

STAUTBERG TIMOTHY E
 Form 4
 July 15, 2010

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 *
 STAUTBERG TIMOTHY E

(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)
 07/15/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director
 Officer (give title below)
 ____ 10% Owner
 ____ Other (specify below)
 Senior VP & CFO

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	(D)	Price		
Class A Common Shares, \$.01 par value per share	07/15/2010		S ⁽¹⁾	6,000	D	\$ 7.83	88,946	D	
Class A Common Shares, \$.01 par value per share							53	I	By wife
Common Voting							0	D	

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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	\$ 6.87					01/25/2002	01/24/2011	Class A Common	8,450
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	21,126
Option	\$ 9.9					02/10/2006	02/09/2013	Class A Common	14,084
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	32,863
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
Restricted Stock Units	(2)					03/05/2010	03/05/2013	Restricted Stock Units	348,837
	(3)					03/09/2011	03/09/2014		40,000

Restricted
Stock
Units

Restricted
Stock
Units

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
STAUTBERG TIMOTHY E 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			Senior VP & CFO	

Signatures

/s/ Mary Denise Kuprionis, Attorney-in-fact for Timothy E.
Stautberg

07/15/2010

__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 14, 2009, in accordance with the guidelines specified by Rule 10b5-1.
- (2) A restricted stock unit award was granted on March 5, 2009 and vests in four equal parts on March 5, 2010, 2011, 2012 and 2013. Upon vesting, each restricted stock unit converts into one Class A Common share of the Company.
- (3) 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 four equal parts on March 9, 2011, 2012, 2013 and 2014. If the performance objective is achieved, this portion of the award will vest over the same four-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.