#### SCRIPPS E W CO /DE

Form 4

September 04, 2008

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

**OMB APPROVAL** 

OMB 3235-0287 Number:

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0.5 response...

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** Form 4 or Form 5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

share

(Print or Type Responses)

1. Name and Add KUPRIONIS	*	_	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
			SCRIPPS E W CO /DE [SSP]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction				
312 WALNUT STREET, 28TH FLOOR		, 28TH	(Month/Day/Year) 09/03/2008	Director 10% Owner _X_ Officer (give title Other (specify below)  VP, Sec. & Chief E&C Officer			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
CINCINNAT	ГІ, ОН 45202		Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acc	quired, Disposed of, or Beneficially Owned			

	,						Person		
(City)	(State)	(Zip) Tabl	e I - Non-D	erivative S	Securi	ties Acqu	ired, Disposed of	, or Beneficiall	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securities Acquired ction(A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Cl. A			Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(Instr. 4)	
Class A Common Shares, \$.01 par value per share	09/03/2008		M	14,084	A	\$ 5.04	19,973 <u>(1)</u>	D	
Class A Common Shares, \$.01 par value per	09/03/2008		S	14,084	D	\$ 6.871	5,889 (1)	D	

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Common Voting Shares, \$.01 par value per			
share			

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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D

SEC 1474 (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. Transacti Code (Instr. 8)	5. Number of orDerivative 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 or Number of Shares
Option	\$ 5.04	09/03/2008		M		14,084	01/19/2000	01/18/2009	Class A Common	14,084
Option	\$ 5.22						01/24/2001	01/23/2010	Class A Common	13,145
Option	\$ 6.87						01/25/2002	01/24/2011	Class A Common	15,962
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	16,901
Option	\$ 9.9						02/10/2006	02/09/2013	Class A Common	11,267
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
Option	\$ 10.44						02/22/2007	02/21/2014		32,863

Class A Common

## **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 09/04/2008

\*\*Signature of Reporting 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) Effective July 16, 2008, shareholders approved an amendment to the Company's Amended and Restated Articles of Incorporation to effect a 1-for-3 reverse share split. The holdings for this individual were adjusted accordingly.

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.

Reporting Owners 3