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

(X) QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES AND EXCHANGE ACT OF 1934
For the quarterly period ended September 30, 1998

OR

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

Commission File Number 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)	(I.R.S. Employer Identification Number)

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

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

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

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

Yes X No

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date. As of October 30, 1998 there were 59,272,519 of the Registrant's Class A Common Shares outstanding and 19,218,913 of the Registrant's Common Voting Shares outstanding.

INDEX TO THE E. W. SCRIPPS COMPANY

REPORT ON FORM 10-Q FOR THE QUARTER ENDED SEPTEMBER 30, 1998

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PART I

ITEM 1. FINANCIAL STATEMENTS

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

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

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

PART II

ITEM 1. LEGAL PROCEEDINGS

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

ITEM 2. CHANGES IN SECURITIES

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

ITEM 3. DEFAULTS UPON SENIOR SECURITIES

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

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

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

ITEM 5. OTHER INFORMATION

If a shareholder intends to raise at the Company's 1999 annual meeting a proposal that he does not seek to have included in the Company's proxy statement and form of proxy, he must notify the Company of the proposal on or before February 10, 1999. If the shareholder fails to notify the Company, the Company's proxies will be permitted to use their discretionary voting authority with respect to such proposal when and if it is raised at such annual meeting, whether or not there is any discussion of such proposal in the 1999 proxy statement.

ITEM 6. EXHIBITS AND REPORTS ON FORM 8-K

Exhibits

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

Reports on Form 8-K

No reports on Form 8-K were filed during the quarter for which this report is filed.

SIGNATURES

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

THE E. W. SCRIPPS COMPANY

Dated: November 16, 1998

BY: D. J. Castellini
D. J. Castellini
Senior Vice President,
Finance & Administration

THE E. W. SCRIPPS COMPANY

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CONSOLIDATED BALANCE SHEETS

(in thousands)	September 30, 1998 (Unaudited)	As of December 31, 1997	September 30, 1997 (Unaudited)
ASSETS			
Current Assets:			
Cash and cash equivalents	$ 14,861	$ 14,321	$ 14,597
Short-term investments	2,529	3,105	
Accounts and notes receivable (less allowances -$7,723, $6,305, $4,915)	188,714	218,310	169,311
Program rights and production costs	80,961	61,698	63,436
Inventories	15,896	13,685	12,683
Deferred income taxes	24,180	21,630	23,161
Miscellaneous	53,577	46,365	34,765
Total current assets	380,718	379,114	317,953
Investments	107,320	84,645	71,000
Property, Plant and Equipment	473,931	480,037	430,331
Goodwill and Other Intangible Assets	1,208,558	1,237,482	597,028
Other Assets:			
Program rights and production costs (less current portion)	39,576	32,546	35,489
Prepaid distribution fees (less current portion)	35,000	48,287	50,483
Miscellaneous	23,003	18,722	20,626
Total other assets	97,579	99,555	106,598
TOTAL ASSETS	$ 2,268,106	$ 2,280,833	$ 1,522,910

See notes to consolidated financial statements.

CONSOLIDATED BALANCE SHEETS

(in thousands, except share data)	September 30, 1998 (Unaudited)	As of December 31, 1997	September 30, 1997 (Unaudited)
LIABILITIES AND STOCKHOLDERS' EQUITY			
Current Liabilities:			
Current portion of long-term debt	$ 231,005	$ 171,254	
Accounts payable	102,574	90,408	$ 86,909
Customer deposits and unearned revenue	37,748	39,395	32,591
Accrued liabilities:			
Employee compensation and benefits	43,749	41,645	35,842
Distribution fees	15,931	33,388	33,190
Miscellaneous	52,338	53,870	46,434
Total current liabilities	483,345	429,960	234,966
Deferred Income Taxes	101,358	88,051	82,109
Long-Term Debt (less current portion)	501,840	601,852	52,671
Other Long-Term Obligations and Minority Interests (less current portion)	118,500	112,008	119,651
Stockholders' Equity:			
Preferred stock, $.01 par - authorized: 25,000,000 shares; none outstanding			
Common stock, $.01 par:			
Class A - authorized: 120,000,000 shares; issued and outstanding: 60,404,819; 61,296,157; and 61,705,953 shares	604	613	617
Voting - authorized: 30,000,000 shares; issued and outstanding: 19,218,913; 19,333,711; and 19,333,711 shares	192	193	193
Total	796	806	810
Additional paid-in capital	206,448	259,739	277,644
Retained earnings	837,677	782,329	752,064
Unrealized gains on securities available for sale	22,528	11,397	7,227
Foreign currency translation adjustment	63	293	509
Unvested restricted stock awards	(4,449)	(5,602)	(4,741)
Total stockholders' equity	1,063,063	1,048,962	1,033,513
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	$ 2,268,106	$ 2,280,833	$ 1,522,910

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF INCOME (UNAUDITED)

(in thousands, except per share data)	Three months ended September 30, 1998	Three months ended September 30, 1997	Nine months ended September 30, 1998	Nine months ended September 30, 1997
Operating Revenues:				
Advertising	$ 256,492	$ 212,906	$ 791,123	$ 644,193
Circulation	37,803	31,369	116,084	97,330
Licensing	13,914	12,423	44,520	43,050
Joint operating agency distributions	11,836	11,921	35,879	36,451
Affiliate fees	9,491	5,302	27,565	14,203
Program production	2,650	2,243	6,144	15,962
Other	11,237	10,017	35,835	31,214
Total operating revenues	343,423	286,181	1,057,150	882,403
Operating Expenses:				
Employee compensation and benefits	113,635	97,491	343,340	288,677
Newsprint and ink	36,100	30,204	109,406	87,971
Program, production and copyright costs	25,901	18,356	73,883	61,171
Other operating expenses	85,020	72,532	263,910	215,212
Depreciation	15,019	13,141	46,354	39,035
Amortization of intangible assets	10,292	4,882	30,139	14,550
Total operating expenses	285,967	236,606	867,032	706,616
Operating Income	57,456	49,575	190,118	175,787
Other Credits (Charges):				
Interest expense	(11,712)	(2,300)	(35,471)	(7,350)
Gain on newspaper swap		20,981		20,981
Miscellaneous, net	285	914	(238)	1,395
Net other credits (charges)	(11,427)	19,595	(35,709)	15,026
Income Before Taxes and Minority Interests	46,029	69,170	154,409	190,813
Provision for Income Taxes	18,852	29,668	63,191	80,873
Income Before Minority Interests	27,177	39,502	91,218	109,940
Minority Interests	1,099	924	3,638	2,760
Net Income	$ 26,078	$ 38,578	$ 87,580	$ 107,180
Net Income per Share of Common Stock:				
Basic	$.33	$.48	$1.09	$1.33
Diluted	.32	.47	1.08	1.31

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF CASH FLOWS (UNAUDITED)

(in thousands)	Nine months ended September 30, 1998	1997
Cash Flows from Operating Activities:		
Net income	$ 87,580	$ 107,180
Adjustments to reconcile net income to net cash flows from operating activities:		
Depreciation and amortization	76,493	53,585
Gains on newspaper swap and long-term investments		(21,030)
Deferred income taxes	4,758	15,777
Minority interests in income of subsidiary companies	3,638	2,760
Prepaid distribution fee amortization greater (less) than payments	(6,869)	(8,786)
Other changes in certain working capital accounts, net	18,860	6,053
Miscellaneous, net	(6,312)	8,033
Net operating activities	178,148	163,572
Cash Flows from Investing Activities:		
Additions to property, plant and equipment	(42,873)	(37,336)
Business acquisitions and purchase of investments	(14,361)	(24,658)
Change in certain short-term investments, net		2,700
Miscellaneous, net	11,250	1,595
Net investing activities	(45,984)	(57,699)
Cash Flows from Financing Activities:		
Increase in long-term debt		20,800
Payments on long-term debt	(40,359)	(90,034)
Repurchase Class A Common shares	(63,217)	(5,171)
Dividends paid	(32,232)	(31,587)
Dividends paid to minority interests	(1,189)	(1,189)
Miscellaneous, net (primarily exercise of stock options)	5,373	5,760
Net financing activities	(131,624)	(101,421)
Increase in Cash and Cash Equivalents	540	4,452
Cash and Cash Equivalents:		
Beginning of year	14,321	10,145
End of period	$ 14,861	$ 14,597
Supplemental Cash Flow Disclosures:		
Interest paid, excluding amounts capitalized	$ 31,490	$ 8,033
Income taxes paid	61,223	46,343
Monterey and San Luis Obispo newspapers traded for Boulder newspaper		50,000

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME
AND STOCKHOLDERS' EQUITY (UNAUDITED)

(in thousands, except share data)

	Common Stock	Additional Paid-in Capital	Retained Earnings	Accumulated Other Comprehensive Income	Unvested Restricted Stock Awards	Total Stockholders' Equity	Comprehensive Income for the Three Months Ended Sept. 30
Balances at December 31, 1996	$ 808	$ 272,703	$ 676,471	$ (150)	$ (5,241)	$ 944,591	
Comprehensive income							
Net income			107,180			107,180	$ 38,578
Unrealized holding gains arising in period, net of deferred income taxes of $4,114 and $1,369				7,940		7,940	2,842
Foreign currency translation adjustments				(54)		(54)	(116)
Total			107,180	7,886		115,066	$ 41,304
Dividends: declared and paid - $.39 per share			(31,587)			(31,587)	
Conversion of 136,671 Common Voting Shares to 136,671 Class A Common Shares							
Repurchase and retire 111,000 Class A Common Shares	(1)	(4,429)				(4,430)	
Class A Common Shares issued pursuant to compensation plans, net: 405,925 issued; 18,883 shares repurchased	3	5,982			(1,560)	4,425	
Tax benefits of compensation plans		3,388				3,388	
Amortization of restricted stock awards					2,060	2,060	
Balances at September 30, 1997	$ 810	$ 277,644	$ 752,064	$ 7,736	$ (4,741)	$ 1,033,513	
Balances at December 31, 1997	$ 806	$ 259,739	$ 782,329	$ 11,690	$ (5,602)	$ 1,048,962	
Comprehensive income:							
Net income			87,580			87,580	$ 26,078
Unrealized holding gains arising in period, net of deferred income taxes of $6,206 and $395				11,570		11,570	733
Less: reclassification adjustment for gains included in net income, net of deferred income taxes of $212 and ($105)				(439)		(439)	195
Increase in unrealized gains on securities				11,131		11,131	928
Foreign currency translation adjustments				(230)		(230)	4
Total			87,580	10,901		98,481	$ 27,010
Dividends: declared and paid - $.40 per share			(32,232)			(32,232)	
Conversion of 114,798 Common Voting Shares to 114,798 Class A Common Shares							
Repurchase and retire 1,269,800 Class A Common Shares	(13)	(62,148)				(62,161)	
Class A Common Shares issued pursuant to compensation plans, net: 284,735 shares issued, 1,500 shares forfeited and 19,571 shares repurchased	3	5,567			(992)	4,578	
Tax benefits of compensation plans		3,290				3,290	
Amortization of restricted stock awards					2,145	2,145	
Balances at September 30, 1998	$ 796	$ 206,448	$ 837,677	$ 22,591	$ (4,449)	$ 1,063,063	

See notes to consolidated financial statements.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation - The financial statements have been prepared in accordance with generally accepted accounting principles for interim financial information and with the instructions to Form 10-Q and Rule 10-01 of Regulation S-X. The information disclosed in the notes to consolidated financial statements included in the Company's Annual Report on Form 10-K for the year ended December 31, 1997, has not changed materially unless otherwise disclosed herein. Financial information as of December 31, 1997, included in these financial statements has been derived from the audited consolidated financial statements included in that report. In management's opinion all adjustments (consisting of normal recurring accruals) necessary for a fair presentation of the interim periods have been made.

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

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

(in thousands)	Three months ended September 30,		Nine months ended September 30,	
	1998	1997	1998	1997
Basic weighted-average shares outstanding	79,874	80,644	80,212	80,567
Effect of dilutive securities:				
Unvested restricted stock held by employees	191	216	195	214
Stock options held by employees	976	954	1,041	920
Diluted weighted-average shares outstanding	81,041	81,814	81,448	81,701

Comprehensive Income - The Company adopted Financial Accounting Standard ("FAS") No. 130 - Reporting Comprehensive Income in the first quarter of 1998.

Recently Issued Accounting Standards - The Financial Accounting Standards Board issued FAS No. 133 - Accounting for Derivative Instruments and Hedging Activities. 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 financial position or its results of operations. Foreign currency forward and option contracts 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 are not currently 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.

2. ACQUISITIONS AND DIVESTITURES

A. Acquisitions

1998 - There were no acquisitions in the nine months ended September 30, 1998.

1997 - In August the Company traded its daily newspapers in Monterey and San Luis Obispo, California, for the daily newspaper in Boulder, Colorado. In October the Company acquired the newspaper and broadcast operations of Harte-Hanks Communications ("Harte-Hanks") for approximately $790,000,000 in cash. The Harte-Hanks newspaper operations include daily newspapers in Abilene, Corpus Christi, Plano, San Angelo and Wichita Falls, Texas, and a daily newspaper in Anderson, South Carolina. The Company immediately traded the Harte-Hanks broadcast operations for an approximate 56% controlling interest in The Television Food Network and $75,000,000 in cash.

The following table presents additional information about the newspaper trade:

(in thousands)	Nine months ended September 30, 1997
Goodwill and other intangible assets acquired	$ 24,570
Other assets acquired	27,260
Total	51,830
Fair value of Monterey and San Luis Obispo daily newspapers	(50,000)
Cash paid	$ 1,830

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 period. 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 period.

(in thousands, except share data)	Three months ended September 30,		Nine months ended September 30,	
	1998	1997	1998	1997
Operating revenues	$ 343,423	$ 322,106	$ 1,057,150	$ 984,027
Net Income	26,078	32,327	87,580	85,018
Net income per share of common stock:				
Basic	$.33	$.40	$1.09	$1.06
Diluted	.32	.40	1.08	1.04

B. Divestitures

1998 - The Company sold Scripps Howard Productions, its Los Angeles-based fiction television production operation, in May. No material gain or loss was realized.

1997 - In August the Company traded its Monterey and San Luis Obispo, California, daily newspapers for the daily newspaper in Boulder, Colorado. The trade resulted in an after-tax gain of $11,100,000 ($.14 per share). In October the Company terminated the joint operating agency and ceased operations of its newspaper in El Paso, Texas.

Included in the consolidated financial statements are the following results of divested operations (excluding gains on sale):

(in thousands)	Three months ended September 30,		Nine months ended September 30,	
	1998	1997	1998	1997
Operating revenues	$ 0	$ 7,000	$ 0	$ 38,200
Operating income (loss)	0	(900)	(900)	(200)

3. LONG-TERM DEBT

Long-term debt consisted of the following:

(in thousands)		As of	
	September 30, 1998	December 31, 1997	September 30, 1997
Variable rate credit facilities	$ 501,138	$ 541,459	$ 20,800
6.625% note, due in 2007	99,869	99,858	
6.375% note, due in 2002	99,920	99,906	
7.375% notes, due in 1998	29,826	29,754	29,730
Other notes	2,092	2,129	2,141
Total long-term debt	732,845	773,106	52,671
Current portion of long-term debt	231,005	171,254	
Long-term debt (less current portion)	$ 501,840	$ 601,852	$ 52,671
Weighted average interest rate on Variable Rate Credit Facility at balance sheet date	5.59%	5.85%	6.16%

The Company has a Competitive Advance and Revolving Credit Facility Agreement, which 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 1999, and the other limited to $300,000,000 principal amount maturing in 2002. 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.

Certain long-term debt agreements contain maintenance requirements on 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.

4. INVESTMENTS

Investments consisted of the following:

(in thousands)		As of	
	September 30, 1998	December 31, 1997	September 30, 1997
Securities available for sale:			
Short-term investments	$ 2,529	$ 3,105	
Time Warner common stock (672,000 shares)	58,867	41,681	$ 36,429
Other	4,671	5,420	4,033
Total securities available for sale	66,067	50,206	40,462
Investments accounted for using the equity method	9,324	7,484	12,994
Other (primarily venture capital)	34,458	30,060	17,544
Total investments	$ 109,849	$ 87,750	$ 71,000
Unrealized gains on securities available for sale	$ 34,672	$ 17,547	$ 10,970

5. 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. The Company primarily evaluates the operating performance of its segments based on earnings before interest, income taxes, depreciation and amortization ("EBITDA"). EBITDA also excludes all credits and charges classified as non-operating in the Consolidated Statements of Income. Intersegment sales, which primarily consist of programming produced for Home & Garden Television and Food Network, are generally recorded at cost.

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.

Financial information for the Company's business segments is as follows:

(in thousands)	Three months ended September 30, 1998	Three months ended September 30, 1997	Nine months ended September 30, 1998	Nine months ended September 30, 1997
OPERATING REVENUES				
Newspapers	$ 214,390	$ 175,821	$ 649,593	$ 532,566
Broadcast television	72,615	76,905	236,163	236,730
Category television	33,182	13,498	96,315	36,093
Licensing and other media	25,401	20,722	80,682	79,225
Total	345,588	286,946	1,062,753	884,614
Eliminate intersegment revenue	(2,165)	(765)	(5,603)	(2,211)
Total	$ 343,423	$ 286,181	$1,057,150	$ 882,403
EBITDA				
Newspapers	$ 63,589	$ 45,831	$ 191,936	$ 151,160
Broadcast television	20,229	25,666	78,196	88,683
Category television	(649)	(271)	692	(3,324)
Licensing and other media	4,191	304	8,799	4,844
Corporate	(4,593)	(3,932)	(13,012)	(11,991)
Total	$ 82,767	$ 67,598	$ 266,611	$ 229,372
DEPRECIATION				
Newspapers	$ 10,009	$ 8,216	$ 30,207	$ 24,393
Broadcast television	3,466	3,713	11,220	11,003
Category television	950	504	2,840	1,464
Licensing and other media	315	432	1,321	1,366
Corporate	279	276	766	809
Total	$ 15,019	$ 13,141	$ 46,354	$ 39,035
AMORTIZATION OF INTANGIBLE ASSETS				
Newspapers	$ 5,797	$ 2,341	$ 17,283	$ 6,928
Broadcast television	2,405	2,441	7,215	7,321
Category television	1,666		5,012	
Licensing and other media	424	100	629	301
Total	$ 10,292	$ 4,882	$ 30,139	$ 14,550
OPERATING INCOME				
Newspapers	$ 47,783	$ 35,274	$ 144,446	$ 119,839
Broadcast television	14,358	19,512	59,761	70,359
Category television	(3,265)	(775)	(7,160)	(4,788)
Licensing and other media	3,452	(228)	6,849	3,177
Corporate	(4,872)	(4,208)	(13,778)	(12,800)
Total	$ 57,456	$ 49,575	$ 190,118	$ 175,787
OTHER NONCASH ITEMS				
Broadcast television	$ 1,566	$ (317)	$ 242	$ (2,901)
Category television	(5,917)	(2,413)	(19,605)	(10,789)
Licensing and other media	1,513	(2,733)	(905)	1,373
Total	$ (2,838)	$ (5,463)	$ (20,268)	$ (12,317)

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.

(in thousands)	Three months ended September 30, 1998	Three months ended September 30, 1997	Nine months ended September 30, 1998	Nine months ended September 30, 1997
ADDITIONS TO PROPERTY, PLANT AND EQUIPMENT				
Newspapers	$ 5,447	$ 8,945	$ 17,446	$ 22,948
Broadcast television	8,931	2,992	20,927	9,310
Category television	1,718	3,035	2,852	4,170
Licensing and other media	800	96	920	366
Corporate	170	114	728	542
Total	$ 17,066	$ 15,182	$ 42,873	$ 37,336
BUSINESS ACQUISITIONS AND OTHER ADDITIONS TO LONG-LIVED ASSETS				
Newspapers	$ 114	$ 51,836	$ 894	$ 52,177
Broadcast television	73	1,250	298	3,000
Category television	460	(2,454)	4,050	24,443
Licensing and other media	1,227	1,066	13,169	16,578
Corporate				1,350
Total	$ 1,874	$ 51,698	$ 18,411	$ 97,548
ASSETS				
Newspapers			$1,272,705	$ 716,295
Broadcast television			500,477	520,632
Category television			290,786	132,402
Licensing and other media			148,458	99,016
Corporate			55,680	54,565
Total			$2,268,106	$1,522,910

Other additions to long-lived assets include investments and prepaid distribution fees. Corporate assets are primarily cash, investments, and refundable and deferred income taxes.

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

The E. W. Scripps Company ("Company") operates in three reportable segments: newspapers, broadcast television and category television. The newspaper segment includes 20 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% equity interest in SportSouth, 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, television program production, and publication of independent telephone directories.

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

Consolidated results of continuing operations were as follows:

(in thousands, except per share data)	Quarterly Period			Year-to-Date		
	1998	Change	1997	1998	Change	1997
Operating revenues:						
Newspapers	$ 214,390	26.9 %	$ 168,967	$ 649,593	28.5 %	$ 505,389
Broadcast television	72,615	(5.6)%	76,905	236,163	(0.2)%	236,730
Category television	33,182	145.8 %	13,498	96,315	166.9 %	36,093
Licensing and other media	25,401	23.4 %	20,578	80,682	18.3 %	68,181
Total	345,588	23.4 %	279,948	1,062,753	25.6 %	846,393
Eliminate intersegment revenue	(2,165)		(765)	(5,603)		(2,211)
Divested operating units			6,998			38,221
Total operating revenues	$ 343,423	20.0 %	$ 286,181	$1,057,150	19.8 %	$ 882,403
Operating income:						
Newspapers	$ 47,783	36.2 %	$ 35,073	$ 144,446	22.7 %	$ 117,761
Broadcast television	14,358	(26.4)%	19,512	59,761	(15.1)%	70,359
Category television	(3,265)		(775)	(7,160)	(49.5)%	(4,788)
Licensing and other media	3,452		906	7,767	41.2 %	5,501
Corporate	(4,872)		(4,208)	(13,778)		(12,800)
Total	57,456	13.8 %	50,508	191,036	8.5 %	176,033
Divested operating units			(933)	(918)		(246)
Total operating income	57,456	15.9 %	49,575	190,118	8.2 %	175,787
Interest expense	(11,712)		(2,300)	(35,471)		(7,350)
Gain on newspaper swap			20,981			20,981
Miscellaneous, net	285		914	(238)		1,395
Income taxes	(18,852)		(29,668)	(63,191)		(80,873)
Minority interest	(1,099)		(924)	(3,638)		(2,760)
Net income	$ 26,078	(32.4)%	$ 38,578	$ 87,580	(18.3)%	$ 107,180
Per share of common stock:						
Net income	$.32	(31.9)%	$.47	$1.08	(17.6)%	$1.31
Adjusted net income (excluding gain on newspaper swap)	$.32		$.34	$1.08		$1.18

(in thousands)	Quarterly Period			Year-to-Date		
	1998	Change	1997	1998	Change	1997
Other Financial and Statistical Data - excluding divested operations:						
Total advertising revenues	$ 256,492	22.9 %	$ 208,739	$ 791,123	26.2 %	$ 627,088
Advertising revenues as a percentage of total revenues	74.2 %		74.6 %	74.4 %		74.1 %
EBITDA:						
Newspapers	$ 63,589	40.5 %	$ 45,251	$ 191,936	30.0 %	$ 147,637
Broadcast television	20,229	(21.2)%	25,666	78,196	(11.8)%	88,683
Category television	(649)		(271)	692		(3,324)
Licensing and other media	4,191		1,407	9,685	37.0 %	7,071
Corporate	(4,593)		(3,932)	(13,012)		(11,991)
Total	$ 82,767	21.5 %	$ 68,121	$ 267,497	17.3 %	$ 228,076
Effective income tax rate	41.0 %		42.9 %	40.9 %		42.4 %
Weighted-average shares outstanding	81,041	(0.9)%	81,814	81,448	(0.3)%	81,701
Cash provided by operating activities	$ 53,983		$ 68,378	$ 178,148		$ 163,572
Capital expenditures	(17,066)		(15,108)	(42,873)		(36,406)
Business acquisitions and other additions to long-lived assets	(1,874)		(51,698)	(18,411)		(97,548)
Increase (decrease) in long-term debt	8,205		(69,211)	(40,359)		(69,234)
Repurchase Class A Common shares	(48,306)		(4,884)	(63,217)		(5,171)
Dividends paid, including minority interests	(11,621)		(10,936)	(33,421)		(32,776)

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 October 1997 the Company acquired the newspaper and broadcast operations of Harte-Hanks Communications ("Harte-Hanks"). The Company immediately traded the Harte-Hanks broadcast operations for an approximate 56% controlling interest in Food Network. The average balance of outstanding debt increased $631,000,000, to $735,000,000, as long-term debt was used to finance the acquisitions and to repurchase Class A Common shares. The estimated reduction in earnings per share due to the HHC Newspaper Operations and Food Network acquisitions was $.07 per share in the third quarter of 1998 and $.21 per share year-to-date.

The Company sold Scripps Howard Productions ("SHP"), its Los Angeles-based fiction television production operation, in May 1998. In August 1997 the Company traded its Monterey and San Luis Obispo, California, daily newspapers for the daily newspaper in Boulder, Colorado. The trade resulted in an after-tax gain of $11,100,000 ($.14 per share). In October 1997 the Company terminated the joint operating agency and ceased operations of its newspaper in El Paso, Texas. Operating results for SHP and the Monterey, San Luis Obispo, and El Paso newspapers are included in "Divested Operations".

Operating results for the Company's reportable segments, excluding Divested Operations, are presented on the following pages. The results of Divested Operations are excluded from the segment operating results because management believes they are not relevant to understanding the Company's ongoing operations.

NEWSPAPERS - Operating results, excluding Divested Operations, were as follows:

(in thousands)	Quarterly Period 1998	Change	1997	Year-to-Date 1998	Change	1997
Operating revenues:						
Local	$ 61,632	29.3 %	$ 47,654	$ 191,580	27.7 %	$ 149,990
Classified	69,230	25.1 %	55,337	204,678	31.2 %	156,032
National	7,115	34.7 %	5,284	19,619	18.2 %	16,597
Preprint and other	22,870	43.6 %	15,930	68,072	43.8 %	47,322
Newspaper advertising	160,847	29.5 %	124,205	483,949	30.8 %	369,941
Circulation	37,803	26.1 %	29,986	116,084	27.1 %	91,360
Joint operating agency distributions	11,836	5.8 %	11,182	35,879	3.8 %	34,575
Other	3,904	8.6 %	3,594	13,681	43.8 %	9,513
Total operating revenues	214,390	26.9 %	168,967	649,593	28.5 %	505,389
Operating expenses:						
Employee compensation and benefits	71,101	25.1 %	56,842	215,003	29.2 %	166,377
Newsprint and ink	36,100	22.5 %	29,470	109,406	29.0 %	84,836
Other	43,600	16.6 %	37,404	133,248	25.1 %	106,539
Depreciation and amortization	15,806	55.3 %	10,178	47,490	59.0 %	29,876
Total operating expenses	166,607	24.4 %	133,894	505,147	30.3 %	387,628
Operating income	$ 47,783	36.2 %	$ 35,073	$ 144,446	22.7 %	$ 117,761
Other Financial and Statistical Data:						
EBITDA	$ 63,589	40.5 %	$ 45,251	$ 191,936	30.0 %	$ 147,637
Percent of operating revenues:						
Operating income	22.3 %		20.8 %	22.2 %		23.3 %
EBITDA	29.7 %		26.8 %	29.5 %		29.2 %
Capital expenditures	$ 5,447		$ 8,871	$ 17,446		$ 22,138
Business acquistions and other additions to long-lived assets	114		51,836	894		52,177

The acquired newspapers provided 85% of the increase in total operating revenues in the quarter and 82% year-to-date. On a pro forma basis, assuming all newspapers were owned for the full period in both years, total operating revenues increased 4.4% in the quarter and 5.3% year-to-date. Advertising revenues increased 6.2% in the quarter and 6.7% year-to-date, on the same pro forma basis. On a pro forma basis classified advertising increased 12.0% year-over-year in the first quarter, 9.1% in the second quarter and 4.4% in the third quarter.

Excluding the acquired newspapers, employee compensation increased 2.4%, other operating expenses decreased 5.1%, and EBITDA increased 13% in the third quarter. Excluding the acquired newspapers, EBITDA increased 3.5% in the first quarter and 1% in the second quarter. More favorable year-over-year newsprint price comparisons and smaller increases in newsprint consumption contributed to the improvement in third quarter year-over-year growth in EBITDA compared to the prior quarters.

Newsprint prices in the third quarter of 1998 were approximately 5% higher than in the third quarter of 1997, after increasing 15% in the first quarter and 8% in the second quarter. Excluding the acquired newspapers, newsprint consumption increased 1%. At the current price, the cost of newsprint would increase approximately 9% in the fourth quarter, including the effects of the acquired newspapers.

BROADCAST TELEVISION - Operating results were as follows:

(in thousands)	Quarterly Period			Year-to-Date		
	1998	Change	1997	1998	Change	1997
Operating revenues:						
Local	$ 36,749	(8.2)%	$ 40,040	$ 121,503	(0.6)%	$ 122,270
National	27,613	(13.7)%	32,006	93,618	(6.3)%	99,862
Political	3,767		367	7,249		620
Other	4,486	(0.1)%	4,492	13,793	(1.3)%	13,978
Total operating revenues	72,615	(5.6)%	76,905	236,163	(0.2)%	236,730
Operating expenses:						
Employee compensation and benefits	25,971	0.1 %	25,956	79,180	2.6 %	77,176
Program and copyright costs	13,925	17.6 %	11,844	40,609	19.4 %	34,018
Other	12,490	(7.1)%	13,439	38,178	3.6 %	36,853
Depreciation and amortization	5,871	(4.6)%	6,154	18,435	0.6 %	18,324
Total operating expenses	58,257	1.5 %	57,393	176,402	6.0 %	166,371
Operating income	$ 14,358	(26.4)%	$ 19,512	$ 59,761	(15.1)%	$ 70,359
Other Financial and Statistical Data:						
EBITDA	$ 20,229	(21.2)%	$ 25,666	$ 78,196	(11.8)%	$ 88,683
Percent of operating revenues:						
Operating income	19.8 %		25.4 %	25.3 %		29.7 %
EBITDA	27.9 %		33.4 %	33.1 %		37.5 %
Capital expenditures	$ 8,931		$ 2,992	$ 20,927		$ 9,310
Business acquisitions and other additions to long-lived assets	73		1,250	298		3,000

The demand for local and national television advertising declined sharply in most of the Company's television markets during the third quarter. The decline was due to a number of factors, including:

Continued softness in automobile advertising.

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

The Company's dependence upon poorly rated ABC network programming as a lead in to the late news in its six largest markets.

Increased political advertising softened the effect on year-over-year revenue comparisons. While political advertising is expected to increase as election day nears, advance sales in other categories indicate the softness in television advertising will continue into the fourth quarter.

The increase in program costs is primarily due to the higher cost of the popular talk show "The Rosie O'Donnell Show," which is carried by five stations. The costs of developing locally-produced shows contributed to the year-to-date increase in other operating expenses. The increase in capital expenditures is primarily due to the construction of a new building for the Phoenix station.

CATEGORY TELEVISION - Operating results were as follows:

(in thousands)	Quarterly Period			Year-to-Date		
	1998	Change	1997	1998	Change	1997
Operating revenues:						
Advertising	$ 22,522	195.3 %	$ 7,628	$ 65,394	212.3 %	$ 20,939
Affiliate fees	9,491	79.0 %	5,302	27,565	94.1 %	14,203
Other	1,169	105.8 %	568	3,356		951
Total operating revenues	33,182	145.8 %	13,498	96,315	166.9 %	36,093
Operating expenses:						
Employee compensation and benefits	8,835	200.9 %	2,936	25,437	204.0 %	8,368
Programming and production costs	11,018	110.5 %	5,235	28,556	95.0 %	14,642
Other	13,978	149.7 %	5,598	41,630	153.7 %	16,407
Depreciation and amortization	2,616		504	7,852		1,464
Total operating expenses	36,447	155.4 %	14,273	103,475	153.1 %	40,881
Operating income (loss)	$ (3,265)		$ (775)	$ (7,160)		$ (4,788)
Other Financial and Statistical Data:						
EBITDA	$ (649)		$ (271)	$ 692		$ (3,324)
Capital expenditures	$ 1,718		$ 3,035	$ 2,852		$ 4,170
Business acquisitions and other additions to long-lived assets	460		(2,454)	4,050		24,443

The October 1997 acquisition of Food Network provided approximately 50% of the increase in operating revenues for the quarter and year-to-date periods. The remaining increase in advertising and affiliate fee revenues is primarily due to the increase in cable television systems that carry HGTV, and, therefore, the increase in potential audience. According to the Nielsen Homevideo Index, HGTV was telecast to 45.1 million homes in September 1998, up 11.8 million from September 1997 and 2.9 million in the quarter. Food Network was telecast to 34.5 million homes in September 1998, up 6.8 million from September 1997 and 1.3 million in the quarter.

Other operating revenues includes the sale of merchandise and the sale of programming in international markets.

Third quarter 1998 EBITDA was reduced by development costs of $1,000,000 for extensions of the HGTV brand. Such costs totaled $2,700,000 in the year to date period. The other increases in operating expenses are consistent with the increases in revenue.

Third quarter EBITDA for HGTV was $900,000 in 1998 and ($900,000) in 1997. Year-to-date EBITDA was $6,100,000 in 1998 and ($4,400,000) in 1997. Operating income (losses) for the quarterly periods were $200,000, $6,000 after-tax, $0.00 per share, in 1998 and ($1,400,000), ($1,000,000) after-tax, ($.01) per share, in 1997. Year-to-date operating income (losses) totaled $4,200,000, $2,400,000 after-tax, $.03 per share, in 1998 and ($5,800,000), ($3,900,000) after-tax, ($.05) per share, in 1997.

EBITDA for Food Network was ($2,300,000) in the third quarter of 1998 and ($6,500,000) year-to-date. Operating income (losses) for Food Network totaled ($4,200,000), ($2,600,000) after-tax, ($.03) per share, for the quarter and ($12,400,000), ($7,800,000) after-tax, ($.10) per share, year-to-date.

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 flow 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 operating activities in 1998 will be sufficient to meet the Company's expected total capital expenditures, required interest payments and dividend payments.

Cash flow from operating activities was $178,000,000 in the first nine months of 1998 compared to $164,000,000 in the 1997 period. The improvement was due to the increase in EBITDA and a decrease in accounts receivable from customers, offset by an increase in interest and income tax payments.

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. The Company repurchased 1,269,800 shares at a cost of $62,200,000 in the first nine months of 1998 and 621,000 shares at a cost of $25,700,000 in the second half of 1997. The Company repurchased an additional 1,132,000 shares in October 1998. In November 1998 The Board of Directors authorized an increase in the number of shares to 6,000,000.

Net debt (borrowings less cash equivalent and other short-term investments) totaled $730,000,000 at September 30, 1998 and was 41% of total capitalization. Management believes the Company's cash flow from operations and substantial borrowing capacity, taken together, provide adequate resources to fund expansion of existing businesses and the development or acquisition of new businesses.

YEAR 2000 READINESS

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 compliant or certified compliant by the vendor, and 4) noncompliant applications and equipment that will have little or no effect on business operations. 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. Approximately 20% of the Company's applications were classified in the highest priority and approximately 25% in the second priority.

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 othe applications several years ago. Many of these systems have been installed and implemented. Approximately 80% of the Company's circulation systems, 60% of its advertising systems, and 65% of its editorial systems are currently Y2K compliant, have been certified by the software vendor to be compliant, or have only minor Y2K issues that would not result in a significant disruption of business operations. Vendors for most of the remaining systems have Y2K-compliant upgrades currently available. Remediation of the 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. The Company 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.

Most of the Company's newspapers receive newsprint via truck, however the Company's Denver newspaper relies on rail transportation for newsprint delivery. The Company 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's share of JOA profits could be adversely affected if those managing parties experience a significant disruption in business operations.

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. The Company 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 Y2K compliant version of its software will be available in the early part of the second quarter of 1999. The Company expects to complete installation of the upgrades by the second quarter of 1999.

The Company utilizes equipment and software to automate the insertion of advertising into program breaks. 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 could 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 the operation of the equipment is affected by Y2K issues, 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 Company utilizes equipment and software to automate the insertion of advertising into program breaks. Approximately 50% of 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 could be performed manually.

The Company transmits its network programming to cable television and direct broadcast satellite systems via satellite. Broadcast and studio equipment used to produce and transmit the Company's signal is considered to be approximately 50% compliant. The Company 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.

The Company currently understands that 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. The Company currently believes that failure of this equipment could potentially prevent cable television systems from delivering the Company's programming to viewers. The Company understands that equipment and set-top box manufacturers have recently developed solutions that cable television systems have begun to install in their headend equipment. The Company 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 which 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 can not be tested.

Costs of Y2K Remediation Program
To date costs of achieving Year 2000 compliance, including capital spending, have not been material to the Company's results of operations, its cash flow or its financial position, and such costs are not expected to be material in the remainder of 1998 or 1999. Costs of the Company's Y2K remediation program, including those incurred to date, are expected to total less than $10,000,000. The costs have been financed through cash flows from operations. Most computer systems and equipment that have been or are scheduled to be replaced whould have been replaced regardless of the Y2K issue, although the Y2K issue has slightly accelerated the Company's replacement plans. The Company believes that 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 fianancial 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. The Company is making considerable effort to ensure that the third parties upon which it relies are addressing their Y2K issues, but cannot predict the likelihood of those issues being remedied, or the costs to the Company if such issues are not remedied. The Company believes the possibility of failure of these critical third party systems is remote.

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, the Company does not expect the Y2K issue to pose significant problems for its operations or to have a material effect on its 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, 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.

THE E. W. SCRIPPS COMPANY

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RATIO OF EARNINGS TO FIXED CHARGES

EXHIBIT 12

(in thousands)	Three months ended September 30, 1998	Three months ended September 30, 1997	Nine months ended September 30, 1998	Nine months ended September 30, 1997
EARNINGS AS DEFINED:				
Earnings from operations before income taxes after eliminating undistributed earnings of 20%- to 50%-owned affiliates	$ 45,014	$ 68,406	$ 154,177	$ 190,399
Fixed charges excluding capitalized interest and preferred stock dividends of majority-owned subsidiary companies	13,024	3,313	39,216	10,172
Earnings as defined	$ 58,038	$ 71,719	$ 193,393	$ 200,571
FIXED CHARGES AS DEFINED:				
Interest expense, including amortization of debt issue costs	$ 11,712	$ 2,300	$ 35,471	$ 7,350
Interest capitalized	122	352	222	773
Portion of rental expense representative of the interest factor	1,312	1,013	3,745	2,822
Preferred stock dividends of majority-owned subsidiary companies	20	20	60	60
Fixed charges as defined	$ 13,166	$ 3,685	$ 39,498	$ 11,005
RATIO OF EARNINGS TO FIXED CHARGES	4.41	19.46	4.90	18.23

5
1000

9-MOS
DEC-31-1998
SEP-30-1998
14,861
2,529
196,437
7,723
15,896
380,718
895,011
421,080
2,268,106
483,345
501,840
0
0
796
1,062,267
2,268,106
0
1,057,150
0
0
861,100
5,932
35,471
154,409
63,191
87,580
0
0
0
87,580
$1.09
$1.08