UNITED STATES 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 (Amendment No.)

Filed	by the	Registrant \square	Filed by a Party other than the Registrant \Box	
Chec	k the ap	opropriate box:		
	Prelin	Preliminary Proxy Statement		
	Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))			
	Defin	Definitive Proxy Statement		
\boxtimes	Defin	Definitive Additional Materials		
	Solici	Soliciting Material under §240.14a-12		
		ı	THE E. W. SCRIPPS COMPANY (Name of registrant as specified in its charter)	
			(Name of person(s) filing proxy statement, if other than the registrant)	
Paym	nent of l	Filing Fee (Check the ap	propriate box):	
	No fe	Gee required		
	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 u calculated and state how	nderlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is v it was determined):	
	(4)	Proposed maximum aggregate value of transaction:		
	(5)	Total fee paid:		
	Fee pa	ee paid previously with preliminary materials.		
	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 Regi	stration Statement No.:	
	(3)	Filing Party:		

Date Filed:



Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to be held on May 2, 2012, 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 www.proxydocs.com/ssp. To submit your proxy while visiting this site, you will need the 12 digit control number in the box below.

Under new United States Securities and Exchange Commission rules, proxy materials do not have to be delivered in paper. Proxy materials can be distributed by making them available on the Internet. We have chosen to use these procedures for our 2012 Annual Meeting and need YOUR participation.

If you want to receive a paper or e-mail copy of the proxy materials, you must request one. There is no charge to you for requesting a copy. In order to receive a paper package in time for this year's annual meeting, please

make this request on or before April 12, 2012.



For a Convenient Way to VIEW Proxy Materials

— and —

VOTE Online go to: www.proxydocs.com/ssp

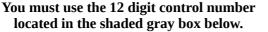
Proxy Materials Available to View or Receive: 1. Proxy Statement 2. Annual Report

Printed materials may be requested by one of the following methods:











If requesting material by e-mail, please send a blank e-mail with the 12 digit control number (located below) in the subject line. No other requests, instructions or other inquiries should be included with your e-mail requesting material.

ACCOUNT NO.

SHARES

Company Notice of Annual Meeting

Date: Wednesday, May 2, 2012

Time: 4:00 p.m. (ET)

Scripps Center, 10th floor conference center, 312 Walnut Street, Place:

Cincinnati, OH 45202

The purpose of the Annual Meeting is to take action on the following proposals:

The Board of Directors recommends that you vote "FOR" the following.

Election of three Directors

The E.W. Scripps Company

01 Roger L. Ogden 02 J. Marvin Ouin

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

The annual shareholder meeting will be held at 4:00 p.m. (ET) at Scripps Center, 10th floor conference center, 312 Walnut Street, Cincinnati, OH 45202.

If 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.