Lyons Douglas F Form 4 May 03, 2010

FORM 4

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

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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)

(Last)

1. Name and Address of Reporting Person * Lyons Douglas F

(First) (Middle)

312 WALNUT STREET

(Street)

CINCINNATI, OH 45202

2. Issuer Name and Ticker or Trading Symbol

SCRIPPS E W CO /DE [SSP]

3. Date of Earliest Transaction (Month/Day/Year)

05/03/2010

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

5. Relationship of Reporting Person(s) to

Issuer

(Check all applicable)

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

Estimated average

burden hours per

Director 10% Owner Other (specify _X__ Officer (give title below)

Vice President and Controller

6. Individual or Joint/Group Filing(Check

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

Person

							1 015011		
(City)	(State)	(Zip) Table	e I - Non-D	erivative S	Securi	ities Acqu	uired, Disposed of	f, or Beneficial	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or			d of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	
Class A			Code V	Amount	(D)	Price	(Instr. 3 and 4)		
Common Shares, \$.01 par value per share	05/03/2010		S <u>(1)</u>	3,200	D	\$ 11.07	46,199	D	
Common Voting Shares, \$.01 par value per share							0	D	

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

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SEC 1474 (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. Transacti Code (Instr. 8)	5. orNumber 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	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	(3)					03/09/2011	03/09/2013	Restricted Stock Units	15,000

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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, Attorney-in-fact for Douglas F. Lyons

05/03/2010

**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.
- 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 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 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.

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