

THE MILWAUKEE JOURNAL

Geoffrey W. Blaesing
Graphics Editor
P.O. Box 661
Milwaukee, WI 53201-0661
(414) 224-2075

Howard I. Finberg
President
SND Foundation
c/o The Arizona Republic
120 E. Van Buren
Phoenix, AZ 85004

February 11, 1993

Dear Howard:

Enclosed in an entire copy of our Feb. 10, 1993, final edition of The Milwaukee Journal. Also enclosed are some contact sheets of our newsroom and production departments shot during our publishing cycle. All of these are available in color. Please let me know which prints you would like (if any) and I'll have prints made. The photos show are morning planning meeting (remember we're a PM) and the selling of photos for the paper. They then show engraving (we still do it the old-fashioned way), the composing room, then the press room.

Duane Freitag, the assistant news editor – who was in charge of the Page 1 design and that day – and Eric Meyer – our assistant Graphics Editor/News – had a difficult time choosing Page 1 color because nothing stood out as an easy choice. The story selections included several state government stories which did not lend themselves to major front page display.

Color picture possibilities included a modest photo with home day care (a local story that grew our of Clinton's cabinet problems), but the story was held for a day. Some nice suburban highway construction pictures were available, but it was decided to use them instead in our Waukesha County edition. We ended up using a poignant wirephoto from Sarajevo, which enabled us to index to a spot story on Clinton's new Balkan proposals that weren't breaking on our time.

We went with one major photo because we had color in the index to a major auto show section.

We like to think of our front page as a "window to the inside of the paper," something Robert Lockwood instilled in us a couple of years ago when he helped redesign our paper. Quite frequently we use a standalone photo referring to a story on an inside page. It gives us one more opportunity to lure a reader inside.

We have four people on the News Desk during the morning. Four people staff the Graphics Desk each morning – editing wirephotos and the photos of our 13 full time and 2 part time photographers and coordinating the efforts of six news artists. (We have a separate feature graphics operation.)

Feel free to call if you have any questions.

Sincerely,

