

SCHOOL OF JOURNALISM
& MASS COMMUNICATION

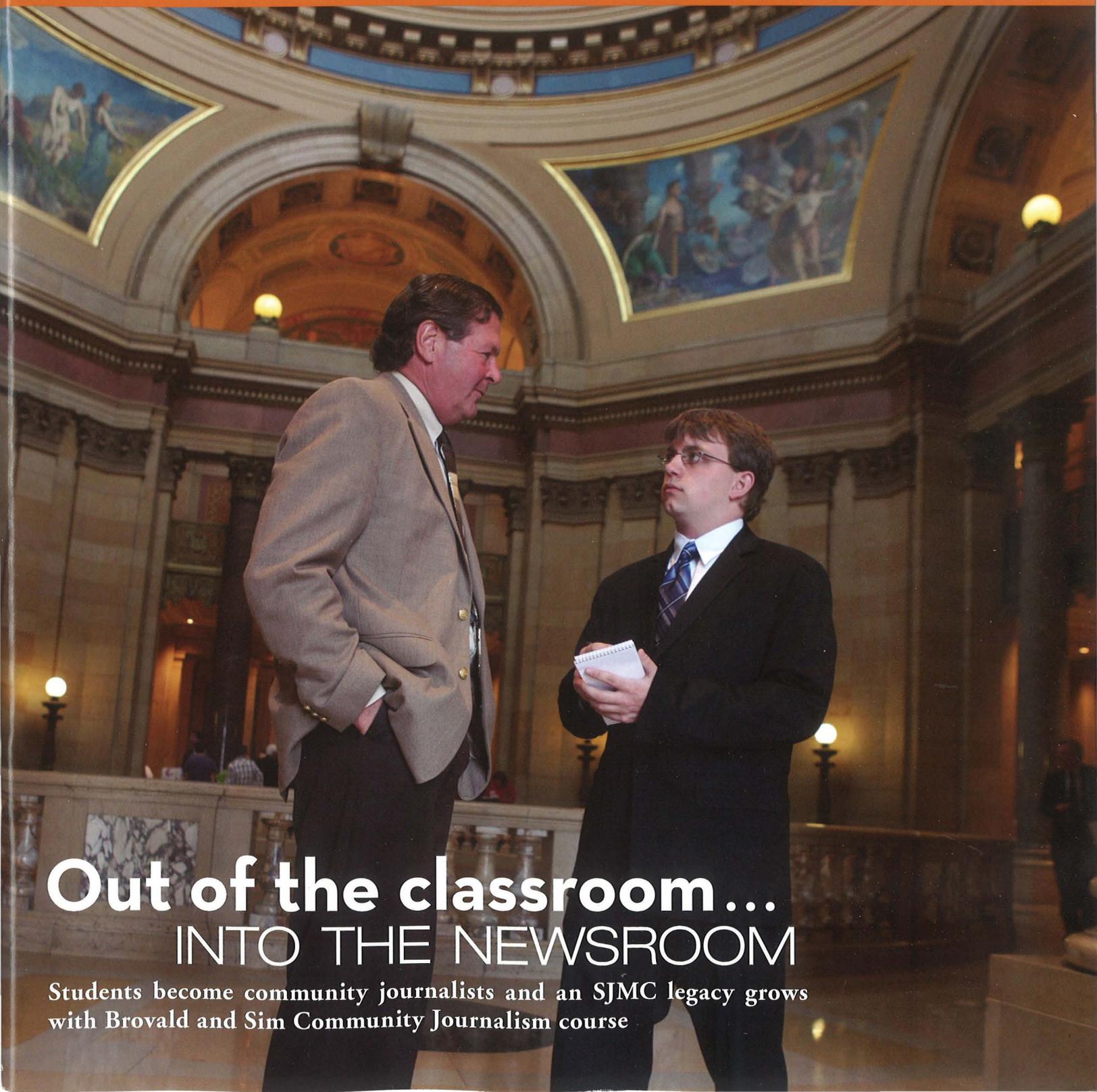
COLLEGE OF LIBERAL ARTS

UNIVERSITY OF MINNESOTA

Summer 2009

Murphy REPORTER

INSIDE: SJMC's community journalism legacy grows ■ Recent gift supports community journalism students ■ Innovative courses prepare students for real-world experience



Out of the classroom... INTO THE NEWSROOM

Students become community journalists and an SJMC legacy grows with Brovald and Sim Community Journalism course

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Audrey Kinney, the widow of SJMC alumnus James M. Kinney, recently made a generous \$100,000 gift to establish the James M. and Audrey H. Kinney Scholarship. In addition, Kinney has designated the University as a beneficiary of her estate. The scholarship will support students interested in a career in community journalism.



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Murphy REPORTER

Summer 2009

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Letter From the DIRECTOR

For us to equate the economic collapse of many major daily newspapers with the end of society's need for quality journalism or educated journalists is a bit like equating the economic crisis facing General Motors with the end of our dependence on the automobile for transportation.

Even as some question the future of journalism, advertising and the traditional mass media, our students are as eager as ever to be effective and influential storytellers. They're able to see the potential for exciting careers in new areas of practice and want to incorporate what we've long called "new media" into the established roles of mainstream media. They're largely unfazed by the crash of bricks falling away from the walls of "old media" institutions.

For us to equate the economic collapse of many major daily newspapers with the end of society's need for quality journalism or educated journalists is a bit like equating the economic crisis facing General Motors with the end of our dependence on the automobile for transportation. Citizens in democratic societies need credible news and information from credible sources just as most of us need personal transportation. It's with this sense of opportunity and optimism that we're striving to prepare our students to meet the new challenges of effective storytelling amid the rapidly evolving channels of distribution, collaboration and social exchange.

The economic challenges faced by traditional media outlets today and the explosion of emerging media and social media networks make this one of the most exciting and challenging times in the history of communication. What news organization can survive without storytellers able to work with text, data, video, still images, graphics and sound? What new product can be launched without a comprehensive communications plan involving new media tools? What business or corporation isn't using online and social media to

communicate with employees, customers, vendors and community stakeholders? Journalists and communicators of today, and tomorrow, must be able to leverage technology to elevate their storytelling. At the SJMC, we are adapting our curriculum to meet the demand for these new skills—skills that will be necessary for our students to succeed in the contemporary domestic and global marketplace.

The SJMC's undergraduate major remains the single highest demand program in the College of Liberal Arts. Because of this demand, admission to the major requires a secondary application process. Even with this competitive admissions process, the School serves more than 1,100 undergraduate majors and premajors, and more than 300 mass communication minors, in addition to our vibrant graduate program.

Read through the alumni news at the back of any issue of the Murphy Reporter and you'll see that our graduates are finding tremendous new opportunities to work in their chosen field—as news producers, as writers, as reporters, as bloggers, in public relations, in corporate communications, in advertising and, more recently, in the emerging field of social media communication.

During the coming year, we hope to embark on a strategic planning process that will leverage the many successes of our New Media Initiative, the last major strategic planning initiative in 1998. Our goal will be to ensure that the SJMC is positioned as a signature program for the University of Minnesota and that the School remains a national and international leader in journalism and mass communication education,



PHOTO: TOM FOLEY

research and curriculum development. We will assess best practices of leading peer institutions, evaluate infrastructure requirements and define the long-term institutional commitments necessary to stay at the forefront of journalism and mass communication education. We will also continue to establish innovative institutional partnerships and industry collaborations.

As we move forward with the strategic planning process, we will invite alumni and members of the professional community to join us in the conversation. We will need your good counsel to help us craft a plan that is truly visionary and forward thinking and supports our long-standing role as one of the nation's leading institutions for the study of journalism and mass communication. I encourage you to participate in our dialogue.

Best,

Albert R. Tims

Albert R. Tims, director

OUT OF THE CLASSROOM... INTO THE NEWSROOM

BY KRISTEN ANDERSON



JONI BERG, co-instructor for the Brovald and Sim Community Newspaper Practicum, huddles with students to discuss their front page community newspaper layout assignment.

I STARTED MY SENIOR YEAR in Murphy Hall without any practical experience to my name. I had many goals for my final year, but at the top of my list was to get some kind of experience to take with me into the “real world.” I decided to take the Brovald and Sim Community Newspaper Practicum in order to fulfill this goal. Through this class, I was placed in a semester-long internship at the Twin Cities Daily Planet, an exclusively online publication that covers the core Minneapolis/St. Paul areas.

My first assignment was—to say the least—nerve-racking. Really, for the first time, I was leading strangers in conversation to obtain information for a story. Over the course of the semester, the calls for

interviews became easier, the questions became more in depth and I began to take an ownership that I hadn’t felt before in the work I was doing.

The Brovald and Sim Community Newspaper course offers a unique opportunity for students to get practical experience while receiving school credit. Students may start by shadowing a reporter or get placed on their own assignments, resulting in published clips. Clips are critical for the job search and future career opportunities. The class combines this practical internship with classroom time and guest speakers, providing students with the chance to start creating their own network in the journalism field.

The class is one of a few at the University

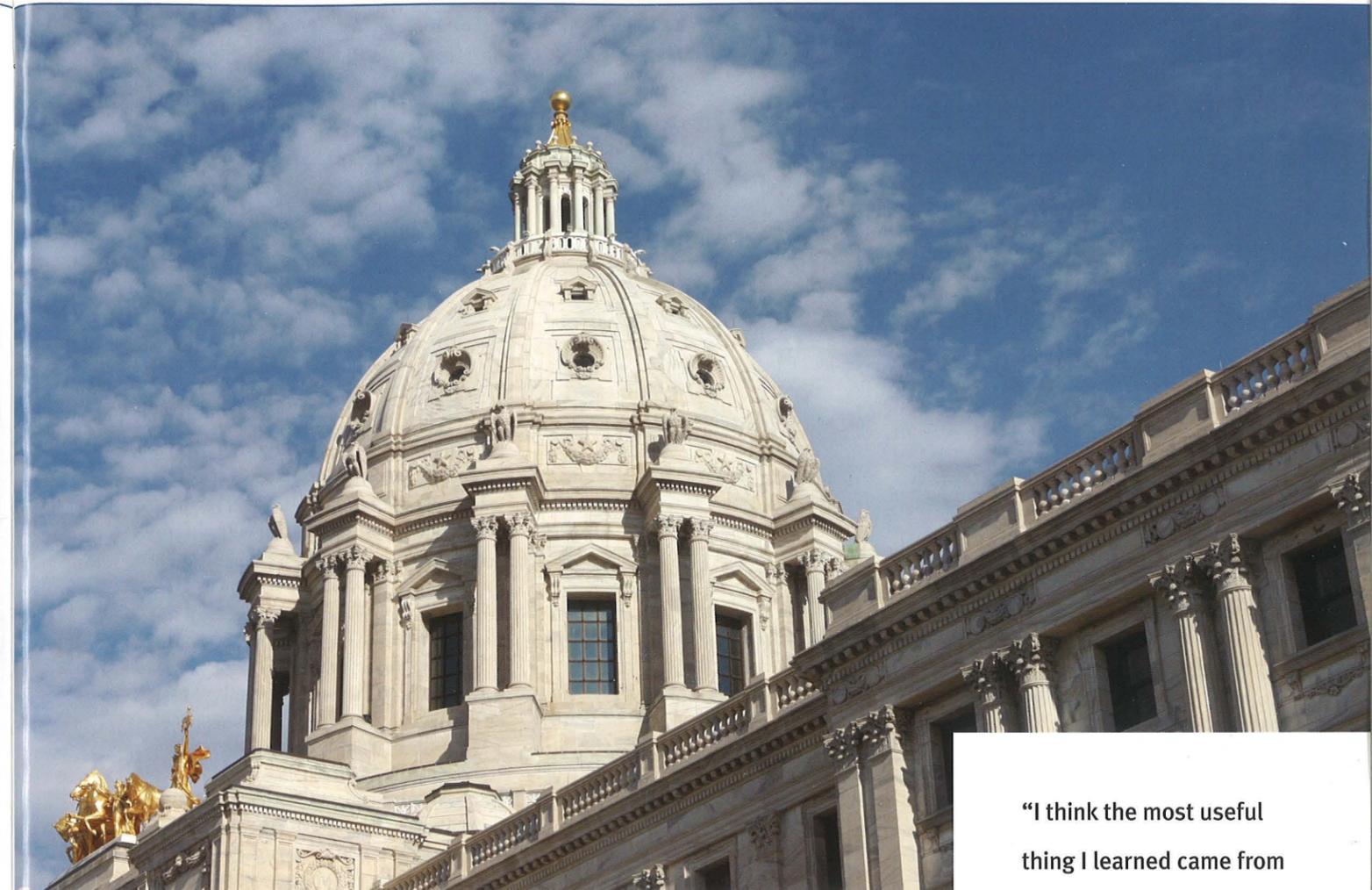
of Minnesota to be named after someone, or in this case two people. Walter H. Brovald and John Cameron Sim both were professors at the School of Journalism & Mass Communication. After their deaths, the School received numerous memorial gifts and with those contributions started an endowment to help fund the class and ensure that community journalism would have a place in the curriculum. Because of this endowment, students enrolled in the course receive a stipend. Some students drive as far as Forest Lake or Stillwater several times a week to cover news in their assigned communities. The stipend is available to help cover transportation costs.

Journalism at the community level is the fundamental building block of the trade.

>>

Students become community journalists and an SJMC legacy grows with Brovald and Sim Community Journalism course.

PHOTOS: TIM RUMMELHOFF



“I think the most useful thing I learned came from a combination of class and working at the Capitol... new media is here, and we can’t escape or prevent it.”

— James Parthun, community journalism student

JAMES PARTHUN, a senior in the SJMC, worked as an intern for the Forum Communications Capitol bureau during the course. Parthun interviews Gary Hill, communications director for the Minnesota Senate Majority Caucus, in the Capitol Rotunda.



PHOTO: TIM RUMMELHOFF

Brovald and Sim Community Newspaper Practicum co-instructor and editor for the Minnesota House of Representatives LEE ANN SCHUTZ and student JAMES PARTHUN in the halls of the Minnesota State Capitol.

“I get to share what I’ve learned over the years with up-and-coming journalists who will hopefully be able to make a difference in the communities they work for.”

— Jake Weyer, assistant editor, Southwest and Downtown Journals

It tells people what is going on in their own backyards. “Storytelling is what it’s all about,” says Joni Berg, co-instructor for the practicum.

Berg and Lee Ann Schutz teamed up five years ago to share the practicum teaching position. Schutz, a former editor of several community newspapers, and Berg, a visual editor concerned with page design, layout and news presentation online and in print, each bring a different perspective to the class. “We work well together because we’re like a newsroom. We don’t always agree, but that’s good,” Berg says. Together, they teach students a strong work ethic, the importance of meeting deadlines, how to create a quality product and also simple principles such as arriving on time for an interview and dressing professionally. “When students walk out of this class they are ready to work,” Berg says.

In the changing world of newspapers, journalists are expected to do a lot more with their time than they used to. Besides writing the same number of stories as before, today’s business model may ask reporters to shoot their own photographs, blog several times a day and even edit their own stories as they go, which can then be up-

loaded online immediately. These are the responsibilities that Berg and Schutz aim to prepare students for through a variety of classroom speakers and an ever-changing curriculum that adapts to whatever topics are relevant at the time. Because journalism is a constantly changing field, the class and its focus must change too.

“So many students come into the class with this preconceived notion about what community journalism is,” Schutz says. People seem to look down on the idea of working at a community paper, thinking that a major daily paper is the place to be. “At first they don’t know about the community, but by the third class students start saying ‘my editor,’ ‘my paper,’ ‘my town,’” Schutz says.

Such was the case with Jake Weyer, assistant editor at the Southwest and Downtown Journals. “I never thought that I would be at a community newspaper,” says Weyer, who worked at a large daily before taking his current position. “Community journalism is available and vital.”

Weyer has been involved in working with an intern from the class for the past three years. Because the staff is so small at the two papers he edits (there is a total

of four reporters for the journals), interns basically do the same job as staff reporters. The interns are “not getting coffee” for people, but are instead “working their butts off writing and filling up the newspaper,” Weyer says.

“In reality, many students won’t work for large daily newspapers,” he says. “I get to share what I’ve learned over the years with up-and-coming journalists who will hopefully be able to make a difference in the communities they work for.”

Schutz recognizes this community involvement from her own background. She describes going to events, such as graduation parties, and later seeing stories that she had written presented on picture boards and in scrapbooks. People use community papers as tools to document their own lives. They are both thrilled with the good coverage and equally upset with the bad coverage. Through situations like these, reporters can feel “the essence of a community and what that can bring—a sense of belonging,” Schutz says. “You are invisible at a big daily paper, but when you’re in a community paper you’re held accountable for your work.”

It is clear from the ease with which sto-

ries flow from both Berg and Schutz that they are passionate about what they do. They feed off of each other’s energy as they talk about their experiences in journalism and they bring that energy to class to share with students. But what is one way to upset them? To not have a grasp of the written language or to be careless in the construction of it: to use “there” or “their” instead of “they’re.” “It’s like going into our church and throwing mud at God,” Berg says.

Aside from the leadership of the two dedicated journalists who teach the practicum, the course could not function without the contributions of time and effort on the part of local editors. “The editors are so patient. They want to see (students) succeed because they love journalism so much,” Schutz says.

Longtime editor of the Shakopee Valley News, Pat Minelli, has mentored interns from the class for many years. “I enjoy explaining my craft—my profession—to someone. It is a pleasure to direct them. I certainly hope that they learn we really produce some great journalism and that we can still be very proud of the work we do,” Minelli says. He has never had a bad experience with an intern from the class.

An internship is a sure way to produce writing clips that are essential to career development. But getting that first experience can seem a bit elusive. So the question is: How do I get my first internship? The community newspaper practicum provides this opportunity. Most students come out of the class as better writers and more prepared for future employment. I know I did.

“I think that is the most satisfying thing—to see people grow and change,” Schutz says.

—
Kristen Anderson is a recent graduate of the University of Minnesota’s journalism program. In her spare time, she enjoys reading, downhill skiing, rock climbing and enjoying time with family and friends.

ABOUT THE COMMUNITY NEWSPAPER COURSE

The Brovald and Sim Community Newspaper Practicum is a reality thanks to Walter H. Brovald and John Cameron “Cam” Sim, who understood the important role of community-based journalism.

Walter H. Brovald died of a heart attack on Jan. 25, 1991, at the age of 62. Brovald joined the SJMC faculty in 1968. Not only did he teach and act as adviser to student publications, but he was well-respected for his work as editor and publisher of the Cadott Sentinel, a rural Wisconsin weekly. Sim, a leading authority on the community press and author of “Grass Roots Press: America’s Weekly Newspapers,” taught in Murphy Hall for 25 years before retiring in 1981. He died Sept. 25, 1990.

In 1991, families and friends of these two longtime journalism school professors established the Brovald-Sim Fund, which provides financial support for students in the community newspaper course.

The goal of this class, from its inception through today, is to help students understand the benefits and importance of local newspapers, and to help create a bond between students and community journalism. Grassroots journalism in our communities is more important than ever in a society that is increasingly news hungry and seeks reliable and ethical reporting of news at a local level.

The SJMC is grateful to the local newspapers listed below that support our students with internships as part of the course:

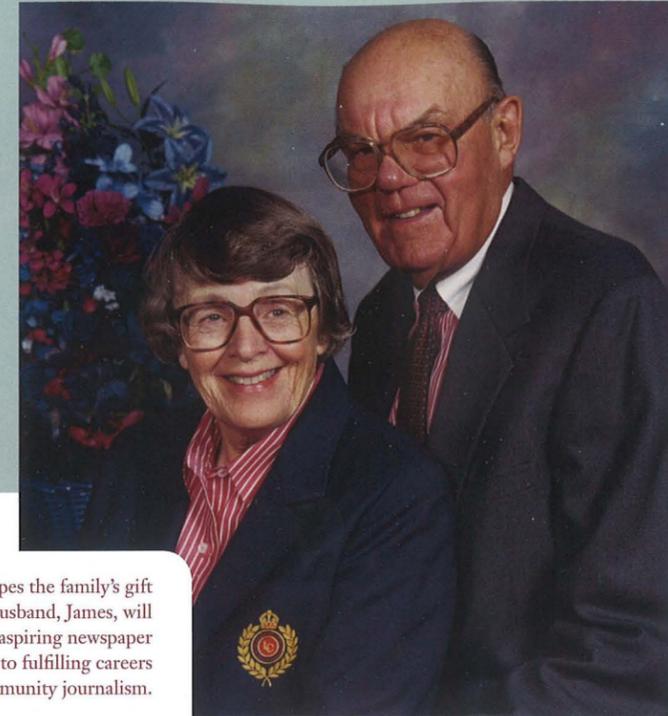
Asian American Press	Northeast
The Bridge	La Prensa
The Catholic Spirit	Press Publications: White Bear Press
Downtown Journal	Shakopee Valley News
Eden Prairie News	South Washington County Bulletin
Forum Publications	Southwest Journal
Insight News	Stillwater Courier
Jordan Independent	Sun Newspapers
Lakeshore Weekly News	Thisweek Newspapers
Lillie Suburban Newspapers	Twin Cities Daily Planet
Minnesota Women’s Press	Woodbury Bulletin

RECENT GIFT BY SJMC ALUMNUS' FAMILY to support students interested in community journalism

BY JEN KEAVY



JAMES KINNEY, shown in an early photo, was the owner and publisher of the Pope County Tribune.



MRS. KINNEY hopes the family's gift in memory of her husband, James, will make it possible for aspiring newspaper professionals to go on to fulfilling careers in community journalism.

AUDREY KINNEY, the widow of SJMC alumnus James M. Kinney, recently made a generous \$100,000 gift to establish the James M. and Audrey H. Kinney Scholarship. In addition, Kinney has designated the University of Minnesota as a beneficiary of her estate. The scholarship will support students interested in a career in community journalism.

Mrs. Kinney, along with her daughters, Kristin Hays, Allison Halvorson, Ann Allison and Dr. Jane Kinney, made the gift in gratitude for the journalism degree James Kinney received from the University and his life's work as editor and publisher of the Pope County Tribune in Glenwood, Minn., which was informed and shaped by his training at the J-school. The family hopes the gift will make it possible for other aspiring newspaper professionals to go on to fulfilling careers in community journalism.

Eldest daughter Kristin Hays recalls that when she sat down with her sisters and mother to discuss the specifics of the scholarship, her father's passion and dedication to community journalism emerged as the central theme. "I think Dad would be pleased to know that community journalism isn't just alive and well, it's growing," she says. "Even though he wasn't averse to writing editorials, he believed strongly in the neutrality of the press and he felt the job of a journalist was to present the facts in such a way that people could make up their own minds about an issue."

Hays adds that the Kinney family is thrilled to honor her father's legacy in this way and that his work at the Pope

County Tribune was a family affair. "All of us in the family were connected to the newspaper," she says. "My mother worked for the paper on many occasions, and all four of us girls had jobs at the newspaper through junior high and high school. We were all involved with and passionate about the paper."

A native of Alexandria, Minn., James Kinney grew up in a newspaper family. In 1932, his family moved to Osakis, where his father published the Osakis Review. Kinney graduated from Osakis High School in 1942 and immediately began his college studies at Gustavus Adolphus College. World War II cut his college studies short, however. From 1943 to 1945, Kinney served as a medium tank gunner in the 717th Tank Battalion in the Battle of the Bulge, Central Europe and eastern Rhineland campaigns. After he returned to the United States in 1945, he served as an Army public relations officer until January 1946. He then studied journalism and political science at the University of Minnesota, graduating in 1948.

After college, Kinney worked for the Swift County Monitor News in Benson, Minn., where, as would be expected at a small newspaper, he wore many hats—editor, reporter, advertising salesperson, and even typesetter and printer. "For

as unhandy of a man as Dad was, he could set type, run a line of type and run the press," Hays remarks. "In fact, one of his favorite things toward the end of his life was setting type and running the press at the Minnesota Newspaper Foundation Museum Exhibit at the Minnesota State Fair each year."

For the bulk of his career, however, Kinney was owner and publisher of the Pope County Tribune. He purchased the paper in 1955. He also served as director of the Minnesota Newspaper Association in 1968 and as a member of the association's board for several years. Throughout his career, Kinney received many awards for his editorials and editorial pages. He also co-founded Quinco Press, a newspaper printing business in Lowry, Minn., and had a financial interest in a number of other west central Minnesota newspapers. He passed away in 2003.

When asked, "If you could do just as you wish, what would you be doing 10 or 15 years from now?" in his application to the University's journalism program dated Sept. 21, 1946, James Kinney responded, "owner or general manager of a daily newspaper."

More than 60 years later, Kinney will help make a similar wish come true for many SJMC students.

Add impact to your giving—be a "DOUBLE DONOR"

In these tough economic times when resources are precious, you may be trying to maximize existing assets while maintaining support for everything that is important to you. By applying the same creativity that goes into stretching your budget, you can stretch the impact of your giving. Become a "double donor." In other words, extend your support and the impact of your generosity by giving in two ways: Make both current and future gifts.

No matter what size your individual gifts may be, by stretching your giving to include both the present and the future, you can extend your philanthropy and truly make an impact. Through your generosity as a "double donor," you can multiply your support for the SJMC and have the satisfaction of knowing your gifts will make a difference now as well as in the future.

FOR MORE INFORMATION ABOUT WAYS TO GIVE, CONTACT MARY HICKS, DIRECTOR OF EXTERNAL RELATIONS, COLLEGE OF LIBERAL ARTS, AT (612) 625-5031.

PHOTOS: COURTESY OF AUDREY KINNEY



PHOTO: JEN KEAVY

SPRING 2009 CELEBRATION

BY JEN KEAVY

MORE THAN 250 PEOPLE GATHERED ON A WARM, SUNNY EVENING AT MCNAMARA ALUMNI CENTER FOR THE SJMC'S ANNUAL SPRING CELEBRATION.

The event, held on May 6, 2009, brought together students, faculty, alumni, donors and their guests to honor the School's graduating class, 2009-10 scholarship recipients and the generous donors who make the scholarships possible. The SJMC Alumni Society Award for Excellence recipient, emeritus professor Donald Gillmor, also was recognized.

The SJMC awarded more than 100 undergraduate and graduate scholarships totaling nearly \$500,000 for the 2009-10 academic year. Scholarship recipients were all smiles as they walked across the stage to receive their souvenir certificates.

SJMC director Al Tims recognized numerous students who received external honors during the 2008-09 academic year. This year's honors include: a Severeid Award from the Northwest Broadcast News Association, four College Emmy nominations and one

College Emmy Award. The Society of Professional Journalists recognized our students with 15 Mark of Excellence Awards, including two first-place awards for The Minnesota Daily in editorial writing and best all-around daily student newspaper. Nationally, students won honors from the Scripps Howard Foundation, the Hearst Journalism Awards and the Associated Collegiate Press. Tims also praised the work of the SJMC's National Student Advertising Competition team, which took first place in the District 8 competition in April.

SJMC Alumni Society board member Mary Lahammer (B.A. '95) and emeritus professor Phillip J. Tichenor presented the 2008-09 SJMC Alumni Society Award for Excellence to Donald M. Gillmor (M.A. '50, Ph.D. '61). In his remarks, Tichenor said, "In all that

has been said about Donald Gillmor, it would seem impossible to bring it all down to a single word. Yet there was one former student who came close. At a student-faculty social gathering several decades ago, Don agreed, to great applause, to lead the group in singing that famous Celtic song, 'Danny Boy.' It was such a bravado performance that SJMC alumna Ellen Wartella, standing next to me, exclaimed, 'What presence!' And presence is what Don Gillmor has brought to us—the presence of a great educator in the field of journalism."

The evening's program also included presentation of the Ralph D. Casey Dissertation Research Award and the Silha Fellowship for Media Ethics and Law as well as recognition of several SJMC student organization leaders and graduating seniors.

<< TOP LEFT
The 2009-10 scholarship winners show off their certificates and smiles after being acknowledged on stage.



Thomas Bartikowski Memorial Scholarship recipient Rachel Sabelko, second from right, and Bartikowski family members, Corinna, Mary Lou and Mark.

PHOTOS: TIM RUMMELHOFF



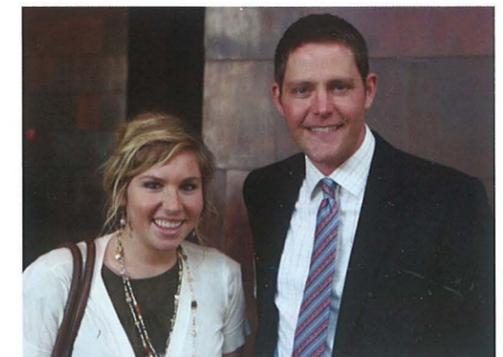
2008-09 SJMC Alumni Society Award for Excellence recipient and emeritus professor Don Gillmor, left, with emeritus professor Phil Tichenor and SJMC director Al Tims.



Chelsey Rosetter, left, recipient of the David Donhowe Shippee Memorial Scholarship, and Mrs. Elizabeth Shippee.



Former and current Sweningsen scholarship recipients Vadim Lavrusik and Austin Wiebe with donor Charles Sweningsen.



SJMC alumnus and Jostens Inc. chief executive officer Tim Larson and Otto Quale Memorial Scholarship recipient Marial Weidner.

INNOVATIVE COURSES

help students prepare for real-world challenges

BY JEN KEAVY

CHANGING BUSINESS MODELS. THE COLLAPSE OF NEWSPAPERS. The rise of the citizen journalist. The increasingly mobile news and information consumer. With the powerful impact of these significant trends, what will a career in media and communications look like in the next decade? In this new era of information consumption, the one thing that is constant is change. In response to the ongoing media maelstrom, the SJMC offered some twists on its traditional curriculum during the 2008-09 academic year.

During fall semester, the SJMC partnered with MinnPost.com to offer the Gopher “Skunkworks” practicum—a special section of Jour 5990, Special Topics in Mass Communication. The course took the time-tested concept of having students work for a professional publication, but the “skunkworks” part of the course involved integrating a multimedia approach to delivering content to MinnPost.com, specifically for their online-only daily publication.

Taught by MinnPost reporter and nationally renowned journalist, G.R. Anderson Jr., the course allowed eight students to work as professional journalists, creating audio, video and slideshow components to accompany traditional text stories. “The breadth and scope delivered was impressive,” Anderson says. “And it helped MinnPost, barely a year old at the outset of the practicum, achieve its status as the most-read online-only media outlet in Minnesota.”

Anderson says that each student was assigned the role of managing editor for one of eight projects—ranging from a look at the foreclosure crisis to an expansive view of transit systems in the Twin Cities—and then assigned contributor roles for the other projects. Thanks to the SJMC’s Cox Innovation Fund, the students were paid for their work. Created in 2001 by David Cox, retired CEO of Cowles Media Company, the Cox Innovation Fund supports innovative, field-based courses that contribute to the production of a publication.

“The system worked, and MinnPost is still publishing some projects as time of the year dictates,” Anderson says. “The main

point of the class was to take highly skilled students and get them in the mindset of producing reported content for any facet of the ever-changing world of digital and print journalism. And to that end, the practicum worked.”

This coming fall, Cox Innovation funds will again be tapped for a collaborative special topics course: Jour 4990, Covering the Arts: Dance Writing Demystified. Three top-notch instructors—Judith Brin Ingber, Camille LeFevre and Dan Sullivan—will teach students how to critique and describe a dance performance in words plain enough for the average reader to understand, yet resonate with informed ones. Ingber was assistant to the editor of Dance Magazine in the 1960s, co-founded Israel’s first dance magazine and taught in the dance program at the University of Minnesota. LeFevre has been practicing arts journalism for more than two decades and is a highly respected dance scholar. Sullivan was a theater critic for the Los Angeles Times for 20 years, following stints as a theater and music reviewer for The New York Times and the Minneapolis Tribune. He has taught in the SJMC for several years. The course, which has drawn much interest from dance students and journalism students alike, will include interactive lectures, conversations with guest artists, movement workshops, screenings of dance films, research and reading projects, and writing.

Students in the strategic communication program had the opportunity to learn how to harness the power of social media in a special section of Jour 4263, Strategic Communication Campaigns, offered during spring semester. David Krejci, senior vice president of digital communications at Weber Shandwick, taught the course, which focused on how to integrate social media into an overall strategic communication campaign. Since joining Weber Shandwick in 1998, Krejci has emerged as a leader in digital strategy and social media tactics for clients in the financial services, health care, defense, consumer products, corporate and public affairs, and technology industries.

“I think the course will help me in my career because it provided me with background information about social media and now I am prepared to implement social media into the work that I do in my career.”

—STUDENT IN STRATEGIC COMMUNICATION CAMPAIGNS COURSE

“You don’t have to look far to see that the way people consume their news and media isn’t what it was 10 years ago, let alone three years ago,” Krejci says. “It’s no longer just about traditional media. ... Social media has to be as much of the campaign as traditional media.”

Students in the course faced real-world tasks, such as responding to a client RFP and presenting a campaign proposal. For the midterm, Krejci pulled an RFP for the McCormick Foundation from the Internet and students were asked to respond to it. “The students were generally unfamiliar with the concept of an RFP and how it works,” Krejci says. “I tried to make it clear to them that this is as ‘real world’ as it gets—usually RFPs are not specific or clear—and it’s up to you, the strategic communicator, to determine what you need to write to get your point across.”

For the final project, Krejci wrote a mock RFP for the Mars corporation, which asked for an integrated strategic communication campaign that included social media tools. Students presented their ideas to the class, as if they were presenting to the client. Krejci says that the students were up for the challenge and appreciated the realism of the exercise. “Some were upset that there weren’t specific instructions, but in the end they understood that’s the reality in the workplace,” he says. “You have to use your own creativity and savvy—completely independent of your public relations knowledge.”



Krejci says that the meteoric rise of Twitter over the course of the semester provided fruitful discussion of just how quickly social media tools evolve and how important it is not to get caught up with the tool itself. “Twitter isn’t the invention of the lightbulb,” Krejci says. “It is a useful tool, but don’t exaggerate its importance and get caught up in the media hype of the tool.” He emphasized to the class that Twitter, like any social media tool, should be used as a tactic to achieve a larger goal and that there should be a purpose behind the use of any social media tool. “It doesn’t do any good to just have a Twitter feed or Facebook page,” he adds. “You need to have a strategy and know who your audience will be.”

Krejci says it is important for people to remember that social media isn’t a new concept. “One of my mantras is that social media didn’t just pop out of nowhere. ... It’s been around for as long as human beings have been interacting with one another,” he says. “There is no doubt that technology has profoundly changed the way that humans interact, and now more than ever before, we have tools that make it easy to talk to a larger number of people and record, track, archive and search those conversations.”

TRAINING

tomorrow's journalists

TODAY

BY JEN KEAVY

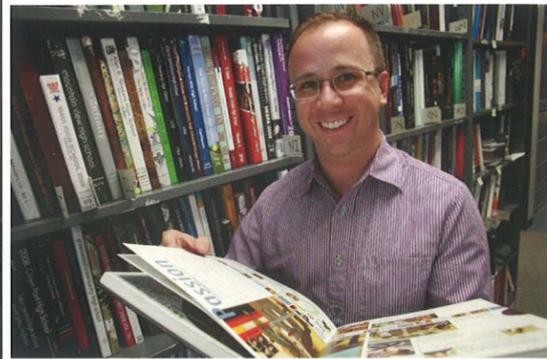


PHOTO: KELLY MACWILLIAMS

Logan Aimone, executive director of the NSPA, browses through one of the nearly 500 yearbooks submitted for critique.

"Storytelling isn't dead," according to Logan Aimone, executive director of the National Scholastic Press Association (NSPA). Spend some time at NSPA's high school journalism convention and you'll find that to be true. Peek in on a yearbook design session or a new media workshop and you'll find a sea of wide-eyed, captivated teens who are eager to learn about journalism and be part of the profession's future.

Based on the University of Minnesota Twin Cities campus, NSPA is a nonprofit educational association that provides journalism education services to students, teachers, media advisers and others throughout the United States. The organization provides journalism education to a wide range of journalism students, from middle school through college. The organization's signature activities include national conventions and workshops, a media critique and recognition program, and student media contests. Through these activities, NSPA promotes the standards and ethics of good journalism as accepted and practiced by the American print, broadcast and electronic media.

Although NSPA was founded at the University of Wisconsin by professor E. Marion Johnson (who later moved to the University of Minnesota and brought the organization with him), the School of Journalism & Mass Communication has a long standing affiliation with the organization. For nearly 40 years, longtime journalism faculty member Fred Kildow led the organization and his wife, Lucille, played an integral role in the organization as well. Per the organization's charter, three SJMC faculty are members of the executive board and Albert Tims, director of the SJMC, serves as president of the

board. The connection between the organizations doesn't stop there. NSPA relies on SJMC faculty each year to serve as speakers at its conventions, judges for its contests and evaluators for its critiques.

"Last year, we hosted more than 500 Minnesota high school journalism students on campus for our Minnesota High School Press Association Convention," says Aimone. "We couldn't have done it without SJMC faculty volunteering to give talks about interviewing, ethics and photography."

Visiting the University campus gives students perspective that there's more to journalism than just their school newspaper. It gives them the chance to see themselves in a college journalism environment and the opportunity to interact with the nationally renowned faculty of the SJMC.

Regardless of the forms that journalism may take in the next decade, this future generation of journalism students will play a critical role in the media evolution. "One thing is certain: Journalism students will always need to develop their skills as thinkers, as interviewers, as storytellers and as watchdogs," Aimone says. "As educators, we have to prepare students with skills that are transferable to a number of platforms. We don't know what the delivery of news and information will look like in one year—let alone the next decade—but those skills are necessary no matter the format."

Aimone says he already sees a change in how student journalists are adopting technology in student-run media organizations. "In some ways it is changing more quickly, and in others it's finally catching up," he says. "In the 1990s, student-run media organizations were late to the game in moving their publications to the Internet. They didn't have the infrastructure to invest in software and computers." Aimone goes on to say that things have since changed: "They are catching up very quickly, and sometimes even adopting the technology earlier because students come to the process as native users of Web 2.0 technology. ... Students are more familiar with social media and more willing to experiment. Besides, there is less of a risk in experimenting in a student-run media organization than in a commercial environment."

As the media landscape continues to evolve and the future generation of journalists emerges, one thing is clear: There will always be a need for

storytelling. Aimone quickly counters critics who say that journalism is dying. "The fact that we can still bring together thousands of people to learn about journalism speaks volumes—it's an amazing thing," he says.



PHOTO: JEN KEAVY

A student plays the game "Plinko" at the SJMC booth at the JEA/NSPA National High School Journalism Convention in St. Louis while MJC events coordinator Sarah Saubert looks on.

SJMC REACHES OUT TO HIGH SCHOOL JOURNALISM STUDENTS AT NSPA EVENTS

The SJMC hosted a recruitment booth at the Minnesota High School Press Association State Convention, held on the University of Minnesota campus in October 2008. The event drew more than 500 high school journalists from around the state, where they learned to improve their craft in newspaper, yearbook, broadcast, magazine, online and other media.

In November 2008, the SJMC was a sponsor and exhibitor at the National High School Journalism Convention in St. Louis. The Journalism Education Association (JEA) and National Scholastic Press Association hosted the convention, which drew several thousand high school students from across the country. Minnesota Journalism Center and University admissions staff spoke with many prospective students and drew a large crowd with the introduction of a "Plinko" board, allowing students to win University of Minnesota prizes.

Hearst executive GEORGE B. IRISH receives 2008 Casey Award

BY JEN KEAVY

SJMC DIRECTOR ALBERT TIMS presented the 2008 Ralph D. Casey/Minnesota Award to Hearst Corporation executive George B. Irish during the Inland Press Association's annual meeting, held Oct. 28, 2008, in Chicago.

Last year marked the 60th anniversary of the Ralph D. Casey/Minnesota Award. Ralph D. Casey, a onetime newspaperman, came to the University of Minnesota in 1930 and led the journalism program for nearly three decades. Casey, known for his interdisciplinary approach to journalism studies, saw the opportunity for journalism to serve a higher purpose. He was an advocate for journalists who could put the day's news in the context of the greater forces shaping our communities and our society. In the words of longtime University of Minnesota president James Morrill, Casey's work exemplified the "conviction that newspapers and all the media of communication shall accept the obligation of social trusteeship—and shall exercise this trust with courage and an unremitting sense of responsibility to the public interest and welfare."

Like the previous recipients of the Casey Award, George Irish was recognized for his commitment to this obligation of social trusteeship. From his first job in journalism as a carrier for the Toledo Blade to his most recent role as president of Hearst Newspapers and senior vice president of Hearst Corporation, Irish has demonstrated a strong sense of leadership and stewardship, not only in his professional roles but also through his generous involvement and volunteerism in education, in the industry and in the communities where he has lived and worked.

After graduating in 1968 from Millikin University in Decatur, Ill., Irish began his newspaper career with Lindsay-Schaub Newspapers. He joined Hearst in 1979, when the corporation acquired the Midland (Mich.) Daily News. While at Hearst, he served as publisher of the Midland Daily News, president and publisher of the Midland (Texas) Reporter-Telegram,

publisher of the Beaumont (Texas) Enterprise, group publisher of the Hearst Texas division and publisher of the San Antonio (Texas) Light. From 2000 to 2008, he served as president of Hearst Newspapers and senior vice president of Hearst Corporation, where he oversaw one of America's leading newspaper groups, with more than 6,000 employees, 16 dailies and 49 weeklies. In December 2008, he retired as president of Hearst Newspapers and senior vice president of Hearst Corporation to become vice president and eastern director of the two Hearst Foundations, the William Randolph Hearst Foundation of California and The Hearst Foundation Inc. of New York, which are independent entities separate from Hearst Corporation.

Irish has served on many high-profile boards and committees, including the board of directors of the Newspaper Association of America, the board of visitors of the Columbia University Graduate School of Journalism, and the Newseum board of trustees for the Freedom Forum.

Irish's nomination for the Casey/Minnesota Award received deep and extraordinary support from his colleagues within the industry.

John Sturm, president and CEO of the Newspaper Association of America, noted Irish's "aggressive support of the highest in journalistic values and the deep ties to the communities where he has published newspapers."

Thomas Curley, president and CEO of the Associated Press, has known Irish for 25 years and worked with him closely for the past decade, especially during his term on the AP's executive board. According to Curley, Irish worked many extra hours on AP business, helping to engineer an impressive financial turnaround. "Most impressive," he wrote in endorsing Irish for the Casey/Minnesota Award, "he knew when to sit in the chorus,

PHOTO: COURTESY OF INLAND PRESS ASSOCIATION



Hearst executive George B. Irish accepts the 2008 Ralph D. Casey/Minnesota Award.

working toward a solution built on many voices; or when to play Gretzky, getting the job done while others bickered."

The Inland Press Association honored Irish with its Distinguished Service Award in 2003, and the American Press Institute recognized him with its Lifetime Achievement Award in 2006.

In presenting the award to Irish, Tims said, "The AP's Thomas Curley seemed to sum up the other nominators' sentiments well: 'Above all,' he said, 'George is genuine. Whether in pinstripes and surrounded by New York power players or in short sleeves walking the streets of his Ohio hometown, George fits. He knows who he is and where he is, and the rest of us are so much better for having him with us.'"

The 2008-09 Minnesota Daily leadership, left to right: Vadim Lavrusik, John Scholz and Robin Perez.



PHOTO: STEPHEN MATUREN

Editor's note: The SJMC is proud of The Minnesota Daily and its first place award for Best All-Around Daily Student Newspaper in the 2008 Society of Professional Journalists Mark of Excellence Awards, Region 6, presented in March at the Midwest Journalism Conference in Bloomington, Minn. The Daily also took home seven other first place spots in various categories, continuing its tradition of excellence (see page 26 for a complete list of awards).

Daily Leadership Bolsters Paper's Offerings to Keep Pace with Changing Industry

■ Editorial Division Vadim Lavrusik

The editorial division includes the people who write and edit stories, shoot videos and photos, and design and edit pages.

This year, the Daily has continued to add features and innovations to its Web site. After a summer 2008 redesign, the Daily has been able to reinvigorate all the features of the old site and add many new ones, looking to keep pace with industry trends. We now have a complete multimedia page with slideshows, videos, podcasts and more. When the Daily was forced to make budget cuts, including discontinuing publication of the Friday print edition, the paper took advantage of something that could have been detrimental to its news coverage by extending its Web operations into the weekend with the Sports Weekend edition and the A&E's Culture Compass—two online-only features that appear on the weekend.

The Daily has taken strong initiative in reaching out to students and the University of Minnesota community through social media including an interactive Facebook application, which received much media attention because of its potential as a business model. The Daily is also using Twitter, not only to send out links and breaking news updates to its readers but to allow readers to contribute tweets to the mndaily.com Web site through the new "Campus Tweets" feature. To create a place for community interaction on its Web site, the Daily launched a section for forums, which allows students to discuss various topics.

We look forward to continuing to improve our Web site with various new features for students.

■ Business Division John Scholz

After a financially difficult year, the Daily has made a lot of adjustments that have set us up for financial success this semester as

well as future semesters. After making a lot of tough decisions at once, we were able to focus our attention on our marketing efforts, searching for new streams of revenue and monetizing our Web site. We have partnered with many campus organizations and events to further our brand equity through Orientation and First-Year Programs, Relay for Life, Housing and Residential Life, Homecoming, Spring Jam, Intercollegiate Athletics and others. We have relaunched our online classifieds to compete with other classified listings such as Craigslist and Uloop. We hope that this site catches on and becomes a useful tool for students on campus. We have also found many opportunities to offer marketing tools to our clients through our Web site as well as our newly launched Facebook application. We are very excited about the revenue possibilities that could come from online in the coming year.

We have expanded our print portfolio by discovering the demand for special

issues and specialty publications like the "Ski-U-Mah!" graduation issue we put together this year. We expect to do more special projects like this and even expand on the graduation issue next year.

As the economy pulls out of the recession in the coming year, we look forward to financially prosperous times, expanding our online edition, continuing the trend of increasing print readership, winning more awards and continuing to make The Minnesota Daily the number one student-run newspaper in the country.

■ Administrative Division Robin Perez

The administrative division includes the online department, the information systems department and the human resources department.

One of the major projects for the online department was the redesign of the mndaily.com Web site that was launched in the fall of 2008. Throughout this past school year, the online staff has continued to improve the site and add features. Some of the more recent additions include a new header that allows for additional advertising space, a new user-friendly archive system featuring an interactive "Stories Calendar," and a sidebar that goes with each story allowing for more photos and multimedia features. In addition to developing the Daily Web site, the online staff has worked closely with the information systems staff to ensure that all equipment, software and applications are working correctly for Daily employees. The human resources department works to ensure that the needs of Daily employees are being met by providing monthly roundtable discussions, performance reviews and up-to-date employee information and resources. One special focus of HR this past year has been to strengthen our recruitment and hiring policies. Our new approach helps to ensure that we are hiring the most qualified individuals to continue providing award-winning content and high-quality service to the University community.

Minnesota Daily Alumni Association Update

BY MICHELLE (KIBIGER) FURE, PRESIDENT



Despite an incredibly challenging year economically, Minnesota Daily alumni provided critical financial support to four outstanding Daily employees and raised additional scholarship and program funds at the annual spring banquet.

Editorial employees Holly Miller and Ashley Dresser and business employees Ashley Williams and Rance Rand each received a \$1,000 Daily alumni recognition scholarship during the 2008-09 school year. These students were selected from among their peers due to their commitment to the Daily, in combination with their personal goals and financial need. Miller and Williams have been selected for leadership positions at the Daily next year.

Alumni helped organize and teach two seminars for Daily staff—a day-long clinic on reporting and editing skills and a short seminar on resume writing. The alumni board tried a new approach with the mentorship program this year, offering department mentors to assist with ongoing issues. We're hoping to expand the mentorship program in the coming year. Please let us know if you're interested in participating or if you have any ideas for improving the program.

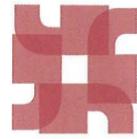
At the annual alumni event on April 25, we inducted Star Tribune pop music critic Jon Bream into the Minnesota Daily Hall of Distinction. Bream has more than 30 years of experience with the Star Tribune and the second-longest tenure at one news organization as a writer in his field in the nation. In her nomination materials, Daily alumna Monica Bay noted, "As a writer he accomplishes a rare mix of catching the perfect detail that sharply defines the interviewee, and a steady craftsmanship that can capture a breaking news or deadline story with speed and accuracy. ... I've also been so impressed with Jon's commitment not just to his own job, but to the journalism profession. He regularly spends time mentoring students and speaking about journalism careers." The event also featured a timely panel discussion about how Daily alums have used their journalism skills in careers beyond traditional journalism, facilitated by David Brauer of MinnPost.

The alumni association has expanded its presence online, updating the alumni Web site (<http://www.mndailyalumni.com>) more frequently and creating groups on Facebook and LinkedIn. Our goal is to connect with more alumni and provide greater networking opportunities.

For the 2009-10 school year, we hope to connect with more alumni through the Web and in-person networking events, coinciding with Homecoming in the fall and the opening of the new Gopher football stadium, which is located just across the parking lot from the Daily offices. We're also considering ideas that other alumni groups have used: class/decade captains, geographic groups and professional groups. If you have any interest in these efforts and ideas for how to implement them, please contact me.

We'd love to hear from you; let us know what we can do to engage more alumni in supporting the students at the Daily. Connect with us through the Web site or e-mail me at president@mndailyalumni.com.

I'm looking forward to meeting more of you in 2009-10.



Murrow program participants gather for a photo outside the McNamara Alumni Center.

PHOTO: TIM RUMMELHOFF

MJC hosts international journalist programs and names Premack Award winners

BY SARAH SAUBERT

MJC hosts World Press Institute and Edward R. Murrow Program journalists

THIS PAST FALL, the Minnesota Journalism Center and School of Journalism & Mass Communication hosted two sets of international journalists as part of the World Press Institute fellowship program and U.S. Department of State's Edward R. Murrow Program for visiting journalists.

Nine World Press Institute fellows spent a total of four weeks in Minneapolis, from Aug. 16 to Sept. 6 and Oct. 4 to 11. The journalists' topics of study were the U.S. presidential election, health care, immigration and the economy, and workshops were held in the Murphy Hall Conference Center. Their visit coincided with the Republican National Convention in St. Paul, and fellowship coordinators obtained media passes for the visitors to attend the convention and report back home from the scene. They were in the arena for speeches by presidential candidate John McCain and vice presidential candidate Sarah Palin, and were thrilled with the opportunity to attend the convention and see part of the American political process firsthand. During the weeks between their

two stays in Minnesota, they visited New York, Washington, D.C., Chicago and Los Angeles to study different aspects of the American media. The journalists hailed from China, Spain, Argentina, South Africa, India, Brazil, Bosnia, Hungary and Lithuania.

The MJC hosted eight journalists from East Asia and the Pacific Rim Oct. 10-15, as part of the U.S. Department of State's Edward R. Murrow Program. The Murrow program is an innovative public-private partnership among the Department of State, the Aspen Institute and 10 leading U.S. schools of journalism. The SJMC and the Minnesota International Center designed a special agenda for the group's week-long visit, including seminars led by SJMC faculty on investigative and in-depth reporting methods, economic reporting, and topics of interest to the journalists such as U.S. foreign policy, disaster relief and election coverage. The group also met with Joel Kramer, editor and CEO of MinnPost.com, and participated in a roundtable discussion about U.S. and home country media practices with local journalists. During the visitors' stay, both John McCain and Michelle Obama made campaign stops and appeared at rallies in

Minnesota. SJMC and State Department staff were able to obtain press passes for the visitors to attend both events, and the journalists cited their participation in these as the highlights of their visit.

Premack Awards go digital, see increased entries from Greater Minnesota

The 32nd annual Premack Awards competition went completely online for the first time in the awards' history. In the past, entrants made multiple copies of their submissions to mail to the MJC for dissemination to the judges. This process proved to be a drain on time and energy as well as the environment. The new format allowed entrants to fill out an entry form online, attach a PDF or URL to their submissions, and click "send." The judges were able to access the entries in an online database, which proved to be much more reliable and practical than mailing print copies and also allowed the public to see the work submitted. The expedited process made it possible for many Greater Minnesota newspapers to enter the awards program for the first time.

Started after the death in 1975 of Frank Premack, a reporter and editor at the for-

mer Minneapolis Tribune, the competition celebrates the best public affairs reporting in Minnesota and is one of the state's most coveted and celebrated journalism honors. Entries are judged by a panel of citizens representing the Minnesota community and public life in the arts, education, journalism, law and politics.

Winners honored at the Premack Awards ceremony, held at the McNamara Alumni Center on April 20, included MinnPost.com, the Bemidji Pioneer, the Pioneer Press, the (Rochester) Post-Bulletin, the Star Tribune and the Morrison County Record. The Premack board honored Brad Swenson of the Bemidji Pioneer with the Graven Award, given each year to a member of the journalism community whose contribution to excellence in the journalism profession has deserved special recognition. Joel Kramer and MinnPost.com were awarded the Farr Award, an honor the Premack board bestows on occasions when a member of the community has made an exceptional contribution to public affairs journalism.

Kramer delivered the keynote speech, which addressed the theme of this year's program, "Living up to the watch-dog role: the media and community institutions." Following the address, the award winners answered questions from the audience.

MinnPost.com and Jay Weiner received the award for excellence in coverage of breaking news about public affairs for their reporting on the Coleman-Franken Senate contest recount published Nov. 13- Dec. 20, 2008. In his writing, Weiner merged solid, traditional reporting skills with insightful and entertaining nontraditional storytelling. Premack judges said: "MinnPost was able to breathe life into a process that moves at a glacial pace and thus keep readers interested in a story of great political importance."

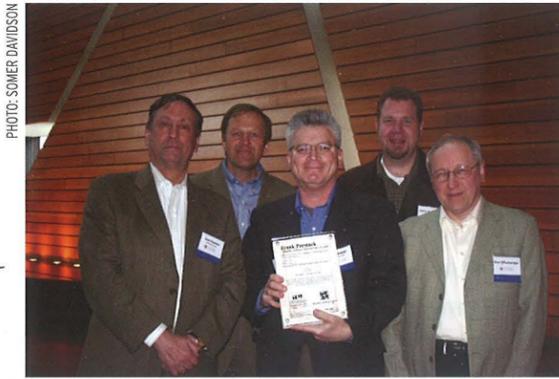
The Bemidji Pioneer and political editor Brad Swenson won the George S. Hage Award for excellence in coverage of

breaking news in Greater Minnesota for "Help for Cattle Farms" and "Peterson: Implementing Farm Bill is Next Step" published Aug. 17, 2008. The two-part article featured a rare interview with U.S. Rep. Collin Peterson, chairman of the House Agriculture Committee, who played a key role in drafting the next five-year farm bill and bringing aid to farms fighting bovine tuberculosis. Premack judges felt that Swenson's story demonstrated timeliness and impact, and was a smart use of a large amount of information gathered on deadline. The article was especially relevant because it contained candid comments from a national policy-maker who rarely talks in-depth with the media.

The Pioneer Press and reporters Jeremy Olson and Paul Tosto were honored with the investigative or analytical reporting award for excellence for their series "The Death of Subject 13," published May 18, 19 and 20, 2008. In this piece, Olson and Tosto reported for the first time on the death of schizophrenia patient Dan Markingson and the resulting lawsuit and probes. In the process, they pulled back the curtain on the rarely viewed world of industry-funded clinical research and the financial incentives that can compromise a doctor's decision making. In this category, Premack judges said: "Through the eyes of one patient, this story shed considerable light on the complicated and competing interests between the development and path to market of new drugs, funding needs of the University and the integrity of medical research."

The Post-Bulletin and Jeff Hansel received the award for excellence in investigative or analytical reporting in Greater Minnesota for "Mystery Illness," published on March 29, 2008. In this story, Hansel described a debilitating neurological illness that was striking workers in a hog processing plant in Austin, Minn. Judges in this category were impressed to see a project that put a system under a microscope and

PHOTO: SOMER DAVIDSON



MinnPost.com received the award for excellence in coverage of breaking news about public affairs for their reporting of the Coleman-Franken Senate contest recount. Left to right: Joel Kramer, Roger Buoen, Jay Weiner, Corey Anderson and Don Effenberger.

had the potential to calm an unsettled community and demystify a complex health issue.

The Star Tribune and Jill Barcum won the award for excellence in opinion journalism for "Resolution Needed in AG Controversy," published on March 23, 2008. The editorial expressed the view that a nonpartisan inquiry should probe ethics allegations in the Minnesota Attorney General's Office. Judges said the editorial was well-researched and offered thoughtful recommendations that led to action.

The Morrison County Record and Tom West received the award for excellence in opinion journalism in Greater Minnesota for "Every County Resident Should Be Saddened by Tuesday's Events," published June 29, 2008. In this piece, West discussed Gordon Wheeler's hearing against the county board. He stated that all citizens have the right to challenge our elected government officials and court system, and that we should collectively be upset when this basic liberty is unjustly dismissed in an unfair hearing. Premack judges praised West's work, saying, "This article exposes deep, thoughtful and compelling issues that are relevant, timely and essential. West took a local tragedy and made the reader think about the issue in a larger context."

Read this year's winning articles at <http://murphy.sjmc.umn.edu/premack/entry.html>.



Panelists Jeff Hansel, Jeff Baillon, Susan Albright, Jeremy Olson, Dave Hage and Gary Schwitzer discuss health news reporting at the annual Spring Ethics Forum, held on April 30, 2009.

Silha Center Events Tackle Tough Topics in Media Ethics and Law

BY PATRICK FILE AND JACOB PARSLEY

IN TWO EVENTS sponsored by the Silha Center for the Study of Media Ethics and Law in spring 2009, guest speakers and panelists from law enforcement, journalism, and the academy addressed difficult and timely questions concerning the interrelations of technology, privacy and law enforcement, as well as health journalism in the midst of an imminent flu pandemic.

The Silha Spring Forum, titled "Surveillance, Anonymity and Privacy: Law Enforcement and Your Computer," was held March 25 at the Murphy Hall Conference Center.

Stephen Cribari, a criminal and constitutional law professor at the University of Minnesota Law School, discussed how the ever-changing digital landscape has raised questions about constitutional interpretation. "Do we have to adjust the way we live to the Constitution, or do we need to adjust the Constitution to the way that we live our lives in an increasingly technological time?" Cribari asked. He was joined by Dick Reeve, chief deputy, district attorney

and general counsel for computer crimes in Denver, Colo., and Mary Horvath, an FBI senior computer forensic examiner from Quantico, Va.

Reeve summarized some ways that law enforcement officials are learning to use digital surveillance, and explained how these trends can be difficult to reconcile with traditional interpretations of the Fourth Amendment of the Constitution. "Technology is forcing us to give up a lot of privacy, and I don't know what to do about it," Reeve said. "It's being driven by the information age. The job for our present and future legislators and judges is to craft a balance between security and personal privacy."

In contrast, Horvath described the increasing use of technology as a trade-off. "Nobody forced you to use technology," Horvath said. "With those comforts, you have to understand what you choose to give up in exchange."

Horvath retrieves evidence from computers, phones, automobile diagnos-



Dick Reeve, Mary Horvath and Stephen Cribari pose for a photo after the Silha Spring Forum, "Surveillance, Anonymity and Privacy: Law Enforcement and Your Computer," held on March 30, 2009 in Murphy Hall.

tic systems and other sources of digital information while conducting federal investigations. She explained that although a computer may not be directly involved in a crime, it can be used to find extensive information on criminal suspects: phone contacts, bank and credit card records, and social contacts.

"When I get your computer, I don't just get your computer—I get your whole world," Horvath said. "You are not private.



Pioneer Press reporter Jeremy Olson discusses challenges he faces in health reporting, while Dave Hage (left) and Gary Schwitzer (right) listen.

If you are using technology, there is no privacy. And by using technology you agree to that. You just don't realize it."

The annual Spring Ethics Forum and Town Hall Meeting, held April 30 in Murphy Hall auditorium, was titled "Fever Pitch: Does Health News Reporting Leave Consumers Out in the Cold?" The event was jointly sponsored by the Silha Center, Society of Professional Journalists and Minnesota News Council.

The event featured a presentation by Gary Schwitzer, associate professor at the SJMC and publisher of HealthNewsReview.org, as well as a panel of five local journalists who cover health: Susan Albright of MinnPost.com, Jeff Baillon of KMSP-TV, Dave Hage of the Star Tribune, Jeff Hansel of the (Rochester) Post-Bulletin and Jeremy Olson of the Pioneer Press.

In his presentation, Schwitzer called health news "the most vital beat in all of journalism" and said the media need to "chill the fever pitch." He praised several of the panelists for their work, including Hansel and Olson, both of whom won Frank Premack Public Affairs Journalism Awards from the Minnesota Journalism Center for stories on health issues, as well as Baillon, a 2008 regional Emmy Award winner.

Schwitzer was critical of the media for "cheerleading" coverage that can overemphasize the importance of medical research and so-called breakthroughs, particularly when the research is conducted in the news



MinnPost.com contributor Susan Albright and Pioneer Press reporter Jeremy Olson listen as Dave Hage, health editor for the Star Tribune, shares his thoughts on the media coverage of the H1N1 (swine flu) virus outbreak at the Spring Ethics Forum.

organizations' local area.

Schwitzer said there is an "imbalance" in health news reporting. The media focus on "too much stuff"—new drugs, new tests and new machines—and fail to focus on substantive health care problems Americans face. He said audiences are thirsty for a "sip" of quality health news, but the huge amount of reporting that lacks substance is like "drinking from a fire hose."

During the hour-and-a-half panel discussion, the journalists examined a number of challenges that health news reporters face: shrinking newsroom budgets, inconsistent application of federal laws governing the release of patient information, the lack of health issue expertise on newspaper editorial boards, the use of video news releases and direct-to-consumer pharmaceutical advertising.

The panelists also shared their thoughts on media coverage of the H1N1 (swine flu)

virus outbreak. Most agreed that coverage by local news outlets had been adequate and not sensational.

Hage viewed the flu outbreak as an opportunity to teach the public about health issues. "It's hard to get the public's attention about science," he said. Albright, of MinnPost.com, said she appreciated the ability of an Internet-based news organization to provide information to its readers along with links to other sources and even more information. Hansel saw his role as getting as much information to the public as possible, so the public can then decide how to respond.

Silha Center events are made possible by a generous endowment from the late Otto Silha and his wife, Helen.



INSTITUTE FOR
NEW MEDIA STUDIES

UPDATE

INMS research helps address newsroom challenges and media consumer engagement

BY NORA PAUL AND KAREN KLOSER

INMS and SJMC to help retrain newsroom staff

This year, the daily print editions of the Rocky Mountain News, Christian Science Monitor and Seattle Post-Intelligencer went to the newsroom morgue—permanently. In newsrooms across the country, the 24/7 nature of Internet news and infotainment has upended both the editorial and advertising “business as usual” model. The SJMC, preparing students for different media careers than those of the past, is now applying its expertise to develop training programs for news industry editorial and advertising staff.

At the initiative of the Newspaper Guild in the Twin Cities and in Duluth, the SJMC prepared a proposal to seek funding for news and ad sales Guild members to get training while on the job. John Eighmey, Mithun chair of advertising, Kathleen Hansen, director of the Minnesota Journalism Center, and the Institute for New Media Studies, partnered with the Duluth News Tribune and the Pioneer Press. The

collaboration resulted in a \$228,000 Minnesota Job Skills Partnership program grant, supported through the state of Minnesota Department of Employment and Economic Development. The government funding to the School of Journalism & Mass Communication will be combined with \$469,330 of in-kind funds from the news organizations, bringing the total project budget to approximately \$700,000. The Minnesota Job Skills Partnership grant has supported the delivery of training to a wide variety of industry sectors, but this is the first time the money is going toward helping news organizations.

We are developing a training curriculum for the two newsrooms that will build on the foundation of the critical skills of writing, research and reporting to help journalists understand how to apply these skills to new story forms and new ways to reach the news audience. In order to succeed in this new media environment, reporters and editors need a new understanding of what covering a beat entails. They need to know how best to craft online

headlines and to understand concepts such as search engine optimization and new forms of reader engagement.

On the business side of the newsroom, the new media environment has disrupted the very nature of conducting ad sales. In the past, the advertising staff relied on the personal sales pitch to sell well-defined advertising space in print. In today’s online world, the ad sales staff needs to understand the entire media mix clients now have available to them and to shift their pitch from selling advertising space to delivering a well-defined audience of potential customers. They need to know who their news audience is and how that audience interacts with media. To guide their clients, the ad sales staff need to learn new forms and approaches advertising is taking.

The employees of the partnering news organizations will undergo training over the next six months to help their news organizations successfully evolve into new types of operations. Following an in-depth skills assessment, the editorial and advertising

PHOTO: COURTESY OF THE DULUTH NEWS TRIBUNE



The Duluth News Tribune, pictured above, in partnership with the SJMC’s Institute for New Media Studies, will help develop a training program for news industry editorial and advertising staff.

staffs will engage in a variety of training opportunities tailored to the needs of the individual employees and designed to address their organization’s overall goals.

The state grant to the SJMC to help Minnesota’s news industry employees develop new skills acknowledges the vital role media organizations play in community and state economic, social and political viability. As an additional benefit, the curriculum being developed will contribute to the future of the news industry through the University of Minnesota’s course offerings. The SJMC will apply the materials and techniques being created for the training

grant to teaching the next generation of journalists and advertising professionals.

Let the games begin



A board/card game created by the University of Minnesota Java and Web Services team for the Knight News Challenge project.

The Knight News Challenge grant project is in its second year.

Over the past 18 months, we have brainstormed different “gamelike” approaches that could be used to test the idea that games might be a way to engage news audiences with issues that are complex and have a wide variety of

perspectives. Our challenge has been to create different ways to design the information about a topic and then see if there is a definite advantage of one style over another.

The topic we chose to work with was the use of corn ethanol as a fuel—is it a boon or a bane? There is a wide variety of arguments for and against ethanol, and a wide range of interested parties

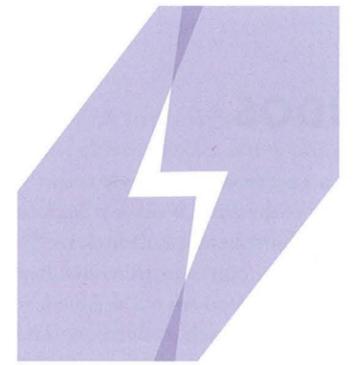
with strong perspectives on the subject: environmental, transportation policy, energy efficiency, agribusiness and even world hunger. We’ve come up with two different game versions. One is a game-style virtual world environment, where one moves through a graphic space and interacts with different characters who deliver information about their perspective. The other is more of a board game approach—challenging the user to find the answers to different questions by moving to a perspective area on the board and then examining the facts presented.

In order to test how engaging or effective these different presentations are, we needed to compare this new style of information display with more traditional styles. To do this, we created a traditional news story, displayed on a Web page that has all the same information that can be found in the news games. We also created a version of a Web page that had well-organized links to information about ethanol, and another version that had the news story and then a long list of related stories about ethanol.

For the research project we created an online survey that has been sent out across the Internet. Those who go to the survey site are asked a few questions about their use of the Internet for news and some basic questions about their level of interest in the topic of ethanol as a fuel. Then they are “served” one of the versions and asked to look over the material for as long as they wish. Next they are sent back to the survey to complete a few more questions, largely relating to their engagement with the information and assessing their level of retention of information. With these results, we will be able to compare and contrast the ways the information design affects the audience’s interest, information acquisition and other aspects of the user’s experience that can help us determine whether interacting with information in nontraditional ways results in a more engaged and informed reader.



A simulation environment created by Distil, Interactive, for the Knight News Challenge project.



New media researchers to convene Sept. 18, 2009

Each fall the INMS reaches out to the growing numbers of students and faculty across campus interested in studying the impact of new communications technologies and techniques. The annual New Media Research @ UMN Conference is an opportunity to hear about their work and meet with researchers engaged with examining new media issues. This year’s conference is on Friday, Sept. 18 from 8:30 a.m. to 5 p.m. at Coffman Memorial Union.

While billed as an official forum for presenting papers and posters, it is also an opportunity for graduate students, faculty and staff to discuss research in progress and issues concerning research, and to network with like-minded people. Participants at previous conferences have represented more than 25 University departments and units ranging from English and medicine to art and educational policy. At the event, INMS also promotes and builds its New Media Research Network Wiki, a repository for everything new media at the University: <https://wiki.umn.edu/view/NewMediaResearchNetwork/>

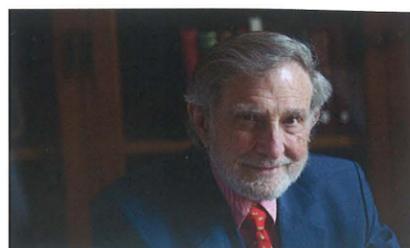
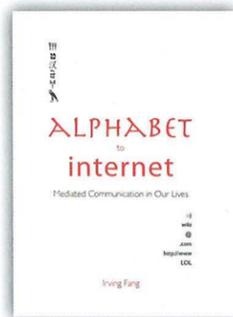
To find out more about the event, contact the INMS at (612) 625-0576.

KUDOS

Associate professor **Ken Doyle** is the recipient of the 2009 Wilbert J. McKeachie Career Achievement Award from the Special Interest Group in Instructional Evaluation and Development of the American Educational Research Association. The award recognizes "outstanding contributions, over a career, to the field of faculty teaching, evaluation and development."

The U.S. Commission on Civil Rights has elected Doyle to its Minnesota Advisory Committee. This panel provides the U.S. Commission in Washington, D.C., with research support and advice on issues and incidents concerning deprivation of voting rights and other civil rights "by reason of color, race, religion, sex, age, disability or national origin," as well as patterns of discrimination against any group. He also has been elected to the National Association of Scholars (NAS) board of directors. NAS is an independent membership association of academics working to foster intellectual freedom and to sustain the tradition of reasoned scholarship and civil debate in America's colleges and universities. He is serving his third term as president of the Minnesota Association of Scholars.

Emeritus professor **Irving Fang**, at age 80, continues research and writing. Last year he published a history of communication titled "Alphabet to Internet: Mediated Communication in Our Lives." The American Library Association magazine Choice named the book one of its "Outstanding Academic Titles" for 2008. A reviewer awarded it three stars, saying the book is "remarkable" and "highly recommended." And a reviewer in this year's spring issue of Journalism and Mass Communication Quarterly wrote, "Fang's writing



style is accessible and engaging, and his ability to weave together short anecdotes from history into a master narrative is accomplished, to say the least." Meanwhile, he has started work on another book.

Assistant professor **Kathy Roberts Forde** won two book awards for "Literary Journalism on Trial: Masson v. New Yorker and the First Amendment." She won the 2008 AEJMC History Division's Book Award for the Best Book on Journalism & Mass Communication History and the 2008 Frank Luther Mott-KTA award for the best research-based book about journalism and mass communication.

The National Scholastic Press Association (NSPA) honored professor and Minnesota Journalism Center director **Kathleen Hansen** with its 2008 Pioneer Award. The Pioneer Award is NSPA's top honor for journalism educators. It recognizes substantial contributions to scholastic journalism outside regular job requirements. Hansen is a former member of the NSPA board of directors and remains active in assisting with NSPA activities in Minnesota and across the country. Hansen, along with six other winners, was recognized at the Journalism Education Association/NSPA National High School Journalism Convention held in St. Louis last November.



In February, **Kathleen Hansen**, Institute for New Media Studies director **Nora Paul** and Mithun chair of advertising **John Eighmey** received a grant of \$228,000 from the Minnesota Job Skills Partnership program, a program administered by the Minnesota Department of Employment and Economic Development whose objective is to keep Minnesota businesses and their work forces well-trained and competitive. Hansen, Paul and Eighmey will work with the news and ad sales staffs at the Duluth News Tribune and the Pioneer Press to provide training for Newspaper Guild-represented employees. The curriculum that Hansen, Paul and Eighmey develop will help newspapers revolutionize their business model and thrive in an increasingly Internet-based industry. The SJMC and the two newspapers will also contribute in-kind funds, bringing the total project budget to approximately \$700,000. Learn more about the project on page 20.

Lecturer **Jennifer Johnson** received Best Faculty Member recognition in the 2009 Minnesota Daily Grapevine Awards.

Associate professor **Mark Pedelty** has been named a resident fellow at the University of Minnesota's Institute on the Environment (IonE) for 2009-11. Each of the institute's resident fellows receives \$60,000 in flexible funding to engage in creative research and problem solving, to develop new models of teaching and training, and to build new networks and partnerships. Pedelty's research will involve collaboration with a local community organization, Metro Blooms, which is using funding from the Minnesota Legislature to install 150 raingardens in the Powderhorn neighborhood of Minneapolis and is partnering with the Minneapolis Public Works Department and Minneapolis Park & Recreation Board to measure the effects of raingardens on storm water runoff into Powderhorn Lake. Pedelty and



his students will be assisting with public outreach, education and media, including the production of a documentary film.

In April, the University of Minnesota awarded Pedelty a \$3,000 Imagine Fund grant for his "Music as Environmental Communication" project. The grant will support his efforts with students to use music as a means of communicating environmental messages. The Imagine Fund is a unique systemwide program open to arts, design and humanities faculty to support a range of projects and enhance the presence of these disciplines at the University. This marks the first year of the Imagine Fund Program, which is part of the provost's effort to recognize the value of supporting arts, design and humanities at the University.

Pedelty also received a residential fellowship for the fall 2009 semester from the University's Institute for Advanced Study. Each year up to 20 University faculty members are selected as residential fellows. Fellows are released from all teaching obligations during the term of their fellowships and are in residence at the Nolte Center, where they can benefit from the community of scholars and share their work across disciplines. Pedelty's research will involve a quantitative, computer-assisted content analysis of climate change news coverage in collaboration with David Fan, professor of genetics, cell biology and development.

Last fall, associate professor **Brian Southwell** was unanimously elected chair of the University's Graduate School Social Sciences Policy and Review Council and also was invited to join the editorial board of the Journal of Public Relations Research.

Assistant professor **Shayla Thiel-Stern** was named an affiliate faculty member in the gender, women, and sexuality studies department at the University of Minnesota. In April, the President's Distinguished Faculty Mentor Program at the University recognized her and associate professor **Brian Southwell** as mentors at its annual banquet.

PRESENTATIONS, PUBLICATIONS AND RESEARCH

Assistant professor **Giovanna Dell'Orto** read from her book "The Hidden Power of the American Dream: Why Europe's Shaken Confidence in the United States Threatens the Future of U.S. Influence" at The American Library in Paris on Jan. 14, 2009.

Adjunct instructor **Debra Kelley** and senior instructional technology fellow **Darin Mather** represented the SJMC at the College of Liberal Arts' (CLA) Academic Technology Showcase on April 16, 2009. They presented an exhibit that demonstrated how Kelley and adjunct instructor **Nance Longley** use blogs as teaching tools in the Jour 3321, Basic Media Graphics, course. Kelley and Longley wanted to give their media graphics students experience working in online environments. Blogs provided an excellent platform to display students' media graphics projects. In one assignment, students researched a famous graphic designer, created a media presentation and used a blog to display the artist's work. In another assignment, students used the blog format to create individual portfolio sites, in which they showcased their own creative work. The projects challenged students to incorporate various design elements and interactive technology in a way to communicate effectively. The purpose of the annual showcase is to demonstrate some of the



Kelley, center, and Mather, left, explain their use of blogs in the classroom.

advances CLA staff and faculty have made in the use of technologies and to inspire the imaginations of colleagues, helping to keep the College of Liberal Arts at the forefront of technology-enhanced teaching and research at the University.

Professor and Silha Center director **Jane Kirtley** moderated a panel discussion on the art and ethics of documentaries at the screening of "Chicago 10," at the Walker Art Center in Minneapolis, on Oct. 2, 2008. Panelists included the filmmaker Brett Morgen and local documentarian Matt Ehling.

In November, she presented a paper, "Perils of the Internet: A Perspective from the U.S.A.," at the Ad IDEM/Canadian Media Lawyers annual conference in Ottawa, and appeared as a panelist for the "Reporters Privilege and Anonymous Speech" session at the Practising Law Institute's annual conference, "Communications Law in the Digital Age," in New York City.

Locally, Kirtley delivered a lecture, "The First Amendment @ Your Library," at the Minnesota Library Association annual conference held in Bloomington, Minn., Nov. 19-21, 2008, and conducted a seminar titled "The Role of Media in the 21st Century Democratic World" for the University's 2008-09 Humphrey Law Fellows on Feb. 25, 2009. Her chapter, "The Future of Ethics and the Law," appears in a new book, "An Ethics Trajectory: Visions of Media Past, Present and Yet to Come" (John Michael Kittross, ed.), published in 2008 by the Institute of Communications Research at the University of Illinois. Her articles "Web v. Journalism: Court Cases Challenge Long-Held Principles" and "Obama's 'New Era of Openness'" appeared in the winter 2008 issue of Harvard University's Nieman Reports and the March/April 2009 issue of The Association for Women in Communications Communiqué newsletter, respectively. Kirtley presented "Freedom of Information and Media Ethics" at the 20th Annual

U.S. Coast Guard Academy Ethics Forum in New London, Conn.

She also was the keynote speaker at American University's conference "Privacy Protection After 20 Years Under Reporters Committee," presented by that university's Washington College of Law on April 28, 2009, in Washington, D.C. The conference commemorated the 20th anniversary of the most significant Freedom of Information Act decision ever issued, *Department of Justice v. Reporters Committee for Freedom of the Press*. In addition, numerous local and national media outlets interviewed Kirtley during the 2008 Republican National Convention, the 2008 presidential campaign, and the 2009 Star Tribune bankruptcy filing.

German producers at 3sat, a public television network broadcast primarily within Germany, Austria and Switzerland, interviewed Institute for New Media Studies director **Nora Paul** and Minnesota Journalism Center director **Kathleen Hansen** for its weekly program, "Neues Computainment Magazine." Filmed in the SJMC's Digital Media Studio last summer, the piece featured Paul and Hansen discussing the use of games in education and their classroom journalism game "Neverwinter Nights." Searcher, *The Magazine for Database Professionals*, interviewed Hansen and Paul in an article titled "The Future of Journalism, Newspapers, and Finding Information." The story, which ran in the magazine's April 2009 issue, discusses journalists' access to information in the digital age and how the Internet, while providing unprecedented access to information, has room for improvement in terms of saving and archiving information.

Assistant professor **Amy K. Sanders** was awarded a leave for the 2009 fall semester to develop her research project titled "Broadcast Indecency: A Look at the Who, When, What, Where and How of FCC

Regulation." The project will provide a comprehensive examination of the Federal Communications Commission's regulation of broadcast indecency.

Associate professor **Dona Schwartz** will be the keynote photographer for the first International Visual Methods Conference, to be held at the University of Leeds (England) in September 2009. She will present a paper titled "Visual Art Meets Visual Methods: Making a Case for Making Pictures."



Image from Schwartz's monograph "In The Kitchen"

Keherer Verlag will publish Schwartz's first photographic monograph, "In the Kitchen," this year. Her work was featured in the photography festival Darmstadt Days of Photography 2009, held April 24-26 in Darmstadt, Germany. Photographs from her "On the Nest" series were featured in the exhibition "I Want to Be Happy" at Uno Art Space in Stuttgart, Germany, Feb. 28-May 5, 2009. Schwartz's work also appears in "The Art of Caring: A Look at Life," May 16-Aug. 2, 2009, at the New Orleans Museum of Art, and "Digital—Daguerreotype: Photographs of People," June 20-Nov. 10, 2009, at the Carnegie Museum of Art in Pittsburgh, Pa.

Associate professor **Gary Schwitzer** recently made headlines with his findings for his Kaiser Family Foundation report on the state of health journalism. Schwitzer maintains that huge cutbacks in the news business are creating new challenges for health journalists who are trying to

report on current health care policy issues. A survey of members of the Association of Health Care Journalists (AHCJ), conducted in partnership between AHCJ and Schwitzer, details how the financial pressures on the media industry and the fierce competition to break news on new and expanding platforms on the Internet are affecting the quality of health reporting. The difficulties cited in Schwitzer's report have caused many in the industry to worry about the loss of in-depth, detailed reporting and the influence of public relations and advertising that could color news content. The full survey and report can be viewed online at <http://kff.org/entmedia/mh031109pkg.cfm>.

Schwitzer wrote a column for the spring issue of the Harvard University Nieman Reports about his work at HealthNewsReview.org, where he grades health news reporting by 60 leading news organizations, paying close attention to those that include unsubstantiated claims in the course of health reporting. He was the subject of a feature story in Minnesota magazine, the publication of the University of Minnesota Alumni Association, where he discussed his continuing efforts to bring accuracy and integrity to health reporting—and his quest to push journalists to ask tough questions about health care that aren't being answered.

Schwitzer also was an invited guest for the Consumer Reports health bloggers forum in New York in January, a guest speaker at the Foundation for Informed Medical Decision Making research and policy forum in Washington, D.C., in February and a Poynter Ethics Fellow at The Poynter Institute in St. Petersburg, Fla., in March.



In March, associate professor **Brian Southwell** was a guest lecturer at the University of North Carolina at Chapel Hill, where he presented "Aging and Its Implications for Media Effects." A special issue of *Communication Theory*, (vol. 19, no. 1), co-edited by Southwell and associate professor **Marco Yzer**, is now available in print. The issue focuses on the intersection of political campaigns, health campaigns, advertising and public relations campaigns and conversation.

Assistant professor **Shayla Thiel-Stern** is lending her new media expertise to a Minneapolis high school's digital technology learning program, spearheaded by the University's College of Education and Human Development. Known as DigME, a new learning community was created to give students the chance



to work with the kind of audio, video and computer technologies that are shaping society. The program, which was the brainchild of Roosevelt High School English teacher Delainia Haug and dean of students Damien Poling, has tapped the expertise of faculty and students from the College of Education and Human Development as well as other University units. The DigME curriculum emphasizes critical thinking and hands-on technical skills in numerous subject areas and gives students the opportunity to create audio, video, blogs, and wikis—essentially online collaborative communities. In the process, students learn essential group work tools, along with organizational, management and communication skills.

Three SJMC faculty named "BEST BRAINS" by Mpls. St. Paul magazine

Three SJMC faculty—Silha Professor of Media Ethics and Law **Jane Kirtley**, senior fellow **Howard Liszt** and adjunct instructor **John Rash**—were named "Best Brains of the Twin Cities" in Mpls.St.Paul Magazine's



November 2008 issue. The magazine defines intelligence as a broad-based comprehension of today's complexities and the ability to put it to concrete use. In the article's introduction, writer Brian Lambert explained the selection process. "We at Mpls.St.Paul admire the kind of brain power that demonstrates good judgment, a wide range of interests, attention to innovation, and a knack for efficient problem-solving. Intelligence, in other words, that is of tangible value to everyone." Kirtley, Liszt and Rash shared the recognition with several other University of Minnesota leaders, including president Robert Bruininks, professor and scientist Doris Taylor, and University of Minnesota Foundation president and CEO Steve Goldstein, as well as SJMC alumna Lynn Casey, chair and CEO of Padilla Speer Beardsley.

SJMC UNDERGRADUATES WON A NUMBER OF IMPRESSIVE AWARDS during the 2008-09 academic year, including a Scripps Howard "Top Ten" Scholarship, first place in the National Student Advertising Competition regional competition, several Hearst Awards finalist honors, 15 Society of Professional Journalists Mark of Excellence Awards—two of which were first-place awards for The Minnesota Daily—a Seavreid Award from the Northwest Broadcast News Association as well as four College Emmy nominations and one College Emmy Award.

A COMPLETE LIST OF 2008-09 SJMC STUDENT AWARDS FOLLOWS:

UWIRE "BEST AND BRIGHTEST" TOP 100 STUDENT JOURNALISTS

McKenna Ewen
Jake Grovum

2008 SCRIPPS HOWARD FOUNDATION "TOP TEN" SCHOLARSHIP

Vadim Lavrusik

2009 CHIPS QUINN SCHOLAR

Emma Carew

2008 ASSOCIATED COLLEGIATE PRESS AWARDS

Emma Carew, First Place, Story of the Year
Jake Grovum, Second Place, Story of the Year
Matt Mead, First, Second and Third Place, Photo Excellence

REGION 6 SOCIETY OF PROFESSIONAL JOURNALISTS MARK OF EXCELLENCE AWARDS

The Minnesota Daily Staff, First Place, Best All-Around Daily Student Newspaper
The Minnesota Daily Editorial Board, First Place, Editorial Writing
Sarah Ellen Boden, First Place, Radio News Reporting, and Third Place, Radio Feature
Jon Collins, First Place, Feature Writing
Jon Collins, Alex Ebert, Jake Grovum and **Karlee Weinmann**, First Place, Breaking News Reporting

Jon Collins and **Karlee Weinmann**, Second Place, Feature Writing, and Third Place, In-Depth Reporting
McKenna Ewen, First Place, Spot News, Internet Reporting and Second Place, Television Breaking News Reporting
Jake Grovum, First Place, General News Reporting and Sports Writing
Brett Gustafson, Third Place, Editorial Cartooning
Keith Hovis, First Place, Online News Reporting
Marc LaNave, Second Place, Radio Sports Reporting
Alex Mannix, First Place, In-Depth Reporting

2008 ASIAN AMERICAN JOURNALISTS ASSOCIATION MINNESOTA SPOTLIGHT AWARDS

Briana Bierschbach, First Place, News
Katie Broadwell, Third Place, News
Alex Ebert, Second Place, Features
Ibrahim Hirsi, Second Place, News
Keith Hovis, First Place, Features
Josh Katzenstein, Third Place, Features

2009 HEARST JOURNALISM AWARDS FINALISTS

McKenna Ewen, Eighth Place, Multimedia, and Ninth Place, Broadcast (Television)
Stephen Maturen, First Place, Photojournalism
Matt Mead, Eighth Place, Photojournalism

NATIONAL TELEVISION ACADEMY UPPER MIDWEST 2008 COLLEGE EMMY WINNER—MULTIMEDIA

McKenna Ewen

2008 COLLEGE EMMY NOMINEES

Madeleine Martino Fox
Alyssa Kroeten
Steve Kuzj
Boua Xiong

NORTHWEST BROADCAST NEWS ASSOCIATION SEVAREID AWARD

Craig Kalhagen

DISTRICT 8 NATIONAL STUDENT ADVERTISING COMPETITION CHAMPIONS

Jake Achterhoff	Becky Hirn
Steph Bakkum	Alicia Houselog
Rochelle Berentson	Robyn Kennedy
Brian Bernie	Erin Lamberty
Kellie Coit	Jeanine Lilke
Daniel Davis	Olga Lobasenko
Alex DeNuccio	Corinne Long
Alyssa Diamond	Russell Mantione
Sarah Donovan	Joe Mischo
Jessi Eikos	Christina Newman
Sarah Eslyn	Shaina Novotny
Abby Faust	Danielle Ouellette
Susan Garcia	Sarah Poluha
Michelle Gross	Alex Regner
Jim Hagen	Lauren Sudbrink
Tanner Hall	
Hillary Heinz	

Honors student and spring graduate **Sarah Arendt** and her honors thesis adviser **Amy Kristin Sanders** will present their research, titled "Bloggers as Limited-Purpose Public Figures: New Standards for a New Media Platform," at the 2009 Association for Education in Journalism and Mass Communication's national conference in Boston this summer. Arendt began the research as a part of Jour 5552 Law of Internet Speech to fulfill the graduation requirements for summa cum laude honors.



Krystal Bradford, a junior in the SJMC, is an intern at Young & Rubicam in New York City this summer.

Senior **Emma Carew** has been selected for a summer internship with The Washington Post. Carew also has been accepted into the Chips Quinn Scholars program.

Two SJMC students, **Allison Dent** and **Danielle Schumann**, received a 2008 Minnesota PRSA Student Classics Award for a fund-raising brochure they created in Debra Kelley's Jour 3321, Basic Media Graphics course. The project was part of a

class assignment to create a brochure and Web site design for Students Today Leaders Forever, a nonprofit group that was founded by University of Minnesota students. Dent and Schumann won the special purpose publication category.

Senior **Jake Grovum** received a Pulliam Fellowship at The Indianapolis Star this summer.

Senior **Alyssa Kroeten** worked as an intern for CBS during the Republican National Convention in St. Paul in September 2008. She received the opportunity through her spring semester internship at WCCO



Radio, where she had already gained practical experience related to both of her majors—political science and journalism. Kroeten was a member of the spring 2009 class of The Politics & Journalism Semester at The Washington Center for

Politics & Journalism. She spent the semester as an intern at Bloomberg News. The Politics & Journalism Semester is a nonpartisan, nonideological program designed to teach the next generation of political reporters about politics.

This spring, 12 undergraduate and graduate students were inducted into Kappa Tau Alpha, the national journalism and mass communication college honor society. Kappa Tau Alpha recognizes academic excellence and promotes scholarship in journalism and mass communication. Membership is earned by excellence in academic work. The 2009 inductees are: **Hilary K. Dickinson, Anna C. Farrell, Gabriella Ferroni, Alyssa Lin Good, Michelle Lynn Gross, Ashley Marie Halbach, Matthew Knutson, Travis David Roznos, Danielle N. Schumann, Wonsun Shin, Katarina B. Vaughn** and **Olga Zakharenko**.

Congratulations Class of 2009

On May 17, 2009 SJMC students participated in the College of Liberal Arts Commencement Ceremony, held at Northrop Memorial Auditorium on the University of Minnesota Twin Cities campus. Nearly 250 SJMC students graduated.

PHOTOS: PATRICK O'LEARY



Class of 2009



Students show their mettle

Students in this spring's Jour 5174 Capstone: Magazine Editing and Production class produced a magazine (and a companion Web site) called Mettle which takes an in-depth look at the current recession and its effect on the millennial generation. Read the magazine or receive the printed publication at <http://mettle.umn.edu/>.



The SJMC presented several graduate student awards at the annual Spring Celebration, held on May 6, 2009, at the McNamara Alumni Center. The award recipients included: **Jacob D. Parsley**, Silha Fellowship for Media Ethics and Law; **Yuliya Lutchny** and **Wonsun Shin**, Ralph D. Casey Dissertation Research Award; and **Deborah Carver**, **Soyoen Cho**, **Brittany Duff** and **Yuliya Lutchny**, Mark Kriss Graduate Student Research Award.

Graduate student **Colleen Callahan** (B.A. '05) was selected to participate in the "60 years of friendship" press trip organized by the Jordan Information Bureau at the Embassy of Jordan in Washington, D.C. The Hashemite Kingdom of Jordan marked 60 years of diplomatic relations with the United States in January 2009. To commemorate this special friendship and long-standing partnership, the Embassy of Jordan spearheaded a number of activities and initiatives, like the press trip, that encompass the political, economic, cultural and educational arenas. The ten-day trip was designed for young journalists to visit Jordan and identify with its current economic, political and social conditions in order to enhance understanding of Jordan's role in the domestic, regional and international spheres as well as American-Jordanian relations.

Callahan's interest in media coverage in the Middle East evolved through the experiences of a close friend. "Though I (had) never been to the Middle East, my interest in studying the region's media is rooted in the current proliferation of news surrounding the region and its prevalent role in current foreign affairs," she says. "However, it was the experience of a friend living in Amman, Jordan, that truly cata-

lyzed my curiosity with media coverage of and from the Middle East. After spending time in Jordan, my friend noticed the discrepancy between the reality he was experiencing in Amman and America's perception of Jordan and the rest of the Middle East. Additionally, he found this same discrepancy prevalent in many locals' perception of Americans. . . . My friend's insight jump-started my drive to discover ways to harness the power of mass media to deepen dialogue, enhance empathy and promote cross-cultural understanding between the Western and Arab worlds." Callahan joined nine other American students from top journalism schools in the United States for an all-expense paid trip to Jordan in late May 2009.



Ph.D. candidate **Soyoen Cho** was awarded the 2009 American Academy of Advertising Doctoral Dissertation Competition Dunn Award for her paper "Viral Advertising Effects and Trust as an Influencing Factor." The competition promotes doctoral research in advertising. Awards are based on a competitive review of dissertation proposals.

A paper jointly authored by SJMC graduate students **Jacob Depue**, **Laura Friedenberg**, **Nathan Gilkerson** and **Ashleigh Shelton** and associate professors **Brian Southwell** and Wilma Koutstaal (psychology) won a Top Three Paper Award from the National Communication Association (NCA). The paper, "Aging and the Questionable Validity of Recognition-Based Exposure Measurement," will be presented at the NCA annual conference in November in Chicago.

Sarah Janel Jackson's paper "Intersecting Discourses of Race, Class and Gender in News Coverage of the Megan Williams



Rape Case" received the Top Student Paper Award in media studies at the Western States Communication Association Convention, held in February in Phoenix.

Ph.D. candidates **Nahid Khan** and **Jennifer Moore** were accepted for participation in the "May Term Dissertation-Writing Retreat," co-sponsored by University's Graduate School and the Center for Writing. The event is a three-week daytime retreat designed for graduate students to do focused, sustained work on dissertations.

Kay E. Schwebke's article "The Vietnam Women's Memorial: Better Late than Never" was published in the May 2009 issue of the American Journal of Nursing. The article is about the more than 10,000 nurses stationed in Vietnam during that country's conflict and the special significance the Vietnam Women's Memorial holds for those women. Schwebke, M.D., M.P.H., and a student in the health journalism and communication master's degree program, is medical director of the Hennepin County Medical Center Coinfection Clinic in Minneapolis and an assistant professor in the Department of Medicine, Division of Infectious Diseases, at the University of Minnesota.

Ph.D. candidate **John Wirtz** received the Franklin H. Knowler Article Award from the Interpersonal Communication Division of the National Communication Association for his article, "How Does the Comforting Process Work? An Empirical Test of an Appraisal-Based Model of Comforting." The article was co-authored with communication studies associate professor Susanne M. Jones. The award is presented annually to an article that makes an outstanding theoretical contribution to the study of human communication.



Professor **T.K. Chang** retired from the University this spring and has accepted a position at City University of Hong Kong. Chang, whose specialties include international communication, mass media and

foreign policy and Chinese media, is co-author of "China's Window on the World: TV News, Social Knowledge and International Spectacles" and "The Press and China Policy: The Illusion of Sino-American relations 1950-1984." He has served as associate editor for *Journalism & Mass Communication Quarterly* since 2002. A vital part of the SJMC graduate program and research faculty, Chang also advised numerous Ph.D. students and served as a member of the graduate admissions and graduate affairs committees during his 19-year tenure. We wish him all the best in his new position at City University of Hong Kong!

Assistant professor **Kathy Roberts Forde** has accepted a position at the University of South Carolina School of Journalism and Mass Communications. Forde, who joined the SJMC faculty in 2005,



has received several national awards for her interdisciplinary research. Her first book "Literary Journalism on Trial: Masson v. New Yorker and the First Amendment," published by the University of Massachusetts Press in August 2008, won two

book awards: The 2008 AEJMC History Division's Book Award for the Best Book on Journalism & Mass Communication History and the 2008 Frank Luther Mott-KTA award for the best research-based book about journalism and mass communication. She will be missed, but we are excited for her as she begins this new chapter in her blossoming career!



Elvis impersonator Art Kistler serenades Karen Stohl at her retirement celebration.

Longtime staff member **Karen Stohl** retired in June. For nearly 40 years, Stohl served as an integral role in the SJMC's day-to-day operation. Her kind, supportive demeanor and warm, lighthearted spirit has played a significant role in the well being of countless students, faculty, adjuncts and staff and has made an indelible mark on Murphy Hall. Nearly 150 SJMC faculty, emeriti faculty, staff, students, alumni and friends attended her retirement celebration in May. We wish her an enjoyable and relaxing retirement!

Teaching specialist **Ken Stone** has decided to step down from his full time position in order to spend more time on his consulting business. We are thrilled to have him continue as an adjunct instructor in the future.

Dana Benson joins the SJMC faculty as a full time teaching specialist for our broadcast courses, including electronic news writing, reporting and producing. Benson has more than 30 years experience as a pro-

ducer and news director at all the major network stations in the Twin Cities. Most recently, he was executive producer for KSTP-TV's investigations unit, where he managed the six-person, award-winning Investigative Team. Benson also served as interim news director in late 2007, where he was responsible for daily story selection, newscast producing and managing the news department staff and budget.

Newly appointed assistant professor **Heather L. LaMarre**, a recent Ph.D. graduate from The Ohio State University, specializes in strategic and political communication. Her work on political satire and late-night comedy has been covered in the national and international media as well as on public and talk radio, blogs and popular culture news sites. She recently co-authored "The Irony of Satire: Political Ideology and the Motivation to See What You Want to See in The Colbert Report," published in the April issue of *The International Journal of Press/Politics*. The article garnered national media attention, including stories in the *Chicago Tribune*, the (Toronto) *Globe and Mail*, *The Guardian* (U.K.) and *The Huffington Post* as well as a mention on MSNBC's "Countdown with Keith Olbermann."

Jennifer Williams will join us for the 2009-10 academic year as an assistant professor. A recent graduate of the SJMC's Ph.D. program, Williams' scholarly and teaching interests are in strategic and political communication. She will teach Jour 1001, Introduction to Mass Communication, Jour 3201, Principles of Strategic Communication: Advertising and Jour 4247W, Advertising in Society.

Planned gifts ensure the success of future generations of SJMC students

MAY IS A TIME OF CELEBRATIONS AND MILESTONES ON THE UNIVERSITY CAM-

PUS. Students line up on Northrop Mall in their caps and gowns while parents and family members snap photos along the way. It's a beautiful and exciting time here and a great reminder of the reason for our work: our students.

May is also the time that we celebrate in the J-school with our annual Spring Celebration to honor graduating seniors, scholarship recipients and donors. More than 250 students, parents, donors and alumni gathered at McNamara Alumni Center on May 6, 2009, to recognize our students. It was a festive evening, and yet another reminder of the impact of our generous donors and friends like you.

One of our guests at Spring Celebration was Cathy Gustafson, a 1972 alumna who recently designated the SJMC as a beneficiary of her estate. As the program director for Hamline University's master's degree program in nonprofit management, Cathy understands the value of higher education and philanthropy. We are deeply grateful that Cathy thought of her alma mater when making her estate plans. Recently, I had a chance to chat with Cathy about her experience in the J-school and why she felt compelled to make her gift.

"I'm so appreciative of the rigorous education I received at the U," Cathy says. "Being taught by journalism greats like George Hage, Don Gillmor, Irving Fang and Jean Ward was invaluable in providing me with the foundational education essential for

competing in the world today. That's where I first learned the value of a balanced and free press. In addition, who can forget that George Hage On the Spot Reporting class that took us into the courtroom and required us to meet a writing deadline the same day? What pressure to produce! And how informative it was to receive his feedback and guidance." Producing a high-quality product on a tight timeline is a skill that she uses every day, she says.

The word "rigorous" came up several times in our conversation. Cathy fondly recalls being put through her paces in all of her journalism classes, being stretched to think critically as well as creatively, and she says the experience made her a better writer and thinker today. She credits her teachers with instilling in her the importance of looking at issues from various points of view—an important and essential tool for any media or communications professional. "Journalism is undergoing such tremendous changes and pressures today. It is essential that students learn about balanced reporting—looking at every issue from a variety of vantage points, digging into the who and why of a story and not just accepting what information they are fed by an agency or company," she says.

A free press is essential in today's complex world and Cathy worries that this value is fading from the journalism profession. "If the press isn't free and responsible for reporting all sides of an issue, how will we, the people, know how to make decisions?" she asks. "We must protect the freedom of the press and ensure that all people, from a wide array of backgrounds, are trained to tell the

stories of our day, to speak truth to power."

She was compelled to establish her gift so that financially disadvantaged students will have an opportunity to experience the kind of extraordinary education that she

"If the press isn't free and responsible for reporting all sides of an issue, how will we, the people, know how to make decisions? ...We must protect the freedom of the press and ensure that all people, from a wide array of backgrounds, are trained to tell the stories of our day, to speak truth to power."

—Cathy Gustafson

did. "With the rising costs of education, I fear that soon a college education will only be available to the elite, and how can we possibly have a balanced and free press if that's the case?" she asks. "Where does the



PHOTO: EVERETT AYOUBZADEH

Mary Hicks
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truth lie in that?"

Cathy encourages other alumni to think about their SJMC training and ask themselves whether it was "a privilege or a necessity to have such an invaluable foundational education." She adds, "It's crucial that those of us who have benefited from the experience take the opportunity to make sure that experience is available to others who hope to pursue their educational dreams."

She has given considerable thought to her legacy at the University and how she can make an impact on the J-school through her personal philanthropy. Planned gifts are a meaningful way to support the SJMC that can provide benefits to you and to the School.

We thank Cathy, and all the members of our Heritage Society, for helping to ensure the enduring success of the SJMC and our future generations of students. We simply couldn't do all that we do without your generosity.

If you'd like to explore your planned giving options, please contact Mary Hicks, director of external relations, College of Liberal Arts, at hicks002@umn.edu or (612) 625-5031.

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Stephanie A. Ziebarth

1940s

Robert C. Fransen (B.A. '43) is currently a member of the board of trustees of the National Academy of Television Arts & Sciences, which awards Emmys to outstanding persons and programs in television and broadband media. The academy has presented him with the Silver Circle and Gold Circle awards for over 50 years of meritorious service in the television industry. Fransen, an inductee of The Minnesota Daily Hall of Distinction and the Museum of Broadcasting Hall of Fame, was the general manager of what is now KARE 11-TV for nearly 20 years, making that station the nation's number one rated independent before it became an NBC affiliate.

1970s

Steve Bergerson (B.A. '70) was inducted into the South Dakota Rock and Roll Hall of Fame. Bergerson, a Twin Cities attorney who chairs Fredrikson & Byron's advertising, marketing and trademark law group and is a member of its entertainment law group, will be among the first class of inductees into the South Dakota Rock and Roll Hall of Fame with his 1960s band, The Mystics. Bergerson also serves on the SJMC's national advisory board and recently was appointed to the advisory board of William Mitchell College of Law's Intellectual Property Institute.

Jon Bream (B.A. '74) is the lead author of "Whole Lotta Led Zeppelin: The Illustrated History of the Heaviest Band of All Time," published by Voyageur Press in October 2008. He has been pop music critic at the Star Tribune since 1975. He also is the author of the best-selling 1984 biography "Prince: Inside the Purple Reign."

1980s

Lee Svitak Dean's (M.A. '89) book "Come One, Come All: Easy Entertaining with Seasonal Menus" was published by the

Minnesota Historical Society Press in October 2008. The book, a collection of 32 menus and more than 150 recipes, is based on Dean's work as food editor for the award-winning Taste section of the Star Tribune.

Steve Rotman (B.A. '88) spent several years documenting the San Francisco Bay Area graffiti and street art scene. Two new books of his photos will be published this year: "Bay Area Graffiti" (Mark Batty Publisher) and "San Francisco Street Art" (Prestel Publishing). Previously, Rotman was an announcer with KQED-FM public radio in San Francisco.

Jan Hennings (B.A. '85) and **Brant Skogrand (B.A. '94)** were appointed to the executive committee of the Public Relations Society of America, Minnesota Chapter for 2009. Hennings, who was appointed chapter president, is communications director for the Minnesota Hospital Association, where she is responsible for all external communication strategies and activities. Newly appointed chapter secretary and director of student relations, Skogrand is vice president of Risdall McKinney Public Relations. He formerly was the professional adviser to the Public Relations Student Society of America chapter at the University of St. Thomas, where he earned his master's degree.

1990s

Kevin Allenspach (B.I.S. '92) has been promoted to assistant sports editor at the St. Cloud (Minn.) Times.

Jaime (Cegla) Hunt (B.A. '99) led a team in the creation of UW Oshkosh Today, a news site for the University of Wisconsin at Oshkosh. This fall, the site won a silver award from the Council for Advancement and Support of Education (CASE), Region V. Hunt has served as the associate director, news and public information, for the university since 2007. This is her second CASE award and her sixth professional award overall.



David D. Perlmutter (Ph.D. '96) was appointed professor and director of the School of Journalism and Mass Communication at The University of Iowa. Previously, Perlmutter was a professor in the William Allen White School of Journalism and Mass Communications at the University of Kansas. Perlmutter has also been named a University of Iowa College of Liberal Arts and Sciences (CLAS) Starch Faculty Fellow, an appointment that recognizes and supports the work of outstanding senior faculty whose teaching and research focus on psychological issues related to communication.

A scholar with wide-ranging interests, Perlmutter is the author of five books on political communication, most recently "Blogwars: The New Political Battleground," published in 2008 by Oxford University Press. Perlmutter is well-known for the "P&T Confidential" column that he has contributed regularly to The Chronicle of Higher Education since 2001. He is writing a book on the same subject, "The Guide to Promotion and Tenure in Academia," under contract to Harvard University Press. He has also contributed many essays to newspapers, periodicals, and news organizations including the Christian Science Monitor, the Los Angeles Times, MSNBC.com and USA Today.

SJMC alums Lee Hutton III (B.A. '99) and **Tim Larson (B.A. '04)** were named to Minneapolis/St. Paul Business Journal's 2009 "40 under 40" list. Hutton is a sports law attorney at Lommen, Abdo, Cole, King & Stageberg in Minneapolis. Larson, who was featured in the fall 2008 issue of the Murphy Reporter, is the president and chief executive officer for Jostens Inc. in Bloomington, Minn.

2000s

Carolyn Ahlstrom (B.A. '06) accepted a strategic planner position at Fallon Worldwide in Minneapolis.

Andrea Ahneman (B.A. '08) is pursuing her master's degree in health journalism and communication and her master's degree in public health at the University of Minnesota.

George Anghelcev (Ph.D. '08) is an assistant professor in the College of Communications at Penn State University in University Park, Pa.

Murali Balaji (B.A. '00) co-edited "Desi Rap: South Asian Americans in Hip Hop," published by Lexington Books in 2008. "Desi Rap" is a collection of essays from South Asian American activists, academics, and hip-hop artists that explores the genre as an expression of racial identity, class, status, gender, sexuality, racism and culture. Balaji is a doctoral candidate and instructor in the College of Communications at Pennsylvania State University in University Park, Pa.

Emily Banks (B.A. '08) is a reporter at the Eau Claire Leader-Telegram in Eau Claire, Wis.

Sara Benson (B.A. '08) works as a project coordinator at Maccabee Group in Minneapolis.

Jacey Berg (B.A. '08) is a media coordinator at Space150 in Minneapolis.

Kristin Bothwell (B.A. '08) works as an account executive at Risdall Marketing Group in New Brighton, Minn.

Phavanna Nina Bouphasavanh (B.A. '03) is an associate producer for the Travel Channel series "Bizarre Foods with Andrew Zimmern" and "Andrew Zimmern's Bizarre World."

Jack Breslin (Ph.D. '03) has been awarded tenure and promoted to associate professor of mass communication at Iona College, New Rochelle, N.Y.

David A. Brown (B.A. '08) is a sports and news reporter at KELO-TV in Sioux Falls, S.D.

Amy Bury (B.A. '06) lives and works in Los Angeles as a production coordinator for Lifetime Television.

Amelia Cerling (B.A. '08) works as a reporter/producer at WEAU TV-13 in Eau Claire, Wis.

Laura Clementi (B.A. '08) is an associate at Carmichael Lynch Spong in Minneapolis.

Taylor Collins (B.A. '07) is a sales support representative at Help/Systems LLC in Eden Prairie, Minn.

Hyedi Cribben (B.A. '08) is working as an office assistant at T.D. Wright Inc. in St. Paul, Minn. and pursuing her master's degree in health journalism and communication at the University of Minnesota.

Ray Dionne (B.A. '05) covers the high-tech, health care and environmental beats for the Boulder County Business Report in Boulder, Colo. Also a freelance outdoors writer, he blogs at <http://explore-it.blog.com>.

Bryan Donaldson (B.A. '01) is the director of community relations for the Minnesota Twins in Minneapolis.

Carina Enbody (B.A. '08) works at Fallon Worldwide in Minneapolis as an assistant interactive producer.



Kristoffer Engebretson (B.A. '04) won an Emmy for his work at WGBA-TV in Green Bay, Wis. The Emmy for Outstanding Achievement within a Regularly Scheduled News Program—Single Investigative Report was for Engebretson's story "Crandon Cover-up?" On Oct. 7, 2007, 19-year-old Forest County sheriff's office deputy Tyler Peterson shot seven high school teenagers, killing six of them. Peterson broke into his ex-girlfriend's house and opened fire on the teenagers with his SWAT team issued assault rifle. After a several hour standoff, Peterson took his own life. The story uncovered hidden truths before and after the Crandon killings, including a history of violence against the ex-girlfriend. The report also points out how some of the victims' families claim this tragedy should have been prevented and that there was an alleged cover-up with the investigation into the killings.

Neal Alan Erickson (B.A. '08) is an account manager at Grey Advertising in New York City.

Riham Feshir (B.A. '08) works as a reporter and photographer at the Park Rapids Enterprise in Park Rapids, Minn.

Megan Fochs (B.A. '08) works as a program advocate at Mentor Duluth and is pursuing her graduate teaching license at the College of St. Scholastica in Duluth, Minn.

Nick Garafola's (B.A. '01) novel titled "Hot Metal Boys" was published by Cold Piece Books in 2008.

Alumni NOTES



PHOTO: EVERETT AVOURZADEH

Al Tims, right, with CLA ANA Award winners Craig Thompson, left, and Mary Kay Baumann, center.

The College of Liberal Arts (CLA) honored three SJMC alumni this year with its Alumni of Notable Achievement (ANA) Award: Mary Kay Baumann (B.A. '73) and Craig Thompson (B.A. '78) were honored at the fall ANA banquet on Sept. 16, 2008, and Bruce Benidt (M.A. '75) was recognized at the spring ANA banquet on March 25, 2009.

One of the nation's leading editorial art directors, Baumann is a partner and founder of Hopkins/Baumann, with offices in Minneapolis and New York. In his remarks at the Sept. 16 ANA banquet, CLA Dean James Parente noted, "You have distinguished yourself as an outstanding practitioner and educator in visual communication, making a lasting mark on the international publishing industry."

Thompson is the commissioner and founder of the NCAA Mountain West Conference. In presenting the award to him, Dean Parente remarked, "You have distinguished yourself as a leading figure in national collegiate athletics administration. Through your rise in sports public relations to your commissionerships with the American South, Sun Belt and Mountain West Conferences, you have proven your visionary talents ..."

Benidt, a former reporter for the Star Tribune and public relations professional for Weber Shandwick, has parlayed his lifelong love affair with the art of writing into a varied and successful career. He is an executive communications coach and teaches journalism and communication at the University of St. Thomas in St. Paul.

Barbara Garrity (B.A. '08) is a television reporter and producer for Valley News Live in Fargo, N.D.

Kristin Gast (B.A. '08) is an account representative with Tunheim Partners in Minneapolis.

Laurissa Gauvite (B.A. '08) is a staffing supervisor and recruiter at Kelly Services in Minneapolis.

Kathryn Gliniany (B.A. '08) is pursuing her master's degree in advertising at the University of Texas at Austin.

Renee Gottinger (B.A. '08) works as a broadcast analyst at Compass Point Media in Minneapolis.

Kathrine Hamilton (B.A. '08) is working as a project manager at Azul 7 in Minneapolis.

Jim Hammerand (B.A. '07) received the Minnesota Newspaper Association's New Journalist of the Year Award (Dailies) in January 2009. Hammerand is a reporter with the Faribault Daily News.

Zachary Haus (B.A. '08) is the student employment coordinator for the University of Minnesota department of recreational sports.

Jenna M. Hazaest (B.A. '08) works as a sales and marketing assistant at Impressions Incorporated in St. Paul, Minn.

Michael Hemmesch (M.A. '08) is the director of media relations at Saint John's University in Collegeville, Minn.

Theresa Henke (B.A. '08) is a merchandise analyst at Kohl's Department Stores corporate headquarters in Menomonee Falls, Wis.

Emily Hennen (B.A. '08) is the assistant to the recruiting coordinator for the University of Minnesota men's basketball team.

Stacy Herrick (B.A. '08) is an account operations specialist for General Mills in Golden Valley, Minn.

Itai Himelboim (Ph.D. '08) is an assistant professor in the Department of Telecommunication in the Grady College of Journalism and Mass Communication at the University of Georgia in Athens, Ga.

Melissa Holm (B.A. '03) was hired as a media relations specialist for CaringBridge in Eagan, Minn.

Rachel Kerr (B.A. '08) is an assistant account executive at Caffeine Communications in Wauwatosa, Wis.

Colleen Kingsbury (M.A. '08) is working as a senior marketing consultant at Allina in Minneapolis.

Jenny Lynn Konitzer (B.A. '07) works as a sales consultant for Select Communications in Plymouth, Minn.

Brian Kushida (B.A. '08) is a reporter at KELO-TV in Sioux Falls, S.D.

Steve Kuzj (B.A. '08) is a reporter/anchor for NBC Augusta in Augusta, Ga.

Christine Lehmann (B.A. '07) is a Web site manager and health writer at Westat in Rockville, Md. She also is pursuing a master's degree in health communication at George Mason University in Fairfax, Va.

Karen Leonard (B.A. '08) works as a coaching queue supervisor at Wells Fargo in Shoreview, Minn.

Olga Leykind (B.A. '07) is an assistant media planner at Haworth Marketing & Media in Minneapolis.

Anthony Maggio (B.A. '03) is a copywriter at Mystic Lake Casino Hotel in Prior Lake, Minn.

Stephanie D. Malloy (B.A. '08) is an office manager at the Cystic Fibrosis Foundation in St. Paul, Minn., and also attends Brainco: The Minneapolis School of Advertising, Design, & Interactive Studies.

Maggie Mandel (B.A. '08) works as an associate response analyst at Martin/Williams in Minneapolis.

Michael Marino (B.A. '08) is an assistant account executive at Cramer-Krasselt in Milwaukee.

Katie McNabb (B.A. '08) is an in-house publicist at 50 Entertainment in Minneapolis.

Ted Meinhover (B.A. '07) works as an assistant project manager for the National Cooperative Business Association in Washington, D.C.

Mollie Mitchler (B.A. '08) is a graphic designer at Regis Corporation in Edina, Minn.

Jensen Moore (M.A. '04) joined the West Virginia University faculty in summer 2009 as an assistant professor and director of undergraduate online programs for the Perley Isaac Reed School of Journalism.

Pamela Hill Nettleton (M.A. '07) has accepted a tenure-track position as assistant professor in the J. William and Mary Diederich College of Communication at Marquette University in Milwaukee, Wis., for fall 2009.

Molly Osadjan (B.A. '08) works as a programs and special events coordinator at the American Institute of Architects in Colorado and is pursuing her master's degree in journalism and mass communication at the University of Colorado at Denver.

Caitrin Powers (B.A. '07) is an account coordinator at Periscope in Minneapolis.

Chelsy Quiram (B.A. '08) is a communications coordinator in the University of Minnesota office of admissions.

Jillian Rankins (B.A. '08) is pursuing a master's degree in health communication at Emerson College in Boston.

Sada (Konkol) Reed (B.A. '03) took third place for best sports features story, circulation 6,000-9,000, in the 2008 National Newspaper Association Better Newspaper Contest, for her story "Seeing with Fresh Eyes." The story ran in the South Washington County (Minn.) Bulletin. Reed is

now the features/interactive specialist editor for the Kennebec Journal and Morning Sentinel in Augusta and Waterville, Maine, respectively.

Jennalee Reiff (B.A. '08) works as an assistant account executive at FAME in Minneapolis.

Mark Remme (B.A. '08) is a sports reporter at the Faribault Daily News in Faribault, Minn.

Krystal Resch (B.A. '07) is a marketing consultant at Midwest Communications in Wausau, Wis.

Kevin P. Roberson (B.A. '08) is an account representative at Alliance One Inc. in Mendota Heights, Minn.

Stephanie Rowcliffe (B.A. '08) works as an account planner at Colle + McVoy in Minneapolis.

Ahnalese K. Rushmann (B.A. '08) is an intern for the Reporters Committee for Freedom of the Press in Arlington, Va.

Lucas Shanks (B.A. '08) is attending portfolio school at the School of Visual Arts in New York City.

Matthew Sluzinski (B.A. '08) is an associate communications consultant at the Mayo Clinic in Rochester, Minn.

Andrew A. Steinke (B.A. '08) is a reporter, photographer and copy editor at Capital Newspapers in Madison, Wis.

Jessica Stewart (B.A. '08) is the marketing director at J. Knutson & Associates in St. Paul, Minn.

R.R.S. Stewart (B.A. '06) is an inventory assistant and faculty liaison at the computing office at the University of Virginia School of Architecture in Charlottesville, Va.

Allison Stoneberg (B.A. '07) is an operations planning coordinator for ESPN in Bristol, Conn.

Bryant Switzky (B.A. '05) is a reporter at the Washington Business Journal and a part-time M.B.A. student at American University in Washington, D.C.

Vanessa Szpara (B.A. '08) is the marketing communications coordinator at Entegris in Chaska, Minn.

Seijen Takamura (B.A. '08) works as an associate in the marketing strategy and analysis department at Sapient Interactive in Chicago.

Tiffany Tarrolly (B.A. '08) is a multimedia journalist for Granite Broadcasting Northland's NewsCenter in Duluth, Minn.

Alexa Trussoni (B.A. '06) has accepted a position as a business development consultant at Oracle Direct in Minneapolis.

Michelle Vervais (B.A. '04) graduated from Northeastern School of Law last year. She is currently practicing at the law firm Wilmer Cutler Pickering Hale and Dorr LLP in Boston.

Matthew Volkman (B.A. '08) works as an account operations specialist at General Mills in Golden Valley, Minn.

Michelle Moriarity Witt (B.A. '00) is a public information specialist for the Land Use and Environmental Services Agency of Mecklenburg County, N.C.

Elizabeth Jones Wolf (M.A. '04) is the corporate media relations manager for APCO Worldwide, a global communications consultancy headquartered in Washington, D.C.

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24TH ANNUAL SILHA LECTURE

“UNSPOKEN REALITIES ABOUT INVESTIGATIVE JOURNALISM AND THE LAW”
FEATURING CHARLES “CHUCK” LEWIS, EXECUTIVE EDITOR OF THE NEW INVESTIGATIVE
REPORTING WORKSHOP AT AMERICAN UNIVERSITY IN WASHINGTON, D.C.

WEDNESDAY, OCT. 21, 2009, 7 P.M.

COWLES AUDITORIUM, HUBERT H. HUMPHREY CENTER, UNIVERSITY OF MINNESOTA
FREE AND OPEN TO THE PUBLIC

With its First Amendment protections, relative transparency and physical security afforded to all citizens, the United States should be the world’s most hospitable place for investigative reporting.

But paradoxically, the Columbia Journalism Review reported that very few “investigative stories . . . confront[ed] directly powerful institutions about basic business practices while those institutions were still powerful.” The major news media have been reluctant to conduct these investigations for years. They have also failed to report on the oversight and accountability functions of government. Investigative reporters who have tried to do it are thwarted by their own timid or cash-strapped employers. As a result, the public is not as well informed as it should be.

What has discouraged the traditional watchdog’s inclination to bark – let alone bite?
Charles “Chuck” Lewis will address these questions in the 2009 Silha Lecture.

A national investigative journalist for the past 30 years, Lewis worked at ABC News, CBS News 60 Minutes and as the founder and former executive director of the Center for Public Integrity. The co-author of five books, including the national bestseller “The Buying of the President 2004,” he is preparing a new book about truth, power, the news media and the public’s right to know.



For more information, e-mail silha@umn.edu or call (612) 625-3421