

SCRIPPS MEDIA, INC.
Form 312 –2011 TRANSFER OF CONTROL EXHIBIT F
RESPONSE TO TRANSFEREE QUESTION #A21

PUBLIC INTEREST STATEMENT

As part of a transfer of control of McGraw-Hill Broadcasting Company, Inc.'s ("McGraw-Hill") television station group to Scripps Media, Inc. (SMI"), the instant application is seeking Commission approval for the transfer of control of McGraw-Hill's satellite earth stations to SMI. These satellite earth stations are used in conjunction with McGraw-Hill's television stations to facilitate broadcasts to the public.

As a long-standing FCC licensee of 10 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 instant transfer of control application.