Lawlor Brian G. Form 4 January 31, 2013

### FORM 4

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

Check this box if no longer subject to Section 16.

# STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

WNERSHIP OF Extimate

Estimated average burden hours per response... 0.5

**OMB APPROVAL** 

3235-0287

January 31,

2005

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Number:

Form 4 or Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person \* 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Lawlor Brian G. Issuer Symbol SCRIPPS E W CO /DE [SSP] (Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner X\_ Officer (give title Other (specify 312 WALNUT STREET, 28TH 01/30/2013 below) **FLOOR** 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 Form filed by More than One Reporting CINCINNATI, OH 45202 Person

(City)	(State)	(Zip) Tab	le I - Non-I	Derivative	Securit	ties 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)	3. Transactio Code (Instr. 8)	4. Securities Acquired (A) onor Disposed of (D) (Instr. 3, 4 and 5)  (A) or		Securities Beneficially Owned Following Reported Transaction(s)	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	01/30/2013		Code V  M(1)	Amount 3,755	(D)	Price \$ 8.52	(Instr. 3 and 4) 40,540	D	
Class A Common Shares, \$.01 par value per share	01/30/2013		M <u>(1)</u>	9,389	A	\$ 9.9	49,929	D	

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Class A Common Shares, \$.01 par value per share	01/30/2013	S <u>(1)</u>	13,144	D	\$ 11.009	36,785	D
Common Voting Shares, \$.01 par value per						0	D
share							

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. Transactic Code (Instr. 8)	Sector Acquired (A) Disp (D)	urities uired or posed of tr. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Option	\$ 8.52	01/30/2013		M(1)		3,755	02/26/2004	02/25/2013	Class A Common	3,755
Option	\$ 9.9	01/30/2013		M(1)		9,389	02/10/2006	02/09/2013	Class A Common	9,389
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
	(2)						03/05/2010	03/05/2013		58,140

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Restricted Stock Units				Restricted Stock Units	
Restricted Stock Units	(3)	03/09/2011	03/09/2014	Restricted Stock Units	20,000
Restricted Stock Units	<u>(4)</u>	03/11/2012	03/11/2015	Restricted Stock Units	23,785
Restricted Stock Units	<u>(5)</u>	03/15/2013	03/15/2016	Restricted Stock Units	32,573

## **Reporting Owners**

Reporting Owner Name / Address	Keiationsnips					
	Director	10% Owner	Officer	Other		
Lawlor Brian G.						
312 WALNUT STREET			Cr. VD/Tolovision			
28TH FLOOR			Sr. VP/Television			
CINCINNATI, OH 45202						

## **Signatures**

/s/ William Appleton, Attorney-in-fact for Brian G.
Lawlor 01/31/2013

\*\*Signature of Reporting Person

## **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.

Date

- (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.

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