



# SOCIETY of AMERICAN TRAVEL WRITERS FOUNDATION

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*Sponsor of the Lowell Thomas Travel Journalism Awards*

July 6, 1999

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I am writing on behalf of Mike Cuenca, assistant professor of visual communications. In 1997, the Society of American Travel Writers Foundation was pleased to present Mr. Cuenca a Lowell Thomas Travel Journalism Award in the Electronic Computer Media category for work on his own web site in 1996.

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Judging was done by Northwestern University's Medill School of Journalism faculty. In giving Mr. Cuenca a bronze award for "Raucous Rascals Make Themselves at Home on Monterey Bay," the judges called the entry "one of the best examples of storytelling with new media." In briefly explaining how the work used the multiple abilities of the Web, the judges said, "These kinds of storytelling techniques, combined with the best writing that travel journalists have to offer, will someday allow the creation of the ultimate travel Web site. And this example might be the one that leads somebody to create it."

**TREASURER**

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The Lowell Thomas Travel Journalism Awards are the most prestigious in the field, coveted by major publications and individual journalists as the Pulitzer Prizes of travel journalism. Sponsored by the SATW Foundation, the competition is entering its 16th year, annually drawing 1,000-1,200 entries in two dozen categories of work, from outstanding individual articles in varying media to the best newspaper travel sections, best travel magazines and best travel books.

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The Foundation was established in the early 1980s with one major goal: to recognize and reward excellence in the field of travel journalism. To do so, the Foundation began the Lowell Thomas Travel Journalism Competition, the first broad-based independent competition among travel journalists. Its awards quickly gained stature among major publications for several reasons. They respected that the competition does not promote any particular destination or travel product, that it is open to all North American journalists (not just SATW members) and that entries are judged by an independent panel. From the beginning, the Foundation has retained leading journalism schools to do the judging, tapping the University of Missouri the first

**AT-LARGE**

TED RYAN  
Ted Ryan  
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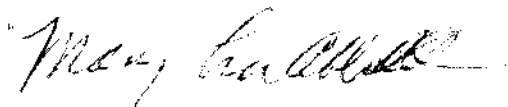
seven years, then Northwestern's Medill School of Journalism through 1997. Currently University of Florida's College of Journalism and Communication is judging the entries. While the Foundation establishes the competition categories, sets the rules and pays the judges, it plays no role in the judging; all entries go directly to the university faculty. The Foundation is supported by donations, which are tax-deductible.

For individual journalists, the honors have brought not only national prestige but also money. For the Grand Award, the competition carries a \$1,000 prize and the title of Lowell Thomas Travel Journalist of the Year. The Grand Award first runner-up receives \$500 and the gold awards in individual categories carry a \$500 prize each. In all, the Foundation awards \$11,000 each year. No monetary awards are given to the winning newspaper travel sections and travel magazines.

I am enclosing a copy of the entry form for the 14th annual competition, on which our 1996 winners (including Mr. Cuenca) are listed. The form also provides background on our rules. Among the repeat award winners are: the travel sections of *The Los Angeles Times* (five gold awards), the *Chicago Tribune*, the *Boston Globe*, the *Fort Worth Star-Telegram*, the *Seattle Times* and the *Rocky Mountain News*; and the *National Geographic Traveler*, *Travel & Leisure*, *Islands*, *Travel Holiday*, *Michigan Living*, *Arizona Highways*, *Sky* and *Hemispheres* magazines.

The Foundation is pleased to have Mr. Cuenca among its award winners.

Sincerely,



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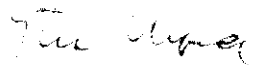
July 26, 1999

Promotion & Tenure Committee  
William Allen White School of Journalism & Mass Communications  
University of Kansas  
Lawrence, KS 66044

I'm a senior editor at *Computerworld* newspaper. In 1996, I edited a section called In Depth, which ran feature stories on hot technologies or interesting personalities. In the Aug. 19, 1996 issue, Mike Cuenca wrote a terrific story on JavaScript -- a brand new computer language at the time that has since grown to be a linchpin of the World Wide Web.

*Computerworld* is a weekly publication, so I had 51 In Depths per year; I'd estimate that I received more than 500 story pitches per year. I decided to give Mike a try because he appeared to have both technology knowledge and writing skill. I'm glad I did; the story was well received and was one of the earliest pieces on JavaScript applications to run in the computer trade press.

Mike researched the topic for several weeks and went through three or four rounds of careful editing. The result was a meticulous, informative, yet entertaining story.



Steve Ulfelder  
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