

**“Stop the presses!”**

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DO NOT WRITE ON THESE PAGES.

Jour 13: Editing

Spring 2006

# 'Shadow ads' worrying newspaper editors

Images appear beneath tabular material, such as stock listings.

By Seth Sufel

Of The Associated Press

They've turned up on movie listings, stock tables and sports page in newspapers — shadowy images of corporate logos, movie characters or other images that advertisers see as a clever new way to reach readers.

But as more newspapers begin using such advertisements, which are known alternately as "shadow ads" or "watermark ads" because of the way they appear on the page — some newspaper editors are expressing concern that they may confuse readers and even cross the line between advertising and editorial.

Shadow ads have been sporadic use in newspapers over the past several years, at least as early as 2001 when Universal Studios took out shadow-like ads in 15 newspapers across the country to promote "Jurassic Park III." The images of flying dinosaurs appeared on tables of agate, or data, such as stock tables. More recently, shadow-type ads have also appeared occasionally on stock tables, movie listings and sports data pages.

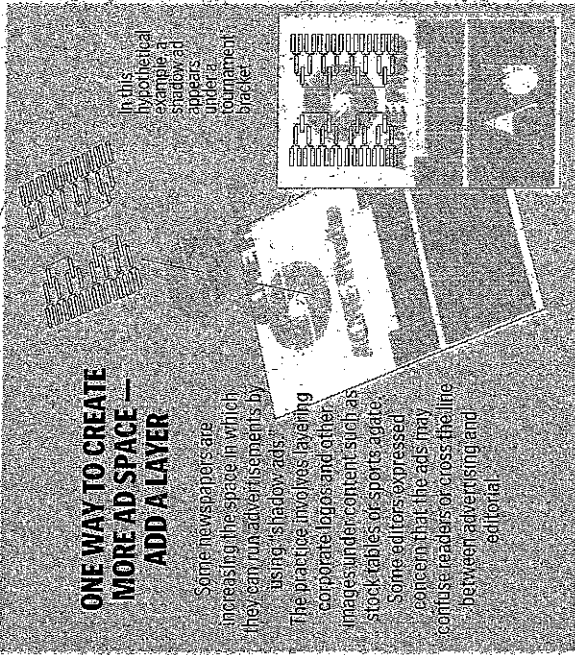
The New York Daily News, a major tabloid paper, has run shadow ads a "handful" of times, according to spokeswoman Eileen Murphy, though

## ONE WAY TO CREATE MORE AD SPACE — ADD A LAYER

Some newspapers are increasing the space in which they can run advertisements by using "shadow ads."

The practice involves layering corporate logos and other images under content, such as stock tables of sports agate.

Some editors expressed concern that the ads may confuse readers or cross the line between advertising and editorial.



In this hypothetical example, a shadow ad appears under a tournament bracket.

The Morning Call, recently put in place a companywide set of guidelines that specifies when and how shadow ads can be sold. The policy also covers other new types of newspaper advertising, including ads with unusual shapes or positions on the page.

Scott Smith, the president of Tribune's publishing division, said the guidelines came after several months of "extensive dialogue" among Tribune's newspaper publishers, senior editors and ad sales executives. Tribune's papers include the Los Angeles Times, the Chicago Tribune and Newsday on New York's Long Island.

Smith said the shadow ads would run behind pages of agate, or data, where there has

to ensure that there's no confusion," Smith said.

Morning Call spokeswoman Vicki Mayk said the newspaper's advertising team will soon launch an initiative to offer shadow ads. Those ads interest advertisers because they offer "a new and eye-catching way to gain reader attention amid the many ads that run each day," she said.

Mayk and David Erdman, The Morning Call's managing editor, said the paper will draw a clear line between ads and editorial content.

"We're making every effort to make sure that there's no confusion for the reader between advertising and news content," Erdman said. Advertising revenues at

Shares rise after he is unable to buy a total of 8.8 percent.

By Jeff Green and Barbara Powell

Of Bloomberg News

General Motors Corp. shares posted their biggest gain in a month after billionaire Kirk Kerkorian said he was unable to buy all 28 million shares he sought in a tender offer. Analysts said it was a sign that investors expect the stock to rise.

Kerkorian bought 18.9 million shares, increasing his stake in GM to about 7.2 percent, his Tracinda Corp. said in a statement Wednesday. On May 4, Kerkorian, 88, disclosed that he owned 3.9 percent of GM shares and said he intended to pay \$31 a share to increase his holdings to 8.8 percent by Tuesday. GM shares rose as much as 6.3 percent Wednesday, the most

since May 4. Kerkorian's announcement last month raised speculation that GM Chief Executive Officer Rick Wagoner, 52, would step up efforts to return the company to profit after a \$1.1 billion first-quarter loss and a 6.7 percent decline in U.S. auto sales this year. Wagoner announced Tuesday the company will cut 25,000 U.S. factory jobs through 2008 and close plants to reduce costs.

"Investors are saying, 'I'll hold onto my shares and let the company make its move' on restructuring, Argus Research analyst Kevin Tynan said in an interview. "They realize the company realizes it has work to do. Shareholders and Wall Street don't think what was announced [Tuesday] is the end of it."

GM shares rose \$1.29, or 4.2 percent, to \$32.02 at 4:03 p.m. in New York Stock Exchange composite trading after reaching \$32.65 earlier.

Shareholders are interpreting Kerkorian's failure to get

# Kirkorian falls short on GM

the shares he wanted as an indication they can get better value from either the open market or a new Kerkorian offer, said Efraim Levy, an equity analyst with Standard & Poor's in New York. He rates GM shares a strong sell.

GM's 8.375 percent bonds due in 2033 rose 5 cents on the dollar to 85 cents on the dollar today, according to TRACE, the bond price reporting system of NASD. The yield fell to 9.97 percent from 10.62 percent.

"Kerkorian's investment probably isn't making them cut more, but it's probably speeding things up," said Dan Poole, an analyst at National City Bank in Cleveland, which manages \$23 billion including GM shares. "Kerkorian and the other shareholders are the boss. He just has a history of being more active than other shareholders."

A spokeswoman for Tracinda, of Los Angeles, said the company isn't commenting on the tender offer beyond the statement.

# Railcars, barges for moving coal are aging

Demand for the fuel is climbing. Shipping it is a growing challenge.

By Mike Crissey

Of The Associated Press

PITTSBURGH | The average American is expected to use as much as 3 percent more electricity each year over the next two decades; coal could help fill the gap. But it may not be a matter of mining more coal — both production and consump-

railroad and power companies said the nation's transportation infrastructure can handle the increased demand — if they don't lose too many employees or equipment from wear and tear.

According to government estimates, the nation's electrical consumption is expected to nearly double in the next two decades, from about 3,480 billion kilowatt-hours in 2003 to 5,220 billion kilowatt-hours in 2025.

Coal-fired power plants, which produce almost half of the elec-

tricity that is obviously heavy equipment," said Danny Smith, senior vice president of energy & properties for Norfolk Southern Corp. Virginia-based Norfolk Southern, which also owns mines, and the nation's other railroads are the workhorses for the coal industry, carrying about 60 percent of the coal shipped in the U.S.

Last year, the railroad bought about 200 locomotives. It plans to buy about 230 more in the next two years. The railroad also faces replacing

# Army recruiter allegedly had sex with girl, 14

**LEBANON** | A civilian Army recruiter has been accused of having sex with a 14-year-old girl in his office at the Lebanon Valley Mall.

Roy Troutman, 29, of Lebanon, was charged with involuntary deviate sexual intercourse, indecent assault and corruption of minors. He was released on \$25,000 bail.

"I'm working for now," Troutman said Friday, declining to comment on the charges.

An investigation into the incident will begin immediately and could take "an hour, a week or a month," according to Troutman's boss, Brian Peiffer, manager of the Army Recruiting Battalion in New Cumberland.

If it is determined that the allegations are true, Troutman will be fired, Peiffer said.

"I would not tolerate any kind of impropriety," he said. But Peiffer said he could not, by law, take action based on allegations by police.

The girl, who Troutman knew, went to his office in the mall in May and performed a sex act on him, investigators said. Two witnesses saw her go into the office and one of them said

the girl acknowledged having sex, according to court records.

Troutman initially denied having sexual contact with the girl but later admitted it, police said.

The contact between Troutman and the girl had nothing to do with his job as a recruiter and it was apparently an isolated incident, investigators said. (AP)

# Boy accidentally shot dog-sitting

**STATE COLLEGE** | A 15-year-old Centre County boy was accidentally shot in the head after he and his friend found a pistol while they were dog-sitting, authorities said.

The teenager was undergoing treatment late Friday at Hershey Medical Center, where he was taken by helicopter from Mount Nittany Medical Center, according to a police officer. Information on his condition was not immediately released.

Police responded around 2:20 p.m. Friday to the home where the youth and another 15-year-old boy were caring for some dogs whose owners were away, authorities said.

"At some point during their visit, the boys found a pistol inside a bedroom at the house," police wrote in a statement. The .25-caliber, semi-automatic pistol unexpectedly discharged while the boys were handling it, police said. (AP)

# First, Best and Only.

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FIRST - Melanoma Program in Region

A few months ago, I was on a business trip and rented a car in Dallas. When I returned it to the agency at the Dallas-Fort Worth airport, I inadvertently left my driver's license behind. Since I was about to try to board a plane, this simple mistake suddenly became much more complicated.

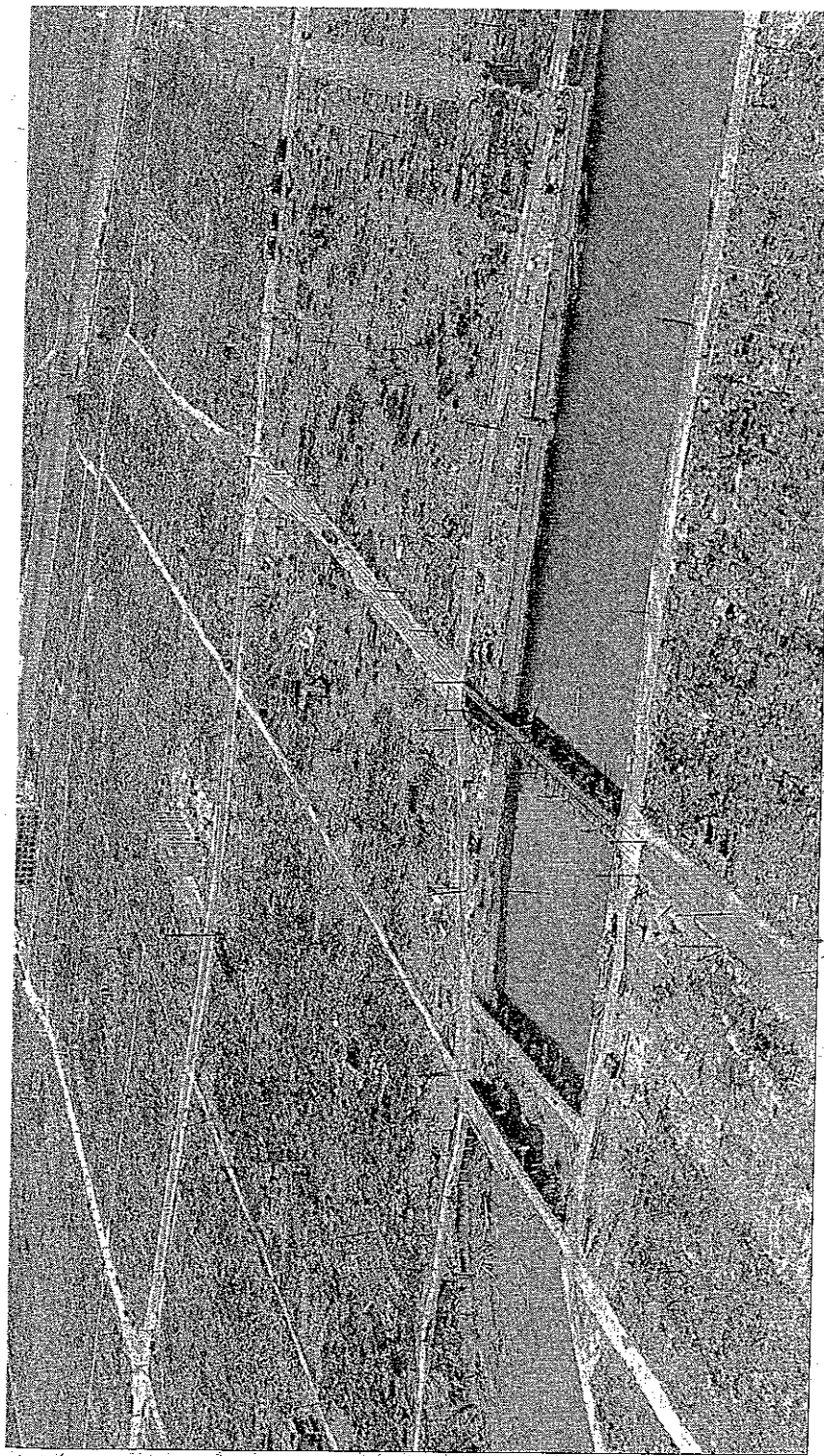
Despite the dozens of items in my wallet that carried my name, including a photo card from my employer, I had nothing "official" from the government confirming I was who I said I was. Airport security was about to swing into action.

First, I was given an enormous printed notice to display with my ticket: **NO IDENTIFICATION.** I felt like Hester Prynne. Once through the security check, I was escorted to the center of the area, where I was "wandered" closely from top to bottom, as another agent examined every item in my carry-on bags. It added only five minutes to my pre-boarding ritual but it was unnerving, all the same.

I would hope airport security does no less to anyone who attempts to travel without identification. But the truth is, I've gone through almost exactly the same routine while carrying appropriate ID, and so have some co-workers. I'm not sure what the difference was here, other than my big "NO ID" tag, but I do know that not one of us ever whined about our civil rights being violated during a random security check.

Just about four years after the attacks that killed thousands of Americans and destroyed the Twin Towers of the World Trade Center, and a few weeks after bombs killed dozens and rocked the London transit system, New York City has instituted random bag searches for people entering the trains, subways, buses and ferries. Passengers can refuse to hand over their bags — but they'll lose their ride if they do. I imagine most of them will then try entering the station through another entrance and take their chances on passing that random search to board the train.

Not 17 seconds after the new policy was announced, we started hearing from civil libertarians, attorneys and other concerned citizens denouncing the random searches as an assault upon civil rights. They state that without "individualized suspicion" to warrant it, the searches are little more than government-sponsored harassment and an affront to our freedom.



A FEW STEEL and concrete buildings and bridges remain intact after an atomic bomb was dropped Sept. 5, 1945, on Hiroshima, Japan, during World War II. Max Desfor Associated Press

MARTIN D. TULLAI

# 60 years after the bomb

Dropping atomic bombs on Hiroshima, Nagasaki shortened the war, avoided invasion and saved lives.

On Aug. 6 and Aug. 9, 1945 — 60 years ago — the United States dropped atomic bombs on the Japanese cities of Hiroshima and Nagasaki, thereby avoiding an invasion, shortening the war and saving lives.

But, argue the critics, the Japanese were about to surrender, so neither the bombs nor an invasion

Moreover, it was only after a series of dire events that Japan finally capitulated:

■ On Aug. 6, 1945, the 9,000-pound atomic bomb "Little Boy" was dropped on Hiroshima.

No surrender!

■ On Aug. 9, the second atomic bomb — "Fat Man" — was dropped on Nagasaki.

No surrender!

■ On Aug. 13, in one of the most concentrated attacks of the war, 1,600 aircraft blasted Tokyo.

No surrender!

■ On Aug. 13, millions of copies of the Japanese translated Pots-

■ 1,000 men trained to ride in and direct huge torpedoes to their targets;

■ 14 "Special Landing Forces" consisting of 1,000 men each, trained and ready to hurl their bodies, wired with high explosives, at tanks and other vehicles;

■ 28 million Japanese who constituted the National Volunteer Combat Force;

■ 20 suicide take-off strips, underground hangars, 35 camouflaged airfields and nine seaplane bases;

■ odds of 3 to 2 awaiting the Americans on Kyushu (790,000 to

28 divisions would be involved, with the hope that final victory could be achieved in the late Fall of 1946.

Against a determined force of fanatical defenders, fighting on their own soil and prepared to fight to the death — the Japanese national slogan was: "One Hundred Million Will Die For the Emperor and Nation" — American casualties were bound to be heavy. Estimates of losses range from President Harry Truman's 1,000,000 American lives lost through Herbert Hoover's 500,000 through Adm. William Leahy's 250,000 and