Lawlor Brian G. Form 4 April 09, 2013

FORM 4

OMB APPROVAL

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

OMB 3235-0287 Number:

January 31,

Check this box if no longer subject to Section 16. Form 4 or

Expires:

2005 Estimated average burden hours per 0.5 response...

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

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).

(Print or Type Responses)

1. Name and Address of Reporting Person ** Lawlor Brian G.			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 WALNU FLOOR	T STREET	REET, 28TH	04/08/2013	_X_ Officer (give title Other (specify below) Sr. VP/Television			
	(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			
CINCINNAT	T, OH 4520	2		Form filed by More than One Reporting			

(City)	(State)	(Zip) Tabl	le I - Non-I	Derivative	Secur	ities Acqui	red, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	(A) or			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 Indirect Beneficial Ownership (Instr. 4)
Class A Common Shares, \$.01 par value per share	04/08/2013		Code V S(1)	Amount 34,132	(D)	Price \$ 12.502	20,664	D	
Class A Common Shares, \$.01 par value per share	04/09/2013		S <u>(1)</u>	868	D	\$ 12.53	19,796	D	

Edgar Filing: Lawlor Brian G. - Form 4

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. Transactic Code (Instr. 8)	5. onNumber 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 1 5 (
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Option	\$ 10.47					02/25/2005	02/24/2014	Class A Common	9,389	
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	21,907	
Option	\$ 10.41					02/22/2008	02/21/2015	Class A Common	34,425	
Option	\$ 9.09					02/21/2009	02/20/2016	Class A Common	46,948	
Restricted Stock Units	(2)					03/09/2011	03/09/2014	Restricted Stock Units	10,000	
Restricted Stock Units	(3)					03/11/2012	03/11/2015	Restricted Stock Units	15,856	
Restricted Stock Units	<u>(4)</u>					03/15/2013	03/15/2016	Restricted Stock Units	24,431	

Edgar Filing: Lawlor Brian G. - Form 4

 Restricted
 Restricted

 Stock
 (5)

 Units
 Units

Restricted

Stock 26,642

Units

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Lawlor Brian G. 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202

Sr. VP/Television

Signatures

/s/ William Appleton, Attorney-in-fact for Brian G.
Lawlor

04/09/2013

**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) These shares were sold in accordance with a stock trading plan adopted on December 26, 2012, in accordance with the guidelines specified by Rule 10b5-1.
- (2) This restricted stock unit award will vest in 2014. Upon vesting, each restricted stock unit will convert into one Class A Common Share of the Company.
- (3) This restricted stock unit award will vest in equal parts in 2014 and 2015. Upon vesting, each restricted stock unit will convert into one Class A Common Share of the Company.
- (4) This restricted stock unit award will vest in equal parts in 2014, 2015 and 2016. Upon vesting, each restricted stock unit will convert into one Class A Common Share of the Company.
- (5) This restricted stock unit award will vest in equal parts in 2014, 2015, 2016 and 2017. Upon vesting, each restricted stock unit will convert 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