

SCRIPPS E W CO /DE  
Form 4  
March 17, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
Hale Mark S

(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)  
03/15/2008

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 of Technology Operations

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) |                |   |              |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|----------------|---|--------------|
|  |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |                |   |              |
| Class A Common Shares, \$.01 par value per share | 03/15/2008                           |  | F                              |   | 269   | D  | \$ 41.74                          | 745            | I | Wife's Trust |
| Class A Common Shares, \$.01 par value per share | 03/15/2008                           |  | A                              |   | 875   | A  | <u>11</u>                         | 875 <u>(1)</u> | I | Wife's Trust |

|   |            |   |       |   |     |           |   |                 |
|---|------------|---|-------|---|-----|-----------|---|-----------------|
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share | 03/15/2008 | A | 3,573 | A | (2) | 3,573 (2) | D |                 |
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share |            |   |       |   |     | 9,852     | D |                 |
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share |            |   |       |   |     | 2,215     | I | Wife's<br>Trust |
| Common<br>Voting<br>Shares,<br>\$.01 par<br>value per<br>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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Pri<br>Deriv<br>Secur<br>(Instr |                                     |
|---|--|---|---|--------------------------------------|--|--|---|------------------------------------|-------------------------------------|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date  | Title                              | Amount<br>or<br>Number<br>of Shares |
| Option  | \$ 23.66   |   |   |                                      |  | 01/19/2000   | 01/18/2009  |                                    | 10,000                              |

|        |          |            |            | Class A<br>Common |        |
|--------|----------|------------|------------|-------------------|--------|
| Option | \$ 24.5  | 01/24/2001 | 01/23/2010 | Class A<br>Common | 11,000 |
| Option | \$ 32.13 | 01/25/2002 | 01/24/2011 | Class A<br>Common | 15,000 |
| Option | \$ 37.56 | 02/20/2003 | 02/19/2012 | Class A<br>Common | 10,000 |
| Option | \$ 39.99 | 02/26/2004 | 02/25/2013 | Class A<br>Common | 16,000 |
| Option | \$ 49.15 | 02/25/2005 | 02/24/2014 | Class A<br>Common | 16,000 |
| Option | \$ 46.46 | 02/15/2006 | 02/09/2013 | Class A<br>Common | 16,000 |
| Option | \$ 50.75 | 07/27/2006 | 07/26/2013 | Class A<br>Common | 14,000 |
| Option | \$ 48.91 | 02/22/2007 | 02/21/2014 | Class A<br>Common | 15,000 |
| Option | \$ 42.44 | 08/01/2007 | 07/31/2014 | Class A<br>Common | 10,000 |
| Option | \$ 48.82 | 02/22/2008 | 02/21/2015 | Class A<br>Common | 20,000 |
| Option | \$ 42.62 | 02/21/2009 | 02/21/2016 | Class A<br>Common | 25,000 |

## Reporting Owners

| Reporting Owner Name / Address                                       | Relationships |           |                                    |       |
|--|---------------|-----------|------------------------------------|-------|
|  | Director      | 10% Owner | Officer                            | Other |
| Hale Mark S<br>312 WALNUT STREET, 28TH FLOOR<br>CINCINNATI, OH 45202 |               |           | SVP of<br>Technology<br>Operations |       |

## Signatures

/s/M. Denise Kuprionis, Attorney-in-fact for Mark S. Hale

03/17/2008

\_\_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 share award was earned on 3/15/08 and vested on that day.

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(2) This restricted share award was earned on 3/15/08 and will vest in part on 3/15/09 and in part on 3/15/10.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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