

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>Carson Robert A</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) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>VP & Chief Information Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>09/10/2012</u>	
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	09/10/2012		S		9,100	D	\$11.0467	42,784	D	
Class A Common Shares, \$.01 par value per share	09/11/2012		M		938	A	\$8.52	43,722	D	
Class A Common Shares, \$.01 par value per share	09/11/2012		M		2,816	A	\$9.9	46,538	D	
Class A Common Shares, \$.01 par value per share	09/11/2012		S		3,754	D	\$10.8885	42,784	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	Title	Amount or Number of Shares				
Option	\$8.52	09/11/2012		M			938	02/26/2004	02/25/2013	Class A Common	938	\$10.885	0	D	
Option	\$9.9	09/11/2012		M			2,816	02/10/2006	02/09/2013	Class A Common	2,816	\$10.885	0	D	
Option	\$10.47							02/25/2005	02/24/2014	Class A Common	1,408		1,408	D	
Option	\$10.44							02/22/2007	02/21/2014	Class A Common	6,571		6,571	D	
Option	\$10.41							02/22/2008	02/21/2015	Class A Common	12,910		12,910	D	
Option	\$9.09							02/21/2009	02/20/2016	Class A Common	23,474		23,474	D	
Restricted Stock Units	(1)							03/09/2011	03/09/2013	Restricted Stock Units	5,000		5,000 ⁽¹⁾	D	
Restricted Stock Units	(2)							03/11/2012	03/11/2014	Restricted Stock Units	7,927		7,927 ⁽²⁾	D	
Restricted Stock Units	(3)							03/15/2013	03/15/2015	Restricted Stock Units	12,214		12,214 ⁽³⁾	D	

Explanation of Responses:

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.

2. 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.
3. 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 Robert A. Carson 09/12/2012

** 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.