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SCRIPPS E W Form 4	V CO /DE									
August 02, 20)06									
FORM	4 UNITE		SECUD	ITIES A		UANCE	COMMISSION		PPROVAL	
	UNITE	DSIALE		hington,			COMMISSION	OMB Number:	3235-0287	
Check this if no longe subject to Section 16 Form 4 or Form 5	er STAT 5.	STATEMENT OF CHANGES IN BENEFICIAL OWNER SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Ad						Expires:January 3 200Estimated average burden hours per response0		
obligations may contir <i>See</i> Instruc 1(b).	s Section 1	7(a) of the		ility Hold	ing Com	pany Act	of 1935 or Sectio	n		
(Print or Type Re	esponses)									
			2. Issuer Name and Ticker or Trading Symbol SCRIPPS E W CO /DE [SSP]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Ch			(Chec	k all applicabl	e)		
			(Month/Da 08/01/20	-			Director 10% Owner X Officer (give title Other (specify below) below) below) SVP of Technology Operations			
CINCINNAT	(Street)			ndment, Dat h/Day/Year)	-		6. Individual or Jo Applicable Line) _X_ Form filed by 0 Form filed by N	One Reporting Po	erson	
(City)	(State)	(Zip)	Table	I New D	:		Person	f an Danafiata	ller Orme d	
1.Title of Security2. Transaction Date (Month/Day/Year)2A. De Execut Execut any			3. Transactio Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3,	ies (A) or of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	SecuritiesForm: DirectBeneficially(D) orOwnedIndirect (I)Following(Instr. 4)ReportedTransaction(s)			
Class A Common Shares, \$.01 par value per share							1,470	I	Wife's Trust	
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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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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisab Expiration Date (Month/Day/Year		7. Title and A Underlying S (Instr. 3 and s	Securities
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option	\$ 23.61					01/15/1999	01/14/2008	Class A Common	8,000
Option	\$ 23.66					01/19/2000	01/18/2009	Class A Common	10,000
Option	\$ 24.5					01/24/2001	01/23/2010	Class A Common	11,000
Option	\$ 32.13					01/25/2002	01/24/2011	Class A Common	15,000
Option	\$ 37.56					02/20/2003	02/19/2012	Class A Common	10,000
Option	\$ 39.99					02/26/2004	02/25/2013	Class A Common	16,000
Option	\$ 49.15					02/25/2005	02/24/2014	Class A Common	16,000
Option	\$ 46.46					02/15/2006	02/09/2013	Class A Common	16,000
Option	\$ 50.75					07/27/2006	07/26/2013	Class A Common	14,000
Option	\$ 48.91					02/22/2007	02/21/2014	Class A Common	15,000
Option	\$ 42.44	08/01/2006		А	1	08/01/2007 <u>(1)</u>	07/31/2014	Class A Common	10,000

8. De Se (Ir

Reporting Owners

Reporting Owner Name / Address	Relationships						
r g a constant a constant	Director	10% Owner	Officer	Other			
Hale Mark S 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			SVP of Technology Operations				
Signatures							
/s/M. Denise Kuprionis, Attorney-in-fact for S. Hale	r Mark	08/02/2000	5				
** Signature of Reporting Person		Date					
Explanation of Response	es:						
* If the form is filed by more than one reporting per	rson, <i>see</i> Instruct	ion 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) This option is exercisable in three equal installments on 8/1/07, 8/1/08 and 8/1/09.

(2) The exercise price of this nonqualified stock option award granted under the company's Long-Term Incentive Plan is \$42.44.

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.