

Carson Robert A
Form 4
March 13, 2012

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Carson Robert A

(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
__X__ Officer (give title ____ Other (specify
below) below)

VP & Chief Information Officer

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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 Indirect Beneficial Ownership (Instr. 4) |
|--|---|---|--------------------------------------|--|--|--|---|
| Class A Common Shares, \$.01 par value per share | 03/09/2012 ⁽¹⁾ | | C | 5,000 A | \$ 9.3 60,926 | D | |
| Class A Common Shares, \$.01 par value per share | 03/09/2012 ⁽¹⁾ | | C | 3,965 A | \$ 9.3 64,891 | D | |
| Class A Common | 03/09/2012 ⁽²⁾ | | F | 2,557 D | \$ 9.3 62,334 | D | |

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Shares, \$.01
par value
per share

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 | 938 |
| Option | \$ 10.47 | | | | | 02/25/2005 | 02/24/2014 | Class A Common | 1,408 |
| Option | \$ 9.9 | | | | | 02/10/2006 | 02/09/2013 | Class A Common | 2,816 |
| Option | \$ 10.44 | | | | | 02/22/2007 | 02/21/2014 | Class A Common | 6,571 |
| Option | \$ 10.41 | | | | | 02/22/2008 | 02/21/2015 | Class A Common | 12,910 |
| Option | \$ 9.09 | | | | | 02/21/2009 | 02/20/2016 | Class A Common | 23,474 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Carson Robert A 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202 | | | VP & Chief Information Officer | |

Signatures

/s/ William Appleton, Attorney-in-fact for Robert A.
Carson

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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