

CONTRERAS MARK G
Form 4
March 11, 2011

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 *
CONTRERAS MARK G

(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)
03/09/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
X Officer (give title below) ___ Other (specify below)
SVP/Newspapers

6. Individual or Joint/Group Filing(Check Applicable Line)
X 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 | (A) or (D) | Price | |
| Class A Common Shares, \$.01 par value per share | 03/09/2011 | | C ⁽¹⁾ | | 10,000 | A | \$ 9.37 84,902 | D |
| Class A Common Shares, \$.01 par value per share | 03/09/2011 | | F ⁽¹⁾ | | 4,205 | D | \$ 9.37 80,697 | D |

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| | | | | | | | |
|---|------------|------------------|--------|---|-------------|--------|---|
| Class A Common Shares, \$.01 par value per share | 03/10/2011 | S ⁽²⁾ | 70,288 | D | \$ 9.115 | 10,409 | D |
| Class A Common Shares, \$.01 par value per share | 03/11/2011 | S ⁽²⁾ | 4,800 | D | \$ 8.9 | 5,609 | D |
| Common Voting Shares, \$.01 par value per share | | | | | | 0 | D |

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 Number Shares |
| Restricted Stock Units | (3) | 03/09/2011 | | C | 10,000 | 03/09/2011 | 03/09/2014 | Restricted Stock Units | 10,000 |
| Option | \$ 9.9 | | | | | 02/10/2006 | 02/09/2013 | Class A Common | 14,080 |
| Option | \$ 10.44 | | | | | 02/22/2007 | 02/21/2014 | Class A Common | 38,330 |
| Option | \$ 9.54 | | | | | 03/29/2007 | 03/28/2014 | Class A Common | 32,860 |

| | | | | | |
|------------------------|----------|------------|------------|------------------------|-------|
| Option | \$ 10.41 | 02/22/2008 | 02/21/2015 | Class A Common | 86,06 |
| Option | \$ 9.09 | 02/21/2009 | 02/20/2016 | Class A Common | 117,3 |
| Restricted Stock Units | (4) | 03/05/2010 | 03/05/2013 | Restricted Stock Units | 232,5 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|----------------|-------|
| | Director | 10% Owner | Officer | Other |
| CONTRERAS MARK G 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202 | | | SVP/Newspapers | |

Signatures

/s/ William Appleton, Attorney-in-fact for Mark G. Contreras 03/11/2011

__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) One-fourth of a 2010 restricted stock unit award vested on March 9, 2011. The terms of this incentive award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
- (2) These shares were sold in accordance with a stock trading plan adopted on November 22, 2010, in accordance with the guidelines specified by Rule 10b5-1.
- (3) One-fourth of a 2010 restricted stock unit award vested on March 9, 2011. Remaining restricted stock unit awards will vest in equal parts on March 9, 2012, 2013, and 2014 pursuant to their terms. Upon vesting, each restricted stock unit converts into one Class A Common share of the Company.
- (4) This restricted stock unit award will vest in equal parts on March 5, 2012 and 2013. Upon vesting, each restricted stock unit will convert 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.