U.S. Securities and Exchange Commission Washington, D.C. 20549

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

Filed by the Registrant ☑ Filed by a Party other than the Registrant o

Check the appropriate box:

- o Preliminary Proxy Statement
- o Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- o Definitive Proxy Statement
- $\ensuremath{\boxdot} \ensuremath{\square} \ens$
- o Soliciting Material Pursuant to Rule 14a-12

The E.W. Scripps Company

(Name of Registrant as Specified In Its Charter)

-

(Name of	Person(s) Filing	Proxy Stateme	ent, if other th	an the Registrant)

Payment of Filing Fee (Check the appropriate box):

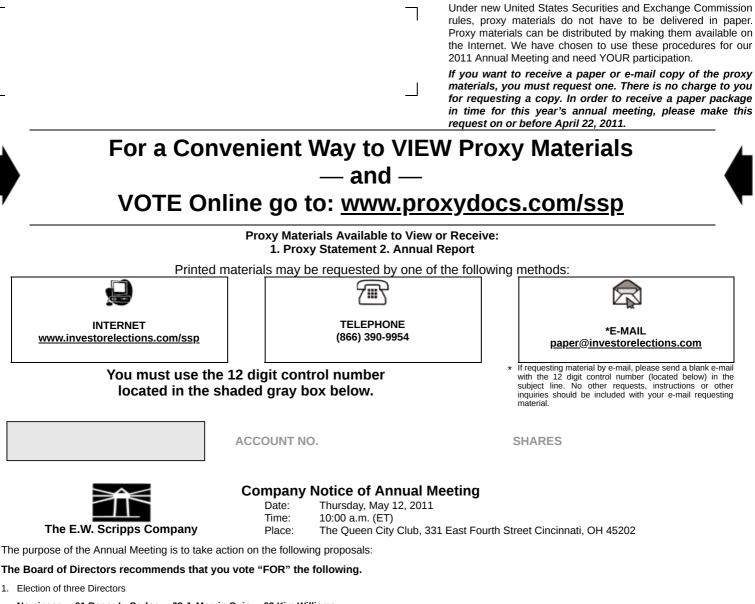
- $\ensuremath{\boxdot}$ No fee required.
- o Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
 - 1) Title of each class of securities to which transaction applies:

- 2) Aggregate number of securities to which transaction applies: _____
- 3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined): ______
- 4) Proposed maximum aggregate value of transaction: _____
- 5) Total fee paid:
- o Fee paid previously with preliminary materials.
- o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
 - 1) Amount Previously Paid: _____
 - 2) Form, Schedule or Registration Statement No.:
 - 3) Filing Party: _____
 - 4) Date Filed: _____



Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to be held on May 12, 2011, for The E.W. Scripps Company

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. To view the proxy statement and annual report, go to <u>www.proxydocs.com/ssp</u>. To submit your proxy while visiting this site, you will need the 12 digit control number in the box below.



Nominees 01 Roger L. Ogden 02 J. Marvin Quin 03 Kim Williams

2. To transact such other business as may properly come before the meeting.

The annual shareholder meeting will be held at 10:00 a.m. (ET) at the Queen City Club, 331 E. Fourth Street, Cincinnati, OH 45202.

It you need assistance or directions, please contact the company by e-mail at secretary@scripps.com. Tickets are not required but shareholders will be asked to show identification.