

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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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).

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

1. Name and Address of Reporting Person* <u>Lyons Douglas F</u> <hr/> (Last) (First) (Middle) <u>312 WALNUT STREET</u> <hr/> (Street) <u>CINCINNATI OH 45202</u> <hr/> (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 <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Vice President and Controller</u>		
			3. Date of Earliest Transaction (Month/Day/Year) <u>03/11/2011</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
			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	03/15/2011 ⁽¹⁾		s ⁽¹⁾		12,000	D	\$8.67	53,999	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⁾	03/11/2011		A		11,892		03/11/2012	03/11/2014	Restricted Stock Units	11,892	⁽²⁾	11,892 ⁽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⁾							03/05/2010	03/05/2012	Restricted Stock Units	58,139 ⁽³⁾		58,139	D	
Restricted Stock Units	⁽⁴⁾							03/09/2011	03/09/2013	Restricted Stock Units	10,000		10,000 ⁽⁴⁾	D	

Explanation of Responses:

- These shares were sold in accordance with a stock trading plan adopted on December 13, 2010, in accordance with the guidelines specified by Rule 10b5-1.
- This restricted stock unit award will vest in equal parts in 2012, 2013 and 2014. A portion of the award is performance based. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.
- This restricted stock unit award will vest on March 5, 2012. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.
- This restricted stock unit will vest in equal parts in 2012 and 2013. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.

Remarks:

/s/ William Appleton, Attorney- 03/15/2011
in-fact for Douglas F. Lyons

** 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.