

SCRIPPS E W CO /DE  
Form 4  
September 04, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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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)  
09/03/2008

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)  
VP, Sec. & Chief E&C Officer

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	09/03/2008		M		14,084	A	\$ 5.04
					19,973	(1)	
Class A Common Shares, \$.01 par value per share	09/03/2008		S		14,084	D	\$ 6.871
					5,889	(1)	

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)	
					V	(A) (D)	Date Exercisable	Expiration Date		Title
Option	\$ 5.04	09/03/2008		M		14,084	01/19/2000	01/18/2009	Class A Common	14,084
Option	\$ 5.22						01/24/2001	01/23/2010	Class A Common	13,145
Option	\$ 6.87						01/25/2002	01/24/2011	Class A Common	15,962
Option	\$ 8.01						02/20/2003	02/19/2012	Class A Common	28,169
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	16,901
Option	\$ 9.9						02/10/2006	02/09/2013	Class A Common	11,267
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
Option	\$ 10.44						02/22/2007	02/21/2014		32,863

## Reporting Owners

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

## Signatures

/s/ Mary Denise Kuprionis	09/04/2008
<u>  </u> 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) Effective July 16, 2008, shareholders approved an amendment to the Company's Amended and Restated Articles of Incorporation to effect a 1-for-3 reverse share split. The holdings for this individual were adjusted accordingly.

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.