

SCRIPPS E W CO /DE  
Form 4  
August 02, 2006

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
Hale Mark S

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

CINCINNATI, OH 45202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SCRIPPS E W CO /DE [SSP]

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/01/2006

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP of Technology Operations

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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) |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|
| Class A Common Shares, \$.01 par value per share |                                      |  |                                | (A)<br>or<br>(D)  | 1,470   | I  | Wife's Trust  |
| Common Voting Shares, \$.01 par value per share  |                                      |  |                                | (A)<br>or<br>(D)  | 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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Option                                     | \$ 23.61   |                                      |  |                                |   | 01/15/1999 01/14/2008                                    | Class A Common  | 8,000                         |
| Option                                     | \$ 23.66   |                                      |  |                                |   | 01/19/2000 01/18/2009                                    | Class A Common  | 10,000                        |
| Option                                     | \$ 24.5  |                                      |  |                                |   | 01/24/2001 01/23/2010                                    | Class A Common  | 11,000                        |
| Option                                     | \$ 32.13   |                                      |  |                                |   | 01/25/2002 01/24/2011                                    | Class A Common  | 15,000                        |
| Option                                     | \$ 37.56   |                                      |  |                                |   | 02/20/2003 02/19/2012                                    | Class A Common  | 10,000                        |
| Option                                     | \$ 39.99   |                                      |  |                                |   | 02/26/2004 02/25/2013                                    | Class A Common  | 16,000                        |
| Option                                     | \$ 49.15   |                                      |  |                                |   | 02/25/2005 02/24/2014                                    | Class A Common  | 16,000                        |
| Option                                     | \$ 46.46   |                                      |  |                                |   | 02/15/2006 02/09/2013                                    | Class A Common  | 16,000                        |
| Option                                     | \$ 50.75   |                                      |  |                                |   | 07/27/2006 07/26/2013                                    | Class A Common  | 14,000                        |
| Option                                     | \$ 48.91   |                                      |  |                                |   | 02/22/2007 02/21/2014                                    | Class A Common  | 15,000                        |
| Option                                     | \$ 42.44   | 08/01/2006                           |  | A                              | 1   | 08/01/2007 <sup>(1)</sup> 07/31/2014                     | Class A Common  | 10,000                        |

# Reporting Owners

| Reporting Owner Name / Address                                       | Relationships |           |                                    |       |
|--|---------------|-----------|------------------------------------|-------|
|  | Director      | 10% Owner | Officer                            | Other |
| Hale Mark S<br>312 WALNUT STREET, 28TH FLOOR<br>CINCINNATI, OH 45202 |               |           | SVP of<br>Technology<br>Operations |       |

## Signatures

|  |            |
|--|------------|
| /s/M. Denise Kuprionis, Attorney-in-fact for Mark<br>S. Hale | 08/02/2006 |
| <u>    </u> **Signature of Reporting Person                  | Date       |

## Explanation of Responses:

- \* 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).
- (1) This option is exercisable in three equal installments on 8/1/07, 8/1/08 and 8/1/09.
- (2) The exercise price of this nonqualified stock option award granted under the company's Long-Term Incentive Plan is \$42.44.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.