GANNETT CO INC /DE/ Form 4 October 23, 2002

		OMB APPROVAL
		OMB Number Expires: Estimated average burden hours per response 0.5
U.S.	SECURITIES AND EXCHAIN Washington, D.C. 2	
	FORM 4	
STATEME	NT OF CHANGES IN BENEI	FICIAL OWNERSHIP
Section 17(a) of t		urities Exchange Act of 1934, ding Company Act of 1935 or Company Act of 1940
	longer subject of Secinue. See Instruction	ction 16. Form 4 or Form 5 1(b).
1. Name and Address of Re	porting Person*	
Gavagan	George	R.
(Last)	(First)	(Middle)
Gannett Co., Inc.	7950 Jones Bra	anch Drive
	(Street)	
McLean	Virginia	22107
(City)	(State)	(Zip)
2. Issuer Name and Ticker	or Trading Symbol	
Gannett Co., Inc. ("GCI")		
3. IRS or Social Security	Number of Reporting I	Person (Voluntary)
4. Statement for Month/Da	======================================	
October 21, 2002		
5. If Amendment, Date of	Original (Month/Day/Ye	======================================

6. Relationship of Reporting Person to Issuer

1

(Check all applical	ble)						
[] Director [X] Officer (g	ive title below)]	-	Owne er (s	r pecify below)		
Vice President and Co	ntroller						
7. Individual or Join	t/Group Filing	(Check applicab	ole line)			=	
[X] Form filed by [] Form filed by			on				
Table I	Non-Derivative or Bene	Securities Acc	======= quired, D	===== ispos =====	ed of,	:=	
1.		2.A Deemed Execution Date, if any (mm/dd/yy)	Code (Instr. 8)		4. Securities According Disposed of (Disposed of (Disposed of (Instr. 3, 4 and 15))))	(A) or
					7	(A)	
Title of Security (Instr. 3)			Code			(D)	
Common Stock	10/21/02		М		5,000		\$32.00
Common Stock	10/21/02		S		5,000		
	To 10/02/02						
Common Stock	To 09/30/02						

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

^{*} If the Form is filed by more than one Reporting Person, see Instruction $4\left(b\right)\left(v\right)$.

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FORM 4 (continued)

Table II -- Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Derivative	Price of Deriv- ative	3. Ex Trans- ic action Da Date in (Month/ (N	Deemed 4. Securities Dat 3. Execut Trans- Acquired (A) Exe Trans- ion action or Disposed Exp action Date, Code of (D) (Mo Date if any (Instr. (Instr. 3,	Trans- action Code (Instr. 8)	Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)				7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
								Expira-		or Number
Security (Instr. 3)		_		-		Title	of Shares			
Stock Options	\$32.00	10/21/02	2	M		5,000	12/12/99	12/12/03	Common Stock	5,000
=======		======			======					

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.

** 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.