

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>Carson Robert A</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 <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>VP & Chief Information Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>08/02/2010</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	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

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	08/02/2010		F ⁽¹⁾		1,784	D	\$7.86	9,344	D	
Class A Common Shares, \$.01 par value per share	08/03/2010		s ⁽²⁾		3,780	D	\$7.85	5,564	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	\$6.87							01/25/2002	01/24/2011	Class A Common	938	938	D	
Option	\$8.52							02/26/2004	02/25/2013	Class A Common	938	938	D	
Option	\$10.47							02/25/2005	02/24/2014	Class A Common	1,408	1,408	D	
Option	\$9.9							02/10/2006	02/09/2013	Class A Common	2,816	2,816	D	
Option	\$10.44							02/22/2007	02/21/2014	Class A Common	6,571	6,571	D	
Option	\$10.41							02/22/2008	02/21/2015	Class A Common	12,910	12,910	D	
Option	\$9.09							02/21/2009	02/20/2016	Class A Common	23,474	23,474	D	
Restricted Stock Units	(3)							03/05/2011	03/05/2012	Restricted Stock Units	116,278	116,278	D	
Restricted Stock Units	(4)							03/09/2011	03/09/2013	Restricted Stock Units	15,000	15,000	D	

Explanation of Responses:

- A restricted stock award vested on August 1, 2010. The terms of this long-term incentive award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
- These shares were sold in accordance with a stock trading plan adopted on December 14, 2009, in accordance with the guidelines specified by Rule 10b5-1.
- These restricted stock units vest in equal parts on March 5, 2011 and 2012. 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 three equal parts on March 9, 2011, 2012 and 2013. If the performance objective is achieved, this portion of the award will vest over the same three-year period. Upon vesting, each restricted stock unit converts into one Class A Common share of the Company.

Remarks:

/s/ William Appleton, Attorney- 08/03/2010

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.