

SCRIPPS E W CO /DE  
Form 4  
January 02, 2008

**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 \*  
Hale Mark S

(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)  
01/02/2008

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 of Technology Operations

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	(D)	Price
Class A Common Shares, \$.01 par value per share	01/02/2008		M		8,000	A	\$ 23.61
Class A Common Shares, \$.01 par value per share	01/02/2008		S		8,000	D	\$ 43.8271
					3,040	D	

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Class A Common Shares, \$.01 par value per share	2,215	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.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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. Pri Deriv Secur (Instr	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option	\$ 23.61	01/15/1998		A	1	01/15/1999	01/14/2008	Class A Common	8,000
Option	\$ 23.66					01/19/2000	01/18/2009	Class A Common	10,000
Option	\$ 24.5					01/24/2001	01/23/2010	Class A Common	11,000
Option	\$ 32.13					01/25/2002	01/24/2011	Class A Common	15,000
Option	\$ 37.56					02/20/2003	02/19/2012	Class A Common	10,000
Option	\$ 39.99					02/26/2004	02/25/2013	Class A Common	16,000

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Option	\$ 49.15		02/25/2005	02/24/2014	Class A Common	16,000
Option	\$ 46.46		02/15/2006	02/09/2013	Class A Common	16,000
Option	\$ 50.75		07/27/2006	07/26/2013	Class A Common	14,000
Option	\$ 48.91		02/22/2007	02/21/2014	Class A Common	15,000
Option	\$ 42.44		08/01/2007	07/31/2014	Class A Common	10,000
Option	\$ 48.82		02/22/2008	02/21/2015	Class A Common	20,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Hale Mark S 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			SVP of Technology Operations	

## Signatures

/s/M. Denise Kuprionis, Attorney-in-fact for Mark  
S. Hale

01/02/2008

\_\_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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