

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL	
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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Symson Adam</u> (Last) (First) (Middle) 312 WALNUT STREET 28TH FLOOR (Street) CINCINNATI OH 45202 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 02/21/2013	3. Issuer Name and Ticker or Trading Symbol <u>SCRIPPS E W CO /DE [SSP]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ <p style="text-align: center;">SVP/Digital</p>	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Shares, \$.01 par value per share	40.84	D	
Common Voting Shares, \$.01 par value per share	0	D	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
Option	02/22/2008	02/21/2015	Class A Common 15,647	10.41	D	
Option	02/22/2008	02/21/2015	Class A Common 1,565	10.41	D	
Option	02/22/2007	02/21/2014	Class A Common 1,565	10.44	D	
Option	02/22/2007	02/21/2014	Class A Common 3,910	10.44	D	
Option	02/25/2005	02/24/2014	Class A Common 938	10.47	D	
Restricted Stock Units	03/09/2011	03/09/2013	Restricted Stock Units 2,162	(1)	D	
Restricted Stock Units	03/09/2011	03/09/2013	Restricted Stock Units 540	(1)	D	
Restricted Stock Units	03/11/2012	03/11/2014	Restricted Stock Units 845	(2)	D	
Restricted Stock Units	03/11/2012	03/11/2014	Restricted Stock Units 3,382	(2)	D	
Restricted Stock Units	10/01/2012	10/01/2014	Restricted Stock Units 4,414	(2)	D	
Restricted Stock Units	03/15/2013	03/15/2015	Restricted Stock Units 21,715	(3)	D	
Restricted Stock Units	03/15/2013	03/15/2015	Restricted Stock Units 5,429	(3)	D	

Explanation of Responses:

- 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.
- 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.
- 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.

Remarks:

/s/ William Appleton,
Attorney-in-fact for Adam 02/28/2013
Symson

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.

BE IT KNOWN, that Adam Symson, Senior Vice President/Digital of The E. W. Scripps Company, effective February 21, 2013, does hereby make and appoint each of Timothy M. Wesolowski, Senior Vice President, Chief Financial Officer and Treasurer, William Appleton, Senior Vice President and General Counsel, and Julie McGehee, Vice President, Benefits and Compensation and Corporate Secretary of The E. W. Scripps Company, or any person designated by him or her, as his true and lawful attorney for him and in his name, place and stead, giving and granting to each the power and authority to sign and file reports required under Section 16(a) of the Securities and Exchange Act of 1934, with full power of substitution and revocation, hereby ratifying and confirming such act(s) that any said attorney shall lawfully do or cause to be done by virtue hereof.

Executed on February 25, 2013.

/s/ Adam Symson