

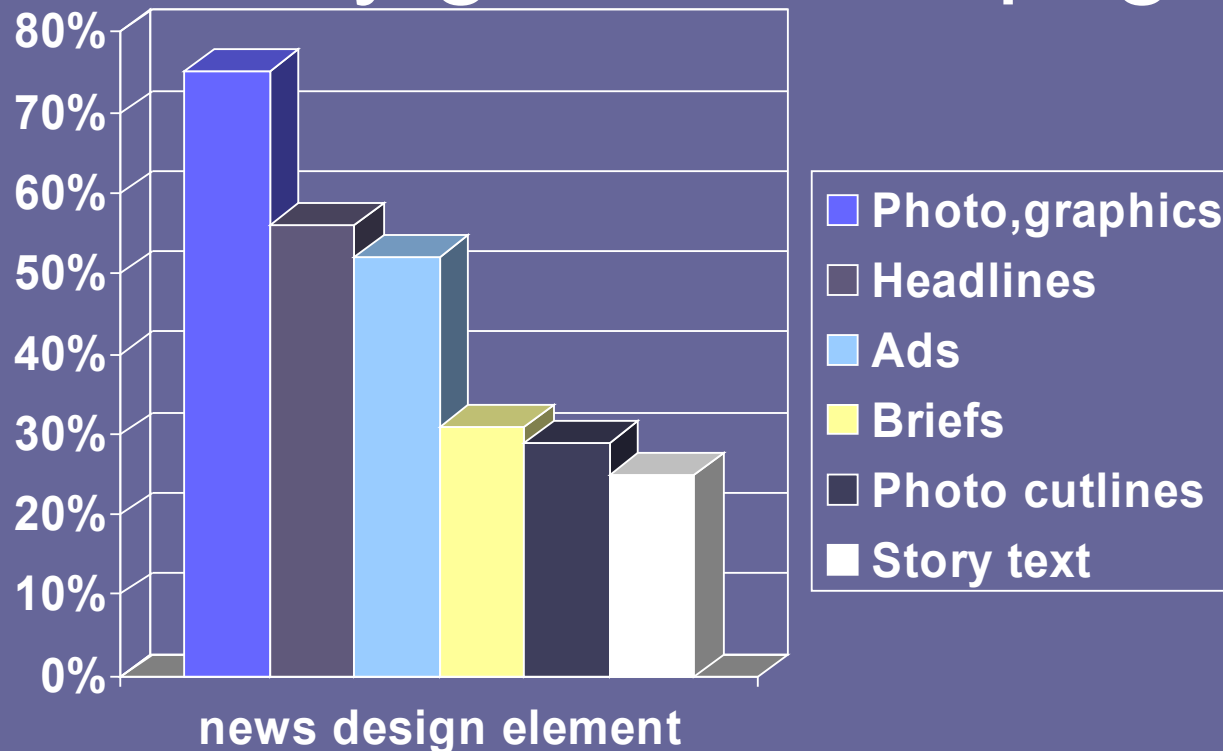
Reporting and editing news graphics

Kelly Barry
USA TODAY
Deputy Graphics Editor
Money Section

Importance of visual elements in news design

Points of entry

The percentage of elements looked at on any given news page.



Considerations

- Deadlines: page deadline
- Preferred format
- Graphic size
- Color or black and white
- Data agreement with the story, photo
- Manpower to produce
- Over-promising
- User-friendly
- Easy to read, navigate
- Can someone not familiar with topic understand?

Types of graphics

- Bio box
- Timeline
- Bar chart
- Fever line
- Locator map
- Table
- Informational graphic
- Illustration
- Pictograph
- Bubble chart

Who handles graphics?

From inception to completion, here's the process for a typical graphic.

- Graphics reporter
- Beat reporter, beat reporter's editor
- Graphics editor
- Graphic manager
- Artist, illustrator
- Graphics dept. manager
- Graphics reporter/editor
- Designer
- Beat reporter, their editor
- Graphics reporter/editor
- Copy desk
- Graphics reporter/editor
- Graphics dept. manager/editor

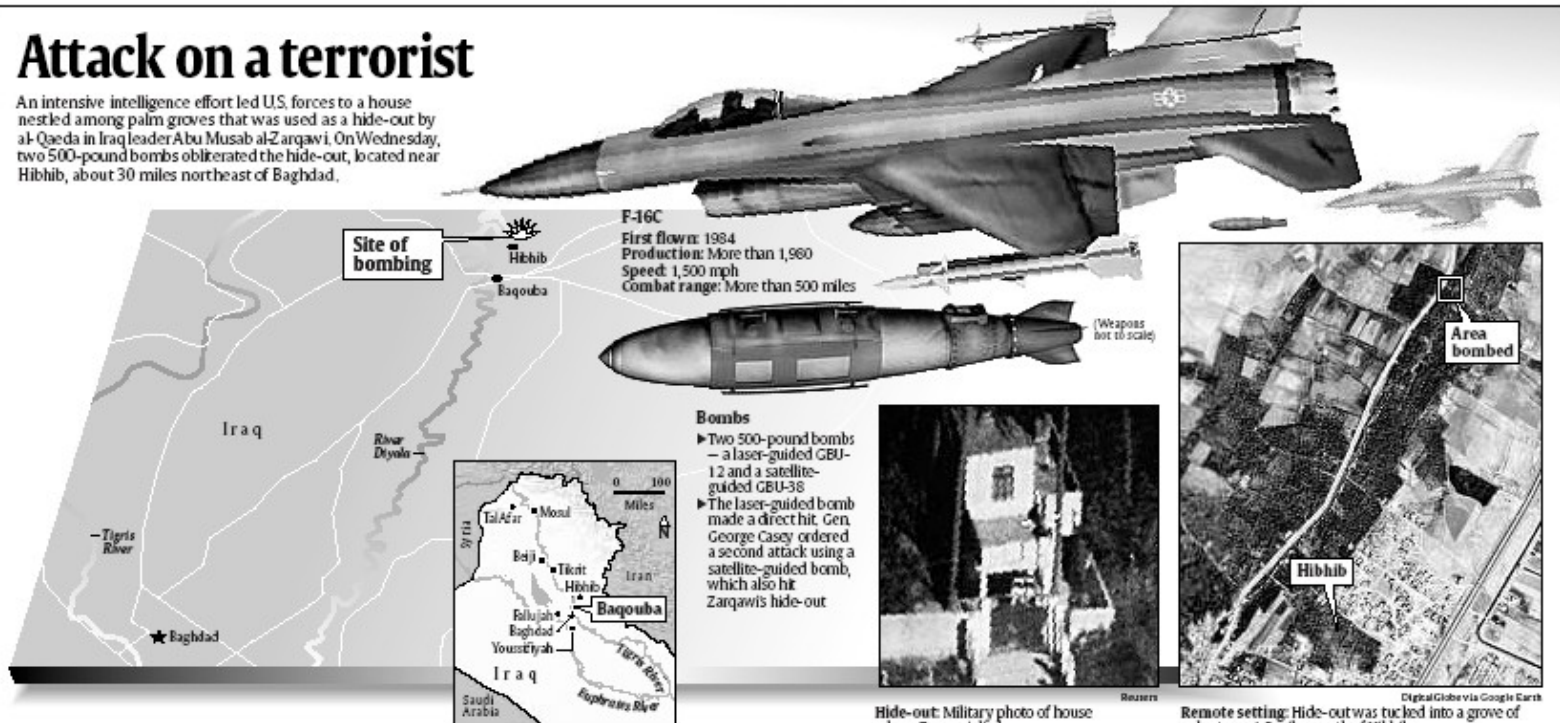
Anatomy of a graphic

- Headline
- Chatter
- Data content
- Data label (if needed)
- Illustrative/design component
- Source(s)
- Credit line for reporter, artist

Live graphic photos, mapping, illustration

Attack on a terrorist

An intensive intelligence effort led U.S. forces to a house nestled among palm groves that was used as a hide-out by al-Qaeda in Iraq leader Abu Musab al-Zarqawi. On Wednesday, two 500-pound bombs obliterated the hide-out, located near Hibhib, about 30 miles northeast of Baghdad.



On Zarqawi's trail

How events unfolded:

Mid-April

U.S. and Iraqi raids against the Zarqawi network in Yousfiyah, south of Baghdad, yield documents, computer files and other evidence.

April 25

Zarqawi releases a videotape in which he warns of insurgent attacks to come.

Several weeks ago

Someone in Zarqawi's network identifies Sheik Abu Abdul-Rahman al-Iraqi, Zarqawi's spiritual adviser and deputy. U.S. and Iraqi officials tail him.

May 20

Prime Minister Nouri al-Maliki, a Shiite, takes office.

Recent weeks

Jordanian officials and residents near Zarqawi's hide-out in Hibhib provide information to intelligence officials.

June 2

Zarqawi issues an audiotape on the Internet in which he rails against Shiites in Iraq and accuses them of rape and murder.

Wednesday

U.S. and Iraqi intelligence track al-Iraqi to Zarqawi's hide-out about 6:15 p.m. local time.

Gen. George Casey, commander of U.S. forces in Iraq, orders F-16C fighter jets on a routine patrol to divert to the hide-out. One jet dropped the two bombs, killing Zarqawi, al-Iraqi and six others, Iraqi police and U.S. troops from the

4th Infantry Division move to the scene. The troops locate the bodies and remove them and also remove documents and other evidence.

Thursday

U.S. and Iraqi officials announce Zarqawi's death, confirmed by fingerprints.

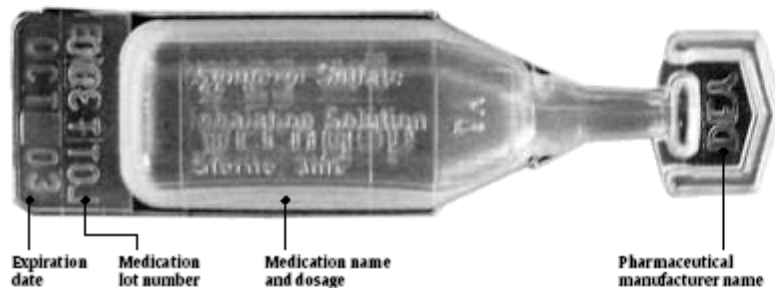
Consumer-driven photos, balanced layout

Is your respiratory medication compounded?

Half a century ago, drug compounding was how most Americans got their remedies. Today it means the creation of a drug or dosage level in a pharmacy, often from bulk ingredients. When done legitimately, it can be an effective form of individually tailored treatment for patients who can't get what they need from

Respiratory drugs made by FDA-approved pharmaceutical companies

Four items are visibly embossed on both sides of the vial:



a marketed drug. Yet some pharmacies are now facing claims of mass marketing compounded drugs, especially those for respiratory conditions. People may not know their medication is compounded. Here's how to tell if your respiratory drug is compounded:

Respiratory drugs made in pharmacies by compounding

Some indications this vial was not made in an FDA-approved facility:



Why drugs are compounded

One estimate cited by the FDA put the number of compounded drugs at more than 30 million prescriptions a year, covering a wide variety of medications. Reasons for compounding vary but can include:

1. Drugs for some conditions aren't made by manufacturers.
2. Inactive ingredients can be taken out if a patient is allergic to them.
3. Certain drugs can be flavored.
4. For people who cannot swallow capsules or tablets, compounders can make a powder, liquid, lozenge, suppository or other drug versions.
5. Some pharmacies compound drugs that are unavailable or in short supply.
6. Dermatologists can mix special creams for their patients.

Safety tips

- ✓ Compounded drugs are not the same as generics. Generics have FDA oversight, compounded drugs do not.
- ✓ Legitimate compounded drugs are not sold on the Internet.
- ✓ A patient must disclose specific needs to have a compounded drug.

Brand name manufacturers

No FDA-approved generic equivalent is available:
AstraZeneca: Pulmicort Respules (budesonide)
Dey: DuoNeb (albuterol sulfate and ipratropium bromide)
Sepracor: Xopenex (levalbuterol hydrochloride)

FDA-approved generic equivalent is available:
Boehringer Ingelheim Pharmaceuticals: Atrovent (ipratropium bromide)
Dey: AccuNeb (albuterol sulfate)
King Pharmaceuticals: Intal (cromolyn sodium)
Schering: Proventil (albuterol sulfate)

Federally licensed generic manufacturers

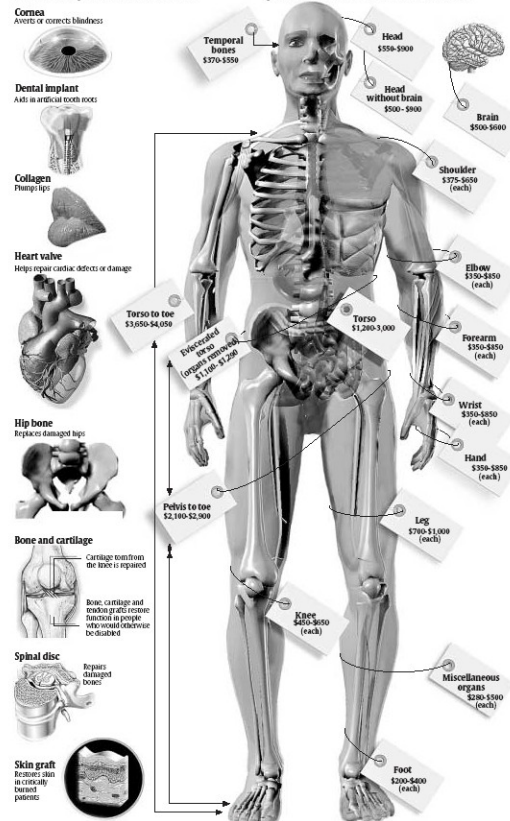
Astlog Pharm	Irax
Alpharma	Morton Grove
Apotex	Nephron
Breath Ltd.	Novex
Dey	Rotane Laboratories
Hi Tech Pharm	Warrick
Holpack International	

Use of air reader-friendly

The brokering of cadaver body parts

Transplanting cadaver tissue into certain areas of living bodies can be beneficial to patients with a wide array of medical problems. Body parts can also be helpful in research and teaching medical techniques. How the transplanted tissue can be used:

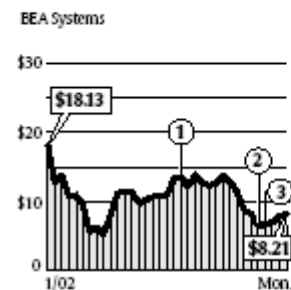
While it is illegal to sell cadaver parts, that doesn't stop body snatchers from reaping huge financial rewards by charging fees to process illegally harvested human bones and tissue. Approximate prices for fresh or frozen body parts that are used for research and education:



Fever line CEO timeline

Key executive departures

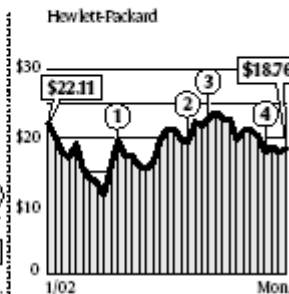
Top leaders who recently resigned, retired or were fired:



Source: CSI

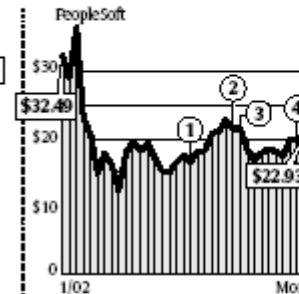
BEA Systems

- 1 Morris Beton, senior vice president of business development
- 2 Adam Bosworth, chief architect
- 3 Scott Dietzen, chief technology officer
- 3 Todd Nielsen, chief marketing officer
- 3 Mercedes Ellison, senior vice president of marketing



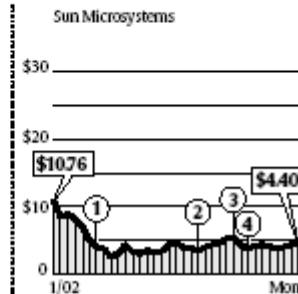
Hewlett-Packard

- 1 Michael Capellas, president
- 2 Howard Elias, senior vice president of business management and operations
- 3 Jeff Clarke, executive vice president
- 3 Webb McKinney, executive vice president
- 4 Peter Blackmore, executive vice president of enterprise systems



PeopleSoft

- 1 Peter Gassner, general manager of PeopleTools
- 2 Doug Merritt, general manager of human capital management systems
- 3 Joe Davis, general manager of customer relationship management
- 4 Craig Conway, CEO
- 4 Ram Gupta, executive vice president of products and technology



By Adrienne Lewis, USA TODAY

Sun Microsystems

- 1 Ed Zander, president
- 1 Mike Lehman, CFO
- 2 Bill Joy, chief scientist
- 3 Patricia Suelz, executive vice president of services
- 4 Mark Tolliver, chief strategy and marketing officer

Reporting style varied entry points

Candidates woo female business owners in key election states

With women a pivotal swing group, President Bush and Sen. John Kerry are courting female business owners. Here's why: In a majority of battleground states, women own above-average shares of businesses. Also, female entrepreneurs overall are

more likely to vote than the general population. Plus, the number of female-owned firms is growing twice as fast as all firms. All that makes them crucial sources of campaign contributions and votes. But candidates must win them over on business issues of high interest

to female owners. High on their list of priorities, says a recent survey, employees' health costs, taxes and education. Those also popped up when USA TODAY's Jim Hopkins asked female business owners in swing states about top concerns as they head for the polls.

Swing state leaders

Women own nearly 30% of private U.S. firms. But in 10 of 17 battleground states, their share is higher. Owners' views in six of those states:

■ Battleground state in which the share of businesses owned by women is greater than the national average of 30%.
 ■ Battleground state in which the share of businesses owned by women is less than the national average of 30%.



Washington
 Share of all businesses owned by women: 34%.
 Owner: Carol Beardo, 51.
 Business: C&S Associates, human resource consulting.
 Location: Bellevue.

Top issue: Federal taxes. The cuts under Bush need to be made permanent so Beardo and her clients can plan for the future, she says. The cuts, especially in capital-gains taxes, have given her areas economy a needed jolt, she says.



New Mexico
 Share of all businesses owned by women: 35%.
 Owner: Casey Hibbard, 32.
 Business: Compelling Cases, tech marketing.
 Location: Santa Fe.

Top issue: Labor costs. Hibbard wants to expand her company by hiring, but local wage and benefit costs are too high. Bush and Kerry talk about the issue, but "I'm not really getting a clear vision of what either of them would do."

Minnesota
 Share of all businesses owned by women: 31%.
 Owner: Kim Samuelson, 37.
 Business: PE's Restaurant.
 Location: Crookston.



Top issue: Growing corporate competitors. Wal-Mart's plans to open nearby will likely attract big restaurant chains, cutting into her sales. "The market can only bear so much," Samuelson says. Politicians say they will help small businesses, but don't offer realistic solutions, she says.

Michigan
 Share of all businesses owned by women: 33%.
 Owner: Christina Lovio-George, 54.
 Business: Lovio/George, public relations.
 Location: Detroit.



Top issue: Employee health costs. Her costs jumped as much as 23% annually in each of the last three years. That's cramped wage increases for her 14 workers. She hopes November's winner takes a "radical" look at small-business health costs.



Missouri
 Share of all businesses owned by women: 31%.
 Co-owner: Diane Carson, 56.
 Business: Marketing Appliance.
 Location: Chesterfield.

Top issue: Manufacturing's decline. Carson shifted more attention to service-sector clients as Midwest manufacturing, once her firm's sole focus, took a hit. She feels there's no political solution. "It's just gone too far at this point," Carson says.

Florida
 Share of all businesses owned by women: 31%.
 Owner: Lisa Hickey, 46.
 Business: Douglas Screen Printers.
 Location: Lakeland.

Top issue: Education. With 35 employees, Hickey struggles to fill jobs when 30% of applicants lack needed reading and writing skills. Still, she doesn't think any president can single-handedly turn things around. "This largely is a community issue," Hickey says.



Printing project: Lisa Hickey owns Douglas Screen Printers, a commercial screen-printing business. Here, she speaks with Andrew Daly as they review the registration of the firm for a project for NASA. Hickey's key election-year worry is workforce education.

Source: Center for Women's Business Research, estimates of share owned 51% or more by women

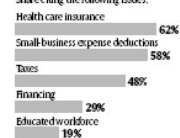
Likely voters, split politically

Female entrepreneurs are more likely to vote ... voting in the 2004 presidential election.



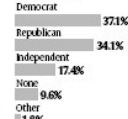
... and are united in saying health costs are the No. 1 issue ...

Share citing the following issues:



... but they are divided in political allegiance

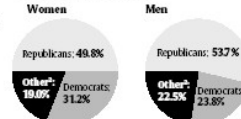
Owner party is:



Source: Center for Women's Business Research, survey of 1,246 owners July 27-Aug. 15. Margin of error: ±2.0 percentage points

CEO gender divide

Compared with male executives', female executives' give more to Democrats. Share of 2004 campaign contributions to:



1 - chairman, chief executive, CEO, chief executive, president or vice president
 2 - political action committees, other parties
 Source: Center for Responsive Politics

By the numbers: Female entrepreneurs'

67 million
 Number of firms they own
9.8 million
 Workers employed
22.9%
 Growth in number of their firms, 1997-2004
\$12 trillion
 Their firms' combined annual revenue

1 - of private U.S. firms owned 51% or more by women
 Source: 2004 estimates, Center for Women's Business Research

By Karl Cohen, USA TODAY

Use of color, maps, photos

A city unto itself: Amsterdam Schiphol is much more than an airport

Operated by Schiphol Group, Amsterdam Airport Schiphol, pronounced "ski pole," functions as a mini-city. It offers countless distractions and attractions ideal for passengers' biding time.

between flights. With 100,000 visitors a day and about 40 million a year, the one-terminal airport's unique features are a major source of non-aviation revenue.



1 Supermarket: Buy anything from fresh produce and flowers to beer at the Food Village.



By James Under

7 Museum: A branch of the city's Rijksmuseum, the free attraction offers a permanent exhibition by 10 Dutch painters, including Rembrandt, and other short-term displays.

2 Medical services: The airport is staffed around the clock with nurses and has a pharmacy. Vaccines are available for diphtheria, tetanus, polio (DTP), hepatitis, meningitis, yellow fever and typhoid. Cotswary, and appointments must be made about six weeks in advance.

3 Children's corner: Slides, car toys, Legos and Nintendo computer games, but no supervision.

5 In-terminal hotel: In addition to its 33 rooms, Hotel Mercure Schiphol rents shower rooms by the hour. Included: towels, soap, shampoo and hair dryers for about 12.5 euros.

4 Casino: Six gaming tables for roulette and blackjack, 130 slot machines.



Amsterdam Airport Schiphol

6 Massage station: Relax with a massage in an ergonomically designed chair. Ten or 20 minutes cost 15 euros and 20 euros, respectively.



Amsterdam Airport Schiphol

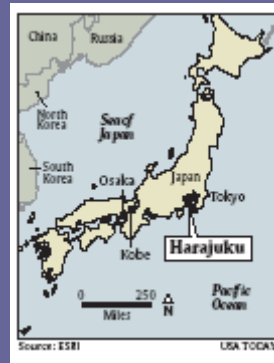
8 Business centers: About 40,000 passengers a month take advantage of wireless Internet access, teleconferencing services and fully stocked mini-offices.



Source: Amsterdam Airport Schiphol

Airport schematic courtesy of Amsterdam Airport Schiphol; reprinting by Kelly Barry; graphics by USA TODAY

Simple locator map



Detailed timeline, photos

Key dates leading to convictions of Lay, Skilling

1985 Houston Natural Gas merges with InterNorth to form Enron. HNG CEO Ken Lay becomes CEO of the company the following year.

1989 Enron begins trading natural gas commodities.

1990 Lay hires Jeff Skilling to focus on commodities trading in the deregulated markets. Andrew Fastow is one of Skilling's first hires.

1991 Richard Causey leaves Arthur Andersen to join Enron as assistant controller.

1997 Skilling named president and COO. Fastow creates Chewco to buy the University of California pension fund's stake in another joint venture, but it doesn't meet requirements to be kept off Enron's balance sheet.

1999 Causey named chief accounting officer. Fastow creates the first of two partnerships, LJM, to "buy" poorly performing Enron assets and hedge risky investments.

August 2000 Enron shares hit \$50.

2001

Aug. 22: Finance executive Sherron Watkins meets privately with Lay to discuss concerns of murky finance and accounting.

Oct. 16: Enron announces \$638 million third-quarter losses and \$1.2 billion reduction in shareholder equity stemming from write-offs.

Oct. 19: SEC launches inquiry into Enron finances.

Oct. 24: Fastow ousted.

Nov. 5: Treasurer Ben Glisan Jr. and in-house attorney Kristina Merdaunt fired for investing in Fastow-run partnership. Each invested \$5,800 in 2001 and received a \$1 million return weeks later.

Nov. 9: Dynegy announces an agreement to buy Enron for more than \$8 billion in stock.

Nov. 19: Enron restates third-quarter earnings and discloses \$690 million debt is due Nov. 27.

Nov. 28: Enron stock plunges below \$1 as Dynegy aborts plan to buy former rival.

Dec. 2: Enron files Chapter 11 bankruptcy; thousands of workers laid off.

2002

Jan. 9: Justice Department confirms criminal investigation.

Jan. 10: White House discloses Lay sought help from two Cabinet members, but neither offered aid. The company's auditing firm, Arthur

Andersen, says it has destroyed tons of Enron documents.

Jan. 28: Lay resigns as chairman, CEO.

Jan. 28: Cliff Baxter, former head of Enron's trading unit and later vice president before his resignation in May 2001, found dead of a self-inflicted gunshot wound.

June 15: Arthur Andersen convicted on charges of destroying Enron-related documents.

Oct. 16: Andersen sentenced to probation and fined \$500,000.

Oct. 31: Fastow indicted on charges of conspiracy fraud, money laundering and other counts.

2003

April 30: Fastow's wife, Lea, charged with tax crimes and conspiracy for participating in husband's deals.

Sept. 10: Former Enron treasurer Glisan pleads guilty to conspiracy and is sentenced to five years.

2004

Jan. 14: Andrew Fastow pleads guilty to two counts of conspiracy and agrees to serve 10 years in prison.

Jan. 22: Causey pleads innocent to conspiracy and fraud charges.

Feb. 19: Skilling added to Causey indictment, pleads innocent to more than 30 counts including conspiracy, fraud and inside trading.

May 6: Lea Fastow pleads guilty to filing a false tax form and is sentenced to the maximum sentence of one year in prison.

July 8: Lay surrenders after being indicted. He pleads innocent.

July 15: Bankruptcy judge confirms Enron's reorganization plan in which most creditors will receive about one-fifth of the about \$63 billion they're owed in cash and stock.

Oct. 19: Federal judge grants Lay separate bank fraud trial but rules Lay, Skilling and Causey will be tried together on other charges.

2005

May 31: Supreme Court overturns Arthur Andersen conviction.

Dec. 28: Causey pleads guilty to securities fraud, agrees to serve seven years in prison in exchange for cooperating with the government.

2006

Jan. 30: Lay, Skilling trial begins.

Thursday: Lay and Skilling are convicted of conspiracy to commit securities and wire fraud. Lay is convicted in a separate bank fraud case.



Causey



Fastow



Watkins

Source: The Associated Press, USA TODAY research

Reporting style "charticle"

Energy



Discussing fuel prices: President Bush talks about the cost of gasoline with customers at a BP Gas Station in Biloxi, Miss., on April 27.

Proposals to cut gas prices scrutinized

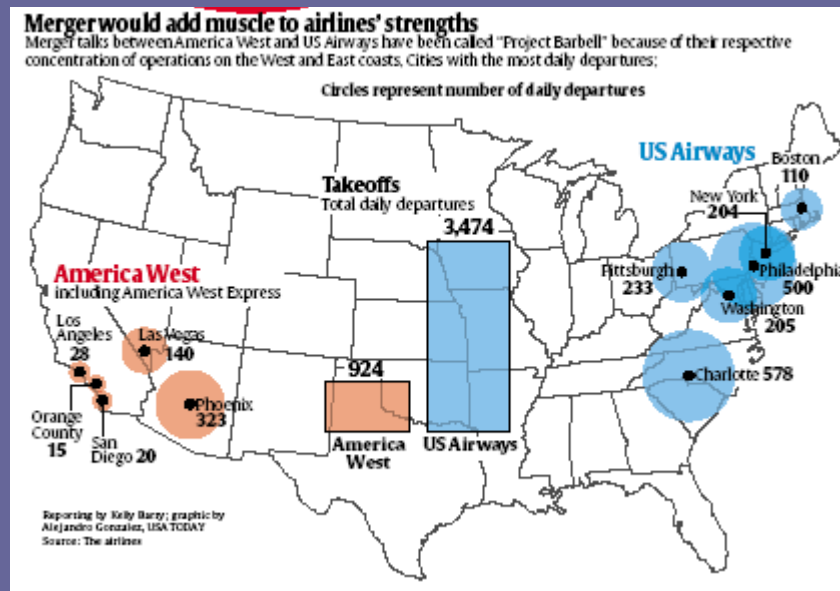
Consumers are fuming and politicians are steaming about high gasoline prices. President Bush recently announced his administration's plans to attack record prices, but will they work, and if so, how fast? USA TODAY Money reporters Paul Davidson and Chris Woodyard questioned energy industry executives, analysts and advocacy groups about key points in the Bush agenda and their likely impact. The upshot: Don't bet your summer vacation money on much lower prices before Labor Day. Here's their analysis.

Key to reading the chart:
 ● No impact on gasoline prices.
 ●● Little or no impact.
 ●●● Some impact possible.
 ●●●● Some impact expected.

Proposal	How would it work?	Done before?	Impact this summer?	Beyond summer?
Order a federal investigation into possible manipulation of gas prices.	President Bush ordered the Justice Department and the Department of Energy to assist the Federal Trade Commission in its existing investigations.	The U.S. government has investigated high gas prices about 30 times over the past 20 years. Oil companies were never found to have colluded to fix prices.	● The FTC is to conduct an investigation and report to Congress this summer. It's highly unlikely the agency will find fraud or collusion.	●●● Continuing investigations are unlikely to turn up a conspiracy among oil companies to raise prices.
Urge state authorities to investigate possible price manipulation.	Twenty-eight states have anti-price-gouging laws, making it easier for states to pursue gas-price manipulation. Most apply only after disasters.	Many states have investigated gas stations or oil companies under anti-price-gouging or fraud laws. Several have levied fines or other penalties.	●● Price-gouging investigations can drag on for many months.	●●●● Could curb price jumps in select areas, especially in the 28 states that have anti-price-gouging laws. Still, price gouging is difficult to prove.
Suspend deposits into the Strategic Petroleum Reserve, the nation's emergency oil stockpile.	Growth of the reserve via government oil purchases and company debt paybacks would be deferred, leaving an extra 10.5 million barrels on the market.	In 2000, amid rising gas prices, the Clinton administration sold oil from the reserve, causing a short-term decline in oil and gas prices.	●● The 10.5 million barrels of extra summer supply is just a fraction of what the USA consumes.	●● The 10.5 million barrels would have even less impact over the long haul.
Urge energy companies to reinvest profits to increase supplies and lower prices.	Oil companies say they are already making those investments. Drilling projects in the oil field should yield 2 million barrels a day in 10 years.	About 2 million barrels a day of production capacity were added in Alaska's North Slope in the 1980s in response to earlier pressure from Wall Street.	●● Some refining capacity lost in Hurricane Katrina should return by summer but will do little to temper high crude oil prices.	●●●● The additional production and refining capacity added in the next five to 10 years could help stabilize prices, but that depends on demand levels.
Suspend environmental rules that mandate expensive, cleaner-burning gasoline blends.	The Environmental Protection Agency would grant temporary waivers to allow less-costly gasoline blends into areas that normally would prohibit them.	Yes. The authority was granted last year during the last big price increases in the aftermath of Hurricane Katrina.	●●● It would ease gasoline shortages and could lower prices at the cost of worsened air quality. Twelve different blends of gasoline sold in the USA in summer 2004.	●●● If EPA needs more authority, it would ask Congress.
Take back about \$2 billion in oil company tax breaks over 10 years.	The government would rescind \$1 billion in tax incentives to encourage oil exploration and \$1 billion in subsidies for deep-water drilling.	For many years, the big oil companies got "depletion allowances," or tax breaks for using up the oil in a specific field. Those were largely phased out.	●● The move would largely be a symbolic one, cutting tax breaks at a time of rising gas prices and huge oil company profits.	●● If anything, repealing tax breaks could prompt oil companies to make fewer investments in exploration, leading to higher prices.
Make all hybrid and clean-diesel vehicles eligible for federal tax credits.	Congress would be asked to let automakers build more vehicles eligible for a tax credit to consumers. The limit is 60,000 a year per company now. Buyers get a tax break for up to \$3,150 depending on the model.	Congress passed the tax credit last year as part of an energy bill.	● Toyota, the largest maker of hybrid vehicles, has estimated that it will exhaust its allotment by summer. Others, like General Motors and DaimlerChrysler, have barely gotten started.	●●●● If more people drove high-mileage cars, gasoline demand would fall.
Speed approval process for building or expanding refineries.	Congress would curtail tape needed to build refineries and cut delays for "minor modifications" to existing ones.	Last year, Congress allowed refineries to write off half the cost of expansions in one year.	●● Refineries take years to build. The last one was built in 1976.	●●●● The industry, which can refine 17.1 million barrels of crude oil a day, would be encouraged to go beyond the 1.4 million additional barrels that it has announced.
Allow drilling for energy in Alaska's Arctic National Wildlife Refuge.	The Energy Information Administration says the proposed lease area holds at least 10.4 billion barrels.	The Alaska pipeline has operated since the 1970s, but drilling is not allowed in the wildlife preserve.	● The closest oil is about 60 miles from existing operations, but developing the field would take at least 10 years.	●●●● If developed, the field could add 1.5 million barrels a day to U.S. oil production.

Source: White House, Oil Companies Accountability (OCA), Energy Information Administration, National Petroleum Council, American Petroleum Institute, American Council for an Energy-Efficient Economy, Sierra Club, Arctic Power, Oil Price Information Service, Wood Mackenzie Energy Trends, U.S. Department of Energy, U.S. Public Interest Research Group, University of Southern California, University National Association of Minority Geologists.

“Bubble” map live graphic



Explanatory use of icons

What went wrong at the NYSE

The New York Stock Exchange relies on seven specialist firms to assist in keeping stock trading fair and orderly. Each NYSE-listed security is traded through a specialist assigned to a particular post on the floor of the exchange, who handles all buy and sell orders. How the specialist system works and the government's allegations against 15 specialists.

How the system is supposed to work

Receiving orders

A specialist may receive buy or sell orders two ways:

1. Orally: A floor broker brings the order to the specialist's trading post.
2. Electronically: an order is transmitted through the NYSE's Super Designated Order Transmission System, or "Super DOTS," to a special computer screen, called a display book, at the specialist's post.

Executing orders

Specialists can also fill orders in two ways:

1. By acting as agents, matching an order from a buyer with one from a seller in the same price range. Specialists are generally required to execute such orders whenever possible.
2. By buying or selling shares for their firm's account when they are unable to match sellers with buyers or vice versa.

How indictments allege some specialists cheated

Fifteen current and former NYSE specialists are charged with "trading ahead" and "interpositioning," both prohibited under NYSE rules. According to indictments, the defendants netted from \$150,000 to \$4.4 million each on illegal trades.

Trading ahead

Specialists buy or sell stocks for their proprietary accounts before filling orders from investors, taking advantage of better prices.

How they profit

In a declining market, a specialist "trades ahead" by selling stock from his account to fill an investor's buy order at \$25.05 a share, instead of matching it with an existing investor's sell order. The investor's order is filled at a lower price, such as \$25, as the stock price falls.

Interpositioning happens two ways

1. Specialists sell stock from their proprietary accounts to fill customer buy orders. Then they fill customer sell orders by buying for their proprietary accounts at a lower price.

or

2. Specialists buy stock for proprietary accounts from customer sell orders. Then they fill customer buy orders by selling them from their proprietary accounts at a higher price.

How they profit

Specialists capture the spread between the lower price at which they bought the stock from selling customers and the higher price at which they sold the stock to buy big customers.

How SEC says NYSE failed

- Surveillance: The detection system captured only a fraction of all violations.
- Investigation: Only a portion of the nearly 4,000 surveillance alerts generated from 1999 and 2002 were reviewed.
- Discipline: The NYSE failed to take disciplinary action, or imposed only minor sanctions when faced with evidence of misconduct.

Reported by: John Kelly
Source: The Securities Investor, Securities and Exchange Commission, New York Stock Exchange

Fever line detailed timeline layered data

A communications giant built and shattered by Bernie Ebbers

Former WorldCom CEO Bernie Ebbers was found guilty Tuesday on one count of conspiracy, one count of securities fraud and seven counts of false regulatory filings. A look at the history and downfall of the company he helped build in relation to its volatile stock price.



Bio box

About Bernie Ebbers

Age: 63.

Born: Edmonton, Alberta, Canada.

Education: Mississippi College, class of 1967, physical education major.

Family: Five daughters, eight grandchildren; married to the former Kristie Webb, who has one daughter from first marriage.

Former jobs include: Milkman, bar bouncer, high school basketball coach, warehouse operator, motel owner and operator.

Hobbies include: Tennis, tractors, watching hockey.

Sartorial statement: jeans and cowboy boots.

Quote from trial: "I know what I don't know."

Full page graphic

Carp diem in upstate New York

The World Carp Angling Championship begins Sunday on the St. Lawrence River in Watkinsburg, N.Y. This is the first time the tournament is in the USA. First place will earn \$100,000 (50,000 and two trucks). And any team that breaks the state record—and catches a carp that weighs more than 50 pounds, 4 ounces—will win \$1 million. That's enough to lure 400 anglers from all over the world to try their luck at catching this wily fish.

"It's not just a match," says David Moore, carp expert, "it's a match wits against a fish."

A fish story

In the late 1980s, carp were brought to the USA because of a threat from such black-necked storks and eiders. They were held in ponds near Watkinsburg, N.Y., and Baltimore. The ponds were contaminated when they got to the country. Today, they're healthy again. In the USA, carp are healthy and can survive even in polluted water.

Barbels
(Organs of touch)

Watkinsburg

June 5-10
How the tournament works

- ▶ Tournament officials place 200 man-made traps, more than 100 yards apart, along a 30-mile stretch of the riverbank on the U.S. side.
- ▶ Each trap has a trap door a meter or so above water with a trigger which leads to the entrance of the trap. The catch is called a "trout."
- ▶ Teams fish 24 hours a day.

The world according to carp

The common carp (cyprinus carpio) originated in Europe. It is a hardy fish that can survive in almost any water body. It is a popular sport fish and is also used in aquaculture. It is a member of the Cyprinidae family.

Taking the bait

Carpers have three or six whisker-like barbels, one and two of them are used to feel for food. They also have a very sensitive sense of smell.

Balls and baits Balls: bolot the cold dough or corn balls, about 3 inches long.

At the rod pod

Teams are allowed four rods. Anglers use 12 to 15000 rods. A rod is a metal shaft with a springy wire. Rods are held above water by a rod pod—a stack that holds the rods steady—while spring-loaded devices that keep the rods from touching the water.

Go fish

Anglers have the rods with two or three baits. They'll have several rods in the water and one, sometimes as far as 150 yards, on the river.

How carp are caught

Anglers bait their rods with corn, worms or other bait. They wait until the fish nibbles at the bait. The fish is caught by the spring-loaded device that keeps the rods from touching the water.

Total catch

An estimated 1 million people fish for carp globally. It is the most popular freshwater sport fish in the USA. An estimated 100,000 people fish for carp in the USA.

Balls Corn-punctured from the cob and soaked in sweet four flavors.

Prep-work Boiling bait, dipping corn in sweet four, and other prep-work.

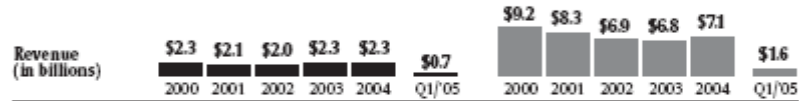
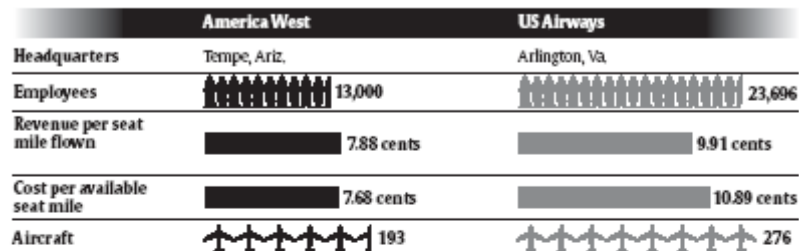
Bolot Boiling dough (DVA) bags: The bags float away in the water.

Method A pin of the hook, bent around, curls over (ground corn mix) that's formed around the hook, sometimes dipped in honey.

Pictographs

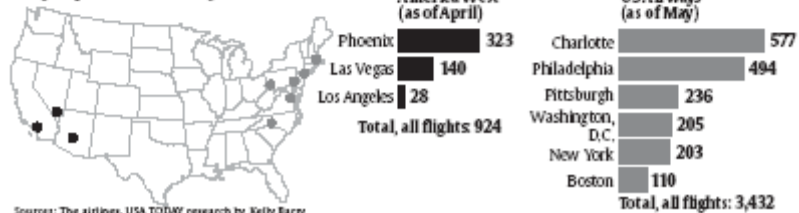
How US Airways, America West compare

US Airways and America West would merge to create the USA's No. 6 airline under a deal announced Thursday. Virginia-based US Airways operates mainly in the East; Arizona-based America West operates mainly in the West. The deal came together with an infusion of capital from plane maker Airbus and other outside investors.



Note: US Airways financial data for 2000, 2001, 2002 and the first three months of 2005 derived from the predecessor company.

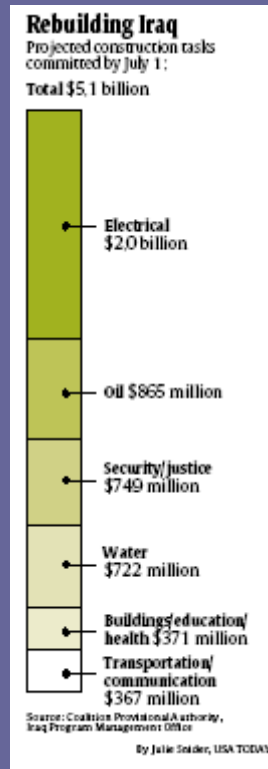
Daily departures from major cities



Sources: The airlines, USA TODAY research by Kelly Barry

By Marry E. Mullis, USA TODAY

Segmented bar chart



2-page graphic

Where hundreds failed, Harley-Davidson succeeded

Harley-Davidson outlasted them all. The Motor Company celebrates its 100th anniversary with a huge party in Milwaukee this week. It is the longest-lived of all American motorcycle manufacturers, the only one to remain in continuous operation to this day.

About 500 motorcycle makers existed in the USA from the 1890s to the 1930s. Some lasted only a few years, but eventually they fell — Cleveland in 1929, Brockway in 1931, Crocker in 1941, Indian in 1953 (revived in 1999) or name is lost.

The company began in a Milwaukee shed in 1903, struggled through the Depression on its police and military contract, barely avoided bankruptcy in 1983 and enjoys its status today as a multi-billion-dollar American icon.

Harley has critics. Some say its bikes are overpriced, underpowered and unable to match Harley's stock has dropped 13.4 percent from its high in January 2002 by over one-fifth a sales decline after the 100th anniversary.

But Harley-Davidson has proved skeptics wrong in the past. The company reported record second-quarter sales in the U.S., plans to open a second plant for total assembly in York, Pa., and has redesigned its Sportster line for 2004.

Founders

In 1901, William Harley was 21 and an apprentice draftsman for Heath Manufacturing, a metal fabricator in Milwaukee. His next-door neighbor and boyhood friend Arthur Davidson, 20, was a performance for the same company.

They enjoyed tinkering, loved the outdoors and talked about building a fast engine powerful enough to reach favorable fishing grounds.

But they soon became interested in motorcycles, and their goal shifted to building their own.

Harley could build bicycles and Davidson had ideas for an engine. With the help of a co-worker, a German doctor familiar with engines and European motorcycles, they experimented in the basement of the Davidson house at what is now 315 18th St., a block from where Harley-Davidson's headquarters still today.

Arthur Davidson called his older brother Walter a mechanic, to leave his railroad job and join them and work with them. William Davidson, the third and eldest brother, was a bookmaker and joined the operation shortly thereafter.

In 1903, the Davidsons' father built a 10-horsepower motor that in the background that became the company's first motor. Legend holds that Harley's name was painted first on the door because he designed the first motorcycle.

Photographs courtesy of the Harley-Davidson Motor Museum



The look: Signatures from a Knuckthead

Harley-Davidson began producing two-cylinder motorcycle engines in 1906, but it wasn't until 1913 that the company began making its bikes more stylish. Engine paint schemes replaced drab colors, and in 1936 Harley introduced the EL — also known as the Knuckthead for the checked-flat shape of its cylinder head covers.

The new motorcycle incorporated a number of design elements Harley still uses today. They're called "signatures," cues that make up the visual quality of a Harley," says Louise Vace, vice-president and director of styling for Harley.

"No other company can quite capture the ethos of Harley, where design is achieved by understanding and gut instinct, rather than by committee," says Chris Kern, a design consultant and contributor to Motorcycle Consumer News.

2003 Fat Boy
Weight: 670 pounds
Length: 7.5 feet
Engine: 65 hp, 1,450 cc

Motorcycle-shaped oil tank
Tank covers: Every feature follows the lines of the frame and doesn't interfere with rider ergonomics.

Low seat height
Lowers center of gravity, gives rider better control.

Softail shocks
Introduced in 1964, dual hidden rear shock absorbers create a hard-tail look with a cushioned ride. The frame tapes themselves to a focal point at the center of the rear wheel. Note: Says,

Floorboards
Cavaliers room to adjust feet, make long rides more comfortable.

XL Sportster
Second manufacturing plant opened in Milwaukee, Wis.

FX Super Glide
A hybrid of the Electra-Glide and Sportster models.

Motorcycle final assembly
Final assembly plant opened in York, Pa.

Harley's senior management
Partnership with the company from AMF in Milwaukee bought out.

Harley successfully petitions the U.S. government
for tax breaks for the company's first major motorcycle flooding the U.S. market.

Harley acquires Buell Motorcycle
The Buell and Posing models, Stock splits for fifth time since 1998.

The Harley 115
Harley celebrates 100th anniversary, expects to produce more than 250,000 motorcycles. Harley's stock price: \$48.36.

Massive, visually dominant engine
"It lends a visual, elemental quality to the machine," says David Davis, former editor of *Iron Horse* magazine. "It's not often that visual necessity — the engine has to be readily accessible for inspection and maintenance."

Instrument panel
Incorporates speedometer, ignition switch, warning lights.

Teardrop-shaped gas tank
Teardrop styling is a deco streamline motif of the '30s that creates an impression of speed," Davis says. "It's the most economical use of limited space found on motorcycles. The tank is larger in front to hold fuel and tapers in back to accommodate the rider's tucked-in legs."

Wing mirror
Hand grip
Turn signal

Headlights
Smaller on custom bikes, larger on touring bikes.

Fuel filler cap
A 6 fuel cover

Mufflers
Exhaust pipes

Softail shocks
Introduced in 1964, dual hidden rear shock absorbers create a hard-tail look with a cushioned ride. The frame tapes themselves to a focal point at the center of the rear wheel. Note: Says,

Floorboards
Cavaliers room to adjust feet, make long rides more comfortable.

XL Sportster
Second manufacturing plant opened in Milwaukee, Wis.

FX Super Glide
A hybrid of the Electra-Glide and Sportster models.

Motorcycle final assembly
Final assembly plant opened in York, Pa.

Harley's senior management
Partnership with the company from AMF in Milwaukee bought out.

Harley successfully petitions the U.S. government
for tax breaks for the company's first major motorcycle flooding the U.S. market.

Harley acquires Buell Motorcycle
The Buell and Posing models, Stock splits for fifth time since 1998.

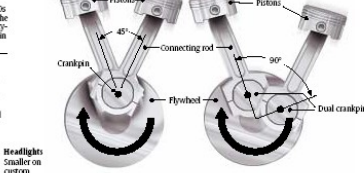
The Harley 115
Harley celebrates 100th anniversary, expects to produce more than 250,000 motorcycles. Harley's stock price: \$48.36.

The sound: Potato-potato-potato

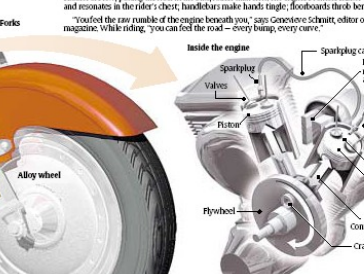
Harley's air-cooled two-cylinder V-Twin engine — both carbureted and fuel-injected — produces an uneven "potato-potato-potato" on its own. The sound is so valued the company even tried to trademark it. "There's a 'king of the road' status to it," says David Edwards, editor of *Cycle World* magazine. "There are two very big pistons working beneath you. You can almost feel each combustion cycle."

Harley raglans are different
► Single pins connect both pistons to the crankshaft.
► Pistons come out-facing pistons on uneven intervals.
► Uneven piston timing firing pulses causes engine speed to fluctuate, producing the distinct, uneven cadence in sound.

Harley's single pin
► Pistons
► Connecting rod
► Flywheel
► Dual crankpins



The ride: Rumble beneath the floorboards
By Tom Harley — Dual glides, Softails, and touring models — are massive vibrating machines. Saddles are low, putting the rider in the bike, rather than on it. The engine's rumble shakes the motorcycle and resonates in the rider's chest; handlebars make handle grips; floorboards shake beneath the feet. "You feel the raw rumble of the engine beneath you," says Genevieve Schmitt, editor of *Women Rider* magazine. While riding, "you can feel it — every bump, every curve."



Production

Harley Softails — motorcycles with shock absorbers hidden low on the frame — and touring models are built in the Vehicle Operations plant in York, Pa.

Sportsters, Dyna Glides and V-Rods are built in the Kansas City plant. Factory that Milwaukee build engines and transmissions, the Tomahawk, Wis., plant builds sidecars and windshields. York's final assembly line is 700 feet long and manned by 30 employees.

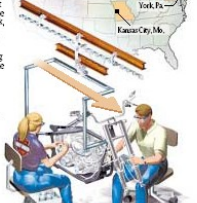
The process starts with a bare frame moving below a carter, an engine is bolted into the frame and other elements are added as the frame is transformed into a motorcycle.

Production time
► 2 hours for 1 bike
► 1 bike of the line every 2 minutes, 5 seconds
► 410 bikes per day
► 205 bikes per 8-hour shift

Order of assembly
Frame
Engine
Wiring harness
Steering
Oil tank
Drive belt
Brake levers
Front forks
Top triple clamp
Headlights
Mirrors
Handgrips
Switches

Inside rear fender
Oil lines
Brake pedal
Rear fender
Turn signals
Tail light
Headlight
Front fender
Throttle cables
Air cleaner
Battery
Gas tank

Rear wheel, tire
Rear brake
Drive belt pulley
Front wheel, tire
Front brake
Clutch lever
Oil brake fluid
Gear shift
Muffler
Speedometer
Saddlebag
Saddle added last



Harley-Davidson chronology

1903 William Harley and the Davidson brothers — the sole U.S. manufacturer of Harley-Davidson motorcycles in Milwaukee.

1909 Company's first "Twin engine" produced in 1911.

1910 Bar & Shield logo used for engine, patented in 1911.

1917-1918 17,000 military motorcycles produced for United States and allies in World War I.

1936 Harley-Davidson and Indian are the only motorcycle manufacturers to survive the Great Depression.

1941-1945 The EL or Knuckthead introduced, with Harley's first overhead valve V-Twin engine and style elements still used today.

1947 90,000 motorcycles — nearly all of Harley's manufacturing output — used by U.S. and allies in World War II.

1957 Second manufacturing plant opened in Milwaukee, Wis.

1969 XL Sportster model introduced.

1971 Merger with American International and Indian and Foundry (AMF), 14,000 motorcycles produced annually.

1973 FX Super Glide — a hybrid of the Electra-Glide and Sportster models — introduced.

1981 Motorcycle final assembly plant opened in York, Pa.

1982 Thirteen members of Harley's senior management purchase the company from AMF in Milwaukee.

1983 Harley successfully petitions the U.S. government for tax breaks for the company's first major motorcycle flooding the U.S. market.

1984 Harley acquires Buell Motorcycle, the Buell and Posing models, Stock splits for fifth time since 1998.

1985 Harley goes public, begins trading at \$11 a share. Company regains U.S. super-heavyweight motorcycle market lead.

1987 At Harley's request, tariffs on Japanese motorcycles end one year ahead of schedule. Harley-Davidson listed on the NYSE under the symbol HED.

1998 Harley acquires Buell Motorcycle, the Buell and Posing models, Stock splits for fifth time since 1998.

1999 The Twin Cam 88 engine introduced on the Dyna and Touring models; Stock splits for fifth time since 1998.

2001 The Harley 115 — Harley's first V-trod introduced, the first production motorcycle with a liquid-cooled engine in Harley's history.

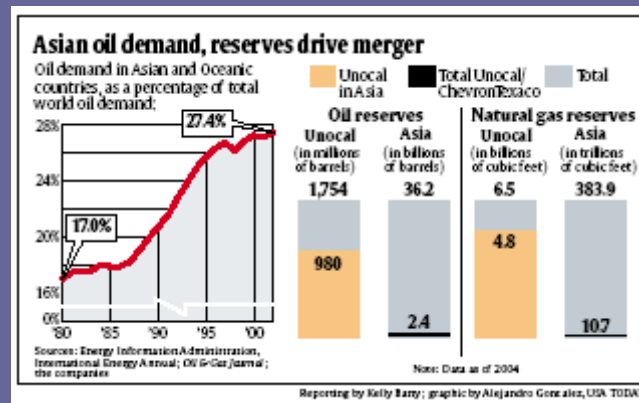
2003 Harley celebrates 100th anniversary, expects to produce more than 250,000 motorcycles. Harley's stock price: \$48.36.

Sources: Harley-Davidson Inc., USA TODAY research

Reprinted by George Frenn, USA TODAY. Harley rider: Rick Edwards of Harley-Davidson, photos by Tom Harley, graphics by Rich Ladd and Robert Adams, USA TODAY

BY GORDON LIGHTFOOT, ANDREW AVARDI, VOTI

Live story detailed graphic



Tab chart/table

Comparing the numbers
How gas and oil prices compare with a year ago and since Hurricane Katrina:

	Current price	Chg. from year ago	Change after Hurricane Katrina		
			1st week	2nd week	Current
Retail gas	\$2.786 ¹	▲49.3%	▲17.6%	▲13.2%	▲6.7%
Gulf Coast spot gas	\$2.06 ²	▲60.2%	▲6.5%	▼3.8%	▲2.5%
Crude oil	\$66.80	▲41.8%	▼1.8%	▼5.7%	▼4.3%

1 - As of Monday; 2 - As of Tuesday Sources: Department of Energy, The Associated Press

Questionable data when to “kill” a graphic

- Always verify with independent sources.
- Verify with more than one or competing sources.
- Does it agree with the story?
- Try to get it in writing.
- Ask the experts around you.
- When in doubt, kill.

Time for timelines

Notable info resources

- Statistics every writer should know

<http://www.robertniles.com/stats/>

- Moorehead State's resources

<http://www.mnstate.edu/gunarat/ijr/journalism.html>

- Univ. of Iowa's resources

<http://bailiwick.lib.uiowa.edu/journalism/>

info resources, cont'd.

- National Institute for Computer-Assisted Reporting

<http://www.nicar.org/>

Society of American Business Editors and Writers

<http://jclass.umd.edu/cars/special/sabew2004.htm>

Notable graphic sources

- Poynter Online's visual journalism bibliography

http://www.poynter.org/content/content_view.

- Society for News Design

<http://www.snd.org/>

Online graphics

how can they be enriched?

Think in terms of:

- Video, photos
- Audio
- Interactivity, particularly with maps
- Pop-ups
- Links to original sources

Examples of online content

- For video: ice cream cover story
<http://www.usatoday.com/money/industries/food/2006-06-09>
- Shows video of the founder of Cold Stone Creamery explaining the company's policy of employees singing for tips.



online content, cont'd

The Couples and their cash series has some great online tools: video quizzes, interactive maps, calculators:

- <http://www.usatoday.com/money/perfi/basics/cou>

Money Makeover: Couples and their cash
Follow five families as we explore the ins and outs of how couples handle their finances. And use our tools to help you put your own family's finances in order.


WEEK

1	Why couples clash over money
2	Combining your financial lives
3	Planning for non-traditional couples
4	Juggling debt, expenses, savings
5	Mid-life financial check-up
6	Ready for retirement
7	Couples' progress report

Online tools

- [How financially compatible are you?](#)
- [Determine your ideal budget](#)
- [State-by-state domestic partnership laws](#)
- [Calculate the benefits of saving, cutting debt](#)
- [How financially fit are you?](#)
- [Are you ready for retirement?](#)

Stories

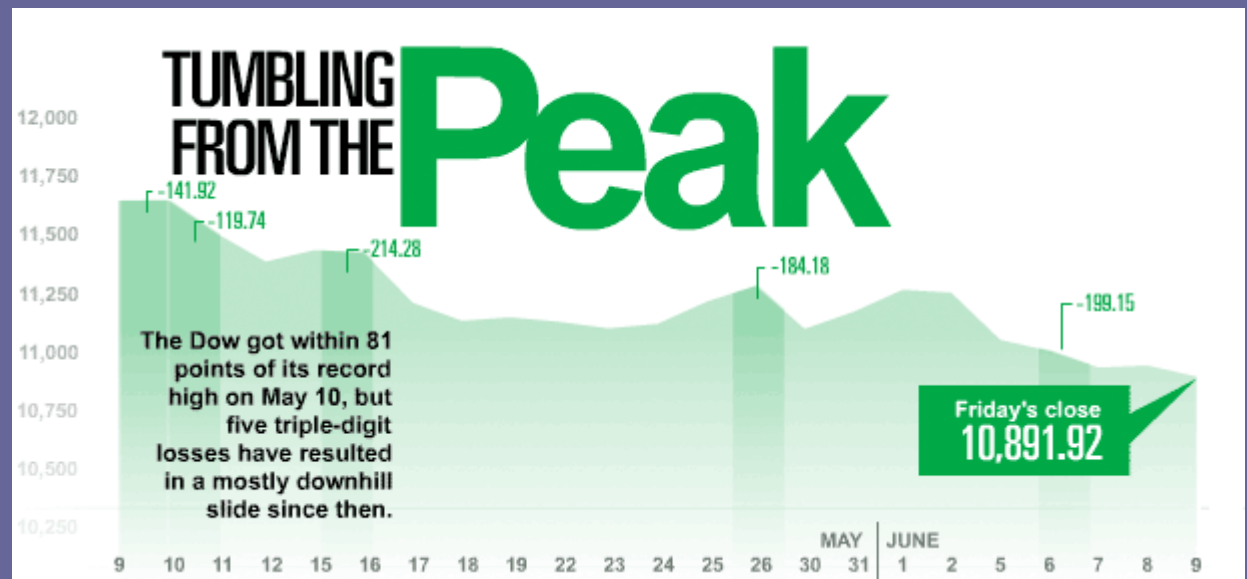
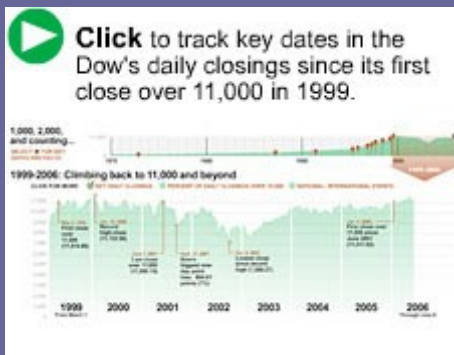


- [Couples make progress in their money makeover](#)
- [Financial lessons to learn when relationships sour](#)
- [Kathy Chu's online diary](#)

online content, cont'd

- The weekly stock story has a topper graphic and a popup graphic of key dates of the Dow:

http://www.usatoday.com/money/markets/us/2006-06-09-stocks-week_x.htm



Reporting and editing news graphics

Kelly Barry
USA TODAY
Deputy Graphics Editor
Money Section