

KUPRIONIS M DENISE  
Form 4  
August 21, 2009

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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)  
08/20/2009

\_\_\_\_ 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)
Class A Common Shares, \$.01 par value per share	08/20/2009		M	13,145 A	\$ 5.22 18,208	D	Indirect Beneficial Ownership (Instr. 4)
Class A Common Shares, \$.01 par value per share	08/20/2009		S	13,145 D	\$ 7.0718 5,063	D	Indirect Beneficial Ownership (Instr. 4)

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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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Option	\$ 5.22	08/20/2009		M		13,145		01/24/2001	01/23/2010	Class A Common	13,145
Option	\$ 6.87							01/25/2002	01/24/2011	Class A Common	15,960
Option	\$ 8.01							02/20/2003	02/19/2012	Class A Common	28,160
Option	\$ 8.52							02/26/2004	02/25/2013	Class A Common	22,530
Option	\$ 10.38							03/23/2005	03/22/2014	Class A Common	16,900
Option	\$ 9.9							02/10/2006	02/09/2013	Class A Common	11,260
Option	\$ 10.41							02/22/2008	02/21/2015	Class A Common	51,640
Option	\$ 9.09							02/21/2009	02/20/2016	Class A Common	70,420
Option	\$ 10.44							02/22/2007	02/21/2014	Class A Common	32,860
Restricted Stock Units	(1)							03/05/2010	03/05/2012	Restricted Stock Units	174,400

## Reporting Owners

Reporting Owner Name / Address

Relationships

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

08/21/2009

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) This restricted stock unit award will vest in equal parts on March 5, 2010, 2011, and 2012. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company based on the closing price of the Company's shares on the vesting date.

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.