UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 10-Q

(X) QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES AND EXCHANGE ACT OF 1934
For the quarterly period ended June 30, 1996

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES AND EXCHANGE ACT OF 1934
For the transition period from ________________ to ________________

Commission File Number 1-16914

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

Delaware	51-0304972
(State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification Number)
1105 N. Market Street Wilmington, Delaware	19801
(Address of principal executive offices)	(Zip Code)

Registrant's telephone number, including area code: (302) 478-4141

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

Indicate by check mark whether the Registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities and Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the Registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes X No

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date. As of August 1, 1996 the registrant had outstanding 60,997,870 shares of Class A Common Stock and 19,470,382 shares of Common Voting Stock.

INDEX TO THE E.W. SCRIPPS COMPANY

REPORT ON FORM 10-Q FOR THE QUARTER ENDED JUNE 30, 1996

PART I

ITEM 1. FINANCIAL STATEMENTS

The information required by this item is filed as part of this Form 10-Q. See Index to Financial Information at page F-1 of this Form 10-Q.

ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The information required by this item is filed as part of this Form 10-Q. See Index to Financial Information at page F-1 of this Form 10-Q.

PART II

ITEM 1. LEGAL PROCEEDINGS

Scripps is involved in litigation arising in the ordinary course of business, such as defamation actions. In addition Scripps is involved from time to time in various governmental and administrative proceedings relating to, among other things, renewal of broadcast licenses. The costs to defend or settle such litigation and other proceedings are not expected to have a material adverse effect on Scripps' financial condition or results of operations.

ITEM 2. CHANGES IN SECURITIES

There were no changes in the rights of security holders during the quarter for which this report is filed.

ITEM 3. DEFAULTS UPON SENIOR SECURITIES

There were no defaults upon senior securities during the quarter for which this report is filed.

ITEM 4. SUBMISSION OF MATTERS TO A VOTE OF SECURITY HOLDERS

The following table presents information on matters submitted to a vote of security holders at the 1996 Annual Meeting of Shareholders.

Description of Matter Submitted	In Favor	Against	Abstain	Broker Non-Votes
Class A Common stock:				
Election of Directors:				
Daniel J. Meyer	53,494,371	424,444		6,533,363
Nicholas B. Paumgarten	53,484,471	434,344		6,533,363
Ronald W. Tysoe	53,490,376	428,439		6,533,363
Common voting stock:				
Election of Directors	17,991,115			1,815,938
Amend Long-Term Incentive Plan	17,991,115			1,815,938

ITEM 5. OTHER INFORMATION

None.

ITEM 6. EXHIBITS AND REPORTS ON FORM 8-K

Exhibits

The information required by this item is filed as part of this Form 10-Q. See Index to Exhibits at page E-1 of this Form 10-Q.

Reports on Form 8-K

No reports on Form 8-K were filed during the quarter for which this report is filed. Amendment Numbers 3 through 5 to Scripps' Current Report on Form 8-K dated December 28, 1995 were filed on May 10, 1996, May 15, 1996, and July 18, 1996, respectively.

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:	August 14, 1996	BY:/s/ D. J. Castellini
		D. J. Castellini
		Senior Vice President,
		Finance & Administration

THE E.W. SCRIPPS COMPANY

Index to Financial Information

CONSOLIDATED BALANCE SHEETS

(in thousands)	June 30, 1996 (Unaudited)	As of December 31, 1995	June 30, 1995 (Unaudited)
ASSETS			
Current Assets:			
Cash and cash equivalents	$ 15,594	$ 30,021	$ 25,073
Short-term investments		25,013	
Accounts and notes receivable (less allowances -$3,736, $3,447, $4,193)	157,426	166,867	148,084
Program rights and production costs	32,960	52,402	20,205
Refundable income taxes	7,119	7,828	18,115
Inventories	11,126	11,459	14,210
Deferred income taxes	23,365	21,694	19,177
Miscellaneous	20,748	18,961	21,144
Total current assets	268,338	334,245	266,008
Net assets of discontinued operations	354,234	305,838	307,585
Investments	51,273	53,186	40,885
Property, Plant, and Equipment	437,635	425,959	426,915
Goodwill and Other Intangible Assets	596,454	495,773	505,741
Other Assets:			
Program rights and production costs (less current portion)	38,983	26,829	31,298
Miscellaneous	17,511	13,722	9,679
Total other assets	56,494	40,551	40,977
TOTAL ASSETS	$ 1,764,428	$ 1,655,552	$ 1,588,111

See notes to consolidated financial statements.

CONSOLIDATED BALANCE SHEETS

(in thousands, except share data)	June 30, 1996 (Unaudited)	As of December 31, 1995	June 30, 1995 (Unaudited)
LIABILITIES AND STOCKHOLDERS' EQUITY			
Current Liabilities:			
Current portion of long-term debt	$ 32,040	$ 78,698	$ 47,046
Accounts payable	68,149	78,538	49,742
Customer deposits and unearned revenue	31,931	21,307	19,363
Accrued liabilities:			
Employee compensation and benefits	30,281	32,901	27,295
Artist and author royalties	9,555	6,843	9,805
Interest	1,462	2,169	1,953
Income taxes	1,183	634	3,006
Lawsuits and related settlements	5,745	8,803	11,188
Miscellaneous	20,318	36,226	27,085
Total current liabilities	200,664	266,119	196,483
Deferred Income Taxes	63,987	82,229	73,631
Long-Term Debt (less current portion)	131,815	2,177	63,433
Other Long-Term Obligations and Minority Interests	114,786	113,601	117,439
Commitments and Contingencies (Note 5)			
Stockholders' Equity:			
Preferred stock, $.01 par - authorized: 25,000,000 shares; none outstanding			
Common stock, $.01 par:			
Class A - authorized: 120,000,000 shares; issued and outstanding: 60,981,720; 60,085,408; and 59,996,430 shares	610	601	600
Voting - authorized: 30,000,000 shares; issued and outstanding: 19,470,382; 19,978,373; and 19,990,833 shares	195	200	200
Total	805	801	800
Additional paid-in capital	266,833	254,063	251,785
Retained earnings	966,916	916,602	869,282
Unrealized gains on securities available for sale	22,285	20,720	15,952
Unvested restricted stock awards	(4,332)	(1,573)	(2,028)
Foreign currency translation adjustment	669	813	1,334
Total stockholders' equity	1,253,176	1,191,426	1,137,125
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	$ 1,764,428	$ 1,655,552	$ 1,588,111

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF INCOME (UNAUDITED)

(in thousands, except per share data)

	Three months ended June 30, 1996	Three months ended June 30, 1995	Six months ended June 30, 1996	Six months ended June 30, 1995
Operating Revenues:				
Advertising	$ 120,746	$ 116,315	$ 234,748	$ 224,566
Circulation	32,102	31,165	65,666	62,485
Other newspaper revenue	14,134	13,632	25,411	25,668
Total newspapers	166,982	161,112	325,825	312,719
Broadcast television	85,203	77,080	155,925	144,048
Entertainment	25,138	21,115	49,819	47,809
Total operating revenues	277,323	259,307	531,569	504,576
Operating Expenses:				
Employee compensation and benefits	89,333	84,112	176,216	167,865
Newsprint and ink	33,162	29,381	67,330	56,252
Program, production and copyright costs	16,492	15,146	33,068	32,532
Other operating expenses	66,961	62,689	128,586	123,648
Depreciation	11,742	11,370	24,179	22,387
Amortization of intangible assets	5,210	5,059	10,291	10,105
Total operating expenses	222,900	207,757	439,670	412,789
Operating Income	54,423	51,550	91,899	91,787
Other Credits (Charges):				
Interest expense	(2,224)	(2,829)	(3,637)	(6,182)
Miscellaneous, net	705	394	323	1,176
Net other credits (charges)	(1,519)	(2,435)	(3,314)	(5,006)
Income from Continuing Operations Before Taxes and Minority Interests	52,904	49,115	88,585	86,781
Provision for Income Taxes	22,998	21,127	38,272	38,098
Income from Continuing Operations Before Minority Interests	29,906	27,988	50,313	48,683
Minority Interests	798	868	1,485	1,803
Income From Continuing Operations	29,108	27,120	48,828	46,880
Income From Discontinued Operations	12,782	9,019	22,377	18,373
Net Income	$ 41,890	$ 36,139	$ 71,205	$ 65,253
Per Share of Common Stock:				
Income from continuing operations	$.36	$.34	$.61	$.59
Net income	$.52	$.45	$.89	$.82
Dividends declared	$.13	$.13	$.26	$.24

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF CASH FLOWS (UNAUDITED)

(in thousands)	Six months ended June 30, 1996	1995
Cash Flows from Operating Activities:		
Income from continuing operations	$ 48,828	$ 46,880
Adjustments to reconcile income from continuing operations to net cash flows from continuing operating activities:		
Depreciation and amortization	34,470	32,492
Deferred income taxes	2,343	1,183
Minority interests in income of subsidiary companies	1,485	1,803
Settlement of 1985 - 1987 federal income tax audits		(45,000)
Other changes in certain working capital accounts, net	11,642	(29,663)
Miscellaneous, net	(13,987)	11,343
Net cash provided by continuing operating activities	84,781	19,038
Discontinued cable operations:		
Income	22,377	18,373
Adjustment to derive cash flows from operating activities	21,259	41,019
Net cash provided	43,636	59,392
Net operating activities	128,417	78,430
Cash Flows from Investing Activities:		
Additions to property, plant, and equipment	(36,774)	(30,816)
Purchase of subsidiary companies and investments	(22,678)	(4,903)
Change in short-term investments, net	25,013	
Sale of subsidiary companies and other investments	11,400	2,729
Miscellaneous, net	7,305	1,152
Net cash provided by (used in) investing activities of continuing operations	(15,734)	(31,838)
Net cash provided by (used in) investing activities of discontinued cable operations	(93,332)	(18,918)
Net investing activities	(109,066)	(50,756)
Cash Flows from Financing Activities:		
Increases in long-term debt	32,000	
Payments on long-term debt	(49,020)	(26)
Dividends paid	(20,891)	(19,175)
Dividends paid to minority interests	(838)	(832)
Miscellaneous, net	5,596	2,698
Net cash provided by (used in) financing activities of continuing operations	(33,153)	(17,335)
Net cash provided by (used in) financing activities of discontinued cable operations	(625)	(1,875)
Net financing activities	(33,778)	(19,210)
Increase (Decrease) in Cash and Cash Equivalents	(14,427)	8,464
Cash and Cash Equivalents:		
Beginning of year	30,021	16,609
End of period	$ 15,594	$ 25,073
Supplemental Cash Flow Disclosures:		
Interest paid, excluding amounts capitalized	$ 4,344	$ 6,228
Income taxes paid	32,246	78,348

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF STOCKHOLDERS' EQUITY (UNAUDITED)

(in thousands, except share data)

	Common Stock	Additional Paid-in Capital	Retained Earnings	Unrealized Gains on Securities Available for Sale	Unvested Restricted Stock Awards	Foreign Currency Translation Adjustment
Balances at December 31, 1994	$ 799	$ 248,098	$ 823,204	$ 12,518	$ (2,036)	$ 885
Net income			65,253			
Dividends: declared and paid - $.24 per share			(19,175)			
Conversion of 184,000 Voting common shares to 184,000 Class A common shares						
Class A Common shares issued pursuant to compensation plans, net: 157,950 shares issued, and 16,762 shares repurchased	1	3,194			(492)	
Tax benefits of compensation plans		493				
Amortization of restricted stock awards					500	
Foreign currency translation adjustment						449
Increase in unrealized gains on securities available for sale, net of deferred income taxes of $1,849				3,434		
Balances at June 30, 1995	$ 800	$ 251,785	$ 869,282	$ 15,952	$ (2,028)	$ 1,334
Balances at December 31, 1995	$ 801	$ 254,063	$ 916,602	$ 20,720	$ (1,573)	$ 813
Net income			71,205			
Dividends: declared and paid - $.26 per share			(20,891)			
Conversion of 507,991 Common Voting shares to 507,991 Class A Common shares						
Class A Common shares issued pursuant to compensation plans, net: 390,950 shares issued, and 2,629 shares repurchased	4	11,195			(5,598)	
Tax benefits of compensation plans		1,575				
Amortization of restricted stock awards					2,839	
Foreign currency translation adjustment						(144)
Increase in unrealized gains on securities available for sale, net of deferred income taxes of $843				1,565		
Balances at June 30, 1996	$ 805	$ 266,833	$ 966,916 $	22,285	$ (4,332)	$ 669

See notes to consolidated financial statements.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation - The financial statements have been prepared in accordance with generally accepted accounting principles for interim financial information and with the instructions to Form 10-Q and Rule 10-01 of Regulation S-X. Except as disclosed herein, there has been no material change in the information disclosed in the notes to consolidated financial statements included in the Company's Annual Report on Form 10-K for the year ended December 31, 1995. Financial information as of December 31, 1995 included in these financial statements has been derived from the audited consolidated financial statements included in that report. In management's opinion all adjustments (consisting of normal recurring accruals) necessary for a fair presentation of the interim periods have been made.

Results of operations are not necessarily indicative of the results that may be expected for future interim periods or for the full year.

Net Income Per Share - Net income per share computations are based upon the weighted average common shares outstanding. The weighted average common shares outstanding were as follows:

(in thousands)	Three months ended June 30,		Six months ended June 30,	
	1996	1995	1996	1995
Weighted average shares outstanding	80,308	79,927	80,256	79,891

2. ACQUISITIONS AND DIVESTITURES

A. Acquisitions

1996 - In May the Company purchased the Vero Beach, Florida, Press-Journal.

1995 - There were no acquisitions in the six months ended June 30, 1995.

The following table presents additional information about the acquisitions:

(in thousands)	Six months ended June 30, 1996
Goodwill and other intangible assets acquired	$ 110,967
Other assets acquired	10,900
Total	121,867
Liabilities assumed	(1,794)
6.17% note issued to seller, due in 1997	(100,000)
Cash paid	$ 20,073

The acquisition has been accounted for as a purchase and accordingly the purchase price has been allocated to assets and liabilities based on the estimated fair values, which are subject to adjustment, as of the date of acquisition.

The acquired operation has been included in the Consolidated Statements of Income from the date of acquisition. The following table summarizes, on an unaudited, pro forma basis, the estimated combined results of operations of Scripps and the Press-Journal assuming the acquisition had taken place at the beginning of the respective periods. The pro forma information includes adjustments for interest expense that would have been incurred to finance the acquisition, additional depreciation based on the fair market value of the property, plant, and equipment, and the amortization of intangible assets resulting from the acquisition. The unaudited pro forma results of operations are not necessarily indicative of the results which actually would have occurred had the acquisition been completed at the beginning of the respective periods.

(in thousands)	Three months ended June 30,		Six months ended June 30,	
	1996	1995	1996	1995
Operating revenues	$ 278,958	$ 262,880	$ 537,524	$ 512,229
Income from continuing operations	28,079	26,035	46,718	45,070
Net income	40,861	35,054	69,095	63,443
Per share of common stock:				
Income from continuing operations	$.35	$.33	$.58	$.56
Net income	.51	.44	.86	.79

B. Divestitures

1996 - Scripps sold its equity interest in The Television Food Network, a cable programming network. No material gain or loss was realized as proceeds approximated the net book value of the net assets sold.

1995 - Scripps sold its Watsonville, California, daily newspaper. No material gain or loss was realized as proceeds approximated the net book value of the net assets sold.

3. LONG-TERM DEBT

Long-term debt consisted of the following:

(in thousands)		As of	
	June 30, 1996	December 31, 1995	June 30, 1995
6.17% note, due in 1997	$ 100,000		
7.375% notes, due in 1998	29,658	$ 31,658	$ 61,235
Variable Rate Credit Facilities	32,000		
9.0% notes, due in 1996		47,000	47,000
Other notes	2,197	2,217	2,244
Total long-term debt	163,855	80,875	110,479
Current portion of long-term debt	32,040	78,698	47,046
Long-term debt (less current portion)	$ 131,815	$ 2,177	$ 63,433

Scripps has a Competitive Advance/Revolving Credit Agreement and other variable rate credit facilities ("Variable Rate Credit Facilities") which expire through September 1996 and permit maximum borrowings up to $50,000,000. Maximum borrowings under the facilities are changed as Scripps' anticipated needs change and are not indicative of Scripps' short-term borrowing capacity. The credit facilities may be extended upon mutual agreement.

Certain long-term debt agreements contain maintenance requirements on net worth and coverage of interest expense and restrictions on dividends and incurrence of additional indebtedness. Scripps is in compliance with all debt covenants.

4. DISCONTINUED CABLE TELEVISION OPERATIONS

On October 28, 1995, Scripps and Comcast Corporation ("Comcast") reached an agreement pursuant to which Scripps will contribute all of its non-cable television assets to Scripps Howard, Inc. ("SHI" - a wholly-owned subsidiary of Scripps and the direct or indirect parent of all of Scripps' operations) and SHI's cable television system subsidiaries ("Scripps Cable") will be transferred to and held directly by Scripps. Scripps Cable will be acquired by Comcast through a tax-free merger (the "Merger") with Scripps. The remaining SHI business will continue as "New Scripps", which will be distributed in a tax-free "spin-off" to Scripps shareholders (the "Spin-Off") prior to the Merger and thereafter renamed The E.W. Scripps Company. The Merger and Spin-off are collectively referred to as the "Transactions."

The closing of the Transactions is expected to occur prior to the end of 1996, subject to regulatory approvals and certain other conditions. Controlling shareholders in Scripps and Comcast have agreed to vote in favor of the Merger, and as a result completion of the Transactions is assured so long as such conditions are satisfied and such regulatory approvals are received. While there can be no assurances regarding such approvals, management believes all such approvals will be obtained.

Because Scripps Cable represents an entire business segment that will be divested, its results are reported as "discontinued operations" for all periods presented.

Summarized operating results for the discontinued cable television operations are as follows:

(in thousands)	Three months ended June 30, 1996	Three months ended June 30, 1995	Six months ended June 30, 1996	Six months ended June 30, 1995
Operating revenues	$ 77,182	$ 69,750	$ 153,432	$ 136,745
Income before income taxes	21,191	14,956	37,098	29,314
Income taxes	(8,409)	(5,937)	(14,721)	(10,941)
Income from discontinued cable operations	$ 12,782	$ 9,019	$ 22,377	$ 18,373

Summarized balance sheet data for the discontinued cable television operations are as follows:

(in thousands)	As of June 30, 1996	As of December 31, 1995	As of June 30, 1995
Property, plant, and equipment	$ 314,363	$ 294,557	$ 289,694
Goodwill and other intangible assets	138,933	93,496	97,306
Other assets	28,204	26,014	26,112
Deferred income tax liabilities	(97,435)	(76,210)	(76,642)
Other liabilities	(29,831)	(32,019)	(28,885)
Net assets of discontinued cable television operations	$ 354,234	$ 305,838	$ 307,585

The major components of cash flow for discontinued operations are as follows:

(in thousands)	Six months ended June 30, 1996	1995
Income from discontinued operations	$ 22,377	$ 18,373
Depreciation and amortization	27,923	27,862
Other, net	(6,664)	13,157
Net cash provided by discontinued cable operating activities	$ 43,636	$ 59,392
Capital expenditures	$ (31,378)	$ (18,808)
Acquisition of cable television systems (primarily equipment and intangible assets)	(62,152)	(222)
Other, net	198	112
Net cash used in investing activities of discontinued cable operations	$ (93,332)	$ (18,918)

In January 1996 Scripps Cable acquired cable television systems adjacent to its Knoxville and Chattanooga systems (the "Mid-Tenn. Purchase") for $62,500,000, including assumed liabilities. The acquired cable television systems are included in the results of discontinued operations from the date of acquisition.

5. COMMITMENTS AND CONTINGENCIES

In 1994 Scripps accrued an estimate of the ultimate costs, including attorneys' fees and settlements, of lawsuits filed by certain former employees and independent contractors of a divested operating unit. The lawsuits allege that the employees were due severance pay and that certain contractual obligations were unfulfilled, respectively. In April 1996 Scripps reached an agreement to settle the severance pay lawsuits. There was no additional charge resulting from the settlement. Management believes the possibility of incurring a loss greater than the amount accrued for the independent contractor lawsuits is remote.

In 1994 Scripps Cable accrued an estimate of the ultimate costs, including attorneys' fees and settlements, of certain lawsuits against the Sacramento cable television system related primarily to employment issues and to the timing and amount of late-payment fees assessed to subscribers. In May 1996 Scripps Cable agreed to settle the late-payment fee lawsuits. There was no additional charge resulting from the settlement. Management believes the possibility of incurring a loss greater than the amount accrued for the employment issues lawsuits is remote. Pursuant to the terms of the Merger, New Scripps will indemnify Comcast against losses related to these lawsuits.

Amounts accrued, less payments for settlements and attorneys fees, are included in accrued lawsuits and related settlements in the Consolidated Balance Sheets.

MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

Consolidated results of continuing operations were as follows:

(in thousands, except per share data)	Quarterly Period			Year-to-Date		
	1996	Change	1995	1996	Change	1995
Operating revenues:						
Newspapers	$ 166,982	3.6 %	$ 161,112	$ 325,825	4.3 %	$ 312,425
Broadcast television	85,203	10.5 %	77,080	155,925	8.2 %	144,048
Entertainment	25,138	19.1 %	21,115	49,819	4.2 %	47,809
Total	277,323	6.9 %	259,307	531,569	5.4 %	504,282
Divested operating units						294
Total operating revenues	$ 277,323	6.9 %	$ 259,307	$ 531,569	5.3 %	$ 504,576
Operating income:						
Newspapers	$ 35,234	1.4 %	$ 34,755	$ 61,505	(4.3)%	$ 64,277
Broadcast television	29,994	20.5 %	24,890	47,477	15.3 %	41,186
Entertainment	(2,161)		(2,882)	(3,811)		(3,352)
Corporate	(4,644)		(4,266)	(8,854)		(8,895)
Total	58,423	11.3 %	52,497	96,317	3.3 %	93,216
Unusual items	(4,000)			(4,000)		
Divested operating units			(947)	(418)		(1,429)
Total operating income	54,423	5.6 %	51,550	91,899	0.1 %	91,787
Interest expense	(2,224)		(2,829)	(3,637)		(6,182)
Miscellaneous, net	705		394	323		1,176
Income taxes	(22,998)		(21,127)	(38,272)		(38,098)
Minority interest	(798)		(868)	(1,485)		(1,803)
Income from continuing operations	$ 29,108		$ 27,120	$ 48,828		$ 46,880
Per share of common stock:						
Income from continuing operations	$.36	5.9 %	$.34	$.61	3.4 %	$.59
Unusual charge	.03			.03		
Adjusted income from continuing operations	$.39	14.7 %	$.34	$.64	8.5 %	$.59

(in thousands)	Quarterly Period			Year-to-Date		
	1996	Change	1995	1996	Change	1995
Other Financial and Statistical Data - excluding divested operating units and unusual items:						
Total advertising revenues	$ 210,194	7.5 %	$ 195,495	$ 398,106	7.1 %	$ 371,726
Advertising revenues as a percentage of total revenues	75.8 %		75.4 %	74.9 %		73.7 %
EBITDA:						
Newspapers	$ 44,200	1.1 %	$ 43,718	$ 79,979	(2.9)%	$ 82,347
Broadcast television	36,757	17.4 %	31,307	61,096	13.5 %	53,822
Entertainment	(1,256)		(2,144)	(1,981)		(2,046)
Corporate	(4,326)		(3,955)	(8,307)		(8,418)
Total	$ 75,375	9.4 %	$ 68,926	$ 130,787	4.0 %	$ 125,705
Effective income tax rate	43.5 %		43.0 %	43.2 %		43.9 %
Weighted average shares outstanding	80,308	0.5 %	79,927	80,256	0.5 %	79,891
Total capital expenditures	$ 19,378	6.6 %	$ 18,178	$ 36,774	19.3 %	$ 30,816

Earnings before interest, income taxes, depreciation, and amortization ("EBITDA") is included in the discussion of segment results because:

Changes in depreciation and amortization are often unrelated to current performance. Management believes the year-over-year change in EBITDA is a more useful measure of year-over-year performance than the change in operating income because, combined with information on capital spending plans, it is a more reliable indicator of results that may be expected in future periods. However, management's belief that EBITDA is a more useful measure of year-over-year performance is not shared by the accounting profession.

Banks and other lenders use EBITDA to determine Scripps' borrowing capacity.

Financial analysts use EBITDA to value communications media companies.

Acquisitions of communications media businesses are based on multiples of EBITDA.

EBITDA should not, however, be construed as an alternative measure of the amount of Scripps' income or cash flows from operating activities as EBITDA excludes significant costs of doing business.

In the second quarter of 1996 Scripps incurred an unusual charge of approximately $4,000,000, $2,600,000 after-tax, $.03 per share, for Scripps' share of certain costs associated with restructuring portions of the distribution system of the Cincinnati joint operating agency.

Scripps acquired the Vero Beach daily newspaper on May 9, 1996, sold its equity interest in The Television Food Network ("TV Food") in the second quarter of 1996, and sold its Watsonville, California, daily newspaper in the first quarter of 1995.

Year-to-date operating losses for the Home & Garden Television network ("HGTV") totaled $6,900,000, $4,200,000 after-tax, $.05 per share in 1996 and $6,600,000, $4,100,000 after-tax, $.05 per share in 1995. Operating losses for the quarterly periods were $3,100,000, $1,900,000 after-tax, $.02 per share in 1996 and $3,400,000, $2,100,000 after-tax, $.03 per share in 1995.

Interest expense decreased in the quarter and year-to-date periods as a result of reduced average borrowings. However, primarily because of the acquisition of the Vero Beach newspaper, total long-term debt increased $97,000,000 in the quarter to $164,000,000, which is $53,000,000 more than at the end of the second quarter in 1995.

Operating results, excluding TV Food and the Watsonville newspaper, are presented below and on the following pages. The results of the divested operating units are excluded from the segment operating results because management believes they are not relevant to understanding Scripps' ongoing operations.

NEWSPAPERS - Operating results for the newspaper segment, excluding the Watsonville newspaper, were as follows:

(in thousands)	Quarterly Period			Year-to-Date		
	1996	Change	1995	1996	Change	1995
Operating revenues:						
Local	$ 49,617	1.9 %	$ 48,683	$ 98,202	2.8 %	$ 95,498
Classified	50,204	7.7 %	46,594	95,825	8.0 %	88,688
National	4,751	7.4 %	4,425	8,997	8.2 %	8,314
Preprint	16,174	(2.6)%	16,613	31,724	(0.4)%	31,838
Newspaper advertising	120,746	3.8 %	116,315	234,748	4.6 %	224,338
Circulation	32,102	3.0 %	31,165	65,666	5.2 %	62,435
Joint operating agency distributions	11,704	1.7 %	11,508	20,615	(4.9)%	21,681
Other	2,430	14.4 %	2,124	4,796	20.8 %	3,971
Total operating revenues	166,982	3.6 %	161,112	325,825	4.3 %	312,425
Operating expenses:						
Employee compensation and benefits	55,928	2.5 %	54,567	110,644	1.2 %	109,347
Newsprint and ink	33,161	12.9 %	29,381	67,330	19.7 %	56,227
Other	33,693	0.7 %	33,446	67,872	5.2 %	64,504
Depreciation and amortization	8,966	0.0 %	8,963	18,474	2.2 %	18,070
Total operating expenses	131,748	4.3 %	126,357	264,320	6.5 %	248,148
Operating income	$ 35,234	1.4 %	$ 34,755	$ 61,505	(4.3)%	$ 64,277
Other Financial and Statistical Data:						
Earnings before interest, income taxes, depreciation, and amortization ("EBITDA")	$ 44,200	1.1 %	$ 43,718	$ 79,979	(2.9)%	$ 82,347
Percent of operating revenues:						
Operating income	21.1 %		21.6 %	18.9 %		20.6 %
EBITDA	26.5 %		27.1 %	24.5 %		26.4 %
Capital expenditures	$ 12,674	85.9 %	$ 6,816	$ 17,905	78.9 %	$ 10,010
Advertising inches:						
Local	1,688	9.5 %	1,541	3,381	3.2 %	3,275
Classified	1,765	6.7 %	1,654	3,295	2.7 %	3,207
National	96	20.0 %	80	179	7.2 %	167
Total full run ROP	3,549	8.4 %	3,275	6,855	3.1 %	6,649

Higher advertising rates were the primary cause of the increase in advertising revenues as volume decreased in many of Scripps' newspaper markets. The May 9, 1996 acquisition of The Vero Beach newspaper also had a slight positive effect on year-over-year advertising revenues.

The price of newsprint in the first half of 1996 was approximately 24% higher than in the first half of 1995. However, the rate of increase in the price of newsprint in the second quarter of 1996 was reduced to 13% as newsprint prices decreased in April 1996. Newsprint prices decreased again in July and August. As a result, the year-over-year third quarter newsprint expense will be approximately 8% less than, and the fourth quarter expense is expected to be approximately 15% less than, in 1995. For the first half of 1996 newsprint consumption decreased 4.4%.

BROADCAST TELEVISION - Operating results for the broadcast television segment were as follows:

(in thousands)	Quarterly Period 1996	Change	1995	Year-to-Date 1996	Change	1995
Operating revenues:						
Local	$ 42,763	9.4 %	$ 39,072	$ 78,323	5.4 %	$ 74,328
National	36,479	7.5 %	33,937	65,856	6.9 %	61,605
Political	1,718		310	3,100		371
Other	4,243	12.8 %	3,761	8,646	11.6 %	7,744
Total operating revenues	85,203	10.5 %	77,080	155,925	8.2 %	144,048
Operating expenses:						
Employee compensation and benefits	24,446	9.7 %	22,293	48,173	9.5 %	44,003
Program and copyright costs	11,365	(3.5)%	11,774	22,568	(2.6)%	23,182
Other	12,635	7.9 %	11,706	24,088	4.5 %	23,041
Depreciation and amortization	6,763	5.4 %	6,417	13,619	7.8 %	12,636
Total operating expenses	55,209	5.8 %	52,190	108,448	5.4 %	102,862
Operating income	$ 29,994	20.5 %	$ 24,890	$ 47,477	15.3 %	$ 41,186
Other Financial and Statistical Data:						
Earnings before interest, income taxes, depreciation, and amortization ("EBITDA")	$ 36,757	17.4 %	$ 31,307	$ 61,096	13.5 %	$ 53,822
Percent of operating revenues:						
Operating income	35.2 %		32.3 %	30.4 %		28.6 %
EBITDA	43.1 %		40.6 %	39.2 %		37.4 %
Capital expenditures	$ 6,077	1.2 %	$ 6,007	$ 17,582	70.3 %	$ 10,325

The increase in employee costs is due primarily to Scripps' expanded schedules of local news programs. Construction of new facilities at the Phoenix and Tampa stations resulted in the increase in capital spending. Depreciation and amortization in the third quarter of 1996 is expected to be less than it was in the third quarter of 1995 and the second quarter of 1996 as certain intangible assets acquired in the 1991 purchase of the Baltimore station become fully amortized.

ENTERTAINMENT - Operating results for the entertainment segment, excluding TV Food, were as follows:

(in thousands)	Quarterly Period			Year-to-Date		
	1996	Change	1995	1996	Change	1995
Operating revenues:						
Licensing	$ 12,176	1.1 %	$ 12,049	$ 24,782	(10.1)%	$ 27,558
Newspaper feature distribution	5,075	14.8 %	4,419	9,883	12.3 %	8,803
Program production	1,734	(3.6)%	1,798	4,375	(34.5)%	6,678
Subscriber fees	1,566		443	2,698		834
Advertising	4,245		2,100	7,433		3,340
Other	342	11.8 %	306	648	8.7 %	596
Total operating revenues	25,138	19.1 %	21,115	49,819	4.2 %	47,809
Operating expenses:						
Employee compensation and benefits	5,666	16.0 %	4,885	11,232	19.3 %	9,416
Artists' royalties	8,781	3.8 %	8,456	17,655	(5.8)%	18,741
Programming and production costs	5,095	51.1 %	3,372	10,442	11.7 %	9,350
Other	6,852	4.7 %	6,546	12,471	1.0 %	12,348
Depreciation and amortization	905	22.6 %	738	1,830	40.1 %	1,306
Total operating expenses	27,299	13.8 %	23,997	53,630	4.8 %	51,161
Operating income (loss)	$ (2,161)		$ (2,882)	$ (3,811)		$ (3,352)
Other Financial and Statistical Data:						
Earnings before interest, income taxes, depreciation, and amortization ("EBITDA")	$ (1,256)		$ (2,144)	$ (1,981)		$ (2,046)
Capital expenditures	$ 504		$ 4,920	$ 1,040		$ 9,113

Program production revenues are subject to substantial fluctuation due to changes in public tastes and demand for programming by broadcast and cable television networks. In addition, quarterly revenues are affected by the timing of completion and delivery of programming to the networks. Program production revenues decreased in the year-to-date period as fewer programs were completed and delivered by Scripps Howard Productions ("SHP") and Cinetel. Program production revenues for the full year of 1996 are expected to increase however, as SHP has commitments for four network prime-time programs to be delivered in 1996 compared to two in 1995.

Subscriber fees and advertising revenue increased due to the continued growth of HGTV.

Year-to-date operating losses for HGTV totaled $6,900,000 in 1996 and $6,600,000 in 1995. Operating losses for the quarterly periods were $3,100,000 in 1996 and $3,400,000 in 1995.

Programming and production costs increased due to higher programming costs at HGTV.

Author royalties decreased in the year-to-date period due to the decrease in licensing revenues.

United Media distributes news columns, comics, and features, and licenses copyrights for "Peanuts" and other character properties on a worldwide basis. Revenues derived from such international activities represent less than 5% of Scripps' total revenues. The Japanese market provides more than two-thirds of international revenues and approximately 45% of total licensing revenue. The impact of changes in the value of the U.S. dollar in foreign exchange markets does not have a significant effect on the recorded value of Scripps' foreign-currency-denominated assets, which are primarily related to uncollected licensing royalties and represent less than 1% of total assets. Scripps' foreign-currency-denominated liabilities are primarily related to payments due to creators of the properties. However, comparison of year-over-year licensing revenues can be significantly affected by changes in the exchange rate for the Japanese yen. Japanese licensing revenues in local currency increased 13% in 1996, however the change in the exchange rate caused such revenues to decrease 6% in dollar terms. The effect on licensing revenues of changes in the exchange rate for other foreign currencies is not significant.

From time-to-time Scripps uses foreign currency forward and option contracts to hedge cash flow exposures denominated in Japanese yen. The purpose of the contracts is to reduce the risk of changes in the exchange rate on Scripps' anticipated net licensing receipts (licensing royalties less amounts due creators of the properties and certain direct expenses) for the following year. The maturities of the contracts coincide with the quarterly payments of licensing royalties. Scripps does not hold foreign currency contracts for trading purposes and does not hold leveraged contracts.

Information about Scripps' foreign currency contracts, which require Scripps to sell yen at a specified rate, at June 30, 1996 was as follows:

Maturity Date	Contract Amount (in yen)	Exchange Rate	US Dollar Equivalent
8/15/96	142,650,000	95.10	1,500,000
11/15/96	143,835,000	95.89	1,500,000
2/18/97	151,635,000	101.09	1,500,000
5/15/97	150,345,000	100.23	1,500,000

Capital expenditures in 1995 primarily relate to the launch of HGTV. The increase in depreciation and amortization is primarily due to the start-up of HGTV.

LIQUIDITY AND CAPITAL RESOURCES

Scripps generates significant cash flow from operating activities, primarily from its newspaper and broadcast television operations. There are no significant legal or other restrictions on the transfer of funds among Scripps' business segments. Cash flows provided by the operating activities of the newspaper and broadcast television segments in excess of the capital expenditures of those segments are used to invest in the entertainment segment and to fund corporate expenses. Management expects total cash flow from continuing operating activities in 1996 will exceed Scripps' expected total capital expenditures, debt repayments, and dividend payments.

Cash flow provided by continuing operating activities was $84,800,000 in 1996 compared to $19,000,000 in 1995. Cash flow provided by continuing operating activities in 1995 was reduced by a $45,000,000 payment to settle the audit of Scripps' 1985 through 1987 federal income tax returns.

Net debt (borrowings less cash equivalent and other short-term investments) totaled $163,900,000 at June 30, 1996 and was 12% of total capitalization. Management believes Scripps' cash and cash equivalents and substantial borrowing capacity, taken together, provide adequate resources to fund the capital expenditures and future expansion of existing businesses and the development or acquisition of new businesses. The ability of Scripps' continuing operations to produce significant cash flow and Scripps' significant borrowing capacity were primary factors in structuring the divestiture of its cable television assets so as to transfer the proceeds of the divestiture tax-free to shareholders.

THE E.W. SCRIPPS COMPANY

Index to Exhibits

RATIO OF EARNINGS TO FIXED CHARGES

EXHIBIT 12

(in thousands)	Three months ended June 30, 1996	Three months ended June 30, 1995	Six months ended June 30, 1996	Six months ended June 30, 1995
EARNINGS AS DEFINED:				
Earnings from operations before income taxes after eliminating undistributed earnings of 20%- to 50%-owned affiliates	$ 52,673	$ 49,851	$ 89,042	$ 92,485
Fixed charges excluding capitalized interest and preferred stock dividends of majority-owned subsidiary companies	3,095	3,733	5,325	8,026
Earnings as defined	$ 55,768	$ 53,584	$ 94,367	$ 100,511
FIXED CHARGES AS DEFINED:				
Interest expense, including amortization of debt issue costs	$ 2,224	$ 2,829	$ 3,637	$ 6,182
Interest capitalized	226	54	409	87
Portion of rental expense representative of the interest factor	871	904	1,688	1,844
Preferred stock dividends of majority-owned subsidiary companies	20	20	40	40
Fixed charges as defined	$ 3,341	$ 3,807	$ 5,774	$ 8,153
RATIO OF EARNINGS TO FIXED CHARGES	16.69	14.08	16.34	12.33

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6-MOS
DEC-31-1996
JUN-30-1996
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161,162
3,736
11,126
268,338
771,349
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