

MONDAY
September 16, 1985
3 Sections



AIDS
Rights of victims
tested in jobs, schools
State A9



Pont 3-0
Former IU coach
heads high school tea
Rex Kirts B1

The Herald-Tele

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BLOOMINGTON, INDIANA



H-T pressmen (from left) Kent Biddle, Kim Hubbard, Ed Brock, Richard Seybert and Glen Workman prepare for a test run of the newspaper's new

printing press. Today's newspaper is the first printed on the 260-ton Koenig & Bauer press.

New press tops H-T changes

New type faces, redesigned look introduced in today's paper

By **Bob Zaltberg**
H-T Managing Editor

Today's edition of *The Herald-Telephone* was printed on a new printing press, the key piece of equipment in a five-year, \$13 million expansion project for the newspaper.

Franklin Schurz Sr., chairman of the board of Schurz Communications Inc. (SCI), pushed the button to begin the first press run. The Herald Times Inc., which publishes *The Herald-Telephone*, is a wholly owned subsidiary of SCI.

Workmen began installing the 260-ton Koenig & Bauer press on May 31. Construction of the press began in March 1984 in Würzburg, Germany, the home of Koenig & Bauer, the world's oldest printing press company. After the press was built and tested in Germany, it was taken apart and shipped to Bloomington for installation at the H-T plant at 1900 S. Walnut St.

German fitters from Koenig & Bauer have been in Bloomington since spring assembling the press, and the company will have workmen in the city for several months to assist in its operation.

The \$4.5 million offset press will provide clearer black and white images and the capability to print full color photographs and more one-, two- and three-color illustrations than with the letterflex-type press that had been in place at the newspaper since 1959. The press can produce an 80-page newspa-

per, up 16 pages from the capability of the old press.

The H-T is the first newspaper in the Western Hemisphere to be printed on a Koenig & Bauer press, which is widely used in Europe. The German company has other commercial printing presses in the United States, however.

Changes in the appearance of *The Herald-Telephone* today begin with the capability of a new press, but they don't end there. The newspaper has been redesigned in an attempt to better organize the news presented each day and to take advantage of better reproduction made possible by the offset press.

The most easily noticed changes are on the first Sports and Lifestyle pages. These pages have a standard five-column format, with each column slightly wider than the columns in the six-column format on other pages.

Three other pages — the Fun section cover page on Friday, the Business section cover page on Sunday, and the editorial page daily — also will use the five-column format.

In Sports, Bob Hammel's column will appear daily in the column on the left side of the page.

The Lifestyle section has been changed in several ways.

A new column, called Out and About, will include news about people, places and things in Monroe, Brown, Greene, Owen and

Morgan counties. One of the hottest single-panel comics in the country, *The Far Side* by Gary Larson, will appear on the first page of the section Monday through Friday.

Also new to Lifestyle is the People column, which is moving from its former location on the back page of the front section.

Different topics will be highlighted each day of the week. Monday will feature consumer news; Tuesday will feature health news; Wednesday will remain food day; Thursday will focus on homes and fashion; and Friday will look at trends and personalities.

Religion will continue to take the place of the Lifestyle section on Saturday, and Sunday will feature in-depth stories on a variety of topics.

Among the other changes in *The Herald-Telephone* beginning today:

- New typefaces are being used. The body type is called Nimrod, the headline type is called Century and the accent type, used beneath pictures and in various other ways, is called Franklin Gothic.

- New "flags" top the beginning page of each section, and labels appear at the top of all other pages to designate what type of news dominates each page.

- The "promo" box at the top of the front page has been redesigned.

- The front-page cartoon will no longer appear. It will be replaced by a box that includes the weather and an index.

- A digest of brief national and international stories will run down the left column of the World page each day.

- Hot Line will appear in the left column on the back page of the front section each day.

- The Recreation calendar will move to the Leisure section on Thursday's.

- The Fun calendar will include a "Main Events" section that will highlight special events on the upcoming weekend.

- The Saturday newspaper will become a three-section newspaper, with news, opinion, business and religion pages in the first section; sports, comics and the Mini Page in the second section, and television in the third section.

- Each section is numbered separately beginning today, instead of the consecutive numbering system used previously.

All changes were made in an attempt to better organize the news and to make it easier for readers to find what they are looking for. H-T Art Director Steve Snyder was responsible for many of the design decisions, such as type changes. Organizational and content changes were made after numerous meetings involving newsroom managers, copy editors and layout editors.