

**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 10, 2006**

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**THE E.W. SCRIPPS COMPANY**

(Exact name of registrant as specified in its charter)

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

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

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

**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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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))
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**Item 8.01 Other Events**

On August 10, 2006, we released information regarding revenue for certain of our operating segments for the month and year-to-date periods ended July 31, 2006. 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.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibits

99 Press release dated August 10, 2006.

**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/ Anatolio B. Cruz III

Anatolio B. Cruz III

Senior Vice President and General Counsel

Dated: August 10, 2006

**PRESS RELEASE****Scripps reports July revenue, statistics**

For immediate release  
 Aug. 10, 2006

(NYSE: SSP)

CINCINNATI – The E. W. Scripps Company today reported July revenue and statistics for its Scripps Networks, newspaper and broadcast television divisions.

At Scripps Networks revenue was up 24 percent to \$81.9 million in July compared with the same month a year ago.

July advertising revenue at Scripps Networks was up 21 percent and affiliate fee revenue increased 20 percent. Scripps Networks includes the company's portfolio of national cable and satellite television networks, including HGTV, Food Network, DIY Network, Fine Living and Great American Country (GAC).

HGTV and Food Network can each be seen in about 90 million U.S. television households. DIY Network and Fine Living each can be seen in about 38 million households. GAC reached 43 million U.S. households in July.

At newspapers managed solely by the company, total revenue was \$56.6 million, even with the same period a year ago. Newspaper advertising revenue increased 1.0 percent during July.

Broken down by category, newspaper advertising revenue during the month was:

- Local, down 1.6 percent to \$11.3 million.
- Classified, up 1.2 percent to \$19.4 million.
- National, down 18 percent to \$2.8 million.
- Preprint, online and other, up 9.1 percent to \$12.1 million.

At the company's broadcast television stations, July revenue was up 6.9 percent to \$22.9 million. Broken down by category, broadcast television revenue was:

- Local, up 4.3 percent to \$13.8 million.
- National, down 2.5 percent to \$6.6 million.
- Political, \$1.7 million compared with \$600,000 in the year-ago period.

For competitive reasons, Scripps does not report monthly revenue and statistics for its interactive media division, which includes online search and price comparison services Shopzilla and uSwitch. The company reports revenue from the interactive media division on a quarterly basis.

**About Scripps**

The E. W. Scripps Company (NYSE: SSP) is a diverse and growing media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, electronic commerce, interactive media, and licensing and syndication.

The company's portfolio of media properties includes: **Scripps Networks**, with such brands as HGTV, Food Network, DIY Network, Fine Living, Great American Country and HGTVPro; **daily and community newspapers** in 18 markets and the Washington-based Scripps Media Center, home to the Scripps Howard News Service; 10 **broadcast TV stations**, including six ABC-affiliated stations, three NBC affiliates and one independent; leading online search and comparison shopping services, **Shopzilla** and **uSwitch**; and **United Media**, a leading worldwide licensing and syndication company that is the home of PEANUTS, DILBERT and approximately 150 other features and comics.

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Contact: Tim Stautberg, The E. W. Scripps Company, 513-977-3826  
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**REVENUE AND STATISTICAL SUMMARY FOR SELECTED OPERATING SEGMENTS**

<i>(amounts in millions, unless otherwise noted)</i>	July			Year-to-date		
	2006	2005	%	2006	2005	%
<b>SCRIPPS NETWORKS</b>						
<i>Operating Revenues</i>						
Advertising	\$ 61.9	\$ 51.3	20.7%	\$ 482.0	\$ 412.9	16.7%
Affiliate fees, net	16.8	13.9	20.4%	114.3	95.5	19.7%
Other	3.1	0.8		9.4	4.6	
Scripps Networks	<u>\$ 81.9</u>	<u>\$ 66.0</u>	<u>24.0%</u>	<u>\$ 605.8</u>	<u>\$ 513.0</u>	<u>18.1%</u>
<i>Subscribers (1)</i>						
HGTV				90.0	88.6	1.6%
Food Network				89.6	87.5	2.4%
Great American Country				43.0	38.8	10.8%
<b>NEWSPAPERS (2)</b>						
<i>Operating Revenues</i>						
Local	\$ 11.3	\$ 11.5	(1.6)%	\$ 92.7	\$ 91.6	1.2%
Classified	19.4	19.1	1.2%	140.7	130.9	7.6%
National	2.8	3.4	(17.8)%	22.1	23.6	(6.4)%
Preprints, online and other	12.1	11.1	9.1%	84.9	76.1	11.6%
Newspaper advertising	45.5	45.0	1.0%	340.5	322.2	5.7%
Circulation	10.1	10.6	(4.1)%	72.9	74.8	(2.6)%
Other	0.9	1.0	(5.4)%	9.3	9.0	2.7%
Newspapers managed solely by us	<u>\$ 56.6</u>	<u>\$ 56.6</u>	<u>0.0%</u>	<u>\$ 422.6</u>	<u>\$ 406.1</u>	<u>4.1%</u>
<i>Ad inches (excluding JOAs) (in thousands)</i>						
Local	400	400	0.1%	3,100	3,150	(1.6)%
Classified	811	767	5.8%	5,716	5,209	9.7%
National	67	92	(27.1)%	576	655	(12.1)%
Full run ROP	<u>1,279</u>	<u>1,259</u>	<u>1.6%</u>	<u>9,392</u>	<u>9,014</u>	<u>4.2%</u>
<b>BROADCAST TELEVISION</b>						
<i>Operating Revenues</i>						
Local	\$ 13.8	\$ 13.3	4.3%	\$ 121.3	\$ 110.9	9.4%
National	6.6	6.8	(2.5)%	60.2	56.8	5.9%
Political	1.7	0.6		5.4	1.1	
Other	0.8	0.8	(5.0)%	6.3	8.1	(23.1)%
Broadcast Television	<u>\$ 22.9</u>	<u>\$ 21.5</u>	<u>6.9%</u>	<u>\$ 193.2</u>	<u>\$ 176.9</u>	<u>9.2%</u>

- (1) Subscriber counts are according to the Nielsen Homevideo Index of homes that receive cable networks.
- (2) On February 1, 2006, we contributed the Boulder Daily Camera, the Colorado Daily and the twice-weekly Broomfield Enterprise in exchange for a 50% interest in a partnership we jointly operate with MediaNews Group Inc. To enhance comparability the reported revenues do not include operating revenues of these newspapers prior to the formation of the partnership. Our 50% share of the operating profit (loss) of the partnership is reported as "Equity in earnings of JOAs and other joint ventures" in our financial statements.