

20 November 1965

## Columbia to Give Magazine Award

Establishment of the National Magazine Award was announced this week by the Graduate School of Journalism at Columbia University.

The award, to be given annually for outstanding editorial achievement, seeks to emphasize the role of magazines as a major means of communication in society and to honor the singularly deserving and to encourage imagination and innovation along with editorial responsibility and integrity.

The award is sponsored by the Graduate School of Journalism at the invitation of the American Society of Magazine Editors under a grant from the Magazine Publishers Association.

The first award will be presented to the chief editor of the winning magazine in March, 1966, during the Editorial Conference in Washington, D.C., co-sponsored by the American Society of Magazine Editors and the Magazine Publishers Association.

The winning magazine will receive a bronze plaque and will have its name engraved on a permanent tablet in the Journalism Building at Columbia.

Deadline for entries is January 31, 1966. Judges for the first year are Donald McGannon, president, Westinghouse Broadcasting Company; Ralph McGill, publisher, *Atlanta Constitution*; Dr. Rosemary Park, president, Barnard College; Carl Rowan, newspaper columnist; and Edward W. Barrett, dean of the Graduate School.