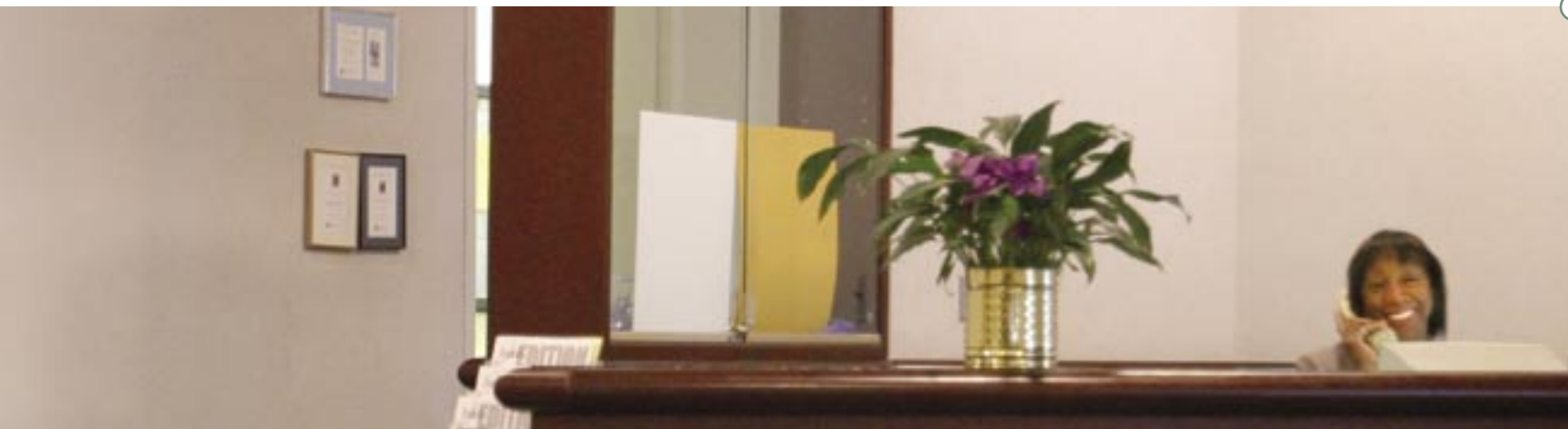




social responsibility 2004

C O N T E N T S





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A Proud
CORPORATE
CITIZEN

The Journal News is proud of its commitment to serving the needs of the people in Westchester, Rockland and Putnam through two distinct means: information and services. From our daily newspaper to our specialty magazines to our online site – The Journal News, along with our parent company, Gannett — is helping to transform the information and entertainment landscape.

We've worked hard to build and maintain a bond with our customers and the community. Maintaining that trust as we remain a company formed in the

Support. It's our way of staying connected and involved. We fully support a wide array of local organizations that seek to enhance the quality of life in our area—from arts and education to health and diversity to small business development.

Just as we want to be known as the foremost local news leader in the market, we want to be known for being a good corporate citizen. We'll continue to use our resources and our resolve to make Westchester, Rockland and Putnam better places to live for all.



of *trust* with our
is of utmost importance,
public's interest.

Gary F. Sherlock
President and Publisher



Our Commitment
to **S**OCIAL
RESPONSIBIL-

Since its inception, *The Journal News* has continued its policy of commitment to public service and social awareness that are so inherent in being a leading daily newspaper. We see ourselves as an important part of each of the counties we serve through our involvement in community service projects in partnership with other organizations, and our support of local philanthropic efforts.

Every day, our loyal, active *readers* depend on
and its family of publications to give them the
to make the most of where

In my position, I am proud to oversee a talented team of writers, reporters, editors and photographers — all of whom do their part to keep our publications viable and valuable to our readers.



The Journal News information they need they live and work.

But that's just a start. In the pages that follow, you'll learn about our many worthwhile programs and projects that go beyond news reporting — programs that work to affect change and new opportunities throughout the communities we serve.

Henry Freeman

Editor and Vice President / News



Our
MISSION

The Journal News' mission is a simple one: To be the most credible and sought-after source of local news and information in Westchester, Rockland and Putnam. Toward that end, we offer a host of publications to inform, inspire and entertain our readers and meet their varied interests.

Five essential tenets help us work to achieve — and sustain —

1

We put the customers first. Everything we do is influenced by the needs and best interests of our readers.

customer focus

2

We earn our customers' trust by adhering to the highest standards of business and journalistic practices and ethics.

honesty

3

We develop our people and programs to enhance performance and profitability.

our team

4

We strive to create an atmosphere conducive to development and growth — an environment where all employees can contribute to their fullest potential.

diversity





our mission:

5

We play an integral part in the community by taking a leadership role when it comes to serving the best interests of the public.

accountability



A Heritage of INNOVATION



18
50

1850
Rockland County Journal founded by William Haeselbarth in Nyack.

18
75

1863
Clarion and Examiner merge, becoming *Yonkers Statesman*.

19
00

1906
Frank Gannett and his associates buy *Elmira Gazette*.

1918
Frank Gannett moves his business to Rochester, NY.

19
25

1924
V. Everit Macy and his two sons buy *Yonkers Statesman*.

1929
V. Everit Macy and his sons buy Mount Vernon's *Daily Argus*, New Rochelle's *Standard-Star*, Port Chester's *Daily Item*, Mamaroneck's *Daily Times*, Ossining's *Citizen Register*, and Tarrytown's *Daily News*.

1939
Westchester County Publishers start the *Evening Dispatch* in White Plains.

The Journal News has a long of service to area

The company evolved from daily and weekly newspapers, the oldest of which traces its start to 1829.

For over 130 years, these local papers formed, merged, and reorganized under various owners until 1964, when Gannett Co. Inc., acquired them. The Gannett Co. Inc., was founded by Frank E. Gannett in 1906, incorporated in 1923 and brought public in 1967. In October of 1998, Gannett combined its various mastheads to offer a single, more comprehensive newspaper called *The Journal News*. The paper publishes four daily editions, offering readers complete local and county news.

The Journal News has continued its policy of commitment to public service and social awareness which

HOW FAR WE'VE COME FROM THE EARLY DAYS OF PRODUCING NEWSPAPERS:

LEFT: a vintage Linotype machine, which used hot metal to typeset, now sits on a display in our lobby. Today, computers do the composing and our papers are produced 100% electronically

1950

1941
The Evening Dispatch acquires *The Daily Reporter* in White Plains, giving birth to *The Reporter Dispatch*.

1960
Macy Westchester Group buys the *Journal-News* in Rockland.

1964
Gannett Co. acquires the Westchester-Rockland News Group. *The Reporter Dispatch* expands to cover Putnam County.

1966
Gannett founds *Today* in Florida.

1969
Gannett appears on the New York Stock Exchange.

1975

1973
Westchester Rockland Newspapers establishes headquarters at One Gannett Drive, White Plains, NY.

1983
USA Today expands into the New York Metropolitan area.

1998
The Journal News debuts, bringing 11 newspapers under one masthead.

2000
The Journal News acquires *The Patent Trader*, which is now distributed as a twice weekly supplement to *The Journal News*.

2000

2001
Familiar mastheads are re-introduced to the market as weekly supplements to *The Journal News*:
The Review Press, Bronxville;
The Standard Star, New Rochelle;
The Item, Port Chester, Rye and Harrison;
The Times, Larchmont and Mamaroneck;
The Star, Peekskill (monthly supplement).

and distinguished residents and businesses. *history*

it inherited from newspapers whose origins date back to 1870.

The acquisition of the Westchester and Rockland newspapers from the Macy group helped establish a base of ten dailies, with two more, the *Bronxville Review* and *Peekskill Star*, on board by 1985.

On May 21, 1973, The Gannett Westchester Rockland Newspaper Group established headquarters at One Gannett Drive, Harrison, NY. It was at this location that all of the Westchester newspapers were printed. The location also served as a print site for *USA Today*.

In 1989, Gannett completed expansion of its facilities to include a third line of presses capable of printing three different newspapers at once. Today, it boasts a modern, state-of-the-art operation with presses in Harrison and in Rockland County. Local editorial offices provide communities with dedicated news and circulation staffs; advertising covers all of our geographical areas.



PAPERS OF RECORD
Throughout its history, our newspapers sought to provide in-depth coverage of local stories with timely relevance and high reader interest.



The Gannett Foundation

The Gannett Foundation's corporate charitable program is designed to serve those communities in which Gannett has operations. The program makes contributions to qualified nonprofit organizations to improve the education, health and advancement of the people who live in Gannett communities.

The Foundation values projects that take a creative approach to fundamental issues such as education and neighborhood improvement, economic development, youth development, community problem-solving, assistance to people who are disadvantaged, environmental conservation, and cultural enrichment.



A local police officer displays a new computer information and tracking system, made possible by a grant from the Gannett Foundation.

Lend-A-Hand

We also take pride in serving the needs of the community through Lend-A-Hand, a charity fund administered by The Journal News. Lend-A-Hand offers emergency-related help to individuals or families throughout Westchester, Rockland and Putnam counties. Specifically, it provides assistance with one-time emergency cases not covered by other sources



As part of our commitment to the community and to education, employees of The Journal News donate back-to-school supplies for needy students.

Madelyn P. Jennings Scholarships are awarded annually to children of full-time Gannett employees. Scholarships are awarded through a competition conducted by the National Merit Scholarship Corporation (NMSC). Candidates are evaluated on the basis of high school academic performance, test scores, contributions to their school and communities, and the school's recommendations. Each scholarship is a one-time award of \$3,000.

Through the **Gannett Match program**, employee contributions to their favorite charity are matched by the company. The Gannett Foundation matches, dollar for dollar, any employee who contributes from \$50 to a maximum of \$10,000 per year to qualifying non-profit organizations. Matching gifts are processed throughout the year.

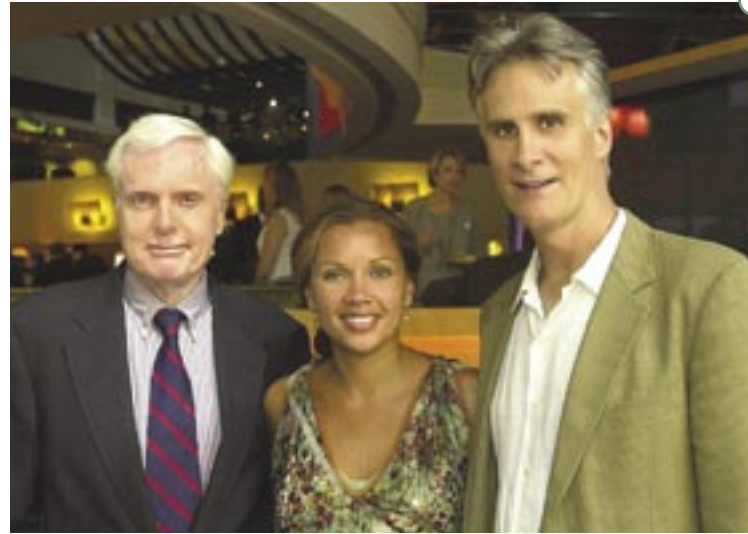


Worthy CAUSES

newspaper in education

The Journal News' Newspaper In Education (NIE) program offers our newspapers as educational tools in area schools. Through NIE, teachers receive newspapers at a special discount, along with free curriculum materials and in-service training workshops.

Anyone can be an NIE sponsor for a child's class or a neighborhood school, or can target a gift to a particular school district. Opportunities to help are available from the individual to corporate levels.



A benefit performance of "Into the Woods" on Broadway allowed readers to buy tickets to the show, with proceeds going to Newspaper-In-Education. Pictured here are "Into the Woods" stars (l-r): **John McMartin**, **Vanessa Williams** and **Ed Strong**.



high school journalism contest

Each year *The Journal News* sponsors this contest, which is open to students in public, private and parochial schools. A panel of reporters and editors for *The Journal News* judge the entries. Judging for the overall award is based on the paper's quality of writing, reporting, photography and design. Certificates are awarded to individual prizewinners and to the school getting the award for the best overall paper.

The Journal News is proud to support and foster journalism excellence in high school students.



scholar-athlete awards program

The Journal News Scholar-Athlete of the Week and Scholar Athlete of the Year Scholarship programs were instituted in 1980 to recognize the achievements of student athletes who excel in academics, athletics and community service.

Each week during the scholastic year, a Scholar-Athlete is chosen for his or her accomplishments on the athletic field or court, as well as for extracurricular activities. A committee of editors from *The Journal News* determines winners.

The athlete's coach and athletic director, with the approval of the high school principal and guidance department, nominate weekly candidates.

The Journal News strongly believes these outstanding young men and woman represent what is best about our future, and is proud to recognize them.

From left,
The Journal News
Scholar Athlete
scholarship winners
are **Erin Demchko** of
Pearl River High School,
Dennis Rose of
Suffern High School,
Jonathan Winston
of Nanuet High School
and **Amie Ko** of
Clarkstown South
High School.
The awards were presented
at the Annual Journal News
Scholar Athlete Dinner at
the Palisades Center Mall
in West Nyack.



Deserving



100 Hispanic Women
African American Author's Tea
African American Chamber of Commerce
African American Men of Westchester
American Cancer Society
American Heart Association
AmeriCares
Andrus Children's Center
Arthritis Foundation
Arts & Business Council, Inc.
Arts Council of Rockland
Blythedale Children's Hospital
Boys & Girls Club

Grace Church
Grace Church Community Center
The Guidance Center
Helen Hayes Theatre
Hispanic Women Leaders
Hogar, Inc.
The Hudson Valley Writers' Center
Institute for Student Achievement
Jacob Burns Film Center
Jazz Arts Forum
Junior Achievement
Juvenile Law Education Project
Kids X-Press, Inc.

These charities and organizations have benefitted

The Bridge Fund
Careers for People with Disabilities
The Center for Human Options, Inc.
Child Care Resources of Rockland
Children's Hospital Foundation
The County Chamber of Commerce, Inc.
Face to Face
Family & Community Service
FoodPatch
FSSY
Gilda's Club
Girl Scouts of Westchester/Putnam

Lakeside Family and Children's Services
Larchmont Community Television
Latino Expo
Leak and Watts Services, Inc.
Literacy Volunteers of Rockland
Literacy Volunteers of Westchester
The Mental Health Association of Putnam County
My Sister's Place
NAACP
National Association of Hispanic Journalists
The National Fund for Teaching Entrepreneur
National Hispanic Journalist



Neighborhood House
New Rochelle Campership Fund, Inc.
New York Film Club
NFTE
Organization of Chinese Americans
The Performing Arts Center
Philipsburg Performing Arts Center
Police Athletic League
Police Athletic League of Yonkers
Port Chester Carver Center
The Professional Golfers' Association
Putnam and North Westchester BOCES
Putnam Associated Resource Center

Tuckahoe Public Library
United Way
Venture Foundation, Inc.
Visiting Nurse Association
The Volunteer Center of United Way
Westchester Association of Retarded Citizens, The Herbert
Katzenberg Center
Westchester Arts Council
Westchester Center for the Arts
Westchester Chamber of Commerce
Westchester Coalition for the Hungry and Homeless
Westchester Community College Foundation
Westchester Community Opportunity Program, Inc.

through The Journal News corporate giving.

Putnam Family Support & Advocacy Inc.
Red Cross
Rockland Business Association
Rockland Economic Development Committee
Solid Rock Community Development Corp.
Songcatchers Inc.
SPARC
St. Ann's Church
St. Christopher's, Inc.
St. Dominic's Home
St. John Evangelist Food Pantry
The Street Theater

Westchester County Association
Westchester County Board of Legislators
Westchester County Chapter of Financial Service Professionals
Westchester County Kids Fair
Westchester Library System
Westchester Region NAACP
White Plains Hospital Center
White Plains St. Patrick's Day Parade
Yonkers Chamber of Commerce
YMCA
YWCA of White Plains and Central Westchester



Whoopi
Goldberg



Maya
Angelou



Barbara
Walters



Joan
Rivers



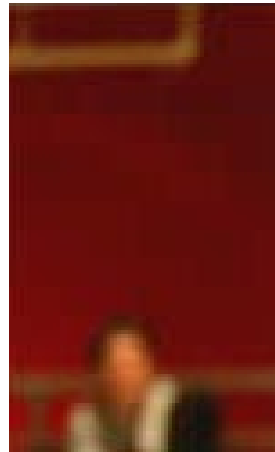
Susan
Sarandon



PHOTO OF SUSAN SARANDON COURTESY OF NIGEL PARRY / CFI

readers and the community.

Westchester Wildfire is the area's Pro Basketball team that competes in the US Basketball League. Through our association, Westchester Wildfire sponsored a sampling program whereby copies of *The Journal News* were sent to residents in the market who would otherwise not receive the newspaper.



Life & Style, a five-month lecture series, every year, features five prominent women sharing their stories and experiences with an audience of area residents.



*A Working
Environment
that* **WORKS**



The Journal News staff includes 1,200 employees at its White Plains headquarters in Westchester County. The company also has an advertising, news and printing facility in West Nyack, in addition to offices in Yonkers, New Rochelle, Mount Kisco and Patterson.

An equal opportunity *employer*, *The Journal News* recognizes the benefits of diversity in the marketplace.

The Journal News offers first-rate benefits, flexible work options, training and professional development. Benefits packages include complete health, dental and vision coverage, 401(k) retirement planning, and tuition reimbursement opportunities. For the safety of our employees, we maintain a drug-free workplace and require pre-employment drug screening.

The Journal News encourages a mix of backgrounds, races, opinions and ideas. Workplace diversity is our strength; it broadens our reach and puts our company in a strong position for the competitive years ahead. Equal opportunity is not just the right thing to do — it is the smart thing to do if we are to be as successful in the future as we have been in the past.





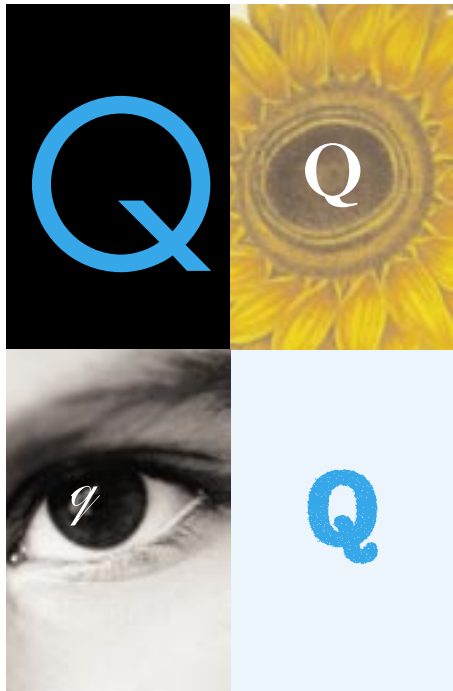
Minnie Stanley,
Director of Employee Relations



g nizes and appreciates

our company ph

Our strong performance is accomplished
mance are higher than most. For those w
offers challenges and opportunities. Our



Great job performance is not only encouraged, it is rewarded! Our company-wide Quality Stars program formally recognizes employees who “go that extra mile.”

1 — 2

Fosters a sense of common effort and shared values.

Encourages creativity and development.

We are committed to creating an environ
equal employment opportunities, ethical
corporate culture focuses on people—our





Philosophy

by strong performers and *The Journal News*' expectations of performing to work hard, who want to learn and grow, *The Journal News* managers strive to provide leadership that:



3
Emphasizes long-term as well as short-term goals.

4
Shows you what's expected and what you're doing.

5
Focuses on success and how you can achieve it.

ment in which employees can reach their full potential. We embrace conduct, and a workplace free of discrimination and harassment. Our employees—and how we deal with each other on a day-to-day basis.



Toward that end, Gannett has received recognition from:

Working Mother

as one of the 100
Best Companies for

Working Mothers

Fortune Magazine

as one of the 50 Best
Companies for Asians,
Blacks and Hispanics

Working Woman

as number five in its inau-
gural ranking of the Top
25 Public Companies for
Executive Women



Our PRODUCTS

The Journal News

The area's premier newspaper, offers complete local and county news. National, world and top local stories dominate the front section. It has four editions:

- Northern Westchester and Putnam
- Central Westchester
- Southern Westchester
- Rockland



TheJournalNews.com and Varsity Central

At the area's leading local Web site, visitors can find local news, breaking national and international news, job listings, real estate, automotive and entertainment information. Also on the site is our highly popular Varsity Central - an online source for the latest, most in-depth coverage of high school sports in Westchester, Rockland and Putnam.

weekly publications

Six weekly community newspapers tailored for distinct neighborhoods in Westchester County. Current weeklies include:

- The Review Press** ○ Bronxville, Eastchester and Tuckahoe
- The Patent Trader** ○ Northern Westchester (*pubs twice weekly*)
- The Item** ○ Port Chester, Rye, Rye Neck and Harrison
- The Times** ○ Larchmont and Mamaroneck
- The Standard Star** ○ New Rochelle
- The Star** ○ Peekskill and surrounding areas (*now a monthly publication*)



The Journal News Custom Publishing

Special publications for special interests.

- **Bridal Book.** Published twice yearly. A full-color, glossy magazine chock-full of information and inspiration for getting married in style.
- **Theater and event playbills** for such prestigious venues as Caramoor, Helen Hayes Performing Arts Center and the Stamford Town Center for the Arts.

free Saturday publications

The MoneySaver and *Trader Extra*, distributed every week to non-subscribers throughout Westchester, Rockland and Putnam.



special sections

- Mind & Body
- Living Here
- Suburban Golf
- In the City
- Home & Design



About Our
PARENT COMPANY

operating principles

1
Respect and protect
the First Amendment.

2
Provide effective
leadership and efficient
management.

3
Raise the standards
and enhance the credi-
bility of our products.

4
Deliver customer
satisfaction and expand
our customer base.

5
Achieve a posi-
tive return on new and
acquired products and
properties in a reasonable
period of time, while
recognizing that those
with high growth potential
may take more time.



Gannett

6

Dispose of assets that have limited potential or when the disposition is in the best interest of the company and its shareholders.

7

Increase profitability and return on equity and investment over the long term.

8

Respect and be fair to employees, our smartest investments.

9

Offer a diverse environment where opportunity is based on merit.

10

Serve the communities in which we do business.

The Journal News is owned by Gannett Company, Inc., the largest newspaper publisher in the country, with 101 daily newspapers in the United States, in addition to 17 in the United Kingdom. Gannett also owns *USA Today*, the nation's largest daily newspaper with a circulation of 7.7 million.

In addition to newspapers, the company owns TV stations,

is the largest media company in the world.

printing facilities, outdoor advertising venues, and Web sites nationwide.

As Director of Public Relations, I am proud to represent *The Journal News*, which is a leader in every sense of the word: a leader in news and information and a leader in service to the commu-

The Journal News is an integral part of Westchester, Rockland, and Putnam Counties. As such, we feel a deep commitment to the area we serve—actively working to stay involved and doing what we can to enhance the quality of life for our residents.

By leading the way, our social responsibility
the paper not only with its communities,

We take pride in being able to deliver the benefits of the information age to one of the country's most diverse, lucrative and demanding markets.

Our charitable focus is on three key areas: education, arts and culture, and quality of life issues. It is an honor for me to be associated with an organization that sponsors yearly programs that afford hundreds of deserving young people an opportunity to further their education and participation in cultural activities.



connects
but also to the *world.*

We look forward to continuing to be one of Westchester, Rockland and Putnam's finest corporate citizens, leading the way in information — and opportunities — for the people we serve.

John Tuller
Director of Public Relations

Published under the direction of: **John C. Green**, *Vice President/Market Development*
Publisher: **John Tuller**, *Director of Public Relations*
Editor: **Barbara Moroch**, *Marketing Communications Editor*
Art Director: **Christopher Gaughan**
Graphic Design: **Rick Wolff**
Photography: **Karl Fabry and Mark Vergari**

The Journal News

How you know.

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