

Lyons Douglas F  
 Form 4  
 September 07, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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 \*  
 Lyons Douglas F

2. Issuer Name and Ticker or Trading Symbol  
 SCRIPPS E W CO /DE [SSP]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 312 WALNUT STREET  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 09/05/2012

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Vice President and Controller

CINCINNATI, OH 45202  
 (City) (State) (Zip)

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

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 Indirect Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|--|
|  |                                      |  | Code                           | V   | Amount  | (D)  | Price                                      |
| Class A Common Shares, \$.01 par value per share | 09/05/2012                           |  | M                              |   | 6,572   | A  | \$ 9.9                                     |
| Class A Common Shares, \$.01 par value per share | 09/05/2012                           |  | S                              |   | 6,572   | D  | \$ 11.3548                                 |

Edgar Filing: Lyons Douglas F - Form 4

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.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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                                     | \$ 9.9   | 09/05/2012                           |  | M                              | 6,572   | 02/10/2006   | 02/09/2013  | Class A Common             | 6,572  |
| Option                                     | \$ 10.47   |                                      |  |                                |   | 02/25/2005   | 02/24/2014  | Class A Common             | 6,572  |
| Option                                     | \$ 10.44   |                                      |  |                                |   | 02/22/2007   | 02/21/2014  | Class A Common             | 18,621 |
| Option                                     | \$ 10.35   |                                      |  |                                |   | 10/06/2007   | 10/05/2014  | Class A Common             | 17,212 |
| 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 |
| 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 |
| Lyons Douglas F<br>312 WALNUT STREET<br>CINCINNATI, OH 45202 |               |           | Vice President and Controller |       |

## Signatures

/s/ William Appleton, Attorney-in-fact for Douglas F.  
Lyons

09/07/2012

\*\*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. 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.