



**Julie Cookson,
SVP, Human Resources**



**Tell us about the turnover
rate at Scripps Networks.**

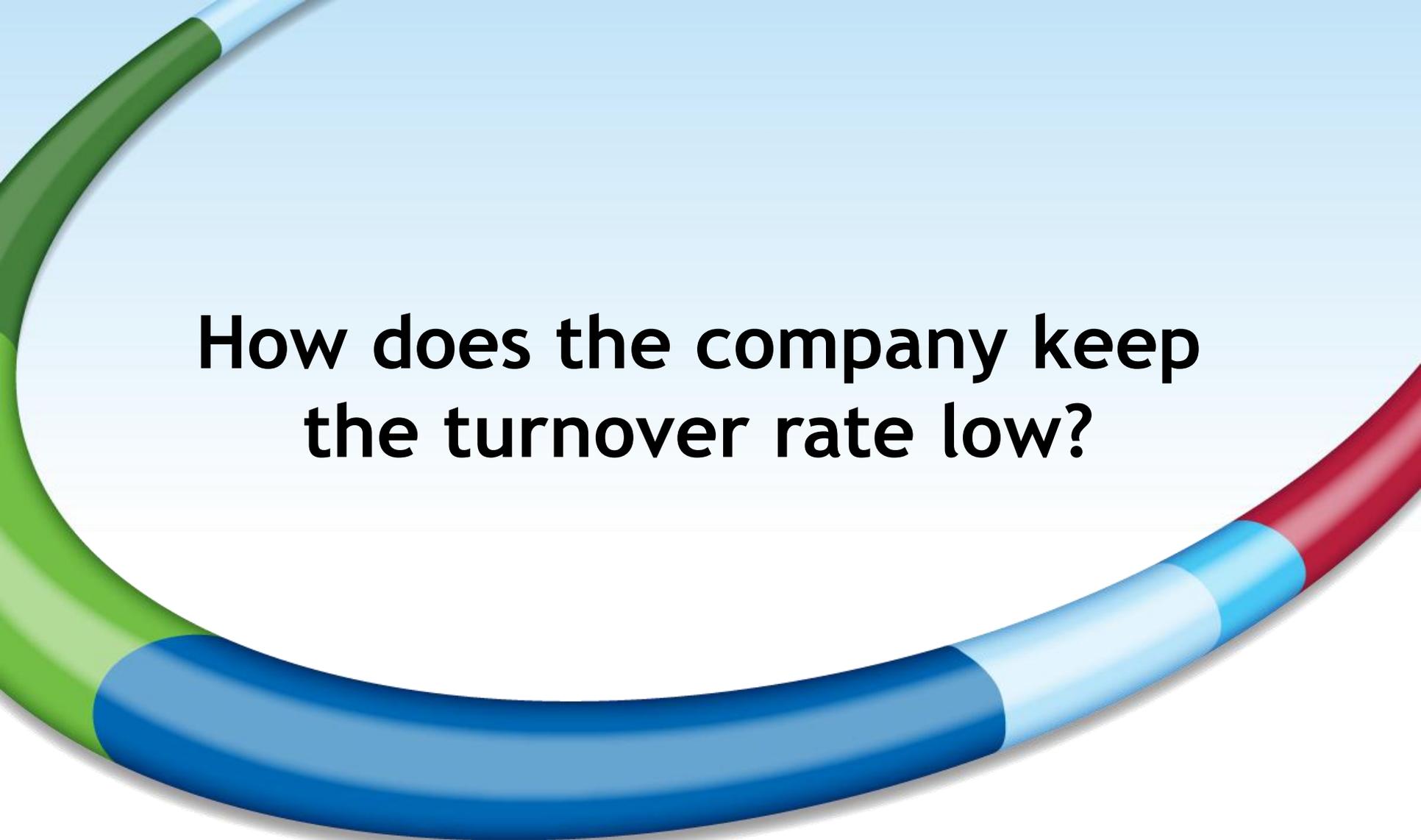


WICT PAR Initiative Survey

- Scripps Networks has been recognized by Women in Cable Telecommunications (WICT) the past five years for its efforts to adhere to WICT's PAR Initiative (pay equity, advancement opportunities and resources for work/life).
 - Scripps Networks was named one of the Best Companies to Work For in Cable in 2009
- Women lead several lines of business at Scripps Networks
 - 56 percent of company employees are women
 - 11 percent above industry average
 - 54 percent of company managers are women
 - 11 percent above industry average
 - 51 percent of company mid-managers are women
 - 8 percent above industry average

Diversity Strategy

- Scripps Networks' success is the result of a diversity strategy focused on its workforce, workplace and marketplace.
- With employees and perspective new hires
 - To leverage diversity as an enabler of superior performances to position Scripps Networks as an employer of choice for employees and candidates
- With core values, environment, culture and norms
 - To develop internal capacity to support performance objectives and encourage engagement
- With audiences, viewers, shareholders and suppliers
 - To enable the development of innovative solutions that outperform the expectations of our constituencies



How does the company keep
the turnover rate low?



Scripps Networks Core Values

Diversity

Clarity in Communication

Integrity

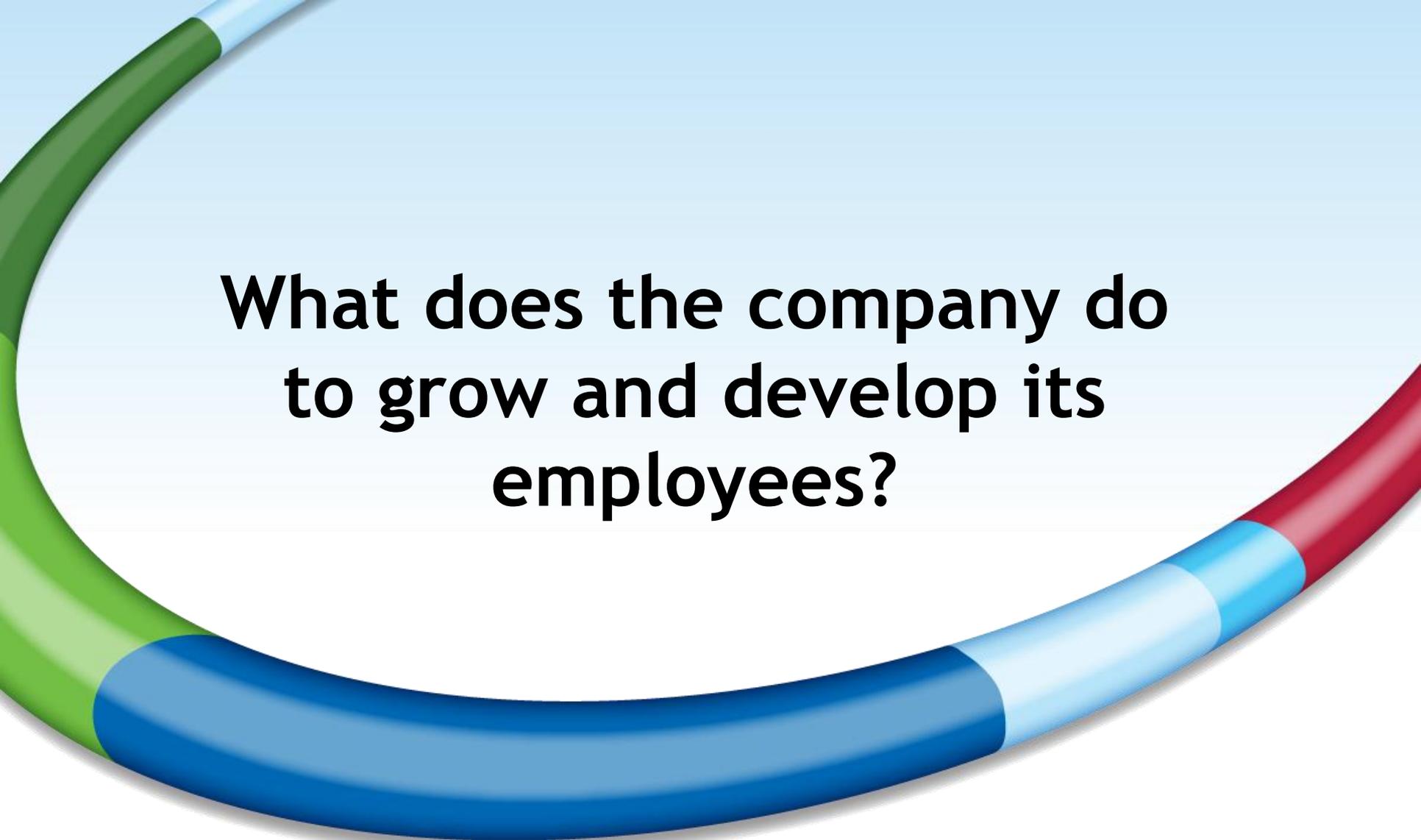
Compassion/Support

Shared Responsibility

Work/Life Balance

Openness

Humor



What does the company do
to grow and develop its
employees?



Growing Your Career



mentoring experience



Growing Your Career

External developmental opportunities available:

- **CTAM University**
 - *Cable & Telecommunications Association for Marketing*
- **NAMIC Executive Development Programs**
 - *National Association for Multi-Ethnicity in Communications*
- **NAMIC Mentoring Program**
- **Urban League Young Professionals**
- **WICT Betsy Magness Leadership Program**
 - *Women in Cable Telecommunications*



**What advice would you give to
other companies looking to
develop opportunities for
women?**



Competitive **Pay** & Innovative **Benefits**

TOTAL COMPENSATION

Base pay and, if eligible, incentive and equity pay

WEALTH ACCUMULATION

401K, Employee Stock Purchase Plan

HEALTH & INSURANCE

Medical, Dental, Vision, HAS Account, Life Insurance, Short- & Long-Term Disability Benefits

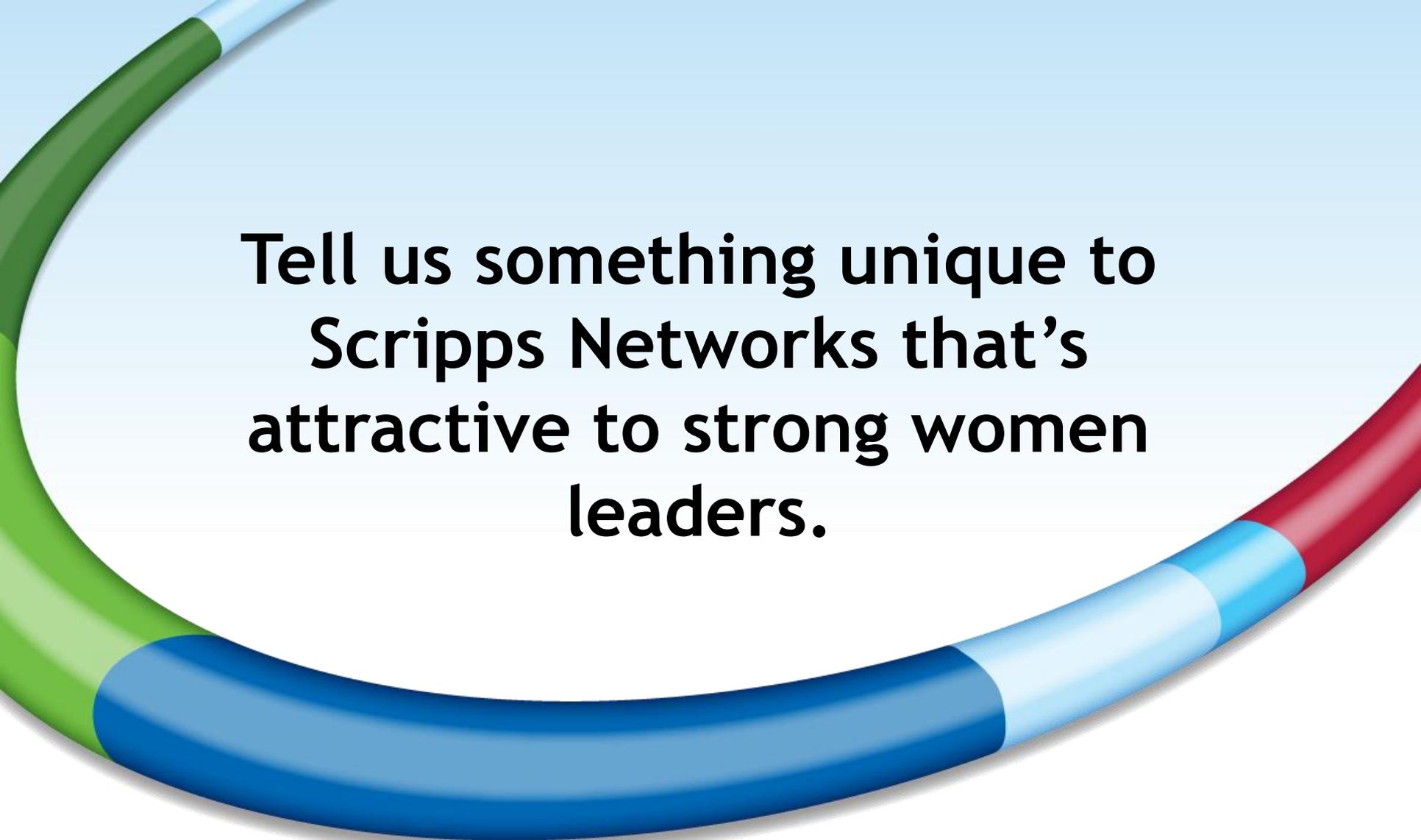
WORK/LIFE

Holidays, PTO, Family Medical Leave Act Benefits



Additional Employee Resources

- Financial Planning Center
- “Live Well” Wellness Program
- Adoption Assistance Program
- Parental Leave
- Tuition Reimbursement Program
- Education and Resources
- Employee Assistance Program



**Tell us something unique to
Scripps Networks that's
attractive to strong women
leaders.**

