Lyons Douglas F Form 4 March 11, 2011

## FORM 4

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

Check this box if no longer subject to Section 16. Form 4 or

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

Expires:

**OMB** 

Number:

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**OMB APPROVAL** 

3235-0287

January 31,

2005

Form 5 obligations may continue. See Instruction 1(b).

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 \* Lyons Douglas F

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

(Last) (First)

(Middle)

SCRIPPS E W CO /DE [SSP]

(Check all applicable)

10% Owner

312 WALNUT STREET

(Street)

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

03/09/2011

Director X\_ Officer (give title Other (specify

below) Vice President and Controller

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

Applicable Line) \_X\_ Form filed by One Reporting Person

Form filed by More than One Reporting Person

6. Individual or Joint/Group Filing(Check

CINCINNATI, OH 45202

(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. Security (Month/Day/Year) Execution Date, if (Instr. 3) any

(Month/Day/Year)

4. Securities Acquired 5. Amount of Transaction(A) or Disposed of Code (D) (Instr. 8) (Instr. 3, 4 and 5)

6. Ownership 7. Nature of Securities Form: Direct Indirect Beneficially (D) or Beneficial Indirect (I) Ownership Owned Following (Instr. 4) (Instr. 4) Reported

(A) or Code V Amount (D) Price

Transaction(s) (Instr. 3 and 4)

Class A Common

Shares, \$.01 03/09/2011 par value

 $C^{(1)}$ 5,000 67,727

0

D

per share

Class A Common

Shares, \$.01 03/09/2011

 $F^{(1)}$ 

1,728

9 37

D

D

par value per share

Common

Voting

Shares, \$.01 par value per share

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

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SEC 1474

(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. Transacti Code (Instr. 8)	Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	<u>(2)</u>	03/09/2011		С		5,000	03/09/2011	03/09/2013	Restricted Stock Units	5,000
Option	\$ 8.52						02/26/2004	02/25/2013	Class A Common	5,633
Option	\$ 10.47						02/25/2005	02/24/2014	Class A Common	6,572
Option	\$ 9.9						02/10/2006	02/09/2013	Class A Common	6,572
Option	\$ 10.44						02/22/2007	02/21/2014	Class A Common	18,621
Option	\$ 10.35						10/06/2007	10/05/2014	Class A Common	17,212
Option	\$ 10.41						02/22/2008	02/21/2015	Class A Common	34,425
Option	\$ 9.09						02/21/2009	02/20/2016	Class A Common	46,948
Restricted Stock Units	<u>(3)</u>						03/05/2010	03/05/2012	Restricted Stock Units	58,139

#### Edgar Filing: Lyons Douglas F - Form 4

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Lyons Douglas F 312 WALNUT STREET CINCINNATI, OH 45202

Vice President and Controller

## **Signatures**

/s/ William Appleton, Attorney-in-fact for Douglas F. Lyons

03/11/2011

\*\*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).
- One-third of a 2010 restricted stock unit award vested on March 9, 2011. The terms of this incentive award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
- One-third of a 2010 restricted stock unit award vested on March 9, 2011. Remaining restricted stock unit awards will vest in equal parts on March 9, 2012 and 2013 pursuant to their terms. Upon vesting, each restricted stock unit converts into one Class A Common share of the Company.
- (3) This restricted stock unit award will vest on March 5, 2012. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.

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.

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