

SCRIPPS E W CO /DE  
Form 4  
February 26, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
**LOWE KENNETH W**

(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)  
**02/22/2007**

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)  
**President & CEO**

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)
				(A) or (D) Price			
Class A Common Shares, \$.01 par value per share					189,474	D	
Class A Common Shares, \$.01 par value per share					147,690	I	Wife's Trust
Common Voting					0	D	

Shares, \$.01  
par value  
per share

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
Option	\$ 24.5					01/24/2001	01/23/2010	Class A Common	120,000
Option	\$ 26.395					10/01/2001	09/30/2010	Class A Common	120,000
Option	\$ 32.125					01/25/2002	01/24/2011	Class A Common	200,000
Option	\$ 37.555					02/20/2003	02/19/2012	Class A Common	250,000
Option	\$ 39.985					02/26/2004	02/25/2013	Class A Common	250,000
Option	\$ 48.71					03/23/2005	03/22/2014	Class A Common	187,500
Restricted Share Units	(1)					(1)	(1)	Class A Common	40,000
Option	\$ 46.46					02/15/2006	02/09/2013	Class A Common	125,000
Option	\$ 48.98					02/23/2007	02/22/2014	Class A Common	125,000
Option	\$ 48.98					12/31/2006	02/22/2014		125,000

							Class A Common	
Option	\$ 48.82	02/22/2007		A	1	02/22/2008 <sup>(2)</sup>	02/21/2015	Class A Common
								125,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LOWE KENNETH W 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202	X		President & CEO	

## Signatures

/s/ M. Denise Kuprionis, Attorney-in-fact for Kenneth W.  
Lowe

02/26/2007

\_\_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).
- Pursuant to the Company's Amended and Restated 1997 Long-Term Incentive Plan, the reporting person holds 40,000 restricted shares units which shall be exchanged for Class A Common shares of the Company following the reporting person's retirement or termination of his employment under certain circumstances as set forth in a Restricted Share Unit Agreement between the Company and the reporting person.
- (1) Pursuant to the Company's Amended and Restated 1997 Long-Term Incentive Plan, the reporting person holds 40,000 restricted shares units which shall be exchanged for Class A Common shares of the Company following the reporting person's retirement or termination of his employment under certain circumstances as set forth in a Restricted Share Unit Agreement between the Company and the reporting person.
  - (2) This option is exercisable in equal installments on 2/22/08, 2/22/09 and 2/22/10.
  - (3) The exercise price of this nonqualified stock option award granted under the company's Long-Term Incentive Plan is \$48.82.

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.