

SCRIPPS PAUL K

Form 4

March 14, 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 *
 SCRIPPS PAUL K

(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)
 03/12/2012

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)

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 Beneficial Ownership (Instr. 4)
Class A Common Shares, \$.01 par value per share	03/12/2012		M	9,389 A	\$ 8.31 47,999	D	
Class A Common Shares, \$.01 par value per share	03/12/2012		S	8,904 D	\$ 9.288 39,095	D	

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Common Voting Shares, \$.01 par value per share	34,093	D	
Common Voting Shares, \$.01 par value per share	1,031,768	I	Trustee of several trusts

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	\$ 8.31	03/12/2012		M	9,389	05/09/2003 05/08/2012	Class A Common 9,389
Option	\$ 8.49					04/29/2004 04/28/2013	Class A Common 9,389
Option	\$ 11.28					04/15/2005 04/14/2014	Class A Common 9,389
Option	\$ 10.92					04/14/2006 04/13/2015	Class A Common 9,389
Option	\$ 9.96					05/04/2007 05/03/2016	Class A Common 9,389
Option	\$ 9.24					04/26/2008 04/25/2017	Class A Common 9,389
Option	\$ 9.93					06/13/2009 06/12/2018	46,948

				Class A Common	
Restricted Stock Units	(1)	05/12/2012	05/12/2012	Restricted Stock Units	4,228

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCRIPPS PAUL K 312 WALNUT STREET, 28TH FLOOR CINCINNATI, OH 45202			X	

Signatures

/s/ William Appleton, Attorney-in-fact for Paul K.
Scripps

03/14/2012

__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 on May 12, 2012. 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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