

Photo captions are bolder, related to the story they illustrate, and describe what's happening with energy and excitement.

This bolder typeface (Franklin Gothic) gives the news page impact and clarity.

The dominant or "lead" story is summarized in a short bold-face paragraph that will give you a quick overview of *who, what, when, where and why?*

These symbols signal the content of the story. They quickly identify what the story is about even before you read the headline.

Because we care about what people think, your editor will give our readers' thoughts top billing—right up there under the editorial cartoon.

