FORM 8-K/A (7)
CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934.

Date of report (Date of earliest event reported) December 28, 1995
Commission File Number 1-16914
THE E.W. SCRIPPS COMPANY
(Exact name of registrant as specified in its charter)

## Delaware

(State or other jurisdiction of
incorporation or organization)
1105 N. Market Street
Wilmington, Delaware
(Address of principal executive offices)

51-0304972
(I.R.S. Employer

Identification Number)

Registrant's telephone number, including area code: (302) 478-4141
Not Applicable
(Former name, former address and former fiscal year, if changed since last report.)

INDEX TO THE E. W. SCRIPPS COMPANY
AMENDMENT TO CURRENT REPORT ON FORM 8-K DATED DECEMBER 28, 1995
This amendment to The E.W. Scripps Company Current Report on Form 8-K filed on December 29, 1995 provides financial information for Scripps Cable for the quarterly and year-to-date periods ended September 30, 1996 under Item 7. Financial Statements and Exhibits.

Item No.
Page
7 Financial Statements and Exhibits
(A) Index to Financial Statements and Financial Information

F - 1
(B) Index to Pro Forma Financial Information P - 1

## SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

THE E.W. SCRIPPS COMPANY

## SCRIPPS CABLE

Index to Financial Statements and Financial Information
Item No. Page

1. Combined Balance Sheets ..... F-2
2. Combined Statements of Income and Retained Earnings (Deficit) ..... F-4
3. Combined Statements of Cash Flows ..... F-5
4. Notes to Combined Financial Statements ..... F-65. Management's Discussion and Analysis of FinancialCondition and Results of Operations of Scripps CableF-8

|  | As of |  |
| :---: | :---: | :---: |
| September | December | September |
| 30, | 31, | 30, |
| 1996 | 1995 | 1995 |
| (Unaudited) |  | (Unaudited) |

ASSETS
CURRENT ASSETS :
Cash and cash equivalents
Accounts receivable (less allowances - \$1,270, \$1,288, and \$1,355)
Inventories
Deferred income taxes
Miscellaneous
Total current assets
PROPERTY, PLANT, AND EQUIPMENT :
Land and improvements
Buildings and improvements
Equipment
Total property, plant, and equipment
Less accumulated depreciation
Net property, plant, and equipment
GOODWILL AND OTHER INTANGIBLE ASSETS :
Goodwill
Non-competition agreements
Franchise costs
Customer lists
Other intangible assets
Total goodwill and other intangible assets
Less accumulated amortization
Net goodwill and other intangible assets
OTHER ASSETS
TOTAL \$

| 1,596 | \$ | 3, 085 | \$ | 970 |
| :---: | :---: | :---: | :---: | :---: |
| 11,496 |  | 12,107 |  | 11,532 |
| 10,670 |  | 12,822 |  | 15,314 |
| 5,421 |  | 5,421 |  | 5,421 |
| 6,954 |  | 446 |  | 1,855 |
| 36,137 |  | 33,881 |  | 35,092 |
| 3,804 |  | 3,691 |  | 3,700 |
| 9,731 |  | 9,529 |  | 9,577 |
| 631,964 |  | 587, 052 |  | 570,544 |
| 645,499 |  | 600,272 |  | 583, 821 |
| 326,801 |  | 305,715 |  | 295,410 |
| 318,698 |  | 294,557 |  | 288,411 |
| 41,201 |  | 40,965 |  | 40,885 |
| 5,495 |  | 5,800 |  | 5,800 |
| 209,119 |  | 158,541 |  | 159,273 |
| 1,719 |  | 1,719 |  | 1,719 |
| 7,071 |  | 7,100 |  | 7,100 |
| 264,605 |  | 214,125 |  | 214,777 |
| 128,141 |  | 120,629 |  | 119,502 |
| 136,464 |  | 93,496 |  | 95,275 |
| 590 |  | 639 |  | 623 |
| 491,889 | \$ | 422,573 | \$ | 419,401 |

See notes to combined financial statements.

| ( in thousands ) |  | $\begin{gathered} \text { September } \\ 30, \\ 1996 \\ \text { (Unaudited) } \end{gathered}$ |  | As of December 31, 1995 |  | $\begin{gathered} \text { September } \\ 30, \\ 1995 \\ \text { (Unaudited) } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| LIABILITIES AND STOCKHOLDER'S EQUITY (DEFICIENCY)CURRENT LIABILITIES : |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Accounts payable | \$ | 10,179 | \$ | 12,244 | \$ | 13,607 |
| Customer deposits and unearned revenue |  | 2,979 |  | 2,475 |  | 2,401 |
| Accrued liabilities : |  |  |  |  |  |  |
| Employee compensation and benefits |  | 1,778 |  | 1,174 |  | 1,398 |
| Copyright and programming costs |  | 7,783 |  | 7,164 |  | 7,302 |
| Lawsuits and related settlements |  | 2,157 |  | 3,784 |  | 6,100 |
| Property taxes |  | 2,720 |  | 1,038 |  | 3,159 |
| Interest on advances from parent company |  | 1,599 |  | 1,599 |  | 1,618 |
| Income taxes |  | 514 |  | (22) |  | (187) |
| Miscellaneous |  | 5,018 |  | 5,818 |  | 6,088 |
| Total current liabilities |  | 34,727 |  | 35,274 |  | 41,486 |
| DEFERRED INCOME TAXES |  | 103,576 |  | 80,193 |  | 79,737 |
| ADVANCES FROM PARENT COMPANY |  | 340,982 |  | 312,737 |  | 308,877 |
| OTHER LONG-TERM OBLIGATIONS |  | 8,775 |  | 9,325 |  | 9,490 |
| COMMITMENTS AND CONTINGENCIES (Note 3) |  |  |  |  |  |  |
| STOCKHOLDER'S EQUITY (DEFICIENCY) : |  |  |  |  |  |  |
| Capital stock |  | 1,801 |  | 1,801 |  | 1,801 |
| Additional paid-in capital |  | 35,144 |  | 35,144 |  | 35,144 |
| Retained earnings (deficit) |  | $(33,116)$ |  | $(51,901)$ |  | $(57,134)$ |
| Total stockholder's equity (deficiency) |  | 3,829 |  | $(14,956)$ |  | $(20,189)$ |
| TOTAL | \$ | 491,889 | \$ | 422,573 | \$ | 419,401 |

[^0]( in thousands )
OPERATING REVENUES
OPERATING EXPENSES :
Employee compensation and benefits
Programming and copyright costs
Other operating expenses
Depreciation and amortization
Total operating expenses
OPERATING INCOME
OTHER CREDITS (CHARGES) :
Interest on advances from parent company
Other interest expense
Gain on sale of cable television system
Miscellaneous, net
Net other credits (charges)
INCOME BEFORE INCOME TAXES
PROVISION FOR INCOME TAXES
NET INCOME
RETAINED EARNINGS (DEFICIT) :
Beginning of period
End of period

See notes to combined financial statements.
( in thousands )

Cash Flows From Operating Activities:
Net income
Adjustments to reconcile net income
to net cash flows from operating activities:
Depreciation and amortization
Gain on sale of cable television system
Deferred income taxes
Prepaid franchise fees
Refundable property taxes
Changes in certain working capital accounts
Miscellaneous, net
Net operating activities
Cash Flows From Investing Activities:
Additions to property, plant, and equipment
Acquisition of cable television systems
Miscellaneous, net
Net investing activities
Cash Flows From Financing Activities:
Increase (decrease) in advances from parent company
Payments on advances from parent company
Miscellaneous, net
Net financing activities
Increase (Decrease) in Cash and Cash Equivalents
Cash and Cash Equivalents:
Beginning of year
End of period \$
Supplemental Cash Flow Disclosures:
Interest paid
Income taxes paid

See notes to combined financial statements.

## NOTES TO COMBINED FINANCIAL STATEMENTS

## 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The combined financial statements of Scripps Cable include EWS Cable Company ("EWSCC") - 100 shares of no-par capital stock authorized, 50 shares issued and outstanding; L-R Cable Company ("LRCC") - 100 shares of no-par capital stock authorized, 50 shares issued and outstanding; Scripps Howard Cable Company ("SHCC") - 100 shares of no-par capital stock authorized, 80 shares issued and outstanding; Scripps Howard Cable Company of Sacramento ("SHCCS") - 2,000 shares of no-par capital stock authorized, 100 shares issued and outstanding, and cable television operations owned and operated by Scripps Howard Broadcasting Company ("SHB").

The historical basis in assets and liabilities of the cable television systems has been carried over. The historical combined financial statements do not necessarily reflect the results of operations or financial position that would have existed if Scripps Cable were an independent company. Scripps Howard, Inc. ("SHI" a wholly-owned subsidiary of Scripps) provides certain legal, treasury, accounting, tax, risk management and other corporate services to Scripps Cable.

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

The closing date of the Transactions is expected to occur prior to the end of 1996, subject to certain conditions and rights, including termination and "top-up" rights described fully in the Joint Proxy Statement - Prospectus included in Comcast's registration statement on Form S-4 filed with the Securities and Exchange Commission and declared effective on September 30, 1996. The accompanying financial statements and the notes thereto have been prepared assuming consummation of the Transactions

The financial statements have been prepared in accordance with generally accepted accounting principles for interim financial information and with the instructions to Form 10-Q and Rule 10-01 of Regulation $S-X$. The information disclosed in the notes to combined inancial statements for the year ended December 31, 1995 included in the fifth amendment to The E.W. Scripps Company's Current Report on Form 8-K dated December 28, 1995 has not changed materially unless otherwise disclosed herein. Financial information as of December 31, 1995 included in these financial statements has been derived from the audited combined financial statements included in that report. In management's opinion all adjustments (consisting of normal recurring accruals) necessary for a fair presentation of the interim periods have been made.

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

Certain liabilities included in these combined financial statements (primarily income taxes payable, accruals for lawsuits and related settlements, and amounts due Scripps) will not be assumed by Comcast At September 30, 1996 those liabilities totaled approximately \$351, 900, 000.

## . ACQUISITIONS AND DIVESTITURES

Acquisitions
1996 - In 1995 SHB reached an agreement to acquire cable television systems adjacent to the Knoxville and Chattanooga systems for $\$ 62,500,000$ (the "Mid-Tenn Purchase"). The acquisitions were completed in January 1996.

1995 - SHCC acquired a cable television system.
The following table presents additional information about the acquisitions:
( in thousands )

Goodwill and other intangible assets acquired
Other assets acquired

Total
iabilities assumed

Cash paid
50,606

The acquisitions have been accounted for as purchases. The acquired operations have been included in the Combined Statements of Income from the acquisition date. Pro forma results are not presented because the combined results of operations would not be significantly different from the reported amounts.

Divestitures
Scripps Cable sold its cable television system in Barbourville, Kentucky. The sale resulted in a pre-tax gain of $\$ 1,502,000$.

## 3. COMMITMENTS AND CONTINGENCIES

In 1994 Scripps Cable accrued an estimate of the ultimate costs, including attorneys' fees and settlements, of certain lawsuits against the Sacramento cable television system related primarily to employment issues and to the timing and amount of late-payment fees assessed to subscribers. In the third quarter of 1995 Scripps Cable accrued an additional \$1,400,000 based upon a reassessment of the probable cost of these and additional employment related lawsuits. In May 1996 Scripps Cable agreed to settle the late-payment fee lawsuits. The settlement did not result in an additional charge. Management believes the possibility of incurring a loss greater than the amount accrued for the employment issues lawsuits is remote. Pursuant to the terms of the Merger, New Scripps will indemnify Comcast against losses related to these lawsuits

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

Scripps Cable's revenues are primarily earned from subscriber fees for basic, cable programming and premium television services (including pay-per-view programming), and the rental of converters and remote control devices. Historically Scripps Cable's revenue growth has been primarily achieved through internal subscriber growth, additional services offered subscribers, acquisitions, and increases in rates for services provided to cable television subscribers. Regulations adopted by the Federal Communications Commission ("FCC") pursuant to the 1992 Cable Act have affected Scripps Cable's ability to increase rates for certain subscriber services or to restructure its rates for certain services. The Telecommunications Act of 1996 provides some significant relief from the burdens of rate regulation by, among other things, expanding the flexibility of operators to set differing rates for providing services to multiple dwelling units and by modifying the threshold for the filing of a complaint that would trigger review of new non-basic cable programming rates. Most importantly, the new law sets a maximum threshold of three years for the elimination of all rate regulation of non-basic cable programming services.

## RESULTS OF OPERATIONS

Earnings before interest, income taxes, corporate management fees, depreciation, and amortization ("EBITDA") is included in the discussion of results of operations because:
Changes in depreciation and amortization are often unrelated to
current performance. Management believes the year-over-year change in EBITDA is a more useful measure of year-over-year performance than the change in operating income because, combined with information on capital spending plans, it is a more reliable indicator of results that may be expected in future periods. However, management's belief that EBITDA is a more useful measure of year-over-year performance is not shared by the accounting profession.
Financial analysts use EBITDA to value cable television businesses.
Acquisitions of cable television businesses are based on multiples of EBITDA.

EBITDA should not, however, be construed as an alternative measure of the amount of Scripps Cable's income or cash flow from operating activities as EBITDA excludes significant costs of doing business.
( in thousands, except per subscriber information )

Operating revenues:
Basic and cable programming services
Premium and pay-per-view services
Other monthly services
Advertising
Installation and miscellaneous

Total operating revenues
Operating expenses:
Employee compensation and benefits
Programming and copyright costs
Other
Depreciation and amortization
Total operating expenses

Operating income excluding unusual items Unusual items

Operating income
Interest expense
Gain on sale of cable television system Miscellaneous, net
Income taxes

Net income
Other Financial and Statistical Data

EBITDA (excluding unusual items)
Percent of operating revenues:
Operating income
EBITDA

Capital expenditures
Average number of basic subscribers
Average monthly revenue per
monthly subscriber
Program costs as a percent of basic and premium revenue

Homes passed at end of period

Basic subscribers at end of period

Penetration at end of period

| Quarterly Period |  |  |  |  | Year-to-Date |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1996 | Change |  | 1995 |  | 1996 | Change |  | 1995 |
| \$ | 52,557 | 11.5 \% | \$ | 47,144 | \$ | 156, 048 | 13.0 \% | \$ | 138,139 |
|  | 14,154 | 5.0 \% |  | 13,485 |  | 42,438 | 9.3 \% |  | 38,814 |
|  | 4,260 | 11.5 \% |  | 3,821 |  | 12,515 | 3.1 \% |  | 12,141 |
|  | 3,539 | 3.9 \% |  | 3,405 |  | 10,218 | 8.4 \% |  | 9,428 |
|  | 3,466 | 6.5 \% |  | 3,255 |  | 10,189 | 9.2 \% |  | 9,333 |
|  | 77,976 | 9.7 \% |  | 71,110 |  | 231,408 | 11.3 \% |  | 207, 855 |
|  | 11,246 | 8.7 \% |  | 10,349 |  | 33,536 | 3.6 \% |  | 32,359 |
|  | 20,230 | 10.0 \% |  | 18,394 |  | 62,329 | 14.6 \% |  | 54,385 |
|  | 13,245 | 6.1 \% |  | 12,486 |  | 37,189 | 6.2 \% |  | 35, 025 |
|  | 12,887 | (2.7)\% |  | 13,243 |  | 40,810 | (0.7)\% |  | 41,105 |
|  | 57,608 | 5.8 \% |  | 54,472 |  | 173,864 | 6.7 \% |  | 162,874 |
|  | 20,368 | 22.4 \% |  | $\begin{array}{r} 16,638 \\ (1,402) \end{array}$ |  | 57,544 | 27.9 \% |  | $\begin{array}{r} 44,981 \\ (1,402) \end{array}$ |
|  | 20,368 |  |  | 15,236 |  | 57,544 |  |  | 43,579 |
|  | $(8,666)$ |  |  | $(8,368)$ |  | $(26,072)$ |  |  | $(25,823)$ |
|  |  |  |  | 1,502 |  |  |  |  | 1,502 |
|  | (28) |  |  | (14) |  | (79) |  |  | 812 |
|  | $(4,683)$ |  |  | $(3,360)$ |  | $(12,608)$ |  |  | $(7,613)$ |
| \$ | 6,991 |  | \$ | 4,996 | \$ | 18,785 |  | \$ | 12,457 |
| \$ | 33,255 | 11.3 \% | \$ | 29,881 | \$ | 98,354 | 14.3 \% | \$ | 86, 086 |
|  | 26.1 \% |  |  | 23.4 \% |  | 24.9 \% |  |  | 21.6 \% |
|  | 42.6 \% |  |  | 42.0 \% |  | 42.5 \% |  |  | 41.4 \% |
| \$ | 15,523 | 37.2 \% | \$ | 11,311 | \$ | 46,901 | 55.7 \% | \$ | 30,119 |
|  | 796.8 | 5.8 \% |  | 753.0 |  | 801.7 | 6.9 \% |  | 750.0 |
|  | \$32.62 | 3.6 \% |  | \$31.48 |  | \$32.07 | 4.2 \% |  | \$30.79 |
|  |  |  |  |  |  | 31.40\% |  |  | 30.73\% |
|  |  |  |  |  |  | 1,261.1 | 6.5 \% |  | 1,184.4 |
|  |  |  |  |  |  | 809.1 | 6.7 \% |  | 758.5 |
|  |  |  |  |  |  | 64.16\% |  |  | 64.04\% |

In January Scripps Cable acquired cable television systems adjacent to the Knoxville and Chattanooga systems for $\$ 62,500,000$ (the "Mid-Tenn Purchase"). The acquired cable systems increased quarterly and year-to-date operating revenues approximately 4\%. The remaining increase in operating revenues is due to subscriber growth and higher average monthly revenue per subscriber.

Program costs have increased due to the growth in the number of subscribers, additional programming offered subscribers, and increased costs to produce or purchase programming. Other operating expenses and depreciation and amortization increased primarily due to the MidTenn Purchase. The acquired cable systems increased EBITDA approximately 5\%.

In 1994 Scripps Cable accrued an estimate of the ultimate costs, including attorneys' fees and settlements, of certain lawsuits against the Sacramento cable television system related primarily to employment issues and to the timing and amount of late-payment fees assessed to subscribers. In the third quarter of 1995 Scripps Cable accrued an additional $\$ 1,400,000$ based upon a reassessment of the probable cost of these and additional employment related lawsuits. The additional accrual reduced 1995 third quarter and year-to-date net income \$900, 000 .

Scripps Cable sold its cable television system in Barbourville, Kentucky in the third quarter of 1995. The sale resulted in a pre-tax gain of $\$ 1,502,000$.

## LIQUIDITY AND CAPITAL RESOURCES

Cash flow from operating activities was $\$ 55.4$ million in 1996 and $\$ 56.1$ million in 1995. Cash flow from operating activities in 1995 included an $\$ 11.3$ million refund of disputed Sacramento property taxes, including interest.

Scripps Cable invests heavily in its cable plant, continually replacing and modernizing its technology by rebuilding and upgrading its systems with fiber optic cable. Capital expenditures in 1996 increased primarily due to the rebuild of the Sacramento system. Acquisitions of cable television systems and capital expenditures are financed through cash flow from operating activities and, if necessary, additional advances from Scripps. Advances from Scripps increased in 1996 due to the Mid-Tenn Purchase.

## THE E.W. SCRIPPS COMPANY

## Index to Pro Forma Financial Information

Item No. Page

1. Pro Forma Balance Sheet as of September 30, 1996. P-22. Pro Forma Statements of Income for the Nine Months EndedSeptember 30, 1996.
P-3
2. Notes to Pro Forma Financial Information ..... P - 4

THE E.W. SCRIPPS COMPANY
PRO FORMA BALANCE SHEET
AS OF SEPTEMBER 30, 1996

|  | REPORTED <br> AMOUNTS |  | SCRIPPS CABLE | PRO FORMA ADJUSTMENTS |  |  | PRO FORMA AMOUNTS |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ASSETS |  |  |  |  |  |  |  |  |
| CURRENT ASSETS: |  |  |  |  |  |  |  |  |
| Cash and cash equivalents \$ | 16,334 |  |  | \$ | $(8,000)$ | (A) | \$ | 8,334 |
| Accounts and notes receivable | 150,578 |  |  |  |  |  |  | 150,578 |
| Program rights and production costs | 70,805 |  |  |  |  |  |  | 70,805 |
| Refundable income taxes | 17,019 |  |  |  |  |  |  | 17,019 |
| Inventories | 9,932 |  |  |  |  |  |  | 9,932 |
| Deferred income taxes | 21,545 |  |  |  |  |  |  | 21,545 |
| Miscellaneous | 20,856 |  |  |  |  |  |  | 20,856 |
| Total current assets | 307,069 |  |  |  | $(8,000)$ |  |  | 299,069 |
| NET ASSETS OF DISCONTINUED CABLE OPERATIONS | 354,951 | \$ | 354,951 |  |  |  |  |  |
| INVESTMENTS | 54,494 |  |  |  |  |  |  | 54,494 |
| PROPERTY, PLANT, AND EQUIPMENT | 433,076 |  |  |  |  |  |  | 433,076 |
| GOODWILL AND OTHER INTANGIBLE ASSETS | 591,746 |  |  |  |  |  |  | 591,746 |
| OTHER ASSETS: |  |  |  |  |  |  |  |  |
| Program rights and production costs (less current portion) | 27,622 |  |  |  |  |  |  | 27,622 |
| Miscellaneous | 21,386 |  |  |  |  |  |  | 21,386 |
| Total other assets | 49,008 |  |  |  |  |  |  | 49,008 |
| TOTAL ASSETS \$ | 1,790,344 | \$ | 354,951 | \$ | $(8,000)$ |  | \$ | 1,427,393 |
| LIABILITIES AND STOCKHOLDERS' EQUITY |  |  |  |  |  |  |  |  |
| CURRENT LIABILITIES: |  |  |  |  |  |  |  |  |
| Current portion of long-term debt \$ | 112,540 |  |  |  |  |  | \$ | 112,540 |
| Accounts payable | 76,132 |  |  |  |  |  |  | 76,132 |
| Customer deposits and unearned revenue | 33,298 |  |  |  |  |  |  | 33,298 |
| Accrued liabilities: |  |  |  |  |  |  |  |  |
| Employee compensation and benefits | 32,855 |  |  |  |  |  |  | 32,855 |
| Artist and author royalties | 10,209 |  |  |  |  |  |  | 10,209 |
| Interest | 3,510 |  |  |  |  |  |  | 3,510 |
| Income taxes | 1,220 |  |  |  |  |  |  | 1,220 |
| Lawsuits and related settlements | 4,387 |  |  |  |  |  |  | 4,387 |
| Miscellaneous | 24,748 |  |  |  |  |  |  | 24,748 |
| Total current liabilities | 298,899 |  |  |  |  |  |  | 298,899 |
| DEFERRED INCOME TAXES | 71,868 |  |  |  |  |  |  | 71,868 |
| LONG-TERM DEBT (LESS CURRENT PORTION) | 31,804 |  |  |  |  |  |  | 31,804 |
| OTHER LONG-TERM OBLIGATIONS AND MINORITY INTERESTS | 106,153 |  |  |  |  |  |  | 106,153 |
| STOCKHOLDERS' EQUITY | 1,281,620 | \$ | 354,951 | \$ | (8,000) | (A) |  | 918,669 |
| TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY \$ | 1,790,344 | \$ | 354,951 | \$ | $(8,000)$ |  | \$ | 1,427,393 |

THE E.W. SCRIPPS COMPANY
PRO FORMA STATEMENT OF INCOME
FOR THE NINE MONTHS ENDED SEPTEMBER 30, 1996
( in thousands, except per share data )

REPORTED AMOUNTS

Advertising
Circulation
Other newspaper revenue
Total newspapers
Broadcast television
Entertainment
Total operating revenues
OPERATING EXPENSES:
Employee compensation and benefits
Newsprint and ink
Program, production and copyright costs
Other operating expenses
Depreciation
Amortization of intangible assets
Total operating expenses
OPERATING INCOME
OTHER CREDITS (CHARGES):
Interest expense
Miscellaneous, net
Net other credits (charges)
INCOME BEFORE TAXES AND MINORITY INTERESTS
PROVISION FOR INCOME TAXES
INCOME BEFORE MINORITY INTERESTS
MINORITY INTERESTS
INCOME FROM CONTINUING OPERATIONS
INCOME FROM DISCONTINUED OPERATIONS
NET INCOME \$

AVERAGE WEIGHTED SHARES
PER SHARE OF COMMON STOCK:
Income from continuing operations
Income from discontinued operations
Net income

|  |  |  | 353,865 \$ | 353,865 |
| :---: | :---: | :---: | :---: | :---: |
| 97,459 |  |  |  | 97,459 |
| 38,204 |  |  |  | 38,204 |
| 489,528 |  |  |  | 489,528 |
| 230,250 |  |  |  | 230,250 |
| 77,274 |  |  |  | 77,274 |
| 797,052 |  |  |  | 797,052 |
| 266,294 |  |  |  | 266,294 |
| 96,732 |  |  |  | 96,732 |
| 50,824 |  |  |  | 50,824 |
| 194,332 |  |  |  | 194,332 |
| 36,697 |  |  |  | 36,697 |
| 15, 029 |  |  |  | 15,029 |
| 659,908 |  |  |  | 659,908 |
| 137,144 |  |  |  | 137,144 |
| $(6,350)$ |  |  |  | $(6,350)$ |
| (5, 614 |  |  |  | 614 |
| $(5,736)$ |  |  |  | $(5,736)$ |
| 131,408 |  |  |  | 131,408 |
| 56,603 |  |  |  | 56,603 |
| 74,805 |  |  |  | 74,805 |
| 2,326 |  |  |  | 2,326 |
| 72,479 |  |  |  | 72,479 |
| 34,645 | \$ | 34,645 |  |  |
| 107,124 | \$ | 34,645 | \$ | 72,479 |

80,328 80,328 80,328

| $\$ .90$ |  | $\$ .90$ |
| ---: | ---: | ---: |
| .43 | $\$ .43$ | $\$ .90$ |

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

The closing date of the Transactions is expected to occur prior to the end of 1996, subject to certain conditions and rights, including termination and "top-up" rights described fully in the Joint Proxy Statement - Prospectus included in Comcast's registration statement on Form S-4 filed with the Securities and Exchange Commission and declared effective on September 30, 1996. The accompanying financial statements and the notes thereto have been prepared assuming consummation of the Transactions.

The pro forma balance sheet as of September 30, 1996 assumes the Transactions occurred as of that date. The pro forma statement of income assumes the Transactions were completed at the beginning of the period. Pro forma adjustments represent fees on the Transactions. Earnings per share is based on the weighted average shares outstanding for the period.

The pro forma financial information is not necessarily indicative of the results which actually would have occurred had the Transactions been completed as of the dates indicated or which may occur in the future.

Explanation of specific pro forma adjustments are as follows:
(A) Effect of estimated expenses of $\$ 8.0$ million on Stockholders' Equity.


[^0]:    See notes to combined financial statements

