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**NEWS RELEASE**  
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## **SND Design Competition Now Open to All Magazines**

NORTH KINGSTOWN, RI -- The Society for News Design 31<sup>st</sup> annual Creative Competition, the world's largest program for recognizing excellence in visual journalism, has expanded its categories to include all magazines, not just those published with newspapers.

The competition's name has been changed to "The Best of News Design<sup>™</sup>" Creative Competition to reflect design excellence in both newspapers and magazines for the 2009 publishing year.

Magazine designers have long expressed interest in entering the competition, which usually attracts more than 10,000 entries from newspapers in dozens of countries.

"Magazines may now enter a competition that has been well established for newspapers. We hope to honor magazines and staffs the same way we've recognized newspapers for more than 30 years," says C. Marshall Matlock, the competition and judging director from the S.I. Newhouse School of Public Communications at Syracuse University. "Winning an award for newspaper work has always been recognized as a top news design honor for the newspapers industry. Now we'd like to do the same for non-newspaper magazines."

This year, acting on recommendations by the Society's Competition Committee, the board of directors voted to allow non-newspaper magazines to enter the competition along with magazines published with newspapers such as The New York Times and El Mundo.

The Competition Committee, chaired by Matlock, updated the rules and added subcategories to provide new opportunities for magazine designers. The 31<sup>st</sup> edition Call for Entries, reflecting the new categories, is in the mail and posted online in English at <http://www.snd.org/pdf/SNDCFE31.pdf>. The Call will be posted in several additional languages in early December.

"SND has discussed adding non-newspaper magazines to the competition for several years. It seems like now is the right time to do that since we'll have the judges and staff to support the new magazine categories," Matlock says.

"There is no disputing that SND has the branding on excellent news design," said Mike Rice, 31<sup>st</sup> edition coordinator and a visual team leader for design and graphics at the Arizona Daily Star in Tucson. "Magazine and newspaper designers share the same design principles, and bringing both formats into one competition will raise the bar on excellence for everyone."

The deadlines for receiving entries are Jan. 13, 2010, for U.S. newspapers and magazines and Jan. 20, 2010, for newspapers and magazines published outside the United States.

An international panel of judges will review the entries and select winners over two long weekends in February at Syracuse University in Syracuse, New York. The university's S.I. Newhouse School of Public Communications cosponsors the competition.

Winning magazine pages will be published along with newspaper winners in the 2010 edition of SND's annual book, "The Best of News Design™."

SND also sponsors "The Best of Multimedia Design Competition" recognizing excellence in online design by all types of news media, <http://www.snd.org/competitions/sndies.html>.

The Society for News Design, founded in 1979, has professional, educator and student members in more than 50 countries. To learn more about SND and its competitions, visit <http://www.snd.org>, or contact SND, 1130 Ten Rod Road, E 206, North Kingstown, RI 02852; (401) 294-5233; [snd@snd.org](mailto:snd@snd.org).

**As of Jan. 1, 2010, SND's headquarters address will be 424 E. Central Blvd., Suite 406, Orlando, FL 32801. The Web site and e-mail address remain the same.**