

THE
Press
DEMOCRAT

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We approach our front page as one design with three parts: The top with its teasers or skyboxes and flag; the middle, with the lead stories; and the bottom, with the weather and index anchored in the right corner and often with a bottom-of-the-page story (our way of saying a reader or in-depth piece).

The teasers and flag are designed to provide a bold, colorful poster that coupled with the lead stories above the fold offer a newsy magazine cover. While the flag remains the same, the teasers can take on different shapes and colors, providing numerous visual variations. The picture and word teasers also can relate to or be part of the front-page stories below.

The page one index includes a 12-pica by 8-pica photo submitted by a reader. It's been one ~~xxx~~ of our most successful reader participation offerings. We have a file drawer full of submissions, and we've even ~~xx~~ encountered a reader who's developed a hobby of collecting ~~xx~~ each day's photo.

The underlying principle in our design is a vertical look l, and you can find numerous pages reflecting this throughout the paper.

James Fremgen
Executive News Editor