## Newspaper Terms of North America

# Graphical glossary of newspaper terms 

Version 1.0

## June 2008

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## Page One

Although many newspapers have their own nicknames for the items that make up a page, certain terms are generally accepted and understood in North America.

Other terms, such as subhead, have become muddied as newspaper designs evolve.
The objects that make up a newspaper page are often collectively called Furniture.


## Above the Fold



Right Ear
or Weather Ear

Late Edition New York: Today, sunny, a few afternoon clouds. High 77 . Tonight, slightly
more humid. Low 65. Tomorrow, sun then clouds. High 81. Yesterday, high
81, low 63. Weather map, Page C19. 81, low 63. Weather map, Page C19 1 the greater New York metropolitan area.

75 CENTS President Vows to Exact Punishment for 'Evil'

## Above the Fold (Sky Box)

Registration or Printer's Marks


## Major Stories

$\star$ SPECIAL ELECTION EDITIGN: 10 PAGES OF COVERAGE $\star \longleftarrow$ Skyline or Overline THE INDIANAPOLIS STAR

WEDNESDAY, MAY 7, $2008 \star$ "Where the spirit of the Lord is, there is liberty" II COR. 3:17 $\star 50$ CENTS $\star$ CITY FINAL

## CLINTON,BARELY--.. LONG THOMPSON SQUEAKS PAST SCHELLINGER $\quad \substack{\text { Banks. pock or or } \\ \text { pacts }}$ Decked Heads;

 Each deck is a subhead separated by $a$ Horizontal RuleObama claims strong victory in North Carolina


LAKE COUNTY HOLDUP DELAYS


Off-lede is the secondmost important story, or

ALSO IN TODAY'S STAR: A COMMUTER RAIL LINE FROM HAMILTON COUNTY TO INDY COULD OPEN WITHIN 2 TO 4 YEARS. B1


COMPLETE INDIANA ELECTION RESULTS DEMS' RACE FOR GOVERNOR WAS CLIFFHANGER
 Jill Long Thompson edged past Jim Schellinger
Tuesday night in the fierce battl for the Demo crastiay nomination for forevernor. Crowds had
crate not cratic nomination for governor crowd
gathered at ralles for both candides, anxiously
awaiting results awaiting results from Lake County. $\mathbf{B 1}$

CARSON, BURTON STAVE OFF CHALLENGERS U.S. Rep. Andre Carson said it's time to reunite the party after winning the nomi-

sometimes a large companion article

Wrapup or Summary
Box is often used on major stories to summarize events and direct readers to major pieces of the package

## 

 Indianapolis archititecteated JimSchellinger by 5,400 votes. Schellinger by , 5 ,400 votes.
The final decision declaring Cline final decision declaring
three hene winter came about Clinton the winner came about
three hours after she claimed
victory telling 11000 cheering victory, telling 1,800 chering
supporters at the Murat Centre
ind supporters at the Murat Centre
in Indisaposis
you, Trits full shanked to the White
 from Lake County, which with-
held its results throughout the held its results throughout the
night. Lake County had been considered obama territory.
It's next to his hometrwn of It's next to his hometown of
Chicago, and its large black
"See Clinton, Page A9


## Major Stories

# OTTAWA CITIZEN  <br>  <br> CANADA GOES <br> JO MARS <br> phoenix lander packed with <br> ONTHE HUNT FOR A GOOD STORY <br> Helen Hunt on being aproducer, writer, director, ariess - 

## 24 SUSSEX: HANDYMAN SPECIAL

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


## Fix this old house: auditor

Residence in such bad shape Canada risks embarrassment on world stage: Fraser


Now DND's cloak of secrecy covers would-be suppliers



INSIDE: AUDITOR GENERAL'S REPORT


41,000 deportees missing tracking system, A5 Afghan shipping woes Supplying the Afghan war has been affected by delays in shipping every-
thing from vehicle parts to medical thing from vehicle parts to medica
devices, says Ms. Fraser, A5 Passport fees too hish Passport fees too high ...
... but the government doesn't kno what to charge for medica

Desperate
Burmese struggle to find food, shelter
Cyclone death toll hits 22,500; risk of disease spreads by graeme Jenkins RANGOON, Burma - With her hus-
band in prison, a young woman sat in the ruins of her her bamboo
home yesterday with a toddler home yesterday with a toddler
on her knee, cooking on an
open on her kne
open fire.
"I bought
. "I bought some dried fish be-
fore the storm, but there is
enough fore the storm, but there is
enough only for today," she
said. "I don't know what I will enough only for today," she
said. II dont know what I will
dotomorrow." do tomorrow""
She in on of the million peo-
ple estimated to have been left ple estimated to have been left
homeless by Cyclone Nargis,
which swept over southern which swept over southern
Burma on Saturday, bringing a
massive tidal surre and laving Burmsive tidal surge, and leaving
mast
devastation in its wake.
The Burmese government devastation in its wake.
The Burmese government
said yesterday that more than said yesterday that more than
22,5o people were dead and
another 41, ooo missing in the another 41, ooo missing in the
country of 48 million. It is
Asia's worst natural disaster Asi's worst natural disa
since the 2oot tsunami.
The woman, who asked ceived no assside, she had re-
military regime, but Burmes
meople people know better than to
look for help from that quarter. Cok for help from that quarter.
"I have not thad anything from
the government nor the government, nor do I expect
anything from the govern-
ment," she said ""All ment," she said. "All I need is
myhut. Iwant a place to stay." my hut. I want a place to stay",
Nevertheless, the rumour
making the rounds in her vil-
is. making the rounds in her vil-
lage- that the regime had re-
jected lage - that the regime had re-
jected offers of international aid

- had angered people. jectead offers of internation
- hid angered poople.
Fifteen people were kille Fifteen people were killed by
the cyclone in this settlement
of several thousand of several thousand. Now the
fields are flooded and sewage is
seep fieles are flooded and sewage is
seeping into the water used for
washin weshing into the water used for
wivors are cooking. The sur$\left|\begin{array}{l}\text { vivors are camped out in the re- } \\ \text { mains of their homes, acch one } \\ \text { an island in the filthy water. } \\ \text { Yet this was not a remote vil- }\end{array}\right|$
 Satellite imagery released
yesterday showed the Irrawad-
dy delta region which yesterday showed the rrrawad-
dy delta region, which took the
brunt of the storm, radically al-
tele brunt of the storm, radically al-
tered, with whole isiands sub-
merged and one town merged and one town in partic-
ular - Bogaley ular - Bogalay - almost en-
tirely swept away.
LITENTOTHE EDTORIAL BOARD'S MEEING WTH SEIN WNT.THE
PRIME MINITER OF BURMA'S PRIME MINITER OF BURMA'S
GOVERNMENTIN-EXILE,AT GOUERNMEN-IN-EXILE,AT
OTTAWACTITEN.COM/EDBOARDS 4 FOOD FEARS: CYCLONEWREAKS
HAVOC ON RICE REGION, PAGEA11

See BURMA on PAGE A8
Summary Line or Subhead

Shirttail (A refer or note that can sometimes be separated from the upper item by a rule.)

Postal notification (placed inside in some areas)

## Tabloids

Refer Box

Wood or Second Coming or World War III Head


# Inside Dress Pages (or Section Fronts) 

# MONEY \& INVESTING <br> Section head or logo or flag <br> Refer or Teaser 

Anxious Investors Tap the 401(k) Egg MONTHLY FUNDS REPORT RI
 Is the Rice Rally
Fully Harvested?
commodities report cio


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)


 de-
econ-
the


Chart or Graphic

Indent $o r$ 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.

## Editorial Page

The aitu jork Eimes

| ded in 183 | The News S |  | The Busines Managem Scortr Hexkn Mnep. |
| :---: | :---: | :---: | :---: |
| ADOLPH S. OCHS <br> Publisher 1896-1935 | JHLIABRAMSON, Managing Edior |  | SCOTT H. HEEKIN-CANEDY, President, General Mana DENNIS L. STERN, Senior V.P., Deputy General Ma |
|  | JOHN M. GEDDES, Managing Editor jonathan landman, Deputy Managing Editor |  |  |
| Publisher 1935-1961 ORVIL E. DRYFOOS |  |  | ALEXIS surx, Senior VP, Addertising Thoms K c carlex, Senior VP., Planning |
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| ARTHUR OCHS SULZBERGER Publisher 1963-1992 |  |  |  |
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## It's About the White House


#### Abstract

Like many Americans, we have been intrigued and often exasperated by the logn-running Democratic pri- mary and the ever smaller-bore spats betw ofter exasperated by the long-running Democratic pri- mary and the ever smaller-bore spats between Senators Hillary Clinton and Barack Obama Haillary Clinton and Barack Obamat. So we we are thankfult to Senator John McCain for reminding us wuesday what Senator John McCain for reminding us Tuesday what this year's presidential race really is about. his year's presidential race really is about. North Carolina and Mrs. . Clinton ened out out a win in Indi- ana, Mr. McCain spoke about his judicial philosonhy He ana, Mr. McCain spoke about his judicial philosophy. He is determined to move a far too conservative and far too activist Supreme Court and federal judiciary even furher and more actively to the right. Med. Mccain predictably criticized liberal judges, promised to appoint more judges in the mold of Chief Justice John Roberts and Justice Samuel Alito. That is ust what the country does not need. Since President Bush chose $J$ Alito, the Court has ordered Seattle and Louisville to scrap illiuntary school integration, protected employers who illegally mistreat their workers, and constrained women's right to choose and voters' right to vote. Mr. McCain did not mention, of course, how the Rob-erts-ed Court he hely overruled Congress by nullifying a key part or nestalgicabout what "the basic right of prop- He did wax nost erty" has meant "since the founding of America." (He did not mention that in 1789 many women could not own property and African-Americans were property, but he did criticize the idea that values evolve over time.) There was a moment when we were briefly cheered can presidency must serve the Constitution and thereby protect the people and their liberties." We hoped that would be the start of a serious critique of how President Bush has violated cherished civil liberties: endorsing


Torture, ordering unlawful domestic spying and depriv-
ing detainees of the most basic right of habeas corpus. Mr. McCain himself has eloquently criticized Mr.
Bush's policies Bush's policies on some of these issues, but he did not raise any of them on Tuesday.
Which brings us back to Unless Mrs. Clinton decides to quit the race - and she certainly did not sound on Tuesday like that was her plan it is going to be up to the superdelegates to settle this how they should do so. Choose the ocandidate who won his or her state primary or caucus? Or the one with the
most delegates? Or the most votes overall? Or the one who won the biggest states?
Mr. McCain's speech suggests an additional metric: at stake in this election and why the country cannot for example, afford another president committed to packing he courts with activist, right wing judges.
There are few policy differences betwe There McCain and the two Democrats - and far too little difference between Mr. McCain and President Bush.
Instead of sparring, pointlessly, about who first op-
posed Nafta or which of these Ivy League-educated lawyers has a more common touch, Mr. Obama and Mrs. Clinton should explain what they will do to restore the balance of power and protect civil liberties. They need to
talk a lot more about addressing the health care crisis falk a lot more about addressing the health care crisis
and the mortgage crisis and how they would bring American troops home and contain the chaos in Iraq. Mrs. Clinton and Mr. Obama can continue to tear each other up and fight over each superdelegate, or
can debate the issues - for the sake of the voters.

## The Death Penalty Returns


#### Abstract

put tod death between now and October, accordingn to the Death Penalty Information Center. This flood of execuDeath Penalty Information Center. This flood of execu- tions is the result of the Supreme Court's ruling that uptions is the result of the Supreme Court's ruling that up- held the constitutionality of a troubling form of lethal injection. The next few months, as states put their machinery of death into overdrive, are an ideal time for the na tion to rethink its commitment to capital punishment. Last month, the Supreme Court upheld Kentucky's method of lethal injection. Although there was convinc ing evidence that the three drugs that Kentucky injects can cause excruciating pain and that there are not proper safeguards to avoid needless suffering, the court ruled that it does not violate the Eighth Amendment's prohibi ion of cruel and unusual punishment. states halted executions. Now, the Death Penalty Infor mation Center projects that by the end of the year, there could be 50 to 60 executions, which would make the could be 50 to 60 executions, which would make the up. coming months one of the busiest in years on America's coming months one of the busiest in years on America's death rows. A disproportionate share of these will no doubt death rows. A disproportionate share of these will n n doubt occur in Texas, which last year carried out mor


 These scheduled executions come at a time when
nuny Americans are, rightly, turning away from capital state is in all cases wrong, but it taking of a life by the the deeply flawed system that exists today. Many detrials, race distorts who is sentenced to death for what crimes and juries are "death qualified" - jurors with moral objections to the death penalty are removed. As and juries too often sentence innocent people to death. In the Kentucky case, Justice John Paul Stevens
wrote a separat many problems with the application of the death penalty tional. He also expressed his hope that the case would enerate debate not just about lethal injection but about
"the justification for the death penalty itself" Wi th the justification for the death penalty itself." With exe-
cutioners gearing up across the country to start putting prisoners to death, state legislatures, governors, judges prisoners to death, state legislatures, governors, jud
and ordinary Americans should start that debate.

## Disaster in Myanmar

By all accounts, Cyclone Nargis has devastated
Myanmar - a 12 -foot wall of water sweeping away en tire villages, leaving the coastal plain under water, thousands dead, missing or homeless and much of the capital
city of Yangon without electricity or water. It is the sort of disaster that brings the world together in a desire to help, and the reaction of governments, the United Na been swift and noble. There is no time to waste. We wish we could also say that this is no time for pe name the junta save would not be true. Myanmar he name tilitary dictatorship for 46 years, increasingly isolated and struggling under economic sanctions by the United States and Europe. Last September, the junta crushed
peaceful protest marches by Buddhist monks. peaceful protest marches by Buddhist monks. the disaster. Crushing poverty left many coastal communities more vulnerable to the storm than they otherwise
might have been and as Laura Bush obseryed the gov might have been, and, as Laura Bush observed, the govwarnings. The fear now is that the generals may create

| The Cost of <br> Research on animal intelligence always makes me wonder just how smart humans are. Consider the fruit-fly experiments described in Carl Zimmer's piece in the Science Times on Tuesday. Fruit flies who were taught to be smarter than the average fruit fly tended to live shorter lives. This suggests that dimmer bulbs burn longer, that there is an advantage in not being too terrifically bright. <br> Intelligence, it turns out, is a high-priced option. It takes more upkeep, burns more fuel and is slow off the starting line because it depends on learning - a gradual process - instead of instinct. Plenty of other species are able to learn, and one of the things they've apparently learned is when to stop. <br> Is there an adaptive value to limited intelligence? That's the question behind this new research. I like it. Instead of casting a wistful glance backward at all the species we ve left in the dust I.Q.-wise, it implicitly asks what the real costs of our own intelligence might be. This is on the mind of every animal I've ever met. |
| :---: |
|  |  |

obstacles to the rescue operation, which will require
moving volumes of supplies as well as large numbers of noving volumes of supplies as well as large numbers of Though the junta took the unusual step of asking for that only "friendly countries" would be allowed to help. It is still not clear whether aid workers will require visas.
The junta also has refused to cancel a referendum scheduled for next Saturday on a constitution that claims to be astep toward democracy. The referendum, which will eflectively leave the military in control anyway, will divert
attention from recovery efforts. attention from recovery effort
agency from trying to help. President Bush pledged $\$ 3.25$ million on Tuestay. He said the United States stood
ready to "do a lot more" - including deploying Ameriready to "do a lot more" - including deploying Ameri-
can naval assets to assist rescue and aid distribution efforts - but first the junta must approve and let American disaster teams assess the damage.
Helping the people of Myanmar Helping the people of Myanmar is the immediate
ask. In time, the world can redouble its effort to fre task. In time, the world can redouble its effort to
Myanmar from the great disaster of the junta itself.

The Cost of Smarts
Every chicken that looks at you sideways - which is how
they all look at you - is really saying what Thoreau said less succinctly: you are endeavoring to solve the probelem of a a live-
lihood by a formula more complicated than the problem itself
 cerer the chicken's point of view. He went to Walden Pond "to
remember well his signarance., Research on animal intelligence also makes me wonder
what experiments animals would perform on humans if they had the chance. Every cat wouth an onwerner of in instance, is run- run-
ning a small-scale study in operant condition ing. I believe that if animals ran the labs, they would test us to determine the
limits of our patience, our faithfulness, our memory for ter limits of our patience, our faithfulness, our memory for ter-
rain. They would try to decide what inteligence in humans is
really for, not merely how much of it there is. Above all, they really for, not merely how much of it there is. Above all, they
would hope to study a fundamenta question Are humans ac-
tually aware of the world they live in? So far the results are inwould hope to study a fundamental question: Are humans ac-
tually aware of the world they live in?
conclusive.
VERLYN the results are in-

Wherrthe Etderly Get to Choose Care
 tions.
These include hospice, a prognosis
with and without the continuation of cuwith ind trathout, the continuation of cl--
rative treatment
or withdrawal fro or withdrawal from life-sustaining treat-
ment, the right to pain and symptom
management, the right to voluntarily management, the
stop eating and drin
palliative sed stop eating and drinl
palliative sedation.
Whether
adults or frail, whether we have chronic
illnesses or are terminally ill, as long as
we we are competent, we shaould be able to
control our medical care, our lives and
our control our medical care, our lives and
DAvr deaths.
DEvEN

Executive Divector | Compassion \& Choccutive Director |
| :---: |
| New York, May 5 York 2008 |

I play tennis, climb stairs for exercise
and baby-sit for bayy-sit around 18 hours per week
peace grandchildren Untivil
rights peace and civil rights marches through-
out the country. I refuse all invasive out the country. I refuse all invasive
tetsts, and will not stay overnight in a
hospital respects my desire to die unexpectedly at hometi in bed. I go to see her when I am
not feeling well. not feeling well.
I am 74 and $I$
next 20 years. Why should $I$ spend any of
those years reco those years recovering from invasive
treatment or going to doctors to find out treatment or going to doctors to find out
how or when I am going to die? Newton, Mass., May 5, 2008

## To the Editor

As a community-based geriatrician,
am responsible for
families am responsible for helped geriatricia patients a
famivies cope with the complex issues viewed in your article. To provide pa-
tients and their families with the information needed to make the decisions
needed to accept a different, less aggressive care approachternat is often a
more humane, realistic and just as carmore humane, realistic and just as caa
ing form of intervention takes time an
skill. Giving them the needed emotion
support to accept the change in these ci
sitan supporta toccept the change in these
cunstances is also a big part of provil
ing care. Medicare's ing care. Medicare's current reimbur
ment system is not designed to enco ment system is not designed to enco
age community-based doctors who wo
without the financial without the financial safety net of sup-
porting grants to provide this needed
care In fact Medicare financially encare. In fact, Medicare financially en-
courages doctors to do joust the opposite. Hospitalizing frail elderly patients and
providing expensive and frequently fu-
tile painful care at the end of life is finantile ply beneficial to all providers and, on
ciall
the surface, appears to show concern. It the surface, appears to show concern. It
also temporarily allows families to avoid
difficult realities. difficult realities.
Spending an Spending an hour with a patient and
loved ones discussing the patient's life,

Re "Oakland Teach-In Looks at Budg-
2): It's fine for students at Paul Robeson fiscal inpact that the war in Iraqider has on
the United States, but someone set them straight when someone ought to ing about how it has led to budget cuts
in their sct in their school system.
The fact is that they ing their fingers primarily at their own own
Board of Education and at lawmakersin Sacramento, not at Whashington, during
such a discussion. The federal govern such a discussion. The federal govern-
ment provides less than 10 percent of
the revenues for Ammerica's public schools, and all the rest comes from lo-
cal and state sources.
As a poor community, Oakland un-
doubtedly exceeds the national doubtedly exceeds the national average
in the portion it derives from the federal government, but it still depends mostly government, but it still de
on state and local sources.

and secondary education when the fed-
eral governments in such other countries as New Zealand, Ireland, Portugal
and Greece provide more than 90 perand Greece provide
cent of school revenues.
The writer is a senior fellow, May 2, 2008 $\begin{gathered}\text { GENE I. MAEROFF } \\ \text { E. }\end{gathered}$ Cole writer is a senium sio f fellow at Teachers
mer national educiverity, and a former national edaucation corsty, and a for-
for The New York Cimes.

## ONLINE: MORE LETTERS

Catine: MORE LETTERS
Patent protection; the foreclosure
crisis paying for oloctors' casses.
Also: Give the Lower East Side some
Also: Give the Lower East Side some

respect. | $\begin{array}{l}\text { respect. } \\ \text { nytimes.com/opinion }\end{array}$ |
| :--- |



Halftone artwork
(contains grayscale tones)


## To the Editor: As residents of Kendal at Hanover, the

As residents of Kendal at Hanover, the
retirement community featured in your
articm retirement community featured in your
article, we fully subscribe to slow medi-
cinc We cine. We must take exception, however,
to the statement that "death and dyying is Central to conversation from Day 1 ."
two are in our 80 and came to Kendal
two years ago for the quality of life as two years ago for the quality of life as
well as the quality of death We found a
virant intellectual as well as athletic
and outdoor community We are arelieved and outdoor community. We are relieved
of the wory of what will happen to us
when we are no longer able to manage when we are no longer able to manage
on our own.
Ans a result, we are then able to enjoy
full productive lives an Kendal and in the
outer community Unsigned editorial
(No byline)
 Characterizations of conditions at Gua
tanamo. Idisagree with his implicita
that the medical care provided by that the medical care provided by a
highly trained and dedicated staff fis not
conducted in a humane, professional mannerer. in a a humane, prof-Haji was nearsional ideal
body weight when
wal body weight when he left here and
walked unsupported onto the aircraft.
Further the Further, the case of Abdul Hamid al-
Ghizzw, Ghizzawis condition and treatment has
been well documented before the Unit-
ed States ed States District Court, which ruled
that his continued refusal of treatment thar his colly hindered our efforts to
purposefull
provide care. provide care.
If conditions here were as Mr. Kristof
alleges, , 1 be ouraged, too. The truth is
that the troopers of toint Task

Signed editorial (Byline at bottom)
(Rear Adm.) MARK H. BuzBy
U.S. Navy Commander
Joint Task Force Guantánamo
antànamo Bay, Cuba, May 4, 2008


## Inside Pages

THE NEW YORK TIMES INTERNATIONAL THURSDAY, MAY 8, 2008
 JERUSALEM - The Jewish
people are marking the 6oth an-
people are marking the 60th an
niversary of their national re-
birth, the founding of srael on
Thurscay with the us usual military Yhursday with the usual military
flyovers, flag buntings and tele Vised reminiscences of aging pio
neers.
But there is another form o celebration planned, and its spon-
sors believe it says something
about the about the national character: a
three-day conference of some of
the best minds from around the the best minds from around the
worrd on some of the biggest and especially the Jews - in the
anding decades. and especialy the
coming deades.
"The brain enric not the other way around,", Shimon Peres, Israel's president and hn an interview, "We are a small
in
hand and small land and a a mall people, but we
can become a daring word lab can become a daring world lab-
oratory, and that is our desire
and plan." and plan."
Nearly 700 guests are expected
to take part next week in 35 disNake part next week in 35 dis-
cussion groups. They include
. statesmen like Henry A. Kissin
ger, Faccav Havel, Tony Blair and
aschan Joschka Fischer, but also Sergey
Brin of Google, Tery Semel Brin of Google, Terry Semel of
Yahoo and Rupert Murdoch
along with along with seven Jewish Noche Given the guest list, the topics are naturally big and ambitious,
ncluding the shift in global pow ncluding he shirt in global pow nuclear proliferation and climate
hange. But much of the focus hange. But much of the focus
will also be on topics closer to home like Islamic extremism, the usalem. In fact, what are billed as glo-
bal challenges - terrorism, Iran seem to be somehow, espe cially Jewish and Israeli ospes.
The organizers say this is not ncidental or unusual and point as an example to Hitler, who world but
the Jews.
the
untaly
Cffect Jews first," art E. Eizenstat, a senior official in the Clinton and Carter admin
istrations, who wrote an essay that forms a basis for the costierAnce.
Plague. It was not a Jewish issue but it had particular impact on There will be a number of sen ior officials from Central Europe
and Africa, including the presidents of Georgia, Poland and Burkina Faso.
will be any serious Arab repere entation. Arab leaders an Sinkers from Egypt, Oordan an
the Palestinian areas have been invited, but none have confirmed
partly because simultaneously the Arab world will be marking
Israel's 60 th anniversery as astrophe known as "Naca -
Cowen Elected Prime Minister Of Ireland
by John F. burns LONDON - Brian Cowen was ster by an 88 --to-76 vote in the parliame
he amno
shuffle.
Mr. Cowen, 48, who had been the finance minister, succeeeeded
Bertie Ahern, who handed his resignation to president Mary ycars in power Tuesday after 11 years in power. Mr. Ahern was
widely credited for leading Ire land through a period of econom-
ic boom and for his role in negotiic boom and for his role in negoti
ating peace in Northern Ireland
but said be but said he was quitting last
month amid concern about an
 nuption inquiry that raised ques
tions about his personal finances. The economic problems re
main a critical challinge for Mr cowen and the right-of-center
Fianna Fail Party, whose leader Ship he has inherited. Unemploy in a decade, and falling property have raised fears of a recesssion. In a speech in the parliament, accepting the prime ministership
with a sense of humility," "This is a wonderful country,"
he said. "We are a fortunate peo he saic
ple.
He appointed new ministers of

inance, justice and foreign af | fairs, among other posts, and said |
| :--- |
| his first task was to | his irist task was to prepare for European Union treaty, which Mean institutions in Brussels.

Mr. Cowen said winning the eferendum was essential if Ire-
and was to "secure our place in land was to "secure
the heart of Europe."

[^0]Monday through Friday,
The New York Times


## JUST LIKE FLOWERS

 EXCEPT FOR THE SPARKLYLASTING-A-LIFETIME PART

A23
$\longleftarrow$ Folio

A Shelf Page is formed when one or more large ads leave a single shallow ledge for news.

A Widow or Orphan is created when all or part of one word forms the last line of a paragraph. An orphan occurs at the top of a column of type. A widow occurs anywhere else.

## Inside Pages



## Lede

Credit line or Agency Byline or Source


100th YEAR NC. 109
devastat on in myanmar

THE ASSOCIATED PRESS
YANGON, Myanmar Bodies floated in flood waters and survivors ied to reach dry ground on boats using blankets as sails, hile the top U.S. diplomat in Myanmar

## Flooding wipes out two communities

"Lede" has two different meanings:

- The first one or two introductory paragraphs of an article (see left).
- The main article on Page One, often called the Lede Story (see above).

To avoid confusion with metallic lead, once used in newspaper production, it is spelled "lede."

As Jerry Rayes piloted his boat down St. Claude Avehtue, juct past the Industrial Canal, the eerie screams that could Darely be heard from the roadway grew louder as, one by one, faces of desperate families appeared on rooftops, on balconies and in windows, some of them waving white flags.

The scene wouldn't change for the next three hours, as Rayes and his son and nephew boated down St. Claude Avenue and deep into St. Bernard Parish, where water smothered two-story houses, people and animals. The men had to duck to miss streetlights that towered over Judge Perez Drive, the parish's main thoroughfare.

The people Rayes rescued all told the same story, already written on their stunned and shivering

## 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.


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


Smaller deck (or Summary Graf) is the uppermost head. Main head is below its normal position.

## Anatomy of an Article

## Hasilic $\rightarrow$ Checking for Storm Damage: How Innovations Have Fared

By Ian Salisbury


Smallcaps Lede
Some of these investment ideas could end up looking like the Inter-net-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-
Bold all-caps
lede-in lated investment pools for the wealthy-cemented their popularity when they demonstrated their ability to earn profits in the steep bemarket of 2000-2002.

We decided to take a close look at some of the fund-industrvinut vations frecent years. some play to Americans' growing desire to invest in emerging markets. Some tap into small investors' urge to use the same hedgefund 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:
Topic headline or Divider

Color art (centered on 2 columns with white space or a margin)

$$
-
$$ or Subhead



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 $\$ 33$ billionunder management, according to fund tracker Morningstar Inc.
AVERAGE PERFORMANCE: BRIC funds have proved more volatile than other emergingmarkets 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

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.

## better off with a broadly diversified international Please turn to page R5

## Jump Line

## Anatomy of an Article

## Rowdy crowd gets Girdwood Forest Fair axed

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

## By beth bragg



Blaming out-of-control campers and partyers who turned a funky festival into a bad scene, organizers of the Girdwood Forest Fair on Su nday said they have canceled the popular outdoor arts and music festival that
would have turned 33 years old $t$ is July. would have turned 33 years old t is July.
The event, which last year dre w an average of 5,000 people a day for three straight da ys, could be back on the calendar next year, Forest Fair committee member

Jay Bell said.
But 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 those people who ruined it that they
band Gangly Moose, said the Forest Fair will be missed by musicians and music lovers around the state. "For many years now, I've called the Forest Fair 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 routed out of my campsite because of these freaked-out dudes camping next to us cause of these freaked-out dudes camping next to us being scary. They were talking about hurting people." The trouble was happening outside the confines of The trouble was happening outside the confines of
the Forest Fair, a Fourth of July event held annually had goten out of control and had become its own thing The campground has to go away, and then we can have

Summary Graf with bold lede-in Sometimes called a Subhead (The lede-in substitutes for a kicker)


Note that this Jump Line doesn't refer to a specific page number, but rather the position of the Jump Page.


The article above has several unusual design aspects including the column width (roughly 3-on612), 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.

## Agate



This is an example of 5.5 pt News Gothic agate type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqstuvwxyz
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 nontabular (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

U.S. UDDEED DEAASS accord on ThPes

Continued From Page 1, Col. 3 crats, passed the Senate over.
whelmingly. The bill is now whelmingy. The bill is now
before H House subcommittee.
It provides for taking It provides for taking "rpotec.
tive custony" of the tapes and tive custody" of the tapes and
papers, making them available
to the special prosecutor to the special prosecutor and
providing for eventual public providing
access
During During arguments before the
judge today, Mr. Nixon's law. judge today, Mr. Nixon's lawclaus"" in the agreement sign
with the G.S.A. had been pended for five. years. The sis see
tion of the agreement provid for destroying tape recordings
made made in the former recerdings
offices in the event of his dents Herbert J . Miller Jr.,
$\begin{gathered}\text { Nixixon's lawyer, told } \\ \text { that }\end{gathered}$
the co son, saying written Mr. Sai terpretation", of the is is our in. that there was "a five-year pe.
riod of nondestruction no The judge's ruling came Leon Jatorski, ethe special
Watergate prosecutor, was pre. paring subpoenas for additionenal
material from the Nixan Admin material from the Nixon Admin-
istration. Mr. Jaworski had not been consulted on the agree.
ment between the Ford Administration and Mr. Niiono.
Henry S. Ruth Jr., the deputy special prosecutor, began nego.
tiations with the white House and Mr. Miller soon after the agreement was announced
President Ford on Sept. 8 Those negotiations bro
down and Mr. Miller went Federal District Court in an to at-
temp to force the Govern tempt to force the Government
to live up to the NixonSampson agreement.
Mr. Miller had asked for a temporary restraining order so
that no papers would be re. that no papers would be re.
leased without subpoena and
that Mr. Nixon's rights would jeased Mithout subpoena
that Mr. Nixon's rights wo
be protected.
 filed suit attempting
aside the entire aremem and
to make sure the papers
held in Washington and $n$ transferred to san Cleme
where Mr. Nixon lives. That suit was filed just be
fore Judge Richey began his
fearing today. It was brought hearing today. It was brought
by the Reporters Committee for
Freedom of the Press, the American Political Science
sociation and eight individual
The The Nixon-Sampson agre ment had "given the ormmer ble title to the materials" un
the Presidential Libraries A but the three organizatio challenged that titile. end to give a former President end to give a former President
who resigns in the face of im. minent impeachment a license
o carry off, on a wholesale basis, vast stores of papers and
materials prepared or received materials prepared or received course of discharging its public
responsibiities," the suit said. The suit spoke of the dan-
gers of possible destruction or
 historical and journatistic por
poses. The suit also said
papers wers "pres papers were "uf repared on Gove-
ernment time, by Government employes, in, the discharge of
their public. duties. Judge Richey joined the re-
porters' committee suit and the Nixon suit together and con-
sidered
requests from foth Mr. Miller told the orders.
he had that heard "ad nauseam" the had heard "ad nauseam"
thates might be de
stroyed if Mr. Nixon died. "All of this. Naxikon in ied.
not true," he said. "The whe intent was that the docume to
and tapes not be destroyed for
five years." Robert E. Herzstein, ar fuing said its primary mission
sas to
sceek the preservation,
these Peter K. Kriendler, counsel
for the special prosecutor's of fice, said the" office's only func-
tion was to seek "evidence relevant to our ongoing prosecu-
tions" and not material for issuing a final report. When Mr. Kriendler note
that terms of the arreemen
barred the special prosecutor' bility to secuire more tapes
nd documents, Mr. Miller re nid documents, Mr. Miller
pliend that he was willing
mend the agreamet mide those thaterials.
William ate William A. Dobrovir, a lawson, the columnist, told the
court that Mr. Anderson ha
been seeking Ceen seeking ar. Andersson had the ma-
terials since last month under
he Freedom of ne Freedom of month under
Act and had been denied ach
cess by the $\mathrm{G} . \mathrm{S}$ A. cess by the G.S.A. He moved to
tervene in the action before set court, and Judge Richeyey
sating for Nov. 4 on the

Elucedew Horkêmes

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 value 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.

## Los Anueles Times



## 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 allowed in news articles. Newspapers that automatically generate headlines on web sites often use normal small-caps because it tends to hide capitalization mistakes.


[^0]:    Books of The Times:

