Edgar Filing: Lyons Douglas F - Form 4

Lyons Dougla Form 4 June 01, 2010											
FORM	4	ST A TES	SECUD	TTIEC A			NCE	COMMISSION		PPROVAL	
	UNITED	STATES					NGE	20111115510N	OMB Number:	3235-0287	
Check this if no long subject to Section 16 Form 4 or Form 5 obligation may conti <i>See</i> Instru- 1(b).	Washington, D.C. 20549 F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Sectio of the Investment Company Act of 1940						Expires: January 31, 2005 Estimated average burden hours per response 0.5				
(Print or Type R	esponses)										
Lyons Douglas F Symbol			Symbol	Name and S E W CO			ıg	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (Middle)	SCRIPPS E W CO /DE [SSP] 3. Date of Earliest Transaction (Chec					(Chec	k all applicable	e)	
(Month/I				onth/Day/Year) /01/2010				Director 10% Owner X Officer (give title Other (specify below) below) Vice President and Controller			
CINCINNA	(Street) FI, OH 45202			ndment, Dat th/Day/Year)	-			6. Individual or Jo Applicable Line) _X_ Form filed by 0 Form filed by M	One Reporting Pe	erson	
	(State)	(Zin)						Person			
(City)	(State)	(Zip)	Table	e I - Non-D				uired, Disposed of		-	
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year) Execution any	med on Date, if Day/Year)	3. Transactic Code (Instr. 8) Code V	on(A) or Di (D) (Instr. 3,	4 and (A) or	d of	Securities Beneficially	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class A Common Shares, \$.01 par value per share	06/01/2010			S <u>(1)</u>	3,200		\$ 8.71	42,999	D		
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.

Edgar Filing: Lyons Douglas F - Form 4

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.

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. Transacti Code (Instr. 8)	5. of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		te	7. Title and A Underlying S (Instr. 3 and 4	ecurities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option	\$ 6.87					01/25/2002	01/24/2011	Class A Common	5,633
Option	\$ 8.01					02/20/2003	02/19/2012	Class A Common	5,633
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	18,621
Option	\$ 10.35					10/06/2007	10/05/2014	Class A Common	17,212
Option	\$ 10.41					02/22/2008	02/21/2015	Class A Common	34,425
Option	\$ 9.09					02/21/2009	02/20/2016	Class A Common	46,948
Restricted Stock Units	<u>(2)</u>					03/05/2010	03/05/2012	Restricted Stock Units	116,278
Restricted Stock Units	<u>(3)</u>					03/09/2011	03/09/2013	Restricted Stock Units	15,000

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Lyons Douglas F 312 WALNUT STREET CINCINNATI, OH 45202			Vice President and Controller				
Signatures							
/s/ Mary Denise Kuprionis, Att	orney-in-	fact for Dou	glas F.				
Lyons			06/01/2010				
<u>**</u> Signature of Re	eporting Pers	on	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).
- These shares were sold in accordance with a stock trading plan adopted on December 14, 2009, in accordance with the guidelines (1)specified by Rule 10b5-1.
- A restricted stock unit award was granted on March 5, 2009 and vests in three equal parts on March 5, 2010, 2011, and 2012. Upon (2) vesting, each restricted stock unit converts into one Class A Common share of the Company.

A restricted stock unit award was granted on March 9, 2010. The award is part time-vested and part performance-vested. The time-vested portion of the award vests in three equal parts on March 9, 2011, 2012 and 2013. If the performance objective is achieved, this portion of

(3) the award will vest over the same three-year period. Upon vesting, each restricted stock unit converts 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.