

Lyons Douglas F  
Form 4  
March 12, 2013

# 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 \*  
Lyons Douglas F

2. Issuer Name and Ticker or Trading Symbol  
SCRIPPS E W CO /DE [SSP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

312 WALNUT STREET

03/09/2013

Vice President and Controller

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

CINCINNATI, OH 45202

(City) (State) (Zip)

### 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 Indirect Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|--|
|  |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |
| Class A Common Shares, \$.01 par value per share | 03/09/2013                           |  | C <sup>(1)</sup>               |   | 13,035  | A  | \$ 11.18                                   |
| Class A Common Shares, \$.01 par value per share | 03/09/2013                           |  | F <sup>(2)</sup>               |   | 4,043   | D  | \$ 11.18                                   |

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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(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) | Amount or Number of Shares |        |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|--------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      |        |
| Restricted Stock Units                     | \$ 11.18   | 03/09/2013                           |  | C <sup>(1)</sup>               | 5,000   | 03/09/2011   | 03/09/2013  | Restricted Stock Units     | 5,000  |
| Restricted Stock Units                     | \$ 11.18   | 03/09/2013                           |  | C <sup>(1)</sup>               | 3,963   | 03/11/2012   | 03/11/2014  | Restricted Stock Units     | 3,963  |
| Restricted Stock Units                     | \$ 11.18   | 03/09/2013                           |  | C <sup>(1)</sup>               | 4,072   | 03/15/2013   | 03/15/2015  | Restricted Stock Units     | 4,072  |
| Option                                     | \$ 10.44   |                                      |  |                                |   | 02/22/2007   | 02/21/2014  | Class A Common             | 18,621 |
| Option                                     | \$ 10.35   |                                      |  |                                |   | 10/06/2007   | 10/05/2014  | Class A Common             | 17,212 |
| 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 |

## 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. 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. 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.