

Koors Mark L  
Form 4  
March 13, 2012

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Koors Mark L

(Last) (First) (Middle)  
312 WALNUT STREET, 28TH FLOOR  
(Street)

CINCINNATI, OH 45202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SCRIPPS E W CO /DE [SSP]

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/09/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP/Audit and Compliance

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ 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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Shares, \$.01 par value per share	03/09/2012 <sup>(1)</sup>		C		5,000	A	\$ 9.3
Class A Common Shares, \$.01 par value per share	03/09/2012 <sup>(1)</sup>		C		3,965	A	\$ 9.3
Class A Common Shares, \$.01 par value per share	03/09/2012 <sup>(2)</sup>		F		3,098	D	\$ 9.3

Shares, \$.01  
par value  
per share

Common  
Voting  
Shares, \$.01  
par value  
per share

0 D

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

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(9-02)

**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 Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Restricted Stock Units	\$ 9.3	03/09/2012		C	5,000	03/09/2011	03/09/2013	Restricted Stock Units	5,000
Restricted Stock Units	\$ 9.3	03/09/2012		C	3,965	03/11/2012	03/11/2014	Restricted Stock Units	3,965
Option	\$ 8.52					02/26/2004	02/25/2013	Class A Common	4,131
Option	\$ 10.47					02/25/2005	02/24/2014	Class A Common	5,633
Option	\$ 9.9					02/10/2006	02/09/2013	Class A Common	6,572
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	10,953
Option	\$ 10.44					02/22/2007	02/21/2014	Class A Common	4,382

Option	\$ 10.41	02/22/2008	02/21/2015	Class A Common	18,779
Option	\$ 10.41	02/22/2008	02/21/2015	Class A Common	1,877
Option	\$ 9.09	02/21/2009	02/20/2016	Class A Common	30,516

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Koors Mark L 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202			VP/Audit and Compliance	

## Signatures

/s/ William Appleton, Attorney-in-fact for Mark L.  
Koors

03/13/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

(1) This transaction reflects the conversion of restricted stock units into Class A Common Shares.

(2) The terms of these long-term incentive awards mandate that the Company withhold shares to satisfy the reporting person's tax obligation.

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

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