Inside the original
It becomes especially clear on the inside pages that the three-column format can get very dense, especially when no effort is made to introduce white space or to break up the wall-to-wall flow of text. That kind of density may give the impression that the letter contains lots of news, but it can be a big turn-off for many readers.

Another likely turn-off here—albeit well-intentioned—is the use of typewriter faces in the National Beat department. Yes, it may have that “news bulletin” look, but the text is ugly and hard to read. After all, there are good reasons we use computers nowadays instead of typewriters!

Inside the makeover
The simpler two-column format makes the inside spread much more inviting and easier to skim through. In this particular design, the extra columns—sometimes called margin columns or scholar’s columns—are placed on opposite sides of the spread. That mirror symmetry works well here, especially because the opposing photos and sidebars create a nice sense of balance across the spread. It’s worth noting, though, that the designer could have alternatively used unmirrored layouts for the left and right pages, with the two main columns offset consistently to the right.