

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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 | |
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| 1. Name and Address of Reporting Person* <u>KUPRIONIS M DENISE</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) VP legal, Corp. Secy |
| | 3. Date of Earliest Transaction (Month/Day/Year) 06/30/2004 | |
| 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 | | | | | | | | 2,341 | 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 | | | | | |
| Option | \$34.5 | | | | | | | 01/10/1998 | 01/09/2007 | Class A Common | 7,500 | 9 | D | |
| Option | \$47.22 | | | | | | | 01/15/1999 | 01/14/2008 | Class A Common | 6,000 | 9 | D | |
| Option | \$47.31 | | | | | | | 01/19/2000 | 01/18/2009 | Class A Common | 7,500 | 9 | D | |
| Option | \$49 | | | | | | | 01/24/2001 | 01/23/2010 | Class A Common | 7,000 | 9 | D | |
| Option | \$64.25 | | | | | | | 01/25/2002 | 01/24/2011 | Class A Common | 8,500 | 9 | D | |
| Option | \$75.11 | | | | | | | 02/20/2003 | 02/19/2012 | Class A Common | 15,000 | 9 | D | |
| Option | \$79.97 | | | | | | | 02/26/2004 | 02/25/2013 | Class A Common | 12,000 | 9 | D | |
| Phantom Stock | \$105.15 | 06/30/2004 | | J | | 1 | | (1) | (1) | Class A Common | 2,0309 ⁽¹⁾ | (1) | 9 | D |
| Option | \$97.42 | | | | | | | 03/23/2005 | 03/22/2014 | Class A Common | 9,000 | 9 | D | |

Explanation of Responses:

1. Pursuant to the company's 1997 Deferred Compensation and Phantom Stock Plan for Senior Officers and Selected Executives, executives may defer all or a portion of the payments under the Annual Executive Bonus Plan into a phantom stock fund. Dividends are credited quarterly and converted into phantom shares. The balance at 6/30/04 is 1,069.76 phantom shares.

Remarks:

M. Denise Kuprionis 07/01/2004

** 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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