



E.W. Scripps Company (The)



SSP NYSE

Media Diversified

Market Capitalization USD:

\$401.22 mm

CONCERN LEVEL: LOW

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance. 
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Richard A. Boehne

Age: 55

CEO Since: 2008

	2009	2010	2011
Base Salary	\$659,079	\$680,000	\$680,000
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$0	\$306,000	\$510,000
Benefits and Perquisites	\$28,341	\$21,481	\$77,012
TOTAL ANNUAL COMPENSATION	\$687,420	\$1,007,481	\$1,267,012
Increase in Post-Retirement Benefits	\$277,564	\$174,313	\$339,324
Stock Option Awards	\$0	\$0	\$0
Stock Awards	\$1,199,999	\$1,132,800	\$896,190
TOTAL COMPENSATION	\$2,164,983	\$2,314,594	\$2,502,526
Median of Other Named Executive Officers Total Compensation	\$803,978	\$995,079	\$1,152,768
Value Realized on Exercise of Stock Option	\$349,110	\$3,266,408	\$0
Value Realized on Vesting of Stock	\$610,785	\$4,340,760	\$4,418,878
TOTAL REALIZED EQUITY COMPENSATION	\$959,895	\$7,607,168	\$4,418,878

Proxy Date: 26 Mar 2012

Annual Meeting Date: 2 May 2012

Equity Reserves: 0.00%

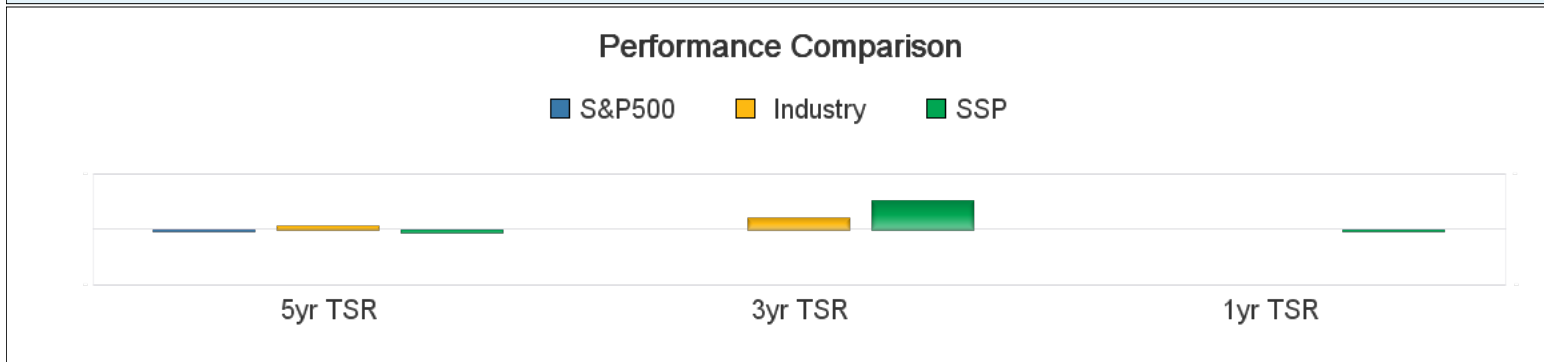
Stock Option Run Rate: 0.00%

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Peer Comparisons (TRBC) = Cyclical Consumer Goods / Services

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
SSP	E.W. Scripps Company (The)	\$2,164,983	\$2,314,594	\$2,502,526	\$401,219,560
NPK	National Presto Industries, Inc.	\$441,188	\$631,372		\$597,247,953
NYT	New York Times Company (The)	\$6,262,755	\$5,279,209	\$11,252,720	\$851,896,083
ODP	Office Depot, Inc.	\$3,394,551	\$15,268,483	\$6,816,935	\$571,796,439
OXM	Oxford Industries, Inc.	\$537,279	\$1,288,922		\$565,568,858
HZO	MarineMax, Inc.	\$1,963,145	\$1,154,422	\$973,027	\$150,576,051
MIDD	Middleby Corporation (The)	\$13,373,946	\$10,490,888		\$1,320,956,177

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps.

Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

A.H. Belo Corporation, Belo Corporation, Gannett Co., Inc., Gray Television, Inc., Journal Communications Inc., Lee Enterprises, Incorporated, LIN TV Group, The McClatchy Company, Media General, Inc., Meredith Corporation, The New York Times Company, Nexstar Broadcasting Group, Inc., Sinclair Broadcast Group, Inc.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Roger L. Oqden	Chairman	66	Male	4	Outside
John H. Burlingame	Member	78	Male	24	Outside Related
Kim Williams	Member	56	Female	4	Outside

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