

USA's Blackfoot Indians are seeking to establish a controversial offshore bank, a first in the nation, for foreigners to invest in the tribe. 21A.

Unknown rape suspects charged

Using just DNA, prosecutors in five states have filed charges against 10 unknown rape suspects in an unprecedented effort to preserve the right to prosecute the suspects even if they are caught after the statute of limitations has expired. 3A.

Japanese prime minister hospitalized

Keizo Obuchi reportedly suffered a stroke Sunday and was hospitalized; prognosis is unclear. Chief Cabinet Secretary Mikio Aoki says he's filling in. 16A.

Today's Debate: Privacy in banking

In USA TODAY's opinion, "So far, Congress has ears only for those who want easier access to more information on more people." 26A.

► "Preventing and prosecuting money launderers, while preserving privacy and protecting legitimate financial transactions, are paramount objectives of this administration," says Stuart Eizenstat, deputy secretary of the Treasury. 26A.

Money: Breakthrough in chipmaking

After five years of research, IBM creates a manufacturing process that could lead to faster, more powerful and more efficient computer chips. 1B.

► Despite news reports, air rage incidents are falling, FAA says, down 39% from 1998. 1B.

Sports: Lakers still look strong

Los Angeles continues to confound critics who didn't consider them championship material, stomping the New York Knicks 106-82. NBA. 18C.

► Dale Earnhardt Jr. leaves father in his shadow, winning his first big race, DirecTV 500. Autos. 14C.

Life: Photos of food help dieters

A New York doctor uses photos so dieters can see what they're missing: A bagel and cream cheese is equal to four light pancakes, fruit, veggie links. The pounds melt off firefighters under his guidance. 1,6D.

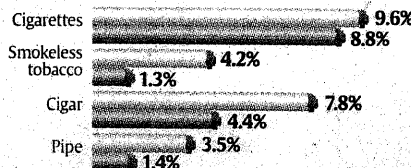
► Internet search sites are offering users a chance to see what others are thinking. If you want to know, "How did Jennifer Lopez keep that dress on?" you'll find out you're not alone. 3D.

Written by John O. Buckley

USA TODAY Snapshots®

Youth tobacco use

Percentage of male and female middle school students who have used these tobacco products within the 30 days before the National Youth Tobacco Survey.



Note: Middle school is defined as grades 6-8

Coming Tuesday: High school tobacco use

Source: Centers for Disease Control and Prevention

By Hilary Wasson and Sam Ward, USA TODAY



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Boundaries of taste shape entertainment

By Anthony DeBarros
USA TODAY

A cynic might look at the United States and see one Gap-wearing, McDonald's-munching sea of sameness. But a USA TODAY database analysis shows that beneath the surface lies a nation whose regions have yet to let go of their distinctive tastes — and perhaps nowhere is that truer than in the entertainment they seek.

Examples abound:

► The gritty TV drama *Law & Order: Special Victims Unit* is strong with viewers in the Northeast but does just so-so in the more conservative South.

► The eerie *Stir of Echoes* and other horror films are top choices at North Dakota video stores, but foreign films are the favorites in Hawaii.

► Rock 'n' roll, whose dominance has declined in recent years, remains king on the radio in one place: the Rocky Mountain states.

Indeed, when it comes to media diversions, what you like (and what you can get) might have a lot to do with where you live. Savvy industry watchers are taking notice. Many say the ability to develop niche markets by catering to regional entertainment tastes will take on greater importance in the emerging digital world.

Where we live helps define what we watch — and what we'll get.

Cover story

"It's becoming possible technologically to target smaller audiences," says Sandra Kresch, a partner in the entertainment and media strategy practice at PricewaterhouseCoopers. "And we're seeing people target more precisely by focusing on tastes in different markets."

The early signs are out: In the

A nation divided (map above):

ABC's *Monday Night Football* scores best in the West; Mountain states rock to Mick Jagger; the Midwest flops to horror films such as *Stigmata*. TV ratings are regional, too, evidenced by *The Drew Carey Show*, *Law & Order: Special Victims Unit*, *Touched by an Angel* and *Walker, Texas Ranger*.

USA TODAY, MGM, ABC, CBS, NBC

Please see COVER

USA TODAY's new look designed

Dear Readers,

Welcome to a new USA TODAY for a new era.

Some of you are getting the full effect of our redesign with the narrower paper. Others are seeing the new narrower design printed on the old width of paper. In about six months, most copies of USA TODAY produced at our 36 worldwide print sites will be on the narrower paper.

In focus groups, readers tell us the narrower width is handier — especially in tight spaces such as airplanes.

We're shrinking the width of the paper because it is becoming the new newspaper industry standard. While changing the width of the page 1.25 inches may not seem like a lot, it required us to adjust our design. Simply shrinking the old image would have distorted shapes such as faces and the type would have been difficult to read. Cutting content due to the reduced space

didn't make sense either.

So a team headed by Managing Editor of Graphics and Photography Richard Curtis carefully looked at changes that would improve USA TODAY without dropping stories, photos or graphics that are important to our 5.4 million daily readers. The team challenged everything about the old design, making sure the new one still delivered a quick, authoritative read on the day's events in News, Money, Sports and Life. Today is the result of their months of hard work.

Here's what the team came up with:

► A new typeface that is easier to read. Because the type is taller and skinnier, it helps to compensate for the loss of space resulting from the smaller page. And we've added half an inch to the length of the page. In testing, the team actually had to add stories to some pages because of the extra space created.

► An updated look for time. USA TODAY was designed in 1982 by Richard Curtis who he 2000 team. We realize the environment in which we is a far busier place than years ago. That calls for a paper that is as clear and simple as its words. In its design as its words ample, there's now only one line type, adding to the paper's uniformity and readability.

► An improved weather with more cities and forecasts.

► Improved stock list additional financial reports.

We believe the new builds on the trustworthiness and complete new readers expect from USA. Plus all the features you've come to love in News, Money, Sports and Life are right where they always are.

A complete explanation of changes appears on page hope you like the USA.

WALKING WITH
DINOSAURS

Encounter the living breathing past.
(TOR-oh-SAW-rus) Its skull stood taller than an N