

SCRIPPS E W CO /DE  
Form 8-K  
August 11, 2004  
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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) August 11, 2004

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**THE E.W. SCRIPPS COMPANY**

(Exact name of registrant as specified in its charter)

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Commission File Number 0-16914

Ohio  
(State or other jurisdiction of  
incorporation or organization)

31-1223339  
(I.R.S. Employer  
Identification Number)

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312 Walnut Street

Cincinnati, Ohio  
(Address of principal executive offices)

45202  
(Zip Code)

Registrant's telephone number, including area code: (513) 977-3000

Not Applicable

(Former name or former address, if changed since last report)

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THE E.W. SCRIPPS COMPANY

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**Item 7. Financial Statements and Exhibits**

(c) Exhibits

99 Press release dated August 11, 2004.

**Item 12. Results of Operations and Financial Condition**

On August 11, 2004, we released information regarding our consolidated revenue for the month ended July 31, 2004 and updated guidance previously provided in our second quarter earnings release dated July 15, 2004 and in our report on Form 10-Q for the quarter ended June 30, 2004. A copy of the press release is filed as Exhibit 99.

The discussion and the information contained in the press release contain certain forward-looking statements that are based on our current expectations. Forward-looking statements are subject to certain risks, trends, and uncertainties that could cause actual results to differ materially from the expectations expressed in the forward-looking statements. Such risks, trends and uncertainties, which in most instances are beyond our control, include changes in advertising demand and other economic conditions; consumers' taste; newsprint prices; program costs; labor relations; technological developments; competitive pressures; interest rates; regulatory rulings; and reliance on third-party vendors for various products and services. The words believe, expect, anticipate, estimate, intend, and similar expressions identify forward-looking statements. All forward-looking statements, which are as of the date of this filing, should be evaluated with the understanding of their inherent uncertainty. We undertake no obligation to publicly update any forward-looking statement to reflect events or circumstances after the date the statement is made.

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Signature

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

THE E.W. SCRIPPS COMPANY

BY: /s/ Lori A. Hickok

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Lori A. Hickok  
Vice President and Controller

Dated: August 11, 2004