

**U.S. Securities and Exchange Commission
Washington, D.C. 20549**

SCHEDULE 14A INFORMATION

**Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to Rule 14a-12

The E.W. Scripps Company

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
 - 1) Title of each class of securities to which transaction applies: _____
 - 2) Aggregate number of securities to which transaction applies: _____
 - 3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined): _____
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- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
 - 1) Amount Previously Paid: _____
 - 2) Form, Schedule or Registration Statement No.: _____
 - 3) Filing Party: _____
 - 4) Date Filed: _____



The E.W. Scripps Company

Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held at 10:00 a.m. ET, May 13, 2010.

The E.W. Scripps Company is providing Internet access to the proxy statement and annual report to shareholders rather than mailing paper reports. We believe this decision helps to conserve our environment and saves postage and printing expenses. The proxy statement and annual report are available at: www.proxydocs.com/ssp.

The annual shareholder meeting will be held at 10:00 a.m. on May 13, 2010 in Cincinnati, OH. The matters to be covered are noted below:

1. Election of nine Directors (class A common shareholders will elect three directors and common voting shareholders will elect six directors);
2. Adoption of The E. W. Scripps Company's 2010 Long-Term Incentive Plan (common voting shareholders will vote on approval of the plan); and
3. Other matters as may be put forth at the meeting.

The Board of Directors of The E.W. Scripps Company recommends voting for the director nominees identified in the proxy statement and for the adoption of the Company's 2010 Long-Term Incentive Plan.

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.

To view the proxy materials online, go to www.proxydocs.com/ssp.

How to vote

Shareholders on March 19, 2010, the record date, may vote online, by phone, by mail or in person. If you wish to vote online or by phone, you will need your Shareholder Control Number which can be found in the shaded box of this notice. No other personal information will be required in order to vote in this manner. We ask that you cast your vote promptly. Thank you for your continued support of The E.W. Scripps Company. Additional information on voting is available at www.proxydocs.com/ssp.

ACCOUNT NO.

SHARES

Requesting a paper copy

If you want to receive a paper copy of these documents, you can request one by phone, on-line or by email. There is no charge to you for requesting a copy. Please make your request by April 23, 2010 to ensure delivery before our shareholder meeting.

Regardless of the manner in which you request a paper copy, you will need your Shareholder Control Number that can be found in the shaded box of this Notice. The phone number, web address and e-mail address follow:

- Ø Call our toll-free number 866-648-8133;
- Ø Visit our website at www.investorelections.com/ssp; or
- Ø Send us an e-mail at paper@investorelections.com.

Please enter the Shareholder/Stockholder Control Number when prompted or, if you send us an e-mail, enter it in the subject line.

Attending the meeting in person

The annual shareholder meeting will be held at 10:00 AM (ET) at the Queen City Club, 331 E. Fourth Street, Cincinnati, OH 45202.

If you need assistance or directions, please contact the company by e-mail at secretary@scripps.com. Tickets are not required but shareholders will be asked to show identification.