

Lyons Douglas F  
Form 4  
March 12, 2013

**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

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Lyons Douglas F

(Last) (First) (Middle)

312 WALNUT STREET

(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)

03/09/2013

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)

Vice President and Controller

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<br>Security<br>(Instr. 3)                           | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|-----------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share | 03/09/2013                              |                                                             | C <sup>(1)</sup>                        | 13,035 A                                                                | \$<br>11.18 49,411                                                                                                 | D                                                                    |                                                                   |
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share | 03/09/2013                              |                                                             | F <sup>(2)</sup>                        | 4,043 D                                                                 | \$<br>11.18 45,368                                                                                                 | D                                                                    |                                                                   |

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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.

**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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V (A) (D)                                                                                                       | Date<br>Exercisable<br>Expiration<br>Date                      | Title<br>Amount<br>or<br>Number<br>of Shares                        |
| Restricted<br>Stock<br>Units                        | \$ 11.18                                                              | 03/09/2013                              |                                                             | C <sup>(1)</sup>                        | 5,000                                                                                                           | 03/09/2011 03/09/2013                                          | Restricted<br>Stock<br>Units 5,000                                  |
| Restricted<br>Stock<br>Units                        | \$ 11.18                                                              | 03/09/2013                              |                                                             | C <sup>(1)</sup>                        | 3,963                                                                                                           | 03/11/2012 03/11/2014                                          | Restricted<br>Stock<br>Units 3,963                                  |
| Restricted<br>Stock<br>Units                        | \$ 11.18                                                              | 03/09/2013                              |                                                             | C <sup>(1)</sup>                        | 4,072                                                                                                           | 03/15/2013 03/15/2015                                          | Restricted<br>Stock<br>Units 4,072                                  |
| Option                                              | \$ 10.44                                                              |                                         |                                                             |                                         |                                                                                                                 | 02/22/2007 02/21/2014                                          | Class A<br>Common 18,621                                            |
| Option                                              | \$ 10.35                                                              |                                         |                                                             |                                         |                                                                                                                 | 10/06/2007 10/05/2014                                          | Class A<br>Common 17,212                                            |
| Option                                              | \$ 10.41                                                              |                                         |                                                             |                                         |                                                                                                                 | 02/22/2008 02/21/2015                                          | Class A<br>Common 34,425                                            |
| Option                                              | \$ 9.09                                                               |                                         |                                                             |                                         |                                                                                                                 | 02/21/2009 02/20/2016                                          | Class A<br>Common 46,948                                            |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |                               |       |
|--------------------------------------------------------------|---------------|-----------|-------------------------------|-------|
|                                                              | Director      | 10% Owner | Officer                       | Other |
| Lyons Douglas F<br>312 WALNUT STREET<br>CINCINNATI, OH 45202 |               |           | Vice President and Controller |       |

## Signatures

|                                                                |            |
|----------------------------------------------------------------|------------|
| /s/ William Appleton, Attorney-in-fact for Douglas F.<br>Lyons | 03/12/2013 |
|----------------------------------------------------------------|------------|

\_\_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 transaction reflects the conversion of restricted stock units into Class A Common Shares.

(2) The terms of this long-term incentive award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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