SCRIPPS E W CO /DE

Form 4

March 16, 2007

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB Number:

3235-0287

Expires:

Person

January 31, 2005

0.5

Estimated average burden hours per

OMB APPROVAL

response...

if no longer subject to Section 16. Form 4 or Form 5

Check this box

SECURITIES obligations may continue.

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

1(b).

(Print or Type Responses)

See Instruction

1. Name and Address of Reporting Person ** Hale Mark S			2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer		
			SCRIPPS E W CO /DE [SSP]	(Check all applicable)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction			
			(Month/Day/Year)	Director 10% Owner		
312 WALNUT STREET, 28TH FLOOR			03/15/2007	X Officer (give title Other (specify below) SVP of Technology Operations		
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
CDICDDIA	DI OH 450	0.2	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting		

CINCINNATI, OH 45202

(City)	(State) (Z	Zip) Table	I - Non-Do	erivative S	Securi	ties Ac	quired, Disposed	of, or Beneficia	lly 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. Securi onAcquired Disposed (Instr. 3,	(A) of (D) 4 and)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Class A			Code V	Amount	or (D)	Price	(Instr. 3 and 4)		
Common Shares, \$.01 par value per share	03/15/2007		A	745	A	(1)	745 (1)	I	Wife's Trust
Class A Common Shares, \$.01 par value per share	03/15/2007		A	3,040	A	(2)	3,040 (2)	D	
Class A Common							1,470	I	Wife's Trust

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Shares, \$.01
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.

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.

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. Transactic Code (Instr. 8)	5. orNumber 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 I S (
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	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		16,000	

8. Pri Deriv Secur (Instr

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				Class A Common	
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	08/01/2007	07/31/2014	Class A Common	10,000
Option	\$ 48.82	02/22/2008	02/21/2015	Class A Common	20,000

Reporting Owners

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

Signatures

/s/M. Denise Kuprionis, Attorney-in-fact for Mark S. Hale 03/16/2007

**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).
- (1) This restricted share award was earned on 3/15/07 and vested on that day.
- (2) This restricted share award was earned on 3/15/07 and will vest in part on 3/15/08 and in part on 3/15/09.

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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