

GARDNER PAUL F  
Form 4  
August 09, 2005

**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 \*  
GARDNER PAUL F

(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)  
08/08/2005

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Senior VP

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class A Common Shares, \$.01 par value per share	08/08/2005		M		50,000	A	\$ 17.25
					0		
Class A Common Shares, \$.01 par value per share	08/08/2005		S		50,000	D	\$ 49.8275
					0		

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Class A Common Shares, \$.01 par value per share	08/08/2005	M	60,000	A	\$ 23.61	0	D	
Class A Common Shares, \$.01 par value per share	08/08/2005	S	60,000	D	\$ 49.8275	24,137	D	
Class A Common Shares, \$.01 par value per share						13,770	I	Wife's Trust
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)	8. Amount or Number of Shares
Option	\$ 17.25	01/10/1997		A	1	01/10/1998 01/09/2007	Title	50,000

								Class A Common	49
Option	\$ 23.61	01/15/1998		A	1	01/15/1999	01/14/2008	Class A Common	60,000
Option	\$ 23.655					01/19/2000	01/18/2009	Class A Common	70,000
Option	\$ 24.5					01/24/2001	01/23/2010	Class A Common	70,000
Option	\$ 32.125					01/25/2002	01/24/2011	Class A Common	70,000
Option	\$ 37.555					02/20/2003	02/19/2012	Class A Common	70,000
Option	\$ 39.985					02/26/2004	02/25/2013	Class A Common	50,000
Option	\$ 48.71					03/23/2005	03/22/2014	Class A Common	60,000
Option	\$ 46.46					02/15/2006	02/09/2013	Class A Common	40,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GARDNER PAUL F 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202				Senior VP

## Signatures

/s/ M. Denise Kuprionis, Attorney-in-fact for Paul F.  
Gardner

08/09/2005

\*\*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).

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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