

Koors Mark L
 Form 3
 February 19, 2010

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Koors Mark L | | (Month/Day/Year) | SCRIPPS E W CO /DE [SSP] | |
| (Last) | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| | | 02/16/2010 | | |
| 312 WALNUT STREET,Â 28TH FLOOR | | | (Check all applicable) | |
| (Street) | | | <input type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| | | | <input checked="" type="checkbox"/> Officer | <input type="checkbox"/> Other |
| | | | (give title below) | (specify below) |
| | | | VP/Audit and Compliance | |
| CINCINNATI,Â OHÂ 45202 | | | 6. Individual or Joint/Group Filing(Check Applicable Line) | |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Form filed by One Reporting Person | |
| | | | <input type="checkbox"/> Form filed by More than One Reporting Person | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|
| Class A Common Shares, \$.01 par value per share | 485.921 | D | Â |
| Common Voting Shares, \$.01 par value per share | 0 | D | Â |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|--|--------------------|--|----------------------------------|--|--|--|
| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | |
| Option | 02/26/2004 | 02/25/2013 | Class A Common | 4,131 | \$ 8.52 | D | Â |
| Option | 02/25/2005 | 02/24/2014 | Class A Common | 5,633 | \$ 10.47 | D | Â |
| Option | 02/10/2006 | 02/09/2013 | Class A Common | 6,572 | \$ 9.9 | D | Â |
| Option | 02/22/2007 | 02/21/2014 | Class A Common | 10,953 | \$ 10.44 | D | Â |
| Option | 02/22/2007 | 02/21/2014 | Class A Common | 4,382 | \$ 10.44 | D | Â |
| Option | 02/22/2008 | 02/21/2015 | Class A Common | 18,779 | \$ 10.41 | D | Â |
| Option | 02/22/2008 | 02/21/2015 | Class A Common | 1,877 | \$ 10.41 | D | Â |
| Option | 02/21/2009 | 02/20/2016 | Class A Common | 30,516 | \$ 9.09 | D | Â |
| Restricted Stock Units | 03/05/2010 | 03/05/2012 | Restricted Stock Units | 31,918 | \$ <u>(1)</u> | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Koors Mark L 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202 | Â | Â | Â VP/Audit and Compliance | Â |

Signatures

/s/ Mary Denise Kuprionis, Attorney-in-fact for Mark L.
Koors

02/18/2010

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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, 2010, 2011, and 2012. 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.