

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) July 29, 2004

THE E.W. SCRIPPS COMPANY

(Exact name of registrant as specified in its charter)

Commission File Number 0-16914

Ohio
(State or other jurisdiction of
incorporation or organization)

31-1223339
(I.R.S. Employer
Identification Number)

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

45202
(Zip Code)

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

Not Applicable
(Former name or former address, if changed since last report)

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Item 5. Other Events and Regulation FD Disclosure

On July 29, the Board of Directors of The E. W. Scripps Company authorized a 2-for-1 stock split in the form of a 100 percent stock dividend to shareholders of record at the close of business on August 31, 2004.

The board also declared a quarterly cash dividend of 20 cents per share (pre-split) to shareholders of record at the close of business on August 31, 2004.

A copy of the press release is filed as Exhibit 99.

Item 7. Financial Statements and Exhibits

(c) Exhibits

99 Press release dated July 29, 2004

Signature

Pursuant to the requirements of the Securities 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

BY: /s/ Joseph G. NeCastro

Joseph G. NeCastro
Senior Vice President and Chief Financial Officer

Dated: August 2, 2004

PRESS RELEASE

Scripps declares 2-for-1 stock split and 20 cents per share dividend

For immediate release
July 29, 2004

(NYSE: SSP)

CINCINNATI, Ohio - The Board of Directors of The E. W. Scripps Company today authorized a 2-for-1 stock split in the form of a 100 percent stock dividend to shareholders of record at the close of business on Aug. 31. Scripps shareholders will receive one additional share for each share held on that date. The stock split will not change the proportionate interest a shareholder maintains in the company.

On April 30 the company announced that the board initiated steps to enable a stock split by proposing an amendment to the company's articles of incorporation that would double the number of authorized shares of the company's two classes of common stock. That amendment was approved by the holders of the company's Common Voting Shares on July 15.

Today the board also declared a quarterly cash dividend of 20 cents (\$0.20) per share (pre-split) to shareholders of record at the close of business on Aug. 31.

The additional shares and cash dividend are payable Sept. 10.

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