



DIVISION OF
CORPORATION FINANCE

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