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**AN ANALYSIS OF STYLE AND DESIGN IN
CONTEMPORARY HOUSE ORGANS**

by Sarah Rubel

April 30, 1987

Honors Capstone Project

PUBLICATION EDITORS CONTACTED AND PUBLICATIONS ANALYZED

Elaine Leonard, Editor, Chicago Region Home Team News. Sears, Roebuck and Company.

Diane Strand, Editor, Northern Today. Northern Illinois University.

David Dowling, Editor, Prime Times. Woodward Governor Company.

Rick VanEtten, Associate Editor, Interchange DeKalb-Pfizer Genetics.

Ted Maher, Editor, Headquarters Intercom. Federal Aviation Administration Office of Public Affairs.

Danae T. Marsh, Editor, News and Views. City of Rolling Meadows Public Information Office.

Mike Earl, Editor, Wheaton Newsletter. Wheaton City Hall.

Sr. Barbaralie Stiefermann, Editor, Newman Now. Newman Catholic Student Center.

John Mullin, Editor, Oven Outcry. Chicago Mercantile Exchange.

Deb DeGraff, Editor, Acres of News. DeKalb Corporation.

Kay March, Editor, Kishwaukee Communicator. Kishwaukee Community Hospital.

Vaugh Rice, Coordinator, The Duplexian. Duplex Products.

The first publication in this analysis is from Sears, Roebuck and Company. It is a newsletter entitled The Chicago Region Home Team News which is published quarterly and distributed to over 1,000 Sears employees.

The Home Team News is printed on a single sheet of 8 1/2 x 14 inch middle weight paper. The sheet of paper has three vertical folds that divide the newsletter into eight sections. The folded newsletter is 3 1/2 x 8 1/2 inches. The newsletter follows the same format every quarter.

Black and blue ink are used to print the Home Team News. Two tones of blue are used in the March 1987 issue to add variety to the visual design. The lighter blue screens catch the reader's attention. The dark blue logos and borders break up the copy.

The publication utilizes a variety of type sizes. The headlines range from 11 points to 24 points. Italic type and boldface type are used in the design. Eighteen point blue letters are used to begin each story.

All of the photographs in the Home Team News are head shots. There is not room for large photographs, so they are all fairly small.

The newsletter is small, so all of the stories are short. One side contains short bits of information on vacation policy, new phone numbers and new policies. The other side contains "Legends of Customer Service." Letters from satisfied customers are printed under Sears salespersons' pictures. The lead story states, "The 1987 Legends of Customer Service is designed to identify and reward employees who make a special effort to provide the very best service to Sears customers."

The purpose of the customer-oriented material in this newsletter is to further one of the company's goals. A great deal of space is used to

reinforce that customer satisfaction is important and Sears employees should strive to serve customers' needs. The 1986 Sears annual report states,

Sears, Roebuck and Co., a family of diversified businesses, is the leader in providing and distributing quality products and services to customers . . . We dedicate ourselves to the principle that serving the customer is of prime importance.

The Home Team News is typeset and laid out in-house. It is printed out of house.

Northern Today is the newsletter provided for faculty and staff at Northern Illinois University. It is printed weekly during the academic year and monthly during the summer. The publication is printed in sepia ink on buff medium-weight paper. Thirty-five thousand copies are circulated weekly.

The newsletter contains no photographs. The design is varied by the use of clip-art, screens, reverse headings, and borders. With the exception of the large reverse headings ("Briefs," page 3, and "Dates", page 4), all headlines are 18 points with capital and lowercase letters. The copy is laid out in a two-column format with unjustified type.

Northern Today is typed on a word processor. Layout and printing of the newsletter is done by NIU Printing Services.

The majority of the stories are short. All of the stories in the February 9, 1987, issue are 2-4 paragraphs in length with the exception of the lead story on page 1. This issue contains stories on faculty and staff jobs, campus events, faculty and staff awards and accomplishments, and new procedures. A half-page calendar of dates for university-wide activities is included on the back page.

The primary goal of the publication seems to be to provide an update on what is happening in all areas of the university. There are a number of newsletters on campus which contain department specific information.

Northern Today strives to provide a glimpse of all departments. The newsletter reaches readers with a wide variety of backgrounds and jobs. It serves to "unite" them with other areas of the university.

Because the newsletter is written for a varied audience, it is written in an easy to read style. However, the level of writing is high enough so it will not offend the educated people it is intended for. The stories are directed at educated people, but they are not as verbose as the stories in the newsletter from the Chicago Mercantile Exchange (discussed later in this analysis).

Prime Times, the Woodward Governor publication, contains two different colors of paper for the inside pages. Pages 1-6 and 15-20 are white. Pages 7-14 are pale yellow. Corporate news is printed on the white pages. The yellow pages contain information from the Aircraft Controls Division in Rockford, IL, the Hydraulic Turbine Controls Division in Stevens Point, WI, and the Engine and Turbine Controls Division in Fort Collins, CO.

An IBM personal computer is used to typeset Prime Times in-house. The IBM is connected to a machine that produces the actual typeset copy. The layout for the publication is done by an outside layout artist. Woodward Governor has in-house photographers to do the majority of the photography.

Prime Times has many high quality characteristics:

1. It is printed on high quality coated paper.
 2. It is stapled, which gives it the appearance of a bound book.
 3. It is a long publication in terms of number of pages. It is always 20 pages long.
 4. The cover page contains no copy. This reinforces its book-like image.
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5. It has plenty of space. The publication does not appear pressed for space. Some of the other publications in this analysis are limited in space and they appear pressed for space.

The masthead in Prime Times states, "Prime Times is published monthly by Woodward Governor Company for members and retirees." This statement indicates that the company has a family-like atmosphere. Retirees are still a part of the Woodward family.

The family-like atmosphere sets the tone for Prime Times. The publication emphasizes the partnership that all Woodward employees share. The publication is written in a very straight forward and honest manner. Management "talks" with the employees in the publication instead of "talking" down to them. For example, page 2 of the March 1987 issue contains "A Message from Cal," the Chairman and CEO of Woodward Governor. He uses the word "we" frequently, which minimizes the management verses employee conflict. One sentence reads, "If our corporate partnership has any meaning at all, it is that each of us as a partner in this undertaking accepts responsibility for his or her actions." He constantly emphasizes the partnership at Woodward. This partnership theme is evident throughout the entire publication.

An article in Forbes magazine highlighted the partnership attitude at Woodward. The article states that, in part, Woodward Governor's success is achieved by:

blurring the distinction between bosses and workers, between owners and employees . . . None of what Woodward does could work unless management was willing to invest plenty of time and effort on worker relations--you can't treat the workers like a commodity and expect them to produce the way Woodward's do. This means open lines of communication.²

The open lines of communication policy is also evident in Prime Times. The "Tax Reform and Member Savings Plan" article on page 3 is written in a very honest manner. It states the facts without extra verbiage. For example, the article states, "As a result of the new Tax Reform Act of 1986, many of the tax advantages relating to our member benefits have been reduced or eliminated." The information is presented factually and honestly. Another example is on page 20 in the "Better Government Contributions Down in 1987" article. It states, "The Better Government Fund balance is lower this year than last due to the decline in member contributions." The facts are presented first with no beating around the bush.

The DeKalb-Pfizer Genetics Interchange is a black and white bi-monthly publication. It is distributed to all of the company's employees at the international headquarters in DeKalb and to all the employees at 55 research and production facilities nationwide.

The Interchange varies from 4 to 12 pages in length. It is always in an 8 1/2 x 11 inch format. It is printed on a high quality glossy white paper. The publication is laid out in a three-column format with justified type. The headlines are all 24 points and contain only capital letters. The December/January 1987 issue included contains on 18 point headline on the last page ("Marketing Services").

The Interchange is written by members of the Public Relations/ Publications department. DeKalb-Pfizer also hires freelance writers to prepare feature articles for the publication. The design and production of the Interchange is done by Graphic Works. The editor submits typed copy and photographs with an outline of ideas for design. The photography for the Interchange is all done in-house.

The primary goal of the publication is stated in the masthead:

INTERCHANGE is an employee newsletter designed to keep you up-to-date on our company, employee benefits, programs, and most importantly, the activity of our people.

The statement about the activity of the people provides the purpose for the majority of the content of the Interchange.

The final three pages of the issue included are devoted entirely to information on people in the company and their jobs. "On the Move" (pages 10-11) lists new employees, promotions, and background information on each person. "Who's Who and What They Do" is designed to "introduce" employees and explain their responsibilities.

I feel that the devotion of this much space to information about employees helps to cut down on the impersonal feelings that can occur in a large organization. I say this because I work for DeKalb-Pfizer on a freelance basis, and I have found a great deal of useful information about certain employees in the Interchange.

The writing style in the Interchange is one of explanation. Every story is written to explain a process, a job, a decision, etc. The issue provided contains a story that explains a procedure (see "Sales Forecasts Impact Many Decisions," page 2), a story that explains the current agricultural activities (see "Harvest: Pay-Off Time for Research," page 3), and a story that explains the reasons for a seminar (see "Melton Heads Discussion at National Convention," page 8).

When I was hired by DeKalb-Pfizer as a writer, I was told to write my stories to explain and clarify information. The Interchange is used to make employees aware of all the aspects involved in agri-business.

The Headquarters Intercom is published weekly for employees of the United States Department of Transportation and the Federal Aviation Administration. It is distributed to 55,000 employees in 9 regions and 2 training centers. The 4-page format (excluding the insert), is circulated to all regions and is used in each specific region's publication.

The editor of the Intercom types the copy for the stories and takes the photographs. He sends the copy and photographs out to be designed, produced and printed.

The newsletter does not contain many photographs. The April 21 issue included only has one photograph on page 1. Clip-art and copy make up the two-column page. All headlines are 18 points with capital and lower case letters.

The Intercom is always printed on the same quality and color of paper as the issue included. All printing is in black ink.

The layout is very basic. The design consists of a headline, a short story, and some clip-art. There are large white spaces between some stores (see page 2). Some of the headlines are uneven (see "Engineer Cited," page 3). The 8 1/2 x 11 inch format is laid out in 2 columns of justified type on page 1. Pages 2-4 contain 2 columns of unjustified type.

The copy is full of abbreviations for each department, office, or administration. Some of the abbreviations are defined and others are not defined. The publication is obviously intended for an audience that uses the abbreviations regularly.

The publication gives the impression that it should be read and thrown away. I say this because:

1. It is printed on low quality paper.
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2. It is not stapled.
3. The stories are very brief.
4. The layout is not very eye appealing.

These characteristics are in direct contrast with the Woodward Governor publication which gives the impression that it should be saved.

The City of Rolling Meadows, IL, produces a publication called News and Views. It is published 10 times a year. January/February are combined into one issue and August/September are combined into one issue. Otherwise, it is published monthly.

News and Views is mailed to all residents of Rolling Meadows. In addition, 200 copies are mailed to previous residents and Rolling Meadows businesses. Copies of the publication are also available at the Rolling Meadows City Hall and the library.

The newsletter is always 6 pages. It is printed on a single 25 1/2 x 11 inch white paper with two vertical folds.

One color ink is used in addition to black ink. The publication uses three different tones of the color to add variety to the design. The color varies each month.

The copy in News and Views is very small (9 point) when compared to the other publications in this analysis. The headlines are all 12 point, boldface, and all capital letters.

All typesetting, layout, and design for News and Views is done out of house. The editor decides which stories will be on each page and submits photographs with them. Once the final copies are published, the printing plant delivers them directly to the post office for distribution.

"Progress thru Participation," the slogan from the logo, is emphasized in the content of the newsletter. The publication contains stories concerning citizen participation, citizen accomplishment, and citizen awards. For example, see "Employee Service Awards," page 2, "Employee of the Year Award," page 1, and "Recycling Awards," page 2.

News and Views is written to appeal to the general audience. This is necessary because it is distributed to all of the residents of the town. It is written in a style that conveys a great deal of information in an informal manner. An example is found in the article, "From the City Manager's Desk." The last sentence reads, "Should you ever have any questions or concerns, give us a call and let's talk."

Two full pages of the newsletter included are devoted to the Rolling Meadows Library. This section, entitled Shelf Life, is included in News and Views 5 times a year. Shelf Life is written by the Public Relations person from the library and submitted to the editor of News and Views. The editor rewrites some of the copy to ensure it is consistent with the rest of the newsletter.

The City of Wheaton, IL, produces the Wheaton Newsletter monthly. It is always 4 pages in length because of budget constraints. Seventeen thousand copies are printed each month. Copies are mailed to all Wheaton residents and are available at Wheaton City Hall.

The newsletter is printed on off-white middle-weight paper. Blue ink is used consistently because it is the city color.

The Wheaton Newsletter is the only publication in this analysis that is laid out in 1 column. All stories extend the width of the page. All

headlines are 14 points, except the "Council Happenings," heading in the February 1987 issue included, which is 24 points.

The style of writing in the newsletter is direct and to the point. Space is very limited in the publication, so all stories contain only the facts. The longest story in the issue included is 3 paragraphs. The stories contain a lot of information and description without extra words.

No photographs are ever used in the newsletter. Logos and line drawings are used to break up the copy. The blue ink sets this publication apart from the basic black and white publications included in this analysis.

The editor of the Wharton Newsletter prepares the mechanicals for the publication. He chooses all of the graphics and types the copy. He also has access to a lettering machine for headlines and titles. The mechanical goes to the printer where it is photographed and reproduced.

The Newman Catholic Student Center in DeKalb produces a semi-annual newsletter entitled Newman Now. It is printed on inexpensive newsprint. Newman Now is circulated once during each academic semester to approximately 18,000 readers. It is mailed to all students who indicate a Catholic religion preference on their class registrations, parents of students, alumni, priests, and diocese.

Financial constraints allow the newsletter to be published only twice a year. The majority of the writing and photography is done by NIU students. The Editor and 2 of the priests from Newman each write a column.

All typesetting, layout, and design is done at the Midweek. The newsletter is printed at Castle Communications in DeKalb.

The copy is 10 points in justified columns. The headlines are either 36

points or 48 points. The first letter of the first word in each headline is capitalized. The rest of the letters are lower case.

Photographs are used throughout the publication. In the Spring 1987 issue which is included, all of the photographs are of people. They are either head shots or group shots. Page 7 contains only photographs. There is a headline, but no copy on the page. The photographs substitute for the copy to tell the story that "Alumni Celebrate Homecoming '86."

Newman Now contains stories that link Newman with NIU. For example, see "Peer Ministry: Students reaching out to students," page 3; "Student Pianist Shares Gift of Music with Others," page 4; and "Programs Deal with Issues Affecting Campus Life," page 6.

Each issue contains stories about events spanning 6 months. For example, the ministry conference covered in the lead story of the issue included occurred on September 24, 1986. This makes the publication useful to readers who want to find out what Newman has to offer. A reader who knew nothing about Newman could read one issue of Newman Now and get an idea of the activities and events at Newman occurring in the last six months.

The level of writing in Newman Now is college level. This is necessary because of the audience it is intended for. However, there is a difference in the level of writing in the articles written by the students and the articles written by the priests.

Open Outcry is the monthly newsletter published for members and staff of the Chicago Mercantile Exchange. It is printed on beige wove paper with black ink. Burgundy ink is also used throughout the newsletter.

This publication looks very professional. It is designed that way to appeal to the professionals at the Mercantile Exchange. The paper it is

printed on is high quality. The design is professional. The level of writing is for the educated. The off-white paper and burgundy ink make it more eye appealing than the basic black and white publications.

The Open Outcry is laid out in a three-column format with unjustified type. Vertical 1/2 point burgundy lines separate each column. Headlines are consistently 18 points and they are a combination of capital and lower case letters.

The body type and photo captions are each in a different font. The body type is 10 points and the photo captions are 9 points.

The newsletter is consistently 4 pages in length. It contains a few black and white photographs which are taken by the editor. The design of the newsletter is varied by the combination of photographs, burgundy color, boldface type, and italic type.

The writing in Open Outcry is very educated and professional. The audience is expected to have an extensive vocabulary. Also, the reader is expected to know the jargon of the exchange. For example, "S+P pit," "CME," "EAFE Index contract," and "Strike Price" are terms used without an explanation in the March 1987 issue included.

The information presented in this newsletter is strictly for the members and staff of the Chicago Mercantile Exchange. A reader who is not familiar with the workings of the Exchange would not find this newsletter informational. It is only informative to those who understand its content.

DeKalb Corporation produces Acres of News four times a year. The publication is produced in the spring, summer, winter, and fall. It is always printed on glossy white paper with one color in addition to black ink.

Acres of News is consistently 8 pages in length. However, it usually contains an insert which does not have a page number (see winter 1986 issue included).

The format of this publication is unique. It is not used by any of the other publications in this analysis. At first glance, the publication appears to be in an 8 1/2 x 11 inch format. However, once the reader opens the publication, it becomes an 11 1/2 x 16 inch format.

Acres of News is laid out in 3 columns with unjustified type. The publication has large body type due to the fact that the publication is large. The headlines are large also. They are 48 points with 18 point kickers. Large reverse headings are used in the masthead and the table of contents.

Large photographs are used in the publication. A single large photograph always appears on the cover page with no copy. The issue included has photographs on every page. DeKalb Corporation has 2 in-house photographers who take all of the pictures.

Clip-art, screens, line drawings, and borders are used in the design of the publication.

The masthead in Acres of News states, "Acres of News is published for employees and friends of DeKalb Corporation." This indicates the purpose of the publication. The publication includes information on all aspects of the company. The issue included contains stories on the history of DeKalb Corporation, new programs, employee survey results, poultry research, and a company sponsored photo contest. The information in Acres of News appeals to a variety of readers, not just those who work at DeKalb Corporation. The publication could be read by someone who is not an employee and they could

discover a great deal about the company, its people, and the DeKalb community.

Acres of News is designed and produced at Graphic Works in DeKalb. It is printed at DC Lithographers.

The Kishwaukee Community Hospital produces a monthly publication entitled The Kishwaukee Communicator. It varies in length from 8 to 16 pages. It is always printed on a white matte finish paper with black ink. Two staples are used to "bind" it.

The publication is in an 8 1/2 x 11 inch format. It is laid out in a 3-column format with justified type. Some pages in the March/April 1987 issue included contain stories that are 2 columns wide (see "Open Day Surgery Center," page 1).

The layout is varied by the use of line drawings, borders, logos, photographs, italic type, and different sizes of headlines. Headlines vary in size from 14 points to 72 points. Another element is the design of The Kishwaukee Communicator is the advertisements for services offered at the hospital. For example, page 8 contains an advertisement for the auxiliary gift shop and page 11 contains an advertisement for the Kishwaukee Community Hospital Mammography Center.

The masthead of the publication states, "This newspaper is published for the employees, associates, volunteers, and friends of Kishwaukee Community Hospital." This statement indicates that the publication is directed toward a wide variety of people. It not only contains news for and about hospital employees, it contains news for and about community members. This serves to reinforce that Kishwaukee is a community hospital.

All of the writing and photography for The Kishwaukee Communicator is done by 2 members of the Community Relations and Development department at the hospital. All layout, design and production is done out of house.

The writing style is geared toward a general audience. It cannot be written in very technical language because it would not be appropriate for its varied audience. Even the description of the new arthroscopy procedure for the temporomandibular joint (page 9) is put into general terms.

The content of the publication emphasizes health and issues in health care. Articles in the issue included in this analysis cover topics including diet, nutrition, stress management, new health care services, and coping with a terminal illness. Individual health issues are addressed as well as family and social health issues.

The Duplexian is produced every six weeks by Duplex Products, Inc., in Sycamore, IL. It is distributed to 3,500 employees at 19 locations across the United States.

The length of the publication varies each time it is published. The length is determined by the amount of material submitted from each location. Although the publication is assembled in Sycamore, it contains news and photographs from various Duplex locations. The Sycamore publication is 6 pages. Contributions from other locations are numbered separately and inserted in the Sycamore publication. For example, the information from Atlanta, GA, is numbered page S-1.

The Duplexian is always in an 11 1/2 x 14 1/2 format. It is printed on a white matte finish paper with black ink. Blue ink is used on the front and back pages in the logo and in the mailing address area.

The layout of the publication is 4 columns with unjustified type. The publication is very crowded with a lot of competing elements. It contains photographs, logos, clip-art, screens, borders, cartoons, line drawings, and many different types of display headings.

The writing in the Duplexian is relaxed and informal. The style of writing varies throughout the publication because of the large number of contributors.

Photographs are used a great deal in the Duplexian. In some instances, photographs fill the entire page. This is especially true in the issue included in this analysis because company Christmas parties are shown in photographs only. For example, pages M-2, M-3, and P-4 are all photographs.

The purpose of the publication seems to be that anything goes. Grapevine news and general information is included. This is the only publication in this analysis that does not contain stories about the workings of the company. The Duplexian focuses more on the employees than on the company's business.

ENDNOTES

1. Sears, Roebuck and Company. 1986 Annual Report, p. 6.
 2. McGough, Robert. "How to Win the Class Struggle." Forbes, 3 November 1986.
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