

UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

September 14, 2010

Douglas F. Lyons Vice President and Controller The E.W. Scripps Company 312 Walnut Street Cincinnati, OH 45202

Re: The E.W. Scripps Company

Form 10-K for Fiscal Year Ended December 31, 2009

Filed March 5, 2010

Schedule 14A

Filed March 24, 2010 File No. 01-16914

Dear Mr. Lyons:

We have completed our review of your filings and do not have any further comments at this time.

Sincerely,

Lyn Shenk Branch Chief