

# Anatomy of the Tampa Bay Times

## PAGE ONE

Not all newspapers use the same jargon, but there is agreement on most terms. On Page One you'll find many devices designed to draw in prospective readers. Here's a look at some common elements found on Page One of the *Tampa Bay Times*.

### DIGEST

The far left column that tells readers what stories are in that day's edition

### TEASERS

These promote other stories inside the paper (also called promos or skyboxes)

### CUTLINE

Information about a photo or piece of art (also called a caption)

### ILLUSTRATION

Art element paired with a story to increase the visual appeal

### MUGSHOT

A small photograph (usually just the face) of someone in the story

### INDEX

A guide to the paper's contents

### ISSUE NUMBER

The *Times* started with Vol. 1 in 1884. This issue is Vol. 129, No. 308

### In the know



#### HIS HOME RUNS POWER RAYS PAST MARLINS

Kelly Johnson, signed off the free-agent clearance rack in February, becomes the team's first to hit two three-run homers in a game. He put the memory in Tampa Bay's 10-6 Memorial Day win over Miami, writes Gary Shelton. **Sports, 1C**

**Spending ideas for Powerball winner**  
Taken as a lump sum, after taxes, someone would have \$277.3 million, says a Florida Lottery spokeswoman. What will that buy? **Local, 1B**

**Greenkeeper's neat work recalled**  
James "Ace" Kozora, 62, who knew everyone's name at the Feather Sound Country Club after 20 years, was walking nearby when hit and killed by a car. **Local, 1B**

**Thousands mark Memorial Day**  
Ceremonies at veterans cemeteries draw those who mourn and those appreciative of the sacrifice. **Local, 1B**

**Chinese hack into U.S. defenses**  
The designs of more than two dozen weapons systems were breached, giving China access to advanced technology. **World, 2A**

**Big Apple wheels into bike sharing**  
The Citi Bike program launches with 6,000 bicycles in Manhattan and Brooklyn. **Daily Briefing, 4A**

**Corrections**  
A story on Wednesday about a \$52 million deal for Heritage Property and Casualty Insurance in St. Petersburg incorrectly stated that the company's president, Michael Wilentz, previously worked for the director of Citizens Property Insurance Corp. The story and an editorial published Thursday also misidentified the former role of Heritage's vice president of claim operations, Paul Nielson, who formerly worked on a field inspection program for Citizens that was not connected to a controversial wind mitigation reinspection program.

Several "down" clues were inadvertently omitted from the *New York Times* crossword puzzle on Sunday from a perspective. The missing clues to "Benefiting" appear today on 7A.  
Israeli President Shimon Peres and Palestinian President Mahmoud Abbas were misidentified in a photo caption Monday.

#### TODAY'S WEATHER

**Hot and humid**  
8 a.m. 74° Noon 81° 4 p.m. 83° 8 p.m. 81°  
20% chance of rain  
More, back page of Sports

#### tampabay.com

**Briefly, free bird**  
To watch a video of a penguin that got out of its enclosure at SeaWorld's new attraction, go to links in today's *Times* at [tampabay.com](http://tampabay.com).

INDEX	
Astrology	4F
Business	4B
Classified	F
Comics	3F
Crosswords	4F
Editorials	8A
Lottery	2A
Puzzles	4F

Vol. 129, No. 308  
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Not-so-young Rascals reunited, with show coming to Ruth Eckerd Hall. **Ent, 2B**

# Tampa Bay Times

FLORIDA'S BEST NEWSPAPER [tampabay.com](http://tampabay.com) TUESDAY, MAY 28, 2013 | \$1

## Beach business

Think the hazy, lazy dog days of summer have arrived? Not if you're in the business of selling bay area beaches. Memorial Day, the official trigger of summer, means Pinellas County's tourism agency shifts gears to target more locals than out-of-towners. But that doesn't mean activity slows down.



Sparky, a West Highland terrier mix, yawns while relaxing in the lap of his owner, Karen Sellner, 63, of Brandon at Fort De Soto's dog park area Monday. Sparky, who was part of the Memorial Day crowd, gets to visit the dog beach once a week. "We come every Monday, no matter what," Sellner said. "This is the place to be with your dog and your family." **STORY, 1B**

**40%**  
of those who hit Pinellas County beaches visit between Memorial Day and Labor Day.

**\$1 million**  
Visit St. Pete/Clearwater spends \$1 million to get residents of central and west Florida to visit the Pinellas beaches.

**No. 1**  
Residents of Tampa Bay counties trump all other metro areas as the biggest feeder market for local beaches. The other top feeder markets are New York, Chicago and Orlando.

### Planning to stay at the beach this summer? Here are some events to consider:

**20th annual St. Pete Beach Corey Area Art & Craft Festival**, this Saturday and Sunday from 10 a.m. to 4 p.m. with a wide array of art and crafts ranging from as little as \$3 to \$3,000 set up along Corey Avenue in St. Pete Beach.

When the Rays are out of town, you can watch the team on a big screen on the beach at **Rays watch parties** behind the Tradewinds' Guy Harvey Outpost on St. Pete Beach. Upcoming parties are June 23 (New York Yankees), July 23 (Boston Red Sox), Aug. 11 (Los Angeles Dodgers) and Sept. 27 (Toronto Blue Jays) at 6000 Gulf Blvd.

**Sunsets at Pier 60** is a daily festival on Clearwater Beach that celebrates the end of the day with artisans, crafters, street performers and music. Every Friday and Saturday night, free movies are shown on the beach. This weekend features *Mirror Mirror* on Friday and *Grown Ups* on Saturday. See [sunsets-atpier60.com](http://sunsets-atpier60.com) for movies and bands.



Sharon Kennedy Wynne, Times staff

## Her life after 'Spellbound' fame

A girl from Tampa's 1999 winning moment helped make "nerdy" cool.

**WASHINGTON** — Of the 85 kids who have won the national Spelling Bee, only one became an instant movie star.



**Nupur Lala, 28, is now finishing a master's in cancer biology with plans to go to med school.**

For the millions who watched back in 1999, her face is frozen in time. She'll always be the 14-year-old girl from Tampa's Benito Middle School with the glasses and dark shoulder-length hair, her arms raised while leaping for joy.

But that was a half-life ago for Nupur Lala. Like all bee winners, she has since had to deal

with the perks, drawbacks and stereotypes that come with the title — all magnified because she won the year that an Oscar-nominated documentary (released three years later) turned its eye on the competition.

She became a role model for those who realized it's okay to be nerdy. She became a trendsetter, starting a run in which 10 of 14 national bee winners have been Indian-American, including the past five.

Today, she's 28 and finishing up a master's degree in cancer biology with plans to enroll in the University of Texas Medical School in Houston, having changed course from a career plan that had her researching memory and the brain for three

years. **» See SPELLING BEE, 7A**



Lala was a 14-year-old student at Benito Middle when she won the bee.

## Ageless coach shapes a timeless message

Tony Saladino Jr., 77, has influenced many young lives.



**Sidelined from P.E. class by a broken leg, third-grader Joseph Flournoy, 9, talks to Tony Saladino Jr., 77, on a recent day at Valrico Elementary School.**

**BY MARLENE SOKOL**  
Times Staff Writer

**BRANDON** — He's a short man, 5-foot-4. He has eyes that actually sparkle.

He says "knuckle-headed yo-yo" when he wants to make kids laugh. He calls them by their last names, and the goal is the same — get their attention, because they have to listen before they can learn.

The younger ones don't know who he is. But when they hit fourth- or fifth-grade, especially the ones who play baseball, or whose fathers played baseball, then they know. They'll say, "Coach, you're famous, aren't you?"

Their gym teacher is Tony Saladino Jr.

...

Rumors that Saladino is retiring — we trace this one to his wife, Bertha — are greatly exaggerated.

The founder of a 32-year-old high school tournament that has featured dozens of players who went on to the major leagues still gets up every morning at 5:15 a.m. and teaches physical education at Valrico Elementary School.

His own children are grown. One runs a baseball academy. Two grandsons play **» See SALADINO, 5A**

## Arms ban on Syria ends

The EU lets its embargo lapse, as Sen. McCain visits rebels.

*Washington Post*

**PARIS** — The Obama administration's go-slow policy on Syria came under renewed pressure Monday as European leaders agreed to allow the lapse of a ban on arms deliveries to Syria's rebels, and Sen. John McCain slipped into the war-torn country to dramatize what he says is the opposition's urgent need for direct military aid.

The new support for Syria's embattled opposition came amid high-level diplomatic efforts to find a political solution to the Syrian crisis. Secretary of State John Kerry met in Paris with Russian Foreign Minister Sergei Lavrov to explore prospects for a peace conference that would bring together rebels and Syrian government officials.

Late in the day, foreign ministers from the 27-nation EU, meeting in the Belgian capital, failed to muster the votes for renewing the arms embargo, which will expire Friday.

British Foreign Secretary William Hague declared in a tweet the "arms embargo on Syrian opposition ended," though there had been no immediate decision to send arms. "Other sanctions remain" in place, he said, including sweeping restrictions on trade with the government of Syrian President Bashar Assad.

Hague, in separate comments, said that the EU decision "sends a very strong message from Europe to the Assad regime," the **» See SYRIA, 6A**

## Changes may bring cleaner kitchens

A new bill makes problem restaurants a higher priority for health inspectors.

*By Laura Riley*  
Times Food Critic

The thought of cockroaches in a restaurant's kitchen might make you queasy, but they may not be what should worry you most.

Despite the very strong "yuck factor," as Marion Nestle, a nationally known nutrition scientist and author of *Food Politics*, labels our visceral reaction to Florida's famed creepy-crawlies, there are far worse things that will actually, physically make us ill. These include foods stored at the wrong temperatures and the cross-contamination of foods.

"I think (cockroaches) are more an index of poor sanitation," said Nestle, who is a professor at New York University. "I'm not aware of documented instances of pathogen contamination of food via cockroach, but I suppose it's theoretically possible. Mostly, there's the yuck factor. If the place can't keep out the cockroaches, what **» See INSPECTIONS, 10A**

### FLAG

The newspaper's name (also called the nameplate)

### HEADLINE

The story's title or summary, in large type above or beside the story

### BLURB

A smaller, secondary headline that helps summarize the story

### LEAD IMAGE

A large photo, graphic, or other design element aimed at grabbing the reader's eye

### JUMP LINE

A line telling the reader where to find the rest of the story

### BYLINE

The writer's name, often followed by other credentials

# Anatomy of the Tampa Bay Times

## INSIDE PAGES

Inside the newspaper, the graphic elements become more subdued, less decorative. They're there to inform and guide readers, not sell papers. Here are some typical elements used on inside pages:

### FOLIO

Includes the page number, date and the newspaper's name

4B | Wednesday, July 2, 2014 | Tampa Bay Times

Tampa Bay Times Want to comment on a business story? Write us at [tampabay.com/letters](http://tampabay.com/letters).

## BUSINESS

Dow 30 Industrials	S&P 500	Nasdaq	Russell 2000	Toronto Stock Exchange	Gold	Oil per barrel	Dollar vs. Canada	Dollar vs. Euro
+123.47	+13.09	+50.47	+12.69	+1.76	+\$4.60	\$105.34	-0.0030	+0.0008
16,956.07	1,973.32	4,458.65	1,205.95	15,146.01	\$1,326.40	1.0636	0.7310	

## Stage set for Channelside auction

The highest bidder isn't assured of becoming the new owner of the neglected Tampa property.



Jeff Vinik's CBP Development presented its "Channelside Live" plans Monday.

BY JAMAL THALJI  
Times Staff Writer  
TAMPA — It will take more than a big, fat check to win Channelside Bay Plaza in today's auction. The winning bidder will also have to prove it has the best shot of succeeding as Channelside's new owner. In bankruptcy law, the concept is called "adequate assurance of future performance." It will play a key role in determining who will control Channelside.

The auction will start at 10 a.m. at a New York law firm. Three parties will bid against one another: Tampa Bay Lightning owner Jeff Vinik's group CBP Development LLC, which unveiled its grand plans for Channelside on Monday; Liberty Channelside LLC investors Santosh Govindaraj and Punit Shah, who tried to buy it last year and have since been in litigation; and the Tampa Port Authority, which wants to choose the complex'savior.

The first part of the auction will focus on bid price. Vinik's CBP Development turned in the highest starting bid, \$71 million. That's \$100,000 more than Liberty's \$7 million bid. The Tampa Port Authority's bid is \$5.75 million, but it can spend up to \$15 million if necessary. The second part of the auction is more complex. Channelside is an asset of the Irish Bank Resolution Corp., which is being liquidated. The bank's liquidators and the firm running the auction, DJM Real Estate, must determine what bidder has the best chance of "adequate assurance of future performance" — in short, who has the means and the money to fix Channelside.

That's because whoever wins the auction also inherits the contracts regulating the property. A contract with the Tampa Port Authority, which owns the land under Channelside, calls for its owner to run a "first-class retail and restaurant facility."

"It's designed to assure that the winner, a bankruptcy judge will have to approve the result at a July 15 hearing. A real-world example of how complicated a bankruptcy auction See CHANNELSIDE, 5B

### CUTOFF RULE

A line used to separate elements on a page

### INFOGRAPHIC

A collection of data displayed as a chart or text meant to give readers more information

## United Way picks new local president

United Way Suncoast on Tuesday announced the selection of a new president and CEO to replace the outgoing executive who had held the post for 35 years.

Suzanne McCormick, who ran the United Way of Greater Portland in Maine for 13 years, will take her new post in September. She plans to relocate to the Tampa Bay area with her family.

McCormick will replace Diana Baker, current president and CEO of United Way Suncoast, who announced her retirement in January. Baker will continue as CEO until McCormick takes the helm in September, then be available to support McCormick through the transition in a consulting capacity.

"I have a deep personal commitment to helping improve people's lives," McCormick said. "I am excited to bring that passion to the growing and vibrant Suncoast community, which offers me a wonderful opportunity to build on my commitment and help make an even larger positive impact."

McCormick previously held posts as CEO of the American Red Cross of Southern Maine and the People's Regional Opportunity Program.

Gary Sasso, a former head of the United Way Suncoast board who served as chairman of the search committee, said: "During our search process, we were fortunate to have many outstanding candidates, but Suzanne's extensive leadership experience and keen understanding of how to work with community partners to make an impact on large issues was most impressive."

United Way Suncoast serves Pinellas, Hillsborough, Sarasota and DeSoto counties.

Percentage change in total U.S. vehicle sales for major automakers in June, compared with June 2013



## Auto sales continue to grow

U.S. vehicle sales rise at the fastest pace since 2006 on lower rates and easier financing.



Jeep CEO Mike Manley presents 2014 models of the Jeep Cherokee at the New York International Auto Show in March 2013.

Associated Press

DETROIT — U.S. auto sales grew at the fastest pace in eight years in June, surprising the industry and setting it up for a strong second half of the year.

Sales rose 1.2 percent in June to 1.4 million cars and trucks, according to Autodata Corp. General Motors, Toyota, Hyundai and Nissan all had increases. Honda sales were flat, while sales at Ford and Volkswagen were down.

June's annualized sales rate, which estimates annual sales if they stayed at the same pace every month, was 16.98 million. That was the fastest pace since July 2006 and higher than May, which also surprised the industry with its strength.

Jesse Toprak, an auto analyst for car buying site Cars.com, said buyers are out because of low interest rates, a strong stock market — which improves confidence — and great new vehicles. An easing in lending standards is also adding more potential buyers to the market.

"We're getting set up on a very good footing for the second half of the year," Toprak said. "The last two months have exceeded expectations, which tells us that the consumer demand is very strong."

Toprak said he might increase his annual sales forecast from 16.1 million vehicles to 16.3 million based on May and June sales. That compares with 15.6 million vehicles sold in the U.S. last year.

TrueCar estimated that incentive spending rose 1.6 percent in June to an average of \$2,735 per vehicle. Both GM and Nissan lowered incentives by 12 percent from June 2013.

Although there might be fewer incentives, buyers are taking advantage of good lease offers and low interest rates. The average interest rate for a 60-month new car loan is 3.18 percent. Three years ago, that was closer to 5.5 percent, according to Bankrate.com.

GM's sales were up 1 percent in June despite a continuing parade of recalls. GM's

total safety recalls for the year reached 29 million vehicles on Monday, when the automaker announced six new recalls of 8.4 million cars. Two of those recalls were for ignition switch problems, the same issue that began the company's recall crisis in February.

Kelley Blue Book analyst Alec Gutierrez said GM is benefiting from its new lineup of SUVs, which hit the market at a time when buyers are gravitating toward bigger vehicles. Sales of the Chevrolet Tahoe large SUV nearly doubled to more than 11,000, and sales of the GMC Yukon more than doubled to 3,946. Cadillac Escalade sales were up 57 percent.

## FTC alleges carrier scam

It sues T-Mobile, accusing the company of knowingly adding bogus charges to bills.

Associated Press

WASHINGTON — T-Mobile USA knowingly made hundreds of millions of dollars off its customers in potentially bogus charges, a federal regulator alleged Tuesday in a complaint likely to mar the reputation of a household name in wireless communications.

In its complaint filed in a federal court in Seattle, the Federal Trade Commission claimed that T-Mobile billed consumers for subscription text premium text

Associated Press

services such as \$10-per-month horoscopes that were never authorized by the account holder. The FTC alleges that T-Mobile collected as much as 40 percent of the charges, even after being alerted by other customers that the subscriptions were scams.

"It's wrong for a company like T-Mobile to profit from scams against its customers when there were clear warning signs the charges it was imposing were fraudulent," said FTC Chairwoman Edith Ramirez in a statement. "The FTC's goal is to ensure that T-Mobile repays all its customers for these crammed charges."

The Federal Communications Commission has launched a separate inquiry into T-Mobile's billing practices, which could result in fines if it finds any wrongdoing.

The practice is often referred to as "cramming." Businesses stuff a customer's bill with bogus charges associated with a third party. In this case, the FTC says T-Mobile should have realized that many of these premium text services were scams because of the high rate of customer complaints. In some cases, the FTC says, as many as 40 percent of customers demanded refunds in a single month on certain services.

The FTC said one way for consumers to try to prevent fraudulent charges is to ask their providers to block all third-party businesses from providing services on their phones.

Sprint, the third-largest cell-phone carrier, is in talks to buy T-Mobile US Inc., according to published reports. Analysts believe such a link-up would face stiff opposition from the same regulators who blocked AT&T from buying T-Mobile in 2011.

### SOURCE LINE

Gives the name of the news bureau or wire service providing the story

### LABEL

A small, designed title used for labeling a special group of stories, in this case business stories outside of the Tampa Bay area

### Beyond Tampa Bay

**THE STORIED FORMER LAS VEGAS HILTON**, famous for staging Liberace and more than 800 sold-out Elvis Presley concerts in the 1960s and 1970s, has a new name and owner. Orlando-based timeshare company Westgate Resorts announced it purchased the LVH hotel from Goldman Sachs and Gramercy Capital and would rename it Westgate Las Vegas Resort & Casino. About 200 of the nearly 3,000 rooms and suites will be converted to timeshare villas, while others will remain open to regular hotel guests.

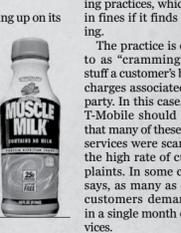


The "LVH" sign at the famed hotel is being removed by new owner Westgate Resorts.

**8.8%** PERCENTAGE GAIN IN U.S. HOME PRICES in May compared with a year earlier, according to data provider CoreLogic, while prices rose 1.2 percent from April to May

**OUSTED AMERICAN APPAREL** CEO John Barney has increased his stake in the clothing chain to nearly 43 percent as he fights to keep control of the company he founded in 1998. Barney was able to increase his stake through a partnership with financial firm Standard General, which is lending him the money. But the board is scrambling to make its own moves to keep him out. Legal experts say the dispute will likely end up in the courts at a tough time for the Los Angeles-based company, which has lost money since 2010. The company, which made its name with American-made goods and provocative advertising, is in a cash squeeze.

**THE MAKER OF SPAM** is bulking up on its protein with Muscle Milk. Hormel Foods is paying \$450 million to acquire CytoSport, which owns Muscle Milk sports nutrition drinks, bars and powders. The move builds on Hormel's push to expand beyond its stable of packaged meats, which include Dirty Moore steaks and its namesake chili, with different kinds of protein. Last year, the company also added Skippy peanut butter to its lineup.



**U.S. CONSTRUCTION SPENDING** edged up 0.1 percent in May, the Commerce Department reported Tuesday, as gains in spending on nonresidential projects such as office buildings and public construction were largely offset by a big drop in home building. Spending on government projects rose 1 percent, with a 2 percent jump in spending on state and local building projects offsetting an 8.9 percent decline in spending by the federal government on building projects.

**THE BOTTOM LINE:** Twitter hires Goldman Sachs executive Anthony Noto, 46, as new chief financial officer, replacing current CFO Mike Gupta ... Google acquires Songza, a service that creates soundtracks tailored for people's changing moods; financial terms weren't disclosed

### HEADER

A label used for packaging stories or features with a common theme

### GUTTER

The white space vertically dividing elements on a page

### BLURB

A smaller, secondary headline that helps summarize the story

### PHOTO CREDIT

A line giving the photographer's name and/or wire service the photo came from

### TEXT

Type in a standard size and font (the Times uses 9.5 point Miller type), set in 6 columns (or legs)