

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	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

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) 03/31/2004	
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	\$100.43	03/31/2004		J		1		(1)	(1)	Class A Common	1.8572 ⁽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 3/31/04 is 1067.73 phantom shares.

Remarks:

M. Denise Kuprionis 04/01/2004

** 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.

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.