

SCRIPPS E W CO /DE  
Form 8-K  
October 08, 2004  
Table of Contents

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 OR 15(d) of**  
**The Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported) **October 5, 2004**

**THE E.W. SCRIPPS COMPANY**  
(Exact name of registrant as specified in its charter)

**Ohio**  
(State or other jurisdiction  
of incorporation )

**0-16914**  
(Commission  
File Number)

**31-1223339**  
(IRS Employer  
Identification No.)

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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)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Table of Contents**

THE E.W. SCRIPPS COMPA NY

INDEX TO CURRENT REPORT ON FORM 8-K

<b><u>Item No.</u></b>		<b><u>Page</u></b>
8.01.	<u>Other Events</u>	3

**Table of Contents**

**Item 8.01. Other Events**

On August 31, 2004, we released information announcing that, effective December 31, 2004, Stephen W. Sullivan will retire as Vice President/Newspaper Operations. A copy of the press release is filed as Exhibit 99.01.

On October 5, 2004, we released information announcing that, effective December 31, 2004, Alan M. Horton will retire from his role as Senior Vice President /Newspapers and that Richard A. Boehne, Executive Vice President of Scripps, will be responsible for the day-to-day management of the newspaper division. A copy of the press release is filed as Exhibit 99.02.

**Item 9.01. Financial Statements and Exhibits**

(c) Exhibits

99.01 Press release dated August 31, 2004.

99.02 Press release dated October 5, 2004.

**Table of Contents**

**SIGNATURES**

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 hereunto duly authorized.

THE E.W. SCRIPPS COMPANY

BY: /s/ Joseph G. NeCastro

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Joseph G. NeCastro  
Senior Vice President and Chief Financial Officer

Dated: October 8, 2004