

STAUTBERG TIMOTHY E  
Form 4  
December 10, 2010

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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**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 \*  
STAUTBERG TIMOTHY E

2. Issuer Name and Ticker or Trading Symbol  
SCRIPPS E W CO /DE [SSP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
312 WALNUT STREET, 28TH FLOOR

3. Date of Earliest Transaction (Month/Day/Year)  
12/10/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Senior VP & CFO

(Street)  
CINCINNATI, OH 45202

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Shares, \$.01 par value per share	12/10/2010		S		16,270	D	\$ 9.809
Class A Common Shares, \$.01 par value per share	12/10/2010		M		28,169	A	\$ 8.01
					81,432	D	

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Class A Common Shares, \$.01 par value per share	12/10/2010	S	28,169	D	\$ 9.8	53,263	D	
Class A Common Shares, \$.01 par value per share						53	I	By wife
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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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. 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)	Amount Number Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Option	\$ 8.01	12/10/2010		M	28,169	02/20/2003	02/19/2012	Class A Common	28,169
Option	\$ 8.52					02/26/2004	02/25/2013	Class A Common	22,530
Option	\$ 10.38					03/23/2005	03/22/2014	Class A Common	21,120
Option	\$ 9.9					02/10/2006	02/09/2013	Class A Common	14,080
Option	\$ 10.44					02/22/2007	02/21/2014		32,860

Option	\$ 10.41		02/22/2008	02/21/2015	Class A Common	51,64
Option	\$ 9.09		02/21/2009	02/20/2016	Class A Common	70,42
Restricted Stock Units	(1)		03/05/2011	03/05/2013	Restricted Stock Units	348,8
Restricted Stock Units	(2)		03/09/2011	03/09/2014	Restricted Stock Units	40,00

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
STAUTBERG TIMOTHY E 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			Senior VP & CFO	

## Signatures

/s/ William Appleton, Attorney-in-fact for Timothy E. Stautberg

12/10/2010

\_\_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) This restricted stock unit award will vest in equal parts on March 5, 2011, 2012, and 2013. The first vesting took place on March 5, 2010. 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 four equal parts on March 9, 2011, 2012, 2013 and 2014. If the performance objective is achieved, this
- (2) portion of the award will vest over the same four-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.