

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>Lyons Douglas F</u> (Last) (First) (Middle) 312 WALNUT STREET (Street) CINCINNATI OH 45202 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>SCRIPPS E W CO /DE [SSP]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) Other (specify below) Vice President and Controller
	3. Date of Earliest Transaction (Month/Day/Year) 03/05/2011	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Shares, \$.01 par value per share	03/05/2011		C ⁽¹⁾		58,139	A	\$9.84	82,815	D	
Class A Common Shares, \$.01 par value per share	03/05/2011		F ⁽¹⁾		20,088	D	\$9.84	62,727	D	
Common Voting Shares, \$.01 par value per share								0	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Restricted Stock Units	(2)	03/05/2011		C			58,139	03/05/2011	03/05/2012	Restricted Stock Units	58,139	\$9.84	58,139 ⁽²⁾	D	
Option	\$8.52							02/26/2004	02/25/2013	Class A Common	5,633		5,633	D	
Option	\$10.47							02/25/2005	02/24/2014	Class A Common	6,572		6,572	D	
Option	\$9.9							02/10/2006	02/09/2013	Class A Common	6,572		6,572	D	
Option	\$10.44							02/22/2007	02/21/2014	Class A Common	18,621		18,621	D	
Option	\$10.35							10/06/2007	10/05/2014	Class A Common	17,212		17,212	D	
Option	\$10.41							02/22/2008	02/21/2015	Class A Common	34,425		34,425	D	
Option	\$9.09							02/21/2009	02/20/2016	Class A Common	46,948		46,948	D	
Restricted Stock Units	(3)							03/09/2011	03/09/2013	Restricted Stock Units	15,000		15,000	D	

Explanation of Responses:

- One-third of a restricted stock unit award granted in 2009 vested on March 5, 2011. The terms of this award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
- Remaining restricted stock unit awards will vest on March 5, 2012. 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 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.

Remarks:

/s/ William Appleton, Attorney-in-fact for Douglas F. Lyons 03/08/2011

** Signature of Reporting Person Date

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

* 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).

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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