

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
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1. Name and Address of Reporting Person* <u>Hale Mark S</u> (Last) (First) (Middle) 312 WALNUT STREET, 28TH FLOOR (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 X Officer (give title below) Other (specify below) <u>SVP of Technology Operations</u>
	3. Date of Earliest Transaction (Month/Day/Year) 08/01/2006	
		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)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Shares, \$.01 par value per share								1,470	I	Wife's Trust
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					
Option	\$23.61							01/15/1999	01/14/2008	Class A Common	8,000		D	
Option	\$23.66							01/19/2000	01/18/2009	Class A Common	10,000		D	
Option	\$24.5							01/24/2001	01/23/2010	Class A Common	11,000		D	
Option	\$32.13							01/25/2002	01/24/2011	Class A Common	15,000		D	
Option	\$37.56							02/20/2003	02/19/2012	Class A Common	10,000		D	
Option	\$39.99							02/26/2004	02/25/2013	Class A Common	16,000		D	
Option	\$49.15							02/25/2005	02/24/2014	Class A Common	16,000		D	
Option	\$46.46							02/15/2006	02/09/2013	Class A Common	16,000		D	
Option	\$50.75							07/27/2006	07/26/2013	Class A Common	14,000		D	
Option	\$48.91							02/22/2007	02/21/2014	Class A Common	15,000		D	
Option	\$42.44	08/01/2006		A		1		08/01/2007 ⁽¹⁾	07/31/2014	Class A Common	10,000	(2)	D	

Explanation of Responses:

- This option is exercisable in three equal installments on 8/1/07, 8/1/08 and 8/1/09.
- The exercise price of this nonqualified stock option award granted under the company's Long-Term Incentive Plan is \$42.44.

Remarks:

/s/M. Denise Kuprionis,
Attorney-in-fact for Mark S. Hale 08/02/2006

** 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.