

# Modern Media Institute

Dear Editor:

We would like to invite someone from your staff to join us for the first Newspaper Design Seminar at the newly named Poynter Institute for Media Studies January 29-February 4, 1984. The emphasis of this seminar will be the layout and design of news pages, with special emphasis placed on preparation of graphic packages and material for the 1984 Presidential elections.

A distinguished faculty will lead discussions on a wide variety of topics and participate in in-depth critiques of newspapers represented at the seminar. Participants will also take part in two practicum sessions, creating with members of the faculty innovative page designs to incorporate content/design strategies in preparation for the upcoming elections.

We have assembled a faculty of well-known professionals whose contributions to journalistic design have earned them national reputations and the respect of their colleagues.

**Howard Finberg** is picture/graphics editor of the Chicago Tribune and is supervising editor of the Chicago Tribune Graphics Service. He will lead a session on the use of informational graphics and will critique how they are used in participating newspapers.

**Phil Nesbitt** is assistant managing editor for the Chicago Sun Times and will lead sessions on design theory, emphasizing front and inside page design.

**Michael Keegan** is design director for the Los Angeles Herald Examiner and will deal with the effective packaging of the news, use of color, design of feature pages and special sections. In addition, Keegan will coordinate and participate in the seminar practicum.

**David Griffin** is the assistant director of photography and graphics at the Everett (WA) Herald. He will lead sessions of effective use of photographs and will coordinate and participate in the seminar practicum.

**Michael E. Foley** is assistant managing editor of the St. Petersburg Times and will present the editor's viewpoint during a panel discussion concerning preparation of graphics/content strategies for the Presidential elections.

**Roy Peter Clark** is an associate director of The Poynter Institute for Media Studies in charge of the Writing Center. He will lead a session on the ethics of illustration/design.

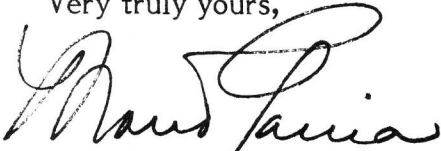
As coordinator of the seminar, I will conduct daily sessions on typographic design, case studies of newspaper redesigns and research in the field.

Many members of the faculty will be on hand all or most of the week to participate in critique sessions and informal discussions.

The Newspaper Design Seminar is limited to 14 participants. We will kick off the seminar on Sunday, January 29 with a welcome reception and dinner at the Wine Cellar Restaurant in Redington Beach. The seminar will end Friday, February 3, with the wrap-up discussion and evaluation session. Check out from the hotel is noon Saturday. Cost for the seven-day seminar is \$400 plus hotel and meals. We have reserved a block of rooms at the St. Petersburg Beach Hilton Inn at \$69 per night for single accommodations. A fifteen passenger van will be available daily for transportation to and from the hotel.

I urge you to confirm your place in this seminar by writing or telephoning the Institute by November 30 with the name of your nominee.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Mario Garcia".

Mario R. Garcia  
Associate Director