

Report



versus



A report prepared for

Venable LLP

December 2006

By

Philip Nesbitt

CONTENTS

Introduction	3	Creativity	
<hr/>		<hr/>	116
Preface	7	Appendix A	136
<hr/>		Research, studies, etc.	<hr/>
Perspective	9	Appendix B	139
<hr/>		Previous cases	
Perception	18	Compensation	<hr/>
<hr/>		Appendix C	140
Acuity	37	Biography, professional experience	<hr/>
<hr/>			
Reality	60		
<hr/>			
Testing	82		
<hr/>			

Introduction

Agence France-Presse, AFP, is an organization that generates and offers news, information, images, and graphics to paying clients throughout the world.

AFP employs hundreds of reporters, writers, editors, photographers, graphic artists, technical and administrative staff, and media managers to accomplish this task.

AFP has offices and bureaus throughout the world to gather raw information which is then written, or captured as images, edited and formed into news and informational articles with supporting images and graphics that are distributed electronically to its global clients.

One form of electronic delivery to clients is the menu or “budget,” which supplies a headline crafted for the story, a “blurb” of one to two sentences providing the essence or encapsulation of the full story or article and an image supporting the information presented.

This is an evolving business model that has been successful for more than a century. Companies such as Agence France-Presse, The Associated Press, United Press International, Reuters, and Gannett News Service, among others, have supplied newspapers, radio, television, and now new media with the bulk of their news and information on events outside the local market.

With the growing importance of new media and online delivery of information, news service clients have adapted their print, radio, or broadcast products for delivery on the Web. These clients still subscribe to their news services and select, edit, and disseminate news and information in a Web format that has increasingly become the sole source of news and information for a growing segment of the global population.

Google, Inc., under its Google News label, has created a format whereby it electronically gleans material from other sites on the Web and, without editing, displays this information on the Google News Web site.

This report will show that the three major items in contention – headlines, blurbs, and images – as an informational package is more than enough to satisfy most users.

Preface

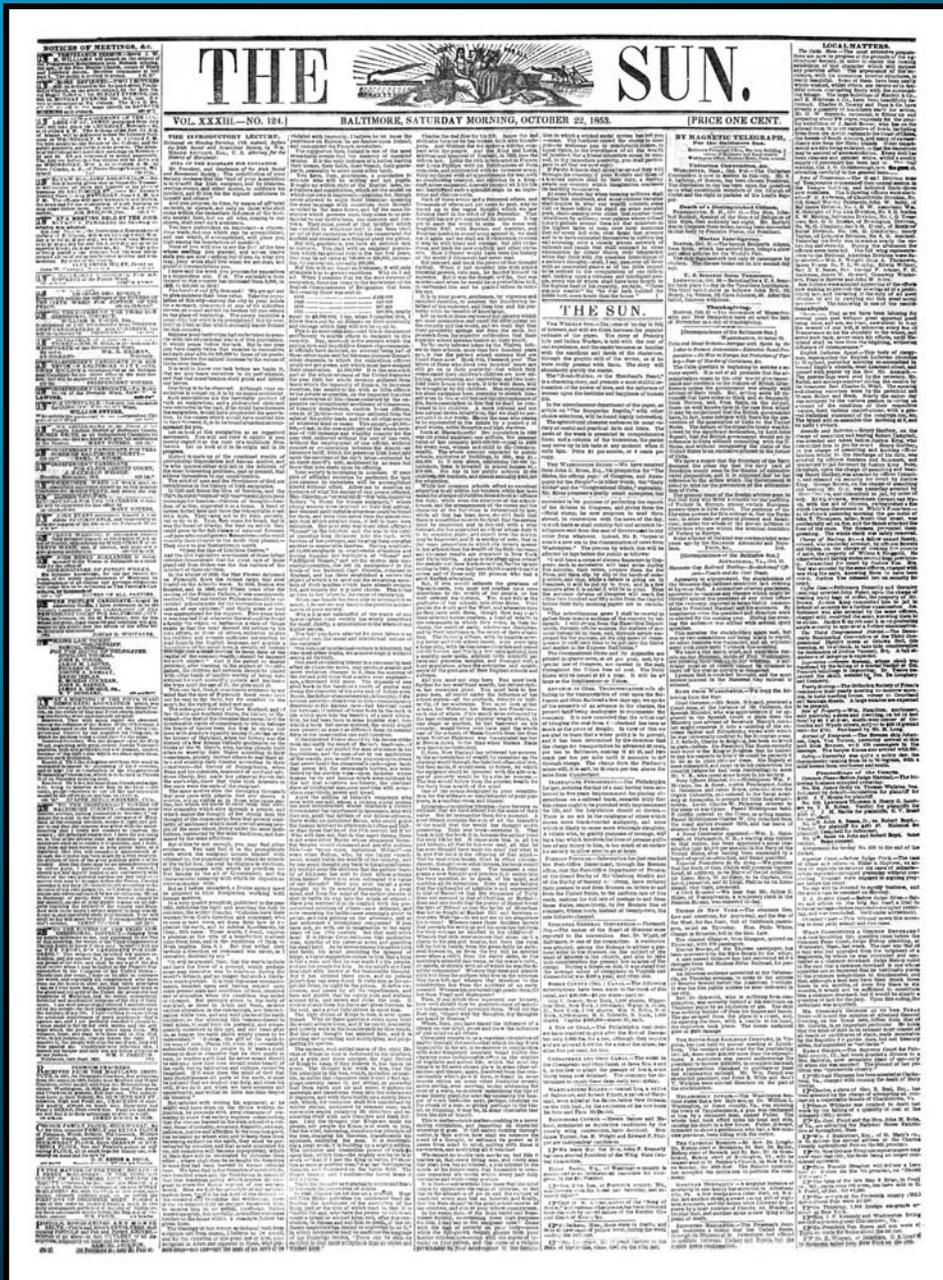
While there is a long, established understanding of reading mechanics in print media, the world of online media is the new “Wild West.” However, the bulk of information from numerous new media studies points to new patterns readers or browsers use when accessing information on the Web.

The major point of entry in print media is most often through an image, but some studies of Web pages show that 25 to 35 percent of users enter through a picture; the rest enter through text. However, many of these studies use samples where images are lacking and the predominant material on the page or site *is* text. Not surprisingly, the text is short, to capture the user's attention. Extrapolating information from a number of studies, it becomes clear that the combination of short text, e.g., "keyword" -laden headlines and a paragraph of a single thought (one to two sentences), *coupled* with an image, has a higher draw than either alone.

Perspective

To understand how the use, by Google, of AFP generated material is identical to AFP use, it is necessary to go beyond the lack of physical or verbal changes in the material by Google and to understand how readers/viewers respond to text and images. What they see, how they see it, and what action they take is based on a number of fundamental responses on the part of the reader/viewer.

Many of these basic responses start with our ability to read and visually comprehend in print. As we have moved into the digital age, these responses are not weakened but actually become stronger.



The addition of visual elements to a page in large numbers is a relatively recent occurrence. The majority of news and information was delivered to the reader through text. In newspapers, as the major source of news and information in the 1900s, the importance of the text was paramount.

The cost of engravings was prohibitive and the results were seen as superfluous.

The Weather
 Forecast: clearing and warm today and
 Friday; fair, cooler, with light rain
 Saturday; high, 81, low, 64.
 Sunday, high, 80, low, 64.
 Monday, high, 80, low, 64.

THE SUN FINAL

Vol. 237—No. 41—F BALTIMORE, THURSDAY, AUGUST 5, 1965 48 Pages 13 Cts

**Voting Bill Passed; Apportionment Plan Killed
 Armed Services Will Add 340,000 Men
 Viet Cong Attack Near Da Nang, Destroy Jet Fuel**

CIVIL RIGHTS MEASURE IS O.K.'D 79-18

Dirksen's Proposal Rejected By Senate

CHECK IS PUT ON U.S. STUDY OF REBELLION

ONE MILLION GALLONS GO UP IN FLAMES

Harriman Says War Blocks Agreements

ACTIVE DUTY TOTAL WILL BE 2,992,000

McNamara Says Rise Will Meet Viet. Other Needs

Johnson Calls Action 'A Proud Moment'

GOOD BILLS BACKS FOR IN DISPUTE

SHIP STRIKER HOPE IS SEEN IN MEMO

GREEK PREMIER SUFFERS DEFEAT

REFUGEES STRAIN VIET RESOURCES

Kennedy Wit Often Course Like Lincoln's, Aide Says

Saudi Tribesmen Poised To Strike

On Other Pages

Dirksen's Proposal Rejected By Senate Page 1
 Johnson Calls Action 'A Proud Moment' Page 1
 Active Duty Total Will Be 2,992,000 Page 1
 Harriman Says War Blocks Agreements Page 1
 One Million Gallons Go Up In Flames Page 1
 Check Is Put On U.S. Study Of Rebellion Page 1
 Good Bills Backs For In Dispute Page 1
 Ship Striker Hope Is Seen In Memo Page 1
 Greek Premier Suffers Defeat Page 1
 Refugees Strain Viet Resources Page 1
 Kennedy Wit Often Course Like Lincoln's, Aide Says Page 1
 Saudi Tribesmen Poised To Strike Page 1
 On Other Pages Page 1

Even as late as the mid-1960s, newspapers weren't convinced that pictures (halftones) were that important. However, with the growing influence of television, some newspapers saw images as the means to boost their competitive value in the marketplace, the advantage of immediacy having earlier eroded with the mass marketing of radio.

Baltimore Sun, August 5, 1965

THE SUN

A WAY WITH WORDS
LUCINDA WILLIAMS TO VISIT RAMS HEAD
10:30 PM EST



MAGIC'S TOWN
MAGIC JOHNSON LOOKS TO BALTIMORE
10:30 PM BUSINESS



SENATORS TOUGHEN MLB STEROID POLICY
O'SLOPE TO YANKS' 21
10:30 PM SPORTS

Judges fault Hickey closing

Two tell legislators state lacks plan for placing youths

BY GREG GARLAND AND MICHAEL FREESER (10 REPORTER)

Two Maryland judges said yesterday that the state's administration's decision to close the Charles H. Hickey Jr. School without a clear plan to replace it is jeopardizing the welfare of youth and putting public safety at risk.

Baltimore County Circuit Judge Kathleen Cox and Anne Arundel Circuit Judge Pamela Smith said legislators that there are not enough places to put youths in the community that we don't think can accept them," Cox said.

The sharp criticism came as the Department of Juvenile Services for the first time identified nine facilities in other states where it needs to send some youths who would have gone to Hickey, the judges said.

The department said some Maryland youths will be sent to prisons in Texas, Ohio, Florida, Minnesota, Pennsylvania and Ohio with rates ranging from \$47,400 to \$116,800 per child per year.

The bill includes three facilities run by a for-profit Texas-based company that was forced to close one of its centers in MDXV, Md.

INSIDE
MARYLAND FOREIGN STUDIES
Starting next year, Colchester College will require its students to study abroad for three weeks. **PG 18**

NATION
GOP RIFT
A Senate panel accuses the White House of blocking bipartisan, \$9 billion health-care package for hurricane victims. **PG 2A**

WEATHER
SCATTERED SHOWERS
High, 75, low, 54. Yesterday's downtown high, 80, low, 52. **PG 10B**

INDEX EDITORIAL 16A // LOTTERY 3B // OBITUARIES 5B // CLASSIFIED 7B // CROSSWORD 6,7C, 4W // TV 4C



Mayor Martin O'Malley announces his candidacy for governor in Patterson Park. Earlier in the day, he attended events in Montgomery and Prince George's counties, home to 36 percent of the state's registered Democrats. KAL HERRON/REXUSUN/PHOTOGRAPHY

O'Malley enters race, says Maryland is 'adrift'

Mayor calls for return to 'values of honesty, fairness... tolerance'

BY DAVID NEVIN AND DOUG DONOVAN (10 REPORTER)

Standing in the heart of a revived East Baltimore neighborhood, Mayor Martin O'Malley formally entered the race for governor yesterday, pledging that the urban neighborhood he helped engineer can translate to a better Maryland.

"Maryland is directionless and needs new leadership," the 47-year-old mayor said before an estimated 2,000 supporters at an evening speech in Patterson Park.

"While other states and nations are moving forward, with leaders who bring people together, I submit to you today that Maryland is adrift," O'Malley said.

But what's doing in a speech about the future? Fitzgerald's novel, scholars agree, is about the death of the American dream and the closing of the frontier. The last line means that Americans are chasing their past — a dream that keeps them from the future they must define. It's industrious and the present.

"It's a great poetic utterance, but it's kind of a cry of despair that Gatsby, not unlike me, is not interested that past," said Christopher Wheatley, a professor of English at Catholic University. O'Malley's alma mater. But he added, speaking of the mayor, "This guy remembers: He was a politician major out in English major."

"Wheatley didn't think there was much in Fitzgerald that would appeal to a politician," he said. "But he praised the novel as a work of art, and that's what we can read in their minds of millions."

BORROWING FROM GATSBY?
BOATS AGAINST THE CURRENT, BORNE BACK CEASELESSLY INTO THE PAST. (Photo by GATSBY, 2A)



Mayor Martin O'Malley announces his candidacy for governor in Patterson Park. Earlier in the day, he attended events in Montgomery and Prince George's counties, home to 36 percent of the state's registered Democrats. KAL HERRON/REXUSUN/PHOTOGRAPHY

China is seduced by 'Housewives'

Decision to air edgy show, with editing, shows loosening of controls

BY GADY A. EPSTEIN (10 REPORTER)

Chinese state television has decided to broadcast American-style intrigue, deception and adultery by bringing the ABC program — carefully monitored what people could see on television has of China Central Television, which found something suitable for the control what viewers in the

world's largest market get to see, have deemed the women of Wuhan, Lan Lan suitable for home viewing, after editing to make the content officially appropriate.

"Too stuffy in years past to see in Internet chat rooms, one friend over the open air, CCTV producers might delete any scenes that American audiences

found something suitable for the control what viewers in the

Decision to air edgy show, with editing, shows loosening of controls

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DELAY INDICTED IN TEXAS PROBE

House GOP leader says conspiracy charge is weak and political retribution

BY TULL HANCOCK/DAVIS AND GWYNETH E. SHAW (10 REPORTER)

WASHINGTON — Tom DeLay, the Texas Republican whose bare-knuckled style propelled him to the top of the House and drew allegations of ethical lapses, was forced to step aside as majority leader yesterday after a Texas grand jury indicted him for conspiracy to break campaign finance laws. The unexpected indictment and the delay of conspiracy with two associates, John Colson and James White, to deeply buried corporate contributions to candidates for the Texas Legislature.

Under party rules, he must resign his No. 2 post. But a defiant DeLay promised yesterday to "take possession" from the chair handed up by a Travis County grand jury on the last day of the investigation.

House Speaker Dennis Hastert, a Illinois senator quickly responding to tap an interim replacement for DeLay, said he would not accept the resignation and has succeeded in the No. 3 whip.

"There was no conspiracy to break campaign finance laws," DeLay said in a speech to several general friends, saying taxes, college tuition and health care plans are unaffordable, the Chesapeake Bay and the Superfund sites are being cleaned up for other states and nations, and spread spreads unchecked.

"These of us in public service can and must set high goals. We must lead," O'Malley said. "Our diversity is our strength. Progress is our opportunity."

"Like all of you, I believe we must regain the values, the values of honesty, fairness, responsibility and tolerance to our 'State House,'" O'Malley said, avoiding mentioning the grand jury indictment in his remarks. "And that is who with faith in the power of people and

But what's doing in a speech about the future? Fitzgerald's novel, scholars agree, is about the death of the American dream and the closing of the frontier. The last line means that Americans are chasing their past — a dream that keeps them from the future they must define. It's industrious and the present.

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Today, print media has fully embraced the concept of integrating visuals and text to capture the reader/viewer's attention. Through the use of the numerous variables (discussed later in this report), editors and designers attempt to create interesting, attention-getting, visual portals into the page and eventually the product. There has even been an attempt to recreate the web presence in print.

Baltimore Sun, September 29, 2005 (launch of a new design)

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7 British Officials Quit in Blair Revolt

Pressure increases on PM to speed up his departure from office

LONDON | Prime Minister Tony Blair was locked in a fight Wednesday to keep control over when he leaves office, with 15 Labour lawmakers demanding he step down. They included seven junior members who resigned to protest his refusal to do so.

Blair warned the rebels that infighting would jeopardize the governing Labour Party's effort to hold onto power, while top officials sent strong signals that Blair intended to leave office within a year.

The revolt of low-level officials was unlikely to dislodge Blair from office, though it could help force him to speed up his departure and raised fears the eventual change of command in Britain would be rancorous and messy.

Blair, who led Labour to its third-straight election win last year, has said he would not seek a fourth term. He also promised to give his successor — widely expected to be Treasury chief Gordon Brown — time to settle into office before the next election, expected in 2009.

Pressure for the prime minister to announce a departure date has intensified in recent weeks, fueled by anger at Blair's handling of fighting between Israel and Lebanon.



Tony Blair has faced criticism over his handling of the Israeli-Hezbollah crisis.

based Hezbollah militants.

The prime minister's office said Wednesday he planned to visit the Middle East soon in a bid to restart the Arab-Israeli peace process. But the announcement did little to placate government rebels and others who are demanding Blair be specific about when he will hand over power.

The seven junior officials said they quit rather than remove their names from the letter demanding the prime minister step aside.

They were among 15 Labour lawmakers who signed the letter, writing that while they support the centrist direction Blair has taken the party, he was no longer the man to lead it. BY THOMAS HARRIS (AP)

In Brief

RUSSIA, JORDAN Gunman Sought Revenged In Attack on Foreign Tourists

A gunman wanted for his children to grow up before he opened fire on tourists in Jordan, killing one, to avenge his brothers' deaths in an Israeli strike on Lebanon in the 1980s, the Jordanian government said Wednesday. A neighbor said gunman Nabeed Ahmed Issa Jaourah may have "hastened" because of distress about the war in Lebanon, and images of children killed there and in the Gaza Strip. (AP)

SRI LANKA Rebels Warn of Retaliation After Government Offensive

Sri Lanka's Tamil Tiger rebels on Wednesday warned that the majority Sinhalese would pay the price for the "absolute misery" ethnic Tamils have suffered due to weeks of government airstrikes and shelling. Sri Lanka has been convulsed by three decades of conflict between the Sinhalese-dominated state and ethnic Tamil rebels who have been fighting for a separate homeland for the country's Tamil minority. (AP)



President-elect Felipe Calderon, above, met with outgoing President Vicente Fox.

MEXICO CITY President-Elect Calderon Begins Work on Transition

Newly named President-elect Felipe Calderon began working on his new government Wednesday, discussing the transition with outgoing President Vicente Fox as his leftist rival fought for the spotlight amid signs his protest movement is weakening. The ruling party candidate discussed the 2007 budget and other issues with Fox, whom he will replace on Dec. 1. Andres Manuel Lopez Obrador's supporters have vowed to block the inauguration. (AP)

Controversial Sudanese Editor Abducted, Killed

KHARTOUM, SUDAN | The chief editor of a Sudanese independent daily who provoked a furor by publishing an article denounced as blasphemous was found dead a day after being abducted by unknown gunmen, police said Wednesday.

A group of masked gunmen abducted Mohammed Taha Mohammed Ahmed, the editor in chief of Al-Wifaq, from his home

in Khartoum late Tuesday.

His body was found in another part of the city a day later, an Interior Ministry official said, speaking on condition of anonymity.

Police Maj. Gen. Mohammed Nagib al-Tayeb said that several suspects were arrested for alleged involvement in the crime.

In May 2005, scores of Sudanese gathered in front of the capital's courthouse demanding a death sentence for Ahmed for insulting Islam's prophet by republishing an article from the Internet that questioned the parentage of the Prophet Muhammad. (AP)

A new generation of print products has gone a step further, listening to readers through millions of dollars of research, most notably by the Readership Institute (Media Management Center, Northwestern University), and have changed their editing style to provide large numbers of "soundbites," shorter articles, and tighter writing.

Express, September 7, 2006



ACCELERATING THE SECURITY
HANDOFF

Senior White House Correspondent Bill Sammon reports from Amman, Jordan, on President Bush's talks with Iraqi leader Nouri al-Maliki on Iraq's security situation and the path to U.S. troop withdrawal » PAGE 20

» **CAPITAL:** Rice pushes for Israeli, Palestinian peace » PAGE 21 **WORLD:** World AIDS Day today » PAGE 28

THE LOOK

METRO » YELLOW LINE

One dead after train hits Metro workers

Pair was doing maintenance between Huntington and Eisenhower Ave. stations » Page 6

Bondettes

Is it Bond or the Bond girls' beauty that has made 007 such a success? » Page 41

SPORTS

Taylor's tackling talent

Skills safety Sean Taylor was named NFL defensive Player of the Week. » Page 53

MOVIES

The greatest story ever told

"Nativity Story" is a human take on the birth of Jesus of Nazareth. » Page 35

HARRY JAFFE

Organizing the D.C. business community

How Adrian Fenty can bring corporate leadership to the District. » Page 7

We are seeing a convergence of presentation style in both print and online. The Washington Examiner is just one example of a print newspaper that has moved to headline, images and a sentence as a “menu” on the front page.

The Examiner, December 1, 2006

The transition to other forms of delivery, while seemingly overnight, has been an evolutionary step in providing news, information, entertainment, advertising, pictures, and graphics to an audience who has quickly adapted and become comfortable with the new media.

Delivery of this information to our cell phones and PDAs, science fiction 20 years ago, is a reality. However, the providers are still adjusting the model to improve the experience, the efficiency, and the ability to comprehend what has been delivered.





THE MEDIACENTER

BRIEFING ON MEDIA, TECHNOLOGY & SOCIETY | April 2005

SYNAPSE



It's mobile, immediate, visual, interactive, participatory and trusted.
Make way for a generation of storytellers who totally get it.

iFOCOS,
(formerly The
Media Center at
the American
Press Institute) is
just one of many
organizations
that see the
future of news
delivery as
primarily digital.

Perception

How we read, and perceive what we see, is based on a number of constants. The physio-mechanical process of reading has been well documented since the beginning of the last century.

What has changed is the way we present material to an end user. As shown previously, the provider has gone from just text to the integration of text and visuals.

It is important to note that the process of designing material on a page or a screen has a profound and direct impact on how and what the viewer sees and feels is important.

The process of page or screen design is one of manipulation, whereby the individual placing elements on a platform can create areas of visual impact, visual pathways through the page or screen, and a strong hierarchical structure, if desired.

A printed newspaper will require a stronger hierarchy than a web page in most cases. On the web we often play the various elements at the same level of importance, eliminating as much visual bias as possible.

All things being equal, on a given platform,
the **Visual Pyramid** applies.

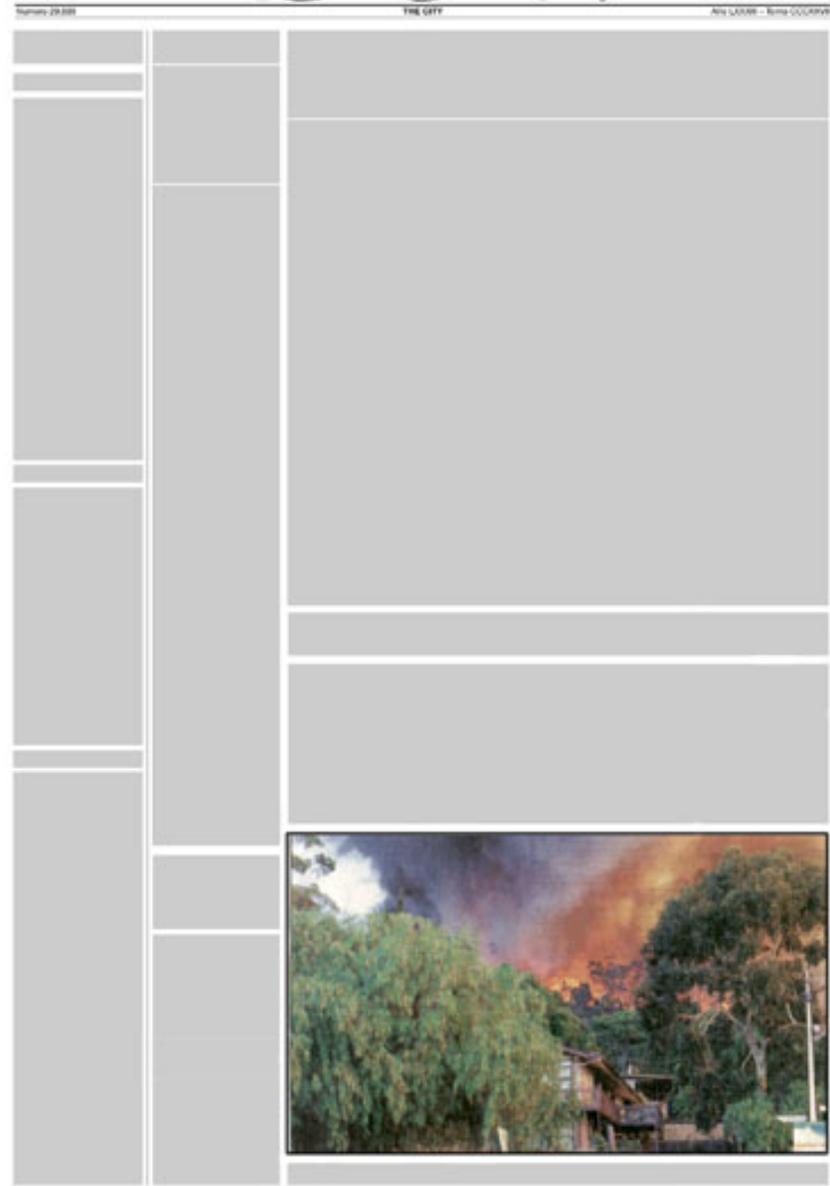
The visual pyramid

1. Images
2. Graphics & Illustrations
3. Headlines
4. Large & Unusual Type
5. White Space
6. Color
7. Rules & Borders
8. Text

In this example, the reader is drawn to the largest visual point on the page, the image. From this point, the reader's eye tends to move on to the next page. We will have led the reader away from the rest of the material at the top of the page.

The designer has manipulated the viewer to a specific point on the page.

THE DAILY FLYER



In this example, we have manipulated the reader to move straight to the center of the page. By lifting the image, we have created a new, different area of visual impact.

THE DAILY FLYER



Number 11-888 THE CITY All-LEADS - Same-ECORRGE



There is only one way to make text number one on the Visual Pyramid.

The minute we add a picture, even the size of a postage stamp, the visual balance changes, and the image becomes number one.

Changing the visual dynamic is easy. As seen in the next example, the picture has dropped to second place on the Visual Pyramid, the headline has become number one.

The same principles apply to online or new media.

In the next example, the user has to search for the meaning of the content. The small line of type serving as a headline is of equal weight as the body of the text.

Sign In - Netscape

http://login.live.com/login.srf?id=2&svc=mail&cbid=24325&msppjph=1&tw=0&fs=1&fsa=1&fset=1296000&lc=1033&_lang=EN Search

Mail Home Radio My Netscape Search Bookmarks

Mass. Bill Requires Health Insurance
STEVE LeBLANC

BOSTON — Lawmakers have overwhelmingly approved a bill that would make Massachusetts the first state to require that all its citizens have some form of health insurance.

The plan — passed on Tuesday just 24 hours after the final details were released — would use a combination of financial incentives and penalties to dramatically expand access to health care over the next three years and extend coverage to the state's estimated 500,000 uninsured.

If all goes as planned, poor people will be offered free or heavily subsidized coverage; those who can afford insurance but refuse to get it will face increasing tax penalties until they obtain coverage; and those already insured will see a modest drop in their premiums.

The measure does not call for new taxes, but would require businesses that do not offer insurance to pay a \$295 annual fee per employee.

The cost was put at \$316 million in the first year, and more than a \$1 billion by the third year, with much of that money coming from federal reimbursements and existing state spending, officials said.

The House approved the bill on a 154-2 vote. The Senate endorsed it 37-0.

A final procedural vote is needed in both chambers of the Democratic-controlled Legislature before the bill can head to the desk of Gov. Mitt Romney, a potential Republican candidate for president in 2008.

Romney has expressed support for the measure, but has not said whether he will sign it.

"It's only fitting that Massachusetts would set forward and produce the most comprehensive, all-encompassing health care reform bill in the country," said House Speaker Salvatore DiMasi, a Democrat. "Do we know whether this is perfect or not? No, because it's never been done before."

The only other state to come close to the Massachusetts plan is Maine, which passed a law in 2003 to dramatically expand health care. That plan relies largely on voluntary compliance.

"What Massachusetts is doing, who they are covering, how they're crafting it, especially the individual requirement, that's all unique," said Laura Tobler, a health policy analyst for the National Conference of business assessment and a so-called "individual mandate," requiring every citizen who can afford it to obtain health insurance or face increasing tax penalties.

Liberals typically support employer mandates, while conservatives generally back individual responsibility.

"The novelty of what's happened in this building is that instead of saying, 'Let's do neither,' leaders are saying, 'Let's do both,'" said John McDonough of Health Care for All. "This will have a ripple effect across the country."

The state's poorest — single adults making \$9,500 or less a year — will have access to health coverage with no premiums or deductibles.

Those living at up to 300 percent of the federal poverty level, or about \$48,000 for a family of three, will be able to obtain health coverage on a sliding scale, also with no deductibles.

The vast majority of Massachusetts residents who are already insured could see a modest easing of their premiums.

Individuals deemed able but unwilling to purchase health care could face fines of more than \$1,000 a year by the state if they don't get insurance.

Romney pushed vigorously for the individual mandate and called the legislation "something historic, truly landmark, a once-in-a-generation opportunity."

One goal of the bill is to protect \$385 million pledged by the federal government over each of the next two years if the state can show it is on a path to reducing its number of uninsured.

The U.S. Department of Health and Human Services has threatened to withhold the money if the state does not have a plan in place by July 1.

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Document: Done (3.152 secs)

With the addition of a stronger headline in the next example, the user is drawn to the strongest visual element and quickly understands the meaning of the content.

The use of the headline tied to the text creates a visual package that is readily understood by the user.

Massachusetts bill requires health insurance

Mass. Bill Requires Health Insurance
STEVE LeBLANC

BOSTON — Lawmakers have overwhelmingly approved a bill that would make Massachusetts the first state to require that all its citizens have some form of health insurance.

The plan — passed on Tuesday just 24 hours after the final details were released — would use a combination of financial incentives and penalties to dramatically expand access to health care over the next three years and extend coverage to the state's estimated 500,000 uninsured.

If all goes as planned, poor people will be offered free or heavily subsidized coverage; those who can afford insurance but refuse to get it will face increasing tax penalties until they obtain coverage; and those already insured will see a modest drop in their premiums.

The measure does not call for new taxes, but would require businesses that do not offer insurance to pay a \$295 annual fee per employee.

The cost was put at \$316 million in the first year, and more than a \$1 billion by the third year, with much of that money coming from federal reimbursements and existing state spending, officials said.

The House approved the bill on a 154-2 vote. The Senate endorsed it 37-0.

A final procedural vote is needed in both chambers of the Democratic-controlled Legislature before the bill can head to the desk of Gov. Mitt Romney, a potential Republican candidate for president in 2008.

Romney has expressed support for the measure, but has not said whether he will sign it.

"It's only fitting that Massachusetts would set forward and produce the most comprehensive, all-encompassing health care reform bill in the country," said House Speaker Salvatore DiMasi, a Democrat. "Do we know whether this is perfect or not? No, because it's never been done before."

The only other state to come close to the Massachusetts plan is Maine, which passed a law in 2003 to dramatically expand health care. That plan relies largely on voluntary compliance.

"What Massachusetts is doing, who they are covering, how they're

crafting it, especially the individual requirement, that's all unique," said Laura Tobler, a health policy analyst for the National Conference of State Legislatures.

The plan hinges in part on two key sections: the \$295-per-employee business assessment and a so-called "individual mandate," requiring every citizen who can afford it to obtain health insurance or face increasing tax penalties.

Liberals typically support employer mandates, while conservatives generally back individual responsibility.

"The novelty of what's happened in this building is that instead of saying, 'Let's do neither,' leaders are saying, 'Let's do both,'" said John McDonough of Health Care for All. "This will have a ripple effect across the country."

The state's poorest — single adults making \$9,500 or less a year — will have access to health coverage with no premiums or deductibles.

Those living at up to 300 percent of the federal poverty level, or about \$48,000 for a family of three, will be able to obtain health coverage on a sliding scale, also with no deductibles.

The vast majority of Massachusetts residents who are already insured could see a modest easing of their premiums.

Individuals deemed able but unwilling to purchase health care could face fines of more than \$1,000 a year by the state if they don't get insurance.

Romney pushed vigorously for the individual mandate and called the legislation "something historic, truly landmark, a once-in-a-generation opportunity."

One goal of the bill is to protect \$385 million pledged by the federal government over each of the next two years if the state can show it is on a path to reducing its number of uninsured.

The U.S. Department of Health and Human Services has threatened to withhold the money if the state does not have a plan in place by July 1.

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By adding an image the visual balance changes again, but not dramatically. The user still sees the integration of headline, picture, and text as a package.

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Something as simple as the addition of color to the image strengthens the visual impact, making it the strongest visual element on the screen, but it does not change the user's view of the package.

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Acuity

Size doesn't matter...that much. We are faced daily with seeing, understanding at-a-glance, and reading the content of elements around us that are small in size and rich in information.



Many of us can read the brass insignia and quickly understand the first layer of information: Sergeant.

We have to use our visual acuity to read the content of the insignia and understand that this is a Sergeant First Class - E7.



This small lapel pin we recognize as containing the National colors.

Going beyond this level of information we see a red bordered rectangle with a blue star on a white field. To many Americans this represents the “Gold Star Mothers” organization and indicates that the wearer has a family member serving in a combat zone.



At the first layer of information we recognize this as a postage stamp.

To gain more and pertinent information, we look at the monetary amount the stamp represents, 37 cents.

The next layer, the least important to many users, is what the image represents, in this case, Lewis and Clark.

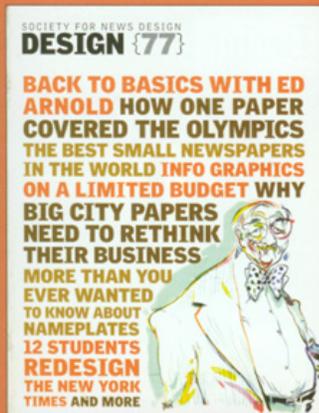


Having noticed that the stamp is worth 37 cents and today's postage requires 39 cents, I have to rummage through the desk drawer to find an even smaller stamp and read its value properly, 2 cents.

The next example is a magazine page of magazine pages. Each subordinate page is filled with content – information that may or may not be informative, helpful or useful.

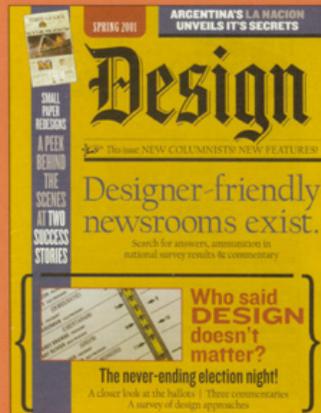
To discover that, we have to read the content of the individual pages on the page. As small as they are, it is still quite easy for us to read this content and comprehend.

The nickel coin is another example of reading the content, 5 cents, but it is used here to provide a frame of reference regarding the size of the page and individual elements.



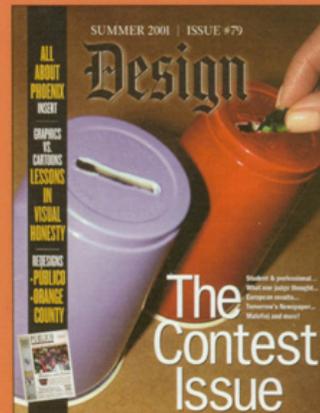
77

Date: Winter 2000
 Editor: Tony Sutton
 Pages: 64
 Peek inside: "The Web will never kill newspapers"



78

Date: Spring 2001
 Editor: Steve Dorsey
 Pages: 56
 Peek inside: Do designer-friendly newsrooms exist?



79

Date: Summer 2001
 Editor: Steve Dorsey
 Pages: 60
 Peek inside: My life as an SND judge



80

Date: Fall 2001
 Editor: Steve Dorsey
 Pages: 60
 Peek inside: The state of design in Germanic newspapers



81

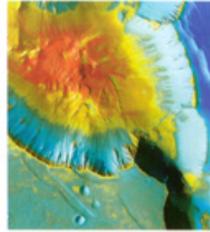
Date: Winter 2001
 Editor: Steve Dorsey
 Pages: 64
 Peek inside: Design's role during wartime



82

Date: Spring 2002
 Editor: Steve Dorsey
 Pages: 64
 Peek inside: What's hot in Europe this year





VISIONS OF EARTH 14

Departments

Zambia
China
Tanzania

TECHNOLOGY

DNA's Sad Duty

FAMILY OF MAN

School Lunches

CULTURE

Literacy on the Rise

SPACE

Mars From 250 Miles

GEOGRAPHY

Nuclear Detectors

WILDLIFE

Elephant Orphanage

VOICES 32

Dr. Alaa Al Aswany

Miscellany

4 EDITOR'S NOTE

6 LETTERS

10 YOUR SHOT

12 PHOTO JOURNAL

150 INSIDE GEOGRAPHIC

FLASHBACK

On the Web

ngm.com/0609

WildCam Africa

Visit an African watering hole to watch elephants, zebras, giraffes, leopards, and more. Meet the animals in an interactive gallery and join our Botswana blog at ngm.com/wildcamafrika.

River Caves

Follow photographer Stephen Alvarez underground and explore waterfalls, lakes, and passages beneath a tropical rain forest.

China's Gamble

Experience the sights and sounds of China's Northeast and learn about efforts to reinvent the struggling region.

This a a small format magazine page from National Geographic. On the page are three small pictures. Two, even at this size, are quite recognizable, an elephant, and some deep fried food that probably isn't good for us.

The third image, while rich in content, leaves most of us scratching our heads, unable to decipher the content at any level, without the aid of a text explanation.

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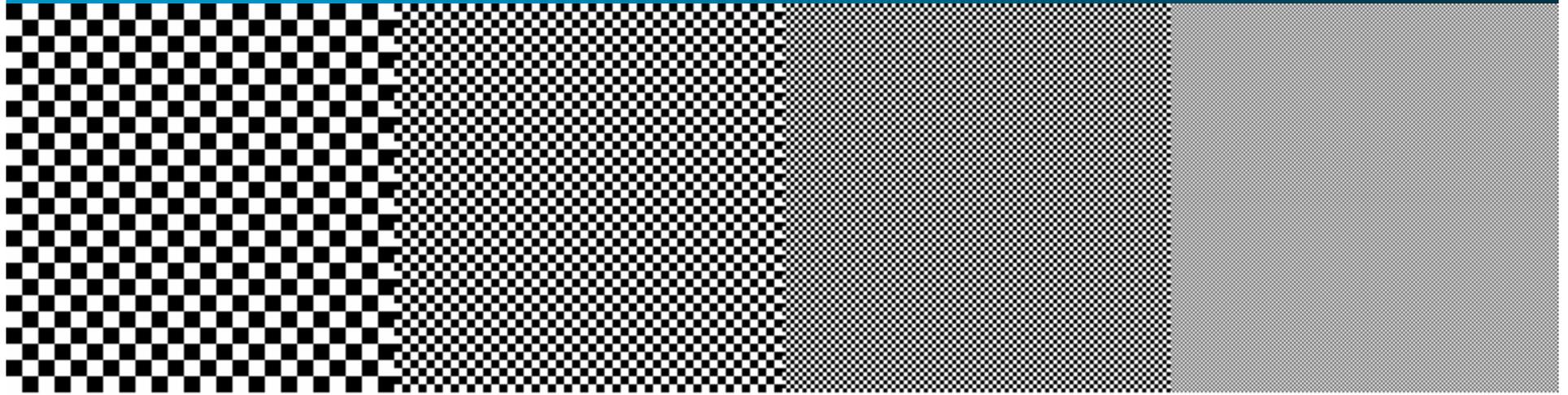
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PHOTOS (LEFT TO RIGHT): JASON EDWARDS, BIO IMAGES; RENEE COMET AND USA; CHERKASKY; NASA/JPL, ARIZONA STATE UNIVERSITY

Image variables determine perception

1. Resolution (high-low)
2. Content (complex-simple)
3. Size (large-small)
4. Crop (tight-loose)
5. Contrast

Resolution



12 pixels per inch

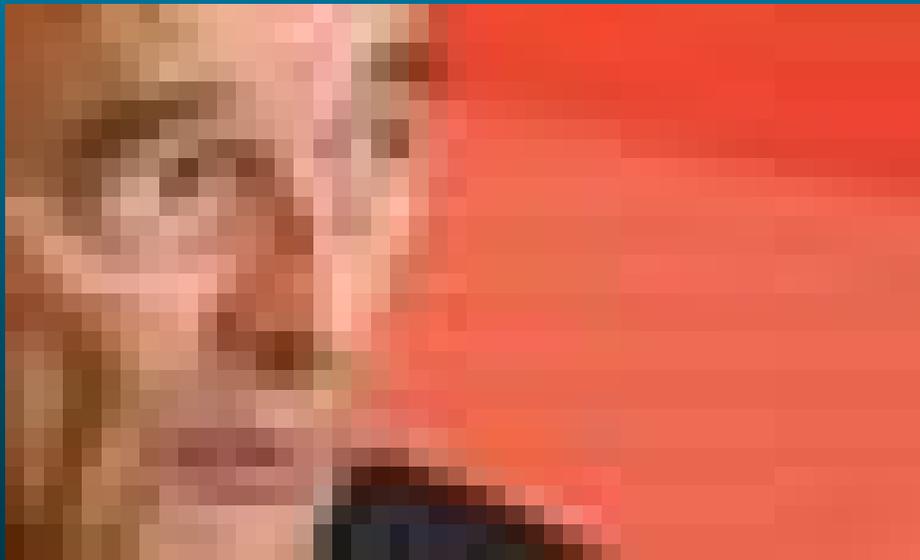
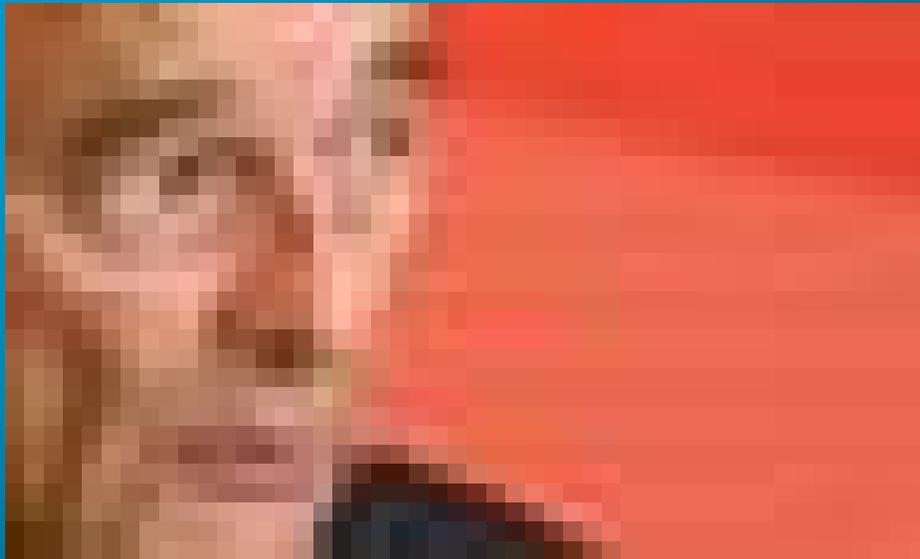
24 pixels per inch

48 pixels per inch

96 pixels per inch

This example provides a visual demonstration of resolution. Most computer screens have a resolution of between 72 and 96 ppi, pixels per inch.

8 ppi



This image, which appeared on the AFP site, shows the affects of resolution and our ability to easily read and comprehend the content.

Both images are resolved to 8 pixels per inch. The top image was saved in the industry standard, .eps (encapsulated PostScript). The bottom image was then saved as a .jpg/.jpeg (joint photographic experts group). This is not a format but a compression algorithm that has the added benefit of “smoothing” on our screens.

12 ppi



At 12 ppi, the image becomes clearer and many viewers can recognize the individual in the picture.



24 ppi



At 24 ppi, the image becomes clearer still and many more viewers can recognize the individual in the picture.



48 ppi



At 48 ppi, the image becomes clearer and sharper and most viewers can recognize the individual in the picture.



72 ppi



At 72 ppi, standard computer screen resolution, the image is clear and almost all viewers can recognize the individual in the picture.



At a resolution greater than 96 ppi, there is no visible change to the image. The file size gets larger but a 300 ppi image will look the same as a 72 ppi image. See the next examples



72ppi .jpeg



300ppi .jpeg

The other variables affecting our comprehension of image content are embodied in the next series of images. In each case, the image with the gold border represents the relative size or volume of the images used by AFP, Google, and the rest of the industry as “thumbnails.”

All of the images in this series are presented at 72 ppi resolution. In addition, all of the images in each series were sized to the same physical volume of 10in., 5in., 2.5in., 1in., and 0.5in on either the horizontal or vertical axis.

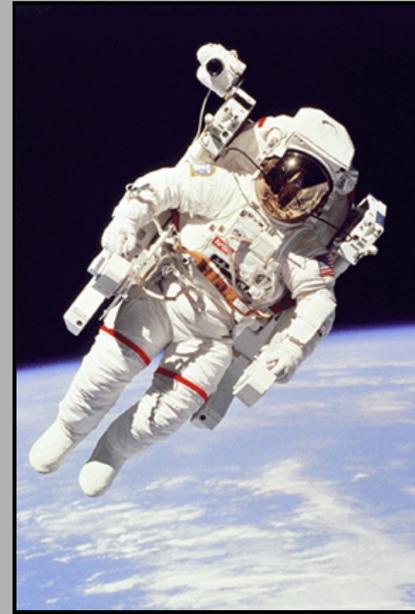


Series A

Series A contains easily recognizable content for most Americans, the Capitol building and the American flag. A secondary layer of information is the flags at half-staff.

The contrast ratio – the difference in color, tone, light and dark – between the foreground and the background is relatively low; both the Capitol and the sky are close to the same tone.

Regardless, this image can be “read” even at its smallest size of 0.5 inch.



Series B

Series B has more complex content for the viewer to read. While the first layer of information is easy for us to comprehend – an astronaut floating in space – the secondary layers of information take longer to parse.

All of the equipment on the space suit, the reflection in the visor, and the position of the event above the earth require a longer fixation on the image than those in series A.

Even down to the size of most thumbnails, the viewer knows immediately what he or she is looking at.



Series C

Series C is what is called a “detail” or “iconic” image. The viewer doesn’t need to see the entire body attached to the forearms and hands or the environment in which the image was produced to quickly and easily grasp the content. The content is simple and recognizable to a large portion of the global population.

This image, even to the smallest size signals the viewer: gymnastics and the rings.



Series D

Series D is perhaps the most complex of the four. Any image containing the human face is read at many levels. Research shows that faces in photos draw viewers' eyes. We read for a sense of the individual, the mood (happy, hostile, sad, neutral, etc.), the situation in which the individuals find themselves, and clues to their identities.

In this case, the two individuals are very well known, Prince Charles and Lady Diana. Once we have established the identity, we search for other cues. In this image the expressions tell us a lot, but it is the body language that provides a wealth of information, even at the smallest size.

Reality

A huge volume of usability research conducted in the last decade have dealt directly with viewer response to web sites and web pages. MORI, Eyetools, Gallup, Poynter, Nielsen Norman Group, the U.S. Government, and a host of universities, among others, have been exploring how best to use this new medium of information delivery. Whether by survey or eyetrack, there are as many points of view as there are studies. There is a lot of contradictory information as a result of this research, many different interpretations of the data, and some outright dismissals, but there are a number of constants about how the online user uses the medium.

It is clear that many of the tenants of print design are still valid, and just as many are not. That someone putting a web page together has the ability to influence how the viewer approaches the screen is not the question. It is rather, are the models now being expressed online working to the best advantage?

A decade ago Dale Peskin, director of The Media Center, called it “another brave new world,” and it still is. Much of the data used in this report is open to interpretation. It is the aggregate of this data that is not, and it provides a clear basis for the development of the solutions and conclusions.

Whether it is fixation point, topographic representations, elements and order seen, or movement pattern and motivation (clicks), we can discern what the user perceives, assimilates, and uses, and often why.

A considerable amount of usability research deals with headlines and headlines-with-blurbs. While there is ancillary study of the effect of images, the bulk of study points to the high position of images on the hierarchy of elements the viewer sees and uses on a Web page.

Some sites have even gone to images as the main point of entry. The YumaSun.com site is just one example of how the image becomes the headline and draws the viewer to the element where they can read the overline for additional information.

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- Discussion Board
- Guestbook

Contest and Events

- Yuma's Best
- Sports Pros
- One Book Yuma
- Battle of the Bands
- Win Free Stuff
- Ongoing Contests

Special Features

- 2006 Election Guide
- 33.10
- Home Tours
- Winter Guide
- Community Guide

Black Friday Shoppers



Kofa Wrestling Match



Owner Describes Robbery



Playstation 3 Lines



Class Balloons



3 Found Dead in Home



Friday Balloon Launch



Veteran's Day Parade



In-N-Out Opens



Flying in a Crop-duster



Balloon Fest Preview



Border Rock Throwing



The AFP online catalog site uses one of two standard combinations seen on news sites: headline only or headline-and-blurb – both with or without images.

Recent studies indicate that the viewers see the combination of the three elements as a package. The spatial relationship of the headline, blurb, and image reinforce the fact that they are related and go together.



©AFP/File

Taiwanese lawmakers quit over Chen scandal

13/11/2006 05h11 GMT

TAIPEI (AFP) - Two heavyweight lawmakers from the ruling Democratic Progressive Party (DPP) have quit parliament in a surprise protest at the way their party handled corruption allegations against President Chen Shui-bian.



©AFP/File

Chinese submarine stalks US carrier: report

13/11/2006 06h59 GMT

WASHINGTON (AFP) - A Chinese submarine approached a US aircraft carrier in the Pacific Ocean last month and surfaced within firing range of its torpedoes and missiles before being detected, The Washington Times has reported.



©AFP/File

Police surround Chinese hospital after clashes over child's death

13/11/2006 08h52 GMT

BEIJING (AFP) - Chinese police surrounded a hospital in a southwestern city, witnesses said, after dashing with thousands of protesters over the death of a child who was allegedly refused treatment.



©AFP/File

Death toll from mining accident in China rises to 35

13/11/2006 04h45 GMT

BEIJING (AFP) - The death toll from a mining explosion in north China has risen to 35, while 12 people remained trapped underground, the state work safety watchdog has reported.



©AFP/File

China's environment degraded to dangerous point: official

13/11/2006 06h30 GMT

BEIJING (AFP) - The degradation of China's environment is reaching a critical point where health and social stability are under threat, China's top government official on the environment has said.

China's farmers turn to vice to fill cultural void

13/11/2006 12h18 GMT

BEIJING (AFP) - Chinese farmers are flocking to illegal strip shows and gambling dens as they seek to fill a cultural void in rural areas.



©AFP/File

Google News uses the same approach as the previous AFP page; however, the material is presented in a denser form. Research has shown that the hyperlink underscoring used on the Google News page inhibits the viewer from reading the blurb. Based on this, viewers will read the headline, look at the image (if there is one), and move on.

On the AFP site, the headline is hyperlinked but is not underscored, encouraging more readers to read the blurbs on AFP than on Google News.

Thus, headlines, images and blurbs taken from AFP and presented as they are on Google News will result in more viewers just reading the headline and looking at the image, and NOT reading the blurb before they move on.

[Next UN chief backs urgent UNSC meeting](#)

Indian Express - 1 hour ago

Seoul, October 9: South Korean Foreign Minister Ban Ki-moon, effectively confirmed as the next UN chief after the Security Council forwarded his name to the General Assembly today, said his government supports an emergency Security Council meeting ...

[Aspiring UN Chief Is a Harmonizer, Not a Rock Star](#) Los Angeles Times

[South Korean nominated to be next UN chief](#) Newsweek

[The Daily Star](#) - [African News Dimension \(subscription\)](#) - [Euronews.net](#) - [Korea Times](#)
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[Gulf News](#)

[Putin taps into a growing anti-minority fervor](#)

Christian Science Monitor - 1 hour ago

By Fred Weir | Correspondent of The Christian Science Monitor. MOSCOW - Alexander Belov is leader and chief ideologist of the unabashedly racist, street-based Movement Against Illegal Immigration (DPNI).

[Russia asks Georgia to admit 2 evacuating planes in next 2 days](#)

RIA Novosti

[Russia Turns the Screws After Georgian Provocation](#) World Politics Watch

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[Record labels in deals with YouTube, Google](#)

MarketWatch - 50 minutes ago

(Recasts paragraphs one through three, adds comments from industry observer in paragraph four, adds details of licensing deals in paragraphs five through seven, and adds Google stock price.

[Google to buy YouTube for \\$1.65 billion](#) CNNMoney.com

[Google Buys Video-Sharing Site Youtube](#) Los Angeles Times

[MSNBC](#) - [Wall Street Journal \(subscription\)](#) - [Reuters](#) - [eWeek](#)

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[Washington Post](#)

[Oil Little Changed After Rising on OPEC Plan to Trim Production](#)

Bloomberg - 45 minutes ago

By Gavin Evans. Oct. 10 (Bloomberg) -- Crude oil was little changed in New York after rising yesterday on plans by six of the Organization of Petroleum Exporting Countries to cut output to stem a decline in prices.

[Oil prices up on OPEC news](#) NEWS.com.au

[Update2 -- Oil Prices Drift Higher](#) Forbes

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[Phelps Garner Nobel Prize In Economics](#)

Forbes - 1 hour ago

Edmund S. Phelps challenged the conventional wisdom about inflation and unemployment, adding a twist to earlier theories. The result: A better understanding of how the economy works, a new generation of central ...

[New inflation thinking captures Nobel Prize](#) Marketplace

[Columbia University professor gets Nobel in economics](#)

Pensions & Investments



[Monsters and Critics.com](#)

[Student Fires Gun in Mo. Middle School](#)

Forbes - 2 hours ago

By MARCUS KABEL , 10.09.2006, 04:57 PM. Fascinated by the Columbine bloodbath, a 13-year-old boy in a black trenchcoat and mask carried an assault rifle into his school Monday, pointed it at students and fired ...

[Masked Student Shows Up At School With AK-47](#) KWTX

[Boy fires shot in Missouri school](#) Reuters.uk

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[Bush Says N. Korea Nuclear Test a Threat](#)

FOX News - 8 hours ago

By KATHERINE SHRADER, AP Writer. WASHINGTON - President Bush said Monday that a reported North Korean nuclear test poses a threat to global peace and security, denouncing it as "unacceptable.

[STATEMENT BY PRESIDENT GEORGE W. BUSH RE: NORTH KOREA'S NUCLEAR ...](#) Federal News Service (subscription)

[Bush' Blunder In North Korea](#) Washington Post

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[Inside Microsoft Vista Release Candidate 2](#)

ABC News - 5 hours ago

RC2 is now available to beta testers. So, is it ready for release? We let you know. On Friday, October 5, Microsoft made Windows Vista Release Candidate 2 (RC2) available to beta testers.

[Microsoft quietly lifts lid off Vista RC2](#) VNUNet.com

[Windows Vista RC2: Nothing but Small Bugs, Bugs, Bugs...](#) Playfuls.com

[Seattle PostIntelligencer](#) - [Inquirer](#) - [Techtree.com](#) - [Silicon.com](#)

[all 83 news articles »](#)



[bit-tech.net](#)

[Sony to Ship 1st 50GB Blu-ray Disc Tuesday](#)

CIO - 8 hours ago

Sony Pictures on Tuesday will release its first 50GB Blu-ray disc—which can store twice the amount of data than an average disc—making it the first to release a film in the high-definition next-generation DVD format on a disc with such storage capacity ...

[First 50GB Blu-ray Disc to Debut](#) BetaNews

[Sony unveils first 50GB Blu-ray movies](#) VNUNet.com

[LinuxInsider.com](#) - [International Business Times](#) - [All Headline News](#) - [NewsFactor Network](#)

[all 47 news articles »](#)



[Earthtimes.org](#)

[Groups Find Colorful Bird in Colombia](#)

ABC News - 1 hour ago

This undated photo shows a new bird that has been discovered in a previously unexplored Andean cloud forest, conservation groups have announced, Bogota, Colombia, Monday, Oct. 9, 2006.

[Striking New Bird Species Found in South America](#) All Headline News

[New Bird Found](#) Technocrat.net



[Albany Times Union](#)

The next two examples from the AFP site show a single integrated element: headline, image and blurb. With just those three elements, the hierarchy of viewing on a web page is often headline, image, and blurb. If the image is particularly striking or interesting, the hierarchy could instead be image, headline, and blurb. In all cases the blurb – which requires more effort and concentration – comes last if read at all.

The first example shows the face of Al Gore. Many viewers would see the image before the headline. It is a face, and the face of someone we know.

The second example is more complex: an American flag, a box, a hand with a piece of paper. Here most viewers would read the headline, which gives context to the image, look at the image, and then read the blurb.

Gore calls on China, India to tackle climate change

12.09.2006 13h46 GMT

HONG KONG (AFP) - Former US vice president Al Gore called on fast-growing China and India to step up their efforts to tackle climate change.



©AFP/File

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©AFP/File



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Dead woman wins election in US

08/11/2006 23h38 GMT

WASHINGTON (AFP) - Marie Steichen died two months ago but she won a battle to become a county commissioner for a small South Dakota town in the US elections, an official said.



©AFP

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©AFP

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The Google News element on the next page is a good example of how viewers respond to the headline-image-blurb package. Anecdotally, I watched as a user opened the page, read just the headline, glanced at the picture, and stated that the shuttle liftoff was delayed. No additional information was necessary or sought.

In this case the blurb remained unread and there was no follow through. The viewer had enough information at that moment.

Google News - Microsoft Internet Explorer

Address <http://news.google.com/nwshp?hl=en&tab=wn&q=>

Google Search PageRank 17 blocked ABC Check AutoLink AutoFill Options

Links -nav=globaltop TM WashPost LexisNexis jk V Nimmer Copyright timedate News Go Comcast

Contra Costa Times
[Bush admits existence of secret CIA interrogation centres](#) Unison.ie
[Zaman Online - OpEdNews - Ireland Online - United Press International](#)
[all 88 news articles »](#)

Private Steve Irwin Funeral Scheduled
ABC News - 3 hours ago
Visitors to Australia Zoo, home of Australian television star and conservationist Steve Irwin, lay flowers and write notes of condolence at a shrine in Irwin's honor, Thursday, Sept. 7, 2006 after he was killed while snorkeling on Monday.
...
[Crikey! Crocodile Hunter shirts a hot auction item](#) Monsters and Critics.com
[Steve showbiz must go on](#) Melbourne Herald Sun
[The Age - Life Style Extra - CBC Prince Edward Island - EOnline.com](#)
[all 2,448 news articles »](#)

France sees some room for manoeuvre with Iran

Report Finds US Students Lagging in Finishing College
New York Times
[Odds against attending college mount in state, study finds](#) MLive.com
[Los Angeles Times - San Jose Mercury News - Myrtle Beach Sun News - Stamford Advocate](#)
[all 219 news articles »](#)
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Launch of Shuttle Atlantis Is Delayed by Electrical Short
Los Angeles Times - 12 hours ago
If the faulty fuel cells can be repaired, liftoff will be Friday. If not, it will be put off for weeks. By John Johnson Jr., Times Staff Writer. CAPE CANAVERAL, Fla. — A electrical-system problem forced NASA ...
[Short-circuit delays Atlantis launch](#) National Post
[NASA Tries to Decide on Shuttle Launch](#) ABC News
[People's Daily Online - Spaceflight Now - Hindustan Times - New York Times](#)
[all 1,461 news articles »](#)


East Valley Tribune


Brooks Bulletin

start Google News - Micros... Internet Thu Sep 7, 2006 03:31:30

In print media the use of “soundbites” has been a staple for more than a decade, conditioning online viewers to expect the same efficiency. Often called “refer briefs,” these are a short summary of the whole story, similar to the blurbs used online. In the following example, the reader learns, in one sentence, six different, yet related, facts about a “Tragedy.”

NOT TOPIC

Are slots
right for us?

As state schools struggle with a funding crisis, leaders examine slot machines as a possible solution. Gambling opponents say a lottery would be a big mistake.

Page 3A

MARYLAND

Ehrlich may
seek new taxes

LATEST NEWS: To ensure state revenues it looks like new taxes will have to be enacted.

Page 8A

NATION

Democrats flee
Texas again

LATEST NEWS: Texas Democrats' numbers fell in New Mexico to block GOP redistricting.

BACKGROUND: Democratic House members fled to Oklahoma in May.

WHAT'S NEXT: Noon announcement.

WORLD

Tragedy strikes
in Typhoon

LATEST NEWS: Tragedy struck when a ferry capsized off the southeastern coast of Bangladesh during typhoon Khanun, 864 passengers are known to have perished.

Page 7A

SPORTS

Terps look to
an even better year

LATEST NEWS: Overtime win eliminates the Ravens from the playoffs.

BACKGROUND: Dolphins, Taylor need Antonio Wright in final OT to tie the game.

WHAT'S NEXT: Ravens need to win all five of their remaining games for a shot at the playoffs.

Page 5B

QUICK WEATHER

Cloudy
High 42 Low 28
Slows will clear tonight.

Full Weather Page 12A

QUICK INDEX

Area's... 5B
Calendar... 13A
Classified... 15A
Comics... 4B
Editorial... 3A
Full Index... 12A
Full Index... 12A

THE STAR

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SPONSOR: 410-770-4095

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THE STAR

D E M O C R A T

Conway not likely for chairman

Charles Sobraj, whose trail of crimes extends halfway around the world, is about to go on trial over an audacious jailbreak eight years ago. This week, Judge Lakshman Dass Must concluded pre-trial procedures and ruled there was enough evidence to try Sobraj on the jailbreak charge, and the trial is expected to begin today. Trials in India's overworked and understaffed courts seldom conclude within two years, and the Press Trust of India quoted legal experts as saying a verdict in the Sobraj case could take up to five years.

By this delay Sobraj's extradition becomes a remote possibility," said police Inspector General Kiran Bedi, warden of New Delhi's high-security Tihar Jail where Sobraj has been

interested since 1976. "It is a matter of international relations now. The Thai embassy with a couple of additional lines to fill this column must force the Indian government to speed up the trial if they want him," Mrs. Bedi said in an interview.

See CONWAY Page A-15

Talbot Council to meet today

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See CONWAY Page A-15

"The Wye Oak is a symbol of everything that is good about the State of Maryland."

Gov. Robert L. Ehrlich Jr.

Wye Oak will live on

Tammy Stafford
Staff Writer

he great Wye Oak, felled by a summer storm last year, will live for generations to come.

The balance of the property's value remaining unpaid upon the owners' death would be paid to their estate and the brother would take possession of the property. In his New Year's message, Prime Minister Goh Chok Tong

announced an increase in public debate and symbolizes the tension between the country's ruling Christian principles of turning the



other check, and its traditional public law of "an eye for an eye."

While many countries have dropped capital punishment in recent years, its support here, according to PNG Chief Justice John Doe said all the staff deterring to serious crime. "I take a very technical view of it at the present time as is our responsibility.

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See WYE OAK Page A-13



Wearing a necklace made of acorn from the Wye Oak that she made as a child, Mary Ann Massey asks Gov. Robert L. Ehrlich Jr. to sign her autograph book. State Sen. Richard Cottom watches the signing.

Trial set for molesting 2-year-old

Tammy Stafford
Staff Writer

Under the scheme, elderly homeowners would receive monthly payments from the lenders and the brother would take possession of the property. In his New Year's message, Prime Minister Goh Chok Tong

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in an interview. He said the decision to make it a public execution would be conditional on whether it would be seen to have an ending. But under Thailand's 20-year statute of limitations, the charges against Sobraj will be dropped in December 1995 if he has not been extradited by then.

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See TRIAL Page A-7

Alumni protest re-naming of Warrior football stadium



Easton orange letters at an Oxford Road residence light up a protest of the renaming of Easton High's Warrior Stadium.

Acting National Development Minister Lim Hng Kiang indicated the government will implement the "re-naming" proposal, discussed in parliament last week, if there is demand for it to look better than necessary today.

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WORLD

Tragedy strikes in Typhoon

LATEST NEWS:

Tragedy struck when a ferry capsized off the southeastern coast of Bangladesh during typhoon Khanun, 864 passengers are known to have perished.

Page 7A

The six things we learn in one sentence:

1. There was a tragedy.
2. It involved a ferry.
3. The ferry capsized.
4. It was off the coast of Bangladesh.
5. It was in typhoon Khanun.
6. 864 passengers perished.

The blurb is an online device similar to the print media refer brief. In this example from AFP, the viewer learns six separate but related facts.

Montenegro's ruling coalition wins election: official

PODGORICA, Sept 12, 2006 (AFP) - Montenegro's ruling coalition led by Prime Minister Milo Djukanovic won weekend general elections, the first after the tiny Balkan state gained independence in June, officials said Tuesday.

The screenshot shows the AFP website interface. The browser address bar displays the URL: http://www.afp.com/catalogue/english/?menu=journal_internet&produit=en_sh_ji&cat=breaking-news&nid=16. The page features a navigation menu with options like 'Products', 'Languages', and 'Logout'. A sidebar on the left lists various news categories such as 'Internet Journal', 'Global Edition', 'Top Stories', 'International News', 'Middle East', 'Africa', 'Business', 'Sports', 'Football', 'Cricket', 'Health/Medicine', 'Science/Environment', 'High Tech', 'People', 'Lifestyle', 'Entertainment', 'Offbeat', 'Breaking News', 'Animations', 'Video Gallery', 'European Edition', 'UK News', 'American Edition', 'US News', 'Washington Report', 'US Sports', 'Canada', 'Photo Gallery', 'Asian Edition', 'Asia Pacific News', 'Asia Business', 'South Asian Edition', and 'Top Stories'. The main content area displays several news items, with the following article highlighted by a red box:

Montenegro's ruling coalition wins election: official
12.09.2006 18h02 GMT
PODGORICA, Sept 12, 2006 (AFP) - Montenegro's ruling coalition led by Prime Minister Milo Djukanovic won weekend general elections, the first after the tiny Balkan state gained independence in June, officials said Tuesday.

Other visible news items include: 'Yemen kidnappers threaten to kill French hostages' (12.09.2006 19h21 GMT), 'Blast in Turkey kills six' (12.09.2006 19h06 GMT), and 'Syria accuses US of fueling terrorism after embassy attack' (12.09.2006 16h40 GMT). The footer contains the copyright notice: '© 2006 AFP. All rights of reproduction and distribution reserved. All information displayed on this section (dispatches, photographs, logos) are protected by...'

The six things we learn in the online version:

1. The event took place in Montenegro.
2. Montenegro is a country in the Balkans.
3. The ruling coalition is lead by the Prime Minister Milo Djukanovic.
4. The ruling coalition won the general election.
5. These were the first elections since independence.
6. Independence came in June.

In one testing form using two different pages, one with headlines only and the other with headlines and blurbs, the number of “clicks” was low. In all examples the maximum unique click through was 52%.

One of the significant findings in this study was that blurbs boosted overall reading across the entire page.

Only 49% of the participants who clicked a particular headline on the headline and blurbs homepage actually looked at the accompanying blurb. The other 51% never looked at the blurb, just the headline.

There has to be the perceived benefit of increased information for those viewers reading blurbs. As we have seen, a very large amount of information can be crafted into a single sentence. The more information the viewer receives in the blurb the less likely they are to go to the full story unless:

1. They have an abiding interest in the topic or event,
2. There is a sense of proximity,
3. They can identify with the event or an individual,
4. The event deals with them or someone close to them,

The AFP Styleguide specifies the “fact rich” nature of “intros” or blurbs, realizing that a better-crafted blurb, intro, or lead will get more readers and viewers involved.

Below is an excerpt from the AFP Styleguide offering a better, easier-to-read-and-understand intro.

Re-read the first draft of your intro and ask yourself so what? *The main Russian diamond producer Almazly Rossii-Sakha (ARS) and De Beers of South Africa signed a major new agreement here on Tuesday, ending months of friction over Russian diamond exports,*

was improved when rewritten :

The world's two biggest diamond producers signed a 550-million-dollar-a-year agreement here on Tuesday establishing De Beers of South Africa as the sole purchaser of Russian gems.

Testing

Most of the acknowledged work in testing the usability of Web pages deals with eye tracking. The list of companies, foundations, universities, and colleges performing these studies is extensive.

This report is based on a number of Web site eye track studies as well as survey method studies dealing primarily in the print media.

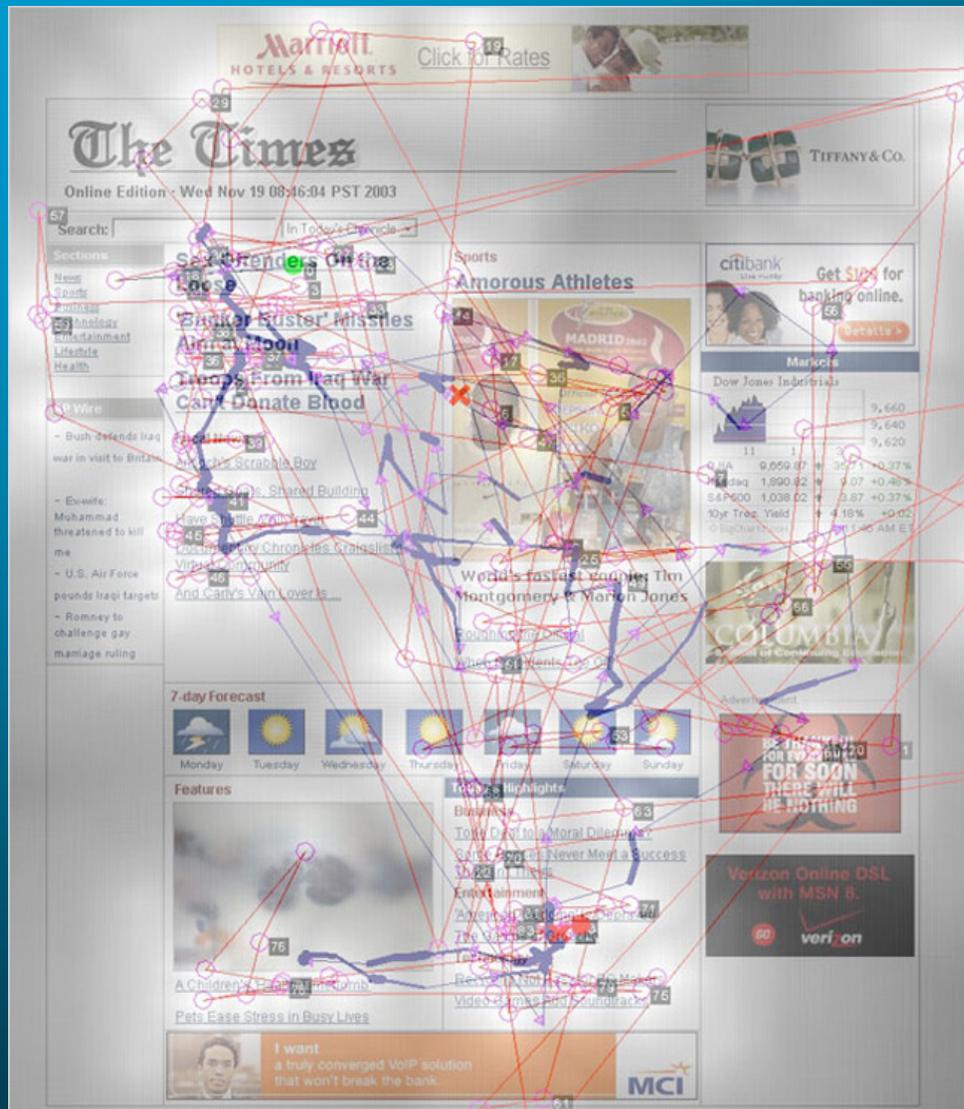
Google conducts its own eye track research and sees it as a valuable testing tool.

Eye tracking measures a large number of user data. Individual tracking sessions provide a visual map of the user's entry point on the page, the path of the eye (saccades), fixation points, and exit point.

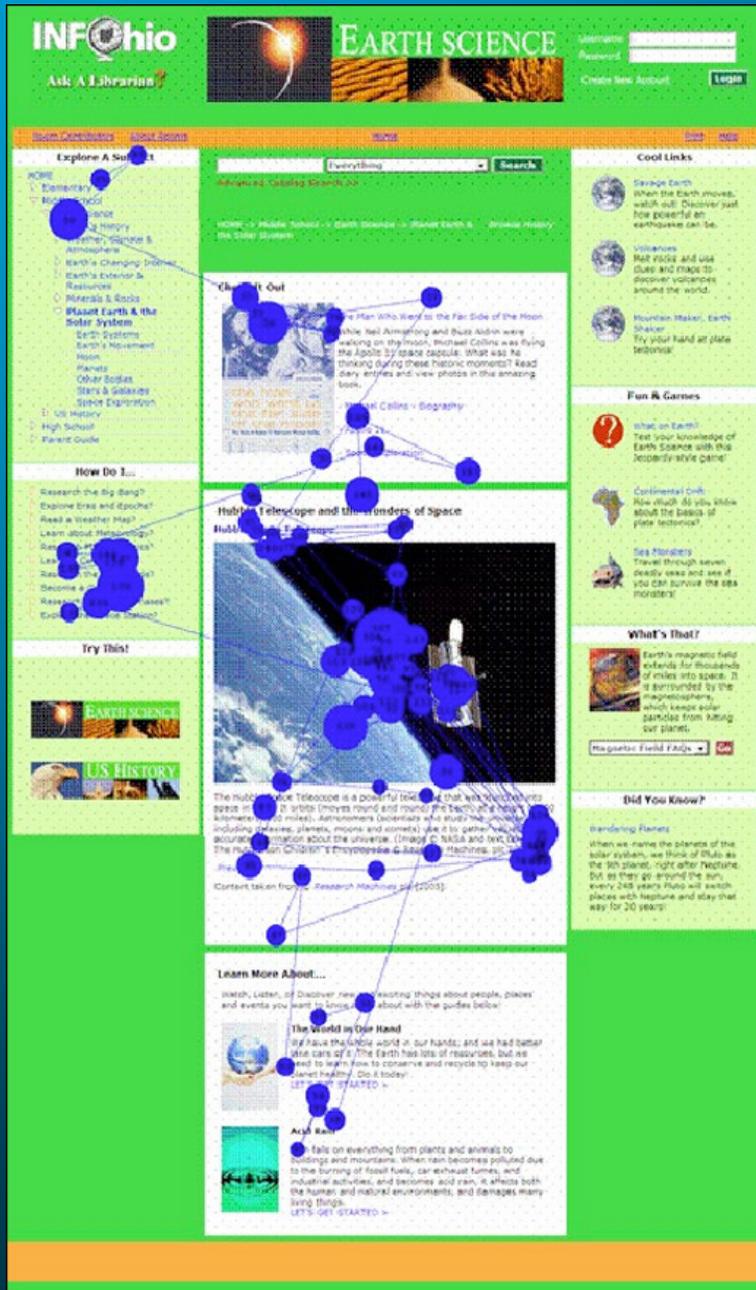
Fixation maps deal primarily with what elements on a page the user stops and spends time comprehending.

Heat maps are a combination of individual tracking sessions, showing the percentage of users that fixate on certain parts of the page. These percentages are broken down by color with red/orange indicating that almost all participants halted their gaze, yellow indicating the more that half halted their gaze and blue/green representing less than half.

In addition, many heat maps of Web pages indicate the position and number of "clicks" made by the participants.

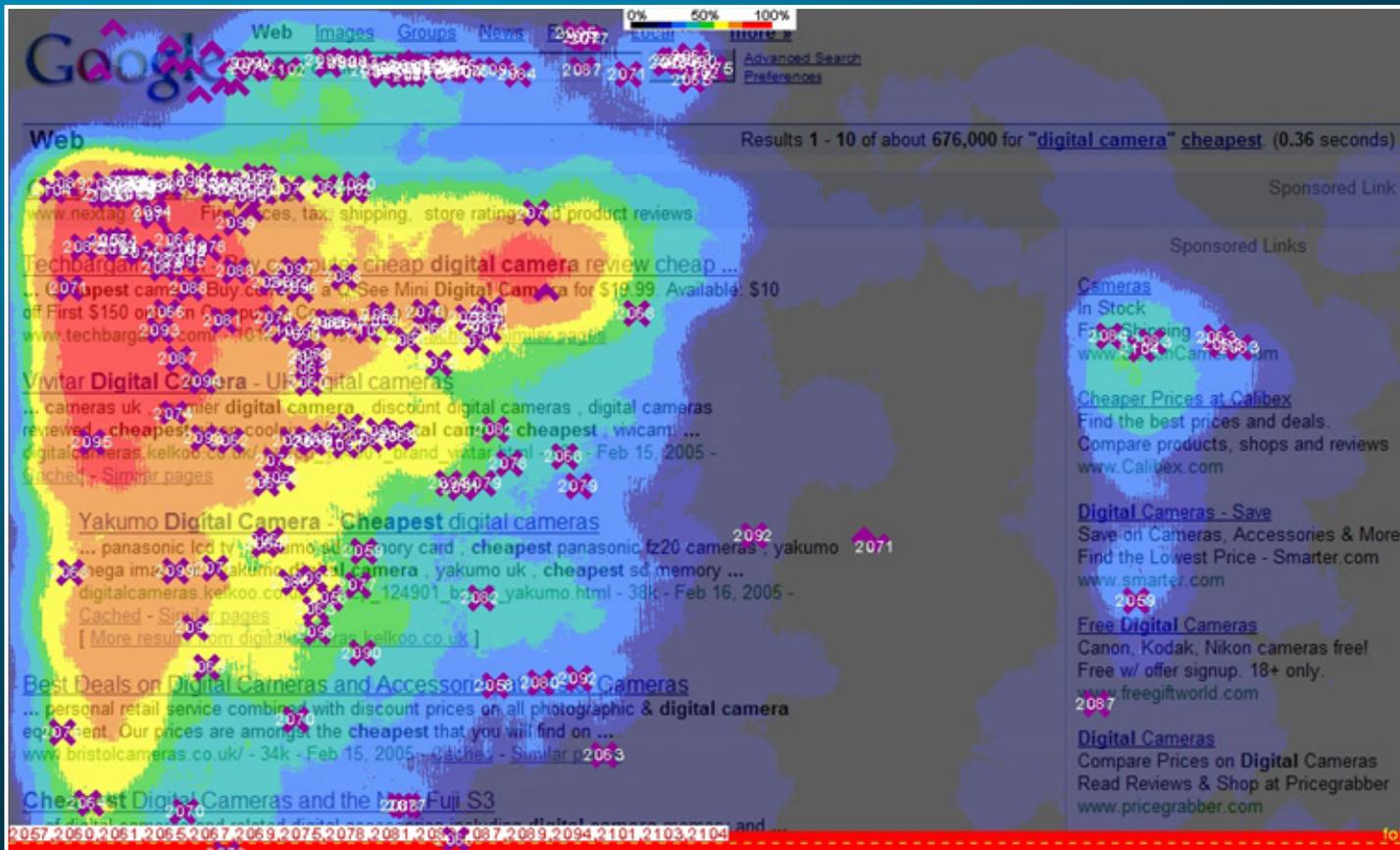


This individual session image represents the path the participant's eye followed through the page.



This fixation map shows the number of total participants' points of fixation on various elements on the page. The larger the dot, the longer the time spent at that point.

This heat map of the “golden triangle” shows a very large concentration of total participants fixating on the upper left corner of the Google search engine page. The purple “X” indicates a user click at the position shown.



This research supports AFP's contention that the use of their material by Google in Google News is the same use as AFP.

In addition, this research shows that in most cases, the AFP material, as a self-contained unit, is more than enough information for the user.

The research indicates that the number of "click throughs" to the full length story or article seldom reaches 50% of the users, and is often far lower.

In the following two examples from Eyetrack III, the two pages differ in the way that the information is presented to the viewer. In the first example, the headline and the blurb text is small, as are the topic titles.

In the second example the headline, blurb and title text is larger.

Both pages have headlines only at top, and headlines and blurbs at the bottom of the screen.

In both cases, the headlines and blurbs are presented in a similar format to AFP and Google News.



toureg

Drivers wanted.



It's the Volkswagen that does what other Volkswagens don't!

BAY CITY TIMES-DEMOCRAT

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HEADLINE NEWS

- ▶ [Schwarzenegger and the American Dream](#)
- ▶ [Has Stanley Williams Left the Gang?](#)

REGIONAL

- ▶ [Hoedowns a Hit With Gay Groups](#)
- ▶ [Walnut Creek Teen's Road From Meth](#)
- ▶ [Anarchy Rules! Crowds Celebrate Organized Chaos](#)

SPORTS

- ▶ [Names Stuck? It's All In Your Head](#)
- ▶ [Nike, Tiger Find Their Swing](#)
- ▶ [Soccer: The Magic of Man U](#)

BUSINESS

[Techies, Politics Now Click](#)

"Geeks" who shunned activism during the digital revolution use their money and savvy to influence public policy.

[Food Companies Dealing With Obesity](#)

The obesity epidemic is driving food companies to come up with new recipes, both for making new products and marketing old ones.

[Fast Company's Life in the Slow Lane](#)

A magazine founded during the boom struggles to reinvent itself for a post-bust audience.

ENTERTAINMENT

[Ticket Buyer, Beware](#)

Online sales without refunds can leave fans in a silent fury.

[Elvis' Empire As Strong As Ever](#)

Some 26 years after the King's death, his estate is still going strong.

[Craigslis: Now It's a Movie, Too](#)

A new film documents a day in the life of the popular, community-based website. The production depicts people who posted Craigslis ads for everything from jobs to poodles to husbands during a 24-hour period.

LIFESTYLE

[It Was a Good Deed Never Forgiven](#)

Lives were shattered after DMV mistakenly revealed the woman who reported elderly friend's poor driving.





toureg

Drivers wanted.



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LIFESTYLE

[It Was a Good Deed Never Forgiven](#)

Lives were shattered after DMV mistakenly revealed the woman who reported elderly friend's poor driving.

[Wedding-Day Kiss Will Be Couple's First](#)

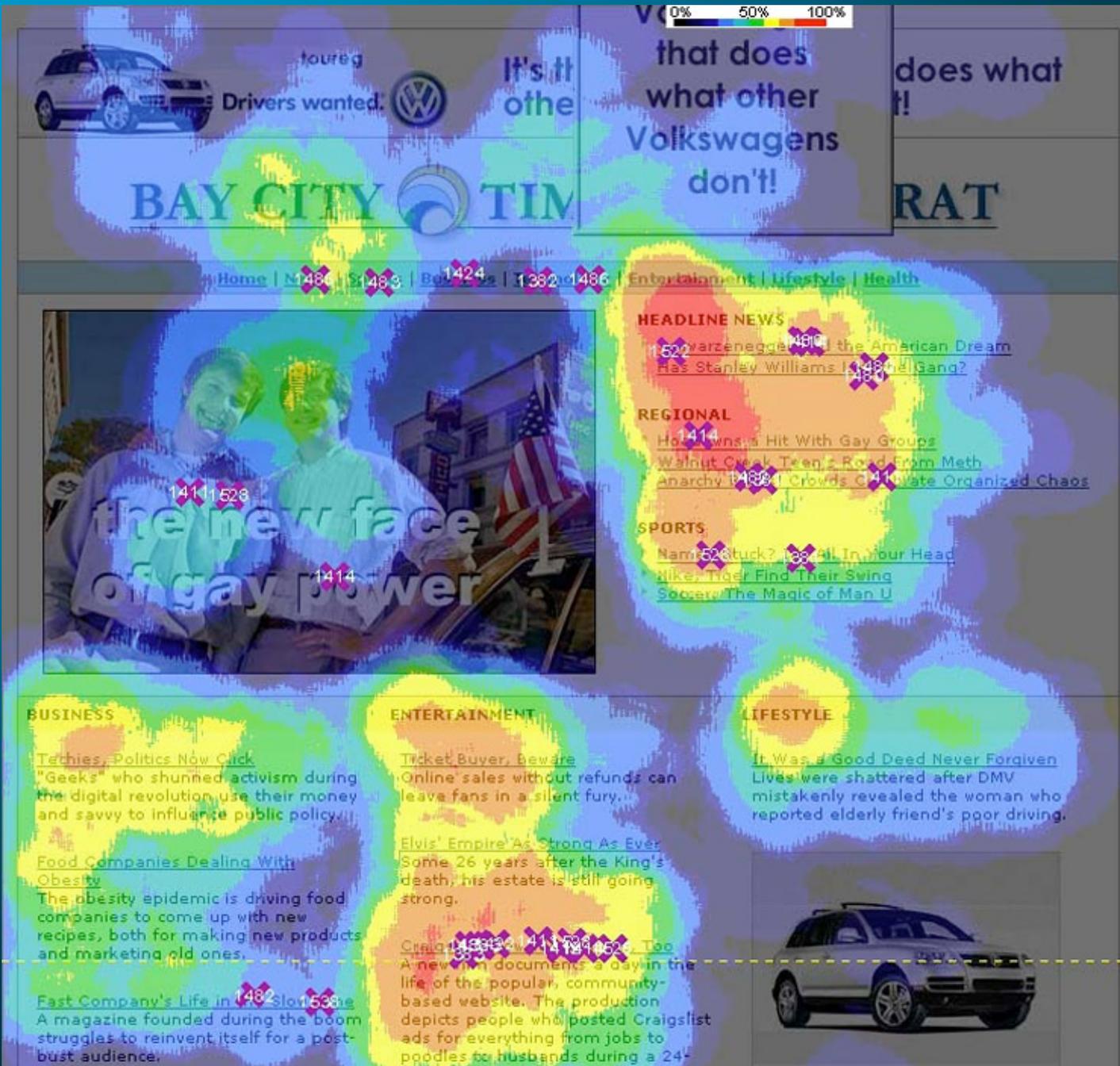
The first day Adrian Burwell and Jill Merry lock lips will be the day they get married.

As the heatmaps show, there is a high concentration of user fixation on the headlines, more so on the smaller type version.

We also see more “click throughs” in the smaller type version. Still, in this example, only 24% of the participants clicked in the upper right area of headline news, regional, and sport.

In the larger-type version, only 9% of the participants clicked through to the full story.

In both cases, almost 100% viewed the headlines but fewer than one quarter clicked for additional information.





loureg
Drivers wanted.

It's the Volkswagen that does what other Volkswagens don't!

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HEADLINE NEWS

- [Schwarzenegger and the American Dream](#)
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SPORTS

- [Names Pick? It's All In Your Head](#)
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Some 26 years after the King's death, his estate is still going strong.

[List: 53 New Movies](#)

LIFESTYLE

[It Was Deed Never Forgiven](#)
Lives were shattered after DMV mistakenly revealed the woman who reported elderly friend's poor driving.

[Wedding Kiss Will Be Couple's First](#)
The first day Adrian Burwell and Jill Merry lock lips, will be the day they get married.

There are two primary reasons for the low number of click-throughs. One, the information needs of the viewer were already satisfied; and two, the topic or event was of little or no interest to the viewer.

For those participants who clicked for the full story, there was higher interest and a desire to know more – still, in both cases the highest click-through number was 24%.

Google's own data shows a surprisingly low click-through rate. In its documents, Google shows the click through for "US Sections" averaging 0.08%, "Sports" averaging 0.09%, and "Images" averaging 0.09%. This data was for the period March 1-7, 2005.

The next two examples were used in the study to track the differences between a page with headlines only and headlines with blurbs.

As can be seen in the first example, headlines only, there was a high concentration of user fixation on the headlines, especially in the first screen, and only 33% unique click throughs were recorded.

In the second example, headlines and blurbs, the highest concentration of fixations were on the sex offender story. However, in the same geographic area of the page, there were only 21% unique click throughs reported.

With more information supplied by the blurb, fewer readers felt the need to go to the full story for additional information.

Marriott HOTELS & RESORTS Click for Rates 

The Times

Online Edition - Mon Dec 1 11:39:17 PST 2003

Search: In Today's Chronicle

Sections: News, Sports, Business, Technology, Entertainment, Lifestyle, Health

AP Wire: U.S.: Iraq insurgency highly coordinated, Court to start on juries imposing death, Mideast activists launch symbolic accord, Activists lead rallies on World AIDS Day

Sex Offenders On the Loose

'Bunker Buster' Missiles Aim at Moon

Troops From Iraq War Can't Donate Blood

Local News: Antioch's Scrabble Roy, Shared Goals, Shared Building, Have Shuttle, Will Travel, Documentary Chronicles Craigslist's Virtual Community, Antioch's Scrabble Roy, Antioch's Scrabble Roy

World's fastest couple: Tim Montgomery & Marion Jones

Roughing the Official, When Presidents Tee Off

Sports: **Amorous Athletes**

Markets: Dow Jones Industrials, DJIA 9,865.20 +82.74 +0.85%, Nasdaq 1,976.53 +16.27 +0.83%, S&P500 1,066.18 +7.98 +0.75%, 10yr Tres. Yield 4.40% +0.08

7-day Forecast: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Features: A Children's 'Health Timebomb', Pets Ease Stress in Busy Lives

Today's Highlights: Business: Tone Deaf to a Moral Dilemma?, Some Bosses Never Meet a Success That Isn't Theirs, Entertainment: 'American Wedding' Is Depraved, The Genius of Groucho, Technology: Recycling Not Easy for PC Makers, Video Games Add Soundtracks

Advertisement: BE THANKFUL FOR EVERYTHING FOR SOON THERE WILL BE NOTHING, Verizon Online DSL with MSN 8.

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The Times

Online Edition - Mon Dec 1 11:39:17 PST 2003

Search: In Today's Chronicle

Sections: News, Sports, Business, Technology, Entertainment, Lifestyle, Health

AP Wire: U.S.: Iraq insurgency highly coordinated, Court to start on juries imposing death, Mideast activists launch symbolic accord, Activists lead rallies on World AIDS Day

Sex Offenders On the Loose

'Bunker Buster' Missiles Aim at Moon

Troops From Iraq War Can't Donate Blood

Local News: Antioch's Scrabble Roy, Shared Goals, Shared Building, Have Shuttle, Will Travel, Documentary Chronicles Craigslist's Virtual Community, Antioch's Scrabble Roy, Antioch's Scrabble Roy

World's fastest couple: Tim Montgomery & Marion Jones

Roughing the Official, When Presidents Tee Off

Sports: **Amorous Athletes**

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The Times

Online Edition - Tue Feb 3 15:02:57 MST 2004



- Search: [] In Today's Chronicle
- Sections
- News
 - Sports
 - Business
 - Technology
 - Entertainment
 - Lifestyle
 - Health
- Wire
- Poison Riots Found in Sen. Fiestas
 - Office
 - Guards, Clark hopes to stop Kerry
 - Sweden
 - Student team questions Fanueil reputation
 - U.N. team to assist in Iraq transition

Sex Offenders On the Loose

Individuals convicted of sex crimes are roaming loose, despite registry efforts to keep track of them.

'Bunker Buster' Missiles Aim at Moon

Tests have been carried out on independent missiles using "bunker buster" technology that could be fired into the depths of dark lunar craters to look for life.

Troops From Iraq War Can't Donate Blood

American soldiers who served in the Iraq War will not be allowed to donate blood because of parasites to which they've been exposed.

Local News

Amoroso's Scrabble Boy

An Antioch 9th-grader is eyeing world domination in the cut-throat world of professional Scrabble. (Yeah, the venerable board game.)

Shared Goals, Shared Buildings

San Jose's latest information technology launch is the first cooperatively run library in the nation that combines the resources of a major metropolis and its university.

Sports

Amorous Athletes

Now more than ever, sports stars are getting together as couples.

citibank Live Online

Get \$100 for banking online.

Details >

Markets

Dow Jones Industrials 10,500

Nasdaq 2,066.21 + 3.06 +0.15%

S&P500 1,136.03 + 0.77 +0.07%

10yr. Treas. Yield 4.10% -0.05

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School of Continuing Education

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7-day Forecast

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Features

Business

One Dear to a Moral Dilemma?

Millions download songs illegally but don't feel guilty. The industry wants to shake up the consciences. Targeting parents is one tactic.

Entertainment

'American Wedding' Is Depraved

"American Wedding" seems like such a benign title. One can just imagine the old ladies entering the theater only to feel over during the simulated oral sex and beauty scenes.

Technology

Recycling Not Easy for PC Makers

Computer companies are starting to become more involved in recycling of their machines. In the process, they're seeing how hard it is to deal with what Silicon Valley has produced.

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The Times

Online Edition - Tue Feb 3 15:02:57 MST 2004

TIFFANY & CO.

Search: [] In Today's Chronicle

Sections

- News
- Sports
- Business
- Technology
- Entertainment
- Lifestyle
- Health

Wire

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The second screen area of the headline-only version contained business, entertainment, and technology headlines. Less than 50% of the participants fixated at this point, with 11% unique click-throughs.

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The Times

Online Edition - Mon Dec 1 11:39:17 PST 2003



TIFFANY & CO.

Search: In Today's Chronicle

Sections

- News
- Sports
- Business
- Technology
- Entertainment
- Lifestyle
- Health
- AP Wire

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Sports

Amorous Athletes



World's fastest couple: Tim Montgomery & Marion Jones

Roughing the Official
When Presidents Tee Off

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Markets

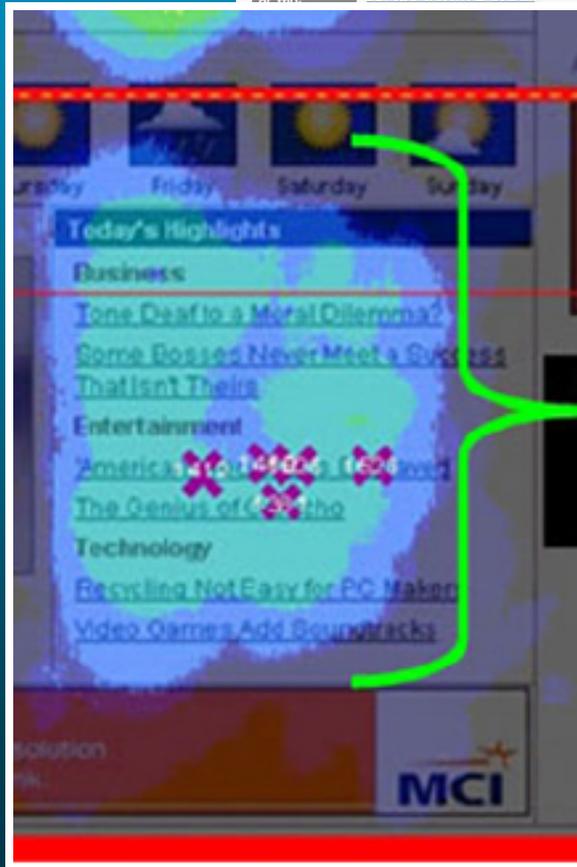
Dow Jones Industrials

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Nasdaq	1,976.53	↑ 16.27	+0.83%
S&P500	1,066.18	↑ 7.98	+0.75%
10yr Tres. Yield		↑ 4.40%	+0.08

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- [Tone Deaf to a Moral Dilemma?](#)
- [Some Bosses Never Meet a Success That Isn't Theirs](#)

Entertainment

- ['American Wedding' Is Depraved](#)
- [The Genius of Groucho](#)

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Today's Highlights

Business

- [Tone Deaf to a Moral Dilemma?](#)
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- [Video Games Add Soundtracks](#)



In the second screen area of the headline and blurb version, the overall fixation was more than 50% and the unique click-throughs totaled 1%.

Again, those elements with a combination of headlines and blurbs saw higher fixation a fewer click-throughs. The viewers, in extracting information from the blurbs, felt satisfied with the information contained in the headline and blurb.



The Times

Online Edition · Tue Feb 3 15:02:57 MST 2004



Search: In Today's Chronicle

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"American Wedding" seems like such a benign title. One can just imagine little old ladies entering the theater only to keel over during the simulated oral sex and bestiality scenes.

Technology
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Computer companies are starting to become more involved in recycling of their machines. In the process, they're seeing how hard it is to deal with what Silicon Valley has produced.

Resolution
MCI

Sports

Amorous Athletes



Now more than ever, sports stars are getting together as couples.

Roughing the Official

Nothing arouses more blind and unreasoning hostility than someone in a striped shirt with a whistle in his mouth or a flag in his pocket.

When Presidents Tee Off

When playing a round with Bill Clinton, keep an close eye on the former president's score card.

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Get \$100 for banking online.
Get extra

Markets

Dow Jones Industrials

10,500
10,470
10,440

DJIA 10,505.18 + 6.00 +0.06%

Nasdaq 2,068.21 + 3.08 +0.15%

S&P500 1,136.03 + 0.77 +0.07%

10yr Treas. Yield + 4.10% -0.05

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One of the Findings in this study was that the blurbs encouraged reading and scrolling on the test pages, e.g., more of the headlines and blurbs on that page were read. The Finding also noted that the test subjects spent 70 seconds on average viewing the blurbs page and only 51 seconds viewing the headlines-only page.

The authors went on to say, “It’s interesting to note that even if we adjust for the fact that more scrolling occurred on the blurbs page, there still exists a marginally statistically significant difference in the degree to which the headlines + blurbs combinations are read more.”

It should also be noted that the number of click throughs was significantly lower in the blurb version than in the headline-only version.

This relates to AFP's assertion that viewers are using their material, as presented by Google News, as a complete and satisfying source of information in the majority of instances.

The next example was used in the study to determine the effect of headline size. However, for the purposes of this case, it provides a unique look at a page closely resembling AFP's news site and Google News.

The entire “editorial” content of the page is made up of headlines and blurbs.

There is a high concentration of viewer fixations in the first screen area, but what is more important, is that there are only 12% unique click-throughs to the full text.

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BAY CITY TIMES-DEMOCRAT Internet Edition

Online Edition - Tue Feb 3 15:11:59 MST 2004 Search In The Times Democrat

Top Story
A Warrior for Peace
 Is it counterintuitive to hope Wesley Clark might provide the same wisdom Eisenhower did?

Other News
The Great Educator Escape
 Teachers are feeling faster than ever as schools work to keep them.
AIDS Becoming a 'Young Person's Disease'
 Half of all new infections are occurring in the 15-24 age group, an alarming UN survey finds.
We're No. 2 in Gridlock
 Study finds traffic congestion bad and getting worse, especially in L.A.
Experts Warn Boaters to Look Out for Sea Otters
 California's sea otters are being victimized by reckless boaters, who have rammed and killed an unusually large number of the marine creatures this month.
California Fishes Into Power Production
 The push to build plants raises environmental concerns and a warning about permit practices.
The Next Year, What?
 NBA scouts are scouting China for another giant with the skills of last season's sensational rookie. This 6-foot-11 teenager just might be the one.
Sampras: The Man Who Was Too Good
 He played the best out of a record 14 Grand Slam championships, but nonfictionists never managed to get the genius of Pete.
Are Rock Climbers Wearing Down the Mountains?
 Are these outdoor enthusiasts leaving cliff faces in less than peak condition?
Disks
This Time, It Really Is a New Economy
 As the U.S. welcomes a return to growth, Americans shouldn't forget that inflation's familiar threat is being traded for a deflationary one.
College Savings 101
 With tuition rising, 529 plans are booming. Which program suits you?
Small Fry: Little Banks Could Mean Big Growth
 With marketing pizzazz and customer service, small-scale lenders have a big future.
Technology
You Ought to be in Pixels: Home Movies Made Easy
 Editing your personal movies is easier than ever. Here's a step-by-step guide to get you started.
Let Your Fingers Do the Log-in
 More and more individuals have started safeguarding their computers with inexpensive fingerprint security. But to what purpose?
New Computers Not Worm-proof
 Just bought a new Windows computer? Do not fail to use the firewall software that comes with it before venturing onto the Net.
Entertainment
Lucille Ball: Playing Fast and Lucy
 A fish-filled biography of the insecure B-movie actress who became the undisputed queen of TV.
Lisa Marie's Muddy Mix Proves She's No Elvis
 Elvis' daughter is trying to win over fans who seem more keen on seeking a vicarious connection to her father than embracing her own brand of pop.
Streisand Says Her Songs Often Bore Her
 It's one of the reasons the singing superstar gave up public performances.
Lifestyle
FCUK: Innocent Label, or Thinly Disguised Profanity?
 A trendy four-letter fashion logo on clothes aimed at teens sparks outrage for some parents.
Equine Design Puts Your House on Right Track
 Horses are galloping to the forefront of home decor this year.
We're Here! We Cheer! Get Used to It!
 Waving pompons and waving flags, these young men and women root for political causes, not sports teams.
Health
Pint-size Pounds
 Here's how to prevent America's hot-so-small growing problem -- the childhood obesity epidemic.
Meditation: Just Say Om for a Healthy Life
 Scientists study doctors recommend it. Millions of Americans practice it every day. Why? Because meditation works.
Move Over, Viagra. There's a New Drug in Town
 With the approval of Levitra, there's competition in the impotence market.

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BAY CITY TIMES-DEMOCRAT Internet Edition

Online Edition - Thu Nov 20 11:33:22 PST 2003 Search In The Times Democrat

Top Story
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Other News
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 With the approval of Levitra, there's competition in the impotence market.

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Measured in a different way, Cornell University is working on a 3D mapping technique for tracking the usability of Web pages. The following example is a test of the CNET page, showing the concentration of views. The largest concentration is at the top, with the image-headline-blurb combination. The second largest concentration is with the larger headline-blurb combinations, and finally the smaller headline-blurb combinations.

Below is a live page from CNET. It contains images and uses the headline-and-blurb format to hyperlink to the story.

c|net NEWS.com

Search: Remember me

Go Advanced search

Today on CNET | Reviews | News | Downloads | Tips & Tricks | CNET TV | Compare Prices

Today on News | Business Tech | Cutting Edge | Access | Threats | Media 2.0 | Markets | Digital Life | Blogs | Extra | My News

Top headlines Last updated: Nov 29, 2006 9:42 AM PT

Supreme Court mulls climate change rules
Case arises from growing pressure in the U.S. to regulate emissions of the greenhouse gas carbon dioxide.
5 hours, 54 minutes ago

Verizon Wireless revs mobile video
Wireless carrier adds content from video-sharing site Revver to its V Cast mobile service, but will new fare draw more viewers?
5 hours, 54 minutes ago

Micron in race to build brand
Memory maker hopes desert race win will raise its profile with the automakers.
[Images: A day at the races](#)
5 hours, 54 minutes ago

Only on CNET
Extra: U.S. bans iPod, Segway sales to N. Korea

'Green tuners' shifting to plug-in cars
Environmental campaign pushes cars that store power in rechargeable batteries and run only on battery power for short trips.
12 minutes ago

Novell checks out of Hula project
Founder of the open-source e-mail and calendaring software project decides to move on while calling on community to continue.
29 minutes ago

advertisement

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The HP xw8400 Workstation with Intel® Dual-Core Xeon® Processor.
Silence your office today »

THE COMPUTER IS PERSONAL AGAIN.

hp

More news from around the Web

E-mail address expires in 10 minutes
Network World

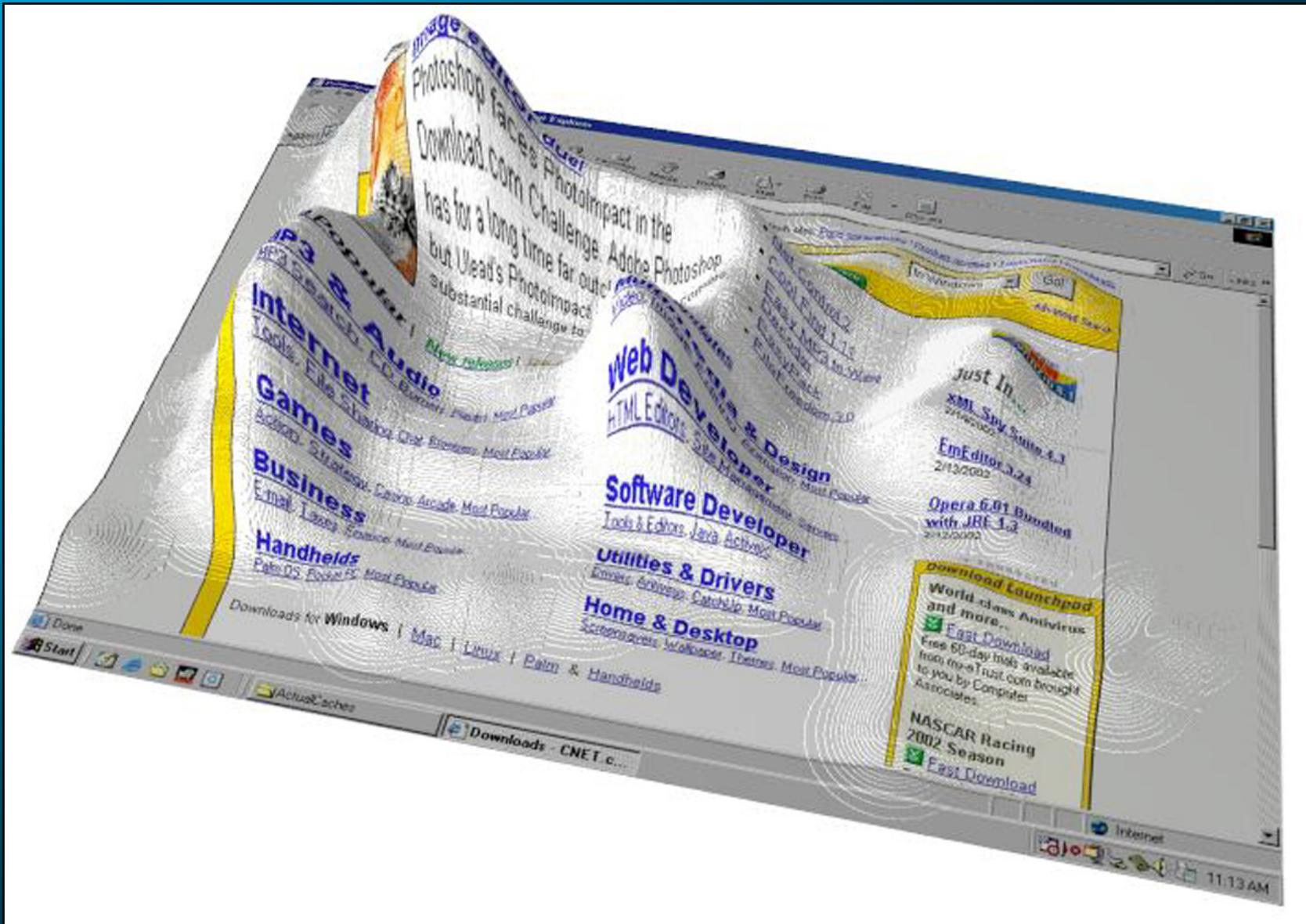
U.S. bans iPod, Segway sales to North Korea
Breitbart.com

The problem with programming
Technology Review

The people behind 2006's winningest innovations
Popular Science

Blend of old, new media launched OK Go
USA Today

CEOs attracted by prospect of stake in high-tech



Some of the Nielsen/Norman Group research adds support in their testing of e-commerce sites.

The next example shows a check-out page for a company named Kiehl's. The user getting to this point in an e-commerce purchase has a very focused mission: paying for purchases.

While we don't know the click-through rate for this page, we do see a high user fixation concentration on the information/action areas of the page.

On a news page, the headline-blurb-image package is the action version of the the e-commerce site.

- Questions?
- Shipping Rates
- Sales Tax
- Privacy Policy
- Returns
- International Orders
- Contact Kiehl's
- Comments & Suggestions

YOUR SHOPPING BAG

ITEM	Qty	Remove	Each	Total
 Essence Oils 1.8 fl. oz. Bottle [Cucumber]	1	x Remove	\$ 15.00	\$ 15.00
<input type="checkbox"/> Gift box your entire shopping bag for \$5. <input type="button" value="Update Quantities"/> Total \$ 15.00				

Coupon or Promotional Code (optional)
 If you have a coupon code, please enter the coupon code in the box below and click apply code.

COMPLIMENTARY SAMPLES
 You may choose up to three complimentary samples with your order. [Select samples.](#)

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- Relieves chapped or cracked lips
- SPF 4 sunscreen

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0.5 fl. oz. Tube - \$ 5.50

1

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SPECIAL EDITION LIQUID BODY CLEANSER

- Limited Edition
- Refreshing, gentle, yet effective
- Shower or Bath use

[View Details](#)

"Pear Tree Corner"

8.4 fl. oz. Bottle - \$ 15.00

1

[Add to Bag](#)

[Save Shopping Bag](#) [Continue Shopping](#) [Check Out](#)

- Questions?
- Shipping Rates
- Sales Tax
- Privacy Policy
- Returns
- International Orders
- Contact Kiehl's
- Comments & Suggestions

YOUR SHOPPING BAG

ITEM	Qty	Remove	Each	Total
 Ultra Facial Moisturizer SPF 15 2.5 fl. oz. Bottle	1	x Remove	\$ 15.00	\$ 15.00
<input type="checkbox"/> Gift box your entire shopping bag for \$5. <input type="button" value="Update Quantities"/> Total \$ 15.00				

Coupon or Promotional Code (optional)
 If you have a coupon code, please enter the coupon code in the box below and click apply code.

COMPLIMENTARY SAMPLES
 You may choose up to three complimentary samples with your order. [Select samples.](#)

YOU MAY ALSO LIKE

SUPERBLY EFFICIENT ANTI-PERSPIRANT & DEODORANT

ALL

- With Orange, Lemon and Linseed Extracts
- Unscented

[View Details](#)

1.7 fl. oz. Tube - \$ 10.00

1

[Add to Bag](#)

LIP BALM #1

ALL

- Relieves chapped or cracked lips
- SPF 4 sunscreen

[View Details](#)

0.5 fl. oz. Tube - \$ 5.50

1

[Add to Bag](#)

[Continue Shopping](#) [Check Out](#)

In this site for Burlington Northern and Santa Fe Railroad, notice that the high fixation concentration is on the first set of bulleted items – similar to blurbs in the AFP and Google News sites. When the user reaches longer text items with bullets, the fixation concentration drops off.



- ABOUT BNSF
- Celebrating Success
- Contact Us
- Company History
- Company Store
- Corporation Officers
- Corporation Directors
- Diversity
- Historic Photos
- Licensee Information
- Vision & Values

Vision & Values

Delivering What's Important

Our vision is to realize the tremendous potential of The Burlington Northern and Santa Fe Railway by providing transportation services that consistently meet our customers' expectations.

A vision statement is only as good as the people who work to bring it to life each day. To live the vision, the diverse group of more than 38,000 professionals who comprise the BNSF community embrace a set of shared values:

- Listening to customers and doing what it takes to meet their expectations
- Empowering one another, showing concern for our colleagues' well-being and respect for their talents and achievements
- Continuously improving by striving to do the right thing safely and efficiently
- Celebrating our rich heritage and building on our success as we shape our promising future

Success in living our vision and values is evident when we fulfill the highest expectations of our four key stakeholder groups:

- Our customers find it easy to do business with us, receive 100% on time, damage-free service, accurate and timely information regarding their shipment, and the best transportation value
- Our employees work in a safe and secure environment, are focused on continuous improvement, share in the opportunity for personal and professional growth available to all team members, and take pride in their association with BNSF
- Our owners earn financial returns that exceed other railroads and the general market as a result of BNSF's superior revenue growth, an operating ratio in the low 70s, and a return on invested capital that is greater than our cost of capital
- The communities we serve benefit from our sensitivity to their interests and to the environment in general, our adherence to the highest legal and ethical standards, and the participation of our company and our employees in community activities.

Report railroad emergencies: [BNSF Resource Protection Team \(800.832.5452\)](#)

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- Licensee Information
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To report an emergency on the railroad, call BNSF at [800.832.5452](tel:800.832.5452)

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BNSF responds to Hurricanes Katrina and Rita.

Learn more about recent news, relief efforts and service advisories.

Jakob Nielsen released the results of a 232-user survey in April 2006. In that study his group determined that the overall pattern of Web page viewing was an “F,” with the caveat: “The F viewing pattern is a rough, general shape, rather than a uniform, pixel-perfect behavior.”

As an implication of the importance of this pattern, Nielsen added, “The first two paragraphs must state the most important information. There’s some hope that users will actually read this material, though they’ll probably read more of the first paragraph than the second.”

So it is that the one or two sentence blurb will have more reading users than with the additional text. When crafted as well as the AFP blurbs, this is all the information that the reader will generally need or want.

[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)


[Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 3,610,000 for **groundhog** [\[definition\]](#). (0.11 seconds)

[Groundhog.org - the Official Site of the Punxsutawney Groundhog Club](#)
 Official site of the Punxsutawney, Pennsylvania, **Groundhog Club**. Includes detailed history of the day, a listing of local events, and printable activity ...
[www.groundhog.org/](#) - 9k - [Cached](#) - [Similar pages](#)

[Welcome to the Official Groundhog Site!](#)
 Games, contests, prediction records, links, and Punxsutawney Phil's family.
[www.groundhogs.com/](#) - 2k - [Cached](#) - [Similar pages](#)

[Groundhogs at HogHaven - Woodchuck Marmot Groundhog](#)
 Learn all about a colony of **groundhogs** that live in Delaware. Includes videos, sounds, pictures, and stories.
[www.hoghaven.com/](#) - 4k - [Cached](#) - [Similar pages](#)

[Groundhog Day \(1993\)](#)
Groundhog Day on IMDb: Movies, TV, Celebs, and more...
[www.imdb.com/title/tt0107048/](#) - 56k - [Cached](#) - [Similar pages](#)

[Groundhog - Wikipedia, the free encyclopedia](#)
 The **groundhog** (*Marmota monax*), also known as the woodchuck, land beaver, ... **Groundhogs** are excellent burrowers, using burrows for sleeping, rearing young, ...
[en.wikipedia.org/wiki/Groundhog](#) - 24k - [Cached](#) - [Similar pages](#)

[Groundhog Facts](#)
 Woodchuck and **groundhog** are common terms for the same animal, with ... **Groundhog** fur never was in vogue, partly because it is not ...
[www.news.cornell.edu/Chronicle/96/2.1.96/facts.html](#) - 5k - [Cached](#) - [Similar pages](#)

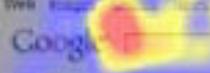
[Groundhog Day](#)
 The history of how **Groundhog Day** started and what it means.
[www.gojp.com/groundhog/](#) - 4k - [Cached](#) - [Similar pages](#)

[Groundhog Day History from Stormfax®](#)
 Punxsutawney Phil **Groundhog Day** history from Stormfax® with Folklore & Winter Weatherlore.
[www.stormfax.com/ghogday.htm](#) - 23k - [Cached](#) - [Similar pages](#)

[Kids Domain - Groundhog Day](#)
Groundhog Day - Feb 1 - Holiday activities - crafts, mazes, word searches, free clip art, icons, programs for the PC and Mac, coloring pages, and more!
[www.kidsdomain.com/holiday/groundhog.html](#) - 32k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Groundhog](#)
 Use the New Ask.com to find it. Save time. Search better.
[www.ask.com](#)

[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)


[Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 183,000 for **Groundhog Day 2006**.

[Groundhog Job Shadow Day](#)
 Celebrate a project that begins on **Groundhog Day**, with a job shadow and a "shadow" ...
[www.groundhog.org/](#) - 9k - [Cached](#) - [Similar pages](#)

[Groundhog.org - the Official Site of the Punxsutawney Groundhog Club](#)
 The **Groundhog Day 2006** celebration website is online! Please click the link on the left to see the event. But all news items, links, and more are here ...
[www.groundhog.org/](#) - 9k - [Cached](#) - [Similar pages](#)

[Arlene Groundhog Day Judges Festival 2006](#)
 Arlene Judges Association - **Groundhog Judges Festival 2006**!
[www.arlenejudges.org/groundhog/2006/](#) - 10k - [Cached](#) - [Similar pages](#)

[Woodchuck Festival Even Guide - HP to you! Woodchuck 2006 in Houston, TX](#)
 2006 HP to you! Woodchuck Festival is a fun event that will participate in one of the most ...
[www.houston.com/](#) - 10k - [Cached](#) - [Similar pages](#)

[Web Pages - 2006 Groundhog Day Judges Festival](#)
Groundhog Day Judges Festival - Arlene, California, February 3 & 4, 2006. Come ...
[www.arlenejudges.org/groundhog/2006/](#) - 10k - [Cached](#) - [Similar pages](#)

[Web Pages - 2006 Arlene Ground Hog Festival - 2006 Groundhog ...](#)
 2006 **Groundhog Day Judges Festival** - Posted by: www.ArleneJP Judges Date: August 13, 2005 12:27PM ... The 2006 Festival will be in Great News ...
[www.arlenejudges.org/groundhog/2006/](#) - 10k - [Cached](#) - [Similar pages](#)

[Sun Prairie Chamber of Commerce - 2006 Sun Prairie Groundhog Day ...](#)
 The 2006 **Groundhog Day** celebration will be held at the Chamber Club on ... and search ...
[www.sunprairiechamber.com/groundhog/2006/](#) - 10k - [Cached](#) - [Similar pages](#)

[Groundhog Day - It's A Little Yuletide Celebration](#)
 How Did the **Groundhog Get a Day of His Own?** This little **groundhog** ...
[www.groundhog.org/](#) - 9k - [Cached](#) - [Similar pages](#)

[Punxsutawney Phil's ...](#)
 2006 **Groundhog Day** celebration! It's a little early to be thinking ... but the ...
[www.groundhog.org/](#) - 9k - [Cached](#) - [Similar pages](#)



Two final observations from the Eyetrack III study that bear some consideration.

1. When participants encountered a story with an introductory or summary paragraph, 95% of them read all or part of the introductory paragraph.
2. Overall, the test subjects who spent the most time with a story's introduction (or summary paragraph) spent the smallest amount of time with that same story's body text.

Creativity

“The news is the first draft of history.”

Phil Graham

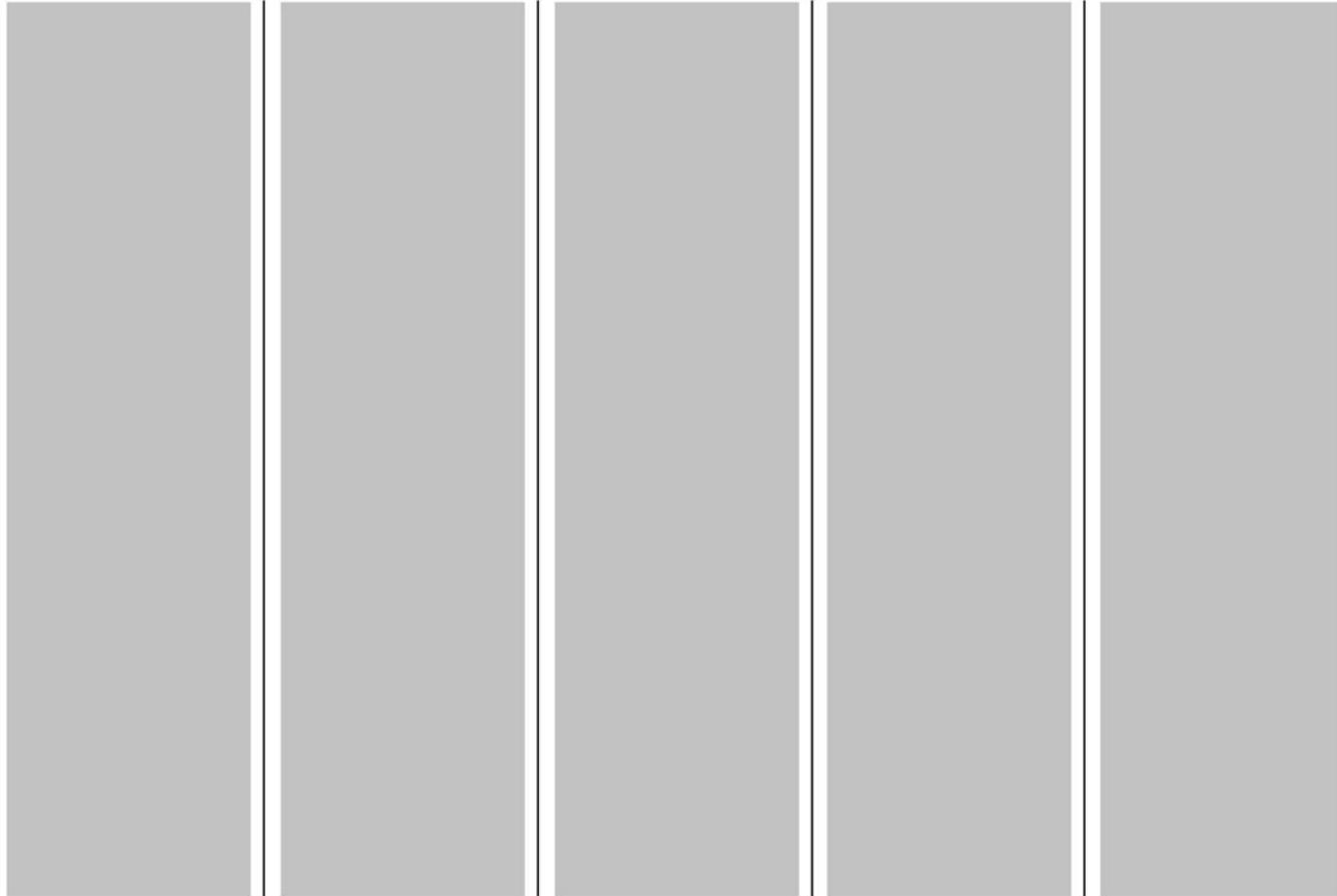
That first draft is often heralded by a headline. Of 20 universities and colleges with journalism programs surveyed, all 20 had courses in headline writing. ACES the (American Copy Editors Society), many state and regional press associations, and even individual newspapers give prizes and awards for headline writing each year.

Headline writing is an art, often completed on deadline. The writers, often copy editors, try to embody the essence of the news story in a few words that will, excite, interest, and entertain the reader, and draw him or her into the text.

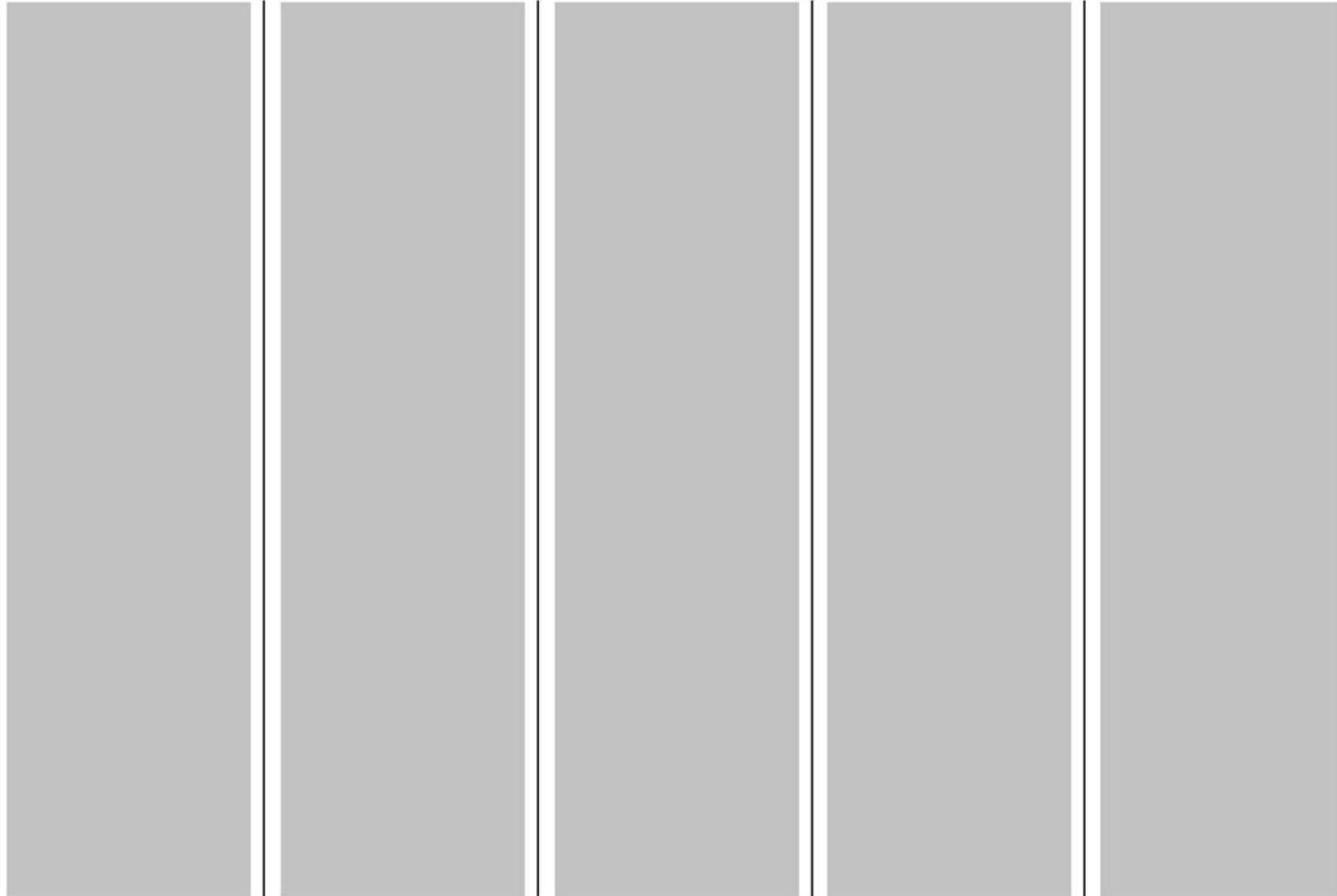
Headline writing has become incredibly important today with readers and viewers reading fewer stories, and less of the stories they do read.

Just how important is a creative and informative headline? Look at the next few examples to get an idea.

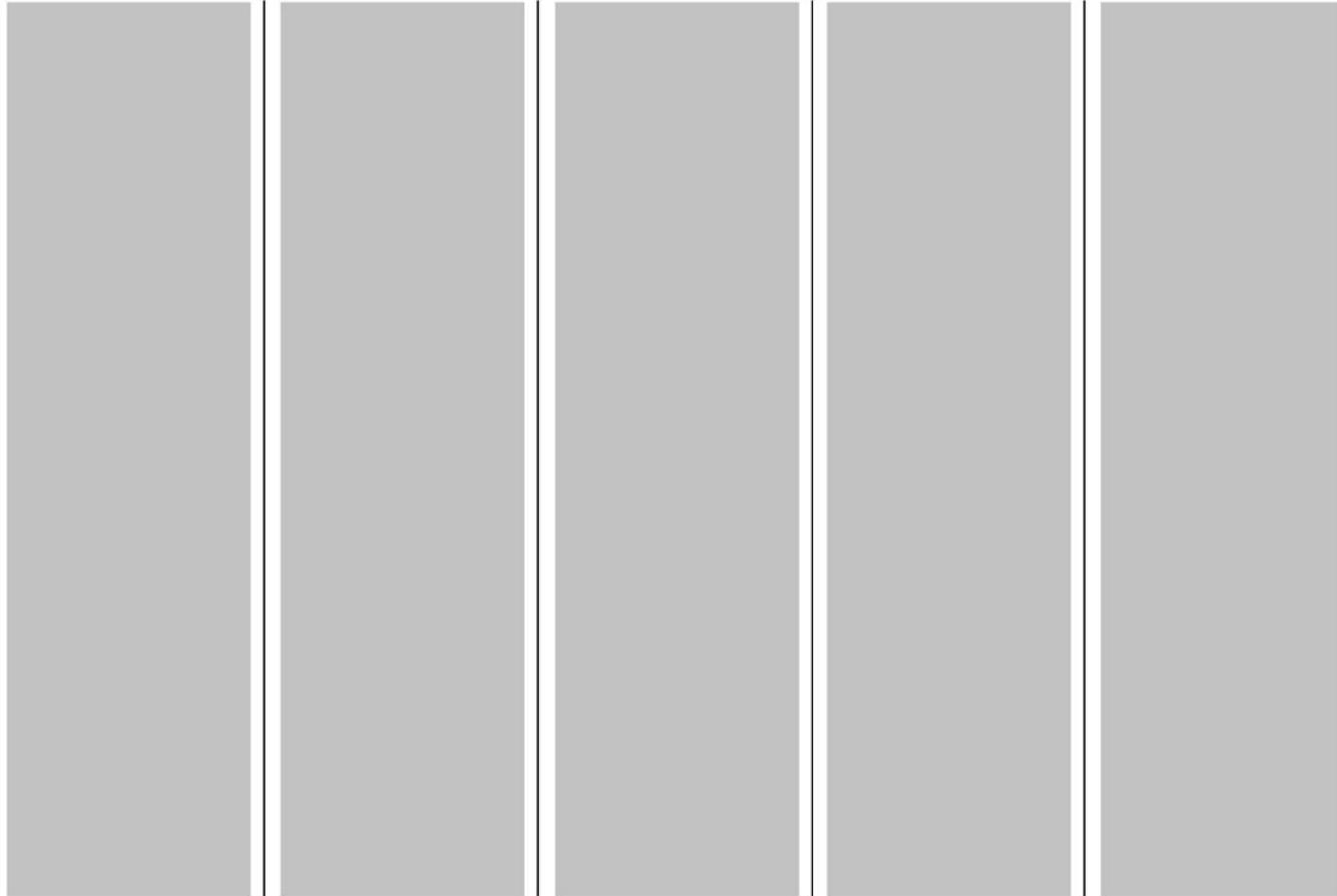
Boat sinks in ocean, people drown



Ship sinks in *Atlantic*, many dead

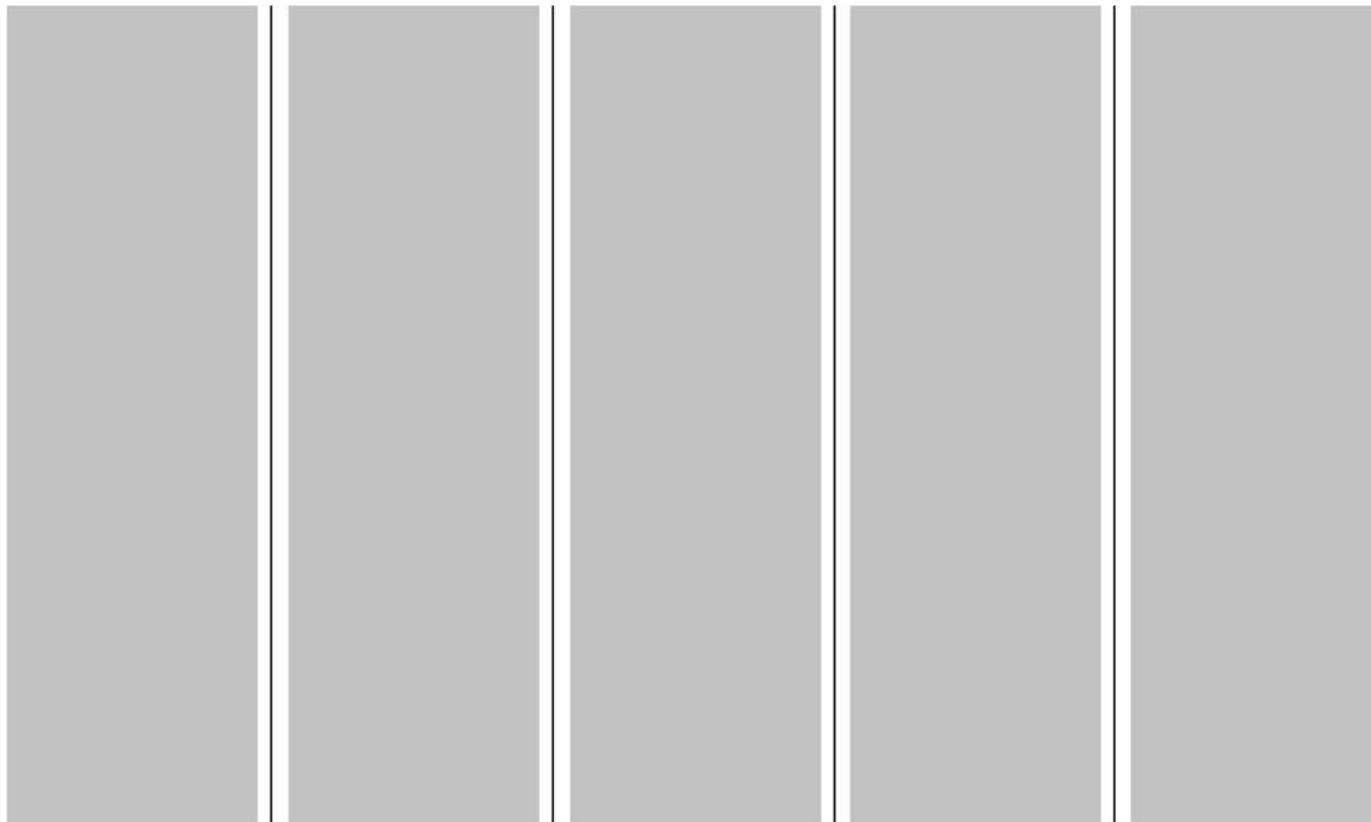


Passenger liner sinks in North Atlantic

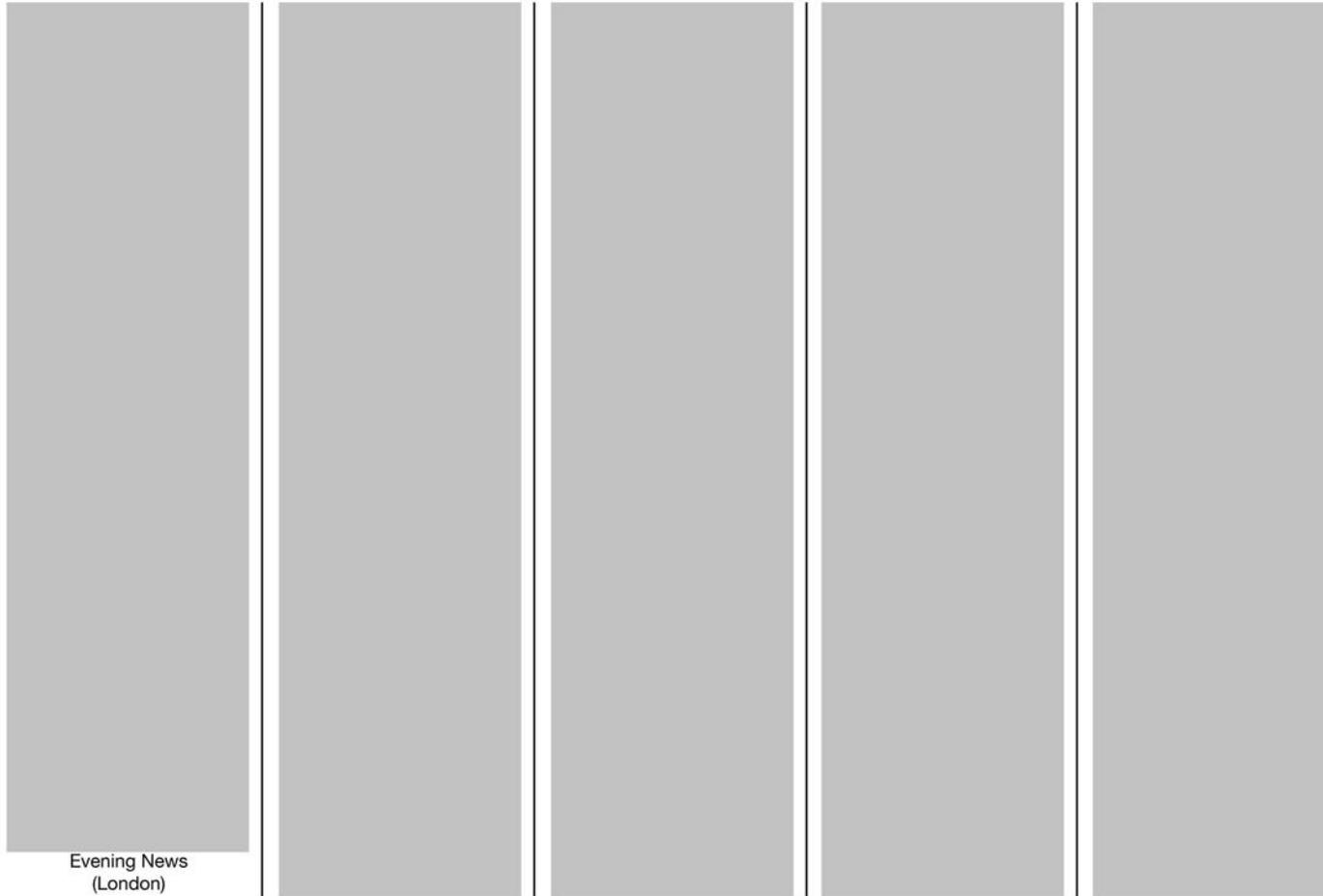


Passenger liner sinks in North Atlantic

Many feared dead after ship's collision with iceberg



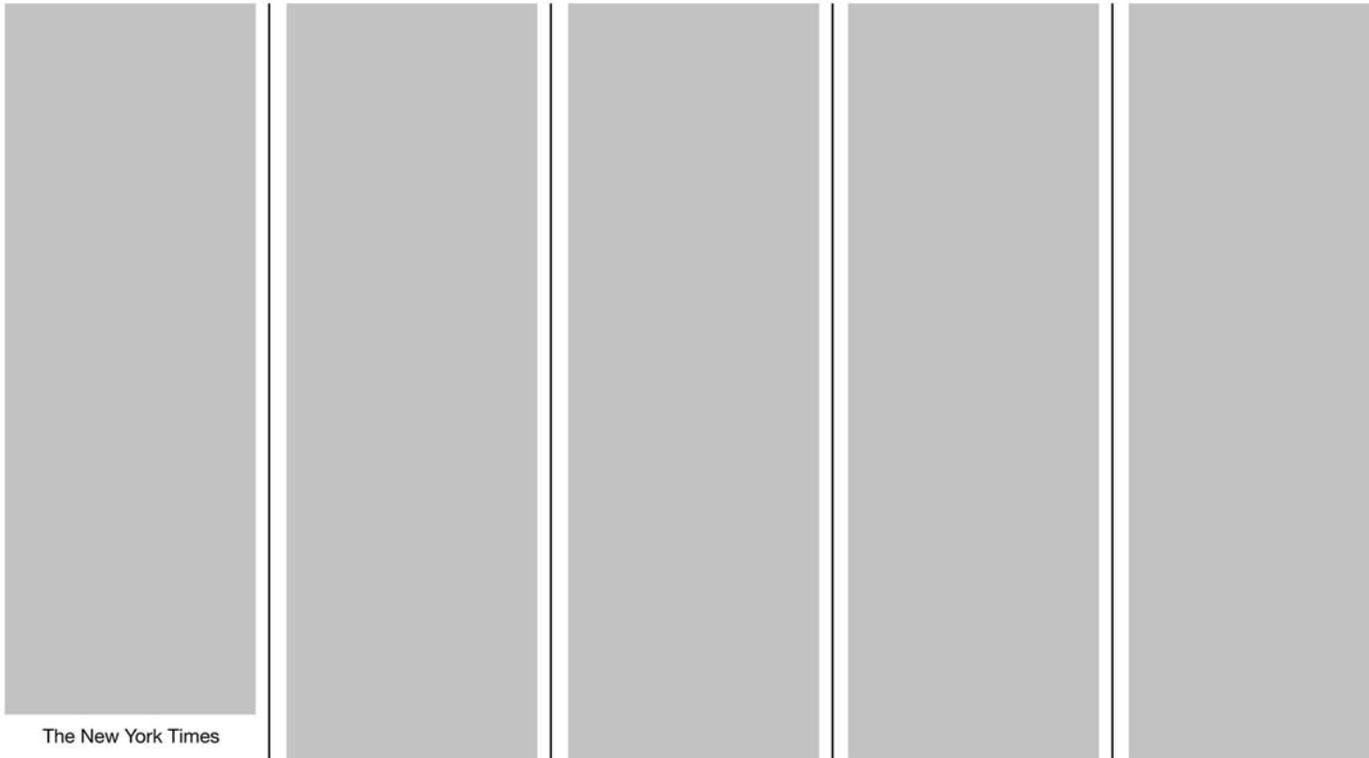
Titanic Disaster Great Loss of Life



Titanic Sinks Four Hours After Hitting Iceberg

866 Rescued By Carpathia, Probably 1250 Perish

Ismay Safe, Mrs. Astor Maybe, Noted Names Missing



The Times Dispatch

WHOLE NUMBER 18,507

RICHMOND, VA., TUESDAY, APRIL 16, 1912.

THE WEATHER TO-DAY—Breeze

PRICE TWO CENTS

Titanic, Giant White Star Liner, Sinks After Collision With Iceberg on Her Maiden Voyage, and 1,800 Lives Are Reported Lost in World's Greatest Marine Disaster

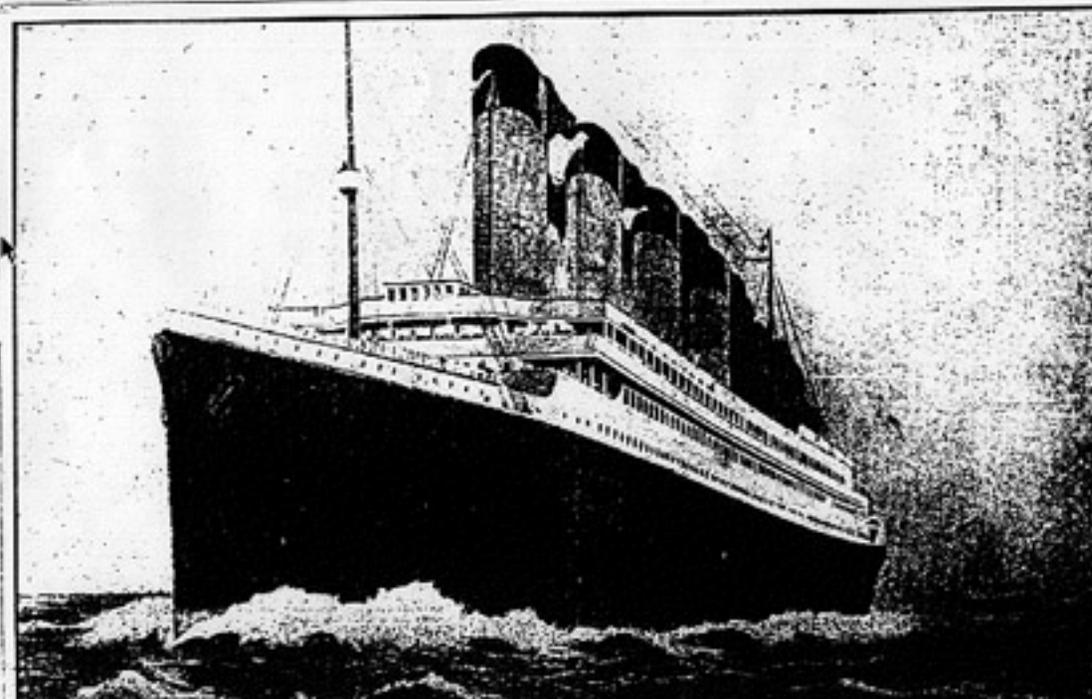
**WIRELESS CALLS
SEND VESSELS
RUSHING TO AID
OF SEA COLOSSUS**

Through the Night They Drive With Full Speed to Reach Titanic.

**MEANTIME, WORLD
WAITS IN AGONY
OF SUSPENSE**

Rescuing Liners Arrive Too Late, and Biggest and Most Luxurious Ship in World Goes Down, Carrying Hundreds of Passengers and Crew, Icebergs Making Mock of Science, Which Had Given of Its Best to Make This Sea-Palace Indestructible and Unsinkable.

New York, April 15.—The Titanic, of the White Star Line, the biggest and most luxurious ship in the world, lies at the bottom



**OF ALL ON BOARD
ONLY 675 KNOWN
TO HAVE ESCAPED
DEATH IN OCEAN**

Those Rescued Men, Women and Children Who Were Taken Off in Boats.

**BITS OF WRECK
ALL THAT IS LEFT
OF GREAT VESSEL**

Steamer Carpathia Is First to Arrive with Survivors to Port—Two Vessels Not Heard From There in Faint Hopes They May Have Found Some of Titanic's Passengers in List of Those Reported Rescued. Names of John Jacob Astor, Isidor Straus and Many Others Are of World-Wide Interest.

New York, April 15.—The first news of the disaster from the Titanic, reported by the

J. J. ASTOR LOST ON TITANIC 1,500 TO 1,800 DEAD

John Jacob Astor was among the passengers who went down with the ship, according to a wireless dispatch received by Broadstreets last night from the liner Olympic. Mrs. Astor was saved and is being brought to shore by the Carpathia.

The Wireless Operator at Cape Race, Newfoundland, Flasher: "Eighteen Hundred Lives Have Been Lost in the Wreck of the Titanic."

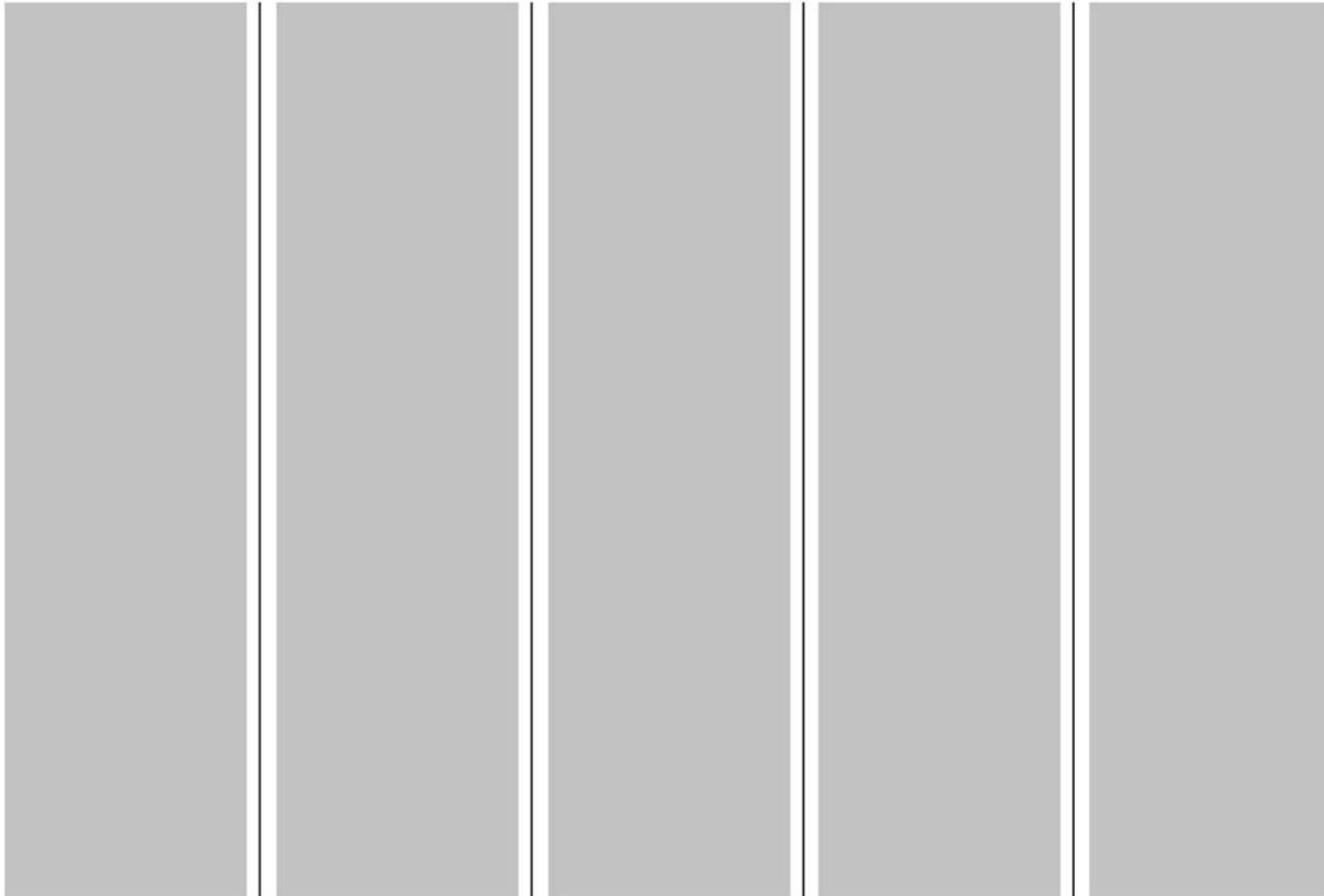


Vice-President P. A. S. Franklin, of the White Star Line, said: "We have heard the rumor from Halifax that the three steamers—the Virginian, Florida and Carpathia—passed by the Titanic. We have received a wireless from Captain Heath, of the Olympic, that the Titanic went down at 2:20 a. m. We have also heard indirectly that the Carpathia has 571 survivors aboard. "Of these passengers and crew, since Titanic numbered 2,000, it is very difficult to say whether the Virginian and the Florida have any survivors aboard and we get a direct report. We have asked for that report from our Halifax agent and from others. Carpathia Proceeding Directly to New York. "The Carpathia is proceeding direct to New York. We very much hope there has been a serious loss of life. But it is impossible at this time to assure ourselves that the other steamers have or have not survivors aboard."

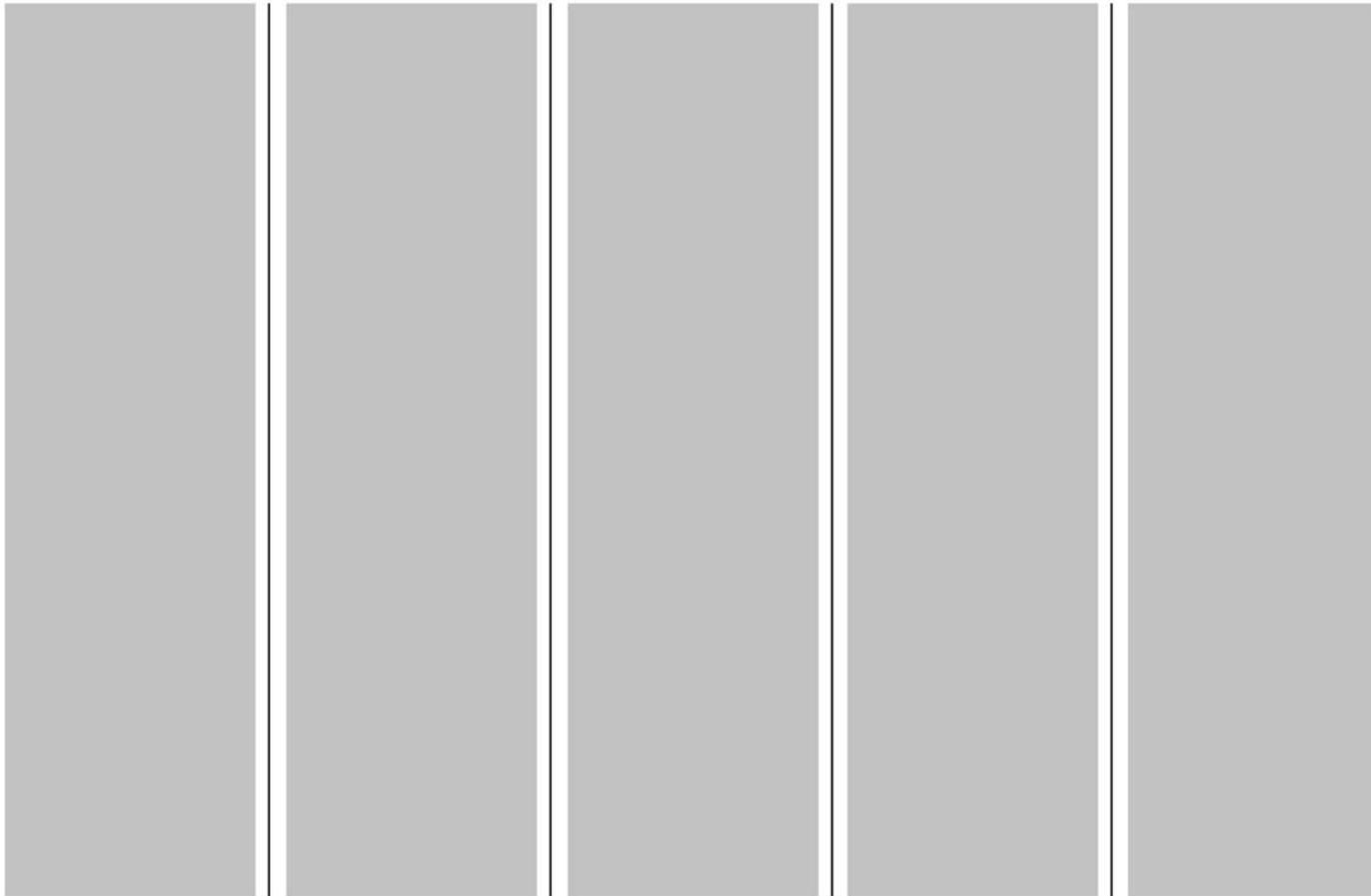
More than 1,000 persons, passengers and crew, perished yesterday when the "unsinkable" Titanic, the \$10,000,000 White Star liner, went to the bottom of the sea. To report the steamer which, in answer to the Titanic's wireless appeal for help, "hurried" rushed to her aid. There is little hope that the wreck report is not true. Of the 2,000 souls who were aboard the liner mighty ship 571 were saved. As The New York American said yesterday, the Titanic, the largest, most luxurious—launched on the water—steamer that ever sailed the seas, perished with an iceberg at 10:45 P. M., Sunday, in about latitude 41°48 North and longitude 50°14 West. That is, the ill-fated boat was about 1,200 miles east of Sandy Hook and about 900 miles southwest of Halifax, N. S. Transatlantic Contact Through Iceberg Building. The Titanic, which left Southampton, England, on Sunday, April 10, 1912, at 12:15 P. M., was bound for New York City.

Or, in a more modern context...

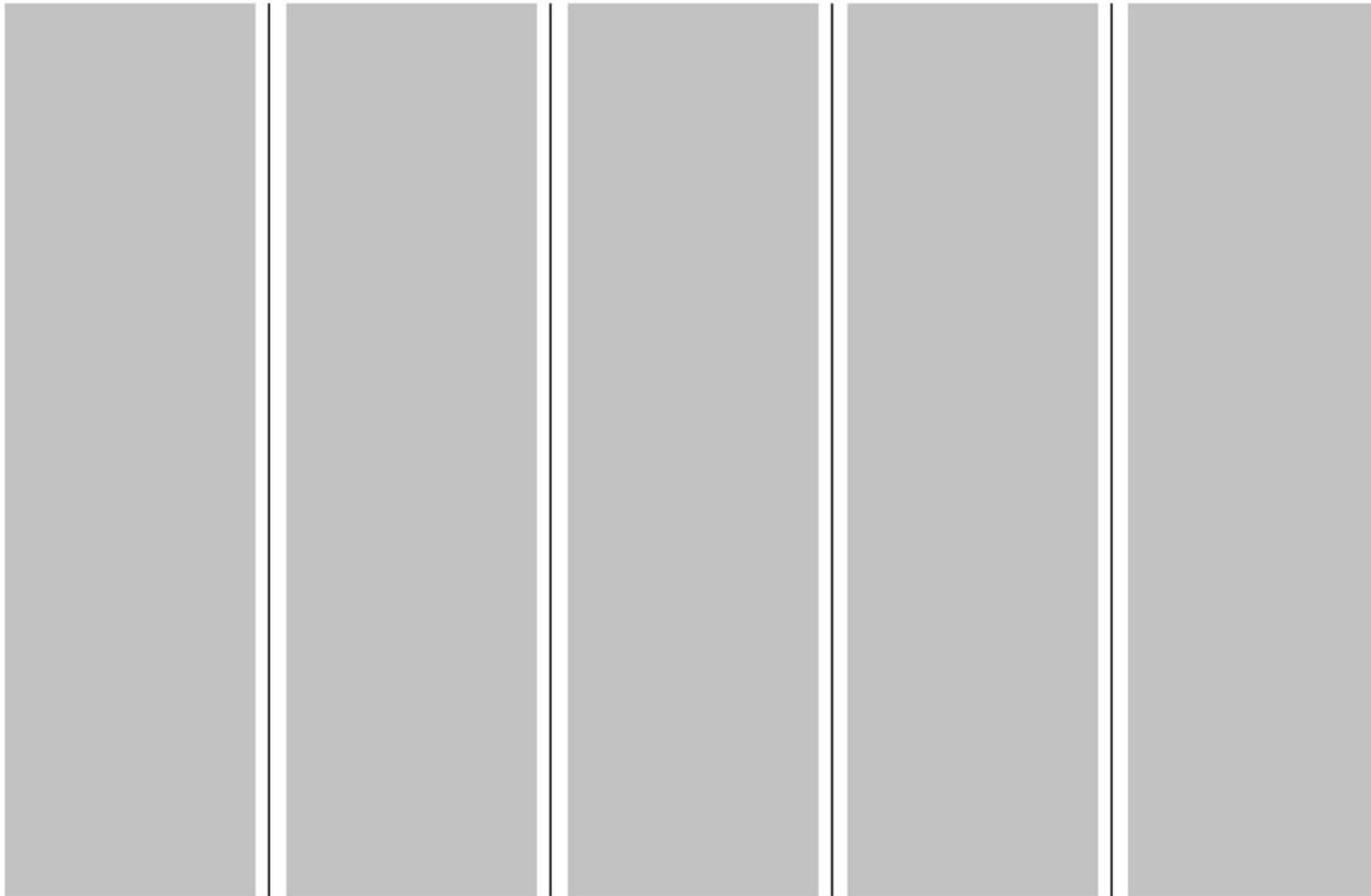
Planes crash into downtown office buildings



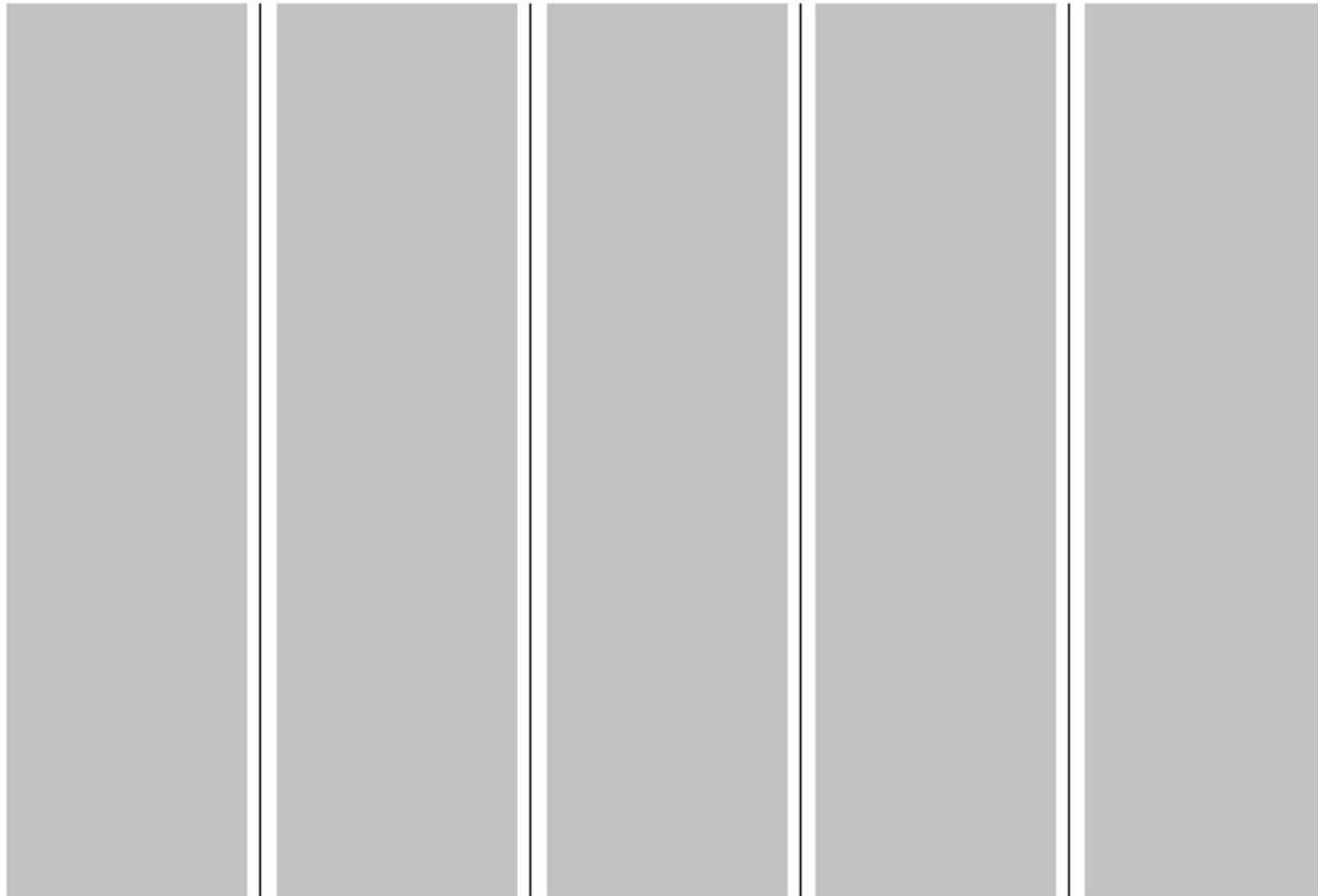
Jets fly into buildings, many people die



Hijackers crash jets into NY buildings



Hijackers crash jets into buildings, many dead



Even in a major event where everyone was working with the same news, the difference in headlines is striking.

ACT OF WAR

WITH CHILLING PRECISION,
 TERRORISTS DELIVER DEATH AS
 AMERICA WATCHES HELPLESSLY



ARMED WITH NOTHING but a few sunglasses, an unshaven man makes his way through the rubble of the twin towers of the World Trade Center, searching for victims who need assistance. The towers disintegrated from the Manhattan skyline Tuesday after being hit by hijacked jets.

BY EDMUND MAHONY / COURANT STAFF WRITER

America's sense of security was smashed with apocalyptic fury Tuesday when the most destructive and meticulously planned terror attack in history shattered one of the country's most potent symbols. Shortly after leaving Boston, American Airlines flight 11 to Los Angeles banked south near Albany and roared down the Hudson River

Valley. It plummeted from a crystal blue bowl of morning sky and punched a hole through the north tower of the World Trade Center, the heart of the nation's financial nerve center in lower Manhattan. It was 8 a.m., the start of a series of calamitous attacks that brought the nation face to face with its vulnerability. Within the next two hours, the Pentagon, the White House, and any country that harbors them.

There were four planes hijacked by presumed terrorists Tuesday, and four accompanying gliders that caused unfathomable carnage. Rescue experts would only speculate that the death toll could reach well into the thousands. The four planes alone carried 266 people, and

BY THE STAFF WRITER
 THE AMERICAN
 MAHONY

"If you can do this to the USA and get at two symbols of the strength of America, that tells you essentially we are at war."

-SEN. CHRIS DODD, D-CT

Complete Coverage
 They finally struck our two capitals - financial and political - with one sweeping, devastating blow, and the shocking result of the world's largest terror attack. Boston, New York, Washington, D.C., and reactions from around the globe. Pages A1 through A25.

Nowhere to Run
 Aerial photos, maps, and more. Pages A26 through A31.

The Fallout
 We've just started grappling with an aftermath of global proportions, and where we go from here. Pages A32 through A45.

Business - A1A, A15
 Connecticut - A1B, A16
 Editorial - A1C, A17
 Life - A1D, A18
 Local - A1E, A19
 Opinions - A1F, A20
 Sports - A1G, A21

Photos, video reports and updates
now.com
 1-800-848-8888



The shock of seeing jets fly into two of the world's tallest buildings Tuesday gave way to panic when the towers began falling, folding the skyline.

TARGET: AMERICA

FEAR, SHOCK, ANGER RESONATE ACROSS NATION
 DEATH TOLL EXPECTED TO BE IN THE THOUSANDS
 OSAMA BIN LADEN IDENTIFIED AS PRIME SUSPECT



Twin terror jets hit the World Trade Center as a jet - United Airlines flight 175 bound from Boston to Los Angeles - slams into the south tower about 18 minutes after a plane hit the north tower.

MOURNING U.S. LEADERS RESOLVE TO CATCH KILLERS
 President Bush vowed Tuesday to bring the perpetrators to justice. He said the nation would not rest until the killers are caught and punished. Bush also vowed to bring the perpetrators to justice. He said the nation would not rest until the killers are caught and punished.

BAY AREA RESIDENTS SHOCKED, REVULSED BY TERROR ATTACKS
 Residents in the San Francisco Bay Area expressed shock and revulsion over the terrorist attacks. Many residents said they felt unsafe and that the attacks were a direct threat to their lives.

THE TAMPA TRIBUNE
 2001-09-12
 A Member of the Tampa Bay News Group
 Copyright © 2001
 All rights reserved.
 Printed on recycled paper.
 100% recycled paper.
 50% recycled paper.

An index to our complete coverage of the terrorist attack on America. Page 2

Appendix A

List of research, abstracts, papers, publications studies, and experts used to compile this report

Eyes on the News (Eyetrac I) Dr. Mario Garcia, Dr. Pegie Stark, Poynter Institute for Media Studies, The Gallup Organization, 1990

Eyetrac II, Stanford University and the Poynter Institute for Media Studies, 1998
<http://www.poyneteextra.org/et/i/htm>

Eyetrac III, The Poynter Center, The Estlow Institute, Eyetools, 2004

AFP Styleguide

AFP MMD Styleguide

Visual Perception: Gestalt Laws, San Diego State University.
<http://coe.sdsu/eet/Articles/visualperc1/>

Prioritizing Web Usability, Jakob Nielsen, Hoa Loranger, 2006

Jakob Nielsen papers:

How users read on the web, 1997

Applying writing guidelines to web pages, 1998136136

Eyetracking study of web readers, 2000

F-Shaped pattern for reading web content, 2006

Eye Tracking in Advanced Interface Design, Robert J. K. Jacob, Human-Computer Interaction Lab, Naval Research Laboratory

Using eye tracking to compare web page designs: A case study, Agnieszka Bojko, *Journal of Usability Studies*, 2006

Hotspots and Hyperlinks: Using eye-tracking to supplement usability testing, Mark C. Russell, *Usability News*, 2005

Eye scanning of multi-element displays: II Saccade planning, John M. Findlay, Valerie Brown, 2005

8/21-8/26 News Usability Study: Executive Summary, Google, Inc.

News Home Page Eyetracking, July 2006, Kerry Rodden and Xin Fu, Google, Inc.

News Search Data, 2005, Internal documents, Google, Inc.

Various internal e-mails (relating to Google News) 2005-2006, Google Inc.

Precise Dayparting formula eludes news site publishers, Pete Wetmore, Newspaper Association of America, 2004

How to make sure your visitors read what you write! A lesson from journalism 101, Jens du Plessis, Internet Marketing Business School 2004

Power Users Plus: Media Shifts, Readership and Replacement Issues, Digital Edge Report, New Media Federation, Newspaper Association of America, 2004

Designing the Page, The Philosophy of Design, Phil Nesbitt, 1995-2006

Readership Institute, Media Management Center, Northwestern University, series of readership studies, 2002-2006

Experts:

Richard Curtis, Managing Editor Photo and Graphics, USA Today

Larry Russell "Rusty" Coats as director of new media for MORI Research
(presently General Manager, Tampa Bay Online)

Richard J. Beckman, Professor Journalism / Mass Communication, the
University of North Carolina

James H. Kenney, Associate Professor, Journalism and Broadcasting, Western
Kentucky University

Appendix B

Previous cases:

Expert witness in an arbitration case, the International Typographers Union (ITU) versus the Birmingham News, 1987

Present compensation:

I am presently paid \$200.00 per hour for work on this case

Appendix C

Biography

Phil Nesbitt

Phil Nesbitt currently consults with media and publishing organizations throughout the world on editing, newsroom management, design, photojournalism, advertising principles and design, color, graphics technology, and the future of publishing. He has consulted with, restructured, and redesigned more than 40 newspapers and magazines around the world.

He has been involved with print media for 39 years, beginning with weekly unit tabloid newspapers, and from 1976 to 1981, he was chief of the U.S. Army's newspaper program. Prior to launching his consultancy in Oakton, he was Associate Director of the American Press Institute for three years, after returning to the United States after eight years from his international consultancy based in Adelaide, Australia.

Before going on his own, he was Assistant Managing Editor (Design) at The Record, Bergen County, New Jersey, which he joined in 1986 after spending two years in Singapore as Managing Editor (News, Systems and Graphics), and corporate consultant to the Singapore Monitor and Singapore News and Publications, Ltd. Before that he was Assistant Managing Editor, photo and graphics, at the Chicago Sun-Times.

Mr. Nesbitt has been a reporter, weekly newspaper editor and bureau chief. He has been a discussion leader with the American Press Institute since 1980, focusing on news and graphics management, design and typography; and with the Poynter Institute for Media Studies on newspaper design. He has also taught editing and publishing at Loyola University in Chicago.

Past president of the international Society for News Design, Mr. Nesbitt has been a speaker at such organizations as the American Press Institute, American Newspaper Publisher's Association, ANPA Technology Symposium, Pacific Area Newspaper Publisher's Association, IFRA - The International Association for Newspaper and Media Technology, AIC on publishing and pre-press technologies, News Corp, Scripps-Howard newspapers, Ottaway Newspapers, The New England Press Association, The Southern Newspaper Press Association, Graph-Expo, various state and regional press associations, and various universities and colleges.

Mr. Nesbitt has been a judge for the Associated Press Newspaper Competition, The Alaskan Press Club Design Competition, The Society of Newspaper Design, The Society for News Design, Suburban Newspaper Association, The Pennsylvania Newspaper Publisher's Association, Fuji International Photographers Award, the Association of Alternative Newspapers, the Catholic Press Association and Gannett Newspapers.

His experience includes nine years of reporting, editing and consulting while living in Europe and ten years of editing and newspaper management in Asia, the U.S and Latin America. He has conducted more than 250 training sessions and seminars in U.S., Europe, and Australasia.

SUMMARY OF PROFESSIONAL EXPERIENCE

- Independent Consultant 1985 – Present
- American Press Institute, Associate Director 1997 – 2000
- The Record (Bergen County, NJ,) Assistant Managing Editor 1986 – 1988
- Singapore Monitor, Managing Editor 1984 – 1986
- Loyola University (Chicago, IL), Adjunct Professor 1982 – 1984
- Chicago Sun–Times, Assistant Managing Editor 1981 – 1984
- American Press Institute, Discussion Leader 1980 – Present
- US Department of Defense, Chief of Army Newspapers 1977 – 1981

EDUCATION & PROFESSIONAL ASSOCIATION SUMMARY

- University of Maryland, Electrical Engineering
- Pacific Area Newspaper Publishers Association
- American Newspaper Publishers Association
- International Association for Newspaper and Media Technology
- New Zealand Magazine Publisher's Association
- International Society of News Design – Past President
- Australian Press Gang

LANGUAGES

- Bilingual, English/German (some Flemish and Spanish)

TEACHING

- Adjunct, Loyola University, Chicago 1982-84: Editing and Publishing honors course

PUBLISHED WORKS

- Crisis Journalism – A handbook for Media Response (9/11/01)
- News in Color for Print Professionals
- Typography and the Macintosh
- News in the Digital Age
- The Digital Newspaper Designer
- Newspaper Focus Groups — Fact and Fantasy
- The Philosophy of Design (a series of 12 booklets on design)
- Design chapters for journalism text, Deakin University, NSW

Media works:

Articles and interviews (among others)

ASNE Bulletin
Australian Creative
The Chicago Reader
Design – the Journal of Newspaper Design
Editor & Publisher
European Stars & Stripes
PANPA Bulletin (Pacific Area Newspaper
Publishers Association)
PressTime

Radio and Television:

Australian Broadcasting Company
(National Radio)
Australian Television-9
BRT-1 (Belgium)
American Broadcasting Company
Canadian Broadcasting Company
West Deutsche Rundfunk
Newspaper Satellite Network

Seminar Speaker (among others):

AIC Australasian Pre-Press Conference
American Newspaper Publishers Association
TEC (now NEXPO)
American Press Institute
Associated Press
COMTEC
Editor & Publisher Interactive
Fairfax Newspapers
IFRA The International Association for
Newspaper and Media Technology
Gannett U/USAToday
Interactive Newspapers Conference '97
Magazine Publishers Association (NZ)
Maryland-Delaware-D.C. Press Association
New England Press Association
New Jersey Press Association
Pacific Area Newspaper Publishers
Association
Pacific Area Print Symposium (PAKPRINT)
Poynter Institute for Media Studies

Rural Press

Online Interactive '97 (New York)
Society of Newspaper Design
Southeast Asian Journalists Association
Southern Newspaper Publishers Association
U.S.Army
Virginia Press Association

University seminars:

Adelaide University
Ball State University
Columbia University Scholastic Press Association
Deakin University
University of Missouri-Columbia

Corporate consulting clients (among others):

Agfa, A.G.
American Press Institute
Apple Computer, Australia
A. H. Belo Inc.
Chesapeake Publishing Company

Corporate consulting clients continued:

Clemenger BBDO Advertising
 CPM&S Group of Companies
 Fuji Film
 Fuji-Xerox
 Gannett Newspapers, USA
 Het Volk, Belgium
 Independent Newspapers Limited, NZ
 Infotex N.V., Belgium
 Magazine Publishers Association of NZ
 Massachusetts Institute of Technology
 Multimedia Newspapers, USA
 North Jersey Media
 News Corp Limited, Australia
 Owen Smith Associates
 Ottaway Newspapers, USA
 Scripps Howard Newspapers, USA
 Singapore Press Holdings Limited
 Singapore Telecom
 Systems Education, Ltd.
 VUM (Vlaamse Uitgeversmaatschappij),
 Belgium
 Wilson and Horton Limited, NZ

Publishing clients (among others):

The (Melbourne) Age - Australia
 Barrington Press - IL
 Chesapeake Publishing Company, MD
 The Christchurch Press - NZ
 The Dominion - NZ
 El Diario La Prensa - NY
 El Universal - Mexico
 Het Nieuwsblad - Belgium
 Het Volk - Belgium
 Intelligencer Journal - PA
 Lancaster Sunday News - PA
 Nelson Mail - NZ

Publishing clients continued

New Haven Register - CT
 New Zealand Herald - NZ
 News & Record, Greensboro, NC
 The (Adelaide) News - Australia
 Singapore Monitor - Singapore
 Southland Times - NZ
 USA Today - VA
 Waikato Times - NZ
 Wellington Evening Post - NZ
 Zocalo, Piedras Negras, Mexico

Newspaper Redesigns

The Australian, Australia	Daily Circ. 230K
Beverly Times, MA	Daily Circ. 22K
Chicago Sun-Times, IL...	Daily Circ. 684K
The Christchurch Press - NZ	Daily Circ. 112K
Country - Australia	Wkly Circ. 9K
El Diario La Prensa, NY	Daily Circ. 45K
The Dominion - NZ	Daily Circ. 31K
The Independent, NZ	Wkly Circ. 18K
Intelligencer-Journal, PA	Daily Circ. 45K
Lancaster New Era, PA	Daily Circ. 42K
The Loudoun Times Mirror	Wkly Circ. 22K
New Haven Register, CT	Daily Circ. 92K
New Zealand Herald - NZ	Daily Circ. 112K
MIT TechTalk, MA	Wkly Circ. 8K
Nelson Mail - NZ	Daily Circ. 18K
The News & Record, NC .	Daily Circ. 90K
The News & Views - Australia	Wkly Circ. 7K
Het Nieuwsblad - Belgium	Daily Circ. 67K
The NorthWest Star - Australia	Daily Circ. 9K
The Adelaide News - Australia	Daily Circ. 18K
The Oklahoman, OK	Daily Circ. 197K
Peabody Times, MA	Daily Circ. 16K
The Press Republican, NY	Daily Circ. 20K
The Pocono Record, PA	Daily Circ. 20K
The Record, NJ	Daily Circ. 176K
Record Observer, MD	Wkly Circ. 3K
The Reston Times, VA	Wkly Circ. 18K
Singapore Monitor	Daily Circ. 85K
Southland Times - NZ	Daily Circ. 15K
The Star Democrat, MD	Daily Circ. 17K
The Sunday News, PA	Daily Circ. 100K
Times-Record, MD	Wkly Circ. 3K
El Universal - Mexico	Daily Circ. 121K
Het Volk - Belgium	Daily Circ. 44K
The Waikato Times, NZ	Daily Circ. 22K
The Winchester Star, VA	Daily Circ. 26K