

JASKE JOHN B
Form 4
March 04, 2005

FORM 4

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

OMB APPROVAL

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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 *
JASKE JOHN B

(Last) (First) (Middle)

GANNETT CO., INC., 7950 JONES BRANCH DRIVE

(Street)

MCLEAN, VA 22107

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
GANNETT CO INC /DE/ [GCI]

3. Date of Earliest Transaction (Month/Day/Year)
03/03/2005

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)
SrVP/Labor Relns and Assist GC

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 Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | Code | V | Amount or Price | | |
| Common Stock | 03/03/2005 | | M | | 8,350 A \$ 54.31 | D | |
| Common Stock | 03/03/2005 | | M | | 13,500 A \$ 56.25 | D | |
| Common Stock | 03/03/2005 | | M | | 16,100 A \$ 59.5 | D | |
| Common Stock | 03/03/2005 | | S | | 2,000 D \$ 78.98 | D | |
| Common Stock | 03/03/2005 | | S | | 4,000 D \$ 78.99 | D | |

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| | | | | | | | | |
|--------------|------------|---|--------|---|----------|------------------------|---|----------------|
| Common Stock | 03/03/2005 | S | 13,700 | D | \$ 79 | 28,210.526 | D | |
| Common Stock | 03/03/2005 | S | 7,300 | D | \$ 79.01 | 20,910.526 | D | |
| Common Stock | 03/03/2005 | S | 4,950 | D | \$ 79.03 | 15,960.526 | D | |
| Common Stock | 03/03/2005 | S | 6,000 | D | \$ 79.07 | 9,960.526 | D | |
| Common Stock | | | | | | 1,047.9 ⁽¹⁾ | I | By 401(k) Plan |

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) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|--|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | |
| Employee Stock Option (right to buy) | \$ 54.31 | 03/03/2005 | | M | 8,350 | ⁽²⁾ 12/05/2010 | Common Stock | 8,350 | |
| Employee Stock Option (right to buy) | \$ 56.25 | 03/03/2005 | | M | 13,500 | ⁽³⁾ 07/24/2010 | Common Stock | 13,500 | |
| Employee Stock Option (right to buy) | \$ 59.5 | 03/03/2005 | | M | 16,100 | ⁽⁴⁾ 12/09/2007 | Common Stock | 16,100 | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| JASKE JOHN B GANNETT CO., INC. 7950 JONES BRANCH DRIVE MCLEAN, VA 22107 | | | SrVP/Labor Relns and Assist GC | |

Signatures

| | |
|---|------------|
| /s/ Todd A. Mayman, Attorney-in-Fact | 03/04/2005 |
| __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) The information in this report is based on a plan statement dated as of March 1, 2005.
 - (2) The initial option for 24,500 shares vested in four equal installments beginning on December 5, 2001.
 - (3) The initial option for 13,500 shares vested in four equal installments beginning on July 24, 2001.
 - (4) The initial option for 16,100 shares vested in four equal installments beginning on December 9, 1998.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.