

The big, the free, and the metallic

Highlights:

Free: Newspapers will be free at strategic locations such as schools, supermarkets, office buildings and public-transit stops. Home delivery will be free and will target specific demographic groups.

Smaller: Most broadsheets will shrink to a smaller vertical format similar to *Le Monde* and will contain a maximum of three sections.

Gone: Sports and business agate, classifieds and entertainment listings will be relegated to the paper's ITV service - interactive TV - and/or Website for instant updates.

Ads on front: Advertisers will pay big money for exclusive rights to the front page. Ads will be unconventional, by today's standards, and positioned above the fold. Special colour inks might be used. Ads will be presented as teasers and linked to the paper's Website for more info. Lots of free giveaways, especially electronic gadgets.

Colour No. 5: Metallics, neon colours and holographic icons on and around the nameplate.

Branding: The size of the nameplate will increase.

Multiple editions: There will be a return to morning, afternoon and evening editions to keep information fresh.

Fonts: Primarily sans serif for display, wider columns, and larger text.

Paper: White and semigloss quality newsprint.

Content: Mostly exclusives, analysis, opinion, and investigative pieces.

Photography: Larger pictures, magazine quality. Stills will be linked to ITV for viewing of entire clip.

In 2020, we will live in a cashless society; cards will replace coins and paper money. Television, the Internet and all our electronic gadgets will be merged and/or linked. The newspaper of 2020 will be lean and slick. Distinctions between local or city papers and national papers will grow wider, as smaller papers increasingly will have difficulty competing with the nationals and therefore will focus on what they do best.

The next decade will see massive media mergers. Circulation wars in competitive markets will be fierce, and weakened or ailing papers will be swallowed by the giants. To compete on the streets, newspapers will sharpen their front-page presentation. After all, there are only so many newspapers you are willing to carry with you even though they are free. Cover lines will be legible from a distance. Photos will be larger and of magazine quality. Design will be of the highest standards, comparable to today's best magazines in terms of quality of presentation and usage of typography, but newspaper will continue to be designed to look more like newspapers than magazines.

Branding will take on new dimensions. Nameplates will develop unique personalities. It will not be uncommon to find nameplates in metallic colours such as pewter, gold, or shades of ice blue for national papers, and fluorescent hues for the tabloids and mid-market papers. Metallic colours suggest quality and high-tech.

N.Y. TIMES & W.S. JOURNAL

Crash of Saturn probe caused by metric/imperial confusion 43

EU vows to balance budgets, pay debts 11



PRINCE POPS QUESTION 81



SKATER SETS RECORD 84



GROWING UNDER PRESSURE 80



OVER HEAD, A WELLSLEY 82

BREAKING NEWS
NEW YORK

Injured officer foiled hold up
Men who shot police officer were planning robbery 81

LOS ANGELES
Lawyers want share of award Seeking \$525-million of \$1.2-billion hepatitis C award 81

WORLD
Pakistan admits to incursions Pakistan says it sent troops into Kashmir 81

SPORTS
Controvia's a natural talent Rookie driver Jhana Controvia gets off to a fast start 81

NUCLEAR SITE SPRINGS LEAK



Two new planets found

Seventy injured in N.Y. mishap
CORINNA SAMSON

WASHINGTON — If all companies had their way, the nuclear reactor in question would probably never be ordered. All companies, like all companies, are in business to make money. They're in no hurry to take on the expensive job of nuclear reduction — which is expected to cost \$1.4 billion in capital expenditures plus operating costs of \$100 million a year. Fortunately, the oil companies don't get to decide these matters. That's the job of the government, which has decided to do so already in Japan and California, and will for the rest of the world. The 80 percent per million standard that Washington has set for 2025 is already the standard in Japan and California, and will be the overall American standard in 2025. The oil producers have made a mistake that should be learned to. They're unhappy that the federal government is forcing them not just to meet the 2025 target, but also an interim target of July 1, 2015. That sets the target of interim, they argue.

Lightning strikes aircraft

BRADLEY EVERTON

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OFFICER CLEARED

BRADLEY EVERTON

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BUSINESS

Ciber venture set for takeover Silicon Valley is about to get a new Ciber 81

FINANCE

Silver Dome axes project \$975-million gold project in Venezuela cancelled 81

American astronomers yesterday announced the discovery of two new planets, the second such discovery this month.

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Presidential candidates in Argentina compete to underwhelm voters

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Quake rattles south Mexico

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Phosphorus invasion expected

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Lucie Lacava

President, Lucie Lacava
Publication Design, Inc.,
Montreal, Canada

Ms. Lacava began her newspaper career in 1982 at the Montreal Gazette, where she held a number of senior positions over a 10-year period. In 1992, she was retained to redesign Montreal's French language daily, Le Devoir, where she later held the position of deputy editor/design, and in 1995, she worked on a Southam Newspapers project focusing on the conversion of 16 broadsheets to a 50" web width. One of Ms. Lacava's most recent design projects was Canada's new daily, The National Post. Three papers she has redesigned, Le Devoir, Le Soleil, and The National Post, have received Best Designed Newspaper recognition from SND, while her work also has received recognition by numerous other organizations worldwide. Ms. Lacava will become president of SND in 2001.



Lucie Lacava

N.Y. TIME

Crash of Saturn prok



PRINCE POPS QUESTION B1



SKATER SETS RECORD B4

EU vow

BREAKING NEWS

NEW YORK

Injured officer foiled hold-up
Men who shot police officer were planning robbery. B1

LOS ANGELES

Law enforcement

DETAILS:

Headlines are a combination of Nobel Bold Condensed, Nobel Regular, Nobel Regular Condensed and Nobel Book. Decks are Nobel Light Italic. Labels are Nobel Black and Nobel Bold. Body type is Nobel Book and teasers are Garamond Light Roman.

fluorescent for dynamic, fun, young and hip. Nameplates will be accompanied by holograms of the paper's logo. Typographically, sans serif will be far more popular than is the case today and will be common in quality broadsheets as well. Readers will still insist on having information presented in a hierarchical manner. Survival will depend on the quality of content and overall product. Appeal to the literate and educating the less-literate will be a common mission statement. Affordability and volume of information will continue to appeal. Size, weight and volume will decrease, with the elimination of agate, listings and fillers. Good editing will enhance what remains.

Broadsheets will come closer to *Le Monde* format and will be made up of two or three sections at most. Content will lean heavily towards analysis and opinions, detail and background information on breaking news. Papers will continue to be a relatively cheap means for advertisers to reach target audiences. The nationals will continue to be read by the most affluent.

Marketing departments will keep busy luring readers with gifts and gadgets such as free minutes on long-distance telephone cards, temporary credit cards with a prepaid minimum balance, video games and anything flat and electronic that can be attached to the front page.

Newspapers will continue to survive because of their portability, accessibility and volume of intelligent information easily available for a minimal fee or at no cost at all to the reader.