

SCRIPPS E W CO /DE  
Form 4  
August 05, 2005

**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 \*  
**LOWE KENNETH W**

(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)  
**08/03/2005**

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)  
**President & CEO**

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)
			Code	V	Amount	(D)	Price
Class A Common Shares, \$.01 par value per share	08/03/2005		M		16,100	A	\$ 17.25
					0		
Class A Common Shares, \$.01 par value per share	08/03/2005		S		16,100	D	\$ 50.3252
					0		

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Class A Common Shares, \$.01 par value per share	08/04/2005	M	30,900	A	\$ 17.25	0	D	
Class A Common Shares, \$.01 par value per share	08/04/2005	S	30,900	D	\$ 50.1947	0	D	
Class A Common Shares, \$.01 par value per share	08/04/2005	M	60,000	A	\$ 23.61	0	D	
Class A Common Shares, \$.01 par value per share	08/04/2005	S	60,000	D	\$ 50.1947	267,307	D	
Class A Common Shares, \$.01 par value per share						147,690	I	Wife's trust
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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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4.	5. TransactionNumber	6. Date Exercisable and Expiration Date	7. Title and Amount of Underlying Securities	8. D
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Security (Instr. 3)	or Exercise Price of Derivative Security	any (Month/Day/Year)	Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year)	(Instr. 3 and 4)				
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option	\$ 17.25	01/10/1997	A		1		01/10/1998	01/09/2007	Class A Common	47,000
Option	\$ 23.61	01/15/1998	A		1		01/15/1999	01/14/2008	Class A Common	60,000
Option	\$ 24.5						01/24/2001	01/23/2010	Class A Common	120,000
Option	\$ 26.395						10/01/2001	09/30/2010	Class A Common	120,000
Option	\$ 32.125						01/25/2002	01/24/2011	Class A Common	200,000
Option	\$ 37.555						02/20/2003	02/19/2012	Class A Common	250,000
Option	\$ 39.985						02/26/2004	02/25/2013	Class A Common	250,000
Option	\$ 48.71						03/23/2005	03/22/2014	Class A Common	187,500
Restricted Share Units	(2)						(2)	(2)	Class A Common	40,000
Option	\$ 46.46						02/15/2006	02/09/2013	Class A Common	125,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LOWE KENNETH W 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202	X		President & CEO	

## Signatures

/s/ M. Denise Kuprionis, Attorney-in-fact for Kenneth W.  
Lowe

08/05/2005

\_\_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) As reported in Table 1, on 8/3/05 Mr. Lowe exercised and sold 16,100 shares at \$50.3252 and on 8/4/05 he exercised and sold the remaining 30,900 shares at \$50.1947.

Pursuant to the Company's Amended and Restated 1997 Long-Term Incentive Plan (the "Plan"), the reporting person has exchanged 40,000 shares previously awarded to him as restricted shares under the Plan for 40,000 restricted share units (the "Units"). Each Unit shall

- (2) be exchanged for one Class A Common share of the Company following the reporting person's retirement or termination of his employment under certain circumstances as set forth in a Restricted Share Unit Agreement between the Company and the reporting person. The 40,000 Units shall vest on January 2, 2007.

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.