Peirce Mary Form 4 May 17, 2010

### FORM 4

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

Check this box if no longer subject to Section 16.

Form 4 or

obligations

Form 5

#### 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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \* Peirce Mary

> (Last) (First) (Middle)

312 WALNUT STREET, 28TH **FLOOR** 

CINCINNATI, OH 45202

share

(Street)

2. Issuer Name and Ticker or Trading Symbol

SCRIPPS E W CO /DE [SSP]

3. Date of Earliest Transaction

(Month/Day/Year) 05/14/2010

4. If Amendment, Date Original

Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to

Issuer

(Check all applicable)

**OMB APPROVAL** 

3235-0287

January 31,

2005

0.5

**OMB** 

Number:

Expires:

response...

Estimated average

burden hours per

\_X\_\_ Director 10% Owner \_ Other (specify Officer (give title

below)

6. Individual or Joint/Group Filing(Check

Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

(City)	(State)	(Zip) <b>Tabl</b>	le I - Non-L	Derivative S	Securi	ties Acqu	iired, Disposed of	, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Transaction Date 2A. Deemed		on(A) or Dis	curities Acquired r Disposed of (D) . 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect
Class A Common Shares, \$.01 par value per share	05/14/2010		Code V	Amount 34,285	or (D)	Price \$ 8.764	Transaction(s) (Instr. 3 and 4)	D	
Class A Common Shares, \$.01 par value per							13,064,074	I	EWS Trust

Common

Voting

Shares, \$.01 par EWS Trust

value per share

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. 5. TransactionNumber Code of (Instr. 8) 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	
Option	\$ 6.63					08/07/2009	08/06/2018	Class A Common	104,000	
Restricted Stock Units	(1)					05/13/2011	05/13/2011	Restricted Stock Units	4,055	

Relationships

## **Reporting Owners**

Reporting Owner Name / Address			-	
	Director	10% Owner	Officer	Other
Peirce Mary				

312 WALNUT STREET, 28TH FLOOR X CINCINNATI, OH 45202

## **Signatures**

/s/ Mary Denise Kuprionis, Attorney-in-fact for Mary
Peirce 05/17/2010

\*\*Signature of Reporting Person Date

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## **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) This restricted stock unit award will vest on May 13, 2011. Upon vesting, each restricted stock unit will convert 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.