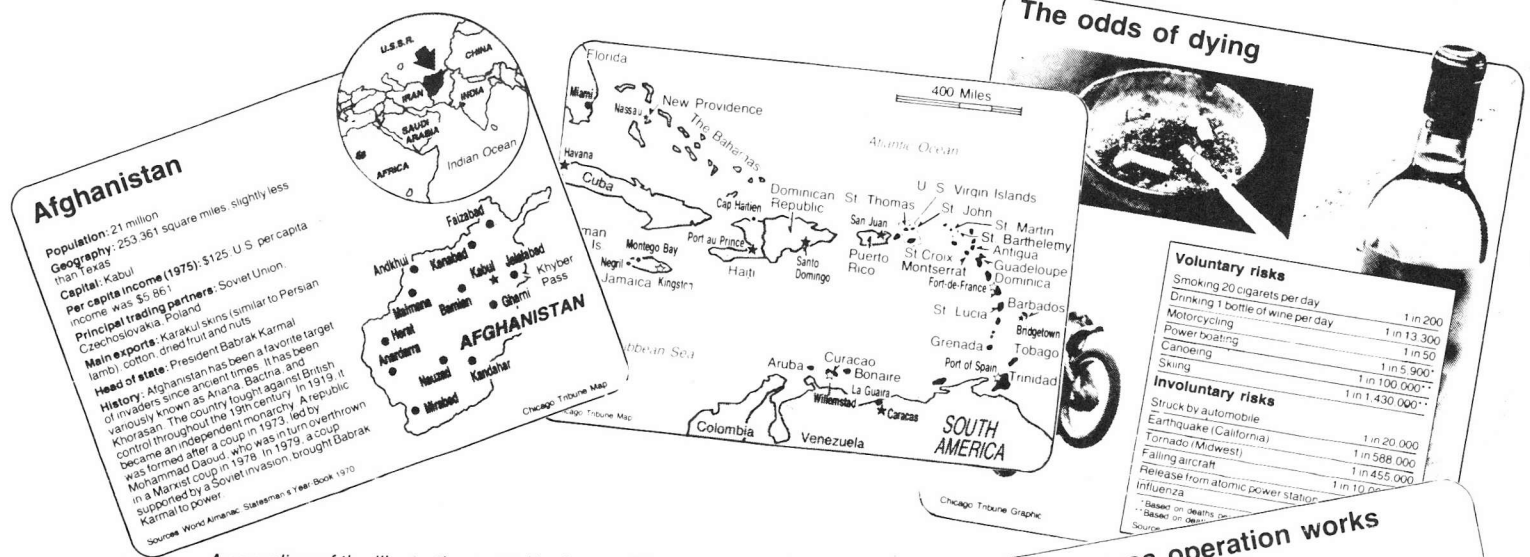




Freedom Center Open House

A Showcase of the Chicago Tribune's Future

Answers to your telephone questions
Editorial's graphic service
Employee Forum



A sampling of the illustrations used in the graphics package that is sent out to more than 200 newspapers across the country by the Tribune graphic service each week.

Editorial's new business

Starting a new business is always a gamble, but editorial made a good bet when it started a graphic service earlier this year.

"When the service began January 26, we hoped we would achieve 100 subscribers," said **Larry Townsend**, director of the graphic service. "As of October 30, we had 220."

The graphic service is sold to daily newspapers across the country. The graphics all are illustrations that have appeared in the Tribune. They are sold through the Tribune-Company Syndicate Inc. (formerly the Chicago Tribune-New York News Syndicate).

Selling Chicago Tribune graphics was the idea of Robert Reed, president of our syndicate, who recognized that our graphics were known in the newspaper industry as among the best in the country.

Managing editor Bill Jones assigned Townsend to develop the service. Townsend first polled more than 125 editors around the country, to see if they would be interested in such a service. Originally the thought was to sell photos also, but more than half the editors surveyed express interest in buying only Tribune graphics.

Because of the survey results, it was decided to concentrate solely on developing a weekly graphics service. Working with **Howard I. Finberg**, graphics editor, and **Gus Hartoonian**, editorial art director, Townsend made some test runs

in early January before starting the service with 40 charter subscribers.

"We had two purposes in mind: to increase awareness of the Chicago Tribune's graphics in the newspaper industry and to make money," Townsend said. "So far we have done both."

From the beginning the service had an excellent reception from newspaper editors around the country. "It's been as positive and strong as any news service we've ever launched," said Walter Mahoney, sales manager for the syndicate.

In its first nine months, the service made about \$60,000 for the Chicago Tribune, said Don Christiansen, controller. The revenues are divided evenly between the Tribune and the syndicate.

But the early success came from hard work — from all those involved in the service: In the city newsroom, Finberg, Kathleen Naureckas, day graphics coordinator, and Marty Fischer, night graphics coordinator, now had to consider not only which graphics would be best for the Tribune, but also to be alert to which graphics should go into the package to subscribers.

The graphics desk gathers, coordinates, and edits the material that is used for Tribune graphics. The desk provides the information and suggestions to

editorial artists who then create the illustrations.

"Our job is to decide whether the story and the reader could be helped by a graphics device," said Finberg.

Once it has been decided which graphics will be used in the Tribune each day, they are sent to editorial art where they are drawn up by an artist. If the graphic is also to be used in the service, it sometimes is sent back to editorial art after it has appeared in the Tribune for additions or updated information before it is sent to subscribers.

By Saturday at noon, a final decision is made on which graphics to include in the package.

The weekly package contains 12 to 20 graphics. Some pertain to news and finance. Others are illustrations for future reference or that can stand alone without a story.

Some of the packages include detailed maps of an area in which news is happening. Sports graphics are included when time permits. The package always has a weekly financial strip of charts — the bond buyer index, Dow Jones

Average, money supply, commodity index and three-month Treasury bill rates.

Many of the graphics are a combination of line art and 65 line screened half tones in a 14 pica column format or multiples of that format.

Special packages are also sent for big news events. A bonus package was sent to subscribers during the flight of the Columbia space shuttle. Bonus graphics were also made available for wire photo transmission to requesting subscribers to illustrate the assassination attempts on President Reagan and Pope John Paul II, and the murder of Anwar Sadat.

After each graphic has been created by a Tribune artist, a negative is shot. The negative is turned into a velox which is sent to an outside printer. The printer makes another negative of the graphic and it is printed on enameled stock and sent to subscribers each Monday.

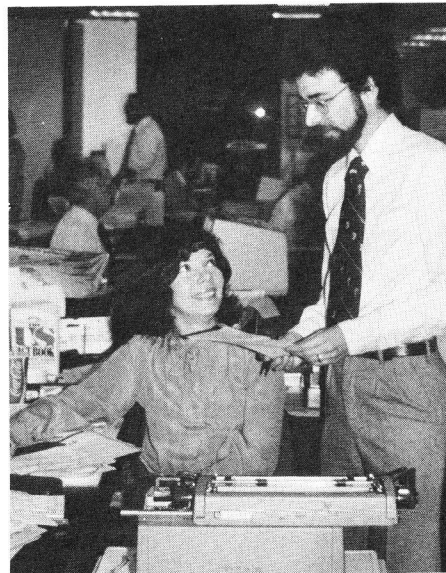
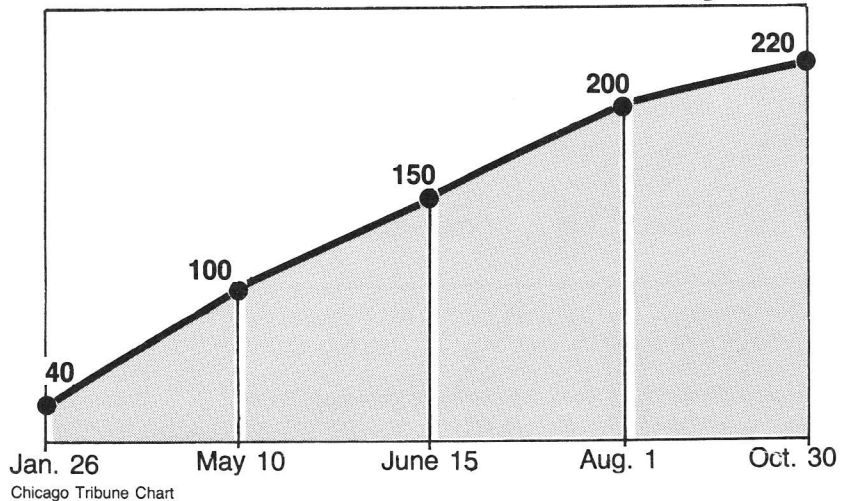
The resulting camera-ready sheets of graphics can be used by newspapers using letterpress, offset, or plastic plates.

"One of the largest problems we had was finding a way to reproduce the illustrations for mass distribution without hurting the quality of the graphics," said Townsend. "Each graphic now goes through five generations before appearing in subscribing newspapers, but we're satisfied with the quality."

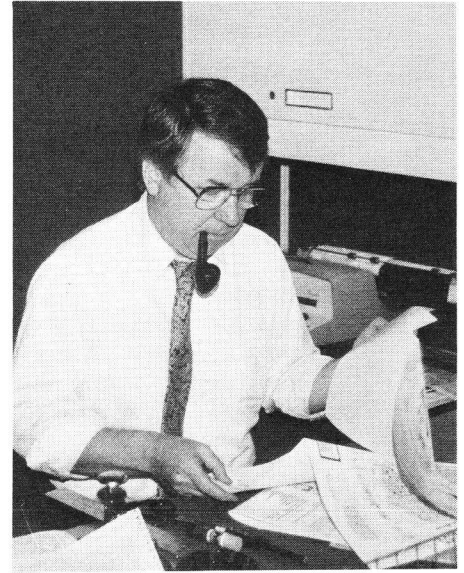
Though another graphic service was recently begun by a competing wire service, the creators of Chicago Tribune graphics are confident that their business will continue to grow.

"At first, some of the editors weren't quite sure what to do with the graphics and wanted to know how they could use them," said Townsend. "We now provide editor's notes and a quarterly idea exchange to help them understand how important graphics are to any publication."

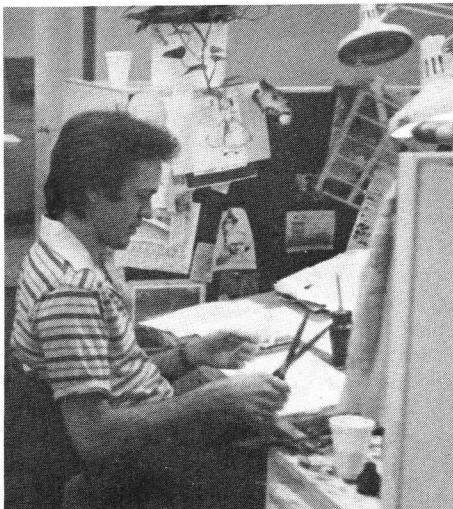
Subscribers to the Chicago Tribune Graphic Service since January



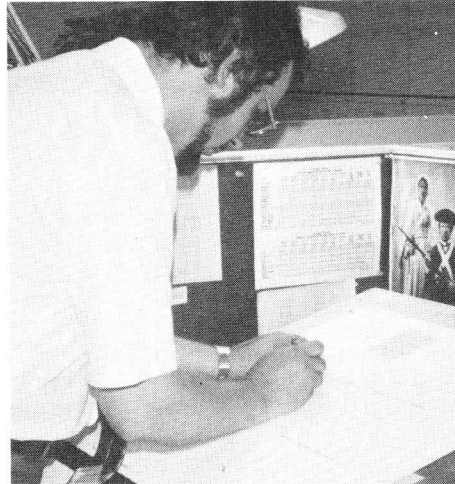
Kathy Naureckas and Marty Fischer discuss plans for the day's graphics.



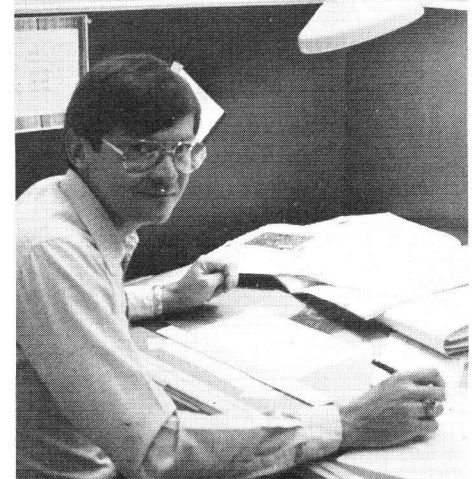
Larry Townsend, the director of the graphics service.



Scott Holiugue working on a graphic illustration.



David Jahntz works on preliminary plans for a graphic.



Terry Volpp pauses as he works on a line drawing for the graphics service.