

Carson Robert A  
Form 3  
July 02, 2008

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         | 2. Date of Event Requiring Statement  | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |   |
| Â Carson Robert A                         |         | (Month/Day/Year)  | SCRIPPS E W CO /DE [SSP]                           |   |
| (Last)                                    | (First) | (Middle)  | 07/01/2008   |   |
| 312 WALNUT STREET,Â 28TH FLOOR            |         | 4. Relationship of Reporting Person(s) to Issuer  |  | 5. If Amendment, Date Original Filed(Month/Day/Year)  |
| (Street)                                  |         | (Check all applicable)  |  |   |
| CINCINNATI,Â OHÂ 45202                    |         | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below)<br>VP & Chief Information Officer |  | 6. Individual or Joint/Group Filing(Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person |
| (City)                                    | (State) | (Zip)   |  |   |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4)               | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|--|--|---|--|
| Class A Common Shares, \$.01 par value per share | 0  | D   | Â  |
| Common Voting Shares, \$.01 par value per share  | 0  | D   | Â  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) |                                  | 4. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 5. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 6. Nature of Indirect<br>Beneficial<br>Ownership<br>(Instr. 5) |
|---|--|--------------------|--|----------------------------------|--|--|--|
|   | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount or<br>Number of<br>Shares |  |  |  |
| Option  | 01/25/2001   | 01/24/2011         | Class A<br>Common<br>Shares  | 1,000                            | \$ 32.125  | D  | Â  |
| Option  | 02/26/2003   | 02/25/2013         | Class A<br>Common<br>Shares  | 1,000                            | \$ 39.985  | D  | Â  |
| Option  | 02/25/2004   | 02/24/2014         | Class A<br>Common<br>Shares  | 1,500                            | \$ 49.15   | D  | Â  |
| Option  | 02/10/2005   | 02/09/2013         | Class A<br>Common<br>Shares  | 3,000                            | \$ 46.46   | D  | Â  |
| Option  | 02/22/2006   | 02/21/2014         | Class A<br>Common<br>Shares  | 3,000                            | \$ 48.91   | D  | Â  |
| Option  | 02/22/2007   | 02/21/2015         | Class A<br>Common<br>Shares  | 3,750                            | \$ 48.82   | D  | Â  |
| Option  | 02/21/2008   | 02/20/2016         | Class A<br>Common<br>Shares  | 5,000                            | \$ 42.62   | D  | Â  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                  |       |
|--|---------------|-----------|----------------------------------|-------|
|  | Director      | 10% Owner | Officer                          | Other |
| Carson Robert A<br>312 WALNUT STREET<br>28TH FLOOR<br>CINCINNATI, OH 45202 | Â             | Â         | Â VP & Chief Information Officer | Â     |

## Signatures

/s/ Mary Denise Kuprionis, Attorney-in-fact for Robert A.  
Carson 07/02/2008

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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