Lyons Douglas F Form 4 November 08, 2010

value per share

#### **OMB APPROVAL** UNITED STATES SECURITIES AND EXCHANGE COMMISSION OMB 3235-0287 Washington, D.C. 20549 Number: Check this box January 31, Expires: if no longer 2005 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF subject to Estimated average **SECURITIES** Section 16. burden hours per Form 4 or response... 0.5 Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations 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 \* 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Lyons Douglas F Issuer Symbol SCRIPPS E W CO /DE [SSP] (Check all applicable) (First) (Middle) (Last) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner X\_ Officer (give title Other (specify 312 WALNUT STREET 11/04/2010 below) Vice President and Controller (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting CINCINNATI, OH 45202 Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired (A) 5. Amount of 7. Nature of Security (Month/Day/Year) Execution Date, if Transactionr Disposed of (D) Securities Ownership Indirect (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially Form: Beneficial (Month/Day/Year) Owned Direct (D) Ownership (Instr. 8) Following or Indirect (Instr. 4) Reported (A) Transaction(s) (Instr. 4) or (Instr. 3 and 4) Code V Amount (D) Price Class A Common Shares, 11/04/2010 M 5,633 Α \$ 8.01 40,309 D \$.01 par value per share Class A Common Shares. 5,633 11/04/2010 M D Α \$ 6.87 45,942 \$.01 par

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Class A Common Shares, \$.01 par value per share	11/04/2010	S	11,266 D	\$ 9.2733	34,676	D
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.

Persons who respond to the collection of SEC 1474 information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

(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. Transact Code (Instr. 8)	Sec Acc (A) Dis	posed of tr. 3, 4,	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	\$ 6.87	11/04/2010		M		5,633	01/25/2002	01/24/2011	Class A Common	5,633
Option	\$ 8.01	11/04/2010		M		5,633	02/20/2003	02/19/2012	Class A Common	5,633
Option	\$ 8.52						02/26/2004	02/25/2013	Class A Common	5,633
Option	\$ 10.47						02/25/2005	02/24/2014	Class A Common	6,572
Option	\$ 9.9						02/10/2006	02/09/2013	Class A Common	6,572
Option	\$ 10.44						02/22/2007	02/21/2014	Class A Common	18,621
Option	\$ 10.35						10/06/2007	10/05/2014		17,212

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				Class A Common	
Option	\$ 10.41	02/22/2008	02/21/2015	Class A Common	34,425
Option	\$ 9.09	02/21/2009	02/20/2016	Class A Common	46,948
Restricted Stock Units	Ш	03/05/2011	03/05/2012	Restricted Stock Units	0
Restricted Stock Units	<u>(2)</u>	03/09/2011	03/09/2013	Restricted Stock Units	15,000

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Lyons Douglas F 312 WALNUT STREET CINCINNATI, OH 45202

Vice President and Controller

## **Signatures**

/s/ William Appleton, Attorney-in-fact for Douglas F.
Lyons

11/08/2010

\*\*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 restricted stock units vest in equal parts on March 5, 2011 and 2012. 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 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.

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