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SCRIPPS

NEWSRELEASE

Neil named director of online marketing for Scripps newspapers

For immediate release
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(NYSE:SSP)

CINCINNATI – Vikki C. Neil has been named director of online marketing for Scripps newspapers, effective Aug. 30.

“Vikki’s extensive experience at newspapers, TV stations and networks will help Scripps newspapers thrive in the converged world of online sales,” said Robert Benz, general manager of interactive media for Scripps newspapers. “She will work with our newspaper sites to help integrate our online and print sales efforts. Vikki will also help roll out new offerings, train salespeople and work to ensure that our online advertisers are getting results.”

Neil, 29, rejoins The E.W. Scripps Company after spending the previous year as the Internet advertising manager for The St. Petersburg Times. While at the Times she directed the online revenue strategy, led the redesign of the newspaper’s classified Web sites and spearheaded marketing strategies that leveraged the extensive marketing power of Florida’s largest daily newspaper.

Prior to joining the Times, Neil also served for a brief period as senior technical program manager for Disney’s Internet division. She was responsible for launching interactive products for Disney’s online properties including ESPN.com, ABCNews.com, ABC.com, Family.com and Disney.com.

Neil joined the Scripps-owned Knoxville (Tenn.) News-Sentinel in 1996 and served as sales and marketing manager until 1998 when she was named director of new media for WFTS-TV, the Scripps-owned ABC affiliate in Tampa, Fla. At WFTS she launched the station's first in-house online operation and was responsible for the general management of the editorial, marketing and sales efforts.

Neil holds a B.S. in marketing and an M.B.A. from East Tennessee State University.

She will reside in Knoxville, Tenn.

The E.W. Scripps Company is a diverse media concern with interests in newspaper publishing, broadcast television, national television networks and interactive media. Scripps operates 21 daily newspapers, 10 broadcast TV stations and four cable television networks.

Scripps national television network brands include Home & Garden Television, Food Network, DIY -- Do It Yourself Network and Fine Living. Scripps Networks programming can be seen in 25 countries.

The company also operates Scripps Howard News Service, United Media, the worldwide licensing and syndication home of PEANUTS and DILBERT, and 31 Web sites, including hgtv.com, foodtv.com, diynet.com, fineliving.com and comics.com.

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