

Lawlor Brian G.
Form 4
March 09, 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
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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Lawlor Brian 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)

03/09/2010

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title below) ____ Other (specify
below)

Sr. VP/Television

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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 Indirect Beneficial Ownership (Instr. 4)
Class A Common Shares, \$.01 par value per share	03/05/2010		C	58,139 A	\$ 9.7 100,085	D	
Class A Common Shares, \$.01 par value per share	03/05/2010		F ⁽¹⁾	18,634 D	\$ 9.7 81,451	D	

Class A Common Shares, \$.01 par value per share	03/08/2010	S ⁽²⁾	15,000	D	\$ 8.0206	66,451	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.

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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 Underlying Security (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Underlying Security
Restricted Stock Units	(3)	03/05/2010		C		58,139		03/05/2010	03/05/2013	Restricted Stock Units	2
Restricted Stock Units	(4)	03/09/2010		A		40,000		03/09/2011	03/09/2014	Restricted Stock Units	4
Option	\$ 8.01							02/20/2003	02/19/2012	Class A Common	
Option	\$ 8.52							02/26/2004	02/25/2013	Class A Common	
Option	\$ 10.47							02/25/2005	02/24/2014	Class A Common	
Option	\$ 9.9							02/10/2006	02/09/2013	Class A Common	
Option	\$ 10.44							02/22/2007	02/21/2014	Class A Common	2

Option	\$ 10.41	02/22/2008	02/21/2015	Class A Common	3
Option	\$ 9.09	02/21/2009	02/20/2016	Class A Common	4

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lawlor Brian G. 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202			Sr. VP/Television	

Signatures

/s/ Mary Denise Kuprionis, Attorney-in-fact for Brian G. Lawlor 03/09/2010

__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) One-fourth of a March 5, 2009 restricted stock unit award vested on March 5, 2010. The terms of this 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) A restricted stock unit award was granted on March 5, 2009 and vests in four equal parts on March 5, 2010, 2011, 2012 and 2013. Upon vesting, each restricted stock unit converts into one Class A Common share of the Company.
- (4) 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 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.