

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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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 \*  
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 Indirect Ownership (Instr. 4) |   |
|--|--------------------------------------|--|--------------------------------|---|---|--|--|---|
|  |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |   |
| Class A Common Shares, \$.01 par value per share | 03/09/2011                           |  | C <sup>(1)</sup>               |   | 10,000  | A  | \$ 9.37 84,902                             | D |
| Class A Common Shares, \$.01 par value per share | 03/09/2011                           |  | F <sup>(1)</sup>               |   | 4,205   | D  | \$ 9.37 80,697                             | D |

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|   |            |                  |        |   |             |        |   |
|---|------------|------------------|--------|---|-------------|--------|---|
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share | 03/10/2011 | S <sup>(2)</sup> | 70,288 | D | \$<br>9.115 | 10,409 | D |
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share | 03/11/2011 | S <sup>(2)</sup> | 4,800  | D | \$ 8.9      | 5,609  | D |
| Common<br>Voting<br>Shares,<br>\$.01 par<br>value per<br>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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |
|---|--|---|---|--------------------------------------|--|--|---|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable      Expiration<br>Date                    | Title      Amount<br>Number<br>Shares                               |
| Restricted<br>Stock<br>Units                        | (3)  | 03/09/2011                              |   | C                                    | 10,000   | 03/09/2011      03/09/2014                                     | Restricted<br>Stock<br>Units      10,000                            |
| Option  | \$ 9.9   |   |   |                                      |  | 02/10/2006      02/09/2013                                     | Class A<br>Common      14,080                                       |
| Option  | \$ 10.44   |   |   |                                      |  | 02/22/2007      02/21/2014                                     | Class A<br>Common      38,330                                       |
| Option  | \$ 9.54  |   |   |                                      |  | 03/29/2007      03/28/2014                                     | Class A<br>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<br>312 WALNUT STREET, 28TH FLOOR<br>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.