

Lawlor Brian G.  
Form 4  
July 02, 2012

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Lawlor Brian G.

(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)  
07/02/2012

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Sr. VP/Television

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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) |
|--------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                                  |                                      |                                                    | Code                           | V                                                                 | Amount                                                                                        | (D)                                                      | Price                             |
| Class A Common Shares, \$.01 par value per share | 07/02/2012                           |                                                    | S <sup>(1)</sup>               |                                                                   | 12,000                                                                                        | D                                                        | \$ 9.06                           |
| Common Voting Shares, \$.01 par value per share  |                                      |                                                    |                                |                                                                   | 0                                                                                             | D                                                        |                                   |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(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. Amount or Number of Shares |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|
| Option                                     | \$ 8.52                                                |                                      |                                                    |                                |                                                                                         | 02/26/2004 02/25/2013                                    | Class A Common                                                | 3,755                         |
| Option                                     | \$ 10.47                                               |                                      |                                                    |                                |                                                                                         | 02/25/2005 02/24/2014                                    | Class A Common                                                | 9,389                         |
| Option                                     | \$ 9.9                                                 |                                      |                                                    |                                |                                                                                         | 02/10/2006 02/09/2013                                    | 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)                                                    |                                      |                                                    |                                |                                                                                         | 03/05/2010 03/05/2013                                    | Restricted Stock Units                                        | 58,140                        |
| Restricted Stock Units                     | (3)                                                    |                                      |                                                    |                                |                                                                                         | 03/09/2011 03/09/2014                                    | Restricted Stock Units                                        | 20,000                        |
| Restricted Stock Units                     | (4)                                                    |                                      |                                                    |                                |                                                                                         | 03/11/2012 03/11/2015                                    | Restricted Stock Units                                        | 23,785                        |
| Restricted Stock Units                     | (5)                                                    |                                      |                                                    |                                |                                                                                         | 03/15/2013 03/15/2016                                    | Restricted Stock Units                                        | 32,573                        |

# Reporting Owners

| Reporting Owner Name / Address                                             | Relationships |           |                   |       |
|----------------------------------------------------------------------------|---------------|-----------|-------------------|-------|
|                                                                            | Director      | 10% Owner | Officer           | Other |
| Lawlor Brian G.<br>312 WALNUT STREET<br>28TH FLOOR<br>CINCINNATI, OH 45202 |               |           | Sr. VP/Television |       |

## Signatures

/s/ William Appleton, Attorney-in-fact for Brian G. Lawlor 07/02/2012

\*\*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 13, 2011, in accordance with the guidelines specified by Rule 10b5-1.
  - (2) This restricted stock unit award will vest in 2013. 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 2013 and 2014. 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 2013, 2014, and 2015. 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 2013, 2014, 2015 and 2016. 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.