

The Front Page

The front page of the print version of the *New York Times* is, on a certain level, a piece of artistry, or "assembly," as design director and deputy managing editor Tom Bodkin puts it. Although at first glance it might not appear so, it has its own particular rules and basic structure. Notably, unlike the majority of other newspapers, the lead story is positioned in the upper right-hand area of the page and often is only one or two columns wide. The average number of stories (six) has decreased over the years. The front page has a great deal of text, which reinforces its broken-up, vertical look, similar to newspapers of an earlier era when modularity was not yet the

norm. Says Bodkin: "The challenge is to incorporate multiple ingredients (articles, headlines, photographs, information graphics) guided by numerous publishing concerns (hierarchy, article type, graphic impact, visual balance) into a coherent whole that serves as a guide to the news development of the day, an entry to the most compelling stories, and a cover for the entire package that is the daily *New York Times*." Bodkin still uses paper and pencil to create sketches because he swears "it is the fastest, most fluid way for me to visualize the interrelation of the various elements and work out an arrangement that will best express the news and our newspaper for that day."

1. The front page from September 6, 2013, announcing the passing of Nelson Mandela.

2. The front page from March 6, 2018. A clear example of a standard layout of the *Times* with the most important news, in one column-width, positioned upper right.

SLOGAN

"All the News That's Fit to Print" is the legendary slogan that has accompanied the logo in the upper left of the front page of the *Times* since Sunday, October 25, 1896. This phrase had first been used in an enormous ad through by Adolph S. Ochs after he bought the newspaper. It hung on the side of a building overlooking Manhattan's Madison Square until the famous Flatiron Building was constructed, blocking the sign from view.

LOGO

The logo of the *New York Times* has remained basically unchanged for several decades. The last major change took place in 1967 when Louis Silverstein removed the period at the end of the logo.



CONGRESS NEARS MODERATE ACCORD ON THE BUDGET
AIMING TO END LOGJAMS
Democrats Pressing to Extend Benefits for the Unemployed

BRATON TO LEAD NEW YORK POLICE FOR SECOND TIME
HAS DIFFERENT MESSAGE
Commissioner Pick Says He Won't Run Force as He Did in '90s

South Africa's Conqueror of Apartheid As Fighter, Prisoner, President and Symbol

TRUMP RESOLUTE AS G.O.P. LEADERS CRITICIZE TARIFFS
INTENSE MANEUVERING
Ryan Voices His Concern Over 'Consequences of a Trade War'

'A Neutral Guy' Steering Closer To Israel's Side
Dim Prospect for Peace in the Middle East

IN CHINA, XI'S LIFE IS A CLOSED BOOK
A Deeply Secretive Man of the People

Judge Wants to Solve the Opioid Crisis, and Fast
Pushing for Settlement in Over-400 Lawsuits

For Gays Across America, a Passionate Community Fitful Gains
Society and voters at the Pulse nightclub in Orlando, Fla., are embracing the gay community in a way that has not been seen elsewhere.

China Pressures U.S. Journalists, Prompting Warning From Biden

One City's Return to Solency Leaves Big Problem Unsolved

In the Murky World of Bitcoin, Fraud Is Quicker Than the Law

Should Children Play Football? Family Courts Act as Referees

De Blasio Names 2nd Schools Chief in One Week

Cut Off by a 4-7
A big battle between Canadian officials and the owner of a radio that covers Detroit and Windsor, Ontario, has led to a standstill with a giant neighborhood of 800,000 boarded-up houses.

Stand Right and Lead Left in an Address, Officials Have a London

Reconsidering Big Farming
North Dakota is re-evaluating a lease on its corporate farming in a bid to boost its rural economy.

TONY UNDETERRED BY TRAGEDY
As the show began, the James Carville, creator, paid tribute to the victims of the shooting in Orlando, Fla.

THE CALM AT GOWKER'S CENTER
Heather Dowrick, Gowker Media's president and chief content officer, has taken a lead role in helping with the health insurer's bankruptcy and recovery.

THEANON LOSES KEY CUSTOMER
In another blow to the organization, the established blog-and-news company, TheAnon, has lost a major client.

FRANK BRUNI
The author of the book "The Frank Bruni" has been named as the author of a new book.



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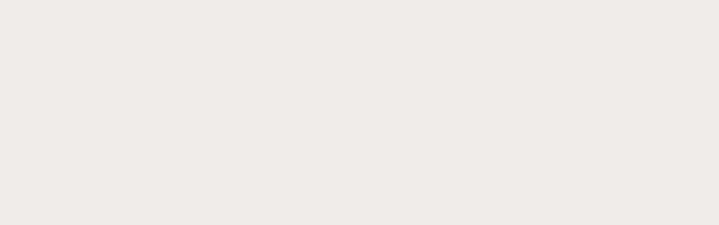
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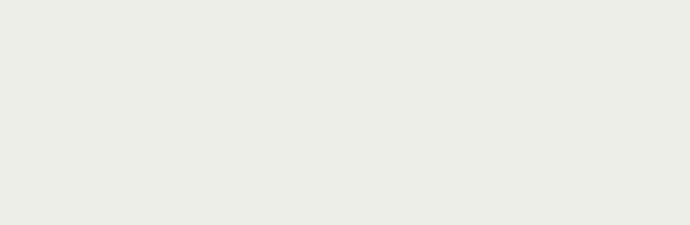
FRANK BRUNI
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INDEX
A broad, 5-column index organized by sections appears in the lower part of the front page.

THE GRID
The basic grid of the *Times* is of six columns, which then shifts to five columns in the front pages of the inner sections and also, as in this example, on the lower portion of the front page of the lead section.



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INTERNATIONAL A12
Nations Sent to Algeria
The United States and other nations have sent troops to Algeria to help with the fight against terrorism.

INTERNATIONAL A13
Pop-Fest Child Abuse Suspect
A pop festival in the Netherlands has been accused of covering up child abuse.

WEEKEND C16
Best to an Artist's Wishes
A new exhibition at the Metropolitan Museum of Art features the work of a famous artist.

WEEKEND C17
The Coon on the Folk Scene
A new book about the life of a famous folk singer is being released.

WEEKEND C18
Around World, More U.S. Cars
A new report shows that more U.S. cars are being sold around the world.

WEEKEND C19
Diplomats Accused of Fraud
A new report accuses diplomats of fraud in a recent mission.

WEEKEND C20
Upward Review for G.D.P.
A new report shows that the U.S. economy is growing faster than expected.

WEEKEND C21
A New Pizza War Breaks Out
A new report shows that a pizza war has broken out in a city.

WEEKEND C22
Sex Abuse Case Went Unreported
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WEEKEND C23
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