

Edgar Filing: IVEY DENISE - Form 4

[] Director [] 10% Owner
 [X] Officer (give title below) [] Other (specify below)

Group President/ Gulf Coast Newspaper Group

7. Individual or Joint/Group Filing
 (Check applicable line)

[X] Form filed by one Reporting Person
 [] Form filed by more than one Reporting Person

Table I -- Non-Derivative Securities Acquired, Disposed of,
 or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (mm/dd/yy)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Price
		Code	V	Amount	(A) or (D)	
Common Stock	02/11/02	M		2,500	A	\$37.375
Common Stock	02/11/02	S		2,500	D	\$71.8500
Common Stock	02/14/02	M		5,000	A	\$37.375
Common Stock	02/14/02	S		5,000	D	\$74.5012
Common Stock	To 01/31/02					
Common Stock	To 12/31/01					

* If the form is filed by more than one Reporting Person, see Instruction 4 (b) (v).

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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.

/s/ Denise H. Ivey

03/07/02

**Signature of Reporting Person

Date

** 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 procedure.

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.