

**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                                 |           |
|--|-----------|
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|   |  |   |
|---|--|---|
| 1. Name and Address of Reporting Person*<br><u>Lawlor Brian G.</u><br><br>(Last) (First) (Middle)<br>312 WALNUT STREET<br>28TH FLOOR<br><br>(Street)<br>CINCINNATI OH 45202<br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>SCRIPPS E W CO /DE [ SSP ]</u> | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><br>Director 10% Owner<br>X Officer (give title below) Other (specify below)<br>Sr. VP/Television |
|   | 3. Date of Earliest Transaction (Month/Day/Year)<br>07/02/2012                   |   |
|   | 4. If Amendment, Date of Original Filed (Month/Day/Year)                         | 6. Individual or Joint/Group Filing (Check Applicable Line)<br><br>X Form filed by One Reporting Person<br>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 Indirect Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|------------|--------|---|--|---|
|  |                                      |  | Code                           | V | Amount  | (A) or (D) | Price  |   |  |   |
| Class A Common Shares, \$.01 par value per share | 07/02/2012                           |  | s <sup>(1)</sup>               |   | 12,000  | D          | \$9.06 | 48,785  | 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) | Date Exercisable   | Expiration Date |   |  |  |   |  |
| Option                                     | \$8.52   |                                      |  |                                |   |  |     | 02/26/2004   | 02/25/2013      | Class A Common  | 3,755                                      | 3,755  | D   |  |
| Option                                     | \$10.47  |                                      |  |                                |   |  |     | 02/25/2005   | 02/24/2014      | Class A Common  | 9,389                                      | 9,389  | D   |  |
| Option                                     | \$9.9  |                                      |  |                                |   |  |     | 02/10/2006   | 02/09/2013      | Class A Common  | 9,389                                      | 9,389  | D   |  |
| Option                                     | \$10.44  |                                      |  |                                |   |  |     | 02/22/2007   | 02/21/2014      | Class A Common  | 21,907                                     | 21,907   | D   |  |
| Option                                     | \$10.41  |                                      |  |                                |   |  |     | 02/22/2008   | 02/21/2015      | Class A Common  | 34,425                                     | 34,425   | D   |  |
| Option                                     | \$9.09   |                                      |  |                                |   |  |     | 02/21/2009   | 02/20/2016      | Class A Common  | 46,948                                     | 46,948   | D   |  |
| Restricted Stock Units                     | (2)  |                                      |  |                                |   |  |     | 03/05/2010   | 03/05/2013      | Restricted Stock Units  | 58,140                                     | 58,140 <sup>(2)</sup>  | D   |  |
| Restricted Stock Units                     | (3)  |                                      |  |                                |   |  |     | 03/09/2011   | 03/09/2014      | Restricted Stock Units  | 20,000                                     | 20,000 <sup>(3)</sup>  | D   |  |
| Restricted Stock Units                     | (4)  |                                      |  |                                |   |  |     | 03/11/2012   | 03/11/2015      | Restricted Stock Units  | 23,785                                     | 23,785 <sup>(4)</sup>  | D   |  |
| Restricted Stock Units                     | (5)  |                                      |  |                                |   |  |     | 03/15/2013   | 03/15/2016      | Restricted Stock Units  | 32,573                                     | 32,573 <sup>(5)</sup>  | D   |  |

**Explanation of Responses:**

- These shares were sold in accordance with a stock trading plan adopted on December 13, 2011, in accordance with the guidelines specified by Rule 10b5-1.
- 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.
- This restricted stock unit award will vest in equal parts in 2013, 2014, 2015 and 2016. 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 Brian G. Lawlor     07/02/2012

\*\* 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.**