

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM S-8
REGISTRATION STATEMENT
under
THE SECURITIES ACT OF 1933

GANNETT CO., INC.
(Exact Name of Registrant as Specified in Its Charter)

Delaware 16-0442930
(State of Incorporation) (I.R.S. Employer
Identification No.)

1100 Wilson Boulevard
Arlington, Virginia 22234
(703) 284-6000
(Address, Including Zip Code, and Telephone Number, Including
Area Code, of Registrant's Principal Executive Offices)

Multimedia, Inc. Salary Deferral Thrift Plan
(Full Title of Plan)

Thomas L. Chapple, Esq.
Senior Vice President, General Counsel and Secretary
Gannett Co., Inc.
1100 Wilson Boulevard
Arlington, Virginia 22234
(703) 284-6000
(Name, Address, Including Zip Code, and Telephone Number,
Including Area Code, of Agent For Service)

Copies of Communications to:

Joseph H. Reynolds, Esq.
Nixon, Hargrave, Devans & Doyle llp
One Thomas Circle, N.W., Suite 700
Washington, D.C. 20005
Telephone Number: 202-457-5300

CALCULATION OF REGISTRATION FEE

Title of Securities To Be Registered	Amount To Be Registered	Proposed Maximum Offering Price Per Share	Proposed Maximum Aggregate Offering Price	Amount of Registration Fee
Common Stock(1)	120,000 shares	\$65.875(2)	\$7,905,000	\$2,725.86

(1) In addition, pursuant to Rule 416(c) under the Securities Act of 1933, this Registration Statement also covers interests to be offered or sold pursuant to the employee benefit plan described herein.

(2) Estimated solely for the purpose of calculating the registration fee. In accordance with Rule 457(c), the price shown is based upon the average of the high and low prices of Gannett Co., Inc. Common Stock on May 10, 1996, \$65.875, as reported on the New York Stock Exchange.

PART I. INFORMATION REQUIRED IN THE SECTION 10(A) PROSPECTUS

The documents containing the information specified in Part I of this Registration Statement will be sent or given to employees eligible to participate in the Plan as specified by Rule 428(b)(1) of the Securities Act of 1933, as amended. Those documents and the documents incorporated by reference into this Registration Statement pursuant to Item 3 of Part II of this Registration Statement, taken together, constitute a prospectus that meets the requirements of Section 10(a) of the Securities Act of 1933, as amended.

PART II. INFORMATION REQUIRED IN THE REGISTRATION STATEMENT

ITEM 3. INCORPORATION OF DOCUMENTS BY REFERENCE.

Incorporated herein by reference are the Company's (i) Annual Report on Form 10-K for the fiscal year ended December 31, 1995 and (ii) Quarterly Report on Form 10-Q for the quarter ended March 31, 1996.

All documents subsequently filed by the Company pursuant to Sections 13(a), 13(c), 14 or 15(d) of the Securities Exchange Act of 1934 (the "1934 Act") after the date of this Registration Statement and prior to the termination of the offering of the securities shall be deemed to be incorporated by reference in this Registration Statement and to be a part hereof from the date of filing of such documents. Any statement contained in a document incorporated or deemed to be incorporated by reference herein shall be deemed to be modified or superseded for purposes of this Registration Statement to the extent that a statement contained herein or in any other subsequently filed document which also is incorporated or deemed to be incorporated by reference herein, modifies or supersedes such statement. Any such statement so modified or superseded shall not be deemed, except as so modified or superseded, to constitute a part of this Registration Statement.

The Company will provide without charge to each person to whom a Prospectus relating to this Registration Statement is delivered, at the written or oral request of such person, a copy of any and all of the documents incorporated by reference (other than exhibits to such documents unless such exhibits are specifically incorporated therein by reference into such documents). All requests for such copies should be directed to: Secretary, Gannett Co., Inc., 1100 Wilson Boulevard, Arlington, Virginia 22234, (703) 284-6000.

ITEM 4. DESCRIPTION OF SECURITIES.

Not applicable.

ITEM 5. INTERESTS OF NAMED EXPERTS AND COUNSEL

Certain legal matters in connection with this offering will be passed upon by Nixon, Hargrave, Devans & Doyle LLP, counsel for the Company.

The financial statements incorporated in this Registration Statement by reference to the Company's Annual Report on Form 10-K for the year ended December 31, 1995 have been so incorporated in reliance on the report of Price Waterhouse LLP, independent accountants, given on the authority of said firm as experts in auditing and accounting.

ITEM 6. INDEMNIFICATION OF DIRECTORS AND OFFICERS.

Section 145 of the Delaware General Corporation Law ("DGCL") permits the Company to indemnify any director or officer of the Company against expenses (including attorneys' fees), judgments, fines and amounts paid in settlement, incurred in defense of any action (other than an action by or in the right of the Company) arising by reason of the fact that he or she is or was an officer or director of the Company if he acted in good faith and in a manner he reasonably believed to be in or not

opposed to the best interests of the Company and, with respect to any criminal action or proceeding, had no reasonable cause to believe his conduct was unlawful. Section 145 also permits the Company to indemnify any such officer or director against expenses incurred in an action by or in the right of the Company if he acted in good faith and in a manner he reasonably believed to be in or not opposed to the best interests of the Company, except in respect of any matter as to which such person is adjudged to be liable to the Company. This statute requires indemnification of such officers and directors against expenses to the extent they may be successful in defending any such action. The statute permits purchase of liability insurance by the Company on behalf of officers and directors, and the Company has purchased such insurance.

Section 17 of Article II of the Company's By-Laws requires indemnification to the fullest extent permitted under Delaware law of any person who is or was a director or officer of the Company who is or was involved or threatened to be made so involved in any action, suit or proceeding, whether criminal, civil, administrative or investigative, by reason of the fact that such person is or was serving as a director, officer or employee of the Company or any predecessor of the Company or was serving at the request of the Company as a director, officer or employee of any other enterprise.

Section 102(b)(7) of the DGCL permits a provision in the certificate of incorporation of each corporation organized thereunder, such as the Company, eliminating or limiting, with certain exceptions, the personal liability of a director to the corporation or its stockholders for monetary damages for breach of fiduciary duty as a director. Article NINTH of the Certificate of Incorporation of the Company eliminates the liability of directors to the extent permitted by Section 102(b)(7) of the DGCL.

The foregoing statements are subject to the detailed provisions of Sections 145 and 102(b)(7) of the DGCL, Section 17 of Article II of such By-Laws and Article NINTH of such Certificate of Incorporation, as applicable.

ITEM 7. EXEMPTION FROM REGISTRATION CLAIMED.

Not applicable.

ITEM 8. EXHIBITS.

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| 5. | Opinion and consent of Nixon, Hargrave, Devans & Doyle LLP |
| 23. | Consent of Price Waterhouse LLP |

ITEM 9. UNDERTAKINGS

(a) The undersigned registrant hereby undertakes:

(1) To file, during any period in which offers or sales are being made of the securities registered hereby, a post-effective amendment to this registration statement:

- | | |
|-------|--|
| (i) | To include any prospectus required by Section 10(a)(3) of the Securities Act of 1933; |
| (ii) | To reflect in the prospectus any facts or events arising after the effective date of the registration statement (or the most recent post-effective amendment thereof) which, individually or in the aggregate, represents a fundamental change in the information set forth in the registration statement; |
| (iii) | To include any material |

information with respect to the plan of distribution not previously disclosed in the registration statement or any material change to such information in the registration statement;

Provided, however, that paragraphs (a)(1)(i) and (a)(1)(ii) do not apply if the registration statement is on Form S-3 or Form S-8 and the information required to be included in a post-effective amendment by those paragraphs is contained in periodic reports filed by the registrant pursuant to Section 13 or Section 15(d) of the Securities Exchange Act of 1934 that are incorporated by reference in the registration statement.

- (2) That, for the purpose of determining any liability under the Securities Act of 1933, each such post-effective amendment shall be deemed to be a new registration statement relating to the securities offered therein, and the offering of such securities at that time shall be deemed to be the initial bona fide offering thereof.
- (3) To remove from registration by means of a post-effective amendment any of the securities being registered which remain unsold at the termination of the offering.

(b) The undersigned registrant hereby undertakes that, for purposes of determining any liability under the Securities Act of 1933, each filing of the registrant's annual report pursuant to Section 13(a) or Section 15(d) of the Securities Exchange Act of 1934 (and, where applicable, each filing of an employee benefit plan's annual report pursuant to Section 15(d) of the Securities Exchange Act of 1934) that is incorporated by reference in the registration statement shall be deemed to be a new registration statement relating to the securities offered therein, and the offering of such securities at that time shall be deemed to be the initial bona fide offering thereof.

(c) Insofar as indemnification for liabilities arising under the Securities Act of 1933 may be permitted to directors, officers and controlling persons of the Company pursuant to the foregoing provisions, or otherwise, the Company has been advised that in the opinion of the Securities and Exchange Commission such indemnification is against public policy as expressed in the Securities Act of 1933 and is, therefore, unenforceable. In the event that a claim for indemnification against such liabilities (other than the payment by the Company of expenses incurred or paid by a director, officer or controlling person of the Company in the successful defense of any action, suit or proceeding) is asserted by such director, officer or controlling person in connection with the securities being registered, the registrant will, unless in the opinion of its counsel the matter has been settled by controlling precedent, submit to a court of appropriate jurisdiction the question whether such indemnification by it is against public policy as expressed in the Act and will be governed by the final adjudication of such issue.

SIGNATURES

The Registrant. Pursuant to the requirements of the Securities Act of 1933, the Registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-8, and has duly caused this Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized, in Arlington, Virginia, on the 6th day of May, 1996.

GANNETT CO., INC.

By: s/ Douglas H. McCorkindale

Douglas H. McCorkindale
Vice Chairman and Chief
Financial and Administrative
Officer

Pursuant to the requirements of the Securities Act of 1933, this Registration Statement has been signed below by the following persons in the capacities and on the date indicated.

Signature	Title	Date
-----	-----	-----
s/ John J. Curley ----- John J. Curley	Chairman, President, Chief Executive Officer, Director	May 6, 1996
s/ Douglas H. McCorkindale ----- Douglas H. McCorkindale	Vice Chairman, Chief Financial and Administrative Officer, Director	May 6, 1996
s/ Larry F. Miller ----- Larry F. Miller	Senior Vice President/Financial Planning and Controller	May 6, 1996

The Plan. Pursuant to the requirements of the Securities Act of 1933, the Multimedia, Inc. Salary Deferral Thrift Plan has duly caused this registration statement to be signed on its behalf by the undersigned, thereunto duly authorized, in Arlington, Virginia, on the 6th day of May, 1996.

MULTIMEDIA, INC. SALARY DEFERRAL
THRIFT PLAN

By: s/ Richard L. Clapp

Richard L. Clapp
Title: Senior Vice
President/Personnel

KNOW ALL MEN BY THESE PRESENTS, that each of the under-
signed constitutes and appoints John J. Curley, Douglas H.
McCorkindale and Thomas L. Chapple, and each of them, with full
power to act without the others, as said undersigned's true and
lawful attorney-in-fact and agent, with full and several power of
substitution, for said undersigned and in said undersigned's
name, place and stead, in any and all capacities, to sign any and
all amendments to this Registration Statement pursuant to the
Securities Act of 1933, as amended, and to file the same with all
exhibits thereto, and other documents in connection therewith,
with the Securities and Exchange Commission, granting unto said
attorneys-in-fact and agents, and each of them, full power and
authority to do and perform each and every act and thing
requisite and necessary to be done in and about the premises, as
fully to all intents and purposes as said undersigned might or
could do in person, hereby ratifying and conforming all that said
attorneys-in-fact and agents or any of them, or their or his
substitute or substitutes, may lawfully do or cause to be done by
virtue hereof

Pursuant to the requirements of the Securities Act of
1933, this Registration Statement has been signed below by the
following persons in the capacities and on the date indicated.

Signature	Title	Date
-----	-----	-----
s/ Andrew F. Brimmer ----- Andrew F. Brimmer	Director	May 6, 1996
s/ Meredith A. Brokaw ----- Meredith A. Brokaw	Director	May 6, 1996
s/ Rosalynn Carter ----- Rosalynn Carter	Director	May 6, 1996
s/ Peter B. Clark ----- Peter B. Clark	Director	May 6, 1996
s/ Stuart T. K. Ho ----- Stuart T. K. Ho	Director	May 6, 1996
s/ Drew Lewis ----- Drew Lewis	Director	May 6, 1996
s/ Joseph P. Louis ----- Josephine P. Louis	Director	May 6, 1996

s/ Rollan D. Melton Director May 6, 1996

Rollan D. Melton

s/ Thomas A. Reynolds, Jr. Director May 6, 1996

Thomas A. Reynolds, Jr.

s/ Carl T. Rowan Director May 6, 1996

Carl T. Rowan

s/ Dolores D. Wharton Director May 6, 1996

Dolores D. Wharton

EXHIBIT INDEX

5. Opinion and consent of Nixon, Hargrave, Devans & Doyle LLP
23. Consent of Price Waterhouse LLP

Nixon, Hargrave, Devans & Doyle LLP

May 17, 1996

Securities and Exchange Commission
450 Fifth Street, N.W.
Washington, DC 20549

Re: Multimedia, Inc. Salary Deferral Thrift Plan
Registration Statement on Form S-8

Dear Sir or Madam:

We have acted on behalf of Gannett Co., Inc. ("Gannett") in connection with its Registration Statement on Form S-8 to register under the Securities Act of 1933, as amended, interests in the Multimedia, Inc. Salary Deferral Thrift Plan (the "Plan"), as well as 120,000 shares of Common Stock of Gannett to be sold pursuant to the Plan.

We have examined and are familiar with originals or copies, certified or otherwise identified to our satisfaction, of such documents, corporate records and other instruments as we have deemed necessary or appropriate in connection with rendering this opinion.

Based on the foregoing, we are of the opinion that:

- (a) The interests in the Plan described in the Registration Statement have been duly authorized for issuance to eligible employees of Multimedia Inc., a wholly owned subsidiary of Gannett and certain of its subsidiaries in accordance with the terms of the Plan; and
- (b) The shares of the Common Stock being registered with the Securities and Exchange Commission on Form S-8 as described above will, when sold according to the terms of the Plan, be legally issued, fully paid and non-assessable shares of Common Stock of Gannett

We consent to the filing of this opinion as an exhibit to the above-mentioned Registration Statement on Form S-8 and to the use of our name in any Prospectus used in connection with the Plan.

Very truly yours,

s/ Nixon, Hargrave, Devans & Doyle LLP

CONSENT OF INDEPENDENT ACCOUNTANTS

We hereby consent to the incorporation by reference in the Prospectus constituting part of this Registration Statement on Form S-8 of our report dated February 6, 1996, which appears on page 45 of the 1995 Annual Report to Shareholders of Gannett Co., Inc., which is incorporated by reference in Gannett Co., Inc.'s Annual Report on Form 10-K for the year ended December 31, 1995. We also consent to the incorporation by reference of our report on the Financial Statement Schedules, which appears on page 8 of such Annual Report on Form 10-K. We also consent to the reference to us under the heading "Interests of Named Experts and Counsel" in such Prospectus.

/s/ PRICE WATERHOUSE LLP

PRICE WATERHOUSE LLP

Washington, D.C.
May 17, 1996