

Candidate for President

Matt Mansfield

Associate Professor, Medill School of Journalism, Northwestern University

Matt Mansfield starts a new adventure this fall as a professor at Northwestern's campus in Washington, D.C. He'll be working with graduate students in the public affairs reporting program, teaching multimedia, social media and other cool concepts about news reporting, delivery and presentation.



Mansfield had been deputy managing editor for the San Jose Mercury News in California, where he oversaw design graphics and photography as well as business reporting, before taking a buyout this spring. After that, he joined the masthead of Time Out Chicago as art director, overseeing the magazine's design and photography, before settling on a career change to journalism education.

During Mansfield's tenure, the Mercury News was judged a World's Best-Designed™ Newspaper, ranked as one of the 10 best papers in the United States by the Columbia Journalism Review, four times won Best of the West for design and graphics, and finished among the top winners at SND, Malofiej Infographics Awards, and Pictures of the Year International for both print and online storytelling. He previously worked at newspapers in California, Illinois and Indiana.

Mansfield serves as Vice-President of the Society and Chairman of the SND Foundation. In his previous post as Publications Director he worked closely with the editors of Design, Update and snd.org. He spearheaded a major redesign of the Society's Web presence in 2005 and this year developed the blog. He was also the site chair for the Society's 2004 Annual Workshop & Exhibition in San Jose and served as editor of Update.

Mansfield is a partner, along with Scott Goldman, in the media consulting firm MG Redesign. He has taught publication design at Santa Clara University and has taught newsroom management, cultural communication, design and graphics use, and photojournalism at the Poynter Institute, the America Press Institute, Inland Press, Midwest Press Institute, California Newspaper Publishers Association, Unity: Journalists of Color, the Asian-American Journalists Association and many SND Quick Courses and the Annual Workshop.

He says: "The Society must be in the solution business.

"We can lead the transformation of our industry.

"We can teach what the next generation of visual journalists must know.

"We can solve the issues central to our craft.

"The Society has played this role before. We can do it again.

"Journalism has begun to think deeply about the big issues, the ones we all hear about as we

straddle the line between print and online—and hear more stories of downsizing. The Society's role is to challenge the status quo and initiate new thinking, the kind that can come from people who are distinctly able to conceptualize the future, to "see" ideas that others perhaps cannot.

"The Society must work in that critical territory where journalism has to confront the need to get and keep people's attention.

"We're a group uniquely qualified to help the profession see around the corner. It's an immensely exciting proposition."

Candidate for Vice President
Bonita Burton
Deputy managing editor, Orlando Sentinel



As DME of the Orlando Sentinel, Bonita Burton oversees the photo, graphics, design, copy editing and wire operations. Since she joined the paper in 2004, the Sentinel staff has been consistently recognized by SND, NPPA and POY.

Prior to joining the Sentinel, Bonita was the first business design director at California's San Jose Mercury News. She belonged to the small core team that redesigned the paper in an intense four months, an effort that earned "World's Best-Designed™" distinction from SND in 2002. She also taught design and picture editing at San Jose State University. Before that she worked in various roles at the Orange County Register, the Los Angeles Daily News and the Salt Lake Tribune.

Burton has won multiple awards, including several SND Gold medals, for individual pages, overall portfolio and redesign work. She is a frequent speaker at SND and industry events and has been a visiting faculty member at the Poynter Institute, American Press Institute and several universities.

She has been an active member of SND for 15 years, serving as a regional director 2002-2003 and chair of SND's Design Quick Course 2004-2005. In 2006 she brought the SND Annual Workshop & Exhibition to Orlando.

She says: "SND is an organization I love and to which I owe much of my career. The combined expertise of its members is what gives the Society its strength. Our challenge for the future is to leverage this creative force in a way that moves the profession forward as a whole."

Candidate for Secretary-Treasurer

Steve Dorsey

Assistant Managing Editor/Presentation, Detroit Free Press



Steve Dorsey is the assistant managing editor/presentation at the Detroit Free Press, a design consultant, and the publications director of the Society for News Design. Dorsey is a past SND-Foundation president, former editor of SND's quarterly Design Journal, and was a member of the Society's competition committee for more than a decade. He's been a jury member and speaker at Malofiej in Pamplona, Spain. He's been a speaker at conferences and workshops internationally, a visiting professor at Syracuse University, visiting faculty at The Poynter Institute, and a frequent speaker and coach at numerous papers.

In service to the Society and the craft, Dorsey has held numerous positions:

- **PUBLICATIONS DIRECTOR (2006 to present):** Coordinating a panel of editors and contributors for SND's various print and online publications; working with a core group to move SND's member communications into the digital age with numerous aggressive live coverage projects for update.snd.org at key Society and industry events worldwide.
- **PRESIDENT, SND-FOUNDATION (2004 to 2006):** Helped better organize SND's non-profit research and main education efforts. Helped raise money for the Foundation to provide travel grants to students and support education, research and outreach.
- **EDITOR, DESIGN JOURNAL (2000 to 2004):** Developed and assigned stories of and about the design industry for quarterly publication, always seeking to elevate the quality of each issue. Edited and designed each issue, ranging from 48 to 64 pages.
- **QUICK-COURSE SITE CHAIR, CONTEST COMMITTEE MEMBER**
 - Frequent SND Quick Course speaker
 - Hosted first-ever Sports Design Quick Course. (Detroit, 2005)
 - Quick Course and SNPA conference co-coordinator. (Lexington, Ky., 1997)
 - Quick Course site chair. (York, Pa., 1995)
 - Annual SND competition judging facilitator and committee member, 11 years.
 - 21st Edition Contest Coordinator: guided judge selection, led competition, and assisted in editing and design of annual awards presentation and publication. This was the first year to expand judges' comments in the annual book beyond the biggest award winners.

Before Detroit, Dorsey spent time at the Lexington (Ky.) Herald-Leader (named one of SND's World's Best-Designed™ in 1998), the York (Pa.) Daily Record, The Syracuse (N.Y.) Newspapers and the Norwich (N.Y.) Evening Sun. He graduated from Syracuse University's S.I. Newhouse School of Public Communications and the Poynter visual apprenticeship program. Dorsey is a news and culture junkie. When he's not working, he enjoys playing golf, poker and Xbox – although any success at any of the three is purely accidental.

He says: "As an executive officer for SND, I'd be excited to continue the great work that's already pushing the group into a more international role. In recent years we've made progress including and dealing with the issues facing visual journalists and journalism worldwide. We

have opportunities to do this on an even broader scale. The industry needs this and the Society needs it as we grow past our 30th year. It's time to take on a more global view.

“Serving as an officer would also give me the chance to further pursue one of the key issues we already talk a lot about – helping members ride out the emotional and unpredictable changes in the business climate and bridge the evolution into the new era of information design.”

Candidate for Secretary-Treasurer

Don Wittekind

Assistant Professor, University of North Carolina-Chapel Hill

CEO, Swarm Interactive (www.swarminteractive.com)



Don Wittekind is an assistant professor in the visual communication sequence at the University of North Carolina at Chapel Hill. Before making the move to teaching, he spent nearly 10 years as informational graphics director at the South Florida Sun-Sentinel, where he led the creation of the first newspaper-based multimedia graphics department.

Under his direction, the Sun-Sentinel produced its first multimedia graphic in December of 1996, and continued as an industry leader throughout his tenure. His department's work has won top honors from the Society for News Design, the Newspaper Association of America, Editor & Publisher and the Online News Association. In 2005, Wittekind was named one of Presstime Magazine's "20 Under 40" top newspaper managers, and in 2006 he received the Anton Majeri Award for Innovation and Leadership in Graphic Journalism from Ball State University.

Wittekind is SND's director of multimedia training and is serving his second term as the program directors' representative to the executive committee. In 2000, he founded the popular hands-on Multimedia Quick Course, which focuses on giving print journalists the online skills needed to survive in a changing media market. The workshop has trained hundreds of journalists over the years and remains one of SND's most popular offerings.

In addition to teaching, Wittekind is also co-founder and CEO of Swarm Interactive, a multimedia design studio that specializes in medical animation, custom journalistic multimedia projects and multimedia training for news organizations.

He says: "It's all about relevance.

"News organizations are struggling to remain relevant in a changing marketplace. They are cutting staff, reorganizing and moving resources to the Web.

"SND's members are also struggling to remain relevant. With smaller staffs, visual journalists must add skills in both print and online. Designers are doing more graphics, graphic reporters are doing more design, and EVERYBODY needs multimedia skills.

"For SND to remain relevant, we must help our members remain so. From Quick Courses to publications to the workshop, everything we do must be designed to help visual journalists remain employed as visual journalists.

"Our members are reinventing themselves, and if SND is to be part of that process, we will need a willingness to reinvent ourselves as well."