KUPRIONIS M DENISE

Form 4 May 25, 2010

FORM 4

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

OMB APPROVAL OMB

Check this box if no longer subject to

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

3235-0287 Number: January 31, Expires:

2005

0.5

Section 16. Form 4 or Form 5 obligations

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

burden hours per response...

Estimated average

may continue. See Instruction

30(h) of the Investment Company Act of 1940

1(b).

share

(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)	3. Date of Earliest Transaction	(Check all applicable)		
312 WALNUT STREET, 28TH FLOOR		8ТН	(Month/Day/Year) 05/25/2010	Director 10% Owner _X_ Officer (give title Other (specify below) VP, Sec. & Chief E&C Officer		
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person		
CINCINNATI, OH 45202				Form filed by More than One Reporting Person		

CHVCHVIVAT1, O11 43202						Person			
(City)	(State)	(Zip) Tabl	e I - Non-D	Perivative S	Securi	ties Acq	uired, Disposed o	of, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securit on(A) or Di (Instr. 3,	sposed	of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	
Class A Common Shares, \$.01 par value per share	05/25/2010		S	40,408			522	D	
Common Voting Shares, \$.01 par value per							0	D	

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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	\$ 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	<u>(2)</u>					03/09/2011	03/09/2013	Restricted Stock Units	15,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners 2

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Director 10% Owner Officer Other

KUPRIONIS M DENISE 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202

VP, Sec. & Chief E&C Officer

Signatures

/s/ Mary Denise Kuprionis 05/25/2010

**Signature of Reporting Date
Person

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) 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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