

Henninger Helpful Hint



If this were your newspaper, could your reader find what he wants?

No hide and seek

A few years ago, I worked with a client whose obituaries moved from page to page in the A section—and one day a week shifted to another section.

Readers were not happy with this and told the editor so—repeatedly.

One of the obligations we have to readers is to lock content in the same place from issue

to issue. That means we have to develop a workable sequencing plan.

Sequencing is the logical, orderly and consistent placement of elements in your newspaper. All the time.

Take a look at your paper. Do the obits move? How about the comics? Or the police report? Or the...well, you get the idea.



'101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
Institute of Newspaper Technology

You can check preview pages at
www.henningerconsulting.com

FREE DESIGN EVALUATION

Ed offers a complete design evaluation of your newspaper—at no charge and with no obligation—to readers of the Henninger Helpful Hint.

Click on the **FREEBIE** link at
www.henningerconsulting.com

ED HENNINGER is an independent newspaper consultant and Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.