

An international faculty of six members flew to four cities in nine days and drew almost 350 people from 17 countries

On the road (and in the air again) with this year's SND European Flying Seminar

The "List:"

- **Best hair:** Two-foot, retro punk hair in a Stockholm park
- **Best street vendor:** Street massage in Stockholm park
- **Best dinner host:** La Voz de Galicia
- **Best dinner food:** Hamburg
- **Best ice cream:** Royal ice cream store in Stockholm (Kaffee/Cognac)
- **Best airport:** Zurich
- **Best airline:** SAS
- **Best cities for shopping:** Zurich and Stockholm (tie)
- **Best shopping bargains:** La Coruña
- **Best candy stores:** Zurich & Stockholm (tie)
- **Worst projector:** The slide-consuming monster in Stockholm
- **Worst room to work:** La Coruña
- **Most abused word:** "Stupido"
- **Best reception:** Vasa Museum, Stockholm
- **Best quotes:** "Show, don't tell." — Juan Ginar on how a graphic can communicate better than words alone. "Go early; stay late." — Bill Ostendorf on one of the secrets his photo staff uses to beat TV and to get different images.

"We found new ways to explain information visually. And we learned that editors and designers must work together from the beginning so we're not just cutting long stories into smaller pieces."

Deborah Withey, design director, Detroit Free Press and second vice president of SND.

"Readers read photos, captions and headlines first and they spend at least half of their time with the newspaper scanning these three elements. Yet we spend 90 percent of our resources writing the copy and only at the very end do we think of a photo, write the caption and draft a headline."

Bill Ostendorf, director of photography, Providence Journal-Bulletin

"It's important for newspapers to learn all three languages of communication — the combination of words, pictures and infographics."

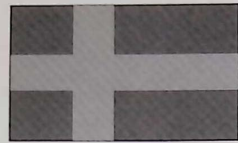
Juan Ginar, professor, University of Navarra, Pamplona, Spain and SND director of R-13.

By Bill Ostendorf,
Director of photography
Providence Journal-Bulletin

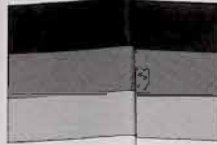
SND's most international workshop ever drew attendees from 17 countries when the European Flying Seminar visited Stockholm, Hamburg, Zurich and LaCoruña, Spain.

The EFS, patterned after SND's successful Quick Course programs in North America, drew warm and enthusiastic responses from audiences dominated by top editors. Most attendees had never heard of SND before attending one of the workshops, but afterwards many wanted to join, help establish chapters and sponsor more SND events in their countries.

"The response to these workshops is a very good signal for Barcelona (where SND will hold its annual workshop and exhibition in 1995)," said Juan Ginar, who has led all three of the EFS pro-



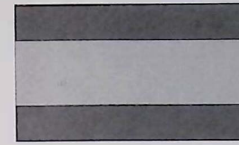
Friday & Saturday
May 7 and 8
Stockholm
Sweden
140 people from
5 countries



Tuesday
May 11
Hamburg
Germany
70 people from
2 countries



Thursday
May 13
Zurich
Switzerland
60 people from
11 countries



Saturday
May 15
La Coruña
Spain
70 people from
11 countries



OVER THE ALPS: on the way to Madrid, Skreien and Chapin try to catch up.

"There hasn't been any pressure on the British press to change. The market is segmented into three class distinctions — quality papers, midmarket tabloids and downmarket tabloids."

Andrew Chapin, art director, Financial Times, London

"For a small extra fee, I can order special supplements of Newsweek's 'Special Focus' of interest to me. Newspapers need to look to this kind of customized product to add extra value to their publication."

Howard Finberg, ABE, Arizona Republic, and SND Foundation president,



IT'S OVER: EFS faculty Ginar, Withey, Ostendorf, Finberg, Chapin and Skreien yuck it up for the camera after the last workshop and a tour of the printing plant in LaCoruña in Spain.

grams. "We had a very diverse turnout, and there was a lot of interest in future SND events in Europe."

"Everyone was very interested in what SND has to offer. And they were very pleased with our decision to bring our biggest workshop to Europe in 1995," said Howard Finberg.

He added that now is the ideal time to foster better design in Europe. "While there are pockets of very good design in Europe, there are also a lot of areas that are just on the verge of the kind of design revolution that swept the U.S. in the '70s and '80s. While we were in Germany, you could feel that same sense of excitement when you talked to editors who saw the need for attracting new readers."

Andrew Chapin added that Great Britain is also on the verge of major changes in newspaper design. "We haven't got the infrastructure yet. We

don't have enough designers or enough designers with enough influence in the newsroom. But if you look at newspaper design in Britain in the last five years, a lot has changed and it will continue to evolve."

"What impressed me was the common challenges we all face in trying to edit newspapers," said Bill Ostendorf. "Whether you were talking with an editor from Estonia or Spain, the same questions came up and the same problems and solutions apply — staffing and training problems, technology, deadlines, poor color reproduction, communication. What we do in U.S. newspapers is very applicable to Spain or Germany, and vice versa. We can learn a lot from each other."

The European tour also led to the unveiling of the first major project for the SND Foundation. Deborah Withey, Finberg and Ostendorf collected more

than 150 newspapers from around the world published on Feb. 10, 1993. Originally, they gathered the papers to prepare for lectures for the EFS.

"We didn't want to come to Europe and just show examples of U.S. papers," said Withey. "We wanted to seek out the best of newspaper design around the world for our presentations."

But once they collected the papers, they realized what a valuable resource these papers were. During the EFS, they unveiled their plan to publish samples of the papers in a book, "A Day of Design," to be sold this fall to raise funds for the Foundation. Even though the project is still in its early stages, they began selling pre-publication copies of the book at a \$40 discount, before its scheduled publication this fall.

"These pages aren't design winners, nor pages produced on a big news day,"

said Finberg. "February 10 was a very ordinary day and these newspapers represent a wonderful example of what is routine newspaper design around the world."

"It was sad to see how poor photojournalism is around the world," said Ostendorf. "The industry continues to undervalue and misunderstand the potential power and interest photography can provide. It was almost universal. Papers everywhere have come a long way in a relatively short time, with improved color, graphics, design and typography, but it's clear we still have a long way to go," said Ostendorf.

The use of illustration and color were two things that varied considerably between countries, said Withey. But generally, it was amazing how similar papers really are — whether they are from South America, Eastern Europe or India.

"We should not copy one another, but be inspired to transfer good ideas into our own style and environment."

Norvall Skreien, former editor in Bergen, Norway, president of SND Scandinavia.

WHO:

- Andrew Chapin,
 - Howard Finberg,
 - Juan Antonio Ginar,
 - Bill Ostendorf,
 - Norvall Skreien,
 - Deborah Withey
- and more than 300 participants from Finland, Sweden, Norway, Denmark, Germany, Switzerland, Austria, Lichtenstein, Russia, Estonia, Poland, the Czech Republic, Bulgaria, Slovakia, Hungary, Spain and Portugal.

WHERE:

- The cities of Stockholm, Hamburg, Zurich and La Coruña.

WHEN:

May 7 to May 15

WHY:

We're not sure.