Koors Mark L Form 4 March 08, 2011

# 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

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

2. Issuer Name and Ticker or Trading

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

share

(Print or Type Responses)

1. Name and Address of Reporting Person \*

Koors Mark L Symbol SCRIPPS E W CO /DE [SSP] (Check all applicable) (First) (Middle) (Last) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner X\_ Officer (give title Other (specify 312 WALNUT STREET, 28TH 03/05/2011 below) below) **FLOOR** VP/Audit and Compliance (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) \_X\_ Form filed by One Reporting Person Form filed by More than One Reporting CINCINNATI, OH 45202 Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of 6. Ownership 7. Nature of Security (Month/Day/Year) Execution Date, if Transaction(A) or Disposed of (D) Securities Form: Direct Indirect (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially (D) or Beneficial (Month/Day/Year) Indirect (I) Ownership (Instr. 8) Owned Following (Instr. 4) (Instr. 4) Reported (A) Transaction(s) or (Instr. 3 and 4) Code V Amount (D) Price Class A Common Shares,  $C^{(1)}$ 03/05/2011 10,639 A 17,564,921 D \$.01 par value per share Class A Common Shares.  $F^{(1)}$ 3,788 03/05/2011 13,776.921 D 9.84 \$.01 par value per

**OMB APPROVAL** 

Estimated average

burden hours per

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

5. Relationship of Reporting Person(s) to

Issuer

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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)	Code	5. Number of orDerivative 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)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Restricted Stock Units	<u>(2)</u>	03/05/2011		С		10,639	03/05/2011	03/05/2012	Restricted Stock Units	10,639
Option	\$ 8.52						02/26/2004	02/25/2013	Class A Common	4,131
Option	\$ 10.47						02/25/2005	02/24/2014	Class A Common	5,633
Option	\$ 9.9						02/10/2006	02/09/2013	Class A Common	6,572
Option	\$ 10.44						02/22/2007	02/21/2014	Class A Common	10,953
Option	\$ 10.44						02/22/2007	02/21/2014	Class A Common	4,382
Option	\$ 10.41						02/22/2008	02/21/2015	Class A Common	18,779
Option	\$ 10.41						02/22/2008	02/21/2015	Class A Common	1,877
Option	\$ 9.09						02/21/2009	02/20/2016	Class A Common	30,510

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 Restricted
 Restricted

 Stock
 3

 03/09/2011
 03/09/2013

 Stock
 15,000

Units Units

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Koors Mark L 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202

VP/Audit and Compliance

### **Signatures**

/s/ William Appleton, Attorney-in-fact for Mark L.
Koors

03/08/2011

\*\*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) One-third of a restricted stock unit award granted in 2009 vested on March 5, 2011. The terms of this award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
- (2) Remaining restricted stock unit awards will vest on March 5, 2012. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.
- A restricted stock unit award was granted on March 9, 2010. The award is part time-vested and part performance-vested. The time-vested portion of the award vests in three equal parts on March 9, 2011, 2012 and 2013. If the performance objective is achieved, this portion of the award will vest over the same three-year period. Upon vesting, each restricted stock unit converts into one Class A Common share of the Company.

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.

Reporting Owners 3