

Tom's Tips for Great Looking Newspapers



Tom Campbell, Publisher
The Argus-Press, Owosso, Mich.
MIPA Fall Conference
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From those editions, we are able to identify some common design challenges.



Photography

Photos tend to be inconsistent in their tone and color balance. While most photography is pretty good, there always seem to be a few photos in each issue that should have been “fixed.”



Photography

In this example, the photo is a little too dim. Newspaper printing tends to make photos appear even darker because of the natural color of newsprint.

Teen mom reflects on motherhood *Latimer balances responsibilities of school and parenting*

By Rae Larkins
Features Editor

At 5 a.m. the alarm sounds and wakes up senior Brittney Latimer to get herself and her 1-year-old son ready for school. Latimer will head for school after dropping her son at daycare.

Latimer, who is the mother of Donnell Thomas III, is adapting to life as a new mother.

Each year an estimated 1 million teens like Latimer become pregnant, according to statistics published by the United States Department of Health and Human Services. Of those teens who do become pregnant, roughly one third carry their pregnancy to term, as Latimer did.

Although parenthood is the leading cause of becoming a high school dropout among teen girls, Latimer is determined to graduate on time. That means that she has to wake up an hour earlier than she did before having the baby, in order to get them both ready in the morning.

"It's hard waking up early and getting him ready and getting him in and out of his car seat," said Latimer. Every morning before she goes to school she drops him off at daycare and picks him up after school between 4 and 5 p.m. "I'm thankful to have people to help me," said Latimer.

The goal-oriented senior

says that her mother, Stephanie Latimer, is a big help with the baby as well as her baby's father, Donnell Thomas, Jr.

Latimer's mom says that she pitches in when her daughter is running late in the morning, or if there's bad weather, then she takes the baby to daycare for her daughter. If the baby gets sick and Latimer can't take him to the doctor for some reason, Grandma will take him.

Latimer said that the baby got accidentally burned with an iron, and she had to take a day off school to take him to the doctor. Other than making sure he gets the medical attention he needs, Latimer's mother also ensures he receives the proper parenting.

"I make sure she teaches him values and makes sure that he is in bed by 8 p.m.," said Stephanie Latimer.

"Every decision I make, I have to put my son first."

~ Brittney Latimer, senior

Even with the additional help, Latimer says that she still struggles sometimes to do her homework when no one is able to entertain the baby, and while she's trying to do her homework, he's trying to

tear up the papers. To help take care of her baby, she is employed at Stride Rite, a baby shoe store. "I have to keep my son up-to-date," Latimer said with a smile.

The young mother says she still finds room for herself to have fun and hang out with her friends here and there. "I have so much support; I can still live my life," Latimer said.

Sometimes she can't go



Photo by Rae Larkins

Books and babies: Senior Brittney Latimer struggles to get her history homework done while attending to her 1-year-old son, Donnell Thomas III.

out, though, because her child is depending on her. For example, Latimer was rather disappointed when she couldn't attend the birthday get-together of her best friend, senior Dominique Davis, last October.

Before Latimer had her baby, she modeled for four years for Ambition Modeling Agency. The last shoot she did was after her son was born with just the two of them, but she plans to go back into it. She was at a size 3-4 before her baby weight, and after she gave birth she was a size 8 and went down to a size 5.

She plans to study nursing in college and minor in dance, as well as to continue modeling on the side.

Only 2 percent of teen mothers earn a college degree by age 30, according to a fact sheet

published by the Washington, D.C.-based National Campaign to Prevent Teen Pregnancy. And Latimer plans to be among that 2 percent. She has already been accepted to Eastern Michigan University, Oakland University and Wayne State University.

Latimer plans to move into a townhouse when she goes off to school so that she and her son can have their own space. Latimer has already looked into daycare centers for her son while she attends classes.

According to Thomas, who attended Southfield High School in the 2005-06 school year, his parents also help with the baby, and he does as much as he can, as well. "It feels good to be a father; my son motivates me to stay out of trouble," Thomas said.

Thomas says he wants to be

a good example for his son so that the baby will stay out of trouble in the future. Thomas works at Champs shoe store and attends Boston College, but he says that he plans to go to Cleveland State University in the fall and study sports medicine.

Latimer's mom says that she was upset when she first found out her daughter was having a baby, but she says she wouldn't trade her grandson for anything and is happy Latimer told her early on and didn't try to hide her pregnancy.

Latimer's mother stresses the importance for girls to acknowledge their pregnancy early on so that they can get the prenatal care they need. The grandmother says, "Children are a blessing; I'm just glad to have a healthy grandson."

Photography

See how just a small improvement in the lightness and contrast makes this photo look cleaner?

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says that her mother, Rebekah Letimer, is a big help with the baby as well as her baby's father, Donald Thomas, Jr.

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Latimer said that the baby got accidentally burned with an iron, and she had to take a day off school to take him to the doctor. Other than making sure he gets the medical attention he needs, Latimer's mother also ensures he receives the proper parenting:

"I make sure the teacher knows what he's in bed by 8 p.m.," said Rebekah Letimer.

Even with the additional help, Latimer says that she still struggles sometimes to do her homework when no one is able to remain the baby, and while she's trying to do her homework, he's trying to tear up the paper.

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Photography

Similarly, photos taken in high contrast places tend to turn out dark because the camera lens shuts down.

Pulling an all-nighter

LCN students attend Carkenord Elementary's fifth grade camp

★ Emily Hyde '08
Feature Editor

Fifth grade is a time of coloring, learning times tables, reading chapter books and most memorably fifth grade camp. March 6 through March 7, 15 students at LCN got to join Carkenord Elementary students on their trip to fifth grade camp.

The LCN students went through an extensive process. First they had to fill out applications. Mrs.

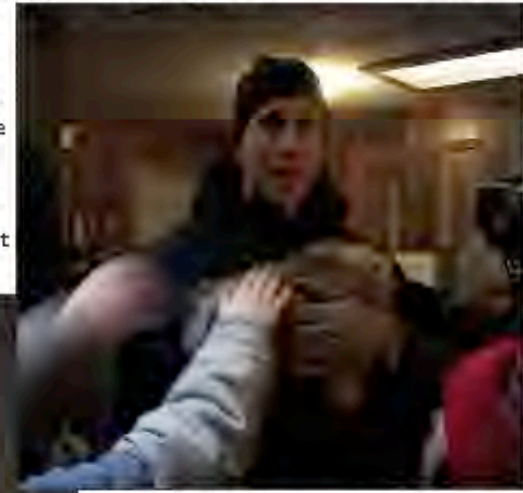
Emma DeAngelis in the Community Service office explained that Honor Society members were considered first. Next consideration was the amount of referrals that the students received from teachers. Another item taken into consideration was the student's interest in and participation in child education.

LCN students got to accompany fifth

graders and teachers to the Howell Conference and Nature Center. There they were assigned a cabin with another student to supervise the fifth graders.

participate in activities and also participated themselves. In their groups they got to go cross-country skiing, a "don't touch the ground" activity called low-ropes,

and an animal zoo-like walk through nature area. A group favorite though was the zip line. The zip line is a tower that one can climb up. Once the person is up the tower he or she is hooked up to a cable that goes across to another tower. The next step is to jump off. The jumper then zips back and forth until they come to a stop in between



Another activity the kids participated in at camp was seeing all different kinds of wildlife. They got to pet different animals handled by an employee at the park.

Photo by Cass Miller '08



Photo by Cass Miller '08

At camp the kids played low ropes. This "don't touch the ground" type of game was set up in the woods and helped the students build teamwork and coordination.

"I had a cabin with K.C. Mangin '08," said Chris Rettich '09. "The kids in our cabin were trouble makers because they didn't like to listen very well, but it was a still a fun experience."

They were also assigned different groups of students outside of the cabins where they got to help the kids

the two towers where they can be safely removed from the cable and let down.

"The two days at camp was a fun learning experience for me because I want to be a fifth grade teacher," said Alex Irvin '08. "I would definitely do it again if I had the chance."

Photography

Working with the mid-tones and shadows in Photoshop can often make poor exposures look pretty good.

Pulling an all-nighter LCN students attend Carkenord Elementary's fifth grade camp

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*A few tips for making your
photos look their best*

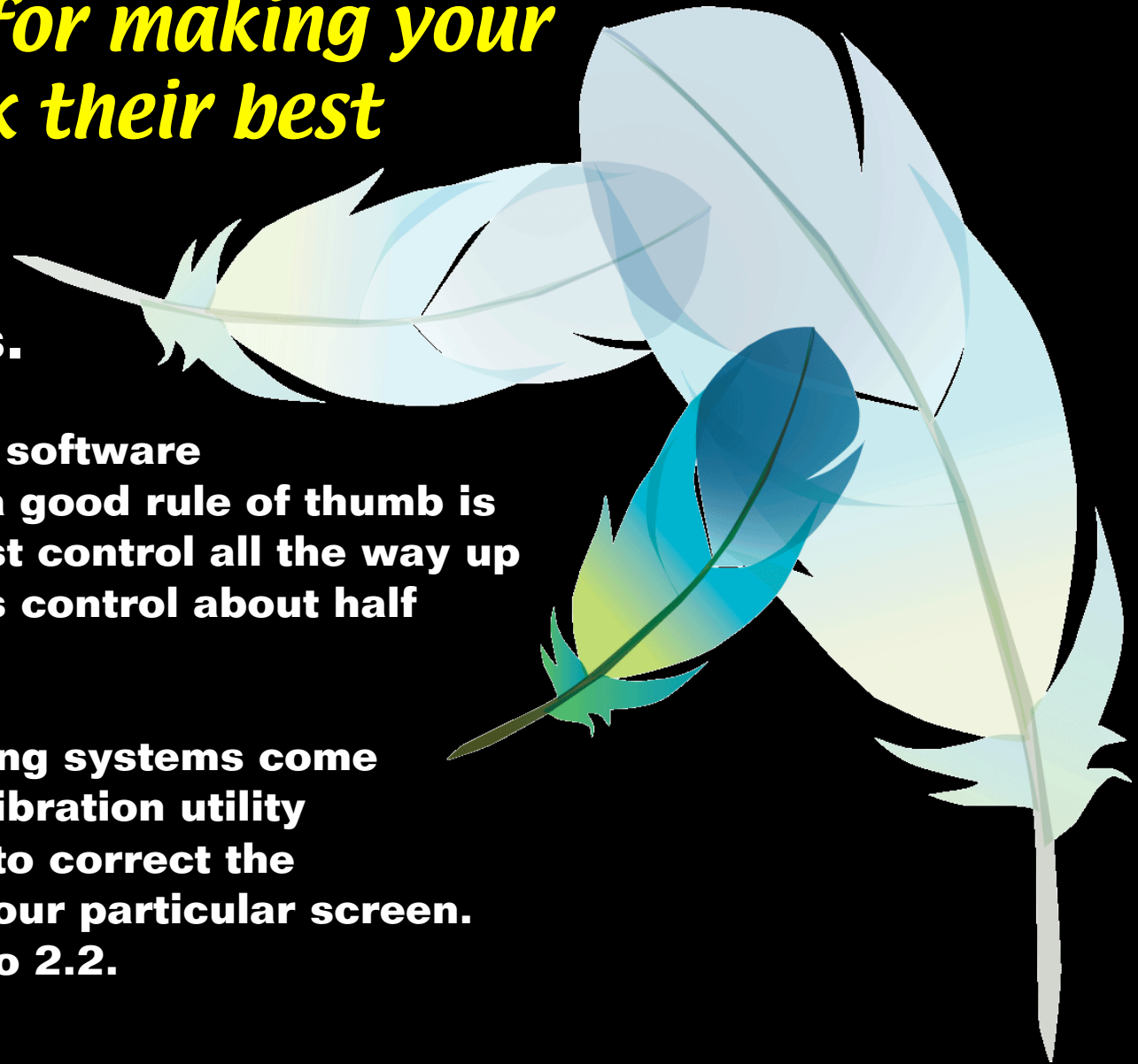


A few tips for making your photos look their best

Calibrate your monitors.

If you do not have software for that purpose, a good rule of thumb is to turn the contrast control all the way up and the brightness control about half way up.

Macintosh operating systems come with a monitor calibration utility which allows you to correct the color balance of your particular screen. Set your Gamma to 2.2.



A few tips for making your photos look their best

**In Photoshop,
always adjust the
color balance of your
photos in RGB mode.**



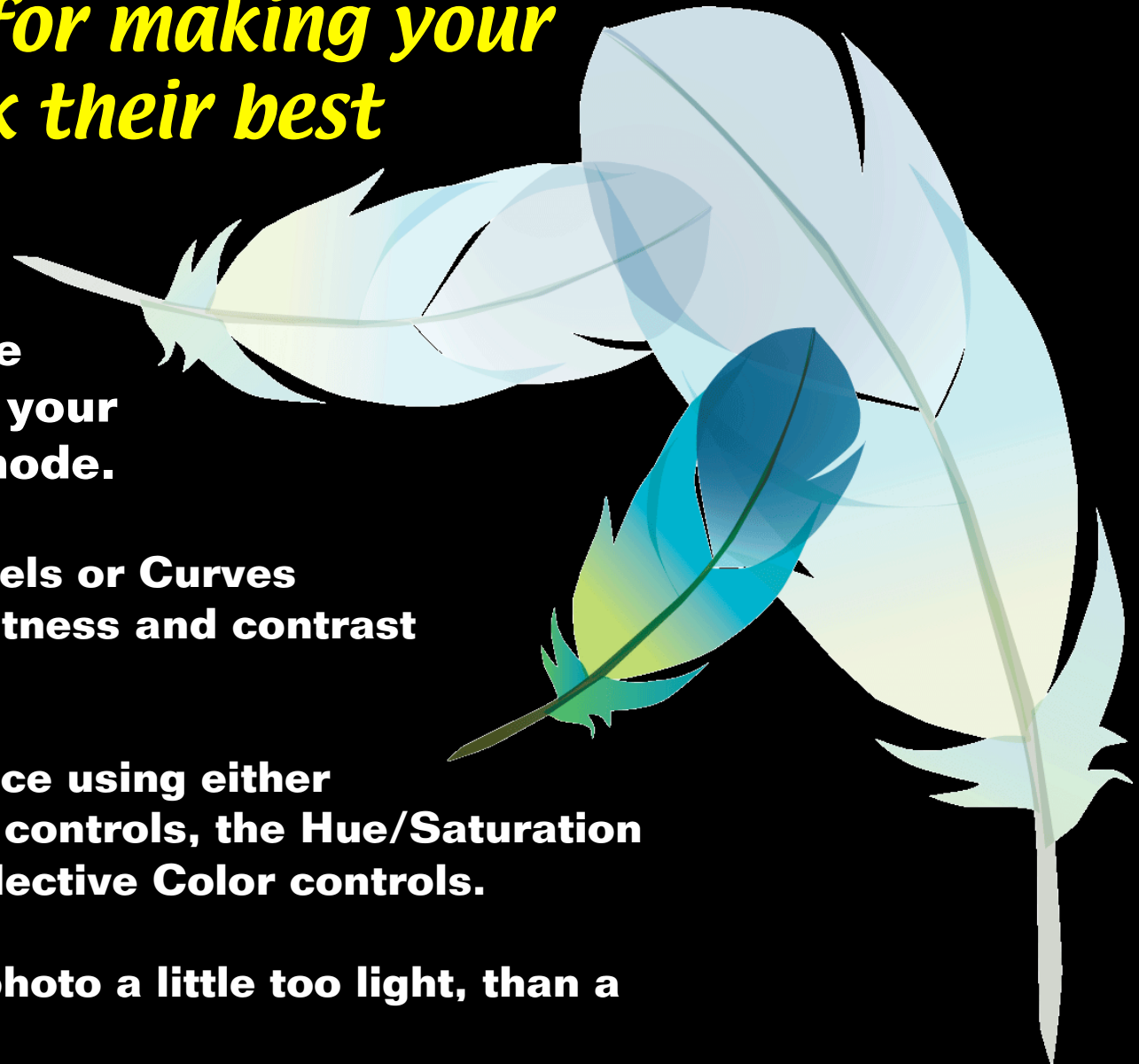
A few tips for making your photos look their best

In Photoshop, always adjust the color balance of your photos in RGB mode.

Work in either Levels or Curves to adjust the brightness and contrast of your photos.

Adjust color balance using either the Color Balance controls, the Hue/Saturation controls or the Selective Color controls.

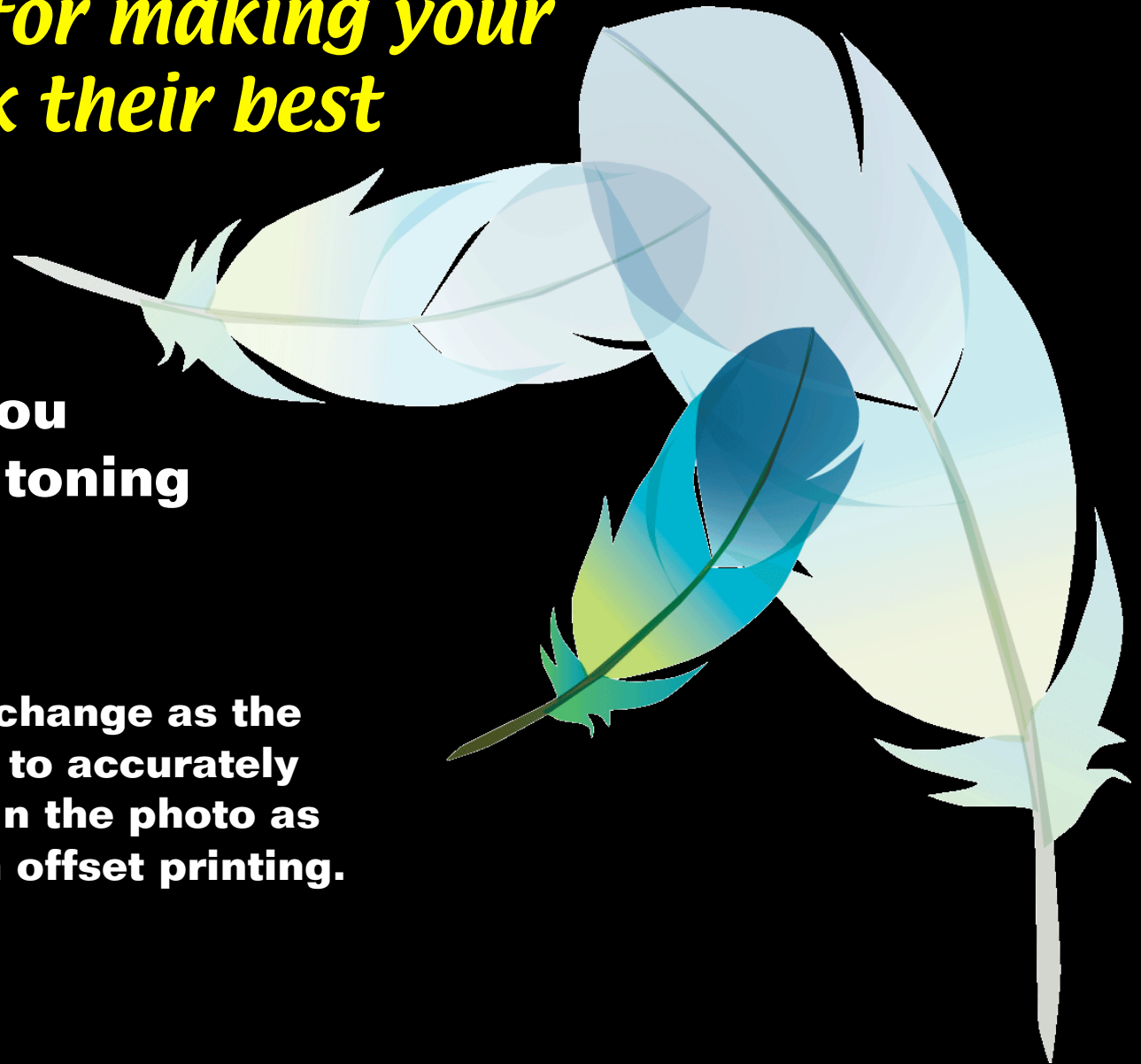
Better to make a photo a little too light, than a little too dark.



A few tips for making your photos look their best

Convert to CMYK after you have finished toning your photo.

The appearance of the colors may change as the software attempts to accurately render the colors in the photo as they will appear in offset printing.



A few tips for making your photos look their best

Photos intended to be printed in black & white should be toned in Grayscale, again working with either the Levels or Curves controls.



Fonts

Some newspaper staffs tend to use many different fonts in their publication. Often it stems from several work groups designing pages to their own taste.

When all the pages of the newspaper are printed together, a wide variety of fonts can be distracting to the reader.

Usually, the problems are confined to headlines, sub heads and pull quotes.



Fonts

For all editorial content, students should have font styles to follow. There should be little or no room for individual flair.

EDDY'S BONES PLANK Cracked
CREEPY Blur CHOCOLATE
COFFEE SACK FLOWER POWER
Cathedral GAUSS RUBBER STAMP
celtic SPIKE Beau Amaze
Borghs Cracked Southwestern
ELIZABETH Wright Bart BIG NIB
FANZEE Oak Ridge NEW YORK
Lauren DECO Parisian Crane
FATSO DEVON NATIVE
Catchup Expose Heidleberg
IRONWORK ASIA TEMPLETT
Cocoa Billboard DAVIS
GREMLIN Brando EXPEL

Fonts

At The Argus-Press, for example, we use three font families for the vast majority of our editorial content.

Nimrod

For body copy.

Stone Serif

For headlines.

Franklin Gothic Condensed

For photo captions, caption heads, and various standing heads.

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CREEPY Blur CHOCOLATE
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GREMLIN Brando EXPHEL

Type that's not really black

InDesign sometimes automatically creates black type that is actually a combination of all the process colors.

It's very difficult to identify it on your computer screen, but it shows up when your printing facility makes color separations.

Not only are summer music festivals designed to kick-start careers for independent artists, but they also get important messages out to the masses. One common theme among this year's festivals is eco-friendly use of energy. With our generation's growing environmental concerns, widespread music fests will promote efficient conservation to everyone involved.

Type that's not really black

Unless each color in the CMYK process is perfectly aligned, the result can be unreadable.

Be sure that the text you intend to be black is set to 100% black and 0% cyan, magenta and yellow.

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Reverse type

White text knocked out of any background of mixed inks is always risky in newspaper printing.

Like the previous example, it requires that up to four printing plates be nearly perfectly aligned to achieve readable type.

White type on a background of black ink only is no problem, but it's easy in InDesign to create black backgrounds that are made up of all four process colors.



Ryan Peck
Staff Writer

Andrew (Fergie) Ferguson steps on to the grass and dirt of Maple Field just as any other Seasholm baseball player does. He adjusts his pant belt, puts on his glove, and readies for a round of pre-game the same way as his fellow ballplayers would.

This Seasholm athlete, however, has taken a much different path toward reaching his goal of playing baseball compared to the rest of his teammates.

After suffering a stroke at birth, Ferguson permanently lost most of the feeling in his right side leaving his right hand completely immobile. Although he had always realized he was a little bit different than the other kids his age, he was able to find a common bond between most of his friends through the love of baseball.

Fergie's passion for baseball originated at a young age and has remained a constant throughout his life.

"I used to go to Cubs games every weekend from the time I was a child," Ferguson said. "Those games really spurred along my love for the sport."

After watching so much baseball as a kid, it was natural that Fergie wanted to play the game he loved so much. Although his disability would not allow him to hit or field like most players, he remained

determined to become a ballplayer and dedicated his time to pitching.

"I grew up watching Jim Abbot pitch with no right hand, and it really made me believe I could replicate what he accomplished," Ferguson said.

Although when he was younger Fergie had dreams of becoming a professional ballplayer, recently his goals have begun to change.

"I'd love to coach high school baseball one day," Ferguson told the Highlander. "I've matured to a point where I know that managing is more for me."

After getting cut from the Seasholm JV team last year, Fergie decided he would still stick with his favorite sport and become the team manager.

Through managing he discovered talents in himself he never knew he had, and potentially found his true passion.

Fergie's roles on the team included keeping the pitch count, helping the players warm up before the game, providing moral support during the game, and serving as an overall inspirational figure for the team—a role in which Fergie thinks he does best.

"I think a lot of times the players take their athletic abilities for granted, and when they see me out there throwing with one arm, it really makes them appreciate how lucky they are just to be out there playing the game they love," Ferguson said.

"Fergie did a great job. He was always on time and

did whatever the team needed of him," Seasholm's JV baseball head coach Dan Drapel said. "It's cool because the players really view him as more of an equal than a coach's assistant."

"I can definitely see Fergie helping out a High School program one day," Drapel continued. "He can really be an asset to a team as a manager."

The words of Drapel are well backed up by Fergie's teammates.

"Fergie is always there for a tap on the back during games. I can definitely see him being a great high school coach one day," said former JV ballplayer Kevin Crimmins.

Ferguson hopes to live up to that potential one day.

"As with most people my home life is not always the greatest, so when I get on the field all of my troubles just seem to fade away and I can just focus on the simple game I love," said Ferguson. "I really thrive off the social interaction with my teammates; they're constantly making me laugh."

Throughout all the adversity that Fergie has faced, he has constantly proven that he can rise to the challenge and never back down. This type of perseverance has earned Fergie the respect of his peers, and his passion for life and baseball have left people asking, "what disability?"

Datelines

Make sure that students double check their datelines. In this example, the staff started from the previous month's sports page. Everyone is so concerned with proofreading their stories, that the top of the page goes unnoticed.

February 2008

Local

5

January 2008

Sports

6

Page sizes

Another item of detail is accuracy and consistency of page dimensions.

We tweak almost every page to fit our press. However, some page files need big adjustments that can affect the overall look of the finished product.



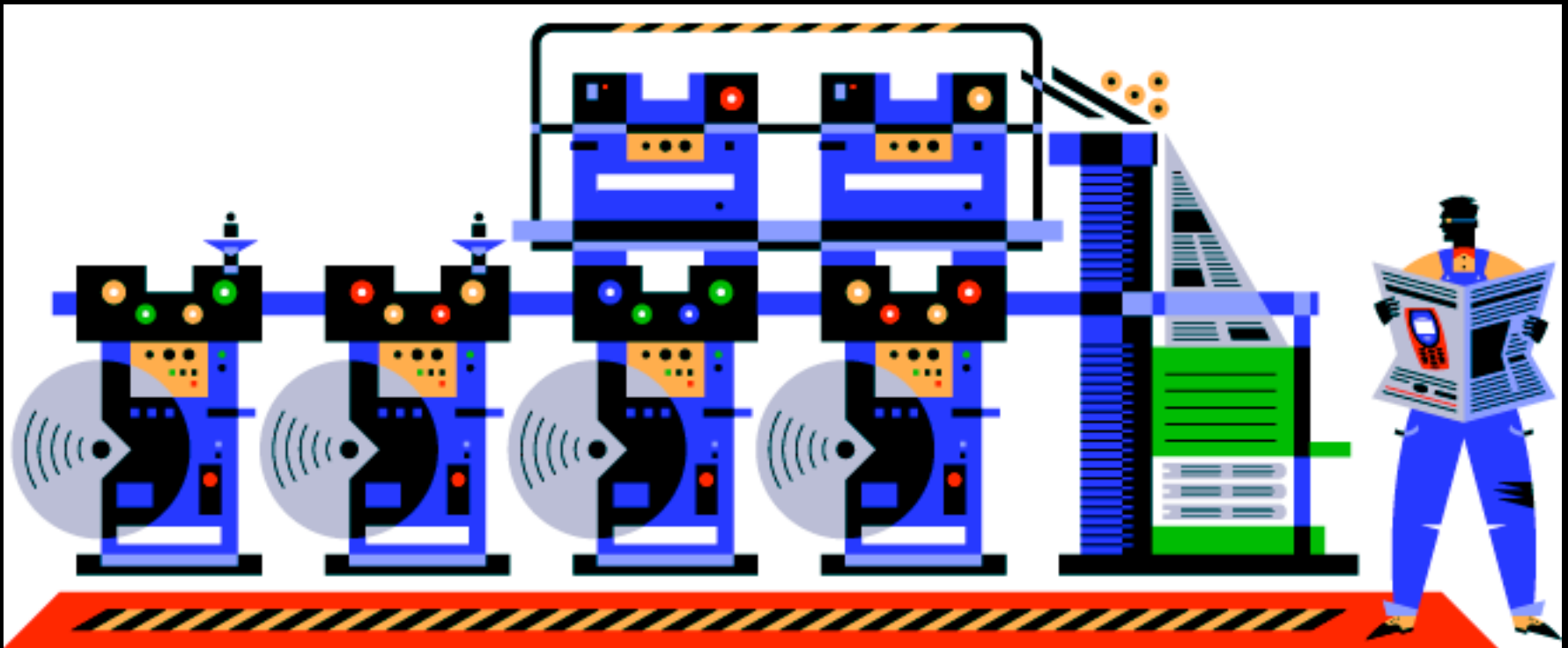
Page sizes

ALWAYS check with your printer to see if there are any problems with the size of the pages that you are sending.



Printing Services

How to get the most for your money.



Requests for bids

With so many factors impacting the quality, cost and delivery of your newspapers, it's important to have a checklist of items you want included in your printing bid.



Requests for bids

Start with the physical sizes that your prospective printer offers.

There is a lot of variation out there, especially if you are willing to consider sizes other than 11 x 17 or a "16 inch tabloid."



Requests for bids

Next ask for a list of the types of paper offered.

Newspaper printing facilities might stock more than one weight of newsprint. Lighter weights may be cheaper, but often you sacrifice quality. In short runs, typical of high school newspapers, the savings would be marginal.

Standard newsprint is classified as 30 lb.



Requests for bids

Next ask for a list of the types of paper offered.

If you are interested in an offset grade of paper, there are many weights and levels of brightness available. However, most printers will only stock one or two varieties.



Requests for bids

Minimum quantity

Some printers require a minimum order quantity. Others may not have a minimum, but will cover their costs with a set-up fee.

At The Argus-Press, for example, there is no minimum quantity, but costs associated with preparing the pages to go to press are included in the very first copy.



Requests for bids

Deadlines and turnaround time

Prospective printers should state their policy for page deadlines and turnaround time for the job. Printers that work 24/7 will probably have specific windows of time to accept your pages, which correspond to openings between larger jobs. Smaller operations tend to be more flexible with their deadlines.



Requests for bids

Deadlines and turnaround time

Look for a printer that can offer flexible deadlines and fast turnaround times.

There's nothing worse than old news.



Requests for bids

Delivery or pick-up options.

Find out what your printer offers as options for delivery services and the costs associated with each.

Is picking up your newspapers at their site an option if you need them ASAP or just want to save some money?



- Physical sizes offered
- Types of paper available
- Minimum quantity
- Deadlines and turnaround time
- Pick-up or delivery

Requests for bids

Billing Policy and payment terms

Make sure that your printer's billing practices are compatible with your school's accounts payable procedures. If your school requires purchase order numbers, be sure to mention that in your request for a bid.



Finding a printer

Contact another MIPA newspaper.

**Their members are listed
on the MIPA Web site.
<http://mipa.jrn.msu.edu>**

Contact a Michigan Press Association newspaper.

**Their members are listed
on the MPA Web site.
www.michiganpress.org**



Thank You!

ANY QUESTIONS?