

KUPRIONIS M DENISE  
Form 4  
October 30, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
KUPRIONIS M DENISE

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)

(Last) (First) (Middle)  
312 WALNUT STREET, 28TH FLOOR  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
10/29/2007

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP, Corp. Sec., Dir. of Legal

CINCINNATI, OH 45202

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

(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  | (D)  | Price   |
| Class A Common Shares, \$.01 par value per share | 10/29/2007                           |  | M                              |   | 12,000  | A  | \$ 23.61  |
| Class A Common Shares, \$.01 par value per share | 10/29/2007                           |  | S                              |   | 12,000  | D  | \$ 43.7148  |
|  |                                      |  |                                |   | 10,697  | D  |   |

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Common  
Voting  
Shares,  
\$.01 par  
value per  
share

0 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**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 control number.**

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(9-02)

**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 Underlying Securities (Instr. 3 and 4) | 8. Price or Value of Underlying Securities (Instr. 3 and 4) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title   | Amount or Number of Shares |
| Option                                     | \$ 23.61   | 01/15/1998                           |  | A                              | 1   | 01/15/1999   | 01/14/2008  | Class A Common  | 12,000                     |
| Option                                     | \$ 23.655  |                                      |  |                                |   | 01/19/2000   | 01/18/2009  | Class A Common  | 15,000                     |
| Option                                     | \$ 24.5  |                                      |  |                                |   | 01/24/2001   | 01/23/2010  | Class A Common  | 14,000                     |
| Option                                     | \$ 32.125  |                                      |  |                                |   | 01/25/2002   | 01/24/2011  | Class A Common  | 17,000                     |
| Option                                     | \$ 37.555  |                                      |  |                                |   | 02/20/2003   | 02/19/2012  | Class A Common  | 30,000                     |
| Option                                     | \$ 39.985  |                                      |  |                                |   | 02/26/2004   | 02/25/2013  | Class A Common  | 24,000                     |
| Option                                     | \$ 48.71   |                                      |  |                                |   | 03/23/2005   | 03/22/2014  | Class A Common  | 18,000                     |
| Option                                     | \$ 46.46   |                                      |  |                                |   | 02/15/2006   | 02/09/2013  | Class A Common  | 12,000                     |
| Option                                     | \$ 48.91   |                                      |  |                                |   | 02/22/2007   | 02/21/2014  | Class A Common  | 15,000                     |

