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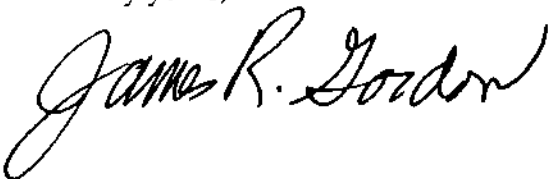
The mission of *News Photographer* magazine is to support the efforts of the National Press Photographers Association in its role as the voice of the photojournalist by communicating news, identifying trends, delineating issues, providing information, and recognizing the work of photojournalists. I have been its editor since January 1978. I have 45 years of photojournalism and journalism education experience.

Prof. Mike Cuenca's research, advice and counsel, through an article he provided for our October 1997 issue of *News Photographer* magazine ("Getting Back Your Clout on the Web"), was of great significance to our working photojournalist members, many of whom now find their efforts displayed on the Web on a daily basis. A great many of the journalism professionals responsible for online journalism production are among our members.

What Prof. Cuenca advocated nearly two years ago forecast a new type of photojournalist, now nicknamed a "platypus," necessary because of the ability and capability of providing not only still images but video and sound for the Web as well as television.

Prof. Cuenca's article detailed his development of two Web sites presenting journalists with creative and unique presentation formats for journalism content on the Web. His innovative use of the multimedia capabilities of the Web, as showcased in his "Raucous Rascals Make Themselves at Home on Monterey Bay" Web site, was among the first solid examples of how journalists could take advantage of the enhanced storytelling capabilities of this new medium. The new style of dedicated browser interface, presented in the "Campaign '96" Web site, was not only an innovative implementation of the capabilities of JavaScript, but an important innovation in the presentation of online journalism content. Today, examples of Web sites following his lead are not hard to find among the leading online journalism outlets.

Sincerely yours,



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