

STAUTBERG TIMOTHY E  
Form 4  
August 17, 2011

**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 \*  
STAUTBERG TIMOTHY E

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction (Month/Day/Year)  
08/15/2011

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Senior VP & CFO

CINCINNATI, OH 45202

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

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

(City) (State) (Zip)

**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 Indirect Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class A Common Shares, \$.01 par value per share	08/15/2011		S <sup>(1)</sup>		2,849	D	\$ 8.0003
Class A Common Shares, \$.01 par value per share	08/15/2011		S <sup>(1)</sup>		1,679	D	\$ 8.0001

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Class A Common Shares, \$.01 par value per share	53	I	By wife
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.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option	\$ 8.52					02/26/2004	02/25/2013	Class A Common	22,535
Option	\$ 10.38					03/23/2005	03/22/2014	Class A Common	21,126
Option	\$ 9.9					02/10/2006	02/09/2013	Class A Common	14,084
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	32,863
Option	\$ 10.41					02/22/2008	02/21/2015	Class A Common	51,642
Option	\$ 9.09					02/21/2009	02/20/2016	Class A Common	70,422

Restricted Stock Units	(2)	03/05/2010	03/05/2013	Restricted Stock Units	232,558
Restricted Stock Units	(3)	03/09/2011	03/09/2014	Restricted Stock Units	30,000
Restricted Stock Units	(4)	03/11/2012	03/11/2015	Restricted Stock Units	31,712
Restricted Stock Units	(4)	07/01/2012	07/01/2015	Restricted Stock Units	22,909

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
STAUTBERG TIMOTHY E 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			Senior VP & CFO	

## Signatures

/s/ William Appleton, Attorney-in-fact for Timothy E.  
Stautberg

08/17/2011

\_\_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 were sold in accordance with a stock trading plan adopted on December 13, 2010, in accordance with the guidelines specified by Rule 10b5-1.
- (2) This restricted stock unit award will vest in equal parts in 2012 and 2013. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.
- (3) This restricted stock unit award will vest in equal parts in 2012, 2013 and 2014. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.
- (4) This restricted stock unit award will vest in equal parts in 2012, 2013, 2014 and 2015. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.