

SCRIPPS E W CO /DE  
Form 4  
August 18, 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 \*  
BURLINGAME JOHN H

(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)  
08/15/2008

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)

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)
				(A) or (D)	Price		
				Code	V	Amount	
Class A Common Shares, \$.01 par value per share	08/15/2008		P	A	\$ 3,000	3,476 <sup>(1)</sup>	D
Class A Common Shares, \$.01 par value per share						13,064,074 <sup>(1)</sup>	I Family Trust <sup>(2)</sup>
Common Voting						10,693,333 <sup>(1)</sup>	I Family Trust <sup>(2)</sup>

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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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(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. Pr Deriv Secur (Instr	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option	\$ 6.87					05/10/2002	05/09/2011	Class A Common	4,694 <u>(1)</u>
Option	\$ 8.31					05/09/2003	05/08/2012	Class A Common	4,694 <u>(1)</u>
Option	\$ 8.49					04/29/2004	04/28/2013	Class A Common	4,694 <u>(1)</u>
Option	\$ 11.28					04/15/2005	04/14/2014	Class A Common	4,694 <u>(1)</u>
Option	\$ 10.92					04/14/2006	04/13/2015	Class A Common	4,694 <u>(1)</u>
Option	\$ 9.96					05/04/2007	05/03/2016	Class A Common	4,694 <u>(1)</u>
Option	\$ 9.24					04/26/2008	04/25/2017	Class A Common	4,694 <u>(1)</u>
Option	\$ 9.93					06/13/2009	06/12/2018	Class A Common	23,474 <u>(1)</u>
Phantom Stock	\$ 6.63					<u>(3)</u>	<u>(3)</u>	Class A Common	148 <u>(1)</u>

# Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BURLINGAME JOHN H 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202	X			

## Signatures

Mary Denise Kuprionis, Attorney-in-fact for John H. Burlingame 08/18/2008

\*\*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).
- (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.  
The reporting person is a Trustee of the Edward W. Scripps Trust (the "Trust") and has the power, together with the other Trustees of the
- (2) Trust, to vote and dispose of the shares of the company held by the Trust. Mr. Burlingame disclaims any beneficial interest in the shares held by the Trust.  
Pursuant to the company's 1997 Deferred Compensation and Stock Plan for Directors, directors may defer fees into a phantom stock fund.
- (3) Under this plan, fees are converted quarterly into phantom shares at the fair market value of the company's Class A Common Shares on the last trading day of each quarter. Upon retirement as a director or at another specified date, the balance may be paid in either shares or cash.

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.