

Peirce Mary  
Form 4  
March 06, 2013

**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 \*  
Peirce Mary

(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)  
03/04/2013

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 Ownership (Instr. 4) |       |           |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|-------|-----------|
|  |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |       |           |
| Class A Common Shares, \$.01 par value per share | 03/04/2013                           |  | C                              |   | 13  | A  | 13,064,087                        | I (2) | EWS Trust |
| Class A Common Shares, \$.01 par value per share |                                      |  |                                |   |   |  | 8,283                             | D     |           |
| Common Voting                                    |                                      |  |                                |   |   |  | 10,693,320 (1)                    | I (2) | EWS Trust |

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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) | 8. Amount or Number of Shares |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Common Voting Shares, \$.01 par value per share | (1)  | 03/04/2013                           |  | C                              | 13  | (1) (1)  | Class A Common  | 13                            |
| Option  | \$ 6.63  |                                      |  |                                |   | 08/07/2009 08/06/2018                                    | Class A Common  | 104,000                       |
| Restricted Stock Units                          | (3)  |                                      |  |                                |   | 05/02/2013 05/02/2013                                    | Restricted Stock Units  | 4,206 (3)                     |

## Reporting Owners

| Reporting Owner Name / Address                                       | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Peirce Mary<br>312 WALNUT STREET, 28TH FLOOR<br>CINCINNATI, OH 45202 | X             | X         |         |       |

## Signatures

/s/ William Appleton, Attorney-in-fact for Mary M.  
Peirce

03/06/2013

\_\_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).

Each Common Voting Share is convertible into a Class A Common Share on a one-for-one basis and has no expiration date. On March 4, (1) 2013, The Edward W. Scripps Trust (the "Trust") converted 13 Common Voting Shares into 13 Class A Common Shares, resulting in the issuance of 13 Class A Common Shares to the Trust.

Ms. Peirce is a Trustee of Trust and has the power, together with the other Trustees of the Trust, to vote and dispose of the shares of the Issuer held by the Trust, subject to an order entered under seal by the Court of Common Pleas, Probate Division, Butler County, Ohio on (2) January 22, 2013 giving effect to certain of the voting provisions of the Scripps Family Agreement dated October 15, 1992, as amended. The Trust terminated on October 18, 2012 and the shares held by the Trust are expected to be distributed to the remainder beneficiaries in the next few months.

(3) This restricted stock unit award will vest on May 2, 2013. 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.