

LOWE KENNETH W  
Form 4  
December 15, 2004

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
LOWE KENNETH W

(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)  
12/15/2004

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)  
President & CEO

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	12/15/2004		S		44,724	D	\$ 45.9306
Class A Common Shares, \$.01 par value per share					147,690	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. D	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option	\$ 17.25					01/10/1998	01/09/2007	Class A Common	47,000
Option	\$ 23.61					01/15/1999	01/14/2008	Class A Common	60,000
Option	\$ 24.5					01/24/2001	01/23/2010	Class A Common	120,000
Option	\$ 26.395					10/01/2001	09/30/2010	Class A Common	120,000
Option	\$ 32.125					01/25/2002	01/24/2011	Class A Common	200,000
Option	\$ 37.555					02/20/2003	02/19/2012	Class A Common	250,000
Option	\$ 39.985					02/26/2004	02/25/2013	Class A Common	250,000
Option	\$ 48.71					03/23/2005	03/22/2014	Class A Common	187,500
Restricted Share	(1)					(1)	(1)	Class A Common	40,000

Units

## Reporting Owners

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

## Signatures

/s/ M. Denise Kuprionis, Attorney-in-fact for Kenneth W.  
Lowe

12/15/2004

\_\_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).

Pursuant to the Company's Amended and Restated 1997 Long-Term Incentive Plan (the "Plan"), the reporting person has exchanged 40,000 shares previously awarded to him as restricted shares under the Plan for 40,000 restricted share units (the "Units"). Each Unit shall (1) be exchanged for one Class A Common share of the Company following the reporting person's retirement or termination of his employment under certain circumstances as set forth in a Restricted Share Unit Agreement between the Company and the reporting person. The 40,000 Units shall vest on January 2, 2007.

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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