



HOWARD FINBERG
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January 24, 1993

Benjamin Brennan
Hoy
Apartado
Quito, 9069
Ecuador

Dear Editor:

The Society of Newspaper Design Foundation, in cooperation with the 1993 SND European Flying Seminar, is working on an exciting educational project that requires your assistance. As you know, the world of newspaper design is as varied as the international political scene. It is that vitality SND—an international organization dedicated to improving newspapers through design and visuals—wishes to celebrate by assembling copies of the world's most important and best designed newspapers. Tentatively, the project is titled "*A Day of Design*." We have randomly selected the date of February 10, 1993.

In addition to presenting these world-class newspapers at a series of workshops in Europe and the United States, the SND Foundation plans to publish the collection as a book for journalism schools and professionals. Sales of this book would help the Foundation raise funds for other educational programs.

One of the key missions of the SND Foundation is to share design information and we can think of no better way to accomplish this goal than through a collection that presents the tremendous variety of visual styles. We are requesting newspapers from Europe, North America, South America, Asia, Africa and the Middle East. The *Hoy* is one of few that has been selected to participate in this project.

Benjamin Brennan, please send us a copy of your newspaper for Wednesday, February 10, in the enclosed pre-addressed envelope. In addition, please fill out the top of the enclosed information sheet about your newspaper. Also enclosed is a RSVP sheet that you can fax to the SND Foundation to notify us that your newspaper will participate. The bottom of the information sheet requests additional information so we can have a better understanding of your design in context of your editorial content. If you have questions, contact Howard Finberg c/o *The Arizona Republic*, 120 E. Van Buren, Phoenix, AZ 85004. The phone number is 602-271-8248. Or contact Bill Ostendorf of *The Providence Journal* at 401-277-7315.

To make "*A Day of Design*" and the SND Foundation successful, we need your help. In advance, thank you very much. We're looking forward to seeing your newspaper.

Sincerely,

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European Flying Seminar faculty

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