

**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) December 12, 2006

THE E.W. SCRIPPS COMPANY

(Exact name of registrant as specified in its charter)

Ohio
(State or other jurisdiction of
incorporation or organization)

0-16914
(Commission File Number)

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)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

[Table of Contents](#)

THE E.W. SCRIPPS COMPANY
INDEX TO CURRENT REPORT ON FORM 8-K

<u>Item No.</u>		<u>Page</u>
8.01	Other Events	3
9.01	Financial Statements and Exhibits	3

[Table of Contents](#)

Item 8.01 Other Events

On December 12, 2006, we released information regarding revenue for certain of our operating segments for the month and year-to-date periods ended November 30, 2006. A copy of the press release is filed as Exhibit 99.

The discussion and the information contained in the press release contain certain forward-looking statements that are based on our current expectations. Forward-looking statements are subject to certain risks, trends, and uncertainties that could cause actual results to differ materially from the expectations expressed in the forward-looking statements. Such risks, trends and uncertainties, which in most instances are beyond our control, include changes in advertising demand and other economic conditions; consumers' taste; newsprint prices; program costs; labor relations; technological developments; competitive pressures; interest rates; regulatory rulings; and reliance on third-party vendors for various products and services. The words "believe," "expect," "anticipate," "estimate," "intend," and similar expressions identify forward-looking statements. All forward-looking statements, which are as of the date of this filing, should be evaluated with the understanding of their inherent uncertainty. We undertake no obligation to publicly update any forward-looking statement to reflect events or circumstances after the date the statement is made.

Item 9.01 Financial Statements and Exhibits

(c) Exhibits

99 Press release dated December 12, 2006.

SIGNATURES

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 hereunto duly authorized.

THE E.W. SCRIPPS COMPANY

BY: /s/ Joseph G. NeCastro
Joseph G. NeCastro
Executive Vice President and Chief Financial Officer

Dated: December 12, 2006

Scripps reports November revenue, statistics

For immediate release
Dec. 12, 2006

(NYSE: SSP)

CINCINNATI – The E. W. Scripps Company today reported November revenue and statistics for its Scripps Networks, newspaper and television station group divisions.

At Scripps Networks revenue was up 17 percent to \$96.0 million compared with the same month a year ago.

Advertising revenue for the month at Scripps Networks was up 16 percent and affiliate fee revenue increased 11 percent.

Scripps Networks includes the company's portfolio of national cable and satellite television networks, including HGTV, Food Network, DIY Network, Fine Living and Great American Country (GAC). HGTV and Food Network can each be seen in about 91 million U.S. television households. DIY Network and Fine Living each can be seen in about 41 million households and GAC reached about 46 million U.S. households in November.

At the company's television station group, November revenue was up 26 percent to \$39.6 million, due to the strength of political advertising. Political advertising was \$10.2 million for the month compared with \$1.4 million in the year-ago period.

The decline in the station group's local advertising category reflects the displacement of regular inventory to accommodate the increased volume of political advertising business that occurred during the month.

At newspapers managed solely by Scripps, total revenue was \$61.8 million compared with \$62.4 million during the same period a year ago. Newspaper advertising revenue decreased 0.2 percent during November, year over year.

Broken down by category, newspaper advertising revenue during the month was:

- Local, up 1.6 percent to \$15.7 million.
- Classified, down 6.9 percent to \$15.8 million.
- National, down 5.1 percent to \$3.4 million.
- Preprint, online and other, up 6.7 percent to \$15.8 million.

For competitive reasons, Scripps does not report monthly revenue and statistics for its interactive media division, which includes online search and price comparison services Shopzilla and uSwitch. The company reports revenue from the interactive media division on a quarterly basis.

About Scripps

The E. W. Scripps Company (NYSE: SSP) is a diverse and growing media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, interactive media, and licensing and syndication.

The company's portfolio of media properties includes: **Scripps Networks**, with such brands as HGTV, Food Network, DIY Network, Fine Living and Great American Country; **daily and community newspapers** in 18 markets and the Washington-based Scripps Media Center, home to the Scripps Howard News Service; 10 **broadcast TV stations**, including six ABC-affiliated stations, three NBC affiliates and one independent; **Scripps Interactive Media**, including leading online search and comparison shopping services, **Shopzilla** and **uSwitch**; and **United Media**, a leading worldwide licensing and syndication company that is the home of PEANUTS, DILBERT and approximately 150 other features and comics.

###

Contact: Tim Stautberg, The E. W. Scripps Company, 513-977-3826
Email: stautberg@scripps.com

THE E.W. SCRIPPS COMPANY

Unaudited Revenue and Statistical Summary
 Period: November
 Report date: December 12, 2006

For more
 information:
 Tim Stautberg
 The E.W. Scripps Company
 513-977-3826

REVENUE AND STATISTICAL SUMMARY FOR SELECTED OPERATING SEGMENTS

(amounts in millions, unless otherwise noted)

	November			Year-to-date		
	2006	2005	%	2006	2005	%
SCRIPPS NETWORKS						
Operating Revenues						
Advertising	\$ 78.2	\$ 67.3	16.1%	\$ 764.1	\$ 661.4	15.5%
Affiliate fees, net	15.7	14.2	10.8%	178.3	153.2	16.4%
Other	2.1	0.7	216.8%	18.1	8.0	
Scripps Networks	<u>\$ 96.0</u>	<u>\$ 82.2</u>	<u>16.8%</u>	<u>\$ 960.5</u>	<u>\$ 822.6</u>	<u>16.8%</u>
Subscribers (1)						
HGTV				91.0	88.9	2.4%
Food Network				90.9	87.9	3.4%
Great American Country				<u>45.7</u>	<u>39.3</u>	<u>16.3%</u>
NEWSPAPERS (2)						
Operating Revenues						
Local	\$ 15.7	\$ 15.4	1.6%	\$ 145.7	\$ 144.3	0.9%
Classified	15.8	17.0	(6.9)%	209.8	202.3	3.7%
National	3.4	3.6	(5.1)%	34.3	38.1	(10.1)%
Preprints, online and other	15.8	14.8	6.7%	138.1	125.3	10.2%
Newspaper advertising	50.6	50.8	(0.2)%	527.8	510.0	3.5%
Circulation	10.0	10.2	(1.5)%	113.0	115.3	(1.9)%
Other	1.2	1.5	(19.6)%	14.7	14.5	1.4%
Newspapers managed solely by us	<u>\$ 61.8</u>	<u>\$ 62.4</u>	<u>(0.9)%</u>	<u>\$ 655.5</u>	<u>\$ 639.7</u>	<u>2.5%</u>
Ad inches (excluding JOAs) (in thousands)						
Local	487	507	(4.0)%	4,823	4,946	(2.5)%
Classified	716	697	2.6%	8,721	8,094	7.7%
National	78	94	(16.7)%	877	1,022	(14.2)%
Full run ROP	<u>1,281</u>	<u>1,298</u>	<u>(1.3)%</u>	<u>14,422</u>	<u>14,062</u>	<u>2.6%</u>
BROADCAST TELEVISION						
Operating Revenues						
Local	\$ 18.2	\$ 19.0	(4.6)%	\$ 186.4	\$ 180.6	3.2%
National	10.1	10.1	0.5%	94.9	93.7	1.2%
Political	10.2	1.4		44.2	3.9	
Other	1.1	0.8	35.7%	11.1	12.0	(7.7)%
Broadcast Television	<u>\$ 39.6</u>	<u>\$ 31.3</u>	<u>26.2%</u>	<u>\$ 336.5</u>	<u>\$ 290.3</u>	<u>15.9%</u>

(1) Subscriber counts are according to the Nielsen Homevideo Index of homes that receive cable networks.

(2) On February 1, 2006, we contributed the Boulder Daily Camera, the Colorado Daily and the twice-weekly Broomfield Enterprise in exchange for a 50% interest in a partnership we jointly operate with MediaNews Group Inc. To enhance comparability the reported revenues do not include operating revenues of these newspapers prior to the formation of the partnership. Our 50% share of the operating profit (loss) of the partnership is reported as "Equity in earnings of JOAs and other joint ventures" in our financial statements.