

Carson Robert A  
 Form 4  
 September 12, 2012

**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 \*  
 Carson Robert A

(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)  
 09/10/2012

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)  
 VP & Chief Information Officer

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 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	(D)	Price
Class A Common Shares, \$.01 par value per share	09/10/2012		S		9,100	D	\$ 11.0467
Class A Common Shares, \$.01 par value per share	09/11/2012		M		938	A	\$ 8.52

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Class A  
Common  
Shares,  
\$.01 par  
value per  
share

09/11/2012	M	2,816	A	\$ 9.9	46,538	D
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Class A  
Common  
Shares,  
\$.01 par  
value per  
share

09/11/2012	S	3,754	D	\$ 10.8885	42,784	D
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Common  
Voting  
Shares,  
\$.01 par  
value per  
share

					0	D
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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)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Option	\$ 8.52	09/11/2012		M	938	02/26/2004 02/25/2013	Class A Common	938
Option	\$ 9.9	09/11/2012		M	2,816	02/10/2006 02/09/2013	Class A Common	2,816
Option	\$ 10.47					02/25/2005 02/24/2014	Class A Common	1,408
Option	\$ 10.44					02/22/2007 02/21/2014	Class A Common	6,571

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Option	\$ 10.41		02/22/2008	02/21/2015	Class A Common	12,910
Option	\$ 9.09		02/21/2009	02/20/2016	Class A Common	23,474
Restricted Stock Units	(1)		03/09/2011	03/09/2013	Restricted Stock Units	5,000
Restricted Stock Units	(2)		03/11/2012	03/11/2014	Restricted Stock Units	7,927
Restricted Stock Units	(3)		03/15/2013	03/15/2015	Restricted Stock Units	12,214

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Carson Robert A 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202			VP & Chief Information Officer	

## Signatures

/s/ William Appleton, Attorney-in-fact for Robert A.  
Carson

09/12/2012

\_\_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 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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