

# SCANNING ELEMENTS/Glance Box Samples

## Bio box

### JOE DUNN

#### FAMILY

Where's he from? Is he married? Have children? Do we care how old he is?

#### QUOTE

"The guy says something pithy about why he was chosen to do what he's doing."

#### EXPERIENCE

Whatever is pertinent story. Don't go into great detail unless it's really important we know everything about him. Even then, keep it tight.

## Bio box with quotes

### JOE DUNN

#### ON HIS JOB

"He tells us what he loves or hates about his work."

#### ON FAMILY

"Are they the fulfillment of his dreams or the anchors holding him back?"

#### ON THE EXPERIENCE

"Was it the greatest thing he ever did or does he wish it never happened?"

## Bio box with art

You can use a mug or, if one isn't available, an icon that tells us why we are doing a story about this person. For example, if the guy is a car dealer, use a car he might sell; a highway department engineer, let the copy adhere to a road's curves.

### JOE DUNN: CANDIDATE FOR TOWNSHIP TREASURER



#### FAMILY

Where's he from? Is he married? Have children? Do we care how old he is?

#### QUOTE

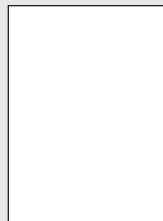
"The guy says something pithy about why he was chosen to do whatever he's doing."

#### EXPERIENCE

Whatever is pertinent to the story. Don't go into great detail unless it's really important we know everything about him. Even then, keep it tight.

## Bio box timeline, art optional

### MARY SMITH: A LIFETIME OF SERVICE



Say something like, "How she got where she is today."

■ year: text, text, text, text, text, text, text, text, text, text, text, text.

■ year: text, text, text, text, text, text, text, text, text, text, text, text.

■ year: text, text, text, text, text, text, text, text.