

**Statement of**

**Barbara W. Wall  
Vice President/ Senior Associate General Counsel  
Gannett Co., Inc.**

**before the**

**Federal Trade Commission**

**Roundtables on the Future of Journalism**

**Washington, DC**

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Mr. Chairman, thank you for your leadership in trying to further the interests of journalism and the news business with these workshops

I hope what I can add today is the perspective of an operator of local newspapers: Gannett is perhaps best known for USA TODAY, but we also publish 81 daily community newspapers in 30 different states – in larger markets like Phoenix, Indianapolis and Detroit and in smaller markets like St. George, Utah, Salisbury, Maryland and Ithaca, New York.

On the editorial side, our community newspapers specialize in local reporting, and, as a company, we believe local watchdog reporting is our future.

We distribute our reporting in many ways – in the newspaper, on our websites, via rss feeds, in e-editions and email newsletters, and increasingly on cell phones, pdas, mobile devices and E-readers. We also create content for niche audiences in print and on the web: our local offerings also include we

That said, there are some steps that the Federal Government could take that would be helpful to newspaper owners moving forward.

**1. The definition of the relevant market should be changed**

together through the personal, educational, literary and business correspondence for the people” – should not take sides in the competition for advertising among local media.

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