

THE E.W. SCRIPPS COMPANY  
P.O. BOX 5380  
CINCINNATI, OHIO 45201  
312 WALNUT STREET, SUITE 2800  
CINCINNATI, OHIO 45202

COMMUNICATIONS AND  
INVESTOR RELATIONS

PHONE (513) 977-3825  
FAX (513) 977-3721



NEWS RELEASE

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## Public relations pro returns to Scripps to guide employee communications

For immediate release  
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(NYSE: SSP)

CINCINNATI – Timothy A. King, a public relations, marketing and corporate communications professional with nearly 20 years experience, is returning to Scripps as director of employee communications, effective June 6.

King, 39, will be working directly with the company's senior management team to develop broad employee communications strategies. His responsibilities will include management and production of the company's news magazine, which is distributed to about 10,000 Scripps employees nationwide.

This will be King's second tour of duty with Scripps. From 1993-97, he was the company's manager of corporate communications and investor relations. He left the company to become director of corporate relations for Boston-based Harcourt General Inc. and its subsidiary, The Neiman Marcus Group.

More recently, King has been serving as vice president of brand strategy and business development for CG Marketing Communications, a Cincinnati-based, full-service marketing communications firm.

King's experience as a corporate communications professional includes a four-year stint as director of corporate communications with Lexmark International Inc., a computer printer manufacturer based in Lexington, Ky. He also served as vice president of public relations for HSR Business to Business, an advertising agency based in Sharonville, Ohio.

Before beginning his career in corporate communications and public relations, King served as communications director for the Kentucky General Assembly's House Minority Caucus and as a legislative aide to U.S. Sen. Mitch McConnell, R-Ky., for national security issues.

King, who graduated in 1987 with a bachelor's degree from the University of Kentucky, currently is serving as a guest public relations instructor at Georgetown College.

### **About Scripps**

Scripps is a diverse media concern with interests in national lifestyle television networks, newspaper publishing, broadcast television, television retailing, interactive media and licensing and syndication. All of the company's media businesses provide content and advertising services via the Internet.

Scripps is organized into the following operating divisions.

**Scripps Networks**, including the company's growing portfolio of popular lifestyle television networks. Scripps Networks brands include Home & Garden Television, Food Network, DIY Network, Fine Living, Great American Country (GAC) and HGTVPro. Scripps Networks Web sites include FoodNetwork.com, HGTV.com, DIYnetwork.com, fineliving.com and gactv.com. Scripps Networks programming can be seen in 86 countries.

**Scripps Newspapers**, including daily and community newspapers in 19 markets and the Washington-based Scripps Media Center, home to the Scripps Howard News Service. Scripps newspapers include the Rocky Mountain News in Denver, the Commercial Appeal in Memphis, the Knoxville (Tenn.) News Sentinel and the Ventura County (Calif.) Star.

**Scripps Television Station Group**, including six ABC-affiliated stations, three NBC affiliates and one independent. Scripps operates broadcast television stations in Detroit, Cleveland, Cincinnati, Phoenix, Tampa, Baltimore, Kansas City, Mo., West Palm Beach, Fla., Tulsa, Okla., and Lawrence, Kan.

**Shop at Home**, the company's television retailing subsidiary, which markets a growing range of consumer goods directly to television viewers and visitors to the Shop at Home Web site, shopathometv.com. Shop at Home reaches about 53 million full-time equivalent U.S. households, including 5 million households via five Scripps-owned Shop at Home affiliated television stations.

**United Media**, a leading licensing and syndication company. United Media is the worldwide licensing and syndication home of Peanuts, Dilbert and about 150 other features and characters.

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*Contact: Tim Stautberg, The E. W. Scripps Company, 513.977.3826*

*Email: Stautberg@scripps.com*