

BURLINGAME JOHN H  
Form 4  
August 03, 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 \*  
BURLINGAME JOHN H

(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)  
08/02/2012

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)  
Trustee of 10% Owner

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) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| Class A Common Shares, \$.01 par value per share | 08/02/2012                           |  | C                              | 4,206 A   | \$ 9.14 33,534  | D  |                                   |
| Class A Common Shares, \$.01 par value per share |                                      |  |                                |   | 13,064,074  | I  | EWS Trust                         |
| Common Voting                                    |                                      |  |                                |   | 10,693,333  | I  | EWS Trust                         |

Shares, \$.01  
par value  
per 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. 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                      | Amount or Number of Shares |
| Restricted Stock Units                     | \$ 9.14  | 08/02/2012                           |  | C                              | 4,206   | 05/02/2013   | 05/02/2013  | Restricted Stock Units     | 4,206                      |
| Option                                     | \$ 11.28   |                                      |  |                                |   | 04/15/2005   | 04/14/2014  | Class A Common             | 4,694                      |
| Option                                     | \$ 10.92   |                                      |  |                                |   | 04/14/2006   | 04/13/2015  | Class A Common             | 4,694                      |
| Option                                     | \$ 9.96  |                                      |  |                                |   | 05/04/2007   | 05/03/2016  | Class A Common             | 4,694                      |
| Option                                     | \$ 9.24  |                                      |  |                                |   | 04/26/2008   | 04/25/2017  | Class A Common             | 4,694                      |
| Option                                     | \$ 9.93  |                                      |  |                                |   | 06/13/2009   | 06/12/2018  | Class A Common             | 23,474                     |
| Option                                     | \$ 8.49  |                                      |  |                                |   | 04/29/2004   | 04/28/2013  | Class A Common             | 4,694                      |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Trustee of 10% Owner

BURLINGAME JOHN H  
312 WALNUT STREET, 28TH FLOOR  
CINCINNATI, OH 45202

## Signatures

/s/ William Appleton, Attorney-in-fact for John H.  
Burlingame

08/03/2012

\_\_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).

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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