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DAVIDSON PAUL  
Form 144  
November 12, 2002

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SEC USE ONLY  
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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

ATTENTION: Transmit for filing 3 copies of this form concurrently with  
either placing an order with a broker to execute sale or  
executing a sale directly with a market maker.

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1 (a) NAME OF ISSUER (Please type or print)

Gannett Co., Inc.

1 (b) IRS IDENT. NO.

16-0442930

1 (c) S.E.C. FILE NO.

1-6961

1 (d) ADDRESS OF ISSUER

7950 Jones Branch Drive, McLean, Virginia 22107

Street City State Zip Code

1 (e) TELEPHONE NO.

(703) 854-6000

Area Code Number

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2 (a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD

Paul Davidson

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2 (b) IRS IDENT. NO.

2 (c) RELATIONSHIP TO ISSUER

Officer/Chief Executive/Newsquest Media Group

2 (d) ADDRESS

c/o Gannett Co., Inc.  
7950 Jones Branch Drive, McLean, Virginia 22107

Street City State Zip Code

INSTRUCTION: The person filing this notice should contact the issuer to obtain the IRS Identification Number and the S.E.C. File Number.

| 3(a)<br>Title<br>of the<br>Class of<br>Securities<br>To Be Sold | (b) Name and Address<br>of Each Broker<br>Through Whom the<br>Securities Are To<br>Be Offered or<br>Each Market Maker<br>Who Is Acquiring<br>the Securities | SEC USE ONLY<br>Broker-Dealer<br>File Number | (c) Number<br>of Shares<br>or Other<br>Units To<br>Be Sold<br>(See instr<br>3(c)) | (d) Aggregate<br>Market Value<br>(See instr.<br>3(d)) | (e) Number<br>of Shares<br>or Other<br>Units<br>Outstanding<br>(See instr.<br>3(e)) |
|---|---|--|---|---|---|
| Common<br>Stock   | Tony Fagella<br>Deutsche Bank Alex Brown<br>280 Park Ave., 3E<br>New York, NY 10017   |  | 6,625   | \$502,506.25  | 267,272,115   |

INSTRUCTIONS:

1. (a) Name of Issuer.  
(b) Issuer's I.R.S. Identification Number.  
(c) Issuer's S.E.C. file number, if any.  
(d) Issuer's address, including zip code.  
(e) Issuer's telephone number, including area code.
2. (a) Name of person for whose account the securities are to be sold.  
(b) Such person's I.R.S. identification number, if such person is an entity.  
(c) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing).  
(d) Such person's address, including zip code.
3. (a) Title of the class of securities.  
(b) Name and address of each securities are intended.  
(c) Number of shares or other securities, give the aggregate market value of a specified date with of this notice.  
(d) Aggregate market value of or if debt securities, to as shown by the most recent by the issuer.  
(e) Number of shares or other securities, to as shown by the most recent by the issuer.  
(f) Approximate date on which the securities are intended.

TABLE I -- SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

| Title of the Class | Date You Acquired    | Nature of Acquisition Transaction | Name of Person from Whom Acquired (If gift, also give date donor acquired) | Amount of Securities Acquired |
|--------------------|----------------------|-----------------------------------|--|-------------------------------|
| Common Stock       | on or after 11/08/02 | Stock Option Exercise             | Gannett Co., Inc.  | 6,625                         |

INSTRUCTIONS:

1. If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments, describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.
2. If within two years after the acquisition of securities the person for whose account the securities are to be sold had any short position option to dispose of securities or other interest under paragraph (d)(3) of Rule 144, furnish the following information with respect thereto.

TABLE II -- SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

| Name and Address of Seller | Title of Securities Sold | Date of Sale | Amount of Securities Sold |
|----------------------------|--------------------------|--------------|---------------------------|
|----------------------------|--------------------------|--------------|---------------------------|

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REMARKS:

INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION: The person for whose account to which this notice relates are to be represented by signing this notice that there is no material adverse information in respect of the current and prospective operations of the issuer of the securities to be sold which has not been disclosed.

11/11/02

/s/Paul Davidson

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DATE OF NOTICE

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SIGNATURE

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed.  
Any copies not manually signed shall bear typed or printed signatures.

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ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (see 18 U.S.C.ss.1001).  
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