



# News Release

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## Hidal promoted to VP of talent and diversity

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CINCINNATI – Dr. Robyn M. Hidal, who has held key corporate human resources roles at The E.W. Scripps Company since 1994, will serve the company's base of approximately 5,000 employees nationwide in the newly created role of vice president of talent and diversity.

The promotion, which is effective immediately, means Hidal will be the architect of the company's talent management and diversity initiatives. She will oversee efforts ranging from succession planning and executive evaluation to the creation and execution of strategies to recruit, assess, engage, reward and develop employees who will be instrumental in the company's success in the next season of local media.

"At a time of sweeping change in the media industry, the senior management of Scripps believes fervently that our long-term success depends on the ability to attract and retain the industry's top leaders – from creative storytelling journalists to innovative executives," said Lisa Knutson, senior vice president of human resources. "I know of no one who has more expertise nor has spent more time influencing local media organizations on critical workforce issues than Robyn Hidal. She's had a noticeable impact on the quality of our talent over the years, and in her new role I'm confident that our ranks will be even better positioned to serve our audiences and advertisers."

Hidal, 54, has been the director of talent and diversity since 2006, and was the staffing and recruiting lead for the company-wide transformation of the HR function during the middle of the past decade. From 1994 to 2006, she was the director of HR for the Scripps corporate office, with special emphasis on diversity recruiting and employee-relations and compliance issues in the television division.

She previously served six years as vice president/employment manager and three years as bank officer/manager of training and development at PNC Bank in Cincinnati.

### **About Scripps**

The E.W. Scripps Company is a diverse, 132-year-old media enterprise with interests in television stations, newspapers, local news and information Web sites, and feature syndication.

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