



Edgar Filing: GANNETT CO INC /DE/ - Form 4

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Senior Vice President/Labor Relations and Assistant General Counsel

7. 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 (mm/dd/yy)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Price
		Code	V	Amount	(A) or (D)	
Common Stock	07/31/02	M		3,000	A	\$26.4375
Common Stock	07/31/02	S		3,000	D	\$70.5526
Common Stock	07/31/02	M		22,400	A	\$32.00
Common Stock	07/31/02	S		22,400	D	\$70.5526
Common Stock	To 07/31/02					
Common Stock	To 06/30/02					
Common Stock	To 07/01/02					
Common Stock						

\* If the Form is filed by more than one Reporting Person, see Instruction



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Explanation of Responses:

- (1) Held by the trustee of the Company's Deferred Compensation Plan, The Northern Trust Company.
- (2) Held by the trustee of the Company's 401(k) Plan, Boston Safe Deposit and Trust Company.
- (3) Held by the trustee of the Company's Dividend Reinvestment Plan, Wells Fargo Bank, Minnesota.
- (4) Held by spouse and/or immediate family member of reporting person. Beneficial ownership is disclaimed.

/s/John B. Jaske

08/07/02

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\*\*Signature of Reporting Person

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Date

\*\* 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 provided is insufficient, see Instruction 6 for procedures.

Alternatively, this Form is permitted to be submitted to the Commission in electronic format at the option of the reporting person pursuant to rule 101(b)(4) of Regulation S-T.