



Upsala Nya Tidning

Upsala Nya Tidning wants to give a broad spectrum of news and other type of information to its readers, including some dashes of pure reading pleasure. It is our pronounced intention that a reader of Upsala Nya Tidning should not have to consult other media to get his necessary daily base information.

In our efforts to accomplish this we focus on three differens types of material. Firstly we have the day-to-day news, local, national, foreign and in the field of sports. Secondly a number of daily special pages, such as culture, show biz, family news etc. Finally we also offer features, interviews and backgrounds, sometimes gathered in blocks, such as the traffic section (UNT I Trafiken) in the februari 10 issue.

On the front page we try of course to give in brief the most important news stories, but also a fair selection of to days content in general. Stories with good photographs (or other illustrations) are given some priority, since we want to emphasize our good printing possibilities.

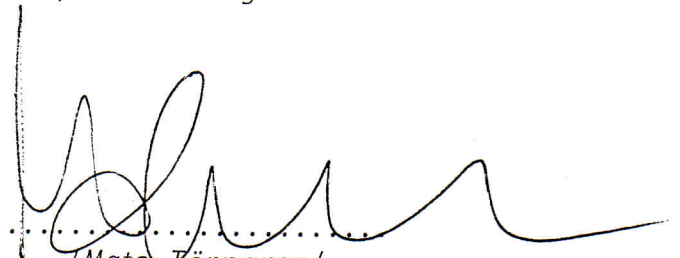
The front page of Feb 10 i built in a traditional manner, and is in many ways typical of Upsala Nya Tidning. The layout was determined by the fact that there were several good features with very good photos available, but no really hot news.

The upper left newscorner was therefore limited to two columns and the three best photos chosen chosen to give strenght to the page. Since they all deserved good presentation other options was put aside. It was an advantage that all three photos had about the same colour temperature; they could all be realatively big without killing each other.

The young female lumber-truck driver and her beby was the given top. The newly appointed Chief-of-Olice walking around as an ordinary flat-foot gives height to the page, and the cathcy smiling professor with his

ununderstandable topic (Physiological Botany) stands for the depth.

As a result of the emphasize on the feature stories, the Feb 10 front page of Upsala Nya Tidning had not that much room for other material. Still the newscolumns cover several different areas; politics, business, crime and sport. The top left corner story is about a person suing the local authority on a building matter.



Mats Törngren

Front page editor