Comparative analysis of seven lifestyles sections: March 8-14 1981

Virginia Vickers Braun

The University of Montana

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A COMPARATIVE ANALYSIS
OF SEVEN LIFESTYLES SECTIONS:
MARCH 8-14, 1981

by
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B.A., St. Lawrence University, 1969
Presented in partial fulfillment of the requirements for the degree of
Master of Arts
University of Montana
1984

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Chairman, Board of Examiners

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June 19, 1984
Date
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CHAPTER I

INTRODUCTION

The term lifestyles is confusing. As a former lifestyles editor, I often was confronted with bewildered expressions when I told people I edited the lifestyles section. Most lifestyles editors who know what they produce can't explain in a few simple words what the term means.

Part of the problem is the name itself. The term means nothing specific to anybody. Most people probably could not describe their own lifestyles, let alone that of the community.

The focus of the lifestyle section has been further blurred because the term hasn't been universally accepted. Bob Rector, VIEW editor of the Los Angeles Times, says: "I hate the term."

So, instead of "lifestyles," other names, such as Today, People, Living, Style, Leisure, Life/Times, DAY, Neighbors, Modern Living, Tempo, Accent, Flair, You, or something equally nebulous, are used to describe what is basically a feature section. About the only people not confused by all these names are pressmen: to them it's still "Society."

Lifestyles sections began replacing women's pages, which emphasized traditional homemaker's interests (cooking, sewing, club news, weddings and engagements) during the late '60s and early '70s. According to Ruth D'Arcy, director of the Penney-Missouri Awards competition for lifestyles sections, the Washington Post's Style section, begun in
1969, was the first true lifestyles section.

The term lifestyles was meant to describe "the way people lived" and was a response to the need to appeal to both men and women. Lifestyles stories were concerned with improving and explaining people's daily lives.

In writing about the evolution of lifestyles sections, Mickey Davis, Day editor of the Dayton, Ohio, Journal Herald, said women's pages in the 1950s, even the early '60s, were "a reservoir for brides and engagement announcements, the Wednesday food story, home furnishings, fashions, society notes, garden club news and debutante balls." In the late 1960s and early '70s, newspapers "inundated" readers with "revelancy" stories that were a sharp contrast to the usual soft news found in most women's pages.

In attempting to escape from being mostly irrelevant—at least that's the way others perceived us then—in the mid-'60s, early '70s—it seemed imperative that we produce stories on heady subjects: homosexuality, rape, child support, lesbianism, single parenthood, widowhood, odometer rollbacks, the juvenile courts, transracial adoptions, prison life, back to Jesus, day care, the Pill, death and dying, women's liberation, childbirth classes, working mothers, children's rights. You name the cause or the story--and we did it.

Although he still does "relevant" stories, such as those about a 21-year-old who overcame his drug addiction and a 15-year-old's battle with cancer, Davis said the issues of the '80s are more economic, consumer oriented, and human-interest oriented. The pages have become more exciting graphically, he says, and sometimes he writes stories that are "just plain fun to read."

Other lifestyles editors voiced their opinions about what a
The lifestyles section should be in the 1981 report of the Modern Living Committee of the Associated Press Managing Editors:

Frank Denton, editor of "The Way We Live" department of the Detroit Free Press, said: "Generally, we try to be the most personal part of the newspaper, reflecting how people really live and want to live—their needs, their interests, their joys, their fun, their tragedies... The 'extra' sections—Home, Food, Style—handle some of the coverage areas of traditional lifestyles sections. Style for us means some fashion but also some celebrity coverage, gossip, Miss Manners, interesting parties, stylish people, softer people stories—with a lot of color photos. (Books, travel, entertainment, TV, etc., are handled by another department, in other sections.)

The focus of the lifestyles section is not always clearly defined, Denton said: "Many papers have a major problem of not having really decided what their lifestyles section was to be—editors need to sort that out and write it down, on paper, so that all departments know what the section is and is doing."

Ron Schoolmester, editor of "People Today" for The Cincinnati Enquirer... "No theme pages. Our coverage runs the gamut—from rating local tax preparation agencies to finding Cincinnati's perfect (or at least, best) Bloody Mary. The subject matter ranges from coping in the economical and emotional marketplaces to profiles of noteworthy (and not-so-noteworthy) Cincinnatians."

Janet Woods, a repeat award-winning editor of the Newsfeatures Department of The St. Petersburg Independent, is "very strong on packaging" but opposed to the "if it's Monday it must be consumer day" approach. Each day, she said, the front page of the lifestyles section features a major piece of art, usually process or spot, related to the general theme of the day. The themes range from "money to health to people to fashion to almost anything and everything."

Bill Steinauer, Sunday/Features editor of The Reno Evening Gazette, said lifestyles editors should make their sections "a section for everyone, men and women. Know your community, and try like hell to mirror it, each segment of it."

He also stressed the importance of art: "The best lifestyle sections have balanced, intelligent stories and good, imaginative photos
and graphics."

Speaking at the 1982 Penney-Missouri Workshop, Don Ranly, a journalism professor at the University of Missouri, said the primary purpose of the lifestyles section was to entertain.

"Ideas are entertaining," he said. "To inform, communicate, re-create ideas—that's recreation. People are at their best when they're playing. It makes life a little less tedious, more fun."^6

According to Keith Moyer, People editor of the Fort Meyers (Fla.) News-Press, the lifestyles section is "a place where writers and readers can meet and have fun."^7 He describes lifestyles as "prop-your-feet-up reading."

Davis, also a speaker at the 1982 Penney-Missouri Workshop, called lifestyles the "personality of the newspaper."

One reader of the Dayton Journal Herald summed it up in a letter to Davis saying, "the Day section of the morning paper is the first one I turn to and usually the one I return to for re-reading or clipping."^8

Every editor and reader may have a different impression of what a lifestyles section is or should be. To understand better what the large dailies with large staffs and budgets were doing, I studied their sections to determine what was being done and how they did it. I chose seven newspapers (The New York Times, Seattle Post-Intelligencer, The (Portland) Oregonian, The Salt Lake Tribune, San Francisco Chronicle, The Denver Post and the Los Angeles Times) and examined in detail what was printed for one week.

The week of March 8-14, 1981, was chosen more or less at random. The dates were restricted by availability and accessibility. It was
necessary to have the papers in hand to digest and compare them thoroughly and to find a week where no section was missing.

My goal was to find out what kind of topics were typically run, how they were packaged, and what made some sections better than others. One week was not long enough to judge the quality of the lifestyles sections fairly, but it was long enough to get an idea of what seven lifestyles editors generally were doing.
FOOTNOTES

Chapter I


3. Ibid.

4. Ibid.

5. Ibid.


7. Ibid.

CHAPTER II

ANALYSIS AND COMPARISONS

Description

Did you know that:

*The Queen Mary, permanently docked at Long Beach, California, is being restored to its former elegance and that you can vacation aboard the ship?

*1980 was not a good year for German white wines?

*The northerly migration of swallows is prompted by gonadal enlargements caused by changes in the weather and not by any urge to return to Capistrano?

*Many women who have had Caesarean sections can deliver subsequent babies vaginally?

*The Utah Associated Garden Clubs planned to hold a series of lectures on gardening?

You would have learned and maybe forgotten those things had you been reading lifestyles sections the week of March 8-14, 1981. You might not have realized, however, how well the above examples typify lifestyles news.

An analysis of seven major lifestyles sections from New York to Los Angeles showed that while the contents covered 37 topics, the news and features could be put in one or more of five categories: interesting,
useful, entertaining, educational or informative.

The story about the Queen Mary was an example of features termed "interesting." Learning something about wines was "useful," and the story about the swallows was "entertaining." The article about Caesarean births was "educational," and the notice about the garden club lecture, while seemingly unimportant, was an example of the kind of "informative" news found in lifestyles.

Human-interest stories were basic to all the lifestyles sections. Most features, particularly those on the section covers, were of general interest, appealing to both men and women. They focused on topics such as kite flying, personality profiles, renovation of an old factory, educating children about sexual abuse, and a follow-up series on "lost souls." These stories were usually bylined features that were "interesting" to read. Other human-interest topics included careers, families and hobbies.

"Useful" stories provided readers with how-to and consumer-interest information. The lifestyles sections told how to make a fancy dessert, save money, paint over wallpaper, when to plant spinach (late March) and what the best buys were at the supermarket.

Many lifestyles stories provided enjoyable reading, such as one on talking tombstones or Mimi Sheraton's column, "De Gustibus," and were truly "entertaining." Some of the best lifestyles writers had humor or personal columns. Other items classified as "entertaining" were horoscopes, crossword puzzles, bridge columns and cartoons. Unfortunately, those features often were not all that entertaining.
Something was learned from each lifestyle section. For example, recliners, those monstrous naugahyde living room thrones, date to the late 1800s when William Morris invented the first mechanical chair. After Sir Walter Raleigh was decapitated, his wife had his head pickled, kept it in her parlor, and supposedly talked to it when she was lonely. The USA, Soviet Union and Union of South Africa are the only developed countries that still use the death penalty.

The best features contained something educational, although few stories were written expressly for that purpose. The most common "educational" stories discussed health and nutrition. Analyzing one's health problems would seem a major American obsession, judging from the number of medical columns in lifestyles.

Articles about garden club lectures and other community talks, meetings, seminars, classes, demonstrations and workshops of public interest, while often brief, were an integral part of many sections and were examples of news described as "informative." Club news, vital statistics and weddings were basically informational and not of widespread interest.

The following three charts show how I described the lifestyles topics and the types of stories that appeared.

<table>
<thead>
<tr>
<th>Interesting</th>
<th>Useful</th>
<th>Entertaining</th>
<th>Educational</th>
<th>Informative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>Consumer</td>
<td>Advice Columns</td>
<td>Art</td>
<td>Club News</td>
</tr>
<tr>
<td>Careers</td>
<td>Coping</td>
<td>Entertainment</td>
<td>Children's Interest</td>
<td>Commentary</td>
</tr>
<tr>
<td>Celebrities</td>
<td>Decorating</td>
<td>Games/Diversions</td>
<td>History</td>
<td>Meetings</td>
</tr>
<tr>
<td>Culture</td>
<td>Recipes</td>
<td>Humor</td>
<td>Health/Nutrition</td>
<td>Name</td>
</tr>
<tr>
<td>Education</td>
<td>Household</td>
<td></td>
<td>Travel</td>
<td>Politics</td>
</tr>
<tr>
<td>Families</td>
<td>Hints</td>
<td></td>
<td></td>
<td>Talks</td>
</tr>
<tr>
<td>Fashion</td>
<td>Plants</td>
<td></td>
<td></td>
<td>Vital</td>
</tr>
<tr>
<td>Human Interest</td>
<td>Sewing</td>
<td></td>
<td></td>
<td>Statistics</td>
</tr>
<tr>
<td>News Features</td>
<td></td>
<td></td>
<td></td>
<td>Weddings</td>
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<tr>
<td>Old Americans</td>
<td></td>
<td></td>
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<td></td>
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<td>People</td>
<td></td>
<td></td>
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<td>Social News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Woman's Interest</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Chart 1—Classification of lifestyles topics into categories.
The number of stories in each section during the week studied:

<table>
<thead>
<tr>
<th>Description</th>
<th>New York Times</th>
<th>Seattle Post-Intelligencer</th>
<th>The Oregonian</th>
<th>The Salt Lake Tribune</th>
<th>San Francisco Chronicle</th>
<th>The Denver Post</th>
<th>Los Angeles Times</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting</td>
<td>15</td>
<td>22</td>
<td>39</td>
<td>29</td>
<td>32</td>
<td>19</td>
<td>50</td>
<td>206</td>
</tr>
<tr>
<td>Useful</td>
<td>17</td>
<td>37</td>
<td>22</td>
<td>30</td>
<td>12</td>
<td>11</td>
<td>14</td>
<td>143</td>
</tr>
<tr>
<td>Entertaining</td>
<td>0</td>
<td>6</td>
<td>13</td>
<td>5</td>
<td>20</td>
<td>11</td>
<td>23</td>
<td>88</td>
</tr>
<tr>
<td>Educational</td>
<td>4</td>
<td>6</td>
<td>16</td>
<td>18</td>
<td>5</td>
<td>1</td>
<td>4</td>
<td>54</td>
</tr>
<tr>
<td>Informative</td>
<td>0</td>
<td>13</td>
<td>42</td>
<td>25</td>
<td>2</td>
<td>11</td>
<td>30</td>
<td>123</td>
</tr>
<tr>
<td>Totals</td>
<td>36</td>
<td>84</td>
<td>132</td>
<td>107</td>
<td>71</td>
<td>53</td>
<td>131</td>
<td>614</td>
</tr>
</tbody>
</table>

Chart 2—Total number of stories in each category.

Except for the Style section of The New York Times, each section had all five types of stories. "Interesting" stories ranked first, followed, in order, by "useful," "informative," "entertaining," and "educational."

Differences in the sections can be seen by comparing the numbers of each type of story. Below, the sections were compared by ranking the descriptions in order of the number of stories that ran in each category:

<table>
<thead>
<tr>
<th>New York Times</th>
<th>Seattle Post-Intelligencer</th>
<th>The Oregonian</th>
<th>The Salt Lake Tribune</th>
<th>San Francisco Chronicle</th>
<th>The Denver Post</th>
<th>Los Angeles Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Useful</td>
<td>Useful</td>
<td>Informative</td>
<td>Useful</td>
<td>Interesting</td>
<td>Interesting</td>
<td>Interesting</td>
</tr>
<tr>
<td>Interesting</td>
<td>Interesting</td>
<td>Interesting</td>
<td>Interesting</td>
<td>Entertaining</td>
<td>Useful*</td>
<td>Entertaining</td>
</tr>
<tr>
<td>Educational</td>
<td>Informative</td>
<td>Useful</td>
<td>Informative</td>
<td>Useful</td>
<td>Entertaining*</td>
<td>Informative</td>
</tr>
<tr>
<td>Entertaining*</td>
<td>Educational</td>
<td>Educational</td>
<td>Educational</td>
<td>Educational</td>
<td>Informative*</td>
<td>Useful</td>
</tr>
<tr>
<td>Educational*</td>
<td>Entertaining</td>
<td>Entertaining</td>
<td>Informative</td>
<td>Educational</td>
<td>Educational</td>
<td>Educational</td>
</tr>
</tbody>
</table>

Chart 3—Categories ranked according to popularity in each section. *Denotes a tie.
Topics Covered

Popular lifestyles topics were judged by the number of stories about a topic and by the general popularity of some topics with all the papers.

Two topics were covered by all seven sections: consumer interest and coping. Stories about families, fashion and beauty, human interest, society, women's interest, and health and nutrition appeared in six sections.

Five sections ran stories about interior decorating, people, and talks and lectures. Advice columns, club news, food features, games, hard news, news features and sewing columns appeared in more than half of the sections.

Topics covered by fewer than half of the sections included art, celebrities, education, household hints, meetings, recreation, culture, older Americans, vital statistics and weddings. Only the Los Angeles Times carried book reviews, and only The Oregonian included travel features in the lifestyles section.

Topics that had the least universal appeal were careers, children's interest, commentary, entertainment and politics. Some topics, such as careers, actually received more coverage than noted because often they fell more appropriately into other categories, such as women's interest. Few stories on the arts, entertainment, and culture appeared because many papers had separate sections for those topics.

The most frequently run lifestyles features were brief notices about talks, lectures, workshops and community events (48) and games
and diversions (i.e., puzzles, horoscopes, cartoons, bridge and chess) (53). Those features, while numerous in some papers, did not fill a significant amount of space.

Stories on consumer interest, health and nutrition, human interest and food were the kinds of features that ran most often. Advice columns, fashion and beauty features, club news, social columns and stories on women's interests, families and coping also were popular.

The least-run features, those appearing fewer than 10 times, were on sewing, travel, meetings, news features, recreation, art, culture, education, vital statistics, careers, entertainment, older Americans, children's interest, commentary and politics.

Topics that had both the most universal appeal and were most frequently covered were consumer interest, health and nutrition, human interest, families, coping, humor, people and interior decorating.

All seven papers emphasized consumer interest, coping and health and nutrition. The popularity of those topics was evident because of numerous local and syndicated columns and many staff written features. At least seven columns dealt with consumer interest, 12 six with coping, 13 six with health, 14 and 10 with nutrition. 15

Articles about health and nutrition have replaced recipes as the main staple of the food sections. In fact, three papers--The Denver Post, Los Angeles Times and San Francisco Chronicle--didn't run food in lifestyles but had separate food section. Four other papers still had certain days when the entire lifestyles section was devoted to food.

The lifestyles sections also contained much "how-to" information: how to make your own kite, build a greenhouse, grow food, be a decorator.
eat right, get the most for your money, rear your kids and cope with life.

Although there was not much news of specific interest to children in lifestyles, a number of stories were of interest to parents: Where to get counseling for troubled teenagers, use of marijuana by children, parental control of television through videodisks, and problems of "latch key" children—children whose parents work.

While some hard news appeared in many sections, it seemed inappropriate there. AP stories such as "Fire in Kitchen Spreads, Killing Three Children," used as a filler in The Denver Post, provided a glaring contrast to features and columns on facing pages. Part of the problem was due to lack of layout flexibility: putting Ann Landers in the same place without control of ad space created space that needed to be filled with whatever would fit.

Social News

Social news, the mainstay of society pages, has proved an enduring part of lifestyles. Except for The Salt Lake Tribune and Seattle Post-Intelligencer, five lifestyles sections had one or more "society" columns—often gossipy, chatty, and sometimes catty. About the baby girl born to actress Jessica Lange and ballet dancer Mikhail "Mischa" Baryshnikov, Herb Caen of the San Francisco Chronicle wrote, "Jessica refuses to identify the father, but WE know, don't we? And, no, she and Mischa are not married. Rude question. . . ."

Most columns were about the so-called "society" people and entertainment, such as dinners, parties, dances, prominent visitors, and engagements and marriages of social interest.
Society news may not rank as the most significant type of lifestyle news, but it certainly included some of the most colorful. During the 1970s, when lifestyles sections were evolving from society pages into feature sections, many editors stopped running social news and society columns. Today, however, the larger papers are running social news. The Los Angeles Times and the San Francisco Chronicle had the most social news.

Social news provided a welcome contrast to features on serious social issues, such as a 10-part series on "Marijuana and Your Child" in The Denver Post and a story about the children who died in Jonestown, Guyana, in the San Francisco Chronicle. Many society columns were light, personable and relatable. Rod Patterson's column, "In One Ear," in The Oregonian was witty and fun. Reading his column was like getting to know him personally. The same was true for other writers of personal columns, such as Judy Magrid of The Salt Lake Tribune, Jack Smith of the San Francisco Chronicle and Mimi Sheraton of The New York Times. They wrote some of the freshest, funniest and most enjoyable copy in lifestyles.

Weddings and Engagements

The biggest change in many lifestyle sections today is the omission of wedding writeups. Lengthy wedding and engagement writeups, large wedding and engagement photos and pictures of pre-nuptial teas traditionally made up much of the old society or women's news sections.

Wedding writeups used to be written in flowery prose with elaborate descriptions of every detail of the bride's dress, from the peau de
soiree trim on her cathedral-length train to her pearl-encrusted veil. Her attendants' gowns would be described in two to three sentences, as well as what her mother and mother-in-law wore. The setting, such as an altar banked with flowers, would be noted. The flowers carried by the bride and her attendants would be described, along with the corsages worn by the mothers. Honeymoon plans and the couple's place of residence also would be mentioned. Today this is usually omitted as a precaution against crime. Pre-nuptials (teas and showers given in honor of the bride) would be listed at the end of the article. In many papers it was protocol to run the couple's education and employment status in the engagement writeup but not in the wedding writeup.

Dramatic photos of the bride, often full length in her wedding gown, or a photo of the couple posed before the altar traditionally accompanied wedding writeups. The pictures usually ran two to three columns wide, the lengths varying. There was no consistency concerning size or placement. Engagement pictures rarely included the groom-to-be. Engagement photos normally were head-and-shoulder pictures of the bride-to-be and were run two columns.

In 1981, by contrast, only The Oregonian and The Salt Lake Tribune ran wedding writeups in their lifestyles sections. Weddings were mentioned in society columns in the San Francisco Chronicle, the Los Angeles Times and The Denver Post. The New York Times reported weddings in a separate Society section on Sunday. The Denver Post ran weddings, engagements and anniversaries in Contemporary, a Sunday supplement. Brief announcements of marriage-license permits appeared in a "Milestones"
column in the Seattle Post-Intelligencer.

Only six engagement notices ran in the Los Angeles Times. The lack of engagements is another major change in today's lifestyles sections. Although neither The Denver Post nor the Los Angeles Times ran engagement photos, the trend in smaller papers is to run photos of the engaged couple, not just the bride-to-be. Also it is the policy of some papers to run either an engagement or a wedding announcement, but not both. Presumably this is because editors today are treating marriages more like hard news rather than items of social interest.

The wedding writeups in The Oregonian and The Salt Lake Tribune were standardized. The Oregonian ran 12 weddings, 11 with photos, on Saturday. Each writeup was two paragraphs. The photos were all 1\frac{1}{4}\times2\frac{1}{4} inches and the copy was set less than one column wide. The bride's married name, i.e., "Mrs. D. Sunwall," ran in boldface caps under her picture.

The Oregonian ran wedding stories underneath the pictures of the brides. The Salt Lake Tribune ran the writeups one after the other in a series. The pictures were all sized 1\frac{1}{4}\times2\frac{1}{4} inches but they did not necessarily run underneath or to the side of the writeups.

A typical writeup in The Oregonian:

The D. Cossels

Wearing her mother's wedding gown and veil, Joyce Elizabeth Loewen married Donald O. Cossel March 6 in Trinity Baptist Church. The newlyweds are graduates of George Fox College. The bride is the daughter of Mr. and Mrs. Victor A. Loewen. The bridegroom is the son of Mrs. Richard Cossel of Quincy, Wash.

Most of the wedding stories in The Salt Lake Tribune appeared
Sunday under the heading "News of Weddings" or simply "Weddings." Two, which appeared to be left over, ran Monday, and one, without a picture, ran Tuesday.

Photos of the brides were grouped in three rows at the top, middle and lower part of the page with the writeups listed in a series underneath. The writeups, which were titled with the last names of the couples in boldface, were limited to three or four sentences. The writeups included information about the reception, where the bridegroom had fulfilled a mission for The Church of Jesus Christ of Latter-Day Saints, and universities attended.

A typical writeup in The Salt Lake Tribune:

Aborn-Ellis

PROVO--Wendy Dawn Aborn and S. Chris Ellis were married Friday in the Provo LDS Temple. An open house was given at the home of the bridegroom's parents. Schonwald Terrace was setting for a wedding luncheon. The bride is a daughter of Mr. and Mrs. Barton P. Aborn, Huntsville, Ark. She graduated from Brigham Young University with a degree in business education. The bridegroom is a son of Mr. and Mrs. Clark Ellis, Orem. He is a civil engineering student at the University of Utah and filled an LDS mission to Chile.

Almost all of the photos in both papers were head-and-shoulder studio portraits of the brides in wedding gowns and veils. This would indicate that traditional weddings are still popular in Portland and Salt Lake City and that those who have traditional weddings want their writeups and photos in the paper.

Women's-Interest News

Two types of women's-interest news were popular features of lifestyles sections--"traditional" and "liberated."
Traditional women's-interest news comprised recipes, beauty tips and homemaking and sewing columns. These kinds of stories were oriented toward women who are homemakers, wives and mothers and were typical features in former women's news sections (Figure 1).

"Liberated" women's-interest stories focused on the interests of career women, such as sex discrimination, time management and fashions for professional women (Figure 2). These types of stories are distinctive features of today's lifestyles sections. In the past, stories on women's achievements outside the home were written up as novelties. Now they are the norm.

The LIFE/STYLE section of the Seattle Post-Intelligencer was aimed at working women, while the Lifestyle section of The Salt Lake Tribune and the DAY section of The Oregonian were directed mostly to traditional women's interests. One DAY story about a woman pilot who teaches other women not to fear flying was a liberated story but was written in a "gee-whiz" tone typical of the past.

Some traditional features like household-hints columns were of great consumer-interest value and provided timely money-saving tips. Other traditional women's-interest columns, like sewing patterns, were dated. Most of the patterns looked as if they hadn't changed in 20 years; they were for unattractive shirtwaist dresses and things like bargellow wastebasket covers.

Like society news, club news is another type of traditional women's news that has been dropped in many lifestyles sections. With the rise of women in the workforce, it would seem that club memberships and
'Transplant wilt' saps newcomer's spirits, expert says

By AMY ADAMS

'If you've overtook the old hit but it's not as good as two pails of unh, we'll be the2-by-4s: they're warped. There's a cord of firewood, and the children hid outer military.'

'List for movers leaves little in doubt

By RONALD LEWIN

'The transplant wilt can affect any member of a family. but the wife and mother will be the hardest. 'Just raised -- Portland Newcomers' Club officer Mary Allen, who is the principal of the school says such a temptation has reduced her discipline.

'Veterans' empathize with transferees

By AMY ADAMS

'Ve actually aren't moving in for another two years. But it's still connected, but once the Tiffany

Figure 1--The overall appeal of this page is to traditional women's interests. The "transplant wilt" story was classified as a "coping" story, the "list for movers" was "consumer interest" and "veterans empathize" was traditional "women's interest."
She Conquers Time
Career Woman Treats Her Day as a Science

Joyce Brothers visited Weight Loss Clinic and went home impressed. It's one thing for us to tell you that we offer a superb weight loss program, but it's even more impressive when Dr. Joyce Brothers does the talking. "One of the problems I'm asked about most often is overweight. If you could get together the best possible program on the market, make sure it was run by trained professionals - counselors and nurses who were not only dedicated but enthusiastic. A class like the one at Weight Loss Clinic. Dr. Joyce Brothers was impressed. There's no reason why you shouldn't be.

Dr. Joyce Brothers visited Weight Loss Clinic and went home impressed.

Figure 2--"She Conquers Time" is an example of a "liberated" women's-interest story. The "priorities story was classified under "coping."
interest in club activities has dropped. However, club news ran in a number of lifestyles sections.

The Oregonian and The Salt Lake Tribune carried the most club news. The Denver Post covered club news in its weekly "Spotlight on Clubs." Appearing in the Spotlight was a well-written feature on volunteers and how women who do volunteer work have changed in recent years.

The club news writeups in The Oregonian and The Salt Lake Tribune were mostly brief notices used as fillers.

Fashion

Fashion reporting, another form of women's-interest news, has remained popular. The Denver Post was the only paper that had no fashion news. Fashion features in The New York Times emphasized expensive designer clothes, as might be expected. In a "Notes on Fashion" column however, John Duka mentioned a number of fashion buys from $38 Indian cotton skirts at Macy's to a $5,000 diamond ring at Tiffany's.

A number of papers treated fashion as consumer-interest news. This is another change that distinguishes today's lifestyles sections. In the past, fashion features were mostly "fluff." Typical would be what's in style for fall or spring with little emphasis on practicalities such as value.

The Seattle Post-Intelligencer did a full-page feature on bridal fashions in Seattle stores, listing sizes, selection, price ranges and store hours. A "Great Finds" column about "weird and wonderful" buys was an innovative feature along with "In Seattle Stores," a calendar of fashion-related events, such as fashion shows and free sewing classes.
The Seattle Post-Intelligencer also carried Marylou Luther's syndicated question-and-answer column, "Clotheslines," on practical fashion advice.

The Oregonian, which put out a special nine-page "March/Fashion" issue as its Thursday section, was the only paper that ran color fashion pictures. In addition to the usual fashion stories on new styles and trends, The Oregonian ran a feature on "interview suits" as a necessary investment for aspiring professional women, and a profile on a local couple who design and manufacture their own brand of sportswear.

Thursday's cover in the San Francisco Chronicle also had a fashion theme. The two major bylined features were personality profiles on two designers—Gloria Vanderbilt and Merry Renk, a jewelry maker. A brief feature on country club dressing was a humorous look at what's in with tennis players and golfers. The Chronicle also carried "Clotheslines."

There were no staff-written or localized fashion stories in The Salt Lake Tribune. The headline on Jennifer Anderson's syndicated fashion column proclaimed "Curvy look back in '81." Another feature told how to sew a jacket-dress.

Food Pages

A greater emphasis on health, nutrition and consumer interest is a new trend in lifestyles. In the past, food sections were little more than repositories for grocery ads. Little attention was paid to localizing copy or doing staff-written features, particularly on the inside pages. Most of the copy came from syndicates or was provided by companies trying to promote their products. Recipes, unrelated to any
topic or theme, were often found sprinkled throughout food sections simply to fill space.

Recipes for rich desserts used to be popular food features. The cover of the March 11, 1981 Denver Post Food section was a typical example. It featured a 14x17-inch picture of a "tantalizing cheese-rice torte" in process color. Now, however, food pages are more likely to look like regular feature pages, and desserts are more likely to be low calorie.

As in the past, most food sections are still being run on Wednesdays or Thursdays since this is helpful to people who like to shop before the weekend as well as those who prefer to shop during the weekend. Five papers, The New York Times, The Oregonian, The Denver Post, The Seattle Post-Intelligencer and the San Francisco Chronicle, had food pages on Wednesday. The Los Angeles Times and The Salt Lake Tribune ran food on Thursday.

Some papers had separate food sections in addition to regular lifestyles pages, while other papers had lifestyles pages with food themes. The New York Times, The Oregonian, Seattle Post-Intelligencer and The Salt Lake Tribune had pages with food themes. The New York Times ran the fewest pages (three), and The Oregonian had the most (20). Three papers, The Denver Post, Los Angeles Times and San Francisco Chronicle had separate food sections. The Post's was 12 pages, the Chronicle's six, and the Los Angeles Times' 40--the largest--in two sections.

The New York Times had the most progressive and attractive food
pages. The food section, called Living, was as well written and carefully designed as the regular Style pages. There were no wire stories, "canned" features, miscellaneous recipes, or ads—typical features of most traditional food sections.

Food features, such as the "60 Minute Gourmet" and "Wine Talk," appealed to the more sophisticated taste of New Yorkers. All the features were staff written and tended to revolve around a topic, such as Japanese cooking, rather than an individual cook.

Many of the other food section covers highlighted a cook and his or her recipes, a standard approach to doing food features. Both The Salt Lake Tribune and the Seattle Post-Intelligencer did variations on this theme. The Oregonian featured a hospital cooking class and the patients' favorite recipes. The Oregonian and the Seattle Post-Intelligencer did features on Irish cooking since St. Patrick's Day was the following week.

Except for The New York Times, few staff-written stories appeared inside the food sections despite the fact that many sections had either a food page editor or staff home economist.

Two Oregonian staff writers received bylines for recipes that ran with canned photos. These were syndicated features and the staff re-wrote the leads to give them more local flavor.

Most of the space in the food sections was filled by syndicated columns that emphasized health, nutrition and consumer interest rather than cooking and food preparation (recipes). Instead of concentrating on how to make mouth-watering desserts, columnists are now more likely
extol the value of zinc in the diet or how to cash in on "couponing." Such columns, such as "60 Minute Gourmet" and "Slim Gourmet," did have good-sounding, easy-to-make recipes. "The Butcher," "Naturally," "Laurel's Kitchen" and "Wine Talk" were examples of outstanding syndicated food columns. Microwave cooking columns, reports on fresh local produce and supermarket values were also good features.

**Related Lifestyles Sections and Supplements**

**Arts and Entertainment**

Few features on the arts and entertainment ran in the lifestyles sections. Six papers carried two to three pages daily on cultural events such as theater, ballet, plays, concerts, art shows and reviews.


Datebook, the arts and entertainment section of the Seattle Post-Intelligencer, was three to five partial pages on weekdays. Most of the copy was staff written and was about theater, art shows, galleries, dance, opera and rock, jazz and symphony concerts. A story on a Seattle model being crowned Miss Washington USA ran in the arts and entertainment section, not LIFE/STYLES.

Book reviews, restaurant reviews, night club entertainment, Hollywood personalities, radio, TV films and travel were other topics found in arts and entertainment sections.

The Oregonian was the only paper that did not make a clear
distinction between lifestyles and arts and entertainment. The Oregonian's entertainment pages included the comics and television listings and usually followed the lifestyles section. Sometimes, however, those pages were intermixed in the DAY section. Separating arts-and-entertainment news into different sections has helped to distinguish lifestyles as a feature section, not just a catch-all section.

Other Sections

Some papers like The New York Times and The Denver Post had Weekend or Entertainment Guide sections on Fridays that covered things to do over the weekend.

The Los Angeles Times carried a 16-page tabloid called YOU on Tuesday and was the only paper that had a lifestyles tabloid mid-week. YOU contained columns on special interests, such as coin collecting, photography, automobiles, legal problems, investments and collectables. Many of the articles followed a question-and-answer format and were of consumer interest. Only four photos ran on the inside pages.

The Los Angeles Times also ran on Friday a 12-page fashion section containing numerous photos and sketches. Much of the copy was staff written: six stories by women (including Fashion Editor Marylou Luther), and three by men. Features included a gossip column about celebrities, a society column called "The Inside View," stories about designer fashions, a calendar of local fashion shows, a "Closet of the Week" column featuring TV personality Sarah Purcell, and a couple of articles about men's fashions.
Sunday Supplements

The Los Angeles Times and The Denver Post were the only papers that did not have a Sunday lifestyles section. A general-interest section called Scene/Arts in the Los Angeles Times, however, looked like a lifestyles section. A comprehensive article about mastectomies and breast reconstruction ran on the cover. Columns by Ann Landers, Erma Bombeck, R.B. Reed (the underground gourmet), Harvey Steiman (food), Pat Montandon and the horoscope made up the rest of the section. The other papers had Sunday supplements that essentially were lifestyles magazines. Parade, a 24-page copyrighted magazine containing light features about celebrities, families, consumer interest and human-interest topics, ran in The Oregonian, the Seattle Post-Intelligencer, and The Salt Lake Tribune.

The Denver Post had Empire Magazine, its own version of Parade, and two other tabloids, Roundup and Contemporary on Sunday. Roundup contained news about the arts—movies, drama, radio, TV, music, art, books, travel and records. Contemporary was a 64-page tabloid that contained human-interest features, such as what happens when a wife earns more money than her husband, how Washington society is keeping up with the Reagans, fashionable work-out togs, and Denver's alternative to the single's bar. Also included were columns such as "At Wit's End," "Couple Life," "Food for Thought," "Managing Your Money," and "The Human Angle."

The San Francisco Chronicle had two Sunday tabloids, This World and Datebook.
Datebook contained arts and entertainment news--listing of films, radio, TV, theater, music, art exhibits, night life, dining out, puzzles, the horoscope, and pictures of celebrities.

This World, a feature section, contained stories on urban-American Indians, a humorous feature on "Reliving the Golden Age of Preppies," and a serious look at the U.S. foreign service in Europe.

Inserted into This World was a 20-page book-review tabloid called Review that contained articles about art and music and columns on best sellers, bridge, chess, antiques and records.

Other Sunday tabloids were Home in The Salt Lake Tribune and P-I/Northwest in the Seattle Post-Intelligencer. Most of the copy in P-I/Northwest was contributed by local free-lance writers. Examples included a "Backroads" feature about exploring out-of-the-way places in the state, a feature about a Bellevue girl who shows horses, several articles by and about local writers, a food page by the author of a Bellevue cookbook, and a history feature.

Included in P-I/Northwest was a 12-page supplement, Sunday Woman, sold by the King Features Syndicate. This contained light features geared toward traditional women's interests, such as gossip, fashion and beauty tips, TV personalities and celebrities, and sewing. The story "How Much Do Your Bad Habits Cost You?" was a consumer-interest feature.

Judging from the volume and variety of supplements, the popularity of lifestyles features extends well beyond the daily lifestyles page. While the daily sections covered topics of broad human interest, more specific interests, such as hobbies, were covered in depth in the
supplements on Sunday when people presumably have more time to read.

The supplements were extremely well organized (packaged) with all
the arts and entertainment news running in one tabloid and features about
people and human-interest topics running in others.

**Layout and Design**

Poor packaging and poor layout were directly related. Inside
pages often were disappointing compared to the section covers and tended
to be gray and unexciting.

Some papers, such as the *Denver Post*, were full of syndicated
columns and little else. Readers of the *Post's* Living '81 section got
a steady diet of "Ann Landers" and "Your Horoscope" with the columns
"Socially Speaking" and "At Wit's End" alternating on different days
(Figure 3).

The inside pages of the *San Francisco Chronicle* also followed a
prescribed formula. In addition to the bridge and chess columns, "Ask
the Doctor," "Green Thumb," "Social Scene," and the "Greengrocer" were
repetitive features.

Packaging cartoons and other light items in with features blurred
the focus of the lifestyles section. This practice made lifestyles seem
more like an entertainment than a feature section.

On Thursday a comics page ran in the middle of *Oregonian's*
fashion section. A comics page often ran at the end of the VIEW section
in the *Los Angeles Times*.

Puzzles, horoscopes, bridge and chess columns and single-frame
cartoons were regular features in many lifestyles sections. The bridge
Many inside lifestyles pages were filled with regular columnists and little else.
and chess column ran daily in the San Francisco Chronicle's People section.

The Seattle Post-Intelligencer did a good job of packaging all such features—crossword puzzle, bridge, horoscope and other entertainment columns—on one page in another section (Figure 4). Logically the comics, television listings and movie page also belong together. It is more convenient for readers to find all such entertainment features together rather than having to search through different parts of the paper.

While there were many excellent syndicated columns, there was a tendency to overuse them. The Sunday section of The Oregonian was almost completely filled with syndicated columns at the expense of local copy and photos. The impression this gave was that The Oregonian was either too lazy or too cheap to do its own features.

The Salt Lake Tribune relied heavily on syndicated columns. The Seattle Post-Intelligencer, by contrast, contained numerous local features and pictures. Wire copy and wire photos were carefully selected and interesting features were displayed well.

Lack of photos was principally why the inside pages of many lifestyles sections lacked pizazz. Most of the photos, particularly the strong ones, appeared on the section covers. The New York Times was an exception. Four pictures ran on the two inside facing pages of Living and 10 pictures and one illustration ran on the two inside Home pages.

The Seattle Post-Intelligencer also kept its inside pages lively, displaying large photos well (Figure 5).

The Los Angeles Times had numerous syndicated columns but also much space to fill. The trouble with VIEW was that it tended to run
Figure 4--Cartoons, horoscopes and crossword puzzles should be packaged with other light features, such as the comics, and not in the lifestyles section.
Job Skills for Students Go to Head of the Class

Persuasion Is a Subject Too Perplexing to Pursue

Around the Sound

Figure 5--Inside pages don't have to be dull and gray as this page from the Seattle Post-Intelligencer shows.
long features that required several jumps. One story was jumped four times, including once to a second section.

The best lifestyles stories were not over a half page long and were not jumped. None of the cover features in the People section of the San Francisco Chronicle or the LIFE/STYLE section of the Seattle Post-Intelligencer was jumped. Shorter stories were more inviting to read and appeared to be more tightly written and edited.

According to Bill Wundram of the Davenport (Iowa) Quad City Times, the best way to lose leaders is to run a series.18 The Denver Post ran two series, a three-part series on "Lost Souls," mentally ill residents who live near Capitol Hill, and a 19—part AP series on "Marijuana and Your Child," both on the front page.

The "Lost Souls" series was local, of great human interest and well illustrated with photos. The series on marijuana, however, ran daily at the bottom of the page and did not hold my interest after a couple of days. Running both series together made for predicable-looking layouts, with one at the top of the page and the other at the bottom.

Some papers were graphically more interesting than others. The Style section of The New York Times was bold, lively and distinctive. The layouts were designed by an artist and featured shadow boxes, benday line rules, odd-shaped pictures, cut-out pictures, artsy borders, and graphic illustrations. Pictures were varied in shapes and sizes, including round, and were morticed, overlapped and thrust into the copy or through line rules.

The pages were exceptionally well balanced with none of the
layouts top or bottom heavy. A top-heavy page, for example, would have the main features, headlines and photos above the fold. Many of the other papers looked as if they had been laid out from top to bottom, with all the important features and photos running at the top.

The layouts of The Oregonian and The Salt Lake Tribune were cluttered and crowded looking and seemed dated. Instead of being designed around a center of focus, such as a cluster of photos, as is the more modern technique, the space in these layouts seemed to be filled up as dictated by the copy.

Except for The New York Times, many lifestyles layouts did not differ much from the news pages. Greater use of pictures, particularly feature shots such as the captain of the Queen Mary sipping tea on a dock (Los Angeles Times) or a bikini-clad woman lying in a coffin-like tanning machine (Seattle Post-Intelligencer), distinguished the lifestyles sections as feature sections.

Only two papers had photo features. The Oregonian and The Salt Lake Tribune ran color features on kite flying on the covers of Sunday sections. The Tribune used white space as a design element by grouping the pictures together and leaving "air" around the page.

The San Francisco Chronicle also left white space around some pictures for a more feature-like appearance. To achieve a more informal look, some copy was set ragged right or was wrapped around pictures. A large dropped initial letter was used at the beginning of features or to break up long paragraphs of gray copy.

The New York Times and Seattle Post-Intelligencer boxed most pictures with a fine black rule. This helped contain the pictures,
especially photos that were light around the edges, and helped anchor them onto the page. The photos that were boxed stood out more than the unboxed photos. (See the covers of *The New York Times* and *Seattle Post-Intelligencer* in Appendix III and compare the boxed photos to the unboxed photos in the other sections.)

Color photos looked better boxed. The color kite photos boxed in *The Salt Lake Tribune* were much more powerful than the ones in *The Oregonian* that were not boxed. *The Oregonian*'s color photos seemed to bleed into the page.

All of the papers, except *The Denver Post* and *The Oregonian*, dispensed with photo captions, a few words appearing over the cutlines or preceding cutlines. In the past, photo captions were a standard layout technique. The captions used by *The Denver Post* ran above the cutlines and were about the same length as the cutlines only twice as big and bold. *The Oregonian* used a few capped words followed by an M-dash to lead into cutlines.

The layouts looked simpler and cleaner without captions. Most cutlines were set in the same type size as the body copy or slightly larger. Some were boldfaced, such as those in People; others, such as those in VIEW, were not. Some were complete sentences, such as those in LIFE/STYLE; others were simply fragments or phrases, such as those in Style.

I generally preferred the complete sentences since incomplete sentences were harder to comprehend. Complete sentences, however, were not necessary in all photo spreads.
Typography

Most headlines were set in caps and lower case. Five lifestyle sections, The New York Times, Seattle Post-Intelligencer, San Francisco Chronicle, The Denver Post and Los Angeles Times, used c/lc for heads. Oddly, two of the most traditional-looking papers, The Oregonian and The Salt Lake Tribune, had the most modern-looking heads. They capped only the first letter in each headline. These heads looked more like sentences and were easy to read. However, since people are probably more used to seeing c/lc heads, any difference in readability is likely to be a matter of personal preference.

Four papers, The New York Times, Seattle Post-Intelligencer, Los Angeles Times, and The Salt Lake Tribune, used serif type for heads. The Oregonian, The Denver Post and San Francisco Chronicle used sans-serif. The sans-serif type had a more masculine feel than the serif type, but the serif types was perhaps easier to read because, being more traditional, people are more accustomed to it.

The Los Angeles Times rarely used heads that were larger than 24 to 30 points. The result was tasteful, quiet-looking pages. The Times frequently used kickers to provide more space around heads.

Headlines in The New York Times also were about the same size and importance. Italic and Roman heads were alternated in many papers for variety.

Large headlines, 48 points or more, seemed to shout at the reader. Some papers used overly large heads on unimportant stories, such as "Vacation Time is Cookie Time" in 30-point type in the Seattle Post-Intelligencer, simply to fill space.
Flush-left headlines were easier to read than those that were centered. The *San Francisco Chronicle* was the only paper that consistently centered its heads. Headlines that were centered were difficult to read because the eye had to jump around the page (Figures 6 and 7). Even bylines that were centered were more difficult to read than those that were flush left. The *Oregonian* and the *Los Angeles Times* were the only papers that used flush-left bylines. The *Los Angeles Times* consistently placed headlines, kickers, cutlines and bylines flush left and was clean looking and easy to read.

Courtesy titles are no longer being used in some lifestyles sections. Three papers, the *Los Angeles Times*, *Seattle Post-Intelligencer* and *San Francisco Chronicle*, eliminated them, referring to men and women solely by their last names.

The *New York Times* was the most conservative in its use of courtesy titles, using Miss, Mrs. or Mr. on second reference. The *Salt Lake Tribune* used Mr. on second reference but, with the *Oregonian* and *The Denver Post*, allowed women to choose between Miss, Mrs. or Ms.

Two papers, the *Oregonian* and *The Denver Post*, used courtesy titles for women but not for men.

Courtesy titles often were not used consistently. In sports and wire copy they were omitted.

A well-designed flag and attractive standing heads, such as "Ann Answers" that always run atop a regular column, were important elements of the better-designed lifestyles sections. The simpler the flag the better. The impact of the flag was not diminished by small type.
Figure 6--Flush left heads are easy to read because the eye moves naturally from left to right over the page.
Think Metric — and Become as Boring as an Ant?

Figure 7—Centered heads give this page a jumpy appearance.
The name of the section was usually centered at the top of the cover. Other essential information appearing on the flag was the name of the newspaper, date and sometimes the section number. The *Oregonian* and the *Seattle Post-Intelligencer* listed features or columnists appearing inside. The *Salt Lake Tribune* ran partial headlines of inside features as "teasers" on its flag.

The most attractive flags were the least cluttered (Figure 8). The Style flag, in an understated 18-point type, took up minimum space and didn't compete with headlines at the top of the page. The small type was "stylish" and elegant looking.

The People flag took up only an inch. The DAY, LIFE/STYLES and VIEW flags were all about two inches deep.

The Lifestyle flag looked like a long narrow cigar tube and was cluttered with too much information. The Living '81 flag varied from one to three columns and floated on the front cover. This posed an awkward design problem, did not work well with the overall page layouts, and was not consistent with other section heads.

The *Denver Post* also had unattractive standing heads. Pictures of the columnists, such as Ann Landers, were cut out and appeared to be floating, John the Baptist style, inside a box with their names (Figure 9). Too much space was taken up by these heads. The standing head over the horoscope ran 1½ inches deep by 3 columns.

The *Seattle Post-Intelligencer* combined sketched portraits with bar lines to make some nicely designed standing heads. The *Los Angeles Times* used no photos or sketches but achieved a pleasing design with line rules and consistent type face.
Figure 8--The most attractive flags were simple and uncluttered. The boxes around the Lifestyle and Living '81 flags look dated.
Old Boss Proved a Jerk, but Don't Give Up

Ann Answers

Miss Judith Walker to Wed Raymond T. Clark in June

Figure 9--Cut-out photos of the columnists appear to be floating in these standing heads. The line rule border used as a "hood" over the horoscope column takes up too much space and looks dated, as does the reversed-out type for the "Socially Speaking" column.
Staff Analysis

A good lifestyles section did not have to be large, although the largest section, VIEW, happened to be one of the best. The Style section of The New York Times, the smallest section, was one of the best. Except for theme days, it was one page a day. Most sections, however, averaged three to four pages daily beginning with an open section cover. The Sunday and Wednesday food sections tended to be complete sections.

While many sections attempted to appeal to the interests of both men and women, most of the copy was written by women. Fifty-three women were identified as staff writers for the seven papers, compared to 15 men. The Salt Lake Tribune and The Denver Post had exclusively female writers. The Los Angeles Times had the most balanced staff with eight female and seven male writers.

Of the total number of bylined stories that ran, including staff-written, wire and news service copy, there were 129 stories by women and 55 stories by men. The Salt Lake Tribune had the highest ratio of women-to-men writers with 20 stories written by women and two by men. The Denver Post, which after The New York Times was the smallest section, had the most equal mix of bylined stories, nine each by women and men. The Los Angeles Times had 21 stories by women and 16 by men. At the other papers, women wrote more than twice as many stories as did men.

Women wrote almost four times as much local copy as did men. Female staff writers wrote 86 stories compared to 24 by men. All of the local stories at The Denver Post were written by women, as were most of the stories at The Oregonian, the Seattle Post-Intelligencer
and The Salt Lake Tribune. Again, the Los Angeles Times had the most equal mix with 15 local stories written by women and 13 by men.

The Los Angeles Times had the most equable balance between male and female writers and was the least slanted toward women. It was the only section edited by a man, Bob Rector.

The New York Times was slightly geared toward women's interests, particularly the fashion page, but it had good general-interest appeal. The Living (food) section appealed equally to both sexes and was radically different from other food sections that were still geared mainly toward housewives.

The Oregonian and The Salt Lake Tribune had the most traditional lifestyles sections. They had mostly female writers and carried a high number of stories on traditional women's interests, such as club news, fashion and beauty tips, recipes, household hints, sewing and weddings.

Use of courtesy titles by both papers also made them seem more traditional and socially oriented.

The covers of The Denver Post were of general interest but the inside pages, which consisted of Ann Landers, the horoscope and the social column, were directed more at women.

Although the staff of the Seattle Post-Intelligencer was heavily female, it did a good job of covering topics interesting to both men and women. Stories directed specifically at women focused on career women, such as features on Japan's only female foreign correspondent, a woman financier and a female time-management consultant. The fashion
section was geared toward women, and the food section, while traditional in appearance, contained some of the more interesting syndicated columns—"60 Minute Gourmet," "Craig Claiborne's Gourmet Diet," "Naturally," "New on Market," and "The Butcher."

The San Francisco Chronicle combined human-interest and women's-interest features with medical-advice columns, social columns and the bridge and chess columns. Weddings and courtesy titles were omitted.

Men and women were more equally represented as columnists than as feature writers. There were 57 syndicated female columnists vs. 43 male columnists. Local columnists were about evenly split, 17 women to 16 men.

Men tended to write more articles about medicine, gardening and games, such as bridge and chess. Women wrote more advice, coping, fashion, sewing and society columns. Men and women wrote nearly equally on food, humor and personal commentary.

While women did most of the feature writing, men did most of the photography. Of 273 photos (not including brides), 140 were wire service or uncredited. The remaining 133 were identifiable as staff photos. Of those, 104 were taken by men, 29 by women.

Most of the photos in The Salt Lake Tribune were uncredited. However, the Tribune did have four of the most outstanding photos, four dazzling process-color photos of kites flying in the wind.

All of the photos in The Denver Post and Seattle Post-Intelligencer were taken by men.

The Los Angeles Times had the most equal ratio of male to female photographs with 19 photos taken by men and 15 by women. The New York Times had eight photos taken by women, 22 by men.
Footnotes

9 See Appendix I for a list and explanation of the 37 topics that ran in lifestyles.

10 More stories were termed "interesting" than any other description partly because this was the most general of the descriptive categories.

11 See Appendix II for a list of topics popular with the different lifestyle sections.


13 Coping columns were: "Ann Landers," "Dear Abby," "Dr. Joyce Brothers," "Past 65" by Carl Riblet Jr., "Working Woman" by Niki Scott, and "Options" by Beverly Stephen.

14 Health columns were: "Dr. Neil Solomon," "To Your Good Health" by Dr. Paul G. Donohue, "Medical Roundup," "Personal Health" by Jane E. Brody, "Ask the Doctor" by G. Timothy Johnson, M.D., and "For Women Only" by Christine Haycock, M.D.

15 Nutrition columns were: "Naturally" by Sharon Cadwallader, "Nelson Talks Food" by Richard Nelson, "Slim Gourmet" by Barbara Gibbons, "Laurel's Kitchen" by Carol Flinders, "Ask a Dietician," "The Butcher" by Merle Ellis, "Food for Thought" by Jean Mayer and Jeanie Goldberg, "Garden Gourmet" by Gary Niederkorn, "The Gourmet Diet" by Craig Claiborne, and "Food and Fitness" by Dr. Lawrence Power.

16 Society columns were: "The Evening Hours" by Judy Klemesrud, The New York Times; "In One Ear," by Rod Patterson, The Oregonian; "Socially Speaking" by Patricia Collins, The Denver Post; "Jody Jacobs," "Maxine Chesire" and "San Diego on VIEW," Los Angeles Times; and "The Social Scene" by Pat Steger, "The Chatter Box" by Suzy Knickerbocker, and "Herb Caen," San Francisco Chronicle.

17 As of 1983, the lifestyles sections of The Denver Post, The Oregonian, and the Seattle Post-Intelligencer include arts and entertainment.
18 Penney-Missouri Workshop, Columbia, Missouri, March 7-12, 1982.

19 See Table 1.

20 See Table 2.

21 See Table 3.

22 See Table 4.

23 See Table 5.
CHAPTER III

CONCLUSIONS

The answer to the question "What is a lifestyles section?" is that it is a feature section focused primarily on people and stories of human interest. Lifestyles features revolved around people—what they do for a living, how they rear their children, how they cope with problems, what they eat, wear, and enjoy doing socially and for entertainment. Profiles on people and the interesting things they do ran in every paper.

The best sections had the highest proportion of interesting and useful features. Nearly all of the 36 stories that ran in The New York Times, for instance, were well-developed bylined features that were "interesting" (15) or "useful" (17). This made for attractive layouts (no fillers) and compelling reading.

"Informative" stories about local happenings provided important information to readers but took up a lot of space, posed a layout problem (or were the result of poor layouts) and generally had limited readership appeal. Many papers, such as the Seattle Post-Intelligencer, packaged information about local events into weekly calendars, such as "Around the Sound." This reduced the amount of space wasted, allowed readers to glance at a variety of local events, and provided more equal coverage of community affairs.

Except for humor and advice columns, "entertainment" features—i.e., cartoons, horoscopes, bridge columns and puzzles—were inappropriate
in the lifestyles section. The Los Angeles Times ran several small cartoons such as "Cathy" that were not funny. The bridge and chess columns, which always ran on the inside pages of the San Francisco Chronicle, provided a disappointing contrast to the cover features.

Humor columnists, such as Erma Bombeck and Art Buchwald, were not as fresh and funny as they used to seem.

The better sections were well written, had a variety of stories, often written from an interesting angle or viewpoint, and had serious as well as light features.

Description

Section Name

Whatever the lifestyles section is called, it should be recognizable as the feature section. "Style" aptly characterized The New York Times' lifestyle section and "People" described the San Francisco Chronicle's section.

Days Run

Lifestyles should be run seven days a week or at least six days a week if a variety of lifestyles magazines are carried Sunday. Unlike hard news, which is unpredictable and often unpleasant to read, lifestyles is generally upbeat and gives readers something to look forward to. The Saturday Los Angeles Times was disappointing without a VIEW section.

News Hole

1) Number of pages: A lifestyles section didn't have to be
large to be good. The Style section of The New York Times was one page or less and was always interesting and attractive.

2) Covers: Open covers were ideal for feature news since this allowed more latitude for creative layouts. Unfortunately, few papers made good use of the space. Most of the covers were similar in appearance to the news pages except that pictures were run larger.

3) Average number of inside pages weekdays: A daily one-page section well written and carefully laid out was preferable to three or four pages filled with syndicated columns, wire copy, cartoons and entertainment features.

4) Theme pages: Except for the food section, designing pages around regular topics on certain days of the week represented a new method of packaging lifestyles. Papers that were not designed around regular topics offered more variety and promised surprises each day. Having separate sections for fashion and food allowed more space to be devoted to other lifestyles topics. Sections that were designed according to fashion, consumer interest and interior design risked being a little monotonous but were more clearly focused than regular lifestyle pages. In the larger cities, such as New York, theme pages wouldn't be as limiting as they might be for smaller papers where there would be less local news on those narrower topics.

5) Sunday sections: Expanded Sunday sections offered readers more variety than space permitted weekdays but often made the mistake of trying to please everyone, the result being a lot of space wasted per reader.
Topics Covered

The most popular and prevalent topics were consumer-interest and health and nutrition features. How to save money and be healthy were major concerns of all the lifestyles sections.

Articles about health and nutrition were more prevalent than recipes and cooking features. However, food features were a major part of four lifestyles sections that did not have separate food sections.

Human-interest features, a catch-all description of articles that were of general interest, formed the next most popular topic. Fashion, social news and women's-interest news ranked next. Advice columns, either Dear Abby or Ann Landers, were regular features in four papers. Landers was run in three lifestyles sections, Abby in one, The Oregonian. Club news was a major topic of interest in one paper, The Oregonian; three other papers also carried some news about local clubs and organizations.

Coping stories and features about family problems were popular. Nearly every lifestyles section had a humor column, the best of which were staff written. Numerous small notices about community events, such as talks, workshops and meetings, ran in five lifestyles sections. Entertainment features—puzzles, cartoons, comics, bridge and chess—were popular in both the San Francisco Chronicle and Los Angeles Times. Some of those features also ran in three other lifestyles sections.

The rest of the lifestyles content consisted of features on a variety of special interests, such as antiques, books, plants and gardening, sewing and travel. A few hard-news stories and features ran occasionally.
Social News

Social news was limited mainly to society columns and was personal, relatable and often funny. Socializing consumes a significant amount of people's time and interest and is probably under-reported in lifestyles, a reaction, no doubt, to a fear of seeming silly and irrelevant. But more news and pictures of people being sociable would brighten up the lifestyles section and more accurately reflect an important part of community life.

Weddings

The lack of wedding writeups in many lifestyles sections reflects a growing trend to remove social news from lifestyles and perhaps, with the divorce rate running at about 50 percent, a changed social attitude toward the significance of wedding rituals. Most wedding writeups were treated as matters of public record and reported either under vital statistics or as briefly as possible. Writeups were handled uniformly, with all the pictures and copy the same size and length, as they should be.

The Oregonian tried to include something personal about each of the weddings, such as the fact that the bride wore her mother's wedding dress, which made the writeups more interesting. The Oregonian also did a good job of running the writeups underneath or beside the brides' pictures so that the writeups could be easily clipped and saved (Figure 10). Writeups in The Salt Lake Tribune often did not run near the appropriate photos, which was confusing (Figure 11). Writeups in The Oregonian should have been run on the same page and writeups in The
Figure 10—A good way to display weddings is to run the writeups underneath the brides' pictures, as The Oregonian did.
News of weddings

Samantha Knudsen and Craig W. Koorden, the University of Utah, married Saturday at Holy Trinity, Salt Lake City. They attended BYU and are seeking a position.

Mead Ellis and John C. Emery, both of Salt Lake City, attended BYU and are seeking a position.

We invite you to enjoy a private Chanel beauty consultation in the classic French tradition. Receive an individual Chanel beauty analysis for $50, available in any Chanel store. To reserve, call 911-6829. For reservations, it may change the way you look.

Next Time You Make an Entrance, Make It One They'll Remember

Begin with a look to make them say, "Wow!" You'll have them saying, "Wow!" with our perfect spring looks. Choose from a variety of styles, colors, and sizes. Prices range from $50 to $100. For reservations, call 911-6829. We promise your entrance will be unforgettable.
Salt Lake Tribune should have been run on the same day.

**Womens-Interest News**

Many lifestyles editors seemed to make a conscious effort to appeal to the interests of both men and women. Still, women and their special concerns were a major part of most lifestyles sections. But instead of focusing on the problems of homemakers and mothers, as in times past, the stories were geared more toward working and career women. Despite, and because of, the changing role of women in society, women still seem to have special concerns that are more newsworthy than men's interests.

**Fashion**

Several papers used stories from *The New York Times* and the AP to report fashion trends. Many of these stories could have been localized and would have been more relevant to readers. The emphasis of the fashion sections was not so much on styles as it was on value, practicality and consumer interest. Few stories dealt with makeup, hair styles and beauty tips. Since what we wear and how we look is of enormous personal interest to people, more serious attention should be paid to those subjects.

**Food**

Except for *The New York Times*, all of the food sections could have been improved. The difference between a good food section, such as *Living*, and other food sections was like the difference between canned and homemade food (Figure 12). One had originality and pizazz,
Figure 12--The Living cover of The New York Times features four staff-written stories, a large graphic and a photo and proves that food pages can be as lively and interesting as other lifestyles pages.
while the other was bland and unexciting. More staff-written copy and photos were needed.

With over 50 percent of American women working, food features should be an invaluable source for money-saving shopping advice and tasty, time-saving recipes.

A good trend was an emphasis on health and nutrition—eating right, staying slim, and educating the public about proper vitamins and minerals. While The Denver Post ran a full-page color picture of a cheese-rice torte on the cover of its Food section and a full-page inside feature on ice cream cakes, there seemed to be less emphasis on high-calorie desserts than in the past. Many sections also carried columns on gourmet cooking and wines which are probably of interest to many people who, out of economic necessity, are entertaining more at home these days rather than dining out. The proliferation of gourmet columns also suggests that American tastes have changed. Lifestyles editors must think readers are more interested in French, Oriental and Mexican cuisine than they are in the standard American meat-and-potatoes fare. Although foreign dishes are probably more costly and time-consuming to prepare, an appreciation for those food reflects a better-educated public and a willingness to spend more money on food prepared at home, perhaps as an alternative to the expense of dining out.

All of the papers carried a good selection of syndicated food columns, many of which were excellent. School-lunch menus and fresh-produce columns were good local features. The Salt Lake Tribune had a "Requests" column where people could write in and request recipes from readers. Those types of columns help involve readers and make the food
sections more fun and personable.

Related Lifestyles Sections and Supplements

Arts and Entertainment

News about plays, concerts, art shows and other cultural events belongs together and should be packaged separately for the convenience of readers. All but one paper, The Oregonian, clearly separated arts and entertainment news from their lifestyles sections.

Other Related Sections

Separating fashion and food from lifestyles allows lifestyles to maintain its identity as a human-interest section. "Weekend" sections, which ran Fridays in two papers, helped readers see at a glance what was happening over the weekend and were particularly useful in larger cities where there were many activities in which to participate.

Sunday Supplements

Sunday supplements were the next best thing to TV in print. Readers could tune in to drama, comedy, travelogues, and cultural, educational and entertainment features. If the writing was not always the best on Sundays, at least the selection was.

Layout and Design

Packaging

Horoscopes, comics, cartoons, crossword puzzles, and bridge and chess columns did not belong in the lifestyles section (Figure 13). Neither did features on records, movies and television. Those features should be packaged in the entertainment section (Figure 14). Book
Figure 13--The bridge and chess columns and a cartoon regularly packaged on the inside pages of the San Francisco Chronicle, were frivolous features that did not belong in the lifestyles section.
Gore Vidal: At the Top of Very Tiny Heap

Books of The Times

Bridge:

Revue: 'The Apollo...' Recalling a Glorious Past

Dispute Over Christo 'Gates' Continues

Music: Zabrack Returns to Pianistic Past

Figure 14--The crossword puzzle and chess column of The New York Times were more appropriately placed in Arts/Entertainment.
reviews, especially those written by staff and contributing writers, made good lifestyles copy. Travel news, which in The Oregonian was mostly syndicated copy, should be packaged separately. Hard news also did not belong in the feature section but news features were highly interesting and topical.

**Graphics**

Some sections, such as the Style section of The New York Times, were carefully designed by an artist. All the graphic design elements (borders, line rules, cut-outs, call-outs, etc.) worked together as a whole (Figure 15). The Style pages were as exciting to look at as the features were interesting to read. Oftentimes the use of graphics in other papers looked contrived and artificial. Bordering an occasional feature with decorative trim was distracting rather than attractive. Many papers were inconsistent in their use of graphics, underlining some kickers and not others, and indiscriminately bordering features. Care should be taken so that graphic design works together and does not merely decorate the page.

**Photos**

The section covers were the most visual pages but often the photos weren't well displayed (Figure 16). Photo composition could have been more imaginative in almost every case (Figure 17). Clustering photos together and using white space as a design element would have enhanced the display (Figures 18 and 19).

Inside pages tended to be uniformly gray, particularly toward
NOTES ON FASHION

The Sweater's Baroque Phase

Lacy knits, mainly for variety, but too short to tan, are now popular. Soft items, mainly for variety, but too short to tan, are now popular. Soft...mats are matched to linen pants.

Soft items, mainly for variety, but too short to tan, are now popular. Soft items, mainly for variety, but too short to tan, are now popular. Soft items, mainly for variety, but too short to tan, are now popular. Soft items, mainly for variety, but too short to tan, are now popular. Soft items, mainly for variety, but too short to tan, are now popular. Soft items, mainly for variety, but too short to tan, are now popular. Soft items, mainly for variety, but too short to...
This building seems destined to produce furniture

By JU O Y MOOOG

Sunlight streams through the sprawling factory. The sun's rays make their way to the heart of woodwork, where it bounces off the walls and hits the faces of the workers. They toil away, creating masterpieces of furniture. The air is thick with the smell of wood and paint. The sound of saws and drills fills the room. The workers are busy, each one focused on their task.

In the early days, the factory was a small operation, located on the outskirts of the city. It was owned by a man named Barker, who had a dream of creating beautiful furniture. He started with a small team of skilled craftsmen, and over time, the factory grew. It became one of the largest furniture producers in the area.

In 1900, Barker and his team moved to a new location, eventually hiring 3,000 workers. They expanded the factory to over 300,000 square feet. The factory was a symbol of success, with a reputation for producing high-quality furniture.

But then, the factory faced hard times. In 1971, the factory declared bankruptcy. The workers were left without jobs, and the factory was on the brink of closure. However, a new owner stepped in and revitalized the factory. He invested in new equipment and brought in new workers. The factory was soon back on its feet, and once again, it became a symbol of success.

Now, the factory is once again thriving. It is a destination for furniture lovers from all over the country. The workers are talented and dedicated, and the furniture they create is of the highest quality. The factory is a testament to the power of hard work and determination, and it is a place where dreams come true.
Counselors suggest methods to cope with sex abuse of child

By Robin Westphal

In recent years, the number of parents seeking help for their children has grown dramatically. The Oregonian has been following this trend, with stories on the emotional and physical abuse of children. Here is one such story, which highlights the importance of early intervention.

**Educational skit shows 'Dangerous Stranger'**

In educational programs, skits were shown to educate children about the dangers of sexual abuse. "Dangerous Stranger" is a skit that demonstrates the importance of not talking to strangers and how to handle themselves in dangerous situations.

**Prosecution said help in resolution of trauma**

The prosecution suggested that help is needed in the resolution of trauma. They believed that early intervention and counseling can help children recover from the effects of sexual abuse.

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**Figure 17**—This page is too gray and lacks a visual center of focus. The photos are too similar in size and shape and the page looks imbalanced.
Figure 18--Clustering the photos above into a unit, and use of white space as a design element gives this page an open, attractive appearance. The ragged-right columns also make for a more informal look.
Silhouette chair is best of furniture show

An Landers

Precautions in case of a fire

Figure 19--In contrast to Figure 18, these photos lack impact.
the ends of the large sections such as VIEW. The Style and LIFE/STYLES sections were the most visual of all the sections. More photos, especially local photos, were needed in the other sections. Local photos were generally more interesting and had more impact than wire or canned pictures.

The VIEW section was the only section that had a fairly even number of male and female photographers, suggesting that photo-journalism is still a male-dominated field.

Boxing photos with a hairline rule helped photos stand out and was preferable to those that were not boxed.

Using captions as mini-heads under photos was unnecessary and a waste of space. The pages looked cleaner without them.

Most papers set their outlines slightly larger and bolder than body copy for a nice effect. Outlines that were complete sentences were the easiest to read, the exception being brief caption-like cuts.

Typography

Headlines

Most heads were unimaginative but adequately descriptive. For example, "A Japanese Gastronome Divulges His Secrets" ran in The New York Times and another dull head, "Dedication Set for New Housing Complex" ran in the Los Angeles Times. More creative, original heads, such as "Put dream on a string" in The Salt Lake Tribune or "Has the Queen Mary's Ship Finally Come In?" in the Los Angeles Times, would liven up life-styles.
**Typeface**

Serif was perhaps a little easier to read than sans-serif. The body copy in all seven sections was serif. For headlines, however, sans-serif looked a little cleaner, more modern and was more masculine in appearance. (Compare the sans-serif heads in The Denver Post to the serif head in the Seattle Post-Intelligencer, Appendix III.)

**Size of Heads**

Heads that were relatively the same size and weight made the layouts look simpler and less cluttered (Figures 20 and 21). Heads that were 30-to-36 points were the most pleasing to the eye. Of course smaller heads were appropriate for brief notices and less-important stories.

**Positioning**

Flush-left heads were easier to read than centered heads.

**Bylines**

Bylines looked better in type that contrasted with the body copy. All the papers, except The Salt Lake Tribune, had bylines that were either all caps, boldfaced or italic. Bylines also should be flush left.

**Courtesy Titles**

Use of courtesy titles (Miss, Mrs., Ms., and Mr.) was a waste of space. Copy looked cleaner and read better without courtesy titles. Using courtesy titles in lifestyles, but not in sports or hard news, subtly implies that lifestyles news is still mostly social and
Entrepreneurs Who Help You Go in Style

By ELIZABETH MEYREN, Staff Writer

Green Matters

The Los Angeles Times has a simple, uncluttered look because its heads are uniform in size.
Figure 21--A variety of type faces and head sizes makes this page look too busy. Except for the standing heads, the headlines are disproportionately large for the stories.
therefore not to be taken as seriously as other news.

Flags

Flags should be simple and not cluttered with a lot of information. Nicely designed flags, such as Style, took up minimal space at the top of the page and did not compete with headlines.

Standing Heads

Heads that appear on regular columns should be handled consistently so that the reader can readily identify them. Running simple bar lines or line rules above and below the heads was a good way to distinguish columns from feature stories. The Los Angeles Times, which used only graphics, and the Seattle Post-Intelligencer, which used portrait sketches, had good-looking standing heads (Figure 22). The Salt Lake Tribune ran photos of regular columnists in its standing heads. Often it wasn't clear if the photo was the columnist or someone mentioned in the column. The small head-and-shoulder shots were not interesting photographically and were visually distracting sprinkled all over the pages.

Staff Analysis

Except for VIEW, most lifestyle staffs were predominately female. This is perhaps one reason why lifestyles sections still seem largely geared to women. The Denver Post was the only paper that had more wire or news service stories written by men. However, the Post also had no stories written by male staff members.

The number of local and syndicated columns was fairly evenly divided between women and men, which suggests that men are equally
On VIEW

Perlman to Guest at Symphony Benefit

The American Youth Symphony Affiliates strike up the band Sunday at their annual benefit at the Dorothy Chandler Pavilion. This year's young, local talent shares the spotlight with guest artist Itzhak Perlman.

The Affiliates, 30 women who act as the support group for the American Youth Symphony, include Mrs. Raymond Spears, Mrs. Ernest Auerbach, Mrs. Jerry Godett, Mrs. Dan Golentzyn, Mrs. Jack Nadel, Mrs. Seymour Owens, Mrs. Harry Parsky and Mrs. Michael League is set for Wednesday at the Beverly Wilshire Hotel.

Proceeds from the annual event will go to the Brace Fund of Orthopaedic Hospital. Times columnist Jack Smith will be the featured speaker.

It might be St. Patrick's Day, but Tuesday's awards for the General Hospital volunteers at the County USC Medical center have an international touch.

Mme. Jehan El-Sadat, wife of Egypt's president, arrives here Thursday to open, at the invitation of Mayor Tom Bradley, the American symposium titled "Egypt Today." L.A. is part of a three-city tour that includes Washington, D.C., and Houston. The symposium is sponsored by the Middle East Institute, Meridian House International, and the Smithsonian Institution.

On March 21 she will attend a black-tie dinner under the theme "in Search of Peace." She will also tour the gallery and observe children's art classes. Right after that, the mayor hosts a private reception for her at Hollyhock House.

While here Mme. Sadat will also address the L.A. World Affairs Council and visit the J. Paul Getty Museum, USC, UCLA and Rancho Los Amigos.

Figure 22--Simple line rules set off standing heads in the Los Angeles Times. Another nice effect is achieved by the Seattle Post-Intelligencer with bar lines and sketches. The San Francisco Chronicle also has simple, attractive standing heads.
interested in writing about lifestyles topics, such as food, society and gardening, but that male staff reporters are not being assigned or encouraged to cover lifestyles news.

The New York Times (Style) was the only section that had all staff-written stories and columns. The Los Angeles Times (VIEW) and the San Francisco Chronicle (People) had high ratios of local-to-wire service stories. The Seattle Post-Intelligencer (LIFE/STYLES) and The Salt Lake Tribune (Lifestyle) ran about half and half. Except for the Style section, VIEW was the only other section that had a good ratio of local-to-syndicated columns. VIEW was about 50-50. Lifestyle was 1 to 10; LIFE/STYLES was 4 to 19; and DAY (The Oregonian) was 2 to 18.

The New York Times and Los Angeles Times did a good job of using "specials," stories written by stringers or free-lance writers. Specials had the home-grown appeal of staff-written copy and brought readers interesting news from other parts of the state or country, such as a report about a wedding photographers' convention in Las Vegas that ran in Style.

The sections that had the most locally written stories and columns were more interesting than those that were filled with wire or news service stories and syndicated columns. The sections that were the most local were the most relevant to their readers, though wire and syndicated copy often discussed interesting people and socially relevant issues, such as discrimination, abortion and day care.

Stories were often too long and jumped too many times. Unless a story is particularly compelling, many readers won't bother searching
through the paper to continue reading a story. The Seattle Post-Intel-
ligencer and San Francisco Chronicle kept their stories short (no more
than half a page) and had no jumps. Shorter stories were more inviting
to read and allowed for more variety of topics. Long columns of gray
copy made dull layouts and unless readers had sufficient time and inter-
est, most would be lost or discouraged from reading long, jumped stories.

Long stories also tended to be less tightly written than shorter
features. The writing in The New York Times was of extremely high quality,
as was that in VIEW. Blake Green wrote several interesting features for
People and Nancy Burkhart almost single-handedly upheld the Living '81
section.

Unfortunately there was very little outstanding writing. Jack
Smith, (VIEW), Carolyn Heilbrun and Mimi Sheraton (Style), Judy Magrid
(Lifestyles), Rod Patterson (DAY), and Adeline Daley (People), were the
best and most original.

The lifestyles sections tended to be a little too complacent, a
little too bland with the same old topics recycled every month and year.
Two papers ran more or less the same topical kite-flying feature on
Sunday. The photos were pretty, but let's face it, it's been done.

What was needed was more creativity, originality and flair--more
bright color pieces, such as the story on talking tombstones in VIEW, to
balance out the personality features, the heavy coping features, the
live-right/eat-right features, the how-to consumer features, the women's-
interest features.

The Los Angeles Times seemed to have the most fun and the best
sense of humor. The other papers seemed to take themselves too seriously.
Except for a recipe-exchange column in Lifestyles and a letters column in VIEW, there wasn't much reader input or interaction in lifestyles. Local consumer-complaints columns, gardening or "buck-stretcher" columns that invite readers to share information help make lifestyles sections more personable.
CHAPTER IV

RECOMMENDATIONS

* Be more local.
* Run shorter stories; don't jump stories.
* Localize wire copy whenever possible.
* Show more local faces.
* Make better use of free-lance and contributing writers.
* Get local readers more involved through reader participation columns.
* Be more creative, original, less serious.
* Stick to feature news.
* Don't mix in hard news.
* Get rid of cartoons, comics, puzzles, bridge, chess, horoscopes, movie and record columns, TV listings, and arts and entertainment features.
* Don't overuse syndicated columns and wire copy.
* Keep weddings uniform in style.
* Run brides with the appropriate writeups.
* Run recipes two columns and boldface ingredients.
* Omit courtesy titles.
* Strive for snappier, brighter layouts.
* Use more white space on open covers.
* Run more and larger photos, especially on inside pages.
* Inspire photographers to be more creative.
* Box photos, especially color photos.
* Use photo captions or boldface lead-ins only when a photo stands
alone, otherwise, a cutline will suffice.

* Use consistently-sized heads; don't run heads larger than 36 points.
* Simplify standing heads.
* Run heads, bylines, cutlines flush left.
* Strive for a more balanced staff: more male writers and more female photographers.
APPENDIX I

Methods of Evaluation

It was necessary to make numerous subjective judgments to categorize each story or piece of editorial information into one of 37 topics. Many stories could have been appropriately placed under several topics. For example, would a story about a family services counselor who helps women organize their time be classified under "advice," "coping," "education," "families," "health," "people" or "women's interest?" I chose "women's interest" because the subject matter was specifically directed toward women's problems.

Descriptions of the topics listed below may help clarify how the lifestyles news and features were classified.

Advice

Columns such as "Dear Abby" and "Ann Landers." "Dr. Joyce Brothers" was placed under "coping."

Art and Antiques

Notices about art shows were placed under "talks."

Books

Mostly book reviews.

Careers and Jobs

Only two stories were placed under this topic because the point
of the story often was not about the job itself but about something else, such as coping or women's interest.

Celebrities

Name-brand people, such as Gloria Vanderbilt, as opposed to people who might be well known by some, such as Mother Jones Publisher Jacques Marchand, but not by the general public.

Children's Interest

Stories children would be interested in reading themselves, not stories about children. Stories about children were placed under "education and school" or "families."

Club News

Notices about club meetings were placed under meetings unless the article contained other news. Often it was difficult to classify news as either "clubs," "meetings" or "talks," particularly if a program or speaker were slated.

Commentary

This contained only letters to the editor of VIEW. Other columns that could have been placed under this topic, such as "Erma Bombeck" or "Ann Landers," were placed under the topics that best described them, such as "humor" or "advice."

Consumer, How-to

Articles such as how to evaluate video systems or a survey of various do-it-yourself products. Also columns like "Consumer Reports,"
"The Supermarket Shopper," and "Freebies."

Coping

Some stories under this topic overlapped with "careers," "families," "older Americans" or "women's interest." Included were the columns "Options" and "Dr. Joyce Brothers."

Culture

Concerts, ballet, symphony, plays, reviews, etc.

Decorating and Design

Many of these stories emphasized consumer interest, such as "Decorating Without a Decorator," and "Cover That Wallpaper--Restoration Avoids Stripping."

Education and School

School news and what school children were doing.

Entertainment

Articles about records, movies and television.

Families

Many family-interest stories dealt with coping, such as how "latch-key" children cope or how to help troubled teenagers.

Fashion and Beauty

Mostly about fashions although some stories were on other topics such as designers or fashion shows.
Food, Recipes

Most food stories were restricted to cooking and food preparation. Articles about nutrition were placed under "health."

Games and Diversions

Crossword puzzles, horoscopes, bridge and chess columns, comics, cartoons--things that were included to amuse the reader.

Health and Nutrition

Question-and-answer health columns such as "Dr. Neil Solomon." Also articles about eating right, staying slim, and getting proper vitamins.

Household Hints

Columns such as "Hints from Heloise" and "Helpful Hints."

Human Interest

Stories that had general appeal to both men and women. These stories often could have been more narrowly classified.

Humor

Mostly humor columns such as "Erma Bombeck," "Art Buchwald" and "Jack Smith."

Meetings

Usually short, one-column notices.

News

Most of the news stories that ran in lifestyles were from the AP.
News Features

More in-depth coverage of local news events, usually from a personal angle, such as a feature about the low-income tenants of a new housing complex in Los Angeles.

Older Americans

News about or of specific interest to older Americans, such as senior citizens' activities and the column "Past 65."

People and Profiles

Since almost all lifestyles stories involved people, these stories were generally limited to personality profiles.

Plants and Gardening

Columns such as "Plants in the Home," "Green Thumb" and articles about gardening.

Politics and Political Analysis

Jane Bryant Quinn's column "Staying Ahead" was the only entry in this category. Maxine Cheshire's Washington column could have been placed here but was put under "society" instead.

Recreation

Hobbies and pastimes. Kite flying, bingo playing, etc.

Sewing

Mostly syndicated columns such as "Sew With Flair" and "Needle-play."
Social News, Society

Society columns and social affairs. Wedding news was placed under "weddings."

Talks, Lectures, Workshops, Classes

Usually one- or two-paragraph notices about local events of community interest.

Travel

Self explanatory.

Vital Statistics

Brief notices about births, marriages and divorces.

Weddings, Engagements and Anniversaries

Only actual writeups counted. Weddings, engagements and anniversaries mentioned in society columns weren't included.

Women's-Interest Issues

Stories that were specifically directed toward women and their special problems and interests. Often women's-interest stories overlapped with other topics, such as "coping," "careers" and "families."
APPENDIX II

Popular Lifestyles Topics

Listed below are the newspapers that ran the most news on a given topic. Not all topics are listed.

Advice
- Seattle Post-Intelligencer
- The Oregonian
- The Salt Lake Tribune

Art
- The New York Times

Books
- Los Angeles Times

Celebrities
- The Oregonian
- San Francisco Chronicle

Club News
- The Oregonian
- The Salt Lake Tribune

Consumer
- Seattle Post-Intelligencer
- Los Angeles Times
- The Oregonian

Coping
- Los Angeles Times

Decorating
- Seattle Post-Intelligencer
- The New York Times

Family
- The Denver Post
- The New York Times

Fashion
- The Oregonian
- Seattle Post-Intelligencer

Food
- Seattle Post-Intelligencer
- The Oregonian
- The New York Times

Games
- Los Angeles Times
- San Francisco Chronicle

Health and Nutrition
- The Salt Lake Tribune
- The Oregonian

Household Hints
- The Salt Lake Tribune

Human Interest
- The Denver Post
- Los Angeles Times
- The Salt Lake Tribune

Humor
- Los Angeles Times

Meetings
- The Oregonian

News
- The Denver Post

People
- San Francisco Chronicle

Plants
- The Denver Post

Sewing
- The Salt Lake Tribune
Social
Los Angeles Times

Talks
Los Angeles Times
The Oregonian
Seattle Post-Intelligencer

Weddings
The Oregonian
The Salt Lake Tribune

Women's Interest
Seattle Post-Intelligencer
The Oregonian
The Salt Lake Tribune
APPENDIX III

Analysis of the Seven Lifestyles Sections
For Wedding Photographers, Something New

Photographing wedding photographs of some top personalities at a convention display in Las Vegas.

"I don't say, 'Con, what been happening,'" said Monica MacIntyre, an antique dealer. "I'm going one at a time, and it's all right."

"They took us by storm," said Monica MacIntyre. "I'm going one at a time, and it's all right."

"You get to enjoy what you do, and you get to enjoy your photography."

"They're doing more than just taking pictures of people," said Monica MacIntyre. "They're doing more than just taking pictures of people."

"They're doing more than just taking pictures of people, and they're doing more than just taking pictures of people."
The New York Times

As one would expect, the Times' Style section was sophisticated, cosmopolitan and stylish. Even the Style logo, printed in small understated letters, had class.

The Style section gave the impression that less is more. Since the entire section was usually no more than one page (three at the most), the writing, photography and layout were of exceptional quality.

Except for the society column, where only well-known people were mentioned, the Style section did not attempt to cover what its one-million readers actually did with their lives, but rather focused on topics that would likely interest them. Examples included how "latch-key" kids from White Plains cope with coming home to empty houses, a discussion of whether or not to clean expensive down coats, and how families can help elderly relatives who they suspect are being mistreated in nursing homes.

The scope of the Style section was international as well as cosmopolitan. The number of "specials to the Times" brought readers stories from around the country and world, such as a new showing of Art Nouveau in Paris, the secrets of making Japanese sushi, and new trends in wedding photography as reported from a wedding photographers' convention in Las Vegas.

The focus of the Style section was slightly more oriented toward women's interests, particularly fashion, and topics such as interior decorating, relationships and coping that seem to hold more appeal to women. More important, however, is the fact that the Style section is directed to an audience that is well educated, affluent, career oriented,
cultured and sophisticated.

The Style section focused on seven topics, one for each day of the week: Sunday, human interest; Monday, coping and relationships; Tuesday, fashion; Wednesday, food; Thursday, decorating; Friday, society; and Saturday, consumer interest. The advantage of packaging lifestyles news according to themes is that readers, who are creatures of habit, know what to expect on a given day. The topics in Style were broad enough that this did not seem limiting. One danger, however, is that this does tend to limit timeliness (what if a major fashion show were held Wednesday?) and focusing on the same topics each week tends to be somewhat repetitious and narrow.

The writing in the Style section was exceptionally good. Writers who reported on specialized topics such as fashion (John Duka), food (Pierre Franey), and health (Jane Brody) all seemed to be experts in their fields. Columnists Carolyn Heilbrun and Mimi Sheraton were outstanding creative writers.

Almost all of the copy in the Style section was exclusive by-lined feature material. None of the copy came from the wire or other news services, but a number of the columns, "Wine Talk," "60 Minute Gourmet" and "Personal Health," were syndicated by the Times News Service and were run in many of the other lifestyles sections.

Despite limited space, the layouts of the Style section were innovative and arresting. The pages were obviously designed by an artist, as opposed to being laid out by production personnel, and were irresistible looking and hard to put down. Numerous design elements, such as line rules and screens, were used in the layouts but instead of
being merely decorative, they enhanced the readability and appeal of
the copy.

Proportionally, the Style section was the most visual of all the
other lifestyles sections. Photos were varied in size, some running as
large as eight columns, and came in all sizes, including square and round.
Many of the photos were "cut-outs" or "pop-outs" that added the illusion
of depth to the pages. Fortunately, the writing in the Style section was
strong enough not to be overpowered by the layouts.

I. Description
   A) Section Name: Style
   B) Days Run: Seven
   C) News Hole
      1) Total Number of Pages: 11
      2) Covers: The news hole ranged from one-half to three-quarters
         of a page on four covers. Three covers were open.
      3) Average Number of Inside Pages Weekdays: One
      4) Theme Pages: Living (food), Wednesday; Home (decorating)
         Thursday. On Tuesday the focus was on fashion: Saturday,
         consumer interest.
      5) Size of Sunday Section: One-half page.

II. Topics Covered
    Food, consumer interest, human interest, coping, interior decorating,
    families, fashion and women's interest.
Chart 4—Below is a breakdown of the topics run and the number of stories on each topic.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Totals</th>
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<tbody>
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<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Decorating</td>
<td>1</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Families</td>
<td>3</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
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<td>3</td>
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<tr>
<td>Fashion</td>
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<td>1</td>
<td></td>
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<td>3</td>
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<tr>
<td>Food</td>
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<td>1</td>
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<td>6</td>
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<tr>
<td>People</td>
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<tr>
<td>Social</td>
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<td></td>
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<td>1</td>
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<tr>
<td>Women's Interest</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
<td>1</td>
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<td></td>
<td>3</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>12</td>
<td>9</td>
<td>3</td>
<td>4</td>
<td>36</td>
</tr>
</tbody>
</table>

A) Social News

"The Evening Hours," a society column, ran Friday.

B) Weddings

None. The Times ran 51 wedding announcements in its Society section following the Style page on Sunday. Wedding writeups, from one to six paragraphs, were oriented toward socially prominent people. Mention was made of what the couple's parents and grandparents did for a living.

C) Women's-Interest News

Two stories appealed to "liberated" women's interests; one about a bridal broker appealed to traditional women's interests. "Liberalized" women's-interest stories were a feature on black women achievers serving as role models to women students from Atlanta, and Carolyn Heilbrun's column, "Hers."
D) Fashion
A fashion page ran Tuesday. The main feature was on sweater dressing. A "Notes on Fashion" column mentioned interesting fashion buys at local stores.

E) Food
The Living section was geared equally to men and women and featured three outstanding columns syndicated by the New York Times Syndicate: "Personal Health" by Jane E. Brody; "60 Minute Gourmet" by Pierre Franey, and "Wine Talk" by Terry Robards. Stories revolved around topics, such as "The Selling of the Girl Scout Cookie, 1981," instead of around recipes. Features had an international flavor with stories on Japanese cooking, the French approach to yogurt making, a French cassoulet and an Irish green grocer in Dublin.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment
Two pages of Arts/Entertainment ran daily and contained news of theater, film, television, music, movies, books, chess, bridge and the crossword puzzle.

B) Other Sections
On Friday, a seven-page Weekend section replaced the Arts/Entertainment pages. Weekend included much of the same information as the Arts/Entertainment pages in an expanded format along with things to do over the weekend.
C) Sunday Supplements

Arts and Leisure, a 40-page section, contained stories on antiques, art, dance, film, music, television, TV listings, theater, bridge, cameras, chess, gardens and stamps. The New York Times Magazine, Book Review and Travel sections also ran Sunday.

IV. Layout and Design

A) Packaging

Lifestyles news was packaged according to themes—food and interior design—and focused on five other topics: human interest, fashion, coping and relationships, society and consumer interest.

B) Graphics

Numerous shadow boxes, benday, Bodoni rules, line rules, hairline rules, artistic borders, graphic illustrations, odd-shaped pictures, and "cut-outs" or "pop-out" pictures were used. Photos were morticed, overlapped and thrust into copy or through line rules for effect.

C) Photos

1) Number of Photos on the Covers: 24

2) Number of Photos on the Inside Pages: 14 (four pages)

3) Boxed vs. Unboxed Photos: Photos were boxed

4) Captions: 0

5) Cutlines: Cutlines were set about twice as large as body copy and usually flush left. Most cutlines were incomplete sentences.
V. Typography

A) Headlines:  Cap and lower case
B) Type face:  Serif
C) Size of Heads:  Most heads were 30-36 points
D) Positioning of Heads:  Flush left
E) Bylines:  Boldfaced, centered
F) Courtesy Titles:  Mr., Miss, Mrs.
G) Flag:  The word "Style" in small letters was centered at the top.  The words New York Times and the date, both in smaller type ran to the left and right, respectively.
H) Standing Heads:  No pictures.  Columns such as "Notes on Fashion," "The Evening Hours," and "Consumer Saturday" were distinguished by the use of different type, such as a large initial cap or boldface letters.  Each standing head was treated differently.

VI. Staff Analysis

A) Number of Staff Writers: 17
   1) Female: 13
   2) Male: Four

B) Total Number of Wire and News Service Stories: 0

C) Specials to The New York Times: Six
   1) Female: Four
   2) Male: Two

D) Number of Bylined Local Stories: 18
   1) Female: 14
   2) Male: Four

E) Number of Syndicated Columnists: 0
F) Number of Local Columnists: Nine*
   1) Female: Five
   2) Male: Four

G) Total Number of Photos: 38

H) Credited Staff Photos: 30
   1) Female: Eight
   2) Male: 22

*Local columns: "Consumer Saturday" by Michael deCourcy Hinds, "De Gustibus" by Mimi Sheraton, "The Evening Hours" by Judy Klemesrud, "Hers" by Carolyn G. Heilbrun, "Notes on Fashion" by John Duka, "Personal Health" by Jane E. Brody, "Relationships" by Nadine Brozan, "60 Minute Gourmet" by Pierre Franey, and "Wine Talk" by Terry Robards.
'Transplant wilt' saps newcomer's spirits, expert says

By JODY CORDNER

The Oregonian

March 9, 1981

Newcomers are often bewildered by the strange surroundings or any unfamiliar aspects of their new environment.

‘Veterans’ empathize with transferees

In 1974, to describe the period of bar-

List for movers leaves little in doubt

The experts recommend

...
The Oregonian

The DAY section was still mostly a women's section. The most frequently-run stories were about topics that appealed to traditional women's interests, such as advice, celebrities, club news, fashion, food, society and meeting notices. The DAY section was one of only two sections that still run wedding writeups. It was also traditional in its use of courtesy titles.

Three cover features, one on kite flying, one on the renovation of an old furniture manufacturing factory, and one on educating children about sexual abuse, had equal appeal to men and women. A picture showing a man rolling bread dough illustrated a cooking feature that ran on the cover of the Wednesday paper.

Most of the other stories and columns were primarily geared to homemakers. Aside from the food and nutrition columns, columns such as "Erma Bombeck," "Needleplay," "Helpful Hints" and "Sew with Flair" largely appealed to women. "Past 65" by Carl Riblet Jr. and "Staying Ahead" by Jane Bryant Quinn, however, had no sex bias.

Because so many columns ran in the DAY section it did not seem local. More than half of the stories were from the wire or other news sources, and only two columns were staff-written compared to 18 that were syndicated.

The focus of the DAY pages was also blurred. Since the DAY pages did not fill an entire section, it was often unclear where the DAY pages ended and other news pages began. Travel, arts and entertainment news, TV listings, comics and hard news frequently were mingled with the DAY sections.
The photography, layout and overall appearance of the DAY section was not particularly exciting. The best photos were two color fashion photos that ran Thursday. Four color photos ran on Sunday's cover but they were out of focus and looked washed out.

None of the pages appeared to be laid out by a graphic artist. Pictures seemed to be sized to fill the space without regard to their relative importance or merit.

Recipes, in particular, were poorly laid out. Columns of ingredients were often broken or jumped. This makes it difficult for people to clip and file the recipes. A better practice is to list ingredients in two columns so that they will fit on a 3x5 index card.

Instead of boldfacing the number of servings a recipe makes, it would have been better for The Oregonian to boldface the ingredients. Also the headlines over the recipes were too large and made the individual recipes look more like separate stories than parts of a feature.

Visually, the DAY pages were staid. Columns, stories and photos tended to be stacked on top of each other and the gaps filled with small one- or two-paragraph stories.

I. Description
   A) Section Name: DAY*(SunDAY, MonDAY, etc.)
   B) Days Run: Seven
   C) News Hole
      1) Total Number of Pages: 63
      2) Covers: Open

*The DAY section is now called Living and includes the Arts and Leisure section.*
3) Average Number of Inside Pages Weekdays: Four
4) Theme Pages: Wednesday (food)
5) Size of Sunday Section: 20 pages

II. Topics Covered

Club news, fashion, food, health, talks, travel, weddings.

Chart 5--Below is a breakdown of the topics run and the number of stories on each topic.

<table>
<thead>
<tr>
<th>Topics</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Totals</th>
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<td></td>
<td>1</td>
<td>7</td>
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<tr>
<td>Coping</td>
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<td>1</td>
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<tr>
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<td>12</td>
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</table>
A) Social News

"In One Ear," a local column by Rod Patterson, ran Sunday and provided a humorous look at what local people were doing. Other social news was limited to small notices about anniversaries, dinner dances, receptions and parties.

B) Weddings

Twelve wedding writeups ran Saturday with eleven small pictures. There were no engagements.

C) Women's-Interest News

Most of the stories had a "traditional" appeal. Traditional stories were "Veterans empathize with transferees;" "To wallflower's lament, cheerleaders did have fun," a column by Beverly Stephen; and "Lifestyle clash baffling," a story about how the children of working women are neglected. Some topics were "liberated," such as a story about secretaries' reactions to the movie "Nine to Five," a feature on a group of professional women who formed an exclusive "good old girls" business club, and a feature about a woman pilot who teaches the wives of male pilots the rudiments of flying. While these stories dealt with "liberated" subjects, the underlying assumptions were that successful female executives and women pilots were the exceptions, not the norm, and that discrimination against women in the work force was still a topic to make fun of.

D) Fashion

Fashion news was a major part of the DAY section. In addition to
a two-column picture and an article about a benefit fashion show that ran Monday, three pages of fashion news ran Thursday in a special March/Fashion section. Two color photos ran on the cover. Unfortunately, too much copy was crammed on the page and the photos were not well displayed.

E) Food

The WednesDAY food section (20 pages in two sections) contained numerous recipes and syndicated columns. Many of the columns dealt with consumer interest and nutrition. One large recipe feature (canned) focused around Irish cooking to tie in with St. Patrick's Day. Except for a few canned photos, the inside pages were gray. The television and radio listings also ran in this section.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

There were no distinct arts and entertainment pages although there was an attempt to run cultural news in a catch-all section that included the TV listings at the end of the DAY pages. News of the arts was mixed in with community news and other miscellaneous hard-news stories. Two staff writers, both men, wrote reviews of cultural events, such as the opening of the Oregon Shakespearean Festival and a performance of Wagner's opera "Die Walkure." Another local columnist, Peter Farrell, had a television column that ran with the TV listings.

B) Other Sections

None.
C) Sunday Supplements

Parade, a 24-page nationally syndicated magazine; Northwest, a 24-page Oregonian feature supplement; and TV Click, a 32-page TV and radio magazine.

IV. Layout and Design

A) Packaging

The structure of the DAY section was not always clear. Nine pages of travel features ran in the middle of the Sunday section. Inside features varied daily and included diverse topics such as fashion, music, travel, drama, news, television and church news. On Tuesday, the crossword puzzle and a story about prison escapees ran with news of the arts. The comics ran on page 4 of Thursday's nine-page section.

B) Graphics

Graphically, the DAY section was unexciting. The stories were not boxed and there was no attempt to liven up the pages using line rules or other graphic-design elements. Few stories were set more than one column width.

C) Photos

1) Number of Photos on the Covers: 22
2) Number of Photos on the Inside Pages: 37
3) Boxed vs. Unboxed Photos: Unboxed
4) Captions: Two or three boldface words, all capped and followed by an M-dash, preceded the cutlines.
5) Cutlines: Cutlines were slightly larger than body copy and flush left. They were complete sentences.
V. Typography

A) Headlines: Lower case except for the first letter of the first word

B) Type Face: Sans-serif

C) Size of Heads: Heads varied in size from about 18 to 48 inches

D) Positioning of Heads: Flush left

E) Bylines: Heavy boldface, flush left. Another line, "of The Oregonian," in smaller type identified staff writers.

F) Courtesy Titles: Miss, Mrs., Ms.

G) Flag: The last three letters of each day of the week were capped in heavy boldface caps, i.e., SunDAY. The name of the day was centered at the top. *The Oregonian* and the date ran at the left. A list of inside topics, such as "features," "fashion" and "drama" ran flush right.

H) Standing Heads: Some columnists, such as Abby, had sketches that ran with their columns. Other standing heads were merely kickers.

IV. Staff Analysis

A) Number of staff writers: Nine
   1) Female: Seven
   2) Male: Two

B) Total Number of Bylined Wire, News Service Stories: 18.

C) Number of Specials to *The Oregonian*: One
   1) Female: One
   2) Male: 0

D) Number of Bylined Local Stories: 20
E) Number of Syndicated Columnists: 18*
   1) Female: 11
   2) Male: Seven

F) Number of Local Columnists: Two**
   1) Female: 0
   2) Male: Two

G) Total Number of Photos: 59 (Not including 15 brides)

H) Credited Staff Photos: 24
   1) Female: Four
   2) Male: 20

*Syndicated columns: "The Butcher" by Merle Ellis, "Dear Abby" by Abigail Van Buren, "Erma Bombeck," "Food for Thought" by Jean Mayer and Jeanine Goldberg, "Helpful Hints" by Mary Ellen Pinkham, "Laurel's Kitchen" by Carol Flinders, "Needleplay" by Erica Wilson, "Nelson Talks Food" by Richard Nelson, "Past 65" by Carl Riblet Jr., "Plants in the Home" by Elvin McDonald, "Sew with Flair" by Sandra Betzina, "Sheinwold on Bridge" by Alfred Sheinwold, "60 Minute Gourmet" by Pierre Franey, "Slim Gourmet" by Barbara Gibbons, "Staying Ahead" by Jane Bryant Quinn, "Beverly Stephen," "Super Savers" by Jan Leasure, and "To Your Good Health" by Dr. Paul G. Donohue.

**Local columns: "Behind the Mike" by Peter Farrell, and "In One Ear" by Rod Patterson.
LATCHKEY KIDS FIND SKILL FOR HOUSEHOLD HELP AND SURVIVAL

BY GEORGE DALLAS

WHITE PLAINS, N.Y. — As Linda Berman was driving home from the office the other night, she put on her headphones to hear the news and sang along to the music as she turned on the air. Her 3-year-old Michael and Debbie, 2, had dinner under control.

"If my mother has a hard day we usually make her laugh," Debbie said, starting to cry. "If she has to make dinner, I'll make salad, too."

"Mrs. Berman is a wonderful and a hard worker. Look at the way she keeps this household together," said Dr. Gladys Gary Vaughn, of the Community Care Association. "There is nothing she can't do, and she is always willing to help others."

"She has a real gift for making people feel at ease. She is a true professional," said Casper, who has trained the children in household chores.

"We had a small budget to work with, but we made the most of it," said Dr. Casper. "We had to be creative in order to make ends meet."

"We had to be creative in order to make ends meet."
The Denver Post

Next to The New York Times, the Post had the smallest lifestyle section. It had the fewest staff writers (three) and the fewest local stories (five).

Only one local story, always one of the cover features, ran in each section. The rest of the cover space consisted of a serialized AP feature on the dangers of marijuana smoking and either one AP story, a column, or a feature from another news service.

The inside pages were dull and predictable. "Ann Answers" and "Your Horoscope" were the two primary features run daily. The column "Socially Speaking" ran three times a week with "At Wit's End" and "Spotlight on Clubs" running on the alternate days. A few meeting notices and wire service stories rounded out the section.

Home World on Saturday was disappointing. A staff-written feature on a bachelor's dream pad was interesting but a news feature from the Los Angeles Times on the growth of Green Valley, Nevada, a bedroom community of Las Vegas, had no relevancy to Denverites and was apparently run to fill space.

Except for two local gardening columns, the inside Home World pages were filled with syndicated columns and a few brief stories and notices.

Since there wasn't much copy to judge from, it was difficult to say what the focus of the Living '81 section was. The features were directed toward general human interests, such as the series on mentally ill outpatients living in Denver, a feature on the popularity of financial self-help books, a personality profile on a Denver barber, and two
stories from The New York Times—one on "latch-key" children and another on the psychological roots of procrastination.

Running the horoscope column as a major feature seemed trivial and out of place in lifestyles. Columnists Ann Landers, Erma Bombeck and Dottie Lamm appealed to women's interests, as did the weekly "Spotlight on Clubs" feature.

The layout of Living '81 looked more like news pages than feature pages. Most of the pictures ran on the section covers, but the pictures were not well displayed. None of the photos reproduced well. They looked grainy and fuzzy as if poor-quality screens were used.

Graphically, the paper had a dated appearance. The flag and many of the standing heads were nothing more than round-cornered boxes containing cut-out pictures of the columnists. The pictures looked rather like severed heads and seemed to be floating in space.

The lack of inside photos made the sections look gray.

I. Description

A) Section Name: Living '81*
B) Days Run: Six (Monday through Friday and Home World on Saturday)
C) News Hole
   1) Total Number of Pages: 18
   2) Covers: Open
   3) Average Number of Inside Pages Weekdays: Two
   4) Theme Pages: Home World

*As of September 14, 1981, the Living '81 section was changed to Living and Arts and includes the comics, TV listings and entertainment.
5) Size of Sunday Section: 0

6) Food Section: Food was not a part of Living '81. A separate 24-page food section ran Wednesday.

II. Topics Covered

Families, human interest, plants and gardening, advice, games, consumer interest and talks.

Chart 6—Below is a breakdown of the topics run and the number of stories on each topic.

<table>
<thead>
<tr>
<th>Topics</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<td>Talks, etc.</td>
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<td>Total</td>
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<td>8</td>
<td>7</td>
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</table>
A) Social News
The column "Socially Speaking" ran Monday, Tuesday and Thursday.

B) Weddings
No weddings or engagements ran in the Living '81 section except what Patricia Collins mentioned in "Socially Speaking." She wrote up three weddings (one with a 3/4-length picture of the bride) and one engagement. Her descriptions were more flowery than most wedding writeups today. Collins described the bride's and attendants' dresses and, in two of the accounts, noted what was worn by the mothers of the bride and bridegroom.

Regular wedding writeups ran on Sunday in Contemporary magazine. Seventeen engagements, 13 weddings and three 50th wedding anniversaries were run. None of the engagements had photos. There were three brides and two photos of anniversary couples.

C) Women's-Interest News
Three stories dealt with "liberated" women's issues. They were: a weekly column by Colorado's First Lady, Dottie Lamm, who wrote about the effects proposed government cutbacks in spending would have on women; a feature about novelist Judith Guest (author of "Ordinary People"), who was slated to speak at the 1981 International Women's Week Conference in Boulder; and a UPI story about women workers at the United Nations protesting unequal employment opportunities.

D) Fashion
None.
E) Food

None. A separate 24-page Food section ran Wednesday in addition to Living '81. The cover was a full-page process-color photo. A number of interesting staff-written and syndicated features ran on the inside.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

Three partial pages of Entertainment and the Arts—news about movies, celebrities and local cultural events—ran Wednesday and Thursday. On Friday, a 10-page section called the Entertainment Guide carried news about movies, concerts, plays, art exhibits and night clubs.

B) Other Sections

Weekend World, a three-page section on Saturday contained movie ads and information about things to do and events happening over the weekend.

C) Sunday Supplements

Contemporary, a 64-page feature tabloid; Empire, a 40-page feature magazine; and Roundup, a 20-page arts and entertainment tabloid.

IV. Layout and Design

A) Packaging

Nearly all the features ran on the covers. Syndicated and local columns were packaged on the inside pages. Except for Saturday, "Ann Answers" and "Your Horoscope" were regular features Monday
through Friday. The column "Socially Speaking" ran three times; "At Wit's End," once; and "Spotlight on Clubs," once. Home World contained interior decorating and gardening features.

B) Graphics

The Post used line rules, dingbats, call-outs, boldfaced lead-ins and boldfaced subheads. Some stories were boxed and set two columns. One two-column feature was set in type larger than the body copy.

C) Photos: 27

1) Number of Photos on the Covers: 17
2) Number of Photos on the Inside Pages: 10
3) Boxed vs. Unboxed Photos: Most were not boxed.
4) Captions: The Post ran long captions in heavy boldface type slightly larger than body copy and centered above the cutlines.
5) Cutlines: Cutlines were complete sentences the same size as body copy and centered under the photos.

V. Typography

A) Headlines: Cap and lower case

B) Type Face: Sans-serif

C) Size of Heads: Heads ranged from about 14 to 42 points and were in regular and heavy bold type.

D) Positioning of Heads: Flush left

E) Bylines: Boldface caps, centered

F) Courtesy Titles: Miss, Mrs. Ms.

G) Flag: The flag varied from two to three columns wide and
floated on the upper half of the covers. It was a round-cornered box with large balloon letters. The section letter, the words "The Denver Post," the date and page number ran on one line at the bottom of the box.

H) Standing Heads: Cut-out photos of the regular columnists ran within round-cornered boxes similar to the flag. The "Socially Speaking" head was a strip of black tape with the letters reversed out. The head over "Your Horoscope" was a line rule run like a hood over the title.

VI. Staff Analysis

A) Number of Staff Writers: Three
   1) Female: Three
   2) Male: 0

B) Total Number of Bylined Wire, News Service Stories: 12
   1) Female: Three
   2) Male: Nine

C) Specials to The Denver Post: Two
   1) Female: One
   2) Male: One

D) Number of Bylined Local Stories: Six
   1) Female: Six
   2) Male: 0

E) Number of Syndicated Columnists: Eight*

*Syndicated columnists: "Ann Answers" by Ann Landers, "Antiques in America" by Gray Boone, "At Wit's End" by Erma Bombeck, "The Bradford Clinic" by Barbara Taylor Bradford, "Compact Living" by Sharon Nelton, "Home Improvement" by Bernard Gladstone, "Indoor Gardening" by Jane Alder, and "Your Horoscope" by Jeane Dixon.
1) Female: Six
2) Male: Two

F) Number of Local Columnists: Four*
   1) Female: Two
   2) Male: Two

G) Total Number of Photos: 27

H) Credited Staff Photos: 19
   1) Female: 0
   2) Male: 19

*Local columns: "Dottie Lamm," "Garden Gourmet" by Gary Niederkorn, "Gardening with Gundell" by Herb Gundell, and "Socially Speaking" by Patricia Collins.
A Route to Relearning
Brain-Injured Adults Find Hope at Center

By KATHLEEN HOPKIN

"We're the mental age of a six-year-old," one of the patients at Childs College, a post-collegiate center for adults who have suffered brain injury, said recently. "But we're learning, and we're making progress." The center, which is located in Chaffey College, Upland, offers a unique educational program for adults who have sustained brain injuries.

Jack Smith

Belief Is Just a Swallow Away

Jack Smith, a bird photographer, recently returned from a trip to southern California where he studied the habits of swallows. He was impressed by the remarkable ability of these small birds to navigate through the vastness of the sky.

New Management, New Outlook

Has the Queen Mary's Ship Finally Come In?

By PAUL IDEAL

There's a new owner in the Queen Mary, and it's easily noticeable in the way the ship is operated. The owner, a group of New York investors, has promised to modernize the ship's facilities and to make it more attractive to passengers. They have already implemented several changes, including the addition of new shops and restaurants.

The end was with John Cooper, recently appointed 24th captain of the Queen Mary, making the damage clear and the news bitter. New Management, New Outlook

Tirana Krueger—<Mr. Centre—Mr. Metamora, the ir irer Mental

Shee was after a (ut* and—no accident in 1977 left her daughter, Paula, an and back together. She began the neurological learning Center.

Tirana Krueger—<Mr. Centre—Mr. Metamora, the ir irer Mental

Shee was after a (ut* and—no accident in 1977 left her daughter, Paula, an and back together. She began the neurological learning Center.
Los Angeles Times

VIEW came the closest to being a general human-interest feature section. It had the most balanced staff, with about half the writers and columnists being male. Nearly half of the photos that ran were taken by women. The other papers had mostly female writers and male photographers.

The content was not centered on women's interests, as many of the other lifestyles sections were. VIEW had no advice columns or features on celebrities, interior decorating, household hints, recipes or sewing. There were no weddings and only a few engagements. Only one column dealt with fashion and beauty.

The emphasis of VIEW was people-oriented. Stories were about interesting local people, from a retired 70-year-old black house painter who was also a self-taught Russian teacher, to a Los Angeles philanthropist.

Most features were human-interest. Examples included a feature on the Queen Mary, a story on the rehabilitation of brain-injured adults and a review of a book about the death penalty. Book reviews were a unique feature of VIEW and a good source of interesting, original copy.

VIEW did follow-up features on a number of news events happening in the community, such as the dedication of a low-income housing complex. A staff writer made this an interesting story by interviewing several of the new tenants. A feature on an Anaheim gun show titled "No Farewell to Arms" also had human-interest appeal. Another news feature dealt with the findings of an urban development symposium that attracted several national figures, such as NBC news anchor Tom Brokaw, author Ray
Bradbury and hair stylist Vidal Sassoon.

For a large city, VIEW had local flavor and reflected the community. Columns such as "Jody Jacobs," "San Diego on VIEW" and "On VIEW" discussed local people and publicized local events. Like many small-town papers, VIEW ran numerous notices about talks, lectures and meetings of public interest.

VIEW also was one of the most entertaining and colorful lifestyles sections. Jack Smith's humor column, which ran four times a week, was something special to look forward to. Two columns, "Other VIEWS" and "Things," examined everyday occurrences, such as the joys of receiving a letter and quirks of human nature, that gave readers a lift. A feature on the inventor of solar-powered talking tombstones was a good color piece.

One drawback of VIEW was the packaging of cartoons, the bridge column and the comics page with the features. I would prefer VIEW to be strictly a feature section and not have its identity confused with that of an entertainment section.

The inside pages tended to be a little gray, especially toward the ends of the sections, and the main features tended to be too lengthy and require too many jumps.

The layout of VIEW was clean and neat. The heads were relatively small, about 30 points, and uniform looking.
I. Description

A) Section Name: VIEW

B) Days Run: Six (Sunday through Friday)

C) News Hole

1) Total Number of Pages: 92

2) Covers: Open

3) Average Number of Inside Pages Weekdays: 6-30

4) Theme Pages: 0

5) Sizes of Sunday Section: 18 pages

6) Food Section: Food was not a part of VIEW. A separate 40-page section ran Thursday.

II. Topics Covered

Books, consumer, coping, games and diversions (cartoons and bridge), human interest, humor, society and notices about talks, lectures, etc.
Chart 7—Below is a breakdown of the topics run and the number of stories on each topic.

<table>
<thead>
<tr>
<th>Topics</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tr>
<td>Talks, Etc.</td>
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A) Social News

"Jody Jacobs" ran Sunday, Monday, Wednesday and Friday: "Maxine Cheshire," a social column that dealt mostly with Washington politicians, ran Monday, Wednesday and Thursday; and "San Diego on VIEW," a social column about San Diego residents, ran Sunday. ("On VIEW" by Marylouise Oates dealt with local cultural and
charitable events and was not primarily social.) One story, a tribute to Lady Bird Johnson, was about a social occasion, the premiere showing of a documentary on her life.

B) Weddings

None. VIEW ran six engagement notices, three Monday and three Friday under the heading "Engagement News." The writeups were two to three paragraphs long. In addition to the couple's education and employment, their fathers' occupations were mentioned.

C) Women's-Interest News

Only three stories were classified as women's interest. They dealt with "traditional" and "liberated" topics. A column, "About Women," was about widowhood and a woman's subsequent loss of income; one was a profile on Congressional wives; and the other was about new research that shows women can have normal vaginal deliveries after having a Caesarean section.

D) Fashion

There were no stories about clothes but a column, "Beauty VIEW," on Thursday told how actress Alexis Smith uses a holistic approach to maintain her health and looks. A separate fashion section ran on Friday.

E) Food

None. A separate 40-page food section ran Thursday in addition to VIEW.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

"Calendar" ran daily and included stories on art, drama, films,
music, radio and restaurants. Monday through Friday the television listings were included. Movie and TV ads ran in this section.

B) Other Sections

YO U, a 16-page tabloid containing features on coin collecting, photography and other special interests, ran Tuesday.

Thursday's food section was more than half filled with full-page grocery ads and mostly contained recipes and syndicated columns. A staff-written news story, begun on the cover, dealt with nutritional quackery. A calendar of local cooking classes and a feature on indigenous edible roots were inside features. Interesting cover features were a story on healthful desserts that double as sweet treats and an article on Jewish dishes for the Purim celebration.

C) Sunday Supplements

The Sunday paper contained separate Book Review, Television, Travel, News Features and Home sections.

IV. Layout and Design

A) Packaging

The cover formats were similar. Jack Smith's column ran at the bottom quarter of the page daily except for Friday. A two-column feature and picture set off in a box ran either at the upper left or right and another story with pictures ran across the other columns.

B) Graphics

Line rules, underlined kickers, boldfaced subtitles, dingbats and call-outs were used to break up the grayness.
C) Photos
   1) Number of Photos on the Covers: 23
   2) Number of Photos on the Inside Pages: 17
   3) Boxed vs. Unboxed Photos: Unboxed
   4) Captions: 0
   5) Cutlines: Cutlines were slightly larger than body copy, flush left. Some were complete sentences; others were phrases.

V. Typography
   A) Headlines: Cap and lower case
   B) Type Face: Serif
   C) Size of Heads: Most were 30-36 points
   D) Positioning of Heads: Flush left
   E) Bylines: Bylines were the same size as body copy with the names in caps. A second line in italic caps and lower case identified Times staff writers or other writers. Both were flush left.
   F) Courtesy Titles: 0
   G) Flag: VIEW, set in 48 points, was centered at the top of the cover. In between two narrow line rules below were Los Angeles Times centered under VIEW; the date, flush left; and the section number, flush right.
   H) Standing Heads: Heads for regular columns were run as kickers over staff-written heads. Line rules were drawn over and under the heads.

VI. Staff Analysis
A) Number of Staff Writers: 15
   1) Female: Eight
   2) Male: Seven

B) Total Number of Bylined Wire, News Service Stories: Nine
   1) Female: Six
   2) Male: Three

C) Number of Specials to VIEW: Seven
   1) Female: Four
   2) Male: Three

D) Number of Bylined Local Stories: 20
   1) Female: 12
   2) Male: Eight

E) Number of Syndicated Columnists: 10*
   1) Female: Four
   2) Male: Six

F) Number of Local Columnists: Nine**

*Syndicated Columns: "About Women" by Janice Mall, "Astrological Forecast" by Carroll Righter, "Art Buchwald," "Maxine Cheshire," "Contemporary Living" by Letitia Baldridge, "Food and Fitness" by Dr. Lawrence Power, "Mind Your Money" by Peter Weaver, "Options" by Beverly Stephen, "On Bridge" by Alfred Sheinwold, and "Dr. Neil Solomon."

**Local Columns: "Beauty VIEW" by Lydia Lane; "Book Reviews" by Charles Champlin, Times Art Editor; "Book Reviews" by Art Seidenbaum, Times Book Editor; "Consumer VIEWS" by Don G. Campbell; "Jody Jacobs;" "On VIEW" by Mary Louise Oates; "San Diego on VIEW" by William Sullivan; "Jack Smith;" and "Things" by Miv Schaaf.
1) Female: Four
2) Male: Five

G) Total Number of Photos: 40
H) Credited Staff Photos: 34
   1) Female: 15
   2) Male: 19
Here Comes the Sun Machine

Newspaper Is For Lovers Of Chocolate
LIFE/STYLES was similar to Style in that it had food, fashion and home theme sections. Except for the fashion and food sections, cover stories were of general human interest.

At least one consumer-interest story ran every day but Monday. The focus of Tuesday's section was mostly on consumer interest with three columns, "Freebies," "Supermarket Shopper," and "Consumer Reports," and one consumer-interest story (about inflation-proof merchandise) running on the inside.

Women's-interest stories were mainly directed toward working women. A cover story, "Time-wasting is Women's Scourge," set the theme for Monday's section. Three stories by staff writer Joanne Hooker dealt with a woman's need to manage time effectively. Niki Scott, author of the column "Working Woman," wrote on "Effective Anger is Focused Anger."

Local and wire stories were well balanced. Wire stories often had unusual angles or were on interesting topics. A local feature on sun tanning delved into the popularity and safety of tanning parlors, noting that at least 14 sunshops had started up in the Seattle area. A LIFE/STYLE reporter wrote about what kinds of people regularly play bingo. A reporter also went to a local shopping mall and wrote on the urban cowboy fashion craze and the mechanical bull riding fad that was sweeping the nation.

Another local feature, a comprehensive inventory of Seattle bridal stores, provided helpful information to prospective brides, listing all the stores in Seattle that sell bridal gowns. Instead of running on
the last page of the fashion section, however, this story should have been
the cover feature along with some strong local photos.

Wire or news-service stories that were interesting included a
feature on a new magazine for chocolate lovers and a feature on Japan's
only female foreign correspondent, both from The New York Times. A story
about workaholics by the Cox News Service ran as a sidebar with a staff-
written story on various types of addicts. Another interesting story
from The New York Times was a report on why male voices are still
preferred by advertisers over female voices, even for women's products
(because they have more authority).

Wire and news-service stories were given good display and thereby
seemed more interesting. Janet Grimley, assignments and feature editor,
said she doesn't think readers are as concerned about reading local news
as editors think they are. "They [readers] want interesting and inform­
ative information and don't care where it was written," she said.

The LIFE/STYLES section also carried a good selection of syndicated
columns but didn't overuse them.

The section was clearly a feature section. The comics, bridge
and horoscope columns were packaged separately.

The sections were snappy, bright and well-designed. No more than
two stories ran on covers that were open. Only one story ran on covers
that had ads. None of the cover stories was jumped and care was taken to
square off the ends of the stories. Inside photos were run large and
given good display. Standing heads were uniform looking and well designed.

The layout was sloppy in places. Some of the heads were too
large and took up too much space. The headline "Here Comes the Sun Ma-
chine" on Sunday's lead feature was set in 54-point type across eight
columns and was overpowering. Another head, "Orange Jazzes Up Chicken,"
in 36-point type was too large for a small recipe.

In Saturday's HOME/DESIGN section, there was one bumping head,
and one standing head was transposed: "Antiques Know Your."

A three-column picture of a model wearing a bridal gown on the
cover of Thursday's fashion section ran without any accompanying story.
The 36-point head that ran as a caption underneath the photo was too
large.

I. Description

A) Section Name: LIFE/STYLES*

B) Days Run: Six (Monday through Friday plus HOME/DESIGN on Satur-
day)

C) News Hole

1) Total Number of Pages: 35

2) Covers: Three open; one 7/8 open; one 2/3 open; one 1/2 open

3) Average Number of Inside Pages Weekdays: Three to four

4) Theme Pages: Three (Food, Wednesday; Fashion, Thursday; 
Interior Decorating, Saturday)

5) Size of Section: Six pages

II. Topics Covered

Consumer, food, talks and community notices, women's interest, coping 
fashion and health.

*LIFE/STYLES is now called Living.
Chart 8—Below is a breakdown of the topics run and the number of stories on each topic

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<td>23</td>
<td>12</td>
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A) Social News
None.

B) Weddings

Two brief wedding announcements and one 50th wedding anniversary announcement ran in a "Milestones" column Monday. Typical of the wedding format was:

MARRIED: Stephanie Lynn Johnson to Pat O'Day Feb. 21 in St. Mary's Episcopal Church, Tacoma. She is the daughter of the Roger Johnsons, Tacoma, graduated from UW and is a member of Kappa Kappa Gamma sorority. He is the son of Wilma Berg, Seattle Heights. They will live in Seattle.

The anniversary writeup said:

50th WEDDING ANNIVERSARY: The Victor Iversons, Stanwood, celebrated their 50th wedding anniversary March 8. They were married in Seattle, March 7, 1931.

The preceding Monday, scholarship recipients also were listed in the "Milestones" column.

On Wednesday, information of public record was listed in small print under the headings, "Births," "Marriage Licenses" and "Dissolutions." The births were listed alphabetically by hospitals under the parents' last names. For example:

GOLDBERGER--Timothy and Karen, 14240 S.E. 18th Bellevue, daughter.

Marriage licenses were listed by last names, the man's name first in alphabetical order. For example:

BLUM-FEWELL--Kurt Blum, 29, Seattle; Constance Fewell, 30, Seattle.

Dissolutions were listed alphabetically under "Dissolutions Asked" and "Dissolutions Granted." For example:
"ALLEN--James G.; Carolyn S."

No addresses or ages were given.

C) Women's-Interest News

Eight women's-interest features focused mainly on "liberated" women's topics. Examples included the column "Working Woman" and features on female achievers, such as Japan's only female foreign correspondent and a female fashion financier who was a millionaire by her mid-20s. Tuesday's section focused on career women with features on how to better organize one's time and set priorities. Another "liberated" story examined the reasons why men's voices are still predominant in radio and television advertising. "Traditional" women-interest stories were Heloise's household-hints column, a sewing column and a feature about a new fashion magazine for "large-size" women.

D) Fashion

Four pages of fashion news ran Thursday. Syndicated columns were "Sew with Flair," a "how-to" sewing column by Marylou Luther, a fashion editor of the Los Angeles Times. Two local columns, "In Seattle Stores," a column that unearths good buys and unusual finds from rummage sales to estate sales, were consumer-oriented. An exhaustive full-page feature on Seattle-area bridal stores provided valuable information to prospective brides, such as styles carried, price range, sizes and store hours.

E) Food

The Wednesday food section was not just a grocery-ad section haphazardly filled with wire copy. The section was only 14
pages, compared to some of the other food sections that ran 20-40 pages, and it contained a good ratio of news to ads. The section was a blend of recipe features and consumer-interest and health and nutrition features. Since St. Patrick's Day was the following week, the lead feature and theme was on Irish cooking. The cover feature focused on a Seattle homemaker from Dublin and on authentic Irish recipes. One inside feature, a local story, was a follow-up report on a panel discussion at the University of Washington on dietary fads.

Some of the best syndicated food columns were regular features. They were "The Butcher," "Naturally," "Craig Claiborne's Gourmet Diet," "60 Minute Gourmet" and "New on Market." An article about Irish whiskey by Terry Robards of The New York Times also was printed.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment

Except for Thursday, two or three pages of arts and entertainment ran daily. Included were movie listings and stories about local cultural events such as art shows and concert reviews. Other features were stories about Hollywood celebrities and art and entertainment news from around the world. A story on a Seattle model being crowned Miss Washington USA was placed in this section, not in LIFE/STYLES.

B) Other Sections

None.
C) Sunday Supplements
Travel, a 10-page section; HOME/REAL ESTATE, which had house and gardening features; Sunday Brunch, a 10-page arts and entertainment section; P-I/Northwest, the magazine of the Seattle Post-Intelligencer; Sunday Woman, a 12-page King Features Syndicate tabloid; and Parade.

IV. Layout and Design
A) Packaging
The crossword puzzle, bridge, horoscope and other entertainment columns were packaged together on a separate page that ran in different sections of the paper Monday through Saturday.

B) Graphics
The section had a clean appearance. Some stories were boxed. Heavy bar lines occasionally were used as spacers between stories. Recipe ingredients were boldfaced and easy to read.

C) Photos
1) Number of Photos on the Covers: 21
2) Number of Photos on the Inside Pages: 27
3) Boxed vs. Unboxed Photos: Boxed
4) Captions: 0
5) Cutlines: Cutlines were slightly larger and bolder than body copy. They usually ran one line or less and were complete sentences.

V. Typography
A) Headlines: Cap and lower case
B) Type Face: Serif
C) Size of Heads: Headlines tended to be large. Most ran 36 points on the main features. Some ran 48 to 54 points.
D) Positioning of Heads: Flush left
E) Bylines: Boldfaced, centered
F) Courtesy Titles: 0
G) Flag: The LIFE/STYLES logo was a combination of two type faces—a heavy bold for LIFE and a thin, elongated type for STYLES. The logo ran flush left at the top of the section cover. Seattle Post-Intelligencer in small type ran next and the section number and three inside teasers ran flush right. A heavy bar line underscored the entire flag.
H) Standing Heads: Some regular heads, such as "Consumer Reports" were boldfaced and were centered between a bar line at the top and a line rule at the bottom. These heads floated within the body copy and a staff-written head ran at the top of the column. Portrait sketches of some regular columnists such as Ann Landers were part of some standing heads.

VI Staff Analysis
A) Number of Staff Writers: 10
   1) Female: 10
   2) Male: 0
B) Total Number of Bylined Wire, News Service Stories: 14
   1) Female: Eight
   2) Male: Six
C) Number of Specials to the Seattle Post-Intelligencer: 0

D) Number of Bylined Local Stories: 15
   1) Female: 15
   2) Male: 0

E) Number of Syndicated Columnists: 17*
   1) Female: Seven
   2) Male: Nine
   3) Couples: One (Ralph and Terry Kovel)

F) Number of Local Columnists: Four**
   1) Female: Three
   2) Male: One

G) Total Number of Photos: 48

H) Credited Staff Photos: 22
   1) Female: 0
   2) Male: 22

*Syndicated Columns: "Ask the Designer" by Carleton Varney, "James Beard," "Dr. Joyce Brothers," "The Butcher" by Merle Ellis, "Clotheslines" by Marylou Luther, "Freebies" by Brian Weiss, "Gourmet Diet" by Craig Claiborne, "Paul Harvey," "Hints from Heloise," "Know Your Antiques" by Ralph and Terry Kovel, "Ann Landers," "Naturally" by Sharon Cadwallader, "Sew with Flair" by Sandra Betzina, "60 Minute Gourmet" by Pierre Franey, "Supermarket Shopper" by Martin Sloan, "Philip Warren," and "Working Woman" by Niki Scott.

**Local Columns: "Around the Sound" by Gail Collins, "Ann Combs," "Personality House" by Barbara Huston, and "Emmett Watson."
Taking On Life in a Wheelchair
By Charles Petit

A year ago, John Farmer, a 45-year-old man who had suffered a spinal cord injury, was in a wheelchair, unable to get around on his own. He was using a speech synthesizer to communicate with his family and friends. Now, he is back on his feet, walking again.

John was injured in a car accident while on duty as a police officer. He was transported to the hospital in a spinal cord injury unit, where he received immediate medical treatment.

During his hospital stay, John underwent several surgeries to stabilize his spine. He also received physical therapy to help him regain strength and mobility.

John's recovery has been slow, but steady. He has been discharged from the hospital and is now living at home with his family.

Patients Tell How They Cope

Several recent spinal cord injury patients have been asked about their experiences and coping strategies.

Stephanie O'Keeffe, a 32-year-old woman who was injured in a car accident, says she is struggling to adjust to her new lifestyle. "I don't know how to get around," she says. "I used to be able to walk wherever I wanted."

Hern Friedman, a 35-year-old man who was injured in a motorcycle accident, says he is grateful for the support he has received from his family and friends. "They have been my biggest supporters," he says. "I couldn't do this without them."

Bran Flowers, a 30-year-old man who was injured in a construction accident, says he is feeling optimistic about the future. "I'm going to get back on my feet," he says. "I'm going to live my life to the fullest."
San Francisco Chronicle

The primary focus of the People section, not suprisingly, was on people. Personality profiles ran on all section covers and several features about people ran inside. Most features focused on ordinary people, such as a handicapped ex-Marine and his battle to walk again; a Point Richmond woman who had written a historical guide to her village and fought to preserve the city's historic district; a housewife turned motorcycle rider; a profile on Mary, the interpreter during the Iranian hostage crisis; a woman who had battled schizophrenia for 30 years; and a couple of profiles on local artists.

A few features focused on widely-known personalities, such as Jacques Marchand, publisher of Mother Jones, Western writer Louis L'Amour and novelist Judith Krantz.

The covers were lively looking and well laid out. Photos tended to be clustered together and white space was used to give a feature-like appearance.

The inside pages, however, were disappointing. Most of the space was devoted to regular columns and there was little room for other features. The repetition of certain columns was dull and showed little imagination or care.

Bridge and chess columns ran daily, giving the impression that these were the most important features in the People section. Also regularly run were medical columns, a produce column about fresh vegetables available at local stores and a gardening column. A small cartoon, Guidon, ran Monday through Friday and was a waste of space.
Social columns were an important part of People. There were three society columns: "Social Scene" by Pat Steger ran five times; "Herb Caen," once; and "The Chatter Box" by Suzie Knickerbocker, once.

Adeline Daley wrote a witty personal column, "Coffee Break," that ran twice a week, and "My Fair City" by Merla Zellerback, which also ran twice a week, was a good local color piece.

A hard-news story about a Black Panther being denied parole and a news feature about polar bear alerts in the Yukon appeared, incongruously, in the middle of Thursday's fashion section.

One disturbing feature about the layout was the use of centered headlines which gave the pages a jumpy look.

Because so many entertainment features—bridge, chess and cartoons—were packaged in People, the section lacked clear focus. It was part features, part entertainment, part consumer interest and part a society section.

I. Description

A) Section Name: People

B) Days Run: Six

C) News Hole

1) Total Number of Pages: 22

2) Covers: Five open; one 2/3 open

3) Average Number of Inside Pages Weekdays: Three to four

4) Theme Sections: Two (Thursday, Fashion; Friday, Design)

5) Size of Sunday Section: 0

6) Food Section: Food was not a part of People. A separate six-page food section preceded People Wednesday.
II. Topics Covered

Games, such as bridge and chess, people, human interest, society, health and consumer interest.

Chart 9—Below is a breakdown of the topics run and the number of stories on each topic.

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<thead>
<tr>
<th>Topics</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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</table>
A) Social News
"Social Scene" ran Monday through Friday; "Herb Caen" ran Friday; and "Chatter Box" ran Saturday.

B) Weddings: 0

C) Women's-Interest News
One feature about a 39-year-old housewife turned motorcyclist ran Tuesday.

D) Fashion
A fashion story on country club dressing ran on Thursday's cover with the column "Clotheslines." An interview with designer Gloria Vanderbilt was more of a personality profile than a fashion story as was an interview with a woman who designs jewelry.

E) Food
None. A separate six-page Food section preceded by People Wednesday. It had a good mix of features, photos, columns and ads.

III. Related Lifestyles Sections and Supplements

A) Arts and Entertainment
Stories about the theater, art shows, galleries, dance, opera and rock, jazz and symphony concerts ran in Datebook Monday through Friday. Most of the copy was staff written and included reviews of local performances. Datebook averaged three to five pages.

B) Other Sections
None.

C) Sunday Supplements
Scene/Arts, a feature section; Datebook, a 52-page entertainment tabloid; Review, a 20-page literary and cultural tabloid inserted in This World; and Travel, a 30-page section.

IV. Layout and Design

A) Packaging

People followed a regular format. Features ran on the covers but the inside pages were filled with columns, many of which ran daily. The bridge and chess columns ran daily. "The Greengrocer," a produce column, ran Monday, Tuesday, Thursday and Friday.

"Green Thumb," a gardening column, ran Monday, Wednesday and Friday. A medical column ran Monday through Friday. Two local columns, "Coffee Break" and "My Fair City," each ran twice a week.

"Dear Abby," which ran daily, was packaged on Panorama, a column page opposite the editorial page.

B) Graphics

The lead features on the section fronts had white space around the heads or pictures. Photos were clustered together and cut-lines often were placed to the left or right in wide gutters. Some stories were set in odd widths and ragged right for a more feature-like appearance. Many features began with a large initial boldface cap. Some stories were boxed and bold lines and dingbats were used to separate copy.

C) Photos

1) Number of Photos on the Covers: 21

2) Number of Photos on the Inside Pages: 11
3) Boxed vs. Unboxed Photos: Both
4) Captions: 0
5) Cutlines: Slightly larger than body copy, boldfaced and often set flush left or right. There were no periods at the ends, even on cutlines that were complete sentences.

V. Typography

A) Headlines: Cap and lower case
B) Type Face: Sans-serif
C) Size of Heads: Heads ranged from small 14-point type to large 52-point type.
D) Positioning of Heads: Centered
E) Bylines: Italic, the same size and type as body copy, centered
F) Courtesy Titles: 0
G) Flag: People was set in heavy bold 30-point type and centered at the top of the page. The date ran flush left and San Francisco Chronicle and the page number ran flush right. A heavy bar line underscored the logo with the descender of the letter "P" in People breaking the line. The flag took up minimal space—only an inch at the top of the page.
H) Standing Heads: Most were set in 18-point heavy boldface type, underlined and centered with the byline underneath a staff-written head. Some, such as the bridge and chess columns, had no staff-written heads.

VI. Staff Analysis

A) Number of Staff Writers: 10
1) Female: Seven
2) Male: Three

B) Total Number of Bylined Wire, News Service Stories: Four
   1) Female: Three
   2) Male: One

C) Number of Specials to the San Francisco Chronicle: 0

D) Number of Bylined Local Stories: 17
   1) Female: 13
   2) Male: Four

E) Number of Syndicated Columnists: Eight*
   1) Female: Five
   2) Male: Three

F) Number of Local Columnists: Seven**
   1) Female: Three
   2) Male: Four

G) Total Number of Photos: 32

H) Credited Staff Photos: 12
   1) Female: Two
   2) Male: 10

*Syndicated Columns: "Ask the Doctor" by G. Timothy Johnson, M.D.,
"Bridge" by Charles Goren and Omar Sharif, "Chatter Box" by Suzie Knickerbocker,
"Clotheslines" by Marylou Luther, "For Women Only" by Christine Haycock, M.D.,
"Options" by Beverly Stephen, "Sew with Flair" by Sandra Betzina, and "The Wibberly Papers" by Leonard Wibberly.

**Local Columns: "Herb Caen," "The Chess Column" by George Koltanowski,
"Coffee Break" by Adeline Daley, "The Greengrocer" by Joe Carcione, "Green Thumb" by John E. Bryan, "My Fair City" by Merla Zellerback, and "Social Scene" by Pat Steger.
There's expert help for teens, their parents

By Nancy Dean
Lifestyle Writer

Preparing your teen for the next step can sometimes be as hard as the next step. Parents worry about the care and protection of their young adult children. They want to prevent problems before they start. A new program in Granite Mental Health will run nine weeks, with a focus on preventing problems in the family, education and drug use.

Glen Fulkerson, Parents Need Support, believes the Family Court will seek out parental involvement for its efforts and prevention programs. Parents, he feels, will be very interested in learning to cope with drug-using adolescents, and the Family Court will be quite helpful in this effort. Parents will be taught day by day about the problems of today's teens, and how to deal with them.

The STEP program is designed to help parents understand their teenagers and learn how to deal with the many problems that present themselves. The program will help parents to develop the skills necessary to help their young adult children deal with their own problems, and the problems within their family. The program will also help parents to learn how to deal with their own problems, and the problems within their family.

A two-week training camp will be offered for parents who want to learn how to deal with their own problems, and the problems within their family. The training camp will be held in a residential setting, and will include workshops on dealing with anger, stress, and other personal problems. Parents will also have the opportunity to talk with other parents who are in the same situation, and to learn from their experiences.

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Lifestyle seemed more like a women’s-news section than a general-interest feature section. Most features appealed to traditional women’s interests, such as cooking, sewing, housekeeping, club news and weddings. Lifestyle was the only section that had no human-interest features, one of the most popular types of news for most of the other papers. Some of the cover features, however, were on topics of general interest, such as kite flying (recreation), tree pruning (gardening), counseling for troubled teenagers and their parents (families) and a report on a furniture show (decorating).

The noticeably feminine appeal of the Lifestyle section was partially due to its staff makeup. There were no male staff writers and, except for Dr. Solomon's health column, no other copy was written by men.

The section was not very local. Only 10 bylined stories were by staff writers. Syndicated columns, the AP and other newspaper syndicates provided much of the content.

The most popular topic was food. In addition to the Thursday Food section, the lead feature on Friday was on Mexican cooking. An inside feature Friday focused on what Nancy Reagan likes to eat, and a lengthy staff-written story on Saturday was about microwave cooking. Fifteen articles, columns and fillers dealt with health and nutrition.

Next to The Denver Post, which only ran 18 pages for the week, the Lifestyle section had the fewest number of photos. Of 29 photos, only four carried a local credit line. Snapshots of the columnists
were relied on to liven up the inside pages in lieu of other photographs.

However, four of the best photographs found in any of the seven papers ran on the cover of the Sunday Lifestyle section. The pictures of kites were dazzling for their color and quality of reproduction.

According to Lifestyle Editor Barbara Robison, open pages are laid out by an artist, and Sunday's cover, the only open page, was radically different from the rest of the week's. It alone gave the impression of being a feature. The photos were artistically clustered together and the headline, instead of running at the top of the page, was dropped. Good use of white space helped create a more open, airy feeling that worked well with the subject of kite flying.

The layouts of the rest of the sections were routine. Several one-column fillers, such as how to stain wood with tea, filled space. I didn't like the cartoon by Hallmark, "Betsy Clark," that ran four times during the week. I couldn't tell if it was an ad or was meant to be cute.

The Lifestyle pages were not lively or interesting. Heads often were too large and strung out over too many columns. One seven-column, 36-point head proclaimed: "Good tips abound for morning oatmeal eaters." There also was a problem with bumping heads and Ann Landers' name was misspelled on the cover of Saturday's section.

The Lifestyle flag was poorly designed. It was cluttered with too much information and the rounded corners used to box the flag looked dated.

I. Description

A) Section Name: Lifestyle
B) Days Run: Seven

C) News Hole

1) Total Number of Pages: 37
2) Covers: One open (Sunday); the rest 1/2 to 2/3 open
3) Average Number of Inside Pages Weekdays: Three
4) Theme Sections: One (Thursday, Food)
5) Size of Sunday Section: 12 pages

II. Topics Covered

Weddings, health, nutrition, food, advice, household hints, families, women's interests.

Chart 10--Below is a breakdown of the topics run and the number of stories on each topic.

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<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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<td>13</td>
<td>11</td>
<td>11</td>
<td>7</td>
<td>107</td>
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</table>
A) Social News

There were no social columns. One small announcement about a military ball ran Wednesday.

B) Weddings

Thirteen writeups ran Sunday; two Monday; and one, without a picture, Tuesday. All but two of the writeups that ran Sunday were grouped together on one page. Photos were run side-by-side across the top, middle and lower half of the page. The writeups ran in serial fashion and did not run with the brides' pictures.

According to instructions in the Sunday and Wednesday sections, photographs must be submitted one week before the wedding and an eight dollar fee is charged "to cover production costs." Golden wedding and birthday announcements are charged at $15.40 per inch --more if a picture is used.

C) Women's-Interest News

Most features were of the "traditional" variety. Two articles dealt with women's health issues--toxic-shock syndrome and the risks of teenage pregnancies. Another feature was about a homemaker for hire. A cover feature Tuesday about a slide show to be presented by the leader of the 1978 American Women's Himalayan Expedition appealed to "liberated" women's interests.

D) Fashion

Jennifer Anderson's fashion and beauty column ran Sunday with a feature on handmade clothes as an art form from the Baltimore
Evening Sun, and a small fashion filler that said dainty, "little-girl look" bracelets were "in." An AP photo showing the newest designer-label jeans, "Goodies," from Goodwill Industries, ran Wednesday. There was no local fashion reporting.

E) Food
The food section was relatively small, with the news hole running only seven partial pages. The cover feature was on a woman who likes to cook her grandmother's recipes. Two columns, "Laurel's Kitchen" and "Here's What's Good to Eat," focused on health and nutrition. Another column, "Stretch Your Food Dollar," was of consumer interest. "Dear Heloise," a household hints column, ran in this section.

III. Related Lifestyles Sections and Supplements
A) Arts and Entertainment
A two-page Amusement section contained news of music, art, symphony and other cultural events Monday through Saturday. A "What's Happening Today" column listed daily cultural activities. Four Amusement pages ran within a 12-page section called The Arts on Sunday.

B) Other Sections
None.

C) Sunday Supplements
The Arts, an arts and entertainment section; Parade; Home, a 24-page feature tabloid; and TV Week, a 20-page tabloid containing TV logs and mostly canned or wire features about celebrities, inserted in Home.
IV. Layout and Design

A) Packaging
The Lifestyle section was clearly a feature section aimed at women.

B) Graphics
Few graphic design elements were used. A couple of features were boxed with a squiggly-lined border. Kickers were underlined. Boldfaced subheads and a few call-outs were used to break up copy.

C) Photos: 29
1) Number of Photos on the Covers: 15
2) Number of Photos on the Inside Pages: 14
3) Boxed vs. Unboxed Photos: Except for Sunday's cover, photos were not boxed.
4) Captions: 0
5) Cutlines: Cutlines were complete sentences and were set slightly larger than body copy in bold face. Cutlines under large pictures often were broken too many times and were awkward to read. One four-column, two-line cutline was broken four times.

V. Typography

A) Headlines: Lower case except for the first letter of the first word.

B) Type Face: Serif

C) Size of Heads: Type size ranged from about 18 to 42 points

D) Positioning of Heads: Flush left and centered
E) Bylines: The same size and type as body copy, centered
F) Courtesy Titles: Mr., Mrs., Miss, Ms.
G) Flag: Lifestyles in about 42-point boldface type was centered at the top of the page. The Salt Lake Tribune ran at left; the section number, day, date and page number to the right. The flag was boxed and the corners rounded.
H) Standing Heads: Most columns did not have standing heads. Some, such as Ann Landers, were run as kickers. Small one-column pictures ran with all the columns.

VI. Staff Analysis

A) Number of Staff Writers: Seven
   1) Female: Seven
   2) Male: 0

B) Total Number of Bylined Wire, News Service Stories: Eight
   1) Female: Eight
   2) Male: 0

C) Number of Specials to The Salt Lake Tribune: Two
   1) Female: 0
   2) Male: Two

D) Number of Bylined Local Stories: 10
   1) Female: 10
   2) Male: 0

E) Number of Syndicated Columnists: 10*

*Syndicated Columns: "Jennifer Anderson," "Dr. Joyce Brothers," Heloise," "Joyce Laine Kennedy" (careers), "Ann Landers," Laurel's Kitchen" by Carol Flinders, "Robin Robison" (children), "Dr. Neil Solomon," "Pat Trexler" (sewing), and "Erica Wilson" (sewing).
1) Female: Nine
2) Male: One
F) Number of Local Columnists: One*
   1) Female: One
   2) Male: 0
G) Total Number of Photos: 29 (Not including brides)
H) Credited Staff Photos: Four
   1) Female: 0
   2) Male: Four

*Local Columnists: "Monday Musings" by Judy Magid.
## APPENDIX IV

**Comparison of Stories and Topics in All Sections**

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<th>Grand Totals</th>
<th>New York</th>
<th>Portland</th>
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APPENDIX V
LIFESTYLES QUESTIONNAIRES
1. What is lifestyles?

Concerns the way people live, entertain, dress, relate to each other, their consumption patterns, their ideas and goals. Women's issues, profiles, women's health.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?

It tends to be feature rather than hard news.

3. What, specifically, are the kinds of things you like to cover?

See question 1.

4. What do you feel is the most popular thing you do in the lifestyles section?

Historical features, human interest features, consumer interest stories, social news, etc.

Consumer stories, social events, profiles, fashion, human interest.

5. How important are pictures to your section?

As important as words.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?

Yes.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?

The style page is somewhat geared to women, the living section and home section are pitched equally to men and women.
8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

Mr. Mrs. and Miss only. First reference example Mrs. Jane Smith, Miss Judy Jones, Mr. John Smith. 2nd reference Mrs. Smith, Miss Jones, Mr. Smith.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

Our sections and pages are the most graphic in the paper. Photos and art work extensively used. Each page and section has an art director.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

We do not do reader surveys. Mail indicates that what we do is extensively and carefully read.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

The Living and Home Sections grew out of the Style Page five years ago. The Style Page itself grew out of a woman's page which had existed for many years.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

Yes. Department stores, and food outlets mainly.

13. How large a circulation does your newspaper have?

1 million

14. How large a staff do you have?

46 reporters (some only in Home and Living) 5 editors, 8 art copy editors, 1 photo editor, 3 art directors, 9 secretaries, 1 copy person, 1 telephone operator
Name of lifestyles section: _Day Section_ (Monday, Tuesday, Wednesday, etc.)

Name of lifestyles editor: _Willy Mahler_

### LIFESTYLES QUESTIONNAIRE

1. **What is lifestyles?** We have main news, Metro, sports and Day, which feature more in-depth examination of issues, news, personalities, etc. It is also the package for the regular columns (Abby, Bombeck, etc.) and for food, fashion and (on Sunday) travel.

2. **What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?** Often it is merely the approach, and a little more length for development, because we prefer having a news peg. And, of course, the fashion and food.

3. **What, specifically, are the kinds of things you like to cover?** Men and women as personalities and contributors to our society, issues such as child care, single women deciding to have children, social changes, community projects. We've done such things as mud wrestling, girls who love horses, the tampon problem.

4. **What do you feel is the most popular thing you do in the lifestyles section?** Historical features, human interest features, consumer interest stories, social news, etc?
   - Human interest features, though consumer stories which have to do with saving money, time, etc. are also popular. There are also many out there interested in crafts and hobbies, but we don't do those regularly.

5. **How important are pictures to your section?** Vital. We usually use them as a part of the page makeup to give our section front, and interior, a more open look and provide visual difference when compared to Metro, Main News.

6. **Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?** I'm sure readers prefer local news and features, though some columns are also looked for (NEVER leave Abby out of the paper).

7. **Is your lifestyles section primarily geared to women? If not, who is your primary audience?** We like to think we interest both men and women. Many more men interested in cooking for instance (we have a cooks to copy feature that is about 1/2 male) cover men's fashions and most social issues are of interest to both sexes. Still, probably our primary audience is probably female.
8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

We follow AP style -- though kicking and screaming. Use Mary Brown on first reference (except in weddings if the parents prefer Mr. and Mrs. John Brown) and subsequently use Miss, Mrs. or Ms. -- except for some reason known only to the Associated Press, sports figures who are female can be called by their last name only.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

An artist, rather than copy desk, usually lays out Page 1. Interior pages are handled by copy desk. We use larger pictures, strive for more feeling and action, use color on each Sunday and sometimes during the week. Have a little latitude in graphics, but have to pass deviations from overall style past managing editor.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

We know it's popular, but haven't any recent readership survey. We are asking for one, because we aren't certain of the relative draw of certain columns and subjects. We receive many letters, and phone calls on controversial topics. Not as many as 20 years ago, though. I feel the public is becoming more apathetic.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

About 11 years and it was an outgrowth of the old women's section, though a quite dramatic and sudden change was made by the previous woman's editor. She set the tone and broke a lot of hard ground.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

I pay very little attention to advertising. Sorry, it's been bred in the bones.

13. How large a circulation does your newspaper have?

407,000 circulation on Sundays
249,000 weekdays

14. How large a staff do you have?

Myself, five women, 1 man and an editorial assistant. There is one person (female) on the copy desk who handles our section exclusively.
1. What is lifestyles? People, all kinds of people, and how they live their lives.

Concerns, trends, featurized news.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?

More people-oriented.

3. What, specifically, are the kinds of things you like to cover?

Just about anything. Soft issues; issues following the news; family, women, men, news. Health, aged, teenagers, children, welfare.

4. What do you feel is the most popular thing you do in the lifestyles section? Historical features, human interest features, consumer interest stories, social news, etc?

Human interest features.

5. How important are pictures to your section?

Essential.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?

Depends on how interesting local news is; some wire stories are very good and we try to use them.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?

We hope it has strong appeal to men, also, along with young unmarrieds. However, our basic readership, or more than 50 per cent, is women.
8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

We omit titles on 2nd reference and use last name, we use title preferred by interviewee (Mrs., Miss, Ms.).

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

More display, more frequent use of color.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

It is very popular; I know from word of mouth, letters, public response. Four years ago, we ran a simple questionnaire on marriage and received 3,000 responses.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

It was an outgrowth of women's; that was an outgrowth of society news. Living (lifestyle) section is about 6-7 years old.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

Yes to both questions.

13. How large a circulation does your newspaper have?

260,000 daily; 350,000 Sunday (approx).

14. How large a staff do you have?

Our section front now incorporates our arts (entertainment) department. Living Department alone has 17 persons (including copy desk).
LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?
I hate the term. We call ourselves a newsfeatures section. If someone's style of living is interesting, we'll write about it.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?
We do not cover hard news. Other than that, we cover anything that makes a good story.

3. What, specifically, are the kinds of things you like to cover?
Everything: from cops to housewives, medical developments to features from Washington (we have a reporter in the bureau there).

4. What do you feel is the most popular thing you do in the lifestyles section? Historical features, human interest features, consumer interest stories, social news, etc?
Human interest features, be they individuals or groups facing or solving problems.

5. How important are pictures to your section?
Very. We assign art with every newsfeatures story.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?
We devote our Page one and much of our inside space to local coverage.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?
No. We try to appeal to all.
8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

We use last name in second reference 95% of the time, the exceptions being in xxx stories where more than one family member is involved and from time to time in xxx society stories.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

The entire paper attempts a uniform look. We use more art because we have the space to do so.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

Readership surveys indicate we are widely read, second only to main news.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

It was an outgrowth of the old women's/society section.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

A number of major retailers appear in View by design.

13. How large a circulation does your newspaper have?

1,036,522 daily; 1,290,194 Sunday.

14. How large a staff do you have?

Three editors and 15 reporters
1. What is lifestyles?

Monday-Saturday is a combo of human interest features, synd. columns and arts and entertainment news including television, reviews, calendar listings of upcoming events. On Sunday Lifestyle is human interest, upbeat stories—often sybaritic.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?

Stories don't need a solid news peg although we try to have one. Written in feature style while rest of paper is more news oriented. Sometimes stories could fit in our LOCAL pages as well as Living so editors try to share space dictates. We try to be timely with story coverage i.e. if a book author is through on Monday, we ran his story on Tuesday.

3. What, specifically, are the kinds of things you like to cover?

Wednesday--food emphasis; Thursday--fashion emphasis. Try to cover events and people that are of interest to readers--personalities, things to do; tips on how to save money. I.e. just did a five-part on How to Survive Inflation. Interviewed real people who gave tips and then also ran other tips that reporters found. Also ran contest for readers to suggest ideas and gave money as prizes. Had over 1,000 entries and it was low key promotion.

4. What do you feel is the most popular thing you do in the lifestyles section?

Prob. human interest features, consumer interest features, social news, etc?

5. How important are pictures to your section?

Vital—we have a section story daily and must have good art to lead off the section. Virtually every local story has art with it.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?

I don't think our readers are nearly as concerned about local features as we are. They want interesting and informative information and don't care where it was written. Syndicated columns are liked because they're consistent and readers are creatures of habit. Want to read Landers daily, for example.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?

Definitely not. Our ME is against women's sections which is why we've reorganized features and I handle what used to be 19 separate departments. Stories are evaluated on content and placed in the paper where they fit. A medical story about abortion would then fit news if it's current or in our "think" section if it's interpretive.
8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (women’s first name), Mrs. (man’s name), Miss, Ms., or omit title on second reference?

We follow the guidelines: Jan Smith first reference, Smith on following references. Exceptions are if we’re interviewing husband and wife. For clarity we’d either use both first names or Smith and Mrs. Smith. Exceptions also when we’re referring to stately old ladies or women like Nancy Reagan.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

Use same typefaces as rest of paper. We run more and larger pictures than daily pages and our pages look better—more care taken in squaring off stories, watching head sizes etc.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

Haven’t done readership survey for about 3 years. At that time our features were well-read. Suspect they still are because of letters and calls when people are searching for information or we left something out. We have a daily Advice Page which includes, Landers, Dr. Brothers, Heloise, Dr. Coleman, our Action Column and that is really well-read.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women’s news or society section or something completely new?

The original Lifestyle section grew out of women’s pages and switched sometime in the early 60’s. It went thru many name changes because of various publishers who had different ideas. It was called Lifestyle, Style Lifestyles, Accent, A.M. Northwestern and now is a combo section called Living and still Lifestyle on Sundays. Living made the greatest changes in format.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

Food and fashion yes—the rest I really don’t know. I understand about 50% of the ads are by request, the other 50% are placed there. We try not to sell placement advertising.

13. How large a circulation does your newspaper have?

daily 197,000  
sunday 227,000

14. How large a staff do you have?

Counting myself, our 2 clerks and the copy desk which is ours exclusively. We handle: all arts/ent. coverage, TV book, Sunday mag., Living—6days, Lifestyle—1; real estate, books, travel, fashion, food. 

Staff breakdown:

- copy desk and layout: 6
- Editor: 1 (me)
- TV coverage and book: 2
- Gen. assign. 7
- Arts 6
- Specialists 5
- Food, Fashion, Travel, Life

Clerks 2
LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?
   - Personality profiles, fads, love columns, the local social scene, consumer stories, "iron" with life, latest trends and fads, informative columns.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?
   - It doesn't have a time element that would require running it on a certain day - we do it to know your stories relate to stories in the daily news.

3. What specifically are the kinds of things you like to cover?

4. What do you feel is the most popular thing you do in the lifestyles section?
   - Historical features, human interest features, consumer interest stories, social news, etc?

5. How important are pictures to your section? Crucial!

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?
   - Yes

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?
   - No, women/men 20-50, middle-class, fully educated.
8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (woman's first name), Mrs. (man's name), Miss, Ms., or omit title on second reference?

   Omits courtesy titles

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

   Larger pics, column widths vary & can be larger than in the new section.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

   Very popular. Often get letters & phone calls after certain articles.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women's news or society section or something completely new?

   Yes. Used to be Women's World.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

   Bridal ads, department stores, fashion, makeup ads

13. How large a circulation does your newspaper have?

   About 560,000

   (Back page completed by Nicole Lastreto, editorial assistant)

14. How large a staff do you have?

   15 including editor and reporters (2 male reporters)
LIFESTYLES QUESTIONNAIRE

1. What is lifestyles?
   A little bit of everything from carryover stuff of old women's section, like weddings, to consumer news and club items.

2. What makes lifestyles distinct from general news or news that could be included in other sections of the newspaper?
   For one thing we can offer better display and can write longer stories. We also have the leisure of being able to devote more time in news gathering, making for better quality.

3. What, specifically, are the kinds of things you like to cover?
   Consumer news, how tos, things that relate to the reader, medical.

4. What do you feel is the most popular thing you do in the lifestyles section?
   Historical features, human interest features, consumer interest stories, social news, etc.
   People stories and Hamm covering issues to which the reader can relate.

5. How important are pictures to your section?
   Very—but we are fortunate in having an excellent photo staff. Our photographers also like the section because we can give them excellent display.

6. Do you feel your readers prefer to read local news and local features as opposed to news obtained from wire copy, syndicated columns, or other news services?
   Local without question. Although wire stories also get excellent response.

7. Is your lifestyles section primarily geared to women? If not, who is your primary audience?
   Primarily to women.
8. Does your newspaper have a policy on how to handle courtesy titles? Do you use Mrs. (woman’s first name), Mrs. (man’s name), Miss, Ms., or omit title on second reference?

On second reference it’s Mr. Jones, Mrs. Smith. On women, however, we let them choose what title, Miss, Mrs. or Ms., they wish to use.

9. Is the layout and design of the lifestyles section handled any differently than any other section? For example, does it have a more feminine or jazzy look? Are the column widths the same, do you run larger pictures, use more color, borders, or more graphics?

We use more color, more art. Artists help us lay out full page treatments, but they do this in other sections as well.

10. Do you feel the lifestyles section is popular with your readers, and if so, do you have any specific evidence, such as letters, readership surveys, or increased advertising that indicates this?

Every few years we run a questionnaire to help us know what readers want. Response is overwhelming! On occasion we do have readership surveys.

11. How long has your newspaper had a lifestyles section? Was it an outgrowth of the women’s news or society section or something completely new?

We’ve had Lifestyle section about 12 years. It was an outgrowth of women’s section.

12. Does the lifestyles section generate much advertising? Do any specific ads run in the lifestyles section by request?

We never lack for advertisers requesting our section. It more than pays its own way.

13. How large a circulation does your newspaper have?

Daily—110,000; Sunday—187,000

14. How large a staff do you have?

Staff of 6 and one part-time, plus myself.

---

& P.S. Would like to see results of your poll.
### TABLE I

**COMPARISON OF SECTION SIZES**

<table>
<thead>
<tr>
<th></th>
<th>New York</th>
<th>Portland</th>
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COMPARISON OF STAFF SIZES*

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*Based solely on the bylines that appeared March 8-14, 1981, and not on the actual size of the staff.
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**TABLE 3**

COMPARISON OF BYLINED LOCAL STORIES TO
BYLINED WIRE/NEWS SERVICE STORIES
### TABLE 4
COMPARISON OF LOCAL TO SYNDICATED COLUMNS

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*Figure includes one couple
## TABLE 5
### COMPARISON OF PHOTOGRAPHY

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*Does not include brides
### TABLE 6

**COMPARISON OF THEME SECTIONS**

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### TABLE 7

**COMPARISON OF COURTESY TITLES**

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COMPARISON OF WEDDINGS

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<td>04</td>
<td>05</td>
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<td>16</td>
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</table>

1 Fifty-one wedding announcements ran in the Society section Sunday.

2 Wedding writeups ran on Saturday.

3 Thirteen weddings, 17 engagements and three anniversaries ran in Contemporary magazine on Sunday.

4 There were six engagement announcements. No weddings.

5 Weddings, engagements and anniversaries ran in a "Milestones" column. Marriage licenses ran under a listing of public record information.
TABLE 9
COMPARISON OF TYPOGRAPHY

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<td>C/1c</td>
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<td>Cap 1st letter/rest 1c</td>
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Lifestyles Workshops


Penney-Missouri Workshop for Lifestyles Editors, Columbia, Missouri, March 7-12, 1982.

Miscellaneous


Lifestyles Questionnaires.