

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>Appleton William</u>			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>SVP and General Counsel</u>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <u>03/09/2011</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
<u>312 WALNUT STREET, 28TH FL.</u>			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street)	<u>CINCINNATI OH</u>	<u>45202</u>						
(City)	(State)	(Zip)						

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	03/09/2011		C ⁽¹⁾		10,000	A	\$9.37	90,362	D	
Class A Common Shares, \$.01 par value per share	03/09/2011		F ⁽¹⁾		4,205	D	\$9.37	86,157	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)	03/09/2011		C		10,000		03/09/2011	03/09/2014	Restricted Stock Units	10,000	\$9.37	30,000 ⁽²⁾	D	
Restricted Stock Units	(3)							03/05/2010	03/05/2013	Restricted Stock Units	232,558		232,558 ⁽³⁾	D	

Explanation of Responses:

- One-fourth of a 2010 restricted stock unit award vested on March 9, 2011. The terms of this incentive award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
- One-fourth of a 2010 restricted stock unit award vested on March 9, 2011. Remaining restricted stock unit awards will vest in equal parts on March 9, 2012, 2013, and 2014 pursuant to their terms. Upon vesting, each restricted stock unit converts into one Class A Common share of the Company.
- This restricted stock unit award will vest in equal parts on March 5, 2012 and 2013. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.

Remarks:

/s/ William Appleton 03/11/2011
 ** 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.

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.