

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>Appleton William</u>  (Last) (First) (Middle) 312 WALNUT STREET, 28TH FL.  (Street) CINCINNATI OH 45202  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>SCRIPPS E W CO /DE [ SSP ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) Other (specify below) SVP and General Counsel
	3. Date of Earliest Transaction (Month/Day/Year) 02/24/2012	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Shares, \$.01 par value per share	02/24/2012		s <sup>(1)</sup>		10,000	D	\$9.5	46,157	D	
Class A Common Shares, \$.01 par value per share	02/24/2012		s <sup>(1)</sup>		10,000	D	\$9.6	36,157	D	
Class A Common Shares, \$.01 par value per share	02/27/2012		s <sup>(1)</sup>		10,000	D	\$9.75	26,157	D	
Common Voting Shares, \$.01 par value per share								0	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)					
Restricted Stock Units	(2)						03/05/2010	03/05/2013	Restricted Stock Units	232,558	232,558 <sup>(2)</sup>	D	
Restricted Stock Units	(3)						03/09/2011	03/09/2014	Restricted Stock Units	30,000	30,000 <sup>(3)</sup>	D	
Restricted Stock Units	(4)						03/11/2012	03/11/2015	Restricted Stock Units	31,712	31,712 <sup>(4)</sup>	D	

**Explanation of Responses:**

- These shares were sold in accordance with a stock trading plan adopted on December 31, 2011, in accordance with the guidelines specified by Rule 10b5-1.
- This restricted stock unit award will vest in equal parts in 2012 and 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 2012, 2013 and 2014. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.
- This restricted stock unit award will vest in equal parts in 2012, 2013, 2014 and 2015. Upon vesting, each restricted stock unit will convert into on Class A Common share of the Company.

**Remarks:**

/s/ William Appleton

02/28/2012

\*\* 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 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).

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.