

The Charlotte Observer

600 S. Tryon St.

P.O. Box 32188

Charlotte, N.C. 28232

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March 4, 1993

Howard Finberg
Assistant Managing Editor
The Arizona Republic
120 East Van Buren
Phoenix, AZ 85004

RE: A Day Of Design at The Charlotte Observer, February 10, 1993.

Dear Howard,

Here's the report on our day of design. I have enclosed Gary O'Brien's work from the South Carolina Islands. Gary O'Brien and Jeannie Falknor say hello.

The front page editors of The Charlotte Observer strive to blend all story-telling elements into a seamless whole - allowing the content of stories to drive the balance of text, photographs, art and informational graphics.

Staffing: On a rotating basis, two assistant managing editors oversee the selection of stories in an afternoon news meeting. A news editor with a design background supervises assistant news editors who design the front page. They have been trained to combine design skills with news judgment.

Organization: The mix of local, national and international stories are arranged in modular layout with the editors' intent for zoning the coverage in four editions. The most important news stories are generally positioned in the top strip, 'Balkan mission studied,' or in the right-hand column, 'Schools will keep auto fleet.' Elements are arranged on a 12-column grid to insure coherency of organization. Editors break the grid when proper photographic sizing requires it.

Tools: The news editors use a combination of traditional pasteup and electronic image-setting. Following the afternoon meeting, a news editor sketches the front page, obtains approval from an assistant managing editor and transfers the sketch to a QuarkXPress page makeup document. Photographs (via the electronic picture desk), feature typography and color graphics are imported to the document. The fin-

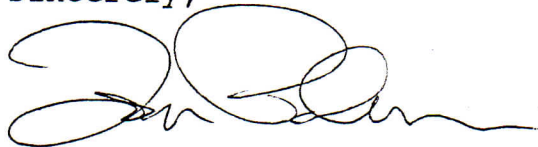


Howard Finberg
Page 2
March 4, 1993

ished page is transformed into color film separations on a Triple I - 3850 image setter. The composing room pastes up the remaining elements - usually the body copy and headlines.

Typography: The headline typography is Times Roman light and bold. The body copy is almost 10 points in size to aid readers. The modified Old English nameplate, "The Charlotte Observer," conveys the sense of tradition among contemporary design elements. Feature centerpieces use a wide range of typography and design treatments.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Palmer", written in a cursive style.

Thomas Palmer
Design Director