

CONTRERAS MARK G  
Form 4  
February 23, 2010

**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 \*  
CONTRERAS MARK G

(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)  
02/21/2010

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)  
SVP/Newspapers

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	02/21/2010		F(1)	333	D	\$ 7.01	2,397	D
Class A Common Shares, \$.01 par value per share	02/23/2010		S(2)	536	D	\$ 7.1	1,861	D
Common Voting							0	D

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. Amount or Number of Shares
Option	\$ 9.9					02/10/2006 02/09/2013	Class A Common	14,084
Option	\$ 10.44					02/22/2007 02/21/2014	Class A Common	38,338
Option	\$ 9.54					03/29/2007 03/28/2014	Class A Common	32,863
Option	\$ 10.41					02/22/2008 02/21/2015	Class A Common	86,069
Option	\$ 9.09					02/21/2009 02/20/2016	Class A Common	117,370
Restricted Stock Units	(3)					03/05/2010 03/05/2013	Restricted Stock Units	465,116

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

CONTRERAS MARK G  
312 WALNUT STREET, 28TH FLOOR

SVP/Newspapers

CINCINNATI, OH 45202

## Signatures

/s/ Mary Denise Kuprionis, Attorney-in-fact for Mark G.  
Contreras

02/23/2010

\_\_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) A restricted stock award vested on February 21, 2010. The terms of this long-term incentive award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
  - (2) These shares were sold in accordance with a stock trading plan adopted on December 14, 2009, in accordance with the guidelines specified by Rule 10b5-1.
  - (3) This restricted stock unit award will vest in equal parts on March 5, 2010, 2011, 2012 and 2013. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company based on the closing price of the Company's shares on the vesting date.

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.