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SND

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Dear Committee Members,

I'm writing this note to you at the request of Mike Cuenca, who allowed me to reprint his excellent – and very enlightening – piece, *Where's the Multi-media in On-line Journalism* in the Winter 1998 issue of *Design*, the magazine of the Society of News Design, of which I am the editor.

Mr Cuenca's article was lucid, wonderfully thought-out, well-argued, and an eye-opener in its discussion of the possibilities presented by the merging of new media with mainstream newspapers. I received a number of enthusiastic comments from journalists who are either beginning to work in expanding their newsrooms to include new media or who are wondering where they fit in this brave new world. They were impressed with his grasp on the future and, like me, were enthused by the author's vision of the shape and direction of tomorrow's "newspaper."

The piece was a superb contribution to the debate about the changing roles of journalism and the Press.

I have had further discussions with the author about further contributions to *Design* magazine and for *Nine On Ten*, a tabloid newspaper I publish for the media industry.

You may also be interested to know that Mr Cuenca's piece – along with other articles – has convinced me that the digital route makes sense (if not cash). I'm launching a new digital magazine with friends in South Africa, Britain, Canada and the United States for publication by the end of this year. I have asked Mr Cuenca to advise us on the project and to become a contributor.

Our industry needs more people with his enterprise and vision.

Yours faithfully,

A handwritten signature in black ink that reads "Tony Sutton". The signature is stylized and fluid.

Tony Sutton
Editor,
Design