

KUPRIONIS M DENISE  
Form 4  
August 11, 2010

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
KUPRIONIS M DENISE

(Last) (First) (Middle)  
312 WALNUT STREET, 28TH FLOOR  
(Street)

CINCINNATI, OH 45202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SCRIPPS E W CO /DE [SSP]

3. Date of Earliest Transaction (Month/Day/Year)  
08/09/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
VP, Sec. & Chief E&C Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)                  | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|  |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Class A Common Shares, \$.01 par value per share | 08/09/2010                           |  | C                              |   | 131,278   | A  | \$ 8.43                           |
| Class A Common Shares, \$.01 par value per share | 08/09/2010                           |  | F                              |   | 55,423  | D  | \$ 8.43                           |

Common  
Voting  
Shares,  
\$.01 par  
value per  
share

0 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
*(e.g., puts, calls, warrants, options, convertible securities)*

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount Number Shares                                    |
| Restricted Stock Units                     | <u>(1)</u>   | 08/09/2010                           |  | C                              | 116,278   | 08/09/2010 03/05/2012                                    | Restricted Stock Units 116,278                                |
| Restricted Stock Units                     | <u>(1)</u>   | 08/09/2010                           |  | C                              | 15,000  | 08/09/2010 03/09/2013                                    | Restricted Stock Units 15,000                                 |
| Option                                     | \$ 8.01  |                                      |  |                                |   | 02/20/2003 02/19/2012                                    | Class A Common 28,100   |
| Option                                     | \$ 8.52  |                                      |  |                                |   | 02/26/2004 02/25/2013                                    | Class A Common 22,500   |
| Option                                     | \$ 10.38   |                                      |  |                                |   | 03/23/2005 03/22/2014                                    | Class A Common 16,900   |
| Option                                     | \$ 9.9   |                                      |  |                                |   | 02/10/2006 02/09/2013                                    | Class A Common 11,200   |
| Option                                     | \$ 10.41   |                                      |  |                                |   | 02/22/2008 02/21/2015                                    | Class A Common 51,600   |
| Option                                     | \$ 9.09  |                                      |  |                                |   | 02/21/2009 02/20/2016                                    | Class A Common 70,400   |
| Option                                     | \$ 10.44   |                                      |  |                                |   | 02/22/2007 02/21/2014                                    | Class A Common 32,800   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                              |       |
|---|---------------|-----------|------------------------------|-------|
|   | Director      | 10% Owner | Officer                      | Other |
| KUPRIONIS M DENISE<br>312 WALNUT STREET, 28TH FLOOR<br>CINCINNATI, OH 45202 |               |           | VP, Sec. & Chief E&C Officer |       |

## Signatures

/s/ Mary Denise  
Kuprionis

08/11/2010

\*\*Signature of Reporting  
Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) These shares vested in accordance with their terms on August 9, 2010.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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