

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) June 8, 1998

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

Ohio 33-43989 31-1223339
(State or other jurisdiction of (Commission File Number)(I.R.S. Employer
incorporation or organization) Identification Number)

312 Walnut Street
Cincinnati, Ohio 45202
(Address of principal executive offices) (Zip Code)

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

Not Applicable
(Former name, former address and former fiscal year, if
changed since last report.)

THE E. W. SCRIPPS COMPANY

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ITEM 5. OTHER EVENTS

The E.W. Scripps Company's consolidated revenues increased 11 percent in May to \$130 million, compared to \$117 million in May 1997.

For comparative purposes, the company's monthly revenue report excludes divested operations, and includes acquired operations as if they had been purchased on Jan. 1, 1997.

Newspaper advertising moved up 13 percent to \$59.7 million compared to \$53 million for the same month a year ago, benefiting from the additional Sunday in May 1998 versus 1997. Classified advertising for May increased 18 percent to \$25.6 million compared to \$21.7 million in 1997. Total newspaper revenues were up 11 percent to \$78.9 million from \$71.2 million for May 1997.

Broadcast television revenues increased 2 percent to \$31.4 million compared to \$30.7 million in May 1997. Political advertising was \$1.6 million compared to none in May 1997.

Category television revenues increased 88 percent to \$12 million from \$6.4 million in the same period a year ago. The number of subscribers at Home & Garden Television reached 41.4 million in May, up 300,000 from the previous month, according to the Nielsen Homevideo Index. The number of Food Network subscribers reached 32.7 million in May, up 400,000 from the previous month, according to the Nielsen index.

The E.W. Scripps Company operates 20 daily newspapers; nine network-affiliated television stations; two TV networks, Home & Garden Television and the Food Network; a TV programmer, Cinetel Productions; independent Yellow Pages directories in Florida and Tennessee; and United Media, a worldwide syndicator and licensor of news features and comics.

THE E. W. SCRIPPS COMPANY
 Unaudited Revenue and Statistical Summary
 Period: May
 Report date: June 8, 1998

For more information:
 Rich Boehne
 The E. W. Scripps Company
 513-977-3825

For comparative purposes, this report excludes divested operations, and includes acquired operations as if they had been purchased on January 1, 1997.

| | May * | | | Year-to-date | | |
|--|----------|----------|--------|--------------|----------|--------|
| | 1998 | 1997 | % | 1998 | 1997 | % |
| Revenue (in millions) | | | | | | |
| Local | \$ 23.4 | \$ 21.9 | 7.1 % | \$ 110.5 | \$ 106.1 | 4.1 % |
| Classified | 25.6 | 21.7 | 17.9 % | 113.3 | 100.4 | 12.8 % |
| National | 2.2 | 2.2 | (2.6)% | 10.4 | 10.0 | 4.4 % |
| Preprints and other | 8.4 | 7.1 | 18.3 % | 38.1 | 33.7 | 12.9 % |
| Newspaper advertising | 59.7 | 53.0 | 12.6 % | 272.3 | 250.3 | 8.8 % |
| Circulation | 13.3 | 12.5 | 6.3 % | 66.8 | 65.6 | 1.9 % |
| Other ** | 5.9 | 5.7 | 4.0 % | 28.6 | 25.8 | 10.9 % |
| NEWSPAPERS | 78.9 | 71.2 | 10.8 % | 367.8 | 341.6 | 7.6 % |
| BROADCAST TELEVISION | 31.4 | 30.7 | 2.0 % | 135.6 | 132.4 | 2.4 % |
| CATEGORY TV | 12.0 | 6.4 | 87.9 % | 52.2 | 26.4 | 97.9 % |
| LICENSING AND OTHER MEDIA | 8.4 | 9.1 | (8.3)% | 46.1 | 40.0 | 15.1 % |
| ELIMINATE INTERSEGMENT REVENUE | (0.7) | (0.3) | | (2.3) | (1.1) | |
| TOTAL | \$ 129.9 | \$ 117.1 | 10.9 % | \$ 599.3 | \$ 539.3 | 11.1 % |
| Political advertising included in Broadcast Television revenue | \$1.6 | \$0.0 | | \$3.0 | \$0.2 | |
| Newspaper ad inches (in thousands) | | | | | | |
| Local | 929 | 856 | 8.5 % | 4,354 | 4,196 | 3.8 % |
| Classified | 1,026 | 923 | 11.2 % | 4,351 | 4,070 | 6.9 % |
| National | 59 | 44 | 34.6 % | 252 | 220 | 14.8 % |
| Full run ROP | 2,014 | 1,823 | 10.5 % | 8,957 | 8,486 | 5.6 % |
| Category TV subscribers *** (homes in millions) | | | | | | |
| HGTV | | | | 41.4 | 28.1 | 47.3 % |
| Food Network | | | | 32.7 | 24.5 | 33.5 % |

* May 1998 had one more Sunday and one less Thursday than May 1997.

** Includes share of profits of JOA newspapers not managed by the Company and commercial printing.

*** According to Nielsen Homevideo Index of homes that receive cable networks.

Note: Certain amounts may not foot as each is rounded independently and certain percentages may not calculate as percentages are based on the underlying whole dollar amounts.

THE E. W. SCRIPPS COMPANY
 Unaudited Revenue and Statistical Summary
 Period: May
 Report date: June 8, 1998

For comparative purposes, this report excludes divested operations, and includes acquired operations as if they had been purchased on January 1, 1997.

| | First Quarter | | | April and May | | | Year to date | | |
|--|---------------|----------|---------|---------------|----------|--------|--------------|----------|--------|
| | 1998 | 1997 | % | 1998 | 1997 | % | 1998 | 1997 | % |
| Revenue (in millions) | | | | | | | | | |
| Local | \$ 65.0 | \$ 62.9 | 3.4 % | \$ 45.5 | \$ 43.3 | 5.1 % | \$ 110.5 | \$ 106.1 | 4.1 % |
| Classified | 65.1 | 58.1 | 12.0 % | 48.2 | 42.3 | 14.0 % | 113.3 | 100.4 | 12.8 % |
| National | 6.4 | 5.9 | 8.2 % | 4.0 | 4.1 | (1.1)% | 10.4 | 10.0 | 4.4 % |
| Preprints and other | 21.7 | 19.8 | 9.9 % | 16.3 | 13.9 | 17.3 % | 38.1 | 33.7 | 12.9 % |
| Newspaper advertising | 158.2 | 146.7 | 7.9 % | 114.1 | 103.6 | 10.1 % | 272.3 | 250.3 | 8.8 % |
| Circulation | 40.5 | 40.1 | 1.1 % | 26.3 | 25.5 | 3.1 % | 66.8 | 65.6 | 1.9 % |
| Other | 16.4 | 14.4 | 13.9 % | 12.2 | 11.5 | 6.8 % | 28.6 | 25.8 | 10.9 % |
| NEWSPAPERS | 215.1 | 201.1 | 7.0 % | 152.6 | 140.6 | 8.6 % | 367.8 | 341.6 | 7.6 % |
| BROADCAST TELEVISION | 74.8 | 72.7 | 2.9 % | 60.8 | 59.7 | 1.7 % | 135.6 | 132.4 | 2.4 % |
| CATEGORY TV | 29.1 | 14.0 | 107.7 % | 23.1 | 12.3 | 86.8 % | 52.2 | 26.4 | 97.9 % |
| LICENSING AND OTHER | | | | | | | | | |
| MEDIA | 29.1 | 24.0 | 21.4 % | 16.9 | 16.0 | 5.8 % | 46.1 | 40.0 | 15.1 % |
| ELIMINATE INTERSEGMENT REVENUE | (1.4) | (0.7) | | (0.9) | (0.5) | | (2.3) | (1.1) | |
| TOTAL | \$ 346.8 | \$ 311.2 | 11.4 % | \$ 252.5 | \$ 228.2 | 10.6 % | \$ 599.3 | \$ 539.3 | 11.1 % |
| Political advertising included in Broadcast Television revenue | \$0.3 | \$0.1 | | \$2.6 | \$0.1 | | \$3.0 | \$0.2 | |
| Newspaper ad inches (in thousands) | | | | | | | | | |
| Local | 2,557 | 2,511 | 1.8 % | 1,797 | 1,685 | 6.6 % | 4,354 | 4,196 | 3.8 % |
| Classified | 2,464 | 2,306 | 6.8 % | 1,887 | 1,763 | 7.0 % | 4,351 | 4,070 | 6.9 % |
| National | 140 | 135 | 4.1 % | 112 | 85 | 31.9 % | 252 | 220 | 14.8 % |
| Full run ROP | 5,161 | 4,952 | 4.2 % | 3,796 | 3,534 | 7.4 % | 8,957 | 8,486 | 5.6 % |
| Category TV subscribers (homes in millions) | | | | | | | | | |
| HGTV | 40.2 | 25.1 | 60.2 % | 41.4 | 28.1 | 47.3 % | | | |
| Food Network | 31.7 | 22.0 | 44.1 % | 32.7 | 24.5 | 33.5 % | | | |

Note: Certain amounts may not foot as each is rounded independently and certain percentages may not calculate as percentages are based on the underlying whole dollar amounts.

SIGNATURES

Pursuant to the requirements of the Securities and 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

Dated: June 11, 1998

By: /s/ Craig C. Standen

Craig C. Standen
Senior Vice President/
Corporate Development