

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Carson Robert A</u>	2. Date of Event Requiring Statement (Month/Day/Year) 07/01/2008	3. Issuer Name and Ticker or Trading Symbol <u>SCRIPPS E W CO /DE [SSP]</u>	
		4. 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>VP & Chief Information Officer</u>	5. If Amendment, Date of Original Filed (Month/Day/Year)
(Last) (First) (Middle) 312 WALNUT STREET 28TH FLOOR			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
(Street) CINCINNATI OH 45202			
(City) (State) (Zip)			

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Shares, \$.01 par value per share	0	D	
Common Voting Shares, \$.01 par value per share	0	D	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Option	01/25/2001	01/24/2011	Class A Common Shares	1,000	32.125	D	
Option	02/26/2003	02/25/2013	Class A Common Shares	1,000	39.985	D	
Option	02/25/2004	02/24/2014	Class A Common Shares	1,500	49.15	D	
Option	02/10/2005	02/09/2013	Class A Common Shares	3,000	46.46	D	
Option	02/22/2006	02/21/2014	Class A Common Shares	3,000	48.91	D	
Option	02/22/2007	02/21/2015	Class A Common Shares	3,750	48.82	D	
Option	02/21/2008	02/20/2016	Class A Common Shares	5,000	42.62	D	

Explanation of Responses:

Remarks:

/s/ Mary Denise Kuprionis,
Attorney-in-fact for Robert A. Carson 07/02/2008

** 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 5 (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.

POWER OF ATTORNEY

BE IT KNOWN, that Robert A. Carson, Vice President and Chief Information Officer, does hereby make and appoint Mary Denise Kuprionis, Vice President, Secretary and Chief Compliance & Ethics Officer of The E. W. Scripps Company, as his true and lawful attorney for him and in his name, place and stead, giving and granting to said attorney the power and authority to sign and file reports required under Section 16(a) of the Securities and Exchange Act of 1934 with full power of substitution and revocation, hereby ratifying and confirming such act(s) that said attorney shall lawfully do or cause to be done by virtue hereof.

IN WITNESS WHEREOF, I have hereunto set my hand as of the 1st day of July, 2008.

/s/ Robert A. Carson