SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended December 31, 1998

Commission File Number 0-16914

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

Ohio	31-1223339
(State or other jurisdiction of incorporation or organization)	(IRS Employer Identification Number)

312 Walnut Street Cincinnati, Ohio	45201
(Address of principal executive offices)	(Zip Code)

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

Title of each class	Name of each exchange on which registered
Securities registered pursuant to Section 12(b) of the Act:	
Class A Common Shares, $.01 par value	New York Stock Exchange

Securities registered pursuant
to Section 12(g) of the Act:
Not applicable

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 by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.
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The aggregate market value of Class A Common Shares of the Registrant held by nonaffiliates of the Registrant, based on the $41.00 per share closing price for such stock on February 26, 1999, was approximately $1,083,000,000. As of February 26, 1999, nonaffiliates held approximately 1,562,800 Common Voting Shares. There is no active market for such stock.

As of February 26, 1999, there were 59,092,246 of the Registrant's Class A Common Shares, $.01 par value per share, outstanding and 19,218,913 of the Registrant's Common Voting Shares, $.01 par value per share, outstanding.

INDEX TO THE E. W. SCRIPPS COMPANY

ANNUAL REPORT ON FORM 10-K FOR THE YEAR ENDED DECEMBER 31, 1998

PART I

ITEM 1. BUSINESS

The E. W. Scripps Company ("Company") is a diversified media company operating in three reportable segments: newspapers, broadcast television and category television. The newspaper segment includes 19 daily newspapers in the U.S. The broadcast television segment includes nine network-affiliated stations. Category television includes Home & Garden Television ("HGTV"), The Television Food Network ("Food Network") and the Company's 12% interest in FOX Sports South, a regional cable television network. Licensing and other media aggregates the Company's operating segments that are too small to report separately, including syndication and licensing of news features and comics and publication of independent telephone directories. A summary of segment information for the three years ended December 31, 1998, is set forth on page F-38 of this Form 10-K.

The Company's cable television systems ("Scripps Cable") were acquired by Comcast Corporation ("Comcast") on November 13, 1996 ("Cable Transaction") through a merger whereby the Company's shareholders received, tax-free, a total of 93 million shares of Comcast's Class A Special Common Stock. The aggregate market value of the Comcast shares was $1,593,000,000 ($19.83 per share of the Company) and the net book value of Scripps Cable was $356,000,000, yielding an economic gain of $1,237,000,000 to the Company's shareholders. Despite the economic gain, accounting rules required the Company to record the Cable Transaction as a spin-off, at net book value, of Scripps Cable to the Company's shareholders. Therefore no gain was reflected in the Company's financial statements.

Scripps Cable represented an entire business segment, and therefore its results are reported as a "discontinued operation" for all periods presented (see Note 15 to the Consolidated Financial Statements). Results of the remaining business segments, including results for divested operating units within these segments through their dates of sale, are reported as "continuing operations."

Newspapers

General - The Company publishes daily newspapers in 19 markets. From its Washington bureau the Company operates the Scripps Howard News Service, a supplemental wire service covering stories in the capital, other parts of the United States and abroad. The Company acquired or divested the following newspaper operations in the five years ended December 31, 1998:

1998 - Divested the Dallas Community newspapers, including the Plano daily.
1997 - Acquired daily newspapers in Abilene, Corpus Christi, Plano, San Angelo and Wichita Falls, Texas, a group of community newspapers in the Dallas, Texas, market and a daily newspaper in Anderson, South Carolina. Traded its Monterey and San Luis Obispo, California, daily newspapers for the daily newspaper in Boulder, Colorado, and terminated the joint operating agency and ceased operations of its newspaper in El Paso, Texas.
1996 - Acquired the Vero Beach, Florida, daily newspaper.
1995 - Divested the Watsonville, California, daily newspaper.

Revenues - The Company's newspaper operating revenues for the five years ended December 31, 1998, were as follows:

(in thousands)	1998	1997	1996	1995	1994
Newspaper advertising:					
Local ROP	$ 265,503	$ 220,324	$ 192,563	$ 185,821	$ 179,599
Classified ROP	258,531	213,473	184,629	170,058	153,156
National ROP	26,877	23,027	19,384	16,480	14,963
Preprint and other	96,581	73,109	64,538	65,585	60,045
Total newspaper advertising	647,492	529,933	461,114	437,944	407,763
Circulation	152,829	129,383	121,365	117,288	109,057
Joint operating agency distributions	48,278	47,052	39,341	39,476	39,375
Other	16,193	14,562	8,669	7,399	7,745
Total	864,792	720,930	630,489	602,107	563,940
Divested newspapers	14,206	30,084	40,372	38,291	38,998
Total newspaper operating revenues	$ 878,998	$ 751,014	$ 670,861	$ 640,398	$ 602,938

The Company's newspaper operating revenues are derived primarily from advertising and circulation. Joint operating agency distributions represent the Company's share of profits of newspapers managed by the other party to a joint operating agency (see "Joint Operating Agencies"). Other newspaper operating revenues include commercial printing.

Advertising rates and revenues vary among the Company's newspapers depending on circulation, type of advertising, local market conditions and competition. Advertising revenues are derived from run-of-paper ("ROP") advertisements included with news stories in the body of the newspaper and from preprinted advertisements that are generally produced by advertisers and inserted into the newspaper.

ROP is further broken down among "local," "classified" and "national" advertising. Local refers to advertising that is not in the classified advertising section and is purchased by in-market advertisers. Classified refers to advertising in the section of the newspaper that is grouped by type of advertising, e.g., automotive and help wanted. National refers to advertising purchased by businesses that operate beyond the local market and purchase advertising from many newspapers, primarily through advertising agencies. A given volume of ROP advertisements is generally more profitable to the Company than the same volume of preprinted advertisements.

Advertising revenues vary through the year, with the first and third quarters generally having lower revenues than the second and fourth quarters. Advertising rates and volume are highest on Sundays, primarily because circulation and readership is greatest on Sundays.

Circulation revenues are derived from home delivery sales of newspapers to subscribers and from single-copy sales made through retail outlets and vending machines. Circulation information for the Company's newspapers is as follows:

(in thousands) (1) Newspaper	Morning (M) Evening (E)	1998	1997	1996	1995	1994
Daily Paid Circulation						
Abilene (TX) Reporter-News	M (5)	39.8	40.3	41.3	42.7	42.7
Albuquerque (NM) Tribune (2)	E	23.0	25.1	27.2	30.0	32.4
Anderson (SC) Independent-Mail	M (5)	40.2	41.4	42.0	42.4	42.9
Birmingham (AL) Post-Herald (2)	E (3)	21.3	25.6	49.7	58.2	59.6
Boulder (CO) Camera	M (5)	34.4	34.2	33.9	34.7	34.6
Bremerton (WA) Sun	M (4)	36.5	38.4	36.2	35.9	38.2
Cincinnati (OH) Post (2)	E	70.9	77.2	81.3	87.4	90.9
Corpus Christi (TX) Caller-Times	M (5)	66.2	68.1	64.8	66.4	66.3
Denver (CO) Rocky Mountain News	M (6)	332.0	302.9	316.9	331.0	344.9
Evansville (IN) Courier	M	60.6	61.8	60.5	61.8	62.8
Knoxville (TN) News-Sentinel	M	121.9	122.3	122.7	124.9	127.9
Memphis (TN) Commercial Appeal	M	174.4	185.7	182.6	190.2	198.0
Naples (FL) Daily News	M	50.2	49.2	48.4	47.8	45.2
Redding (CA) Record-Searchlight	M (4)	34.8	35.7	35.2	37.7	37.1
San Angelo (TX) Standard-Times	M (5)	31.2	31.5	32.2	32.7	32.2
Stuart (FL) News	M	36.1	35.4	35.1	36.3	34.7
Ventura County (CA) Star	M (4)	92.4	95.9	94.7	96.3	102.9
Vero Beach (FL) Press Journal	M (5)	32.0	32.4	33.3	32.9	32.2
Wichita Falls (TX) Times Record News	M (5)	37.0	37.9	38.0	38.4	39.3
Total Daily Circulation		1,334.9	1,341.0	1,376.0	1,427.7	1,464.8
Sunday Paid Circulation						
Abilene (TX) Reporter-News	(5)	49.7	50.4	51.5	52.8	53.7
Anderson (SC) Independent-Mail	(5)	46.3	47.8	48.1	48.5	49.0
Boulder (CO) Camera	(5)	41.6	41.4	41.7	42.7	43.1
Bremerton (WA) Sun		39.7	41.7	39.8	39.6	40.5
Corpus Christi (TX) Caller-Times	(5)	86.9	89.4	88.1	96.1	95.3
Denver (CO) Rocky Mountain News	(6)	432.9	415.7	406.5	436.1	447.2
Evansville (IN) Courier		105.6	109.2	109.6	114.0	116.4
Knoxville (TN) News-Sentinel		162.8	166.2	167.6	174.8	177.9
Memphis (TN) Commercial Appeal		242.9	256.6	259.4	269.4	279.9
Naples (FL) Daily News		64.3	63.1	61.5	61.4	58.4
Redding (CA) Record-Searchlight		38.0	38.1	38.2	39.9	40.3
San Angelo (TX) Standard-Times	(5)	37.2	37.7	38.7	39.4	38.9
Stuart (FL) News		45.7	45.4	44.1	44.4	43.1
Ventura County (CA) Star		104.6	103.4	102.8	104.0	108.8
Vero Beach (FL) Press Journal	(5)	35.7	35.9	35.7	35.3	34.5
Wichita Falls (TX) Times Record News	(5)	42.8	44.4	45.2	46.8	48.1
Total Sunday Circulation		1,576.7	1,586.4	1,578.5	1,645.2	1,675.1

(1) Based on Audit Bureau of Circulation Publisher's Statements ("Statements") for the six-month periods ending September 30, except figures for the Naples Daily News, the Stuart News and the Vero Beach Press Journal which are from the Statements for the twelve-month periods ending September 30.

(2) The other party to a JOA manages this newspaper's non-editorial operations. See "Joint Operating Agencies."

(3) Moved to evening distribution in 1996.

(4) Redding moved from evening to morning distribution in 1994. Bremerton and the Thousand Oaks and Simi Valley editions of the Ventura County newspaper moved to morning distribution in 1995.

(5) Abilene, Anderson, Boulder, Corpus Christi, San Angelo and Wichita Falls acquired in 1997. Vero Beach acquired in 1996.

(6) In 1996 the Company eliminated distribution outside the newspaper's primary market area ("PMA").

Joint Operating Agencies - The Company is currently a party to newspaper joint operating agencies ("JOAs") in three markets. A JOA combines all but the editorial operations of two competing newspapers in a market in order to reduce aggregate expenses and take advantage of economies of scale, thereby allowing the continuing operation of both newspapers in that market. The Newspaper Preservation Act of 1970 ("NPA") provides a limited exemption from anti-trust laws, generally permitting the continuance of JOAs in existence prior to the enactment of the NPA and the formation, under certain circumstances, of new JOAs between newspapers. Except for the Company's JOA in Cincinnati, all of the Company's JOAs were entered into prior to the enactment of the NPA. From time to time the legality of pre-NPA JOAs has been challenged on anti-trust grounds but no such challenge has yet succeeded in the courts.

JOA revenues less JOA expenses, as defined in each JOA, equals JOA profits, which are split between the parties to the JOA. In each case JOA expenses exclude editorial expenses. The other party to the JOA manages each of the three JOAs. The Company receives approximately 20% to 40% of JOA profits for those JOAs.

The table below provides certain information about the Company's JOAs.

Newspaper	Publisher of Other Newspaper	Year JOA Entered Into	Year of JOA Expiration
The Albuquerque Tribune	Journal Publishing Company	1933	2022
Birmingham Post-Herald	Newhouse Newspapers	1950	2015
The Cincinnati Post	Gannett Newspapers	1977	2007

The JOAs generally provide for automatic renewal terms of ten years, unless advance notice of termination ranging from two to five years, is given by either party.

A JOA in Evansville, Indiana, which was managed by the Company, expired in 1998 and was not renewed. The Company had received approximately 80% of JOA profits. The Company continues to operate its Evansville newspaper.

Competition - The Company's newspapers compete for advertising revenues primarily with other local media, including other local newspapers, television and radio stations, cable television, telephone directories, Internet sites and direct mail. Competition for advertising revenues is based upon audience size and demographics, price and effectiveness. Changes in technology and new media, such as electronic publications, have created additional competitors for classified advertising. Most of the Company's newspapers publish electronic versions of the newspaper on the Internet and offer advertising space, including classified advertising, on their web sites. Newspapers compete with all other information and entertainment media for consumers' discretionary time.

All of the Company's newspaper markets are highly competitive, particularly Denver, which has a competing morning and Sunday newspaper.

Newspaper Production - The Company's daily newspapers are printed using offset or flexographic presses and use computer systems for writing, editing and composing and producing the advertising and news material printed in each edition.

Raw Materials and Labor Costs - The Company consumed approximately 240,000 metric tons of newsprint in 1998 and 210,000 metric tons in 1997. The Company purchases newsprint from various suppliers, many of which are Canadian. Management believes that the Company's sources of supply of newsprint are adequate for its anticipated needs.

Newsprint is a basic commodity and its price is very sensitive to the worldwide balance of supply and demand. Because of the capital commitment to construct and operate a newsprint mill, the supply of newsprint is relatively stable except for temporary disruptions caused by labor stoppages. However the demand for newsprint can change quickly with economic changes, resulting in wide swings in the price of newsprint. Newsprint prices increased from approximately $420 per metric tonne in the first quarter of 1994 to $745 by the first quarter of 1996, then declined to approximately $500 by March 1997. The newsprint price was approximately $565 per metric tonne in December 1998. The Company uses newsprint forward contracts to hedge its exposure to changes in the price of newsprint. See "Management's Discussion and Analysis of

Financial Condition and Results of Operations - Market Risk."

Labor costs accounted for approximately 42% of the Company's newspaper operating expenses in 1998 and 43% in 1997. A substantial number of the Company's newspaper employees are represented by labor unions. See "Employees."

Broadcast Television

General - The Company's broadcast television segment consists of nine network-affiliated television stations. The Company did not acquire or divest any broadcast television operations in the five years ended December 31, 1998.

Revenues - The Company's broadcast television operating revenues for the five years ended December 31, 1998, were as follows:

(in thousands)

		1998	1997	1996	1995	1994
Local advertising	$	166,115 $	171,211 $	159,412 $	150,489 $	142,491
National advertising		125,432	139,322	127,172	125,476	122,668
Political advertising		20,084	2,106	19,505	3,207	14,291
Other		19,083	18,577	17,378	16,056	8,734
Total broadcast television operating revenues	$	330,714 $	331,216 $	323,467 $	295,228 $	288,184

The Company's broadcast television operating revenues are derived primarily from the sale of time to businesses for commercial messages that appear during entertainment and news programming. Local and national advertising refer to time purchased by local, regional and national businesses; political refers to campaigns for elective office and campaigns for political issues. Automobile advertising accounts for approximately one-fourth of the Company's local and national advertising revenues.

The first and third quarters of each year generally have lower advertising revenues than the second and fourth quarters. The increasing political advertising in even-numbered years when congressional and presidential elections occur make it difficult to achieve year-over-year increases in operating results in odd-numbered years.

Other revenues primarily consist of network compensation (see "Network Affiliation and Programming"). The new and extended network affiliation agreements signed in 1994 and 1995 with ABC require increased network compensation payments.

Information concerning the Company's stations and the markets in which they operate is as follows:

Station and Market	Network Affiliation	Expiration of FCC License	Rank of Market(1)	Current Affiliation Agreement Expires	Stations in Market(3)	1998	1997	1996	1995	1994
WXYZ, Detroit, Ch. 7	ABC	2005	9	2004	7					
Average Audience Share (2)						17	18	21	21	21
Station Rank in Market (4)						2	2	1	1	1
WEWS, Cleveland, Ch. 5	ABC	2005	13	2004	12					
Average Audience Share (2)						14	17	19	19	20
Station Rank in Market (4)						1	2	1	1	1
WFTS, Tampa, Ch. 28	ABC (6)	2005	14	2004	10					
Average Audience Share (2)						9	9	9	11	8
Station Rank in Market (4)						4	4	4	4	4
KNXV, Phoenix, Ch. 15	ABC (6)	2006	17	2004	12					
Average Audience Share (2)						9	10	10	11	10
Station Rank in Market (4)						5	4	4	3	4
WMAR, Baltimore, Ch. 2	ABC (6)	2001	24	2005	6					
Average Audience Share (2)						10	11	12	14	17
Station Rank in Market (4)						3	3	3	3	3
WCPO, Cincinnati, Ch. 9	ABC (5)	2005	32	2006	6					
Average Audience Share (2)						15	17	18	17	19
Station Rank in Market (4)						2	1	1	1	1
KSHB, Kansas City, Ch. 41	NBC (7)	2006	33	2004	8					
Average Audience Share (2)						7	10	10	11	11
Station Rank in Market (4)						4	4	4	4	4
WPTV, W. Palm Beach, Ch. 5	NBC	2005	44	2004	9					
Average Audience Share (2)						16	19	20	21	20
Station Rank in Market (4)						1	1	1	1	1
KJRH, Tulsa, Ch. 2	NBC	2006	59	2004	9					
Average Audience Share (2)						12	14	14	16	16
Station Rank in Market (4)						3	3	3	3	4

All market and audience data is based on the November A.C. Nielsen Company survey.

(1) Rank of Market represents the relative size of the television market in the United States.
(2) Represents the number of television households tuned to a specific station from 6 a.m. to 2 a.m. each day, as a percentage of total viewing households in Area of Dominant Influence.
(3) Stations in Market does not include public broadcasting stations, satellite stations, or translators which rebroadcast signals from distant stations.
(4) Station Rank in Market is based on Average Audience Share as described in (2).
(5) Prior to June 1996, WCPO was a CBS affiliate.
(6) Prior to January 1995, WFTS and KNXV were FOX affiliates and WMAR was a NBC affiliate.
(7) Prior to September 1994, KSHB was a FOX affiliate.

Competition - The Company's television stations compete for advertising revenues primarily with other local media, including other television stations, radio stations, cable television, newspapers, Internet sites and direct mail. Competition for advertising revenues is based upon audience size and demographics, price and effectiveness. Television stations compete for consumers' discretionary time with all other information and entertainment media. The Company's television stations have experienced declines in their average audience share in recent years due to the creation of new networks and increased audience share of alternative services providers such as traditional cable, "wireless" cable and direct broadcast satellite television. Continuing technological advances will improve the capability of alternative service providers to offer video services in competition with terrestrial broadcasting. The degree of competition from such service providers, and from local telephone companies that are pursuing efforts to enter this market, is expected to increase. The Company intends to undertake upgrades in its services, including initiation of digital television broadcasting to maintain its competitive posture. Technological advances in interactive media services will further increase these competitive pressures.

Network Affiliation and Programming - The Company's television stations are affiliated with national television networks. The networks offer a variety of programs to affiliated stations, which have the right of first refusal before such programming may be offered to other television stations in the same market. Networks compensate affiliated stations for carrying network programming. The national television networks have expressed their intention to reduce the amount of such compensation or to have their affiliated stations share in the cost of popular shows such as "ER". The Company received $16,000,000 in network compensation in 1998 and expects network compensation to total approximately $15,000,000 in 1999.

In addition to network programs, the Company's television stations broadcast locally produced programs, syndicated programs, sports events, movies and public service programs. News is the focus of the Company's locally produced programming. Advertising during local news programs on the Company's stations account for approximately 30% of revenues. The Company's stations also produce "niche" programs focusing on topics such as home improvement, cooking and items of interest in the stations' local markets. The Company plans to increase the amount of locally produced programming aired by its stations.

Federal Regulation of Broadcasting - Television broadcasting is subject to the jurisdiction of the FCC pursuant to the Communications Act of 1934, as amended ("Communications Act"). The Communications Act prohibits the operation of television broadcasting stations except in accordance with a license issued by the FCC and empowers the FCC to revoke, modify and renew broadcasting licenses, approve the transfer of control of any corporation holding such licenses, determine the location of stations, regulate the equipment used by stations and adopt and enforce necessary regulations. The Telecommunications Act of 1996 (the "1996 Act") significantly relaxed the regulatory environment applicable to broadcasters.

Under the 1996 Act, television broadcast licenses may be granted for a term of eight years, rather than five, and they remain renewable upon request. While there can be no assurance regarding the renewal of the Company's television broadcast licenses, the Company has never had a license revoked, has never been denied a renewal and all previous renewals have been for the maximum term.

FCC regulations govern the multiple ownership of television stations and other media. Under the multiple ownership rule, a license for a television station will generally not be granted or renewed if (i) the applicant already owns, operates, or controls a television station serving substantially the same area, or (ii) the grant of the license would result in the applicant's owning, operating, controlling, or having an interest in television stations whose total national audience reach exceeds 35% of all television households. The FCC rules also generally prohibit "cross-ownership" of a television station and daily newspaper or cable television system in the same service area. The Company's television station and daily newspaper in Cincinnati were owned by the Company at the time the cross-ownership rules were enacted and enjoy "grandfathered" status. These properties would become subject to the cross-ownership rules upon their sale. The 1996 Act directed the FCC to review all its ownership rules, and such a review is ongoing.

Under the Cable Television Consumer Protection and Competition Act of 1992 ("1992 Act"), each television broadcast station gained "must-carry" rights on any cable system defined as "local" with respect to that station. Stations may waive their must-carry rights and instead negotiate retransmission consent agreements with local cable companies. The Company's stations have generally elected to negotiate retransmission consent agreements with cable companies. The United States Supreme Court recently held that the must-carry rules are valid. The FCC is considering how the must-carry rules will apply to television stations' new digital transmissions.

Management believes the Company is in substantial compliance with all applicable regulatory requirements.

Category Television

General - The Company's category television segment includes HGTV and Food Network (24-hour national cable television networks) and a 12% interest FOX Sports South (a regional cable television network). The Company owned 57% of Food Network at the end of 1998 and 59% on February 28, 1999.

Food Network began telecasting in December 1993 and HGTV in December 1994.

According to the Nielson Homevideo Index, HGTV was telecast to 48.4 million homes in December 1998, 36.1 million homes in December 1997 and 25.2 million homes in December 1996. Food Network was telecast to 37.1 million homes in December 1998, 29.1 million homes in December 1997 and 19.1 million homes in December 1996.

Revenues - The Company's category television revenues for the five years ended December 31, 1998, were as follows:

(in thousands)

		1998	1997	1996	1995	1994
Advertising	$	96,271 $	37,473 $	15,717 $	8,734	
Affiliate fees		38,063	19,711	6,943	3,021	
Program production		10,872	7,878	7,658	6,176 $	4,885
Other		3,435	1,739	1,261	998	524
Total category television operating revenues	$	148,641 $	66,801 $	31,579 $	18,929 $	5,409

Category television revenues are derived from the sale of advertising time and, if so provided in the affiliation agreements, from affiliate fees paid by cable television and other distribution systems that carry the networks. Such fees are generally based on the number of subscribers who receive the networks. Most of Food Network's affiliation agreements do not provide for affiliate fee revenues.

Programming - HGTV features 24 hours of daily programming focusing on home repair and remodeling, gardening, decorating and other activities associated with the home. Food Network also features 24 hours of daily programming focusing on food and nutrition. Topics include gourmet meals, healthful diets, weeknight meals and wine.

The Company both internally produces and purchases programming for HGTV and Food Network. Purchases are made from a variety of independent producers.

Distribution - HGTV and Food Network are transmitted via satellite to cable television and direct broadcast satellite systems. Popularity of the programming with subscribers is a primary factor in obtaining and retaining distribution by system operators. Because of limited channel capacity, cable television system operators have been able to demand payments or equity interests in cable television programming networks in exchange for long-term agreements to distribute the networks. Food Network provided equity interests to cable television systems that launched it in 1993, and since their launch, HGTV and Food Network have committed to pay distribution fees totaling $110,000,000 to other cable television and direct broadcast satellite systems in exchange for long-term distribution contracts. The amounts of distribution fees received by systems depended upon several factors, including the numbers of subscribers, the terms of the agreements and the amounts of affiliate fees the systems agreed to pay to HGTV and Food Network. Distribution fee payments were generally due when the systems launched the network or over the terms of the distribution agreements. Unpaid distribution fees totaled $52,400,000 at December 31, 1998.

Management believes the popularity of HGTV and Food Network, which consistently rank among the favorite channels of cable television subscribers, will enable the Company to renew its existing distribution agreements and to obtain additional distribution. Additional distribution fees may be required to expand distribution of the networks.

Competition - In addition to competing with other networks for distribution on cable television systems, HGTV and Food Network compete for advertising revenues primarily with other local and national media, including other cable television networks, television stations, radio stations, newspapers, Internet sites and direct mail. Competition for advertising revenues is based upon audience size and demographics, price and effectiveness. The Company's cable television networks compete for consumers' discretionary time with all other information and entertainment media.

Licensing and Other Media

General - Licensing and other media aggregates the Company's operating segments that are too small to report separately, including syndication and licensing of news features and comics and publication of independent telephone directories. Scripps Howard Productions ("SHP"), the Company's television program production operation based in Los Angeles, was sold in 1998. SHP began operations in 1993 and sold its first programs in 1995.

Revenues - The Company's licensing and other media revenues for the five years ended December 31, 1998, were as follows:

(in thousands)	1998	1997	1996	1995	1994
Licensing	$ 62,260	$ 56,813	$ 53,672	$ 49,366	$ 49,236
Newspaper feature distribution	22,650	20,920	20,695	18,915	17,998
Other	11,292	4,123	161		830
Total licensing and other media revenues	96,202	81,856	74,528	68,281	68,064
Divested other media		11,070	21,423	7,542	
Total Licensing and other media operating revenues	$ 96,202	$ 92,926	$ 95,951	$ 75,823	$ 68,064

The Company, under the trade name United Media, is a leading distributor of news columns, comics and other features for the newspaper industry. Included among these features is "Peanuts", one of the most successful strips in the history of comic art. United Media sold its worldwide "Garfield" and "U.S. Acres" copyrights in 1994.

United Media owns and licenses worldwide copyrights relating to "Peanuts", "Dilbert" and other character properties for use on numerous products, including plush toys, greeting cards and apparel, for promotional purposes and for exhibit on television, video cassettes and other media. "Peanuts" provides more than 80% of the Company's licensing revenues. Approximately 70% of "Peanuts" licensing revenues are earned in international markets, with the Japanese market providing approximately two-thirds of international revenue. The Company uses foreign currency forward and option contracts to hedge its exposure to changes in the exchange rate for the Japanese yen. See "Management's Discussion and Analysis of Financial Condition and Results of Operations - Market Risk."

Merchandise, literary and exhibition licensing revenues are generally a negotiated percentage of the licensee's sales. The Company generally negotiates a fixed fee for the use of its copyrighted characters for promotional and advertising purposes. The Company generally pays a percentage of gross syndication and licensing royalties to the creators of these properties.

Competition - The Company's newspaper feature distribution operations compete for a limited amount of newspaper space with other distributors of news columns, comics and other features. Competition is primarily based on price and popularity of the features. Popularity of licensed characters is a primary factor in obtaining and renewing merchandise and promotional licenses.

Employees

As of December 31, 1998, the Company had approximately 7,900 full-time employees, of whom approximately 6,000 were engaged in newspapers, 1,500 in broadcast television, 400 in category television and 100 in licensing and other media. Various labor unions represent approximately 1,700 employees, primarily in newspapers. The present operations of the Company have not experienced any work stoppages since 1985. The Company considers its relationship with employees to be generally satisfactory.

ITEM 2. PROPERTIES

The properties used in the Company's newspaper operations generally include business and editorial offices and printing plants.

The Company's television operations require offices and studios and other real property for towers upon which broadcasting transmitters and antenna equipment are located. The Company completed construction of a new building for the Phoenix station in 1998 and plans to construct a new building for the West Palm Beach Station. Ongoing advances in the technology for delivering video signals to the home, such as "high definition television," may, in the future, require a high level of capital expenditures in order to maintain competitive position. The Company's Detroit station began high definition broadcasting in 1998. The Baltimore, Cincinnati, Cleveland, Phoenix and Tampa stations are expected to begin high definition broadcasting in 1999. Capital spending for the broadcast television segment was $15,600,000 in 1997, $33,500,000 in 1998, and is expected to be approximately $35,000,000 in 1999.

The Company's category television operations require offices and studios and other real and personal property to produce programs and to transmit the network programming via leased satellite. HGTV operates from an 80,000 square-foot production facility in Knoxville. An expansion of that facility is planned for 1999. Food Network operates from leased facilities in New York.

Management believes the Company's present facilities are generally well maintained and are sufficient to serve its present needs.

ITEM 3. LEGAL PROCEEDINGS

The Company is involved in litigation arising in the ordinary course of business, such as defamation actions and various governmental and administrative proceedings primarily relating to renewal of broadcast licenses, none of which is expected to result in material loss.

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

No matters were submitted to a vote of security holders during the quarter for which this report is filed.

PART II

ITEM 5. MARKET FOR REGISTRANT'S COMMON EQUITY AND RELATED STOCKHOLDER MATTERS

The Company's Class A Common Shares are traded on the New York Stock Exchange ("NYSE") under the symbol "SSP." There are approximately 5,000 owners of the Company's Class A Common Shares, based on security position listings, and 18 owners of Company's Common Voting Shares (which does not have a public market). The Company has declared cash dividends in every year since its incorporation in 1922. Future dividends are, however, subject to the Company's earnings, financial condition and capital requirements.

The range of market prices of the Company's Class A Common Shares, which represents the high and low sales prices for each full quarterly period, and quarterly cash dividends, are as follows:

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
1998					
Market price of common stock:					
High	$55.313	$58.500	$56.000	$51.875	
Low	45.063	50.125	42.875	38.500	
Cash dividends per share of common stock	$ .13	$ .13	$ .14	$ .14	$ .54
1997					
Market price of common stock:					
High	$37.500	$41.750	$43.938	$48.938	
Low	32.625	32.250	36.563	40.250	
Cash dividends per share of common stock	$ .13	$ .13	$ .13	$ .13	$ .52

ITEM 6. SELECTED FINANCIAL DATA

The Selected Financial Data required by this item is filed as part of this Form 10-K. See Index to Consolidated Financial Statement Information at page F-1 of this Form 10-K.

ITEM 7. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATION

Management's Discussion and Analysis of Financial Condition and Results of Operation required by this item is filed as part of this Form 10-K. See Index to Consolidated Financial Statement Information at page F-1 of this Form 10-K.

ITEM 8. FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

The Financial Statements and Supplementary Data required by this item is filed as part of this Form 10-K. See Index to Consolidated Financial Statement Information at page F-1 of this Form 10-K.

ITEM 9. CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS ON ACCOUNTING AND FINANCIAL DISCLOSURE

Not applicable.

PART III

ITEM 10. DIRECTORS AND EXECUTIVE OFFICERS OF THE REGISTRANT

Executive Officers

Executive officers serve at the pleasure of the Board of Directors. Certain information about such officers appears in the table below.

Name	Age	Position
Lawrence A. Leser	63	Chairman of the Board of Directors (since August 1994); Director (since 1977); Chief Executive Officer (1985 to 1996); President (1985 to August 1994)
William R. Burleigh	63	Chief Executive Officer (since May 1996); President (since August 1994); Director (since 1990); Chief Operating Officer (1994 to 1996); Executive Vice President (1990 to 1994)
Richard A. Boehne	42	Executive Vice President (since February 1999); Vice President/ Corporate Communications and Investor Relations (1995 to 1999); Director of Corporate Communications and Investor Relations (1989 to 1994)
Daniel J. Castellini	59	Senior Vice President/Finance and Administration (since 1986)
Paul F. (Frank) Gardner	56	Senior Vice President/Television (since April 1993)
Alan M. Horton	55	Senior Vice President/Newspapers (since May 1994); Vice President/ Operations, Newspapers (1991 to 1994)
Craig C. Standen	56	Senior Vice President/Corporate Development (since August 1994); Vice President/Marketing-Advertising, Newspapers (1990 to 1994)
Gregory L. Ebel	43	Vice President/Human Resources (since 1994); Senior Vice President, PNC Bank Ohio (1990 to 1994)
Neal F. Fondren	40	Vice President/New Media (since November 1996; Director Administration and Business Development, Cable Division (1994 to 1996); General Manager Northwest Georgia cable systems (1990 to 1994)
James M. Hart	57	Vice President/Television (since May 1995); President, Multimedia, Inc.'s broadcasting division (1994 to 1995); Vice President and General Manager WBIR, a Multimedia television station (1981 to 1994)
Jeffrey J. Hively	45	Vice President/Newspaper Operations (since May 1994); Director of Circulation (1992 to 1994)
J. Robert Routt	44	Vice President and Controller (since 1985)
Stephen W. Sullivan	52	Vice President/Newspapers (since November 1997); President, Harte-Hanks Newspapers and Senior Vice President, Harte-Hanks Communications (1991 to 1997)
Daniel K. Thomasson	65	Vice President/News - Newspapers, retired (1986 to January 1999)
M. Denise Kuprionis	42	Corporate Secretary (since 1987)
E. John Wolfzorn	53	Treasurer (since 1979)

Directors

The information required by Item 10 of Form 10-K relating to directors of the Company is incorporated by reference to the material captioned "Election of Directors" in the Company's definitive proxy statement for the Annual Meeting of Shareholders ("Proxy Statement"). The Proxy Statement will be filed with the Securities and Exchange Commission on or before April 30, 1999.

ITEM 11. EXECUTIVE COMPENSATION

The information required by Item 11 of Form 10-K is incorporated by reference to the material captioned "Executive Compensation" in the Proxy Statement.

ITEM 12. SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT

The information required by Item 12 of Form 10-K is incorporated by reference to the material captioned "Security Ownership of Certain Beneficial Owners and Management" in the Proxy Statement.

ITEM 13. CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS

The information required by Item 13 of Form 10-K is incorporated by reference to the material captioned "Certain Transactions" in the Proxy Statement.

PART IV

ITEM 14. EXHIBITS, FINANCIAL STATEMENT SCHEDULES AND REPORTS ON FORM 8-K

Financial Statements and Supplemental Schedules

(a) The consolidated financial statements of the Company are filed as part of this Form 10-K. See Index to Consolidated Financial Statement Information at page F-1.

The report of Deloitte & Touche LLP, Independent Auditors, dated January 22, 1999, is filed as part of this Form 10-K. See Index to Consolidated Financial Statement Information at page F-1.

(b) The consolidated supplemental schedules of the Company are filed as part of this Form 10-K. See Index to Consolidated Financial Statement Schedules at page S-1.

Exhibits

The information required by this item appears at page E-1 of this Form 10-K.

Reports on Form 8-K

No Current Reports on Form 8-K were filed in the fourth quarter of 1998.

SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) 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, on March 9, 1999.

THE E. W. SCRIPPS COMPANY

By/s/ William R. Burleigh
William R. Burleigh
President and Chief Executive Officer

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed below by the following persons on behalf of the Registrant in the capacities indicated, on March 9, 1999.

Signature	Title
/s/ Lawrence A. Leser Lawrence A. Leser	Chairman of the Board
/s/ William R. Burleigh William R. Burleigh	President, Chief Executive Officer and Director (Principal Executive Officer)
/s/ Daniel J. Castellini Daniel J. Castellini	Senior Vice President/Finance and Administration (Principal Financial and Accounting Officer)
/s/ Charles E. Scripps Charles E. Scripps	Chairman of the Executive Committee of the Board of Directors
/s/ John H. Burlingame John H. Burlingame	Director
/s/ Daniel J. Meyer Daniel J. Meyer	Director
/s/ Nicholas B. Paumgarten Nicholas B. Paumgarten	Director
/s/ Paul K. Scripps Paul K. Scripps	Director
Edward W. Scripps, Jr.	Director
/s/ Ronald W. Tysoe Ronald W. Tysoe	Director
Julie A. Wrigley	Director

THE E. W. SCRIPPS COMPANY

INDEX TO CONSOLIDATED FINANCIAL STATEMENT INFORMATION

ELEVEN-YEAR FINANCIAL HIGHLIGHTS

(in millions, except share data)

	1998(1)	1997(1)	1996(1)	1995(1)	1994(1)	1993(1)	1992(1)	1991(1)	1990(1)	1989(1)	1988(1)
Summary of Operations											
Operating Revenues:											
Newspapers	$ 865	$ 721	$ 630	$ 602	$ 564	$ 515	$ 490	$ 470	$ 482	$ 484	$ 472
Broadcast television	331	331	323	295	288	255	247	216	205	191	180
Category television	149	67	32	19	5						
Licensing and other media	96	82	75	68	68	85	87	92	92	100	94
Total	1,440	1,201	1,060	985	926	855	825	778	779	775	747
Divested operating units (2)	14	41	62	46	39	90	193	296	318	315	318
Total operating revenues	$1,455	$1,242	$1,122	$1,030	$965	$945	$1,017	$1,074	$1,097	$1,089	$1,065
Operating Income (Loss):											
Newspapers	$ 197	$ 172	$ 134	$ 121	$ 116	$ 74	$ 85	$ 67	$ 76	$ 98	$ 96
Broadcast television	93	104	100	87	95	69	62	50	61	49	45
Category television	(7)	(14)	(17)	(19)	(9)	(1)					
Licensing and other media	11	7	8	7	5	5	8	10	10	18	19
Corporate	(17)	(17)	(18)	(17)	(15)	(14)	(15)	(13)	(15)	(16)	(14)
Total	277	252	207	179	191	133	140	114	132	149	146
Divested operating units (2)		(1)	3	2		9	(11)	37	37	40	40
Unusual items (3)			(4)		(8)	(1)			(36)		
Total operating income	276	251	206	181	184	142	129	150	133	189	186
Interest expense	(47)	(19)	(10)	(11)	(16)	(26)	(34)	(38)	(43)	(42)	(54)
Gains (losses) on divested operations (1)		48				92	78			4	1
Gain on sale of Garfield copyrights (4)					32						
Other unusual credits (charges) (5)		(3)	22		(17)	3	(4)				
Miscellaneous, net		3	2	2	(1)	(2)	(4)		(2)	(1)	1
Income taxes (6)	(93)	(118)	(86)	(75)	(80)	(86)	(65)	(48)	(44)	(66)	(53)
Minority interests	(5)	(5)	(3)	(3)	(8)	(16)	(9)	(7)	(8)	(8)	(8)
Income from continuing operations	$ 131	$ 158	$ 130	$ 94	$ 93	$ 105	$ 91	$ 56	$ 35	$ 76	$ 73
Share Data											
Income from continuing operations	$1.62	$ 1.93	$ 1.61	$1.17	$1.21	$1.40	$1.22	$.75	$.46	$ .97	$.96
Adjusted income from continuing operations (excluding unusual items and net gains)	1.62	1.63	1.41	1.17	1.25	.72	.80	.75	.77	.94	.95
Cash dividends	.54	.52	.52	.50	.44	.44	.40	.40	.40	.345	.30
Market value of proceeds from Cable Transaction (8)			19.83								
Market Value of Common Shares at December 31											
Per share	$49.75	$48.44	$35.00	$39.38	$30.25	$27.50	$24.75	$24.13	$17.00	$24.00	$17.13
Total	3,908	3,906	2,827	3,153	2,415	2,056	1,847	1,798	1,267	1,834	1,348
EBITDA (excluding divested operating units and unusual items):											
Newspapers	$ 260	$ 217	$ 171	$ 156	$ 150	$ 110	$ 119	$ 96	$ 102	$ 120	$ 116
Broadcast television	118	128	126	113	116	89	82	66	75	65	61
Category television	6	(9)	(14)	(17)	(8)	(1)					
Licensing and other media	12	8	9	8	6	6	9	11	11	19	20
Corporate	(16)	(16)	(17)	(16)	(15)	(13)	(13)	(12)	(14)	(15)	(13)
Total	$ 380	$ 328	$ 274	$ 244	$ 249	$ 191	$ 196	$ 162	$ 173	$ 189	$ 184
Scripps Cable Financial Data (8)											
Operating revenues			$ 270	$ 280	$ 255	$ 252	$ 238	$ 218	$ 193	$ 171	$ 144
Operating income excluding unusual items			61	65	43	46	44	36	27	23	12
Net income			40	40	30	24	15	11	14	12	4
Net income per share of common stock			.49	.50	.39	.32	.20	.14	.18	.15	.05
EBITDA - excluding unusual items			109	119	101	106	102	92	85	77	63
Capital expenditures			(58)	(48)	(42)	(67)	(58)	(37)	(36)	(28)	(42)

Note: Certain amounts may not foot as each is rounded independently.

ELEVEN-YEAR FINANCIAL HIGHLIGHTS

(in millions, except share data)

	1998(1)	1997(1)	1996(1)	1995(1)	1994(1)	1993(1)	1992(1)	1991(1)	1990(1)	1989(1)	1988(1)
Cash Flow Statement Data											
Net cash provided by continuing operations	237	196	176	114	170	142	127	136	155	164	128
Depreciation and amortization of intangible assets	104	78	69	67	59	61	64	56	49	47	45
Investing activity:											
Capital expenditures	(67)	(57)	(53)	(57)	(54)	(37)	(87)	(114)	(49)	(59)	(47)
Business acquisitions and investments	(26)	(748)	(128)	(12)	(32)	(42)	(17)	(131)	(9)	(1)	
Other (investing)/divesting activity, net	10	30	35	(19)	51	147	38	3	23	2	(2)
Financing activity:											
Increase (decrease) in long-term debt	(4)	651	41	(30)	(138)	(194)	(50)	124	(96)	(50)	(94)
Divendends paid	(47)	(46)	(45)	(43)	(37)	(37)	(34)	(35)	(36)	(32)	(40)
Common stock issued (retired)	(108)	(26)								(40)	93
Other financing activity	5	4	9	6	1	2	(1)			(1)	
Balance Sheet Data											
Total assets	2,345	2,286	1,469	1,350	1,287	1,255	1,287	1,296	1,095	1,126	1,097
Long-term debt (including current portion) (7)	769	773	122	81	110	248	442	492	368	421	471
Stockholders' equity (7)	1,069	1,049	945	1,191	1,084	860	733	677	639	643	629

Note: Certain amounts may not foot as each is rounded independently.

Notes to Selected Financial Data

The income statement and cash flow data for the eleven years ended December 31, 1998, and the balance sheet data as of the same dates have been derived from the audited consolidated financial statements of the Company. The data should be read in conjunction with "Management's Discussion and Analysis of Financial Condition and Results of Operation" and the consolidated financial statements and notes thereto included elsewhere herein. All per share amounts are presented on a diluted basis. EBITDA is defined as earnings before interest, income taxes, depreciation and amortization. See page F-7.

(1) In the periods presented the Company acquired and divested the following:

Acquisitions

1997 - Daily newspapers in Abilene, Corpus Christi, Plano, San Angelo, and Wichita Falls, Texas; community newspapers in the Dallas, Texas, market, daily newspapers in Anderson, South Carolina, and Boulder, Colorado (in exchange for the Company's daily newspapers in Monterey and San Luis Obispo, California). Approximate 56% interest in The Television Food Network.

1996 - Vero Beach, Florida, daily newspaper.

1994 - The remaining 13.9% minority interest in Scripps Howard Broadcasting Company ("SHB") in exchange for 4,952,659 Class A Common Shares. Cinetel Productions (an independent producer of programs for cable television).

1993 - The remaining 2.7% minority interest in the Knoxville News-Sentinel and 5.7% of the outstanding shares of SHB.

1992 - Three daily newspapers in California (including The Monterey County Herald in connection with the sale of The Pittsburgh Press).

1991 - Baltimore television station WMAR.

1989 - Sundance Publishers and Distributors.

Divestitures

1998 - Dallas community newspapers, including the Plano daily, and Scripps Howard Productions, the Company's television program production operation based in Los Angeles, California.

1997 - Monterey and San Luis Obispo, California, daily newspapers (in exchange for Boulder, Colorado, daily newspaper). Terminated joint operating agreement ("JOA") and ceased operations of El Paso, Texas, daily newspaper. The JOA termination and trade resulted in pre-tax gains totaling $47.6 million, increasing income from continuing operations by $26.2 million, $.32 per share.

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

1993 - Book publishing operations; newspapers in Tulare, California, and San Juan; Memphis television station; radio stations. The divestitures resulted in net pre-tax gains of $91.9 million, increasing income from continuing operations by $46.8 million, $.63 per share.

1992 - The Pittsburgh Press; TV Data; certain other investments. The divestitures resulted in net pre-tax gains of $78.0 million, increasing income from continuing operations $45.6 million, $.61 per share.

1991 - George R. Hall Company (contracting firm specializing in the installation, relocation, and rebuilding of newspaper presses). No gain or loss was realized as proceeds equaled the book value of net assets sold.

1989 - Investment in American City Business Journals ("ACBJ"). The sale resulted in a pre-tax gain of $3.9 million, increasing income from continuing operations $2.3 million, $.03 per share.

1988 - ACBJ sold several business journals and the Company recorded a loss on the anticipated sale of its Hollywood, Florida, daily newspaper. The divestitures resulted in a pre-tax gain of $0.8 million, increasing income from continuing operations $0.8 million, $.01 per share.

(2) Noncable television operating units sold prior to December 31, 1998.

(3) The following unusual items affected operating income:

1996 - A $4.0 million charge for the Company's share of certain costs associated with restructuring portions of the distribution system of the Cincinnati JOA. The charge reduced income from continuing operations by $2.6 million, $.03 per share.

1994 - A $7.9 million loss on program rights expected to be sold as a result of changes in television network affiliations. The loss reduced income from continuing operations by $4.9 million, $.07 per share.

1993 - A change in estimate of disputed music license fees increased operating income by $4.3 million; a gain on the sale of certain publishing equipment increased operating income by $1.1 million; a charge for workforce reductions at 1) the Company's Denver newspaper and 2) the newspaper feature and the licensing operations of United Media decreased operating income by $6.3 million. The planned workforce reductions were fully implemented in 1994. These items totaled $0.9 million and reduced income from continuing operations by $0.6 million, $.01 per share.

1992 - Operating losses of $32.7 million during the Pittsburgh Press strike (reported in divested operating units) reduced income from continuing operations $20.2 million, $.27 per share.

1990 - A $36.4 million charge associated with an agreement to terminate the Knoxville joint operating agency. The charge reduced income from continuing operations by $23.7 million, $.31 per share.

(4) In 1994 the Company sold its worldwide GARFIELD and U.S. ACRES copyrights. The sale resulted in a pre-tax gain of $31.6 million, $17.4 million after-tax, $.23 per share.

(5) Other unusual credits (charges) included the following:

1997 - Write-down of investments totaling $2.7 million. Income from continuing operations was reduced $1.7 million, $.02 per share.

1996 - A $40.0 million gain on the Company's investment in Turner Broadcasting Systems when Turner was merged into Time Warner; $3.0 million write-off of an investment in Patient Education Media, Inc.; and $15.5 million contribution to a charitable foundation. These items totaled $21.5 million and increased income from continuing operations by $19.1 million, $.23 per share.

1994 - An estimated $2.8 million loss on real estate expected to be sold as a result of changes in television network affiliations; an $8.0 million contribution to a charitable foundation; and a $6.1 million accrual for lawsuits associated with a divested operating unit. These items totaled $16.9 million and reduced income from continuing operations by $9.8 million, $.13 per share.

1993 - A $2.5 million fee received in connection with the change in ownership of the Ogden, Utah, newspaper. Income from continuing operations was increased $1.6 million, $.02 per share.

1992 - Write-downs of real estate and investments totaling $3.5 million. Income from continuing operations was reduced $2.3 million, $.03 per share.

(6) The provision for income taxes was affected by the following unusual items:

1994 - A change in estimated tax liability for prior years increased the tax provision, reducing income from continuing operations by $5.3 million, $.07 per share.

1993 - A change in estimated tax liability for prior years decreased the tax provision, increasing income from continuing operations by $5.4 million, $.07 per share; the effect of the increase in the federal income tax rate to 35% from 34% on the beginning of the year deferred tax liabilities increased the tax provision, reducing income from continuing operations by $2.3 million, $.03 per share.

1992 - A change in estimated tax liability for prior years decreased the tax provision, increasing income from continuing operations $8.4 million, $.11 per share.

(7) Includes effect of discontinued cable television operations prior to completion of the Cable Transaction.

(8) The Company's cable television systems ("Scripps Cable") were acquired by Comcast Corporation ("Comcast") on November 13, 1996, ("Cable Transaction") through a merger whereby the Company's shareholders received, tax-free, a total of 93 million shares of Comcast's Class A Special Common Stock. The aggregate market value of the Comcast shares was $1.593 billion and the net book value of Scripps Cable was $356 million, yielding an economic gain of $1.237 billion to the Company's shareholders. This gain is not reflected in the Company's financial statements as accounting rules required the Company to record the transaction at book value. Unless otherwise noted, the data excludes the cable television segment, which is reported as a discontinued business operation.

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

The E. W. Scripps Company ("Company") operates in three reportable segments: newspapers, broadcast television and category television. The newspaper segment includes 19 daily newspapers in the U.S. The broadcast television segment includes nine network-affiliated stations. Category television includes Home & Garden Television ("HGTV"), The Television Food Network ("Food Network"), Scripps Productions and the Company's 12% interest in FOX Sports South, a regional cable television network. Licensing and other media aggregates the Company's operating segments that are too small to report separately, including syndication and licensing of news features and comics and publication of independent telephone directories.

All per share disclosures included in management's discussion and analysis of financial condition and results of operation are on a diluted basis.

Consolidated results of continuing operations were as follows:

(in thousands, except per share data)

	For the years ended December 31, 1998	Change	1997	Change	1996
Operating revenues:					
Newspapers	$ 864,792	20.0 %	$ 720,930	14.3 %	$ 630,489
Broadcast television	330,714	(0.2)%	331,216	2.4 %	323,467
Category television	148,641	122.5 %	66,801	111.5 %	31,579
Licensing and other media	96,202	17.5 %	81,856	9.8 %	74,528
Total	1,440,349	19.9 %	1,200,803	13.3 %	1,060,063
Divested operating units	14,206		41,154		61,795
Total operating revenues	$ 1,454,555	17.1 %	$ 1,241,957	10.7 %	$ 1,121,858
Operating income (loss):					
Newspapers	$ 196,737	14.1 %	$ 172,440	28.7 %	$ 133,952
Broadcast television	92,966	(10.3)%	103,690	3.2 %	100,437
Category television	(6,635)	52.0 %	(13,811)	21.1 %	(17,495)
Licensing and other media	10,688	54.3 %	6,929	(17.8)%	8,434
Corporate	(17,231)	(0.1)%	(17,207)	6.8 %	(18,471)
Total	276,525	9.7 %	252,041	21.8 %	206,857
Divested operating units	(481)		(1,217)		2,994
Unusual items					(4,000)
Total operating income	276,044	10.1 %	250,824	21.8 %	205,851
Interest expense	(47,108)		(18,543)		(9,629)
Net gains and unusual items			44,894		21,531
Miscellaneous, net	226		3,126		1,834
Income taxes	(93,075)		(117,510)		(86,011)
Minority interest	(4,873)		(5,089)		(3,436)
Income from continuing operations	$ 131,214	(16.8)%	$ 157,702	21.2 %	$ 130,140
Per share of common stock:					
Income from continuing operations	$ 1.62	(16.1)%	$ 1.93	19.9 %	$ 1.61
Adjusted income from continuing operations (excluding unusual items and net gains)	$ 1.62	(0.6)%	$ 1.63	15.6 %	$ 1.41

(in thousands)

	For the years ended December 31, 1998	Change	1997	Change	1996
Other Financial and Statistical Data - excluding divested operating units and unusual items:					
Total advertising revenues	$ 1,081,765	20.6 %	$ 897,055	12.5 %	$ 797,267
Advertising revenues as a percentage of total revenues	75.1 %		74.7 %		75.2 %
EBITDA:					
Newspapers	$ 260,439	20.2 %	$ 216,750	27.1 %	$ 170,557
Broadcast television	118,012	(7.8)%	128,048	1.4 %	126,225
Category television	5,642	165.8 %	(8,580)	40.7 %	(14,458)
Licensing and other media	11,636	51.8 %	7,665	(16.1)%	9,136
Corporate	(16,207)	(1.2)%	(16,011)	7.8 %	(17,372)
Total	$ 379,522	15.8 %	$ 327,872	19.6 %	$ 274,088
Effective income tax rate	40.6 %		41.9 %		39.2 %
Weighted-average shares outstanding	80,921	(0.9)%	81,645	1.0 %	80,841
Net cash provided by continuing operating activities	$ 236,616	20.6 %	$ 196,229	11.4 %	$ 176,224
Capital expenditures	66,759	20.0 %	55,644	7.3 %	51,871
Business acquisitions and other additions to long-lived assets	43,465		828,478		173,543
Increase (decrease) in long-term debt	(3,800)		651,170		40,958
Dividends paid, including minority interests	46,571	1.2 %	46,014	3.3 %	44,537
Purchase and retirement of common stock	108,421		25,694		

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

Management believes the year-over-year change in EBITDA is a more useful measure of year-over-year economic performance than the change in operating income because, combined with information on capital spending plans, it is more reliable. Changes in amortization and depreciation have no impact on economic performance. Depreciation is a function of capital spending, which is important and is separately disclosed.

Banks and other lenders use EBITDA to determine the Company's borrowing capacity.

Financial analysts and acquirors use EBITDA, combined with capital spending requirements, to value communications media companies.

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

In the three years ending December 31, 1998, the Company acquired the following operations:

1997 - In October the Company acquired the newspaper and broadcast operations of Harte-Hanks Communications ("Harte-Hanks") for $775,000,000, plus working capital, in cash. The Harte-Hanks newspaper operations ("HHC Newspaper Operations") included daily newspapers in Abilene, Corpus Christi, Plano, San Angelo and Wichita Falls, Texas, a group of community newspapers in the Dallas, Texas, market and a daily newspaper in Anderson, South Carolina. The Company immediately traded the Harte-Hanks broadcast operations for an approximate 56% controlling interest in Food Network and approximately $75,000,000 in cash. In August the Company traded its daily newspapers in Monterey and San Luis Obispo, California, for the daily newspaper in Boulder, Colorado.

1996 - In May the Company acquired the Vero Beach, Florida, Press Journal for $20,073,000 in cash and $100,000,000 in notes issued to the seller.

In the three years ended December 31, 1998, the Company divested the following operations (the "Divested Operating Units"):

1998 - Sold Scripps Howard Productions, the Company's television program production operation based in Los Angeles, and the Dallas Community newspapers, including the Plano daily. No material gain or loss was recognized as the proceeds approximated the net book value of the assets sold.

1997 - Traded its Monterey and San Luis Obispo, California, daily newspapers for the daily newspaper in Boulder, Colorado, and terminated the joint operating agreement ("JOA") and ceased operations of its newspaper in El Paso, Texas, on October 11. The JOA termination and the trade resulted in gains totaling $47,600,000, $26,200,000 after-tax, $.32 per share.

In addition to the gains on divested operations in 1997, unusual items affecting the comparability of the Company's results of operations included the following:

1997 - Write-down of certain investments to estimated realizable value, resulting in a loss of $2,700,000, $1,700,000 after tax, $.02 per share

1996 - A $4,000,000 operating charge for the Company's share of certain costs associated with restructuring portions of the distribution system of the Cincinnati JOA. The charge reduced income from continuing operations by $2,600,000, $.03 per share on a diluted basis.

Net gains that increased income from continuing operations by $24,300,000, $.30 per share. A pre-tax gain of $40,000,000 was recognized on the Company's investment in Turner Broadcasting Systems when Turner was merged into Time Warner, and a $3,000,000 investment in Patient Education Media, Inc. was written off.

Contribution of 375,000 shares of Time Warner stock to Scripps Howard Foundation, a private charitable foundation. The contribution reduced pre-tax income by $15,500,000 and income from continuing operations by $5,200,000, $.07 per share.

Excluding the divested operations, unusual items and the acquired operations from all periods, consolidated EBITDA increased 5.7% in 1998 and 14% in 1997. Operating income increased 5.6% in 1998 and 17% in 1997 on that same basis. EBITDA for licensing and other media in 1997 was reduced by start-up costs associated with the independent yellow page directories. Operating results for each of the Company's reportable segments, excluding the Divested Operating Units and unusual items described above, are presented on the following pages.

The average balance of outstanding debt increased $504,000,000 in 1998 and $123,000,000 in 1997 as long-term debt was used to finance the purchase of acquired operations.

The effective income tax rate in 1996 was affected by contributions to a charitable foundation described above. The effective income tax rate in 1999 is expected to be approximately 41%.

The estimated effect of amortization of intangible assets on earnings per share was $.36 in 1998 and $.23 in 1997.

The HHC Newspaper Operations and Food Network acquisitions reduced earnings per share approximately $.23 in 1998 and $.04 in 1997.

NEWSPAPERS - Operating results, excluding Divested Operating Units and the Cincinnati JOA Charge, were as follows:

(in thousands)

	For the years ended December 31,				
	1998	Change	1997	Change	1996
Operating revenues:					
Local	$ 265,503	20.5 %	$ 220,324	14.4 %	$ 192,563
Classified	258,531	21.1 %	213,473	15.6 %	184,629
National	26,877	16.7 %	23,027	18.8 %	19,384
Preprint and other	96,581	32.1 %	73,109	13.3 %	64,538
Newspaper advertising	647,492	22.2 %	529,933	14.9 %	461,114
Circulation	152,829	18.1 %	129,383	6.6 %	121,365
Joint operating agency distributions	48,278	2.6 %	47,052	19.6 %	39,341
Other	16,193	11.2 %	14,562	68.0 %	8,669
Total operating revenues	864,792	20.0 %	720,930	14.3 %	630,489
Operating expenses:					
Employee compensation and benefits	280,289	19.7 %	234,194	12.1 %	208,969
Newsprint and ink	146,146	21.8 %	119,973	1.0 %	118,729
Other	177,918	18.6 %	150,013	13.4 %	132,234
Depreciation and amortization	63,702	43.8 %	44,310	21.0 %	36,605
Total operating expenses	668,055	21.8 %	548,490	10.5 %	496,537
Operating income	$ 196,737	14.1 %	$ 172,440	28.7 %	$ 133,952
Other Financial and Statistical Data:					
EBITDA	$ 260,439	20.2 %	$ 216,750	27.1 %	$ 170,557
Percent of operating revenues:					
Operating income	22.7 %		23.9 %		21.2 %
EBITDA	30.1 %		30.1 %		27.1 %
Capital expenditures	$ 23,522	(28.5)%	$ 32,911	35.2 %	$ 24,340
Business acquisitions and other additions to long-lived assets	$ 3,570		$ 622,233		$ 122,593

The newspaper acquisitions accounted for 75% of the increase in advertising revenue in 1998 and 50% in 1997. On a pro forma basis, assuming all newspapers owned at the end of 1998 were owned for the full three-year period, advertising revenues increased 6.5% in 1998 and 7.6% in 1997.

Excluding the acquired newspapers, EBITDA increased 2.5% in 1998 and 17% in 1997.

Excluding the acquired newspapers, employee compensation and benefits increased 3.8% in 1998 and 5.4% in 1997, newsprint and ink increased 9.8% in 1998 and decreased 3.5% in 1997, and other operating expenses increased 2.8% in 1998 and 7.3% in 1997. Changes in newsprint and ink are primarily due to changes in the price of newsprint. The average price of newsprint increased from approximately $420 per metric tonne in the first quarter of 1994 to $745 in the first quarter of 1996, declined to approximately $500 by March 1997, then increased to approximately $565 by December 1998. The Company expects the price of newsprint in the first quarter of 1999 to be approximately 3% less than the fourth quarter of 1998.

Depreciation and amortization increased due to the newspaper acquisitions.

Capital expenditures in 1999 are expected to be approximately $25,000,000 and depreciation and amortization is expected to increase approximately 2%.

BROADCAST TELEVISION - Operating results were as follows:

(in thousands)

	For the years ended December 31,				
	1998	Change	1997	Change	1996
Operating revenues:					
Local	$ 166,115	(3.0)%	$ 171,211	7.4 %	$ 159,412
National	125,432	(10.0)%	139,322	9.6 %	127,172
Political	20,084		2,106		19,505
Other	19,083	2.7 %	18,577	6.9 %	17,378
Total operating revenues	330,714	(0.2)%	331,216	2.4 %	323,467
Operating expenses:					
Employee compensation and benefits	103,630	0.3 %	103,350	5.4 %	98,099
Program and copyright costs	56,263	17.5 %	47,890	(0.3)%	48,049
Other	52,809	1.7 %	51,928	1.6 %	51,094
Depreciation and amortization	25,046	2.8 %	24,358	(5.5)%	25,788
Total operating expenses	237,748	4.5 %	227,526	2.0 %	223,030
Operating income	$ 92,966	(10.3)%	$ 103,690	3.2 %	$ 100,437
Other Financial and Statistical Data:					
EBITDA	$ 118,012	(7.8)%	$ 128,048	1.4 %	$ 126,225
Percent of operating revenues:					
Operating income	28.1 %		31.3 %		31.1 %
EBITDA	35.7 %		38.7 %		39.0 %
Capital expenditures	$ 33,454	114.0 %	$ 15,632	(33.5)%	$ 23,491
Business acquisitions and other additions to long-lived assets	$ 218		$ 3,000		$ 1,700

The Company's average audience share has declined in recent years due to the creation of new networks and increases in the audience share of alternative service providers such as cable television and direct broadcast satellite systems. Technological advancement in interactive media services will further increase these competitive pressures.

The demand for local and national advertising declined sharply for most of the Company's television stations in the second half of 1998. The decline was due to a number of factors, including:

Softness in automobile advertising that has continued since the General Motors strike.

The negative effects that mergers and reorganizations in the telecommunications, grocery, financial and packaged goods industries are having on advertising.

Reduced audiences for ABC network programs that precede the late news in the Company's six largest television markets.

Increased political advertising softened the effect the decline in demand had on year-over-year revenue comparisons. Advertising revenues in the first quarter of 1999 are expected to be flat compared to the first quarter of 1998.

National television networks have expressed their intention to reduce the amount of compensation paid to affiliated stations, or to have affiliated stations share in the cost of popular programs such as "ER". The Company received network compensation of $16,000,000 in 1998, $15,600,000 in 1997 and $14,300,000 in 1996. Network compensation is expected to be approximately $15,000,000 in 1999.

Staffing levels were reduced in 1998 in response to the advertising weakness. Employee compensation and benefits are expected to increase approximately 5% in 1999 as the Company expects to hire additional employees to improve the stations' Internet sites and to attract additional advertising on those sites. The 1998 increase in program costs is primarily due to the higher cost of "The Rosie O'Donnell Show," which is carried by five stations. Program costs are expected to increase approximately 2% in 1999.

The increase in capital expenditures is primarily due to the construction of a new building for the Phoenix station. Capital expenditures in 1999 are expected to be approximately $35,000,000, including a new building for the West Palm Beach station. Depreciation and amortization in 1999 is expected to increase approximately 15%.

CATEGORY TELEVISION - Operating results were as follows:

(in thousands)

	For the years ended December 31,				
	1998	Change	1997	Change	1996
Operating revenues:					
Advertising	$ 96,271	156.9 %	$ 37,473	138.4 %	$ 15,717
Affiliate fees	38,063	93.1 %	19,711	183.9 %	6,943
Program production	10,872	38.0 %	7,878	2.9 %	7,658
Other	3,435	97.5 %	1,739	37.9 %	1,261
Total operating revenues	148,641	122.5 %	66,801	111.5 %	31,579
Operating expenses:					
Employee compensation and benefits	33,550	80.9 %	18,545	81.9 %	10,195
Programming and production costs	51,211	84.2 %	27,802	33.0 %	20,911
Other	58,238	100.6 %	29,034	94.5 %	14,931
Depreciation and amortization	12,277	134.7 %	5,231	72.2 %	3,037
Total operating expenses	155,276	92.6 %	80,612	64.3 %	49,074
Operating income (loss)	$ (6,635)		$ (13,811)		$ (17,495)
Other Financial and Statistical Data:					
EBITDA	$ 5,642		$ (8,580)		$ (14,458)
Capital expenditures	$ 7,936	38.2 %	$ 5,742	105.1 %	$ 2,800
Business acquisitions and other additions to long-lived assets	$ 17,431		$ 179,354		$ 44,000

The October 1997 acquisition of Food Network provided approximately 40% of the increase in operating revenues in 1998 and 20% of the increase in 1997. On a pro forma basis, assuming Food Network was owned for the full three-year period, operating revenues increased 77% in 1998 and 86% in 1997. The increase in advertising and affiliate fee revenues is primarily due to the increase in cable television systems that carry HGTV and Food Network and, therefore, the increase in potential audience. According to the Nielsen Homevideo Index, HGTV was telecast to 48.4 million homes in December 1998, 36.1 million homes in December 1997, and 25.2 million homes in December 1996. Food Network was telecast to 37.1 million homes in December 1998, 29.1 million homes in December 1997, and 19.1 million homes in December 1996.

HGTV and Food Network are transmitted via satellite to cable television and direct broadcast satellite systems. Because of limited channel capacity, cable television system operators have been able to demand payments or equity interests in cable television programming networks in exchange for long-term agreements to distribute the networks. Food Network provided equity interests to cable television systems that launched it in 1993, and since their launch, HGTV and Food Network have committed to pay distribution fees totaling $110,000,000 to other cable television and direct broadcast satellite systems in exchange for long-term distribution contracts. The amounts of distribution fees received by systems depended upon several factors, including the numbers of subscribers, the terms of the agreements and the amounts of affiliate fees the systems agreed to pay to HGTV and Food Network. Distribution fee payments were generally due when the systems launched the network or over the terms of the distribution agreements. Unpaid distribution fees totaled $52,400,000 at December 31, 1998.

Management believes the popularity of HGTV and Food Network, which consistently rank among the favorite channels of cable television subscribers, will enable the Company to renew its existing distribution agreements and to obtain additional distribution. Additional distribution fees may be required to expand distribution of the networks.

Distribution fees are amortized based upon the percentage of the current period's affiliate fee revenue to the estimated total of such revenue over the lives of the contracts, or, for contracts that do not provide for affiliate fee revenue, on a straight-line basis. Amortization of prepaid distribution fees (included in other operating expenses) was approximately $15,700,000 in 1998, $9,400,000 in 1997, and $1,600,000 in 1996. Unamortized distribution fees total $62,000,000 at December 31, 1998. Amortization in 1999 is expected to be approximately $22,000,000.

Capital expenditures in 1999 are expected to be approximately $20,000,000. Depreciation and amortization is expected to increase approximately 18%.

LIQUIDITY AND CAPITAL RESOURCES

The Company generates significant cash flow from operating activities, primarily from its newspaper and broadcast television operating segments. There are no significant legal or other restrictions on the transfer of funds among the Company's 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 primarily to invest in the category television segment, to fund corporate expenditures, or to invest in new businesses. Management expects total cash flow from continuing operating activities in 1999 will be sufficient to meet the Company's expected total capital expenditures, required interest payments and dividend payments. Total capital expenditures in 1999 are expected to be approximately $80,000,000. The Company expects to extend the $400,000,000 one-year-term portion of its variable rate credit facility, or to refinance the borrowings under that line.

Cash flow provided by continuing operating activities was $237,000,000 in 1998, $196,000,000 in 1997 and $176,000,000 in 1996. The increases in cash flow provided by continuing operating activities were primarily due to improvements in EBITDA. Cash flow provided by operating activities in 1998 was used for capital expenditures of $67,000,000, dividend payments of $46,600,000 and to repurchase 2,402,100 Class A Common Shares for $108,000,000. The Board of Directors has authorized the purchase of an additional 2,976,900 Class A Common Shares.

Net debt (borrowings less cash equivalent and other short-term investments) decreased $21,100,000 during 1998 to $749,000,000. At December 31, 1998, net debt was 41% of total capitalization. Management believes the Company's cash and cash equivalents, short-term investments and substantial borrowing capacity, taken together, provide adequate resources to fund the capital expenditures and expansion of existing businesses and the development or acquisition of new businesses.

MARKET RISK

The Company's earnings and cash flow can be affected by, among other things, interest rate changes, foreign currency fluctuations (primarily in the exchange rate for the Japanese yen) and changes in the price of newsprint. See "NEWSPAPERS". The Company is also exposed to changes in the market value of its investments.

In the normal course of business, the Company employs foreign currency forward and option contracts to hedge its cash flow exposures denominated in Japanese yen. The contracts reduce the risk of changes in the exchange rate for Japanese yen on the Company's anticipated net licensing receipts (licensing royalties less amounts due creators of the properties and certain direct expenses) for the following year. The Company employs off-balance-sheet financial instruments, such as forward contracts, to reduce the risk of changes in the price of newsprint on anticipated newsprint purchases. As market conditions warrant, the Company enters into foreign currency and newsprint forward contracts only to hedge its anticipated transactions for, at most, the ensuing year. The impact of any reasonably possible change in the values of these derivative financial instruments on the Company's financial position, its results of operations, and its cash flows is immaterial. The Company held no foreign currency or newsprint forward contracts at December 31, 1998.

The Company manages interest-rate risk primarily by maintaining a mix of fixed-rate and variable-rate debt. The Company currently does not use interest rate swaps, forwards or other derivative financial instruments. The following table presents additional information about the Company's market-risk-sensitive financial instruments:

(in thousands)

	As of December 31, 1998		As of December 31, 1997	
	Cost or Carrying Value	Estimated Fair Value	Cost or Carrying Value	Estimated Fair Value
Financial instruments subject to interest rate risk:				
Variable rate credit facilities	$ 567,561	$ 567,561	$ 541,459	$ 541,459
$100 million, 6.625% note, due in 2007	99,872	104,556	99,858	101,297
$100 million, 6.375% note, due in 2002	99,925	102,397	99,906	100,440
$30 million, 7.375% notes, due in 1998			29,754	30,289
Other notes	2,077	1,586	2,129	1,615
Total long-term debt	769,435	776,100	773,106	775,100
Program rights payable	52,125	48,800	45,856	42,800
Short-term investments	20,551	20,551	3,105	3,105
Financial instruments subject to market value risk:				
Time Warner common stock (1,344,000 shares)	$ 27,816	$ 83,446	$ 27,816	$ 41,681
Other available-for-sale securities	1,050	5,286	1,738	5,420
Venture capital and other investments	36,899	(a)	30,060	(a)

(a) Investments classified as venture capital and other investments do not trade in public markets, so they do not have readily determinable fair values.

The Variable Rate Credit Facilities are comprised of two unsecured lines, one limited to $400,000,000 principal amount maturing in one year, and the other limited to $300,000,000 principal amount maturing in five years. The Variable Rate Credit Facilities are used by the Company in whole or in part, in lieu of direct borrowings, as credit support for its commercial paper. The weighted-average interest rate on borrowings under the Variable Rate Credit Facilities at December 31 was 5.25% in 1998 and 5.85% in 1997.

The Company does not hold financial instruments for trading or speculative purposes, and does not hold leveraged contracts.

YEAR 2000 READINESS

Items disclosed herein constitute "Y2000 Readiness Disclosures" under the Year 2000 Information and Readiness Disclosure Act.

Description and Company Plans

The Year 2000 ("Y2K") issue results from computer programs, computer equipment and certain embedded chips using two digits rather than four to define the year. Computer applications and equipment that use date-sensitive software or date-sensitive embedded chips may recognize a date of "00" as the year 1900 instead of the year 2000. As a result, those computer applications may fail or improperly process financial transactions.

The Company's Y2K remediation project includes the following phases: identification and assessment of the Y2K issue, determination of required revisions to or replacements of affected computer applications and equipment, testing of those revisions and replacements, and developing contingency plans in the event that revisions and replacements are not completed timely or do not fully remediate the Y2K issues.

Identification and Assessment of Y2K Issues
The identification and assessment phase, which is substantially complete, included a comprehensive inventory of internally developed computer applications, computer applications and computer hardware purchased or licensed from third parties (which includes the majority of the Company's computer software applications), and other equipment with embedded chips. The inventoried applications and equipment were evaluated to identify Y2K issues. Y2K issues were identified based upon review of applications and equipment by the Company and/or communication with the vendor. This phase also included an assessment of the impact of failing to remediate identified Y2K issues on the Company's business operations, results of operations, and financial condition. Based upon the identification of Y2K issues and assessment of the effect of those issues, each of the computer applications and items of equipment with embedded chips were assigned to one of the following categories: 1) applications and equipment with Y2K issues that, if they were to fail, would seriously impair the Company's ability to operate its business, 2) applications and equipment with Y2K issues for which the Company has feasible alternatives, 3) applications and equipment found to be Y2K compliant or certified Y2K compliant by the vendor, and 4) noncompliant applications and equipment that will have little or no effect on business operations. The term "Y2K compliant" as used throughout this document means that the relevant hardware, software, embedded chips or interfaces specifically referenced herein will correctly process, provide and receive date data within and between the 20th and 21st centuries. The Company has created a central data base identifying all inventoried applications and equipment, Y2K issues identified, the priority of remediation based upon the perceived business risk, the probable method of remediation (upgrade or replace), and targeted remediation completion date. As of February 1, 1999, approximately 20% of the Company's applications were classified in the highest priority, 15% in the second priority, and approximately 55% of applications have been found to be Y2K-compliant.

The identification and assessment phase also included communications with significant vendors, suppliers and customers to determine the extent to which the Company's systems and business operations are vulnerable if those third parties fail to remediate their own Y2K issues.

Y2K Remediation Efforts
The Company's plan of remediation includes a mix of installing new applications and equipment, upgrading existing applications and equipment, retiring obsolete systems and equipment, and confirming significant third party compliance. A discussion of the identified Y2K issues that could materially affect each of the Company's business segments and the Company's plan of remediation follows.

Newspapers
The Company uses a variety of newspaper circulation, advertising and editorial computer systems in the production of its newspapers. The Company began replacing most of its internally developed software with applications developed by third-party software vendors and upgrading other applications several years ago. Many of these systems have been installed and implemented. Vendors have either certified their applications to be Y2K compliant or have Y2K-compliant upgrades currently available. Remediation of noncompliant systems is expected to be completed through early third quarter of 1999, with most upgrades and replacements being completed in the first quarter of 1999.

Equipment and applications used in producing, printing, sorting and distributing newspapers use software or embedded chips that are not Y2K compliant. Management has determined that in many instances this equipment is not date dependent and the internal calendars can be set back to an earlier year without affecting the operation of the equipment. Other equipment and software will have to be upgraded or replaced.

Management anticipates increasing its newspaper inventories in the latter part of 1999 to mitigate the effect of any temporary disruption in the delivery of newsprint or any disruption in the operation of newsprint mills.

The Company's Cincinnati, Birmingham and Albuquerque newspapers operate under joint operating agreements ("JOAs") whereby the Company receives a portion of the JOA profits from the managing party. The Company has discussed Y2K issues with the managing parties to ensure the managing parties are addressing their Y2K issues. The Company's share of JOA profits could be adversely affected if those managing parties experience a significant disruption in business operations; however management believes the possibility of a significant disruption is unlikely.

Broadcast Television
The Company receives network and syndicated programming via satellite. The Company's receipt of that programming is dependent upon the broadcast networks and program syndicators resolving their Y2K issues. NBC has scheduled Y2K testing of its affiliate network. The Company expects to perform similar testing with ABC. Management does not anticipate any disruption in receiving programming from the broadcast networks or syndicators, but in the event of such a disruption the Company has alternative programming available.

The Company uses advertising inventory management software to manage, schedule and bill advertising in each of the Company's broadcast television markets. This software is licensed from two different vendors. One of the systems, used in three of the Company's markets, has been certified by the vendor to be Y2K compliant. The other system must be upgraded. The vendor has informed the Company that a Y2K compliant version of its software will be available in the early part of the second quarter of 1999. Management expects to complete installation of the upgrades by the end of the second quarter of 1999.

The insertion of advertising into program breaks is automated by computer-controlled equipment. This equipment has been found to be noncompliant and must be upgraded or replaced. Failure of this software or equipment would not materially disrupt the Company's business operations as this process can be performed manually.

The Company uses various broadcast and studio equipment to produce and transmit its broadcast signals. Although much of this equipment includes embedded chips, the Company believes the equipment will continue to function after 1999. The Company is currently testing this equipment. If such testing indicates that Y2K issues affect the operation of the equipment, the necessary upgrades or replacements would be installed by the second quarter of 1999.

Category Television
The Company uses advertising inventory management software to manage, schedule and bill advertising. Some of these systems are currently Y2K compliant. Y2K compliant versions of remaining software applications will be installed by the end of the first quarter of 1999.

The insertion of advertising into program breaks is automated by computer-controlled equipment. Failure of this software or equipment would not materially disrupt the Company's business operations as this process can be performed manually.

The Company transmits its network programming to cable television and direct broadcast satellite systems via satellite. Management has determined that certain equipment, while noncompliant, will continue to function after 1999, therefore it does not need to be upgraded or replaced. Noncompliant equipment that could affect the production and transmission of a signal is scheduled to be upgraded or replaced by the end of the second quarter of 1999.

Management believes the satellites used in transmitting the Company's networks are Y2K compliant and expects to receive written assurances to that effect. However, the Company understands that headend equipment controlling set-top boxes for virtually all cable television subscribers is presently not Y2K compliant. Management believes that failure of this equipment could potentially prevent cable television systems from delivering the Company's programming to viewers. Management understands that equipment and set-top box manufacturers have recently developed solutions that cable television systems have begun to install in their headend equipment. Management anticipates that this issue will be remediated, but that process is not within the Company's control.

Testing of Upgrades and Replacements
The Company's Y2K remediation program includes testing of applications and equipment identified by the Company as compliant or certified as compliant by the vendor. The Company's program also includes testing of upgrades and replacements during installation and upon completion. Testing includes the use of dates that simulate transactions and environments, both before and after the year 2000, including leap year. While that testing provides assurance that the upgrades and replacements installed by the Company perform as designed, it is not possible for the Company to completely simulate the effect of the year 2000 when testing the Company's systems, and

certain embedded chips cannot be tested.

Costs of Y2K Remediation Program

Costs of the Company's Y2K remediation program, including those incurred to date, are expected to total less than $10,000,000. The majority of these costs would have been incurred regardless of the Y2K issue, although the Y2K issue has slightly accelerated the Company's plans to replace certain equipment and computer software. Management believes the acceleration of these projects has not resulted in the deferral of other information technology projects that would have a material effect on the Company's results of operations or financial condition.

Risks of Y2K Issues and Contingency Plans

Like all large companies, the Company is dependent on the continued functioning of basic, heavily computerized services such as banking, telephony and electric power. Management has attempted to ensure that the third parties upon which the Company relies are addressing their Y2K issues, but management has no direct knowledge of those issues and cannot estimate the costs to the Company if such issues are not remedied. Management believes the possibility of failure of these critical third party systems is unlikely.

The Company's Y2K remediation program includes contingency planning to ensure business continuity in each of the Company's markets. Such plans will address a variety of internal and external scenarios that might occur as a result of the Y2K issue, and will specify alternatives if any Y2K-related business disruption occurs. The Company expects to complete such contingency plans in early 1999, and will update those plans throughout the remainder of 1999 based upon the progress of the Y2K remediation program.

Management believes it has an effective program to resolve the Y2K issue in a timely manner and that its Y2K issues will be remediated. Based upon assessment of its internal systems and the status of its Y2K remediation efforts, management does not expect the Y2K issue to pose significant problems for the Company's operations or to have a material effect on the Company's results of operations or financial condition. However, if the Company is unable to complete its Y2K remediation program, or if its Y2K remediation program does not fully remediate the effects of the Y2K issue, or if third parties fail to remediate their own Y2K issues, the Company could experience a material disruption in its business operations. In addition, disruptions in the general economy as a result of the Y2K issue could lead to a reduction of advertising spending which could adversely affect the Company.

INDEPENDENT AUDITORS' REPORT

To the Board of Directors and Stockholders,
The E. W. Scripps Company:

We have audited the accompanying consolidated balance sheets of The E. W. Scripps Company and subsidiary companies ("Company") as of December 31, 1998 and 1997, and the related consolidated statements of income, cash flows and comprehensive income and stockholders' equity for each of the three years in the period ended December 31, 1998. Our audits also included the financial statement schedule listed in the Index at Item S-1. These financial statements and financial statement schedule are the responsibility of the Company's management. Our responsibility is to express an opinion on the financial statements and financial statement schedule based on our audits.

We conducted our audits in accordance with generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, such consolidated financial statements present fairly, in all material respects, the financial position of the Company at December 31, 1998 and 1997, and the results of its operations and cash flows for each of the three years in the period ended December 31, 1998 in conformity with generally accepted accounting principles. Also, in our opinion, such financial statement schedule, when considered in relation to the basic consolidated financial statements taken as a whole, presents fairly in all material respects the information set forth therein.

DELOITTE & TOUCHE LLP
Cincinnati, Ohio
January 22, 1999

CONSOLIDATED BALANCE SHEETS

(in thousands)

	As of December 31, 1998	1997
ASSETS		
Current Assets:		
Cash and cash equivalents	$ 14,400	$ 14,316
Short-term investments	20,551	3,105
Accounts and notes receivable (less allowances - 1998, $7,322; 1997, $6,305)	217,810	218,990
Program rights and production costs	68,870	62,065
Prepaid distribution fees	18,729	15,240
Inventories	15,009	13,685
Deferred income taxes	24,140	21,630
Miscellaneous	27,824	24,707
Total current assets	407,333	373,738
Investments	140,788	84,645
Property, Plant and Equipment	478,703	480,000
Goodwill and Other Intangible Assets	1,193,257	1,244,442
Other Assets:		
Program rights and production costs (less current portion)	50,763	38,659
Prepaid distribution fees (less current portion)	43,204	46,479
Miscellaneous	31,064	18,520
Total other assets	125,031	103,658
TOTAL ASSETS	$ 2,345,112	$ 2,286,483

See notes to consolidated financial statements.

CONSOLIDATED BALANCE SHEETS

(in thousands, except share data)

	As of December 31, 1998	1997
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities:		
Current portion of long-term debt	$ 267,601	$ 171,254
Accounts payable	101,433	88,789
Customer deposits and unearned revenue	36,234	38,830
Accrued liabilities:		
Employee compensation and benefits	40,807	43,025
Distribution fees	35,520	38,827
Miscellaneous	50,896	54,600
Total current liabilities	532,491	435,325
Deferred Income Taxes	115,634	88,051
Long-Term Debt (less current portion)	501,834	601,852
Other Long-Term Obligations and Minority Interests (less current portion)	126,421	112,293
Commitments and Contingencies (Note 13)		
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: 1998 - 59,324,967 shares; 1997 - 61,296,157 shares	593	613
Voting - authorized: 30,000,000 shares; issued and outstanding: 1998 - 19,218,913 shares; 1997 - 19,333,711 shares	192	193
Total	785	806
Additional paid-in capital	161,878	259,739
Retained earnings	870,315	782,329
Unrealized gains on securities available for sale	38,904	11,397
Foreign currency translation adjustment	581	293
Unvested restricted stock awards	(3,731)	(5,602)
Total stockholders' equity	1,068,732	1,048,962
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	$ 2,345,112	$ 2,286,483

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF INCOME

(in thousands, except per share data)

	For the years ended December 31, 1998	1997	1996
Operating Revenues:			
Advertising	$ 1,093,890	$ 916,661	$ 822,758
Circulation	153,788	135,582	130,092
Licensing	62,260	56,813	53,672
Joint operating agency distributions	48,278	48,977	43,279
Affiliate fees	38,063	19,711	6,943
Program production	10,872	18,950	29,080
Other	47,404	45,263	36,034
Total operating revenues	1,454,555	1,241,957	1,121,858
Operating Expenses:			
Employee compensation and benefits	454,486	398,746	360,697
Newsprint and ink	148,069	123,508	123,390
Program, production and copyright costs	107,646	86,468	88,990
Other operating expenses	364,465	304,805	273,553
Depreciation	63,722	54,085	49,528
Amortization of intangible assets	40,123	23,521	19,849
Total operating expenses	1,178,511	991,133	916,007
Operating Income	276,044	250,824	205,851
Other Credits (Charges):			
Interest expense	(47,108)	(18,543)	(9,629)
Net gains and unusual items		44,894	21,531
Miscellaneous, net	226	3,126	1,834
Net other credits (charges)	(46,882)	29,477	13,736
Income from Continuing Operations Before Taxes and Minority Interests	229,162	280,301	219,587
Provision for Income Taxes	93,075	117,510	86,011
Income from Continuing Operations Before Minority Interests	136,087	162,791	133,576
Minority Interests	4,873	5,089	3,436
Income From Continuing Operations	131,214	157,702	130,140
Discontinued Operation - Scripps Cable:			
Income from operations			39,514
Costs of Cable Transaction			(12,251)
Net Income	$ 131,214	$ 157,702	$ 157,403
Per Share of Common Stock - Basic:			
Income from continuing operations	$1.65	$1.96	$1.62
Net income	$1.65	$1.96	$1.96
Per Share of Common Stock - Diluted:			
Income from continuing operations	$1.62	$1.93	$1.61
Net income	$1.62	$1.93	$1.95

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF CASH FLOWS

(in thousands, except share data)

	For the years ended December 31, 1998	1997	1996
Cash Flows from Operating Activities:			
Income from continuing operations	$ 131,214	$ 157,702	$ 130,140
Adjustments to reconcile income from continuing operations to net cash flows from continuing operating activities:			
Depreciation and amortization	103,845	77,606	69,377
Deferred income taxes	10,268	28,865	13,650
Minority interests in income of subsidiary companies	4,873	5,089	3,436
Net gains and unusual items		(44,894)	(21,367)
Prepaid distribution fee amortization greater (less) than payments	(6,610)	(12,411)	(8,345)
Program cost amortization greater (less) than payments	(17,431)	(7,591)	(12,188)
Other changes in certain working capital accounts, net	2,682	(17,630)	(6,890)
Miscellaneous, net	7,775	9,493	8,411
Net cash provided by continuing operating activities	236,616	196,229	176,224
Discontinued Operation - Scripps Cable:			
Income			27,263
Adjustment to derive cash flows from operating activities			37,830
Net cash provided by Scripps Cable operating activities			65,093
Net operating activities	236,616	196,229	241,317
Cash Flows from Investing Activities:			
Additions to property, plant and equipment	(66,969)	(56,620)	(53,300)
Purchase of subsidiary companies and long-term investments	(26,034)	(748,485)	(127,749)
Change in short-term investments, net	(17,446)	2,700	22,313
Sale of subsidiary companies and long-term investments	32,389	29,339	11,650
Miscellaneous, net	(4,755)	(1,492)	1,057
Net cash used in continuing operations investing activities	(82,815)	(774,558)	(146,029)
Net cash used in Scripps Cable investing activities			(119,575)
Net investing activities	(82,815)	(774,558)	(265,604)
Cash Flows from Financing Activities:			
New debt		741,216	100,000
Payments on long-term debt	(3,800)	(90,046)	(59,042)
Dividends paid	(43,228)	(42,064)	(41,840)
Dividends paid to minority interests	(3,343)	(3,950)	(2,697)
Repurchase and retirement of Class A Common Shares	(108,421)	(25,694)	
Miscellaneous, net (primarily exercise of stock options)	5,075	3,038	8,615
Net cash provided by (used in) continuing operations financing activities	(153,717)	582,500	5,036
Net cash used in Scripps Cable financing activities			(625)
Net financing activities	(153,717)	582,500	4,411
Increase (Decrease) in Cash and Cash Equivalents	84	4,171	(19,876)
Cash and Cash Equivalents:			
Beginning of year	14,316	10,145	30,021
End of year	$ 14,400	$ 14,316	$ 10,145
Supplemental Cash Flow Disclosures:			
Interest paid, excluding amounts capitalized	$ 46,300	$ 19,343	$ 10,006
Income taxes paid	76,237	86,599	66,320
Monterey and San Luis Obispo newspapers traded for Boulder newspaper		50,000	
Cable Transaction (at book value; fair market value was $1,590,000)			355,694

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME AND STOCKHOLDERS' EQUITY

(in thousands, except share data)	Common Stock	Additional Paid-in Capital	Retained Earnings	Accumulated Other Comprehensive Income	Unvested Restricted Stock Awards	Total Stockholders' Equity
Balances at December 31, 1995	$ 801	$ 254,063	$ 916,602	$ 21,533	$ (1,573)	$ 1,191,426
Comprehensive income						
Net income			157,403			157,403
Unrealized gains, net of deferred tax of $2,327				4,320		4,320
Less: reclassification adjustment for gains in income, net of deferred tax of ($13,867)				(25,753)		(25,753)
Increase in unrealized gains on securities				(21,433)		(21,433)
Foreign currency translation adjustments				(250)		(250)
Total			157,403	(21,683)		135,720
Dividends: declared and paid - $.52 per share			(41,840)			(41,840)
Cable Transaction (at book value)			(355,694)			(355,694)
Convert 507,991 Voting Shares to Class A Shares						
Compensation plans, net: 707,200 shares issued; 7,359 shares repurchased	7	16,068			(3,668)	12,407
Tax benefits of compensation plans		2,572				2,572
As of December 31, 1996	808	272,703	676,471	(150)	(5,241)	944,591
Comprehensive income						
Net income			157,702			157,702
Unrealized gains, net of deferred tax of $6,521				12,110		12,110
Foreign currency translation adjustments				(270)		(270)
Total			157,702	11,840		169,542
Dividends: declared and paid - $.52 per share			(42,064)			(42,064)
Adjustment to Cable Transaction			(9,780)			(9,780)
Convert 136,671 Voting Shares to Class A Shares						
Repurchase 621,000 Class A Common Shares	(7)	(25,687)				(25,694)
Compensation plans, net: 529,475 shares issued; 42,229 shares repurchased	5	8,038			(361)	7,682
Tax benefits of compensation plans		4,685				4,685
As of December 31, 1997	806	259,739	782,329	11,690	(5,602)	1,048,962
Comprehensive income:						
Net income			131,214			131,214
Unrealized gains, net of deferred tax of $15,080				28,006		28,006
Less: reclassification adjustment for gains in income, net of deferred tax of ($268)				(499)		(499)
Increase in unrealized gains on securities				27,507		27,507
Foreign currency translation adjustments				288		288
Total			131,214	27,795		159,009
Dividends: declared and paid - $.54 per share			(43,228)			(43,228)
Convert 114,798 Voting Shares to Class A Shares						
Repurchase 2,402,100 Class A Common Shares	(24)	(108,397)				(108,421)
Compensation plans, net: 345,053 shares issued; 1,500 shares forfeited; 27,441 shares repurchased	3	6,536			1,871	8,410
Tax benefits of compensation plans		4,000				4,000
As of December 31, 1998	$ 785	$ 161,878	$ 870,315	$ 39,485	$ (3,731)	$ 1,068,732

See notes to consolidated financial statements.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Nature of Operations - The E. W. Scripps Company ("Company") operates in three reportable segments: newspapers, broadcast television and category television. The newspaper segment includes 19 daily newspapers in the U.S. The newspaper segment primarily derives revenue from the sale of advertising space to local and national advertisers and from the sale of the newspaper to readers. The broadcast television segment includes nine network-affiliated stations. Television stations derive revenue from the sale of advertising time to local and national advertisers and receive compensation for broadcasting network programming. Category television includes Home & Garden Television ("HGTV"), The Television Food Network ("Food Network"), Scripps Productions, and the Company's 12% interest in FOX Sports South, a regional cable television network. Revenues are primarily derived from the sale of advertising time and from affiliate fees paid by cable television and direct broadcast satellite systems which distribute the networks. Licensing and other media aggregates the Company's operating segments that are too small to report separately, including syndication and licensing of news features and comics and publication of independent telephone directories. The relative importance of each line of business to continuing operations is indicated in the segment information presented in Note 12.

The Company's operations are geographically dispersed and its customer base is diverse. However, more than 70% of the Company's operating revenues are derived from advertising. Operating results can be affected by changes in the demand for advertising both nationally and in individual markets.

The Company grants credit to substantially all of its customers. Management believes bad debt losses resulting from default by a single customer, or defaults by customers in any depressed region or business sector, would not have a material effect on the Company's financial position.

Cable Transaction - The Company's cable television systems ("Scripps Cable") were acquired by Comcast Corporation ("Comcast") on November 13, 1996 ("Cable Transaction") through a merger whereby the Company's shareholders received, tax-free, a total of 93 million shares of Comcast's Class A Special Common Stock. The aggregate market value of the Comcast shares was $1,593,000,000 ($19.83 per share of the Company) and the net book value of Scripps Cable was $356,000,000, yielding an economic gain of $1,237,000,000 to the Company's shareholders. Despite the economic gain, accounting rules required the Company to record the Cable Transaction as a spin-off, at net book value, of Scripps Cable to the Company's shareholders. Therefore no gain was reflected in the Company's financial statements. Pursuant to the terms of its agreement with Comcast, the Company remained liable for any losses resulting from certain lawsuits, certain other expenses and tax liabilities of Scripps Cable attributable to periods prior to the Cable Transaction (see Notes 4 and 13). In 1997 the Company adjusted its estimate of these liabilities, reducing stockholders' equity by $9,780,000.

Scripps Cable represented an entire business segment, therefore its results are reported as a "discontinued operation" for all periods presented (see Note 15). Results of the remaining business segments, including results for divested operating units within these segments through their dates of sale, are reported as "continuing operations."

Use of Estimates - Preparation of the financial statements requires the use of estimates. The Company's financial statements include estimates for such items as income taxes payable and self-insured risks. The Company self insures for employees' medical and disability income benefits, workers' compensation and general liability. The recorded liability for self-insured risks is calculated using actuarial methods and is not discounted. The recorded liability for self-insured risks totaled $19,900,000 at December 31, 1998. Management does not believe it is likely that its estimates for such items will change materially in the near term.

Consolidation - The consolidated financial statements include the accounts of the Company and its majority-owned subsidiary companies.

Revenue Recognition - Significant revenue recognition policies are as follows:

Advertising revenues are recognized based on dates of publication or broadcast.

Circulation revenue is recognized based on date of publication.

Affiliate fees are recognized as programming is provided to cable television and direct broadcast satellite services.

Royalties from merchandise licensing are recognized as the licensee sells products. Royalties from promotional licensing are recognized over the lives of the licensing agreements.

Prepaid Distribution Fees - Prepaid distribution fees are incentives paid to cable television and direct broadcast satellite system operators in exchange for long-term contracts to carry HGTV and Food Network. These fees are amortized based upon the percentage of the current period's affiliate fee revenues to the estimated total of such revenue over the lives of the contracts, or, for contracts that do not provide for the Company to receive affiliate fees, on a straight-line basis. The portion of the unamortized balance expected to be amortized within one year is classified as a current asset.

Program Rights and Production Costs - Program rights are recorded when programs become available for broadcast. Amortization is computed using the straight-line method based on the license period or based on usage, whichever yields the greater accumulated amortization for each program. The liability for program rights is not discounted for imputed interest.

Production costs primarily represent costs incurred in the production of programming for internal use. Programs produced for internal use are amortized over the estimated useful life of the program. The portion of the unamortized balance expected to be amortized within one year is classified as a current asset. Program and production costs are stated at the lower of unamortized cost or fair value.

Program rights liabilities payable within the next twelve months are included in accounts payable. Noncurrent program rights liabilities are included in other long-term obligations. The following table presents additional information about these liabilities:

(in thousands)	As of December 31, 1998	1997
Liabilities for programs available for broadcast:		
Carrying amount	$ 52,125	$ 45,856
Fair value	48,800	42,800

Long-Lived Assets - Long-lived assets to be held and used are recorded at unamortized cost. Management reviews long-lived assets, including related goodwill and other intangible assets, for impairment whenever events or changes in circumstances indicate the carrying amounts of the assets may not be recoverable. Recoverability is determined by comparing the forecasted undiscounted cash flows of the operation to which the assets relate to the carrying amount of the assets. If the operation is determined to be unable to recover the carrying amount of its assets, then goodwill and other intangible assets are written down first, followed by other long-lived assets of the operation, to fair value. Fair value is determined based on discounted cash flows. Long-lived assets to be disposed of are reported at the lower of carrying amount or fair value less costs to sell.

Goodwill and Other Intangible Assets - Goodwill represents the cost of acquisitions in excess of tangible assets and identifiable intangible assets received. Noncompetition agreements and cable and direct broadcast satellite network affiliation contracts are amortized on a straight-line basis over the terms of the agreements. Goodwill, customer lists and other intangible assets are amortized on a straight-line basis over periods of up to 40 years.

Property, Plant and Equipment - Depreciation is computed using the straight-line method over estimated useful lives as follows:

Buildings and improvements	35 years
Printing presses	20 years
Other newspaper production equipment	5 to 10 years
Television transmission towers and related equipment	15 years
Other television and program production equipment	5 to 15 years
Office and other equipment	3 to 10 years

Interest costs related to major capital projects are capitalized and classified as property, plant and equipment.

Income Taxes - Deferred income taxes are provided for temporary differences between the tax basis and reported amounts of assets and liabilities that will result in taxable or deductible amounts in future years. The Company's temporary differences primarily result from accelerated depreciation and amortization for tax purposes, investment gains and losses not yet recognized for tax purposes and accrued expenses not deductible for tax purposes until paid.

Investments - Investments in 20%- to 50%-controlled companies and in all joint ventures are accounted for using the equity method. Venture capital investments that do not have a determinable fair value are carried at cost. Investments in other debt and equity securities are classified as available for sale and are carried at fair value. Fair value is determined by reference to quoted market prices. Unrealized gains or losses on those securities are recognized as a separate component of stockholders' equity. The cost of securities sold is determined by specific identification.

Newspaper Joint Operating Agencies - The Company is currently a party to newspaper joint operating agencies ("JOAs") in three markets. A JOA combines all but the editorial operations of two competing newspapers in a market. The managing party distributes a portion of JOA profits to the other party. Each of these three JOAs is managed by the other party.

The Company includes its portion of these JOA operating profits in operating revenues but does not include any assets or liabilities because the Company has no residual interest in the net assets.

A JOA in Evansville, Indiana, which was managed by the Company, expired in 1998 and was not renewed. The Company included the full amount of this JOAs assets and liabilities, and revenues earned and expenses incurred in the operation of the JOA, in the consolidated financial statements. Distributions of JOA operating profits to the other party were included in other operating expenses. The Company continues to operate its newspaper in Evansville. A JOA in El Paso, Texas, which was managed by the other party, was terminated in 1997 (see Note 2).

Inventories - Inventories are stated at the lower of cost or market. The cost of newsprint included in inventory is computed using the last in, first out ("LIFO") method. At December 31 newsprint inventories were approximately 67% of total inventories in 1998 and 64% in 1997. The cost of other inventories is computed using the first in, first out ("FIFO") method. Inventories would have been $1,500,000 and $1,400,000 higher at December 31, 1998 and 1997 if FIFO (which approximates current cost) had been used to compute the cost of newsprint.

Postemployment Benefits - Retiree health benefits are recognized during the years that employees render service. Other postemployment benefits, such as disability-related benefits and severance, are recognized when the costs of such benefits are incurred.

Stock-Based Compensation - The Company's incentive plans provide for the awarding of options to purchase Class A Common Shares and awards of Class A Common Shares to certain employees of the Company. Stock options are awarded to purchase Class A Common Shares at not less than 100% of the fair market value on the date of the award. Stock options and awards of Class A Common Shares vest over an incentive period conditioned upon the individual's employment through that period. The Company measures compensation expense using the intrinsic-value-based method (see Note 14).

Cash and Cash Equivalents - Cash and cash equivalents represent cash on hand, bank deposits and debt instruments with an original maturity of less than three months. Cash equivalents are stated at cost plus accrued interest, which approximates fair value.

Short-term Investments - Short-term investments represent excess cash invested in securities not meeting the criteria to be classified as cash equivalents. Short-term investments are carried at cost plus accrued income, which approximates fair value.

Risk Management Contracts - In the normal course of business the Company employs foreign currency forward and option contracts to hedge cash flow exposures denominated in Japanese yen. The contracts reduce the risk of changes in the exchange rate for Japanese yen on the Company's anticipated net licensing receipts (licensing royalties less amounts due creators of the properties and certain direct expenses) for the following year. Such contracts are recorded at fair value in the Consolidated Balance Sheets and gains or losses are recognized in income as changes occur in the exchange rate for the Japanese yen. The Company also employs off-balance-sheet financial instruments, such as forward contracts, to reduce the risk of changes in the price of newsprint on anticipated newsprint purchases. Gains or losses on the contracts are deferred and charged to newsprint and ink expense as the newsprint is consumed.

As market conditions warrant, the Company enters into foreign currency and newsprint forward contracts only to hedge its anticipated transactions for, at most, the ensuing year. The Company held no derivative financial instruments at December 31, 1998. The Company does not hold derivative financial instruments for trading or speculative purposes, and does not hold leveraged contracts. The impact of risk management activities on the Company's financial position, its results of operations, and its cash flows is immaterial.

Net Income Per Share - The following table presents additional information about basic and diluted weighted-average shares outstanding:

(in thousands)

	For the years ended December 31, 1998	1997	1996
Basic weighted-average shares outstanding	79,715	80,500	80,230
Effect of dilutive securities:			
Unvested restricted stock held by employees	197	214	99
Stock options held by employees	1,009	931	512
Diluted weighted-average shares outstanding	80,921	81,645	80,841

Recently Issued Accounting Standards - The Financial Accounting Standards Board issued FAS No. 133 - Accounting for Derivative Instruments and Hedging Activities. As market conditions warrant, the Company uses foreign currency forward and option contracts to reduce the risk of changes in the exchange rate for the Japanese yen on the Company's anticipated net licensing receipts and forward contracts to reduce the risk of changes in the price of newsprint on anticipated purchases. The new standard, which must be adopted by January 1, 2000, will not have a material effect on the Company's reported financial position or results of operations. Foreign currency forward and option contracts, when used, are currently recognized at fair value, however changes in the fair value of such contracts, which under current accounting rules are recognized immediately, will be initially reported as a separate component of comprehensive income and reclassified into earnings when the related licensing revenue is earned. Newsprint forward contracts, when used, are not recorded in the Company's balance sheet and gains and losses are deferred and recognized in income as the newsprint is consumed. Under the new standard newsprint forward contracts will be recorded at fair value and changes in the value of the contracts will be initially reported as a separate component of comprehensive income and reclassified into earnings when the newsprint is consumed.

Reclassifications - For comparative purposes, certain 1997 and 1996 amounts have been reclassified to conform to 1998 classifications.

2. ACQUISITIONS AND DIVESTITURES

Acquisitions

1997 - In October the Company acquired the newspaper and broadcast operations of Harte-Hanks Communications ("Harte-Hanks") for $775,000,000, plus working capital, in cash. The Harte-Hanks newspaper operations ("HHC Newspaper Operations") included daily newspapers in Abilene, Corpus Christi, Plano, San Angelo and Wichita Falls, Texas, a group of community newspapers in the Dallas, Texas, market and a daily newspaper in Anderson, South Carolina. The Company immediately traded the Harte-Hanks broadcast operations for an approximate 56% controlling interest in Food Network and approximately $75,000,000 in cash. In August the Company traded its daily newspapers in Monterey and San Luis Obispo, California, for the daily newspaper in Boulder, Colorado.

1996 - In May the Company acquired the Vero Beach, Florida, daily newspaper.

The following table presents additional information about the acquisitions:

(in thousands)

	For the years ended December 31, 1997	1996
Goodwill and other intangible assets acquired	$ 688,102	$ 110,967
Other assets acquired (primarily property, equipment and program costs)	108,278	10,900
Total	796,380	121,867
Fair value of Monterey and San Luis Obispo daily newspapers	(50,000)	
Liabilities assumed	(26,700)	(1,794)
Cash paid	$ 719,680	$ 120,073

The acquisitions have been accounted for as purchases. The acquired operations have been included in the Consolidated Statements of Income from the dates of acquisition. The following table summarizes, on an unaudited pro forma basis, the estimated combined results of operations of the Company and the acquired operations assuming the transactions 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 amortization of the intangible assets acquired. The pro forma information excludes the results of operations of the Monterey and San Luis Obispo newspapers, and excludes the gain recognized on the transaction. The unaudited pro forma results of operations are not necessarily indicative of the results that actually would have occurred had the acquisition been completed at the beginning of the respective periods.

(in thousands, except per share data)

	For the years ended December 31, 1997	1996
Operating revenues	$ 1,350,096	$ 1,253,798
Income from continuing operations	124,965	100,704
Net income	124,965	127,967
Per share of common stock - basic:		
Income from continuing operations	$1.55	$1.26
Net income	1.55	1.60
Per share of common stock - diluted:		
Income from continuing operations	$1.53	$1.25
Net income	1.53	1.58

Divestitures

1998 - The Company sold Scripps Howard Productions, its program television production operation based in Los Angeles, and the Dallas Community newspapers, including the Plano daily newspaper. No material gain or loss was realized on either divestiture as proceeds approximated the book value of the net assets sold.

1997 - The Company traded its Monterey and San Luis Obispo, California, daily newspapers for the daily newspaper in Boulder, Colorado, and terminated the JOA and ceased operations of its newspaper in El Paso, Texas, on October 11. The JOA termination and the trade resulted in gains totaling $47,600,000, $26,200,000 after-tax ($.32 per share on a diluted basis).

Included in the consolidated financial statements were the following results of divested operating units (excluding gains on sales):

(in thousands, except per share data)

	For the years ended December 31, 1998	1997	1996
Operating revenues	$ 14,206	$ 41,154	$ 61,795
Operating income (loss)	(481)	(1,217)	2,994

3. UNUSUAL CREDITS AND CHARGES

In addition to the gains on divested operations, unusual items that affected the comparability of the Company's results of operations included the following:

1997 - Write-down of certain investments to estimated realizable value, resulting in a loss of $2,700,000, $1,700,000 after tax, $.02 per share on a diluted basis.

1996 - A $4,000,000 operating charge for the Company's share of certain costs associated with restructuring portions of the distribution system of the Cincinnati JOA. The charge reduced income from continuing operations by $2,600,000, $.03 per share on a diluted basis.

Net gains that increased income from continuing operations by $24,300,000, $.30 per share on a diluted basis. A pre-tax gain of $40,000,000 was recognized on the Company's investment in Turner Broadcasting Systems when Turner was merged into Time Warner, and a $3,000,000 investment in Patient Education Media, Inc., was written off.

Contribution of 375,000 shares of Time Warner stock to Scripps Howard Foundation, a private charitable foundation. The contribution reduced pre-tax income by $15,500,000 and income from continuing operations by $5,200,000, $.07 per share on a diluted basis.

4. INCOME TAXES

In 1997 the Company reached an agreement with the Internal Revenue Service ("IRS") to settle the audit of its 1988 through 1991 consolidated federal income tax returns. The settlement did not result in an adjustment to the Company's tax liability for prior years. Pursuant to the terms of its agreement with Comcast, the Company remains liable for all tax liabilities of Scripps Cable attributable to periods prior to completion of the Cable Transaction. The Company's 1992 through 1995 consolidated federal income tax returns are currently under examination by the IRS. Management believes that adequate provision for income taxes has been made for all open years.

The approximate effects of the temporary differences giving rise to the Company's deferred income tax liabilities (assets) were as follows:

(in thousands)

	As of December 31, 1998	1997
Accelerated depreciation and amortization	$ 106,725	$ 91,573
Investments, primarily gains and losses not yet recognized for tax	26,052	13,258
Accrued expenses not deductible until paid	(12,110)	(13,323)
Deferred compensation and retiree benefits not deductible until paid	(19,969)	(17,028)
Other temporary differences, net	(6,417)	(4,997)
Total	94,281	69,483
State net operating loss carryforwards	(9,790)	(9,576)
Valuation allowance for state deferred tax assets	7,003	6,514
Net deferred tax liability	$ 91,494	$ 66,421

The Company's state net operating loss carryforwards expire from 1999 through 2018. At each balance sheet date management estimates the amount of state net operating loss carryforwards that are not expected to be used prior to expiration of the carryforward period. The tax effect of these unused state net operating loss carryforwards is included in the valuation allowance.

The provision for income taxes consisted of the following:

(in thousands)

	For the years ended December 31, 1998	1997	1996
Current:			
Federal	$ 62,730	$ 68,600	$ 55,897
State and local	12,028	14,275	9,814
Foreign	3,878	4,314	4,078
Total current	78,636	87,189	69,789
Deferred:			
Federal	23,538	31,100	1,937
Other	1,542	3,432	173
Total deferred	25,080	34,532	2,110
Total income taxes	103,716	121,721	71,899
Income taxes allocated to stockholders' equity	(10,641)	(4,211)	14,112
Provision for income taxes	$ 93,075	$ 117,510	$ 86,011

The difference between the statutory rate for federal income tax and the effective income tax rate was as follows:

	For the years ended December 31, 1998	1997	1996
Statutory rate	35.0 %	35.0 %	35.0 %
Effect of:			
State and local income taxes	3.8	4.1	2.9
Amortization of nondeductible goodwill	1.6	1.8	1.8
Charitable contributions of appreciated investments			(2.2)
Miscellaneous	0.2	1.0	1.7
Effective income tax rate	40.6 %	41.9 %	39.2 %

5. LONG-TERM DEBT

Long-term debt consisted of the following:

(in thousands)

	As of December 31, 1998	1997
Variable rate credit facilities	$ 567,561	$ 541,459
$100 million, 6.625% note, due in 2007	99,872	99,858
$100 million, 6.375% note, due in 2002	99,925	99,906
$30 million, 7.375% notes, due in 1998		29,754
Other notes	2,077	2,129
Total long-term debt	769,435	773,106
Current portion of long-term debt	267,601	171,254
Long-term debt (less current portion)	$ 501,834	$ 601,852
Fair value of long-term debt *	$ 776,100	$ 775,100

* Fair value was estimated based on current rates available to the Company for debt of the same remaining maturity.

The Company has a Competitive Advance and Revolving Credit Facility Agreement that permits aggregate borrowings up to $700,000,000 (the "Variable Rate Credit Facilities"). The Variable Rate Credit Facilities are comprised of two unsecured lines, one limited to $400,000,000 principal amount maturing in one year, and the other limited to $300,000,000 principal amount maturing in five years. Borrowings under the Variable Rate Credit Facilities are available on a committed revolving credit basis at the Company's choice of three short-term rates or through an auction procedure at the time of each borrowing. The Variable Rate Credit Facilities are also used by the Company in whole or in part, in lieu of direct borrowings, as credit support for its commercial paper. The weighted-average interest rate on the Variable Rate Credit Facilities at December 31 was 5.25% in 1998 and 5.85% in 1997.

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

Current maturities of long-term debt are classified as long-term to the extent they can be refinanced under existing long-term credit commitments.

Interest costs capitalized were $300,000 in 1998, $1,200,000 in 1997 and $700,000 in 1996.

6. INVESTMENTS

Investments, excluding short-term investments, consisted of the following:

(in thousands, except share data)

	As of December 31, 1998	As of December 31, 1997
Securities available for sale:		
Time Warner common stock (1,344,000 shares)	$ 83,446	$ 41,681
Other	5,286	5,420
Total available-for-sale securities	88,732	47,101
Investments accounted for using the equity method	15,157	7,484
Other (primarily venture capital)	36,899	30,060
Total investments	$ 140,788	$ 84,645
Unrealized gains on securities available for sale	$ 59,866	$ 17,547

7. PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment consisted of the following:

(in thousands)

	As of December 31, 1998	As of December 31, 1997
Land and improvements	$ 48,267	$ 48,235
Buildings and improvements	230,985	214,337
Equipment	628,004	598,204
Total	907,256	860,776
Accumulated depreciation	428,553	380,776
Net property, plant and equipment	$ 478,703	$ 480,000

8. GOODWILL AND OTHER INTANGIBLE ASSETS

Goodwill and other intangible assets consisted of the following:

(in thousands)

	As of December 31, 1998	As of December 31, 1997
Goodwill	$ 1,182,634	$ 1,194,447
Customer lists	145,358	145,454
Cable and direct broadcast satellite network affiliation contracts	18,554	18,554
Licenses and copyrights	28,221	28,221
Other	27,796	29,726
Total	1,402,563	1,416,402
Accumulated amortization	209,306	171,960
Net goodwill and other intangible assets	$ 1,193,257	$ 1,244,442

9. OTHER LONG-TERM OBLIGATIONS AND MINORITY INTERESTS

Other long-term obligations and minority interests consisted of the following:

(in thousands)

	As of December 31, 1998	As of December 31, 1997
Program rights payable	$ 52,125	$ 45,856
Employee compensation and benefits	68,945	59,677
Distribution fees	52,409	54,347
Minority interests	10,956	10,537
Other	28,787	24,947
Total other long-term obligations and minority interests	213,222	195,364
Current portion of other long-term obligations	86,801	83,071
Other long-term obligations and minority interests (less current portion)	$ 126,421	$ 112,293

10. SUPPLEMENTAL CASH FLOW INFORMATION

The following table presents additional information about the change in certain working capital accounts:

(in thousands)

	For the years ended December 31, 1998	1997	1996
Other changes in certain working capital accounts, net:			
Accounts receivable	$ 63	$ (22,882)	$ (10,630)
Accounts payable	4,377	(6,019)	7,467
Accrued income taxes	(1,950)	(2,290)	669
Other accrued liabilities	(2,724)	10,265	(2,988)
Other, net	2,916	3,296	(1,408)
Total	$ 2,682	$ (17,630)	$ (6,890)

11. EMPLOYEE BENEFIT PLANS

Retirement plans expense consisted of the following:

(in thousands)

	For the years ended December 31, 1998	1997	1996
Service cost	$ 11,718	$ 9,047	$ 8,921
Interest cost	14,757	14,729	13,605
Actual (return) loss on plan assets, net of expenses	(35,773)	(41,665)	(29,737)
Net amortization and deferral	17,098	22,866	14,921
Total for defined benefit plans	7,800	4,977	7,710
Multi-employer plans	1,051	923	1,054
Defined contribution plans	5,370	4,585	4,124
Total	$ 14,221	$ 10,485	$ 12,888

The following table presents information about the Company's employee benefit plan assets and obligations:

(in thousands)

	For the years ended December 31, 1998	1997	1996
Change in benefit obligation			
Benefit obligation at beginning of year	$ 236,260	$ 203,919	$ 206,331
Service cost	11,718	9,047	8,921
Interest cost	14,757	14,729	13,605
Plan amendments		280	
Actuarial losses (gains)	21,708	26,218	(12,756)
Acquisitions and divestitures			2,300
Benefits paid	(14,950)	(17,933)	(14,482)
Benefit obligation at end of year	269,493	236,260	203,919
Change in plan assets			
Fair value at beginning of year	246,811	220,603	195,667
Actual return on plan assets	35,773	41,665	29,737
Company contributions	752	1,868	7,203
Acquisitions and divestitures		608	2,478
Benefits paid	(14,950)	(17,933)	(14,482)
Fair value at end of year	268,386	246,811	220,603
Plan assets greater than (less than) projected benefits	(1,107)	10,551	16,684
Unrecognized net loss (gain)	(14,732)	(18,979)	(21,338)
Unrecognized prior service cost	4,620	5,704	6,486
Unrecognized net asset at the date FAS No. 87 was adopted, net of amortization	(4,881)	(6,328)	(7,775)
Net pension asset (liability) recognized in the balance sheet	$ (16,100)	$ (9,052)	$ (5,943)

Assumptions used in the accounting for the defined benefit plans were as follows:

	1998	1997	1996
Discount rate as of December 31	6.5%	6.5%	7.5%
Expected long-term rate of return on plan assets	8.5%	7.5%	8.5%
Rate of increase in compensation levels	4.0%	3.0%	4.0%

The plans' long-term rate of return on assets, net of expenses, has been approximately two percentage points greater than the discount rate. Management believes the discount rate plus two percentage points is the best estimate of the long-term return on plan assets at any point in time. Therefore, when the discount rate changes, management's expectation for the future long-term rate of return on plan assets changes in tandem.

Plan assets consist of marketable equity and fixed-income securities.

The Company has unfunded health and life insurance benefit plans that are provided to certain retired employees. The combined number of 1) active employees eligible for such benefits and 2) retired employees receiving such benefits is less than 5% of the Company's current workforce. The actuarial present value of the projected benefit obligation at December 31 was $8,600,000 in 1998 and $8,200,000 in 1997. The cost of the plan was less than $1,000,000 in each year.

12. SEGMENT INFORMATION

The Company's reportable segments are strategic businesses that offer different products and services. They are managed separately because each business requires different technology and marketing strategies. See Note 1 for descriptive information about the Company's business segments. The accounting policies of the segments are the same as those described in the summary of significant accounting policies. The Company primarily evaluates the operating performance of its segments based on earnings before interest, income taxes, depreciation and amortization ("EBITDA"), excluding unusual items. EBITDA also excludes all credits and charges classified as non-operating in the Consolidated Statements of Income.

In 1998 the Company changed its reportable segments to include Scripps Productions in the Category Television operating segment because HGTV and Food Network telecast the majority of the programs it produces. Scripps Productions was previously reported with Licensing and Other Media. Prior period information has been restated. The Company sold Scripps Howard Productions, its television program production operation based in Los Angeles, in 1998 (see Note 2). Amounts for Scripps Howard Productions are included with Licensing and Other Media.

No single customer provides more than 10% of the Company's revenue. The Company derives less than 10% of its revenues from markets outside of the U.S.

The following table presents financial information about the Company's business segments:

(in thousands)

	For the years ended December 31, 1998	1997	1996
OPERATING REVENUES			
Newspapers	$ 878,998	$ 751,014	$ 670,861
Broadcast television	330,714	331,216	323,467
Category television	148,641	66,801	31,579
Licensing and other media	96,202	92,926	95,951
Total continuing operations	$ 1,454,555	$ 1,241,957	$ 1,121,858
EBITDA			
Newspapers	$ 261,692	$ 220,425	$ 177,962
Broadcast television	118,012	128,048	126,225
Category television	5,642	(8,580)	(14,458)
Licensing and other media	10,750	4,548	6,871
Corporate	(16,207)	(16,011)	(17,372)
Total	379,889	328,430	279,228
Unusual credits (charges) - see Note 3			(4,000)
Total continuing operations	$ 379,889	$ 328,430	$ 275,228
DEPRECIATION			
Newspapers	$ 41,453	$ 33,840	$ 30,452
Broadcast television	15,529	14,738	14,547
Category television	4,738	3,438	2,636
Licensing and other media	978	873	794
Corporate	1,024	1,196	1,099
Total continuing operations	$ 63,722	$ 54,085	$ 49,528
AMORTIZATION OF INTANGIBLE ASSETS			
Newspapers	$ 23,065	$ 12,105	$ 8,207
Broadcast television	9,517	9,620	11,241
Category television	7,539	1,793	401
Licensing and other media	2	3	
Total continuing operations	$ 40,123	$ 23,521	$ 19,849
OPERATING INCOME			
Newspapers	$ 197,174	$ 174,480	$ 139,303
Broadcast television	92,966	103,690	100,437
Category television	(6,635)	(13,811)	(17,495)
Licensing and other media	9,770	3,672	6,077
Corporate	(17,231)	(17,207)	(18,471)
Total	276,044	250,824	209,851
Unusual credits (charges) - see Note 3			(4,000)
Total continuing operations	$ 276,044	$ 250,824	$ 205,851
OTHER NONCASH ITEMS			
Broadcast television	$ (76)	$ (3,790)	$ (1,448)
Category television	(26,793)	(16,683)	(13,922)
Licensing and other media	2,828	471	(5,163)
Total continuing operations	$ (24,041)	$ (20,002)	$ (20,533)

(in thousands)

	For the years ended December 31, 1998	1997	1996
ADDITIONS TO PROPERTY, PLANT AND EQUIPMENT			
Newspapers	$ 23,732	$ 33,762	$ 25,653
Broadcast television	33,454	15,632	23,491
Category television	7,936	5,742	2,800
Licensing and other media	1,041	670	630
Corporate	806	814	726
Total continuing operations	$ 66,969	$ 56,620	$ 53,300
BUSINESS ACQUISITIONS AND OTHER ADDITIONS TO LONG-LIVED ASSETS			
Newspapers	$ 3,570	$ 644,527	$ 122,593
Broadcast television	218	3,000	1,700
Category television	17,431	179,354	44,000
Licensing and other media	22,246	23,891	5,195
Corporate			55
Total continuing operations	$ 43,465	$ 850,772	$ 173,543
ASSETS			
Newspapers	$ 1,246,156	$ 1,331,676	$ 700,932
Broadcast television	509,285	495,049	515,866
Category television	340,852	300,006	109,966
Licensing and other media	172,397	110,053	75,835
Corporate	76,422	49,699	66,070
Total continuing operations	$ 2,345,112	$ 2,286,483	$ 1,468,669

Other noncash items include programming and program production expenses in excess of (less than) the amounts paid, and, for category television, amortization of prepaid distribution fees in excess of (less than) distribution fee payments. Other additions to long-lived assets include investments and prepaid distribution fees. Corporate assets are primarily cash, investments, and refundable and deferred income taxes.

13. COMMITMENTS AND CONTINGENCIES

The Company is involved in litigation arising in the ordinary course of business, none of which is expected to result in material loss.

The Company purchased program rights totaling $100,000,000 in 1998, $70,100,000 in 1997 and $53,700,000 in 1996, the payments for which are generally made over the lives of the contracts. At December 31, 1998, the Company was committed to purchase approximately $140,000,000 of program rights that are not currently available for broadcast, including $130,000,000 for programs not yet produced. If such programs are not produced the Company's commitments would expire without obligation.

Minimum payments on noncancelable leases at December 31, 1998, were: 1999, $9,800,000; 2000, $7,200,000; 2001, $5,100,000; 2002, $4,400,000; 2003, $4,400,000 and later years, $12,800,000. Rental expense for cancelable and noncancelable leases was $15,000,000 in 1998, $12,200,000 in 1997 and $10,300,000 in 1996.

14. CAPITAL STOCK AND INCENTIVE PLANS

The capital structure of the Company includes Common Voting Shares and Class A Common Shares. The articles provide that the holders of Class A Common Shares, who are not entitled to vote on any other matters except as required by Ohio law, are entitled to elect the greater of three or one-third of the directors.

In 1997 the Board of Directors authorized, subject to business and market conditions, the purchase of up to 4,000,000 of the Company's Class A Common Shares. In 1998 the Board increased the authorization to 6,000,000 shares. The Company repurchased 2,402,100 shares in 1998 at a cost of $108,421,000 and 621,000 shares in 1997 at a cost of $25,694,000.

The 1987 Long-Term Incentive Plan (the "1987 Plan"), which expired on December 9, 1997, provided for the awarding of incentive and nonqualified stock options with 10-year terms, stock appreciation rights, performance units and restricted and nonrestricted Class A Common Shares to key employees and the 1994 Non-Employee Directors' Stock Option Plan provides for the awarding of stock options to nonemployee directors. The 1987 Plan was replaced by the 1997 Long-Term Incentive Plan (the "1997 Plan"). The terms of the 1997 Plan are substantially the same as the 1987 Plan. The 1997 Plan expires in 2007, except for options then outstanding. The number of shares authorized for issuance under the plans at December 31, 1998, were 7,913,000, of which 2,345,000 were available.

Stock options may be awarded to purchase Class A Common Shares at not less than 100% of the fair market value on the date the option is granted. Stock options will vest over an incentive period, conditioned upon the individual's employment through that period.

The following table presents information about stock options:

	Number of Shares	Weighted-Average Exercise Price	Range of Exercise Prices
Outstanding at December 31, 1995	1,919,625	$25.52	$16 - 34
Granted in 1996 prior to the Cable Transaction	96,500	43.51	39 - 48
Exercised in 1996 prior to the Cable Transaction	(353,350)	23.51	16 - 34
Adjustment of options upon completion of the Cable Transaction	1,036,225		
Granted in 1996 subsequent to the Cable Transaction	25,000	34.25	34
Exercised in 1996 subsequent to the Cable Transaction	(43,200)	14.39	10 - 19
Outstanding at December 31, 1996	2,680,800	16.74	10 - 34
Granted in 1997	605,500	35.33	35 - 43
Exercised in 1997	(448,975)	17.27	10 - 26
Forfeited in 1997	(11,800)	34.50	35
Outstanding at December 31, 1997	2,825,525	21.00	11 - 43
Granted in 1998	634,450	47.32	39 - 56
Exercised in 1998	(274,239)	16.02	11 - 39
Forfeited in 1998	(31,316)	35.04	35 - 39
Outstanding at December 31, 1998 (by year granted):			
1990	64,520	14.20	11 - 15
1991	372,950	11.99	11 - 13
1992	174,000	15.18	15 - 17
1993	630,000	17.73	15 - 21
1994	561,600	18.83	17 - 21
1995	12,000	19.63	18 - 20
1996	156,400	28.31	24 - 34
1997	548,500	35.37	35 - 43
1998	634,450	47.32	39 - 56
Total options outstanding	3,154,420	$26.58	$11 - 56
Exercisable at December 31:			
1996	2,417,900	$16.02	$10 - 27
1997	2,190,625	16.90	11 - 27
1998	2,204,089	19.41	11 - 43

The number of options and the option prices were adjusted based on the market price of Class A Common Shares before and after completion of the Cable Transaction, in order to preserve the economic value of the options. Substantially all options granted prior to 1997 are exercisable.

The Company has adopted the "disclosure-only" provisions of FAS No. 123; therefore no compensation expense has been recognized for stock option grants. Had compensation expense been determined based upon the fair value (determined using the Black-Scholes option pricing model) at the grant date consistent with the provisions of FAS No. 123, the Company's income from continuing operations would have been reduced to the pro forma amounts as follows:

(in thousands, except per share data)

	For the years ended December 31, 1998	1997	1996
Pro forma income from continuing operations	$ 127,900	$ 155,800	$ 126,500
Pro forma income from continuing operations per share of common stock:			
Basic	$1.60	$1.94	$1.58
Diluted	1.58	1.91	1.56

The 1996 amounts above include the $2,900,000, $.04 per share on a diluted basis, effect of the option adjustment related to the Cable Transaction. That amount is the after-tax difference between the fair value of the adjusted options and the intrinsic value of the original options outstanding on the date of the Cable Transaction. FAS No. 123 requires that, for options issued prior to the adoption of FAS No. 123, such difference must be included in the pro forma disclosures. There was no difference between the fair values of the original and the adjusted options on the date of the Cable Transaction. Information related to the fair value of stock option grants is presented below:

	For the years ended December 31, 1998	1997	1996
Weighted-average fair value of options granted	$14.33	$12.03	$14.84
Assumptions used to determine fair value:			
Dividend yield	1.5%	1.5%	1.5%
Expected volatility	24%	28%	27%
Risk-free rate of return	5.7%	6.0%	6.4%
Expected life of options	7 years	7 years	7 years

Awards of Class A Common Shares vest over an incentive period conditioned upon the individual's employment throughout that period. During the vesting period shares issued are nontransferable, but the shares are entitled to all the rights of an outstanding share. Compensation expense is determined based upon the fair value of the shares at the grant date. Information related to awards of Class A Common Shares is presented below:

(in thousands, except share data)

	For the years ended December 31, 1998	1997	1996
Class A Common Shares:			
Shares awarded prior to completion of the Cable Transaction			130,500
Weighted-average price of shares awarded			$43.45
Adjustment of unvested shares upon completion of the Cable Transaction			127,650
Awarded subsequent to completion of the Cable Transaction	20,500	80,500	52,500
Weighted-average price of shares awarded	$51.22	$38.97	34.25
Shares forfeited	1,500		
Compensation expense recognized:			
Continuing operations	$ 2,863	$ 2,776	$ 1,482
Scripps Cable			2,300

The number of unvested shares was adjusted based on the market price of Class A Common Shares before and after completion of the Cable Transaction, to preserve the economic value of the awards.

15. DISCONTINUED OPERATION - SCRIPPS CABLE

The following tables present summarized financial information for Scripps Cable:

Operating Results

(in thousands, except share data)

		Year Ended December 31, 1996
Operating revenues	$	270,172
Income before income taxes		60,541
Income taxes		(21,027)
Income from operations		39,514
Costs of Cable Transaction		(12,251)
Net income	$	27,263
Net income per share of common stock:		
Basic		$.34
Diluted		.34

Cash Flows

(in thousands)

		Year Ended December 31, 1996
Net income	$	27,263
Depreciation and amortization		48,008
Other, net		(10,178)
Net cash provided by operating activities	$	65,093
Capital expenditures	$	(57,898)
Acquisition of cable television systems (primarily equipment and intangible assets)		(62,099)
Other, net		422
Net cash used in investing activities	$	(119,575)

16. SUMMARIZED QUARTERLY FINANCIAL INFORMATION (Unaudited)

Summarized financial information is as follows:

(in thousands, except per share data)

1998	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Operating revenues	$ 346,809	$ 366,918	$ 343,423	$ 397,405	$ 1,454,555
Operating expenses:					
Employee compensation and benefits	114,194	113,372	112,388	114,532	454,486
Newsprint and ink	36,348	36,958	36,100	38,663	148,069
Program, production and copyright costs	23,429	25,100	26,095	33,022	107,646
Other operating expenses	89,628	90,854	86,073	97,910	364,465
Depreciation and amortization	25,755	25,427	25,311	27,352	103,845
Total operating expenses	289,354	291,711	285,967	311,479	1,178,511
Operating income	57,455	75,207	57,456	85,926	276,044
Interest expense	(12,012)	(11,747)	(11,712)	(11,637)	(47,108)
Miscellaneous, net	(1,438)	915	285	464	226
Income taxes	(17,959)	(26,380)	(18,852)	(29,884)	(93,075)
Minority interests	(968)	(1,571)	(1,099)	(1,235)	(4,873)
Income from continuing operations	$ 25,078	$ 36,424	$ 26,078	$ 43,634	$ 131,214
Income from continuing operations per share of common stock:					
Basic	$ .31	$ .45	$ .33	$ .56	$ 1.65
Diluted	$ .31	$ .45	$ .32	$ .55	$ 1.62
Basic weighted-average shares outstanding	80,358	80,404	79,874	78,226	79,715
Diluted weighted-average shares outstanding	81,616	81,688	81,041	79,339	80,921
Cash dividends per share of common stock	$ .13	$ .13	$ .14	$ .14	$ .54

The sum of the quarterly net income per share amounts may not equal the reported annual amount because each is computed independently based upon the weighted-average number of shares outstanding for the period.

(in thousands, except per share data)

1997		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
Operating revenues	$	290,710 $	305,512 $	286,181 $	359,554 $	1,241,957
Operating expenses:						
Employee compensation and benefits		94,805	96,381	97,491	110,069	398,746
Newsprint and ink		27,351	30,416	30,204	35,537	123,508
Program, production and copyright costs		25,827	16,988	18,356	25,297	86,468
Other operating expenses		68,608	74,072	72,532	89,593	304,805
Depreciation and amortization		18,268	17,294	18,023	24,021	77,606
Total operating expenses		234,859	235,151	236,606	284,517	991,133
Operating income		55,851	70,361	49,575	75,037	250,824
Interest expense		(2,566)	(2,484)	(2,300)	(11,193)	(18,543)
Net gains and unusual items				20,981	23,913	44,894
Miscellaneous, net		113	368	914	1,731	3,126
Income taxes		(22,477)	(28,728)	(29,668)	(36,637)	(117,510)
Minority interests		(898)	(938)	(924)	(2,329)	(5,089)
Net income	$	30,023 $	38,579 $	38,578 $	50,522 $	157,702
Income from continuing operations per share of common stock:						
Basic		$ .37	$ .48	$ .48	$ .63	$ 1.96
Diluted		$ .37	$ .47	$ .47	$ .62	$ 1.93
Basic weighted-average shares outstanding		80,496	80,562	80,644	80,297	80,500
Diluted weighted-average shares outstanding		81,588	81,701	81,814	81,476	81,645
Cash dividends per share of common stock		$ .13	$ .13	$ .13	$ .13	$ .52

The sum of the quarterly net income per share amounts may not equal the reported annual amount because each is computed independently based upon the weighted-average number of shares outstanding for the period.

THE E. W. SCRIPPS COMPANY

Index to Consolidated Financial Statement Schedules

VALUATION AND QUALIFYING ACCOUNTS
FOR THE YEARS ENDED DECEMBER 31, 1998, 1997 AND 1996

SCHEDULE II

(in thousands)

COLUMN A	COLUMN B	COLUMN C	COLUMN D	COLUMN E	COLUMN F
CLASSIFICATION	BALANCE BEGINNING OF PERIOD	ADDITIONS CHARGED TO COSTS AND EXPENSES	DEDUCTIONS AMOUNTS CHARGED OFF-NET	INCREASE (DECREASE) RECORDED ACQUISITIONS (DIVESTITURES)	BALANCE END OF PERIOD
YEAR ENDED DECEMBER 31, 1998:					
Allowance for doubtful accounts receivable	$ 6,305	$ 6,926	$ 5,826	$ (83)	$ 7,322
YEAR ENDED DECEMBER 31, 1997:					
Allowance for doubtful accounts receivable	$ 3,974	$ 7,387	$ 6,152	$ 1,096	$ 6,305
YEAR ENDED DECEMBER 31, 1996:					
Allowance for doubtful accounts receivable	$ 3,447	$ 5,422	$ 4,895		$ 3,974

THE E. W. SCRIPPS COMPANY

Index to Exhibits

Exhibit Number	Description of Item	Page	Exhibit No. Incorporated
3.01	Articles of Incorporation	(5)	3.01
3.02	Code of Regulations	(5)	3.02
4.01	Class A Common Share Certificate	(2)	4
4.02A	Form of Indenture: 6.375% notes due in 2002	(3)	4.1
4.02B	Form of Indenture: 6.625% notes due in 2007	(3)	4.1
4.03A	Form of Debt Securities: 6.375% notes due in 2002	(3)	4.2
4.03B	Form of Debt Securities: 6.625% notes due in 2007	(3)	4.2
10.01	Amended and Restated Joint Operating Agreement, dated January 1, 1979, among Journal Publishing Company, New Mexico State Tribune Company and Albuquerque Publishing Company, as amended	(1)	10.0
10.02	Amended and Restated Joint Operating Agreement, dated February 29, 1988, among Birmingham News Company and Birmingham Post Company	(1)	10.02
10.03	Joint Operating Agreement, dated September 23, 1977, between the Cincinnati Enquirer, Inc. and the Company, as amended	(1)	10.03
10.05	Amended and Restated Joint Operating Agreement, dated October 23, 1986, among Evansville Press Company, Inc., Hartmann Publications, Inc. and Evansville Printing Corporation	(1)	10.05
10.06	Building Lease, dated April 25, 1984, among Albuquerque Publishing Company, Number Seven and Jefferson Building Partnership	(1)	10.08A
10.06A	Ground Lease, dated April 25, 1984, among Albuquerque Publishing Company, New Mexico State Tribune Company, Number Seven and Jefferson Building Partnership	(1)	10.08B
10.07	Agreement, dated August 17, 1989, between United Feature Syndicate, Inc. and Charles M. Schulz and the Trustees of the Schulz Family Renewal Copyright Trust, as amended	(1)	10.11
10.40	5-Year Competitive Advance and Revolving Credit Agreement, dated as of September 26, 1997, among The E. W. Scripps Company, the Banks named therein, The Chase Manhattan Bank, as Agent, and J. P. Morgan & Co., as Documentation Agent	(3)	10.1
10.41	364-Day Competitive Advance and Revolving Credit Agreement, dated as of September 26, 1997, among The E. W. Scripps Company, the Banks named therein, The Chase Manhattan Bank, as Agent, and J. P. Morgan & Co., as Documentation Agent	(3)	10.2
10.53	1987 Long-Term Incentive Plan	(1)	10.36
10.54	Agreement, dated December 24, 1959, between the Company and Charles E. Scripps, as amended	(1)	10.39A
10.54A	Assignment, Assumption, and Release Agreement, dated December 31, 1987, between the Company, Scripps Howard, Inc. and Charles E. Scripps	(1)	10.39B
10.54B	Amendment, dated June 21, 1988 to December 24, 1959 Agreement between the Company and Charles E. Scripps	(1)	10.39C
10.55	Board Representation Agreement, dated March 14, 1986, between The Edward W. Scripps Trust and John P. Scripps	(1)	10.44
10.56	Shareholder Agreement, dated March 14, 1986, between the Company and the Shareholders of John P. Scripps Newspapers	(1)	10.45
10.57	Scripps Family Agreement dated October 15, 1992	(4)	1
10.58	1997 Long-Term Incentive Plan	(6)	4B
10.59	Non-Employee Directors' Stock Option Plan	(6)	4A
10.60	1997 Deferred Compensation and Phantom Stock Plan for Senior Officers and Selected Executives	(7)	4A
10.61	1997 Deferred Compensation and Stock Plan for Directors	E-3	

Exhibit Number	Description of Item	Page	Exhibit No. Incorporated
12	Computation of Ratio of Earnings to Fixed Charges for the Three Years Ended December 31, 1997	E-4	
21	Subsidiaries of the Company	E-5	
23	Independent Auditors' Consent	E-6	
27	Financial Data Schedule	E-7	
27	Restated 1997 Financial Data Schedule	E-8	

(1) Incorporated by reference to Registration Statement of The E. W. Scripps Company on Form S-1 (File No. 33-21714).

(2) Incorporated by reference to The E. W. Scripps Company Annual Report on Form 10-K for the year ended December 31, 1990.

(3) Incorporated by reference to Registration Statement on Form S-3 (File No. 33-36641).

(4) Incorporated by reference to The E. W. Scripps Company Current Report on Form 8-K dated October 15, 1992.

(5) Incorporated by reference to Scripps Howard, Inc. Registration Statement on Form 10 (File No. 1-11969).

(6) Incorporated by reference to Registration Statement of The E. W. Scripps Company on Form S-8 (File No. 333-27623).

(7) Incorporated by reference to Registration Statement of The E. W. Scripps Company on Form S-8 (File No. 333-27621).

THE E. W. SCRIPPS COMPANY
1997 DEFERRED COMPENSATION AND STOCK PLAN FOR DIRECTORS

1. Introduction
Effective January 1, 1997, The E. W. Scripps Company (the "Company") hereby adopts a non-qualified deferred compensation and stock plan (the "Plan") for its directors ("Participants"). For purposes of this Plan, a director shall be defined as any director who is eligible to receive cash compensation for his or her service as a director of the Company.

The purpose of the Plan is to provide an opportunity for Participants to enhance their personal financial planning by having access to a vehicle for deferring income to a time considered to be of personal advantage. Additionally, the Plan is designed to more closely align the Participants' financial interests with those of the Company's shareholders.

2. Plan Administration
The Plan shall be governed by the Board of Directors of the Company and administered by the Corporate Secretary.

A Participant's interest in the Plan may not be sold, assigned, pledged, transferred or otherwise encumbered.

3. Compensation Eligible for Deferral
Participating directors can elect to defer annual fees, meeting fees, and/or fees for serving as chairman of a committee which become payable under the director fee schedule approved from time to time by The E. W. Scripps Company.

4. Timing of Election
The election to defer potential director fee payments under the Plan must be made within 30 days after the first of each calendar year. (However, for the year 1997, since the Plan was approved by the Board of Directors on March 10, 1997, the deadline to defer fees is extended to March 31, 1997 for those directors who have been continuously deferring fees.)

Once an election is made, it cannot be revoked.

5. Deferral Period
Participants can elect to defer payment from the date such payment otherwise would be made until an actual date specified by the Participant, but no earlier than three years from the date it would otherwise have been paid, or until the date that he/she resigns as a director or is not re-elected a director.

6. Deferral Election
Directors may defer a minimum of 50% of annual fees, meeting fees, and/or fees for serving as chairman of a committee which become payable under the director fee schedule approved by the Board of Directors of the Company.

At the time of the election to defer, a Participant must select the deferral period. See Section 5 above.

A Participant must elect to defer either into the Fixed Income Fund or into Phantom Stock, or some combination of these two funds.

Once an election to defer is made, it is irrevocable.

Deferred amounts will be earned on a quarterly basis.

(A) Fixed Income Fund
Deferred amounts will be recorded on the Company's books and credited with an interest factor during the deferral period. Interest on unpaid deferred amounts will be compounded and credited annually. Interest is calculated based on the twelve month average of the 10-year treasury rate (at November of each year), plus 1%.

(B) Phantom Stock Fund
Quarterly, the earned amount will be converted to phantom shares of the Company's Class A Common Stock. The conversion calculation is:

Quarterly deferred retainer, committee chair retainer, and meeting fee amounts divided by the Fair Market Value of the Company's Class A Common Shares on the date earned equals the number of phantom shares credited. (The Fair Market Value shall be the average of the high and low sale prices of the Company's stock on the New York Stock Exchange. The date earned is the last day of each quarter that the director served in his or her position.)

Dividends on shares accumulated during the year and for prior years shall be converted on December 31 of each year and added to the balance of the deferred amount. Dividends shall be converted to phantom shares using the above calculation, except that it will be computed on an annual basis. The Fair Market Value shall be calculated on the last trading day for that calendar year.

7. Payment of the Balance in the Deferred Account

Participants may not make intra-Plan transfers, i.e., once an election is made to defer into a specific fund, the Participant cannot elect to move an account balance into another fund.

(A) Fixed Income Fund

At the time the Participant executes the Election Form, the Participant may elect that deferred amounts, including interest, be paid in a lump sum, or over a specified number of years (not to exceed 15 years). If the Participant fails to make an election as to the period of time over which payments are to be made, payments shall be made over a 10 year period, commencing on the date elected by the Participant on the Election Form.

Balances in the fixed income fund will continue to earn interest credit as described above.

Notwithstanding the foregoing provision, the Company shall have the discretion to accelerate pay-out in the event of a Participant's disability, death or servere hardship.

(B) Phantom Stock Fund

At the election of the Participant, made at the time the Participant executes the Election Form, the Participant may elect that (i) the balance in his or her phantom stock account shall be paid in shares, in cash equal to the value of the shares, or a combination of shares and cash and (ii) such payment shall be in a lump sum at the end of the deferral period or over a specified number of years (not to exceed 15 years) beginning at the end of the deferral period.

Participant may change the form of payment of the balance in his or her Phantom Stock Account subject to applicable law.

If payment is to be in cash and over time as aforesaid, the unpaid balance will be held in the phantom stock fund and will continue to earn dividend credit as described above. If the Participant fails to make an election as to the period of time over which cash payments are to be made, such payment shall be made over a ten-year period, beginning at the end of the deferral period.

8. Previous Deferral Elections

Adoption of the Plan automatically transfers all deferred balances, for active directors, under the 1995 Deferred Compensation Plan for Directors, to the Plan. A written election must be made as to whether the transferred funds are to be held in the fixed income fund or the phantom stock fund. Transferred funds from the 95 plan to the phantom stock fund within the Plan will be converted using the actual Fair Market Value for the quarter in which the conversion occurs.

9. Funding of the Plan

The deferred dollar amount will be recorded on the Company's books. During the deferral period, and the payout period, the director will be a general, unsecured creditor of the Company.

10. Change of Control

At the time the Participant executes the Election Form, the Participant may elect to accelerate the payment of all deferred amounts and receive payment in a lump sum (in cash or shares or a combination of both, as the case may be) as soon as practicable after (and in the event that) a Change in Control occurs. For purposes hereof, "Change in Control" shall mean an event that would be required to be reported in response to Item 1 of Form 8-K or any successor form thereto promulgated under the Securities Exchange Act of 1934.

COMPUTATION OF RATIO OF EARNINGS TO FIXED CHARGES EXHIBIT 12
(in thousands)

	Years ended December 31, 1998	1997	1996
EARNINGS AS DEFINED:			
Earnings from operations before income taxes after eliminating undistributed earnings of 20%- to 50%-owned affiliates	$ 229,743	$ 286,135	$ 221,565
Fixed charges excluding capitalized interest and preferred stock dividends of majority-owned subsidiary companies	52,113	22,618	13,050
Earnings as defined	$ 281,856	$ 308,753	$ 234,615
FIXED CHARGES AS DEFINED:			
Interest expense, including amortization of debt issue costs	$ 47,108	$ 18,543	$ 9,629
Interest capitalized	341	1,193	749
Portion of rental expense representative of the interest factor	5,005	4,075	3,421
Preferred stock dividends of majority-owned subsidiary companies	80	80	80
Fixed charges as defined	$ 52,534	$ 23,891	$ 13,879
RATIO OF EARNINGS TO FIXED CHARGES	5.37	12.92	16.90

SUBSIDIARIES OF THE COMPANY EXHIBIT 21

Name of Subsidiary	Jurisidiction of Incorporation
BRV, Inc. (Boulder Daily Camera, Bremerton Sun, Redding Record Searchlight, Ventura County Newspapers)	California
Birmingham Post Company (Birmingham Post Herald)	Alabama
Channel 7 of Detroit, Inc., (WXYZ)	Michigan
Collier County Publishing Company (The Naples Daily News)	Florida
Denver Publishing Company (Rocky Mountain News)	Colorado
Evansville Courier Company, Inc., 91.5%-owned	Indiana
Force V Corporation (Destin Log)	Florida
Independent Publishing Company (Anderson Independent Mail)	South Carolina
Knoxville News-Sentinel Company	Delaware
Memphis Publishing Company, 91.3%-owned (The Commercial Appeal)	Delaware
New Mexico State Tribune Company (The Albuquerque Tribune)	New Mexico
Scripps Acquisition L.P. (Corpus Christi Caller-Times, Abilene Reporter-News, Wichita Falls Times Record News, San Angelo Standard-Times)	Delaware
Scripps Howard Broadcasting Company, (WMAR, Baltimore; WCPO, Cincinnati; WEWS, Cleveland; KSHB, Kansas City; KNXV, Phoenix; KJRH, Tulsa; WPTV, West Palm Beach, Home & Garden Television, The Television Food Network, G.P. 59% owned, Scripps Productions)	Ohio
Scripps Howard Publishing Co. (Scripps Howard News Service, YP-USA, Ltd, 60% owned)	Delaware
Stuart News Company (Stuart News, Jupiter Courier, Vero Beach Press Journal)	Florida
Tampa Bay Television, Inc., (WFTS)	Delaware
United Feature Syndicate, Inc. (United Media, Newspaper Enterprise Association)	New York

INDEPENDENT AUDITORS' CONSENT EXHIBIT 23

We consent to the incorporation by reference in Registration Statements Nos. 33-53953, 33-32740, 33-35525, 33-47828, 33-63398, 33-59701, 333-27621, 333-27623 and 333-40767 of The E. W. Scripps Company and subsidiary companies on Form S-8 and Registration Statement No. 33-36641 of The E. W. Scripps Company and subsidiary companies on Form S-3 of our report dated January 22, 1999 appearing in this Annual Report on Form 10-K of The E. W. Scripps Company and subsidiary companies for the year ended December 31, 1998

DELOITTE & TOUCHE LLP
Cincinnati, Ohio
March 8, 1999

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YEAR
DEC-31-1998
DEC-31-1998
14,400
20,551
225,132
7,322
15,009
407,333
907,256
428,553
2,345,112
532,491
501,834
0
0
785
1,067,947
2,345,112
0
1,454,555
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0
1,170,247
8,264
47,108
229,162
93,075
131,214
0
0
0
131,214
$1.65
$1.62

5

1000

YEAR
DEC-31-1997
DEC-31-1997
14,316
3,105
225,295
6,305
13,685
373,738
860,776
380,776
2,286,483
435,325
601,852
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1,048,156
2,286,483
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1,241,957
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983,003
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280,301
117,510
157,702
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0
157,702
$1.96
$1.93