

Carolina,

As per our discussion on Friday, following are some ideas about how we might move this newspaper and its websites ahead and make them more useful and accessible for our readers and advertisers.

PRINT/PACKAGING

To get an idea of how I might guide the design of the print version of the newspaper, take a look at Opinionated. I think this section is attractive partly because of its breathing room but more importantly, its lively approach to presentation. This is accomplished in part with a liberal use of Photoshop and InDesign graphics and packaging. I would advocate a similar approach to the entire paper whenever possible.

I'd like to see us move away from thinking that content is always presented on a 6-column grid. Our section fronts should be energetic and adventurous but above all, useful.

We do that with a combination of dramatic visuals (more on that later) and typography and conspicuous use of breakouts, sidebars, infographics and smart packaging.

Single pages, as tight and challenging as they often are, should attempt to follow a similar style of bold presentation. I feel all pages should display a clear hierarchy with a strong sans serif head at the top or in the center representing the most important story and serif heads for all other stories on the page. When space is available, a centerpiece of sorts should be allowed to dominate. Ideally, other stories on the page are subordinate but support the main story.

On pages with difficult ad stacks we should still look for ways to break out important information. If the reader is just skimming those pages we should make every effort to at least get them to read these boxes and factoids.

In a nutshell, I would like to see us combine the fearless, almost website style of the Bakersfield Californian (<http://www.bakersfield.com/>) with the sophisticated, elegant and innovative designs of the Virginian-Pilot (<http://hamptonroads.com/pilotonline>) and make it our own Daily News style of design that draws attention and captures and keeps readers.

VISUALS/PHOTO

I would like to see the structure of the photo department change in such a way as to free up some individual with a good eye, be it Dean or somebody else, to pour over the photographers take every day. This person could also strongly campaign for an outstanding photo that rises to the top.

We have tremendous talent on our photo staff. However, the bulk of the best photography being produced here never gets into the paper. Nice, large prints are made and posted back in the old photo department. Large galleries get posted online but the best of the best tends to get buried in a 40-image MyCapture gallery. At times, our best individual images slip through the cracks while less inspired photography makes its way to the page.

Also, photographers often are frustrated by space issues. When we do identify a fantastic photo that deserves prominent, page one display, we often have to run it smaller or on an inside page.

I would look for ways to motivate the photogs to do their best work and not rely on unimaginative or clichéd images. I would enforce an all-out ban on stagnant photos of people mugging the camera. I would also like to get the photographers more involved in the process. These folks are in the field every day, even more so than reporters and as such have closer contact with our communities than anybody. I think some of our

best story ideas are going to come from staff photographers. Further I would effort to re-establish a return to a documentary style of photojournalism and even develop a Daily News style of photojournalism that is distinguishing and brings us national recognition.

VISUALS/GRAPHICS

The art department, once four artists when I first arrived, is now just one. Technically, we still have Jon Gerung however, he is now working exclusively online and in Flash which is very much needed and we're getting the most out of his talents there. Overall, the graphics department warrants an in-depth discussion. But what I would do immediately is to standardize our graphics and particularly the typography and color pallet we use. I would also like to get designers involved in creating visuals that can be used in the paper. This would include creating Photoshop and Illustrator as well as Unisys templates that they can use as starting points to build their own breakouts etc. and training them in how to use them effectively.

I think all of our designers should have access to Adobe tools, be trained in how to use them and be building a high percentage of their packaging using Photoshop and InDesign. This is what makes so many of our sports fronts sparkle.

WHO I AM

The ideal marriage between the print and online worlds with more than 20 years managerial experience.

- 11 years as photographer and photo editor in Ventura County.
- 6 years as photographer, photo editor and art director for TCN, LA Times community newspapers.
- More than a year as art director for an alternative weekly in Pasadena.
- More than two years as design director in Long Beach.
- Came to DN in July 2004.

WHAT I CAN DO

Expert in

- Adobe Photoshop • InDesign • QuarkXPress • Unisys • NGPS • Clickability • All major internet protocols

Proficient in

- Adobe Illustrator • Dreamweaver • Flash • FinalCut • CSS • XHTML • Excel • Powerpoint

