

Aktieselskabet
Dagbladet Politiken

Redaktionen
Rådhuspladsen 37
1785 København V

Telefon 33 11 85 11
Giro 9 00 11 90
Reg. nr. 2297

Telex: 22341
Telegramadresse: Politiken
Telefax: 33 15 41 17

SND Foundation
Mr. Howard I. Finberg
The Arizona Republic

Dear project-committee-members

Since (I guess) only a few of you read danish, here are in brief some explanations about POLITIKEN. Please do not hesitate to contact me, if additional information, photos etc. are needed.

This 36-page newspaper is just about the typical size. Some weekdays we have only a total of 32 pages, other days 44 and above. Sundays papers are up to 96 pages.

The 1. section is national - and on pages 8 and 9 international - news. The top-teasers on top of the front page and the red box on the left have the same position every day, unless some really big news change the lay out.

Section 2 is Culture and Opinion. And TV-programs/weather reports. Editorials and letters to the editor are found on page 4.

Section 3 is Features, Computer (only wednesdays, other days this space would be reserved for business pages) and Sports.

Section 4 is a daily changing special section. Wednesdays subject is Money (business and consumer news). The other items are Sports (mondays), Travel (tuesdays), House, garden and architecture (thursdays), Events Guide (fridays) and finally both a special Culture and a Lifestyle section (saturdays). The saturday culture-section "kultur-liv" (a few copies enclosed) is new and is meant to bring our coverage of cultural events beyond the regular features, news and reviews as they appear in the daily paper.

This entire wednesday-newspaper was produced tuesday february 9th with the exception of a few pages (one opinion-page and the last page of the Money-section). But some pieces of art (like front and back page of Money section) had been prepared for days (or even weeks).

This tuesdays staff in the newsroom were:

- 1 Managing editor
- 1 AME (responsible for page 1)
- 4 sub-editors (section 1)
- 2 sub-editors (international)

1 sub-editor (computer)
2 sub-editors (money)
1 sub-editor (computer)
1 sub-editor (features)
1 sub-editor (culture)
1 pictures editor
4 artists/visualizers
4 designers
2 secretaries

The design-philosophy of our newspaper has not been expressed in words since a major change in design about 20 years ago. Strangely enough there is no such thing as a stylebook. But the design has only been subject to minor changes anyway. And the POLITIKEN-design has been more or less copied in newspapers all over the country and in other scandinavian countries. However we are in the process of planning a redesign of POLITIKEN for 1994-95.

One golden rule has not changed: Make it simple. Wherever possible text-blocks should be rectangular. Headlines are only accepted in certain point-sizes : 14, 18, 24, 30, 36, 42, 48, 54, 60, 72 and (not often) 83.

Pictures should be used on (almost) every page, but rather one good and big photo then two or three small pictures on a page. Color pictures can be used, if the use of colour makes sense. And colour-illustrations should always be handled with care.

On every page - particularly the front pages of our four daily sections (six on sundays) - it should be easy to find the important story by signals of design, e.g. bigger headlines.

Sincerely,

Leif Jonasson
Business Editor
POLITIKEN



Copenhagen February 10, 1993