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, 1996

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 1-16914

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

Delaware	51-0304972
(State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification Number)
1105 N. Market Street Wilmington, Delaware	19801
(Address of principal executive offices)	(Zip Code)

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.)

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 31, 1996 the registrant had outstanding 61,067,262 shares of Class A Common Stock and 19,470,382 shares of Common Voting Stock.

INDEX TO THE E.W. SCRIPPS COMPANY

REPORT ON FORM 10-Q FOR THE QUARTER ENDED SEPTEMBER 30, 1996

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

Scripps is involved in litigation arising in the ordinary course of business, such as defamation actions. In addition Scripps is involved from time to time in various governmental and administrative proceedings relating to, among other things, renewal of broadcast licenses. The costs to defend or settle such litigation and other proceedings are not expected to have a material adverse effect on Scripps' financial condition or results of operations.

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

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

ITEM 5. OTHER INFORMATION

None.

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. On August 14, 1996, financial statements for Scripps Cable for the quarter and six months ended June 30, 1996 were filed as Amendment Number 6 to Scripps' Current Report on Form 8-K dated December 28, 1995.

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 1, 1996

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

THE E.W. SCRIPPS COMPANY

Index to Financial Information

CONSOLIDATED BALANCE SHEETS

(in thousands)	September 30, 1996 (Unaudited)	As of December 31, 1995	September 30, 1995 (Unaudited)
ASSETS			
Current Assets:			
Cash and cash equivalents	$ 16,334	$ 30,021	$ 14,579
Short-term investments		25,013	38,000
Accounts and notes receivable (less allowances -$3,642, $3,447, $4,022)	150,578	166,867	142,555
Program rights and production costs	70,805	52,402	46,199
Refundable income taxes	17,019	7,828	23,255
Inventories	9,932	11,459	16,476
Deferred income taxes	21,545	21,694	18,350
Miscellaneous	20,856	18,961	20,796
Total current assets	307,069	334,245	320,210
Net Assets of Discontinued Operations	354,951	305,838	305,760
Investments	54,494	53,186	52,108
Property, Plant, and Equipment	433,076	425,959	424,493
Goodwill and Other Intangible Assets	591,746	495,773	500,704
Other Assets:			
Program rights and production costs (less current portion)	27,622	26,829	55,577
Miscellaneous	21,386	13,722	9,551
Total other assets	49,008	40,551	65,128
TOTAL ASSETS	$ 1,790,344	$ 1,655,552	$ 1,668,403

See notes to consolidated financial statements.

CONSOLIDATED BALANCE SHEETS

(in thousands, except share data)	September 30, 1996 (Unaudited)	As of December 31, 1995	September 30, 1995 (Unaudited)
LIABILITIES AND STOCKHOLDERS' EQUITY			
Current Liabilities:			
Current portion of long-term debt	$ 112,540	$ 78,698	$ 47,043
Accounts payable	76,132	78,538	80,868
Customer deposits and unearned revenue	33,298	21,307	20,847
Accrued liabilities:			
Employee compensation and benefits	32,855	32,901	29,924
Artist and author royalties	10,209	6,843	9,277
Interest	3,510	2,169	2,297
Income taxes	1,220	634	2,345
Lawsuits and related settlements	4,387	8,803	11,042
Miscellaneous	24,748	36,226	28,575
Total current liabilities	298,899	266,119	232,218
Deferred Income Taxes	71,868	82,229	78,806
Long-Term Debt (less current portion)	31,804	2,177	63,461
Other Long-Term Obligations and Minority Interests	106,153	113,601	132,871
Commitments and Contingencies (Note 5)			
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: 61,036,512; 60,085,408; and 59,671,242 shares	610	601	600
Voting - authorized: 30,000,000 shares; issued and outstanding: 19,470,382; 19,978,373; and 19,990,833 shares	195	200	200
Total	805	801	800
Additional paid-in capital	268,865	254,063	252,655
Retained earnings	992,373	916,602	886,515
Unrealized gains on securities available for sale	22,733	20,720	21,997
Unvested restricted stock awards	(3,841)	(1,573)	(1,823)
Foreign currency translation adjustment	685	813	903
Total stockholders' equity	1,281,620	1,191,426	1,161,047
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	$ 1,790,344	$ 1,655,552	$ 1,668,403

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF INCOME (UNAUDITED)

(in thousands, except per share data)	Three month ended September 30, 1996	Three month ended September 30, 1995	Nine months ended September 30, 1996	Nine months ended September 30, 1995
Operating Revenues:				
Advertising	$ 119,117	$ 112,668	$ 353,865	$ 337,234
Circulation	31,793	30,757	97,459	93,242
Other newspaper revenue	12,793	12,488	38,204	38,156
Total newspapers	163,703	155,913	489,528	468,632
Broadcast television	74,325	67,663	230,250	211,711
Entertainment	27,455	21,155	77,274	68,964
Total operating revenues	265,483	244,731	797,052	749,307
Operating Expenses:				
Employee compensation and benefits	90,078	84,699	266,294	252,564
Newsprint and ink	29,402	32,008	96,732	88,260
Program, production and copyright costs	17,756	15,448	50,824	47,980
Other operating expenses	65,746	62,094	194,332	185,742
Depreciation	12,518	12,090	36,697	34,477
Amortization of intangible assets	4,738	5,050	15,029	15,155
Total operating expenses	220,238	211,389	659,908	624,178
Operating Income	45,245	33,342	137,144	125,129
Other Credits (Charges):				
Interest expense	(2,713)	(2,441)	(6,350)	(8,623)
Miscellaneous, net	291	1,427	614	2,603
Net other credits (charges)	(2,422)	(1,014)	(5,736)	(6,020)
Income from Continuing Operations Before Taxes and Minority Interests	42,823	32,328	131,408	119,109
Provision for Income Taxes	18,331	14,187	56,603	52,285
Income from Continuing Operations Before Minority Interests	24,492	18,141	74,805	66,824
Minority Interests	841	784	2,326	2,587
Income From Continuing Operations	23,651	17,357	72,479	64,237
Income From Discontinued Operations	12,268	10,277	34,645	28,650
Net Income	$ 35,919	$ 27,634	$ 107,124	$ 92,887
Per Share of Common Stock:				
Income from continuing operations	$.29	$.22	$.90	$.80
Net income	$.45	$.35	$1.33	$1.16
Dividends declared	$.13	$.13	$.39	$.37

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF CASH FLOWS (UNAUDITED)

(in thousands)

	Nine months ended September 30, 1996	1995
Cash Flows from Operating Activities:		
Income from continuing operations	$ 72,479	$ 64,237
Adjustments to reconcile income from continuing operations to net cash flows from continuing operating activities:		
Depreciation and amortization	51,726	49,632
Deferred income taxes	11,680	4,462
Minority interests in income of subsidiary companies	2,326	2,587
Settlement of 1985 - 1987 federal income tax audits		(45,000)
Other changes in certain working capital accounts, net	(5,479)	(26,099)
Miscellaneous, net	(19,210)	7,997
Net cash provided by continuing operating activities	113,522	57,816
Discontinued cable operations:		
Income	34,645	28,650
Adjustment to derive cash flows from operating activities	35,129	53,928
Net cash provided	69,774	82,578
Net operating activities	183,296	140,394
Cash Flows from Investing Activities:		
Additions to property, plant, and equipment	(41,921)	(40,792)
Purchase of subsidiary companies and investments	(25,923)	(6,270)
Change in short-term investments, net	25,013	(38,000)
Sale of subsidiary companies and other investments	12,113	2,729
Miscellaneous, net	4,313	1,621
Net cash provided by (used in) investing activities of continuing operations	(26,405)	(80,712)
Net cash provided by (used in) investing activities of discontinued cable operations	(108,075)	(29,028)
Net investing activities	(134,480)	(109,740)
Cash Flows from Financing Activities:		
Increases in long-term debt	12,500	
Payments on long-term debt	(49,031)	(38)
Dividends paid	(31,353)	(29,576)
Dividends paid to minority interests	(1,255)	(1,274)
Miscellaneous, net	7,261	704
Net cash provided by (used in) financing activities of continuing operations	(61,878)	(30,184)
Net cash provided by (used in) financing activities of discontinued cable operations	(625)	(2,500)
Net financing activities	(62,503)	(32,684)
Increase (Decrease) in Cash and Cash Equivalents	(13,687)	(2,030)
Cash and Cash Equivalents:		
Beginning of year	30,021	16,609
End of period	$ 16,334	$ 14,579
Supplemental Cash Flow Disclosures:		
Interest paid, excluding amounts capitalized	$ 5,009	$ 8,325
Income taxes paid	50,313	51,422
Notes issued in acquisition of Vero Beach daily newspaper	100,000	

See notes to consolidated financial statements.

CONSOLIDATED STATEMENTS OF STOCKHOLDERS'EQUITY (UNAUDITED)

(in thousands, except share data)

	Common Stock	Additional Paid-in Capital	Retained Earnings	Unrealized Gains on Securities Available for Sale	Unvested Restricted Stock Awards	Foreign Currency Translation Adjustment
Balances at December 31, 1994	$ 799	$ 248,098	$ 823,204	$ 12,518	$ (2,036)	$ 885
Net income			92,887			
Dividends: declared and paid - $.37 per share			(29,576)			
Conversion of 184,000 Voting common shares to 184,000 Class A common shares						
Class A Common shares issued pursuant to compensation plans, net: 191,750 shares issued, 1,250 shares forfeited, and 16,762 shares repurchased	1	3,950			(538)	
Tax benefits of compensation plans		607				
Amortization of restricted stock awards					751	
Foreign currency translation adjustment						18
Increase in unrealized gains on securities available for sale, net of deferred income taxes of $5,104				9,479		
Balances at September 30, 1995	$ 800	$ 252,655	$ 886,515	$ 21,997	$ (1,823)	$ 903
Balances at December 31, 1995	$ 801	$ 254,063	$ 916,602	$ 20,720	$ (1,573)	$ 813
Net income			107,124			
Dividends: declared and paid - $.39 per share			(31,353)			
Conversion of 507,991 Common Voting shares to 507,991 Class A Common shares						
Class A Common shares issued pursuant to compensation plans, net: 447,600 shares issued, and 4,487 shares repurchased	4	12,862			(5,598)	
Tax benefits of compensation plans		1,940				
Amortization of restricted stock awards					3,330	
Foreign currency translation adjustment						(128)
Increase in unrealized gains on securities available for sale, net of deferred income taxes of $1,084				2,013		
Balances at September 30, 1996	$ 805	$ 268,865	$ 992,373	$ 22,733	$ (3,841)	$ 685

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, 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 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 - Net income per share computations are based upon the weighted average common shares outstanding. The weighted average common shares outstanding were as follows:

(in thousands)	Three months ended September 30,		Nine months ended September 30,	
	1996	1995	1996	1995
Weighted average shares outstanding	80,473	80,010	80,328	79,930

2. ACQUISITIONS AND DIVESTITURES

A. Acquisitions

1996 - In May the Company purchased the Vero Beach, Florida, Press-Journal.

1995 - There were no acquisitions in 1995.

The following table presents additional information about the acquisitions:

(in thousands)	Nine months ended September 30, 1996
Goodwill and other intangible assets acquired	$ 110,967
Other assets acquired	10,900
Total	121,867
Liabilities assumed	(1,794)
6.17% note issued to seller, due in 1997	(100,000)
Cash paid	$ 20,073

The acquisition has been accounted for as a purchase and accordingly the purchase price has been allocated to assets and liabilities based on fair values at the date of acquisition. The allocation was based on estimates and is subject to adjustment.

The acquired operation has been included in the Consolidated Statements of Income from the acquisition date. The following table summarizes, on an unaudited, pro forma basis, the estimated combined results of operations of Scripps and the Press-Journal assuming the acquisition 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 intangible assets resulting from the acquisition. The unaudited pro forma results of operations are not necessarily indicative of the results which actually would have occurred had the acquisition been completed at the beginning of the respective periods.

(in thousands)	Three months ended September 30, 1996	1995	Nine months ended September 30, 1996	1995
Operating revenues	$ 265,483	$ 247,864	$ 803,007	$ 760,093
Income from continuing operations	23,651	16,100	68,863	61,168
Net income	35,919	26,377	103,508	89,818
Per share of common stock:				
Income from continuing operations	$.29	$.20	$.86	$.77
Net income	$.45	$.33	$1.29	$1.12

B. Divestitures

1996 - Scripps sold its equity interest in The Television Food Network, a cable programming network. No material gain or loss was realized as proceeds approximated the net book value of the net assets sold.

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

3. LONG-TERM DEBT

Long-term debt consisted of the following:

(in thousands)	September 30, 1996	As of December 31, 1995	September 30, 1995
6.17% note, due in 1997	$ 100,000		
7.375% notes, due in 1998	29,658	$ 31,658	$ 61,272
Variable Rate Credit Facilities	12,500		
9.0% notes, due in 1996		47,000	47,000
Other notes	2,186	2,217	2,232
Total long-term debt	144,344	80,875	110,504
Current portion of long-term debt	112,540	78,698	47,043
Long-term debt (less current portion)	$ 31,804	$ 2,177	$ 63,461

Scripps has a Competitive Advance/Revolving Credit Agreement and other variable rate credit facilities ("Variable Rate Credit Facilities") which expire through September 1997 and permit maximum borrowings up to $50,000,000. Maximum borrowings under the facilities are changed as Scripps' anticipated needs change and are not indicative of Scripps' short-term borrowing capacity. The credit facilities may be extended upon mutual agreement.

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

4. DISCONTINUED CABLE TELEVISION OPERATIONS

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 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 system 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 Spin-off are collectively referred to as the "Transactions."

In connection with the Transactions, New Scripps has been recapitalized to include Common Voting Shares and Class A Common Shares and the Articles of Incorporation of New Scripps have been further amended to provide for substantially the same shareholder voting rights and other terms as the Scripps Certificate of Incorporation currently provides for. Prior to the Spin-Off New Scripps will issue to Scripps: (i) a number of New Scripps Common Voting Shares equal to the number of shares of Scripps Common Voting Stock then outstanding and (ii) a number of New Scripps Class A Common Shares equal to the number of shares of Scripps Class A Common Stock then outstanding. These shares will be distributed to Scripps' shareholders in the Spin-Off.

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.

Because Scripps Cable represents an entire business segment that will be divested, its results are reported as "discontinued operations" for all periods presented.

Summarized operating results for the discontinued cable television operations are as follows:

(in thousands)	Three months ended September 30, 1996	Three months ended September 30, 1995	Nine months ended September 30, 1996	Nine months ended September 30, 1995
Operating revenues	$ 77,976	$ 71,110	$ 231,408	$ 207,855
Income before income taxes	20,340	16,874	57,438	46,188
Income taxes	(8,072)	(6,597)	(22,793)	(17,538)
Income from discontinued cable operations	$ 12,268	$ 10,277	$ 34,645	$ 28,650

In the third quarter of 1995 Scripps Cable accrued an additional $1,400,000 based upon a reassessment of the ultimate costs of certain lawsuits (see Note 5). The accrual reduced income from discontinued operations $900,000. Also in the third quarter of 1995 Scripps sold its Barbourville, Ky. cable television system, realizing a pre-tax gain of $1,500,000, $900,000 after tax.

Summarized balance sheet data for the discontinued cable television operations are as follows:

(in thousands)	As of September 30, 1996	December 31, 1995	September 30, 1995
Property, plant, and equipment	$ 318,698	$ 294,557	$ 288,411
Goodwill and other intangible assets	136,464	93,496	95,275
Other assets	29,710	26,014	29,324
Deferred income tax liabilities	(98,975)	(76,210)	(77,166)
Other liabilities	(30,946)	(32,019)	(30,084)
Net assets of discontinued cable television operations	$ 354,951	$ 305,838	$ 305,760

The major components of cash flow for discontinued operations are as follows:

(in thousands)	Nine months ended September 30, 1996	1995
Income from discontinued operations	$ 34,645	$ 28,650
Depreciation and amortization	40,810	41,005
Other, net	(5,681)	12,923
Net cash provided by discontinued cable operating activities	$ 69,774	$ 82,578
Capital expenditures	$ (46,901)	$ (30,119)
Acquisition of cable television systems (primarily equipment and intangible assets)	(62,099)	(259)
Other, net	925	1,350
Net cash used in investing activities of discontinued cable operations	$(108,075)	$ (29,028)

In January 1996 Scripps Cable acquired cable television systems adjacent to its Knoxville and Chattanooga systems (the "Mid-Tenn. Purchase") for $62,500,000, including assumed liabilities. The acquired cable television systems are included in the results of discontinued operations from the acquisition date.

5. COMMITMENTS AND CONTINGENCIES

In 1994 Scripps accrued an estimate of the ultimate costs, including attorneys' fees and settlements, of lawsuits filed by certain former employees and independent contractors of a divested operating unit. The lawsuits allege that the employees were due severance pay and that certain contractual obligations were unfulfilled, respectively. In April 1996 Scripps agreed to settle the severance pay 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 independent contractor lawsuits is remote.

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 Consolidated Balance Sheets.

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

Consolidated results of continuing operations were as follows:

(in thousands, except per share data)	Quarterly Period 1996	Change	1995	Year-to-Date 1996	Change	1995
Operating revenues:						
Newspapers	$ 163,703	5.0 %	$ 155,913	$ 489,528	4.5 %	$ 468,338
Broadcast television	74,325	9.8 %	67,663	230,250	8.8 %	211,711
Entertainment	27,455	29.8 %	21,155	77,274	12.0 %	68,964
Total	265,483	8.5 %	244,731	797,052	6.4 %	749,013
Divested operating units						294
Total operating revenues	$ 265,483	8.5 %	$ 244,731	$ 797,052	6.4 %	$ 749,307
Operating income:						
Newspapers	$ 31,922	31.8 %	$ 24,214	$ 93,427	5.6 %	$ 88,491
Broadcast television	20,522	26.1 %	16,269	67,999	18.4 %	57,455
Entertainment	(2,618)		(2,741)	(6,429)		(6,093)
Corporate	(4,581)		(3,888)	(13,435)		(12,783)
Total	45,245	33.6 %	33,854	141,562	11.4 %	127,070
Unusual items				(4,000)		
Divested operating units			(512)	(418)		(1,941)
Total operating income	45,245	35.7 %	33,342	137,144	9.6 %	125,129
Interest expense	(2,713)		(2,441)	(6,350)		(8,623)
Miscellaneous, net	291		1,427	614		2,603
Income taxes	(18,331)		(14,187)	(56,603)		(52,285)
Minority interest	(841)		(784)	(2,326)		(2,587)
Income from continuing operations	$ 23,651		$ 17,357	$ 72,479		$ 64,237
Per share of common stock:						
Income from continuing operations	$.29	31.8 %	$.22	$.90	12.5 %	$.80
Unusual charge				.03		
Adjusted income from continuing operations	$.29	31.8 %	$.22	$.93	16.3 %	$.80

(in thousands)	Quarterly Period			Year-to-Date		
	1996	Change	1995	1996	Change	1995
Other Financial and Statistical Data - excluding divested operating units and unusual items:						
Total advertising revenues	$ 197,245	8.0 %	$ 182,695	$ 595,351	7.4 %	$ 554,421
Advertising revenues as a percentage of total revenues	74.3 %		74.7 %	74.7 %		74.0 %
EBITDA:						
Newspapers	$ 42,140	25.2 %	$ 33,662	$ 122,119	5.3 %	$ 116,009
Broadcast television	26,374	15.2 %	22,888	87,470	14.0 %	76,710
Entertainment	(1,670)		(1,822)	(3,651)		(3,868)
Corporate	(4,343)		(3,734)	(12,650)		(12,152)
Total	$ 62,501	22.6 %	$ 50,994	$ 193,288	9.4 %	$ 176,699
Effective income tax rate	42.8 %		43.9 %	43.1 %		43.9 %
Weighted average shares outstanding	80,473	0.6 %	80,010	80,328	0.5 %	79,930
Total capital expenditures	$ 5,147	(48.4)%	$ 9,976	$ 41,921	2.8 %	$ 40,792

Earnings before interest, income taxes, depreciation, and amortization ("EBITDA") is included in the discussion of segment results 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.
- Banks and other lenders use EBITDA to determine Scripps' borrowing capacity.
- Financial analysts use EBITDA to value communications media companies.
- Acquisitions of communications media businesses are based on multiples of EBITDA.

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

In the second quarter of 1996 Scripps incurred an unusual charge of approximately $4,000,000, $2,600,000 after-tax, $.03 per share, for Scripps' share of certain costs associated with restructuring portions of the distribution system of the Cincinnati joint operating agency.

Scripps acquired the Vero Beach daily newspaper on May 9, 1996, sold its equity interest in The Television Food Network ("TV Food") in the second quarter of 1996, and sold its Watsonville, California, daily newspaper in the first quarter of 1995.

Year-to-date operating losses for the Home & Garden Television network ("HGTV") totaled $12,200,000, $7,500,000 after-tax, $.09 per share in 1996 and $10,500,000, $6,400,000 after-tax, $.08 per share in 1995. Operating losses for the quarterly periods were $5,300,000, $3,300,000 after-tax, $.04 per share in 1996 and $3,900,000, $2,300,000 after-tax, $.03 per share in 1995.

Interest expense decreased in the year-to-date period as a result of reduced average borrowings. However, primarily because of the acquisition of the Vero Beach newspaper, total long-term debt increased $63,500,000 in 1996 to $144,000,000, which is $34,000,000 more than at the end of the third quarter in 1995.

Operating results, excluding TV Food and the Watsonville newspaper, are presented below and on the following pages. The results of the divested operating units are excluded from the segment operating results because management believes they are not relevant to understanding Scripps' ongoing operations.

NEWSPAPERS - Operating results for the newspaper segment, excluding the Watsonville newspaper, were as follows:

(in thousands)	Quarterly Period 1996	Change	1995	Year-to-Date 1996	Change	1995
Operating revenues:						
Local	$ 48,062	5.0 %	$ 45,772	$ 146,264	3.5 %	$ 141,270
Classified	51,027	7.5 %	47,458	146,852	7.9 %	136,146
National	4,646	25.6 %	3,700	13,643	13.6 %	12,014
Preprint	15,382	(2.3)%	15,738	47,106	(1.0)%	47,576
Newspaper advertising	119,117	5.7 %	112,668	353,865	5.0 %	337,006
Circulation	31,793	3.4 %	30,757	97,459	4.6 %	93,192
Joint operating agency distributions	9,966	(0.8)%	10,051	30,581	(3.6)%	31,732
Other	2,827	16.0 %	2,437	7,623	19.0 %	6,408
Total operating revenues	163,703	5.0 %	155,913	489,528	4.5 %	468,338
Operating expenses:						
Employee compensation and benefits	56,676	3.4 %	54,830	167,320	1.9 %	164,177
Newsprint and ink	29,402	(8.1)%	32,008	96,732	9.6 %	88,235
Other	35,485	0.2 %	35,413	103,357	3.4 %	99,917
Depreciation and amortization	10,218	8.1 %	9,448	28,692	4.3 %	27,518
Total operating expenses	131,781	0.1 %	131,699	396,101	4.3 %	379,847
Operating income	$ 31,922	31.8 %	$ 24,214	$ 93,427	5.6 %	$ 88,491
Other Financial and Statistical Data:						
Earnings before interest, income taxes, depreciation, and amortization ("EBITDA")	$ 42,140	25.2 %	$ 33,662	$ 122,119	5.3 %	$ 116,009
Percent of operating revenues:						
Operating income	19.5 %		15.5 %	19.1 %		18.9 %
EBITDA	25.7 %		21.6 %	24.9 %		24.8 %
Capital expenditures	$ 1,668	(64.4)%	$ 4,686	$ 19,573	33.2 %	$ 14,696
Advertising inches:						
Local	1,627	7.0 %	1,521	5,008	0.8 %	4,966
Classified	1,804	7.8 %	1,674	5,099	4.5 %	4,881
National	96	17.1 %	82	276	10.8 %	249
Total full run ROP	3,527	7.6 %	3,277	10,383	2.8 %	10,096

Declining newsprint prices led to the 25% increase in EBITDA in the third quarter. The average price of newsprint in the third quarter of 1996 was approximately 11% less than in the third quarter of 1995.

Higher advertising rates were the primary cause of the increase in advertising revenues as volume decreased in many of Scripps' newspaper markets in the third quarter. Approximately half of the year-over-year increase in advertising revenues and 80% of the increase in advertising inches is due to the May 9, 1996 acquisition of The Vero Beach newspaper.

BROADCAST TELEVISION - Operating results for the broadcast television segment were as follows:

(in thousands)	Quarterly Period 1996	Change	1995	Year-to-Date 1996	Change	1995
Operating revenues:						
Local	$ 37,690	11.3 %	$ 33,871	$ 116,013	7.2 %	$ 108,199
National	28,338	(3.9)%	29,485	94,194	3.4 %	91,090
Political	3,982		387	7,082		758
Other	4,315	10.1 %	3,920	12,961	11.1 %	11,664
Total operating revenues	74,325	9.8 %	67,663	230,250	8.8 %	211,711
Operating expenses:						
Employee compensation and benefits	24,512	8.2 %	22,663	72,685	9.0 %	66,666
Program and copyright costs	11,952	3.2 %	11,578	34,520	(0.7)%	34,760
Other	11,487	9.0 %	10,534	35,575	6.0 %	33,575
Depreciation and amortization	5,852	(11.6)%	6,619	19,471	1.1 %	19,255
Total operating expenses	53,803	4.7 %	51,394	162,251	5.2 %	154,256
Operating income	$ 20,522	26.1 %	$ 16,269	$ 67,999	18.4 %	$ 57,455
Other Financial and Statistical Data:						
Earnings before interest, income taxes, depreciation, and amortization ("EBITDA")	$ 26,374	15.2 %	$ 22,888	$ 87,470	14.0 %	$ 76,710
Percent of operating revenues:						
Operating income	27.6 %		24.0 %	29.5 %		27.1 %
EBITDA	35.5 %		33.8 %	38.0 %		36.2 %
Capital expenditures	$ 2,079	(55.9)%	$ 4,717	$ 19,661	30.7 %	$ 15,042

The increase in employee costs is due primarily to Scripps' expanded schedules of local news programs. Construction of new facilities at the Phoenix and Tampa stations resulted in the increase in 1996 year-to-date capital spending. Depreciation and amortization decreased in the third quarter of 1996 as certain intangible assets acquired in the 1991 purchase of the Baltimore station became fully amortized.

ENTERTAINMENT - Operating results for the entertainment segment, excluding TV Food, were as follows:

(in thousands)	Quarterly Period			Year-to-Date		
	1996	Change	1995	1996	Change	1995
Operating revenues:						
Licensing	$ 13,156	19.0 %	$ 11,051	$ 37,938	(1.7)%	$ 38,609
Newspaper feature distribution	5,152	7.1 %	4,811	15,035	10.4 %	13,614
Program production	3,222	54.2 %	2,089	7,597	(13.3)%	8,767
Subscriber fees	1,769		572	4,467		1,406
Advertising	3,803		2,364	11,236		5,704
Other	353	31.7 %	268	1,001	15.9 %	864
Total operating revenues	27,455	29.8 %	21,155	77,274	12.0 %	68,964
Operating expenses:						
Employee compensation and benefits	5,594	15.6 %	4,838	16,826	18.0 %	14,254
Artists' royalties	9,220	16.4 %	7,922	26,875	0.8 %	26,663
Programming and production costs	5,862	51.5 %	3,870	16,304	23.3 %	13,220
Other	8,449	33.1 %	6,347	20,920	11.9 %	18,695
Depreciation and amortization	948	3.2 %	919	2,778	24.9 %	2,225
Total operating expenses	30,073	25.8 %	23,896	83,703	11.5 %	75,057
Operating income (loss)	$ (2,618)		$ (2,741)	$ (6,429)		$ (6,093)
Other Financial and Statistical Data:						
Earnings before interest, income taxes, depreciation, and amortization ("EBITDA")	$ (1,670)		$ (1,822)	$ (3,651)		$ (3,868)
Capital expenditures	$ 1,056		$ 436	$ 2,096		$ 9,549

Licensing revenues in the third quarter benefited from the strength of "Peanuts" in Japan, offset somewhat by the reduced value of the yen, and from the growing popularity of "Dilbert" in the U.S.

Program production revenues are subject to substantial fluctuation due to the timing of completion and delivery of programs. Program production revenues decreased in the year-to-date period as fewer programs were completed and delivered by Scripps Howard Productions ("SHP") and Cinetel. Program production revenues for the full year of 1996 are expected to increase however, as SHP has commitments for four network prime-time programs to be delivered in 1996 compared to two in 1995.

Subscriber fees and advertising revenue increased due to the continued growth of HGTV.

Year-to-date operating losses for HGTV totaled $12,200,000 in 1996 and $10,500,000 in 1995. Operating losses for the quarterly periods were $5,300,000 in 1996 and $3,900,000 in 1995.

Programming and production costs increased due to higher programming costs associated with the growth of HGTV.

United Media distributes news columns, comics, and features, and licenses copyrights for "Peanuts", "Dilbert", and other character properties on a worldwide basis. Revenues from outside the U.S. represent less than 5% of Scripps' total revenues. The Japanese market provides more than two-thirds of international revenues and approximately 45% of total licensing revenue. The impact of changes in the value of the U.S. dollar in foreign exchange markets does not have a significant effect on the recorded value of Scripps' foreign-currency-denominated assets, which are primarily related to uncollected licensing royalties and represent less than 1% of total assets. Scripps' foreign-currency-denominated liabilities are primarily related to payments due to creators of the properties. However, comparison of year-over-year licensing revenues can be significantly affected by changes in the exchange rate for the Japanese yen. Japanese licensing revenues in local currency increased 24% in the 1996 year-to-date period, however the change in the exchange rate caused such revenues to increase only 4% in dollar terms. The effect on licensing revenues of changes in the exchange rate for other foreign currencies is not significant.

From time-to-time Scripps uses foreign currency forward and option contracts to hedge cash flow exposures denominated in Japanese yen. The purpose of the contracts is to reduce the risk of changes in the exchange rate on Scripps' anticipated net licensing receipts (licensing royalties less amounts due creators of the properties and certain direct expenses) for the following year. The maturities of the contracts coincide with the quarterly payments of licensing royalties. Scripps does not hold foreign currency contracts for trading purposes and does not hold leveraged contracts.

Information about Scripps' foreign currency contracts, which require Scripps to sell yen at a specified rate, at September 30, 1996 was as follows:

Maturity Date	Contract Amount (in yen)	Exchange Rate	US Dollar Equivalent
11/15/96	143,835,000	95.89	1,500,000
2/18/97	151,635,000	101.09	1,500,000
5/15/97	150,345,000	100.23	1,500,000
8/15/97	160,440,000	106.96	1,500,000

Capital expenditures in 1995 primarily relate to the launch of HGTV. The increase in depreciation and amortization is primarily due to the start-up of HGTV.

LIQUIDITY AND CAPITAL RESOURCES

Scripps generates significant cash flow from operating activities, primarily from its newspaper and broadcast television operations. There are no significant legal or other restrictions on the transfer of funds among Scripps' 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 to invest in the entertainment segment and to fund corporate expenses. Management expects total cash flow from continuing operating activities in 1996 will exceed Scripps' expected capital expenditures, debt repayments, and dividend payments.

Cash flow provided by continuing operating activities was $113,500,000 in 1996 compared to $57,800,000 in 1995. Cash flow provided by continuing operating activities in 1995 was reduced by a $45,000,000 payment to settle the audit of Scripps' 1985 through 1987 federal income tax returns.

Net debt (borrowings less cash equivalent and other short-term investments) totaled $144,300,000 at September 30, 1996 and was 10% of total capitalization. Management believes Scripps' cash and cash equivalents and substantial borrowing capacity, taken together, provide adequate resources to fund the capital expenditures and future expansion of existing businesses and the development or acquisition of new businesses.

THE E.W. SCRIPPS COMPANY

Index to Exhibits

THE E.W. SCRIPPS COMPANY

Index to Exhibits

RATIO OF EARNINGS TO FIXED CHARGES

EXHIBIT 12

(in thousands)

	Three months ended September 30, 1996	Three months ended September 30, 1995	Nine months ended September 30, 1996	Nine months ended September 30, 1995
EARNINGS AS DEFINED:				
Earnings from operations before income taxes after eliminating undistributed earnings of 20%- to 50%-owned affiliates	$ 43,362	$ 32,871	$ 132,404	$ 125,356
Fixed charges excluding capitalized interest and preferred stock dividends of majority-owned subsidiary companies	3,548	3,267	8,873	11,293
Earnings as defined	$ 46,910	$ 36,138	$ 141,277	$ 136,649
FIXED CHARGES AS DEFINED:				
Interest expense, including amortization of debt issue costs	$ 2,713	$ 2,441	$ 6,350	$ 8,623
Interest capitalized	158	183	567	270
Portion of rental expense representative of the interest factor	835	826	2,523	2,670
Preferred stock dividends of majority-owned subsidiary companies	20	20	60	60
Fixed charges as defined	$ 3,726	$ 3,470	$ 9,500	$ 11,623
RATIO OF EARNINGS TO FIXED CHARGES	12.59	10.41	14.87	11.76

5
1000

9-MOS
DEC-31-1996
SEP-30-1996
16,334
0
154,220
3,642
9,932
307,069
777,352
344,276
1,790,344
298,899
31,804
0
0
805
1,280,815
1,790,344
0
797,052
0
0
655,946
3,962
6,350
131,408
56,603
72,479
34,645
0
0
107,124
$.90
$.90