

Symson Adam  
 Form 3  
 February 27, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â Symson Adam                             |         | (Month/Day/Year)                     | SCRIPPS E W CO /DE [SSP]                           |  |
| (Last)                                    | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year)       |
|   |         |                                      |  |  |
| 312 WALNUT STREET,Â 28TH FLOOR            |         |                                      | (Check all applicable)                             |  |
| (Street)                                  |         |                                      | ___ Director                                       | ___ 10% Owner  |
|   |         |                                      | <u> X </u> Officer                                 | ___ Other  |
|   |         |                                      | (give title below)                                 | (specify below)  |
| CINCINNATI,Â OHÂ 45202                    |         |                                      | SVP/Digital  |  |
| (City)                                    | (State) | (Zip)                                |  | 6. Individual or Joint/Group Filing(Check Applicable Line) |
|   |         |                                      |  | <u> X </u> Form filed by One Reporting Person              |
|   |         |                                      |  | ___ Form filed by More than One Reporting Person           |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4)               | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|--|--|---|--|
| Class A Common Shares, \$.01 par value per share | 40.84  | D   | Â  |
| Common Voting Shares, \$.01 par value per share  | 0  | D   | Â  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) |                                  | 4. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 5. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 6. Nature of Indirect<br>Beneficial<br>Ownership<br>(Instr. 5) |
|---|--|--------------------|--|----------------------------------|--|--|--|
|   | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount or<br>Number of<br>Shares |  |  |  |
| Option  | 02/22/2008   | 02/21/2015         | Class A<br>Common  | 15,647                           | \$ 10.41   | D  | Â  |
| Option  | 02/22/2008   | 02/21/2015         | Class A<br>Common  | 1,565                            | \$ 10.41   | D  | Â  |
| Option  | 02/22/2007   | 02/21/2014         | Class A<br>Common  | 1,565                            | \$ 10.44   | D  | Â  |
| Option  | 02/22/2007   | 02/21/2014         | Class A<br>Common  | 3,910                            | \$ 10.44   | D  | Â  |
| Option  | 02/25/2005   | 02/24/2014         | Class A<br>Common  | 938                              | \$ 10.47   | D  | Â  |
| Restricted Stock Units                        | 03/09/2011   | 03/09/2013         | Restricted<br>Stock<br>Units   | 2,162                            | \$ <u>(1)</u>  | D  | Â  |
| Restricted Stock Units                        | 03/09/2011   | 03/09/2013         | Restricted<br>Stock<br>Units   | 540                              | \$ <u>(1)</u>  | D  | Â  |
| Restricted Stock Units                        | 03/11/2012   | 03/11/2014         | Restricted<br>Stock<br>Units   | 845                              | \$ <u>(2)</u>  | D  | Â  |
| Restricted Stock Units                        | 03/11/2012   | 03/11/2014         | Restricted<br>Stock<br>Units   | 3,382                            | \$ <u>(2)</u>  | D  | Â  |
| Restricted Stock Units                        | 10/01/2012   | 10/01/2014         | Restricted<br>Stock<br>Units   | 4,414                            | \$ <u>(2)</u>  | D  | Â  |
| Restricted Stock Units                        | 03/15/2013   | 03/15/2015         | Restricted<br>Stock<br>Units   | 21,715                           | \$ <u>(3)</u>  | D  | Â  |
| Restricted Stock Units                        | 03/15/2013   | 03/15/2015         | Restricted<br>Stock<br>Units   | 5,429                            | \$ <u>(3)</u>  | D  | Â  |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |       |
|--------------------------------|---------------|-----------|---------|-------|
|                                | Director      | 10% Owner | Officer | Other |
|                                |               |           |         |       |

Symson Adam  
312 WALNUT STREET  
28TH FLOOR  
CINCINNATI, OH 45202

^ ^ ^ SVP/Digital ^

## Signatures

/s/ William Appleton, Attorney-in-fact for Adam  
Symson

02/28/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 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.
- (2) 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.
- (3) 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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.  
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