

Page One Design Decisions

St. Louis Post-Dispatch

The front page of the Post-Dispatch is designed by the news desk, following a series of meetings and consultations with various editors. The News Art Department does not participate in the design of page 1A, but often contributes graphics such as the General Motors Wentzville Plant graphic on page 1A of Feb. 10.

The news desk lays out the page on an IBM computer screen, using Atex's Release III version of news layout. The basic philosophy is to provide an interesting and attractive mix of stories, striving to integrate some lighter material with "hard news" stories. The general trend in recent months has been to reduce the number of stories on 1A. The Feb. 10 page

contains more elements than is the current norm.

The bold headline at the top, which is called the "turn head," is a Post-Dispatch tradition. A redesign is underway, in which the News Art Department is playing a prominent role. The long, vertically-displayed summary box will be eliminated, probably in favor of "sky box" refers displayed above the mast.

The Weatherbird in the lower left corner is a corporate trademark of the Post-Dispatch, and is the oldest continually-published cartoon in American journalism. The cartoon includes a "bird line" each day, which refers to one of the stories on page one.