

BOEHNE RICHARD A
Form 4
December 17, 2010

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
BOEHNE RICHARD A

2. Issuer Name and Ticker or Trading Symbol
SCRIPPS E W CO /DE [SSP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
312 WALNUT STREET, 28TH FLOOR

3. Date of Earliest Transaction (Month/Day/Year)
12/15/2010

Director 10% Owner
 Officer (give title below) Other (specify below)
President & CEO

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

CINCINNATI, OH 45202

(City) (State) (Zip)

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)
			Code	V	Amount	(D)	Price
Class A Common Shares, \$.01 par value per share	12/15/2010		M ⁽¹⁾		33,076	A	\$ 8.01 70,720
Class A Common Shares, \$.01 par value per share	12/15/2010		S ⁽¹⁾		33,076	D	\$ 10 37,644

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

0

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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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. 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 Number Shares
Option	\$ 8.01 ⁽¹⁾	12/15/2010		M	33,076	02/20/2003	02/19/2012	Class A Common	33,076
Option	\$ 8.52					02/26/2004	02/25/2013	Class A Common	103,200
Option	\$ 10.38					03/23/2005	03/22/2014	Class A Common	84,500
Option	\$ 9.9					02/10/2006	02/09/2013	Class A Common	56,300
Option	\$ 9.54					03/29/2007	03/28/2014	Class A Common	117,300
Option	\$ 10.41					02/22/2008	02/21/2015	Class A Common	258,200
Option	\$ 9.09					02/21/2009	02/20/2016	Class A Common	410,700

Option	\$ 9.54	03/29/2007	03/28/2014	Class A Common	46,9
Restricted Stock Units	(2)	03/05/2011	03/05/2013	Restricted Stock Units	1,046,
Restricted Stock Units	(3)	03/09/2011	03/09/2014	Restricted Stock Units	120,0

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BOEHNE RICHARD A 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202	X		President & CEO	

Signatures

/s/ William Appleton, Attorney-in-fact for Richard A.
Boehne

12/17/2010

__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 shares were sold in accordance with a stock trading plan adopted on July 7, 2010, in accordance with the guidelines specified by Rule 10b5-1.
- (2) This restricted stock unit award will vest in equal parts on March 5, 2011, 2012, and 2013. The first vesting took place on March 5, 2010. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.

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
- (3) 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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