

Lyons Douglas F
Form 4
November 08, 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
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
Lyons Douglas F

(Last) (First) (Middle)

312 WALNUT STREET

(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)
11/04/2010

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)

Vice President and Controller

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	11/04/2010		M	5,633	A \$ 8.01	40,309	D
Class A Common Shares, \$.01 par value per share	11/04/2010		M	5,633	A \$ 6.87	45,942	D

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Class A Common Shares, \$.01 par value per share	11/04/2010	S	11,266	D	\$ 9.2733	34,676	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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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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Option	\$ 6.87	11/04/2010		M	5,633	01/25/2002 01/24/2011	Class A Common 5,633
Option	\$ 8.01	11/04/2010		M	5,633	02/20/2003 02/19/2012	Class A Common 5,633
Option	\$ 8.52					02/26/2004 02/25/2013	Class A Common 5,633
Option	\$ 10.47					02/25/2005 02/24/2014	Class A Common 6,572
Option	\$ 9.9					02/10/2006 02/09/2013	Class A Common 6,572
Option	\$ 10.44					02/22/2007 02/21/2014	Class A Common 18,621
Option	\$ 10.35					10/06/2007 10/05/2014	17,212

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					Class A Common	
Option	\$ 10.41		02/22/2008	02/21/2015	Class A Common	34,425
Option	\$ 9.09		02/21/2009	02/20/2016	Class A Common	46,948
Restricted Stock Units	(1)		03/05/2011	03/05/2012	Restricted Stock Units	0
Restricted Stock Units	(2)		03/09/2011	03/09/2013	Restricted Stock Units	15,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lyons Douglas F 312 WALNUT STREET CINCINNATI, OH 45202			Vice President and Controller	

Signatures

/s/ William Appleton, Attorney-in-fact for Douglas F. Lyons 11/08/2010

__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) These restricted stock units vest in equal parts on March 5, 2011 and 2012. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.

(2) 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 three equal parts on March 9, 2011, 2012 and 2013. If the performance objective is achieved, this portion of the award will vest over the same three-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.

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