10 GALLONS OF TIPS
From the most-attended sessions at SND Houston

PAGE 3

“Don’t touch my hat.”
—LYLE LOVETT
A few choice moments

Dear Update

BY DENISE M. REAGAN

How to reach us
Update will be published eight times in 2005.
Submissions, suggestions and comments are welcome.

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through good design. The Society has more than 2,500 members in
the U.S., Canada and 52 other countries.

Contributors
this issue
Kenn Finkel
Martin Gee
Dave Horn
Andrea Levy
Suzette Moyer
Chris Rukan
Rob Schneider

Cover photo
MCA Records

Rehearsing for the Saturday awards show with Jonathon Berlin, who later lost his voice. Good thing his understudy, Matt Mansfield, was ready to go.

The funky carpet in the hotel conference area. Even Tim Frank got trippy.

Watching Stephanie Grace Lim teach our ragtag group of journalist dancers (Tiffany Pease, Shradda Swaroop, Javier Zarracina and Shan Carter) for the awards dinner show. It was an inspiration.

Playing with Friday’s lunch and centerpieces with Michael Whitley and Bryan Volk (who both helped make the awards dinner an audiovisual feast).

A sweet little dance between Bill Gaspard and Mark Friesen at President’s Night at the Continental Club.

What were your favorite moments? Write to denisereagan@mac.com.
WHAT I LEARNED

AT THE ANNUAL WORKSHOP

If you couldn’t make it to Houston this year to experience SND’s biggest compilation of talent, tips and inspiration, or if you just lost all of your handouts, this issue of Update is for you. Here are a few words of advice from some of the most-attended sessions.

<table>
<thead>
<tr>
<th>SESSION</th>
<th>SPEAKER</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lance Armstrong X7</td>
<td>Rob Schneider</td>
<td>4</td>
</tr>
<tr>
<td>Varsity Blues: Game Plans for Great Design</td>
<td>Chris Rukan</td>
<td>6</td>
</tr>
<tr>
<td>The Texas Photoshop Massacre</td>
<td>Martin Gee</td>
<td>10</td>
</tr>
<tr>
<td>Golden Photo Illustration</td>
<td>Andrea Levy</td>
<td>12</td>
</tr>
</tbody>
</table>

PLUS

The Hartford Courant’s World’s Best-Designed™ Newspaper trophy 13
The winners of the annual SND.ies awards 14
WHY YOUR EVENT IS SIMILAR TO LANCE’S RUN

- It has drama
- It has controversy
- It fuels national (or local) pride
- There’s predictability to it (same every year), so you have a good idea of what to expect
- It has slowly unfolding events over a number of days with a series of high and low moments

HOW TO PREVIEW

**Break it down:** Be the authoritative source for your readers — give them the content they can’t get anywhere else.

**Own your local event:** Cover the crap out of it. Work under the assumption that your readers cannot get too much coverage.

**Teach them something:** Take something common and important to your event and present and explain it in a way that they’ve never seen or thought about before. Tell them something they didn’t already know.

**Give it perspective:** Find a different angle in looking at your event. Try to explain what it means in a way they’ve never thought about.

**Use photos aggressively:** This is your event; covering the crap out of it doesn’t stop with your space commitment and story count.

**Get funky:** Take a chance to give a fresh spin on something your readers have come to expect.
DOING IT LIVE

Get better at it: Failure is a daily part of our lives. Don’t be afraid to look at what you’ve done in the past and shoot for slow, incremental improvement.

Keep it simple: Realize what you are selling and put all of your resources into giving it the biggest bang possible.

Play something up big: If there’s some number or icon that’s key to your event, don’t be afraid to make that essential to its coverage.

Learn a foreign language: Take a chance. Have fun so your readers can relax too.

Don’t settle for the easy headline (do something unique): The best part of your paper’s coverage is providing what your readers don’t expect.

Recapping the event(s): Let a summary of your remarkable event define your coverage.

6 WAYS TO SUM IT UP

Make it about the photo: A great image will make or break your page. Don’t be afraid to make it your page.

Make it a work of art: Don’t underestimate the power of the poster (keeper) page.

Give them something they don’t expect: Surprise them at the end. They’ll love you for it.

Keep it clean and simple: Readers will never complain if you get them in and out of a page quickly while making them feel like they learned something.

Give them everything: Be the authoritative source at the conclusion of your event. Make your content the thing.

Make it pretty — with a purpose: Often, you can combine several of the above categories to give them great, conclusive, authoritative — and beautiful — content.
Only in Florida will you find the Mona Lisa, Donald Trump and Doctor Strange gracing football preview section covers. Papers throughout the Sunshine State produce themed sections that are fun, engaging and perhaps just a smidge over-the-top. Here’s a look at how three of those projects came together.

**THEME PARK**

Chris Rukan • The Palm Beach Post

**START EARLY**
This goes for everything — brainstorming, planning, execution. Ideas that you come up with in 10 minutes will look like you came up with them in 10 minutes.

**GET OUT OF THE OFFICE**
If possible, brainstorm out of the office. People don’t do their best thinking in a cubicle in front of a monitor. Go to a restaurant, someone’s house — or even a bar.

**CONTENT COMES FIRST**
Root your theme ideas in the content of the section. For example, The Palm Beach Post’s 2004 baseball theme — Throwbacks — came directly from the idea that the Marlins themselves were an old school-style team. At the very least a theme must be able to support the section’s content. (For example, a superhero theme would be a lousy match for a preview of an awful team.)

**THAT’S SO CRAZY, IT JUST MIGHT WORK**
Encourage crazy, seemingly absurd ideas. This often turns into your best stuff. For our 2005 Super Bowl preview, we knew that we didn’t want just a typical cover of the two quarterbacks or the two coaches or (fill in blank here). Because of the cities involved — Boston and Philadelphia — we started goofing around with ways to rewrite the Declaration of Independence and the Constitution. It became our cover.

**HAVE AT LEAST THREE IDEAS**
Come up with at least three ideas — including one “how are we ever going to pull that off?” idea. Because, hey, it just might work.
Playing the Trump card

THE IDEA
Two Florida teams — the Miami Dolphins and Florida Gators — made two of the biggest hires of the year, bringing in Nick Saban and Urban Meyer. That led to “Your hired!” which, naturally, led to Donald Trump and The Apprentice. It was even more of a natural tie for us because he’s a Palm Beach resident. Also the third season winner, Kendra Todd, lives in Boynton Beach (about 20 minutes south of West Palm), is a UF graduate and a HUGE Gator fan.

THE PLANNING
How did we get Trump to do it? We asked. He loves to talk about his golf courses, so our golf writer — Craig Dolch — mentioned it to him and he agreed. A month later we were in his 26th-floor boardroom shooting the cover.

THE EXECUTION
The biggest challenge was the photos, especially of Trump because we had so little time with him — about two minutes, enough time for 28 frames. The pictures turned out as well as they did because we arrived at every shoot about two hours early. This allowed photographer Richard Graulich to deal with tough spaces like Trump’s boardroom, which is lined with mirrors.

THE LITTLE TOUCHES
Typography: You don’t want to overdo it, but a well-chosen specialty typeface can really help sell a theme like this. Here we used a font called LTR Federal for some standing elements to get the feeling of currency.

On the money: A small theme-related factoid stripped across the bottom or top of each page can really help set the theme, especially when you get to inside pages that don’t have a lot of theme-related content on them. In this case, because of the Trump/business theme, we used different dollar figures that related to the teams we were previewing.

Résumé fact boxes: It’s always good when you can take something simple like a bio box and relate it to your theme.

The trip to the boardroom: An Apprentice-style breakdown of each team.

A TRIP TO THE BOARDROOM
We break down the Dolphins, Apprentice style.

THE TASK
Coach has to work his magic on us. We have no idea what to expect. We bring up the idea of Trump. He says yes. We’re at the boardroom.

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The trip to the boardroom: An Apprentice-style breakdown of each team.
Comic relief

THE IDEA
“The comic book idea was one that I had wanted to do for years when I was at The Miami Herald, ever since the first Spider Man and X-Men movies came out,” said Hiram Henriquez, a senior graphics reporter at the Sun-Sentinel, “but the editors at the Herald didn’t go for it. So, when I came to work for the Sun-Sentinel in March 2004 I pitched the idea and they instantly approved it.”

THE PLANNING
Henriquez and the Sun-Sentinel’s sports editors began planning the section in earnest in January 2005, just after the Super Bowl. Sports presentation editor Jonathan Boho started on the section in May. “My challenge was to carry that concept through in a workable fashion since we didn’t have the resources or time to do a full illustrated section,” said Boho. “But as it was, we had five months — still a good chunk of time, but not enough to do a full storyboard and hire competent illustrators.”

THE EXECUTION
“We decided to pick our spots, going gonzo on the elements common to each section, (15 questions, players to watch and the cover stories) and using little flourishes to keep the feel alive but not detract from the information on the bread-and-butter pages,” said Boho. As for the covers: “The drawings were hand drawn in pencil first, then inked with just black ink,” says Henriquez. “They were then scanned in, and the colors and effects were added in Photoshop.” He added: “In July, I finished the last one and we did a test run of four of the covers to make sure the colors would print right. They looked awful and dark in that test run so I spent a few weeks color-correcting them.”

THE LITTLE TOUCHES
Typography: The comic type on the front page headlines is beautifully rendered, and the consistent use of the comic type on the inside pages adds a flourish without overwhelming the content.
The ‘gonzo’ pages: The comic book inside pages, designed by Andrea Vigil, really add a sense of fun to the section and help carry through on the promise of the covers.
Art imitates life

THE IDEA
The Orlando Sentinel had done a series of graphics in the spring called The Art of Baseball, in which they used 3D graphics to illustrate different techniques — throwing a curveball, stealing a base, etc. The editors wanted to do something similar for football, and The Art of Football was born. The concepts for the covers quickly followed. “Once you get the core idea down,” said deputy sports editor Bill Speros, “the little stuff takes care of itself.”

THE PLANNING
Once they had decided on their covers, the Sentinel’s editors decided to break down each section by style of art — the Old Masters, Impressionist, Pop Art, Comics. “It helped us focus on what we wanted to do with each of the sections,” says deputy sports editor Roger Simmons.

THE EXECUTION
It took two artists — Lonnie Knabel and Adam Shiver — approximately a month each to pull off these sections. Knabel worked on the covers, using a combination of Photoshop and Painter. Shiver worked on the doubletrucks, taking information culled from the reporters and creating explanatory graphics on different aspects of football (above left, the cost of fielding a high school football team).

THE LITTLE TOUCHES
Standing elements: Brushes as hairlines, logos rendered as artists’ palettes.
Capsule categories: Sideline artist (on the coach), Masterpieces (star players) and Works in progress (on developing players).
Our cover inspiration: A brief history of the piece of art they spoofed on the cover.
Art for art’s sake: Having a player on each team paint their own piece of art.
THE TEXAS PHOTO SHOP MASSACRE

Photo illustration, tasty cuts, mutilations and ethics

Martin Gee • Chicago Tribune

I love Photoshop. You can do amazing work with it. More easily and frightening, you can do truly horrendous work with it, too. Trust me, I’ve done my fair share. Readers are constantly bombarded by fake imagery from movies to advertising. Manipulated photos in newspapers and news magazines mislead readers and break their already waning trust. It hurts our credibility in journalism. Photoshop is a tool, a violent and out-of-control power tool. We need to use restraint, control, ethics and good judgement.

DON’T FORGET
• Thumbnails
• Brainstorming
• A concept
• Drawing skills
• Composition
• Contrast
• Shadows
• Tone
• Color
• Mood
• Narrative
• Hierarchy
• Technique
• Design
• Typography
• Negative space
• Keys
• Wallet
• Cellphone
• Clean underwear

PLEASE MAKE IT STOP
• Puzzle pieces
• Lens flare
• Spherize
• Unlimited fonts
• Andy Warhol rip-offs and homages.
  He sucked anyway.
• Clawed through pages
• Excessive and unnecessary cutouts

BACK TO BASICS
  When doing an illustration in Photoshop, concentrate more on the illustration and less about the Photoshop. Don’t forget the basic fundamentals and concepts of illustration. Approach Photoshop the same way you would a traditional illustration or painting. Be intuitive.
  The beauty of illustration is that it’s not bound by reality. We use it to convey concepts and stories that can’t be told with documentary photos.
  Hypothetically speaking, let’s say we’re on deadline with no art. Hardly happens, huh? Our inside voice says to run around the newsroom screaming bloody murder. We always turn to Photoshop when we need to bang out something. This is when things turn deadly. In those moments of desperation we lose sight of what we’re trying to do and do something half-assed.
  Photoshop can sometimes makes things more complicated. Proceed with caution.
  Before you even start, remember to work on some thumbnails. Get down a good concept.
  Don’t just slap things together. Don’t just slap an ashtray in the middle of a race track.
  Maybe don’t use Photoshop? Keep it simple. A simple drawing? But don’t spend three hours on the shading on her upper lip. Something simple done in Illustrator? Is there a typographic solution?
  Whether you have one hour or one week for a photo illustration, visualize what you want and figure out how to create it. Ask not what Photoshop can do for you, ask what you can do in Photoshop. Also, think ahead to how it’s going to work on the page. Design while you illustrate.
TIPS

- I like to work monochromatic. It helps when I want to merge several objects together. For that, I use the most basic tool ever: the eraser.
- The magic in the layer effects. Multiply, screen, overlay, etc.
- Andrea Levy’s weapon of choice is the rubber stamp/cloning tool.
- Practice with stock photos.
- Get a digital camera.

LICENSE TO ILLUSTRATION

Art is subjective. Who’s to say what’s good and what’s bad? Me? You? Paula Abdul? But we know what’s good when we see it. There’s an indescribable and intangible quality. It’s sophistication, a sense of style, control of the medium, simplicity, effectiveness, etc. It just feels right. When something is crap, we know that right away, too, just like stepping into it.

I’m for all kinds of Photoshop use, from minimal to all-out complex crazy. But it can get to a point where it’s too much. It’s like what Enid from “Ghost World” said when something is so bad, it becomes good but then comes back around to being bad again.

CONTROL YOURSELF. Show some restraint with the special effects, filters and cutouts. We’re not trying to be George Lucas here. This applies to typography as well. Cool it with all the crazy fonts. In features at the Tribune, we only use one weight (yes, I said weight) for our headlines. It actually makes life a lot easier and lets me deal with the other million things on the page. Wow. Did I just say that? I would have never said that in college.

If you have a story about earthquakes, your headline doesn’t have to shake or fall apart. I’m making up a new word: “typopormorphize.” Try to be subtle. Everyone goes through that phase. Unfortunately, some people just don’t grow out of it. It’s like scaling type, overuse of color and type on a path. Those are all just gimmicks and tricks. It takes time to learn and grow to do better solid design. Just because you can doesn’t mean you should.

THERE ARE SOME OUT-OF-CONTROL PHOTOSHOP ADDICTS OUT THERE WHO NEED INTERVENTION.

These people are more concerned about their fifth cutout and not on the overall design of the page. It just becomes a big mess.

There are several styles of photo illustration:

- Collage: Cut and paste. Scan. Command C and command V. Make it funky now.
- Photo realistic: This one is a little trickier. Go ahead and make it perfect but it has to cross the line to the fantastic or absurd.
- Mixed media: The name Photoshop is misleading. Adobe should change it to Pixelshop.
- An illustration in Photoshop doesn’t have to be created from just photos. Mix it up! Add vector art, drawings, paintings, scanned objects, etc. Photoshop is mixed media. You’re only limited by your imagination.

UNFILTERED

Filters make photo illustrations look too “Photoshoppypy.”

Using filters is like what painters call “working out of the tube” meaning you didn’t take the time to mix pre-made colors into new colors, shades and hues. Like Photoshop, it’s amateur and obvious. Anyone can buy a tube of cadmium red light but what can you create from it?

Use filters to help create something. I’d only use the spherize filter when I want to wrap a texture around the round portion of a face, I’d never apply the filter to an entire photo.

ARE THOSE REAL?

Photo illustrations should never, never be mistaken for reality or truth. Our readers should know immediately it’s a photo illustration. It has to be obvious. Blatant. We can’t deceive the readers. A cutline and credit isn’t enough.

NEWS PHOTOS SHOULD NEVER BE MANIPULATED. If you can do it in a real darkroom, then it’s OK. But other than that, oh hell-to-the-no!

PHOTOGRAPHY

- National Press Photographers Association: nppa.org

PHOTOCHOPS

- worth1000.com

STUFF

- baddesignkills.com
- snopes.com
- ratemykitten.com
- mycathatesyou.com

BOOKS

- “Dustcovers,” “Black and White Lies,” “Option-Click” and “The Particle Tarot” by Dave McKean
- “The Day I Swapped My Dad For Two Goldfish” and “The Wolves in the Walls” by Neil Gaiman and Dave McKean
- “Uno Fanta,” “Dos Fanta” and “Tres Fanta” by Ashley Wood

ILLUSTRATORS AND DESIGNERS

- Spencer Cross: tokyofarm.com
- Boo Davis: boodavis.com
- Diane Fenster: dianefenster.com
- Andrea Levy: newspagedesigner.com
- Stephanie Grace Lim: needs a Web site
- Dave Mckean: dreamline.nu and allenspiegelfinearts.com
- Bert Monroy: bertmonroy.com
- Guillermo Munro: gmunro.com
- Cliff Nielsen: shannonassociates.com
- Greg Spalenka: spalenka.com
- Andrew Skwish: skwish.com
- Chad Michael Ward: www.digitalapocalypse.com
- Ashley Wood: ashleywood.com

STUFF

- pixelshop.com
- worth1000.com
- ratemykitten.com
- mycathatesyou.com

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I am not someone who likes being in front of people generally. I was the kid who sat in the back of the room, got sick on book report day and didn’t go to prom (someone did ask me, but he was even less normal than me).

I’m sure that’s why photography became so important to me. I spent a lot of time drawing and photographing, watching so very closely as the world turned around me.

Anyway, what I tried to say when I spoke is that there’s a lot of important stuff all around us, right under our feet. Our environment is packed with drama, dilemma, metaphor.

Whether it’s the life and death battle between two ants on my driveway or a black bird frozen in white snow on my doorstep, inspiration is everywhere and it’s absolutely free. I make a lot of images that have never been published.

But I think all this looking and creating inevitably finds its way into my work.

Each of us has to define what is important. No need to imitate anyone else. No book to buy.

I figure everyone has questions to answer in life, especially lately.

We work in a business that doesn’t let us hide our heads.

We’re forced to think. Thinking is the way to ideas. And ideas are much more important than technique — don’t you think?

Each time I get an assignment I am so excited for the chance to say something in pictures — to feel something, to have some fun, to do good work. Pathetic maybe, but a big leap for the girl who was too shy to raise her hand.
TROPHY’S TRIP

The Hartford Courant’s World’s Best-Designed™ Newspaper Award makes its way home

Suzette Moyer • The Hartford Courant

Damon Cain from The Denver Post tries to swipe the trophy.

A waiter at the Hilton poses with the trophy during one of its many visits to the bar.

The trophy lounges by the pool after the exhausting ceremony. It’s not easy being the World’s Best-Designed™.

The trophy grabs a smoke in the bar at the after-party. (The editor of Update does not condone smoking.)

The trophy tucked in at 3 a.m. after partying most of the night.

A Southwest pilot holds the trophy on its way home to Hartford. Are we sure this wasn’t a security breach?
The winners of the 2005 SND.ies were announced Oct. 8 at the SND Annual Awards Dinner in Houston. They were honored for work produced between August 2004 and July 2005. Judges reviewed 341 entries that had been submitted month by month. “The SND.ies competition has grown steadily since it began in 2002, not only in number of entries but also in the quality of them,” said Laura Ruel, an assistant professor at the University of North Carolina-Chapel Hill and SND director for the SND.ies competition, “It is amazing to see how news organizations are embracing multimedia storytelling tools and creating unprecedented forms of presentation and design.”

GOLD AWARDS
Chiloe Stories, UNC Chapel Hill
Category 5: Student Presentations
http://www.chiloestories.org/home.html

Deep Impact, elmundo.es
Category 2C: Non-Breaking Features

Election 2004 Guide, nytimes.com
Category 2A: Non-Breaking News

U.S. Open Course Tour, newsobserver.com
Category 2B: Non-Breaking Sports
http://www.newsobserver.com/sports/golf/usopen/multimedia/?course

SILVER AWARDS
Athens 2004 Infographics, elmundo.es
Category 2B: Non-Breaking Sports

The Big Picture – Campaign Adviser, msnbc.com
Category 2A: Non-Breaking News
http://www.msnbc.msn.com/id/6268738/

Election 2004 Results, nytimes.com
Category 2A: Non-Breaking News

El Quijote: Miguel de Cervantes (IV Centenario), elpais.es
Category 2C: Non-Breaking Features

Haka – A New Zealand Icon, newzealand.com
Category 2C: Non-Breaking Features

The Holocaust Memorial in Berlin, Germany, zdf.de
Category 2C: Non-Breaking Features
http://www.zdf.de/ZDFxt/module/holocaust/

Matt’s Journey, sun-sentinel.com
Category 2C: Non-Breaking Features
http://www.sun-sentinel.com/broadband/theedge/sfl-edge-n-matt0,4132

Survivors, sun-sentinel.com
Category 2C: Non-Breaking Features

Svek’s Instant Replay, sun-sentinel.com
Category 1B: Breaking Sports
http://www.sun-sentinel.com/broadband/theedge/sfl-edge-s-dolphins04_0,2451650.flash

Tsunamis en Asia, elmundo.es
Category 1A: Breaking News
BRONZE AWARDS

The Big Picture: Olympics of Tomorrow, msnbc.com
Category 2C: Non-Breaking Features
http://www.msnbc.msn.com/id/5625317/

Bull Running of Sanfermin, eibt.com
Category 2C: Non-Breaking Features

Class Matters, nytimes.com
Category 2C: Non-Breaking Features

Coverage of the Republican National Convention, nytimes.com
Category 1A: Breaking News

Defining the Barrier, washingtonpost.com
Category 2A: Non-Breaking News

Flory, startribune.com
Category 2C: Non-Breaking Features
http://www.startribune.com/flory/

Incendio en la torre Windsor, elpais.es
Category 1A: Breaking News
http://www.elpais.es/diezml/grafico09.html

Lavado de semen en pacientes seropositivos, elmund.es
Category 1C: Breaking Features

Olympic Sights and Sounds, usatoday.com
Category 2B: Non-Breaking Sports
http://www.usatoday.com/sports/olympics/ athens/multimedia/olyss/link.htm

A Promise Unkept: Nicholas D. Kristof in Darfur, nytimes.com
Category 2A: Non-Breaking News

Rebuilding Weligama, washingtonpost.com
Category 2A: Non-Breaking News
http://www.washingtonpost.com/wp-dyn/ content/custom/2005/05/04/04CU200 5050401353.html

Unraveling the Mysteries of King Tutankhamun, nationalgeographic.com
Category 2C: Non-Breaking Features

AWARDS OF EXCELLENCE

The Big Picture: The Academy Awards, msnbc.com
Category 2C: Non-Breaking Features
http://www.msnbc.msn.com/id/6970010/

Changes at the Vatican, nytimes.com
Category 1A: Breaking News

Desmontando a Dali, lavanguardia.es
Category 2C: Non-Breaking Features

The Election of the New Pope, eibt.com
Category 1A: Breaking News
http://www.eibt.com/media/animazioa/ grafico.asp?idiplina=en&id=49189

Global Messengers, UNC Chapel Hill
Category 5: Student Presentations
http://www.ibiblio.org/solympics/home.html

Slippery Ground: Laguna Beach Landslide, ocregister.com
Category 1A: Breaking News
http://www.ocregister.com/multimedia/ landslide/

A Literary Map of New York, nytimes.com
Category 2C: Non-Breaking Features

New Brooklyns: Portrait of a Changing Borough, nytimes.com
Category 2C: Non-Breaking Features

Paper Airplane Garage, sun-sentinel.com
Category 2C: Non-Breaking Features
http://www.sun-sentinel.com/broadband/ theedge/sfg-edge-n-paperplanes_0,3508402. flash

Temor en el Pabellon, Universidad Catolica de Chile
Category 5: Student Presentations
http://www.egonet.cl/reportaje/

Unearthing Tse-whit-zen, seattletimes.nwsource.com
Category 2A: Non-Breaking News

Zaragoza romana, heraldo.es
Category 2C: Non-Breaking Features
http://www.heraldo.es/romana/

THE JUDGES

• Rich Beckman, professor and Visual Communication Sequence head, School of Journalism and Mass Communication, and executive producer, Institute for Science Learning, University of North Carolina-Chapel Hill

• Alberto Cairo, assistant professor, School of Journalism and Mass Communication, UNC-Chapel Hill, and former director of infographics, elmundo.es

• Becki Dilworth, interactive developer, Denver Newspaper Agency, and former interactive producer, rockymountainnews.com

• Lee Glynn, online designer and multimedia producer, sptimes.com and tampabay.com

• Mindy McAdams, Knight Chair in Journalism Technologies and the Democratic Process, College of Journalism and Communications, University of Florida

• Geogg McGhee, chief multimedia producer, nytimes.com

• Neal Scarbrough, ESPN news editor, former editor-in-chief, espn.com.

ON THE WEB

The SND.ies competition issues monthly awards. To learn more, visit sndies.com.
HEADLINE HINTS

In the October Update we talked about headline techniques to avoid, and those concepts were, by necessity, negative in nature. This time we’ll deal with tips for better work. Some of this is negative, some positive.

**Be careful of question-mark heads.** If you ask too many questions, you’re hinting to the readers that you don’t have the answers.

**Take a skeptical look at the headline after you write it.** Does it convey the real meaning of the story? Is double entendre lurking — something that would give readers an unintended lascivious chuckle? Look at a page proof or an early edition. A headline doesn’t always look the same on paper as it does on a computer screen. If you have another edition, take the time to improve the headline.

**Watch sequence of tenses.** The guidelines for heads are different from those for story text. Headlines in present tense describe action in the story, something that happened yesterday (or even today if you have p.m. editions). Past-tense references in headlines describe action that took place before the action in the story. Take a look:

**Intruder shoots homeowner**
That head means the shooting was yesterday.

**Intruder shot homeowner**
That means the shooting took place in the past — and someone talked about it yesterday. Read heads carefully to be certain that the tense sequence makes the situation clear to the reader.

**Before you begin to write the headline, jot down four or five key words or concepts.** Rate the words by importance, and then try to construct the head around these words or concepts, with the most important ones used first.

**Imagine describing the story to a friend.** Can you summarize it in seven or eight words that would make that friend take interest or want more details? An extension of the guideline would be to apply the barroom test of the late J. Montgomery Curtis of the American Press Institute. Monty insisted that, after you write the head, you imagine swinging open a barroom door and shouting it. If folks at the bar turn toward you with expectant looks on their faces, you have a good headline.

**The single-thought concept is a good headline.** Headlines with subordinate clauses indicate a lack of focus. If your head has a *so that he or as she* reference, it is probably wandering.

**Unless the location — the where — is the news in the story, don’t use it in the headline.** Location references are usually dull and waste space (unless that location is what makes the story news in the first place). Obviously the guidelines would be different for heads on a regional page — on which you might have news from several localities.

**Don’t be too quick to drop articles.** Usually we leave out *an or an* the* when we write heads, but sometimes articles are necessary — either for clarity or to establish the rhythm necessary to a good headline. Let’s look at this one:

**Jobless carpenter looking for place to hang his belt**
That might work, depending on the story. But this minor addition improves the headline flow:

**Jobless carpenter looking for place to hang his belt**
The addition of the article, the *a*, doesn’t change the meaning, but it adds a missing rhythm. Often we want the staccato feeling that dropping articles gives to heads, but sometimes we don’t. Analyze the nature of the story before deciding whether to drop articles — as well as possessive pronouns and parts of compound verbs.

**Be sure — if you use a person’s name — that the name evokes instant recognition.** If readers have to think about which *Smith* you mean, they’ll move to another story.

**Occasionally, label heads work.** If you have all the key words and cover the news, a strong headline without a verb might be the best one for that story. But don’t use the technique too often. As we know, the effective gimmicks are the rare ones.

**Never say never.** Nothing is absolute except that common sense is the ultimate guideline. The best headline rule is the one that says a rule should be broken if circumstances dictate.

In the next Update, we’ll look at some failed headlines. We’ll discuss what went wrong and some ways to make them better.
INFORMATIONAL GRAPHICS SUMMIT

Jan. 23-25
Sponsored by SND and The Poynter Institute
St. Petersburg, Fla.

TOPICS
Challenges for today’s graphics journalist
Restructuring your art department for graphics
Selling your ideas to the newsroom
Creative concepts, graphics design
3-D graphics, mapping with ArcGIS
Interview techniques
Portfolio critiques
Lessons to learn from a reporter
Accuracy, concepts and content
Graphics from print to Web
Integration of graphics on pages
The ethics of graphics

SPEAKERS
Ron Brackett, art director, St. Petersburg Times
Jeff Goertzen, graphics editor, of The Denver Post
Kevin Hand, graphics journalist, Newsweek
Scott Horner, assistant graphics director, South Florida Sun-Sentinel
Kenny Irby, visual journalism group leader, The Poynter Institute
Anne Lindberg, reporter, St. Petersburg Times
Chris Morris, presentation editor, The Dallas Morning News
Craig Pittman, reporter, St. Petersburg Times
Sara Quinn, visual journalism faculty, The Poynter Institute
George Rorick, visiting visual journalism faculty, The Poynter Institute
Peggie Stark, professor, University of South Florida
Matt Waite, reporter, St. Petersburg Times

2006 DESIGN QUICK COURSES

1A DESIGN SUMMIT
March 11
Munster, Ind.

SPORTS DESIGN SUMMIT
April 8
Palm Beach Post
West Palm Beach, Fla.

FEATURES DESIGN SUMMIT
April 22
Ventura, Calif.

REDESIGN ROUNDTABLE
May 6
The Plain Dealer
Cleveland, Ohio

SMALLER PAPER SUMMIT
May 20
The Salt Lake Tribune
Salt Lake City, Utah

QUICK COURSE
GRAD SCHOOL
June 3
The Sun
Baltimore, Md.

COVERING THE BIG STORY
June 17
The Oklahoman
Oklahoma City, Okla.

To get details or register • http://www.snd.org/events/events.lasso • (401) 294-5233

Fees vary depending on the length of the Quick Course.
**REGION 1**
New England
Suzette Moyer
smoyer@courant.com

- **The Hartford Courant** hosted the first-ever “Regional Roundtable” in June. About 25 art directors and designers from New England attended the event. We spent the day in small groups with a leader throwing out topics for discussion. We had a lunch session with a Hartford Courant presentation and then one by Paul Wallen, managing editor of visuals at the Sun Journal in Lewiston, Maine. Art directors at smaller papers asked more experienced designers to visit their papers and meet with their staffs.

- **The Christian Science Monitor** redesigned in mid-August; it last redesigned in 1998. Design director Richard Bergenheim led the redesign.

- **The Boston Globe** launched “Sidekick,” a new section Monday through Saturday, featuring things to do, comics, TV listings and more. The print version directs readers to an online version also. Tito Bottitta is the designer of the section.

- **The Concord Monitor** will launch its redesign in the fall. It will promote its strong photography.

- **The Hartford Courant’s Chris Moore and Mel Shaffer** recently won several Print magazine 2004 design awards.

**REGION 2**
East Coast Metro U.S.
Directorship open

**REGION 3**
Southeast U.S.
Nikki Life
life@sptimes.com

- **The Atlanta Journal-Constitution** had a facelift in June, switching headline fonts to Benton and Miller, and body type to Quiosco. Stocks and sports agate are in Benton.

- **Jeanine Davis**, 28, a sports designer at the Atlanta Journal-Constitution, died on June 21. Jeanine was diagnosed with cancer about two months previously and her health quickly failed. Jeanine joined the AJC in November 2004. A graduate of the University of Missouri School of Journalism, she previously worked at the Fort Worth Star-Telegram as a sports and features designer and at the Belleville (Ill.) News-Democrat as a copy editor and page designer.

- **The St. Petersburg Times** has signed a contract with DTI. As part of a staff reorganization for pagination and a more “universal” design desk, a design editing team was established under the leadership of Patty Cox. Amy Holtyfield was named news design director, Nikki Life was named features design director, and Jeremy Gilbert is the sports design director. Previously, designers had been connected with the copy desk, so this is a significant culture change for the newsroom. Last fall the Times launched a free tab weekly called tbt* (“tampa bay times” that shares some content with the mainsheet but also generates its own with a separate staff.

- **The Tampa Tribune** will host the 2005 ASNE Diversity Job Fair on Nov. 17 and 18. This job fair will be for news, broadcast and online internships and jobs.

- **The Tennessean**, with new AME Jeff Glick (formerly of the South Florida Sun-Sentinel) and new presentation editor Leavett Biles, will launch a new universal design desk this year and a complete redesign in 2006.

**REGION 4**
Southwest U.S.
Ingrid Muller
imuller@denverpost.com

- **The High Country News** of Paonia, Colo., an every-other-week nonprofit paper that covers the West’s public lands, communities and environment, is upgrading, according to Art Director Cindy Wehling. The News (www.hcn.org) is converting from a 24-page stitch-and-trimmed tab with cover-only color to a full-color paper on a white 50-pound offset paper.

- **The Loveland (Colo.) Reporter-Herald** unveiled a Readership Institute-driven redesign on June 4, reports Jason Hackett, design desk supervisor. “We haven’t gotten a lot of feedback from the design community, but we’ve gotten almost nothing but good response from Lovelanders,” he says.

- **The Denver Post** unveiled a new section, Colorado Sunday.

- **The Ranger of San Antonio College** is converting from a broadsheet to a tab this year. Chet Hunt, chair of the Journalism-Photography department, said students published a tabloid in April and decided on the permanent change after readers said the tab was easier to read and carry around. The Ranger won a Pacemaker award from Associated Collegiate Press this year. San Antonio College was the first community college to have a chapter of the Society of Professional Journalists.

**REGION 5**
Plains
Chris Snider
csnider24@aol.com

- **The Star Tribune** of Minneapolis launched a major redesign in October. It’s hiring a dozen people for the effort, including a nightclub writer, a content promotion editor and an art director for a young, upscale Sunday style section.

- **The Quad-City Times** in Davenport, Iowa, began a new single-copy edition in early July, reports Greg Swanson, AME/presentation. The top half of the edition’s front page, when folded in the rack, looks like a multicolored tab that is all referes. Content is targeted to a demographic carved from Beldin Research findings and five years’ worth of single-copy circulation reports: more people news, edgier headlines, no snoozer stories. The bottom half of the page is a condensed version of the home delivery edition’s front page with traditional story play, headlines and design. After six weeks, single-copy numbers have stopped declining and have started to increase slightly; discussions have started about single-copy editions at other newspapers in the Lee Enterprises chain.

- **Quad City Times Editor John Humenik**, a judge for SND’s World’s Best category this past year, was named the Suburban Newspaper Association’s “Newspaper Editor of the Year” nationally.

- **The St. Louis Post-Dispatch** redesigned in September. The design, more evolutionary than revolutionary, introduces more white space, more conversational headlines, breezier briefs and more casual typography. It also delivers more local news, with more geographically customized A1 and Metro sections. There are fewer jumps, more contained items, and more promotion to what’s coming up.

- **Ron Johnson of Kansas State University** edited “The Best of Newspaper Design 26.” He’s also consulted at newspapers in Kansas, Missouri, Texas and Colorado, as well as teaching collegiate news-design sessions in New York and Washington, D.C, and helped with SND’s session at the Native American Journalists Association meeting in Lincoln, Neb.

**REGION 6**
Northwest U.S.
Vanessa McVay
mcvay@wenworld.com

- **Seattle Post-Intelligencer** graphics editor Julie Simon
and PI colleagues David Badgers and Lisa Stiffler made a presentation on “Storytelling through Collaboration: Reporters and Graphics” at the training conference of the Pacific Northwest Newspaper Association in Seattle Oct. 25. Vanessa McVay attended the conference to distribute information about SND.

REGION 8
West U.S.
John T. Garcia
johnagar@venturacountystar.com

- The Marin Independent Journal is converting to Mac OSX and Adobe InDesign.
- The Ventura County Star is converting to Mac OSX and Adobe InDesign, with the help of Saxotech. The Star also plans to move into a new state-of-the-art office building later in 2006.

REGION 9
Western Canada
Gordon Preece
gordon.preece@freepress.mb.ca

- Dose, aimed at the 18-to-34 market, is the latest arrival in the commuter wars. CanWest Global Communications Corp. began to distribute 320,000 daily copies of the free commuter newspaper on April 4 in Toronto and four other English Canadian cities. Dose delivers the news in an at-a-glance format. It is divided into such bite-size sections as “Things to Do,” “People Like Us” and “Live Better,” with lots of fashion, video games, sports, dating and gadgets. CanWest says the newspaper won’t cannibalize the National Post or its papers in Vancouver, Calgary, Ottawa and Edmonton because it is aimed at younger readers. CanWest also plans to offer movie listings and contests through a Web site accessible with mobile phones. CanWest may be getting into the free newspaper business at the right time. Canada’s ad market is predicted to grow 4% this year, according to a recent CIBC World Markets report. Other subway papers in Toronto include Metro, a collaborative effort of Sweden’s Metro International SA and Toronto Star parent company Torstar Corp. that launched in 2000 and recorded readership of 376,300 for the six months ended June, according to research firm Newspaper Audience Databank Inc.; and Quebecor Inc.’s 24 Hours, which debuted in 2003 and has 259,100 weekday readers.
- Maclean’s Magazine, Canada’s newsmagazine, is approaching its 100th anniversary this fall with a yearlong series of special editions planned. One edition, “Leaders and Dreamers,” devotes 200 pages to Canada’s greatest innovators and how they changed the world. Also, “Canadian Obsessions — A Century of National Preoccupations” is a softcover book published by Douglas & McIntyre, launched this summer with 100 views of Canada and Canadians as seen through the pages of the magazine.
- The Toronto Sun, with the arrival of Jim Jennings as editor, has changed its up-front content from heavy on busybabes, starlets and soft entertainment stories back to what those of us in the business call “real news.” The paper had returned to its roots, providing solid reporting of local news events in a way that matters to the readers. Last fall it launched a daily pullout sports section. Jim had a redesign of the Sun coming out in September.
- Lacava Design Inc. has consulted on the redesign of The Baltimore Sun, which launched in September. Lucie Lacava also was in Bogota, Colombia, designing a new national magazine, Cromos, which launched this past spring. She was busy in Quebec, too, consulting with two weekly community tabloids, L’Étoile and Première Édition, and contributing to the launch of a new weekly magazine, La Semaine.
- Tony Sutton of News Design Associates has been redesigning the Daily Dispatch in East London, South Africa. He’s also in Belfast, Northern Ireland, for work at The Daily Ireland and the Ulster Herald and, at the beginning of November, back to Australia for the relaunch of The Chronicle in Toowoomba, Queensland. Tony enjoys running his Web site, ColdType.net, as much as redesigning newspapers; he says it’s good to be an editor again.
- The Hamilton Spectator’s New Homes team has completed another specialty magazine, “New Home Builders — Inside and Out,” which will be included in the Spectator.
- The Windsor Star has introduced a weekly page by twenty-somethings called The Scene, with liberal doses of music, fashion, celebrity, advice, gossip, trends, sports, news and more, delivered with lots of attitude.
- The St. Catharines Standard launches a 20-page weekend tab aimed at female readers 18 to 35. The section includes life, travel, work and home, technology and entertainment pages.
- The Daily Press of Timmins, Ont., included Les Nouvelles, Timmins’ Francophone weekly newspaper, as a special addition to the English-language paper. The normal distribution of Les Nouvelles to specially designated locations across Timmins and throughout the region will continue as before.

REGION 10
Eastern Canada
Gayle Grin
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- The Enterprise-Bulletin of Collingwood, Ont., and Free Press of Midland, Ont., were redesigned with more community news coverage in mind, especially front-page feature profiles of the locals. A Scrapbook page, published on Fridays, is written and submitted by readers, with plenty of club news, family reunions, retirements and check presentations.
- Geneviève Dinel of La Presse won her second award at the prestigious Canadian National Newspaper Awards in three years for Presentation. It was the third straight year that a La Presse designer won this category.
- The Guelph Tribune’s readiness to take a stand on local issues has won Best Editorial Page first-place honors in the Canadian Community Newspaper Association’s Better Newspapers Competition. Said the judge: “The Guelph Tribune had a very attractive, easy-to-read design that was a far cry from many of the jam-packed offerings in this category. Nice writing and the local coverage of local issues from local staff were much appreciated. Many papers simply borrowed editorial material from sister papers or relied on syndicated copy too heavily ... It’s a temptation, especially on a tight deadline, but few things pay off more than taking a stand, even an unpopular one, on issues of local interest.”

REGION 11
Central America
Adrián Álvarez
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- El Diario de Hoy, in El Salvador, is redesigning all its magazines and non-daily sections. This project is led by Raul Braulio Martinez of San Antonio, Texas. Martinez also is
Continued from previous page

helping in the transition to Millenium newspaper production software from Spain.

• Metro, a tabloid newspaper in Monterrey, Mexico, redesigned in June. Creative leader of the in-house redesign was Alejandro Banuet, AME for visuals at Editora El Sol, the company that also owns El Norte de Monterrey.

• El Norte (Monterrey), Mural (Guadalajara) and Reforma (Mexico City), all of the Reforma Group of newspapers, are redesigning with Mario Garcia and Rodrigo Fino. The project has involved more than 12 months of rethinking.

• El Diario de Nuevo Laredo of Tamaulipas, Mexico, is redesigning. Executive editor Marco Villarreal wants to build more local content into the publication, with clean design and some retro ideas.

• Hermenegildo Sabat of Argentina, Guido Moreno of Ecuador and Sonia Goldenberg of Peru won top awards at Premio Nuevo Periodismo Cemex-FNI, which recognizes the best Latin American journalists in the press, Internet, radio and television. Colombian author and journalist Gabriel Garcia Marquez was featured at the event, held in August in Monterrey, Mexico.

REGION 13
Scandinavia
Anna Östlund
anna.ostlund@confetti.se

• Hafvudstadssbladet in Helsinki, Finland, hosted more than 200 at this year’s SND/S conference, including SND president Bill Gaspard and past president Susan Mango Curtis.


• The first European Front Page Competition drew more than 50 entries from newspapers all over Europe. Next year, the competition will include feature pages as well as front pages. SND/S will host the competition for the European regions. The jury will meet in Billund, Denmark, in the beginning of February, 2006. Two international judges are invited.

REGION 14
SND-E: Mediterranean
Javier Errea
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• The Malofiej Awards and Summit, held in March by SND/E and the University of Navarra in Pamplona, Spain, set new records for contest entries and participants in the Show Don’t Tell and Interactive Don’t Show workshops. John Grimwade (Conde Nast Traveler), Juan Velasco (5Ws), Alberto Cairo (elmundo.es) and Geoff McGhee (nytimes.com) were instructors. Pamplona’s Mayor Yolanda Barcina welcomed us all at the Town Hall building. Participants were offered a cocktail, then a guided visit to the Running of the Bulls path in the old city. Practical assignments about Sanfermines were planned and arranged during the visit. El Mundo (Spain) and elpais.es (Spain) were awarded with Peter Sullivan/Best of Show awards in printed and online categories. The jury delivered 116 medals in print categories: 11 gold, 39 silver and 65 bronze. 39 medals were given in online categories: 9 gold, 12 silver, 18 bronze, 1,335 entries from 80 dailies from 20 countries were sent to the contest. The first Alejandro Malofiej Honor Award was given to Professor Miguel Urabayen for his passion as an educator, lecturer and consultant; to his impressive historical knowledge and perspective; and to his contributions to infographics as a journalistic genre worldwide. Thirty-eight graphic artists from all over the world sent their favorite pieces as homage to Professor Urabayen. All works will be included in the next Malofiej Annual Book. SND/E edited, printed and delivered the Malofiej 12 Annual Book, including winners of 12th edition and stories with bylines such as Nigel Holmes (interviewing Charles Blow), Rich Beckman, Jesús Gil (art director for La Voz de Galicia) and Linda Eckstein (historical graphics from Fortune magazine). Malofiej 2006 is scheduled for March 26-31.

• The NH02 Best of Spain & Portugal News Design Contest had 11 judges for 43 printed and online dailies from both countries.

• The NH02 Annual Workshop will take place Nov 16-18, 2005, in Lisbon, hosted by SND-E and the leading Portuguese weekly Expresso.

• The NH02 annual book should be delivered by November 2006.

REGION 15
Western Europe
Joe Breen
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• In Britain, the newspaper world focuses on two major developments — the move by the Guardian into a Berliner format and the launch of a new daily business freesheet aimed at the Financial Times. The Guardian has been leaking readers to a resurgent London Independent and London Times, both of which launched successful compact-format redesigns during the year. The Daily Telegraph, which will soon be the last remaining broadsheet apart from the FT, continues to revamp in an attempt to shed its mothballed image. Overall, the sale of newspapers continues to decline, with only particular examples such as the Indy bucking the market trend. The Guardian has a complete redesign and new presses, converting to the European format measuring 470 x 315 mm, midway between tabloid and broadsheet. The redesign includes a specially created typeface called Guardian Egyptian. Its sister paper, The Observer,
will move to the Berliner format in early 2006.
• In Ireland, the new compact, Belfast-based Daily Ireland, with its bright modernist design and nationalist hue, has bedded in without unduly discommoding the existing players in the market. However, the dominant player, The Irish Independent (which also owns the London Independent) is getting worried as Associated Newspapers are rumored to be ready to launch a Metro freesheet aimed at undermining the Independent’s ailing evening paper, the Herald. There is no love lost between the Independent and Associated, with Associated’s Ireland on Sunday newspaper taking every opportunity to take potshots at the Independent and vice versa. The Sunday Tribune went through another repagination under another new editor but the future does not look good for this title, with rumors that its parent company, inevitably the Independent, has given its management a year to get the title back on track.

REGION 16
SND/DACH — Germany, Austria, Switzerland
Michael Stoll
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• “What’s next?” was the key phrase of our SND-DACH meeting Sept. 23-24 at the Guggenbemuseum in Mainz, Germany. A special exhibition about 400 years of newspaper history played quite well together with presentations about the future of news design including a study about young readers, a marketing model focusing on mobile services and the role of typefaces. We celebrated the winners of our first infographic competition, discussed the results of a members’ poll and elected our new Regional Director/DACH (Michael Stoll) and Local Director for Germany (Stefan Knapp).

REGION 17
Russia
Dmitri Surmin
dsurmin@yahoo.com
• A Russian Newspaper Design conference took place Oct. 22-24 in Moscow at the Renaissance Hotel. The main topics covered: The future of newspaper design, design and management, redesign, infographics, photojournalism and design, design and technology, typography. Among presenters were Ron Reason, Javier Errea, Hans Peter Janisch, Terry Watson and Russian presenters including Andrey Shellyuto of Izvestia, Anatoly Gusev of Kommersant and others. We expected 300 participants from Russia and countries of the former USSR.
• We held the second All-Russia Open Contest on Newspaper Design 2004. About 80 newspapers from Russia, Ukraine, Byelorussia and Latvia participated in the competition, sending in over 2000 entries. Judging took place in May in Moscow. The jury included Dirk Merbach of Die Zeit, Javier Errea of SND/E, Terry Watson of Watson Palmer, Vahur Kalmar of Postimees (Estonia), Tagir Safaev (a well-known Russian type artist), Igor Romanenko of Premier (Russia) and myself, Dmitri Surmin. We issued 47 awards (compared with 19 last year). In the main category “The Best Overall Design,” the Gold Medal was given to Izvestia in Moscow, Russia. There were six categories: best overall design, best front page, best special coverage/informational package, best use of documentary photography, best use of illustrations and infographics.
• SND sent text and images, for an upcoming article in KAK (stands for “how” in Russian), a leading Russian publication on graphic design. It will have a special issue on newspaper design. There will be interviews with Russian and foreign experts in newspaper design, stories about the Russian Newspaper Design Competition and about SND and SND’s competition.

REGION 18
SND/FRANCOPHONE
Lucie Lacava
lucie@lacavadesign.ca
• SND/FR has a new office in Lyon, France, in collaboration with the PIRP (Pôle International de Recherche pour la Presse), Ifra South West Europe, and the CNPI (Centre National de Documentation et d’Information).
• SND/FR will hold its first competition in early 2006; it will take on an intern to help organize.
• The SND/FR Web site and Web blog have seen consistent and increased visits from last year.
• Natalie Baylaucq’s studio unveiled several new designs this year including magazine supplements for Le Monde; redesigns of La Tribune, Midi Libre (Languedoc-Roussillon), and Le Journal du Maroc; and the new free weekly ToutInfo (Lorraine).

REGION 19
Asia-Pacific
Peter Ong
peterong@bigpond.net.au
• DNA and the Daily Mirror, two new English-language tabloids, have started up in the Indian financial capital of Mumbai. DNA (Daily News Analysis) is published by one of India’s largest media groups, Dainik Bhaskar, and Daily Mirror is published by the biggest English-language newspaper in the world, the Times of India Group. They battle for a piece of the pie that is now largely taken up by the afternoon tabloid, Mid Day. Another contender is entering the market within the next six months, published by the Hindustan Times Group, which is now No. 1 in Delhi. Mumbai already has more than a dozen newspapers serving 13 million people. It is the most competitive of Indian cities. As a result of all these new newspapers, journalists’ salaries have shot up threefold or more, with plenty of moves among papers.
• Streats, a commuter tabloid paper published by Singapore Press Holdings, has shut down in a government-induced arrangement with a rival publisher. The rival, Media Corporation of Singapore, has incorporated Streats into its free commuter tabloid, Today.
• The New Straits Times in Malaysia is clawing back circulation it lost to The Star. It converted to a tabloid in November and is reporting gains of about 15 to 20 percent. Still, it’s a long way to The Star’s 350,000 copies.
• The Manila Times in the Philippines was redesigned by an in-house team.
• Kompas, the national newspaper of Indonesia, has converted to a narrower web, with minor changes to its design. Kompas says circulation gains did not meet its target of 50,000 new subscribers.
• Modern Media Group, a private company, has branched out of Guangzhou in the south of China to the capital of Beijing, with a new magazine set to be launched in October. It has a few more publications up its sleeves.
• Economic Observer in Beijing is undergoing a revamp.
• Ximin Daily News in Shanghai has redesigned.
• More than 90 percent of newspapers in China are still owned by the government and its agencies.

REGION 20
Africa-Middle East
Directorship open
NEW MEMBERS

Javier Aldape, editor and vice president/product and audience development, Hoy, Chicago, Ill.
Kevin Allen, paginator, D.C.
Santiago Ayulo, design director/sports and business, St. Louis Post-Dispatch, Mo.
Ramachandra Babu, designer, Gulf News, Dubai, United Arab Emirates
Libby Baird, student, University of Missouri/Columbia, UMC/SND, Columbia, Mo.
Tarrah Beavin, student, Indiana Daily Student, Bloomington, Ind.
Rita Brhel, neighbors editor/Agricultural Reporter, Yankton Press & Dakotan, S.D.
David Brzezinski, Ball State University, Muncie, Ind.
Zachary Burns, layout/graphics editor, The Diamond, College Park
William Campling, design editor, The Sun News, Myrtle Beach, S.C.
Cale Carter, art director, The Houston Defender, Texas, Glade Cox, student designer, BYU/The Daily Universe, Provo, Utah
Lindsay Durango, designer/copy chief, The Roanoke Times, Va.
Elizabeth Eck, Patuxent Publishing Co., Columbia, Md.
Emily Edelman, student, The University of Texas at Austin
Paula Eldred, student, Northwest Missouri State University, NMSU/SND, Maryville, Mo.

Emily Edelman, student, UMC/SND, Columbia, Mo.
Daniel Esqueda Guadalajara, design director, Daniel Esqueda Consultants, Morelos, Mexico
Steve Fischbach, presentation editor, The Post-Register, Idaho Falls, Idaho
Nick Galli, design director, Renegade Magazine, Arlington, Texas
Marian Renée Gaton, editor in chief, University of Texas at Arlington–The Shorthorn
Scott Hammond, student, UMC/SND, Columbia, Mo.
Erica Harlan, graphic designer, Goodland Star News, Kan.
Matt Hoerdt, lead editorial designer, The Daily Reporter, Spencer, Iowa
Jerry Herman, design editor, The Gazette, Colorado Springs, Colo.
Lisa Hicks, graphic artist/advertising coordinator, Cherokee Phoenix, Tahlequah, Okla.
Heather Higgins, student, UMC/SND, Columbia, Mo.
Patty Irwin, Patuxent Publishing Co., Columbia, Md.
Joe Jayjack, design editor, The Volante-The University of South Dakota, Vermillion, S.D.
Brian Kilmartin, production editor, The Irish Times, Dublin, Ireland
Stefano Lacentra, product manager, Publishing & Grafica S.r.l. (P&G Infograph), Milan, Italy
Valerie Leach, student designer, BYU/The Daily Universe, Provo, Utah
Gustavo Lo Valvo, design director, Clarín, Buenos Aires, Argentina
Tara Maguin, designer, University of Nevada Reno, Las Vegas, Nev.
Rick Metzroth, student, UMC/SND, Columbia, Mo.
Johnnie Miller-Cleaves, news editor/features, Chicago Tribune, Ill.
Lisa Mueller, graphic designer, St. Cloud Times, Minn.
Vum NV NB, Grafische Redactie, Groot-Bijgaarden, Belgium
Maria Newman, marketing & publications manager, National Association of Black Journalists, Adelphi, Md.
Conor O’Donnell, night editor, The Irish Examiner, Cork, Ireland
Abby Olsen, student designer, BYU/The Daily Universe, Provo, Utah
Brian Parsley, copy editor, Panama City News Herald, Fla.
Carina Peitsch, editor, Hannoversche Allgemeine Zeitung, Germany
Ryan Peterson, news designer, Fort Worth Star-Telegram, Texas
Alexander Pierce, illustrator/graphic artist, University of Texas at Arlington–The Shorthorn
Leiland Pope, editor, Rankin Ledger, Miss.

Ji Qi, student, UMC/SND, Columbia, Mo.
Brandon Rhodes, presentation editor, The Post-Register, Idaho Falls, Idaho
Libby Roering, student, UMC/SND, Columbia, Mo.
Nandita Sabnis, student, University of Texas, Round Rock, Texas
Barry Sheridan, graphic designer, Makor Rishon-Hasvuon, Doar Na Shimshon, Israel
Whitney Shropshire, design editor, University of Texas at Arlington–The Shorthorn
Diego Sorbara, student, UMC/SND, Columbia, Mo.
Tom Tveidt, director/research, Asheville Metro Business Research Center, N.C.
Kath Witmer, night editorial adviser, Indiana Daily Student, Bloomington, Ind.
Graham Wood, student, UMC/SND, Columbia, Mo.
Andrew Zahler, student, UMC/SND, Columbia, Mo.
Matt Zang, owner, Zang Media, Clarksville, Md.

Check membership renewal status
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Send address and job changes
Society for News Design
1130 Ten Rod Road, F-104
North Kingstown, RI
02852-4177, USA
susans@snd.org
MEMBER MOVES

**Tim Ball** is back at the San Jose Mercury News working as assistant sports editor/design. He was working as a sports designer at The Indianapolis Star in Indiana.

**Jay Binneweg** is a news designer at the San Antonio Express-News in New Mexico. He was automotive editor at The Santa Fe New Mexican.

**Ben Buckner** is working at the Savannah Morning News in Georgia. He was assistant sports editor at the Birmingham Post-Herald in Alabama.

**Alberto Cairo** is teaching at the University of North Carolina at Chapel Hill. He was interactive graphics chief editor at El Mundo/elmundo.es in Spain.

**Michael Currie** has been promoted from sports designer to assistant sports editor at the Fort Worth Star-Telegram in Texas.

**Jeff Goertzen**, former senior artist at the St. Petersburg Times in Florida, is graphics editor at The Denver Post in Colorado.

**Gabe Hartwig**, news designer at the St. Louis Post-Dispatch in Missouri, was graphics & design editor at the Southeast Missourian.

**Scott Johnson** is a copy editor at the Statesman Journal, Salem, Ore. He was entertainment editor at The Anchorage Daily News in Alaska.

**Danielle Messersmith**, former student chapter member with Ball State University, BSU/SND, is working as a freelance graphic designer in Marion, Ind.

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**Tim Monroe** is a copy editor at the Kingston Whig-Standard in Ontario, Canada. He was the night editor at the Orillia Packet & Times, also in Canada.

**Christopher Olds** is a sports designer at the Orlando Sentinel in Florida. He was a sports designer at the San Antonio Express-News in Texas.

**Rhonda Prast** has been promoted from assistant design director/news to features editor at the Star Tribune, in Minneapolis, Minn.

**Ruth Schneider** is working in the editorial department at The Olympian in Olympia, Wash. She was graphics editor at the Vallejo Times-Herald in California.

**Laurie Sterbens** is section editor/designer at The Daytona Beach News-Journal in Florida. She was production editor at the Flagler/Palm Coast News-Tribune, also in Florida.

**Todd Stewart** is a senior designer at the Orlando Sentinel in Florida. He was lead 1A designer at the San Antonio Express-News in Texas.

**Hank Wilson** is working at the Washington Examiner. He was AME/visuals at The Roanoke Times in Virginia.

**Randy Yeip** is a news graphic artist at The Wall Street Journal in Jersey City, N.J. He was a designer at The Patriot-News in Pennsylvania.

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SND UPDATE

NOVEMBER/DECEMBER 2005

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**SND is moving — and holding a book sale!**

The new year will bring a new address for the Society for News Design. The headquarters office is downsizing and moving around the corner, from F104 to D 202 (on higher ground!).

As of Jan. 7, our address will be:

**Society for News Design**
1130 Ten Rod Road, D 202
North Kingstown, RI 02852
USA

Phone, fax and e-mail remain the same.

To help us fit into more compact quarters, we are giving away books through Dec. 15.

You can order a box of any of these editions of “The Best of Newspaper Design™” by sending us your shipping account number. We’ll send you the books, and you’ll pay only for shipping. Each box weighs about 36 pounds. Sorry, but we cannot split boxes or send single copies.

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