

Carson Robert A  
Form 4  
March 08, 2011

**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 \*  
Carson Robert A

(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)  
03/05/2011

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)  
VP & Chief Information Officer

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 Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|  |                                      |  | Code                           | V   | Amount  | (D)  | Price                             |
| Class A Common Shares, \$.01 par value per share | 03/05/2011                           |  | C <sup>(1)</sup>               |   | 58,139  | A  | \$ 9.84                           |
|  |                                      |  |                                |   | 63,703  |  |                                   |
| Class A Common Shares, \$.01 par value per share | 03/05/2011                           |  | F <sup>(1)</sup>               |   | 18,643  | D  | \$ 9.84                           |
|  |                                      |  |                                |   | 45,060  |  |                                   |

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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 or Number of Shares                              |
| Restricted Stock Units                     | (2)  | 03/05/2011                           |  | C                              | 58,139  | 03/05/2011 03/05/2012                                    | Restricted Stock Units 58,139                                 |
| Option                                     | \$ 8.52  |                                      |  |                                |   | 02/26/2004 02/25/2013                                    | Class A Common 938  |
| Option                                     | \$ 10.47   |                                      |  |                                |   | 02/25/2005 02/24/2014                                    | Class A Common 1,408  |
| Option                                     | \$ 9.9   |                                      |  |                                |   | 02/10/2006 02/09/2013                                    | Class A Common 2,816  |
| Option                                     | \$ 10.44   |                                      |  |                                |   | 02/22/2007 02/21/2014                                    | Class A Common 6,571  |
| Option                                     | \$ 10.41   |                                      |  |                                |   | 02/22/2008 02/21/2015                                    | Class A Common 12,910   |
| Option                                     | \$ 9.09  |                                      |  |                                |   | 02/21/2009 02/20/2016                                    | Class A Common 23,474   |
| Restricted Stock Units                     | (3)  |                                      |  |                                |   | 03/09/2011 03/09/2013                                    | Restricted Stock Units 15,000                                 |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                      |       |
|--|---------------|-----------|--------------------------------------|-------|
|  | Director      | 10% Owner | Officer                              | Other |
| Carson Robert A<br>312 WALNUT STREET<br>28TH FLOOR<br>CINCINNATI, OH 45202 |               |           | VP & Chief<br>Information<br>Officer |       |

## Signatures

|  |            |
|--|------------|
| /s/ William Appleton, Attorney-in-fact for Robert A.<br>Carson | 03/08/2011 |
| **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) One-third of a restricted stock unit award granted in 2009 vested on March 5, 2011. The terms of this award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
  - (2) Remaining restricted stock unit awards granted in 2009 will vest on March 5, 2012. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.
  - (3) 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 three equal parts on March 9, 2011, 2012 and 2013. If the performance objective is achieved, this portion of the award will vest over the same three-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. 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.