

SCRIPPS E W CO /DE  
Form 8-K  
August 02, 2004  
Table of Contents

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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 8-K**

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**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**

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**THE E.W. SCRIPPS COMPANY**

(Exact name of registrant as specified in its charter)

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**Commission File Number 0-16914**

**Ohio**  
(State or other jurisdiction of  
incorporation or organization)

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

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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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**Table of Contents**

THE E.W. SCRIPPS COMPANY

INDEX TO CURRENT REPORT ON FORM 8-K

<b><u>Item No.</u></b>		<b><u>Page</u></b>
5.	<u>Other Events and Regulation FD Disclosure</u>	3
7.	<u>Financial Statements and Exhibits</u>	3

**Table of Contents**

**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

**Table of Contents**

**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

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Joseph G. NeCastro

Senior Vice President and Chief Financial Officer

Dated: August 2, 2004