

Symson Adam  
Form 4  
March 18, 2013

**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 \*  
Symson Adam

(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)  
03/14/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
SVP/Digital

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ 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)
				(A) or (D)	Price		
Class A Common Shares, \$.01 par value per share	03/15/2013		S <sup>(1)</sup>	6,000 D	\$ 11.52	3,332.84	D
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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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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	(2)	03/14/2013		A	26,642	03/09/2014	03/09/2017	Restricted Stock Units	26,642
Option	\$ 10.41					02/22/2008	02/21/2015	Class A Common	15,642
Option	\$ 10.41					02/22/2008	02/21/2015	Class A Common	1,565
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	1,565
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	3,910
Option	\$ 10.47					02/25/2005	02/24/2014	Class A Common	938
Restricted Stock Units	(3)					10/01/2012	10/01/2014	Restricted Stock Units	4,414
Restricted Stock Units	(4)					03/15/2013	03/15/2015	Restricted Stock Units	14,470
Restricted Stock Units	(4)					03/15/2013	03/15/2015	Restricted Stock Units	3,619
Restricted Stock Units	(5)					03/11/2012	03/11/2014	Restricted Stock Units	1,691
	(5)					03/11/2012	03/11/2014		423

Restricted  
Stock  
Units

Restricted  
Stock  
Units

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Symson Adam 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202			SVP/Digital	

## Signatures

/s/ William Appleton, Attorney-in-fact for Adam  
Symson

03/18/2013

        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) These shares were sold in accordance with a stock trading plan adopted on December 7, 2012, in accordance with the guidelines specified by Rule 10b5-1.
  - (2) This restricted stock unit award will vest in equal parts in 2014, 2015, 2016 and 2017. A portion of the award is performance based. 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 and 2014. Upon vesting, each restricted stock unit will convert into one Class A Common Share of the Company.
  - (4) This restricted stock unit award will vest in equal parts in 2014 and 2015. Upon vesting, each restricted stock unit will convert into one Class A Common Share of the Company.
  - (5) This restricted stock unit award will vest in 2014. 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.