

CASE STUDY: CASE MGMT | MEDIA

E.W. Scripps



Getting the Inside Scoop on Potential Workplace Misconduct

“We built our company’s reputation on integrity, and NAVEX Global’s system helps me be proactive about preventing issues that could damage the respect we have earned. I make sure I know about policy violations so I can fix matters before they become bigger issues.”

- Denise Kuprionis, Vice President, Secretary and Chief Ethics and Compliance Officer

While The E.W. Scripps Company employs many news reporters, the company is trying to encourage a different kind of reporting to help identify and resolve ethics issues in the workplace. If employees have concerns, Scripps makes sure they have every opportunity to report them and have their voices heard.

Scripps is a diverse media concern with interests in newspaper publishing, broadcast television stations, and licensing and syndication. The company operates daily and community newspapers in 13 markets, and 10 broadcast TV stations. Committed to fostering an ethical business culture, Scripps chose NAVEX Global for its employee hotline and case management system.

Some reporters fearlessly cover stories in dangerous parts of the world. However, even the bravest people may be afraid to report ethical issues at work if they are concerned about retaliation.

Denise Kuprionis, Vice President, Secretary and Chief Ethics and Compliance Officer, wants to soothe those fears. The more employees feel comfortable reporting issues, the sooner her department can identify problems and begin training and awareness programs to resolve the issues.

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The Ideal Solution: NAVEX Global's EthicsPoint™

"Our company is built on doing things the right way. I want as many methods as possible to hear from employees so we can fix the issues that concern them," said Kuprionis. At first, Scripps used a company-run hotline for issue reporting and managed the cases with a spreadsheet and paper file system. However, that approach posed challenges that Scripps decided to solve by outsourcing.

After researching several options, the company selected NAVEX Global. With a hotline available 24/7, an anonymous online reporting option, availability in any language and full integration with a powerful incident management system, it was an ideal fit.

Denise began working with NAVEX Global's Implementation Services team to adjust the new system to the specific risks Scripps was trying to mitigate. The company wanted to gain a more consolidated view of what was happening in the company.

"Our company is built on doing things the right way. I want as many methods as possible to hear from employees **so we can fix the issues that concern them**," said Kuprionis.

"Scripps has always had a reputation as a good, fair place to work. If there is a policy violation, I want to fix it before it becomes a big issue," Kuprionis stated.

Now, when a new issue comes in, Kuprionis is notified, assesses the case and assigns it to the right department and subject matter expert. Investigators can communicate anonymously with the employee who raised the issue to gather any details necessary to resolve the issue. The process is tracked in EthicsPoint case management system.

"I can manage cases better through EthicsPoint's system, from assigning and tracking to setting deadlines," Kuprionis said. Scripps uses the EthicsPoint system as the foundation of a more consistent process for managing employee concerns. More consistency has helped the company gain insight and efficiency. Based on the results of cases, Kuprionis can easily construct detailed charts and trend analyses for presentations to the Board of Directors. The trends that become apparent through the centralized system can help her understand specific areas where more training programs are needed to increase awareness.

Broadcasting the Results

It is much easier to see the big picture with a centralized incident management system, Kuprionis says. She can easily share information with her team, prioritize cases and coordinate investigations. Scripps will continue to refine its methods for issue identification and resolution, but Kuprionis already has seen positive results in improved processes, increased employee confidence, and the ability to address issues proactively.

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+1 866 297 0224
info@navexglobal.com
www.navexglobal.com