

Notes on the Tribune--5 years hence

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Assume: People today can live without a newspaper; they read magazines--news and entertainment journals--listen to radio and television for spot news. With direct mail even advertisers can reach an audience.

Assume: Newspapers are dying because the world around them has changed faster than they have or are willing to.

Five years is not much time; there will be little change in the way people live their lives (I assume). They will still need--probably more so--help on holding their budgets together, hold their families together, having fun. There probably will be more leisure time; but will people just turn on television earlier? Probably if newspapers don't change.

We need to stop thinking "freshest is best"; a need to end the traditional cycle of publishing edition after edition, sometimes barely enough time to consider what the news means. The Tribune could reduce its cycle to two editions (major remakes) with replated options. Continue to provide a morning and afternoon edition; new ~~technology~~ equipment will allow ~~considerable~~ a savings in time--use the savings to give editors and reporters time to include the "what it means" in their story.

Package the newspaper to reflect its changer personality.
Less hard news up & front; more use of & briefs columns--
brightly written. & Make it easy for readers to get the headlines--
~~then include the feature stories~~ short boxes referring to inside;
~~then~~ much in the manner television gives the headlines before they
return to the news; more use of graphics that explains; better
use of pictures, carefully choosen. Open up more pages from ads.

More stories that deal with "how to do it" --on & consumer
items (which will be of more value 5 years from now than EVER
before).

A ~~major~~ major consideration ~~xx~~ should be made concerning
adding new sections (on a weekly or daily basis).

1. Consumer focus
2. Music/Living arts (expand the range of coverage, perhaps
add a section ~~xxx~~ during ~~xxx~~ the week).
3. Profiles of people in the city/suburbs; in depth
stories how their lives; fictions can be included here; features
~~xx~~

Perhaps zone (limited sales) sections on financial
matters, foreign affairs. If the section sells, it survives

Give Tribune readers the thought in the daily product
that goes into the Sunday product--a bit of this a bit of that;
something for EVERYBODY. Help in living their lives.

added thoughts: sell people on the importance of ~~reader~~ ads
increase the use of color