

Peirce Mary  
Form 4  
May 03, 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

OMB  
Number: 3235-0287  
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2005  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Peirce Mary

(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)  
05/01/2013

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)

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<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) |
|-----------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
|                                                                 |                                         |                                                             | Code                                    | V                                                                       | Amount                                                                                                             | (A)<br>or<br>(D)                                                     | Price                                                             |
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share | 05/02/2013                              |                                                             | C <sup>(1)</sup>                        |                                                                         | 4,206                                                                                                              | A                                                                    | \$<br>14.06                                                       |
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share |                                         |                                                             |                                         |                                                                         | 326,601 <sup>(3)</sup>                                                                                             | I                                                                    | EWS<br>Trust                                                      |

Common  
Voting  
Shares,  
\$.01 par  
value per  
share

267,333 <sup>(2)</sup> D

Common  
Voting  
Shares,  
\$.01 par  
value per  
share

267,333 <sup>(3)</sup> I

EWS  
Trust

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. 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. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4, and<br>5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |     | 7. Title and Amount<br>Underlying Securities<br>(Instr. 3 and 4) |                    |                              |                            |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----|------------------------------------------------------------------|--------------------|------------------------------|----------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V                                                                                                         | (A)                                                            | (D) | Date<br>Exercisable                                              | Expiration<br>Date | Title                        | Amount<br>Number<br>Shares |
| Restricted<br>Stock<br>Units                        | (1)                                                                | 05/02/2013                              |                                                             | C                                    |                                                                                                           | 4,206                                                          |     | 05/02/2013                                                       | 05/02/2013         | Restricted<br>Stock<br>Units | 4,206                      |
| Restricted<br>Stock<br>Units                        | (4)                                                                | 05/01/2013                              |                                                             | A                                    |                                                                                                           | 3,918                                                          |     | 05/01/2014                                                       | 05/01/2014         | Restricted<br>Stock<br>Units | 3,918                      |
| Option                                              | \$ 6.63                                                            |                                         |                                                             |                                      |                                                                                                           |                                                                |     | 08/07/2009                                                       | 08/06/2018         | Class A<br>Common            | 104                        |

## Reporting Owners

| Reporting Owner Name / Address               | Relationships |           |         |       |
|----------------------------------------------|---------------|-----------|---------|-------|
|                                              | Director      | 10% Owner | Officer | Other |
| Peirce Mary<br>312 WALNUT STREET, 28TH FLOOR | X             | X         |         |       |

CINCINNATI, OH 45202

## Signatures

/s/ William Appleton, Attorney-in-fact for Mary McCabe  
Peirce

05/03/2013

\_\_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) Ms. Peirce may be deemed to have shared voting power with respect to more than 10% of the Class A Common Stock of the Issuer (including Common Voting Shares of the Issuer, which are convertible into Class A Common Shares on a share-for-share basis) due to the voting provisions of the Scripps Family Agreement dated October 15, 1992, as amended, to which the reporting person is a party. The reporting person filed a Schedule 13D with the Commission on January 24, 2013, as amended on March 18, 2013.
- (3) Ms. Peirce is a Trustee of The Edward W. Scripps Trust (the "Trust") and has the power, together with the other Trustees of the Trust, to vote and dispose of the shares of the Issuer held by the Trust, subject to an order entered under seal by the Court of Common Pleas, Probate Division, Butler County, Ohio on January 22, 2013 giving effect to certain of the voting provisions of the Scripps Family Agreement dated October 15, 1992, as amended. The Trust terminated on October 18, 2012 and, on March 14, 2013, the Trust distributed the reported Common Voting Shares and Class A Common Shares of the Issuer to certain residuary beneficiaries of the Trust. The remaining shares held by the Trust are expected to be distributed to the other residuary beneficiaries in the next few months. Ms. Peirce disclaims any beneficial interest in the shares held by the Trust.
- (4) 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.

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.