GIS at
The Bulletin
Andy Zeigert
Graphics Reporter
News graphics department

Greg Cross
  • Maps, charts and illustrations

Andy Zeigert
  • Maps, charts and illustrations

Copy desk
  • Basic charts and “pickup maps”
Purpose of maps in The Bulletin

All maps we publish are intended to **tell a story**.

- We almost never publish maps intended for general use.
- Maps are limited in size and therefore content.
- Maps usually accompany stories but are designed to stand alone, containing the “what,” “so what” and “now what” elements of
Maps in a newspaper

We generally aim for a **sixth-grade reading level**.
Maps in a newspaper, cont’d

Maps are no different. We avoid clutter to make the map useful for that story.

Answer the most basic question most readers have: “Where is this in relation to my house/work/church/etc.?”

Land purchase
Shevlin Development LLC paid $2 million to buy a 10-acre property off Shevlin Park Road earlier this month.

Greg Cross / The Bulletin
Maps in a newspaper, cont’d

How might a reader be affected by geography?

• They might live here.

• They might work in or pass through the area for work.
Maps in a newspaper, cont’d

What else might a reader want to know on this map?

• Location of fire stations?

• Location of hospitals?
Software used outside of ESRI
All maps we publish are built in Adobe Illustrator

• Some elements might be adapted or imported from a raster format, but we rely on Illustrator to give us minute control over every element that publishes.
All maps we publish are built in Adobe Illustrator

- We also have a deep and excellent archive of vector maps for 20+ years of publishing, including base maps that are already in our style and that we are constantly updating.
Other programs that we use

- Other Adobe programs such as Acrobat and Photoshop
- Online GIS and mapping programs
  - OpenStreetMap
  - County apps (LAVA, JeffCo Mapper, Crook County Property Research, etc.)
- Scans of Forest Service and BLM maps
- 3DEM for terrain maps
3DEM

• Dead simple way to create terrain visualizations from publicly available DEM files and satellite imagery
3DEM, cont’d

• Sometimes used to generate simple top-down topography
3DEM cont’d

• Sometimes used to create other perspectives of terrain visualizations, like this one of Mt. Bachelor.
3DEM cont’d

- Also capable of producing elevation profiles, like the ones seen on this graphic.
Things to know

As a GIS pro, it is highly likely that Greg or I will call you in a panic someday asking for map “scrap.” Sorry in advance!

- Sometimes we will use GIS-generated images directly, but it is rare.
How you can help me

• If sending materials to the media, **PDFs with vector data** will save folks like us a lot of time.

• If it seems like we’re doing a lot of work to change the way your map looks, it’s because we re-create maps to be consistent with our style.

• This kind of consistency helps us build trust with readers, but it can take extra time.
Thank you for inviting me

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