

Lyons Douglas F  
Form 4  
March 13, 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 \*  
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)  
03/09/2012

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

CINCINNATI, OH 45202

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

(City) (State) (Zip)

**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 (A) or (D) Price		
Class A Common Shares, \$.01 par value per share	03/09/2012 <sup>(1)</sup>		C		5,000 A \$ 9.3	73,191	D
Class A Common Shares, \$.01 par value per share	03/09/2012 <sup>(1)</sup>		C		3,965 A \$ 9.3	77,156	D
Class A Common	03/09/2012 <sup>(2)</sup>		F		2,780 D \$ 9.3	74,376	D

Shares, \$.01  
par value  
per share  
  
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.**

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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
Restricted Stock Units	\$ 9.3	03/09/2012		C	5,000	03/09/2011 03/09/2013	Restricted Stock Units 5,000
Restricted Stock Units	\$ 9.3	03/09/2012		C	3,965	03/11/2012 03/11/2014	Restricted Stock Units 3,965
Option	\$ 10.47					02/25/2005 02/24/2014	Class A Common 6,572
Option	\$ 9.9					02/10/2006 02/09/2013	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

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lyons Douglas F 312 WALNUT STREET CINCINNATI, OH 45202			Vice President and Controller	

## Signatures

/s/ William Appleton, Attorney-in-fact for Douglas F.  
Lyons 03/13/2012

\_\_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 transaction reflects the conversion of restricted stock units into Class A Common Shares.
- (2) The terms of these long-term incentive awards mandate that the Company withhold shares to satisfy the reporting person's tax obligation.

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.