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# DESIGN

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**on THE STATE OF  
NEWSPAPER DESIGN**

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# Break down the barriers which come with size

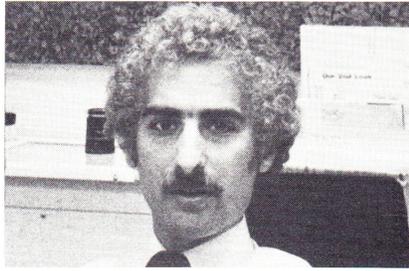
Howard Finberg  
Picture/Graphics Editor  
Chicago Tribune

**Development:** We've attempted not only to educate ourselves to the technical aspects of the business, but to educate our staff, to bring them along and find the graphics editors and designers of the next generation. They must truly understand the newspaper and how decisions are made.

An example is the use of color. When we converted from letterpress to a very sophisticated offset press, it became important to understand the process. For a two-day seminar, we brought our people together with an expert from Eastman Kodak and some of our in-house press people. We also talked with people around the country and disseminated what we learned throughout the newsroom.

It's difficult to educate people in a work environment while they're trying to do their jobs. What's useful is to set aside some time to talk about what was done and why it was done, to figure out how to do it better the next time. That next time is the crucial time. If you don't do that, you'll never change and grow.

**Technology:** I'm not sure computers have been a blessing for journalists. I'm not interested in what kinds of



Howard Finberg (Charles Osgood/Photo)

tricks we can do with them but the facility with which we can do our jobs. Computers decreased the noise level in the newsroom but increased the speed and the amount of work we have to do. It's no longer enough to be an efficient journalist. We have to be efficient typesetters, too. If you spend too much time worrying with the technical aspects, the writing and editing suffer.

**Integration:** We do our job of editing the visual report the way any wire or city editor edits his report. This puts an extra responsibility on us because we're expected to contribute like any other editor.

To integrate creative people into the structure of the daily news operation, I try to make very specific assignments. Because we are a large organization, we need to break down the barriers which come with size, to create one-on-one situations between a visual person and a word editor. They become a team, listen to each other's needs, begin to understand each other. People want challenge and responsibility, a sense that they are an important part of putting out a better paper—together.

**About walls:** We're going through some growing pains. It takes more time to do color than black and white. It requires more planning. Our communication now is better than ever. When you cut the ribbon on a new plant, you cut a

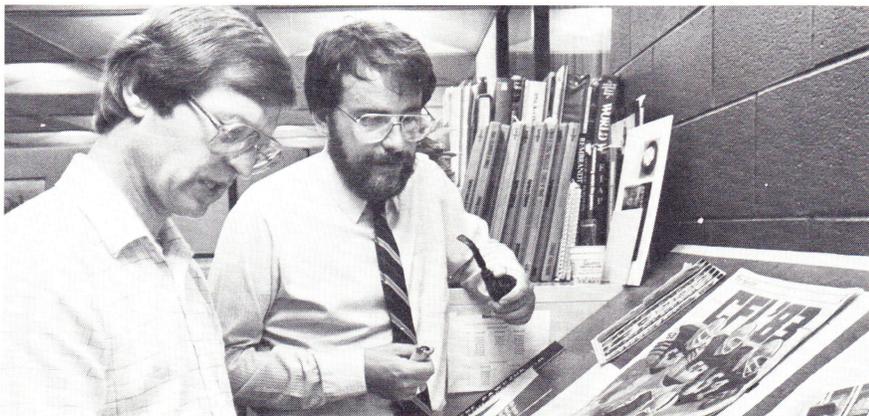
“ People want challenge and responsibility, a sense that they are an important part of putting out a better newspaper — together. ”



tie with the past. You start to question things as never before and you start to cooperate in ways you never did before—because you have to.

## Editors and artists must

Eugene Pawczuk (left) and Rob Austin



Rob Austin  
Associate Managing Editor  
The Hamilton, Ont., Spectator

**Shifting emphasis:** Right now we have editors laying out pages. The shift in emphasis will come this fall when many of the pages will be laid out under the supervision of a new art editor, Eugene Pawczuk. He came to us from an illustration background, most recently at an ad agency. This is his first newspaper job. He and the editors must build a trust in each other. He will sit in on the news meetings and help the editors, many of whom have a flair for design, develop their visual skills.