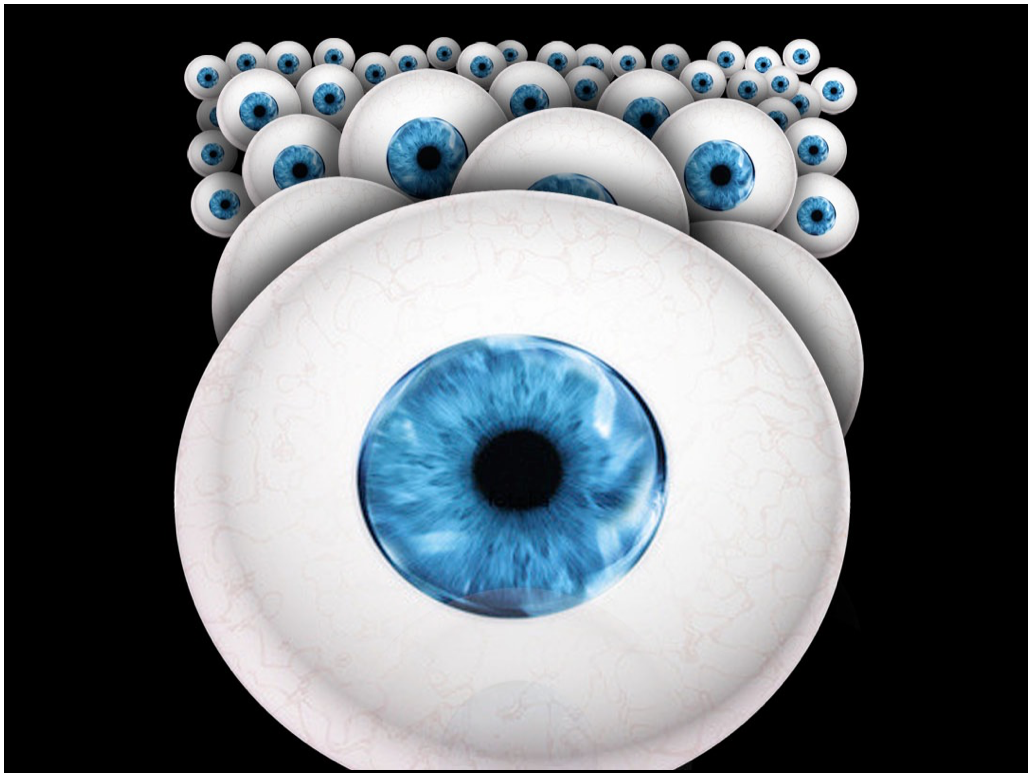
Welcome! This presentation is aimed at writers, editors and designers. As it evolved over the years, I kept adding and deleting the page examples you'll see, but I always kept the runtime around 45 minutes. This version, however, is *much* longer, with many more examples. This way, you can select what to keep and what to delete.

Before we begin, a question: What's our goal, when we publish a story? Do we do it for fame and fortune? For the big bucks? To make the world a better place?

How do *you* measure success?

For me — prepare to be disappointed — it always comes down to one word: **Eyeballs**.



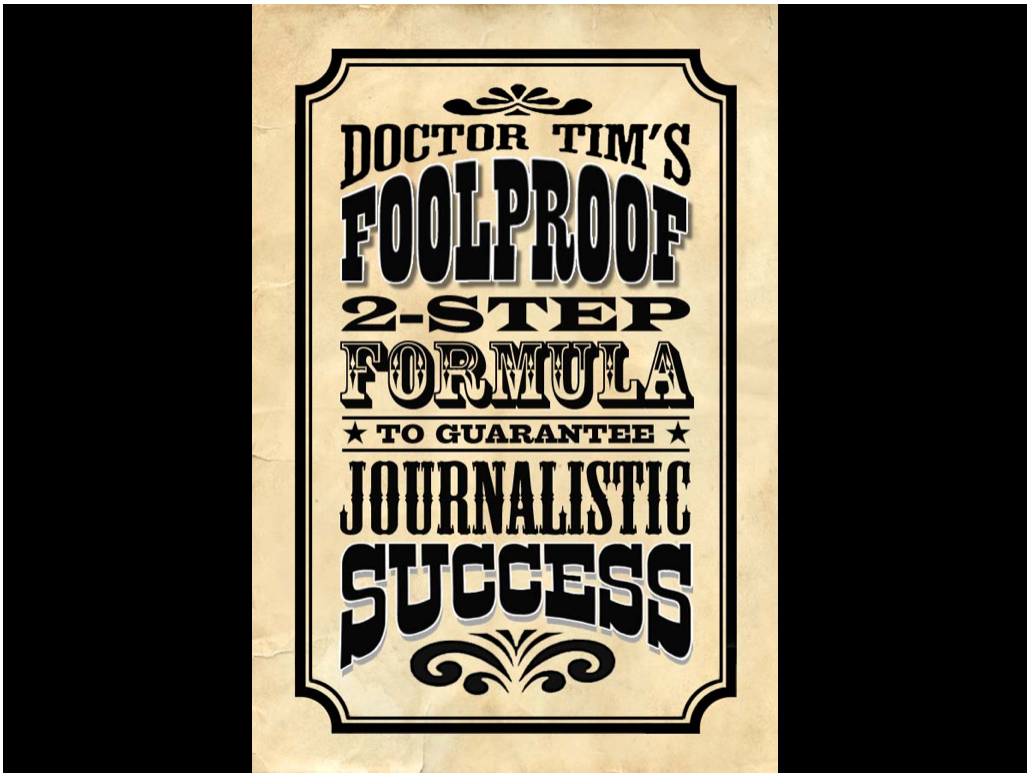
Yes, eyeballs. I want *as many eyeballs as possible on my stuff*. For *as long as possible*, too.

That sounds selfish, I know. But it's really not. . . .

. . . . because it’s a competitive media market out there, whatever platform you’re working on. TV and radio broadcasts live and die based on ratings — the number of eyeballs (or ears) they attract. For websites, it’s the number of clicks.

Is there anything sadder than a beautifully written news story, on an important topic, that dies because it's lost amidst the media maze, becoming . . . . . *invisible*?

So, as I used to tell my students: *Pretend you agree with me*. How do you attract readers in the most dependably effective way?


DOCTOR TIM'S
FOOLPROOF
2-STEP
FORMULA
★ TO GUARANTEE ★
JOURNALISTIC
SUCCESS

1
ATTRACT EYEBALLS
as *cleverly*
as you can

2
DELIVER THE DATA
as efficiently
as you can

OK, Step One. Let's think about this. What does it take to attract the eyeballs of a typical modern reader?

Living for love: How one woman lost life's loving lessons of learning

From Page One

the winds began to blow on the afternoon of Thursday, August 21, Ada Plum looked up from her lunch and muttered, "Oh, dear — I hope my little Keeker won't be caught outside in the rain." Keeker, Ada's 2-year-old Siberian husky, hated getting wet, preferring to spend her days lounging beneath the old oak rolltop desk in Ada's living room.

Sadly, Keeker was outside. Caught in the impending storm, Soon to die in a raging twister the likes of which Mudflap hadn't seen in 17 years.

Ada finished her cheeseburger and began sweeping up the crumbs. She headed for the exit of Mudflap Community Hospital, were she works as a lexipan disposal engineer. She looked around for her umbrella.

Gone.

She looked around for her car keys.

Gone.

She looked for her raincoat, her galoshes, her orange vinyl rain hat.

All gone. Gone, as if to say, "Stay inside, Ada. Please. Stay inside."

But Ada was determined to venture out into the storm. And this would be a good time to mention, dear reader, that this story is complete and utter hooey. I'm sitting here trying to fill the space with real-looking words, knowing that a few of you — just a precious few — will, that may be an exaggeration, since I don't know how previous you actually are — but anyway, like I was saying, I'm trying to fill out this column with realistic-looking prose so it looks like an actual news page, even though in truth I'm parked here in my quiet Oregon office typing on a cool January afternoon. But enough about me. Let's continue our story, shall we?

Ada found her keys, and her boots, and she walked out into the rain. The wind had picked up, blowing more fiercely by the minute, and it slapped her through the parking lot like a big, wet hand. She hugged inside her Volvo and started the engine.

The sky was turning green — a dark, soupy green, the kind of green you'd get if you poured ink into a bowl of pea soup. No, wait, the kind of green you'd get if you poured ink into a bowl of pea soup and then added a whole bunch of leeches into a blender. Or maybe the kind of green you'd get if you left a pork chop in your basement until it was stinky and moldy.

As she pulled out of the hospital parking lot and turned east on Highway 118, she saw the telephone poles begin to sway and the traffic lights begin to crash down onto the road, and she thought to herself: "Gee, I hope Keeker doesn't get, like, crushed by a tree or something." And then it hit her: the giant tornado.

When the winds began to blow on the afternoon of Thursday, August 21, Ada Plum looked up from her lunch and muttered, "Oh, dear — I hope my little Keeker won't be caught outside in the rain." Keeker, Ada's 2-year-old Siberian husky, hated getting wet, preferring to spend her days lounging beneath the old oak rolltop desk in Ada's living room.

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The sky was turning green — a dark, soupy green, the kind of green you'd get if you poured ink into a bowl of pea soup. No, wait, the kind of green you'd get if you got a frog and

Miller faces challenge in GOP primary

By MIKE SNYDER
The Commercial Review

Miller

Locker

A veteran of Jay County government faces a challenge from a first-time candidate in the May 2 Republican primary for Commissioner of the Middle District.

Milo Miller Jr., finishing his fourth 4-year term as commissioner after serving 10 years on the county council, is running against local businessman Roger Locker.

Miller, a contractor, says that he intended to step down several years ago, but has been asked by supporters to continue serving.

"I had a lot of people say, 'you can't leave ... we need your experience," says Miller, who for years has served as president of the commissioners and is a member of many other local and regional boards. "We've got some stuff going on I'd like to get finished," Miller says.

Locker, the owner of Locker's Touch of Country Gift Shop, says he likes and respects Miller. But he says it is time for new blood on the three-member board of commissioners.

"I think it's time for a change. The incumbent has been there 20 years. The time was right for me ... and I had a desire to serve my county ... I want to give the voters of Jay County a choice, and I'm doing that."

Both men agree that recent property tax reform at the state level and the resulting budget crunch on local governments is among the most crucial issues likely to challenge the commissioners over the next four years.

"(Property) Tax caps are a reality ... and the commissioners are still going to have to get stuff done (within the budget)," Locker said. State lawmakers have capped property taxes at 1 percent on residential property, 2 percent for rental property and agricultural land, and 3 percent for businesses.

Miller says that another change likely to affect local government finances is reform of township level government — a move that could shift more responsibility to the county level.

"If they can prove to me it would save money, I'd be all for it. I'm thinking if they want to save money, they could do away with the (county) council," says Miller.

With all county depart- commissioners over the next few years include getting the new Jay County Jail up and running, handling details over an expected multi-million dollar wind project in the southern third of the county, and dealing with an ever-increasing load of unfunded mandates from the state.

Locker, who has served on the Jay County Hospital Board since 2005, says he has been encouraged by the feedback and support from the public.

"While this is my first venture into politics, I have many years of experience running a business ... with tight budgets and getting the job done," Locker says.

"It's pleased me that so many people have taken ... the time to talk to to about issues. I have been surprised and grateful ... at the people who have expressed their support. It's been a positive experience and I've very much enjoyed it."

Along with budget issues, Locker says that the proposed wind power project and concomitant animal feeding operations (CAFOs) will be two hot-button issues over the coming four years.

In fact, Locker says that he's gotten more feedback and comments on the CAFO issue than any other.

"Ag people and non-ag people need to co-exist. We need animal agriculture ... at the same time, the non-ag people have a right to live in their homes and outdoors ... without oppressive manure odors," Locker says. "I do support the expansion of confined feeding as long as it's done within the rules," says Locker, who grew up on a farm and whose Noble Township home is located across the road from a calving operation.

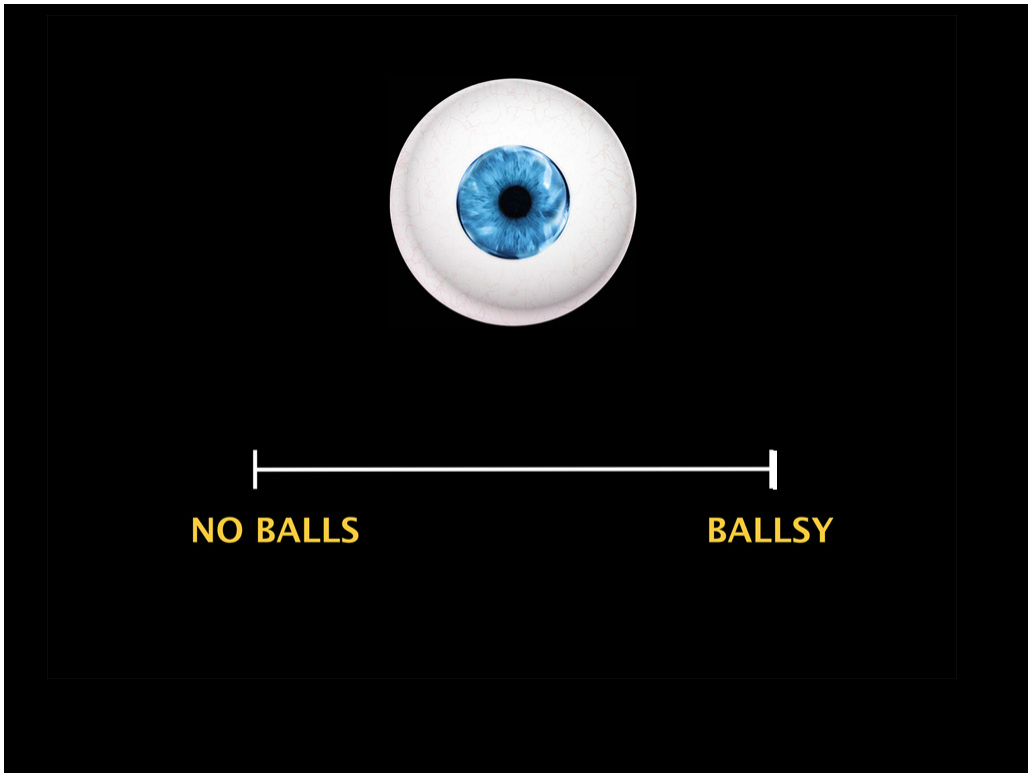
Miller adds that he knows that roads, always a contentious issue, will continue to be so.

Handling construction and repair of roads on the wind power project will be a major undertaking, as well as continued maintenance on the more than 700 miles of surfaced and stone county roads.

Or even a story like this. Important stuff, sure — but to a typical reader, it looks more like this . . .

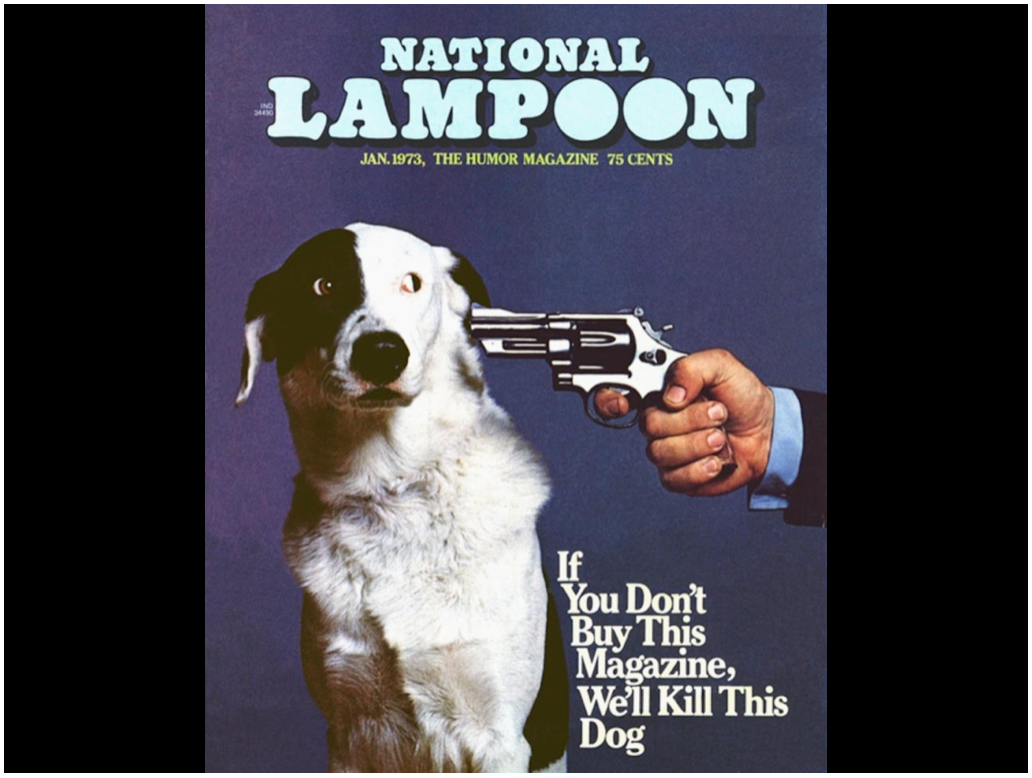
Miller faces challenge in GOP primary

. . . . a tough, uphill slog. Just the layout alone — all that serious, gray text — looks daunting, regardless of how well-written the story may be.



Think about your own publication. How much eyeball appeal do the stories offer, on a scale from weak to strong — from “NO BALLS” to “BALLSY”?

So how do you go about attracting eyeballs in a clever way? Let’s look at some examples. . . .



This may be the most arresting magazine cover of all time. Forced you to engage, didn't it? (Sure it's tasteless, but it's appropriate for a humor magazine.)

$2.00 DESIGNATED AREAS HIGHER 152 PAGES © 2012 WSJ

SUNDAY, NOVEMBER 11, 2012

latimes.com

Canada comes calling in quest for U.S. workers

As the country steps up its oil production, jobless Californians are a prime target.

By Ricardo Lopez

EDMONTON, Canada — With a daughter to feed, no job and $200 in the bank, Detroit pipe fitter Scott Zarembski boarded a plane on a one-way ticket to this industrial capital city.

He'd heard there was work in western Canada. Turns out he'd heard right. Within days he was wearing a hard hat at a Shell oil refinery 15 miles away in Fort Saskatchewan. Within six months he had earned almost $50,000. That was 2006. And he's still there.

"If you want to work, you can work," said Zarembski, 45. "And it's just getting started."

U.S. workers, Canada wants you.

Here in the western province of Alberta, energy companies are racing to tap the region's vast deposits of oil sands. Canada is looking to double production by the end of the decade. To do so it will have to lure more workers — tens of thousands of them — to this cold and sparsely populated place. The weak U.S. recovery is giving them a big assist.

Canadian employers are swarming U.S. job fairs, advertising on radio and YouTube and using headhunters to lure out-of-work Americans north. California, with its 10.2% unemployment rate, has become a prime target. Canadian re-

[See Canada, A8]

Jason Franson For The Times

SCOTT ZAREMBSKI of Detroit traveled to Edmonton, Canada, and found a job within days. Trades workers can afford to pick and choose, he said.

NEWS ANALYSIS

DYING FOR RELIEF

TERRY SMITH COLLAPSED FACE-DOWN IN A POOL OF HIS OWN VOMIT.

Lynn Blunt snored loudly as her lungs slowly filled with fluid.
Summer Ann Burdette was midway through a pear
when she stopped breathing.
Larry Carmichael knocked over a lamp as he fell to the floor.
Jennifer Thurber was curled up in bed,
pale and still, when her father found her.
Karl Finnila sat down on a curb to rest and never got up.
These six people died of drug overdoses within a span of 18 months.
But according to coroners' records, that was not all they had in common.
Bottles of prescription medications found at the scene of each death
bore the name of the same doctor: Van H. Vu.

After Finnila died, coroner's investigators called Vu to learn about

By Scott Glover

every single patient," he said in an interview. "I can't control what they

This big, bold, red headline has enormous stopping power. Designers call this a “type attack”: using aggressive typography to sell a big story when you’ve got no dramatic photos. Too sensational? At first, you might think so. But once you’ve read all that oversized type, don’t you want to keep reading?

SUNDAY STAR

SHOWERS. HIGH 6C (WEATHER MAP S10) • thestar.com • SUNDAY, MARCH 14, 2010

Privacy 'zealots' compound a family's torment

Ottawa won't release details in case of woman who vanished in Syria

Nicole Vienneau vanished in 2007.

LINDA DIEBEL
STAFF LEGAL AFFAIRS REPORTER

A federal official was on the phone last October, telling Kathryn Murray something so utterly outrageous regarding her missing daughter, the distraught Toronto mother almost lost it right there.

It's the kind of logic that makes a heartbroken parent want to tear out her hair.

Murray was nearing the 1,000-day mark in the disappearance of her daughter, Nicole Vienneau, 32, who vanished in Syria. She was last seen at her hotel the morning of March 31, 2007, and then — nothing.

Murray was talking to the privacy official because a few months earlier, in May 2009, someone in foreign affairs told the family they'd have to file an access-to-information request if they wanted to see reports given to the Canadian embassy in Damascus by their own Syrian lawyer, and intended for them.

MISSING continued on A4

DEADLY AVALANCHE

At least three people are believed dead and it's feared many others are buried after an avalanche in southwestern B.C. on Saturday.
Story A3, updates at thestar.com

FULL INDEX PAGE A2

Store and box Sunday price $1.00 including GST/higher outside the GTA)

A pull-no-punches ad campaign celebrates Canada's Paralympians

She doesn't want your sympathy

BRENDAN KENNEDY
STAFF REPORTER

Looking at Stephanie Dixon as she stands proudly on one leg — her arms crossed and eyes focused in an intimidating glare — "disabled" is not a word that immediately springs to mind.

Strong. Powerful. Bold. Confident.

They all come much easier.

Posing defiantly, the Canadian Paralympian dares you to think of her as anything less than an awesome swimming machine.

"She doesn't want your sympathy," the caption reads. "But her opponents might."

The photo is part of the Canadian Paralympic Committee's new advertising campaign, which has become the talk of marketing and design blogs and garnered high praise for its evocative message and minimalist style.

"The ads represent the beginning of a new era for the Paralympic movement in Canada," says Canadian Paralympic Committee CEO Henry Storgaard.

"It has the opportunity to lift up the disabled community (and) to educate and inform the general public about disabled athletes."

Created pro bono by BBDO Toronto — the local branch of the award-winning ad agency — the campaign intends to raise the profile of Paralympic athletes and spark interest in the Summer and Winter Paralympic Games by portraying the athletes as aggressive, competitive and as determined as their able-bodied counterparts.

"We wanted to convey that this is a serious competition with formidable athletes and you've got to see them," said Peter Lipani, creative director for BBDO.

A05 continued on A9

Swimmer Stephanie Dixon is one of the athletes profiled in a groundbreaking campaign by BBDO Toronto to raise awareness of Paralympians — both summer and winter — as the 2010 Vancouver Games get underway.

INSIDE: GAMES ON

FOG DELAY fails to rattle focused Toronto downhiller. **S3**

WRAP-UP of the day's events and a look ahead to tomorrow. **S3**

SAD TO SAY, but army vets are the future of the Paralympics. **A9**

Half-price homes? Canadians pounce on the Sunbelt

Some U.S. getaway properties sell for price of Toronto parking spots

2,100-sq.-ft. property in Titusville, Fla., selling for $239,000 (U.S.).

TONY WONG
BUSINESS REPORTER

Last November Stacey Lyon found herself in Florida pondering whether to buy a condominium in Naples or one in nearby Sarasota. The Toronto woman ended up buying both.

"The prices were truly amazing, especially when you factor in the exchange rate," said Lyon, explaining her splurge.

Except this wasn't for a pair of jeans. Cross-border shopping has never been this good for Canadians.

No snow. No nasty bidding wars. And condominiums for the price of a parking space in downtown Toronto.

Canadians jaded by high prices at home are increasingly looking beyond our borders as a much more muscular loonie — and a sense that prices are bottoming out south of the border — has us flexing newfound financial brawn.

Not since the Japanese started snapping up real estate in Manhattan have a group of foreign buyers been as prevalent in U.S. markets.

BARGAINS continued on A6

Did you remember?

Daylight saving time began at 2 a.m. this morning.

If you forgot, set your clocks ahead one hour now.

Talk about dramatic photos! Once you see this image (and the compelling headline), how can you not at least sample what the text is saying?

28 • EL MAÑANA • Domingo 3 de agosto de 2008

www.elmanana.com.mx

la Raspa

IDEAS FRESCAS PARA CHAVOS

la web preferida

www.lyrics.com

Aquí encontrarás todas las letras de canciones en inglés de tus artistas favoritos.

ENVÍANOS LA TUYA

laraspa@elmanana.com.mx

El ritmo de la vida actual hace que muchas personas se sientan agobiadas y con deseos de gritar o golpear desde una persona hasta una pared, pero esto no resuelve la situación por lo que la mejor manera de desahogarte es hablando

¡Relájate! No te alteres

POR LAURA SANCHEZ

Todas las personas sufren de estrés de vez en cuando y cada una siente el estrés de forma diferente. Algunas de las formas de lidiar con el estrés, como gritar o golpear a alguien o una pared, no resuelven la situación.

Platicar con una persona en quien confíes, puede ser el comienzo para resolver el problema o al menos hacerte sentir mejor, aseguró la psicóloga Gloria González Hernández, quien ofreció algunos tips y consejos para enfrentar situaciones estresantes.

1. Busca Apoyo. Cuando necesites ayuda, rodéate de personas a quienes les importa tu bienestar. Habla con ellos sobre lo que te preocupa. Y no lo olvides de tus amigos. Puede que ellos estén preocupados por un problema similar, pero siempre estarán ahí para escucharte.

2. No te pongas servicioso! Escucha y toma en cuenta tus sentimientos cuando estás disgustado. Date cuenta de tus sentimientos. Exprésalos y encuentra una forma de canalizarlos.

• Practica ejercicios de respiración, escucha música, escribe en un diario, pasea en bicicleta o haz lo que tu creas que te podrá ayudar a sentirte mejor.

3. No te desquites contigo mismo. Busca a las personas que pueden ayudarte. No te desquites contigo mismo. Trabaja bien y busca la ayuda o el apoyo que necesites para la situación que estás atravesando.

4. Trata de resolver el problema. Cuando te sientas agobiado por el estrés o estés a punto de explotar, es un buen momento para resolver tu situación. Piensa en la causa de cuál es el problema, incluso si no puedes resolverlo completamente, quizás puedas comenzar a resolverlo poco a poco.

5. Se positivo. La mayor parte del estrés es temporal. Si crees tu desaparece generalmente después de resolver el problema y comienzas a tomar medidas para resolver lo que te preocupa.

• Los cinco pasos que te hemos mencionado son sólo algunos y puede que tengas que ayudar uno de ellos más de una vez, pero si funcionan. Y si puedes hablar con alguien que te ayude a enfrentar la situación, te ayudará a lo mismo más rápidamente.

*“**Relax! Don’t get excited**.”* The confrontational crop on this photo is unusually aggressive. And the layout makes this look like an easy read.

Again, on this page, it's not just the extreme size and cropping of the photo — it's the way the layout provides a variety of accessible entry points to lure you in.

Here, a big, messy headline does the job of grabbing your attention.

Tilting type and photos can be gimmicky, but it’s effective with the right topic (usually feature stories).

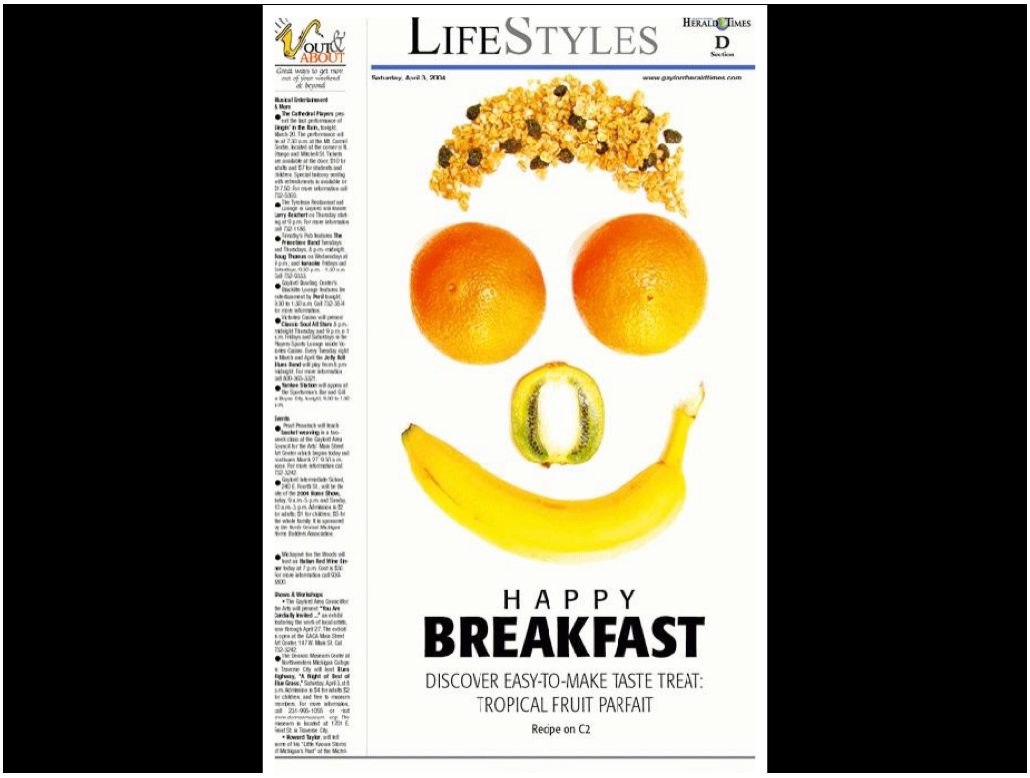
pdQ

Hot mama of invention

Porn often is the first industry to plug in and improve upon new technologies

5

Just how daring are you willing to be? This story about porn and technology tested the tolerance of readers in Cleveland.



LIFESTYLES

HERALD-TIMES D Section

Saturday, April 3, 2004 www.gaylordheraldtimes.com

OUT & ABOUT

Great ways to get more out of your weekend & beyond

HAPPY
BREAKFAST

DISCOVER EASY-TO-MAKE TASTE TREAT:
TROPICAL FRUIT PARFAIT

Recipe on C2

Fun with fruit! You can arrange your fruit to form a happy face . . . . .

Cahier B LE SOLEIL Le vendredi 16 novembre 2001

arts et vie

De Hamère à Loco Locass: les Hauts Parleurs célèbrent la parole B 3

Lara Croft contre Julia Roberts dans les clubs vidéo B2

Les fruits défendus

Est-il possible de traiter d'érotisme au théâtre? C'est la question que pose la troupe Nuages en Pantalon

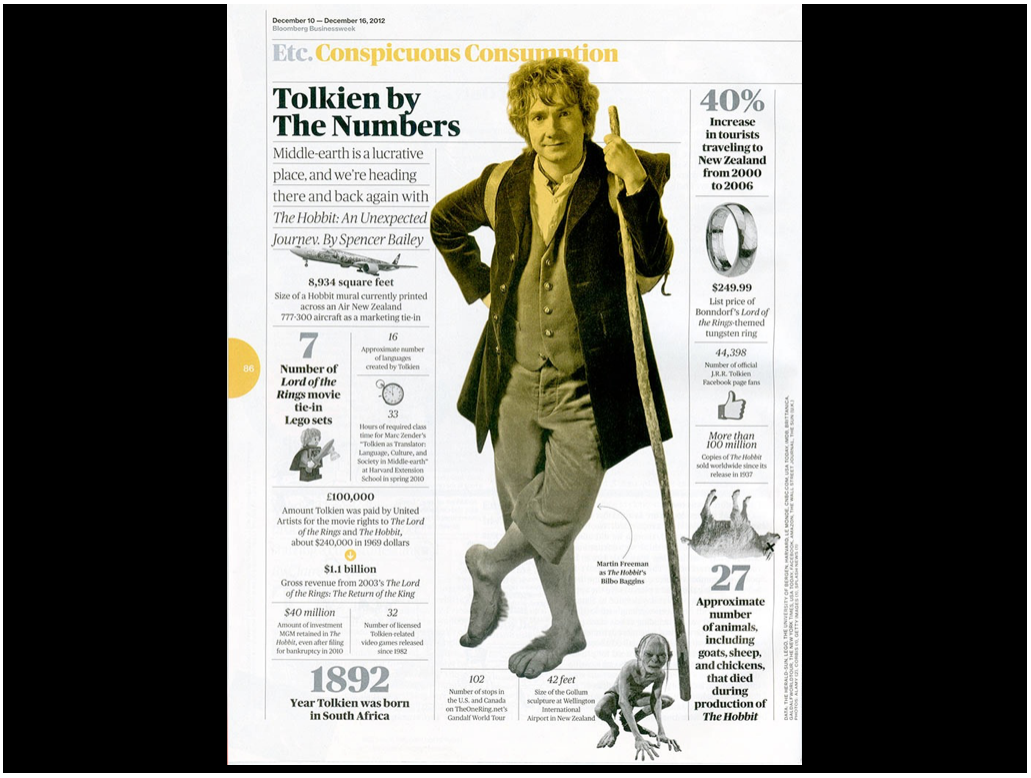
VOUS AIMEREZ...

Un monstrueux divertissement

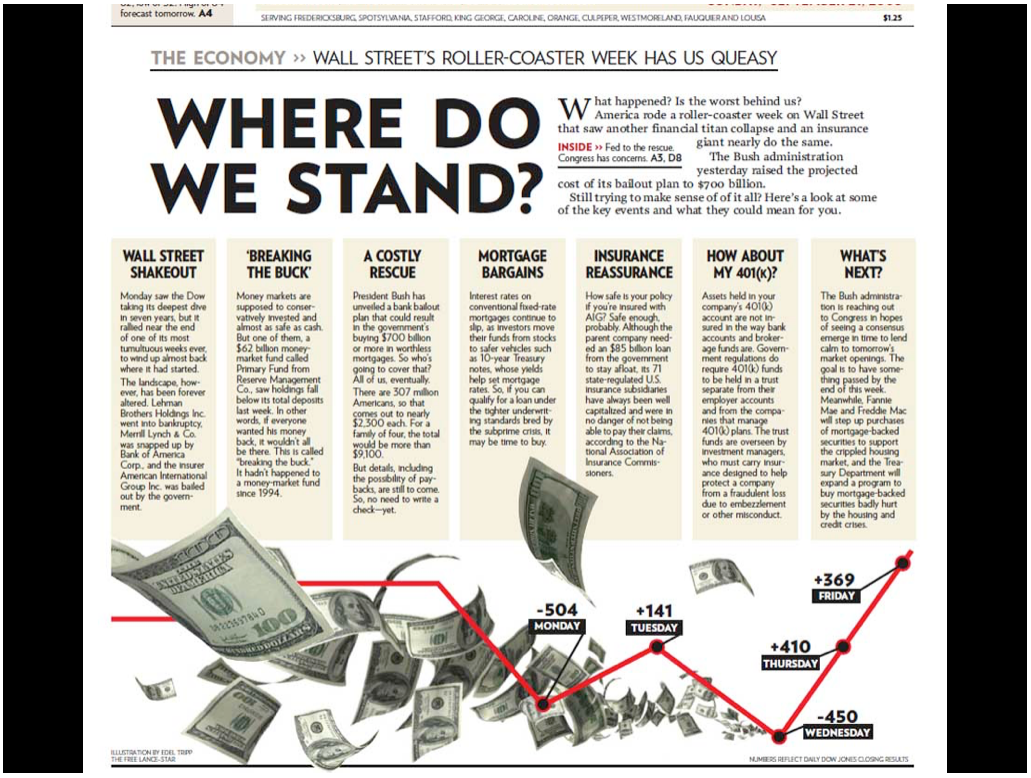
Le Chien

Le beau Garou

. . . . or you can try something more risqué. Too much for your readers? (This page ran years ago in Quebec, of all places.)



You can attract eyeballs by *the way you present information*, too. Notice how much engaging data is transmitted by this hard-working (but elegantly designed) type.



forecast tomorrow: A4

SERVING FREDERICKSBURG, SPOTSYLVANIA, STAFFORD, KING GEORGE, CAROLINE, ORANGE, CULPEPER, WESTMORELAND, FAUQUIER AND LOUISA $1.25

THE ECONOMY ›› WALL STREET'S ROLLER-COASTER WEEK HAS US QUEASY

WHERE DO WE STAND?

What happened? Is the worst behind us? America rode a roller-coaster week on Wall Street that saw another financial titan collapse and an insurance giant nearly do the same.

INSIDE ›› Fed to the rescue. Congress has concerns. A3, D8

The Bush administration yesterday raised the projected cost of its bailout plan to $700 billion.

Still trying to make sense of of it all? Here's a look at some of the key events and what they could mean for you.

WALL STREET SHAKEOUT

Monday saw the Dow taking its deepest dive in seven years, but it rallied near the end of one of its most tumultuous weeks ever, to wind up almost back where it had started.

The landscape, however, has been forever altered. Lehman Brothers Holdings Inc. went into bankruptcy, Merrill Lynch & Co. was snapped up by Bank of America Corp., and the insurer American International Group Inc. was bailed out by the government.

'BREAKING THE BUCK'

Money markets are supposed to conservatively invested and almost as safe as cash. But one of them, a $62 billion money-market fund called Primary Fund from Reserve Management Co., saw holdings fall below its total deposits last week. In other words, if everyone wanted his money back, it wouldn't all be there. This is called "breaking the buck." It hadn't happened to a money-market fund since 1994.

A COSTLY RESCUE

President Bush has unveiled a bank bailout plan that could result in the government's buying $700 billion or more in worthless mortgages. So who's going to cover that? All of us, eventually. There are 307 million Americans, so that comes out to nearly $2,300 each. For a family of four, the total would be more than $9,100.

But details, including the possibility of paybacks, are still to come. So, no need to write a check—yet.

MORTGAGE BARGAINS

Interest rates on conventional fixed-rate mortgages continue to slip, as investors move their funds from stocks to safer vehicles such as 10-year Treasury notes, whose yields help set mortgage rates. So, if you can qualify for a loan under the tighter underwriting standards bred by the subprime crisis, it may be time to buy.

INSURANCE REASSURANCE

How safe is your policy if you're insured with AIG? Safe enough, probably. Although the parent company needed an $85 billion loan from the government to stay afloat, its 71 state-regulated U.S. insurance subsidiaries have always been well capitalized and were in no danger of not being able to pay their claims, according to the National Association of Insurance Commissioners.

HOW ABOUT MY 401(K)?

Assets held in your company's 401(k) account are not insured in the way bank accounts and brokerage funds are. Government regulations do require 401(k) funds to be held in a trust separate from their employer accounts and from the companies that manage 401(k) plans. The trust funds are overseen by investment managers, who must carry insurance designed to help protect a company from a fraudulent loss due to embezzlement or other misconduct.

WHAT'S NEXT?

The Bush administration is reaching out to Congress in hopes of seeing a consensus emerge in time to lend calm to tomorrow's market openings. The goal is to have something passed by the end of this week. Meanwhile, Fannie Mae and Freddie Mac will step up purchases of mortgage-backed securities to support the crippled housing market, and the Treasury Department will expand a program to buy mortgage-backed securities badly hurt by the housing and credit crises.

-504 MONDAY

+141 TUESDAY

-450 WEDNESDAY

+410 THURSDAY

+369 FRIDAY

ILLUSTRATION BY EDEL TRIPP
THE FREE LANCE-STAR

NUMBERS REFLECT DAILY DOW JONES CLOSING RESULTS

Same here. What's appealing about this layout is how accessible the information is. This is an extremely effective way to make dry economic data appealing by presenting it in **short form**.

Here comes the cold . . .

DON'T BE CAUGHT UNPREPARED

FORECAST OVERNIGHT LOW TEMPERATURES

THURSDAY **24°**

FRIDAY **20°**

SATURDAY **23°**

With a hard freeze — and perhaps record lows — on the horizon for the San Antonio area Thursday, Friday and Saturday nights, residents may need to prepare for the cold snap beyond simply cranking up the heat.

— Jennifer Lloyd

PHOTO ILLUSTRATION BY MONTE BACH

A SAFE, WARM HOME

- Use only designated indoor home-heating appliances inside to decrease the risk of fire or carbon monoxide poisoning.
- Place space heaters at least three feet from other objects.
- Turn off space heaters before going to sleep.

STAY ALERT

Be alert if you or someone you know:

- Has insufficient heat at home because of substandard housing conditions, poor insulation or no money to pay for heat.
- Lives alone and may be exposed to cold without others noticing.

PROTECT PETS

- Bring pets indoors if possible.
- When bringing in a pet that usually stays outside, prepare an area in the laundry room or bathroom or put the animal in a carrier to keep it contained.
- If pets must remain outdoors, provide an enclosed shelter with the entrance facing away from the wind.
- Outdoor animals need more food than usual in cold weather.

PROTECT PLANTS

- Move potted plants inside.
- Cover outdoor plants or flower beds with cloth.

PROTECT PIPES

- Wrap exterior faucets and water pipes with insulating material or newspapers covered with cloth.
- Disconnect exterior water hoses.
- Insulate pipes in crawl spaces and attics.
- Seal air leaks around pipes, electrical wiring or dryer vents with caulk or insulation.
- Open cabinet doors to allow your home's heat to reach pipes under the sink.
- Let a faucet drip to relieve pressure that may build between a faucet and a possible ice blockage in the water pipe.

Inside

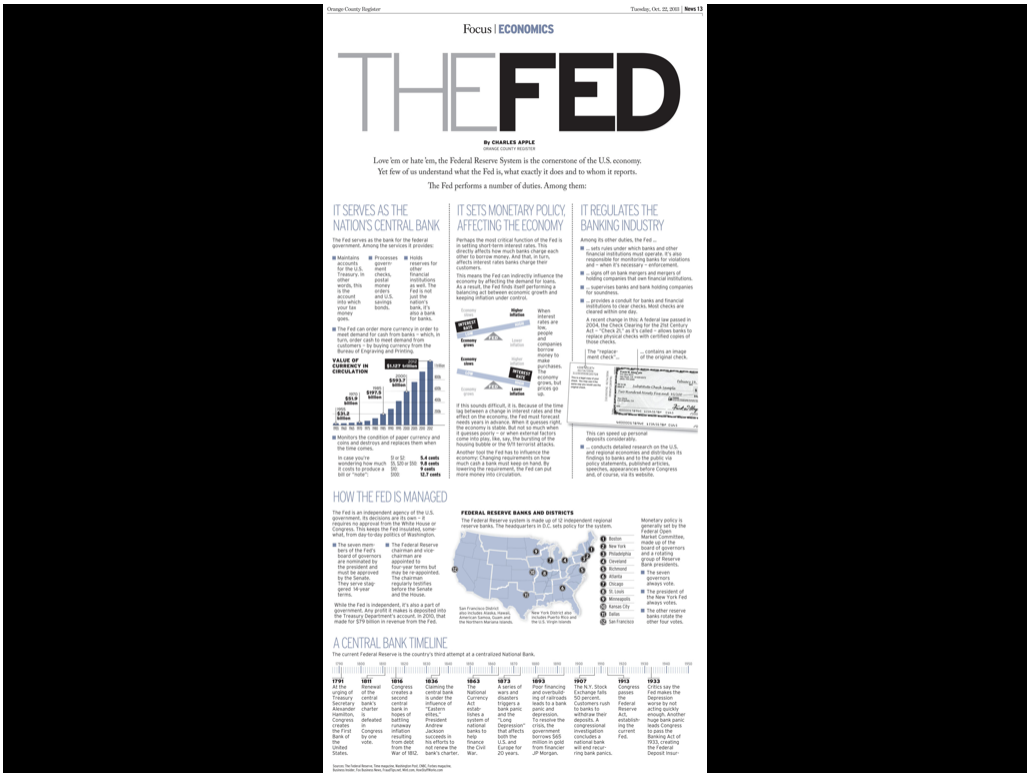
- South is cold. **Page 4A**
- S.A. gets ready. **Metro, 1B**

mySA.com
See a complete list of cold-safety tips.

Sources: San Antonio Fire Department, San Antonio Water System, Humane Society/SPCA of Bexar County, the City of San Marcos, the City of Corpus Christi and the City of El Paso

Again, an admirable short-form alternative to your typical freeze-warning story. It's everything you need to know in one appealing package: Cool photo-illustration. Big blue temperatures and subheads. Useful bullet items. And a web link for more info.

Or would you rather just read 15 inches of gray text?



Orange County Register Tuesday, Oct. 22, 2013 | News 13

Focus | ECONOMICS

THE FED

By CHARLES APPLE
ORANGE COUNTY REGISTER

Love 'em or hate 'em, the Federal Reserve System is the cornerstone of the U.S. economy. Yet few of us understand what the Fed is, what exactly it does and to whom it reports.

The Fed performs a number of duties. Among them:

IT SERVES AS THE NATION'S CENTRAL BANK

The Fed serves as the bank for the federal government. Among the services it provides:

- Maintains accounts for the U.S. Treasury, in other words, this is the account into which your tax money goes.
- Processes government checks, postal money orders and U.S. savings bonds.
- Holds reserves for other financial institutions as well. The Fed is not just the nation's bank, it's also a bank for banks.

The Fed can order more currency in order to meet demand for cash from banks – which, in turn, order cash to meet demand from customers – by buying currency from the Bureau of Engraving and Printing.

VALUE OF CURRENCY IN CIRCULATION

$1,000 BILLS
$1,000 BILLS
$1,000 BILLS

Focus | ECONOMICS

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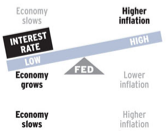
VALUE OF CURRENCY IN

IT SETS MONETARY POLICY, AFFECTING THE ECONOMY

Perhaps the most critical function of the Fed is in setting short-term interest rates. This directly affects how much banks charge each other to borrow money. And that, in turn, affects interest rates banks charge their customers.

This means the Fed can indirectly influence the economy by affecting the demand for loans. As a result, the Fed finds itself performing a balancing act between economic growth and keeping inflation under control.



When interest rates are low, people and companies borrow money to make purchases

IT REGULATES THE BANKING INDUSTRY

Among its other duties, the Fed ...

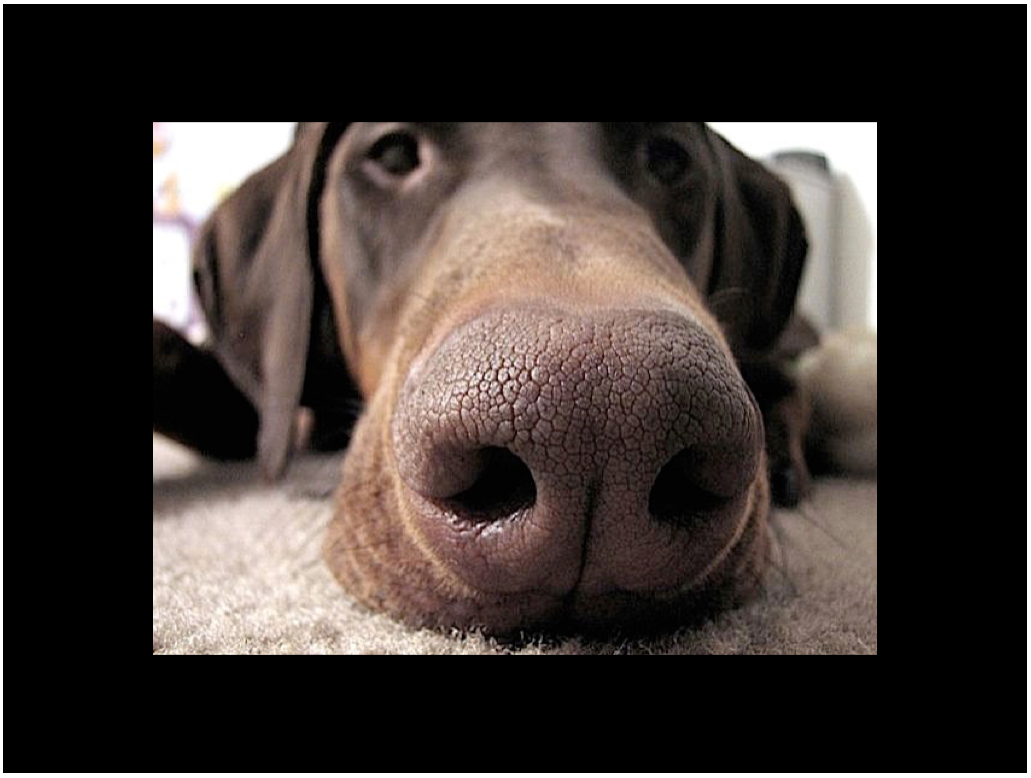
- ... sets rules under which banks and other financial institutions must operate. It's also responsible for monitoring banks for violations and – when it's necessary – enforcement.
- ... signs off on bank mergers and mergers of holding companies that own financial institutions.
- ... supervises banks and bank holding companies for soundness.
- ... provides a conduit for banks and financial institutions to clear checks. Most checks are cleared within one day.

  A recent change in this: A federal law passed in 2004, the Check Clearing for the 21st Century Act – "Check 21," as it's called – allows banks to replace physical checks with certified copies of those checks.

The "replacement check"... ... contains an image of the original check.

Enough, for now, about grabbing eyeballs (although if you want to explore more inspiring design devices, be sure to view our companion presentation, **101 Swipeable Ideas.)**

Instead, let's focus on pure journalism — reporting and writing — to figure out *how to present information in the most effective possible way*.

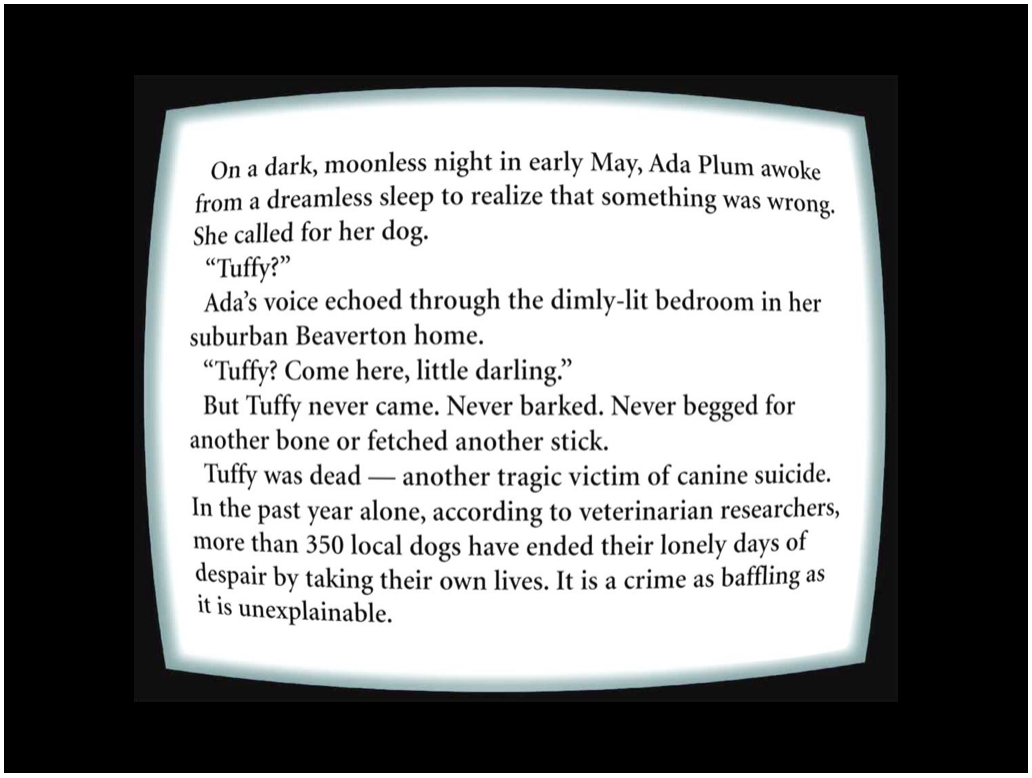


Suppose you're a reporter. A feature writer. And you're preparing to write a story about a disturbing new trend: **Dog Suicide.** That's right. It's true!* People are going away to work or school, abandoning their miserable dogs in lonely laundry rooms all day. The poor critters are terminally depressed. Can you blame them?

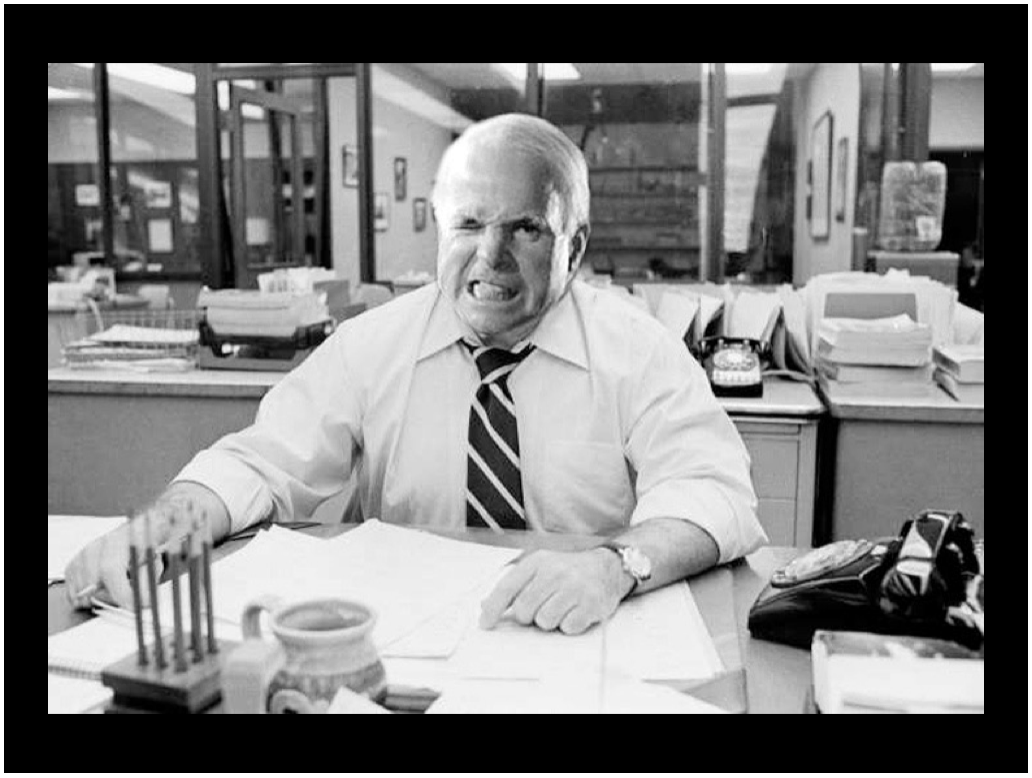
*It’s not true.

So you get on the phone to interview veterinarians and bereaved pet owners . . . .

. . . . then you sit down and type up your story. It’s going to be epic! Awesome! Heart-breaking!



Great stuff! You're on fire! Readers are gonna love this!!



When you turn in your story, your gruff-but-lovable editor says, *“Great stuff. But where’s the photos?”*

So you quickly dispatch a photographer to shoot a grieving dog owner, who poses on the living-room couch for this sad (and awkward) portrait.

Ada Plum remains saddened by the events of April 14, when the little dog she loved was sucked into the maw of a killer tornado.

LEARNING *to* LIVE

By BEN DOVER
Bugle-Beacon staff writer

When the winds began to blow on the afternoon of Thursday, August 22, Ada Plum looked up from her lunch and muttered, "Oh, dear — I hope my little Keekee won't be caught outside in the rain." Keekee, Ada's 2-year-old Siberian husky, hated getting wet, preferring to spend her days lounging beneath the old oak rolltop desk in Ada's living room.

Sadly, Keekee was outside. Caught in the impending storm. Soon to die in a raging twister the likes of which Mudflap hadn't seen in 57 years.

Ada finished her cheeseburger and began sweeping up the crumbs. She headed for the exit of Mudflap Community Hospital, were she works as a bedpan disposal engineer. She looked around for her umbrella.

Gone.

She looked around for her car keys.

Gone.

She looked for her raincoat, her galoshes, her orange vinyl rain hat.

All gone. poles begin to sway and the traffic lights begin to crash down onto the road, and she thought to herself: "Gee, I hope KeekeGone, as if to say, "Stay inside, Ada. Please. Stay inside."

But Ada was determined to venture out into the storm. And this would be a good time to mention, dear reader, that this story is complete and utter hooey. I'm sitting here trying to fill the space with real-looking words, knowing that a few of you — just a precious few — well, that may be an exaggeration, since I don't know how *precious* you actually are — but anyway, like I was saying, I'm trying to fill out this column with realistic-looking prose so it looks like an actual news page, even though in truth I'm parked here in my quiet Oregon office typing on a cool January afternoon. But enough about me. Let's continue our story, shall we?

Ada found her keys, and her boots, and she walked out into the rain. The wind had picked up, blowing more fiercely by the minute, and it slapped her through the parking lot like a big, wet hand. She lunged inside her Volvo and started the engine.

Turn to LIFE, Page 4A

And here it is: your front-page centerpiece. Some copy editor gives it one of those standard, alliterative feature headlines, like *Learning to Live* . . .

Ada Plum remains saddened by the events of April 14, when the little dog she loved was sucked into the maw of a killer tornado.

LIVING *to* LEARN

By BEN DOVER
Bugle-Beacon staff writer

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Turn to LIFE, Page 4A

. . . . or *Living to Learn* . . . .

Ada Plum remains saddened by the events of April 14, when the little dog she loved was sucked into the maw of a killer tornado.

LOOKING *for* LOVE

By BEN DOVER
Bugle-Beacon staff writer

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Turn to LIFE, Page 4A

. . . or *Looking for Love*. Whatever. But there it is on Page Oney. And when the story jumps to page 4 . . .

Living for love: How one woman lost life's loving lessons of learning

From Page One

. . . . it looks like this. Uh-oh. Too gray? Luckily, a quick-witted editor fixes it . . . .

Living for love: How one woman lost life's loving lessons of learning

From Page One

the winds began to blow on the afternoon of Thursday, August 22, Ada Frain looked up from her lunch and muttered, "Oh, dear ... I hope my little Keekee won't be caught outside in the rain." Keekee, Ada's 2-year-old Siberian husky, hated getting wet, preferring to spend her days lounging beneath the old oak rolltop desk in Ada's living room.

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The sky was turning green — a dark, soupy green, the kind of green you'd get if you poured ink into a bowl of pea soup. No, wait the kind of green you'd get if you put a frog and a whole bunch of leeches into a blender. Or maybe the kind of green you'd get if you left a pork chop in your basement until it was stinky and moldy.

As she pulled out of the hospital parking lot and turned east on Highway 111, she saw the telephone poles begin to sway and the traffic lights begin to crash down onto the road, and she thought to herself "Gee, I hope Keekee doesn't get, like, crushed by a tree or something." And then it hit her: the giant tornado.

When the winds began to blow on the afternoon of Thursday, August 22, Ada Frain looked up from her lunch and muttered, "Oh, dear ... I hope my little Keekee won't be caught outside in the rain." Keekee, Ada's 2-year-old Siberian husky, hated getting wet, preferring to spend her days lounging beneath the old oak rolltop desk in Ada's living room.

Sadly, Keekee was outside. Caught in the impending storm.

Living for love: How one woman lost life's loving lessons of learning

Better, maybe. But when you see this layout, you cry, *“You can’t cut 15 inches out of my story!! Make that photo smaller!”*

Living for love: How one woman lost life's loving lessons of learning

So you compromise, and this is how the page prints.

But now that we're done, maybe we should stop and ask: *How much of this are readers gonna actually read?*

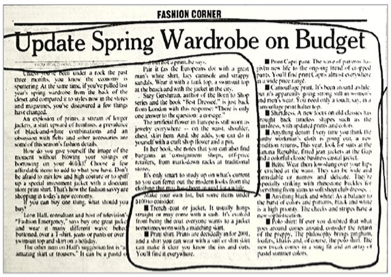
Imagine that *you're* a typical reader. How far would you make it? (And remember, this is a beautifully written story. Award-winning, even. Possibly.) Would you reach the end? The middle? Would you even have

turned to this page a*t all?*

As it turns out, newspapers are a billion-dollar industry with no accurate way to measure how consumers actually use their products.

But here's a revealing way to see how *your* readers read *your* publication:

HOW TO CONDUCT A QUICK & EASY READER SURVEY


FASHION CORNER

Update Spring Wardrobe on Budget

STEP 1 Recruit a dozen volunteers. (The more people you enlist, the more reliable your survey will be.) Aim for a representative mix of readers by age, gender, lifestyle, etc.

STEP 2 Ask your volunteers to read the next issue of your paper as they typically do — but tell them to circle everything they read with a dark felt-tip pen as they go through the paper. That may mean just a headline, a photo caption or the first two paragraphs of a story. (By "reading," we mean *processing words in a meaningful way,* not just *glancing.)*

STEP 3 Ask your recruits to do this for several issues of the paper. If you're a daily, ask them to read for a week; if you're a weekly, have them read two or three issues. Collect the papers from them when they're done.

STEP 4 Mark each pile so you know who's who (i.e., "25-year-old male grad student"). Then ask: What did they consistently read? What *didn't* they read? What topics or story treatments had the most (or least) success? Identify patterns and problems. Make changes. Then try another survey.

Granted, a survey like this is more insightful than scientific. But the more readers you survey, the more accurate it becomes.

Once you begin analyzing the results, major patterns should begin to emerge.

Let's look at some real-world examples:

LIFE
OUT THERE
1C
Mail Tribune
Friday, Sept. 11, 1998

"Things can fall apart very quickly. The mountain is like a river. You have to show a lot of respect and not get too cocky."
— Laurie Bagley, speed climber

Laurie Bagley stands on a boulder near the starting point for her recent climb of Mount Shasta, whose 14,162-foot summit looms in the background. The 37-year-old said she did no special training for the climb besides her normal fitness regimen.

For speed climbers such as Laurie Bagley, getting to the top's not the main goal, but how fast they ...

HURRY UP

Athlete jogs up 14,162-foot Mount Shasta in two hours, 52 minutes

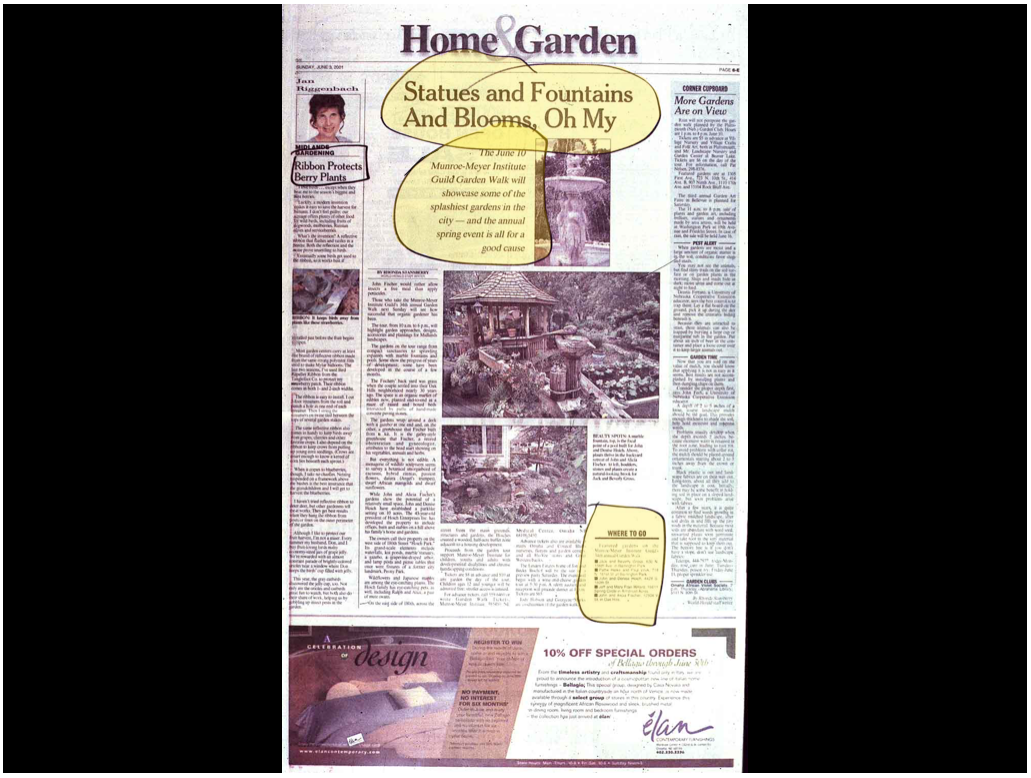
Story by BILL KETTLER
Photos by JIM CRAVEN
of the Mail Tribune

Laurie Bagley demonstrates speed climbing [illegible] on Mount Shasta. Many female speed climbers peak between the ages of 37 and 45, she says.

Mount Thielsen summit isn't for everybody

Here's a feature page from southern Oregon. This reader reads that big liftout quote; the cutlines for the lead story; and downpage, the headline and a couple inches of text. That's it.

Is that unusual? Or typical?



Home & Garden

Statues and Fountains And Blooms, Oh My

The June 10 Munroe-Meyer Institute Guild Garden Walk will showcase some of the splashiest gardens in the city — and the annual spring event is all for a good cause

Ribbon Protects Berry Plants

More Gardens Are on View

WHERE TO GO

10% OFF SPECIAL ORDERS

Another feature page, this time from Omaha. This reader scans the headline type and the fast-facts box at the bottom of the page. . . . but no text at all.

Over and over again, this has proven true with feature pages like this — readers browse ‘em, but don’t actually read ‘em.

Or am I deliberately choosing examples that prove a point? (A good reason why you should survey the

reading habits of *your* community.)

'SEINFELD' STAR DOES KRAMER ACT

MINNELLI SINGS FROM THE HEART

JAZZ BEAT BUZZER — BULLS UP NEXT

San Francisco Chronicle

College Bound Since 5th Grade

Oklahoma Bomb Case Goes to Jury

Prosecution draws tears — defense urges skepticism

Ex-Panther Pratt Wins New Trial

25-year legal battle in politicized case

Millionaire's investment in Richmond students about to pay off

Clinton Says He's Hopeful About New Iran President

He and Tony Blair applaud election

Still Undecided? — Stadium Issue In a Nutshell

Q&A

United Cracks Down On Last-Minute Fliers

Be 20 minutes early, airline says

Here we are in San Francisco. This is how an attorney reads his newspaper: one or two inches at the start of every story — four paragraphs, tops.

PHOTOS BY LEA SUZUKI/THE CHRONICLE

Colony bets its consumer culture will prove stronger than Beijing ideology

By Frank Viviano
Chronicle Staff Writer

Fanling, Hong Kong

Thirteen years ago, when Great Britain agreed to hand over its last Asian colony to Beijing on July 1, 1997, the view from Chen Sai-loh's back yard was a grim frontier no-man's land of military bunkers and electrified barbed-wire fences.

Just north of the bungalow in Hong Kong's suburban New Territories, where Chen, a mason, lives with his wife, Jennie, loomed the vast enigma known as the People's Republic of China — founded in dire opposition to everything that hyper-capitalist Hong Kong stands for, and barely emerged from a "Cultural Revolution" that plunged a quarter of Earth's population into violent xenophobia.

SPECIAL REPORT

First of Three Parts

In 1984, one of the longest bets in history was placed here.

The bet was that the Hong Kong flea could tame the Chinese dragon — that a single city, with fewer people than the San Francisco Bay Area, could wrench the world's most populous nation into the global economy before the Union Jack gave way to the red star.

Decades will pass before anyone can measure the impact of Beijing's rule on Hong Kong. But in 1997, the effects of the improbable wager are measurable at every turn.

"The modernization of southern China since 1984 is quite simply one of the most remarkable episodes in economic history — and it is largely a tale of Hong Kong investment," says Helen Chan, principal economic analyst for the Hong Kong government.

Even for Hong Kong, a gambler's mecca that thinks nothing of risking $153 million in a typical day at the racetrack, the odds were stupefying.

"Anybody who told me 13 years ago that I'd be installing Italian marble bathrooms in villas over there," says Chen, gesturing toward the Chinese border, "would have been out of his mind."

That was before a solid wall of 40-story skyscrapers rose over Chen's back yard in the instant city of Shenzhen — financed by Hong Kong dollars — and the rice paddies where escaping Chinese dissidents once hid from the People's Liberation Army vanished under six-lane superhighways designed by Hong Kong engineers.

It was before two-way trade between China and Hong Kong soared beyond $140 billion per year,

HONG KONG: *Page A6 Col. 1*

By Carl Nolte
Chronicle Staff Writer

The Bolinas Museum has just acquired a collection of handwritten papers from the Marin County of long ago, when two Mexican families owned most of west Marin and lived like rural princes, only to lose it all to American ranchers, lumbermen and sharp lawyers.

The papers include court documents that confirmed the family title to what is now Stinson Beach, Bolinas and parts of Mount Tamalpais and the Olema Valley. They also include old tax bills, letters, maps and mortgages that show the decline and fall of the family of Gregorio Briones, an old soldier whose roots in California go back to earliest Spanish times.

The papers are "a treasure trove," said Dolores Richards, Bolinas Museum curator.

"A wonderful find. They are fabulous," said local historian Ray Moritz.

The papers were given to the Bolinas Museum this month by Robert Beck, a Calistoga real estate man who purchased a one-room schoolhouse in Dogtown, a

BRIONES: *Page A11 Col. 4*

COMMUTER CHRONICLES
will run tomorrow

Stroke Teaches Ram Dass Anew to 'Be Here Now'

Spiritual teacher slowly recovering

By Don Lattin
Chronicle Religion Writer

Ram Dass sits in the darkening shadow of a long evening, his wheelchair pushed against an old picnic table behind his Marin County home.

Silence.

"The mind . . . ," he says.

Leaves rustle in a soft breeze. Water tumbles over rock in a small creek behind his overgrown garden.

"The mind . . . ," he says again.

Silence.

His eyes close and his head tilts toward the stars, searching for words.

"Doctors see the brain as the mind," he says in a sudden rush of language. "What I'm observing with is not necessarily in their purview."

It was last Monday night, three months to the day since Ram Dass' brain was shaken by a huge stroke, leaving him without speech and paralyzed along the right side of his body.

At the moment the stroke hit, the eloquent spiritual teacher and counterculture icon was rewriting

RAM DASS: *Page A11 Col. 1*

BY ERIC LUSE/THE CHRONICLE

In the garden of his Marin home, Ram Dass searched for a word

INSIDE

SPORTS
The Indianapolis 500, postponed for the first time since 1986, will be run today. Page C1

BUSINESS
A new study of school violence shows the hidden economic costs of such disorder. Page B1

DATEBOOK
Singer Tina Turner's still going strong — as she proved at the Shoreline. Page E1

Briefing A8
Bridge E10
Business B1
Chess E10
Classified B8
Autos D3
Homes B8
Jobs D1
Misc. B9
Comics E10
Crossword E10
Datebook E1
Editorials A18
Horoscope E10
Letters A18
Local News A13
Lottery A20
Movies
S.F. E4
Bay Area E5
Obituaries A20
Personals E12
Radio E5
Sports C1
TV E11
Theater E2

Weather is on Page C12

133rd Year
Volume 111

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FREE 24-HOUR NEWS UPDATES, PHONE CITYLINE 808-5000, ENTER 1000

Another page from San Francisco. Look: This reader actually read most of that top story, although, like most readers, he failed to read past the "jump," where the story continued on an inside page. Which is true for most readers, actually. After doing this survey dozens of times, I found that readers followed stories inside only about one in 20 times (or 5% of the time).

Notice that bottom story: an

engaging profile of Ram Dass, a popular spiritual teacher who suffered a stroke. Note how the reader reads just the first two inches . . . . and then the story jumps . . . .

Timothy Leary (for right)

BY ASSOCIATED PRESS/1988

RAM DASS: Emerging From Stroke's Silence

From Page 1

a book called "Conscious Aging."

In his first interview since the stroke, Ram Dass, 66, spoke with great difficulty about how his brush with death has changed his ideas about aging, and how the recent loss of two old friends, Timothy Leary and Allen Ginsberg, has convinced him that now, more than ever, is the time to "Be Here Now."

Richard Alpert, the man who would become Ram Dass, burst onto the national consciousness in 1963, when he and Leary were fired from the Harvard University faculty for LSD experiments with undergraduates.

They relocated to a mansion in upstate New York, where they continued their research into the mind-expanding possibilities of LSD and other drugs. They soon become synonymous with the psychedelic revolution of the 1960s.

In 1967, Alpert travelled to India in search of drug-free enlightenment. He became the disciple of the late Indian guru Neem Karoli Baba, and returned to the United States with the name Baba Ram Dass.

In 1971, he published the best-selling book "Be Here Now," establishing himself as one of the leading proponents of meditation and East-meets-West mysticism.

During much of the 1980s and 1990s, Ram Dass lent his name and energies to a series of charities and volunteer projects. In the process, he became one of the most sought-after speakers on the New Age conference, workshop and lecture circuit, where he was known for his ability to convey mystical ideas with lucidity, humor and grace.

Those close to him say the loss of language has been a frustrating experience for Ram Dass.

Nevertheless, if one listens to him with patience, the old message still gets through.

Reporters often smooth the rough edges of their subject's quotes, and that's especially the case in this story. But it's also important to understand the degree to which Ram Dass must struggle to convey an idea.

For example, when explaining how he must now be eloquent with silence, rather than words, Ram Dass takes a minute and actually says this:

"If you ...if you . . .like a friend of me, of mine, said . . .you've been so eloquent . .um . . .aren't you eloquent with words; uh, with silence . . .eloquent with silence."

Nevertheless, he still has his sense of humor. At the time of his stroke, he was trying his hand at talk radio, hoping to raise the consciousness of a medium known for vindictiveness and knee-jerk nastiness.

"Talk radio," he said with a smile, "is down the tubes."

Ram Dass said an outpouring of love and support has shown him that he doesn't have to talk to help people open up spiritually.

"Hundreds of people from London to India have said, 'My heart is open to you.' All I did was have this stroke. It's nothing I've said about love. Isn't that amazing?"

His stroke, and his recovery in a Northern California nursing home, have changed his thoughts on "Conscious Aging."

"I started the book with my Harvard professorial perspective, but decided to make it a more personal account. I didn't want this book to be, 'Now we'll look at this spiritually.'

"Here I was in an old folks home up in Northern California where patients were screaming, 'I want to get out,' from midnight to four. It was like an old folks' jail."

Over the past year, he has watched the passing of two other men whose lives embodied many of the ideals and the mischief of the Sixties, Ginsberg and Leary.

Leary turned his death from cancer into a media event and protracted house party at his Beverly Hills home, broadcasting daily updates of his demise on the World Wide Web.

"We met as adventurers and wisdom seekers," Ram Dass recalled. "Tim did something no one ever did before. He tried to show that the dying process could be fun. But he didn't really deal with death itself.

"People who wanted a wisdom thing from Tim misunderstood it. Tim was playing his role, but he was not that role. It was a performance."

Ram Dass said his stroke and the death of his friends have helped him understand why many old people seem to live in the past.

"Older people see that getting older has nothing to offer them but strokes and the process of death," he said.

"Before my stroke, I was looking forward to the things I wanted to do."

"Are you still?"

"No," Ram Dass said.

Silence.

"But," he said with a smile. "I'm still committed to Be Here Now."

FRANCE: Strong Showing by Leftist Parties

From Page 1

exit polls and other calculations, gave the Socialists and Communists together a minimum of 263 and a maximum of 302 seats, compared with a range of 255 to 287 seats for the incumbent governing partners — the Rally for the Republic and the Union for French Democracy.

The far-right National Front received 15 percent of the popular vote, a potential record in legislative contests, proving itself a continuing barometer of disaffection with mainstream parties and centrist politics. But its prospects for winning even one seat in the Parliament are still in doubt.

Interior Minister Jean-Louis Debre said last night that voter turnout was about 68 percent, not quite as low as the last published polls had indicated it would be.

on election-night television broadcasts claimed that they had correctly sensed the disjointed electorate's hunger for change.

pressively in the popular vote total, the first rounds of legislative elections often are vehicles for message-sending and other forms of popular protest.

Socialist Party leader Lionel Jospin could become the new prime minister

FRENCH ELECTION RESULTS

Results of the first round of French legislative elections, with 98 percent of districts counted (Jacques Chirac's ruling coalition includes RPR and UDF).

Rally for the Republic (RPR)	15.5 percent
Union for French Democracy (UDF)	14.3 percent
Independent right	6.5 percent
Socialist Party	23.6 percent
Communist Party	9.9 percent
Ecologists	6.8 percent
Independent left	2.5 percent
National Front	15.0 percent
Extreme left	2.5 percent
Minor parties	3.4 percent

Associated Press

Rose Briones had left behin an old trunk, and inside it, Bec found the history of her family even the last will and testament Gregorio Briones, who asked that chapel be built in the Bolinas cem etery, that an acre of land be sol and the proceeds be used as offer ings to say Masses for his soul.

A Famous Name

The will was written in Spar ish. Gregorio Briones did not speak English and did not trust Amer cans. He had good reason.

He was a son of Don Marco Briones, who had come to Sa Francisco in the year the place wa founded, 1776. The Briones nam is all over the Bay Area, even now there is a Briones Regional Par near Lafayette, as well as a Brione adobe and a Briones school in Pal Alto. Gregorio's sister Juan Briones was the first settler o what is now Powell Street in Sa Francisco's North Beach. Juan Briones was a feminist as well; sh was a battered wife and wouldn't take it. She was the first California woman to get a divorce.

Gregorio Briones was born i Monterey in 1791. He became a sol dier in the Spanish and then th Mexican army and later became civil official in Contra Costa, Sa Mateo and San Francisco counties and justice of the peace in San Ra fael.

In 1822, he married Ramon Garcia, the sister of Rafael Garcia Rafael Garcia was only an army corporal then, but he became frontier hero in 1824 when he le the defense of Mission San Rafae against hostile Indians.

Offer of Free Land

Nearly all of Marin belonged t the Roman Catholic Church i those years, but the Mexican gov ernment shut down the mission and offered free land to Mexica citizens, particularly ex-soldiers Rafael Garcia petitioned for and i 1836 was granted the Rancho To males y Baulenes from the slope of Tamalpais to the ocean, from Bolinas Bay north to Tomales Bay.

Not long afterward, Gregori Briones, Garcia's brother-in-law also obtained a grant in the same general area. He called it Ranch Las Baulenes and sent his teenag son, Pablo, to set up his new home near the end of the Bolinas La goon.

Garcia moved to the vicinity o Olema and built a fine house an ran thousands of head of cattle Land and cattle were the wealth o the country, and Garcia, the ex corporal, became Don Rafael.

According to accounts of th time, his house was "princely," hi furniture was "elegant." When h gave a party in 1846 for Joseph Re ere, an American military officer who was a new arrival in Califor nia, "the company regaled itself with unlimited champagne, and the delicate wines of the Rhine and Burgundy." Revere wrot years later.

. . . . and on the jump page, he reads . . . . . *the last two inches!* And then he goes on to read the fascinating *French election results*.

What's going on??? Here's what I've concluded: Readers aren't lazy, or stupid. They're busy. Distracted. Overloaded. Those long columns of text were successful in your father's newspaper. But today (unless you're retired or have lots of free time), they look like *work*. So our eyeballs

are attracted to short-form data — like that France election graphic.

Think this is true for your friends and family? For you? How much of that Dog Suicide story would you have read?

OMAHA WORLD-HERALD Thursday, June 7, 2001 47

FASHION CORNER

Update Spring Wardrobe on Budget

FROM WORLD-HERALD PRESS SERVICES

Unless you've been under a rock the past three months, you know the economy is sputtering. At the same time, if you've pulled last year's spring wardrobe from the back of the closet and compared it to styles now in the stores and magazines, you've discovered a few things have changed.

An explosion of prints, a stream of longer jackets, a shift upward of hemlines, a prevalence of black-and-white combinations and an obsession with belts and other accessories are some of this season's fashion details.

How do you give yourself the image of the moment without blowing your savings or borrowing on your 401(k)? Choose a few affordable items to add to what you have. Don't be afraid to mix low and high couture or to spiff up a special investment jacket with a discount store print shirt. That's how the fashion savvy are shopping in today's new economy.

If you can buy one thing, what should you buy?

Leon Hall, consultant and host of television's "Fashion Emergency," says buy one great jacket and wear it many different ways: belted, buttoned, over a T-shirt, jeans or pants or over a swimsuit top and skirt on a holiday.

The other item on Hall's suggestion list is "an amazing skirt or trousers." It can be a pastel or neutral but not a print, he says.

Pair it (as the Europeans do) with a great man's white shirt, lacy camisole and strappy sandals. Wear it with a tank top, a swimsuit top at the beach and with the jacket in the city.

Suzy Gershman, author of the Born to Shop series and the book "Best Dressed," is just back from London with this response: "There is only one answer to the question: a corsage."

The artificial flower in Europe is still worn as jewelry everywhere — on the waist, shoulder, chest, skirt hem. And, she adds, you can do it yourself with a craft shop flower and a pin.

In her book, she notes that you can also find bargains at consignment shops, off-price retailers, from mark-down racks at traditional stores.

It's only smart to study up on what's current so you can ferret out the modern looks from the clothing that may have been around for a while.

Make your own list, but some items under $100 to consider:

■ Trench coat or jacket. It usually hangs straight or may come with a sash. It's evolved from being the coat everyone wants to a jacket sometimes worn with a matching skirt.

■ Print shirt. Prints are decidedly in for 2001, and a shirt you can wear with a suit or slim skirt can make it clear you know the ins and outs. You'll find it everywhere.

■ Print Capri pant. The wave of patterns has given new life to the ongoing trend of cropped pants. You'll find print Capris almost everywhere in a wide price range.

■ Camouflage print. It's been around awhile, but it's apparently going strong still in women's and men's wear. You need only a touch, say, in a camouflage print halter top.

■ Shirtdress. A new focus on old classics has brought back timeless shapes such as the shirtdress, with updated prints and colors.

■ Anything denim. Every time you think the earthy workman's cloth is going out, a new rendition returns. This year, look for suits at the Banana Republic, fitted jean jackets at the Gap and a colorful classic business casual jacket.

■ Belts: Wear them low-slung over your hips or cinched at the waist. They can be wide and formidable or narrow and delicate. They're especially striking with rhinestone buckles for everything from jeans to soft sheer club dresses.

■ Anything black and white: As a balance to the burst of colors and patterns, black and white is a high priority. The checks and stripes have a new sophistication.

■ Polo shirt: If ever you doubted that what goes around comes around, consider the return of the preppy. The philosophy brings gingham, loafers, khakis and, of course, the polo shirt. The new tweak comes in a snug fit and an array of pastel summer colors.

TODAY IN HISTORY

"The slight that can be conveyed in a glance, in a gracious smile, in a wave of the hand, is often the ne plus ultra of art. What insult is so keen or so keenly felt, as the polite insult which it is impossible to resent?"

Julia Kavanagh

Ann Landers

Guys' Trip No Vacation For Girl

Fishing buddy and his 13-year-old daughter should bond during an outing of their own

Dear Ann Landers: I work with five other fellows, and for the last six years, we've taken some great fishing trips together. We spend a few days drinking beer, fishing, playing cards and laughing a lot. Our fishing spot is an eight-hour drive away, and we stay in a small cabin. It's terrific to get away from the daily grind, and we look forward to it.

One of the guys announced last week that he is bringing his 13-year-old daughter along on our next trip. Her mother thinks it would be a great bonding experience for the two of them. I cannot imagine having a teen-age girl in a small cabin with one bathroom and six men. It would not be a pretty sight. We enjoy relaxing and telling ribald jokes, and it's strictly a

By the way, here's my all-time favorite survey sample. You can actually hear the reader saying: ***Skip the preamble. Just give me the bullet items.***

What if it turns out that most readers actually feel that way? Would it change the way you approach your reporting — the way you *deliver the data?*

Magazines have figured this out a long time ago. Take Maxim, for instance. For a while there (before it changed ownership), Maxim was wildly successful. Let's listen to its editor explain his editorial strategy:

Back in 2002, Maxim editor Keith Blanchard spoke at the Columbia University Graduate School of Journalism. An excerpt:

Today, Maxim is the largest general interest men's magazine on Planet Earth.

Is Maxim a light read? Of course it is. If you're trying to reach cranky retirees, maybe 6,000-word rants are still appropriate. But our readers are young affluent men, which means they're busier today than they will ever be in their lives; they have shorter attention spans than any previous generation; they are chronically overstimulated and easily bored. Now we can sit in a corner and bemoan this sad state of affairs, or we can get off our ass and adapt.

We have built a highly successful magazine by the astonishing methodology of *figuring out what readers want and then giving it to them,* an enterprise which in journalism is called pandering, and which in every other industry is called customer service.

We have become masters of the short form because, for reasons entirely outside our control, the short form is what people want now. Adapt or perish.

Thumb through a typical issue of Maxim in its heyday, and notice how many long, texty stories they're running. (Spoiler alert: *none*.)

TRENDSTOPPING

THE FLYING ASS BUMP

Steroids, schmeroids. Witness the real plague destroying sports.

OK, we understand you're totally psyched about scoring that TD, but is it really necessary to leap into the air and touch bend zoners with your fellow playmaker? You just laid down the perfect bunt, but do you now need to bump butts? This sassy expression of airborne affection may be ideal for celebrating a roller boogie championship, but in the world of manly sport, cheek-to-cheek contact is as unsavory as it is unsanitary. Athletes: Dump the ass bump.

iUpdater

The latest intel on everything I.

iPhone

This January, iDaddy Steve Jobs is rumored to be announcing the return of the Newton, a PDA that packs more punch than the iPhone. How (psyched are you about your two-year iPhone contract?

Iraq

He swears he'll pull out, baby. Four thousand men and women should be packing up their MREs and imaginary body armor and heading home right about now. Welcome back to the not-constantly-exploding world!

iHOP

Rooty Tooty Fresh 'N Fruity's progenitor turns 50 in 2008! Mark your calendars: February 12 is National Pancake Day. Here's to piles of free flapjacks over at IHOP and no longer being able to view one's own genitals!

The Year of the Taser

2007 was a shockingly good time.

Turn to page 179 to learn how to make your own Taser.

THE WHEEL OF DEATH!

Going out weirdly was all the rage this year. Take a spin and find your fate.

Video Game Marathons
A 30-year-old man died in September of exhaustion after a three-day gaming binge at a Chinese cybercafé. This is why we always encourage a break from video game benders to squeeze in a quick game of D&D.
Lives claimed: 1

Overhydration
After chugging two gallons of water in a Sacramento radio station's "Hold Your Wee for a Wii" contest, a 28-year-old woman reportedly died of water intoxication. H_2-woe.
Lives claimed: 1

Lightning Bolts
The National Weather Service reports that approximately 70 people are lethally zapped by angry gods each year. Thanks for shit, Al Roker.
Lives claimed: 70

Bird Flu
This feathery F.U. to the human race claimed dozens of lives worldwide. Put your parrot to sleep now before it sneezes on you.
Lives claimed: 44

Brain-Eating Amoebas
The microscopic menace known as naegleria has been feasting on the brains of swimmers. We'll never bathe again.
Lives claimed: 6

Sexually Aggressive Camels
A woman in Australia died after she was assaulted by her overly amorous pet camel. The 336-pound beast, which had nearly killed the family's pet goat several times, just wanted something to hump. And that, ladies and gentlemen, is pun work at its finest.
Lives claimed: 1

Shark Attacks
On average, four succulent surfers are gobbled annually by sharks. But so far, there's only been one fatal attack this year. We don't know if the human race should be relieved or insulted by this lack of appetite.
Lives claimed: 1

Coal Mine Collapses
More than a dozen miners have died in the U.S. this year. Beat that, black lung!
Lives claimed: 14

#1 IN A SERIES

Bacon Porn

The sexiest sentence ever written.

"Who, under any circumstances, is not rendered almost helpless by the tantalizing sound of bacon sizzling slowly in a skillet, by the taunting backwoods aroma that permeates the air, by the luscious textures of crisp fat and toothsome lean meat, and by the explosion of mingled salty and smoky and sweet flavors that virtually explode in the mouth?"
—*From The Bacon Cookbook: More Than 150 Recipes From Around the World for Everyone's Favorite Food*, by James Villas

BIG NUMBER

100%

Amount more that a stripper who is ovulating makes per hour than a stripper who is menstruating, according to a study conducted by researchers at the University of New Mexico.

ASK MAXIM

The answers to all your baby-makin', heart-explodin' questions, and more!

Dick Cheney's heart doesn't look any better close up

WHY ARE THERE TWO KINDS OF SCREW HEADS? CAN'T THEY JUST PICK ONE?

Frank Britton, via e-mail

The answer, Frank, is almost as boring as your question. "It's just a matter of preference," says Kevin Christie, CEO of Components for Industry ("Your worldwide provider of fastening solutions"). He went on to note that there are, in fact, a variety of drive styles, including square, hex-socket, and six-lobe drivers. Then he started giving us statistics on the declining sales of slot-head drivers, and that's when we passed out on our keyboard.

"You guys are gonna get totally screwed."

HOW MUCH COFFEE WOULD IT TAKE TO MAKE MY HEART EXPLODE?

Allan Wayne, via e-mail

Bad news: According to the National Institute of Health, you need 170 milligrams of caffeine for every kilogram of body weight to make it a lethal dose, meaning someone weighing 200 pounds would need to down more than 15,000 milligrams—about 72 espresso shots. And as Marina Kushner of the Caffeine Awareness Alliance notes, "Caffeine acts as a diuretic, so it's almost impossible to accumulate lethal doses by drinking." Therefore, we suggest hoovering handfuls of caffeine pills, which normally contain 200 milligrams of caffeine apiece. Expect irregular heartbeats followed by anxiety attacks, muscle twitching, and finally heart failure. Good luck, Allan!

Folk Dennis [illegible] of Hobbs

WHY ARE SO MANY HOMELESS PEOPLE FAT?

Tom Bronstein, via e-mail

No, Tom, street-living folk are not sneaking off with your loose change to Outback Steakhouse for all-they-can-eat porterhouses—but they'd be better off, and skinnier, if they were. Cheap food tends to be processed, high in calories, and heavy in sugars and fat to cover up the fact that, as world-class chefs say, it sucks. "Low-income people tend to fill themselves up with the most inexpensive, most filling food," explains Joel Berg, executive director of the New York City Coalition Against Hunger. "So hunger and obesity often exist in the same households and on the same park benches." Researchers at Johns Hopkins found in a March 2007 study that fatness starts with homeless kids—nearly half of those studied were overweight—and doesn't improve as they grow. So why don't these people do a damned sit-up once in a while? "When you're that low on energy, you can't exercise," Berg explains. At least they have a valid excuse to avoid the gym.

Shaq's sperm, shown actual size

WHAT EVERYDAY ACTIVITIES CAN BRING DOWN MY SPERM COUNT?

Wayne Wright, via e-mail

To avoid infertility, you must abstain from drinking, smoking, eating red meat, and wearing the color green. Actually, we're making that up. One thing that does affect your sperm count is temperature. "If somebody is always sitting down, his testicles won't have time to evaporate all the heat," says Dr. John Zhang of Manhattan's New Hope Fertility Center. (That goes double for resting a laptop on your junk.) As if standing up weren't enough bother, you may also have to change your underwear; boxers and boxer briefs are kinder than thongs. And finally, "Trauma to your testicles will hurt your fertility," Zhang warns. So no more making your balls watch scary movies.

DUSTIN HOFFMAN WAS THE ORIGINAL CHOICE TO PORTRAY THE ANDROID-HUNTING DECKARD.

"For the last time, Calista, eat the god-damn cheeseburger."

SHOTS IN THE DARK

As Ridley Scott releases *Blade Runner: The Final Cut*, the definitive version of his 25-year-old neo-noir classic, he gives the inside scoop on some key scenes.

Scene 1 | Welcome to Los Angeles, 2019.

"I was taking us into a world that hadn't been explored before. It was always raining, misty, and cold. I had done a bit of shooting in Hong Kong, and 30 years ago the city wasn't anything like it is now. It was very 19th-century and a feast of grunge and filth. I had never been so impressed with anything in my life, and I thought, This is *Blade Runner*."

Scene 2 | Pris throws down with Deckard.

"That was actually a pretty violent scene. Cartwheeling across the floor is a really acrobatic thing to do, so that's a man with a wig on. Then, when Pris lands, it's Daryl Hannah. Harrison Ford was good with the action. He likes to be involved in his own stunts, but it was my job to prevent this. If he broke an arm or an ankle, that would've been the end of it all."

Scene 3 | Deckard and Roy Batty's final rooftop battle.

"We created the illusion of a roof with a big boat truck that was about 15 feet off the ground. The jump the guys had to make was nasty because they were leaping between two projecting girders. The stunt man was nervous about it, so Rutger Hauer said, 'You know, I can do that.' He's a big boy, but he just hopped right across. He did it on his first try."

"I, too, am McLovin."

The Director Strikes Back

Normally, we love to overdose on bonus dialogue and extended scenes. Some films, however, should stay as is.

Like a hot woman who's had one boob job too many, classic flicks can be ruined by directors unwilling to leave well enough alone. Whether it's the cheerful ending tacked on to *The Exorcist: The Version You've Never Seen* or the pedantic explanations of *Donnie Darko: The Director's Cut*, when well-known films go under the knife, the results are rarely good. The most egregious offender of all is George Lucas, who released *The Star Wars Trilogy: Special Edition* in 1997. Minor cosmetic enhancements and heretical alterations define this 20th-anniversary rerelease. Heretical, you ask? Just try to convince any self-respecting geek that Greedo shot at Han first. C'mon, George, we ain't buying it!

Q & A

He *Is* McLovin

Superbad's Christopher Mintz-Plasse explains the benefits of playing a stud.

Women Want You

"I've gotten Facebook messages from women who straight up say, 'We should totally have sex.' I'm like, 'Um, OK.' I also got to meet Jessica Alba, who's been my crush since *Dark Angel*. She was like, 'Oh, my God, McLovin!' She hugged me, and that was the happiest moment of my life."

You Travel the World

"Hell, yeah! Jonah Hill, Mike Cera, and I went all over to promote *Superbad*. If you ever go to Melbourne, go to McDonald's—that's where all the hottest girls are. I don't know why. Maybe because it was two in the morning and people were drunk and needed food."

Your Future Is Bright

"I'm about to shoot a movie called *Little Big Men*. It's Paul Rudd, Seann William Scott, and me, so it should be fun. I want to go the Patrick Dempsey route. Remember *Can't Buy Me Love*? He played a nerd, but he grew up to be McDreamy. I'm telling you, man, in 15 years I am the next James Bond."

The unrated two-disc DVD and Blu-ray of *Superbad* is out December 4.

"Dig what if the roof really is on fire?"

"Medic! Eyelash in my eye! Eyelash in my eye!"

ADDICTED TO HAZE

Your PS3 is about to become your drug dealer. Get ready to mainline.

This isn't *Tetris*. "You start and end the game with a gun in hand," says *Haze* design director David Doak. Famous to game geeks for designing the seminal first-person shooter *GoldenEye 007*, the mad Irishman elevates the genre once again by adding consequences to virtual violence. Hopped up on Nectar, the combat-boosting drug of choice in 2048, your character, Sergeant Shane Carpenter, becomes a supersoldier...but he leaves his humanity behind. "Nectar clouds your view of the world. You don't see blood, hear screams, or see dead bodies," explains Doak. But when the drug wears off, Sarge realizes he has been slaughtering freedom fighters on behalf of an evil corporation. That's when he takes his clear mind (and up to four comrades via online or split-screen co-op) over to the good side. Don't feel guilty if you're psyched for all the destruction. Doak stresses, "You should still enjoy the shooting." Even sober.—*Jesse Brukman*

MAXIM RATING ●●●●◐

High Score

Haze isn't the first game under the influence. Check these classic joints.

Pac-Man
Drug of choice: Energy pills. He had the munchies for cherries, ghosts, and—most voraciously—a trail of yellow dots. Like junkies everywhere, the more he scored, the faster he needed more dots.

Super Mario Bros.
Drug of choice: Mushrooms. Mario may have been a working-class fellow with values born of the old country, but he had no qualms about ingesting a bit of fungus to kick Bowser's ass.

Final Fantasy VII
Drug of choice: Ether. Hero Cloud Strife and his crew have been restoring "magic points" by huffing out of shiny bottles since 1997. So how come they still haven't written *Fear and Loathing in Midgar*?

Grand Theft Auto: Vice City
Drug of choice: Cocaine. In 2002, Rockstar dropped all pretense of responsibility, releasing a game about briefcases of blow and banging whores. We've been hooked ever since.

Game On

They made 'em. We played 'em. Now it's your turn.

Mass Effect
Microsoft - Xbox 360
As planet-jumping Commander Shepard, your mission is to save the galaxy from evil S.O.B. Saren. This may be an RPG, but when you're wasting foes in real-time combat, dorky D&D conventions will be the furthest thing from your mind.

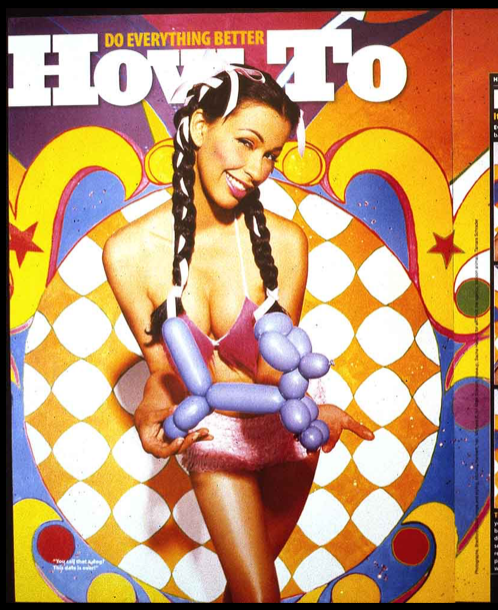
●●●●○

Uncharted: Drake's Fortune
Sony - PS3
As you search for Sir Francis Drake's treasure, exercise your mind with puzzles and indulge your violent side with gunplay sequences. We haven't had an adventure like this since Lara Croft threw on her sports bra.

●●●◐○

Mario & Sonic at the Olympic Games
Sega - Wii, Nintendo DS
The greatest video game character ever will be decided by...trampolining? Sixteen characters from Sega's and Nintendo's universes compete in "Olympic" events of varying degrees of lameness.

◐○○○○



HOW TO

MAKE BALLOON ANIMALS

It's the second-best way to show women you're good with your hands.

Every guy needs a party trick, but putting stuff on your head—lampshades, cats, infants—can wear thin. The solution? Anatomically correct balloon animals! All you need is an $8 pack of balloons from a party supply store, strong lungs, and the curiosity of children.

THE BASICS /1/ Unless you want to launch your eyeballs out of your skull, stretch the balloons first, leave them underinflated, and don't puff out your cheeks. /2/ To create a section, pinch and twist the balloon one full revolution. /3/ To keep the squirty sections in place, fold them together and tie them by wrapping two twists around each other.

AMOROUS, BLOOD-SOAKED DOBERMAN /1/ Take a red balloon and make a two-inch-long section (the snout). /2/ Make three shorter sections (the head and ears; then tie them off at the snout. /3/ Make one section (the neck) as long as the ears and two sections (the legs) as long as the snout. Tie them off at the neck. /4/ Make a long body, then make two sections for the hind legs. Tie them off at the body; the remaining balloon is the tail. /5/ Blow up a smaller balloon and make one long section tied to two shorter sections. /6/ Bite the flaccid tip...ew...and use the slack to tie the small balloon onto the juncture of the dog's tail, body, and hind legs. Whoa—down, boy!

"Doc's" HARD LEMON

You.

A "Doc's" in your hand. And your very own sailboat.

Now that's refreshing.

Enter to win "Doc's" Hard Lemon Getaway Cruise!

You could win a deluxe sailboat cruise from Moorings®—complete with your own private sailing boat fully stocked with fine foods and plenty of ice-cold "Doc's"—AND—it's falling all the hot spots at some of the world's most beautiful beaches.

Just log on to www.maximonline.com /docshardlemon and you could win!

HOW TO

HOW TO

PICK UP A GIRL AT THE AIRPORT

Haven't you always wondered why they call it a layover?

1. CHOOSE A TARGET

These days you've got to get to the airport earlier, wait in longer lines, and bend over for lengthy cavity searches. What, that's just us? You can whine about it, or you can use it to bond with women. Tailor your approach to your target: Is she a lost and lonely recent arrival? Is she downing mojitos during a flight delay? Is she screaming at her kids while her muscle-bound husband... Wait, skip that one.

2. IF SHE'S NEW IN TOWN...

A woman perusing a map or calling hotels may be unfamiliar with your fair hamlet—and that means she'll rely upon the kindness of strangers. Whether she's struggling with luggage or just looking befuddled, offer help.

"Exploit the fact that she's a stranger in a strange place," says Ron Louis, coauthor of How to Talk to Women. "If she doesn't know anybody, suggest that she get dinner with you." Make sure it's a local place—she can find McDonald's on her own.

3. IF SHE'S GOT A FEW HOURS TO KILL...

There are two sensible ways to pass the time when your flight's delayed: sleeping or drinking. Women can be rude when awakened just to be fet on, so cruise airport bars. Look for a woman who's nursing drinks in a sea of luggage. Check the departures board for a similarly delayed flight, and you've got your story. Just get a head on how much time you have to get her digits—you may need to move fast.

4. IF SHE'S NOT GOING ANYWHERE...

When bad weather grounds planes indefinitely, most travelers are distraught. You, on the other hand, will be sacrificing virgin goats to the rain gods.

Why? Two words: stranded women. Tell one of them how disappointed you are that you won't be able to accept your Male Model Philanthropist of the Year award in person—then go in for the kill. "Tepid icebreakers won't be enough," Louis cautions. "You need to have balls." Offer to escort her somewhere that isn't so loud, cramped, and smelly. Then take her to your apartment anyway!

Six o' those'll settle any pilot's profligate jitters

Illustration: Dave Perry

HOW TO

HOW TO

DOUBLE YOUR SALARY

Why work for peanuts when you can work for *twice* the peanuts?

UNIT SUPPLY

The more people there are like you, the less bargaining power you've got. So step one is to differentiate yourself. Says Lee E. Miller, author of *Get More Money on Your Next Job and A Woman's Guide to Successful Negotiating*, get your current job to give you more responsibility. Easy, right? Now convince them to give you extra training and a nicer title. Miller suggests learning everything you can about a narrow focus of your field. Now you're an "expert"—and in business that's often all it takes.

INCREASE DEMAND

The more employers who know about you, the more competition there'll be for your services. Find out what other folks make at your target job with a quick Web search (acronline.com is a good place to start). And don't be afraid to consult a head-hunter; you'll automatically look like a hot-shot. Meet potential bosses by joining a professional group in your field, and befriend the people who organize the group's events so they'll talk you up.

SELL YOURSELF

To be fair, give your company one last chance to keep you. When they laugh at you, you can leave with a valid excuse. Despite your added training and expertise, they refused to pay what you were worth. Always talk to more than one company at a time—this forces them to compete with other lucrative offers, making your old salary irrelevant. Waving a few Polaroids of the CFO getting spanked by a hooker wouldn't hurt, either.

HOW TO

THROW A LOBSTER BAKE

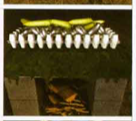
Nothing makes a summer day like cooking animals alive.*

1. BUILD A LOBSTER FUNERAL PYRE

Stack two rows of cinder blocks two blocks high and put a small pile of wood between them for the fire. Lay an iron platform on top of the cinder blocks (an iron 4'x6' should handle food for up to 100 people). If you don't have a handy iron platform lying around, you can use a piece of sturdy sheet metal or take an empty—we cannot overemphasize that word: EMPTY—fuel tank and flatten it. Then cover it with a six-inch deep layer of sweet, sweet seaweed.

2. ADD THE FIXIN'S

Poke holes in the bottom of a few cardboard egg cartons and place them in the center—the eggs will be hard-boiled when everything's done. Have moochina buddies foil-wrap potatoes and onions, and pile them on. On top, place ears of corn, yank out the silk, but leave on the husk itself to keep the kernels from burning. Slathering at the back, cover most of the pile with a 4'x4' sheet of untarred roofing paper (regular paper will burn, dummy), using bricks or rocks to keep it secured.



3. PILE HIGH THE HUGE BUGS

Hold up the front of the paper and slide in the lobsters. Then add the clams. "Most people will eat half a pound of clams, but a person with a healthy appetite could eat two pounds," says Cathy Billings of the University of Maine's Lobster Institute (lobsterinstitute.org), "and certainly more than one lobster!" Lower the paper, add another sheet to cover the front and one more to cover the seam, and secure all the edges. Then bury the whole thing JFK jr.-style with more seaweed.

4. BURN, BABY, BURN

Cackling maniacally, light the fire and cook for 45 minutes to an hour, adding wood as necessary. The juices from the lobsters and clams will run over the veggies, giving them more flava than Eminem on a spit. (Everything's done when the juice stops running out.) The seaweed will make the whole thing look and smell like a beached Loch Ness Monster with crotch rot, but trust us—the only thing tastier is baby seal tongue. Invite the good folks at PETA and you've got yourself a party!

*Thanks to the Lobster Institute for the Alley's Traditional Maine Lobster Bake recipe.

Illustration: Ray Hattori

"Hey, Kissinger, bring lemonade. It's hot down here."

> HOW TO

SPOT A COUNTERFEIT

Recognize fake twenties so you can fob them off on the elderly!

Although the new $20 bill—the most counterfeited denomination—is more difficult to duplicate than its predecessor, any punk with a printer can still mint funny money. In fact, according to Special Agent Brian Marr of the U.S. Secret Service, $70 million in bogus currency is currently in circulation. "Counterfeiters use the same networks as drug traffickers," he explains. Use this handy guide to keep it real.

1. Even without the cool glasses, Andrew Jackson's portrait looks 3-D on the new bills because the frame has been removed. "Fakes look flat," Marr says. It's the opposite of breasts.

2. New twenties have pastel shades of green, peach, and blue. Inkjets can copy these fabulous hues, but even the best printouts will look—ew!—pixelated.

3. A vertical security thread along the side reads USA TWENTY. Since many counterfeiters print twenties onto bleached-out singles, this feature is often absent from phonies. Also, any bill with Snoop Dogg's face on it is *not* legal tender.

4. A ghostly Andrew Jackson watermark should appear when you hold it up to the light. Not only is this spo-o-o-o-ky; it's too expensive to dupe.

5. The 20 in the bottom right corner will change color from copper to green as you tilt the bill up and down.

6. Look for faint yellow 20s in the background. Then scratch and sniff—mmm, lemony!

7. The biggest challenge is replicating the paper, which isn't paper at all. "American currency is a blend of cotton and linen," Marr says. You really do feel a difference when you wipe your ass with it!

> HOW TO

THROW A BOOMERANG

Play with yourself in public the same way real Australians do!

PREFLIGHT

Like your ex-girlfriends, boomerangs come in a variety of odd shapes and sizes; that, plus the right combination of spin, arc, and wind resistance prevent them from flying straight. A basic crescent shape—like an airplane wing, the bottom is flat and the top is curved—with an 80- to 120-degree angle is a good starter 'rang (pick one up at the United States Boomerang Association Web site, usba.org). Wait for a windless day, then find a place with 50 yards of open space, like a meadow or a church.

HOLDING PATTERN

Pinch the bottom of the boomerang tightly between your thumb and the side of your index finger, with the curved surface against your thumb. "If 12 o'clock is holding it straight up and down, twist your wrist and tilt it to about 1:30," says USBA president Tony Brazelton. This will give your curved stick upward propulsion, which should be a nice change of pace for you.

LIFTOFF

Never throw sidearm—the boomerang will flip and crash to the ground faster than Pauly Shore's career. Throw overhand, stepping forward with your opposite foot. "A tight pinch will enable you to give it a snap," Brazelton explains. "That's what's going to provide the spin." Follow through with your arm extended in front of you at eye level. Catch the boomerang by clapping it between your hands…or put an apple on your head and go for style.

"Call me Kangaroo Jack one more time and I'll kill you."

THE GREAT MAXIM BEER QUIZ

So you think you know beer? Yeah, you and everyone else in the bar, pal. Earn your brew bragging rights by chugging your way though our sobering quiz. Lowest score picks up the tab.

NAKED LUNCH

Can you recognize these common beers after they've shed their pantaloons? (Answers for all questions are on p.130.)

ID THESE BOTTLES:

1. Dick's
2. Heineken
3. Grolsch
4. Corona
5. Miller High Life
6. Sam Adams
7. Dos Equis
8. Killian's Irish Red
9. Coors
10. Amstel Light
11. Michelob
12. Red Stripe

KNOCKOUT DROPS

Time for a potency test: Rank these frosty delicacies from most (1) to least (10) alcoholic.

ALCOHOL (BY VOLUME):

1. 12.0%
2. 9.6%
3. 9.0%
4. 8.5%
5. 5.3%
6. 5.08%
7. 5.0%
8. 4.5%
9. 4.2%
10. 0.45%

MICRO BUSTED

Pair up each supposed microbrewer with its supersecret big-beer parent company.

1. Shipyard
2. Hoegaarden
3. Boddingtons
4. Blue Moon
5. Moretti
6. Redhook

a. Miller Brewing Co. (U.S.)
b. Heineken (Netherlands)
c. Anheuser-Busch (U.S.)
d. Interbrew (Belgium)
e. Coors (U.S.)
f. Whitbread (U.K.)

BEER TRIVIA

Multiple choice for the buzzed.

1. WHAT BEER COMES FROM AMERICA'S OLDEST BREWERY?
a. Sam Adams
b. Budweiser
c. Yuengling
d. Pabst Blue Ribbon

2. WHO INVENTED THE DOUBLE BOCK (OR DOPPELBOCK) STYLE OF BEER?
a. Medieval monks, who needed a brew mally enough to nourish them while they fasted through Lent
b. Lower class Brits in the Industrial Revolution, who needed a high alcohol level to kill germs in their suspect water supply
c. Dutch New World explorers, who needed a beer robust enough to make it through their six month Atlantic crossing
d. Ricardo Montalban

3. WHICH OF THESE BEERS IS BREWED WITH RICE IN ADDITION TO MALTED BARLEY?
a. Celis White
b. Budweiser
c. Carlsberg
d. Cardo Lager

4. WHICH OF THESE BEERS, BREWED IN THE TOWN OF BUDWEIS SINCE

1895, IS CALLED BUDWEISER IN MUCH OF THE NON-AMERICAN WORLD?
a. Salvator
b. Busch
c. Czechvar
d. Young's Derty Dick's Ale

5. FANS OF WHICH DEAD CELEBRITY HAVE DEVELOPED A CULT-LIKE FOLLOWING FOR BOGUE'S DEAD GUY ALE?
a. Jimi Hendrix
b. Jerry Garcia
c. James Dean
d. Corey Haim

6. WHICH OF THESE TASTY BEVERAGES IS NOT TECHNICALLY CONSIDERED A TYPE OF BEER?
a. Mad Square
b. Barley wine
c. Mead
d. Porter
e. Cider
f. Home pea

"Burp me, sh. I feel gassy."

MOMENT OF TRUTH

THE ANSWERS

No peeking until you're done! Give yourself one point for each correct answer. If you can tally up the points, you obviously need more beer.

Naked Lunch: 1. g; 2. d; 3. f; 4. k; 5. b; 6. h; 7. f; 8. c; 9. e; 10. a; 11. f; 12. j

Around the World: a. Australia; b. California; c. India; d. Quebec; e. Belgium; f. England; g. Mexico; h. Czech Republic; i. Germany; j. Vietnam; k. Norway; l. Japan

Corporate Propaganda: Polygamy Porter; j. Ballantine; f. Courage; l. Colt 45; b. Miller Genuine Draft; g. Schaefer; a. Billy Beer; e. Schlitz; c. Wanderer; i. Bass; d. Miller Lite; h. Tsingtao; h

Twist and Shout: 1. Twist-off; 2. Twist-off; 3. Twist-off; 4. Opener; 5. Opener; 6. Opener

Amber Waves of Grain: 1. h; 2. a; 3. d; 4. f; 5. b; 6. e; 7. g; 8. c

Knockout Drops: 1. i; 2. j; 3. e; 4. b; 5. f; 6. g; 7. a; 8. h; 9. d; 10. c

Micro Busted: 1. a; 2. d; 3. f; 4. e; 5. b; 6. c

Beer Trivia: 1. c; 2. a; 3. b; 4. c; 5. b; 6. f

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MR. FISHERMAN GUY

Loaded to the gills with all the latest hooks, lines, and sphincters

BY TIM DOGANIOS PHOTOGRAPHS BY JOHN DEVINE

1 CAPTAIN HOOK
Never stuck a bloody golf hook into a fish's eyeball? Then you just haven't fished — no fish mates, lived. Gorcott's two-pound, 14-inch steel gaff has a foam handle for good grip and three supersharp steel hooks in a 2½-inch diameter so you can't miss. It's great for any kind of fish up to 25 pounds and, in a pinch, can help you defend yourself from a shark attack. ($19; basspropshops.com)

2 NICE TOOL!
The companies SOG took their name from the covert Studies and Observation Group in Nam. What's that mean? They can lick your dame ass. Their stainless-steel Paratool has needle-nose pliers, two blades, wire cutters, flat- and Phillips-head screwdrivers, a file, a ruler, and a bottle opener. Need to pull a hook out of a trout's throat and chop the nylon into kabob bits? This tool has you covered. ($65; leatherman.com)

3 GET THE PICTURE?
You caught a 150-pound tarpon? Sure ya did. Chicken! Unless you produce a photo, we ain't buying it. The latest digital cam toy from Nikon — the Coolpix 2500 — weighs in at less than six ounces (super portable!), has 2.0-megapixel resolution, a 1.5-inch display, and a USB port. Sundry Compact Flash cards, etc. It'll even bait a hook for us. ($300; 800.NIKONUSA.com)

4 THE RIGHT HOOK
The great thing about the Internet: You can shop for stuff at home while unloading lo mein noodles from your chest hair. Need some lures? Bass Pro Shops is the Amazon of angling. Hit there Web site and you can snag all the Rattlin' Chug Bugs and Lipless Vibrators your penny heart desires. They have plain ol' hooks and sinkers, too. Pictured: The 3/0 Tournament Series 566-D Salt Plastic Jobbaz 46mm Jobbaz. (Basspro.com)

5 ROD STEWARD
You probably believe your girlfriend when she tells you Mr. Happy is the perfect size but it, all kids aren't made the same. Example: The bottom fifth of the Lamiglas TL0060 TXS TLS is made of a titanium tube that's bonded onto the graphite shaft. The point: The seven-foot rod piece curb sensitivity a monument 20 percent, so you'll know a bite from a buzz. It's great for bass, smaller salmon, and stripers. ($420; Lamiglas.com)

6 KEEPIN' IT REEL
Shimano's taken some of the guts out of their high-end Stella series reel and stuck 'em in the new Sahara 3000 — great for light saltwater or freshwater serpents. The catch: The Saharas guts for $5 cans! The Floatline II master gear makes for smooth retrieve. The aluminum frame prevents corrosion. The Super Stopper II bracing locks in the handle for easy hook-sets. Ain't nothing flicky about this reel. ($80; Shimano.com)

7 GETTING THE BOOT
Simms Aviator water shoe fits your foot like, um, a glove. The boot has a 3-mm neoprene shell to warm wet feet and an Octopus Vortex rubsole system that swells in water for a tighter grip, and a rubber tread that, as one Simms spel it, "grips slippery surfaces like your freakin' mattress!" That's a good thing. ...we think. ($85; Simms.com)

8 FLOAT COAT
Ever have your chopped-on waders fill with water accidentally? You could end up swimming with the fishes. Pull the rip cord on Orvis' Inflatable Super Vest, it'll, and the collar fills with air to keep you afloat. The nylon vest has, uh, 12 pockets for gear if even five isn't enough several zippered pockets for your wallet and keys. ($149; Orvis.com)

9 SHADY CHARACTER
Cold, Hot Rats' new Catfish Shades — specially engineered for gulf fishermen — feature "Blue Water" lenses designed that enhance yellow tuna's red gill coloration. While we have no idea what the hell that means, we assume it has something to do with the way these shades completely mix the sun's glare, making other users fishes. They're also polarized for 100 percent UV protection. And, damn, they look good on us. Don't ya think? ($259; CostaDelMar.com)

10 FACE VALUE
From the Department of Wanton Gadget-Lust comes the Lunar C Pathfinder Triple Sensor UPF 40 watch! It's got a thermometer, a barometer, a compass, plus a host of other functions you couldn't possibly need. But it's got a big face, so you can read it out when the fish are moving. And when they're not, you've got something to play with besides yourself. ($280; Casio.com)

11 FLAT BEER
It's no secret that fishing, like any activity that involves sharp tools, is just an excuse to drink beer. The Coleman 16-can Packaway Cooler is made of flexible insulating foam so it can fold up and fit under a car seat. Translation: more room for overindulgent subjects. It'll cost a pair of chilled cods of a case of cooled empties and a pile of vomit. ($15; Coleman.com)

12 TOP OF THE FOOD CHAIN!
We've got three words for ya: KAT KAT GUN! Sprocket, linkage, and the underwater spear gun allows the Kenner hunter as well as the expert to destroy (cool) creatures with ease while scuba diving or snorkeling. The supertight stainless steel shaft sports two — count 'em twenty — rubber bands (an approved mix — such as most beggar guns that provide 120 pounds of thrust — plenty of flesh-piercing power). It's available in five lengths. ($129.95–$175.00; (322) 269-8855 X278)

13 HAULING BASS
Fishing from a boat with switchable rops are all the rage these days (mucking stuff!), but it seems fun taken that concept a step further with the Tackle Pack Backpack. Made of 900-denier waterproof nylon, this — ooohh-I-ingenious — to hold removable utility trays and a Plano tackle box. Plus, the smaller pockets are perfect for sun grips, reels, lil k's, brass knuckles, fuck-you screwdrivers, etc. ($140; Mystery.com)

Yes, it's all short, punchy and visual. But it's solid information — not just trivia.

Now, you could argue that Maxim is sophomoric and, yes, sexist. But consider who its target audience is. And ask yourself: Are they not giving their readers useful, accessible content?

And would an editorial strategy like this — emphasizing short-form data delivery — work effectively for other

audiences, as well?

Would short-form formatting work for delivering hard news? Take a look at The Week magazine.

6 NEWS The main stories . . .

A humbled American icon enters bankruptcy

What happened

Culminating a tense, four-month showdown with the White House, General Motors filed for Chapter 11 bankruptcy this week and gave the government 60 percent of its stock in return for $30 billion in additional bailout funding. In court papers, GM, once the world's largest manufacturer and an icon of American industry, disclosed that its $82 billion in assets were swamped by $173 billion in liabilities. It's the largest-ever bankruptcy of a U.S. industrial company and the fourth largest of any kind, and it follows by a week the filing of its smaller rival Chrysler Corp. Its impact reverberated across the country, as workers and communities braced for layoffs of 21,000 employees and the closing of 17 GM plants.

A 'painful' reorganization lies ahead.

The filing came after Obama's automotive task force rejected the second of two reorganization plans submitted by GM management, which the Obama administration said did not adequately shrink the company in the face of declining sales and demand for new cars. Under the administration's plan, the federal government and the taxpayers become the company's principal owner, with smaller shares awarded to the United Auto Workers union, the governments of Canada and Ontario, and holders of $27 billion in bonds. President Obama hailed the filing as "the beginning of a new GM," but warned that its reorganization would be "painful."

What the editorials said

In unilaterally setting the rules for GM's bankruptcy, the administration is "coming dangerously close to financial engineering," said *The Washington Post*. Just compare the White House's treatment of the UAW—a longtime Democratic ally—with its "bullying" of bondholders. The autoworkers, whose remaining claims against GM total $10 billion, get 39 percent of the company, while bondholders, owed $27 billion, get only 10 percent. That kind of strong-arming "could convince future investors that the last thing they want to do is put money into any company" owned or influenced by Uncle Sam.

Second-guess the administration all you want, said the Toledo *Blade*, but there's no denying Obama's skill in controlling the fallout from GM's bankruptcy filing. "Through a combination of loans, speeches, and psychological nudging," the president prevented "panic on Wall Street, despair on the part of consumers, and a chain reaction affecting suppliers." To be sure, GM's bankruptcy is a tragedy for its employees and for the communities in which it operates. But thanks to Obama, it's not a cataclysm.

What the columnists said

The administration's automotive task force has compelled GM and the unions "to make difficult decisions that they should have made themselves long ago," said **Paul Ingrassia** in *The Wall Street Journal*. But the company's new owners are already falling prey to "mission creep," by demanding that GM focus on making small, "green" cars. GM "should get just one marching order from the government: Earn enough money so taxpayers will recover as much of their investment as possible."

Obama's plan leaves in place the bloated, change-resistant corporate culture that doomed GM in the first place, said **David Brooks** in *The New York Times*. Those "unquantifiable but essential attitudes, mind-sets, and relationship patterns" blinded the company to marketplace realities, even as its share of the U.S. car market fell from 54 percent to 19 percent. Instead of rooting out these bad habits, Obama has placed a 25-year company veteran in charge, reporting to the very union that stuck the company with labor costs that crippled it.

Can we lay to rest the lie that the autoworkers "made out like bandits"? asked **Dean Baker** in *Politico.com*. The union is giving up billions that it won fair and square through negotiations, and many workers "will be losing retiree health benefits for which they already worked decades." Let's remember that the complaints are coming from "speculators who just bought GM debt at steep discounts." They gambled and lost, so please spare us the whining.

What next?

The White House said it has no plans to maintain ownership of GM, and that it hopes to start selling off its holdings in the company in about 18 months and completely divest within five years. Meanwhile, it is already seeking buyers for unwanted parts of GM, including the Pontiac, Hummer, and Saab brands. Hummer has been sold to a Chinese manufacturer, in return for its promise to continue making Hummers in the U.S.

It wasn't all bad

■ When more than a dozen bags containing $335,000 tumbled out of a Brink's armored truck in front of an antiques store in Syracuse, N.Y., owner David Jenks sprang into action. He, local man Hanson Herring, and several other passers-by began scooping up the booty and setting it aside to return to the owners. Although two bags of money containing $60,000 are missing, police say they could have fallen from the truck earlier on the route. Herring thinks his imposing stature helped persuade his fellow citizens to do the right thing. "Had I not been the size I was, it might have went a different way."

■ Romantics have long flocked to Verona, Italy, to visit the 13th-century mansion of the Cappello family, believed to be the inspiration for the Capulets in Shakespeare's *Romeo and Juliet*. Now, for a fee, the Verona town council is allowing couples to use the balcony on which Juliet was wooed by Romeo as a wedding venue. The first couple to get married on the famous balcony were local soccer star Luca Ceccarelli and his fiancée. "We hope that this brings us a lot of luck," Ceccarelli said.

Love returneth.

■ Mohammad Sohail, a Pakistani immigrant who owns a convenience store on Long Island, N.Y., was closing up shop when a bat-wielding robber appeared, demanding money. Sohail grabbed a rifle from behind the counter and told the man to drop the bat. At that, the man fell to his knees and begged for forgiveness. "He started crying that he was out of work and was trying to feed his hungry family," Sohail said. Moved, Sohail gave him $40 and a loaf of bread. The man was so inspired by Sohail's mercy that he announced he wanted to become Muslim, which he correctly assumed was Sohail's faith. Sohail intoned a profession of faith, which the man repeated, before he fled. Sohail says that if the cops find the robber, he won't press charges.

THE WEEK June 12, 2009

Cover photo of Sonia Sotomayor courtesy of the White House; cover illustration by Fred Harper

The Week's editorial staff sifts through the best publications around the world and distills the meatiest news into data-dense paragraphs — chunks of information organized by bold subheads.

The world at a glance ...

Fajardo, Puerto Rico

Teanni killing: A Puerto Rican man has been sentenced to 105 years in prison for the kidnapping, rape, and murder of an American tourist earlier this year. Eliezer Kuzzik, 36, of Springfield, Mass., was found guilty of the murder of Sara Kozzik, 36, of Springfield, Mass. She was five months pregnant at the time of her death. Kozzik and Sara were vacationing on the island with her fiancé, had gone for a jog when Marquez ambushed her and stuffed her into the trunk of his car. She made a desperate phone call to her fiancé, but an hour later, she was found dead, her throat slashed. In 1992, Marquez's mother, Ines Noreda, was convicted of murdering two children by slashing their throats. Police have now reopened those cases to investigate whether Marquez was the true perpetrator.

Kingston, Jamaica

Cops who kill: The Jamaican security minister came under fire this week for saying that Jamaicans unlawfully killed by police should be regarded as "collateral damage" in the war on crime. Minister Dwight Nelson apologized for his remark after human-rights groups complained, but he reiterated that the government would support officers in the use of deadly force. Jamaica has one of the world's worst records of police shootings. The human-rights group Jamaicans for Justice said that in the past decade, police have killed more than 2,000 Jamaicans; only one officer has been convicted of manslaughter.

San Salvador, El Salvador

Marxist takes over: Former Marxist rebel Mauricio Funes was sworn in as president of El Salvador this week and immediately restored relations with Cuba. El Salvador cut ties with Cuba in 1979, after Fidel Castro's Communist revolution, and is the last Latin American nation to restore them. Funes' party, the Farabundo Marti National Liberation Front, fought to overthrow U.S.-backed governments in the 1980s. But he said his new government would be a friend of the U.S. The "strong examples" of President Barack Obama and Brazilian President Luiz Inácio Lula da Silva, Funes said, are "proof that progressive leaders, instead of being a threat, can be a new, safe alternative for their people."

Off the coast of Brazil

Mystery crash: An Air France jetliner traveling from Rio de Janeiro to Paris plunged into the Atlantic Ocean this week, and all 228 people aboard are presumed dead. Brazilian military jets searching the flight path found debris—including an airplane seat, a life jacket, and a fuel slick—but no sign of survivors. The aircraft was battling its way through thunderstorms when it sent our automated pings signaling something was wrong. But the pilots did not send a distress call, suggesting that something quick and catastrophic occurred. "Lightning alone is not enough to explain the loss of this plane, and turbulence alone is not enough," said Pierre-Henri Gourgeon, chief executive of Air France. "A completely unexpected situation occurred onboard the aircraft." Theories include sudden decompression, hail breaking the windshield, and an electrical fire. Most passengers were Brazilian or French; two were American. Investigators saw no indication of terrorism.

A French military plane joins the search.

Berlin

Shocking revelation: Germany has been shaken by the revelation that a police officer who killed a demonstrator in West Berlin in 1967, sparking a massive left-wing protest movement, was an East German spy. The killing of the unarmed protester by officer Karl-Heinz Kurras galvanized leftist activists in West Germany against what they saw as the oppressive, right-wing regime. It's as if John F. Kennedy had been killed "by a Soviet Soviet agent working for the East," said Stefan Aust, author of a book on the German protest movement. "It changes everything." It's not clear, though, that the shooting was necessarily part of an East German plot to destabilize West Germany. The researchers who found the Kurras file in East German archives said there was no evidence that he was ordered to shoot the protester.

Kurras

Welkom, South Africa

Mining deaths: At least 60 people died in a South African gold mine this week, in an accident that focused attention on the country's illegal mining trade. The miners died in a fire at a shaft that had been abandoned by a gold mining company and was being worked by a criminal gang. Capt. Stephen Thaking of the South African Police Service said the gangs lure the desperately poor from Lesotho and other countries to work illegally underground, often keeping them below the surface for months at a time. "We're not clear on the numbers, but we suspect it involves a lot of people," he said.

Moscow

Save the sorting dolls: The Russian government is providing a $30 million bailout for the besieged doll industry, which has been battered by the recession. The factories that make matryoshka—the iconic gourd-shaped wooden dolls that have smaller and smaller dolls inside—report sales falling by as much as 90 percent. "The matryoshka is our face" to the world, said Galina Sukhota, a deputy mayor of Sergiyev Posad, birthplace of the dolls. "Even if it is not economically profitable, we can't allow it to disappear from our lives." First produced in the 1890s, the dolls were most popular during the Soviet era, when there were few other Russian toys and almost no imported ones.

Endangered

Beijing

Internet blocked: The Chinese government apparently blocked access to many websites this week, ahead of the 20th anniversary of the Tiananmen Square massacre. YouTube, Twitter, Hotmail, and several other websites were down. China frequently cuts off Internet access when it suspects that demonstrations are being planned. Twitter, a site that features short blog posts, became popular in China last year, after a massive earthquake in Sichuan province. Survivors used it to tell loved ones where they were, where aid was needed, and which roads were blocked. Also this week, BBC television in China went black whenever it aired programs about the 1989 pro-democracy Tiananmen protest, in which hundreds of demonstrators were gunned down by soldiers.

Pyongyang

Heir apparent: Ailing North Korean dictator Kim Jong Il has secretly named his youngest son as his successor, South Korea's intelligence agency told lawmakers in Seoul this week. Little is known of the 26-year-old Kim Jong Un, who was educated in Switzerland but did not mix with Westerners there. The only known photo of him was taken when he was 11 and brought out of North Korea by Kim's former cook, Kenji Fujimoto, who wrote a book about his experience and said Jong Un was always the favorite of Kim's three sons. Schoolchildren in Pyongyang have reportedly already begun singing the young man's praises. Kim, 68, suffered a stroke last summer and has since appeared thin and frail.

Kim Jong Un, at 11

Lahore, Pakistan

Alleged Mumbai bomber released: A Pakistani court has ordered the release of a man who is widely believed to be the mastermind behind last year's terror attack in Mumbai, which killed 164 people. Hafiz Saeed was jailed because his charity group, Jamaat-ud-Dawa, has ties to Lashkar-e-Taiba, the Islamist militant group blamed for the Mumbai assault. But a court ruled that his preventive detention was illegal because he had never been convicted on terror or weapons charges. India formally complained about the release, saying it cast "serious doubts" on Pakistan's "sincerity" in dealing with terrorism. Saeed had a "long and well-established background of planning and launching terrorist acts against India," said Vishnu Prakash, India's Foreign Ministry spokesman.

Off the coast of Somalia

Where's the booty? The U.S. Navy has opened an investigation into the disappearance of $30,000 during the daring rescue of a U.S. captain from Somali pirates. In April Navy SEALS shot three pirates who were holding Capt. Robert Phillips hostage after his ship, the *Maersk Alabama*, was hijacked. The captain told Navy officials that the pirates had taken the money from his safe, and at least some of it was thought to be on the lifeboat with them. Investigators are reportedly questioning the SEALS who first boarded the boat.

Melbourne

Indians protest: Thousands of students from India protested last week against a string of violent attacks on Indian students. Police said dozens of recent attacks, including stabbings and beatings, were mostly "opportunistic" crimes with no discernible racial motive. But Indians said that anti-Indian graffiti on campuses and a recent attack on a Sikh temple showed that race was a factor. The demonstration drew little notice in Australia but was widely covered in India. Students told *The Times of India* that they faced frequent verbal abuse, including slurs such as "you f—ing curry."

The keepers of the Constitution

Sonia Sotomayor's Supreme Court nomination has sparked renewed debate over the proper role of the federal judiciary. Have the nine justices overstepped their bounds?

How powerful is the U.S. Supreme Court?
Historian Samuel Eliot Morison has called the Supreme Court "the keystone in the federal arch," because virtually all Americans are affected by the issues it tackles. "An alphabetical list," says veteran Washington, D.C., attorney Robert Bauer, "would begin with abortion and proceed through campaign finance, church-state relations, euthanasia, pornography, presidential selection, and voting rights." In *Democracy in America*, Alexis de Tocqueville wrote of the high court, "A more imposing judicial power was never constituted by any people." As one old quip goes, the only appeal after the Supreme Court is to God.

The Warren Court, in 1953: The beginning of the 'activist' era

Was it always this way?
No. There are only a few references to the Supreme Court in the Constitution, and that document merely states that the court will have original jurisdiction "in all Cases affecting Ambassadors, other public Ministers and Consuls, and those in which a State shall be Party." Writing in *The Federalist*, Alexander Hamilton predicted that the federal judiciary would be the weakest and "least dangerous" of our fledgling republic's three branches of government because it had "no influence over either the sword or the purse" and "neither force nor will, but merely judgment." Indeed, in its first 10 years, the court decided only about 100 cases.

So what happened?
A simple but powerful doctrine known as judicial review. Soon after John Marshall became chief justice, in 1801, he determined that the Supreme Court had the power to uphold or nullify the actions of the other branches of federal government, to assure that the Constitution was being honored. In *Marbury v. Madison* (1803), which marked the first time the court overturned an act of Congress, Marshall declared, "It is emphatically the province and duty of the judicial department to say what the law is." President Thomas Jefferson was aghast, warning that the Constitution was now "a mere thing of wax in the hands of the judiciary, which they may twist and shape into any form they please."

How did later courts use this power?
By exercising an ever-wider purview over a vastly expanded caseload. *McCulloch v. Maryland* (1819) posited the doctrine of *implied* constitutional powers, and in subsequent cases, the court claimed the right to review the actions of state courts and agencies in addition to those of the federal government. As the 19th century gave way to the 20th, the court continued to increase its influence, reaching deep into the economy through its antitrust and regulatory caseload. The court reached a new watershed with *Brown v. Board of Education* (1954), which held that segregated public schools violated the Constitution's Equal Protection Clause. In one stroke, Chief Justice Earl Warren and his fellow justices upended decades of Jim Crow in the South. Historians consider *Brown* to mark the beginning of the modern court era—not solely because of the breadth of the ruling but also the reaction to it.

What happened after *Brown*?
Conservatives began mobilizing around the complaint that unelected judges were not merely interpreting the law, but improperly legislating from the bench. Their protests grew as the Warren Court followed *Brown* with a series of decisions that greatly expanded individual rights and liberties. *Mapp v. Ohio* (1961), for instance, prohibited the use of evidence obtained in violation of the Fourth Amendment, while *Engel v. Vitale* (1962) outlawed prayer in public schools. For many conservatives, the last straw was *Roe v. Wade* (1973), which held that anti-abortion laws violated an unwritten "right of privacy" inherent in the Fourteenth Amendment's Due Process Clause. Millions of Americans celebrated the newly declared right to abortion. But among millions of others, the case and its novel legal reasoning sparked a full-scale backlash against judicial power that reverberates to this day.

What have been the implications of *Roe*?
Galvanized by *Roe*, conservatives demanded that only "strict constructionists"—that is, judges who would hew to a narrow reading of the Constitution's original intent—be appointed to the bench. Railing against "activist judges" has now become standard operating procedure for Republican officeholders and candidates. But "judicial activism" can be a very slippery concept. In 2005, Yale Law School's Paul Gewirtz calculated that justices regarded as the most conservative were arguably the most activist, as measured by their willingness to overturn laws passed by the public's representatives in Congress. Conservative Clarence Thomas voted to overturn 65 percent of the statutes that came before the court, while liberal Stephen Breyer voted to overturn only 28 percent. In other words, justices of any political bent can find reasons to overrule the other branches and, thus, make law.

So is the court a law unto itself?
It can seem that way. Justices are not elected, but appointed by the president, and the Constitution provides that they may remain on the bench for as long as they exhibit "good Behaviour." In practice, justices are serving longer than ever. In the last quarter-century, they have lasted an average of more than 26 years—a full decade more than they did through 1970. Yet periodic calls to rein in the power of what has been called "the supreme legislature" invariably go nowhere. For better or for worse the Supreme Court is, as Woodrow Wilson put it, "a kind of constitutional convention in continuous session."

Nine is just a number
Originally constituted with six members in 1789, the Supreme Court expanded to seven in 1807, nine in 1837, and 10 in 1863. The Judiciary Act of 1869 set the number again at nine, where it has remained since. The only serious challenge to this figure came when Franklin D. Roosevelt pushed a bill that would have allowed the president to name one additional justice, up to six in total, for every sitting justice over the age of 70 years and six months. The bill became known as FDR's "court-packing plan" because it was seen as a thinly disguised attempt to gain political control of the court, which had ruled against much of FDR's New Deal legislation. Though FDR had been re-elected overwhelmingly the year before, public opinion turned solidly against him. The Senate rejected the measure by a 70–20 vote.

42

BUSINESS

The news at a glance

The bottom line

■ After several months of inching upward, consumer spending dropped for the second consecutive month in April, falling 0.1 percent. At the same time, the savings rate rose to 5.7 percent of income, a 14-year high. *Bloomberg.com*

■ Initial foreclosure proceedings jumped 36 percent in the first quarter of 2009, compared with the year-earlier quarter—the largest jump since records were first compiled, in 1972. Approximately one in 12 homeowners is now past due on mortgage payments. *CNNmoney.com*

A summer spike in prices

■ Gasoline prices have soared by 20 percent since the end of April, to an average of $2.50 per gallon of regular. Some analysts say that if the trend continues, many drivers could cancel travel plans, possibly stalling the economic recovery. *USA Today*

■ Of 135 publicly traded U.S. companies surveyed recently by compensation consultant Towers Perrin, more than half plan to freeze or reduce executive pay in 2009. *The Economist*

■ Ticket scalping just got a little less unsavory. Charity Partners buys concert tickets at face value, then resells them at a markup, donating profits to charity. The Natural Resources Defense Council has received $78,000 through the sale of tickets to shows by James Taylor. *The Wall Street Journal*

Chrysler: Judge clears sale to Fiat

A federal bankruptcy judge this week approved Chrysler's request to sell most of its operations to Italy's Fiat, said Steve Gelsi in *Marketwatch.com*. The $2 billion transaction, in which the proceeds will flow to Chrysler's secured creditors, clears the way for Chrysler to emerge from bankruptcy protection just a month after filing for Chapter 11. Chrysler CEO Robert Nardelli will resign, turning over management responsibility to Fiat CEO Sergio Marchionne. The fast-track bankruptcy, President Obama said, would allow Chrysler to emerge as "a new, stronger, more competitive company for the future."

A speedy exit from Chapter 11

Fiat's Marchionne hit a roadblock in Europe, however, where he was trying to acquire General Motors' European arm, said John Reed in the *Financial Times*. After a weeks-long bidding war, the German government awarded GM's Opel to Magna International, a Canadian parts supplier. Magna prevailed by promising the German government and trade unions that it would "limit German job losses." Marchionne had warned that under Fiat, Opel would have to shed 8,000 to 9,000 jobs.

Insurance: Prudential turns down bailout money

U.S. life insurer Prudential has decided to forgo billions in federal bailout funds, "after a share rally made it easier to tap private investors," said Andrew Frye and Erik Holm in *Bloomberg.com*. Prudential applied for a bailout in October, but since then stock and bond markets have rallied, "allowing insurers to brace for more defaults" by raising capital from private investors. The insurer has posted more than $11 billion in losses since the subprime meltdown began in 2007.

Travel: Online agencies eliminate fees

With air travel in the doldrums, online travel agencies Travelocity and Orbitz Worldwide have eliminated airline-ticket booking fees, said Sarah Nassauer in *The Wall Street Journal*. The fees, which usually range from $7 to $12 per ticket, "are a valuable source of revenue for online travel agencies." The loss of the fees may be partly offset "by increased commissions paid by airlines and by travelers buying other services, such as hotel and car-rental reservations."

Retailing: Target wins a proxy fight

Target shareholders have turned back activist investor William Ackman's two-year-long attempt to oust the retailer's board of directors, said Andrew Ross Sorkin in *The New York Times*. Ackman conceded defeat in an emotional speech at Target's annual meeting last week. Ackman's attack on Target "has been a real head-scratcher." Activists usually go after badly managed companies, which certainly does not describe Target—"about the only big-box retailer that has figured out how to compete successfully against Wal-Mart."

Investing: Pequot Capital calls it quits

Pequot Capital has gone out of business, amid "an off-again, on-again insider trading investigation" of the hedge fund, said Gregory Zuckerman and Kara Scannell in *The Wall Street Journal*. The Securities and Exchange Commission is looking into "allegations that founder Arthur Samberg may have engaged in insider trading in Microsoft stock." The SEC shut down an earlier probe of Pequot in 2006, prompting accusations by congressional Democrats of a coverup. Samberg was a major fundraiser for President George W. Bush.

Spotlight

Brian Deese

He's 31 years old and a "not-quite-graduate of Yale Law School," said David Sanger in *The New York Times*.

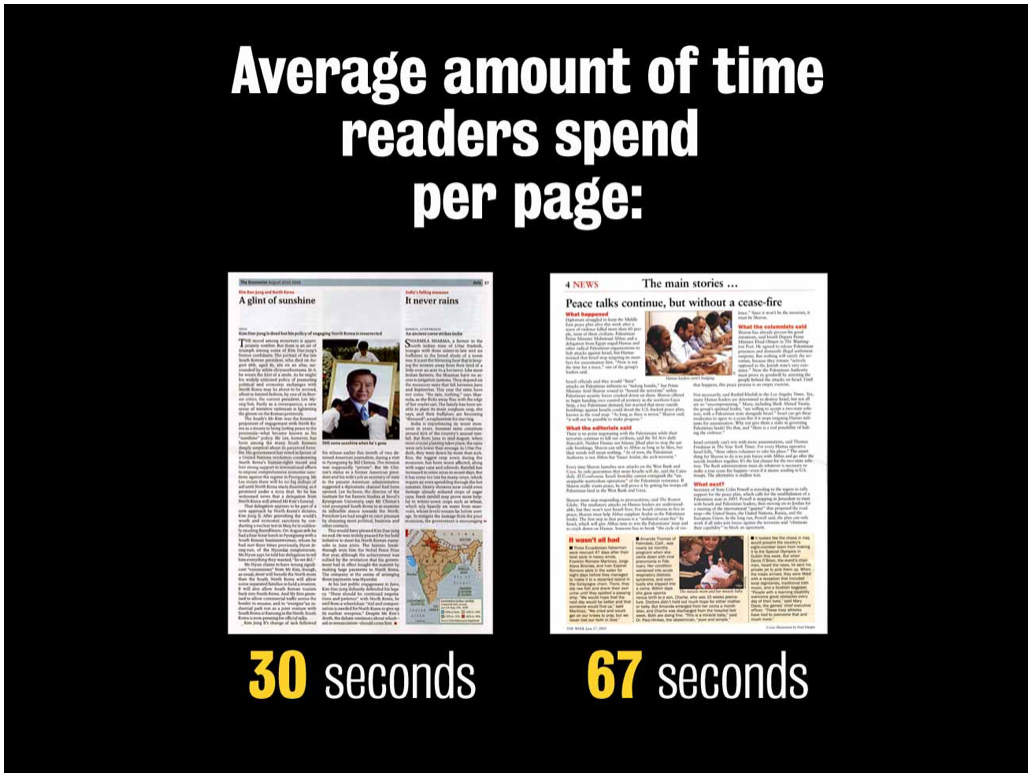
Deese

Yet Brian Deese is a key player on the White House's auto industry task force, which makes him "one of the most influential voices in what may become President Obama's biggest experiment yet in federal economic intervention." A former policy analyst at the Center for American Progress, Deese served as an economic advisor to Hillary Clinton's presidential campaign before moving into the Obama camp. He's on leave from law school.

It was Deese's lengthy memo on the options for Chrysler that persuaded the task force—including presidential advisors Lawrence Summers and Steven Rattner—to press for a sale to Fiat rather than liquidation. And he was among the first in the White House to reach "the now-obvious conclusion" that GM's best shot was in Chapter 11. Not bad for a guy who until last year "had never set foot in an automotive assembly plant."

THE WEEK June 12, 2009

Notice just how much material has been compressed into this one Business page — 11 different topics in all.



In one survey, readers were monitored while reading both a typical newsmagazine (left) and The Week. They spent roughly twice as long, on average, reading pages in The Week.

So what's
the best method for
attracting eyeballs
and
delivering data?

1
Start using a
bigger toolbox.

2
Do more
chunking.

3
Improve your
collaboration.

1
Start using a
bigger toolbox.

ALBANY DEMOCRAT-HERALD, CORVALLIS (OR) GAZETTE-TIMES

SUNDAY, OCTOBER 18, 2009

After year without, family finds middle ground

SAMANTHA GROSS
ASSOCIATED PRESS WRITER

NEW YORK — Colin Beavan sat under the light of a single bulb, freaking out.

Along with his wife and young daughter, he had just spent a year trying to reduce their net environmental impact to almost zero. With a flip of a switch, they had cut their Manhattan apartment off from the electrical grid. They had stopped using anything disposable or buying anything new. In a city of skyscrapers, they had given up elevators. They went everywhere by bicycle, bought food directly from local farmers, had even sworn off toilet paper.

It had been a year of rules, a year in which nearly every aspect of their lives had been shaped by what they were not allowed to do. And now it was over.

So Beavan sat at home. If he had to get up to go to the bathroom, he would walk to the other room and turn on the light there — and then run back to turn off the first light. He just couldn't let himself light up more than one bulb at once. He walked around the apartment unplugging things.

Once, Beavan and his wife, Michelle Conlin, had lived lives of take-out dinners and taxi rides, recreational shopping and reality TV. But as his family cut back — and as he learned more about the devastation wrought worldwide by human consumption — he had found relief, and an easier conscience.

Now, as he turned the lights back on, he had to admit that he was once again part of the problem. The new freedom and the old guilt. It felt awful.

Beavan's experiment with the extreme had played out in public; he had blogged about it on his site "No Impact Man" (which would beget a book under the same name, published last month, and a documentary).

But now, like so many of us who are grappling with a growing awareness of the dangers faced by the planet and the damage our lifestyles cause, Beavan and his family were faced with the challenge of finding their own middle ground.

With their years of excess and their year of simplicity behind them, how would they choose to live?

Little Isabella was not yet 2 when the experiment began, but she

Associated Press

Colin Beavan, his wife, Michelle Conlin, and 4-year-old daughter, Isabella, pose in their home in New York. Isabella holds zucchini, grown in their garden plot.

yell: "There's the man!"

In the evenings, they'd settle down to eat in front of their TV. Conlin, a journalist who writes for BusinessWeek, was obsessed with reality shows: "The Bachelorette," "Paradise Hotel," "Temptation Island."

One day, in the depths of "Bridezillas," she looked over and saw Bella wasn't just sitting next to her — she was watching intently. Conlin's heart sank a little. This wasn't what she wanted for her daughter.

Meanwhile, Beavan — a self-professed guilty liberal who had written books on the history of forensics and of D-Day — found himself railing about the travesty of global warming. But after returning to his apartment from a meeting with his agent only to discover he'd left the air conditioner running, he started to question whether he had any right to complain.

So Beavan arrived at the idea for the experiment, both as environmental activism and as subject for his next book. Conlin, eager to eliminate what she felt were her addictions, suggested that shopping, TV and movies should be among the first things to go.

Instead of "the man," food now came from the farmers. They began eating vegetarian and shopping at the local farmer's market, eating only things they already had in their apartment or that were grown within 250 miles. At night, the three of them would sit

'The hearth was the TV before 'No Impact.' After we gave away the TV, the hearth became our family table. I gave up reality TV for reality.'

COLIN BEAVAN

When the year was over, Conlin and Beavan didn't want to set any more rules for themselves. After all the restrictions, they wanted to finally let it all go and see what felt right.

Mostly, they stuck to buying their food at the farmer's market. But if they were short on groceries after a late night at work, they would stop at the supermarket — despite the packaging on the food on the shelves, despite the distance it had traveled.

While the amount of garbage they produced increased from a single quart every four days to five gallons, this was a far cry from the 90 gallons they produced before the experiment. Their refrigerator is back on, but their freezer is gone.

They started buying olive oil and some seasonings, even though they're not made nearby. They began saying yes when friends invited them out to dinner. And they started using toilet paper again — but now it was made from recycled paper.

Neither of them wanted to bring back their giant, 46-inch TV. But once a week or so, if they're in the

at the fountain at Washington Square Park. They cooled off in the mist of the fountain, looked around at the virtual circus of performers who have made the public plaza their stage. They talked with neighbors.

No longer hunkered down in their family's lonely bubble, they were out in the city. They loved it.

At one point during the experiment, Isabella woke up sick in the middle of the night and threw up all over herself and her bed. Her parents changed the sheets, and she threw up again.

Staring at the vomit-stained sheets and pajamas, Beavan just couldn't face piling them into the bathtub and washing them by hand. Feeling a bit like a failure, he headed downstairs to the building's electric laundry machine and gave in.

The next time he had a pile of laundry, he figured if he had broken the rule once, a second time wouldn't hurt. After that, the slippery slope became a laundry landslide.

It was a rule he didn't really regret breaking. There

experiment, Conlin would talk about how much she wanted a dishwasher again. But when they flipped the power switch, the machine stayed dead. There was no way to fix it, and an attempt to buy a used model flopped. So Conlin did her research and found a new one that seemed the most responsible purchase.

But when they got to Home Depot and saw it, she couldn't stop thinking: All those shiny new parts. The huge box it would come in. All that packaging.

"I just couldn't pull the trigger," she says now, sitting in her apartment, all the lights turned off in favor of the afternoon sunlight wafting through the windows.

Still, she says, "I foresee myself at some point in my life having a dishwasher."

Her husband looks at her in some surprise: "What has to happen before you can do that?"

"We've had so many arguments about the dishwasher," he says, laughing. "So basically the subtext here is don't let Colin for a minute think that he's won this fight."

"When I want one, I'll get one," she says with a smile.

Some of the post-experiment adjustments have been painful.

The day after the project ended, Conlin got into a hybrid livery cab with Isabella and set off for the airport for a Thanksgiving trip to see her parents in

three of them to see her family in Minneapolis would cost a whopping $2,500, more than double the plane fare. So this time Beavan sucked it up, and he went with them to the airport.

The last few weeks he's been flying for his book tour. He still agonizes over it.

Beavan tries to make up for the damage by requiring those paying for his travel to make a substantial donation to a renewable energy project. He and Conlin are taking fewer trips to visit family, and staying longer when they go.

Their experiences with travel have been a reminder of one of the lessons of the experiment: Although their family's project made a small-scale difference, and had inspired others in ways they hadn't foreseen, it was not a replacement for larger social change. Compared with the introduction of, say, an affordable national railway system, individual action pales.

As Beavan sees it, it's just like a graph he sketched during the year of no impact.

With either extremely high or very low resource use, quality of life was poor. But there was a virtual sweet spot, right at the peak, when they had enough to be happy but not so much that they were weighed down.

Since the year ended and left them to their own devices, they've been trying to find a way to get back to that point.

"In some ways, the project actually really began the day we ended," Conlin says now. Beavan chimes in: "We still haven't actually figured out the way we want to live."

No matter how happy they are with the changes they've made, some things have been lost. For Conlin, the thrill of shopping is gone.

And they're reconsidering some decisions that they've made. In a fit of what may have been overeager enthusiasm, they gave away all their fans, even though they use comparably little energy.

But other gifts remain. At their community garden plot, where they've been growing giant zucchini each the size of a human forearm, Bella helps them plant, and wanders through the greenery, eating tomatoes as if they were apples.

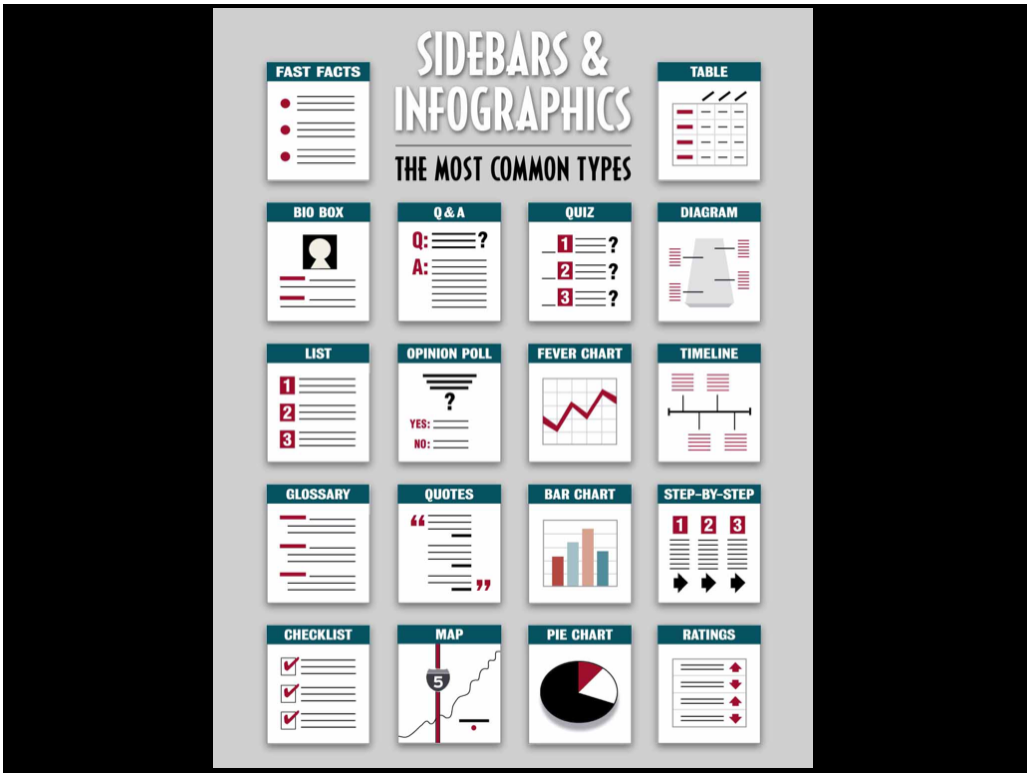
There's no longer one nameless "man" delivering

Headlines. Text. Photos. An occasional liftout quote.

If those are the only design tools in your toolbox, you may be limited into publishing what looks like Your Father's Newspaper. All those long-form "notebook dumps" could be tough sledding for your impatient, time-starved readers.

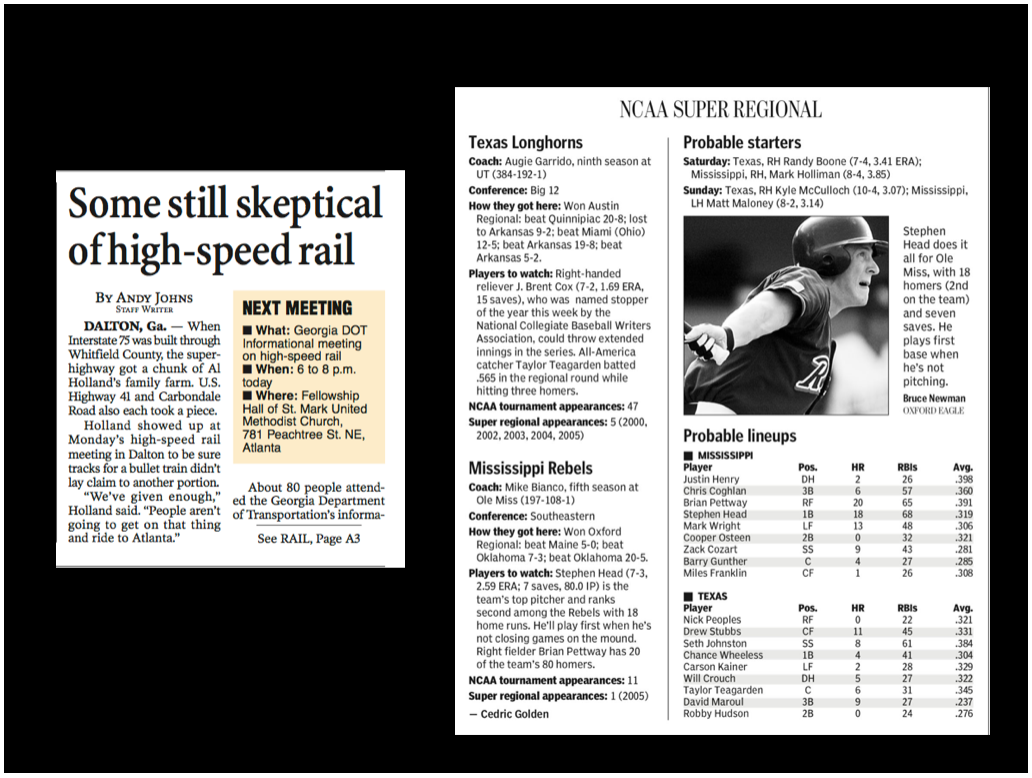
How can you speed up their comprehension without dumbing down

your journalism?



To deliver more modern journalism, you need a bigger toolbox — with a variety of text and graphic options ("alternative story forms") like these.

Let's take a tour through some examples.



Some still skeptical of high-speed rail

By Andy Johns
Staff Writer

DALTON, Ga. — When Interstate 75 was built through Whitfield County, the superhighway got a chunk of Al Holland's family farm. U.S. Highway 41 and Carbondale Road also each took a piece.

Holland showed up at Monday's high-speed rail meeting in Dalton to be sure tracks for a bullet train didn't lay claim to another portion.

"We've given enough," Holland said. "People aren't going to get on that thing and ride to Atlanta."

NEXT MEETING

- **What:** Georgia DOT Informational meeting on high-speed rail
- **When:** 6 to 8 p.m. today
- **Where:** Fellowship Hall of St. Mark United Methodist Church, 781 Peachtree St. NE, Atlanta

About 80 people attended the Georgia Department of Transportation's informa-

See RAIL, Page A3

NCAA SUPER REGIONAL

Texas Longhorns

Coach: Augie Garrido, ninth season at UT (384-192-1)

Conference: Big 12

How they got here: Won Austin Regional: beat Quinnipiac 20-8; lost to Arkansas 9-2; beat Miami (Ohio) 12-5; beat Arkansas 19-8; beat Arkansas 5-2.

Players to watch: Right-handed reliever J. Brent Cox (7-2, 1.69 ERA, 15 saves), who was named stopper of the year this week by the National Collegiate Baseball Writers Association, could throw extended innings in the series. All-America catcher Taylor Teagarden batted .565 in the regional round while hitting three homers.

NCAA tournament appearances: 47

Super regional appearances: 5 (2000, 2002, 2003, 2004, 2005)

Mississippi Rebels

Coach: Mike Bianco, fifth season at Ole Miss (197-108-1)

Conference: Southeastern

How they got here: Won Oxford Regional: beat Maine 5-0; beat Oklahoma 7-3; beat Oklahoma 20-5.

Players to watch: Stephen Head (7-3, 2.59 ERA; 7 saves, 80.0 IP) is the team's top pitcher and ranks second among the Rebels with 18 home runs. He'll play first when he's not closing games on the mound. Right fielder Brian Pettway has 20 of the team's 80 homers.

NCAA tournament appearances: 11

Super regional appearances: 1 (2005)

— Cedric Golden

Probable starters

Saturday: Texas, RH Randy Boone (7-4, 3.41 ERA); Mississippi, RH, Mark Holliman (8-4, 3.85)

Sunday: Texas, RH Kyle McCulloch (10-4, 3.07); Mississippi, LH Matt Maloney (8-2, 3.14)

Stephen Head does it all for Ole Miss, with 18 homers (2nd on the team) and seven saves. He plays first base when he's not pitching.

Bruce Newman
OXFORD EAGLE

Probable lineups

MISSISSIPPI

Player	Pos.	HR	RBIs	Avg.
Justin Henry	DH	2	26	.398
Chris Coghlan	3B	6	57	.360
Brian Pettway	RF	20	65	.391
Stephen Head	1B	18	68	.319
Mark Wright	LF	13	48	.306
Cooper Osteen	2B	0	32	.321
Zack Cozart	SS	9	43	.281
Barry Gunther	C	4	27	.285
Miles Franklin	CF	1	26	.308

TEXAS

Player	Pos.	HR	RBIs	Avg.
Nick Peoples	RF	0	22	.321
Drew Stubbs	CF	11	45	.331
Seth Johnston	SS	8	61	.384
Chance Wheeless	1B	4	41	.304
Carson Kainer	LF	2	28	.329
Will Crouch	DH	5	27	.322
Taylor Teagarden	C	6	31	.345
David Maroul	3B	9	27	.237
Robby Hudson	2B	0	24	.276

The fast-fact box. Instead of burying the basic who-what-where-when down in the 17th paragraph, you can highlight it in a box that makes it easy for readers to find. You can do this for meetings. Concerts. Restaurant reviews. Sporting events.

BIOBOX STEVE STOUTE

TITLE: Chairman, chief creative officer, Translation Consultation & Brand Imaging.

BORN: June 26, 1970, New York.

EDUCATION: Attended five colleges in two years, including Queens College. No degree.

FAMILY: Single; two-year-old daughter. Parents are originally from Trinidad and Tobago. Mother is a retired nurse, father a retired marine engineer.

OTHER BUSINESSES: Majority owner of Carol's Daughter, a beauty and skin-care company; owns Zino Platinum, a cigar line in partnership with Davidoff. Developing a line of sake.

PASSIONS: Video games, especially *John Madden Football*. Collects old video game consoles and vintage cell phones.

IF HE WASN'T DOING WHAT HE'S DOING: "I would love to have the best five-star travel agency in the world. I'm a big fan of the service business. Great customer service will keep you in business until you decide to stop caring about the customer."

NUMBER OF SUITS HE OWNS: 40. Armani is his favorite designer. Also likes Ralph Lauren's Purple Label.

CAR: "I move around in a Cadillac Escalade."

FAVORITE MUSIC: Loves '80s R&B and late-'80s hip-hop.

MENTOR: Jimmy Iovine, chairman of Interscope Geffen A&M Records, for whom Stoute once worked.

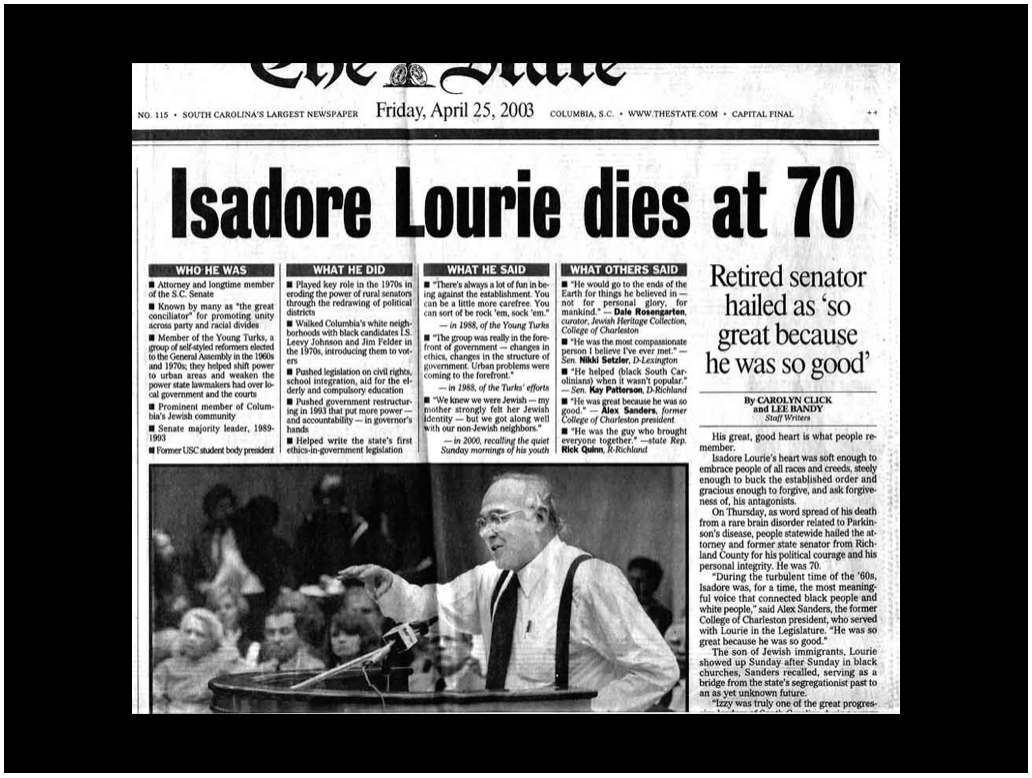
BEST ADVICE: "Stop playing for

Getting personal

Fernando Burbano

Title:	CIO
Organization:	U.S. State Department
Responsibilities:	Oversees IT policy and operations for an organization with 30,000 employees and 260 locations.
Annual budget:	$538 million
IT staff:	3,000 (including contractors)
Tenure:	Since May 1998
Previous jobs:	Director of IS at the National Library of Medicine from 1993-1998; Director of the Office of Information Resources Management at the Peace Corps from 1990-1993.
Education:	MA in Public Admin., American University; MS in Information Resources Mgmt., Syracuse University; BA in Information Systems, Louis University.

The bio box. Writing a profile of some newsmaker? A format like this adds a nice graphic touch to your story while providing an accessible way to organize basic biographical details — although you could also use it to add offbeat flavor, like the top example does.



The State

NO. 115 • SOUTH CAROLINA'S LARGEST NEWSPAPER Friday, April 25, 2003 COLUMBIA, S.C. • WWW.THESTATE.COM • CAPITAL FINAL ++

Isadore Lourie dies at 70

WHO HE WAS

- Attorney and longtime member of the S.C. Senate
- Known by many as "the great conciliator" for promoting unity across party and racial divides
- Member of the Young Turks, a group of self-styled reformers elected to the General Assembly in the 1960s and 1970s; they helped shift power to urban areas and weaken the power state lawmakers had over local government and the courts
- Prominent member of Columbia's Jewish community
- Senate majority leader, 1989-1993
- Former USC student body president

WHAT HE DID

- Played key role in the 1970s in eroding the power of rural senators through the redrawing of political districts
- Walked Columbia's white neighborhoods with black candidates I.S. Leevy Johnson and Jim Felder in the 1970s, introducing them to voters
- Pushed legislation on civil rights, school integration, aid for the elderly and compulsory education
- Pushed government restructuring in 1993 that put more power — and accountability — in governor's hands
- Helped write the state's first ethics-in-government legislation

WHAT HE SAID

- "There's always a lot of fun in being against the establishment. You can be a little more carefree. You can sort of be rock 'em, sock 'em."
  — *in 1988, of the Young Turks*
- "The group was really in the forefront of government — changes in ethics, changes in the structure of government. Urban problems were coming to the forefront."
  — *in 1988, of the Turks' efforts*
- "We knew we were Jewish — my mother strongly felt her Jewish identity — but we got along well with our non-Jewish neighbors."
  — *in 2000, recalling the quiet Sunday mornings of his youth*

WHAT OTHERS SAID

- "He would go to the ends of the Earth for things he believed in — not for personal glory, for mankind." — **Dale Rosengarten**, *curator, Jewish Heritage Collection, College of Charleston*
- "He was the most compassionate person I believe I've ever met." — *Sen.* **Nikki Setzler**, *D-Lexington*
- "He helped (black South Carolinians) when it wasn't popular." — *Sen.* **Kay Patterson**, *D-Richland*
- "He was great because he was so good." — **Alex Sanders**, *former College of Charleston president*
- "He was the guy who brought everyone together." —*state Rep.* **Rick Quinn**, *R-Richland*

Retired senator hailed as 'so great because he was so good'

By CAROLYN CLICK and LEE BANDY
Staff Writers

His great, good heart is what people remember.

Isadore Lourie's heart was soft enough to embrace people of all races and creeds, steely enough to buck the established order and gracious enough to forgive, and ask forgiveness of, his antagonists.

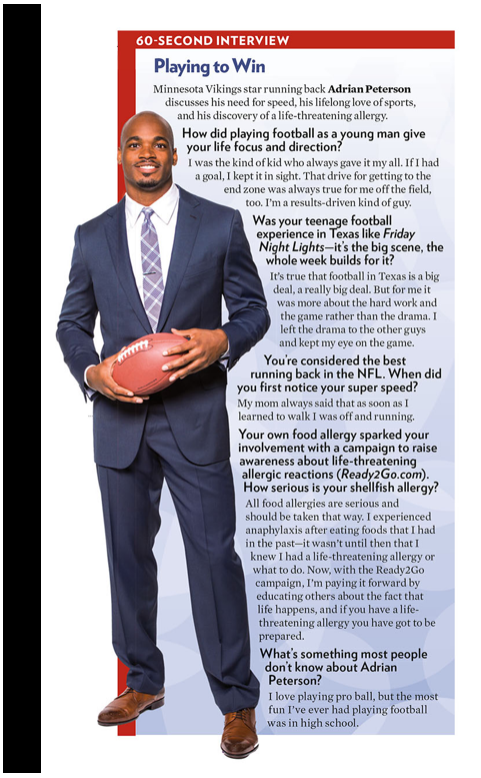
On Thursday, as word spread of his death from a rare brain disorder related to Parkinson's disease, people statewide hailed the attorney and former state senator from Richland County for his political courage and his personal integrity. He was 70.

"During the turbulent time of the '60s, Isadore was, for a time, the most meaningful voice that connected black people and white people," said Alex Sanders, the former College of Charleston president, who served with Lourie in the Legislature. "He was so great because he was so good."

The son of Jewish immigrants, Lourie showed up Sunday after Sunday in black churches, Sanders recalled, serving as a bridge from the state's segregationist past to an as yet unknown future.

"Izzy was truly one of the great progres-

Note the power of fast-fact bullet items. Where does your eye want to go first: to the text along the right side of the page, or the ***WHO HE WAS/WHAT HE DID*** bullets along the top?



60-SECOND INTERVIEW

Playing to Win

Minnesota Vikings star running back **Adrian Peterson** discusses his need for speed, his lifelong love of sports, and his discovery of a life-threatening allergy.

How did playing football as a young man give your life focus and direction?

I was the kind of kid who always gave it my all. If I had a goal, I kept it in sight. That drive for getting to the end zone was always true for me off the field, too. I'm a results-driven kind of guy.

Was your teenage football experience in Texas like *Friday Night Lights*—it's the big scene, the whole week builds for it?

It's true that football in Texas is a big deal, a really big deal. But for me it was more about the hard work and the game rather than the drama. I left the drama to the other guys and kept my eye on the game.

You're considered the best running back in the NFL. When did you first notice your super speed?

My mom always said that as soon as I learned to walk I was off and running.

Your own food allergy sparked your involvement with a campaign to raise awareness about life-threatening allergic reactions (*Ready2Go.com*). How serious is your shellfish allergy?

All food allergies are serious and should be taken that way. I experienced anaphylaxis after eating foods that I had in the past—it wasn't until then that I knew I had a life-threatening allergy or what to do. Now, with the Ready2Go campaign, I'm paying it forward by educating others about the fact that life happens, and if you have a life-threatening allergy you have got to be prepared.

What's something most people don't know about Adrian Peterson?

I love playing pro ball, but the most fun I've ever had playing football was in high school.

3Qs

Dr. Joe Bailey
co-chairman of Tupelo's Multi-Racial Committee

Dr. Joe Bailey is co-chairman of Tupelo's Multi-Racial Committee, which recently met with city leaders in a retreat designed to end some of the divisiveness stemming from racial and other matters (more on the retreat, Page 2A). Bailey recently answered these questions from Sunday Journal reporter Emily Le Coz:

Q: What is the biggest challenge regarding race relations in Tupelo today?

A: I think the biggest challenge is getting to know each other. So many us have grown up with assumptions and we think we know the other person's story. It's one thing to read and observe from a distance but sitting down to meet and to listen is something else, and I think that's the challenge. Too many of us are too quick to judge when we should be just listening. We need to create an environment to share stories – not to make judgments but to understand.

Q: What are some solutions to this challenge?

A: Our committee is in the process of considering several initiatives. ... One big thing is that we want to decide what we feel is the appropriate use of the ethics report when it finally arrives. Our preference is to identify weaknesses and address them and not use it in accusatory manner. We're also considering awareness programs for our leaders and maybe our citizens. ... We'll discuss organizing community involvement in appointments to volunteer committees. Right now there is no central depository for volunteers and we're looking at that.

There are laws on the books already covering discrimination and we will be discussing a proposal to recommend to the City Council a citizens advisory board or boards to look at various aspects of city government, particularly a police oversight board.

None of these are recommendations. These are all proposals.

Q: What is your greatest hope for the future of the community?

A: Obviously, we would love to see a community in which race just doesn't matter. We are a three-race community now, and there are certainly problems and we recognize those problems. One of the things that we feel is that our community leaders – mayor and City Council – should be the model of what we hope to become – the model of stability, the model of tolerance. ... Also, I feel Tupelo is very much ahead of other communities in the state ... Yet we still have ground to make up.

I think the greatest progress has been made in our school system – so many black, white and Hispanic kids playing together, and working together. I think we adults can learn a lot from our youth, and I hope as those youth grow up they will continue to be those models of consideration and collaboration.

The Q & A. A verbatim transcript of an interview. Here are two examples of Q & A's that are short and sweet. But they can run long, too, especially for deep dives with articulate newsmakers.

Nation

Flu shot seekers get dose of reality

Supply going out in trickle

By Anita Manning
USA TODAY

It's the question of the week: Who will be able to get a flu shot this year, and when?

Health officials announced a plan to allocate the nation's limited supply of 22.4 million doses of Aventis Pasteur vaccine that has not yet been distributed to nursing homes, hospitals, medical groups and public health departments serving high-risk people, but details on where it's going are sketchy.

One thing for sure is that it will go out in a trickle, not a flood. The first 14 million doses will be sent out over the next 6-8 weeks, at the rate of about 3 million doses a week, said Patrick Libbey, director of the National Association of County and City Health Officials.

Thousands of flu clinics were canceled last week, and some state and local health departments said they have no vaccine at all, after Chiron announced that its license to make flu vaccine at its Liverpool, England, plant had been suspended by British authorities because of contamination concerns.

Chiron was not able to deliver the 46 million to 48 million doses of vaccine it had promised, abruptly cutting the expected U.S. vaccine supply roughly in half.

That left people such as Patricia Grady, 84, who lives at Leisure World, an adult community in Silver Spring, Md., struggling to find a flu shot.

Her doctor's office answering machine message says he has no vaccine, and the supply promised to Leisure World did not arrive. She went to a local grocery store that had vaccine, but the line "wrapped all around the store," she said. "I heard people say they'd stood in line for at least three hours."

Grady tried two more times, but gave up. "I've come to the point where I'm going to forget it and hope I don't get the flu."

Federal health officials say

By Dean Curtis, Springfield News-Leader, via AP

Early bird: Leo Wright, 80, center, waits for a flu shot in Springfield, Mo. He got in line at 5 a.m. for the 7 a.m. clinic to get one of 400.

Be patient, persistent if you need vaccine

Long lines have formed at flu clinics held in retail stores, and others are being canceled for lack of flu vaccine. The unexpected vaccine shortage has raised many questions about how people can best protect themselves. USA TODAY reporter Anita Manning asked experts for their advice.

Q: What if I'm in one of the groups (including people older than 65 or people any age who have chronic health problems) who should receive a flu shot, but I can't find one?

A: Julie Gerberding, director of the Centers for Disease Control and Prevention, advises people to be persistent and patient. The 22 million doses that have not already been shipped will be moving from distributors to doctors, hospitals, nursing homes, health departments and other vaccine providers over the next six to eight weeks. Places that have no vaccine today may have it in a few weeks. Keep checking with your doctor. Many state and local health departments are posting information on flu clinics and other advice on their Web pages.

Q: Who will decide whether I can have a flu shot?

A: The CDC has issued guidelines that in most cases are being followed by health departments, companies providing vaccine clinics and others. But, says Patrick Libbey, executive director of the National Association of County and City Health Officials, if doctors are faced with more high-risk people than there are doses of vaccine; "decisions will have to be made about prioritizing among the priorities. That hasn't happened yet, at least on the federal level." Most clinics are providing vaccine only to high-risk patients on a first-come-first-serve basis.

Q: Will it soon be too late for a flu shot to be effective this year?

A: It takes two weeks for the vaccine to be fully effective. The flu season usually starts in November and peaks in late December or January, so there's still time to take precautions.

Q: I have heard that some flu vaccine is being sold on the black market. If I can't get it somewhere else, should I try that?

A: No. There would be no way to be sure you're getting real vaccine.

Q: What about going to Canada to get a flu shot?

A: It's not illegal, and many people go to Canada for prescription drugs. The Food and Drug Administration cautions that vaccine licensed in Canada has not been approved for use in the USA.

Q: What can I do to reduce my risk of catching flu if I'm not vaccinated?

A: Health officials remind everyone to wash their hands frequently, because flu viruses can live on surfaces, including hands and doorknobs. Cover your mouth when you cough or sneeze. Avoid contact with sick people.

If you're sick, don't go to work or school, and stay off airplanes. If you think you're coming down with the flu, your doctor may prescribe an antiviral medicine that can limit the severity of symptoms. But don't wait. The drugs have to be taken within the first two days of symptoms.

Another type of Q & A, where you ask (and answer) hypothetical questions about a current event — in this case, as the story's lead puts it: *It's the question of the week: Who will be able to get a flu shot this year, and when?*

Early bird: Leo Wright, 80, center, waits for a flu shot in Springfield, Mo. He got in line at 5 a.m. for the 7 a.m. clinic to get one of 400.

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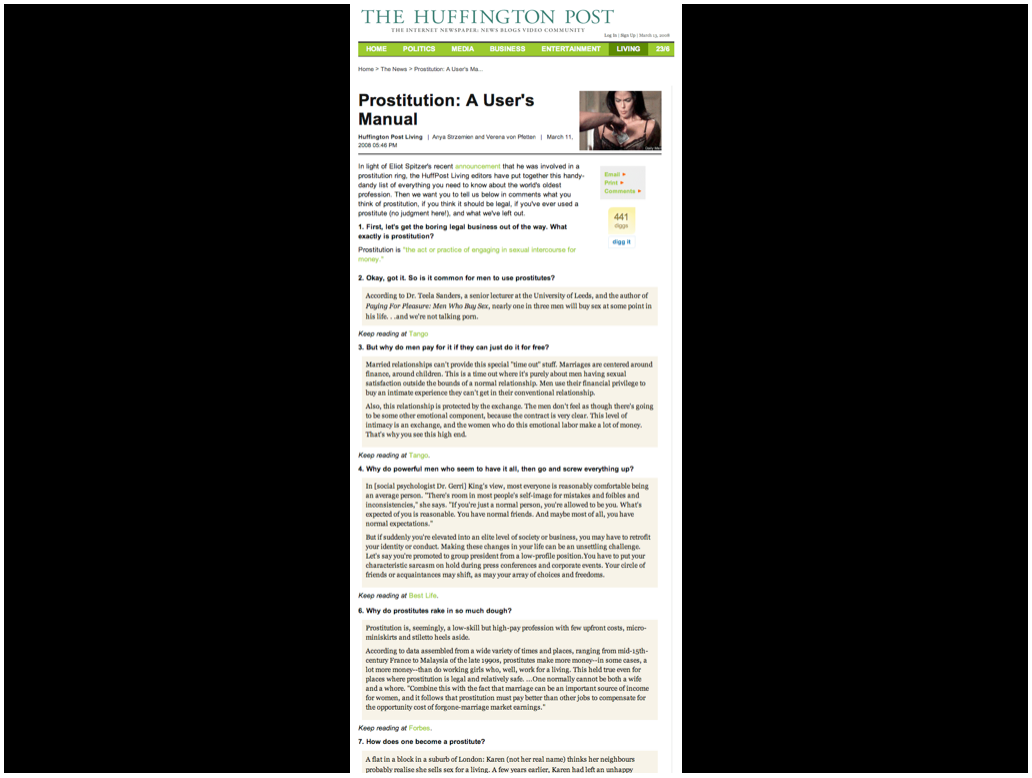
A few years back, New York governor Eliot Spitzer resigned after being shamed in a prostitution scandal. (This was the eyeball-grabbing cover of New York magazine that week) . . . .



THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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Prostitution: A User's Manual

Huffington Post Living | Anya Strzemien and Verena von Pfetten | March 11, 2008 05:46 PM

In light of Eliot Spitzer's recent announcement that he was involved in a prostitution ring, the HuffPost Living editors have put together this handy-dandy list of everything you need to know about the world's oldest profession. Then we want you to tell us below in comments what you think of prostitution, if you think it should be legal, if you've ever used a prostitute (no judgment here!), and what we've left out.

Email ▸ Print ▸ Comments ▸

441 diggs

digg it

1. First, let's get the boring legal business out of the way. What exactly is prostitution?

Prostitution is "the act or practice of engaging in sexual intercourse for money."

2. Okay, got it. So is it common for men to use prostitutes?

According to Dr. Teela Sanders, a senior lecturer at the University of Leeds, and the author of *Paying For Pleasure: Men Who Buy Sex*, nearly one in three men will buy sex at some point in his life. . .and we're not talking porn.

Keep reading at Tango

3. But why do men pay for it if they can just do it for free?

Married relationships can't provide this special "time out" stuff. Marriages are centered around finance, around children. This is a time out where it's purely about men having sexual satisfaction outside the bounds of a normal relationship. Men use their financial privilege to buy an intimate experience they can't get in their conventional relationship.

Also, this relationship is protected by the exchange. The men don't feel as though there's going to be some other emotional component, because the contract is very clear. This level of intimacy is an exchange, and the women who do this emotional labor make a lot of money. That's why you see this high end.

Keep reading at Tango.

4. Why do powerful men who seem to have it all, then go and screw everything up?

In [social psychologist Dr. Gerri] King's view, most everyone is reasonably comfortable being an average person. "There's room in most people's self-image for mistakes and foibles and inconsistencies," she says. "If you're just a normal person, you're allowed to be you. What's expected of you is reasonable. You have normal friends. And maybe most of all, you have normal expectations."

But if suddenly you're elevated into an elite level of society or business, you may have to retrofit your identity or conduct. Making these changes in your life can be an unsettling challenge. Let's say you're promoted to group president from a low-profile position. You have to put your characteristic sarcasm on hold during press conferences and corporate events. Your circle of friends or acquaintances may shift, as may your array of choices and freedoms.

Keep reading at Best Life.

6. Why do prostitutes rake in so much dough?

Prostitution is, seemingly, a low-skill but high-pay profession with few upfront costs, micro-miniskirts and stiletto heels aside.

According to data assembled from a wide variety of times and places, ranging from mid-15th-century France to Malaysia of the late 1990s, prostitutes make more money--in some cases, a lot more money--than do working girls who, well, work for a living. This hold true even for places where prostitution is legal and relatively safe. ...One normally cannot be both a wife and a whore. "Combine this with the fact that marriage can be an important source of income for women, and it follows that prostitution must pay better than other jobs to compensate for the opportunity cost of forgone-marriage market earnings."

Keep reading at Forbes.

7. How does one become a prostitute?

A flat in a block in a suburb of London: Karen (not her real name) thinks her neighbours probably realise she sells sex for a living. A few years earlier, Karen had left an unhappy

In the midst of that widely reported scandal, The Huffington Post ran this irreverent but highly entertaining Q & A that asks questions like *Why do powerful men who seem to have it all, then go and screw everything up* and — in case you were wondering — *How does one become a prostitute?*

CHARACTER STUDY

52, and Still Working the Streets

By COREY KILGANNON

Like many single mothers, Barbara Terry, 52, scrounged for baby sitters and leaned on her own mother while raising her four children and working the night shift.

But Ms. Terry is a prostitute who has worked nearly her entire adult life on the streets of Hunts Point, in the Bronx.

"When they were old enough to understand, I would tell them the truth," said Ms. Terry, whose daughter and three sons are now grown. "I'd say, 'This is how I'm supporting you.' For me, it's a business, a regular job."

Yes, she said, she was arrested more than 100 times, sometimes landing at Rikers Island for several days or weeks — but that never deterred her from returning to this area of industrial warehouses and repair shops off the Bruckner Expressway.

By day, heavy industrial traffic fills the streets. By night, the traffic comes for other reasons. Years back, this prostitutes' "track" bustled with working women, and Ms. Terry was front and center in garter belts and high heels and fur coats.

"It was beautiful out here then," she said. "There was so much money out here, you wouldn't believe it."

The area is less active now than in the 1990s, when HBO made its "Hookers at the Point" documentaries, in which Ms. Terry appeared under a street name, Cleo, and flashed a youthful, toothy smile.

Those great teeth are gone, lost to diabetes, Ms. Terry said. She mostly works days now and dresses more conservatively. "Most women don't make it to my age out here," she said. "I call myself the last of the survivors."

While it is impossible to corroborate all the details of an eventful life in a profession often synonymous with drug abuse, violence and tragic outcomes, the Correction Department confirmed that Ms. Terry had been jailed many times for prostitution over her career.

Today, Ms. Terry lives nearby in the Bronx, but she hopes to retire in a year or so to a house she bought upstate, she said on Tuesday at her usual spot on Whittier Street. She had a supply of condoms in her purse, a plastic cup of vodka and orange juice in her hand and a cellphone for steady customers.

Those customers, dates or tricks, can be lawyers, city workers, husbands, fathers or truckers heading in and out of the sprawling Hunts Point food markets.

Then there are the psychos. All the women out here have had friends attacked or cut or dumped dead somewhere. Last year, a man was arrested, and recently sentenced, for terrorizing prostitutes in the Bronx with a razor.

"I've survived because God was with me," Ms. Terry said. "Every Sunday, my mother and grandmother prayed for me out here."

She has shown younger workers the ropes: how to jump in a Dumpster to hide from the police, and how to stay alive. First, never enter a car with more than one person in it, and never let someone drive you out of the area. Get your money up front — Ms. Terry charges $50 or $100 — and try to work with a buddy.

"You look for weapons, you check the back seat, and you go by your vibes," she said. "If they look strange, you stay away."

There have been close calls, like the time a trucker locked her in and tried to rape her.

"I never did drugs and never worked for a pimp for protection," she said. "What protection? If I'm in someone's car, about to die, ain't no pimp in there helping me."

"I never carried a blade," said Ms. Terry, who grew up in the Red Hook Houses in Brooklyn before her family moved to North Carolina for her teenage years. "My fists were my weapons. I learned to fight growing up with nine younger brothers."

Ms. Terry said she completed two years of college, training to be a medical lab technician, but by the time she was 21, her husband had left her and she had two children to support. All she knew about prostitutes was what she saw on "Starsky & Hutch," but she knew about the Hunts Point action and came out on her own. She admits she became addicted to the stimulation of the street life.

"I love the excitement of coming out here and seeing all these beautiful people I know," she said. "Even my dates are a comfort. This place has made me strong. It keeps you young."

But she has slowed down. A year ago, she was in a bad accident and was hospitalized with a broken jaw and neck injuries. Her children, two of whom she says she put through college, beg her to get off the street.

"I'm the mother, so they can't say anything," she said. "When I'm ready to get off, I'll get off."

E-mail: character@nytimes.com

JULIE GLASSBERG FOR THE NEW YORK TIMES

Barbara Terry in the Hunts Point section of the Bronx.

THE PARTICULARS

NAME Barbara Terry
AGE 52
WHERE SHE'S FROM Brooklyn
WHO SHE IS A prostitute working in Hunts Point, the Bronx
TELLING DETAIL She raised a family while working the streets, and boasts that in 30 years she never had to work a square's job.

Speaking of prostitutes, here's a page from The New York Times. Note the fast-fact box.

nated by those bold, luminous anchor and ship's-wheel "Neo-Nautique" pocket motifs that are currently all the vogue.

Photo Courtesy Rosenberg's Department Store

This Oscar of Manila combines warm nylon with cuddly soft orlon to create this stunning housecoat that features two cozy pockets. Pompon slippers are by American Rubber Sole Shoe Co. Just one of the many smashing housecoats featured at Housecoat '78 and on sale at Rosenberg's.

Is Your Child A Dip?

Rep.-Dem. Staff Photo

Dippiness can have lasting effects on a child's physical and emotional health.

By Dr. BARBARA DERRING

DIPPINESS, which most frequently strikes male children between the ages of 6 and 12, can have lasting effects on physical and emotional health. There's considerable debate among physicians as to its cause—though most agree that it seems to be transmitted through the mother—and there's an even greater debate as to its proper treatment. Can dippiness be cured? So far, we don't really know. If caught early, it can apparently be controlled and it often disappears by itself in early adulthood, though it may reappear during middle age. But much about the "dip" is still a mystery to us.

WHAT CAN YOU DO if you suspect that your child is one? First, take the following quiz. Some of the most common symptoms of developing dippiness are given below. Score one for every "yes" answer.

Does your son . . .

1. look funny?
2. have an unusual odor?
3. eat paste of "nose dirt"?
4. frequently sniff his fingertips?
5. read?
6. have invisible friends?
7. eat bugs?
8. fear the basement?
9. swing a baseball bat with his "foot in the bucket"?
10. wear glasses?
11. wear glasses with an elastic band around the back to hold them on?
12. play "house"?
13. wet the bed?
14. wet the bed during the day?
15. wet the rug?
16. willingly wear . . .
    a. snow pants?
    b. rubbers?
    c. blue jeans with red flannel lining?
    d. undershirts?
    e. long underwear?
    f. hats with fold-down ear flaps?
    g. clips to attach mittens to his coat?
    h. mittens?
    i. shorts?
    j. red hen shoes?
17. refuse to fight smaller boys?
18. get into your lingerie drawer?
19. enjoy kissing his aunts?

Cont. Sec. C, Page 18

Quizzes. Readers love quizzes. They're interactive and personal, and work especially well on feature pages.

How thrilling is your life story?

We all think of ourselves as heroes of a great novel, as stars of a never-ending movie: "The Story of ME!" But be honest. Do you really think your autobiography would make gripping reading? When they film the movie version of your life, will it be a smash at the box office — or leave the audience snoring? "You only go around once in life," the beer ads used to say, "so you've got to grab all the gusto you can." Think you've grabbed enough gusto? Prove it. Take this quiz and discover your Gusto Quotient.

— TIM HARROWER

THE THRILL OF VICTORY, THE AGONY OF DEFEAT

Have you ever gone:
- ___ hang gliding? [10 PTS.]
- ___ parachuting? [15 PTS.]
- ___ surfing or wind surfing? [10 PTS.]
- ___ scuba diving? [15 PTS.]
- ___ bungee jumping? [20 PTS.]
- ___ whitewater rafting? [10 PTS.]
- ___ mountain climbing? [10 PTS.]

Have you ever:
- ___ set a sports record? [20 PTS.]
- ___ run a marathon? [10 PTS.]
- ___ competed in a sports event seen by more than 1,000 fans? [10 PTS.]

BONUS POINTS: If you've engaged in some other daredevil activity (cliff diving, drag racing, etc.), add 10 PTS.

EXOTIC TRAVEL

Have you ever:
- ___ piloted an airplane, helicopter or hot-air balloon? [10 PTS.]
- ___ stowed away on a boat, plane or train? [10 PTS.]
- ___ hitchhiked cross-country? [10 PTS.]
- ___ hiked or biked more than 100 miles at one time? [10 PTS.]
- ___ sailed on a solo ocean voyage? [30 PTS.]
- ___ run off to join the circus? [10 PTS.]
- ___ visited a foreign country? [ADD 1 PT. PER COUNTRY]

BONUS POINTS: Add 1 PT. for every city you've ever lived in; add 5 PTS. for every country you've lived in.

VISITS TO THE TWILIGHT ZONE

Have you ever:
- ___ seen a ghost? [10 PTS.]
- ___ seen a UFO [10 PTS.; ADD 50 POINTS IF ABDUCTED]
- ___ died, then returned to your body? [30 PTS.]
- ___ had an evil twin? [10 PTS.; SCORE 2 PTS. IF YOU'RE YOUR ORDINARY TWIN]
- ___ been a member of a cult? [10 PTS.]
- ___ had a profound religious experience? [20 PTS.]
- ___ displayed extraordinary psychic powers? [10 PTS.]

FAME & FORTUNE

Have you ever:
- ___ won more than $10,000 in a lottery or bet? [20 PTS.]
- ___ been extremely rich? [10 PTS.]
- ___ been homeless? [20 PTS.]
- ___ been on TV? [SCORE 5 PTS. IF YOU WERE ANONYMOUS; 10 PTS. IF THEY BROADCAST YOUR FACE, VOICE AND NAME; 30 PTS. IF YOU WERE A STAR]
- ___ been in a Hollywood movie? [10 PTS. IF YOU WERE AN EXTRA; 25 POINTS IF YOU HAD A SPEAKING PART]
- ___ performed on a stage before more than 1,000 people? [20 PTS.]
- ___ cut a record or music video? [20 PTS.]
- ___ been the subject of a newspaper story? [10 PTS.]
- ___ had something named after you (a building, product, disease, scientific principle)? [20 PTS.]
- ___ been close friends with someone famous? [5 PTS.]

DISASTERS & CALAMITIES

Have you survived a:
- ___ plane crash? [20 PTS.]
- ___ hurricane? [10 PTS.]
- ___ tornado? [10 PTS.]
- ___ major earthquake? [5 PTS.]
- ___ shipwreck? [10 PTS.]
- ___ serious auto accident? [10 PTS.]

Have you ever:
- ___ overcome a serious disease or disability? [20 PTS.]
- ___ fought in a war? [20 PTS.]

The Oregonian/STEVE COHEN

Have you ever:
- ___ been attacked by a deadly insect, reptile or animal? [5 PTS.]
- ___ witnessed a nuclear blast? [20 PTS.]
- ___ been the victim of a felony? [5 PTS.]

BONUS POINTS: If you've survived some disaster not mentioned above (avalanche, fire, volcano, etc.), add 10 PTS.

THE DARK SIDE

(It's our duty, as pillars of the community, to warn you that some of these activities are dangerous, stupid or illegal. Do NOT try any of these simply to raise your test score.)

Have you ever:
- ___ been arrested? [5 PTS.]
- ___ been in prison? [10 PTS.; ADD 50 POINTS FOR TURNING PRISON]
- ___ escaped from prison? [30 PTS.]
- ___ committed a crime and gotten away with it? [5 PTS.]
- ___ been in a fight or brawl? [10 PTS.]
- ___ had anybody try to kill you? [10 PTS.]
- ___ had an extramarital affair? [5 PTS.]
- ___ taken dangerous or illegal drugs? [5 PTS.]
- ___ gone underground or undercover? [10 PTS.]
- ___ been involved in a political scandal? [10 PTS.]
- ___ been in a gang, crime family or outlaw group? [10 PTS.]
- ___ been in a high-speed chase? [5 PTS.]

Are you now, or have you ever been, a member of the Communist Party? [5 PTS.]

BONUS POINTS: If you've ever fulfilled some dark, forbidden fantasy too lurid to mention here, go ahead and give yourself 10 PTS.

GOOD DEEDS & HEROICS

Have you ever:
- ___ saved anybody's life? [20 PTS.]
- ___ saved an animal's life? [5 PTS.]
- ___ joined a monastic order or done missionary work? [20 PTS.]
- ___ run for public office? [10 PTS.; 20 POINTS IF ELECTED]
- ___ won a major award? [5 PTS. IF LOCAL; 10 PTS. IF STATEWIDE; 20 PTS. IF NATIONAL]

Do you regularly do volunteer or charity work? [20 PTS.]

THE GRIPPING DRAMA OF EVERYDAY LIFE

Have you ever:
- ___ given birth? [10 PTS. FOR EACH CHILD]
- ___ been married? [10 PTS. FOR EACH MARRIAGE]
- ___ quit your job abruptly in protest or anger? [5 PTS.]
- ___ been fired? [5 PTS.]
- ___ been sued? [5 PTS.]
- ___ dropped out (or been kicked out) of school? [5 PTS.]
- ___ panhandled? [5 PTS.]
- ___ taken part in a public protest? [5 PTS.; ADD 20 PTS. EXTRA FOR A RIOT]
- ___ visited a nude beach or nudist colony? [5 PTS.]

BONUS POINTS: If you've ever worked as a doctor, nurse, teacher, police officer, firefighter, judge or member of the clergy, add 20 PTS.

UH-OH! PENALTY SECTION

- ___ For every TV set you own, deduct 3 PTS. For every hour of TV you watch in a typical week, deduct 1 PT.
- ___ Do you sit behind a desk for more than 20 hours a week? [DEDUCT 5 PTS.]
- ___ Do you own a Nintendo game? [DEDUCT 2 PTS.]
- ___ Do you wear Walkman headphones in public? [DEDUCT 2 PTS.]
- ___ Do you spend more than two hours a week in shopping malls? [DEDUCT 2 PTS.]

YOUR TOTAL GQ:* *GUSTO QUOTIENT

SCORING

0-100: You've lived a quieter, gentler life than some people, but don't feel bad. We can't all be Indiana Jones.

101-200: An impressive start. Now it's time to turn off the TV, get up off that couch and start racking up some serious points.

201-300: Fairly awesome. You are probably known as a "colorful character" who's lots of fun at parties, full of rousing tales and anecdotes. Either that or you cheated.

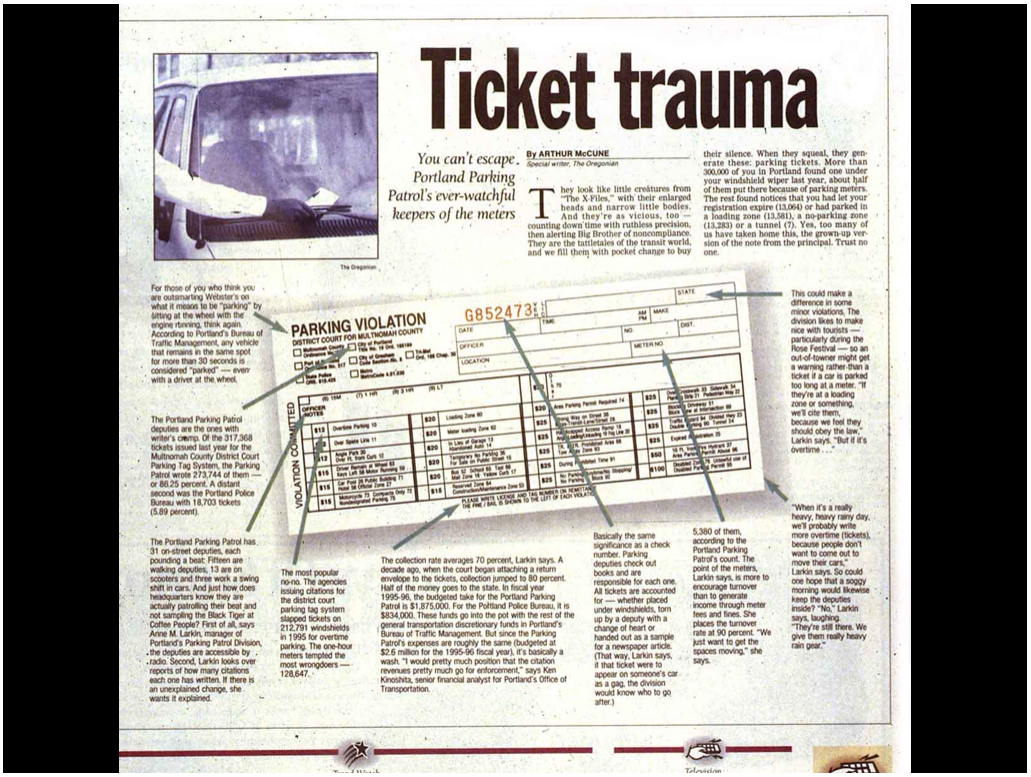
Over 300: Wow! Consider yourself lucky to be alive. At this rate, you'd better finish that autobiography fast.

Did you top 300?

Congratulations! Want even more fame, fortune and bonus points? Share your GQ and describing your life's most amazing exploits and adventures, and who knows? We may decide to share your saga with the world. Write:

GUSTO
The Oregonian
1320 S.W. Broadway
Portland, OR 97201

This may be the most popular (and plagiarized) story I ever wrote, where readers get points if they've seen a ghost, escaped a tornado or saved somebody's life.



Ticket trauma

You can't escape Portland Parking Patrol's ever-watchful keepers of the meters

By ARTHUR McCUNE
Special writer, The Oregonian

They look like little creatures from "The X-Files," with their enlarged heads and narrow little bodies. And they're as vicious, too — counting down time with ruthless precision, then alerting Big Brother of noncompliance. They are the tattletales of the transit world, and we fill them with pocket change to buy their silence. When they squeal, they generate these: parking tickets. More than 300,000 of you in Portland found one under your windshield wiper last year, about half of them put there because of parking meters. The rest found notices that you had let your registration expire (13,064) or had parked in a loading zone (13,581), a no-parking zone (13,283) or a tunnel (7). Yes, too many of us have taken home this, the grown-up version of the note from the principal. Trust no one.

The Oregonian

For those of you who think you are outsmarting Webster's on what it means to be "parking" by sitting at the wheel with the engine running, think again. According to Portland's Bureau of Traffic Management, any vehicle that remains in the same spot for more than 30 seconds is considered "parked" — even with a driver at the wheel.

The Portland Parking Patrol deputies are the ones with writer's cramp. Of the 317,368 tickets issued last year for the Multnomah County District Court Parking Tag System, the Parking Patrol wrote 273,744 of them — or 86.25 percent. A distant second was the Portland Police Bureau with 18,703 tickets (5.89 percent).

The Portland Parking Patrol has 31 on-street deputies, each pounding a beat. Fifteen are walking deputies, 13 are on scooters and three work a swing shift in cars. And just how does headquarters know they are actually patrolling their beat and not sampling the Black Tiger at Coffee People? First of all, says Anne M. Larkin, manager of Portland's Parking Patrol Division, the deputies are accessible by radio. Second, Larkin looks over reports of how many citations each one has written. If there is an unexplained change, she wants it explained.

PARKING VIOLATION
DISTRICT COURT FOR MULTNOMAH COUNTY
G852473

The most popular no-no. The agencies issuing citations for the district court parking tag system slapped tickets on 212,791 windshields in 1995 for overtime parking. The one-hour meters tempted the most wrongdoers — 128,647.

The collection rate averages 70 percent, Larkin says. A decade ago, when the court began attaching a return envelope to the tickets, collection jumped to 80 percent. Half of the money goes to the state. In fiscal year 1995-96, the budgeted take for the Portland Parking Patrol is $1,875,000. For the Portland Police Bureau, it is $834,000. These funds go into the pot with the rest of the general transportation discretionary funds in Portland's Bureau of Traffic Management. But since the Parking Patrol's expenses are roughly the same (budgeted at $2.6 million for the 1995-96 fiscal year), it's basically a wash. "I would pretty much position that the citation revenues pretty much go for enforcement," says Ken Kinoshita, senior financial analyst for Portland's Office of Transportation.

Basically the same significance as a check number. Parking deputies check out books and are responsible for each one. All tickets are accounted for — whether placed under windshields, torn up by a deputy with a change of heart or handed out as a sample for a newspaper article. (That way, Larkin says, if that ticket were to appear on someone's car as a gag, the division would know who to go after.)

5,380 of them, according to the Portland Parking Patrol's count. The point of the meters, Larkin says, is more to encourage turnover than to generate income through meter fees and fines. She places the turnover rate at 90 percent. "We just want to get the spaces moving," she says.

This could make a difference in some minor violations. The division likes to make nice with tourists — particularly during the Rose Festival — so an out-of-towner might get a warning rather than a ticket if a car is parked too long at a meter. "If they're at a loading zone or something, we'll cite them, because we feel they should obey the law," Larkin says. "But if it's overtime . . ."

"When it's a really heavy, heavy rainy day, we'll probably write more overtime (tickets), because people don't want to come out to move their cars," Larkin says. So could one hope that a soggy morning would likewise keep the deputies inside? "No," Larkin says, laughing. "They're still there. We give them really heavy rain gear."

Diagrams. The new parking tickets are here! So what's what? This is an engaging way to give readers a guided tour.

Hiratsuka on Hiratsuka

By RANDY GRAGG
of The Oregonian staff

In the late 19th century, as Japan opened to the West, Ukiyo-e prints became the equivalent of baseball trading cards for artists in the West. Free of single-point perspective but filled with flat fields of lush color, they profoundly influenced such European painters as Edouard Manet and Vincent van Gogh, who borrowed from the East to advance the painting history of the West.

Trained in Japan and the United States, Yuji Hiratsuka would like to reverse the cultural transfer. This 42-year-old professor at Oregon State University is applying the anything-goes tenets of postmodernism to the deep traditions of Japanese printmaking. Since first appearing locally in "Crosscut," the Portland Art Museum's showcase of Oregon art, Hiratsuka has rapidly become one of the region's hottest artists.

For Hiratsuka, art-making is a process, a flow of ideas and hard work from which individual prints are merely points along the way. We caught up with him during his current exhibition to hear his thoughts behind "Sentimentalist, Indecisive, Opportunist," a 36-by-48-inch intaglio, relief and chine colle print made in 1997.

ART EXHIBIT

- **WHO:** Yuji Hiratsuka
- **WHERE:** Pulliam Deffenbaugh Gallery, 522 N.W. 12th Ave.
- **HOURS:** 11 a.m.-5:30 p.m. Tuesdays-Saturdays, noon-4 p.m. Sundays
- **CLOSING:** June 28
- **ADMISSION:** Free

SENTIMENTALIST, INDECISIVE, OPPORTUNIST (1997) ANNOTATED COMMENTS

ON THE MIXTURE OF CULTURAL INFLUENCES: *"The mixture of Japanese and Western elements reflects my background. But when you go to Japan, it's this way. You might see a gentleman in a kimono wearing a porkpie hat. It's chaos. Here you see people eating tofu, but in an American way. My country came into contact with the West 150 years ago. We took Western culture but in a Japanese way. You order pizza and it comes with shellfish."*

ON INTAGLIO: *"I choose the medium of intaglio printing because I like its texture and the complicated process. It's a collaboration of your controlled idea and uncontrolled nature. I paint the plate with asphaltum, thickly, thinly, thickly, thinly and then I just stick it in the acid, three hours, overnight. Sometimes I forget it's in there. I don't control this. A drawing, you control everything. Acid and time control this print."*

ON USING A SMALL PRESS: *"I have only a small press. To make the larger prints with the small press I have, I have to put two prints together. With these, I always make three figures so that it is more complex and the seam between the prints won't stand out."*

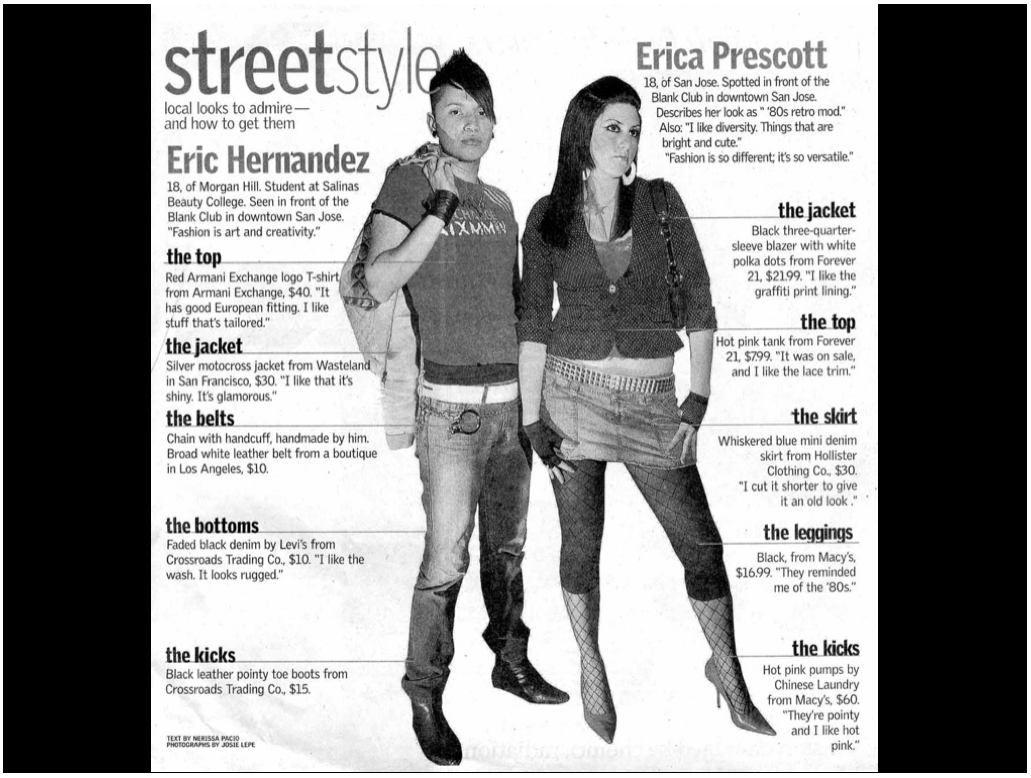
ON THE PAPER: *"This print is made on Japanese Washi paper. In America they call it 'rice paper.' It's actually made from mulberry. I like it because it's strong and translucent. I can more easily see through it to register the colors. I can also print and paint on the back to make more complex colors and patterns."*

ON THE COMPOSITION: *"My work is concerned with flatness. But it also is involved with how one space relates to another. Where are the highlights? The chiaroscuro? Color is enough. I want to manipulate the forms in my own way. I can teach perspective, but it's not my concern."*

ON THE ABSENCE OF EYES *"These three figures are interlocking with each other. What comes from their mouths some people interpret as conversation. I'm not saying, but they are sending out some kind of pulse. The lack of eyes is a form of implication. It allows the viewer to imagine. In Japanese noh theater, each actor only uses one mask. It can be laughing or sad, but it puts the emphasis on the actor's gestures. The figures don't have eyes, but the borders do (at the corners). A little joke."*

ON CREATING THE DRAWING: *"Before I make the copper plate, I make many drawings. I work from pictures: from magazines, costume catalogs. I like Target advertisements. But it's like starting a car. You turn the key and grind it and then something takes over and it runs. I keep drawing and drawing until I get the right kind of patterns and it takes off."*

This page is similar in structure to the previous page, and shows how to preview an art exhibit in a reader-friendly way: a few inches of introductory text, a fast-facts box, and a series of quotes from the artist as he explains how a typical painting comes together.



streetstyle

local looks to admire—
and how to get them

Eric Hernandez

18, of Morgan Hill. Student at Salinas Beauty College. Seen in front of the Blank Club in downtown San Jose. "Fashion is art and creativity."

the top
Red Armani Exchange logo T-shirt from Armani Exchange, $40. "It has good European fitting. I like stuff that's tailored."

the jacket
Silver motocross jacket from Wasteland in San Francisco, $30. "I like that it's shiny. It's glamorous."

the belts
Chain with handcuff, handmade by him. Broad white leather belt from a boutique in Los Angeles, $10.

the bottoms
Faded black denim by Levi's from Crossroads Trading Co., $10. "I like the wash. It looks rugged."

the kicks
Black leather pointy toe boots from Crossroads Trading Co., $15.

TEXT BY NERISSA PACIO
PHOTOGRAPHS BY JOSIE LEPE

Erica Prescott

18, of San Jose. Spotted in front of the Blank Club in downtown San Jose. Describes her look as " '80s retro mod." Also: "I like diversity. Things that are bright and cute."
"Fashion is so different; it's so versatile."

the jacket
Black three-quarter-sleeve blazer with white polka dots from Forever 21, $21.99. "I like the graffiti print lining."

the top
Hot pink tank from Forever 21, $799. "It was on sale, and I like the lace trim."

the skirt
Whiskered blue mini denim skirt from Hollister Clothing Co., $30. "I cut it shorter to give it an old look."

the leggings
Black, from Macy's, $16.99. "They reminded me of the '80s."

the kicks
Hot pink pumps by Chinese Laundry from Macy's, $60. "They're pointy and I like hot pink."

A regular man-and-woman-on-the-street feature from the San Jose Mercury News years ago. This format could be popular in any newspaper: Why We Wear What We Wear.

D Life Trends & Leisure

Tuesday

Inside

get your greek on

Make a toga

Classical or college-style, toga parties are simple fun

Dave Barry

It's true: Traffic problems alarming

Step-by-step instructions. In this case, how to throw a toga party . . . .

When your knees, shoulders or elbows are rattling like a loose bag, take a second to roll your own. Sometimes, it's the only way to keep from getting busted

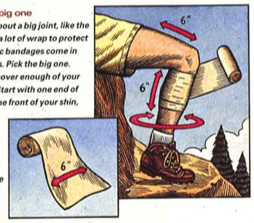
How to roll a joint

By CHEECH MARIN

You could say I've taken a lot of hits in my time. Consider this: I had 150 stitches in me by the time I was seven. I broke my leg skiing a bunny hill in Canada (but, hey, it kept me out of the draft). I messed up both my knees playing basketball. Once, I was even abducted by a bunch of aliens. They tried to take me to Mexico. Now I've started hiking the hills of Malibu, which occasionally gets dangerous, what with mudslides and Sean Penn. That's why it pays to be ready for misfortune. My advice to the weak-kneed: Before you decide to take that trip, make sure your joints are secure.

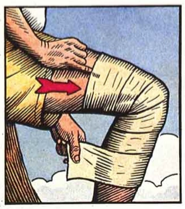
▶ Step One: Roll a big one

When you're talking about a big joint, like the knee, you need to use a lot of wrap to protect it properly. Most elastic bandages come in 2-, 3- and 6-inch widths. Pick the big one. Otherwise you won't cover enough of your knee to do any good. Start with one end of the bandage against the front of your shin, about 6 inches below the knee, then begin unrolling it, round and round, up your leg. Wrap right over the kneecap. When you are 6 inches above the knee, wrap your way down again.



◀ Step Two: Don't wrap too tightly

After you're finished wrapping, slide a finger under the bandage to check the fit. If you can't do this, your joint is wrapped too tightly. This cuts down on circulation, and that can be a drag. Circulation's important when you're talking joints. Circulation's good. Unroll the joint and start again.



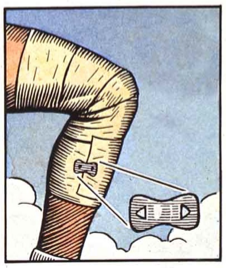
▼ Step Three: Employ a clip

The final joint-point: When you're at the very end, use a clip. The best kind is a butterfly clip (though a roach clip works in a pinch, too).

To keep the bandage snug for a couple of hours, apply some athletic tape over the clip to prevent it from popping off.

If your bones start getting creaky, as mine have, these techniques can keep you healthy and active. After all, you don't want your body to go to pot.

Cheech Marin stars in the new movie *Tin Cup*.



Illustrations by Dan Krovatin. Photo: Brian Smith

. . . . how to roll a joint . . . .

Wands at the ready!

Bethany Bickley /// The Huntsville Times

Want to make the final Harry Potter movie feel like more of an event? Whether you are going to the show or are just a Potter fanatic, we've got a step-by-step process for making your very own wizard wand.

Go to **al.com/htvideo** to watch how it's done.

Last Potter party

Get ready for the midnight showing of the last Harry Potter movie, "Harry Potter and the Deathly Hallows: Part 2," at the Last Harry Potter Party EVER!!! today at Barnes & Noble at Bridge Street Town Centre. The fun starts at 8 p.m. and runs till 11 with games, prizes and, of course, a costume contest.

Photos by The Huntsville Times/Bob Gathany

1 Roll a standard letter-sized piece of white paper starting at the corner. As you roll, be sure to keep one side a little tighter than the other. This will help give the wand its tapered shape.

2 About halfway through rolling, apply a line of glue or double-sided sticky tape and continue rolling. Once you get to the last bit of paper, cover it in glue and finish rolling.

3 When the wand is dry, cut the weaker ends so they are straight across. If you want a sturdier handle, try stuffing pieces of tissue in the larger opening.

4 Stuffing the larger opening will help save glue when you are sealing the ends. Be sure to glue both sides with your hot glue gun. If you are careful, you can achieve rounded edges.

5 The wand will start to take shape and you can be creative. I recommend a low-heat glue gun, which will keep the lines of glue more consistent and prevent it from running.

6 After you have given your wand dimension, it is important to seal it so the glue doesn't separate from the paper. Any color of spray paint will do.

7 When the spray paint is dry, paint the wand with waterproof acrylic paint. If you don't use waterproof paint, be sure to skip the next step. I was going for a wooden look, so I chose brown.

8 This is the part where we make the wand look old. Water down some black paint and wash it over the wand. Don't try to do the entire wand at once, it will dry and you wont get the effect. You want to be able to dab the paint off in places, allowing it to collect in the creases.

9 On to the finishing touches ... Using your finger, rub metallic antique wax finish (I found a tube at Hobby Lobby by the gold leafing) along the raised lines. You can use as little or as much of this as you like.

Source: instructables.com

. . . how to make a wizard wand . . . .

. . . . how to kill a zombie . . . .

COVER STORY

Strip 101

Cave 'entertainer' Matt Abruzzi can help you get your act together

1 Start the music. Matt likes Marvin Gaye's "Let's Get It On." Unzip your jacket.

2 Remove the jacket, making sure to show off your bulging biceps.

3 Slowly undo your trousers. Remember to maintain eye contact.

4 Lift your undershirt off with arms fully extended — all the better to provide a full view of your torso.

5 Rub your rippling abs.

6 Show off your tush as you lower your trousers.

7 Pull down one side of your underwear to provocatively bare a hip. Take it slow, baby. Be a tease.

8 The full monty!

Want to go?

"The Full Monty, The Musical," runs Tuesday through Jan. 5. Showtimes are 8 p.m. Tuesday through Friday, 2 and 8 p.m. Saturday, and 1 and 6:30 p.m. Sunday.

Tickets, $42 to $75, are available at the Merriam Theater box office, 250 S. Broad St.; at Ticketmaster locations or www.ticketmaster.co.nz or charge by phone at 215-336-1234 (Pa.); 856-338-9000 (N.J.) or 302-984-2000 (Del.).

Though the **Cave** (700 N. Delaware Ave., 215-923-5904) will be closed on New Year's Eve, Matt Abruzzi and his hip-grinding pals will be at "Las Vegas Night" at the affiliated club **Fuse** (same address, 215-629-3503) to mix and mingle with fans. Forty bucks buys you all you can eat and drink, champagne and gambling. ★

PHILADELPHIA DAILY NEWS THURSDAY, DECEMBER 26, 2002

. . . . or how to strip for your girlfriend (a special package for Valentine's Day).

KHALEEJ CITY TIMES

MOVIE MANIA 15

INCEPTION

TOP 10 FILMS OF 2010

The Social Network, and *Inception* top list brought out by seven film critics

FILM CRITICS BY definition are contrarians, so naturally, if you gather seven in a room, there will be few points of agreement. So it is with Top 10 Films of 2010 as drawn up by seven film critics for *The Hollywood Reporter*, six U.S.-based and one overseas reviewer who keeps up with domestic releases.

No film made everyone's list. There was only limited agreement over the No. 1 film. Three fingered Christopher Nolan's strikingly original *Inception*. Two others picked David Fincher's Facebook tale, *The Social Network*.

The remaining votes were divided between Olivier Assayas' *Carlos*, about the infamous terrorist known by that moniker, and Tom Hooper's *The King's Speech*, a film many pundits see as an Oscar frontrunner.

The closest area of agreement came with *The Social Network*. It made six out of seven Best 10 lists.

Inception and Jacques Audiard's prison picture *A Prophet* from France wound up on four lists. *Carlos* and Lisa Cholodenko's *The Kids are All Right*, a rare comedy, made three lists. So did Danny Boyle's *127 Hours* and Roman Polanski's *The Ghost Writer*.

Animation and documentaries are making real in-roads into Best 10 lists compared to, say, 10 years ago. But, once again, agreement eludes the critics. Lee Unkrich's *Toy Story 3*, which Disney is billing in its Oscar campaign as the best reviewed film of the year, hit only three lists while Sylvain Chomet's *The Illusionist* and Dean DeBlois and Chris Sanders' *How to Train Your Dragon* from DreamWorks appeared on two lists as well.

No less than five documentaries were honoured, but in each case, only a single list. Elsa Barbash and Lucien Castaing-Taylor's *Sweetgrass*, Charles Ferguson's *Inside Job*, Frederick Wiseman's *Boxing Gym*, Serge Bromberg and Ruxandra Medrea Annonier's *Henri-Georges Clouzot's Inferno* and Banksy's genre-bending *Exit Through the Gift Shop*.

Meanwhile there are several titles that appear on only a single list. But if film choices are rapidly stacking up on your must-see list, and you don't know where to begin, these choices below do contain a few hints.

THE SOCIAL NETWORK

127 HOURS

CARLOS

THE KING'S SPEECH

TOY STORY 3

BEST 10 FILMS OF 2010 — Todd McCarthy

Carlos
The Social Network
Wild Grass
A Prophet
Sweetgrass
Inside Job
Toy Story 3
Animal Kingdom
The Kids Are All Right
Unstoppable

BEST 10 FILMS OF 2010 — Kirk Honeycutt

Inception
The Social Network
The King's Speech
127 Hours
True Grit
Carlos
A Prophet
The Kids Are All Right
Winter's Bone
The Way Back

BEST 10 FILMS OF 2010 — Stephen Farber

The King's Speech
127 Hours
The Girl with the Dragon Tattoo
Get Low
Rabbit Hole
Another Year
The Kids Are All Right
The Social Network
The Secret in Their Eyes
The Fighter

BEST 10 FILMS OF 2010 — Michael Rechtshaffen

The Social Network
The King's Speech
The Ghost Writer
Black Swan
Toy Story 3
How to Train Your Dragon
Inception
The Town
Winter's Bone
Let Me In

5 BEST 10 FILMS OF 2010 — Justin Lowe

Inception
Exit Through the Gift Shop
The Town
Greenberg
The Girl With the Dragon Tattoo
Uncle Boonmee Who Can Recall His Past Lives
Let Me In
127 Hours
The Social Network
Tiny Furniture

6 BEST 10 FILMS OF 2010 — Sheri Linden

The Social Network
Boxing Gym
Father of My Children
The Illusionist
Mother
Henri-Georges Clouzot's Inferno
Please Give
The Ghost Writer
Toy Story 3
A Prophet

7 BEST 10 FILMS OF 2010 — Ray Bennett

Inception
The Secret In Their Eyes
A Prophet
Carlos
The Ghost Writer
Black Swan
Shutter Island
True Grit
Get Low
Blue Valentine

Top Ten lists. Movies, wildfires, burgers — you get the idea.

Focus | **FIRE SEASON**

TOP 10 WILDFIRES

A very dry spring and summer leads into a very scary-looking fire season here in Orange County. Let's remain mindful of the hazard with a look at the 10 worst wildfires in U.S. history — seven of which happened here in California — ranked by property loss.

1 OAKLAND FIRE STORM

Acres burned: **1,500**
Homes destroyed: **3,000**
Fatalities: **25**

ASSOCIATED PRESS

OCTOBER 1991: A fire breaks out in a box canyon in the Berkeley and Oakland Hills. Firefighters extinguish the blaze, but the next day high winds blow embers into trees. The resulting second fire, driven by wind, burns out of control.

Property loss: $1.5 billion
Loss in 2013 dollars: $2.57 billion

2 SOUTHERN CALIFORNIA WILDFIRES

Acres burned: **500,000+**
Homes destroyed: **1,500**
Fatalities: **9**

NASA

OCTOBER 2007: Twenty-one fires break out across seven counties, started by various causes and whipped up by Santa Ana winds. In one case, a suspected arsonist is shot and killed by authorities. Among the injuries: 61 firefighters.

Property loss: $1.9 billion
Loss in 2013 dollars: $2.03 billion

3 THE CEDAR FIRE

Acres burned: **280,278**
Homes destroyed: **2,000+**
Fatalities: **15**

U.S. MARINE CORPS

OCTOBER 2003: A hunter, lost in the forest, sets a fire to signal rescuers. The fire gets out of hand, grows quickly and spreads into the San Diego metro area. This was just one of 15 fires in Southern California that month.

Property loss: $1.3 billion
Loss in 2013 dollars: $1.4 billion

4 CERRO GRANDE FIRE

Acres burned: **48,000**
Homes destroyed: **400**
Fatalities: **0**

INTERAGENCY FIRE CENTER

MAY 2000: A controlled burn is whipped out of control by high winds in drought-stricken New Mexico. The Los Alamos National Laboratory and its radioactive waste disposal sites are affected.

Property loss: $1.3 billion
Loss in 2013 dollars: $1.36 billion

5 THE OLD FIRE

Acres burned: **91,281**
Homes destroyed: **993**
Fatalities: **6**

BRUNEDA COMMON

OCTOBER 2003: An admitted meth addict with a history of violence tosses a lit road flare into brush in the mountains of San Bernardino County on a windy day. In 2013, the man who started the fire is sentenced to death.

Property loss: $12 billion
Loss in 2013 dollars: $1.24 billion

6 SOUTHERN CALIFORNIA WILDFIRES

Acres burned: **43,202**
Homes destroyed: **900**
Fatalities: **0**

ASSOCIATED PRESS

NOVEMBER 2008: A series of fires break out simultaneously around the region, including the Tea fire in Montecito, the Sayre fire in Sylmar and the Freeway Complex fire in Yorba Linda, Anaheim Hills and Brea.

Property loss: $810 million
Loss in 2013 dollars: $868 million

7 LAGUNA BEACH FIRE

Acres burned: **16,000**
Homes destroyed: **366**
Fatalities: **0**

ORANGE COUNTY REGISTER

OCTOBER 1993: A brushfire in Laguna Canyon, driven by Santa Ana winds, jumps a firebreak and consumes neighborhoods 1½ miles away within just 17 minutes. The arsonist is never caught. One of "the Irrlecta fires" of 1993.

Property loss: $796 million
Loss in 2013 dollars: $854 million

8 THE FLORIDA WILDFIRES

Acres burned: **500,000**
Homes destroyed: **150**
Fatalities: **0**

SOUTHERN FOREST

MAY–JUNE 1998: Extreme drought and lightning strikes combine to create a series of wildfires across north and central Florida. Pine flatwood and cypress forests across six counties are affected, as are thousands of asthma sufferers.

Property loss: $527 million
Loss in 2013 dollars: $566 million

9 CLOQUET-MOOSE LAKE FIRE

Acres burned: **250,000**
Homes destroyed: **4,089**
Fatalities: **453**

MINNESOTA HISTORICAL SOCIETY

OCTOBER 1918: Sparks from a passing locomotive ignite dry grass near a remote Minnesota logging town. More than 30 towns – including the entire village of Moose Lake, population 200 – are wiped out. Also killed are thousands of farm animals.

Property loss: $35 million
Loss in 2013 dollars: $541 million

10 PAINTED CAVE FIRE

Acres burned: **5,000**
Homes destroyed: **550**
Fatalities: **1**

UC SANTA BARBARA

JUNE 1990: Among the properties destroyed near Santa Barbara is the county sheriff's complex. Years later, a tip leads to a local man who says he was trying to "burn out a neighbor." He's not prosecuted, but he loses a civil suit.

Property loss: $396 million
Loss in 2013 dollars: $424 million

BURGER LUST

10 THAT SIZZLE

ORANGE COUNTY-BASED JOINTS WEIGH IN WITH THESE HOT OFFERINGS.

Story by BRAD A. JOHNSON, photos by MARK BOSTWICK
ORANGE COUNTY REGISTER

The burger wars are on! Big, fat, juicy hamburgers are everywhere these days. So who makes the ultimate? That has been my quest for the past six months, and it's a subject of intense debate. I've been eating a burger a week for six months, and these are 10 of my favorites. On a scale of 1 to 10 – with a score of 1 being pretty darned good, and a 10 being absurdly, insanely, ridiculously perfect – here's how some of O.C.'s best burgers stack up:

8 THE SMOKEY

BURGER PARLOR

The contender: The Smokey, $8.95
What's on it: Freshly ground sirloin and chuck patty, applewood-smoked bacon, fried onions, cole slaw, steak sauce, cheddar cheese, arugula and Bibb lettuce on a fresh, perfectly house-made Parmesan bun.
The buzz: Pillowy soft and just the right size.
On the side: Half fries, half steak-fried onion rings. Both outstanding.
The score: 8
2641 N. Tustin Blvd., Santa Ana, 714-547-3663

6 BAJA BURGER

LOPEZ & LETTY'S

The contender: Baja Burger, $9.99
What's on it: The meat patty would be better if it wasn't ground so fine and topped with it, but it's smothered in guacamole, refried beans, shredded lettuce, sliced tomatoes, red onions, a whole Anaheim chili, pico de gallo, Jack cheese and sour cream, and served in a handful of fried tortilla strips.
The buzz: Tasty detox but necessary for maximum flavor impact.
On the side: Dry, flat, spiritless Mexican-style fries, with chipotle ketchup.
The score: 6
1756 S. Cherokee Way, Anaheim, 714-300-0108

7 THE G BURGER

G BURGER

The contender: The G Burger, $15
What's on it: Two huge patties of ground sirloin, topped with bacon, avocado and an including plum, pulled, tomato salsa, onion rings, Monterey Jack cheese and more. Then it's slathered in guacamole.
The buzz: Rather greasy.
On the side: Only the frozen-French fries and get the fried zucchini in addition.
The score: 7
4711 E. La Palma Blvd., La Habra, 562-690-7200

10 THE OLD TIMEY

SLATERS 50/50

The contender: The Old Timey, $9.45
What's on it: One-third pound (weighed after cooking) of 21-day-dry-aged, USDA Prime ground beef, topped with Tillamook brie, Hobb's all-natural bacon, American cheese, tomato and Thousand Island dressing.
The buzz: Juicy and delicious, with just enough alcohol to saturate a ban of paint without killing you.
On the side: The fries are a run-of-the-mill frozen variety. But the house-made, beer-battered onion rings are incredible.
The score: 10
9981 Atlanta Ave., Huntington Beach, 714-536-5728

9 THE NO. 1

25 DEGREES

The contender: The No. 1, $12
What's on it: Coarsely ground sirloin, topped with Swiss, bacon, an onion ring, the most mind-gothic-in-the-country – plus concourse and Hungarianite
The buzz: Perfectly cooked, with fried bacon, arugula and Thousand Island.
The bun: Perfectly sized brioche.
On the side: Fries are terrible, but thankfully the ultra-thick onion rings are superb.
The score: 9
16892 Bolsa Ave., Huntington Beach, 714-963-2525

7 THE BIG CORNER BURGER

THE CORNER

The contender: The Big Corner Burger, $9
What's on it: Anchored off on the bottom by a thick, juicy, perfectly cooked beef patties, spiced sauce (spicy aioli, kilbasco, pickles and onions on a sesame seed bun.
The buzz: Pierce lacquer, just like Mickey D's, only better.
On the side: Thick, fine-cooked, old-school, All-Beef Fries.
The score: 7
8986 Warner Ave., Huntington Beach, 714-964-4900

7 HATCH BURGER

UMAMI BURGER, ARAHEIM

The contender: Hatch Burger, $10
What's on it: Umami burgers are small but mighty. It'll be quite in just a few bites. Its patty is a mixture of beef and a beef-flavored sausage, topped simply with four kinds of onion (chive, garlic, caramelized and garlic cheese tuteler, and of pepper aioli.
The buzz: Fine just like the meat, but as a whole, it's not.
On the side: The fantastic onion rings are great, and make sure to request extra crispy.
The score: 7
1725 S. Anaheim Blvd., Anaheim, 714-991-8626

6 THE OG BURGER

SURFIN COWBOY

The contender: The OG Burger, $10
What's on it: A generous half pound of ground sirloin, topped with a fried egg, with a sourdough onion gravy, gooey white cheese and extra aioli.
The buzz: Pretzel bun, perfectly buttery and soft.
On the side: Frozen fries are doctored up with handfuls of fresh garlic.
The score: 6
31631 Coast Hwy, Park Road, Laguna Beach, 949-223-0997

5 THE HABANERO BURGER

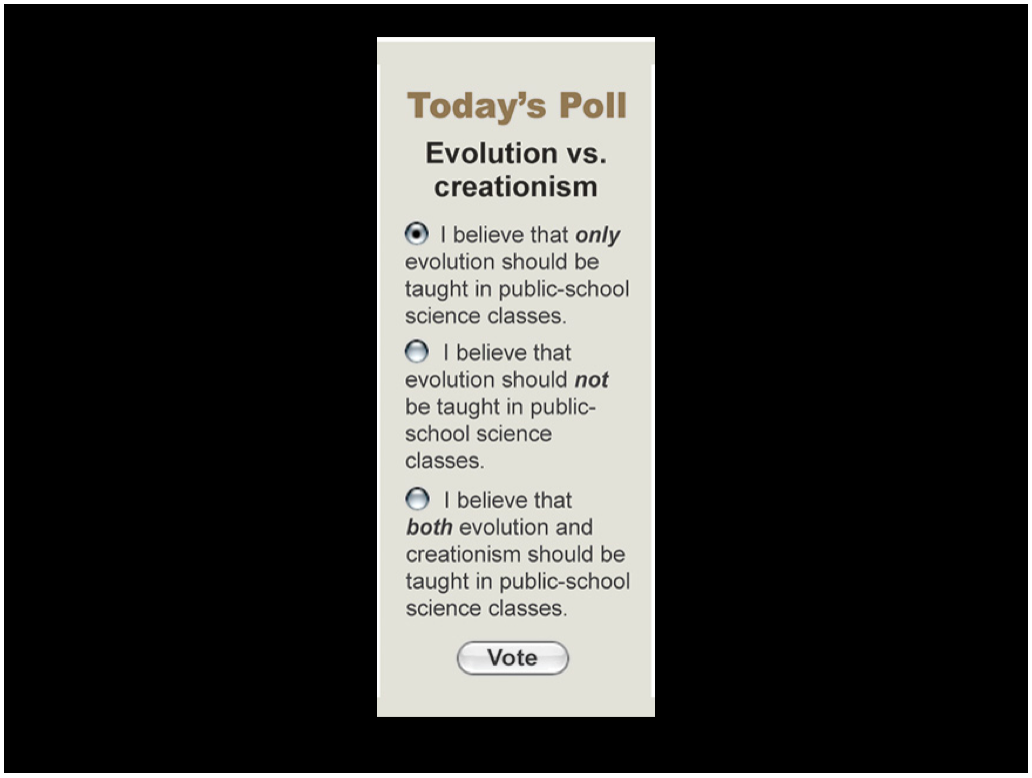
MICK'S KARMA BAR

The contender: The Habanero Burger, $8.50
What's on it: Small but high-quality ground sirloin gently with a heavy dusting of habanero powder, topped with a big dose of Arthur's Spicy Jack, ex. The habanero dishes pro a nice, slow burn, not a five-alarm.
The buzz: Fluffy, like it's been liposuctioned.
On the side: Frozen steak fries. Meh. Better to just get a second burger or two.
The score: 5
Ruby Pizza, 2815 Main St., Santa Ana, Friday: 949-851-6319

4 THE CROW BOY BURGER

CROW BURGER KITCHEN

The contender: The Crow Boy Burger, $9.95
What's on it: A lean gourmet riff on the legendary simplicity of the Quarter Pounder. Two thin patties of ground sirloin, from a blend of prime chuck, short rib, brisket and hanger steak, plus house-made Thousand Island-ketchup dressing.
The buzz: The buttermilk bun is flavorful and moist.
On the side: Fries can sometimes taste like fish (they also sell fish 'n' chips), but the beer-battered onion rings are usually great.
The score: 4
2632 Newport Blvd., Newport Beach, 949-673-2767



Polls and surveys. From political issues to pop culture — give readers choices, collect their responses (mail-in? online?), then tabulate the results.

On sale, Friday, week ending January 24, 1970 NEW MUSICAL EXPRESS 9

New Musical Express

POLL SUPPLEMENT

All the 1969 results

BRITISH MALE SINGER

1	TOM JONES	5332
2	Cliff Richard	4667
3	Mick Jagger	2378
4	Engelbert Humperdinck	2354
5	Paul McCartney	1485
6	Scott Engel	1478
7	John Lennon	671
8	Malcolm Roberts	442
9	Robin Gibb	439
10	Peter Sarstedt	406
11	David Bowie	362
12	Jack Bruce	360
13	Peter Green	359
14	Ian Anderson	346
15	Robert Plant	333
16	Donovan	330
17	Joe Cocker	316
18	Steve Ellis	301
19	Andy Fairweather-Low	287
20	Des O'Connor	283

WORLD VOCAL GROUP

1	BEATLES	7111
2	Rolling Stones	3962
3	Beach Boys	2178
4	Hollies	1098
5	Creedence Clearwater Revival	909
6	Fleetwood Mac	737
7	Diana Ross & the Supremes	716
8	Moody Blues	543
9	Led Zeppelin	542
10	Jethro Tull	530
11	Jordanaires	515
12	Blood, Sweat & Tears	304
13	Four Tops	303
14	Tremeloes	300
15	Fifth Dimension	263
16	Temptations	257
17	Shadows	244
18	Archies	236
19	Who	231
20	Kenny Rogers — First Edition	228

BRITISH VOCAL GROUP

1	BEATLES	7429
2	Rolling Stones	4237
3	Hollies	2521
4	Fleetwood Mac	1346
5	Moody Blues	1005
5	Tremeloes	1005
7	Jethro Tull	888
8	Led Zeppelin	879
9	Shadows	538
10	Who	314
11	Blind Faith	220
12	Love Affair	207
13	Dave Clark Five	204
14	Vanity Fare	198
15	Blue Mink	170
16	Humble Pie	169
17	Marmalade	165
18	Amen Corner	164
19	Peddlers	136
20	Thunderclap Newman	129

WORLD MUSICAL PERSONALITY

1	ELVIS PRESLEY	6510
2	John Lennon	2436
3	Eric Clapton	2217
4	Cliff Richard	1999
5	Tom Jones	1263
6	Mick Jagger	1101
7	Herb Alpert	858
8	Paul McCartney	841
9	Jimi Hendrix	827
10	Stevie Wonder	812
11	Andy Williams	625
12	Cilla Black	598
13	George Harrison	433
14	Hank Marvin	396
15	Scott Engel	370
16	Dusty Springfield	368
17	Bob Dylan	354
18	Johnny Cash	265
19	Frank Sinatra	241
20	Engelbert Humperdinck	183
21	Jose Feliciano	173
22	Ian Anderson	158
23	Lulu	157
24	Rolf Harris	151
25	Bobbie Gentry	150

WORLD FEMALE SINGER

1	DUSTY SPRINGFIELD	5005
2	Lulu	4791
2	Bobbie Gentry	4791
4	Cilla Black	2010
5	Diana Ross	1439
6	Mary Hopkin	1027
7	Clodagh Rodgers	574
8	Petula Clark	532
9	Nancy Sinatra	472
10	Dionne Warwick	386
11	Aretha Franklin	321
12	Vikki Carr	268
13	Mama Cass	263
14	Barbra Streisand	239
15	Judy Collins	236
16	Mireille Mathieu	207
17	Christine Perfect	202
18	Sandy Denny	181
19	Madeline Bell	178
20	Shirley Bassey	165
20	Nina Simone	165

BRITISH FEMALE SINGER

1	LULU	5482
2	Dusty Springfield	5391
3	Cilla Black	2844
4	Mary Hopkin	2286
5	Clodagh Rodgers	2139
6	Petula Clark	504
7	Christine Perfect	367
8	Anita Harris	246
9	Sandy Denny	240
10	Karen Young	208

TOP DISC JOCKEY

1	JIMMY SAVILE	6473
2	Tony Blackburn	4890
3	John Peel	2000
4	Kenny Everett	1987
5	Emperor Rosko	1875
6	David Symonds	1003
7	Tony Prince	612
8	Dave Cash	348
9	Stuart Henry	276
10	Mike Raven	226

BEST TV/RADIO SHOW

1	TOP OF THE POPS	11346
2	Toy Gear	2001
3	Colour Me Pop	1537
4	Pick Of The Pops	1379
5	Scene And Heard	1165
6	Tony Blackburn Show	995
7	Kenny Everett Show	320
8	Savile's Travels	310
9	"Cilla" (BBC-TV)	277
10	Emperor Rosko Show	271

BRIT. INSTRUMENTAL UNIT

1	SHADOWS	7239
2	Fleetwood Mac	6986
3	Nice	1008
4	Sounds Nice	671
5	Upsetters	642
6	Moody Blues	593
7	Love Sculpture	581
8	Cream	447
9	Led Zeppelin	300
10	Blind Faith	285

BRITISH VOCAL PERSONALITY

1	CLIFF RICHARD	3839
2	Tom Jones	3695
3	John Lennon	1776
4	Mick Jagger	1721
5	Cilla Black	1718
6	Paul McCartney	1634
7	Engelbert Humperdinck	1213
8	Dusty Springfield	1122
9	Scott Engel	1040
10	Ian Anderson	728
11	Lulu	727
12	Rolf Harris	263
12	Peter Sarstedt	263
14	Peter Green	231
15	Robin Gibb	206
16	Clodagh Rodgers	200
17	Des O'Connor	190
18	Malcolm Roberts	181
19	Donovan	179
20	Mary Hopkin	173

BEST NEW GROUP

1	JETHRO TULL	6887
2	Blue Mink	3984
3	Led Zeppelin	3901
3	Vanity Fare	3901
5	Thunderclap Newman	1732
6	Blind Faith	1589
7	Humble Pie	1168
8	Family Dogg	426
9	Peddlers	313
10	Fairport Convention	210
11	Chicken Shack	187
12	King Crimson	184

BEST BRITISH DISC THIS YEAR

1	ROLLING STONES' "HONKY TONK WOMEN"	5849
2	Beatles' "Get Back"	3609
3	Thunderclap Newman's "Something In The Air"	2026
4	Fleetwood Macs "Oh Well"	1666
5	Cliff Richard-Hank Marvin's "Throw Down A Line"	1538
6	Jethro Tull's "Living In The Past"	1361
7	Blue Mink's "Melting Pot"	880
8	Hollies' "He Ain't Heavy"	624
9	Peter Sarstedt's "Where Do You Go To"	533
10	David Bowie's "Space Oddity"	497

WORLD MALE SINGER

1	ELVIS PRESLEY	5727
2	Tom Jones	3816
3	Cliff Richard	2925
4	Stevie Wonder	1609
5	Mick Jagger	1222
6	Bob Dylan	1001
7	Paul McCartney	973
8	Scott Engel	848
9	Frank Sinatra	837
10	Engelbert Humperdinck	824
11	Andy Williams	555
12	Marvin Gaye	396
13	John Lennon	373
14	Glen Campbell	369
15	Gene Pitney	328
16	Peter Sarstedt	286
17	Malcolm Roberts	273
18	Johnny Cash	272
19	Roy Orbison	250
20	Robin Gibb	245
21	David Bowie	219
22	Peter Green	210
23	Tony Bennett	198
24	Jack Bruce	196
25	Leonard Cohen	177

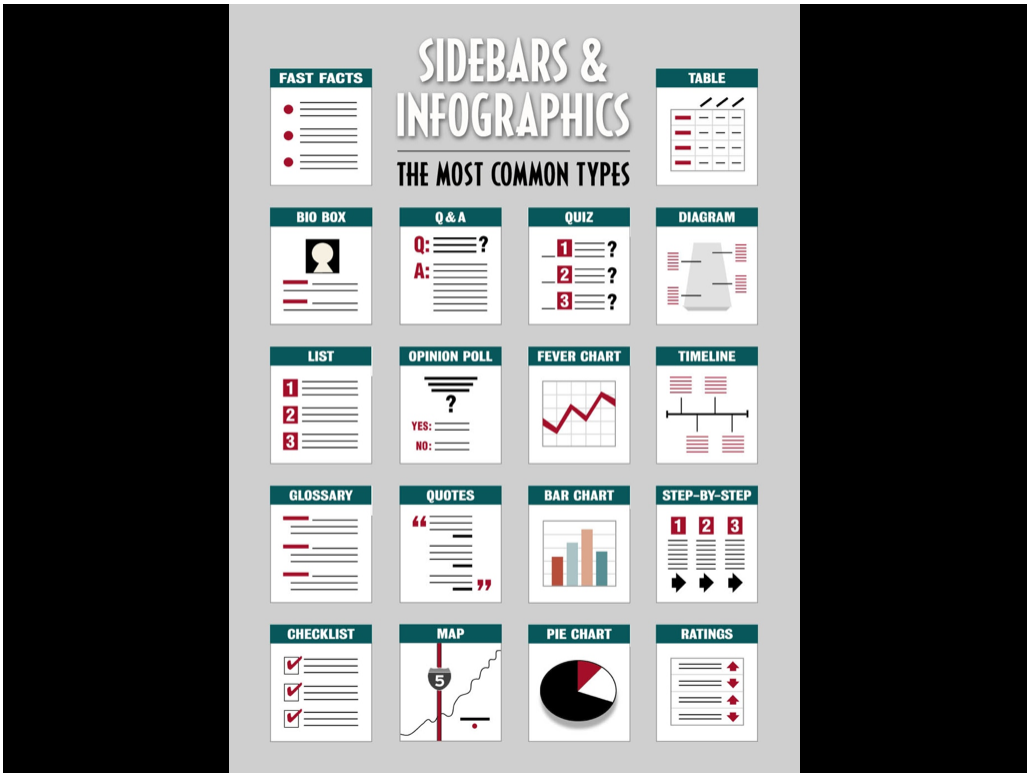
NEW DISC SINGER

1	CLODAGH RODGERS	7010
2	Peter Sarstedt	5011
3	Robin Gibb	3357
4	David Bowie	2245
5	Jack Bruce	2196
6	Roger Whittaker	1859
7	Madeline Bell	1308
8	Christine Perfect	963
9	Joe Dolan	425
10	Karen Young	376

BRITISH BLUES GROUP

1	FLEETWOOD MAC	5867
2	Rolling Stones	3718
3	Moody Blues	2199
4	Jethro Tull	2153
5	John Mayall	1540
6	Chicken Shack	1538
7	Led Zeppelin	1533
8	Peddlers	321
9	Ten Years After	247
10	Jimi Hendrix Experience	186

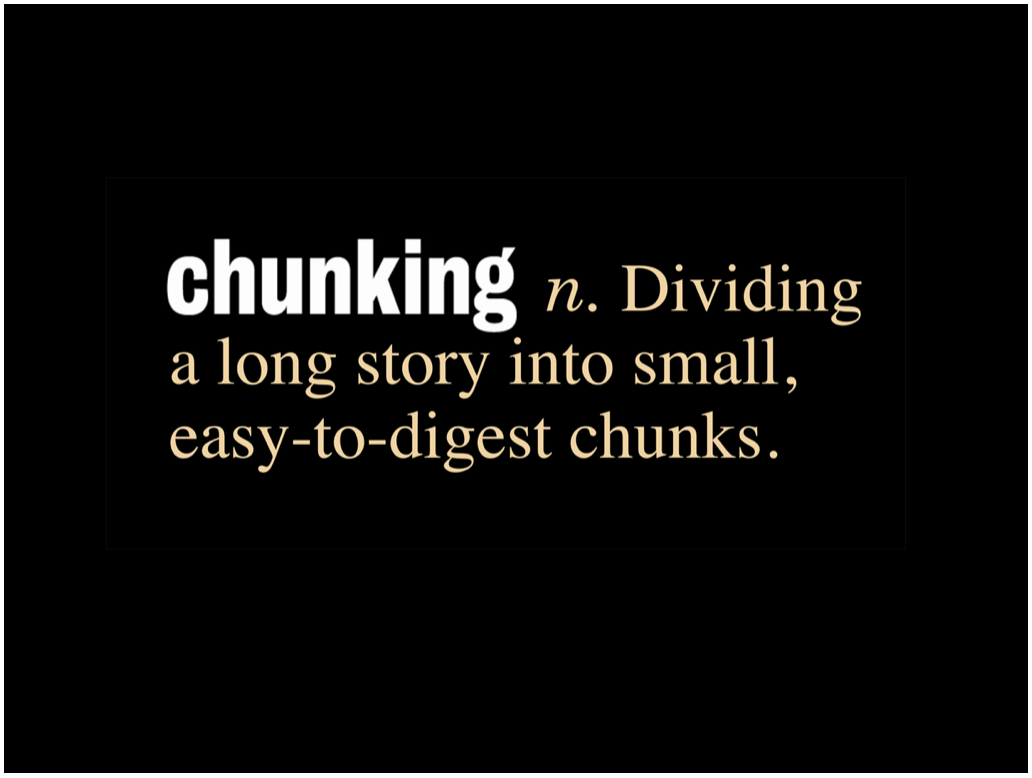
You can package poll results in a variety of ways, whether in list form (with artwork) or as infographics (with pie charts, for instance).

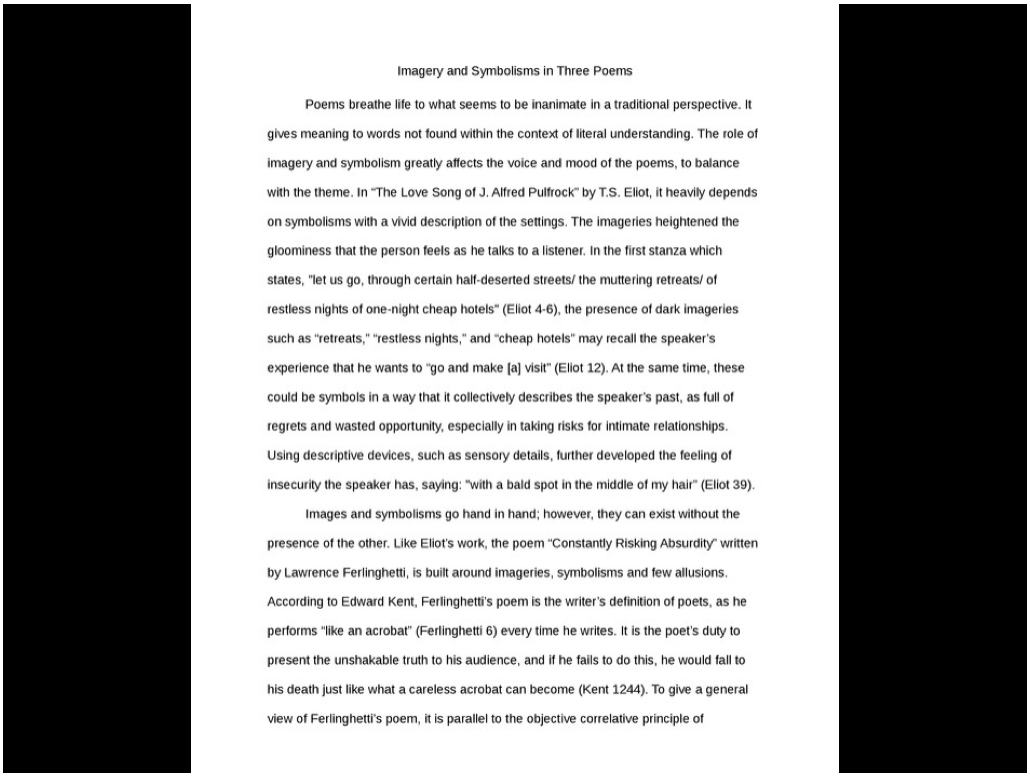


You can find more inspiring examples of all the above sidebars either by Googling, say *timelines*, or by consulting “The Newspaper Designer’s Handbook.”

1
Start using a
bigger toolbox.

2
Do more
chunking.


chunking n. Dividing
a long story into small,
easy-to-digest chunks.



Imagery and Symbolisms in Three Poems

Poems breathe life to what seems to be inanimate in a traditional perspective. It gives meaning to words not found within the context of literal understanding. The role of imagery and symbolism greatly affects the voice and mood of the poems, to balance with the theme. In "The Love Song of J. Alfred Pulfrock" by T.S. Eliot, it heavily depends on symbolisms with a vivid description of the settings. The imageries heightened the gloominess that the person feels as he talks to a listener. In the first stanza which states, "let us go, through certain half-deserted streets/ the muttering retreats/ of restless nights of one-night cheap hotels" (Eliot 4-6), the presence of dark imageries such as "retreats," "restless nights," and "cheap hotels" may recall the speaker's experience that he wants to "go and make [a] visit" (Eliot 12). At the same time, these could be symbols in a way that it collectively describes the speaker's past, as full of regrets and wasted opportunity, especially in taking risks for intimate relationships. Using descriptive devices, such as sensory details, further developed the feeling of insecurity the speaker has, saying: "with a bald spot in the middle of my hair" (Eliot 39).

Images and symbolisms go hand in hand; however, they can exist without the presence of the other. Like Eliot's work, the poem "Constantly Risking Absurdity" written by Lawrence Ferlinghetti, is built around imageries, symbolisms and few allusions. According to Edward Kent, Ferlinghetti's poem is the writer's definition of poets, as he performs "like an acrobat" (Ferlinghetti 6) every time he writes. It is the poet's duty to present the unshakable truth to his audience, and if he fails to do this, he would fall to his death just like what a careless acrobat can become (Kent 1244). To give a general view of Ferlinghetti's poem, it is parallel to the objective correlative principle of

For years, students have been told that THIS is the ideal model for conveying information: the essay. Paragraph after paragraph . . .

Brooke MacKillop
May 1st 2013
Environmental Sciences
Term Paper

Wildlife Conservation and the Loss of Species

The number one cause of species loss is in fact the loss of their habitat. It is estimated that the Earth loses ten species per day, mainly at the hand of the human population. Each species, and in fact each organism, play key ecological roles. When a species is lost, it is impossible to predict the full extent of the effect this loss will have on the ecosystem it previously inhabited and the world at large. This, as well as an infinite number of other reasons, provides the basis for a strong argument as to why the human population needs to make great strides toward the preservation of both habitats and their species.

As previously stated, it is estimated that on average, 10 species are lost per day. The equals 3600 species annually. While a great number of these species are microorganisms whose extinction cannot be easily noticed, some of these organisms are larger, such as animals and plants. Many humans do not feel the drive to help these species, but are more concerned with their daily lives and those items they prioritize. However, the loss of these species does in fact affect everyone and everything in the world. For example, a great deal of animals are used for food, wither for himself or herself personally or for a family pet. Many plants also provide materials such as cotton, hemp, and fabric dyes. Plants and bacteria cultures provide medicines, and those synthetic materials in medications are modeled after plants. Others argue the famous point "with great power comes great responsibility." As

. . . . after paragraph . . . .

Research Paper: Zebra Mussel Alien Invasion **Matt Highnam**

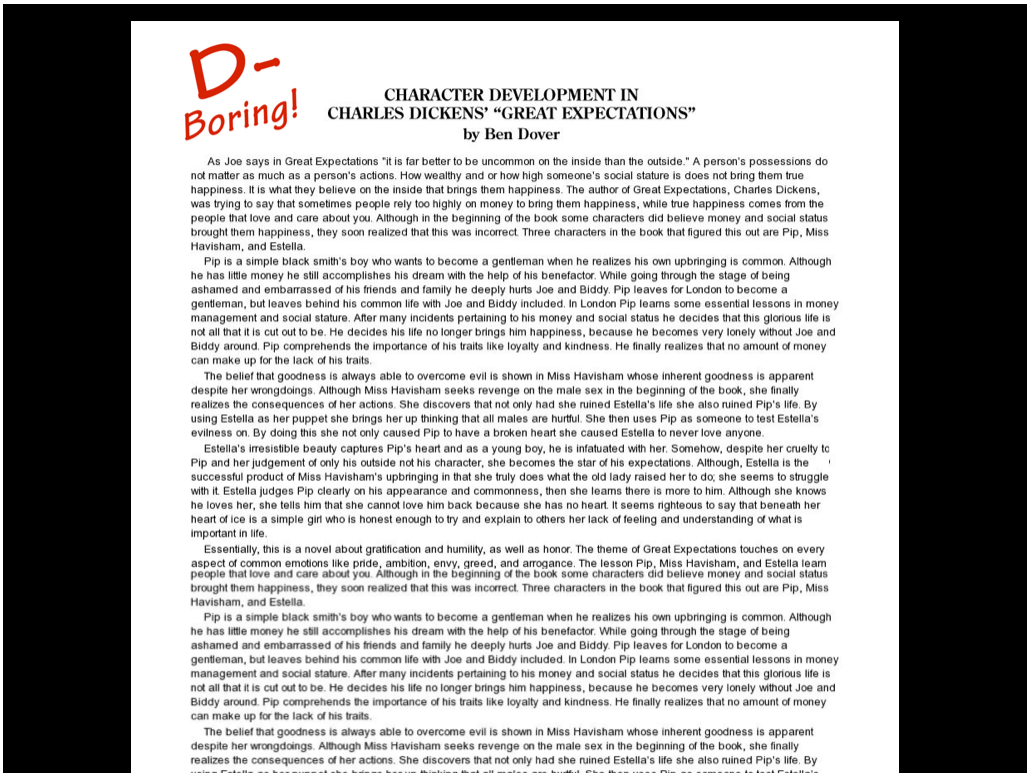
The most significant and documented data and content on zebra mussel invasiveness in the United States is that of the Great Lakes and the surrounding smaller lakes in the network. Zebra mussels were discovered in 1986 in Lake Eerie and Lake St. Clair. Within three to five years of observing the initial establishment of zebra mussels in Lake St. Clair, there was extremely high to near mortality of the unionid population especially after the increased climb of infestations in the summer of 1989. This trend persisted and within the next two to three years the unionid population had been almost completely extirpated. This trend seemed to be matched in the much large water body of Lake Eerie. Mainly in the western part of the lake was where studies took place and the zebra population was established and flourished in no time. In one to two years the zebra population was observed to sky rocket while the unionid population decreased dramatically. These observations were supported by statistics as from 1989 to 1991 the unionid population, after three years of the zebra mussel invasion, went from 53% alive and 47% dead, to all 100% of the unionid population in western Lake Eerie being dead. This drastic occurrence greatly supported and exemplified the dire effects zebra mussels had on unionids as this was unprecedented since unionids had thrived in western Lake Eerie for centuries prior to this. From the Great Lake systems, zebra mussel populations became established in rivers such as the Mississippi and the Illinois in around 1990. This was thought to have occurred most likely from veligers contained in water flowing in canals that connected the Illinois river to Lake Michigan. These rivers and, other rivers that were soon invaded, displayed the same exact exponential increase in zebra mussel population and consistent decrease in unionid populations as the Great Lakes exhibited. "Zebra mussels not only colonized unionids but also essentially covered the entire surface of the gravel bar...They formed a pavement made up of zebra mussel shells

. . . . after paragraph. So if your target audience is, say, a college professor, *this* is how you deliver the data.

For years, then, *this guy* has been the gatekeeper for those long-form essays. *He's* the guy you always needed to please. But what pleases *him* may not actually please most *normal* people.

(Incidentally, I debated whether it was sexist to depict this stereotypical professor as a *man*. After all, just because someone's in a position of authority, we shouldn't automatically assume it's a *dude*. But then I thought, "Would it not be sexist to use a *grumpy woman* to represent all college professors?" This is always a worthwhile dilemma to ponder, especially if you're a journalist or page designer,

though you can argue back and forth without ever really reaching an infallible verdict.)



D-
Boring!

CHARACTER DEVELOPMENT IN
CHARLES DICKENS' "GREAT EXPECTATIONS"
by Ben Dover

As Joe says in Great Expectations "it is far better to be uncommon on the inside than the outside." A person's possessions do not matter as much as a person's actions. How wealthy and or how high someone's social stature is does not bring them true happiness. It is what they believe on the inside that brings them happiness. The author of Great Expectations, Charles Dickens, was trying to say that sometimes people rely too highly on money to bring them happiness, while true happiness comes from the people that love and care about you. Although in the beginning of the book some characters did believe money and social status brought them happiness, they soon realized that this was incorrect. Three characters in the book that figured this out are Pip, Miss Havisham, and Estella.

Pip is a simple black smith's boy who wants to become a gentleman when he realizes his own upbringing is common. Although he has little money he still accomplishes his dream with the help of his benefactor. While going through the stage of being ashamed and embarrassed of his friends and family he deeply hurts Joe and Biddy. Pip leaves for London to become a gentleman, but leaves behind his common life with Joe and Biddy included. In London Pip learns some essential lessons in money management and social stature. After many incidents pertaining to his money and social status he decides that this glorious life is not all that it is cut out to be. He decides his life no longer brings him happiness, because he becomes very lonely without Joe and Biddy around. Pip comprehends the importance of his traits like loyalty and kindness. He finally realizes that no amount of money can make up for the lack of his traits.

The belief that goodness is always able to overcome evil is shown in Miss Havisham whose inherent goodness is apparent despite her wrongdoings. Although Miss Havisham seeks revenge on the male sex in the beginning of the book, she finally realizes the consequences of her actions. She discovers that not only had she ruined Estella's life she also ruined Pip's life. By using Estella as her puppet she brings her up thinking that all males are hurtful. She then uses Pip as someone to test Estella's evilness on. By doing this she not only caused Pip to have a broken heart she caused Estella to never love anyone.

Estella's irresistible beauty captures Pip's heart and as a young boy, he is infatuated with her. Somehow, despite her cruelty to Pip and her judgement of only his outside not his character, she becomes the star of his expectations. Although, Estella is the successful product of Miss Havisham's upbringing in that she truly does what the old lady raised her to do; she seems to struggle with it. Estella judges Pip clearly on his appearance and commonness, then she learns there is more to him. Although she knows he loves her, she tells him that she cannot love him back because she has no heart. It seems righteous to say that beneath her heart of ice is a simple girl who is honest enough to try and explain to others her lack of feeling and understanding of what is important in life.

Essentially, this is a novel about gratification and humility, as well as honor. The theme of Great Expectations touches on every aspect of common emotions like pride, ambition, envy, greed, and arrogance. The lesson Pip, Miss Havisham, and Estella learn

people that love and care about you. Although in the beginning of the book some characters did believe money and social status brought them happiness, they soon realized that this was incorrect. Three characters in the book that figured this out are Pip, Miss Havisham, and Estella.

Pip is a simple black smith's boy who wants to become a gentleman when he realizes his own upbringing is common. Although he has little money he still accomplishes his dream with the help of his benefactor. While going through the stage of being ashamed and embarrassed of his friends and family he deeply hurts Joe and Biddy. Pip leaves for London to become a gentleman, but leaves behind his common life with Joe and Biddy included. In London Pip learns some essential lessons in money management and social stature. After many incidents pertaining to his money and social status he decides that this glorious life is not all that it is cut out to be. He decides his life no longer brings him happiness, because he becomes very lonely without Joe and Biddy around. Pip comprehends the importance of his traits like loyalty and kindness. He finally realizes that no amount of money can make up for the lack of his traits.

The belief that goodness is always able to overcome evil is shown in Miss Havisham whose inherent goodness is apparent despite her wrongdoings. Although Miss Havisham seeks revenge on the male sex in the beginning of the book, she finally realizes the consequences of her actions.

Sadly, most normal people don't have the interest or the patience for theme papers like this. In the *real world*, they grade them *much* more harshly.

Tomatoes coming off menus

By Karissa Stewart
and Jeff Gable
Rome News-Tribune Staff Writers

Don't expect to bite into a raw tomato at lunchtime or anytime soon. Many area restaurants are no longer serving them because of a salmonella outbreak.

McDonald's, Applebee's, Wendy's, Pizza Hut and Taco Bell have all stopped serving the raw fruit.

Locally grown tomatoes are cleared from the salmonella scare.

Salmonella food poisoning first linked to uncooked tomatoes has spread to 16 states, including Texas, New Mexico, Arizona, California, Colorado, Connecticut, Idaho, Illinois, Indiana, Kansas, Oklahoma, Oregon, Utah, Virginia, Washington and Wisconsin.

Cherry tomatoes, grape tomatoes, tomatoes sold with the vine still attached and homegrown tomatoes are likely not the source of the outbreak, Center for Disease Control officials said.

Produce from Arkansas, California, Georgia, Hawaii, North Carolina, South Carolina, Tennessee, Texas, Belgium, Canada, Dominican Republic, Guatemala, Israel, the Netherlands and Puerto Rico has been cleared and are not linked to the outbreak.

Salmonella is a bacteria that lives in the intestinal tracts of humans and other animals. It usually is transmitted to humans by eating food contaminated with animal feces.

Most infected people suffer fever, diarrhea and abdominal cramps starting 12 to 72 hours after infection. The illness tends to last four to seven days. Many people recover without treatment, but severe infection and death are possible.

Brittany Hannah / Rome News-Tribune

Many restaurants are pulling fresh tomato products from their menus because of a recent outbreak of salmonella.

ON THE WEB

Read this story online to see a CDC report about the salmonella outbreak.

www.romenews-tribune.com

Produce managers at Kroger and Kmart in Rome said their stores have pulled some kinds of tomatoes as a precaution, while East Rome Wal-Mart manager Steve Barber said their supply of tomatoes comes from an unaffected supplier.

The IGA store on Shorter Avenue also gets its tomatoes from an unaffected distributor, according to manager Kathy McStotts.

Karen Peterson, the corporate communications manager for Food Lion's corporate office in North Carolina, said many stores in its chain have pulled tomatoes off the shelf while they determine if the fruit is from the affected areas.

Please see **FRUIT** 2A

So wouldn't that be true for news stories, as well?

Take a story like this: A few years ago, consumers across the country began contracting salmonella food poisoning from tainted tomatoes. Everyone was nervous, and justifiably so.

So here's how most newspapers presented their front-page story: a generic tomato photo, and 20 (or more) inches of traditional text.

SALMONELLA OUTBREAK

Retailers play it safe, pull tomatoes

Federal officials, working to pinpoint the source of a multistate salmonella outbreak, recommend consumers avoid red plum, red Roma and round red tomatoes unless they are grown in certain states or countries.

OFF THE SHELVES
In the midstate, Giant Foods, Karns Quality Foods, Weis Markets and Wegmans have pulled plum, Roma and round red tomatoes from produce sections. A salmonella outbreak in 16 states might be tied to those raw, red tomatoes, the Food and Drug Administration said. Last week, Wal-Mart said it pulled some tomatoes.

OFF THE MENU
Many restaurants have stopped selling raw tomatoes. McDonald's stopped serving sliced tomatoes on its sandwiches but will continue to serve grape tomatoes in salads. At Subway, tomatoes were removed from the list of sandwich toppings. Burger King, Taco Bell, Outback Steakhouse, Red Lobster and Olive Garden took tomatoes off their menus.

THESE ARE OK
Cherry and grape tomatoes, those tomatoes attached to the vine, and homegrown tomatoes are safe, federal officials say. Other raw tomatoes should be avoided for now, the FDA recommends. For the agency's latest updates: **www.fda.gov**.

THE OUTBREAK
So far, 145 people have been sickened since mid-April. No one has died. As of Monday, there were no Pennsylvania cases tied to the outbreak, the state Department of Health said. Salmonella can cause diarrhea, fever and abdominal cramps, usually beginning 12 to 72 hours after infection.

By Sue Gleiter and David Wenner, The Patriot-News; The Associated Press contributed

Or is this a more efficient way to present that information? Here, the important info is broken into short, digestible chunks. It's more concise (and much less detailed) — but might it communicate more easily and effectively?

TOMATO SCARE SPURS SCRAMBLE

Restaurants, stores and others in Central Florida are racing to yank them off menus and shelves.

by MARK CHEDIAK | SENTINEL STAFF WRITER

Diners were looking suspiciously at tomatoes Monday after learning certain types were linked to a spreading salmonella outbreak. Last week, federal regulators, who are still trying to identify the source of the tainted tomatoes, warned people in Texas and New Mexico about the dangers of raw tomatoes, and the warning went nationwide during the weekend. That left restaurants, grocery stores and others across Central Florida scrambling to pull the items from their menus and shelves. And the state's tomato growers say they could be in a pickle if the situation isn't straightened out soon.

JACOB LANGSTON/ORLANDO SENTINEL

Grocery and restaurant response

Publix Super Markets and Winn-Dixie have emptied shelves of the suspect produce. Albertsons, however, said it was told by suppliers that its tomatoes are safe.

Orlando-based Darden Restaurants has removed suspect tomatoes from restaurants nationwide while nixing menu items such as the bruschetta appetizer and capellini pomodoro dish at Olive Garden. Lake Mary-based Ruth's Chris Steak House also has eliminated some items from its menu. Dexter's in Lake Mary says it stopped serving dishes made with any raw tomatoes. "If it's a raw tomato, we are not using it," said Martino Rosanova, the restaurant's manager.

National fast-food and sandwich shops, such as McDonald's, Burger King and Subway, also are eliminating tomatoes.

Maitland-based Tijuana Flats says it was told by its supplier that its Florida-grown tomatoes are OK.

What consumers can do

Avoid the raw tomatoes identified in the outbreak. Avoid dishes made from raw tomatoes such as fresh salsa or bruschetta and pico de gallo.

Tomatoes need to be thoroughly cooked to kill salmonella.

Refrigerate within two hours — or discard — cut, peeled or cooked tomatoes. Avoid bruised or damaged tomatoes. Thoroughly wash all tomatoes under running water. Keep raw tomatoes separate from raw meats, raw seafood and produce. Wash cutting boards, dishes, utensils and countertops with hot water and soap when switching between types of foods.

Mark Chediak can be reached at mchediak@orlandosentinel.com or 407-420-5240.

Diseased tomatoes

RISKY BUSINESS
- Raw red plum (right)
- Certain raw red Roma
- Raw red round tomatoes (top)

APPEAR SAFE TO FDA
- Cherry tomatoes
- Grape tomatoes
- Tomatoes sold with the vine attached (below)
- Homegrown tomatoes
- Processed tomatoes have not been implicated.

Who's getting sick

Since mid-April, there have been 145 reported cases of salmonellosis, caused by a rare strain of the bug, in at least 16 states. Florida has not reported any illnesses.

Agriculture woes

Florida growers estimate they could lose at least $40 million if the state's tomatoes are not cleared soon by federal investigators. "We have literally shut the industry down at this point. We are not harvesting or packing tomatoes anymore," said Reggie Brown, executive vice president of the Florida Tomato Growers Exchange, based in Maitland. Florida growers supply the eastern U.S., and Brown was optimistic that his members would be back in business before long because the outbreak appears concentrated in the western U.S.

Salmonella: Food-borne illness

SOURCE: Current Medical Diagnosis & Treatment 1998 MCCLATCHY-TRIBUNE

Another example — same story, different front page. But again, ask yourself: Does this “chunked” version of the story communicate in a more accessible way?

Ihicia ima dellore ribust ex eium volesto temquodi ulparum, quia quis ea andani Ihicia ima dellore ribust ex eium volesto temquodi ulparum

Trump unveils his job plan

The 10-point proposal combines tax breaks with ambitious new infrastructure projects

By JOHN MEYER
The Associated Press

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Suppose the president gives a speech . . . . in this case, announcing a major new jobs proposal. Here’s the traditional way to lay out that story: big photo, headline, and a dozen meaty paragraphs of text.

Would readers prefer this version, instead? We’ve added a liftout quote to that photo. But more importantly, we’re using boldface bullets to highlight key points of the plan.

Or is this even more effective: packaging key points of the plan in a colorful sidebar?

“LET’S PUT AMERICA TO WORK”

The president’s 10-point jobs plan combines tax breaks with ambitious infrastructure projects

Ihicia ima dellore ribust ex eium volesto temquodi ulparum, quia quis ea andani Ihicia ima dellore ribust ex eium volesto temquodi ulparum

By JOHN MEYER
The Associated Press

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KEY COMPONENTS OF TRUMP’S JOB PLAN

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- **NEW INFRASTRUCTURE PROJECTS:** dellore ribust ex eium volesto temquodi ulparum, quia quis ea andani beatem. Suntur, tem. Nos sit, sequia dolore ducit este et et pre sam fuga. Et que accus dit, nisquos renihillam dellesinit et quis dolup. Suntur, tem. Nos sit, sequia dolore ducit este et etatur res ilit unt hillaut ium aute vo
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CONGRESSIONAL REACTIONS TO TRUMP’S JOB PLAN

JOHN BOEHNER, SPEAKER OF THE HOUSE: *“I dellore ribust ex eium volesto temquodi ulparum, quia quis ea andani beatem. Suntur, tem. Nos sit, sequi. Suntur, tem. Nos sit, sequia dolore ducit este et ea dolore ducit este et et pre sam fuga. Et accus dit.”*

NANCY PELOSI, HOUSE MINORITY LEADER: *“I dellore ribust ex eium volesto temquodi ulparum, quia quis ea andani beatem. Suntur, tem. Nos sit, sequi. Suntur, tem. Nos sit, sequia dolore ducit este et ea dolecus dit.”*

ERIC CANTOR, HOUSE MAJORITY LEADER: *“I dellore ribust ex eium volesto temquodi ulparum, quia quis ea andani beatem. Suntur, tem. Nos sit, sequi. Suntur, tem. Nos sit, sequia dolore ducit este et ea dolore ducit este et et pre sam fit accus dit.”*

DEBBIE STABENOW, MICHIGAN SENATOR: *“I dellore ribust ex eium volesto temquodi ulparum, quia quis ea andani beatem. Suntur, tem. Nos sit, sequi. Suntur, tem. Nos sit, sequia dolore ducit este et ea dolorega. Et accus dit.”*

CARL LEVIN, MICHIGAN SENATOR: *“Boat ex eium volesto temquodi ulparum, quia quis ea andani beatem. Suntur, tem. Nos sit, sequi. Suntur, tem. Nos sit, sequia dolore ducit este et ea dolore ducit este et et pre sam fuga. Et accus dit.”*

WHAT HAPPENS NEXT?

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MORE STORIES, PHOTOS AND ANALYSIS
Page A3

But wait! How about this: A more dramatic display headline. A few inches of introductory text. Bullet items that detail points of the plan. Reactions from key members of Congress. And a “What Happens Next” sidebar leading to more stories inside the paper.

Trump unveils his job plan

The 10-point proposal combines tax breaks with ambitious new infrastructure projects

By JOHN MEYER
The Associated Press

"LET'S PUT AMERICA TO WORK"

The president's 10-point jobs plan combines tax breaks with ambitious infrastructure projects

KEY COMPONENTS OF TRUMP'S JOB PLAN

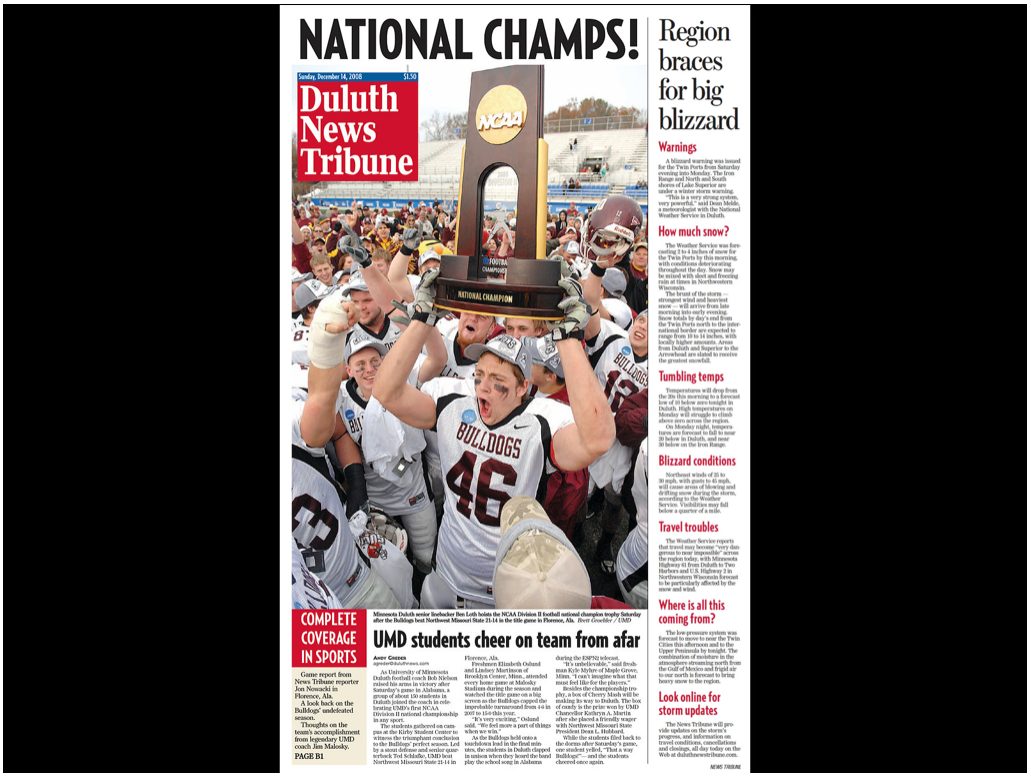
CONGRESSIONAL REACTIONS TO TRUMP'S JOB PLAN

WHAT HAPPENS NEXT?

MORE STORIES, PHOTOS AND ANALYSIS
Page A3

Your Father's Newspaper vs. a chunked, short-form alternative. Which do you prefer?

More importantly, which would do a more effective job of attracting eyeballs and *keeping them engaged* for a longer period of time?



NATIONAL CHAMPS!

Sunday, December 14, 2008 $1.50

Duluth News Tribune

Minnesota Duluth senior linebacker Ben Loth hoists the NCAA Division II football national champion trophy Saturday after the Bulldogs beat Northwest Missouri State 21-14 in the title game in Florence, Ala. *Brett Goodkin / UMD*

UMD students cheer on team from afar

Andy Cuzzen
agnelson@duluthnews.com

As University of Minnesota Duluth football coach Bob Nielson raised his arms in victory after Saturday's game in Alabama, a group of about 150 students in Duluth joined the coach in celebrating UMD's first NCAA Division II national championship in any sport.

The students gathered on campus at the Kirby Student Center to witness the triumphant conclusion to the Bulldogs' perfect season. Led by a sound defense and senior quarterback Ted Schlafke, UMD beat Northwest Missouri State 21-14 in Florence, Ala.

Freshmen Elizabeth Osland and Lindsey Martinson of Brooklyn Center, Minn., attended every home game at Malosky Stadium during the season and watched the title game on a big screen as the Bulldogs capped the impressive turnaround from 4-6 in 2007 to 15-0 this year.

"It's very exciting," Osland said. "We feel more a part of things when we win."

As the Bulldogs held onto a touchdown lead in the final minutes, the students in Duluth clapped in unison when they heard the band play the school song in Alabama during the ESPN2 telecast.

"It's unbelievable," said freshman Kyle Mylner of Maple Grove, Minn. "I can't imagine what that must feel like for the players."

Besides the championship trophy, a box of Cherry Mash will be making its way to Duluth. The box of candy is the prize won by UMD Chancellor Kathryn A. Martin after she placed a friendly wager with Northwest Missouri State President Dean L. Hubbard.

While the students filed back to the dorms after Saturday's game, one student yelled, "That a way Bulldogs!" — and the students cheered once again.

COMPLETE COVERAGE IN SPORTS

Game report from News Tribune reporter Jon Nowacki in Florence, Ala.

A look back on the Bulldogs' undefeated season.

Thoughts on the team's accomplishment from legendary UMD coach Jim Malosky.

PAGE B1

Region braces for big blizzard

Warnings

A blizzard warning was issued for the Twin Ports from Saturday evening into Monday. The Iron Range and North and South shores of Lake Superior are under a winter storm warning.

"This is a very strong system, very powerful," said Dean Melde, a meteorologist with the National Weather Service in Duluth.

How much snow?

The Weather Service was forecasting 2 to 4 inches of snow for the Twin Ports by this morning, with conditions deteriorating throughout the day. Snow may be mixed with sleet and freezing rain at times in Northwestern Wisconsin.

The brunt of the storm — strongest wind and heaviest snow — will arrive from late morning into early evening. Snow totals by day's end from the Twin Ports north to the international border are expected to range from 10 to 14 inches, with locally higher amounts. Areas from Duluth and Superior to the Arrowhead are slated to receive the greatest snowfall.

Tumbling temps

Temperatures will drop from the 30s this morning to a forecast low of 10 below zero tonight in Duluth. High temperatures on Monday will struggle to climb above zero across the region.

On Monday night, temperatures are forecast to fall to near 20 below in Duluth, and near 30 below on the Iron Range.

Blizzard conditions

Northeast winds of 25 to 30 mph, with gusts to 45 mph, will cause areas of blowing and drifting snow during the storm, according to the Weather Service. Visibilities may fall below a quarter of a mile.

Travel troubles

The Weather Service reports that travel may become "very dangerous to near impossible" across the region today, with Minnesota Highway 61 from Duluth to Two Harbors and U.S. Highway 2 in Northwestern Wisconsin forecast to be particularly affected by the snow and wind.

Where is all this coming from?

The low-pressure system was forecast to move to near the Twin Cities this afternoon and to the Upper Peninsula by tonight. The combination of moisture in the atmosphere streaming north from the Gulf of Mexico and frigid air to our north is forecast to bring heavy snow to the region.

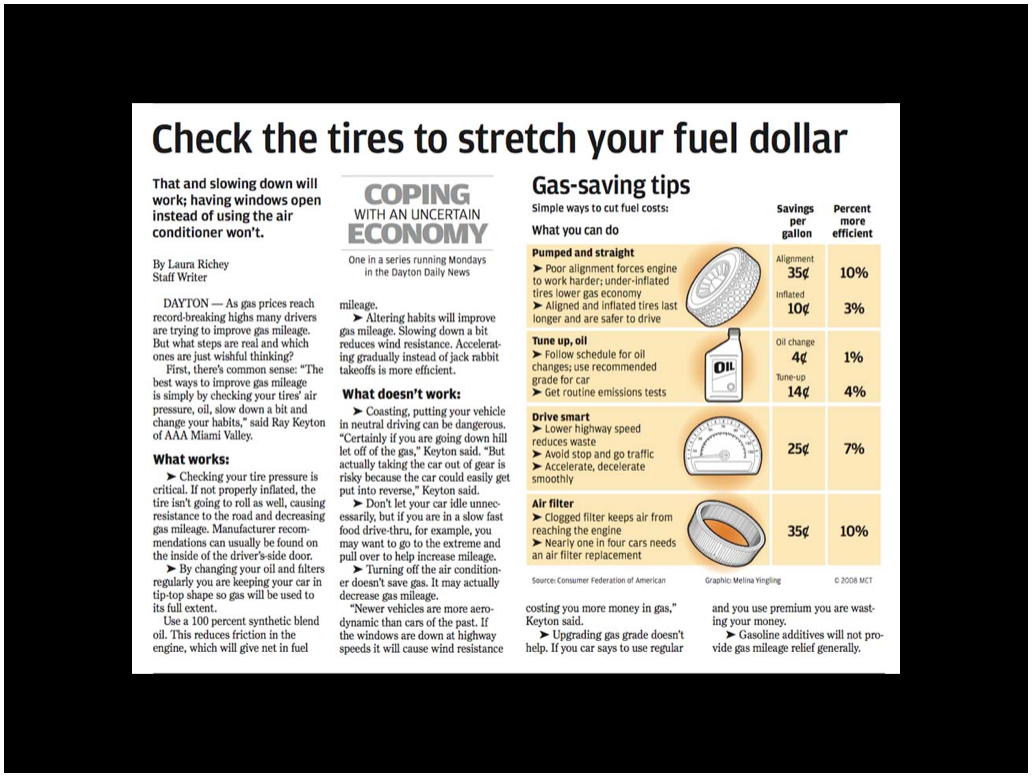
Look online for storm updates

The News Tribune will provide updates on the storm's progress, and information on travel conditions, cancellations and closings, all day today on the Web at duluthnewstribune.com.

NEWS TRIBUNE

Let's look at some different ways newspapers have chunked stories. (And remember, the intention here is NOT to trivialize information, or to dumb it down. The goal is to make important information more accessible.)

A big blizzard is coming. How big? How bad? How soon?



Check the tires to stretch your fuel dollar

That and slowing down will work; having windows open instead of using the air conditioner won't.

By Laura Richey
Staff Writer

COPING WITH AN UNCERTAIN ECONOMY

One in a series running Mondays in the Dayton Daily News

DAYTON — As gas prices reach record-breaking highs many drivers are trying to improve gas mileage. But what steps are real and which ones are just wishful thinking?

First, there's common sense: "The best ways to improve gas mileage is simply by checking your tires' air pressure, oil, slow down a bit and change your habits," said Ray Keyton of AAA Miami Valley.

What works:

➤ Checking your tire pressure is critical. If not properly inflated, the tire isn't going to roll as well, causing resistance to the road and decreasing gas mileage. Manufacturer recommendations can usually be found on the inside of the driver's-side door.

➤ By changing your oil and filters regularly you are keeping your car in tip-top shape so gas will be used to its full extent.

Use a 100 percent synthetic blend oil. This reduces friction in the engine, which will give net in fuel mileage.

➤ Altering habits will improve gas mileage. Slowing down a bit reduces wind resistance. Accelerating gradually instead of jack rabbit takeoffs is more efficient.

What doesn't work:

➤ Coasting, putting your vehicle in neutral driving can be dangerous. "Certainly if you are going down hill let off of the gas," Keyton said. "But actually taking the car out of gear is risky because the car could easily get put into reverse," Keyton said.

➤ Don't let your car idle unnecessarily, but if you are in a slow fast food drive-thru, for example, you may want to go to the extreme and pull over to help increase mileage.

➤ Turning off the air conditioner doesn't save gas. It may actually decrease gas mileage.

"Newer vehicles are more aerodynamic than cars of the past. If the windows are down at highway speeds it will cause wind resistance costing you more money in gas," Keyton said.

➤ Upgrading gas grade doesn't help. If you car says to use regular and you use premium you are wasting your money.

➤ Gasoline additives will not provide gas mileage relief generally.

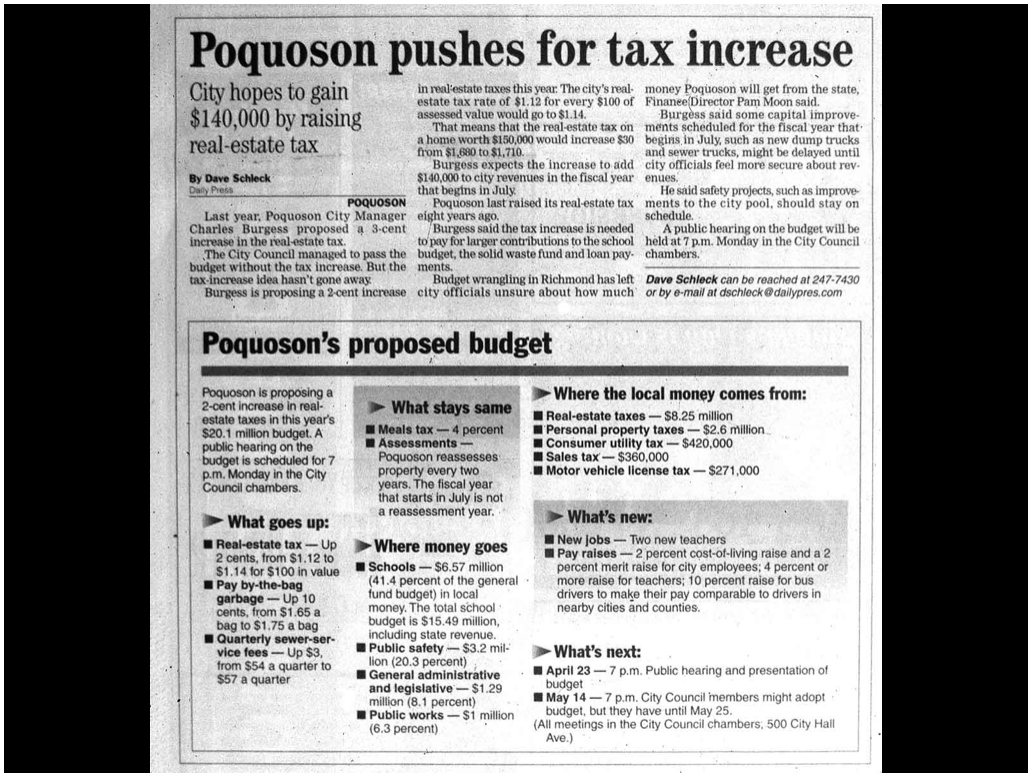
Gas-saving tips

Simple ways to cut fuel costs:

What you can do	Savings per gallon	Percent more efficient
Pumped and straight ➤ Poor alignment forces engine to work harder; under-inflated tires lower gas economy ➤ Aligned and inflated tires last longer and are safer to drive	Alignment 35¢ Inflated 10¢	10% 3%
Tune up, oil ➤ Follow schedule for oil changes; use recommended grade for car ➤ Get routine emissions tests	Oil change 4¢ Tune-up 14¢	1% 4%
Drive smart ➤ Lower highway speed reduces waste ➤ Avoid stop and go traffic ➤ Accelerate, decelerate smoothly	25¢	7%
Air filter ➤ Clogged filter keeps air from reaching the engine ➤ Nearly one in four cars needs an air filter replacement	35¢	10%

Source: Consumer Federation of American Graphic: Melina Yingling © 2008 MCT

Look at the delivery of information in this package. How much did the writer depend upon traditional inverted-pyramid reporting?



Poquoson pushes for tax increase

City hopes to gain $140,000 by raising real-estate tax

By Dave Schleck
Daily Press

POQUOSON

Last year, Poquoson City Manager Charles Burgess proposed a 3-cent increase in the real-estate tax.

The City Council managed to pass the budget without the tax increase. But the tax-increase idea hasn't gone away.

Burgess is proposing a 2-cent increase in real-estate taxes this year. The city's real-estate tax rate of $1.12 for every $100 of assessed value would go to $1.14.

That means that the real-estate tax on a home worth $150,000 would increase $30 from $1,680 to $1,710.

Burgess expects the increase to add $140,000 to city revenues in the fiscal year that begins in July.

Poquoson last raised its real-estate tax eight years ago.

Burgess said the tax increase is needed to pay for larger contributions to the school budget, the solid waste fund and loan payments.

Budget wrangling in Richmond has left city officials unsure about how much money Poquoson will get from the state, Finance Director Pam Moon said.

Burgess said some capital improvements scheduled for the fiscal year that begins in July, such as new dump trucks and sewer trucks, might be delayed until city officials feel more secure about revenues.

He said safety projects, such as improvements to the city pool, should stay on schedule.

A public hearing on the budget will be held at 7 p.m. Monday in the City Council chambers.

Dave Schleck can be reached at 247-7430 or by e-mail at dschleck@dailypres.com

Poquoson's proposed budget

Poquoson is proposing a 2-cent increase in real-estate taxes in this year's $20.1 million budget. A public hearing on the budget is scheduled for 7 p.m. Monday in the City Council chambers.

What goes up:

- **Real-estate tax** — Up 2 cents, from $1.12 to $1.14 for $100 in value
- **Pay by-the-bag garbage** — Up 10 cents, from $1.65 a bag to $1.75 a bag
- **Quarterly sewer-service fees** — Up $3, from $54 a quarter to $57 a quarter

What stays same

- **Meals tax** — 4 percent
- **Assessments** — Poquoson reassesses property every two years. The fiscal year that starts in July is not a reassessment year.

Where money goes

- **Schools** — $6.57 million (41.4 percent of the general fund budget) in local money. The total school budget is $15.49 million, including state revenue.
- **Public safety** — $3.2 million (20.3 percent)
- **General administrative and legislative** — $1.29 million (8.1 percent)
- **Public works** — $1 million (6.3 percent)

Where the local money comes from:

- **Real-estate taxes** — $8.25 million
- **Personal property taxes** — $2.6 million
- **Consumer utility tax** — $420,000
- **Sales tax** — $360,000
- **Motor vehicle license tax** — $271,000

What's new:

- **New jobs** — Two new teachers
- **Pay raises** — 2 percent cost-of-living raise and a 2 percent merit raise for city employees; 4 percent or more raise for teachers; 10 percent raise for bus drivers to make their pay comparable to drivers in nearby cities and counties.

What's next:

- **April 23** — 7 p.m. Public hearing and presentation of budget
- **May 14** — 7 p.m. City Council members might adopt budget, but they have until May 25.

(All meetings in the City Council chambers, 500 City Hall Ave.)

Budget stories are often extremely tough to comprehend. Which version do you think communicates better — the main story, using narrative text, or the sidebar, which itemizes the key statistics?

WEDNESDAY NOVEMBER 12, 2003

ONTHECOVER

Biting commentary

The hamburglar?
Michael E. supplements his three-Corona dinner by stealing one of big sis Erin's mini cheeseburgers.

The Low-Dough Diners save the best for last

WHAT:
$4 cocktail and dinner menu on Wednesday nights

WHERE:
Le Passage, 937 N. Rush St.
312-255-0022

By The Low-Dough Diners

For the last six weeks, we—Erin, Michael E., Michael S., Fadia and Ivan—have investigated Chicago's best food and drink deals. Our $10-per-person budget meant we had to be creative, and our results were mixed (see a recap at right). But with our last review, we finished on a high note. With its cheap drinks, great retro tunes and tasty eats, Le Passage was our favorite place yet.

Scene
On Wednesday nights, Le Passage turns into the "Back in the Day Cafe," featuring drinks and "entrees" (appetizers, really) at '80s prices.

We all passed the "no sneakers or T-shirts" dress code—even Michael S. in his red Gap hoodie. Beyond the velvet rope lay the cleanest and best-lit alley we've ever seen. A side door opened to a set of stairs leading down to a subterranean space. Le Passage immediately won points for its "pre-millennium" music: Depeche Mode, The Police and Morrissey.

Drinks
The $4 drink menu featured specialty cocktails, eight top-shelf liquors and six bottled beers. Erin ordered a mojito, Fadia chose a melon martini, and Ivan and Michael both picked French martinis. Resident dude Michael E. ordered a Corona. The mojito was perfect. The French martinis—a pink concoction of Chambord, lime and pineapple juice—was delicious too. Fadia thought her melon martini was a little sweet, but the rest of us liked it.

The vibe and a favorite song by Morrissey resulted in a euphoric Michael S., who soon mandated, "I don't care how good the food is, this place is getting a good review!" Erin agreed, then led Ivan to the dance floor for Cyndi Lauper's "Time After Time."

Food
The $4 menu featured 10 selections. But first things first: Our waitress dropped off complimentary fries, artfully presented in a cone-shaped glass and just as tasty as McDonald's (the best fries on Earth). Fadia selected the jumbo crab cake, Michael S. ordered the mushroom ravioli, Erin opted for the mini cheeseburgers and Ivan chose steamed mussels. Dead set on obtaining a buzz, Michael E. passed on food in favor of an extra Corona. Not terribly nutritious, but at least the vitamin C from the lime wedge would prevent scurvy.

We expected the mini cheeseburgers to taste like microwaved White Castle sliders. Instead, we got two meaty little guys, served with five fat onion rings and a silver dish of ketchup. The mushroom ravioli was just that—one ravioli—but it was giant, cheesy and delicious. Ivan's mussels were steamed with white wine, garlic, tomato and cream. The shocking moment of the evening came when we all saw Michael S. reach for a bite of the crab cake. After a month of complaining about no veggie options, now he eats CRAB CAKES? "I do tonight," he said. To his credit, it was worth the sacrifice—perfectly crispy on the outside, with a generous portion of crab on the inside.

Value
By arriving before 9 p.m. we avoided the $4 cover charge—that's almost half of our budget! Every thing we ordered was well-worth the price.

Verdict
We were skeptical at first, because we don't typically frequent "see-and-be-seen" destinations. The mere thought of long lines, meathead bouncers and dress codes turns Erin's stomach more than the *chee chong fun* did at Chiu Quon. But $4 food and drinks plus "I Wanna Sex You Up" by Color Me Badd equals lots of fun. Will you see us waiting in line to pay a $20 cover on the weekend? Hail, no. But we will be back on a Wednesday night.

We're bringing 'em back!
Our previous Reader Review team **The Beer Garden Guys** goes head-to-head with **The Low-Dough Diners** in the ultimate holiday gift exchange. Get details on **metromix.com.**

5 TIPS FOR EATING ON THE CHEAP

By The Low-Dough Diners

We thought we couldn't get any cheaper, but after five low-dough dinners, we learned a few more tricks.

1. If a restaurant promotes a free food offer, don't get pressured into ordering off the regular menu. (Just be sure to tip well. Your waitstaff still works just as hard, filling drinks and bussing your table.)

2. Restaurants located off the beaten path that specialize in unusual ethnic cuisines are often a bargain.

3. Ask about portion sizes. Often one entree can feed two (but beware of hidden charges).

4. When in doubt bring friends. Even if the food flops, it'll be a good time.

5. There's no shame in having dinner at Whole Foods on sample day. Just use a toothpick.

LE PASSAGE

Spork rating (out of 4)

WHAT THEY GOT

Unlimited french fries	FREE
Mini cheeseburgers (two per order) with onion rings	$4
Mushroom ravioli	$4
Steamed mussels	$4
Jumbo crab cake	$4
Melon martini	$4
French martini (2)	$8
Mojito	$4
Amstel Light	$4
Corona (3)	$12
TOTAL:	**$48**

Pour pressure
Fadia tempts Michael S. with a sip of her melon martini.

PREVIOUS RATINGS

Angelica's
3244 N. Milwaukee Ave.
773-736-1188
The gang blows their low-carb diets with bland but filling Polish cuisine.

Chiu Quon
2242 S. Wentworth Ave.
312-225-8808
An early dim sum breakfast in Chinatown is hit-and-miss.

Bite Cafe
1039 N. Western Ave.
773-395-2483
The crew loves the cheap, tasty eats at this hip Ukrainian Village BYOB.

Nino
440 W. Randolph St.
312-575-9900
This swanky West Loop spot serves up free appetizers but pricey drinks.

Read the full reviews and bios of The Low-Dough Diners on metromix.com.

Here's a restaurant review aimed at readers with small budgets and short attention spans. Note how everything on the page is bite-sized and easy to digest.

This two-page spread in an entertainment tabloid provides everything you need to know to survive the coming zombie apocalypse.

The Oregonian

ALWAYS ON OREGONLIVE.COM Thursday, April 5, 2018 $1.50

PERSONAL DATA

FACEBOOK DATA WOES GROWING

The deeper it digs, the more problems Facebook seems to be unearthing with its users' data. *Associated Press, file*

Numbers explode: Company admits almost 2 billion users have had information scraped without permission

The numbers just keep growing.

Wednesday, Facebook said most of its 2 billion users likely have had their public profiles scraped by outsiders without the users' explicit permission, dramatically raising the stakes in a privacy controversy that has dogged the company for weeks, spurred investigations in the United States and Europe, and sent the company's stock price tumbling.

The scraping: It involved gathering public profile information — including names, email addresses and phone numbers — by using a "search and account recovery" function that Facebook said it has now disabled.

Cambridge Analytica: The political consultancy, used by President Donald Trump's campaign, gained access to Facebook information on up to 87 million users, 71 million of whom are Americans, up dramatically from its original March estimate of 270,000. The data it scraped was significantly more detailed and included work/education histories, religious affiliations and Facebook "likes."

CEO Mark Zuckerberg: "It's clear now that we didn't focus enough on preventing abuse and thinking about how people could use these tools for harm."

Inside: More about Facebook's problems, **Page A7**

The numbers

270,000: Facebook's original estimate of number of users who had Facebook data taken by Cambridge Analytica without their permission.
71 million: Facebook's new estimate of the number of Americans affected.
87 million: Total number of users affected.
2 billion: Users who have had their data scraped.

AID FOR RESIDENTS

Move-back project 'an abject failure'

Gordon R. Friedman *The Oregonian/OregonLive*

The city of Portland's strategy to help black residents stay in or move back to their gentrifying neighborhoods falls far short of expectations, a new report says.

Despite millions of dollars in taxpayer investments, few families have been able to benefit from city subsidies developed expressly to aid homeowners with generational ties to north and northeast Portland neighborhoods, according to the report, issued by the North/Northeast Neighborhood Housing Strategy Oversight Committee. City commissioners were briefed on the critical report Wednesday.

Mayor Ted Wheeler said he was "highly disappointed," adding that the city is "way off the mark" on reaching commitments enshrined in its housing strategy.

As an example of the city's shortcomings, the panel noted that only five families have used a down payment assistance program, in part because they believe the subsidy is too low. It was hoped that 65 would sign up for a down payment subsidy of $100,000 per home buyer.

"I don't see how I can sit here with a straight face and call it anything other than an abject failure," Wheeler said of the subsidy program.

In another example, just 18 families used a program that provides zero-interest loans for home repairs. "Millions of dollars were budgeted this year for this program," the

SEE PROJECT, A6

NATIONAL GUARD

'Frustrated' Trump wants troops at border

The Trump administration is asking border-state governors to send National Guard units to the Southwestern border, Homeland Security Secretary Kirstjen Nielsen said Wednesday.

Why now: "The president is frustrated" over continued illegal immigration, Nielsen said. "He has been very clear that he wants to secure our border."

What they would do: National Guard personnel would not be allowed to arrest people crossing the border, but could provide support to the Border Patrol.

President Donald Trump: "We're going to be guarding our border with our military. That's a big step."

Precedent: Both the George W. Bush administration in 2006 and the Obama administration in 2010 sent the National Guard to the border.

The issue: Nielsen says there's been an uptick in illegal crossings because of an increase in the number of people from Central American who cross the border and ask for asylum, saying they fear persecution at home. The idea is that the National Guard would help the Border Patrol until what the White House calls "loopholes" allowing the undocumented immigrants to stay can be eliminated.

Inside: Read more on the immigration issue on **Page A8**

— Wire service reports

CALIFORNIA CRASH

Ex-friend: System failed kids

A former friend of the family whose SUV went over a cliff said she warned Oregon child welfare officials in 2013 that the Hart parents were depriving their kids of food as punishment. **A4**

SPORTS

Young stars gun for Tiger

The players who took over the PGA Tour while Tiger Woods struggled and was hurt are thrilled to have him back and eager to see how they stack up to him when the Masters begins on Thursday. **B1**

Notice how two of the three stories on this front page use boldface keywords to introduce chunked paragraphs summarizing key bits of information.

2
Do more
chunking.

3
Improve your
collaboration.

Omaha World-Herald

Living

omaha.com

MONDAY, MAY 21, 2001

PAGE 29

BICYCLE MANEUVER: Keep your lower back on the floor and try to touch your right elbow to your left knee and then your left elbow to your right knee. Be careful not to yank your head forward with your hands. Photos courtesy of the American Council on Exercise.

AB-SOLUTE BEST

The bicycle maneuver and the captain's chair prove best for exercising the front and side abdominal muscles

BY DOUG THOMAS

What's the best way to tone your abs? Not with a $200 piece of abdominal equipment. Not with an Ab Rocker or an Ab Roller. And not with crunches.

So say researchers at San Diego State University who recently put the abdominal muscles of 30 volunteers to measure muscle activity during 13 abdominal exercises.

They found that the exercises generating the most activity in the front and side abdominal muscles are the bicycle maneuver and the captain's chair.

To do the bicycle maneuver, lie on your back and clasp your hands behind your head. Then bring your right elbow toward your chest as if pedaling a bicycle. Alternate between touching your left elbow against your right knee and your right elbow against your left knee. Or at least pretend you're pedaling.

The captain's chair is a piece of equipment in many health clubs. It's not really a chair. It has no seat, only pads for your back and forearms stationed about 2 feet above the floor. You work the abdominal muscles by slowly raising your knees toward your chest.

The Torso Track, the $600 machine touted on infomercials by Suzanne Somers, ranked 11th for the rectus abdominis muscle and the fifth-best exercise for the front abdominal muscle and the seventh-best for the side abdominal muscles, or obliques.

The Ab Roller ranked ninth for the front muscle and 10th for the obliques. The Ab Rocker ranked 13th for both, and crunches ranked 11th.

That's not to say crunches are useless, said Jacqueline Francis, a graduate student at San Diego State's Biomechanics Lab.

"For some people, these other activities are too tough," he said from San Diego. "They might not be able to do a bicycle exercise. It's very strenuous and uncomfortable."

The bicycle exercise can be especially uncomfortable if you use your hands to support your head. Researchers suggest cradling your head and letting your neck muscles relax.

And the captain's chair will do more for your hip muscles than your abs if you don't keep your legs straight out instead of bending at the knees.

Said Francis: "Straight-leg kicking is probably just an exercise in creating a draft in the room."

The study's best abdominal exercise is slow, controlled movement that focuses the work on your abs and limits the effect of momentum.

CAPTAIN'S CHAIR: Be sure to bend your knees. Swinging your legs straight out will work the hips more than the abs.

EXERCISE BALL: It supports the natural spinal curve in your lower back and allows exercises with a greater range of motion.

Inquisitive Exercise

Have a question about exercise, a sports injury or sports nutrition? Write Doug Thomas at 1314 Dodge St., Omaha 68102, or e-mail doug.thomas@owh.com

"Those old military tests — How many sit-ups can you do in two minutes?" — lead people to flap their elbows like chickens," Francis said. "You end up working the hip flexors."

Anytime you work muscles rapidly, you inevitably substitute with other muscles. You're telling yourself don't."

Other exercises that scored well at his lab:

■ Vertical leg crunch (fourth-best for the front ab muscle, fifth for the obliques): Lie on your back with your hands cradling your head. Raise your legs straight up, perpendicular to the floor. Cross your ankles and bend your knees slightly. Keeping your chin off your chest, contract your abs by lifting your torso toward your knees.

■ Ball crunch (fifth, sixteenth and third): Lie on the floor, your hands either behind your head or at your sides, your ankles crossed and your knees bent so your shins are parallel to the floor. Press your lower back against the floor and raise your shoulder blades.

Francis said the exercise ball ranked third best for working the front abdominal muscle and sixth-best for the obliques. But Francis said they are No. 1 in promoting back health.

"The ball requires muscles at the lower back, and daily activities bend it both forward and backward. But doing crunches on the floor favors the lower back and improves strength only for forward movements.

"When you lie on a ball, it puts a nice, gentle stretch on your back," he said. Francis said, "The ball supports it very well. Now you can work at the functional range that you really need — on either side of that spinal curve.

"The ball is a fantastic ball is just wonderful. And I have my stock in the companies that make them."

Francis is a native of England with roots at the Midlands. He earned his bachelor's degree in exercise science at the University of Iowa in 1996 and taught at Iowa State in the 1970s before earning his doctorate at Western Sydney at the University of Oregon in 199

Francis has written a study of ab exercises for publication in Medicine And Science in Sports and Exercise. He

See GREAT SHAPE Page 32

SMALL DOSES

Her Cancer May Hurt Marriage

Some women find cancer hazardous to their marriages.

Dr. Michael Glanz studied 214 brain cancer patients treated at the University of Massachusetts. Women were almost eight times more likely than men to undergo separation or divorce after diagnosis. Among 193 married patients, 12 percent of the women with 12 years more likely to have marital disruptions.

Glanz presented his findings before the American Society of Clinical Oncologists. They were publicized by Reuters.

The data don't suggest that most men dump their ailing wives — just that marital problems are more likely if cancer strikes the woman, than if it strikes the man.

Dr. Larry Norton, director of breast cancer research at Memorial Sloan-Kettering Cancer Center in New York, told WebMD that 3 percent of his married breast cancer patients "end up with severe marital disruptions."

"I now basically counsel women right from the start that their marriages are at risk," he said.

Sex and Youth

Troubled by wrinkles around your eyes? Worried that those gray hairs are making you look your age? Have sex.

Making love three times a week can make you look 10 years younger, a Scottish researcher says.

Neuropsychologist David Weeks and colleagues at the Royal Edinburgh Hospital interviewed 3,500 Europeans and American men and women on a variety of lifestyle topics. All were deemed by a six-judge panel to look younger than their years.

Interview topics included how they deal with stress within relationships, how they get along with their parents and how often they exercise.

Weeks said a common sex life was the second-best determinant of looking young, after not smoking.

Having sex more than three times a week didn't seem to slow the aging process, Weeks said. Nor did solitaire or casual sex with multiple partners. In fact, he said, it may cause premature aging.

He wrote about his findings in the book "Secrets of the Supervixens." They were publicized on healthscout.com.

Condom Confusion

Speaking of sex, a government report released last week left consumers at least one myth about condom use.

Among the more than 10,000 users surveyed by the U.S. Centers for Disease Control and Prevention, half did not know that the reservoir at the top of the condom should not be pulled tight. Nearly 20 percent of the users did not know that Vaseline can break condoms. And about 20 percent believed lambskin condoms provided better than latex condoms against sexually transmitted diseases.

(Findings reported in WebMD.)

Cap It, Lock It

Parents who cook quite are more likely to place caps over electrical outlets than to lock up their firearms.

So said Dr. Tamara Lewis-Beach of the University of North Carolina School of Medicine, who videotaped the habits of 100 parents from 200 homes in metropolitan Atlanta.

Among the 34 parents who owned guns and had children under 7, all but one had a locked stash. 72 percent had caps on sockets and 72 percent kept cleaning supplies in locked cabinets. But only 43 percent stored their guns in locked compartments. And 36 percent said they stored them loaded.

Lewis-Beach presented the results before the Pediatric Academic Societies. Findings appeared in the

Journalists — especially newspaper journalists — are notoriously bad at collaboration. Don't believe me? Take a look at this typical feature page.

It's easy to predict how that lead story came together:

1) The reporter decided to find out — as the first sentence clearly states — *"What's the best way to tone your abs?"* So he talked to some experts, got some useful tips, and typed up a long story.

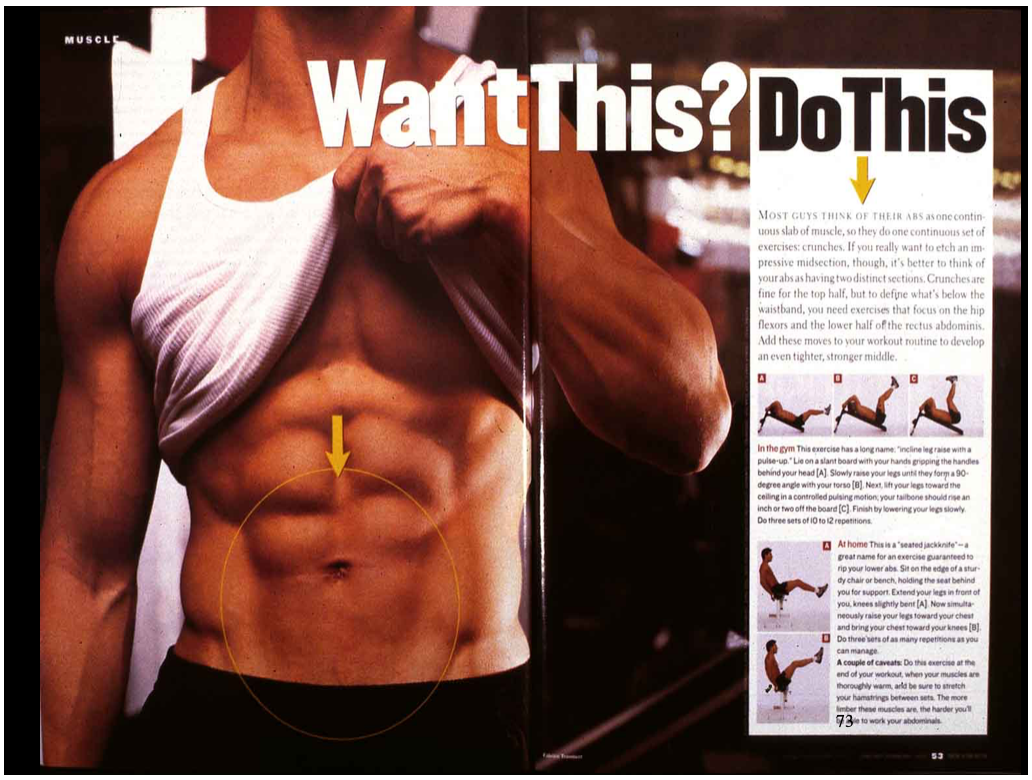
2) Then the reporter (or maybe an editor) ordered some photos, and a photographer ran off to the gym. Or, better yet: they found a trove of free photos (!!) from the American Council on Exercise.

3) Next, a designer laid out the page so the photos and text looked attractive and tidy. Unfortunately, the photos don't really make much sense on their own, and it's hard to find where they're explained in the text. . . . but the readers can sort that out for themselves, I guess.

4) The designer left space for a big headline, and a copy editor came up with: **AB**-SOLUTE BEST. It's a pun! Copy editors are word people who love clever puns, even if their meaning is vague . . . . like this is.

So this is how a typical newspaper page comes together. The end result isn't

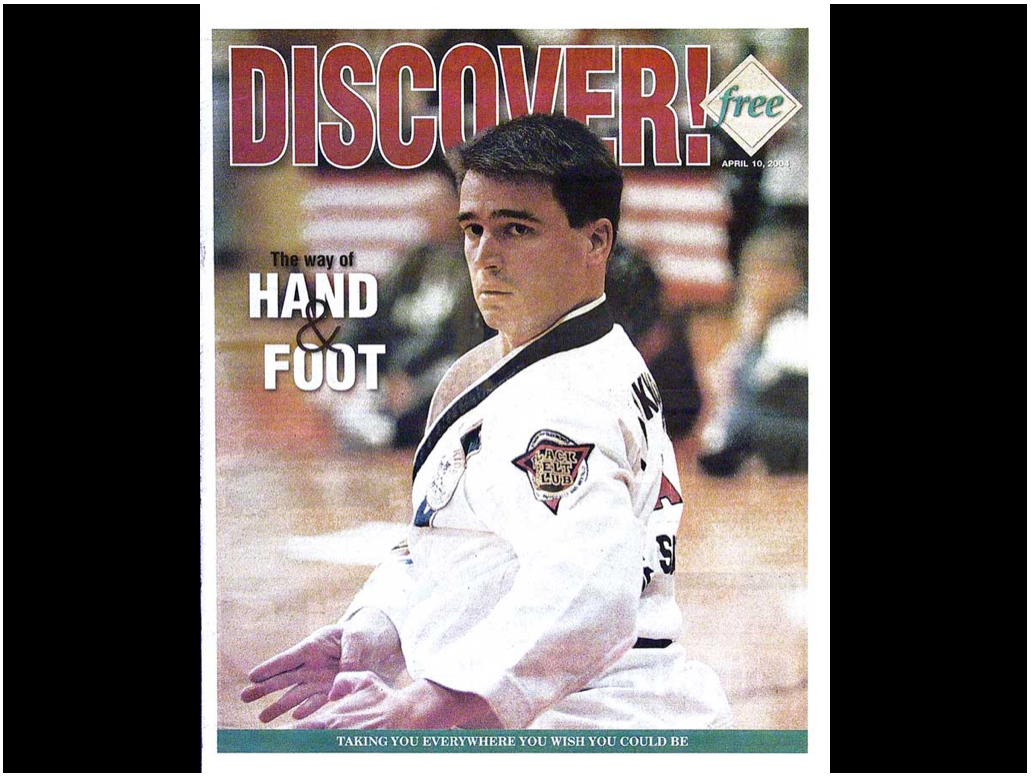
terribly compelling, though. And notice how the story, the photos and the headline fail to work together in any obvious way. They’re disconnected from each other. Like the staffers who produced this page.



NOW here's that same story presented in Men's Health magazine. Notice the difference? See how the big headline and photo work together? How the headline leads right into the text? How the text gets right to the point? How the cutlines describe each photo sequence?

Does this page grab your eyeballs? Deliver the data in an effective way?

Or do you prefer the newspaper version?



Yes, collaboration is hard, but the results can be terrific — even in a small newsroom like the one at the N-West Iowa Review, an award-winning weekly paper.

Let's thumb through a typical issue of their entertainment tabloid.

COVER STORY

THE WAY OF
HANDS & FEET

Tae Kwon Do classes have been offered at The Athletic Club for 19 years

Tae kwon do is a sport that you can start to participate in at any age. The sooner you start, however, the more beneficial it will be. (File photo)

By BOB EICHLEMAN
Discover Staff Writer

NORGE, IA—In an age when society emphasizes get-thin-fast approaches to physical fitness, there's something to said for a fitness program that emphasizes a person's entire well-being, inside and out. The kwon do, often considered a martial art used for self-defense, is one that stands out above others. This code of honor expects its pupils to be polite and respectful to their parents and elders and to have an indomitable spirit. The kwon do is also a non-aggressive martial art, focusing more on protection than offense. "It's definitely not like what you see on TV or in the movies," instructor Gayle Mayer said. "People should observe it and try it out before they jump right in."

THE TAE KWON DO BELTS AND WHAT THEY MEAN:

Sip Geup	WHITE	10th Geup
Koo Geup	WHITE	9th Geup
Pal Geup	YELLOW	8th Geup
Chil Geup	YELLOW	7th Geup
Yook Geup	GREEN	6th Geup
Oh Geup	GREEN	5th Geup
Sah Geup	BLUE	4th Geup
Sam Geup	BLUE	3rd Geup
E Geup	RED	2nd Geup
Il Geup	RED	1st Geup
Il Dan	BLACK	1st Dan
Ee Dan	BLACK	2nd Dan
Sam Dan	BLACK	3rd Dan
Sah Dan	BLACK	4th Dan
Oh Dan	BLACK	5th Dan
Yook Dan	BLACK	6th Dan

■ Those with a WHITE belt are considered "innocent" and have little or no knowledge of tae kwon do. White signifies that innocence.

Those with the YELLOW belt are considered to be learning the very basic techniques of tae kwon do. Yellow indicates new growth.

■ Those with the GREEN belt are considered to be developing their techniques in the sport of tae kwon do. Green indicates continuing growth.

■ Those with the BLUE belt are considered to be reaching a high level of creativity in tae kwon do techniques. Blue indicates reaching higher.

■ Those with the RED belt are considered to be among the best trained students in tae kwon do. Red indicates a warning to others.

■ To become a yudansha—those who are of dan rank—one must be at least 15 years old. Those who have performed the requirements for dan rank but are underage will receive a poom instead of a black belt.

■ Those with the BLACK belt have matured into true students of the art of tae kwon do. Black indicates maturity.

COVER STORY

Breaking a board isn't an easy task to master, but with proper training, even the smallest student of tae kwon do can do it. (File photo)

PHYSICS 101: BREAKING BOARDS

One of the four elements of tae kwon do is the break test. It is a required part of the black belt exam. Board breaking is also highly popular at tae kwon do demonstrations. It requires a high degree of concentration, power, focus, speed and precision, especially when trying to do so without injuring yourself or others. Learning this technique properly teaches the student that his or her body can be a strong weapon.

HERE'S HOW IT WORKS:

The boards used in a break test are very dry, which allows them to break more easily on relative terms). Proper technique takes into account the physics characteristics known as impulse and impulse.

Impulse is a force exerted upon an object for a short period of time. The shorter the duration of the force, the greater force that is applied to an object. When the first hits the board, the top is in a state of compression while the bottom is in tension. This creates a torque on an axis through the middle of the board. If the torque is high enough, the board will snap in two.

Disclaimer for Directors: Breaking boards should only be done under the supervision of a trained martial arts instructor.

Q&A

What is tae kwon do?
Tae kwon do is the primary form of Korean unarmed combat and self-defense. It was named during a conference of chung do kwan masters in 1955. Today, it is considered the most popular martial art in the world.

How old is it?
Nearly 2,000 years ago, Koreans developed unique martial art forms for unarmed self-defense to complement their skills with weapons. The earliest known evidence is a mural painting from the Koguryo kingdom, which dates back to 37 B.C.-66 A.D., that depicts figures practicing martial arts techniques.

Taekyon, which is the basis of tae kwon do, was developed during the late 1300s and ensured the survival of Korea's culture when the country was occupied by the Japanese in 1909. After the liberation of Korea in 1945, martial arts masters were determined to eliminate Japanese influences and met to unify the various martial arts schools into a single style.

Do you have to be flexible to do it?
No. Flexibility is very practical for high kicks, but it is not a requirement for tae kwon do. Strength and speed are the most important factors, with which one can reach fairly high, even for the least flexible people in a class.

THE COMMANDMENTS OF MODERN TAE KWON DO:

1. Loyalty to your country
2. Respect your parents
3. Faithfulness to your spouse
4. Respect your brothers and sisters
5. Loyalty to your friends
6. Respect your elders
7. Respect your teacher
8. Never take life unjustly
9. Never give up, never give in
10. Loyalty to your school
11. Finish what you begin

How old is 'too old' to start?
No one is ever too old to start tae kwon do, so long as the participant is physically capable of training. Age does become a factor in competition, but the sport is much broader than sparring alone. The objective of tae kwon do training is to improve one's fitness, both physically and mentally.

How long does it take to earn a black belt?
Depending upon how much one trains, a black belt can be achieved in less than three years. On the average, however, most participants earn a black belt within five years.

THE CLASSES:

■ The Athletic Club at Arrowwood Resort offers classes for anyone at least 4 years old. Classes are held in Dragons, for ages 4 and 5, meet twice a week on Thursdays. Beginner, Advanced and Adult classes are held on Mondays and Thursdays. Three currently are 50 active students in the program.

THE INSTRUCTOR:

■ Gayle Mayer began training in 1978 and has been a Master Instructor for 15 years. She currently is a fourth dan student. Fourth degree black belt at Tae Kwon do affiliated with the World Tae Kwon Do Federation in Seoul, Korea. Mayer's daughter, Kristy, is eligible to take the test for fifth dan. Her assistant, Okoboji High School student Foy Zelenka, has achieved second dan.

BASIC TAE KWON DO TERMS TO REMEMBER:

Dan — one of 10 phases of full tae kwon do training, signified with a black belt

Dojan — the place where tae kwon do training occurs

Dobok — the uniform worn during tae kwon do training and competition

Geup — one of 10 colored belt degrees leading up to black belt status

Gyorugi — a sparring style of competition, one of the four principles of tae kwon do, that shows one's ability to attack and defend using martial arts techniques

Hyung — a pattern of forms, or one of the four principles of tae kwon do that involves grappling and locking maneuvers

Jireugi — hand attack techniques (there are six)

Keup Soh — "shut pocks" or parts of the body that, when attacked, can cause severe damage (there are six)

Kyeyuka — "break test" or another of the four principles of tae kwon do that involves breaking a wooden board

Maggi — blocking techniques (there are nine)

Parqi — freeing technique, used to remove one from another's grappling technique

Poomsae — a style-form test for participants in World Tae Kwon Do Federation training. Style-form testing is one of the four principles of tae kwon do.

Sohgi — stances (there are nine)

Tul — a style-form test for participants in International Tae Kwon Do Federation training. Style-form testing is one of the four principles of tae kwon do.

AT A GLANCE:

What: Okoboji Tae Kwon Do
When: Weekly on Mondays and Thursdays
Where: The Athletic Club at Arrowwood Resort, Highway 71 North, Okoboji, IA
Cost: Varies according to level; memberships can be paid monthly, quarterly or annually
What: (712) 332-7172

OTHER AREA CLASSES:

■ Instructor Doug Ranchino is a third dan, third-degree black belt. Classes are held on Tuesdays at the Rock Valley Community Center and on Thursdays at the Dordt College Recreation Center. Classes on both nights begin at 6:30 p.m. for all ages and abilities. For more information, call (712) 729-6300.

■ Senior Master Robert Jager instructs at the Family Taekwondo Center at The Courtyard fitness center in Sheldon on Monday nights for children and on Thursday nights for adults. Classes are organized according to skill level. Call (712) 324-2555 for more information or to register.

Here's that cover story, on martial arts classes for kids. It occupies a two-page spread. Notice the format: a few introductory paragraphs, then a half-dozen short-form options ranging from lists to fast-fact boxes to a Q&A and a glossary.

There's a lot of information here, but very little traditional text.

Page 8 ■ DISCOVER / APRIL 3, 2015

THE ARTS

The Second-Oldest Profession?

Spencer Community Theatre to host clowning classes for area residents

By BOB ESCHLIMAN
Staff Writer

SPENCER, IA—Most people are readily aware of the world's "oldest profession," but what about the next oldest? Would you believe it's clowning?

The art of clowning has existed for thousands of years. A pygmy clown performed as a jester in the court of Pharaoh Dadkeri-Assi during the Fifth Egyptian Dynasty (circa 2500 B.C.). In China, the first court jesters began performing around 1018 B.C. When Cortez conquered the Aztecs in the early-16th Century, Montezuma's court included jesters similar to those found in Europe.

The Spencer Community Theatre will be teaching this ancient craft to interested locals. Those who decide to participate will learn how to juggle, make balloon animals and create their clown characters with makeup and costumes. There will be craft projects, as well as practice time to hone their newfound clowning skills.

Participants will be able to keep their clowning materials once the program is completed. Those who finish the two-day program will perform at the Friday After Five event on April 9 at the Spencer Community Theatre Playhouse.

ORIGINS OF CLOWNS:

The western tradition of clowning can be traced to ancient Greece, where strolling clowns were seen in the streets of Sparta as early as the 17th Century B.C. These clowns, called "dsikelektas" or "those who put on plays," portrayed soldiers, fools, witches, slaves and Greek gods.

Throughout the Middle Ages and early Renaissance, jesters or fools perpetuated the art of clowning in the palaces of kings and great nobles.

Jesters played an important role in the social culture of Medieval Europe by serving as the common "social conscience" with the ability to answer back to kings, bishops and anyone else in a position of authority.

By making fun of anyone and satirizing social customs, jesters were often catalysts for social change.

Joseph Grimaldi originated the comic character that is usually associated with the word "clown" in the early 1800s. Grimaldi used makeup to exaggerate his rubbery features. His makeup designs, applied over a base of pure white, supplied the basic funny face on which clowns still compose their greasepaint variations today.

Juggling is one of the skills employed by clowns that will be taught during the Clowning Around workshop at the Spencer Community Theatre. (Photos submitted)

Q&A

How do you become one?

There are literally dozens of clowning schools across the United States, including Moosetourger Clown Camp, the California Clown School and ClownSchool.net, an Internet clowning school. While many of the best clowns are graduates of schools, others are self-taught comedians.

What are the necessary skills?

Many clowns choose a few specific skills and focus their act around them. Some of those skills are balloon art, magic tricks and juggling. It never hurts to take some lessons in acting, dancing and oration — public speaking. The biggest skill of all, however, is one that can't always be learned: patience.

Being a clown can be a difficult, demanding job. Not all children are nice, but a clown must always be nice to every child. When dealing with a bratty child, a clown must always keep smiling and keep the show going.

OK, so then what?

The first step in becoming a clown is to develop your own "clown persona." What will your clown name be? What will your facial makeup look like? Have some fun with the process, because you have to have fun in order for your audience to have fun. Then, choose a program that features the skills you've learned centered around the character personality you've adopted.

Start small

Once you have developed your persona and your program, you are ready to try them out on some people. Start small. Maybe you can borrow your friends' kids or the kids in the neighborhood.

See what sort of reaction you get from them — what works and what doesn't. Fix the problem areas.

Once you have tried it out on the smaller groups, work your way into larger ones. Offer to do free shows at places like the library, hospital and children's homes. As you become more comfortable with your act you can start to advertise your services, turning it into a nice secondary source of income.

Clowning Around participants will learn how to create balloon art as part of the workshop, as well.

AT A GLANCE:

What: Clowning Around Workshop
When: Thursday and Friday, April 8-9
Where: Spencer Community Theatre, 518 E. 1st Ave., Spencer, IA
Cost: $35 per person
Telephone: (712) 262-7336

Another story (by that same writer) about upcoming clown classes. Again, a short introduction followed by a sidebar, a Q&A and some fast facts.

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SPORTS

In just a matter of weeks, the dirt tracks of the DISCOVER area will be gearing up for the start of the summer racing season. (File photos)

READY FOR RACING

Southpark Mall in Spencer to host annual racecar show April 9-10

By BOB ESCHLIMAN
Staff Writer

SPENCER, IA—Before they bust the frost, before the test-and-tune and before they run their first heat race of the season, racecar drivers in Northwest Iowa have one important date marked on their calendars: the Southpark Mall Racecar Show.

More than a dozen sprint cars, stock cars and modifieds, as well as a top-fuel drag racer will be on display April 9-10 along the main concourse of Southpark Mall in Spencer.

The event is planned to be an open introduction for drivers and their fans for the upcoming racing season.

"Just about anyone would enjoy the show. Drivers could compare notes with other drivers," Southpark Mall director of marketing and promotions, Lori Taylor, said. "Fans can visit with the drivers and see the new paint jobs on their favorite cars. And kids especially love to see the cars.

"I don't know the first thing about engines or how a car runs, but I love watching racing," she added. "They should come out to look at the cars to choose their favorite and cast their vote. From the voters, names will be drawn for ten free passes to the Jackson Speedway."

Taylor said that the best part of having a show like the Racecar Show at Southpark Mall is that the event offers something for everyone in the family.

"The whole family can come out," she said. "Dad and Junior can look at the cars. Mom and Sis can shop."

AT A GLANCE:

What: Racecar Show
When: Friday and Saturday, April 9-10
Where: Southpark Mall, Highway 71 South, Spencer, IA
Cost: FREE

AREA TRACKS:

BUENA VISTA RACEWAY
Description: 3/8-mile high-banked dirt oval
Location: Buena Vista County Fairgrounds, Alta, IA
Runs: Wednesday nights (Thursday rain date)
Opening Night: April 28
Time: 6:45 p.m.

FAIRMONT RACEWAY
Description: 1/2-mile high-banked dirt oval
Location: Martin County Fairgrounds, Fairmont, MN
Runs: Friday nights
Opening Night: April 2
Time: 7 p.m.

Murray County Speedway
Description: 3/8-mile semi-banked clay oval
Location: 1 mile west of U.S. 59 on 34th Street, Slayton, MN
Runs: Friday nights (Sunday rain date)
Opening Night: May 14
Time: 7 p.m.

Rapid Speedway
Description: 3/8-mile semi-banked dirt oval
Location: Lyon County Fairgrounds, Rock Rapids, IA
Runs: Friday nights
Opening Night: April 23
Time: 7 p.m.

I-90 Speedway
Description: 3/8-mile high-banked dirt oval
Location: 2 miles north, 2 miles west of Exit 387 on Interstate 90, Hartford, SD
Runs: Friday and Saturday nights (separate seasons)
Opening Night: April 23
Time: 7:30 p.m. Fridays, 8 p.m. Saturdays

Jackson Speedway
Description: 1/2-mile semi-banked dirt oval
Location: Jackson County Fairgrounds, Jackson, MN
Runs: Saturday nights
Opening Night: April 24
Time: 7 p.m.

Algona Raceway
Description: 4/10-mile semi-banked dirt oval
Location: Kossuth County Fairgrounds, Algona, IA
Runs: Saturday nights
Opening Night: April 17
Time: 6:30 p.m.

Nobles County Speedway
Description: 1/4-mile semi-banked dirt oval
Location: Nobles County Fairgrounds, Worthington, MN
Runs: Saturday nights
Opening Night: May 8
Time: 7 p.m.

Park Jefferson Speedway
Description: 1/2-mile semi-banked dirt oval
Location: 0.25 mile east and 2 miles north of Exit 4 on Interstate 29, Jefferson, SD
Runs: Saturday nights
Opening Night: April 24
Time: 6:45 p.m.

Huset's Speedway
Description: 3/8-mile high-banked dirt oval
Location: 2 miles north of South Dakota 42 on South Dakota 11, Brandon, SD
Runs: Sunday nights and holidays
Opening Night: April 25
Time: 6 p.m.

TYPES OF RACECARS:

HOBBY STOCK
■ Entry-level competition class. American-made stock passenger car (no Camaro, Firebird or Mustang models) built in 1900 or later. The most popular body type is the 1980s-era Chevy Monte Carlo. Spoilers, wings, skirts, air scoops or anything else that alters the stock appearance are prohibited. Engines are restricted to a 9-to-1 compression ratio. Must run on regular unleaded or 10 percent ethanol blended fuel only. Tires are either 14-or 15-inch passenger tires.

Street Stock
■ Upper level of stock car competition at local dirt tracks. Typically has a neater appearance than a Hobby Stock. American-made stock passenger car (same as Hobby Stock), but can have a six-inch rear spoiler and a front air dam (must allow four inches of ground clearance). Engine rules are much more detailed and a minimum weight requirement is usually enforced. Runs on racing tires (must be approved by sanctioning track) and racing fuel (has a higher octane level than typical street fuels).

Modified
■ This is one of the upper levels of dirt track racing. Does not have a "stock" appearance and is most notable by its open-wheel design. At some tracks, engine rules are strictly enforced; at other tracks, "outlaw" modifieds run without limits to engine compression or horsepower. Runs on racing tires and uses high-octane racing fuel.

Sprint Car
■ This is the "winged" class of racecar resembling a go-kart with a 25-square-foot wing on top and a smaller wing on the front nose that help keep the car stable when it races around the track. This is the fastest of the dirt track racing classes and is typically divided into two categories: 360-and 410-cubic-inch (engine size). The larger sized are referred to as "outlaw" sprint cars.

Another short-form layout — again, in the same issue — because hey, it's almost racing season! Here's all you need to know on one page: where the races are, what types of cars, and how to attend the upcoming racecar show.

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OUTDOORS

HARVESTING THE HEAVENS

Rainwater Gardens protect environment while beautifying one's property

By BOB ESCHLIMAN
Staff Writer

SPIRIT LAKE, IA—Rain gardens are the coupling of heaven and earth.

Specially designed to help receive and store rainfall, rain gardens use that moisture to nourish the plants; meanwhile, the plants filter out impurities before they reach lakes, rivers and streams.

You might say it's the perfect marriage for environmentally-conscious homeowners in the Iowa Great Lakes area.

That's why Barb Tagami, Dickinson County naturalist, will be hosting a workshop at Ferguson's Landscape Center in Spirit Lake on Saturday, April 10. During the program, she will discuss the various plants that work best in a rainwater garden, as well as how to get the most out of a rainwater garden.

AT A GLANCE:

What: Rainwater Gardens workshop
When: Saturday, April 10, 10 a.m.
Where: Ferguson's Landscape Center, U.S. Highway 71 South, Spirit Lake, IA
Cost: FREE
Telephone: (712) 336-2080

Rainwater gardens should be situated on low-lying inclines in order to clean up your yard's runoff. (Photos submitted)

Once it has grown out, your rainwater garden won't look any different than a typical backyard garden.

Q&A

What is a rainwater garden?
Essentially, a rainwater garden is a miniature wetland. Runoff from paved surfaces, and the house's downspouts are directed to a low-lying area. There, the water is stored temporarily to be absorbed by the plants and soil.
Pollutants, such as lawn fertilizers, pesticides, oil, grease and heavy metals (like mercury) are trapped, allowing the clean water to slowly soak back into the groundwater system. This process is known as "bioretention."

How complex is a rainwater garden?
There are landscaping contractors who specialize in bioretention projects. The most sophisticated rainwater gardens are designed to accommodate all of the runoff from a surrounding area. These projects include the use of underdrain systems and multiple layers of gravel and landscape fabric under the soil.
That process is complicated and expensive and few homeowners are willing to have more than half of their lawns turned into rainwater marshes. Backyard gardeners, however, can reap the benefits of a carefully engineered rain garden on their own. The result is a colorful, low-maintenance habitat.

BUILDING A RAINWATER GARDEN

STEP ONE: LOCATION, LOCATION
Identify at least one downspout that can be redirected toward an area that gradually slopes away from your home. Your rainwater garden should be at least 15 feet away from your home to prevent basement flooding. The garden also should be located along the slope and shouldn't have any rises between it and your home.

STEP TWO: IRREGULAR SHAPES
A rainwater garden should be irregularly shaped, either like a kidney or a round-cornered crescent. Using an old hose will help you keep the shape while you dig in and remove the top layer of turf and soil. You should dig down about 12 inches at an inward angle.

STEP THREE: AMENDMENT
In order to ensure that the rainwater garden acts like a sponge, the soil must be amended — replaced with compost material. You can mix in some of the topsoil that you've removed to help create your base mixture. The remainder of the extracted topsoil can be used to create berms around the sides of the garden.

STEP FOUR: IF YOU BEND IT, IT WILL COME
Flexible downspouts can deliver water toward the rainwater garden. If you're feeling adventurous, using corrugated drainage tile buried beneath the ground will work, too. It is important, though that the water runs through a grassy area before it reaches the garden; 1-2 feet is best. Otherwise, the surging water will erode the base mixture and ruin the garden.

STEP FIVE: LET THE FUN BEGIN
Planting is the most enjoyable process of building your rainwater garden, but before you do that, be sure to let the base mixture receive one or two rainfalls in order to allow the amended soil to settle properly. You will want to plant species that are able to handle variable water levels and the specific amount of sunlight the garden receives.

STEP SIX: ENJOY!
If your garden is working properly, it will allow excess rain to flow through while "harvesting" some of the water, which pools in the garden. This water should be absorbed within 24 hours. The garden will be inviting to butterflies, hummingbirds and other nectar-and berry-feeding fauna.

SPECIES:

Plant species suited for rainwater gardens
- swamp milkweed
- aster
- blue flag
- bluebells
- bluestem grasses
- boneset
- columbine
- gentians
- ironweed
- iatris
- lobelia
- ferns
- sedges
- switchgrass

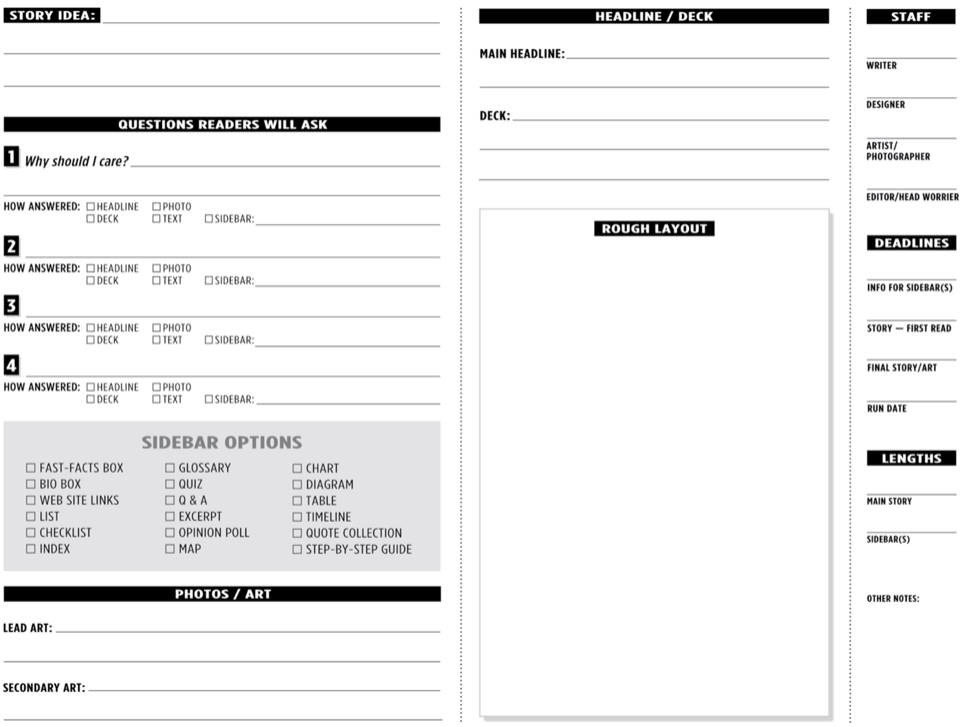
Yet another short-form preview. In fact, nearly everything in this issue is packaged in short, appealing chunks like this.

Did these stories come together like that by accident? No. The newsroom has a system in place for planning and packaging stories with this end result in mind.

And that system is known as *"The Maestro Concept."*

The Maestro Concept was devised back in the 1990s by Leland “Buck” Ryan, a journalism professor (and longtime friend of the author). For a detailed analysis, I recommend the Wikipedia entry for *Maestro Concept*.

In short, it’s a process for encouraging teamwork among newspaper staffers. For integrating words, images and design. For reminding journalists to “think like a reader.”



STORY IDEA:

QUESTIONS READERS WILL ASK

1 *Why should I care?*

HOW ANSWERED: ☐ HEADLINE ☐ DECK ☐ PHOTO ☐ TEXT ☐ SIDEBAR:

2

HOW ANSWERED: ☐ HEADLINE ☐ DECK ☐ PHOTO ☐ TEXT ☐ SIDEBAR:

3

HOW ANSWERED: ☐ HEADLINE ☐ DECK ☐ PHOTO ☐ TEXT ☐ SIDEBAR:

4

HOW ANSWERED: ☐ HEADLINE ☐ DECK ☐ PHOTO ☐ TEXT ☐ SIDEBAR:

SIDEBAR OPTIONS

☐ FAST-FACTS BOX ☐ BIO BOX ☐ WEB SITE LINKS ☐ LIST ☐ CHECKLIST ☐ INDEX
☐ GLOSSARY ☐ QUIZ ☐ Q & A ☐ EXCERPT ☐ OPINION POLL ☐ MAP
☐ CHART ☐ DIAGRAM ☐ TABLE ☐ TIMELINE ☐ QUOTE COLLECTION ☐ STEP-BY-STEP GUIDE

PHOTOS / ART

LEAD ART:

SECONDARY ART:

HEADLINE / DECK

MAIN HEADLINE:

DECK:

ROUGH LAYOUT

STAFF

WRITER

DESIGNER

ARTIST/ PHOTOGRAPHER

EDITOR/HEAD WORRIER

DEADLINES

INFO FOR SIDEBAR(S)

STORY — FIRST READ

FINAL STORY/ART

RUN DATE

LENGTHS

MAIN STORY

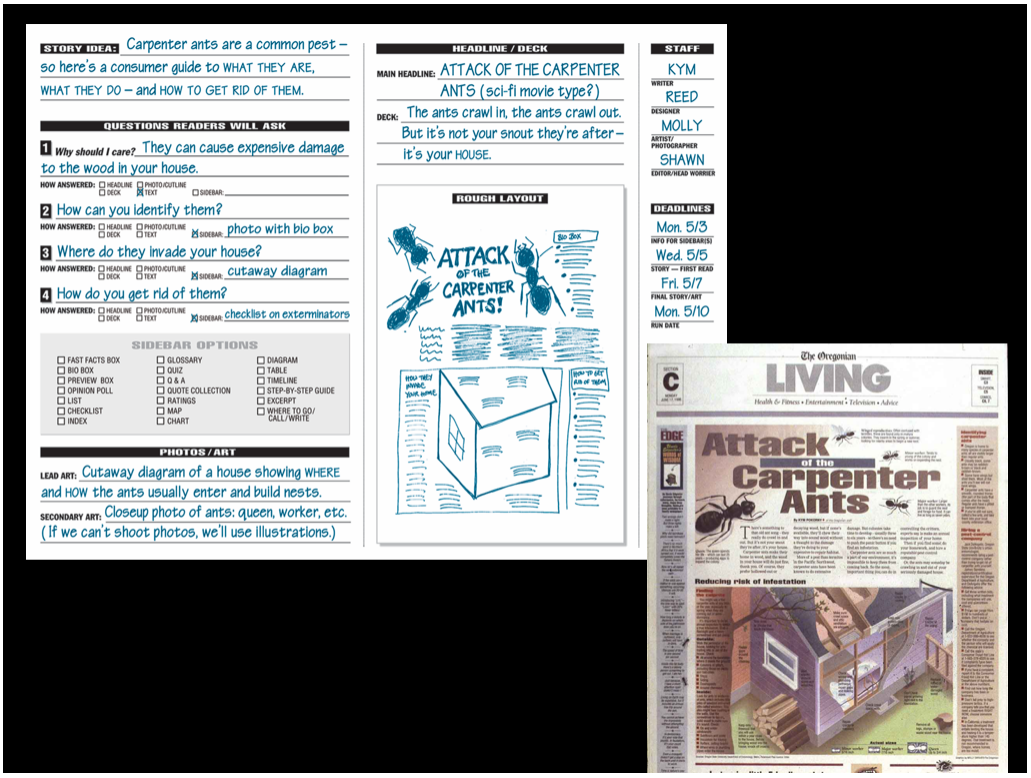
SIDEBAR(S)

OTHER NOTES:

Basically, the concept is this: The best time to collaborate — to brainstorm that big story — is *before* the story gets written. Before the reporter sits down, alone, to start typing those 30 paragraphs of text.

So imagine a meeting where we kick that story around: *we* being the reporter. The editor. The photographer. The designer. In fact, *anyone* who's got a stake in that story gets to help shape its treament during

a quick (five-minute session) where they fill out this form. Together. Collaboratively.



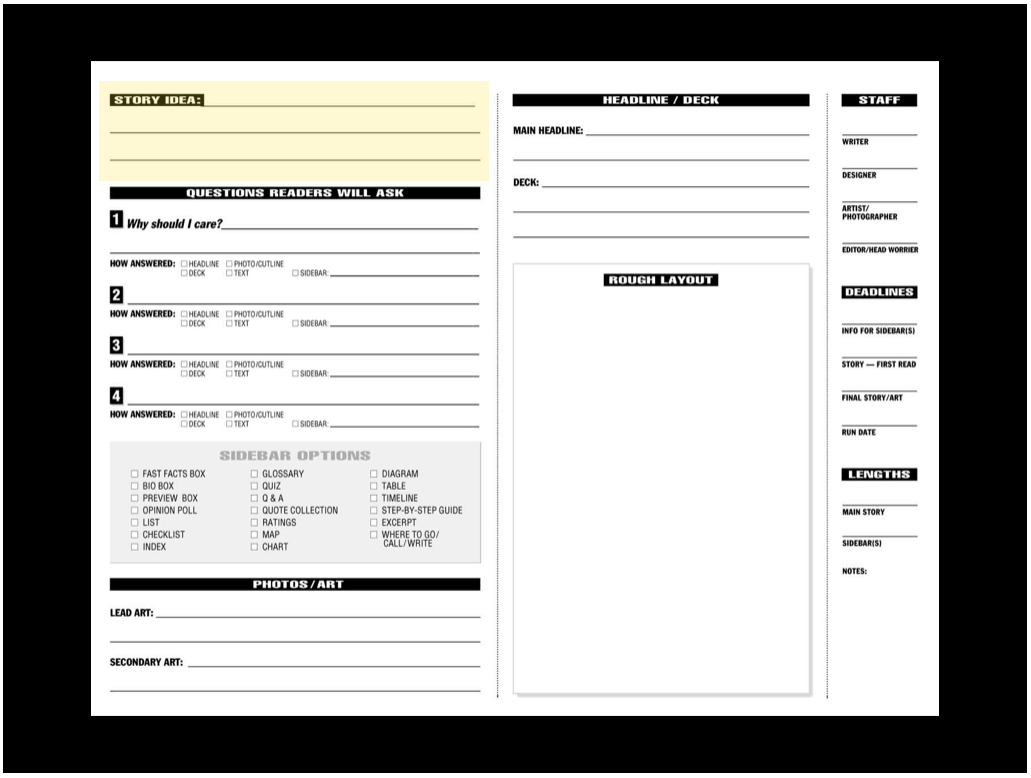
Here's an overview of how that works. At left, the completed maestro form, which resulted in the printed page at right.

Now, things may surely change as the reporter gathers more information, or as the artwork comes together. But with this process, at least there's a beginning blueprint that guides the evolution of the package.

If you're presenting this slideshow

to a class or a newsroom and you'd like to test-drive the Maestro Concept, the next 10 slides will guide you through a typical front-page example.

If you would like to print out a physical copy of this form, 1) export the previous slide, scale it to fit your printer output, and print out copies, or 2) download a PDF of the maestro form from the NSPA website, then print out copies as needed.



STORY IDEA:

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ROUGH LAYOUT

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EDITOR/HEAD WORRIER

DEADLINES

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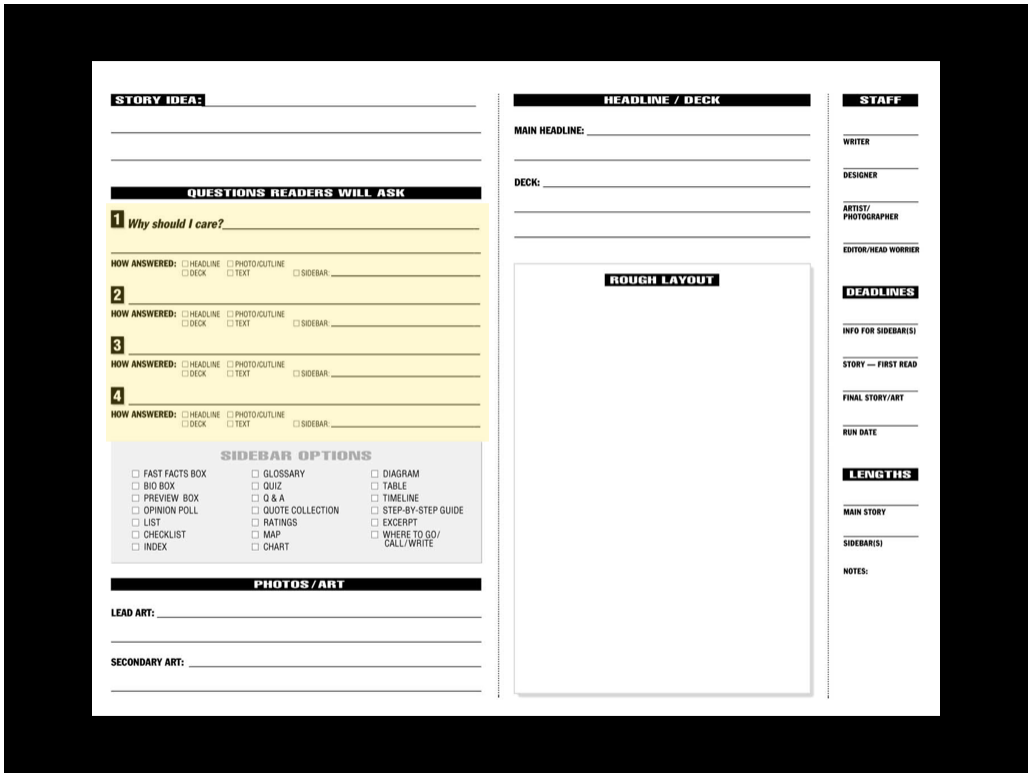
NOTES:

OK, here we go. We've got a big, breaking story for tomorrow's front page. So first thing, top left corner of the maestro form: What's the story idea, in 25 words or less? (This forces the reporter or editor to boil the concept down into an easily digestible nugget.)

In this case, here it is: **UFOs have been landing at night, abducting local citizens.**

Make sense? Once everyone

understands the concept and agrees that it’s worthy, you proceed to the next section.



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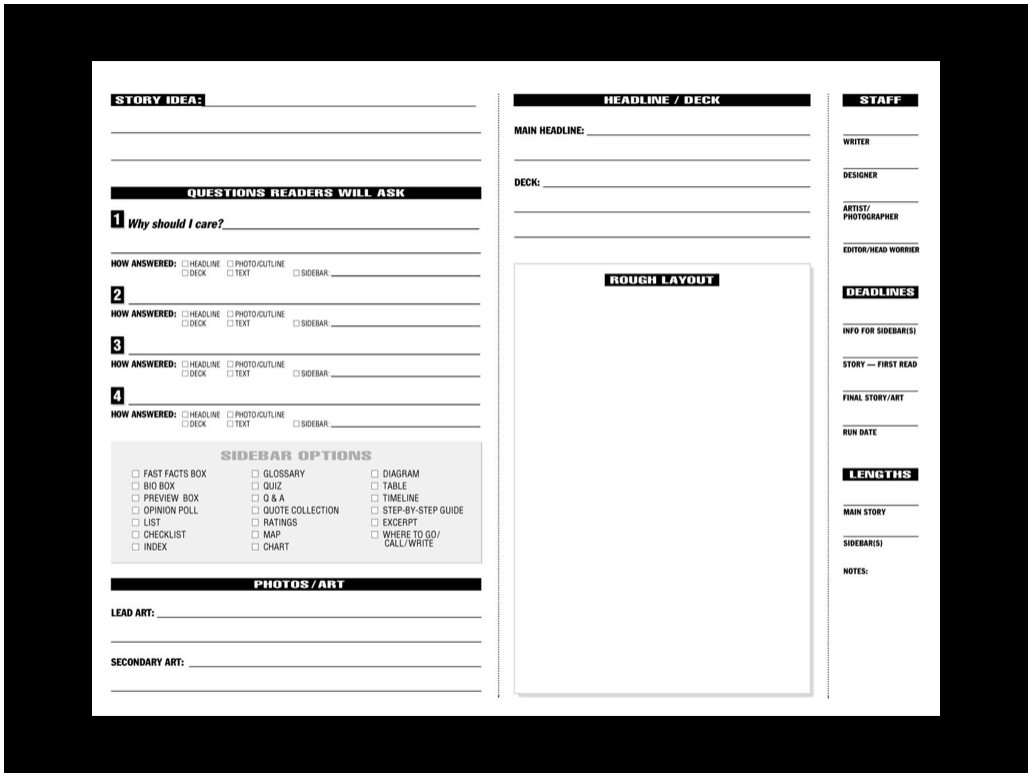
NOTES:

Now, ***think like a reader***. What are the biggest, juicest, most pressing questions readers will have about this topic? For instance, how about: *Where have the abductions occurred? (Is it anywhere near MY house?)* Excellent question. And how should we answer that question? Can we do it with a photo? With a headline? Down in the 17th paragraph of the text? Or is there a sidebar that would work . . . . like, say . . . *a map?*

You don't have to write anything down just yet. But keep churning out questions, like: *Who's been abducted? Is this some kind of hoax? Are the abductees claiming that they were **probed**?* And for each question, try to determine the best way to answer: text, artwork, sidebar, graphic . . . .?

But the most important question of all — the one you must ask *for every story you ever do* — is this: **Why should I care?** The answer may not always be obvious, so try asking in different ways: *How does this affect ME?* Or . . . . . *What should I be doing about this?*

Once you feel confident about your questions and answers, fill in the form and move on to the next section.



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FINAL STORY/ART _____

RUN DATE _____

LENGTHS

MAIN STORY _____

SIDEBAR(S) _____

NOTES:

At this point, you could begin discussing photo options (with the photographer right there, helping guide the process). Want mug shots of the abductees? Can you get a photo of the UFO tonight? Or should the lead art be the map that shows where the UFOs have landed?

Your page designer could now start sketching out the package: put the artwork *here*, the sidebars *there*. In fact, you could even kick around

headline ideas *now* — while you're fresh — instead of saving that for last, when everyone's tired and pressured by deadlines.

That's the process in a nutshell. When it works, it makes those big stories more accessible, more reader-friendly, better-designed, more visual. It encourages collaboration by spreading the ownership around — it's not *just* the reporter's story anymore.

So let's see how this page might have actually turned out:

If we *hadn't* maestroed the story, a photographer would have visited one of the abductees and shot this corny photo of the guy saying, *"Here's* where they probed me."

Abducted by aliens?

Four area residents claim they were probed aboard an alien vessel – and as fear spreads throughout the region, authorities battle an outbreak of mass hysteria

by PATRICK MINNEAR
The Right Stuff

Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus, scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis qui vel mense brevi vel toto est iunior anno." atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

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Pat Minnear

Bill Cantrell, left, explains to his wife, Shirley, how the alien spacecraft hovered above his trailer Friday night before beaming him aboard.

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TURN TO ALIENS, Page A2

That photo would have anchored this traditional story design: Headline, deck, photo, and 20 paragraphs of traditional text. And there it is: your front-page centerpiece. Perfect for your father's 1966 newspaper.

But what if we had constructed a package based upon the questions on our maestro form?

Abducted by aliens?

Four area residents claim they were probed aboard an alien vessel – and as fear spreads throughout the region, authorities battle an outbreak of mass hysteria

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WHERE THE FOUR ALIEN ABDUCTIONS OCCURRED

1 BECKY HARSHA
Age: 31
Home: Laurel Grove
Abducted: In her bedroom as she slept with her husband, Ray
Time: 3 a.m. Friday, Nov. 12
Quote: *"God, it was horrible. I awoke aboard this space ship full of blinking lights and eerie echoes. The aliens began to probe me with a sharp metallic tube — and then I fell asleep."*

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Age: 44
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Quote: *"All I can remember is the alien commander asking me a bunch of questions about America's military capability. I used to be in the army, so I knew enough not to give him any useful*

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Age: 69
Home: Laurel Grove
Abducted: As he walked home from The Squirrel Cage bar
Time: 3 a.m. Saturday, Nov. 14
Quote: *"I really don't remember much, but when I awoke Sunday morning, I had all these strange scars all over my chest and stomach, and I smelled like alcohol."*

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Age: 42
Home: Oak Grove
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Quote: *"God, it was horrible. I awoke aboard this space ship full of blinking lights and eerie echoes. The aliens began to probe me. I could here them laughing — and then I fell asleep."*

First, let's fix the right half of the layout. Instead of that corny photo, we'd run a map to answer the question, *Where have the abductions occurred?*

And maybe our second question was: *Who's been abducted?* To answer that, we created bio boxes for each of the abductees — and paired those with our map to show *who* was abducted *where*.

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Experts agree: being probed by aliens aboard a cold, noisy spaceship is no fun. Here are five tips on making yourself unsuitable for abduction:

- **Don't travel alone.** Inter perfectos veteresque referri debet an inter vilis atque novos.
- **Carry a light saber.** Est vetus atque probus, centum qui perficit annos Quid, qui deperiit minor.
- **Know when to say no.** Inter perfectos veteresque referri an infectos veteresque referri an inter vilis atque novos.
- **Report all suspicious activity.** Inter perfectos veteresque referri debet an inter vilis atque novos.
- **Contact the FBI.** Inter perfectos veteresque referri debet an inter vilis atque 555-3289.

By PATRICK MINNEAR
The Rapte Beacon

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TURN TO ALIENS, Page A2

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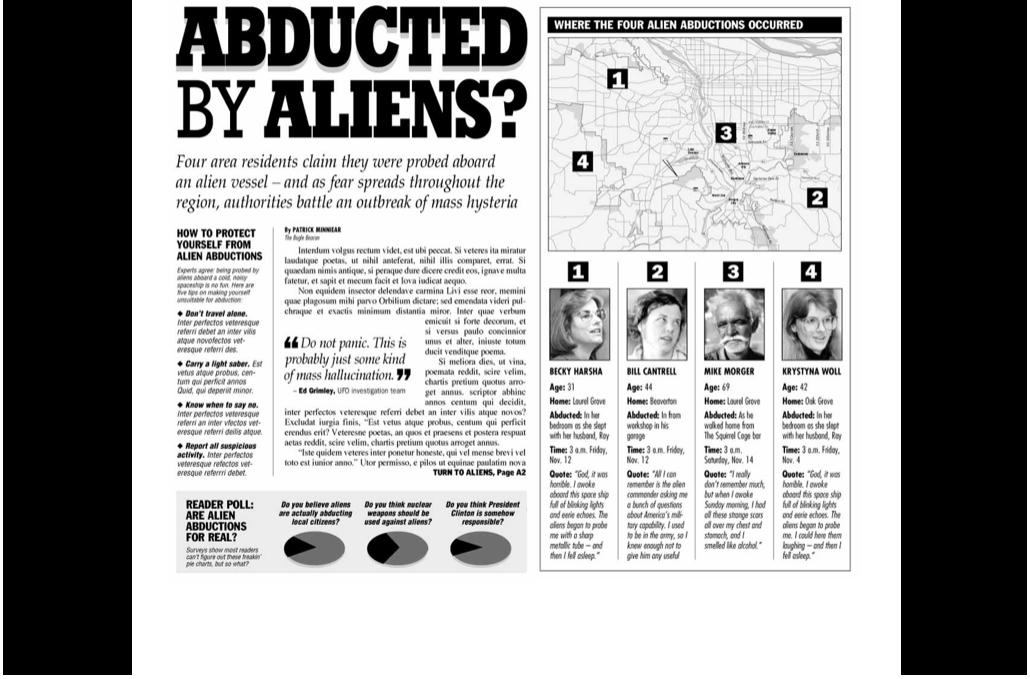
What was the "***Why should I care?"*** for this story? Hopefully, you would have come up with something like: *How do I protect myself from the aliens?* And to answer that question, you could ask a UFO expert for a list of bullet-item tips — and you'd run it here, at the very top of the story.

Notice, too, that we've jazzed up the headline a bit more, since we'd written it in advance.



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TURN TO ALIENS, Page A2

READER POLL: ARE ALIEN ABDUCTIONS FOR REAL?

Surveys show most readers can't figure out these freakin' pie charts, but so what?

Do you believe aliens are actually abducting local citizens?

Do you think nuclear weapons should be used against aliens?

Do you think President Clinton is somehow responsible?

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Like the layout so far? If I were in charge, I might have asked one more question during the maestro meeting: *Is this just a hoax?* Which we could have answered with a quick reader survey (maybe send someone to the mall and ask 100 people these questions.)

Could be a good sidebar. Or maybe it's just making the page too busy. Now that I see it in print, I think I'd prefer . . . .

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TURN TO ALIENS, Page A2

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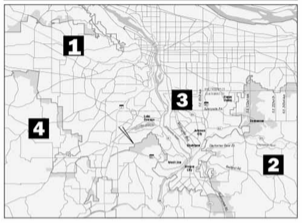

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. . . . this version. OR do you prefer . . . .

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Four area residents claim they were probed aboard an alien vessel – and as fear spreads throughout the region, authorities battle an outbreak of mass hysteria

by PATRICK MINNEAR
The Right Stuff

Interdum volgus rectum videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

Non equidem insector delendave carmina Livi esse reor, memini quae plagosum mihi parvo Orbilium dictare; sed emendata videri pulchraque et exactis minimum distantia miror. Inter quae verbum emicuit si forte decorum, et si versus paulo concinnior unus et alter, iniuste totum ducit venditque poema.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus, scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis qui vel mense brevi vel toto est iunior anno." atque novos? Excludat iurgia finis, "Est vetus atque probus, centum qui perficit annos." Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas?

"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia Pythagorea. Naevius in manibus non est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema, ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere Caecilius gravitate, Terentius arte.

Hos edisci et hos arto stipata theatro spectat Roma potens; habet hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo.

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Si meliora dies, ut vina, poemata reddit, scire

Pat Minnear

Bill Cantrell, left, explains to his wife, Shirley, how the alien spacecraft hovered above his trailer Friday night before beaming him aboard.

Ril illis comparet, errat. Si quaedam nimis antique, si peraque dure dicere credit eos, ignave multa fatetur, et sapit et mecum facit et Iova iudicat aequo.

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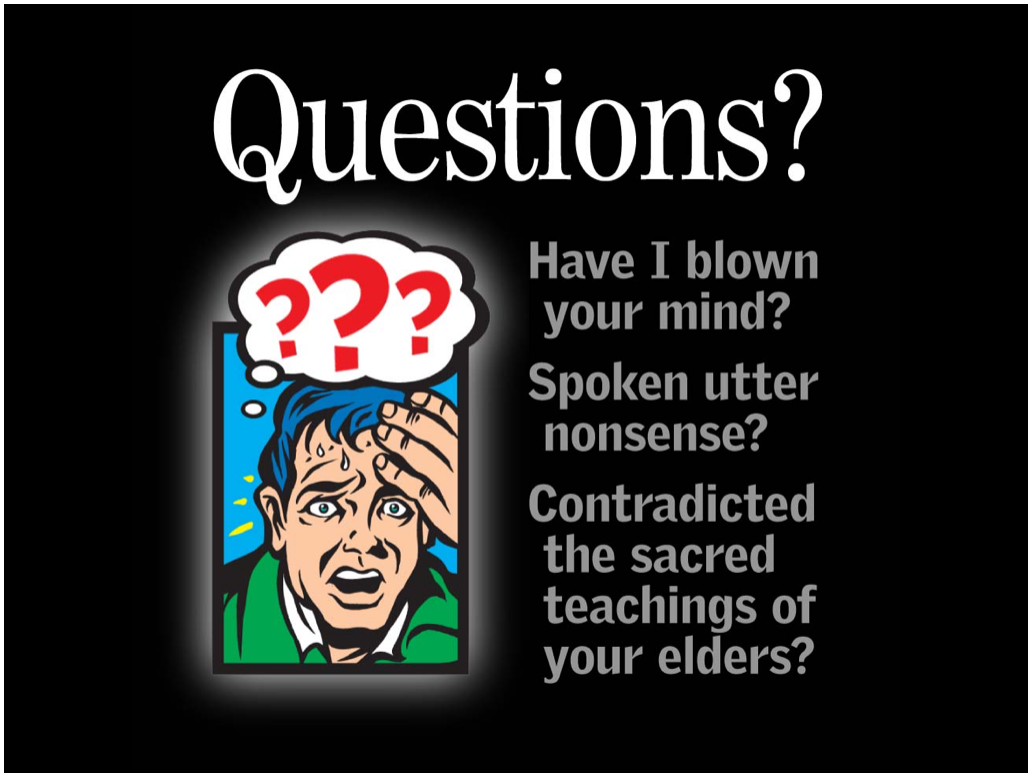
TURN TO ALIENS, Page A2

. . . . the traditional version — the one that would run in Your Father's Newspaper? Which version attracts eyeballs better? Delivers the information more effectively?



If you're intrigued by this process, you're bound to have questions. Such as:

— **Do we do this for every story?** Probably not. At first, it may be best to focus on your big lead (centerpiece) news, feature or sports stories. Change, after all, is difficult. But once the workflow smoothes out, you could require this for, say, all stories over 20 inches. Or 20 paragraphs. Or 1,000 words.

And test your readers to see if they're actually reading more material this way (see slide #46 above).

— **Who's in charge?** Many papers have had success with creating a Staff Maestro position — someone who "gets it" when it comes to merging words and visuals in short-form packages. But it doesn't need to be that formal. What's important is to encourage, or even mandate, maestroing each big story, since most journalists loathe meetings — and reporters, especially, hate being forced to share ownership of *their* stories.

Council backs sewer charges

Some members want rate hike to be spread out

By Trevor Wendzonka
Truth Staff

ELKHART — A majority of the Elkhart City Council supports increasing sewer charges to pay for system improvements, though some tinkering could still be done.

Earlier this week, many council members were briefed by public works officials about the need for a 35 percent increase to keep the utility from cutting improvement projects. For two years, cash reserves have been tapped to balance the

Waiting: Industrial users weighing effects of sewer rate hikes/ A8

Let's review. In particular, let's review this **"Why Should I Care?"** concept.

Take this front-page story, for instance, on . . . . sewer rates. (And by the way: You know you've hit rock bottom when a story on sewer rates leads your front page.)

Anyway, read the headline. Read the deck. And now tell me: Why should I care?

SM

U.S. NAVY PHOTO VIA ASSOCIATED PRESS

elicopter Anti-Submarine Squadron Three on the
ng Freedom. U.S. special forces engaged in their

INSIDE

Intelligence: Pilotless aircraft proving to be a key tool/**A10**

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BY TREVOR WENDZONKA
Truth Staff

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Waiting: Industrial users weighing effects of sewer rate hikes/ **A8**

The proposed rate hike would raise residential user bills by $5, to more than $20 each month. Sewer

since 1989, when users were asked to pay for the expansion of the wastewater treatment plant.

"We hear all the time from people who want us to keep up with the sewers. They say, do what you have to do — just don't let it flood our basements," said Republican council member David Ashe. "I don't like that it's that steep of an increase, but if you average it, it's

Ah! Here's the answer, buried halfway down the page: *Your sewer bill will increase five bucks a month*.

At the very least, shouldn't THAT have been somewhere in the big type?

Detroit Free Press
Tuesday 3.23.2010 www.freep.com On guard for 178 years

Health reform: What it means to you right now

Making sense of the historic changes coming to tens of millions in U.S.

If you have no insurance ...
Uninsured people with medical problems will be able to buy coverage through a high-risk health insurance pool later this year.

If you have a preexisting health condition ...
Starting this year, insurance companies can no longer exclude coverage for preexisting health conditions. They also cannot suddenly cancel your policy.

If you have kids at home in their early 20s ...
Beginning this year, they can be covered under your health plan up to age 26 — no matter their status, in school, out, working or idle.

If you have a business with 25 or fewer workers ...
You may be able to claim a tax credit of up to 35% of the cost of providing health insurance for your employees.

If you are a senior citizen on Medicare ...
Those in Medicare's prescription coverage gap will get a $250 rebate this year.

And what happens next?

2011: More money to community health centers treating lower-income and uninsured people.

2012: Nonprofit insurance co-ops established.

2013: New 2.3% sales tax on medical devices — but many items are exempt.

2014: Requires citizens and legal residents to have health insurance, except in cases of financial hardship, or pay a fine to the IRS.

MORE DETAILS OF THE PLAN AND HOW IT WILL ROLL OUT

HEALTH CARE REFORM

Health bill leaves many questions to be answered

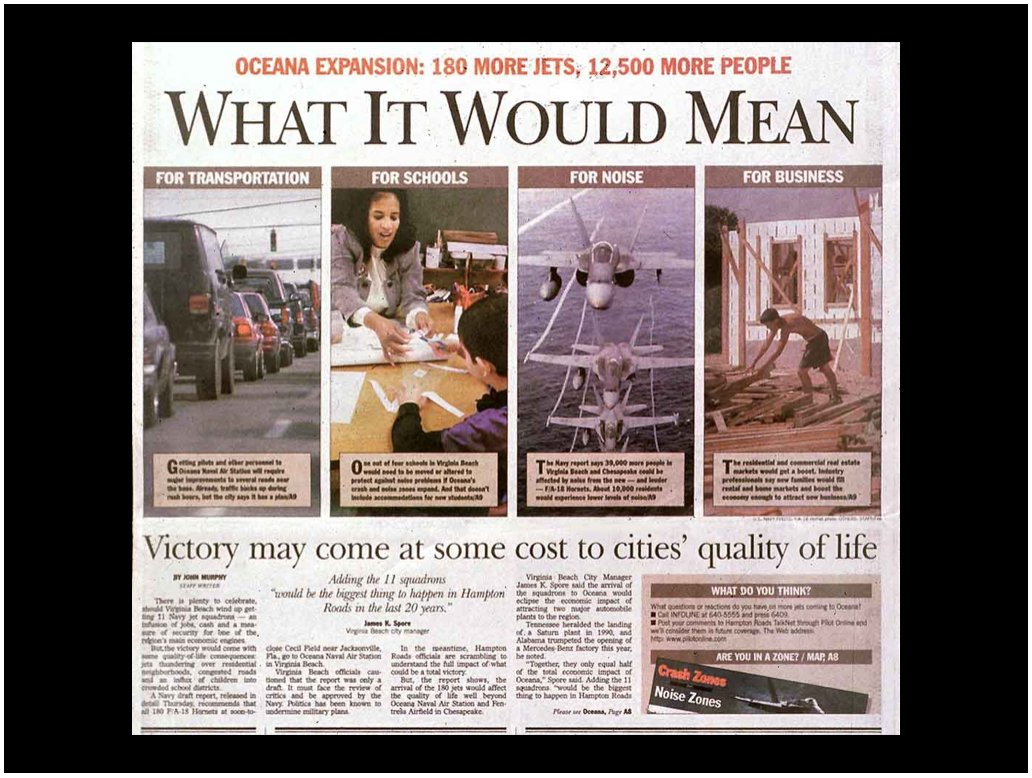
Measure's terms, timetable are outlined

HEALTH CARE FACT CHECK

Though reform passed, ideological war continues

Two pages from 2010, when Congress approved dramatic health-care reform (known as Obamacare).

Which do you prefer: the traditional approach at right, or the more typographically aggressive, **what-it-means-to-you** approach at left?



OCEANA EXPANSION: 180 MORE JETS, 12,500 MORE PEOPLE

WHAT IT WOULD MEAN

FOR TRANSPORTATION

Getting pilots and other personnel to Oceana Naval Air Station will require major improvements in several roads near the base. Already, traffic backs up during rush hours, but the city says it has a plan/A9

FOR SCHOOLS

One out of four schools in Virginia Beach would need to be moved or altered to protect against noise problems if Oceana's crash and noise zones expand. And that doesn't include accommodations for new students/A9

FOR NOISE

The Navy report says 39,000 more people in Virginia Beach and Chesapeake could be affected by noise from the new — and louder — F/A-18 Hornets. About 10,200 residents would experience lower levels of noise/A9

FOR BUSINESS

The residential and commercial real estate markets would get a boost. Industry professionals say new families would fill rental and home markets and boost the economy enough to attract new business/A9

Victory may come at some cost to cities' quality of life

BY JOHN MURPHY
STAFF WRITER

There is plenty to celebrate, should Virginia Beach wind up getting 11 Navy jet squadrons — an infusion of jobs, cash and a measure of security for one of the region's main economic engines.

But the victory would come with some quality-of-life consequences: jets thundering over residential neighborhoods, congested roads and an influx of children into crowded school districts.

A Navy draft report, released in detail Thursday, recommends that all 180 F/A-18 Hornets at soon-to-close Cecil Field near Jacksonville, Fla., go to Oceana Naval Air Station in Virginia Beach.

Virginia Beach officials cautioned that the report was only a draft. It must face the review of critics and be approved by the Navy. Politics has been known to undermine military plans.

Adding the 11 squadrons "would be the biggest thing to happen in Hampton Roads in the last 20 years."

James K. Spore
Virginia Beach city manager

In the meantime, Hampton Roads officials are scrambling to understand the full impact of what could be a total victory.

But, the report shows, the arrival of the 180 jets would affect the quality of life well beyond Oceana Naval Air Station and Fentrels Airfield in Chesapeake.

Virginia Beach City Manager James K. Spore said the arrival of the squadrons to Oceana would eclipse the economic impact of attracting two major automobile plants to the region.

Tennessee heralded the landing of a Saturn plant in 1990, and Alabama trumpeted the opening of a Mercedes-Benz factory this year, he noted.

"Together, they only equal half of the total economic impact of Oceana," Spore said. Adding the 11 squadrons "would be the biggest thing to happen in Hampton Roads

Please see Oceana, Page A8

WHAT DO YOU THINK?

What questions or reactions do you have on more jets coming to Oceana?
- Call INFOLINE at 640-5555 and press 6429.
- Post your comments to Hampton Roads TalkNet through Pilot Online and we'll consider them in future coverage. The Web address: http: www.pilotonline.com

ARE YOU IN A ZONE? / MAP, A8

Crash Zones
Noise Zones

Another what-it-would-mean package (from the Virginian-Pilot), on a plan to expand the local naval base.

BUSINESS

WHAT INFLATION MEANS FOR...

Prices and interest rates are up, but that isn't necessarily a bad thing

TENSIONS ARE SPIKING IN THE MIDDLE EAST, AND so is the price of oil, which reached $77 per bbl. That's a record, and not a good one as far as motorists and investors are concerned. Nor is it happy news for inflation, which is already at a 16-year high largely because of surging fuel costs. Consumer prices of all stripes rose at an annualized rate of 5.2% in May—enough to take some of the fun out of shopping. But Ben Bernanke, Chairman of the Federal Reserve, is on the case. The Fed raised its benchmark interest rate by a quarter point last month, the 17th straight increase, in its efforts to gently brake the economy by reining in spending. Retail sales fell ever so slightly in June, according to a Commerce Department report, but consumers hoarding money just to pay for gas won't help the inflation fight. The real test will come this week when the government announces how much consumer prices rose in June. Also keep an eye out for Bernanke's testimony before Congress on Wednesday. Here's why you should care about what he has to say. ***—By Jyoti Thottam and Barbara Kiviat. With reporting by Kathleen Kingsbury/New York***

Bernanke

...YOUR WALLET

While tame compared with the double-digit rises of the 1970s, oil prices are again the driving force behind inflation, with energy costs rising 31% at an annual rate so far in 2006. That ripples through the rest of the economy, showing up as fuel surcharges on services like airline tickets (up 7.9% so far this year) and higher prices on pretty much anything that travels before reaching a store. Even clothing has been inching up after months of deep discounting. "I wouldn't expect a lot of relief on gasoline prices," says Richard Berner, chief U.S. economist at Morgan Stanley. In addition to geopolitical tension, the hurricane season and its potential to disrupt refineries on the Gulf of Mexico lie ahead. And as we grudgingly get used to $3-per-gal. gasoline—it's been nearly two years since crude oil broke $50 a barrel—companies feel more comfortable passing along their own higher costs to customers.

...YOUR STOCKS

Oil, war and stocks don't mix. When consumers get pinched by higher prices and pay more to borrow, investors are worried that they'll have less to spend, thus lowering overall demand for goods and services. That's already begun to happen. After growing 5.6% in the first three months of the year, the economy is expected to expand only 3% the rest of the year. That—and the uncertainty created by the Middle East fighting—has helped batter the stock market; the S&P 500 is down 5% since early May. And rates are rising overseas as well. "It's not just the Federal Reserve," says Chris Burdick, director of economic analysis at Charles Schwab. "It's central banks across the globe." Until the Fed gives clear signals that it will stop the cycle of rate hikes—Bernanke took a wait-and-see attitude last month—expect volatile times for stocks.

...YOUR BUSINESS

Like many small business owners, Tom Zimmerman is scrambling to absorb higher costs without scaring away his customers by raising prices too much. He owns Spectrum Automation, a Detroit-area firm that makes parts for factory equipment, and he's trying a bit of everything. He has raised his bids on contracts he competes for, deferred buying equipment to avoid debt and just recently shelved plans to add three jobs to his 20-person staff. "I wouldn't want to hire them if I couldn't keep them," he says. With a big new deal just signed and good news arriving from his health insurer (a 2% cut in costs), he may reconsider. But Zimmerman is certain about plans to overhaul his factory's heating and cooling system to make it more energy efficient—a move that puts him in a good position to handle future energy inflation. The companies that will thrive, economists say, are those that can deflect higher prices by boosting productivity.

...YOUR SALARY

One indicator that has lagged most others is the one attached to labor. Average weekly earnings rose 4% in May—not enough to keep pace with inflation. So even with a few extra dollars in their pockets, most workers have to cut corners to stay afloat. Believe it or not, economists consider this a good sign. If workers were successfully pressuring for higher wages, that would reflect an expectation of even more inflation to come and lead to a spiral of rising wages and prices. It's the job of the Fed, Bernanke has said, to use smart policy to keep those expectations in check by consistently taking action as soon as inflation starts to cut loose. "The Great Inflation of the 1970s," as he calls it, is "an example of what can happen when inflation expectations are not well anchored." So as long as we can stand a little lead in our pockets, relief may be in sight.

...YOUR DEBT

Every time the Fed ups interest rates in response to inflation, that takes a bite out of anyone carrying a lot of credit-card debt or holding an adjustable-rate mortgage—the tools that have fueled the housing boom, particularly in the big metro areas of California and South Florida. Ann Johnson, 57, a saleswoman in Kansas City, Mo., cringes thinking about what could happen to the mortgage that looked so appealing two years ago and wonders if she'll be able to sell her condo in a cooling market. "I tell my sister to keep that spare bedroom open for me," Johnson says. She also buys gas strategically on long trips to lower the cost of a tankful (hint: skip Kansas). Painful as it may be, that's exactly the effect that Bernanke is looking for. As consumers limit their spending, inflation follows suit and tapers off in turn.

TIME, JULY 24, 2006 41

Or this example – a money story – from Time magazine.

KYLE ROBERTSON | DISPATCH

William A. "Bill" Inman was found guilty of all six charges in the strangulation of his daughter-in-law, Summer D. Inman.

Crime & the courts

Inman is guilty on all charges

By Mary Beth Lane
THE COLUMBUS DISPATCH

CHILLICOTHE, Ohio — It took a jury only 2½ hours to find William A. "Bill" Inman guilty of all six charges, including two counts of aggravated murder, in the strangulation death of his daughter-in-law, whose body was recovered from a septic tank.

Now, jurors must decide whether to recommend that Inman be executed. The sentencing phase is scheduled to begin at 8:30 a.m. on Wednesday, when defense attorney K. Robert Toy will try to dissuade jurors from recommending the death sentence. Hocking County Common Pleas Court Judge John T. Wallace does not have to follow a jury's death recommendation.

Summer D. Inman was strangled on March 22, 2011.

Besides the two counts of aggravated murder, the jury convicted Inman, 48, of single counts of murder, kidnapping, tampering with evidence and gross abuse of a corpse in the abduction, zip-tie strangulation and disposal of his 25-year-old daughter-in-law, Summer D. Inman, on March 22, 2011.

See **Inman** Page **A5**

The Kasich Budget / 2014-15

HOW THIS ONE AFFECTS YOUR LIFE

Yesterday, Ohio **Gov. John Kasich** released his proposed state budget for the next two years, and it's far from dull. Overall, the $63.3 billion plan would significantly cut income and sales taxes while slapping taxes on some services not currently taxed, such as haircuts. In addition, an estimated 275,000 Ohioans would be covered by health-care insurance as part of a Medicaid expansion.

Inside

- ▸ Full story | A6
- ▸ Governor proposes tuition cap for colleges | A7
- ▸ State officials working with feds on Medicaid expansion | A7

▸ **STATE INCOME TAX:** Ohioans would pay $3.1 billion less in state income tax in returns filed in 2014 and 2015. Those are the first steps toward a 20 percent reduction over three years. Withholding rates would start to drop in September. The rate for those with an adjusted gross income between $40,000 and $80,000 would drop to 3.287 percent from 4.109 percent in three years. The rate for the top income bracket (those making more than $206,250) would decrease to 4.74 percent from 5.925 percent.

▸ **BUSINESS IMPACT:** Business owners paying state income tax as a "pass-through entity" would get a 50 percent tax cut on up to $750,000 in net income. That would cut state income taxes by another $1.2 billion over two years.

▸ **STATE SALES TAX:** The overall sales-tax rate would drop to 5 percent from 5.5 percent. But Ohioans would end up paying $3.2 billion more in sales tax from September 2013 through June 2015. Why? A lot more categories would be subject to sales tax, including haircuts, cable TV, dating services, coin-operated laundries, concert and some ballgame tickets and fees for lawyers and accountants.

▸ **TAX REFUND:** Ohioans would get a one-time state income-tax refund of 4 percent, $400 million total, in 2014 because the state's "rainy day" fund is expected to grow so fat that it will trigger an automatic reduction.

▸ **MEDICAID EXPANSION:** An additional 275,000 Ohioans would receive health-care coverage.

▸ **EDUCATION:** $1.3 billion would be added for primary and secondary education through a revamped funding formula.

Offer Valid through February 17
*Restrictions apply. See store for details. Trademarks are properties of their respective owners.

High: 32 • Low: 20
Details on Page B12

Young boy safe after Alabama hostage case ends

A 5-year-old boy held hostage in an Alabama underground bunker for 6 days is safe. Authorities stormed the bunker yesterday and freed him, then reported that his kidnapper, 65-year-old Jimmy Lee Dykes, was dead. They would not say how Dykes died. Negotiations had faltered, officials said, causing them to rush the bunker. • **Nation & World, A9**

Family's Bible found after being stolen in late 2011

Tom Shier lost something more precious than his F-350 pickup and cash when his Marysville home was burglarized in December 2011: a family Bible printed in 1706. Some dogged detective work located the Bible in Georgia. Reporter Holly Zachariah writes about the Bible's journey and its ultimate return. • **Page B1**

Slots competition prompts Columbus casino to react

Hollywood Casino Columbus is planning to increase its marketing in central Ohio with hopes of attracting more slot-machine players to the West Side gambling hall. Penn National Gaming said slot revenue has been less than expected since the casino opened in October, Steve Wartenberg reports. One factor: the Scioto Downs "racino." • **Page D1**

Here's a budget story from the Columbus Dispatch. These stories can be awfully dull, but by 1) Adding YOU to the headline, and 2) breaking up the text into bullet items, it suddenly seems much more relevant and accessible.

Dordt prof researches possible sightings of mountain lions

Follows up when people report large cats in area

BY MARIAH OLIVER
STAFF WRITER

REGIONAL—Dordt College biology professor James Mahaffy is conducting a personal research project. He is in search of the illusive tawny-colored mountain lion.

Mountain lions had been missing from Iowa's landscape for more than 130 years until recently being sighted in various parts of the state, including N'West Iowa.

Since 2000, there have been unconfirmed sightings of the largest wildcat to call Iowa home in Lyon, Adams, Boone, Clarke, Fremont, Monona, Montgomery, Plymouth, Pottawattamie, Ringgold and Webster counties. There were two confirmed cases in Shelby and Jasper counties when they were hit by cars.

The Iowa Department of Natural Resources provides no more specific than counties for location of sightings because the animals move so much and have a large territory.

Mahaffy got interested in mountain lions in 1995 after a friend found a track from the cat, which typically weighs about

See MAHAFFY on page A7

MAHAFFY'S FIELD NOTES:

- Confirmed sighting in Worthington, MN, in December 1991.
- Possible sightings near Fairview, SD, in Lincoln County in the winters of 1997-98 and 1998-99.
- Possible sighting in rural Union County in South Dakota in May 1998.
- Possible sighting in Rock County in Minnesota during late summer of 1999.
- Possible sighting in the Doon area of Lyon County in October 1999.
- Possible sighting near Leeds in Woodbury County in January 2000.
- Possible sighting in rural Moiona County in 2001.
- Road kill near Harlan in Shelby County in August 2001.
- Possible sighting in Carroll County in December 2001 and March and April 2002.
- Possible sighting in the Hawarden area in October-November 2001 and January-February 2002.
- Possible sighting in the Lake Park area of Dickinson County in December 2002.
- Possible sighting near Melvin in Osceola County in December 2002.
- Possible sighting at the Groth Preserve in the Big Sioux River Complex in Sioux County in February 2002.
- Possible sighting near Sanborn in O'Brien County in February 2003.

James Mahaffy monitors sightings of mountain lions throughout the area in a field journal and tracks sightings on a map.(Photo by Dana DeJong)

Dordt College professor James Mahaffy keeps track of mountain lion sightings in a field journal. (Photo by Dana DeJong)

Mountain lions might roam into area

MAHAFFY
Continued from page A1

130 pounds and has a tail about 4 feet long, near Hudson, SD.

When he hears that someone thought they saw a mountain lion, cougar or puma, he visits with them. He hopes to find out if a mountain lion or two has taken up residence in northwest Iowa, southwest Minnesota, southeast South Dakota and northeast Nebraska.

Many of the sightings were along the Big Sioux River and the Rock River.

"The interesting thing about the sightings is they have been close to the river. The hang around in the cover of the river," Mahaffy said.

When he talks with someone who thinks they saw a mountain lion, he tries to establish credibility and checks facts by asking questions without hinting as to what they should have seen.

Mahaffy keeps records information from everyone he has visited with who has spotted a mountain lion. He notes descriptions of tracks and his personal thoughts in a field journal.

"I'm not studying this like a lion researcher would. I'm not trapping them and putting a radio locator on them. I'm doing the next best thing. People contact me. I call around and find the local yokels to learn the local gossip so I can track down the sightings with substance," he said.

He estimates about half of the time people think they see a lion it turns out to be a large dog or another animal.

"Did they see the tail? Can they give a good example of color? A track can be confirmation," Mahaffy said.

Mountain lions, like their counterpart domestic cats, have retractable claws. In most occasions, the prints do not show claws because the animal pulls them in. The print should be about 4 inches long and round.

Sometimes Mahaffy hears tales about black mountain lions, and it makes him question if what they saw was really a mountain lion.

"If they say they had seen a black mountain lion, it tends to cast doubt and diminish the credibility of the person, although in the dark or in the shade, their description could be accurate," Mahaffy said.

Most of the times the large cat is seen is in poor light conditions before dawn and in the early evening when video and camera equipment has difficulty capturing a crisp, clear image of the animal.

LET HIM KNOW:

■ To contact James Mahaffy, a professor in the Dordt College Biology Department, about a possible mountain lion sighting, call (712) 722-6079.

"Who are we to say, 'No, they aren't around,' but in the same breath, can we say, 'Yes?'" said Ron Andrews, a DNR furbearer specialist who handles mountain lion investigations.

That, he said, is why tracks are important. Other positive signs of the cat include deer covered with grass and leaves — saved in a cache for a later meal.

Other large black cats such as the jaguar have on occasion been seen, but in these cases, they are an escaped animal and not known to exist in the wild here in the United States.

"There are people who raise mountain lions, and they get loose. It's not all that uncommon. Sometimes a tiger or an African lion gets loose," Mahaffy said.

When a lion is found or captured, DNR officials try to evaluate whether or not the animal is wild.

The teeth and claws are examined. Often, mountain lions that have escaped from captivity have been declawed or the claws are worn down from walking on concrete.

So, where are these mountain lions in Iowa coming from?

Mahaffy said there are several possibilities — from the population in the Black Hills of South Dakota, the Ozark Mountains in Missouri and possibly Colorado.

"We've known the Black Hills population has been expanding, and we know the young have to get out, especially if they are male. They have to leave mom after two years. If the males don't get out, they get killed, so they move to where there is less pressure for females," Mahaffy said.

He said about a 300-square-mile area in the Black Hills is considered breeding grounds for the 150 adult mountain lions estimated in the area.

He theorizes that the sub-adults, or young mountain lions, could have made it to Iowa when they leave their family by moving down the Platte River in Nebraska and possibly crossing the Missouri River in winter.

Mahaffy thinks as many as 10 lions could be moving through Iowa. Many of those reports have come from southwest Iowa because of possible habitat.

"When you get into the Harlan area and through the Loess Hills, there are lot more areas to hang out. In this area, they stay around longer because the whitetail deer population is high," Mahaffy said.

He said he did not think the lions had established a permanent territory in the state or a breeding population.

The number of square miles a mountain lion claims for territory depends on the food supply.

"If a lot of food is available, the territory will be fairly small. If there's not a lot of food, it can cover a very large area," Mahaffy said.

Take a story like this: mountain lions have begun roaming around your town. What's the ***Why Should I Care?*** *(Answer below.)*

For this story, you've actually got two excellent "why should I care" questions:

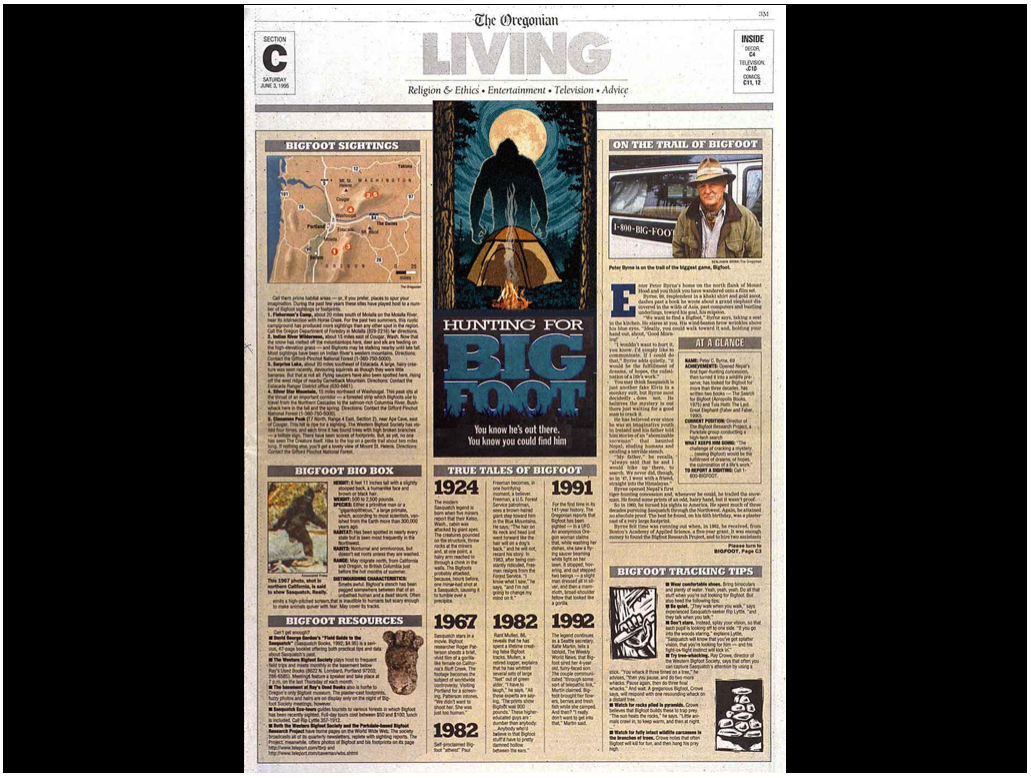
1) *Where have the mountain lions been spotted? (Are they anywhere near MY HOUSE???)* To best answer that, we need to display a map. And as it turns out, there IS a map in that top photo — but it's, uhhh, under the guy's hand. Which makes that photo worthless.

2) *How do I protect myself if I encounter a mountain lion?* Again, this layout takes us halfway there on the second page, with that **LET HIM KNOW IF YOU'VE BEEN MAULED** sidebar. But no, what this story really needs, right there on Page One, is the What To Do explainer, with bullet-item tips and a photo of a mountain lion — maybe even a mountain lion bio box (size, weight, dietary habits, etc.)

One final example. Suppose you live in Portland, Oregon, in the shadow of the Cascade Mountains — the stomping grounds of the legendary Bigfoot!You decide to do a story on local Bigfoot hunters. . . . and this is how the finished page turns out. Sadly, it’s a dismal failure: Clumsy typography, amateurish photography, pine needles (get it? From the forest?) scattered haphazardly around the page. And acres of dull, gray type.

Isn’t there some better way to package a story like this? Suppose you decide to try again — and this time, use the Maestro process to produce a more engaging, interactive package. What could you differently? What would it look like?

And most importantly, to start on the right track: What’s the best answer to the question **Why Should I Care?**



The Oregonian

SECTION C SATURDAY JUNE 3, 1995

LIVING

Religion & Ethics • Entertainment • Television • Advice

INSIDE
DEVOS, C4
TELEVISION, J10
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HUNTING FOR BIG FOOT

You know he's out there. You know you could find him

BIGFOOT SIGHTINGS

BIGFOOT BIO BOX

BIGFOOT RESOURCES

TRUE TALES OF BIGFOOT

1924

1967

1982

1991

1992

ON THE TRAIL OF BIGFOOT

AT A GLANCE

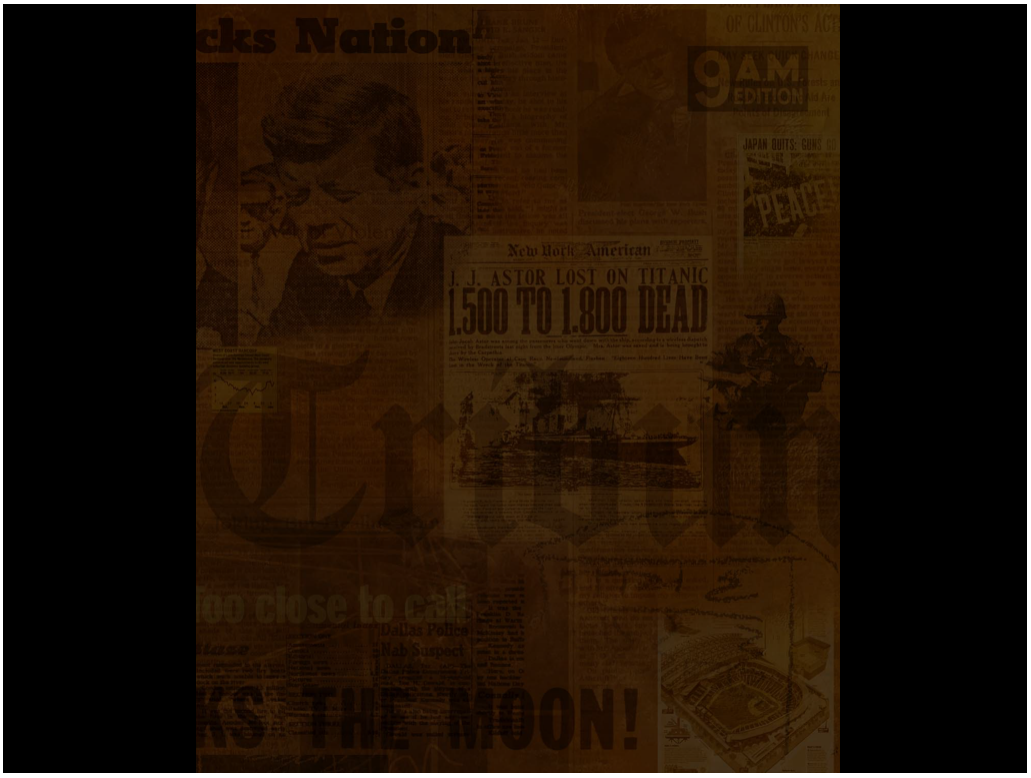
BIGFOOT TRACKING TIPS

This page began by asking the question, *How Can I Find Bigfoot?* There it is, the most interactive, engaging **Why Should I Care?** question of all.

And once you've chosen that to be your organizing theme, the rest of the page falls into place. You can even see how other think-like-a-reader questions got answered: *Where can I find Bigfoot?* That's a map. *How do I identify him?* That's a bio box. And so

on. (It's even got a long, narrative story about bigfoot trackers, like that previous page did — if you're interested in *them*.)

Attracting eyeballs. Delivering data efficiently. Thinking like a reader. Chunking. It's all here, in this example. Now that you've seen how it works for stories about UFOs and Bigfoot, are you willing to apply it to *real-world journalism?*


cks Nation
9 A.M. EDITION
PEACE
New York American
J. J. ASTOR LOST ON TITANIC
1,500 TO 1,800 DEAD
oo close to call
Dallas Police
Nab Suspect
KS THE MOON!