

# MOVING FORWARD

WITH ENTERPRISE,  
INNOVATION AND  
LEADERSHIP ▶



SCRIPPS HOWARD  
FOUNDATION

2011 Annual Report



► "IN THIS CLIMATE, INNOVATION AND CREATIVITY ABOUND. I SEE NEW JOURNALISTIC LIFE FORMS EMERGING EVERYWHERE."



One of the most exciting places for biologists is the intertidal zone, the magical water's edge between high and low tides that is teeming with life. In this turbulent and capricious environment, organisms must adapt to thrive and the diversity of life forms is astounding.

Journalism is in an intertidal zone of sorts today. Shifting and unpredictable, great waves of change are washing over the industry. Adaptability and inventiveness are essential to our industry's very survival. In this climate, innovation and creativity abound. I see new journalistic life forms emerging everywhere.

At the Foundation, we are aligning ourselves with those who are advancing journalism in the 21st century. We are encouraging new enterprises and leading the way with new initiatives, including an institute to develop journalism entrepreneurship, externships for college faculty to immerse themselves in new media, programs connecting working journalists to students using Skype, and much more.

Amid all this change, we are working hard to make sure the core journalistic principles of fairness, accuracy and respect for the First Amendment, survive and thrive.

Meanwhile, our legacy programs continue. The coveted Scripps Howard Awards this year recognized exceptional journalism across multiple platforms.

Our National Collegiate Reporting Competition offered students the opportunity to trace the path of Roy W. Howard through Japan. We guided new leaders in the industry through the Ted Scripps Leadership Institute. We honored our longtime pledges to university programs.

Through the generosity of Robert P. Scripps, we invested in the communities where we do business. Our innovative Scripps Howard Nonprofit Internship program, launched a decade ago, has created a better future for the home region of our parent company through our Greater Cincinnati Fund.

In this report, you can see highlights of what we have accomplished this year. Please visit our website for more information.

With your support and the vision of our board and staff, the Foundation will advance its mission. Please join us in leading the way.

MIKE PHILIPPS  
*President and CEO*  
Scripps Howard Foundation

► THE FOUNDATION IS LEADING NEW ENDEAVORS, BUILDING NEW MODELS AND COLLABORATING WITH FORWARD-THINKERS THROUGH THE JOURNALISM FUND.



#### CAPITOL NEWS INITIATIVE

Alliances open doors and advance opportunities. This year brings yet another opportunity with the launch of the E.W. Scripps School of Journalism Statehouse News Bureau, a collaborative project of the Foundation, The Scripps College of Communication at Ohio University and *The Columbus Dispatch*.

College students are gaining experience in public affairs reporting, working as intern fellows in Ohio's capital city. They are covering legislative initiatives, policy matters and politics, with stories in 2011 on the Occupy Wall Street movement, jobs bills and bullying laws. The fellows receive wise guidance from *Dispatch* editors and reporters, as well as course credit for their work.

The students' news reports are published in the *Dispatch* and made available to the Associated Press and the Ohio News Organization. Tom Suddes, respected statehouse reporter for *The Plain Dealer* for 17 years and columnist on state politics, leads the program; Suddes is on the faculty of the E.W. Scripps School.

In an era when news organizations are reducing statehouse news staffs, the program provides citizens vital news about their government and a promise for the future of capable statehouse reporting, so fundamental to democracy.

#### MASTERING SOCIAL MEDIA

A new idea has caught fire through the Foundation's long-time ties with journalism educators. Testing a pilot in 2011, the Foundation offered Externships to college faculty to explore how media outlets are using social media to reach new audiences in new ways. Professors from Utah, Pennsylvania and West Virginia spent summer weeks immersed in social media work with the *Chicago Tribune*, WCPO-TV and *The Oregonian*. In the program's second phase, professionals from the media outlets are visiting the professors' universities for five days of lecturing and training on social media.

The topic is hot and fresh, but the Foundation's long relationship with the Association for Education in Journalism and Mass Communication also made the pilot a success.

Word got out to association members, and the demand was overwhelming. The highly competitive Visiting Professors in Social Media externships will be expanded in 2012.

#### JOURNALISM EDUCATION

Leading the way to a strong future for the news industry, the Foundation continues to invest in journalism education. Valuing vision, strategic thinking and an entrepreneurial spirit, the Journalism Fund seeks university partners willing to embrace innovation.

At Ohio University, the Scripps College of Communication has been named a Center of Excellence in Culture and Societal Transformation. As a center of excellence, Scripps College will be a thought leader for innovation and creativity in the future of media. The college explored that topic in 2011 as it gathered industry leaders and educators to host the conference *Creating the Future: Managing Media in the Digital Age*.

With the Scripps Howard School of Journalism and Communications at Hampton University, the Foundation sees enhances in diversity in the profession.

Through its Semester in Washington and Journalism Internship programs, the Foundation enables college interns to gain valuable experience by reporting across multiple platforms.

The Foundation's Roy W. Howard National Collegiate Reporting Competition, Jack R. Howard Fellowships at Columbia University, and Scripps Howard Program in Religion, Journalism and Spiritual Life, also at Columbia, create opportunities for inspiring experiences abroad for college and graduate students.

#### ENTREPRENEURS IN THE NEWSROOM

Will the next Steve Jobs come from a journalism school? It's entirely possible. Inspiring entrepreneurial thinking in journalism is the goal of the first Scripps Howard Journalism Entrepreneurship Institute to be held in January at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Dan Gillmor, author of *Mediactive* and an expert on new media and entrepreneurship, will lead the institute.

Journalism professors from 12 universities will attend; each must commit to integrate entrepreneurship into their program's curriculums. "You need a faculty member who is willing to take up that cause and champion it, but you also need a university that is willing to embrace that cause," said Dean Christopher Callahan, who urges collaboration among journalism, business and engineering faculty.

The ultimate goal is to bring a new business-savvy kind of journalist into the industry, one infused with entrepreneurial spirit and knowledge but who always stays true to the core values of journalism. With entrepreneurship can come innovation, new applications and new digital projects, all in the service of good journalism.

"New ideas from journalists are going to bring new readers and viewers," Dean Callahan said. "Ultimately that will bring new revenue to news organizations."

#### SKYPE IN THE CLASSROOM

Innovative solutions don't always cost a lot of money; they often just require modern thinking. That's the principle that employs the Internet tool Skype in a new program by the Foundation to bring real-world experience into the classroom. Through the program, called "How I Got That Story," working journalists become visiting professors for a day.

In the pilot, students at the E.W. Scripps School of Journalism at Ohio University had the opportunity to be engaged with Thomas Hargrove, one of the country's top investigative reporters and experts in data mining of large government databases.

First, students reviewed Hargrove's award-winning series for Scripps Howard News Service on the nation's 185,000 unsolved murders. Then they participated in lively exchanges with Hargrove via Skype from their classrooms.

The Foundation has implemented the new program for the 2011-2012 school year.

#### RECHARGING PROFESSIONALS

Shining light on journalism's value, the Foundation's annual Scripps Howard Awards recognized the best work in the nation. The awards honored excellence in print, broadcast and online journalism. Nearly all the winning work employed new technology and used multiple platforms. Two award categories also honored college journalism and mass communication educators.

Through the Foundation's continued support and guidance, the Society of Professional Journalists hosted the Ted Scripps Leadership Institute for working journalists and students again in 2011.

► THE FOUNDATION'S  
GREATER CINCINNATI FUND  
IMPROVES THE QUALITY OF LIFE  
IN THE HOME REGION OF OUR  
CORPORATE HEADQUARTERS.

ENTERPRISE WITH SWEAT EQUITY

Progress isn't always high-tech. Often it's a roll-up-your-sleeves activity. The Foundation created a beautiful new community space in Cincinnati in 2011 with that kind of attitude, compounding its financial support with sweat equity.

Armed with sledge hammers, plaster tools and paint brushes, company employees and friends worked weekends. With the Foundation's support, they transformed 1,700 square feet in a 1906 school building into an airy gallery of

the Clifton Cultural Arts Center. "They are super awesome, multi-talented volunteers, and they went above and beyond," said Ruth Dickey, the center's executive director.

By knocking down a wall between two classrooms, the workers let light from tall windows spill across the space, reflecting off restored blackboards and gleaming on newly polished wood floors.

"It is a more joyous space now," Ms. Dickey said.

Young violinists from the Corryville Suzuki Project entertained art fair patrons. Nia Jam dancers exercise across the smooth floor. Public Allies Cincinnati, part of a national movement to groom leaders, holds training there. Artists are drawn to it. The quality of community life has improved.



credit: www.maryjoneclan.com

LEADING THROUGH PARTNERSHIPS

Tough economic times burden the most vulnerable among us. The Foundation has responded to help meet the community's needs by forging partnerships with other respected organizations.

The Foundation's support for the Freestore Foodbank provides essential personal hygiene and household products for impoverished senior citizens. Simple items such as toothpaste, bath soap, toilet tissue, shampoo, toothbrush, laundry detergent and paper towels can be costly for the poor. These basic health and hygiene items can't be purchased with food stamps.

"Those are the items that people pull back on when money runs out. It's really quite sad," said Freestore Foodbank's Kathy Greenberg. "Everybody still deserves to have the dignity to make sure they're clean."

The Foundation's gift will supply 1,200 seniors in poverty with a box of these essential supplies every month.

The Foundation continued to participate in 2011 in the Weathering the Economic Storm Fund, administered by the Greater Cincinnati Foundation to support nonprofits that provide basics such as shelter, food and medicine.

TRANSFORMATIONAL WORK

The Foundation celebrated the 10th anniversary this year of its innovative Scripps Howard Nonprofit Internship program. The program has provided real-world experience for 345 college students. It has brought talent to nonprofits that the agencies have found invaluable. It has changed the way nonprofits communicate with their constituencies, even after the social-media-savvy interns have moved on.

Many of these talented young people embrace nonprofit work as a career due to their experiences in the internship program. Others who move on to for-profit work remain champions for the nonprofit sector and committed to community support as volunteers. The program has been truly transformational in social service field building in Greater Cincinnati.





◀ Foundation Trustee Charles Barmonde presents Linda Valdez from *The Arizona Republic* the Walker Stone Award for Editorial Writing at the Foundation's Scripps Howard Awards ceremony in Cincinnati.

credit: Bruce Crippen, www.bcpimages.com

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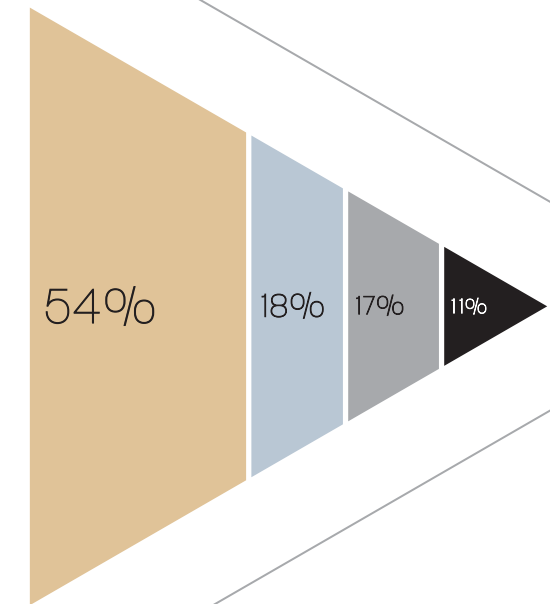
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**2011 PROJECTED DISTRIBUTION OF FUNDS**

▶ JOURNALISM FUND		
Journalism Grants	1,570,200	
Scholarships, Internships & Fellowships	785,430	
▶ COMMUNITY FUND		
Community Fund Grants	605,329	
Literacy Grants	132,000	
▶ EMPLOYEE PROGRAMS		
Matching Gifts	129,393	
National Merit Scholarship	122,056	
Scholarship America	54,550	
Volunteer Grants	169,585	
▶ GREATER CINCINNATI FUND		
Greater Cincinnati Grants	665,000	
Scripps Howard Nonprofit Interns	135,000	
<b>TOTAL</b>	<b>4,368,543</b>	



▶ SOMETIMES IT TAKES THE VISION OF JUST ONE MAN TO INSPIRE A LIFETIME OF PROGRESS. ROBERT P. SCRIPPS, GRANDSON OF THE COMPANY'S FOUNDER, LONG-TIME DIRECTOR OF THE E.W. SCRIPPS COMPANY AND TRUSTEE EMERITUS OF THE FOUNDATION, HAS THAT KIND OF VISION. HE GENEROUSLY CREATED AND SUPPORTS THE FOUNDATION'S COMMUNITY FUND TO GIVE BACK TO SCRIPPS COMMUNITIES.





#### IGNITING A LOVE OF READING

Teenage foster children often live out of a box, tote their clothes in a garbage bag, and find their lives disrupted repeatedly. Imagine this: What if a foster teen had one magical gizmo he could always carry with him to transport himself to a better world?

That's the vision behind a Literacy Grant the Foundation awarded this year to the *Ventura County (Calif.) Foster Parent Association* through the Community Fund. The Foundation supported a program to provide Amazon Kindle e-book readers to high-school-aged foster children in the California community. The foster parent association partnered with the *Ventura County Star*, an E.W. Scripps newspaper, to launch this imaginative new endeavor with the Foundation's support.

The Foundation's **Literacy Grants** not only help eliminate illiteracy; the grants improve lives by connecting children and adults to a world of knowledge through the written word.

These California foster teens now will have access to libraries of books, no matter where they are. At a finger's touch, they will feel the power of words. Like magic.

#### A LEGACY OF INNOVATION

For 13 years, the Community Fund has helped move communities forward. It compounds the charitable spirit of Scripps employees through **Matching Gift** and **Volunteer Grant** programs. It invests in tomorrow with **Scholarships** for employees' children.

The 2011 initiatives supported by the Community Fund are as diverse as the examples here:

In Evansville, Ind., community leaders are calling "all hands on deck" in an extensive, volunteer-driven project to "literally beat poverty into extinction." The *Evansville Courier & Press* has partnered in the **Circles** campaign led by the Evansville Christian Life Center to provide low-income families with life skills, a network of emotional and social support, and resources for helping them move permanently out of poverty.

In Detroit, Mich., urban youth ages 14 to 24 gained precious experience and work readiness skills in **Grow Detroit's Young Talent**, a new program in a city with an unemployment crisis. Scripps television station WXYZ was a partner in the initiative to enable youth to succeed in the 21st century workplace.

In Joplin, Mo., and nearby towns, tornadoes ravaged the communities in May 2011. The **Salvation Army** was at the forefront of those responding to rebuild the communities. Scripps television stations KSHB in Kansas City, Mo., and KJRH in Tulsa, Okla., supported The Salvation Army in the enormous disaster relief effort.

► NO HEIGHTS CAN BE SCALED WITHOUT A STRONG STRUCTURE OF SUPPORT. NO ROCKETS CAN BE LAUNCHED WITHOUT A BOOSTER. BY INVESTING IN THE FUTURE, OUR CONTRIBUTORS HELP NEW POSSIBILITIES SOAR AND KEEP OUR MISSION ALIVE.

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