

MONDAY, OCT. 9, IN NEW YORK CITY

A LOW-COST, ONE-DAY VISUAL JOURNALISM WORKSHOP, FOR CHARITY!

Designing For a Difference



PRESENTED BY RON REASON SITE HOST: **Staten Island Advance**

Cost? Just \$95! With 100% of proceeds directly benefitting the Leukemia & Lymphoma Society

SOUNDS COOL, TELL ME MORE! This one-day workshop will sharpen your ability to produce smarter news publications that actually make a difference in the lives of today's readers, and to think more critically and helpfully about your own work and that of your newsroom. It's not just tips, tricks and trends for today - come boost your brain for the long-haul! Intended for newspaper and news magazine editors, designers, managers, reporters, artists and photographers.

PART 1, MORNING: Presentations take you inside the minds of leading design editors and inside the newsrooms where practical innovation is happening. Tentative topics include:

Front page promotions: *Tell* (stories), *compel* (readers) and *sell* (papers)!

Time-starved readers are not brain-starved readers

Forget what you learned in college about **good headlines**

So, you think you **know your readers**?

Beyond the inverted pyramid: New **story forms** you can use today

What **weekly news magazines** can teach mainstream papers

Redesigning with readers in mind, from Kansas City and beyond

Converging print with web: empowering the copy editor and designer

[PLUS: Audience choice: Email us about your top training needs!]

PART II, AFTERNOON: A more detailed and thoughtful critique than you'll get anywhere else! This is an intensive review of participants' work in a group setting, with comment, debate and deconstruction/reconstruction by faculty as well as attendees. We'll critique your designs as well as your language, and your thinking skills. All confirmed attendees will be required to send PDFs of up to four page designs, via email one week prior the program, for evaluation by faculty in advance and inclusion in the critique.

Are you redesigning your paper, a section or just a page? Inquire about sending your prototypes in advance for a special group review during this session!

TO REGISTER (OR ASK A QUESTION): Simple! Email Ron Reason at <ron@ronreason.com> with "NYC Design Workshop" in the subject line and tell a bit about yourself and why you want to attend. Space is limited, with preference given to inquiries made by Sept. 10. You'll receive detailed instructions on how to send your \$95 payment directly to the Leukemia & Lymphoma Society, directions to the *Advance* (via highway or ferry), details on PDFs needed for the critique, and more. This affordable registration fee is 100% tax-deductible; all services of presenters and hosts are donated. [Don't have a training budget? Check with your company's charitable giving director to see if they can help!] Questions? Email <ron@ronreason.com>

SPEAKERS INCLUDE:

Ron Reason, *Poynter Institute* Visiting Faculty, and Design & Editing Consultant (*Portland Press Herald, Advertising Age, Harvard Crimson, Dallas Morning News, Emirates Evening Post of Dubai and more*)

Claire Regan, Associate Managing Editor, *Staten Island Advance*

Kelly Frankeny, Creative Director for the recent redesign of *Kansas City Star* (for Garcia Media) and former Art Director, *San Francisco Examiner*

Jesper Goransson, Art Director, *Advertising Age*

Janet Michaud, Associate Art Director, *Time Magazine*

Can't attend but interested in a **detailed, low-cost critique** of your paper? See www.ronreason.com for a limited-time offer!