

SCRIPPS E W CO /DE  
Form 8-K  
October 13, 2004  
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**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)      **October 12, 2004**

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

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

**0-16914**  
(Commission  
File Number)

**31-1223339**  
(IRS Employer  
Identification No.)

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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)

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))

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**Item 8.01. Other Events**

On October 12, 2004, we released information announcing that we have reached a definitive agreement to acquire the Great American Country (GAC) network from Jones Media Networks, Ltd., for \$140 million in cash. The proposed transaction is subject to federal regulatory approval under the terms of the Hart-Scott-Rodino Act. Assuming no unusual delays in securing the required approvals, the transaction should be completed by November 2004. A copy of the press release is filed as Exhibit 99.01.

**Item 9.01. Financial Statements and Exhibits**

(c) Exhibits

99.01 Press release dated October 12, 2004.

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**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

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Joseph G. NeCastro  
Senior Vice President and Chief Financial Officer

Dated: October 13, 2004