

BIRDS OF A FEATHER  
FLOCK TOGETHER

# San Francisco COMICALS

INSIDE *Revised schedule Page 4*

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**NEWSPAPERS WITHOUT NEWS**

# THE LAST WAVE

TECHNOLOGY,  
DESIGN,  
AND LOTS OF  
CREATIVE  
WHITE SPACE





# DESIGN SPEAK

Two judges had the following conversation while cupping and chipping at an SND judging.

"It doesn't work. All that traffic created a bumpy ride," said one.

"You're right," said the other. "My sense is that they're trying to use their real estate in some retro way. Too much spaghetti for my taste."

And you thought this was the communication

business.

Cowabunga, dudes. Bart Simpson makes more sense than designers.

You wanna understand what's going on at SND this week? Then listen up. Here's a glossary that'll get you through the reception. After that you're on your own.

■ **Cupping and chipping:** Sounds like a cross between tiddlywinks and

golf. Actually, its a more cut-throat game of double elimination.

During the first round of SND judging, judges put a slotted paper cup on entries they like.

During the second round, they drop bingo chips through the slots. Three chips from 6 judges wins an award of excellence, five qualify it for a silver medal, six for a gold.

■ **Work/doesn't work:** This has nothing to do with effort or labor. It has to do with success or failure.

When designers can't articulate why a design

succeeds or fails, they fall back on this lame description.

Example, "I don't know what's wrong with it, but that page just doesn't work for me."

■ **Traffic:** A lot of stories, pictures or graphics on a page. A synonym for last year's buzz word: activity.

■ **Bumpy ride:** This has nothing to do with your flight. It has to do with traffic congestion.

■ **"My sense is ..."** A nonsense phrase designers use to sound more impor-

tant than they really are.

■ **Real estate:** Space, news hole. A valuable commodity.

■ **Retro:** This is like that old tie in your closet: keep wearing it, it'll come back.

Modern designers liked to criticize the way newspapers looked before designers. Now that the look is fashionable again, they've coined a word so they don't sound so stupid.

■ **Spaghetti:** Pasta isn't. Mario Garcia uses it to describe strands of unbroken type.



Ask  
**DR.**  
**DESIGN**

Dr. Design is not a real doctor. He has a master's degree in fine arts.

"Which is better: hairline or 1-point rule?"  
- Seymour T. Panz, The Youngstown Vindicator.

**Dr. Design:** Very clever, Mr. Smartypants. You must take me for a fool. But, ha, I've come across this trick question before. There is no correct answer and you know it.

The question is part of the Socratic Pabulum, first put by Socrates to his students in ancient Greece. "The line of hair or the point of one: Which?," the teacher asked. Then he posed a second, more provocative query: "Who put Mario Garcia in charge, anyway?" Sages, mystics and Democrats have pondered the Pabulum through the ages, knowing that truth lies in the questions, not the answers. Many have gone to their graves with words "hairline" or "Mario" on their lips.

As for you, my clever friend, my advice is to get thee to a nunnery, study the rules, and quit splitting my pubic hairs.

"Everywhere I travel, I see newspapers with little color boxes that have words like 'Nation' and 'World' inside. Where do they come from?"  
- Linda Blair

**Dr. Design:** Straight from Hell I'm afraid, Linda. Typographers trace their appearance in print to Bodoni's engraving of Dante's Inferno in 1880s. The numbers '666' were reversed in white against a field of red on Page 3. The technique reappeared about 100 years later, surfacing in Allentown, Colorado Springs and London, Ontario.

Some say this an aberration, the harmless work of consultant who sells his soul and the same redesign over and over. Don't believe it. This is Satan's handiwork. Beelzebub masquerades as a design expert, convincing community editors that they have lost their way in the world. The editors then sell their souls to the Beast, who redesigns their papers, stripping them of history, their place in the community, and the very qualities that make them unique.

There is only one way to save the souls of newspapers everywhere. Dr. Design performs exorcisms that chase the devil out of design. The cost is \$1 less than what Robert Lockwood charges for a redesign.

## The SND makeover

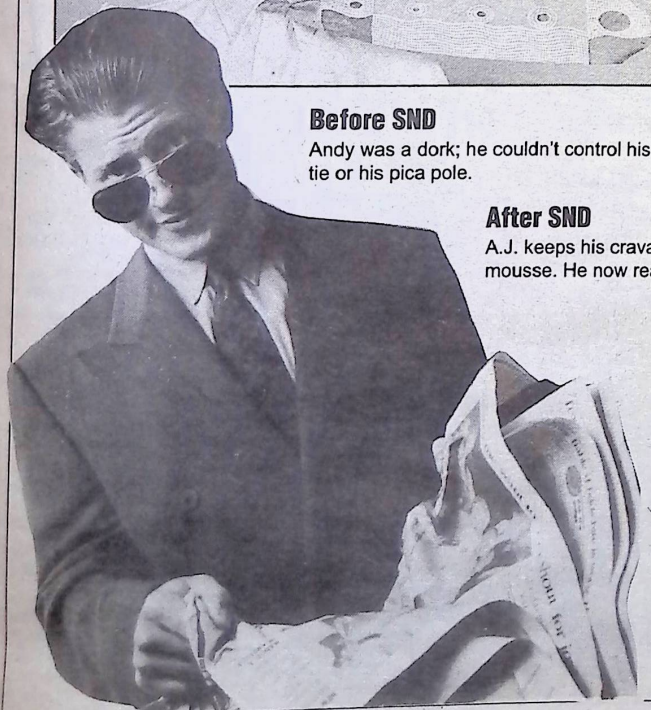
Andy and Margie were layout artists. Editors made fun of them. Reporters called them dweebs. They were never invited to staff parties.

Then Andy and Margie joined SND. They became registered designers. They changed their names to Andrew and Margaret. Editors bought them Macs and asked them to make their pages look better. Reporters bought them Piesporter and asked them to design their resumes.

Today, A.J. and Pegie (as they are now known) are popular. They dress well, go to parties, and practice safe sex. And they owe it all to SND.



**Before SND**  
Andy was a dork; he couldn't control his tie or his pica pole.



**After SND**  
A.J. keeps his cravat loose and his hair in mousse. He now reads USA Today daily.



**Before SND**  
Margie was a pig. She lacked self-esteem and was the sex puppet of the sports department.



**After SND**  
Pegie is a self-assured bitch. She quit shaving under arms and now wears glitter tank-tops with boxer shorts.



# CALIFORNIA SPEAK

“It was just so totally Southern California. When word leaked out about the Orange County Register's new management system, it sounded like the kind of place where Shirley MacLaine would feel right at home. A blurb in Newsweek's 'Periscope' section described a 'New Age' newsroom developed by a company called Synectics Inc. — a 'feel-good' office where reporters covered 'topics' with names like Good Guys/Bad Guys and Friends and Lovers. Argument was allegedly banned from budget meetings, which were run by 'facilitators' who insisted participants begin every statement with the phrase 'I wish.' Staffers were said to be mortified.”

— LISA BERENSON  
News Inc.  
September, 1990

**POSTSCRIPT:** Thirty-six Orange County staffers have resigned since January. Fourteen have gone to the Los Angeles Times

## Chic Cioppino

A special 90's treat for the health-conscious, environmentally concerned, suave and well-bred individual.

### Dolphin-safe tuna chunks

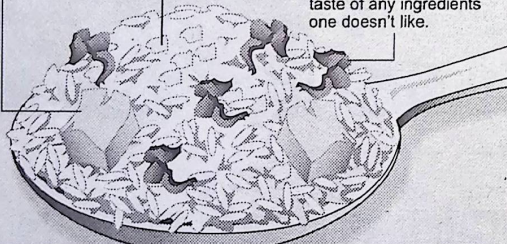
A tasty source of Omega 3 without the horrific knowledge that dolphin blood was shed for this nutritious tidbit.

### Rice bran flakes

A delectable source of soluble fiber which never was horse feed like oat bran or medicine like psyllium.

### Sun-dried tomatoes

For a jolt of intense flavor that covers up the taste of any ingredients one doesn't like.



### Ingredients

- 2 1/2 cups Evian - NOT Perrier (who needs benzene?) - water.
- One 6 1/2 oz. pkg. Rice - A - Roni Chic Cioppino mix.
- 1/4 cup amaranth (hot whole grains)
- 2 tablespoons extra-virgin olive oil (preferably vineyard pressed), or any polyunsaturated LIQUID margarine
- One long piece (approx. 18 in.) Lemongrass
- 1/3 cup kombu (Seaweed)

- 1 Combine ingredients in microwaveable casserole. Nuke at HIGH for 20 minutes.
- 2 Chill-out in den by listening to jazz pianist Harry Connick Jr. on the CD player until meal is ready.
- 3 The taste may be strange at first, perhaps even nauseating for the nouveau suave, but such is the price for those who aspire for chic dining pleasure.

## The SoCal Lament

Notes from California's Whine Country

Do you remember when you were in grade school and the weather was so nice the teacher would conduct class outdoors. Now, imagine that weather almost 365 days a year and you have...

You see, the main problem with working at a newspaper in Southern California isn't deadlines, crashing computers or even editors who think design is what goes over defreeway to tell you how far to denext exit. No, it's more basic than that. The problem is that you must actually show up to get paid when you could be doing more important, outdoorsy things like:

- feeling the wind in your hair.
- practicing a new skate move.
- contemplating lite.
- learning to mambo.

Unfortunately, there are no solutions to this dilemma short of opening your own hot dog stand at the beach or winning the lottery. One can only make the most out of the weekends and perhaps persuade someone to do your laundry for you now and then.

## From the Art Dept. at the Orange Co. Register

10 little graphic artists everything's just fine Tia went to Poynter then there were 9

9 little graphic artists maps and charts are great Bill balls in a hurry then there were 8

8 little graphic artists still in graphics heaven Jeff schmoozes off to Spain then there were 7

7 worried graphic artists performing graphic tricks ... and then there were 6

6 frantic graphics artists some more dead than live ...

then there were 5

5 neurotic graphic artists guarding every door one slipped through a window then there were 4

4 desperate graphic artists really up a tree ... then there were 3

2 surviving graphic artists nothing getting done one just sits and stares and cries then there was one

1 lonely graphic artist not really in the know looks up from his MacIntosh says "Where'd everybody go?"

## TOP 10 LIST

Here's a list of the top ten reasons not to work in California.

10. San Jose Mercury News.
9. Orange County Register
8. Bakersfield Californian
7. Sacramento Bee
6. San Bernardino Sun
5. Marin Independent Journal
4. Fresno Bee
3. San Diego Union
2. San Francisco Examiner
1. San Francisco Chronicle



# YOU, TOO, CAN BE A WINNER!

## SND AWARDS BY MAIL

- Impress your colleagues
- Dazzle your friends
- Ask for a raise

Order your *SND Design Awards* today!

Just pick the award, year and category of your choice.

### SND

SOCIETY OF NEWSPAPER DEMISE  
The Newspaper Center, Reston, Va.,

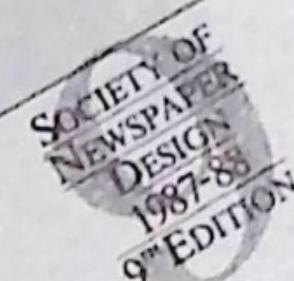
Dear SND, Please send me  
 Gold Medals @ \$5.00  
 Silver Medals @ \$1.00  
 Awards of Excellence (Dime a dozen)

Category: \_\_\_\_\_

Year (1980-1990): \_\_\_\_\_

Name of recipient  
Address

Method of payment  Check  Credit card



*Award  
Excellent*

**WELCOME RECEPTION:**  
City club, 155 Sansome  
Thursday  
6:30-9:30

# REVISED SND '90 SESSIONS AND SPEAKERS

## FRIDAY, Oct. 5

5:30 A.M. **REAL EARLYBIRD TOUR: MACWEEK Production Facility.** An Electronic publication on the cutting edge of newspapering. Sign up fast at the registration desk.

**WELCOME:** SND President Nan Bisher  
**KEYNOTE SPEAKER:** William Randolph Hearst III explains what "Rosebud" means.

8:30 A.M. **THE NEWSPAPER OF THE FUTURE** What research tells us: Dr. Christine Urban of Urban and Associates explains why nobody's reading your rag anymore.

**GRAPHICS REPORTING** Where's the information, sources: How to lift graphics off the bulletin boards and put your own credit line on.

**MANAGEMENT** Managing the creative: Richard Cur explains his charismatic leadership style. Ignoring grunts.

9:30 A.M. **New Directions for News: West and South.**

**Asking the right questions:** Why can't artists spell, read or write?

**Working with people:** Richard Cur explains his charismatic leadership style. Ignoring grunts.

12:30 P.M. **BUSINESS LUNCH ON YOUR OWN**

2:00 P.M. **ASNE Newspapers of the Future Project:** What does ASNE know about newspapers of the present?

**Illustrating the news:** Yol Rorick, check into the office once in a while. Your artists miss you.

**How to read non-verbal communication:** What does a "word" mean when you raise your middle finger?

5:00 P.M. **New organization for the newsroom:** N. Christian Anderson touches and feels while his staff moves to L.A. Times

**Graphics Case Histories:** John Walston explains the finer points of USA Today Snapshots and Marty Westman explores KRTN's Facts Du Jour.

6:30 P.M. **DINNER ON YOUR OWN**

7:30 A.M. **THE NEWSPAPER OF THE FUTURE** Newspaper Design in Asia: Hoo boy!!! Save me a seat!

8:30 A.M. **International Newspaper design:** Ditto.

9:30 A.M. **European newspaper design:** Ditto.

10:30 A.M. **New Iberian newspaper design:** Ditto.

11:30 P.M. **European newspaper design/redesign of Le Monde:** Ditto.

2:00 P.M. **LUNCH SESSION**  
Ditto on the slide show, too.

5:00 P.M. **Newspaper design in Scandinavia:** Ditto.

6:30 P.M. **Latin American newspaper design:** Ditto.

**BANQUET: ON YOUR OWN**

**AFTER BANQUET: ON YOUR OWN**

## SATURDAY, Oct. 6

7:30 A.M. **THE NEWSPAPER OF THE FUTURE** Newspaper Design in Asia: Hoo boy!!! Save me a seat!

8:30 A.M. **International Newspaper design:** Ditto.

9:30 A.M. **European newspaper design:** Ditto.

10:30 A.M. **New Iberian newspaper design:** Ditto.

11:30 P.M. **European newspaper design/redesign of Le Monde:** Ditto.

2:00 P.M. **LUNCH ON YOUR OWN**

5:00 P.M. **Newspaper design in Scandinavia:** Ditto.

6:30 P.M. **Latin American newspaper design:** Ditto.

**BANQUET: ON YOUR OWN**

**AFTER BANQUET: ON YOUR OWN**

**MAC JAM SESSION**  
Get down with some of the biggest egos in the business. Stop in to be ignored by proven players. Bootleg some programs **ON YOUR OWN**

## You're invited...

The SND Board doesn't want you at its private reception.

Present this coupon and you get in anyway.

Nan Bisher's Suite

Hors d'ouvres and cocktails

## GET YOUR DESIGN ON TRACK

If you liked the cabana critiques in Fort Lauderdale, you'll love the...

### Cable Car Critiques

MEET AT 1 A.M. SAT. OCT. 5, 1990, UNION STATION

Designers and street car conductors will make fun of your efforts.

## ANOTHER SILLY IDEA RETURNS

Relive the San Francisco Quake of 1989

### SND Disaster Lab

SIGN UP FRIDAY, 11 P.M., OAKLAND BAY BRIDGE

SAVE SAN FRANCISCO, BRING YOUR PICA POLE





**Cancel my subscription !!**

As if the Ft. Lauderdale Chronicles weren't bad enough, SND will try to prove in San Francisco that it can publish a newspaper that isn't an embarrassment..

**Haven't we heard enough from . . .**

. . . Mario Garcia . . . Robert Lockwood . . . Richard Curtis . . . John Walston . . . Roger Black . . . Ed Miller . . . George Rorick . . . George Bengé . . . John Monahan . . . Randy Stano . . . Steve Cven-gros . . . Pegie Stark . . . Rob Covey . . . Billie Kierstead . . . Howard Finberg . . . Don DeMaio . . . and everybody left at the Orange County Register . . .



John Monahan



John Walston



George Rorick



Richard Curtis

The Washington Post, Detroit Free Press, Detroit News, New York Times, Washington Times, Boston Globe, and Philadelphia Inquirer.

Guess which newspapers won the most awards at the SND competition again this year?

The Washington Post, Detroit Free Press, Detroit News, New York Times, Washington Times, Boston Globe, and Philadelphia Inquirer.

Guess which newspapers have the most designers and the largest art departments?



# DESIGN

The decade ahead

Views of design for the 1990s

## Whaddya mean I can't cancel my subscription?

Every year, Design magazine editors promise a regular publishing cycle and relevant articles.

**WALTER BERNARD**



**F**or some time now, I've suspected that my strengths as an art director considerably outweigh those as a designer. I like to think I'm able to work with and direct talented people toward a common goal. Perhaps because I'm a real fan of good illustration, photography and design. Also, because of my magazine know-how, I've developed mature skills as an art director, which I think tend to help I'm still learning as a graphic designer.

## Boy, were we impressed

Design magazine gave us "How We Work and Live," an inane series in which designers wrote about themselves.

This exercise in self-importance was taken to the extreme in the profile of Walter Bernard who shared his diary ("Bina gets up to get Sarah ready for school"), the people he most admires (Mookie Wilson and David Letterman among them), a sketch of his office (here's where the stat machine is located), his wallet (pictures of daughter Sarah and wife Bina; Jaguar and Fiat registrations; MOMA membership card); "cash I have on me" (\$56 in wallet; \$2.13 in change; total: \$58.13); his favorite TV shows (thirtysomething); and his great insight ("For some time now, I've suspected that my strengths as an art director considerably outweighed those as a designer.")

Get a life, Walt.

BIRDS OF A FEATHER FLOCK TOGETHER

# GOOSE AWARDS

## The Comicals tweaks the beaks of SND's biggest birds

### You can check out anytime you want, but you can never leave

SND harasses drop-out members for renewals with the persistence of loan sharks.

### Hang it next to the Elvis portrait on black velvet

Milton Glaser designed a commemorative poster for SND's 10th anniversary. The 11th anniversary poster will be designed by AP graphics. It's hoped this one will sell.

### But think of how many magazines they haven't worked for:

Match the designer with papers he's worked for:

Randy Miller  
Howard Finberg

- Chicago Tribune,
- New York Times
- San Francisco Examiner,
- San Francisco Chronicle,
- San Joe Mercury News,
- Arizona Republic,
- New York Times,
- St. Louis Post-Dispatch,
- Kansas City Star,
- Denver Post,
- Detroit Free Press

### Loyal, dedicated leadership

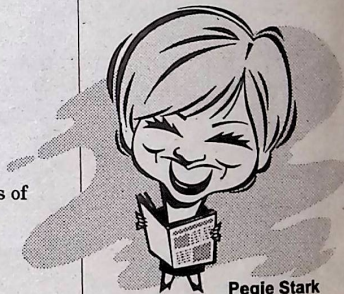
For the past two years, presidents of the Society of Newspaper Design Rob Covey and Nanette Bisher have worked for a magazine.

### A lampshade this year, George?

One of the highlights of the Lauderdale frolics was George Bengé doing the hula in a grass skirt.

### Those deadlines are a killer

SND luminaries Mario Garcia, Pegie Stark and Nancy Tobin have all left newspapers. Tobin is in line to become SND president, continuing a trend of non-newspaper officers.



### And that was one of his friends...

The managing editor of the Providence Journal put a bag over his head and his nameplate when the Journal's David Gray, a former SND treasurer, spoke at the American Press Institute.





## SIGHTSEEING

☞ **CHINATOWN:** Catch the trolley at California street, get off at Stockton and follow your senses. Check out the shops on Stockton, the street of daily life, and the bustle of Waverly Street, the street of painted balconies. Visit the Golden Gate Fortune Cookie factory at Ross Alley. Dine at Celadon, one of the best Chinese restaurants in the country, or any of the many tea rooms and dim sum houses.

☞ **NOB HILL/RUSSIAN HILL:** Hobnob with the rich and hip. Within walking distance of downtown the financial district. For a workout, climb Lombard Street, the crookedest street in the world, Twin Peaks, O'Shaughnessy and Teresit boulevards, and Telegraph Hill. Great houses, apartments, shops and hotels. Check out the lobby at the Fairmont hotel.

☞ **Sausalito:** A hillside village across the Golden Gate Bridge in Marin County. Boutiques, cafes, and some great flea markets. Take the ferry and feed the gulls.

☞ **GOLDEN GATE PARK:** A lush, verdant park stretching three miles from Stanyan Street to the Pacific. Stroll the walking paths through the 6000 varieties of flowers and plants. Have tea in the Japanese Tea Garden. Visit the conservatory, the gardens, the museums, the nearby Palace of Fine Arts.

☞ **THE WATERFRONT:** Take the Embarcadero north to the North Beach District. A perfect place for urban walkers/sightseers; stroll Pier 39, Fisherman's Wharf, then Ghirardelli Square.

## EXCURSIONS

☞ **WINE COUNTRY:** Cross the Golden Gate Bridge, then head north on Highway 101 to the fabled Sonoma and Napa valleys, about an hour north of San Francisco. October is the height of the grape harvest; 200 wineries and hundreds of cafes and pricey restaurants await. Reservations are a must.

☞ **Highway 1:** Take a drive along the Pacific to Monterey, Carmel and Big Sur. Three hours of splendid scenery

## VIEWS AND VISTAS

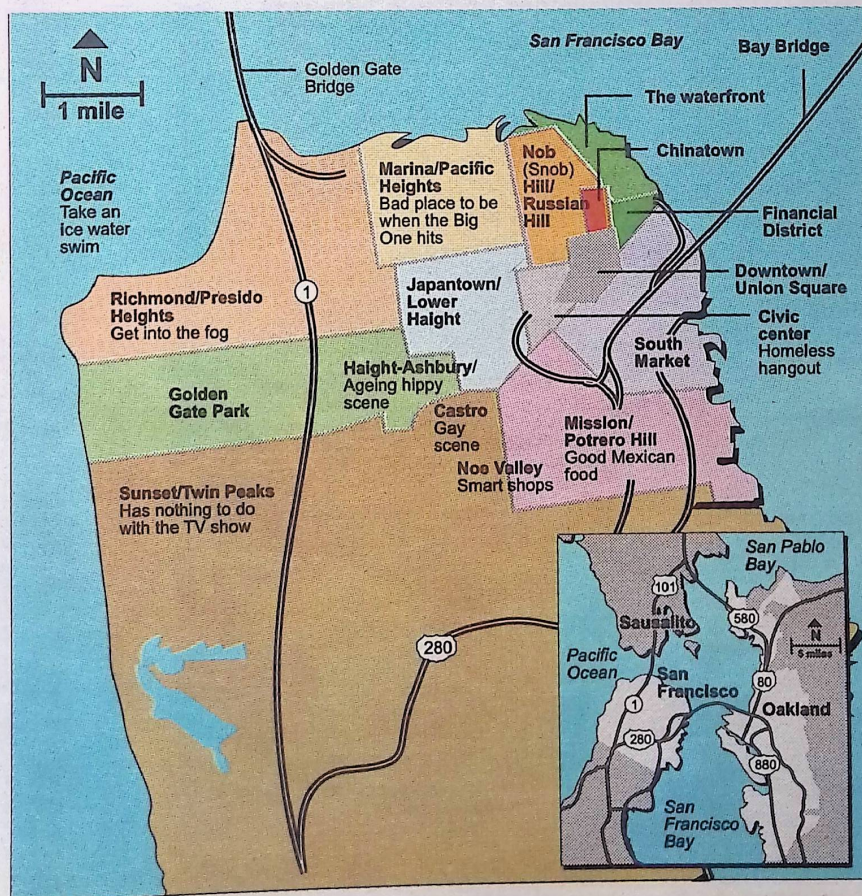
- ☞ The Pacific from the Sea Cliff restaurant
- ☞ The Golden Gate from underneath, at Fort Point in the Presidio
- ☞ Golden Gate Park Vista Point, south end of the bridge at the toll plaza
- ☞ Telegraph Hill — the bay, the bridges, Fisherman's Wharf
- ☞ Twin Peaks at the top of Market Street for a vista of the city.



*The program's a bore. So are the people.*

*What the hell, you're on expense account in San Francisco. Get out of the Hyatt. Quick.*

*Some recommended destinations:*



## PRICY RESTAURANTS

☞ **DONATELLO** in the Donatello Hotel, 501 Post St. (Downtown). Excellent, but expensive. Jacket-and-tie 441-7182.

☞ **CAMPION PLACE DINING ROOM**, Camp-ton Place Hotel, 340 Stockton St. (Downtown). Pish-posh. Elegant, gourmet American cuisine. Very conservative. Try breakfast. 781-5155.

☞ **FLEUR DE LYS**, 777 Sutter St. (Downtown). Expensive French-nouvelle cuisine. Jacket and tie. 673-7779.

☞ **CHEZ PANISSE AND THE CAFE AT CHEZ PANISSE**, 1517 Shattuck (Berkeley). World-class French, Italian and California cooking. 548-5525, 548-5555.

☞ **CAFE D'ARTS**, 205 Oak St (Civic Center). Artistry in cooking and decor. 626-7100.

☞ **LE PIANO ZINC**, Market and Church streets (Sunset district). Fancy French food. 431-5266.

## AFFORDABLE

☞ **BALBOA CAFE**, 3199 Fillmore St. (Pacific Heights/Marina) Inexpensive American food. 921-3944.

☞ **BRIDGE CREEK**, 1549 Shattuck Ave., Berkeley. Nostalgia served with hearty breakfasts and lunches. 548-1774.

☞ **FOG CITY DINER**, 1300 Battery St. (North Beach area). Trendy, California cuisine in a sleek diner. 982-200

☞ **HARRY'S BAR AND AMERICAN GRILL**, 500 Van Ness Ave. (Civic Center). Northern Italian specialties, famous burgers. 864-2779.

☞ **ROSALIE'S**, 1415 Van Ness. Whimsical decor and food. Very California. 928-7188

☞ **LE PETIT CAFE**, Larkin at Vallejo (Russian Hill) Neighborhood coffee house.

☞ **TOSCA CAFE**, Columbus Avenue (North Beach) Coffee and people-watching.

☞ **TADICH GRILL**, 240 California St. (Financial district) Famous fish house. 391-2373

## CHINESE/JAPANESE

☞ **KABUTO**, 5116 Geary (near the Presidio) Sushi. 752-5652.

☞ **TUNG FONG**, 808 Pacific St. (Chinatown) Dim sum. 362-7115.

☞ **YUET LEE**, 1300 Stockton St. (Chinatown) Dim sum. 982-6020.)

☞ **CELADON**, 881 Clay St. (Chinatown). Expensive Chinese. 982-1168.