

Koors Mark L  
 Form 3  
 February 19, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Koops Mark L		(Month/Day/Year)	SCRIPPS E W CO /DE [SSP]	
(Last)	(First)	(Middle)	02/16/2010	
312 WALNUT STREET, 28TH FLOOR			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
CINCINNATI, OH 45202			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			VP/Audit and Compliance	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Shares, \$.01 par value per share	485.921	D	^
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.

SEC 1473 (7-02)

**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.**

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

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1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Option	02/26/2004	02/25/2013	Class A Common	4,131	\$ 8.52	D	Â
Option	02/25/2005	02/24/2014	Class A Common	5,633	\$ 10.47	D	Â
Option	02/10/2006	02/09/2013	Class A Common	6,572	\$ 9.9	D	Â
Option	02/22/2007	02/21/2014	Class A Common	10,953	\$ 10.44	D	Â
Option	02/22/2007	02/21/2014	Class A Common	4,382	\$ 10.44	D	Â
Option	02/22/2008	02/21/2015	Class A Common	18,779	\$ 10.41	D	Â
Option	02/22/2008	02/21/2015	Class A Common	1,877	\$ 10.41	D	Â
Option	02/21/2009	02/20/2016	Class A Common	30,516	\$ 9.09	D	Â
Restricted Stock Units	03/05/2010	03/05/2012	Restricted Stock Units	31,918	\$ <u>(1)</u>	D	Â

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Koors Mark L 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202	Â	Â	Â VP/Audit and Compliance	Â

**Signatures**

/s/ Mary Denise Kuprionis, Attorney-in-fact for Mark L.  
Koors 02/18/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 stock unit award will vest in equal parts on March 5, 2010, 2011, and 2012. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company based on the closing price of the Company's shares on the vesting date.

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.