

STAUTBERG TIMOTHY E

Form 4

November 08, 2010

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
STAUTBERG TIMOTHY E

(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)
11/05/2010

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)

Senior VP & CFO

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)
Class A Common Shares, \$.01 par value per share	11/05/2010		M	8,450	A \$ 6.87	80,716	D
Class A Common Shares, \$.01 par value per share	11/05/2010		S	8,450	D \$ 9.099	72,266	D

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Class A
Common
Shares,
\$.01 par
value per
share

53

I

By wife

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 of Number of Shares
Option	\$ 6.87	11/05/2010		M	8,450	01/25/2002	01/24/2011	Class A Common	8,450
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	21,126
Option	\$ 9.9					02/10/2006	02/09/2013	Class A Common	14,084
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	32,863
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
Restricted Stock Units	(1)	03/05/2011	03/05/2013	Restricted Stock Units	348,833
Restricted Stock Units	(2)	03/09/2011	03/09/2014	Restricted Stock Units	40,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
STAUTBERG TIMOTHY E 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			Senior VP & CFO	

Signatures

/s/ William Appleton, Attorney-in-fact for Timothy E. Stautberg

11/08/2010

____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) These restricted stock units vest in equal parts on March 5, 2011, 2012, and 2013. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.

(2) 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 four equal parts on March 9, 2011, 2012, 2013 and 2014. If the performance objective is achieved, this portion of the award will vest over the same four-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.

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