used in conjunction with Assignor’s television station WKBW-TV (subject of a separate broadcast 314 assignment application) to facilitate broadcasts to the public.

As a long-standing FCC licensee of 23 full- and low-power television stations, SMI has a well-established history of serving the public interest through its high-quality news and information content—serving both consumers and advertisers alike. SMI’s parent, The E.W. Scripps Company (“EWS”), is a diverse media concern with interests in newspaper publishing, broadcast television stations and syndication. EWS is dedicated to serving the public as evidenced in its long-held vision statement: “Give light and the people will find their own way.” Accordingly, SMI submits that the public interest, convenience and necessity will be served by the grant of the assignment application.