

WRITING/GRAPHICS – Serving the Reader:
The Marriage of Writing, Editing, and Design
September 6 – 9, 1988



The Poynter Institute for Media Studies
801 Third Street South
St. Petersburg, Florida 33701
813-821-9494

Writing & Graphics Summit: Serving the Reader

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REMINDERS

1. The Poynter Institute is located at 801 Third Street South, about a 20-minute car ride from St. Petersburg Beach.
2. Parking: The Poynter Institute has parking for guests in the uncovered spaces and on Eighth Avenue or Third Street.
3. Starting Time: You should arrange to have breakfast at your hotel. Seminar sessions begin promptly at 9 a.m. The Escot van will depart from the south wing (ground level) of the hotel at 8:30 a.m. The Poynter Institute will provide coffee after your arrival.
4. Dress: Dress casually for the seminar sessions.
5. Newspapers: We will have copies of the St. Petersburg Times for you each morning.
6. Dinner: You are free for dinner. You'll find a number of good, reasonably-priced restaurants within a short walk or drive. Most seminar participants enjoy going out in groups. This packet includes a short restaurant guide.
7. Messages: Calls for participants will be posted on the east wall of the amphitheater.
8. Fidelity: Please attend all sessions. In case of sickness or other problems, please call The Poynter Institute (821-9494).
9. Smoking is allowed in the dining room and on outside patios only. Please do not carry drinks into the amphitheatre.
10. Enclosed in your portfolio bag is a LIMO reservation form which should be turned in at the front desk by Thursday morning at 9 a.m., if you would like a reservation made for your departure.
11. Conclusion: The seminar will conclude by 12:30 p.m. on Friday. You may leave for the airport from The Poynter Institute at that time. Bring your luggage to the Institute. Check out time is 12 noon at the Don CeSar. The van will return to the hotel after the seminar for those who are staying over.

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SCHEDULE

TUESDAY, September 6

6:30 p.m. Reception: The Salvador Dali museum.
Conference introduction: The Poynter Institute
The Great Debate: Words vs. Pictures or
Who's on First?
Roy Peter Clark vs. Mario Garcia
"Pictures are for wimps" "Eat my pica ruler"
moderator: Bob Haiman
Keynote address: Ed Miller, former editor of the
Allentown Call-Chronicle
Reminders and logistics: Don Fry

WEDNESDAY, September 7

8:30 a.m. Van will depart from the south wing of the Don
CeSar for the Institute.
9 a.m. Mario Garcia: Serving the Reader: The Key Is
Journalistic Thinking
10:15 a.m. Break
10:30 - 11:30 a.m. Table Talk - discussion and debate
11:30 - Noon The Gallery - questions and comments
Noon Lunch
2 - 5 p.m. Don Fry - A Case Study: The Story of Sage
In Words and Pictures. Featuring the staff
of the Albuquerque Tribune.

THURSDAY, September 8

8:30 a.m. Van departs from the south wing of the Don CeSar
for the Institute.

THURSDAY, September 8

- Integrated Journalism: The Key Players
- 9 a.m. A series of mini-cases
- David Finkel - The Writer
 - Carl Sessions Stepp - The Assigning Editor
 - Pegie Stark - The Designer
- 10:30 a.m. Break
- Duncan McDonald - The Photographer
 - Pam Marshak - The Copy Editor
 - Howard Kleinberg - The Big Shot Editor
 - Nils Thostrup - European Viewpoints
- 1 p.m. Lunch
- 2:30 - 5 p.m. Workshop: "The Legacy of Salvador Dali"
A mostly unrehearsed planning session in which writers, editors, designers, etc. brainstorm an important story.
- Response from the Gallery

FRIDAY, September 9

- 8:30 a.m. Van departs from the Don CeSar for the Institute.
- From Here to There: A Look at the Future
- 9 a.m. Don Fry: Where We Stand, Where We're Headed: Education in the Newsroom and the Classroom
- 9:30 Bill Howarth: What we can learn from magazines and other media.
- 10:00 Howard Finberg: Collaborative Learning in the newsroom.
- 10:30 a.m. Break
- Leslie Polk: The journalism classroom; teaching integrated editing.
- Kevin Barnhurst: Research: missions and challenges.
- Mario Garcia: Some final words - Poynter plans.
- 12:30 p.m. Seminar conclusion

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