
**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) February 22, 2008

THE E.W. SCRIPPS COMPANY

(Exact name of registrant as specified in its charter)

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)

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 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

On February 26, 2008, The E.W. Scripps Company announced the retirement of Mr. Edward W. Scripps Jr. from the Board of Directors effective February 22, 2008. A copy of the press release announcing his retirement is filed as Exhibit 99.01.

Item 9.01 Financial Statements and Exhibits

(c) Exhibits

<u>Exhibit Number</u>	<u>Description of Item</u>	<u>Exhibit No. Incorporated</u>
99.01	Press release dated February 26, 2008	

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
Joseph G. NeCastro
Executive Vice President and Chief Financial Officer

Dated: February 26, 2008

PRESS RELEASE**Edward W. Scripps Jr. retires from trust, board**

For immediate release
Feb. 26, 2008

(NYSE: SSP)

CINCINNATI – Edward W. Scripps Jr. has notified The E. W. Scripps Company’s board of directors that he is retiring as a trustee of the Edward W. Scripps Trust and as a director of the company.

Scripps, 49, a great-grandson of the company’s founder, has served as a corporate director since 1998. The Edward W. Scripps Trust, the company’s controlling shareholder, will select a successor for Ed Scripps.

Scripps said he is retiring to devote more time to his family and to pursue long-delayed personal interests.

“Ed Scripps has conscientiously served the company and its shareholders with integrity and vision,” said William R. Burleigh, chairman of The E. W. Scripps Company’s board of directors. “We wish to express our admiration and appreciation to him for his dedicated and insightful contributions to this organization and extend to him and his family warmest wishes for a fulfilling retirement.”

Commenting on his retirement, Scripps said, “I have been honored to serve the shareholders of The E. W. Scripps Company as a board member during the past 10 years. Looking ahead, I believe the company’s prospects are brighter than ever as it approaches its division into two focused enterprises.”

Ed Scripps also has served as a trustee, vice president and member of the executive committee of the Scripps Howard Foundation, the philanthropic arm of The E. W. Scripps Company. Scripps is a trustee emeritus of the foundation.

From 1983 to 1993, Scripps worked for KJRH-TV, the company-owned television station in Tulsa, Okla. Scripps worked on the editorial side of the businesses, rising to the post of news director.

The company announced in October 2007 that its board of directors had unanimously authorized management to pursue a separation of Scripps into two publicly traded companies, one focused on national brands and the other focused on local media. The transaction is expected to be completed by July 1.

About Scripps

The E. W. Scripps Company (www.scripps.com) is a diverse and growing media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, 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 and Great American Country; **daily and community newspapers** in 15 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; **Scripps Interactive Media**, including 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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