

KUPRIONIS M DENISE
Form 4
May 25, 2010

FORM 4

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

OMB APPROVAL

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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 *
KUPRIONIS M DENISE

2. Issuer Name and Ticker or Trading Symbol
SCRIPPS E W CO /DE [SSP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
312 WALNUT STREET, 28TH FLOOR
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
05/25/2010

____ Director
 Officer (give title below) _____ 10% Owner
_____ Other (specify below)
VP, Sec. & Chief E&C Officer

CINCINNATI, OH 45202

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

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	05/25/2010		S		40,408	D	\$ 7.78
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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(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)	8. Amount or Number of Shares
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	16,901
Option	\$ 9.9					02/10/2006 02/09/2013	Class A Common	11,267
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
Option	\$ 10.44					02/22/2007 02/21/2014	Class A Common	32,863
Restricted Stock Units	(1)					03/05/2010 03/05/2012	Restricted Stock Units	116,278
Restricted Stock Units	(2)					03/09/2011 03/09/2013	Restricted Stock Units	15,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

