

SCRIPPS E W CO /DE

Form 4

March 16, 2007

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
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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(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)

03/15/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)

SVP of Technology Operations

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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 Ownership (Instr. 4)
Class A Common Shares, \$.01 par value per share	03/15/2007		A	745 A <u>(1)</u>	745 <u>(1)</u>	I	Wife's Trust
Class A Common Shares, \$.01 par value per share	03/15/2007		A	3,040 A <u>(2)</u>	3,040 <u>(2)</u>	D	
Class A Common					1,470	I	Wife's Trust

Shares, \$.01
par value
per share

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.

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. 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. Pri Deriv Secur (Instr
				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	

				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			
	Director	10% Owner	Officer	Other
Hale Mark S 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			SVP of Technology 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.