

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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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 *
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
 Officer (give title below)
____ 10% Owner
____ 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.

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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. 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

				Class A Common	
Option	\$ 48.82	02/22/2008	02/21/2015	Class A Common	15,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KUPRIONIS M DENISE 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			VP, Corp. Sec., Dir. of Legal	

Signatures

M. Denise
Kuprionis

10/30/2007

__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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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