

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* BOEHNE RICHARD A			2. Issuer Name and Ticker or Trading Symbol SCRIPPS E W CO /DE [SSP]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) President & CEO		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/18/2010			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		
312 WALNUT STREET, 28TH FLOOR			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) CINCINNATI OH 45202								
(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	08/18/2010 ⁽¹⁾		M		6,700	A	\$6.87	217,571	D	
Class A Common Shares, \$.01 par value per share	08/18/2010 ⁽¹⁾		S		6,700	D	\$7.5348	210,871	D	
Class A Common Shares, \$.01 par value per share								0	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	Title	Amount or Number of Shares				
Option	\$6.87	08/18/2010 ⁽¹⁾		M		6,700		01/25/2002	01/24/2011	Class A Common	6,700	\$7.5348	87,196	D	
Option	\$8.01							02/20/2003	02/19/2012	Class A Common	112,676		112,676	D	
Option	\$8.52							02/26/2004	02/25/2013	Class A Common	103,286		103,286	D	
Option	\$10.38							03/23/2005	03/22/2014	Class A Common	84,507		84,507	D	
Option	\$9.9							02/10/2006	02/09/2013	Class A Common	56,338		56,338	D	
Option	\$9.54							03/29/2007	03/28/2014	Class A Common	117,370		164,318	D	
Option	\$10.41							02/22/2008	02/21/2015	Class A Common	258,215		258,215	D	
Option	\$9.09							02/21/2009	02/20/2016	Class A Common	410,798		410,798	D	
Option	\$9.54							03/29/2007	03/28/2014	Class A Common	46,948		46,948	D	
Restricted Stock Units	(2)							03/05/2011	03/05/2013	Restricted Stock Units	1,046,511		1,046,511	D	
Restricted Stock Units	(3)							03/09/2011	03/09/2014	Restricted Stock Units	120,000		120,000	D	

Explanation of Responses:

- These shares were sold in accordance with a stock trading plan adopted on July 7, 2010, in accordance with the guidelines specified by Rule 10b5-1.
- This restricted stock unit award will vest in equal parts on March 5, 2011, 2012, and 2013. The first vesting took place on March 5, 2010. 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 four equal parts on March 9, 2011, 2012,

2013 and 2014. If the performance objective is achieved, this portion of the award will vest over the same four-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 Richard A. Boehne 08/20/2010

** 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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