

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.
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
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(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)
01/30/2013

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title below) ____ Other (specify
below) below)

Sr. VP/Television

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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 Indirect Beneficial Ownership (Instr. 4)
Class A Common Shares, \$.01 par value per share	01/30/2013		M ⁽¹⁾	3,755 A	\$ 8.52 40,540	D	
Class A Common Shares, \$.01 par value per share	01/30/2013		M ⁽¹⁾	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 ⁽¹⁾	13,144	D	\$ 11.009	36,785	D
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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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

Restricted Stock Units				Restricted Stock Units	
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. 312 WALNUT STREET 28TH FLOOR 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.