

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
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person * <u>Peirce Mary</u> (Last) (First) (Middle) 312 WALNUT STREET, 28TH FLOOR (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) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 03/14/2013	
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	03/14/2013		G		12,737,477	D ⁽¹⁾	\$0.00	326,610	I ⁽¹⁾	EWS Trust
Class A Common Shares, \$.01 par value per share	03/14/2013		G		326,602	A ⁽²⁾	\$0.00	334,885	D ⁽³⁾	
Common Voting Shares, \$.01 par value per share	03/14/2013		G		267,333	A ⁽²⁾	\$0.00	267,333	D ⁽³⁾	
Common Voting Shares, \$.01 par value per share	03/14/2013		G		10,425,987	D ⁽¹⁾	\$0.00	267,333	I ⁽¹⁾	EWS Trust

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)	Date Exercisable	Expiration Date					
Option	\$6.63							08/07/2009	08/06/2018	Class A Common		104,000	D	
Restricted Stock Units	⁽⁴⁾							05/02/2013	05/02/2013	Restricted Stock Units		4,206 ⁽⁴⁾	D	

Explanation of Responses:

- Ms. Peirce is a Trustee of The Edward W. Scripps Trust (the "Trust") and has the power, together with the other Trustees of the Trust, to vote and dispose of the shares of the Company held by the Trust, subject to an order entered under seal by the Court of Common Pleas, Probate Division, Butler County, Ohio on 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. On March 14, 2013, the Trust distributed the reported Common Voting Shares and Class A Common Shares of the Company to certain residuary beneficiaries of the Trust. The remaining shares held by the Trust are expected to be distributed to the other residuary beneficiaries in the next few months. Ms. Peirce disclaims any beneficial interest in the shares held by the Trust.
- Ms. Peirce is a residuary beneficiary of the Trust and received the reported Common Voting Shares and Class A Common Shares of the Company upon distribution from the Trust.
- Ms. Peirce may be deemed to have shared voting power with respect to more than 10% of the Class A Common Shares of the Company (due solely to the convertibility of Common Voting Shares of the Company into Class A Common Shares on a share-for-share basis) as a result of the voting provisions of the Scripps Family Agreement to which she is a party. The Class A Common Shares beneficially owned by Ms. Peirce (and those held by other Signatories to the Scripps Family Agreement) are not subject to voting or any other provisions of that agreement. Along with other parties to the Scripps Family Agreement, Ms. Peirce filed a Schedule 13D with the Commission on January 24, 2013, as amended on March 18, 2013.
- 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.

Remarks:

/s/ William Appleton, Attorney-in-fact for Mary M. Peirce 03/18/2013

** 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.