- Modular
- Total/Single Theme
- Grid

Functional Design

In functional design, the page is made up according to no set pattern. It is based on presenting the day's news in the way that will be most appealing and convenient to the reader. The vertical line, diagonal line, circular or horizontal line could be the type of line used in fictional design. In this type of makeup, the lead story is placed in the upper left-hand corner.

Functional design always lets the news dictate the layout and is characterized by very few banner headlines. It often has stories that run over the nameplate and uses short and floating nameplates, kickers, down-style headlines and several pictures. Functional design uses no decks on headlines and avoids jumps. (Headlines and headline terminology will be covered in detail in Chapter 9.)

Horizontal Design

In horizontal design (fig. 8-25), the page is made up by placing elements on the page so the majority of the elements present a horizontal display. In this type of makeup, the lead story is placed in the upper left-hand corner or the upper right-hand corner depending on which one you use as the final point of the page.

Horizontal design provides strong horizontal units with a few vertical displays for contrast. It is characterized by large multicolumn headlines, large horizontal pictures, white space and odd-column measures. This format came about as a result of readability studies which indicate that readers estimate their reading time of horizontal copy blocks to be about half that of vertical blocks.

Horizontal modules of headlines, copy, photographs and even the flag give the page a strong horizontal thrust.

Modular Design

In modular design (fig. 8-26), pleasing blocks (modules) of vertical and horizontal rectangles are combined. Irregular story shapes are avoided to maintain this modular look An earmark of a classic modular format is a strong vertical chimney (a panel running at least half the depth of the page) on the left or right side of the page. This chimney may contain news briefs, a complete story or only a photograph and cutline. Highly flexible and uncluttered, this design gives the editor a wide range of formats for visual impact.

Total/Single Theme Design

In total/single theme design, strong emphasis is placed on a single, important story or issue. Both emphasize simplicity with strong visual impact.

The total page design may contain a large photograph (or line art) covering the entire area, a single story and photograph, or a billboard (dominant photograph with page reefers to major stories).

The single theme page design is essentially similar, but normally does not contain stories or reefers. If you use this design strategy, make sure you stick with the theme and develop it on subsequent pages. You might have a single-page feature, two or three major stories about various aspects of the theme throughout the newspaper, a photo feature or any combination of these elements.

Figure 8-27 shows an example of a total design, while figure 8-28 shows a single-theme design.

Grid Design

The grid design (fig. 8-29) consists of a page of modules of varying sizes with the grid lines formed by the spaces between columns and the spaces separating stories.

A grid design is a pattern of intersecting lines, forming rectangles of various shapes and sizes. The objective of this concept is to take advantage of contemporary artistic principles to give a page the "now look" found in today's magazines. Lacking the flexibility of other patterns, the grid design cannot be combined with other makeups but must stand alone as a single unit. Its intersecting lines are highly structured and carefully placed to divide a newspaper page into clean-cut, simple-appearing modules whose total effect is contemporary. Stories are squared off and designed into vertical or horizontal shapes with the division of space on the page always arranged in unequal portions. The page might be divided (from left to right) into two and four columns or one and five columns, but never three and three.

The top of the page is never top heavy as is the case in traditional designs. While story placement is still based on the importance of giving a particular story featured treatment, the grid design allows all other

Navy's Infoline ready for inaugural issue, Page A2

The Flagship

FEBRUARY 4, 1993
Vol. 1, No.1, Norfolk, Va.

Wasp Wave

Students visit for amphib's helm changes

Story, Page B1

Joint operations stressed in post-cold war

Photo by PH2(AW) Lance Kirk

Lance Cpl. Craig Potter mans an M-249 SAW as India Company's automatic rifle man during a raid exercise conducted from the USSTheodore Roosevelt as part of the Special Purpose Marine Air-Ground Task Force.

Smaller crises and smaller forces have put Navy-Marine joint operations at the forefront of naval strategy.

By JO3 Robert B. Carr

You may not have noticed, but it's a new world out there. If you look closely, you'll see the military is getting smaller. Day by day, bases are closing and some personnel are given incentives to separate. Troops and ships are increasing their areas of operation, but not their personnel strength.

Operations are changing, too. In the old world, the major threat was an East- West confrontation. Now, in the new world, we face smaller problems, but we have smaller forces to deal with them. That's where the Special Purpose Marine Air-Ground Task Force comes in, or SPMAGTF.

"It's clear that we live in a world of great change, and we're going to have to adapt," said Chief of Naval Operations Adm. Frank B. Kelso. He was on board USS Theodore Roosevelt (CVN-71) to observe the birth of SPMAGTF.

Kelso said in the last 45 years, the conflicts in the world have changed how the Navy will operate in the future. He said the SPMAGTF will be used as a flexible tool to handle small crises throughout the world.

The SPMAGTF is composed of more than 500 Marines. The first of its kind, it is a force capable of performing missions such as the evacuation of hostages from a foreign country, boarding and searching large hostile ships, and performing raid missions.

Rear Adm. Jay L. Johnson, Commander Carrier Group 6, said budget cuts have forced the military to find ways to combine missions. "It's something called an adaptive force package," he said.

"In layman's terms, it would be similar to a theater commander that has to write a prescription. He's writing a prescription for a specific ailment, and that ailment might be in Somalia, Yugoslavia or Libya, who knows? Nonetheless, he's writing a prescription for a specific ailment. When he goes to the shelf of medicine, he needs a lot of variety. SPMAGTF is going to be one of the new drugs, if you will, on that shelf that he can respond with."

This Marine force embarked on board Roosevelt for the second time Jan. 14 to practice several exercises. The first was a non-combative evacuation exercise, or NEO. It began Jan. 23.

"There has been an international incident," said Lt. Timothy S. Schipke, the intelligence officer on Roosevelt, at the start of the NEO. He said the scenario the Marines followed was a quick evacuation from the U.S. Embassy in the pseudo- country of Redonda (which was actually Camp Lejune, N.C.).

"Redonda is similar to a third-world nation. In the northern part of the country, there are revel forces trying to take over the local government. American's are being attacked, and riots are breaking out," said Schipke.

The NEO was launched in waves of helicopters lifting off Roosevelt while it was cruising in the Atlantic near the coast of North Carolina. When the infantry units landed in Camp Lejune, they had their work cut out for them.

"It all started when we hit the field," said Lance Cpl. Patrick G. Cardone, squad team 3 leader. "We secured the landing zone. The other platoons took care of the people who had to be evacuated from the embassy. After they took off from the LZ, we took their position at the embassy, and secured it for the night. We extracted the next morning."

Cardone said the toughest part of the operation was the waiting around, because there was really no threat to his team. "It was just a matter of having patience," he said.

The next day of operations brought a new twist to the NEO. One of the helicopters "crashed" about five minutes after take-off from the LZ. The simulated wounded were placed on other helos and brought to the flight deck of the Roosevelt, where they were quickly treated and whisked off to the ship's medical department. Fortunately, it was just a drill to train the ship's personnel.

The Marines also got to do something different on Jan. 24. A raid was scheduled to attack a weapon's cache in a Redonda rebel stronghold.

In a Marine raid, the key word is "destroy." That's just what they did. Or, in Lance Cpl. Colin G. Hunt's words, "We went up in the helicopters, and flew in a column to the LZ. We destroyed what was there, then we got out." The end result was 23 out of 26 enemy Redondians killed, two wounded and one captured.

Evaluation officers rated the performance of the SPMAGTF at the completion of each exercise. The major fact-finding part of the mission was to find out how the two services worked together.

Sean O'Keefe, the former Secretary of the Navy, said this forging together of the Navy and Marines is what America is looking for. "It's the new Navy that will face the new challenges of the future. The experiments we are working on aboard Roosevelt are exactly what we need to face these challenges," he said.

One SPMAGTF member agreed with the O'Keefe. "They're looking for ways to make cuts in the Navy and Marine Corps, and they also need a multi-service force," said Cpl. Dane M. Hogle, an electronic countermeasures technician. "It will work. We both do our tasks in slightly different ways, but the job always gets done."

Recycled paint store paints 2 kinds of green—money, environment

Sometimes it costs more to throw something away than it costs to find another use for it. In building SP-83 on the Naval Air Station, Larry Odieutus runs a unique store that not only saves the Navy money, but reduces the need for hazardous waste disposal.

By Dolline Peyer

Larry Odieutus, collateral equipment manager for Naval Air Station Norfolk, has been running the Recycled Paint Store for over two years in building SP-83. The Recycled Paint Store houses paint that is beyond shelf life for its intended use, but is new enough that it can be used for other purposes.

For example, a can of paint that has exceeded its shelf life which was labeled to paint an aircraft part, can no longer be used for that purpose. However, that same can of paint can be used to paint office chairs, tables, walls, etc. Not only does the store stock paints, but also hydraulic fluids and lube oils. Most of the paint, hydraulic fluids and lube oils are donated to the Recycled Paint Store from commands on Naval Air Station Norfolk.

Photo by JO3(AW) Sanford N. Palmer

Collateral Equipment Manager Larry Odieutus provides paint at no cost to many Hampton Roads commands.

"We have folks come to the Recycled Paint Store not only from the Naval Base, but Little Creek and Oceana to see if we have the type of paints they need before they buy it brand new," said Odieutus.

And how much does it cost someone to get paint from the store? Absolutely nothing.

"We don't charge anyone for the paint, but you have to be military or Department of Defense civilian and use the paint only for official business purposes," said Odieutus.

Basically, giving the paint away is more cost effective for the Navy. The average cost for a one gallon can of latex paint is $10. The cost for the Navy to dispose of that same gallon of latex paint is $18. For every gallon of paint that is given away, the Navy realizes significant savings.

"Our first 18 months of operating the paint store, we saved over a million dollars in disposal costs," said Odieutus.

The Recycled Paint Store only accepts paint cans that are not damaged, with each item labeled for easy identification to the customers. Also, the store follows the same DoD regulations for storage of hazardous materials as other facilities.

The last inspector general inspection the Recycled Paint Store had was in November, and the inspection found no discrepancies. That's not bad for a one-man operation.

NSC's refurbished paint budget, earth-friendly, too

By Paula Keiser

Saving money and protecting the environment were two of Naval Supply Center Norfolk's goals that led to an ambitious pilot program to reduce the amount of paint being disposed of in the Hampton Roads area.

On Dec. 30 at NSC's Paint Mart, Capt. William T. Brown, NSC Norfolk's commanding officer, accepted a requisition form from Cmdr. Max Baumgartner, the supply officer of USS Dwight D. Eisenhower, for the first gallon of refurbished oil-based paint. The reduced-priced paint will be used by Eisenhower's deck division under the careful supervision of their leading chief petty officer, BMCS(SW) David Morgan.

NSC Norfolk, working with the Naval Surface Warfare Center in Dalhgren, Va., recently tested several randomly selected cans of oil-based paint turned into disposal and confirmed what NSC's Hazardous Material Minimization and

Please see PAINT, Page A3

INSIDE THIS WEEK'S FLAGSHIP

USS Hayler (DD-997) sailors man fire hoses during recent refresher training at Naval Base Guantanmo Bay, Cuba. Following an extensive yard period for the Norfolk-based destroyer, the Hayler crew progressed from a lowly 26 percent on the ship's first condition zebra check to a resounding 97 percent in just a few short weeks of reftra at Gitmo. That kind of improvement and the end result prompted Hayler crew members to declare: "Battle E in '93."

News of the Fleet, Page A8

THIS WEEK'S TIP

Civilian care costs

Active duty personnel may be tempted to get medical care at civilian clinics. Military members may use civilian doctors, but some conditions apply. Except for emergencies, the only civilian care the government will pay for is that care which has been preapproved and prearranged through a military medical facility. Active duty members should seek counseling with naval medical personnel prior to seeking civilian care. More information on non-naval medical care is available through the branch medical clinics or Naval Hospital Portsmouth at 398-7754.

Figure 8-25.—Horizontal design.

Sports & Fitness

Gym Shorts

Sign-up for sports at gym

It's not too late to sign up for basketball's noon-time over-thirty league, weekend three-on-three competition, or racquetball's challenge ladder. For more details, call the Athletic Office at 452-6403 or visit Wenzel Gym.

Holiday Rock-In set for Dec. 4-5

The Morale, Welfare and Recreation Department is sponsoring an all-night Holiday Rock-In from 9 p.m. Dec. 4 to 7 a.m. Dec. 5 in the Corry Recreation Center, Bldg. 3738. Tickets are $9 in advance or $10 at the door and may be purchased from the Bowling Center cashier. Admission includes a hamburger or cheeseburger, french fries and soft drink; musical entertainment provided by D.J. Connection; hourly door prizes; free pool on 10 tables and an 8-ball tournament; free bowling beginning at 10 p.m.; games and prizes; and free coffee and doughnuts for breakfast.

Bowling party package available at Bowling Center

If you are planning a birthday party, reenlistment party, school party, retirement party, or just a fun time out with a group of friends, have your next party at the Corry Lanes Bowling Center. The party package includes three hours of bowling, personalized bowling pin to keep, medium soft drink for $5 each person or $6 per person with pizza, with a six-person minimum. There's no charge for the honored guest. Reservations are required. To schedule your next party, call 452-6387.

Fitness club offers gift certificates

Give the gift of fitness for Christmas with a Golden Anchor Fitness Club gift certificate. Monthly, quarterly and yearly certificates are available. A Golden Anchor Fitness Membership is the perfect gift for a friend or relative. For more information, call Don McKeen, fitness coordinator, at 452-6403.

Health tip

The human spine never takes a break. It is constantly in use — even when you are standing or sitting. Pounds of pressure are exerted against the spine just to keep you upright. Reward the old workhorse with exercise, muscle conditioning, good posture, and careful lifting.

Captain's Cup basketball under way

By Maggie Mayence

The 1992-93 Captain's Cup basketball season is under way with 12 teams entered this season: Company K, Hospital Red, 505 Division, NSGD, Hospital Black, Support, USAF/USA, Saufley, 50 Department A, Barin Field, 50 Department B, and 30 Department.

As you read through the list, you may have noticed that the CPOs did not field a team for this event. This makes the already close race for the Captain's Cup season even closer. Hospital has 110 points, CPOs have 100, and Saufley has 99. Basketball and racquetball are the only two sports left to go in this race.

The basketball season will break for the Christmas and New Year leave period Dec. 18, 1992, and will pick back up Jan. 4, 1993.

MWR Athletics is having sign ups for a noon-time over-thirty basketball league. All interested personnel should come by or contact the gear issue room in the gymnasium by calling 452-6198. You don't have to be a pro to play, just come out to have some fun!

PH2 Greg Russell

A1C Chris Dearing of the Army/Air Force combined team goes up for a jump shot over two Saufley defenders. Saufley defeated the Army/Air Force team 56-50.

Blue Angel Marathon set for February

Naval Air Station Pensacola, the cradle of Naval Aviation, will again host the annual Blue Angel Marathon and 5K run. The marathon, a qualifying race for the Boston Marathon, is scheduled for Saturday, Feb. 27, 1993. The "official marathon" of the U.S. Navy is open to both military and civilian runners, both teams and individuals.

"According to *Florida Running* magazine, the Blue Angel Marathon is the largest marathon in Florida," said Judith Bagshaw, director of marketing the public affairs for Morale, Welfare and Recreation Department, NAS Pensacola. The 1992 races had 1,562 participants with runners from all over the United States and numerous foreign countries.

The course is a 26.2-mile clearly marked route, ranging from flat to rolling terrain. Medical personnel will be available throughout the course, with aid stations every two miles. Both the marathon course, which winds through NAS and historic Pensacola, and the 5K are sanctioned by The Athletic Congress (TAC).

Top overall male and female marathon finishers will receive round-trip airfare to the 1993 Boston Marathon. Awards will be presented to the first five finishers in 14 age/sex groups, the first male/female Masters and Grandmasters, and the first three in the wheelchair division. Each marathon finisher will receive a memento of the 1993 Blue Angel Marathon and all entries will receive a T-shirt and poster.

For the first year, the United States Military Sports Association will be a Blue Angel Marathon sponsor. Their sponsorship is allowing for significant expansion of the military awards.

Entry fees for the Blue Angel Marathon and the 5K run are $18 and $12, respectively, if received before Feb. 24, 1993. Late registrations are $24 and $15; day of race fees are $30 and $20. For additional information and entry forms call Judith Bagshaw, (904) 452-2843 or Jim Curry, (904) 452-4391 or write: Blue Angel Marathon, c/o Morale, Welfare and Recreation Department, Bldg. 632, Naval Air Station, Pensacola, Fl 32508-5000.

Fitness Spotlight: SA Thomas Ciccarelli

Seaman Apprentice Thomas Deyo Ciccarelli is highlighted in our fitness spotlight this issue. He has been a student at NTTC Corry's CTO "A" school for 10 weeks.

SA Ciccarelli started working out in high school, where he ran cross-country and track. His interests were usually with the shorter distances, but his coaches always urged him to run the two-mile.

Ciccarelli's workout consists of either running, step aerobics, or the rowing machine and bicycle at lunchtime. He also likes to use strictly his own body weight to work out with such exercises as pushups, sit-ups, and handstand presses.

"Working out has always given me a sense of control over what happens in my life," said Ciccarelli. "Running has become a lifetime fitness program for me. I no longer compete for awards, it's strictly a natural motivation for a healthy body and lifestyle."

SA Ciccarelli taught funk step-aerobics for the past year and has a bachelor's degree in exercise science. "Working out is very important to me," he said. "When I haven't worked out for a while, I can feel my stress and anxiety level increase.

"My advice is there's always enough time in the day to enjoy 40 minutes of physical exertion of some kind. If you can't find the time, then something else needs to be cut out. I've always found that affording the time is not the problem, but rather, managing time properly."

SA Thomas D. Ciccarelli

Naval Technical Training Center
Corry Station, Pensacola, FL 32511-5000

to:

Figure 8-26.—Modular design.