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License agreement version of: 30 January 2006

An IPTC Publication • 29 October 2009 • Editor: Walter Baranger (walt@nytimes.com)
Many newspapers have their own jargon for the items that make up a page, but certain terms are generally understood throughout North America. This is a glossary of the most commonly shared terms.

This document will help new-media editors better understand that ancient product, the printed news page.

Some terms, such as subhead, have become muddied as newspaper designs evolve. We try to explain a few of those here, too. Most newspaper terms evolved from the days of hot type, when intricate Linotype and Ludlow machines set metal letters that resulted in 20-kilogram printing plates made of cast lead. Offset printing eliminated mechanical typesetting, but North American editors still say that they lock down a page when it is completed – even though vice-like clamps and steel keys no longer tighten hundreds of pieces of lead type.

As printing becomes just another output option for newsrooms, terms that date from the 1880s are finding new currency. For example, the white space between lines of type is still called leading (usually spelled leading) even though vice-like clamps and steel keys no longer tighten hundreds of pieces of lead type.

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The objects that make up a newspaper page are often collectively called **Furniture**.

Multiples pages folded together form a **Book** or, if they contain related news (such as sports), a **Section**.
U.S. ATTACKED
HIJACKED JETS DESTROY TWIN TOWERS AND HIT PENTAGON IN DAY OF TERROR

A CREEPING HORROR
Buildings Burn and Fall as Onlookers Search for Elusive Safety

By N. R. KLEINFELD

It kept getting worse. The tower arrived in episodes.

A CREeping horror
Buildings Burn and Fall as Onlookers Search for Elusive Safety

By N. R. KLEINFELD

It kept getting worse. The tower arrived in episodes.

President Vows to Exact Punishment for ‘Evil’

By SERGE SCHMEMANN

Hijackers rammed jettisoners into each of New York’s World Trade Center towers yesterday, toppling both in a hellish storm of ash, glass, smoke and leaping victims, while a third jettisoner crashed into the Pentagon in Virginia. There was no official count, but President Bush said thousands had perished, and in the immediate aftermath the calamity was already being ranked the worst and most audacious attack ever on the country since Pearl Harbor.

The whole nation—to a degree—had seen its dreams spin in smoke and fire. It was a sign of the catastrophic event.

How We Live section debuts today with a new name, new content, new look and a new focus on today’s trends: Family. Health. Free time.
CLINTON, BARELY

LUNG THOMPSON SQUEAKS PAST SCHELLINGER

Obama claims strong victory in North Carolina

By Mary Beth Schneider and Maureen Groppe

See, Hillary Rodham Clinton pulled out a critical victory in Indiana's presidential primary. Tuesday's results showed a split decision that left her as close as ever to overcoming Sen. Barack Obama in the race for the Democratic nomination.

With 99 percent of the votes counted, Clinton was clinging to a 2,571-vote lead, 51 percent to 49 percent. About 25,000 votes out of about 1.2 million cast separated her and Obama.


The Indiana results were seen as crucial to Obama's hopes of winning the nomination. The state's 51 delegates are needed to win the nomination. The state's 51 delegates are needed to win the nomination.

Mexican-American Jim Lung Thompson, a U.S. Rep., held a 1,800-vote lead over his challenger. Obama, a former state senator, said Schellinger had reconsidered Obama territory.

Thomas Lung's victory over Schellinger in the race for the state House seat in Indianapolis, 3rd District, was a surprise. Lung had won the seat in 2004, when Schellinger was first elected.

In the 8th District, U.S. Rep. Joe Sestak was clinging to a 62-vote lead over challenger Joe Sestak, 9 percent to 9 percent. The results showed Obama's standing in the state.
The National Capital Commission wants Prime Minister Stephen Harper to pack up and move out while the official residence at 24 Sussex Drive is renovated.

The commission released a notice yesterday giving details about the program.

NCC chief executive officer Sheila Fraser said the Harper family will have no plans to leave before the house is renovated, but hopes he will take up the offer as soon as possible, or the building project will be delayed.

The prime minister's residence is its roof, which was replaced in 1998, says overmanagement of official residences in 1987, says over-management of official residences in 1987.

An audit released yesterday covers would-be suppliers Tory government.

The building must be made more difficult holding official functions and the risk of forest fires.

“Getting the Harper family home for the Harper family has more importance for me than the building project,” she said. “All I need is for the government, nor do I expect it to.”

Sheila Fraser slams border agency’s tracking system.

NCC wants PM to pack up and move out while residence is renovated.

Desperate Burmese struggle to find food, shelter

Cyclone death toll hits 22,500; risk of disease spreads

A bundle of related stories is known as a Package.
We bag the bum!

22 pages of dramatic coverage begin on pages 2-3

Deposed dictator Saddam Hussein faces the world following his capture yesterday.
Inside Dress Pages
(or Section Fronts)

MONEY & INVESTING

Anxious Investors Tap the 401(k) Egg
By Aaron Lucchetti

Is the Rice Rally Fully Harvested?
By Mark Lennihan

Bulls’ Optimism May Be Premature
Uphold Stories for U.S. Companies
Defy Winds Ahead, Strategists Warn
By Thomas White

Buffett to Fans: Opportunity Exists But Berkshire May Not Be Best Bet
By Blake Goh

Past Shows Microsoft Is Only Jilted For Moment
By Mary K. Minehan

ABREAST

There are signs of a recovery in the DVX market after a clear sell-off. — BRIAN BARNETT

The performance of the S&P 500 index since 2000-

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Bond funds may contain interest rate risk (as interest rates rise bond prices usually fall); the risk of issuer default; and inflation risk. Foreign

Before investing, consider the funds’ investment objectives, risks, charges

Discover why some investors feel safer in international waters.

The SPDR® Lehman International Treasury Bond ETF allows you to buy, hold and sell international bonds with the precision of a single

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Section head or logo or flag

Refer or Teaser

Kicker (Short uppermost head in type smaller than the main head; often underlined.)

Box (Connected rules on four sides, or a tinted rectangle that may not have contrasting ruled boundaries.)

Chart or Graphic

Indent or Notch or Runaround

Line art (Not Halftone, since this artwork consists only of black lines; a Halftone contains grayscale tones.)

“3 on 4” layout is three columns of type in a width normally used by four columns.

Index
It’s About the White House

When the Elderly Get to Choose Care

Disaster in Myanmar

The Death Penalty Returns

By all accounts, Cyclone Nargis has devastated Myanmar — a low-lying wet province swept over by three rivers, leaving the coastal plains underwater, whole towns flooded, and many of the capital’s residents unable to escape. The medical care provided by a country that has been unable to cope with disasters of this magnitude is likely to be minimal.

In the disaster, thousands of victims have died, and many more are feared to be missing. The total number of deaths is likely to be in the hundreds of thousands. The international community, including the United Nations and other organizations, has been providing assistance to those affected.

Despite the challenges, many people are still alive and waiting for help. The government has been slow to respond, and the aid efforts of international organizations have been hampered by the lack of infrastructure and communication systems.

In the aftermath of the disaster, the government declared a state of emergency and imposed strict control over the situation. The government also imposed restrictions on the movement of aid workers, which has led to criticism from the international community.

The government has been praised for its efforts to provide medical care to those affected by the disaster. However, many people are still without access to basic necessities such as food, water, and medical care. The situation is likely to improve as more aid arrives, but the recovery efforts will take many months or even years.

The government has also been criticized for its failure to provide adequate information about the disaster and the relief efforts. The lack of transparency and accountability has led to concerns about the use of aid funds.

In conclusion, the disaster in Myanmar has had a significant impact on the lives of many people. The government and international organizations have been working to provide assistance, but the challenges are significant and the recovery efforts will take time.

THE NEW YORK TIMES

ARTICLES OF THE TIMES

WEDNESDAY, MAY 7, 2008

The New York Times

The New York Times

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In conclusion, the disaster in Myanmar has had a significant impact on the lives of many people. The government and international organizations have been working to provide assistance, but the challenges are significant and the recovery efforts will take time.
At 60, Israel Redefines Roles for Itself and for Jews Elsewhere

By JOHN F. BURNS

JERUSALEM — The Jewish people are marking the 60th anniversary of their national re- birth. But for Mr. Bar-Yosef, who is leaving his post in the Ministry of Strategic Affairs and Peace Negotiations, it has been a bittersweet celebration.

"It is a significant day," Mr. Bar-Yosef said, "for the Jews because they were blamed for the Munich massacre, which was an important event in the Middle East."

Mr. Bar-Yosef, who was appointed by Prime Minister Ariel Sharon, said he had come under pressure because of his criticism of Mr. Sharon's policy toward the Middle East.

But there is another form of celebration: the early morning hours marks the beginning of the 60th anniversary of Israel's independence, which is celebrated by Jews around the world, and by many non-Jews as well.

"In China, they may not know what has been accomplished in Israel," Mr. Bar-Yosef said, "but they do understand the influence of the Jews on the world."

The institute seeks to incorporate new ideas into Jewish life and education, and to understand the role of the Jews in the world. The institute was founded by Mr. Eizenstat, who is an adviser to the Israeli government, and to also educate Jews about their history.

Mr. Bar-Yosef said for him the most important development of the past year has been the recognition of the state of Israel by several countries, including the United States.

"In fact, what is called the global challenges — terrorism, economic development, etc. — is not an issue for the Israelis," Mr. Bar-Yosef said. "We are a small country, and we have to act like the older brother to our neighbors."

"We are the only country in the world with a sense of humility," Mr. Bar-Yosef said. "We are not the one who is going to take over the world, but we are the only country that has a sense of humility."
Acquittal in Nun’s Killing Provokes Outcry in Brazil

BY ALEXIUS HOLLANDE/Associated Press

NAPLES, Italy — A court on Tuesday found two men not guilty of the 1998 murder of a nun, ending a case that has been marked by international comparisons to the trial of four men in Brazil who were acquitted in 2005 of the murder of a Catholic sister.

The case of the Italian nun, Sister Dorothy Stang, has become an issue in Brazil’s presidential election, as candidates in the race have been criticized for not doing enough to address the killing.

In Brazil, the murder of Sister Dorothy Stang, a prominent human rights activist, sparked a national debate about the government’s response to violence against environmentalists. In Italy, the acquittal of two men has raised questions about the justice system and the ability to hold those responsible for violent crimes accountable.

The trial of the two men in Italy is expected to end on Tuesday, and the acquittal of the fourth man in Brazil in 2005 has been a source of controversy and frustration for those who have been advocating for justice in cases of environmental violence.

The acquittal in Brazil has been seen as a failure of the justice system, with many calling for reform and changes to how cases of violence are handled.

In Italy, the acquittal has raised questions about the credibility of the justice system and the role of political influence in judicial decisions.

The trial in Italy has also highlighted the ongoing struggle for justice in cases of environmental violence, with many calling for a more robust approach to investigating and prosecuting those responsible for violent crimes.

As the trial in Italy concludes, there is a sense of urgency for those advocating for change and for the justice system to hold those responsible for violent crimes accountable.

Although the acquittal of the fourth man in Brazil has been a source of frustration, it has also spurred calls for change and for greater scrutiny of the justice system.

In Italy, the acquittal has sparked calls for a more robust approach to investigating and prosecuting those responsible for violent crimes, with many calling for the government to take action to prevent similar cases from happening in the future.

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Cyclone deaths may hit 100,000

Aid efforts hampered by delays imposed by military junta

THE ASSOCIATED PRESS

YANGON, Myanmar — Bodies floated as flood waters and survivors used to reach dry ground boats using blankets as sails, while the top U.S. diplomat in Myanmar said Wednesday the toll from the cyclone and its aftermath may reach 100,000.

Hungry crowds stormed the few shops that opened in the country’s stickin Irrawaddy Delta, sparking fist fights, according to Paul Riser, a spokesman for the UN World Food Program in neighboring Thailand.

Shari Villarosa, who heads the U.S. Embassy in Myanmar, said food and water are running short in the delta area and called the situation there “increasingly horrendous.”

“There is a very real risk of disease outbreaks as long as this continues,” Villarosa told reporters. The death toll could hit or exceed 100,000 as humanitarian conditions worsen, she said. State media in Myanmar, also known as Burma, reported that nearly 23,000 people died when cyclone Nargis blasted the country’s western coast on Saturday and more than 42,000 others were missing.

See TOLL/A4

“Lede” has two different meanings:

• The main article on Page One, often called the Lede Story (see above).

• The first one or two introductory paragraphs of an article (see left).

To avoid confusion with metallic lead (Pb), once used in newspaper production, it is spelled “lede.”
### Anatomy of an Article

When a story continues from another page, the second and subsequent pages are known as **Jump Pages**. The article that jumps usually gets a **Jump Head**.

**In this example, the Tracks are used to tie similar stories, and can be thought of as a common kicker for each story.**

<table>
<thead>
<tr>
<th>Jump FROM LINE</th>
<th>Jump Head</th>
<th>Jump Type</th>
<th>Tracks, Rails or Railroad Tracks</th>
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</thead>
<tbody>
<tr>
<td>A18</td>
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**McCain Backs Caps on Greenhouse Emissions**

**Legal but Controversial, It Helped Get Out the Vote**

By MIKE MCINTIRE and MICHAEL LUO

In the three states border towns of South Texas, one of the country’s poorest regions, enterprising locals like Candelaria Espinoza have long been paid to round up votes for candidates on Election Day. There is even a name for these electoral soldiers of fortune: politiqueros.

Sometimes layout editors will mix up the traditional larger-to-smaller order of elements. Note that the upper deck is not worded like a kicker; its position is interchangeable with the main head.

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**At 82, triathlon relay runner Bob Gralley can run circles around many half his age**

**Senior athlete sets records of his own**

BY TANIA WHITE [HER EYES]

Bob Gralley’s heart belongs to his wife Betty, whom he has loved for 60 years. But on this day, it’s a petite 20-year-old blonde who makes his heart race. Literally.

Attached with tubes and straps to a monitor that will take a snapshot of his heart and lung health, Gralley runs on a treadmill, as his young trainer methodically increases the speed. Faster. Faster.

“Bob’s New Balance running shoes pound the mat of the running machine,” said Dr. Carlos Polinard, a cardiologist at the University of Texas-Pan American, who said Gralley’s performance is “unbelievable.”

But even when entirely legal, such payments described similar associations with “an ethical question raised that is an open question,” said Dr. Mark Polinard, a cardiologist at the University of Texas-Pan American, who said Gralley’s performance is “unbelievable.”

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**The smaller Deck (or Summary Graf) is the upmost head.**

Main head is below its normal position.
Checking for Storm Damage: How Innovations Have Fared

By Ian Salisbury

T'S TRIAL BY FIRE. In the heady markets of recent years, fund companies rolled out lots of innovative new offerings. Now, with stock markets worldwide down amid concern that the U.S. is entering a serious recession, these innovations are facing their first real test.

Some of these investment ideas could end up looking like the Internet-oriented funds that sprouted in 1999 and early 2000: symbols of excess in the waning days of a bull market. Or the opposite could happen. Hedge funds—those focused on aggregated investment pools for the wealthy—cemented their popularity when they demonstrated their ability to earn profits in the steep bear market of 2000-2002.

We decided to take a close look at some of the fund-industry innovations of recent years. Some play to America's growing desire to invest in emerging markets. Some tap into small investors' urge to use the same hedge-fund techniques as the rich. Others—target-date funds—are designed to protect investors from themselves, offering one-stop shopping that aims to eliminate all the worry about what to buy and when. Here are the categories we zeroed in on and what we found:

BRIC FUNDS

MARKETING PITCH: A number of firms have rolled out funds that focus on one or more of four emerging behemoths—Brazil, Russia, India and China.

Soaring markets in recent years fueled investor interest in the BRIC countries: Brazil's benchmark stock-market index jumped 185% over the four years through Dec. 31, while Russia's gained 304%, India's 247%, and China's 251%.

At least two new India funds have been launched this year, on top of three last year, giving U.S. individuals who want to bet on India almost triple the number of options they had just two years ago. There are now 49 funds with Brazil, Russia, India or China, or some combination, in their name. Altogether they have $33 billion under management, according to fund tracker Morningstar Inc.

AVERAGE PERFORMANCE: BRIC funds have proved more volatile than other emerging-markets investments. Overall, emerging-markets funds returned about 22% over the 12 months through April 30; in the first four months of this year they were down 4.26%. Funds that describe themselves as BRIC funds returned 27% over the past 12 months and were down 14% this year through April 30. (Fund returns through April 30 are preliminary.)

Templeton BRIC Fund is down about 8.33% this year, but its lead manager, Mark Mobius, remains bullish. “The outlook for emerging equity markets in 2008 is good,” he writes in an email. 

“We expect to end the year on a good note if current conditions continue,” especially if commodity prices remain high and consumer spending remains strong in the BRIC countries.

LESSONS LEARNED: Most individual investors are better off with a broadly diversified international
Anatomy of an Article

Rowdy crowd gets Girdwood Forest Fair axed

BAD VIBES: Drugs, drinking, fires and fighting halt annual July Fourth festival.

By KETH BRAGG
kbragg@adn.com

Blaming out-of-control campers and partiers who turned a funky festival into a bad scene, organizers of the Girdwood Forest Fair on Sunday said they have canceled the popular outdoor art and music festival that would have turned 33 years old this July.

The event, which last year drew an average of 5,000 people a day for three straight days, could be back on the calendar next year, Forest Fair committee member Kliff Hopson, the drummer for the Fairbanks rock band Gangly Moose, said the Forest Fair will be missed by musicians and music lovers around the state.

“It’s been the premier music event in Alaska,” he said Sunday after learning of the cancellation. “That’s the way I look at it. ‘But I can totally understand where they’re coming from... I woke up Sunday morning last year at the Forest Fair and basically got rooted out of my campsite because of these freaked-out dudes camping next to us being scared. They were talking about hurting people.’

The trouble was happening outside the confines of the Forest Fair, a Fourth of July event held annually on the outskirts of Anchorage.

Jay Bell said the fair and the parade won’t happen this summer because organizers couldn’t figure out how to tame a rowdy crowd that brought underage drinking, illegal camping and campfires, drug use and fights to the town of about 2,500.

“We wanted to send a message to the people who came and made it their own two-day party on the river. We want to tell these people who ruined it that they can’t return to this event,” Bell said. “The campground had gotten out of control and had become its own thing. The campground has to go away, and then we can have the fair again.”

However, the Forest Fair was held on a specific page number, but rather the position of the Jump Page.

Pull Quote, Drop Quote or Quote-Out

The article above has several unusual design aspects including the column width (roughly 3-on-6½), a jump line that doesn’t have a specific page number, a headline style that is fairly complex to write, and the pull quote on the right.

In fact, the entire page (left) contains many complex design elements. Note especially the variety of column widths and headline styles. The bottom tier has three column widths.

The item with the yellowish background in the right column (under “Currency bypasses the Bush”) is an editor’s note placed between the headline and the summary graf, a very unusual design choice.

Also note how the bold lede-in in the subhead acts as a kicker. This saves vertical space.

Such designs can attract readers who buy newspapers from vending machines or newstands.
Agate Type is the small sans-serif type typically used in financial, calendar listings, movie listings and sports pages. A page containing all or mostly agate is called an Agate Page. Agate can appear in tabular or non-tabular (or text) format. In a rare instance of inter-newspaper standardization, 5.5-point News Gothic is the favored agate type face at most U.S. newspapers, since this allows The Associated Press to accurately measure the numbers of characters that can fill a line of agate type one column wide.

The larger generally serif type used in stories is called Body Type.

Other type faces (such as those used in headlines) are known generically as Display Type.
**Subheads & Summaries**

**Subheads** are nearly extinct in their original form. They are very short headlines, usually in bold body type, that break up long columns of text.

As newspapers moved to shorter articles and more horizontal layouts that made better use of graphics and color, subheads lost their utility and visual impact. The example at left is from 1974, but by 2000 they were largely gone.

Today, some newspapers refer to any lower level of a main head as a Subhead. Some can be multi-line **Summary Grafs** (or **Summary Heads** or **Readouts**) or single-line **Summary Lines**; others are shorter **Decks** or **Banks** subordinate to the main head.

Other newspapers refer to **Subheads** as smaller headlines in display type (often with horizontal rules) that break up a multi-subject article. Letters to the editor and news briefs are common places to see these types of subheads.
Headline Styles

THIS IS AN ‘ALL-CAPS’ HEADLINE; SOME LETTERS, SUCH AS IN MccARTHY, ARE SMALL-CAPS FOR READABILITY.

This is a ‘Title-Case’ Headline; Large Words and Verbs Are Upper-Case. The Capitalization Rules Can Be Complex.

This is a ‘sentence-case’ headline. It is capitalized as if it were a sentence. Many newspapers use this style for subheads.

This is a ‘Title-case Small-caps’ Head; Only the Big Words (and Verbs) Are Full-Sized Upper-Case.

This is a normal ‘Small-caps’ Head; It is capitalized as a sentence. This is the easiest to automate.

Although newspapers tend to have their own arcane variations of headline styles – and especially capitalization – they all use one of the five basic styles shown above. Variations include alignment and bold/italic.

They also tend to use single rather than double quotes (to save space) and allow certain abbreviations that are not normally seen in news articles. Newspapers that automatically generate headlines on web sites often use normal small-caps because it tends to hide capitalization mistakes.

The above headlines were set in 24-point New York Times Bookman Ludlow and NYT Bookman Ludlow Small Caps.