

Marshall, thank you for the great show



BILL GASPARD

C. Marshall Matlock stands at the AV table at the Awards Dinner in Orlando last September. Awards duty often means no dinner on Saturday.

The curator, motivator and guardian of SND's annual competition now receives the Society's highest honor

By Scott Goldman

Everyone in SND knows C. Marshall Matlock. Either you know him directly, or you've heard a story about him, or you've heard someone talking about him. You've heard someone talking about working with him at the annual Best of Newspaper Design™ competition at Syracuse University. Or you've had the "privilege" of working there yourself, either as a facilitator or a judge. Or as a student.

Or, you were in Orlando in September and got to see him receive the highest honor the Society can bestow — its Lifetime Achievement Award. Those who were there heard SND President Christine McNeal deliver a stirring speech about Marshall, his career and his amazing contributions to the Society. My only regret about his winning the award this year was that I wasn't the one reading the speech.

But to the people who know him best, he's just Marshall. He's one of a kind. He doesn't write e-mails — he composes them. They are masterpieces, filled with asides and comments that go on, and on, and on ... but we love him for it.

He is protective of his friends, and his students. During the

judging weekends each year, Marshall presides like a proud father, hanging in the background and making sure everything runs smoothly at the hotel and judging sites while "his kids" take the bows for their jobs well-done.

He makes sure students — from Syracuse or elsewhere — get to know the judges and professional facilitators every year, and aren't just given the "student" tasks but rather have a true opportunity to learn from the best in the business.

That's why he agreed to host the competition at SU back in 1988. He saw it as a learning opportunity for his students.

I was one of those students. We saw it as slave labor.

Until, that is, the judging actually began. I was a sophomore at SU, barely 20 years old, and I had the chance to listen to the best designers and editors in the world for three straight days. Randy Stano. Dale Peskin. Lynn Staley. Nan Bisher. Alan Jacobson.

I left the judging that weekend knowing I had to be a designer, and that I owed a huge debt to SND, and to Marshall. When I ran the judging for the 18th edition, I thanked Marshall for giving me my start in design, and in SND. And as I prepare to assume the presidency of this great organization, I have to do the same thing.

Marshall, you got me started down this incredible path. I owe you so much. Thanks.

LIFETIME ACHIEVEMENT AWARD

Memories of Marshall

Mario Garcia

CEO and founder of Garcia Media and former faculty at Syracuse:

My friendship with Marshall Matlock dates back to 1974 when we both did the “summer journalism workshop” circuit teaching high school and college students from across the country. It was through that friendship that Marshall paved the way for me to join the faculty of the S.I. Newhouse School of Public Communications — an experience that, in a way, shaped the rest of my professional career. What began as a professional association between us turned into a lifelong friendship that extends to the entire Garcia family.

You would find it difficult to find a more dedicated, ethical and devoted professional than Marshall Matlock. He is one of journalism education’s most loyal friends, and he has inspired at least two generations of young journalists to pursue our craft.

I am honored to be his friend and colleague.

A funny story:

The year was 1978, and my then 8-year-old son Mario Jr. was visiting Marshall with the rest of our family. It was around Halloween, and when I asked Mario what he wanted to be for Halloween, he said: I want to go out as Marshall Matlock!

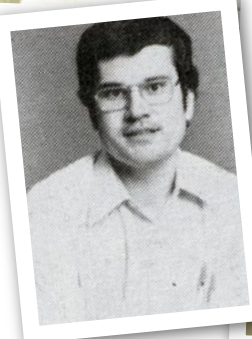
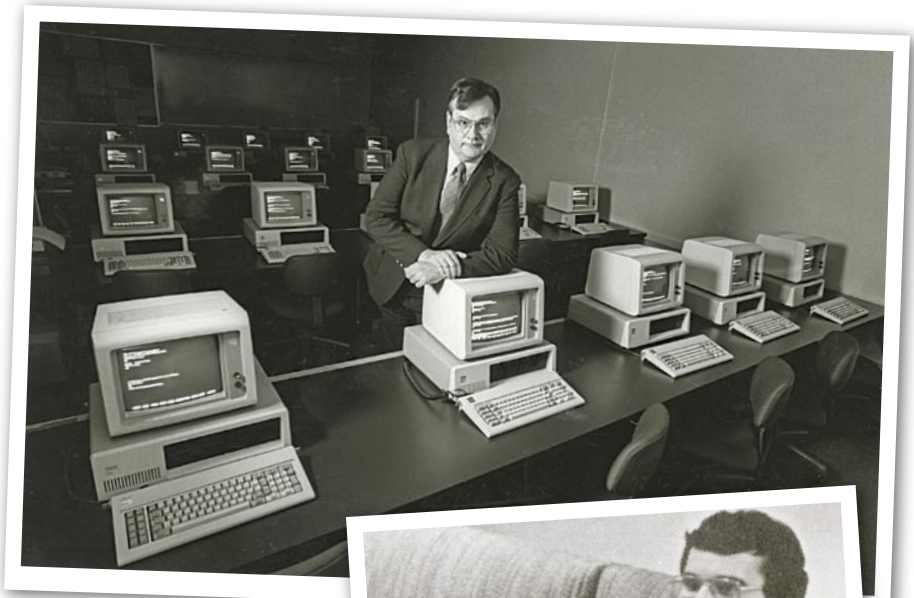
Without skipping one beat, Marshall said: OK, Mario, there is my closet, help yourself!!

Randy Stano

Competition chair, 13th edition in 1992 and associate professor at the University of Miami:

When I was in grad school at Syracuse, Marshall used to always say, ‘No one said it was going to be easy,’ especially when I bitched about research and methods classes. He ended up putting a sign up on the bulletin board in front of my work area desk to remind me all the time. (The sign read ... ‘When I say we start at 8 a.m., I mean 8 a.m. Not 7:59 a.m. or 8:01 a.m.’)

Marshall is the most sincere person in the world. He will do anything for you to make it easier. He is always supportive of those that do the work and can be counted on at all times. He will not let you down. And, he will remind you with a little scolding when you are out of line. None of us in the Society realized how much he has done for the competition, SND and Syracuse. Marshall has saved us so much money, so many problems and he can make it work when no one else can. He never loses his cool.



SYRACUSE UNIVERSITY PHOTOS

During 33 years teaching at Syracuse University, Marshall has taught mass communications, news writing, advanced reporting, editing, graphics and news design. He also has hosted the judging of SND’s annual creative competition since 1988. He is now a professor emeritus and still hosts the competition each February. He’s shown above at various times throughout his career and with David M. Rubin, the school’s dean.

MORE MEMORIES ON NEXT PAGE

LIFETIME ACHIEVEMENT AWARD

Memories of Marshall

David M. Rubin

*Dean of the S.I. Newhouse
School of Public Communications
at Syracuse University*

Shortly after I was hired as dean of Newhouse in the spring of 1990, but while I was still finishing up on the faculty at NYU, Marshall called me. I had never met him. He was the first faculty member to call. He wanted to introduce himself and then explain what the SND competition was. He wanted to make sure that I would support it and permit him to continue in his curatorial capacity. I also think he wanted to convince me about how valuable it was (although I didn't need much convincing).

I told Marshall we would continue to support the competition, which we have for all my 17 years. The fact that this was on Marshall's mind right away, and that he was the first one on the faculty to call me and to make a request of any sort, tells you how important Marshall believes this competition is to him, to the Newhouse students, to the School, and to the profession.

Continuing to support SND was the first decision I made as the dean of the School (even before I was on the payroll or had the authority to make it). It was also a good decision, I am proud to say.

Denise Reagan

*SND's Quick Course director
and AME of The Florida Times-Union
in Jacksonville, Fla.*

I attended the judging as a facilitator in February 2005. It wasn't my first time at the competition in Syracuse, but this time I was seven months pregnant. Many people thought I was crazy. Many jokes were told. But Marshall was very kind and appreciative. He even gave me one of the much-coveted chair massage spots usually reserved only for judges. His concern for me in the midst of the competition chaos revealed his empathetic side.



Marshall is a steady hand during the annual rite of passage in Syracuse each February. Above, he guides the judging facilitators at Drumlins Country Club, where the judging is held. To the left, current SND President Christine McNeal, future SND President Scott Goldman and SND long-range Workshop Director Michael Whitley work on a presentation about Marshall for the Awards Dinner in Orlando.

SYRACUSE UNIVERSITY PHOTOS

SND president's speech

Christine McNeal

SND president and deputy managing editor,
Milwaukee Journal Sentinel:

In 1989, for the 10th Edition, SND made three changes with its Best of Newspaper Design™ Creative Competition. It began moving to a calendar year from a midyear to midyear schedule. It moved the judging to Syracuse University that March. And C. Marshall Matlock became the onsite judging director.

That year there were 7,150 entries from 77 publications. Seventeen years later, the competition has more than doubled in size and is the benchmark for designers and artists from around the world.

And one man guided us through it all.

Born Nov. 20, 1943, in Benton Harbor, Mich., he received his bachelors of science and masters of arts degrees from Central Michigan University.

He joined the Newhouse School of Public Communications at Syracuse University in 1973, where he taught mass communications, news writing, advance reporting, editing, graphics and news design. He was director of student affairs and executive assistant to three deans — as well as the school's first testing director for grammar, punctuation and spelling. During his early years at Syracuse, he directed the Empire State School Press Association, the School Press Institute and the Summer Sessions Pre-college Program.

He won numerous state and national awards and has been an officer or director in several state and national professional organizations, including "Outstanding Teacher of the Year" in 1971 by the Michigan Interscholastic Press Association and the "Gold Key" award, the highest honor presented a person by the Columbia Scholastic Press Association, as well as top honors from the state of Texas, the University of Maryland and the Poynter Institute.

If I listed all of his professional service, we'd be here until tomorrow morning.

When he retired from teaching in May 2006 after 33 years at Syracuse University, the school named him professor emeritus for his long and dedicated service.

And yes, believe it or not, he finds plenty of time for family and friends. Marshall is well-known for his loving generosity.

But let's get back to the Best of News-



BILL GASPARD

This is one slide at the Awards Dinner in Orlando that was a surprise to Marshall. At left, he accepts the award.



was honoring Syracuse, the competition and former coordinators. We

paper Design™ Creative Competition. In the years since the competition moved to Syracuse, the Society has received 144,757 entries, resulting in 15,339 winners from 404 judges. He also edited the 14th through 23rd editions of the award book.

For the romantics in the crowd, what heading the competition all these years means is that Marshall has spent every Valentine's Day sorting through entries since 1990.

We're sorry we had to hijack the program, Marshall. You see, Marshall also directs all of the AV and all of the scripts for the awards ceremony each year. That means years on end without dinner on Saturday night during SND Workshops for Marshall! Two of his former students told him that I

knew that was the only way he'd ever leave his post at the back of the room.

For all of his work in the Society, he won President's Awards in 1990, '92, '99 and 2002. The Society has more in mind tonight.

The Lifetime Achievement Award is the Society's highest honor, having been presented to only eight others since first initiated in 1993. A committee selects the award winner with nominations accepted from any member. Tonight's winner was nominated by many of those on stage with me now.

On behalf of the Society for News Design, past and current coordinators and Syracuse alums — especially a couple here on stage — it is my privilege to present the Lifetime Achievement Award to C. Marshall Matlock.