

Lawlor Brian G.  
Form 4  
January 31, 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 \*  
Lawlor Brian G.

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)  
312 WALNUT STREET, 28TH FLOOR

3. Date of Earliest Transaction (Month/Day/Year)  
01/30/2013

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

(Street)  
CINCINNATI, OH 45202

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

(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 Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|  |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Class A Common Shares, \$.01 par value per share | 01/30/2013                           |  | M <sup>(1)</sup>               |   | 3,755   | A  | \$ 8.52                           |
| Class A Common Shares, \$.01 par value per share | 01/30/2013                           |  | M <sup>(1)</sup>               |   | 9,389   | A  | \$ 9.9                            |

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|   |            |                  |        |   |              |        |   |
|---|------------|------------------|--------|---|--------------|--------|---|
| Class A<br>Common<br>Shares,<br>\$.01 par<br>value per<br>share | 01/30/2013 | S <sup>(1)</sup> | 13,144 | D | \$<br>11.009 | 36,785 | D |
| Common<br>Voting<br>Shares,<br>\$.01 par<br>value per<br>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<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) | Amount<br>or<br>Number<br>of Shares |        |
|---|---|---|---|---|---|--|---|-------------------------------------|--------|
|   |   |   |   | Code                                    | V (A) (D)   | Date<br>Exercisable  | Expiration<br>Date  | Title                               |        |
| Option  | \$ 8.52   | 01/30/2013                              |   | M <sup>(1)</sup>                        | 3,755   | 02/26/2004   | 02/25/2013  | Class A<br>Common                   | 3,755  |
| Option  | \$ 9.9  | 01/30/2013                              |   | M <sup>(1)</sup>                        | 9,389   | 02/10/2006   | 02/09/2013  | Class A<br>Common                   | 9,389  |
| Option  | \$ 10.47  |   |   |   |   | 02/25/2005   | 02/24/2014  | Class A<br>Common                   | 9,389  |
| Option  | \$ 10.44  |   |   |   |   | 02/22/2007   | 02/21/2014  | Class A<br>Common                   | 21,907 |
| 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 |
|   | (2)   |   |   |   |   | 03/05/2010   | 03/05/2013  |                                     | 58,140 |

|                              |     |            |            |                              |        |
|------------------------------|-----|------------|------------|------------------------------|--------|
| Restricted<br>Stock<br>Units |     |            |            | Restricted<br>Stock<br>Units |        |
| Restricted<br>Stock<br>Units | (3) | 03/09/2011 | 03/09/2014 | Restricted<br>Stock<br>Units | 20,000 |
| Restricted<br>Stock<br>Units | (4) | 03/11/2012 | 03/11/2015 | Restricted<br>Stock<br>Units | 23,785 |
| Restricted<br>Stock<br>Units | (5) | 03/15/2013 | 03/15/2016 | Restricted<br>Stock<br>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 01/31/2013

\_\_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 was made in accordance with a stock trading plan adopted on December 14, 2012, 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.