

Date: February 19, 1993

To: Howard Finberg, AME
The Arizona Republic

From: Tom Bond, Graphics director
Richmond Times-Dispatch
PO Box 85333
Richmond, VA 23293
1 804 649-6015

Re: A Day of Design

Front page of the Richmond Times-Dispatch

The main news of February 10 was the arrival of the body of Arthur Ashe in his hometown, and the appreciation and respect shown by the thousands of people who turned out. The challenge was to show that in a way that was both dramatic and sensitive.

We picked up the reversed type from the inside stripers as a label head, and that served to identify it as the Ashe obituary package. The label head treatment also enabled us to use the more featured quote head on the main story. The quote also worked well with the picture, which showed the number of people who turned out — illustrating, as the headline noted, “how much he meant.”

The lead news story on the state Senate approval of the gun bill carried the General Assembly logo and and cross-reference box, a fixture while the legislature is in session.

The “shrinking staff” graphic gave a touch of color to the bottom of the page, without detracting from the main photograph.

Y.V. (Young Virginians) section

The purpose of the Y.V. section is to present articles and information relevant to high school and college-age young people. About 60 high school and college correspondents are selected each school year to write articles and provide story ideas that would be of interest to that age group. We try for a certain degree of irreverence.

PRIME LIVING section

The target audience of Prime Living is anyone who is a senior citizen, is approaching that age or who has parents who are that age. A cross-section of stories pertaining to such issues as health problems and care, Social Security, leisure time, travel, dealing with relatives and investments are included.