

15 Serpentine Terrace,
Ballsbridge,
Dublin 4

February 12, 1992.

Dear Howard -

Please find enclosed the city edition of The Irish Times of February 10th. I trust this paper will assist you in your project which sounds very interesting and in which The Irish Times, in the shape of myself, would be happy to participate.

The Irish Times is a national morning newspaper with a circulation of around 95,000 daily. It considers itself, and is generally held to be, Ireland's newspaper of record. Its high opinion of itself is bounded by a conservative/liberal ethos. This philosophy is reflected in the news coverage, style of reporting and in the design of the newspaper.

As you can see from the enclosed the newspaper presents itself in a classical format. The body text is an ATEX version of Times New Roman the headlines are a mixture of Times and Bodoni. Pictures are used, mostly, for news value. Occasionally pictures are used for their photographic impact but this is the exception rather than the rule. Graphics are used sparingly and usually to illustrate numerical information in the form of graphs, charts etc.

The Business This Week section, also enclosed, has departed somewhat from the style of the main paper, I would appreciate your comments on this section as this is the part of the paper upon which I am working at present. In addition to Business This Week the paper produces a Sport section on Monday, Education on Tuesday, Property on Thursday, Business on Friday.

I would also appreciate any information you may have on the European design workshops mentioned in your letter. Good luck with A Day for Design, I look forward to hearing from you soon.

Yours sincerely - James G. McCullough.