

Lyons Douglas F  
Form 4  
March 15, 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 \*  
Lyons Douglas F

(Last) (First) (Middle)  
312 WALNUT STREET  
(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)  
03/11/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Vice President and Controller

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 | 03/15/2011 <sup>(1)</sup>            |  | S <sup>(1)</sup>               |   | 12,000  | D  | \$ 8.67                           |
| Common Voting Shares, \$.01 par value per share  |                                      |  |                                |   | 0   | D  |                                   |

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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 or Number of Shares                              |
| Restricted Stock Units                     | (2)  | 03/11/2011                           |  | A                              | 11,892  | 03/11/2012 03/11/2014                                    | Restricted Stock Units 11,892                                 |
| Option                                     | \$ 8.52  |                                      |  |                                |   | 02/26/2004 02/25/2013                                    | Class A Common 5,633  |
| Option                                     | \$ 10.47   |                                      |  |                                |   | 02/25/2005 02/24/2014                                    | Class A Common 6,572  |
| Option                                     | \$ 9.9   |                                      |  |                                |   | 02/10/2006 02/09/2013                                    | Class A Common 6,572  |
| Option                                     | \$ 10.44   |                                      |  |                                |   | 02/22/2007 02/21/2014                                    | Class A Common 18,62  |
| Option                                     | \$ 10.35   |                                      |  |                                |   | 10/06/2007 10/05/2014                                    | Class A Common 17,21  |
| Option                                     | \$ 10.41   |                                      |  |                                |   | 02/22/2008 02/21/2015                                    | Class A Common 34,42  |
| Option                                     | \$ 9.09  |                                      |  |                                |   | 02/21/2009 02/20/2016                                    | Class A Common 46,94  |
| Restricted Stock Units                     | (3)  |                                      |  |                                |   | 03/05/2010 03/05/2012                                    | Restricted Stock Units 58,13 (3)                              |
| Restricted Stock Units                     | (4)  |                                      |  |                                |   | 03/09/2011 03/09/2013                                    | Restricted Stock Units 10,00                                  |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |                               |       |
|--|---------------|-----------|-------------------------------|-------|
|  | Director      | 10% Owner | Officer                       | Other |
| Lyons Douglas F<br>312 WALNUT STREET<br>CINCINNATI, OH 45202 |               |           | Vice President and Controller |       |

## Signatures

/s/ William Appleton, Attorney-in-fact for Douglas F.  
Lyons

03/15/2011

\_\_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, 2013 and 2014. A portion of the award is performance based. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.
- (3) This restricted stock unit award will vest on March 5, 2012. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.
- (4) This restricted stock unit 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.

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.