Reporting and editing news graphics

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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.

![Bar chart showing the percentage of elements looked at. The elements are: Photo, graphics, Headlines, Ads, Briefs, Photo cutlines, and Story text. The chart indicates that Photo, graphics have the highest percentage, followed by Headlines, Ads, Briefs, Photo cutlines, and Story text.](chart_image)
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
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 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 by FDA-approved pharmaceutical companies

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

- Expiration date
- Medication lot number
- Medication name and dosage
- Pharmaceutical manufacturer name

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, compounds can make a powder, liquid, lotion, suppository or other drug forms.
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.

Respiratory drugs made in pharmacies by compounding

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

- “Wings”
- Paper labels
- Lacks FDA-mandated information such as warnings about adverse reactions.
- Patent numbers refer to the plastic vial, not the medication.

Brand name manufacturers

No FDA-approved generic equivalent is available:
- AstraZeneca (Pulmicort Respules, budesonide)
- Depuy (albuterol sulfate and ipratropium bromide)
- Seretide (Fixed-dose of albuterol sulfate and ipratropium bromide)
- Dey (Accuhaler with albuterol sulfate)
- King Pharmaceuticals (Intal [cromolyn sodium])
- Schering-Plough (albuterol sulfate)

Federally licensed generic manufacturers

- Alpharma
- Aplax
- Apothecon
- Assurex Laboratories
- Breath Ltd.
- Depuy
- HiTech Pharm
- Hpherek International

Reporting by Srip Bandy and graphics by Mary E. Shultis, USA TODAY

Sources: Allergy & Asthma Today, Food and Drug Administration, USA TODAY research
The brokering of cadaver body parts

Transplanting cadaver tissues to certain areas of the body can be beneficial. For example, a graft of skin from a cadaver may be used to repair a burn.

Body parts can also be used in research and teaching medical students. How the transplanted tissue can be used:

- Cartilage
- Bone
- Skin
- Heart
- Brain
- Liver
- Kidney
- Nerves
- Bones and joints

While it is illegal to sell cadaver parts, that doesn't stop some medical professionals from attempting to make financial money by charging fees to providers. Illegally harvested human body parts can also be used for research and education.

Sources: National Institute of Health and National Health Service, London, UK.
Fever line
CEO timeline

Key executive departures
Top leaders who recently resigned, retired or were fired:

**BEA Systems**
1. Morris Betts, senior vice president of business development
2. Adam Bosworth, chief architect
3. Scott Dietzen, chief technology officer
4. Ted Nielsen, chief marketing officer
5. Siemens, senior vice president of marketing

**Hewlett-Packard**
1. Michael Capellas, president
2. Howard Elias, senior vice president of business management and operations
3. Scott Clarke, executive vice president
4. Walz McKinney, executive vice president

**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
5. Ram Gupta, executive vice president of products and technology

**Sun Microsystems**
1. Ed Zander, president
2. Mike Lehman, CFO
3. Bill Joy, chief scientist
4. Patricia Swartz, chief executive vice president of services
5. Mark Todd, chief strategy and marketing officer
Reporting style varied entry points

Candidates woo female business owners in key election states

With swing states a pivotal group, major parties are wooing female business owners in states like Florida, Michigan, Minnesota, and Missouri. In these key states, female business owners are more likely to vote than their male counterparts. The map shows the percentage of female business owners in each state, with higher percentages in swing states.

Likely voters, split politically

Female entrepreneurs are more likely to vote... (continues on next page)

By the numbers:

Female entrepreneurs
- 67 million
- 1.6 million
- 9.8 million
- 6.2 million
- 22.9%
- 1.6 million

Florida, Ohio, Pennsylvania, and Michigan are key states for both parties.
A city unto itself: Amsterdam Schiphol is much more than an airport

The airport is not just a place for travelers to get from A to B. It is a city unto itself, with a variety of shops, restaurants, and other attractions. 

1. **Souvenir Stores** - A variety of souvenirs and gifts are available at the souvenir stores. 
2. **Children's Corner** - A dedicated area for children with toys and games. 
3. **Business Centers** - Workstations and meeting rooms are available for business travelers. 
4. **Food and Drink** - A variety of food and drink options are available throughout the airport. 
5. **Gardens** - A small garden area is located in the terminal for relaxation. 

The terminal is also home to a variety of shops, including duty-free and retail shops. 

Amsterdam Schiphol Airport

Source: Amsterdam Airport Schiphol
Simple locator map
Detailed timeline, photos

Key dates leading to convictions of Lay, Skilling

1985: Enron acquires Axiom Energy

1986: Ken Lay becomes chairman of Enron

1987: Ken Lay and J.R. Skilling are indicted on fraud and conspiracy

1990: Lay hires Jeff Skilling as president of the new Enron subsidiary, Enron North America

1991: Ken Lay and J.R. Skilling are indicted for fraud and conspiracy

1992: Lay and Skilling are found guilty of fraud and conspiracy

1993: Lay and Skilling are sentenced to prison

2001: Enron files for bankruptcy

2002: Lay and Skilling are convicted of fraud and conspiracy

2003: Lay and Skilling are sentenced to prison

2004: Enron files for bankruptcy again

2005: Lay and Skilling are arrested and charged with fraud

2006: Lay and Skilling are convicted of fraud and conspiracy
Reporting style "charticle"

Energy

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 cut gas prices, but will they work, and if so, how fast? USA TODAY Money reporters Paul Davidson and Chris Woodward question energy industry executives, analysts and advocacy groups about key points in the Bush agenda and their likely impact. The update: Don’t bet your summer vacation money on much lower prices before Labor Day. Here’s their analysis.

<table>
<thead>
<tr>
<th>Proposal</th>
<th>How would it work?</th>
<th>Short-term impact</th>
<th>Impact this summer?</th>
<th>Beyond summer?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase fuel tax break for families</td>
<td>Increased tax break for families would put more money in consumers' pockets, allowing them to buy more gas.</td>
<td>Immediate impact</td>
<td>Increase in gas prices, but potential for long-term savings</td>
<td>Long-term savings possible</td>
</tr>
<tr>
<td>Urging Congress to pass measures to increase fuel efficiency</td>
<td>Congress would consider and pass legislation that increases fuel efficiency, reducing demand for gasoline.</td>
<td>Immediate impact</td>
<td>Short-term savings on fuel costs</td>
<td>Short-term savings on fuel costs</td>
</tr>
<tr>
<td>Supporting renewable energy sources</td>
<td>Increased investment in renewable energy sources would create jobs and reduce dependence on foreign oil.</td>
<td>Long-term impact</td>
<td>Immediate increase in energy prices</td>
<td>Immediate increase in energy prices</td>
</tr>
<tr>
<td>ENERGY POLICY IMPROVEMENTS TO BENEFIT CONSUMERS</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
“Bubble” map live graphic
Explanatory use of icons

What went wrong at the NYSE

How the system is supposed to work

How indictments allege some specialists cheated

How SEC says NYSE failed

- No evidence of fraud or intentional wrongdoing
- No evidence of stealing or fines
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A communications giant built and shattered by Bernie Ebbers

Fever line
detailed timeline
layered data

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.

Falsified corporate filings
Numbered tags refer to the approximate date of the SEC filings that Ebbers was found guilty of falsifying.

- Nov. 14, 2000; 3Q 2000
- May 15, 2001, 1Q 2001
- Nov. 14, 2001, 3Q 2001
- May 15, 2002, 1Q 2002

- 1985 Bernie Ebbers becomes CEO of Long-Distance Discount Service (LDCC), two years after he co-founded it.
- 1988-94 LDCC acquires several communications companies, among them IEB WorldCom.
- May 25, 1994 LDCC buys Williams Telecommunications for $2.5 billion and changes its name to WorldCom with Ebbers at the helm.
- April 29, 2002, resignation as CEO.
- July 21, 2002, after admitting inflating earnings, WorldCom files for bankruptcy protection with $30 billion in debt.
- March 3, 2001; Ebbers pleads not guilty to federal accounting fraud charges.
- Sept. 14, 2001; In a $40 billion deal, WorldCom merges with MCI.
- Oct. 5, 2001; WorldCom and Sprint announce a $115 billion merger that is later called off after opposition by regulators.
- April 20, 2002; WorldCom emerges from bankruptcy protection.

Sources: Bloomberg News, The Associated Press, USA TODAY research

By Julie Snyder, USA TODAY
Bio box

About Bernie Ebbers

Age: 65
Born: Edmonton, Alberta, Canada.
Education: Mississippi College, class of 1967, physical education major.
Family: Five daughters, eight grandchildren, married to the former Betty 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, tractor, watching hockey.
Sartorial statement: Jeans and cowboy boots.
Quote from trial: "I know what I don't know."
Carp diem in upstate New York

The annual Carp Cup, America's largest carp fishing tournament, takes place on the St. Lawrence River near Alexandria, N.Y. Each fall, the tournament attracts the best carp anglers from across the country. The tournament is hosted by the St. Lawrence River Anglers Association and features a variety of fishing techniques. The big carp, or "Carp," can weigh up to 100 pounds and are known for their strong swimming skills. Participants spend the day on the river trying to catch the largest carp, and the winner is crowned the Carp King of the East. This year's Carp Cup is set to take place on October 1st.
Pictographs

How US Airways, America West compare

<table>
<thead>
<tr>
<th></th>
<th>America West</th>
<th>US Airways</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>13,000</td>
<td>23,696</td>
</tr>
<tr>
<td>Revenue per seat mile flown</td>
<td>7.88 cents</td>
<td>9.91 cents</td>
</tr>
<tr>
<td>Cost per available seat mile</td>
<td>7.68 cents</td>
<td>10.89 cents</td>
</tr>
<tr>
<td>Aircraft</td>
<td>193</td>
<td>276</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>America West Revenue (in billions)</th>
<th>US Airways Revenue (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$2.3</td>
<td>$0.7</td>
</tr>
<tr>
<td>2001</td>
<td>$2.1</td>
<td>$8.3</td>
</tr>
<tr>
<td>2002</td>
<td>$2.0</td>
<td>$6.9</td>
</tr>
<tr>
<td>2003</td>
<td>$2.3</td>
<td>$6.8</td>
</tr>
<tr>
<td>2004</td>
<td>$2.3</td>
<td>$7.1</td>
</tr>
<tr>
<td>Q1/05</td>
<td>$0.7</td>
<td>$1.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>America West Net income/loss (in millions)</th>
<th>US Airways Net income/loss (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$77</td>
<td>$15</td>
</tr>
<tr>
<td>2001</td>
<td>$574</td>
<td>-0.3</td>
</tr>
<tr>
<td>2002</td>
<td>$336</td>
<td>-0.6</td>
</tr>
<tr>
<td>2003</td>
<td></td>
<td>-0.3</td>
</tr>
<tr>
<td>2004</td>
<td></td>
<td>-0.3</td>
</tr>
<tr>
<td>Q1/05</td>
<td></td>
<td>Q1/05</td>
</tr>
</tbody>
</table>

Daily departures from major cities

America West (as of April)
- Phoenix: 323
- Las Vegas: 140
- Los Angeles: 28

USA Airways (as of May)
- Charlotte: 577
- Philadelphia: 494
- Pittsburgh: 236
- Washington, D.C.: 205
- New York: 203
- Boston: 110

Total, all flights:
- America West: 924
- USA Airways: 3,432

Sources: The airlines, USA TODAY research by Kelly Barry
Segmented bar chart

Rebuilding Iraq
Projected construction tasks committed by July 1:
Total $5.1 billion

- Electrical $2.0 billion
- Oil $965 million
- Security/justice $749 million
- Water $722 million
- Building/education/health $371 million
- Transportation/communication $367 million

Source: Coalition Provisional Authority, Iraqi Programs Management Office
By Julie Skalny, USA TODAY
Live story
detailed graphic
## Comparing the numbers

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

<table>
<thead>
<tr>
<th></th>
<th>Current price</th>
<th>Chg. from year ago</th>
<th>Change after Hurricane Katrina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail gas</td>
<td>$2.700</td>
<td>▲ 40.5%</td>
<td>▲ 17.6% ▲ 13.2% ▲ 6.7%</td>
</tr>
<tr>
<td>Gulf Coast spot gas</td>
<td>$2.060</td>
<td>▲ 60.2%</td>
<td>▲ 6.5% ▲ 3.8% ▲ 2.5%</td>
</tr>
<tr>
<td>Crude oil</td>
<td>$66.80</td>
<td>▲ 41.8%</td>
<td>▼ 1.8% ▼ 5.7% ▼ 4.3%</td>
</tr>
</tbody>
</table>

1 – As of Monday; 2 – As of Tuesday

Source: 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/gunaraj/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
Notable graphic sources

• Poynter Online’s visual journalism bibliography
  http://www.poynter.org/content/content_view.

• Society for News Design
  http://www.s 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.
The Couples and their cash series has some great online tools: video quizzes, interactive maps, calculators:

- [http://www.usatoday.com/money/perfi/basics/cou](http://www.usatoday.com/money/perfi/basics/cou)
The weekly stock story has a topper graphic and a popup graphic of key dates of the Dow:

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