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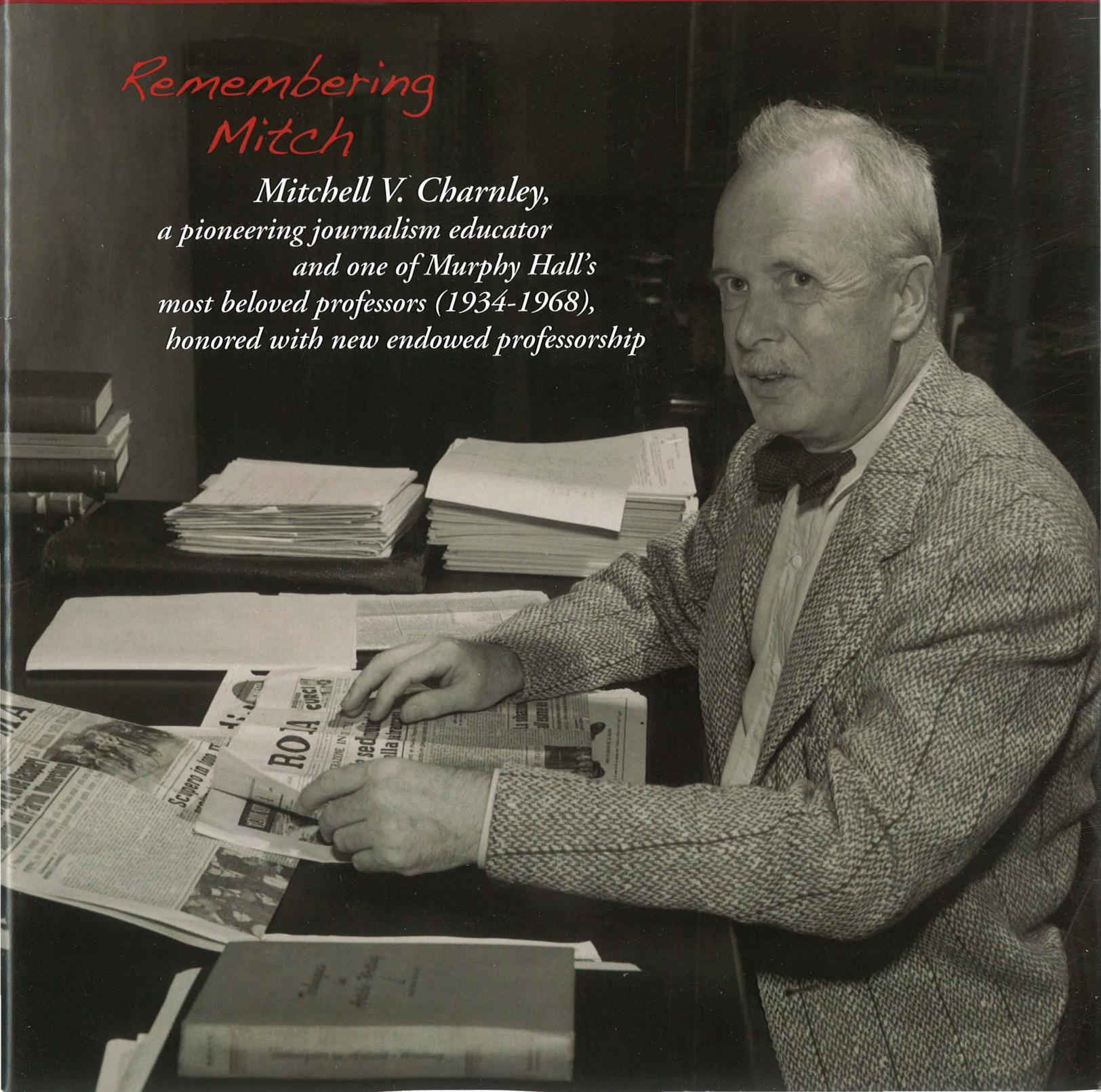
Fall 2008

Murphy REPORTER

INSIDE: Recent grads look back ■ Alum rises to top job at Jostens ■ SJMC alumni receive University awards

Remembering Mitch

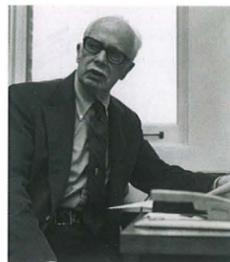
*Mitchell V. Charnley,
a pioneering journalism educator
and one of Murphy Hall's
most beloved professors (1934-1968),
honored with new endowed professorship*



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Murphy REPORTER

Fall 2008

The *Murphy Reporter* is published twice each year by the University of Minnesota's School of Journalism & Mass Communication for alumni, faculty, staff and friends of the School.

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Letter From the DIRECTOR

In this issue of the *Murphy Reporter*, we've invited emeritus professor Phil Tichenor to reflect on the distinguished career and lasting legacy of professor Mitchell V. Charnley—one of the nation's true pioneers in journalism education.



Tom Foley

And we've excerpted a candid remembrance of Mitch from a newly published book, "Beyond the Sports Huddle: Mona on Minnesota" by Dave Mona, Twin Cities media legend in his own right, SJMC alumnus and recent recipient of the University of Minnesota's Outstanding Achievement Award. I have no doubt that we could easily fill an issue with colorful accounts of Mitch Charnley's unwavering high standards and gifts as a teacher, scholar and mentor.

Thanks to generous alumni gifts spanning roughly two decades, amplified by handsome investment growth through the University of Minnesota Foundation, we're very close to fully funding a permanent \$1 million endowment commemorating Professor Charnley's exceptional academic career at the University of Minnesota (1934-68). During the coming year, in anticipation of reaching the endowment target, we'll conduct a national search for a leading faculty member to hold the Mitchell V. Charnley Alumni Professorship in Journalism. We'll seek a new senior colleague who shares Mitch Charnley's passion for high journalistic standards in news reporting, writing and editing; a scholar of national distinction; a gifted teacher with a demonstrated commitment to students; and a university citizen deeply committed to public and professional outreach.

This is our first endowed professorship named to honor a faculty member and our first major endowment established with literally hundreds of gifts from alumni ranging from \$5 to more than \$100,000. Both firsts make this achievement all the more special—a testament to the loyalty and generosity of our alumni.

I'm also pleased to announce that we've established a new endowment honoring professor Hazel Dicken-Garcia. As reported in this issue, Hazel retired at the end of the 2007-08 academic year, after nearly 30 years of outstanding service. Her contributions to both graduate and undergraduate education in our field are nothing short of extraordinary—her leadership in the area of

journalism history and her legacy in mentoring many of the nation's leading scholars are unmatched. In recognition of her many achievements, the SJMC has established a new permanent endowment for a graduate fellowship in her name and has pledged to match alumni gifts to the fund dollar for dollar during the coming year. In addition, alumni contributions and the SJMC matching contributions will qualify for a second matching program established by the University of Minnesota's Graduate School. In effect, every dollar contributed by alumni will leverage the equivalent of three additional dollars for the permanent endowment.

I believe you'll enjoy reading about the sampling of impressive careers of our alumni featured in this issue—from Tim Larson's meteoric rise to the top post at Minnesota-based Jostens Inc. to Chikuen Lau's distinguished leadership as a journalist and media executive in Hong Kong.

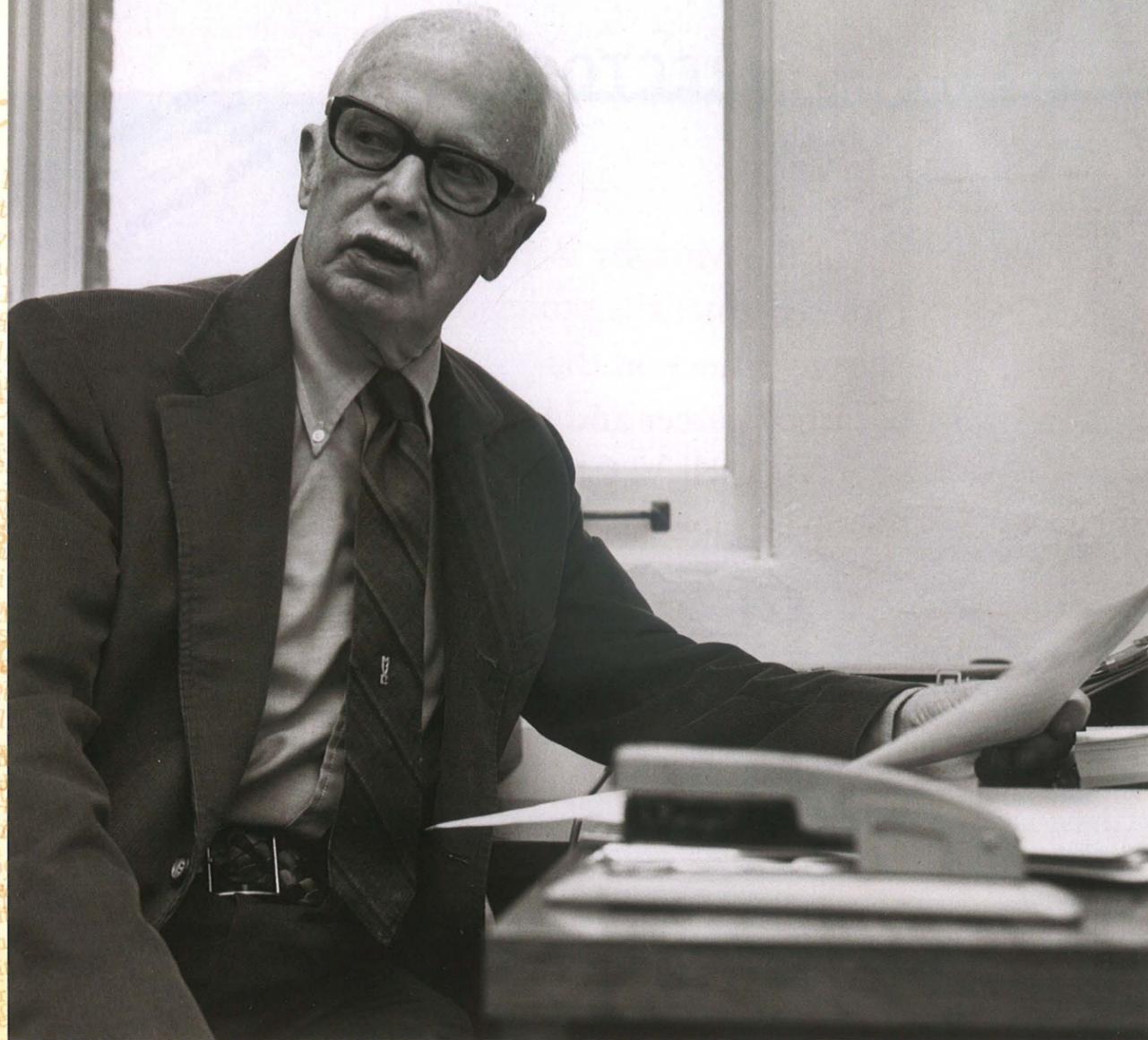
We want to hear from you, as well. It doesn't matter if you've been out of school for three months or 50 years. I hope you'll accept our invitation to share your remembrances of Murphy Hall and tell us about your achievements, honors and career path.

As always, thank you for your continued support of and interest in the SJMC.

Best,

Albert R. Tims

Albert R. Tims, director



Courtesy of the University of Minnesota Archives

Remembering Mitch

Of all the nicknames and sobriquets that might be attached to Mitchell Charnley (and he hated labels), Mr. Accuracy would have been as apt as any other. It was his professional obsession that a writer's first job is to get the facts right.

By Phil Tichenor

WHEN HUNDREDS of friends and former students, including some top names in Minnesota and American journalism, gathered to celebrate Mitchell Charnley's 90th birthday in 1988, the venerated teacher listened patiently, and with good humor, as well-wishers showered him with superlatives and inventive phrases that might well have earned them F's as students writing about any other public figure.

In fact, Mitch would have red-lined this opening sentence as too blamed long.

It was all in good fun, of course, in this happy, light roast of a revered, longtime teacher whose insistence on precision and economy in writing style was wrapped up in pithy doggerel by former New York Times editorial writer Graham Hovey:

"Shun 'fine' writing," says Mitchell V. Beware the bogus analogy. Figures of speech are good, in their place, Along with color, and notes of grace, But never forget, in the Code Charnley, A governing rule is 'sparingly'!"

Hovey said far more, of course, but you get the idea. Lawyer Marshall Tanick praised Mitch's principles of accuracy, fairness and integrity. Sig Mickelson of CBS News thought Mitch should make the Guinness Book of World Records for the most attempts at retirement—a point we shall revisit later. Harry Reasoner, the famous ABC commentator, said his first news story in Mitch's class drew an F, although he finished the term with an A, and that nothing he ever did would have been "quite as good without Mitchell Charnley." And Paul Gruchow, former Minnesota Daily editor, worried that his postcollege essays might fail to pass muster with his esteemed teacher.

Of all the nicknames and sobriquets that might be attached to Mitchell Charnley (and he hated labels), Mr. Accuracy would have been as apt as any other. It was his professional obsession that a writer's first job is to get the facts right. Accordingly, to be certain that we wouldn't mess up his own life story, he thoughtfully put together his autobiography in 1945. That rich document made writing about his early

life a piece of cake—another expression he might well have disdained. Or maybe not.

Mitchell Vaughn Charnley was born April 9, 1898, in Goshen, Ind., a place the local papers called "the Maple City." As the son of a lawyer buried in the tedium of property abstract work, young redheaded Mitch had little proclivity for writing. He found "Ivanhoe" dull, but good for cramming his head with strange words that helped him "stand up to the last" in a school spell-down. He was a Halloween prankster, swam in the Elkhart River and was invited to play on a baseball team, not because of any athletic talent, but because he was the only kid in town owning a professionally made uniform. Nevertheless, that team experience had a powerful effect on Mitchell Charnley's professional direction.

When the principal told him to take over the school's monthly paper, Mitch wrote a Christmas editorial that caught the attention of the third baseman. Pudge, as this muscular infielder was known, asked where Mitch had "found" that piece, because such fine writing just had to have been lifted from somewhere!

Left-handed as it was, this praise convinced young Mitchell Charnley that he must be "a writer born, if not yet made."

He entered Williams College in the bucolic Berkshire Mountains of Massachusetts in 1915, wrote for the college newspaper and became its editor. He spent his summers back in Goshen with the local Daily News-Times as a neophyte reporter stuck with obits and accidents. He joined the Army in fall 1918, but the armistice arrived before he was commissioned; he recalled later that "No warrior was ever readier for peace than I."

With teaching in the back of his mind, he did his graduate work at the University of Washington's School of Journalism, where, again, he edited a student paper. He also met Ralph D. Casey, then a somewhat older graduate student and teacher and, later, director of the SJMC. Mitch enjoyed Washington so much that when he left there in 1921 he had done little on his master's thesis. (He would complete it, "The History of Sigma Delta Chi," four years later.)

When the principal told him to take over the school's monthly paper, Mitch wrote a Christmas editorial that caught the attention of the third baseman. Pudge, as this muscular infielder was known, asked where Mitch had "found" that piece, because such fine writing just had to have been lifted from somewhere!

His first professional journalism work was in 1921, covering the waterfront, literally, for the Honolulu Star-Bulletin. He returned to Washington a year later as news editor of the Walla Walla Bulletin.

Late in 1922, he talked his way into a job in the Detroit News's city room, where he did more reporting and a good deal of rewriting.

After this flurry of job changes—and advancement in the craft—over a two-year period, he crossed the street from the News to join American Boy magazine. And there began an exhilarating seven-year stretch of reporting, commentary and creative writing, about which Mitch's students and colleagues, such as professor Roy E. Carter Jr., would hear a great deal over the next decades. Convinced that American Boy was the best youth magazine ever published anywhere, he wrote scores of magazine articles and "40 or 50" short stories.

He was not tied down the entire seven years in Detroit. He spent a year freelancing in France, Algeria, Italy and other Old-World areas and even served as editor for a Doubleday pulp operation in New York. He decided that nonfiction was more his forte, though, and he returned to American Boy magazine and wrote "The Boys' Life of the Wright Brothers," a smash hit a year after Lindbergh's trans-Atlantic trip and a work you can still order online. He also wrote "The Boy's Life of Herbert Hoover,"

Remembering Mitch

"When he talked writing in Murphy Hall he talked with a soft precision and passion and with utterly no attempt to conceal his love of the business. Much of that involved what was then called radio writing, and he would often affect the voice of an announcer, pronouncing the word 'news' as 'nyews,' which is what they were taught in the radio institutes of the time. . . ." —Jim Klobuchar

which, quite unlike the Wright article, was no more successful than Hoover's political career.

After nine years of varied—and almost exotic—professional writing, Mitchell Charnley decided that if he was ever to teach, he should start now. He taught at Iowa State College from 1930 until 1934, when his former teacher at Washington, Ralph Casey, brought him to Minnesota to join a faculty that by the early 1950s would include Raymond Nixon, J. Edward Gerald, W. Edwin Emery, Thomas Barnhart, George Hage, Harold Wilson, Robert L. Jones and Fred Kildow. Mitch's job was to establish a magazine writing program and teach reporting—whether for radio or print.

Mitch saw accuracy as the most bedeviling problem of the media. In 1936, he conducted and published, in *Journalism Quarterly*, a study of newspaper accuracy that is still cited today. (Slightly more than half—54 percent—of the 591 stories in his sample were "entirely accurate"; how would that compare with today?)

His first book, "News by Radio" in 1948, was welcomed by a *Public Opinion Quarterly* reviewer for "thoroughly and expertly describ(ing) the mechanics and functions of a radio station's news organiza-

tion." One of his radio reporting students in those years was an M.A. student (and future SJMC professor) named Donald M. Gillmor, who remembers Mitch's insistence on absolute perfection in use of words and, especially for radio, pronunciation; it was BURserk, not berSERK. (Don also remembers Mitch as fully capable of putting students on a bit, as when he claimed to be the inventor of the martini, the origin of which Italians have been arguing about since long before Mitch was born.)

Another student of the early '50s was future SJMC professor Jean Ward, who remembers well Mitch Charnley's emphasis on interpretation of critical events.

Many a well-known journalist has testified to Mitch's unforgettable influence on his or her professional life. Former *Star Tribune* columnist Jim Klobuchar said this about Professor Charnley:

"When he talked writing in Murphy Hall, he talked with a soft precision and passion and with utterly no attempt to conceal his love of the business. Much of that involved what was then called radio writing, and he would often affect the voice of an announcer, pronouncing the word 'news' as 'nyews,' which is what they were taught in the radio institutes of the time. One day in class at Murphy Hall he sent us out into the community to gather material for a feature story. I took a streetcar to a pool emporium on Hennepin and wrote of an old man asking for an autograph from Minnesota Fats, pretending it was for his son. Mitch discussed the piece in class. His critique found a few nits, but he finished by calling it 'a tremendously warm piece.' I think I decided right about then to go into daily journalism. It was actually a day that shaped my life."

Mitch's list of students, including those named above, is a Who's Who of mid- to late-20th-century journalism: Vic Cohn (*Minneapolis Tribune* and *Washington Post* science writer), Eric Sevareid (CBS), Chuck Roberts (*Newsweek*), Tom Heggen (author, "Mr. Roberts"), Max Shulman (author and humorist, "Barefoot Boy with Cheek") and Otto Silha (publisher, *Minneapolis Star Tribune* and SJMC benefactor), among others. One of Mitch's first students in 1934 was George Hage, later a faculty



member who continued teaching in the Charnley tradition. Still another was Jean Clifford, who would later become Mitch's spouse.

Testimonies to the influence of Mitchell Charnley on professional journalists abound in the files of Murphy and Johnston Halls.

The Mickelson jibe about multiple retirements struck a well-known but delightful nerve in University and professional journalism scuttlebutt. Mitch retired from the School faculty in 1966, although not quite. Many individuals, including former students of Mitch, faculty members, and spouse Jean prevailed on then-president O. Meredith Wilson to question the age 68 mandatory-retirement rule. Wilson agreed. In 1968, the School established the William J. Murphy Chair and appointed Mitchell Charnley as the occupant for two years.

So in 1970, he retired a second time—but not quite. He next served a year as acting associate director of University Relations, retired a third time and still wasn't through. He worked with several deans in the College of Liberal Arts, including E. W. Ziebarth, Frank Sorauf and Nils Hasselmo, the conclusion of this service producing a fourth retirement, when Mitch was well past his 75th year.

In summer and fall of 1969, he returned to the classroom as a student; he took graduate courses in anthropology, pursuing his lifelong interest in human origins.

He eventually slowed down from all that activity but continued to be ubiquitous on campus, to the point where people wondered whether he would ever finally retire.

He died of heart failure in winter of 1991, following a remarkable career of writing, teaching about writing and writing about writing.

At his memorial service, Mitchell Charnley's contribution to the College of Liberal Arts was remembered fondly by Linda L. Wilson, an administrative assistant in the dean's office in the early 1970s and later assistant to SJMC director Jerry Kline. She said that Mitch's editorial pencil "became sharper as it got on in years . . . I was not spared . . . (but) . . . I loved it and learned a tremendous amount about writing . . . (from) . . . this wonderful colleague and friend."

The list of Charnley sobriquets is long, another being "journalism's godfather," accorded him in 1979 by Cynthia Hill, then an SJMC student, in *Minnesota* magazine. Her warm story told how he could put "a somewhat nervous journalism student-interviewer at ease . . . his famed affinity for students (was) immediate and genuine."

Personally, I came to know Mitch when, as editor of *Journalism Quarterly* in 1959, he published my very first academic article. His textbook "Reporting," first published that same year, was later translated into Spanish and became known worldwide.

In the mid-1980s, at a journalism workshop in Bogota, Colombia, I learned the full measure of that international reputation. A journalism teacher from Medellin, hearing I was from Minnesota, told me that she required her journalism students to read three North American authors.

Those authors, she said, were Thomas Wolfe, Ernest Hemingway and Mitchell V. Charnley.

During his 30 years at the SJMC, emeritus professor **Phillip J. Tichenor** taught public opinion, science writing, media and social change, and opinion writing. Research by Tichenor and sociologists George Donohue and Clarice Olien, on media distribution of knowledge and the community press, is known internationally. In 1994, this "Minnesota team," as it was known, received the Paul J. Deutschmann Award for outstanding contributions to research from the Association for Education in Journalism and Mass Communication. After retirement, Tichenor wrote "Athena's Forum," a novel about an immigrant editor family on the Minnesota prairie during the decade before World War I.



He Wrote the Book

By Dave Mona

MITCHELL V. CHARNLEY was a legend in Murphy Hall long before I got there. He wrote the basic journalism textbook used at the University of Minnesota and most of the other journalism schools across the country.

Charnley was intolerant of spelling and grammatical errors. He liked factual errors even less. If you turned in a class assignment that referred to Northrop Auditorium as Northrup Auditorium, you received an F. It was a rather effective grading system, as students seldom made that error a second time.

He graded papers with a red pen. When you got a paper back from him, you knew that the more red it had on it, the worse the grade would be.

He also was more than willing to discuss his editing with you. He invited you into his office to argue cases where you thought he might have been too harsh. I had plenty of arguments with him. My record was perfect. I never won once.

In my junior year he dinged me half a grade for using "presently" when I should have used "currently." That afternoon I was at his door, paper in hand.

"What can I do for you?" he said with a smile. "I assume I must have made some mistake on your paper."

"I think I've got you this time," I told him, my confidence overflowing. "You marked me down for using 'presently' instead of 'currently.'"

"So I did," he confirmed.

"Well," I persisted, "they mean the same thing. You can interchange them."

"And you of course looked this up before coming to my office. You probably have me on this one. Let's just take a look at the dictionary."

I knew from his tone that I was dead meat, and one look at his well-worn dictionary proved it.

"Currently" meant something that was happening in the here and now. "Presently" meant something that was about to happen, as in "He is expected presently."

Refusing to admit defeat, I was back several weeks later with a column I had written for the *Minnesota Daily* student newspaper. It was about a longtime friend, Ken Jacobson, who played on the third team for the Gopher football team.

I was proud of the story and submitted it to a national competition, where it won first prize in a Hearst competition for feature sportswriting among college newspapers. I submitted it to Charnley for a class assignment, and it came back to me with twenty-three red suggestions for improvement.

After graduating, I began writing for *The Minneapolis Tribune* in September 1965. I had my first bylined article a few days later and was proud that the editors had chosen to display it on page one.

Two days later I looked in my mail slot and recognized the return address on one envelope; it was written with a familiar red pen.

I opened the envelope to find my story, neatly pasted onto a sheet of yellow copy paper. Above it, Charnley had written in red, "Mona. Nice yarn. Still having some problems with syntax. Mitch."

From "Beyond the Sports Huddle: Mona on Minnesota" by Dave Mona, reprinted courtesy of Voyageur Press, © 2008. All rights reserved. Book is available at bookstores and online booksellers everywhere or from www.voyageurpress.com.

Recent SJMC grads reflect on their undergraduate experience

COMBINING A STUDENT-CENTERED PHILOSOPHY WITH THE RESOURCES OF A MAJOR RESEARCH UNIVERSITY, THE SJMC IS WORKING HARD TO GIVE STUDENTS OPPORTUNITIES NOT FOUND ELSEWHERE.

By Jen Keavy

OVER THE PAST DECADE, the SJMC has strived to improve the undergraduate student experience. From a forward-thinking, dynamic curriculum that utilizes local media professionals, to a commitment to student advising and mentoring, the SJMC prepares its undergraduates to leave Murphy Hall armed and ready for their professional lives. Combining a student-centered philosophy with the resources of a major research university, the SJMC is working hard to give students opportunities not found elsewhere. In this story, three recent SJMC graduates discuss their experiences in Murphy Hall and how those opportunities have helped to shape their careers.

Ask any student and you will hear that the most important element for a positive undergraduate experience is the course work. In the SJMC, innovative courses that blend classroom learning with practical experience give students opportunities not found elsewhere.

Anna Weggel, B.A. '07, shares that sentiment. Weggel, an assistant producer for Minnesota Public Radio's Public Insight Journalism program, says her experience in Jour 4992, Capstone: Field Based Practicum, set the stage for her success. During her senior year, she took the course and was part of the Pioneer Press Web team. Weggel says she opted for the Web experience over the more traditional reporting role in an effort to diversify her skills and experience. As a member of the Web team, she attended daily news meetings, rewrote headlines, repurposed content for the Web and archived news photographs for the site.

"Working for twincities.com and being able to see the inner workings of a daily news Web site was invaluable," Weggel says. Weggel also raves about her classes with associate professor Chris Ison. "He has all this great experience as an investigative reporter, and he's a Pulitzer Prize-winning journalist." She adds that being taught by him was not like being taught by a teacher: "It was like being taught by a journalist, who talked to us like fellow journalists, sharing secrets and tips of the trade."

Although he didn't follow Weggel's professional journalism track, fellow 2007 graduate Matthew Nyquist had a similar, positive experience. Nyquist, who led the National Student Advertising Competition (NSAC) team to its first place finish in 2007, is now an assistant account executive for OLSON.

"The SJMC does an outstanding job of teaching you those basic communications principles—they are ingrained in you by the time you leave," Nyquist says. "The ability to take the theoretical, 10,000-foot-level thinking of communications, in the purest sense, and apply it to whatever media emerge is fundamental." Nyquist credits his course work with professor Daniel Wackman, professor Ron Faber and adjunct instructor John Rash—specifically Jour 4274W, Advertising in Society; Jour 5251, Psychology of Advertising; and Jour 3745, Mass Media and Popular Culture—as leaving the biggest impression on him as a student.

"As you think about and discuss emerging media, the combination of those classes—the principles from advertising

Nyquist credits his course work with professors Daniel Wackman, Ron Faber and John Rash—specifically Jour 4274W Advertising in Society, Jour 5251 Psychology of Advertising, and Jour 3745 Mass Media and Popular Culture—as the leaving the biggest impression on him as a student.



Matthew Nyquist (standing, right) and members of the 2007 NSAC team present their award-winning presentation at the 2007 national competition.

classes combined with the mass media course—gives you solid ground to think about how to use new media to promote the messages you want to get across," he says. "There's a tandem of conceptual and practical thinking that results from having taken those courses that gives you an edge over other candidates in the job market."



MPR Public Insight Journalism assistant producer Anna Weggel holds the mic for MinnPost's David Brauer at a recent MPR forum.

These alumni, like many SJMC undergraduates, found some of their most meaningful learning opportunities outside of the classroom by participating in the School's student organizations. These organizations offer students the chance to meet and discuss professional interests with other students, faculty and members of the professional community. The School's Ad Club, the local chapter of the Public Relations Student Society of America and the student chapter of the Society of Professional Journalists, the National Student Advertising Competition, and the SJMC's multicultural student organization PRISM all sponsor activities such as workshops, guest speakers and field trips.

Meghan Norris, B.A. '07, says that her experience on the award-winning NSAC team prepared her for agency life far more than any other experience as a student. Today, Norris is an account executive with McCann Erickson in New York.

"A lot of team work went into the NSAC project—and it wasn't always rosy and happy," she says. "We had to work together very closely, day and night, and learn how to communicate effectively."

Mastering the art of argument and learning how to think critically and strategically have been key to her success in the ad world—and she credits Howard Liszt,

senior fellow in the SJMC and adviser to the NSAC team, and her peers for teaching her how to do that. "I learned that it is OK to disagree and argue your point. You just have to know how to support your case."

Norris, whose days are now spent managing the Staples and Dentyne accounts at McCann Erickson, says that being a part of the NSAC team taught her to be highly aware of her surroundings and her industry—a characteristic that she admits she doesn't always see in her colleagues. "I don't think many young professionals get the experience that I did through NSAC," she says. "You have to be totally immersed in what you are doing, not just what is happening with your account or your client, but also with the industry and your competition. NSAC taught me the importance of that."

To be sure, classroom and extracurricular activities are not the sum of the student experience. Faculty advising is central to the success of a student's academic career. Unlike any other unit in the College of Liberal Arts (CLA), the SJMC assigns a faculty adviser to every journalism major. Other CLA departments have a staff member who serves as an adviser. Having the connection with a faculty member is unique and gives students a sense of belonging.

"He (Ison) has all this great experience as an investigative reporter and he's a Pulitzer Prize-winning journalist. It was like being taught by a journalist, who talked to us like fellow journalists, sharing secrets and tips of the trade."

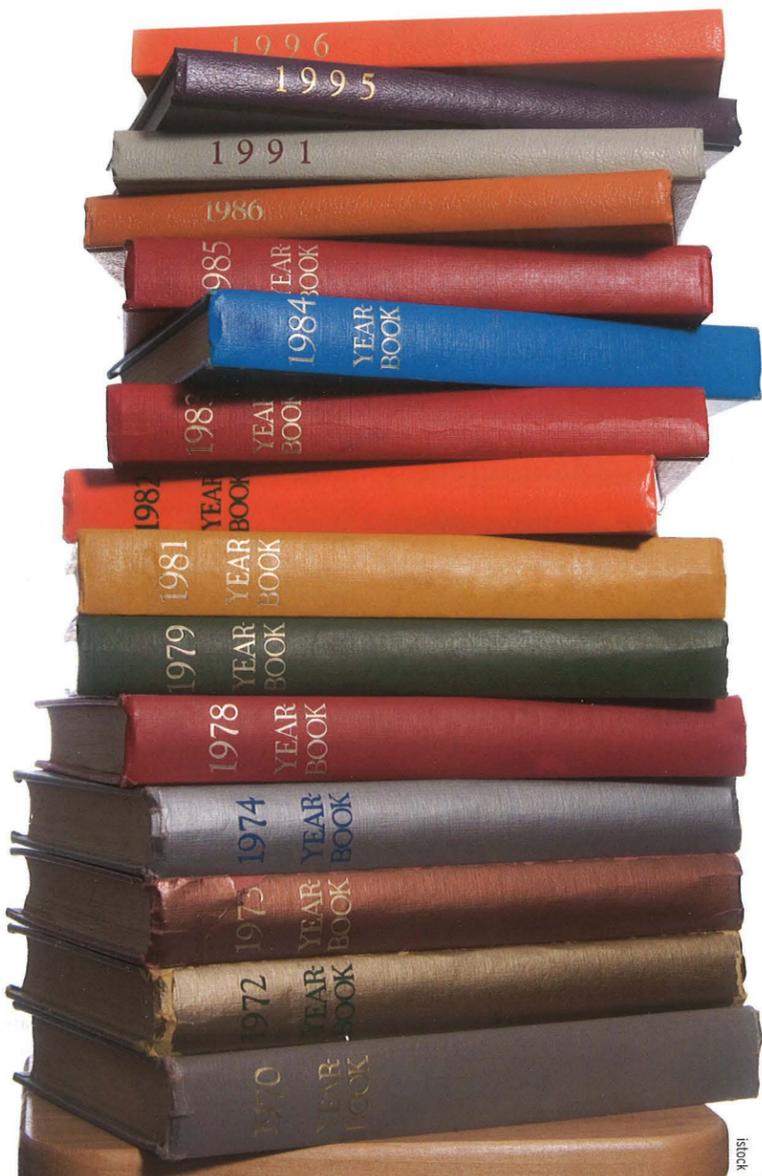
— Anna Weggel, B.A. '07

Courtesy of Minnesota Public Radio

Courtesy of the American Advertising Federation

SJMC alumnus Tim Larson rises to the top at Jostens

By Erik Ernest Martz



Pride and tradition have never occupied quiet houses in the story of American life. You can find them in our national monuments and war memorials. They're engraved on the sides of our most treasured sports trophies. They dance in wedding photographs on the walls of our grandparents' homes. Few things seem more urgent than our desire to commemorate, to crease every page and mark each chapter in our collective national youth.

Enter the yearbook.

Very few Americans who attended public or private school in the past century did not come across that annual totem in the educational lives of young people. Of course, all memory-makers require a steady supply line, and any student who has devoted hours in classroom sessions or after-school meetings to the creation of a yearbook is likely familiar with the name Jostens. Certainly a high school senior and yearbook staffer from Detroit Lakes, Minn., was familiar with the company. And that was only 16 years before he became their president and chief executive officer.

For Tim Larson, an SJMC graduate and the current president and chief executive officer of Minneapolis-based Jostens Inc., it all began with a family tradition and a love for computers. The son of two school teachers, Larson was well-acquainted with academic tradition from an early age. At least from the time he could pick up scissors.

"My father was a yearbook adviser," he explains. "He would bring home photographs for me to cut, and that got me, at least, aware of yearbooks."

In high school, Larson participated in various sports and activities, but his real interest was in a relatively new area of study.

"I really got into computers growing up, particularly Apple computers" he says, as if getting into computers was the 1980s equivalent of getting into Zeppelin or Salinger. It was a time, though, when the commercial world had yet to realize the full potential of the personal computer. Even from his elementary school days, Larson was fascinated by the communication possibilities of technology. In pursuing his fascination, he had unknowingly placed himself in the pocket of progress.

In 1992, his senior year at Detroit Lakes High School, Larson joined the yearbook staff at the suggestion of his computer teacher. He had plenty to offer the yearbook-making process, but it's what he learned from the experience that helped him discover the roots of his future talents as a communicator and storyteller.

"Being on yearbook staff, being on student council, having my family in education," he says, "those experiences always bring me back to the core of what education and school and achievements and storytelling is all about."

At the time Larson began working on his high school yearbook, Jostens was 95 years into a history that now spans 111 years, and the company stood at a turning point. Otto Josten began his ring-making business in 1897 in Owatonna, where it grew quickly, eventually diversifying into yearbooks and commemorative products for every kind of academic tradition or celebration. The company made its name by marketing directly to schools and

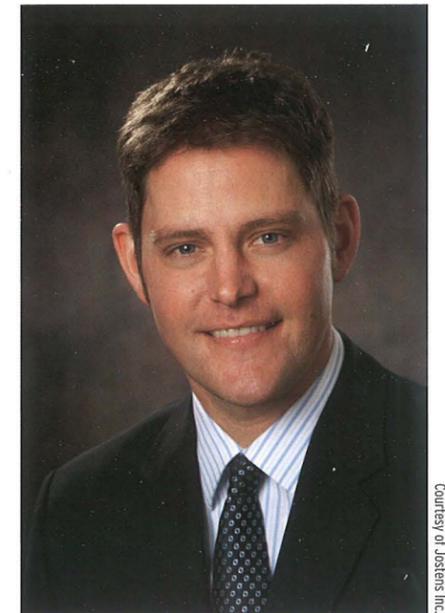
students, providing door-to-door sales and working closely with student yearbook staffs. Its fortunes had risen and fallen over the years, but halfway through the ninth decade of its existence, the company saw the rise of the computer age and the need to take advantage of it. Conveniently, there happened to be a student from Detroit Lakes who somehow knew the ins and outs of these new fangled machines. Perhaps he could help.

"After my senior year," Larson says, "Jostens actually asked if I would come to their yearbook camp and start teaching other students how to use the computer to create the yearbook, because it was early in the desktop publishing era." At 18, Larson had begun a working relationship with the company he would one day lead. College just had to get in the way.

Larson credits Linda Lindholm, coordinator of student services, for convincing him to attend the SJMC, though neither could know how prolonged his undergraduate studies would be at Murphy Hall. It started out routinely enough. Larson, already interested in technology's capacity to communicate, chose a degree program in strategic communication. For two years, he dutifully attended classes and worked part time in media relations for the University's athletic department, putting together media guides and programs for athletic events. It was at the end of his sophomore year that Jostens called again. This time, it was for good.

Larson began his career at Jostens in 1994, at the seasoned age of 19. His rise at Jostens was quick and prodigious. Wherever he was in the company—technology, e-business, marketing, general management—he always occupied a position of leadership. In the late 1990s, he helped the company transition to the Internet world by pioneering services for students to create yearbooks entirely online. It was a way for him to mirror the support he was given as a young student.

"I really appreciate working for a company that supports the mission of education," he says. "I hear it from our employees: They love the fact that they get to help a yearbook staff create a book, and



Courtesy of Jostens Inc.

that those students get great experiences from that opportunity."

Larson enjoys talking about other people. He emphasizes his commitment to working for his employees. In speaking about the "fundamental" influence of his SJMC education, two specific examples come up—Gordon Leighton's discussion of the general framework of communications and David Therkelsen's conversations about the importance of communication at senior levels of a company.

Their words were not in vain. In early 2008, at 34 years of age, Larson reached the highest level of management in Jostens, where he continues to innovate and create new opportunities for the company and its customers, including a joint athletic venture with Disney World, and the online Memory Book program—dedicated to helping people preserve the most precious moments in their family history.

And, yes, he did eventually finish his college career, attending night classes for six years after leaving to work for Jostens. In 2001, as an executive for one of the top supporters of academic traditions in the country, Tim Larson finally received his undergraduate degree in strategic communication. He's been helping people to tell their stories ever since.

Erik Ernest Martz is a freelance writer in the Twin Cities.

University librarian Johan Oberg guides students through the information age

By Jen Keavy

LIBRARIES ARE DUSTY OLD PLACES with nothing but books.

Quite the contrary, says Johan Oberg, the University's librarian for journalism and mass communication. Since 2006, Oberg has worked tirelessly to introduce students and faculty to the realm of possibilities available in a 21st century library.

Students need the skills to find, evaluate and use information—even if that information isn't packaged in a book. Oberg says, "With the overwhelming amount of information now available, we have moved from what one could call in comparison almost an information dark age to an age that is so rich with information that researchers instead are overwhelmed by the amount of information available, and all of this in a little over a decade." Teaching students how to be researchers isn't an easy task. "It is always a bit of a balancing act," says Oberg, "because I want students to find what they need, but I also want them to learn how to find what they need on their own, and to learn to think critically about information sources and where to look for them."

During his tenure, Oberg has gone to great lengths not only to expand the number of digital resources available to students and faculty, but also to increase awareness of those resources. Several subscription-based digital resources, including databases, electronic journals, and electronic newspaper archives, have been added to the collection—including Communication & Mass Media Complete, the top research database for journalism and mass communication scholarship.

University Libraries has a very comprehensive collection of both print and digital resources. For example, in terms of news and newspaper resources, the Libraries

THE UNIVERSITY LIBRARIES JOURNALISM PORTAL, WHICH IS AVAILABLE TO THE GENERAL PUBLIC AND NOT JUST UNIVERSITY STUDENTS AND FACULTY, MAY BE ACCESSED AT WWW.LIB.UMN.EDU/JOURNALISM/.

has both LexisNexis and Factiva. Many academic libraries are forced to have one or the other. SJMC students and faculty now have access to the Television News Archive, which provides, among other things, online NBC news clips back to 1968, and PressDisplay, a database that lets one view and compare facsimile editions of daily newspapers from across the world. Oberg also has worked to convert more subscriptions to electronic-only versions. Within the University Libraries system, the number of digital newspaper archives has increased substantially in recent years, with archives dating back to the 17th century.

But Oberg hasn't tackled this mission on his own. The SJMC faculty have jumped onboard to help with the initiative, inviting Oberg into the classroom as a regular guest lecturer. "A library-faculty partnership is a great way to point students in the right direction, and it gives students a chance to broaden their research skills and become better information seekers," says Oberg. "I sometimes hear grumblings at the beginning of a course where students are wondering why they need to see a librarian, but later in the course students often come up to me or contact me to tell me how the library made a difference." Since 2006, Oberg has visited 43 classes and talked to approximately 2,000 SJMC students. With an office in the West Bank's Wilson Library, he crosses the river once a week to provide a

mobile librarian service in Murphy Hall's Severeid Library. Oberg says this is a great way to provide personal research assistance and help students discover what University Libraries has to offer.

But his interaction with students isn't just face to face. With a firm understanding of his youthful target audience, Oberg developed a journalism library Web site where he presents resources tailored to the specific interests and needs of the students. During the 2007-08 academic year alone, the pages he created received approximately 11,000 visits and links were clicked more than 35,000 times.

The University Libraries journalism portal, which is available to the general public and not just University students and faculty, may be accessed at <http://www.lib.umn.edu/journalism/>.

Editor's note: During preparation of the Murphy Reporter, Johan Oberg accepted a position at Macalester College. The SJMC and University Libraries will work together to continue his work on these initiatives.

Library stats at a glance

Books in the SJMC collection: about 9,000

SJMC circulations last year: 6,787

Number of online databases with a news focus: more than 35

Total number of research databases available to SJMC faculty and students: more than 500

Number of newspaper archives available online: more than 600 newswires, more than 3,300 newspapers and 300 magazines, and more than 5,500 business and industry publications

Number of volumes in all campus libraries: 6,200,669

Number of serial subscriptions in all campus libraries: 36,900

Number of visitors to all University Libraries last year: 2,049,377

Number of annual user visits, Wilson Library last year: 663,348

Number of annual reference questions answered, all campus libraries last year: 186,000

Total circulation, all campus libraries, last year: 673,634

UPCOMING SJMC EVENTS

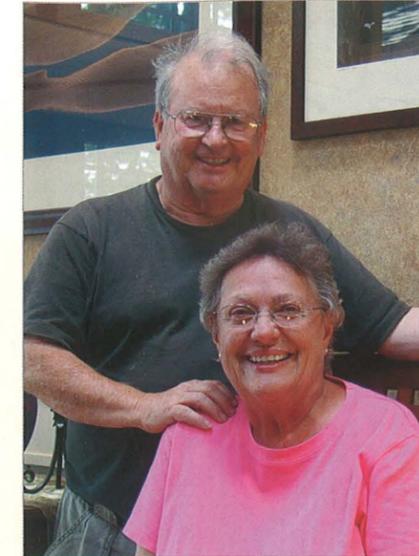
Minnesota Journalism Center to host National Press Club event in November

Forum to address freedom of the press
and the state of journalism

FOR THE FIRST TIME, the National Press Club, the world's leading professional organization for journalists, is taking its programs across the nation to help promote the First Amendment and freedom of the press and to look at where the journalism profession is heading. And Minneapolis is one of the tour stops.

As part of its 100th birthday celebration, the club is hosting forums in cities and at journalism schools to present its centennial documentary, "A Century of Headlines." The forum will begin with the club's documentary, which follows the history of American journalism through the lens of one of its leading institutions. After the documentary, the focus shifts to the future with a panel discussion that ends with questions from the audience. Twin Cities' media leaders and academics will convene to talk about preserving the core values of the profession while facing the changing dynamics of the business. Panelists will include: Nancy Barnes, editor and senior vice president, Star Tribune; Thom Fladung, editor and vice president, Pioneer Press; Joel Kramer, editor and chief executive officer, MinnPost; and Nora Paul, director, Institute for New Media Studies, University of Minnesota School of Journalism & Mass Communication. Alan Bjerga, Bloomberg News government and food policy reporter (SJMC M.A.'98), and National Press Club treasurer, will serve as panel moderator.

The forum will be held on Monday, November 17, beginning at 7 p.m. at Coffman Union Theater in Coffman Memorial Union on the University's Twin Cities campus. The event is free and open to the public. For more information, visit the Minnesota Journalism Center Web site at <http://www.mjc.umn.edu>.



Emeritus professor Smitty Schuneman and his wife, Pat, made a generous gift to the SJMC that will make the annual symposium on visual communication a reality.

Watch the Minnesota Journalism Center Web site, <http://www.mjc.umn.edu>, for updates on the symposium.

Minnesota Symposium on Visual Communication to be held next spring

EMERITUS
PROFESSOR R.
SMITH "SMITTY"
SCHUNEMAN AND
HIS WIFE, PAT,
DONATE GIFT

THANKS TO A GENEROUS GIFT from emeritus professor R. Smith "Smitty" Schuneman and his wife, Pat, the SJMC and the Minnesota Journalism Center will host the Minnesota Symposium on Visual Communication on an annual basis, beginning next spring. Dedicated to contemporary presentations on the theory and challenges of using still and moving images in the mass media, the conference will bring photojournalists and academics together to discuss issues and trends in the field of visual communication.

Schuneman established the first Minnesota Symposium on Visual Communication in the early 1970s as an outgrowth of the Wilson Hicks Miami Conference on Photocommunication, founded in 1957 by the retired executive editor of Life magazine, Wilson Hicks.

Schuneman joined the SJMC faculty in 1960. During his tenure, he developed the accredited sequence in photographic communication leading to the B.A. degree, as well as the professional M.A. program in photographic communication. He retired from the University in 1977 to found Media Loft Inc., a producer of film, television and corporate communications in Minneapolis.

Visit the Minnesota Journalism Center Web site, <http://www.mjc.umn.edu>, for updates on the symposium. Or, to be notified when the symposium date and program are set, e-mail mjnrctr@umn.edu.

SJMC alumni receive University awards

By Jen Keavy



CLA Alumni of Notable Achievement honorees, left to right, Carol Pine, Annie Griffiths Belt, Steve Gordon, Jennifer Bloom, David Burrington, Wing Young Huie, and Chris Spencer, celebrate with SJMC director Al Tims.

Terry Faust

College of Liberal Arts honors former SJMC students with Alumni of Notable Achievement Award

■ IN MARCH, several SJMC alumni were honored by the College of Liberal Arts (CLA) at its Alumni of Notable Achievement banquet.

The CLA Alumni of Notable Achievement (ANA) program was created in 1994 as part of CLA's 125th anniversary to celebrate and honor the significant achievements and contributions of college alumni. All ANA honorees have been nominated by CLA alumni, faculty, and staff. Of the College's 115,000 living graduates, approximately 1,200 have been selected as recipients. The award winners are alumni whose accomplishments and leadership have brought distinction to their professions, their communities and the College. By honoring its alumni, CLA recognizes and celebrates not only their singular accomplishments but also the collective depth and breadth of their interests, talents, career paths and achievements in all sectors of society.

The 2007-08 Alumni of Notable Achievement honorees with SJMC lineage include: **David Burrington** (B.A. '53), a veteran NBC News reporter and foreign correspondent; **Annie Griffiths Belt** (B.A. '76), award-winning National Geographic photographer whose work has appeared in Life, Smithsonian and Fortune magazines; **Stephen L. Gordon** (B.A. '70), veteran advertising professional and senior executive at Campbell Mithun; **Wing Young Huie** (B.A. '79), award-winning photographer whose work documents the changing cultural landscape of Minnesota and the United States; **Christine E. (Chris) Spencer** (B.A. '75), retired vice president at Morgan Stanley and director of Art Workshop International; and **Jennifer Bloom** (B.A. '78), director of the Learning Law and Democracy Foundation, which promotes civics and citizenship education in K-12 schools.

University honors SJMC alumnus Chikuen Lau with Distinguished Leadership Award for Internationals



Courtesy of University of Minnesota Office of International Programs

■ LAUDED FOR his commitment to create an informed public and democratic dialogue in Hong Kong, SJMC alumnus **Chikuen (C. K.) Lau** (M.A. '83) was awarded the University's Distinguished Leadership Award for Internationals last spring. Former SJMC faculty member Arnold Ismach, who served as Lau's adviser, along with SJMC director Albert Tims, nominated Lau for the award. In naming Lau as a recipient of the Distinguished Leadership Award for Internationals, the selection committee cited his dedication to defending press freedom and his commitment to Hong Kong as significant to his achievements.

An accomplished journalist and a leading figure in the Hong Kong media for more than 20 years, Lau came to the SJMC in 1982 to pursue his Master of Arts degree after graduating with distinction from Hong Kong Baptist College. In his letter of support for Lau, professor Ismach described him as "an ambitious, promising student" who completed his master's thesis and all requirements in less than a year, which he called "an impressive performance."

In 1983, upon completion of his master's degree, Lau returned to Hong Kong to work full time at the South China Morning Post and, over the next eight years, was a rising star, serving as general reporter, China reporter, education writer, chief of staff and deputy news editor from 1983 to 1990. The Newspaper Society of Hong Kong named him Journalist of the Year in 1986.

From 1991 to 1993, Lau gained diverse experience working at The Australian newspaper as senior reporter and property editor. During his time in Australia, he also earned a graduate diploma in management from the University of New England.

Today, Lau serves as editor of the South China Morning Post, the largest English-language daily newspaper in Hong Kong. Taking the helm during a turbulent time in Hong Kong's history, Lau played an important role as the most prominent Chinese journalist working for an English-language newspaper during the critical years of the handover of Hong Kong from British to Chinese sovereignty.

Lau has passionately dedicated himself to his work for the best interests of Hong Kong. He has served his community as a member of the board of the Newspaper Society of Hong Kong, and is currently vice president of the board. He is a member of the Journalism Education Foundation and the Hong Kong News Executives' Association. His book, "Hong Kong's Colonial Legacy:

A Hong Kong Chinese's View of the British Heritage," was published by the Chinese University of Hong Kong in 1997. In 2005, he also contributed to a chapter in "Education Reform and the Quest for Excellence: The Hong Kong Story."

Dave Mona receives University's Outstanding Achievement Award

■ KNOWN FOR his remarkable professional accomplishments and exemplary community leadership, J-school grad **Dave Mona** (B.A. '65) was honored with the University's highest distinction for its graduates, the Outstanding Achievement Award (OAA). Mona was presented with the OAA at a ceremony at Eastcliff, the official residence of the president of the University of Minnesota, on June 2, 2008.



Dave Mona and University regent Dallas Bohnsack clap along to a surprise performance of the "Minnesota Rouser," sung by VocalEssence.

An award-winning journalist and accomplished public relations professional, Mona began his career as a reporter for WCCO-TV and the then-Minneapolis Tribune. In the 1970s, he left the newspaper business and began working in corporate public relations. Along with journalism alumni Scott Meyer and Dennis McGrath, Mona founded Mona Meyer McGrath & Gavin, a full-service public relations firm. In 1987, the company was named to the Inc. 400 list of fastest-growing private companies in the United States. One year later, the company was acquired by London-based Shandwick. Today, the Twin Cities office of Weber Shandwick is the leading public relations office in the Upper Midwest. Mona still logs 40 hours a week at the once small public relations firm he help turn into an international company.

In addition, Mona is a co-host of "The Sports Huddle" on WCCO-TV and serves as the color analyst on WCCO radio's University of Minnesota football broadcasts. In 2005, he won both the Associated Press and Edward R. Murrow writing awards for his pregame vignettes.

Mona, a longtime community leader and volunteer, serves on the boards of Meet Minneapolis (formerly Greater Minneapolis Convention & Visitor's Association), Achieve!Minneapolis, VocalEssence and the Minnesota Vikings Children's Fund. He is the past national president of the 60,000-member University of Minnesota Alumni Association and past national president of the Council of Growing Companies.



Tim Rummelhoff

Scholarship winners were all smiles after being acknowledged on the Memorial Hall stage at McNamara Alumni Center.

Spring Celebration 2008

By Jen Keavy

DESPITE THE RAIN AND WIND, spirits weren't dampened at this year's Spring Celebration, held on May 6, 2008, at the McNamara Alumni Center.

The event, which draws nearly 300 people each year, brings together students, faculty, donors, alumni and their guests to honor scholarship recipients and the generous donors who make their scholarships possible. Graduating seniors and this year's SJMC Alumni Society Award for Excellence recipient, Regina McCombs, also were recognized.

Prior to the program's start, guests enjoyed the exhibits of work by SJMC students in associate professor Dona Schwartz's Documentary Photography class and adjunct instructor Mike Zerby's Electronic Photojournalism class. Jazz musicians from the University of Minnesota School of

Music provided entertainment for the evening's event.

Students received keepsake certificates as they walked across the stage to be acknowledged for their scholarship awards. More than 100 scholarships worth approximately \$500,000 were awarded to undergraduate and graduate students for the 2008-09 academic year. These scholarship funds are exclusive to the SJMC; many top students also receive College of Liberal Arts or University scholarships in addition to the SJMC awards.

Several SJMC students were recognized for external accomplishments, including four Northwest Broadcast News Association Sevareid Award winners, 17 Society of Professional Journalists Award recipients, three College Emmy nominations, an American Advertising Federation "Most Promising Student" Award finalist and

two recipients of Scripps Howard Foundation honors—one, a Top Ten Scholarship winner and the other a Collegiate Reporting Prize recipient. Three students received honors in the advertising and public relations category—two were finalists for the One Show College Competition and one was selected for the Cannes International Advertising Festival.

SJMC Alumni Society Board president Mary Lahammer (B.A. '95) presented the 2007 SJMC Alumni Society Award for Excellence to Regina McCombs (M.A. '03). In her acceptance speech, McCombs, who was honored by the Alumni Society for her pioneering work in multimedia and new media, emphasized the need for today's journalists and communicators to be well-rounded, tech savvy, curious individuals. In the summer, McCombs, an Emmy Award-winning producer, left her position as a

senior multimedia producer at the Star Tribune and accepted a faculty position at The Poynter Institute in St. Petersburg, Fla., where she is responsible for building its virtual teaching programs as well as strengthening its multimedia instruction.

Before the program, more than a dozen students were inducted into Kappa Tau Alpha, the national journalism and mass communication honor society. Kappa Tau Alpha adviser professor T. K. Chang acknowledged the new members during the program. In addition, the Ralph D. Casey Dissertation Research Award and the Silha Fellowship for Media Ethics and Law were presented.

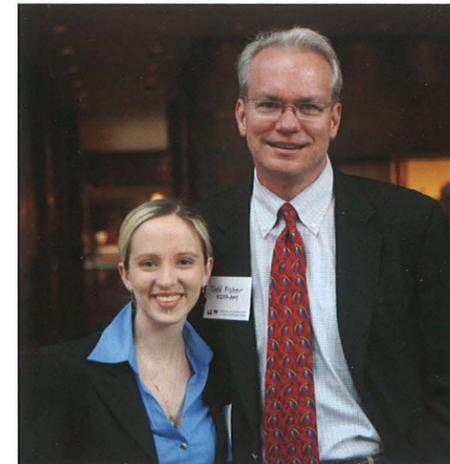
The event concluded with an acknowledgment of this year's graduating class and a drawing for a travel voucher awarded to one of the students in attendance.



Ashley Wong, left, winner of the Porter Prize, thanks benefactor Chuck Porter for his generosity.



Katherine Hannon, right, was awarded the Thomas Bartikowski Memorial Scholarship, and benefactors Mark and Mary Lou Bartikowski were there to congratulate her.



Hubbard Radio Scholarship recipient Carly Volzer shares a moment with Todd Fisher of KSTP-AM.



Helen Silha, center, congratulates Michael Schoepf, left, and Patrick File, right, the 2008 Silha Center Fellows. Silha's endowment provides funding for the Otto and Helen Silha Center for the Study of Media Ethics and Law and its fellowships.



David Shippee Memorial Scholarship winners Lauren White, left, and Katia Rush-Hall, right, are all smiles as they pose with Elizabeth Shippee.

All photos this page: Tim Rummelhoff



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

Stephen Maturen

New leadership takes helm at the Daily

THREE NEW STUDENTS are heading up The Daily for the paper's Office of the Publisher in 2008-09—editor-in-chief Vadim Lavrusik, business operations officer John Scholz and co-publisher for organizational development and communications Robin Perez. The new leaders look forward to the year and talk about their goals for the Daily.

■ Editorial Division Vadim Lavrusik

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

During the summer, the Daily worked to redesign its Web site and newspaper. To keep up with industry standards and serve our readers better, the Daily created a fresh, new navigation and design for the

mindaily.com Web site. The new site allows readers to engage and interact with the content more freely and give their opinions through an improved commenting system. The site also includes new blogs to provide more thorough coverage of stories that may not have made it into the print version. In addition, the staff has increased Web updates, providing readers with previews of events and news as they happen. Online capabilities are the way of the future.

Also, our photographers have changed the way they present feature photos. Instead of a regular outline to accompany a photo, photographers write an extended outline. Many of the photo features are visual stories of events and happenings, providing readers with short bits of stories which increases our coverage and better utilize our photojournalists.

During the academic year, expect to see innovations and changes to the Web site and newspaper, as we continue our efforts to provide our readers with quality coverage of news surrounding the University community.

■ Business Division John Scholz

Despite a tough economy, the business division of The Minnesota Daily is running as smoothly and efficiently as ever. To continually achieve a high level of performance, especially in tough times, we have to change and adapt to new corporate cultures and ideals. Together, the 45 students who make up our marketing, sales, finance, advertising, distribution and communications staff have dedicated themselves to excellence in this exploratory

time for the newspaper and advertising industries. We are currently spending much time and effort on searching for new streams of revenue and new ways to attract more advertising dollars from both local and national outlets. It is very important for us to explore avenues that encompass our Web site as well as our print product.

We have also been working to build a higher profile on campus, and we were thrilled to participate in the orientation and Welcome Week activities during the summer. Our plan is to participate more in campus events and to increase awareness of the Daily by utilizing more effective promotions and advertisements.

We are constantly seeking to improve and grow as an organization and will gladly welcome any faculty or professional involvement. We are looking forward to a year full of twists, turns, positive changes and, most importantly, goal reaching and improved results.

■ Administrative Division Robin Perez

The administrative division has been keeping busy with numerous projects. The online department has been working with all divisions and departments to create and redesign the Web site. Our information services department has been assisting the staff with the computer and phone problems that often arise. The information services department has also been focusing time on preparing the much needed computer server upgrade.

In addition to the information services and online departments, the administrative division includes human resources and survey research. Human resources took advantage of a smaller summer staff to implement and assess a new employee performance appraisal system. The new employee review will be varied for each position and specific to that position's responsibilities. Last but not least, survey research is preparing to conduct a focus group so that we can make sure we are doing our best to give our readers what they want.

Longtime SJMC faculty member Hazel Dicken-Garcia retires



Tim Rummelhoff

HAZEL DICKEN-GARCIA, who joined the faculty in 1979, retired at the end of the 2007-08 academic year. Known for her extraordinary commitment to her students, Dicken-Garcia made an indelible mark on the SJMC and has been one of this country's greatest contributors to the field of journalism and mass communication history. She has published extensively on the history of journalism, and her book, "Journalistic Standards in Nineteenth-Century America," received the Kappa Tau Alpha Award as the best book published in the field in 1990. Most recently, she co-authored "Hated Ideas and the American Civil War Press" with her former advisee Giovanna Dell'Orto (Ph.D. '04).

A scholar of national repute, Dicken-Garcia was the recipient of numerous awards, including the Kobre Distinguished Scholar Award, presented by the American Journalism Historians Association; an Award for Excellence in Journalism History and the Advance of the Discipline of Historical Scholarship, given by the Annual Symposium on the Nineteenth-Century Press, the Civil War and Freedom of Expression; and the Association for Education in Journalism and Mass Communication (AEJMC) Distinguished Service Award. In 2002, she was the recipient of the Morse-Minnesota Alumni Association Award for Outstanding Contributions to Undergraduate Education, an honor awarded to only the finest instructors at the University of Minnesota. Also noted for her commitment to graduate education, she was honored by the AEJMC with the Distinguished Contributions to Graduate Education Award in 2002. Throughout her career, several of Dicken-Garcia's dissertation advisees were recognized with the AEJMC's Nafziger-White Dissertation Award.

The AEJMC history division and the SJMC honored professor Dicken-Garcia with a celebratory dinner during the AEJMC national convention in August. Nearly 65 of her colleagues and former advisees attended the event. On Sept. 19, 2008, the SJMC celebrated professor Dicken-Garcia's retirement with a symposium in her honor, "Translating Ivory Tower Scholarship into 'Real-World' Action," held at the University of Minnesota. This winter, the SJMC will publish a festschrift celebrating Dicken-Garcia's career.

GIVE TO THE HAZEL DICKEN-GARCIA GRADUATE FELLOWSHIP FUND

The SJMC has established a new permanent endowment for the Hazel Dicken-Garcia Graduate Fellowship. The SJMC has pledged to match alumni gifts to the fund dollar for dollar during the coming year. In addition, alumni contributions and the SJMC matching contributions will qualify for a second matching program established by the University of Minnesota's Graduate School. In effect, every dollar contributed by alumni will leverage the equivalent of three additional dollars for the permanent endowment.

TO MAKE A GIFT TO THE HAZEL DICKEN-GARCIA GRADUATE FELLOWSHIP FUND, CONTACT MARY HICKS AT (612) 625-5031 or hicks002@umn.edu.



MINNESOTA JOURNALISM CENTER

By Jen Keavy



Premack board members Lori Sturdevant, left, and Jim Pumarlo, right, present the 2008 Graven Award to veteran political writer Bill Salisbury.

Premack Awards celebrate the state's best public affairs journalism

Minnesota's premier public affairs award competition expanded to include electronic and new media journalism

The 31st annual Frank Premack Memorial Awards Program, held on April 29, 2008, at the University's McNamara Alumni Center, celebrated work by the Star Tribune, Rushford Tri-County Record, Rochester Post-Bulletin, Minnesota Monitor and The Northeast.

For the first time in the competition's history, all forms of media were invited to compete, reflecting the evolving media landscape. The response to the competition was unprecedented, with a record number of entries received.

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

The Star Tribune and staff reporters were the winners of the metro breaking news category award for comprehensive coverage of the I-35W bridge collapse—reporting on the cause of the collapse and its aftermath, with the accompanying multimedia elements, all of which provided the most complete coverage of the event.

Judges in this category said: "This entry was a model of comprehensive coverage. We were impressed by the breadth and depth of the information that was compiled in such a short period of time—some compiled just hours following the bridge collapse."

The Rushford Tri-County Record and staff reporters Ron Witt, Diane Luhmann, Beth Nelson, Darlene Schober and Myron Schober were winners of the George S. Hage Award for excellence in coverage of greater Minnesota breaking news for "The Flood of 2007." This series of articles was published in the first four weeks following the flood in Rushford, when the newspaper was without a newsroom. Judges praised the staff for their extraordinary efforts, which served as a catalyst to move public policy when state lawmakers met in a special session and approved relief funds following the paper's reports.

The Star Tribune and reporter David Schaffer were honored for excellence in investigative or analytical reporting about public affairs (seven-county metro) for "The Longest Cleanup." In this piece, Schaffer uncovered numerous hidden pockets of contaminated water in Twin Cities communities. The story illustrated that groundwater contamination isn't

treated as a whole issue, but rather as a string of isolated problems. Judges in this category lauded the piece for its human interest approach and accuracy.

The Post-Bulletin and reporters Christina Killion Valdez, Jim Troyer, Jeff Kiger, Amy Liebl and Jay Furst received the award for investigative or analytical reporting (greater Minnesota) for "Broken Border." In this special edition, staff wrote multiple stories looking at many issues related to immigration. Judges remarked: "The story humanized the immigration debate and provided complete coverage for the Rochester community. The reporters wonderfully weaved personal stories with demographics and other statistical information."

Blogger Paul Schmelzer and the online publication Minnesota Monitor made Premack history with the award for excellence in opinion journalism (seven-county metro). In "Who Owns the J-Word? Videoblogger's Jailing Raises Questions for Journalists," Schmelzer discussed the jailing of a freelance videographer and blogger who refused to hand over footage of a protest, citing the "shield law" for journalists. Judges applauded the article for the questions it raised about the future of journalism and redefining who journalists are.

The Northeast and Kerry Ashmore won the award for excellence in opinion journalism (greater Minnesota) for "The So-Called 'Debate' Over Immigration," which discussed the history of immigration in the United States and how politicians deal with immigration. Premack judges in this category said: "This piece had a strong argument and challenged conventional wisdom and opinions. It gave respectful treatment to a controversial issue."

Veteran political writer Bill Salisbury received the 2008 Graven Award. A senior member of the Minnesota Capitol Press Corps, Salisbury was honored for his consistent, accurate, thorough and tenacious reporting for the Pioneer Press. Named after David L. Graven, a close friend of Frank Premack and a Premack board member until his death in 1991, the award is presented annually to a member of the journalistic community whose contribution to excellence in the journalism profession has deserved special recognition.

Read this year's winning articles at <http://www.mjc.umn.edu/premack2008/>.

"New Pamphleteers, New Reporters" conference brings more than 100 news bloggers to campus

TIMED TO COINCIDE with the National Conference on Media Reform in early June, Journalism That Matters and the Minnesota Journalism Center teamed up to bring more than 100 online citizen journalists and entrepreneurs from around the nation to the University of Minnesota for one of the first national gatherings of its kind. The three-day conference was titled "New Pamphleteers, New Reporters."

Online citizen journalists, or "placebloggers" as they are sometimes called, have changed the media landscape and the news business. As the founders of the Journalism That Matters program explain, "America's new online citizen journalists are inventing a new business

Designed for current and prospective journalists and entrepreneurs, the conference, held June 4-6, 2008, included workshops on the legal, business, journalistic, marketing, advertising and social aspects of starting and running a local online news and commerce community.

and a new passion—the business of building local, literate, digital domains on the Web where community and commerce flourish."

Designed for current and prospective journalists and entrepreneurs, the conference, held June 4-6, 2008, included workshops on the legal, business, journalistic, marketing, advertising and social aspects of starting and running a local online news and commerce community. Participants also assembled for breakout sessions and roundtable discussions on topics such as defining citizen journalism; technology choices; advertising, sponsorships and grants; citizen media and the law; training bloggers, writers and volunteers; business practices; aligning with other media or groups; how to engage citizens and keep the passion alive for placeblogging.

Session highlights included MinnPost editor Joel Kramer's conversation about changing roles in the emerging news ecology and pioneering political blogger John Nichols' discussion about setting the civic agenda.

The event concluded with Minnesota Public Radio's taped discussion with 20 local placebloggers, which will be broadcast at a future date. The group discussed the motivations, passions, fears and successes of local online news and community entrepreneurs.

MJC co-sponsors obesity coverage workshop for journalists

DID YOU KNOW that one in every two American Indian babies will develop type 2 diabetes and more than 9 million U.S. children are considered obese? Experts predict that the obesity epidemic could result in today's children having a shorter lifespan than their parents, for the first time since the Industrial Revolution.

Children in communities of color are disproportionately affected by the obesity crisis. Covering the obesity epidemic in communities of color was the focus of a workshop co-hosted by the Minnesota Journalism Center, the School of Journalism & Mass Communication, the School of Public Health, and the Children, Youth and Family Consortium. The workshop, held on March 26, 2008, provided reporters, editors and producers from the health, community, diversity and policy beats with insights into how to cover one of the most important issues facing communities of color.

WCCO-TV anchor Angela Davis moderated a panel of community nutrition and health practitioners. Treacy Funk, a physical education teacher at St. Paul Central High School; Velma Harris, a nutrition education expert at the University Extension Service; and Laverne Wesley, a fourth grade teacher at Woodson Institute for Student Excellence, a Minneapolis charter school, discussed their own firsthand observations and trends regarding obesity in their communities.

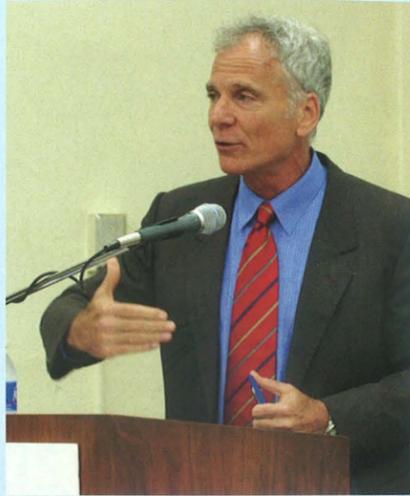
John Finnegan Jr., professor and dean, School of Public Health, Division of Epidemiology and Community Health; Martha Kubik, assistant professor, School of Nursing; and Mary Story, professor of epidemiology, School of Public Health, presented their own research on how community professionals are working to address the epidemic.

Workshop participants included journalists from Latino Midwest News, Mshale Newspaper, Asian American Press, Insight News, Minnesota Spokesman-Recorder, KMSP Fox 9 News, Access Press and Minnesota Medicine.



SILHA CENTER
FOR THE STUDY OF MEDIA ETHICS & LAW

By Sara Cannon



Edward Wasserman discusses journalistic independence to a full house in the University's Nolte Center.

Terry Faust

Forum explores journalistic independence, war and politics

BEING AN INDEPENDENT-MINDED journalist is impossible, according to Edward Wasserman, Knight Professor of Journalism Ethics at Washington and Lee University.

Wasserman suggests that rather than strive to act independently, journalists should find the "ethically permissible" conflicts of interest among contemporary journalism's necessary dependencies and obligations.

This bold statement was the springboard for this year's Silha Forum, held April 24, 2008, at the University's Nolte Center.

Wasserman, the evening's keynote speaker, has written and edited for The Miami Herald and held leadership positions at Media Central LLC, the (Miami) Daily Business Review and Primedia Inc., among others. He has extensive writing and editorial experience in covering economics, politics and media organizations.

In his opening remarks, Wasserman discussed conflicts of interest he considers "endemic" to the field of journalism, including pressure to favor advertisers, "sucking up to sources" and pandering to the public. "Acting independently is impossible, because journalism is practiced

within a nexus of dependencies and obligations," Wasserman said. Instead, conflicts of interest should be "managed carefully and zealously and candidly" by journalists and media organizations through "in-house discussion," altering assignments or rotating beats, and recognizing and acknowledging the conflicts for what they are, he said.

Wasserman's remarks served as fodder for veteran Twin Cities journalists with experience covering combat, natural disasters, and national and international politics as they shared their own experiences and perceptions of contemporary ethical dilemmas for journalists.

Sharon Schmickle, a reporter for MinnPost.com, said the pressures on independence for reporters in war zones can be similar to those reporting on Washington politics. She related the story of a colleague from The (Baltimore) Sun who said that when he is embedded with troops in Afghanistan, he writes "I am not one of them" in his notebook every day. "I have to tell you," Schmickle said, "the same thing is true on Capitol Hill." She told the story of how she insisted on calling the late Sen. Paul Wellstone "Senator



Gary Hill, communications director for the office of the majority leader at the Minnesota Senate, right, and Eric Black, Twin Cities blogger and MinnPost.com contributor, join the conversation.

Terry Faust

Wellstone," instead of his preferred "Paul," as a way of preserving her independence as a journalist.

Eric Black of MinnPost.com contended that a journalist's quest for a "defensible appearance of objectivity" interferes with seeking truth and reporting it. Although balance can be a journalistic virtue in covering politics, Black said, "when it becomes microscopically measuring the inches of copy given to the two parties in a campaign, it's going to invariably create a weaker piece of journalism."

Gary Hill, communications director for the office of the majority leader at the Minnesota Senate, said the problem of



MinnPost.com reporter Sharon Schmickle and Edward Wasserman

Terry Faust

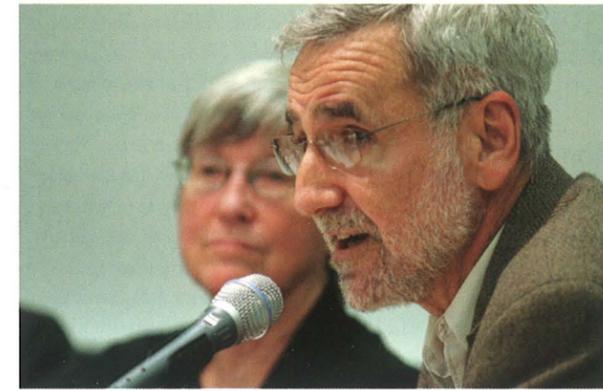
Members of the panel said that they were not immune to emotion when working in disaster or combat situations, but had to see it as part of their work and embrace the idea that their work could and would do something positive for victims of disasters or war.

journalistic "groupthink" can be as much a threat to independence as other outside forces, citing the "boys and girls on the bus" mentality of political correspondents following campaigns.

Richard Sennott, a photographer for the Star Tribune, recalled being smuggled into Iraq in the bottom of a potato truck before the 2003 invasion. Sennott acknowledged the problems associated with trying to act as an independent "participant observer" while developing close relationships with subjects.

Questions and comments from the audience of 95 ranged from the challenges of remaining independent when the human impulse would be to help those in need to the April 2008 revelation by The New York Times that "military analysts" for the major media corporations were little more than Pentagon mouthpieces.

Members of the panel said that they were not immune to emotion when working in disaster or combat situations, but had to see it as part of their work and embrace the idea that their work could and would do something positive for victims of disasters or war. Wasserman said that journalists should not distort the professional obligations of objectivity or independence to allow them to act independently of their "obligations as a moral person."



Eric Black and Sharon Schmickle

Terry Faust

Panelists agreed that the scandal surrounding the use of Pentagon-groomed analysts was troubling. Schmickle said she always assumed that information provided to her by the military when she was embedded would serve the military, but that the media's use of experts was ultimately more deceptive. The use of such experts by news organizations was a "cheap way" to cover the war, Schmickle said. Hill derided the practice as "horrific, cheap and tawdry," saying, "The networks let their guard down and allowed themselves to be used in a horrible fashion."

According to Wasserman, the news organizations that used military experts "didn't have any illusions about getting objective commentary from (the experts), ... they wanted more praise and upbeat

stuff to keep the administration at bay." Wasserman continued, "They slipped this new category in on us called the 'news consultant' or 'news analyst' which is 'dangerous' because it carries more authority than a reporter or source, but is not as scrutinized."

The forum was presented by the Silha Center for the Study of Media Ethics and Law and the Minnesota Pro Chapter of the Society of Professional Journalists (SPJ), and co-sponsored by the national SPJ in honor of its annual Ethics Week observance. The Silha Center is supported by a generous endowment from the late Otto Silha and his wife, Helen.



INSTITUTE FOR NEW MEDIA STUDIES

By Nora Paul and Karen Kloser



An illustration from "Playing the News"

Building game creation tools not child's play

The first year of work under the two-year Knight Foundation 21st Century News Challenge Grant awarded to the institute has been, literally, a challenge for co-researchers Nora Paul and Kathleen Hansen. Developing the front-end game-building tools for their winning proposal, "Playing the News," a prototype of a news game scenario to explain current community issues, is taking longer than planned. They've encountered the difficulty of building a high-level game space with a low-tech front end enabling newsrooms to quickly and economically create new games as new issues or stories gain public attention.

Paul and Hansen have developed two game styles focused on one issue, ethanol production, to develop and test in year two of the grant.

The interest in games for news is growing. Ultimately, these tools will be available to all newsrooms so that they can modify the game structure by adding current, relevant content from their own backfiles of reporting. Paul and Hansen hope this

Institute for New Media Studies current research and initiatives

encourages news organizations to consider innovative ways to engage their communities in the work of citizenship—the first step of which is to be well-informed. The goal is to discover whether, in fact, these innovative storytelling methods are not just novelties but rather effective ways to engage communities.

INMS launches game training certificate program

Xbox, Wii and PlayStation have captured the attention of serious academics. As the world of game and simulation software grows increasingly sophisticated, so does its range of applications. Higher education is no longer on the periphery of this explosion of "edu-tainment." Today's generation of students has grown up comfortable with one foot in the real world and the other in virtual game environments. A wide variety of disciplines see the potential of games and simulations as important research areas and potential learning approaches.

Yet the higher education programs that offer course work in games usually focus on training in the programming and design of entertainment games. There is little that focuses on the development of game technologists who can craft games and simulations for training and educational purposes or that helps educators and developers understand how games can be applied for "serious pursuits."

The Institute for New Media Studies and the University's Office for Distributed Education and Instructional Technology are collaborating with the Minnesota State Colleges and Universities System (MnSCU) to create a multifaceted certificate program addressing technology training, critical thinking, and practical application of game and simulation environments targeted initially to the health field.

This Game and Simulation Studies and Training Certificate Program will leverage the strengths of both programs—the technical training of MnSCU and the

research traditions of the University of Minnesota—to provide a strong program for students within and outside of these two systems. It will offer a unique array of programs and courses in games and simulations in both traditional classroom and distance learning courses for enrolled and nonenrolled students. This partnership will offer an alternative to the technical- and entertainment-oriented training offered by an increasing number of colleges and technical training institutions.

Eyetracking Research Consortium experiments under way

This past spring, the INMS conducted eyetracking experiments testing several online news sites for members of the Eyetracking Research Consortium, a groundbreaking partnership formed this year between academia and the news industry. More than 80 research subjects participated in the first round of studies conducted at the SJMC. The second round of research took place at the University of North Carolina, Chapel Hill, led by co-researcher Laura Ruel.

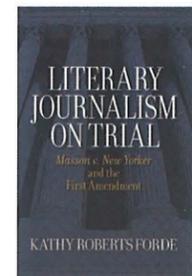
The first round of studies looked at how 18- to 22-year-olds engage with online news sites. Consortium members from the Star Tribune, the Las Vegas Sun and the San Jose Mercury News submitted materials. In North Carolina, experiments focused on navigation through multimedia presentations and "information density" on story pages. Paul and Ruel presented their findings at the conferences of the Society for News Design and Online News Association in September.

For more about the Digital Story Effects Lab project, visit <http://www.disel-project.org>.

To learn more about any of the INMS's activities or collaborations, contact the INMS at inms@umn.edu or (612) 625-0576.

Faculty UPDATE

Kudos



Assistant professor **Kathy Roberts Forde's** book "Literary Journalism On Trial: Masson v. New Yorker and the First Amendment" was published by the University of Massachusetts Press in August.



SJMC faculty **Kathy Roberts Forde, Marco Yzer** and former faculty member **Michael Stamm** finished the 2008 Grandma's Marathon in Duluth, Minn., on June 21. Forde was among the top 75 women finishers in her division. Congratulations to our marathoners!

The Knight Foundation awarded \$110,000 to Minnesota Journalism Center director and professor **Kathleen Hansen** and Institute for New Media Studies director **Nora Paul** to continue their Knight News Challenge Grant support for "Playing the News." The pair also received a College of Liberal Arts InfoTech Fees Course Transformation Program Grant for \$12,000. They will use the funds to continue development of the online learning Web site for Jour 3004H Information for Mass Communication, which will incorporate additional interactive learning and engagement materials throughout the site.

Assistant professor **Jisu Huh** received the 2008 Distinguished Young Scholar Award from the Korean American Communication Association at its 30th anniversary conference on Aug. 5. Huh, one of two

award recipients, received a certificate and research stipend of \$1,000. Last spring, Huh was awarded a \$2,500 grant from the American Academy of Advertising Research Fellowship competition. Her research proposal was co-authored with Denise DeLorme (University of Central Florida) and Leonard Reid (University of Georgia). The grant will fund data collection for her research on Asian-targeted direct-to-consumer advertising campaigns.

Adjunct instructors **David Husom** and **Mike Zerby** completed a project for the Historic American Engineering Record (HAER) documenting the old Soo Line Railroad ore docks in Ashland, Wis. Built in 1915, the 1,800-foot-long, 80-foot-high remaining dock has not been used since 1965 and is literally falling into Lake Superior. It is the last of five docks that at one time served northern Wisconsin's ore industry. Since the dock is deemed an important historic structure, the current owner, the Canadian National Railway, was required to have it documented before demolition could begin. Also, since parts of the dock are accessible only by crossing the ice, the photographs had to be taken in the winter. Husom and Zerby lucked out with two days near 30 degrees during the shooting. The collection is a part of the Prints and Photographs Division of the Library of Congress.

Silha Center director and professor **Jane Kirtley** received a \$15,000 Speaker and Specialist Grant from the U.S. Department of State to visit Sierra Leone, June 15-24. She delivered lectures and appeared on



panels discussing media law and media ethics in an emerging democracy. Her schedule included a lecture titled "Ethics and

the Law," delivered as part of a symposium for reporters and local council representatives in Makeni; a lecture titled "Journalism and Ethics" as part of a symposium for

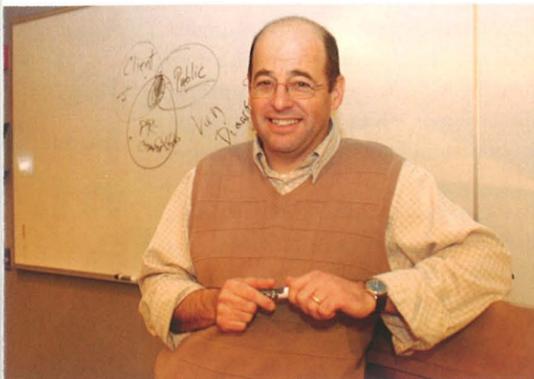
journalists and local council representatives in Bo; a lecture titled "Professional Integrity: The Cornerstone of a Journalist's Credibility" as part of a symposium for editors at the U.S. Embassy; and a dinner meeting with local editors and a panel discussion on ethics and the law as part of a symposium for journalists in Freetown.

Associate professor **Mark Pedelty** has been named an Interdisciplinary Graduate Faculty Teaching Fellow by the University of Minnesota Graduate School.

Associate professor **Gary Schwitzer** received a grant from the Kaiser Family Foundation to research and write a report on the state of health journalism in the United States. He will interview dozens of health journalists, editorial decision makers and industry analysts. In the spring, Schwitzer was named to a list of seven top sources for health/medical news and information—part of a broader list of 75 "experts who are not on the payroll of industry." To counter claims that it is impossible to find experts who do not have financial conflicts of interest, journalists **Jeanne Lenzer** and **Shannon Brownlee** announced the list at the annual conference of the Association of Health Care Journalists in Washington, D.C., in March. Schwitzer's health news blog has received recognition from two blog ratings services. **Wikio** named his blog the 44th most influential health blog in the blogosphere. And the Online Nursing Degree Directory lists his blog among the top 100 academic medical blogs and among the top 11 health news blogs. Finally, his blog has also risen to the fifth most active (largest number of entries) out of 6,405 at the University of Minnesota, hosted by the UThink system.

Assistant professor **Marco Yzer** was awarded an \$82,000 grant from Transdisciplinary Research on Energetics and Cancer, a National Cancer Institute funded program. The research project, titled "The Effects of Information in the Media on Antecedents of Weight Control," includes researchers from Case Western University. Yzer will serve as principal investigator.

Publications and Research



Last spring, associate professor **Chris Ison** conducted a workshop at Drake University in Des Moines, Iowa, for Investigative Reporters and Editors (IRE). The presentation was titled "Bulletproofing Watchdog Stories." Ison also helped lead a workshop on "Presenting the Watchdog Story." Both presentations were part of IRE's Better Watchdog Reporting series. He was a panelist at this year's First Amendment Forum at St. Cloud State University in St. Cloud, Minn., on April 11. The panel, for which Ison gave opening remarks, was titled "Is Freedom of Information Dead?" Ison also conducted a workshop on accuracy and fact-checking, titled "Getting It Right," for IRE's Ethnic Media Watchdog Workshop in Minneapolis on April 12. He was a panelist for the session titled "The Standards and Ethics of Investigative Reporting," also presented at the Ethnic Media Watchdog Workshop.

Jane Kirtley, Silha Professor of Media Ethics and Law, was a panelist for "First Amendment/Newsgathering: Who, Which and What's It" at the American Bar Association Forum on Communications Law conference, "Representing Your Local Broadcaster: A Wrinkle in Time," in Las Vegas on April 13. The following week, Professor Kirtley, together with Paikiasothy Saravanamuttu in Colombo, Sri Lanka, conducted a digital video workshop on media ethics for journalists

in Sri Lanka from the World Bank's studios in Washington, D.C. During her trip to D.C., she was interviewed by members of the World Bank's Media, Information and Governance team for its Journalism Training for Transparency and Governance program for journalists in Honduras. Her taped interview about the importance of freedom of information and media ethics will be incorporated into the eight-month-long training project. Her commentary, "Objecting to 'Parasites,' Whatever Their Price," was published in the *Journal of Mass Media Ethics*, April-June 2008 (vol. 23, no. 2). Together with Washington, D.C.-based attorney Jon Hart, Kirtley conducted a workshop on Internet law at the A Passion for Place: New Pamphleteers/New Reporters conference at the University of Minnesota on June 5.

Lecturer **Leyla Kokmen's** article on alternative medicine and kids was published in the April issue of *Minnesota Monthly*. Her article about the new green justice movement was published in the March-April issue of the *Utne Reader*.

Director of the Institute for New Media Studies **Nora Paul** wrote the foreword to "Making Online News: The Ethnography of New Media Production" by Chris Paterson and David Domingo, recently published by Peter Lang. In March, she gave a talk at the Columbus Post Dispatch newsroom titled "The Naked Truth about Internet Research." She visited the ECM Publishing Group's Futures Committee on March 27 to talk about trends in online publishing.

Last winter, associate professor **Gary Schwitzer** taught a workshop for the California Endowment/University of Southern California Annenberg Health Journalism Fellows in Los Angeles. On April 27, he spoke to the National Breast Cancer Coalition in Washington, D.C. His talk was titled, "Rating the Media: How Well is Breast Cancer Reported?" That same month, he spoke to the monthly

Men's Club breakfast at the Jewish Community Center of Greater St. Paul, where he discussed misplaced priorities in health news coverage. In May, he taught a workshop titled "Overcoming the Hurdles: How to Write Accurate Medical Stories on Deadline," in the Chicago newsroom of *Medill Reports* at Northwestern University and also participated in "American and German Health Care: Health Technology Assessment and Health Care for All," a forum hosted by the University of Minnesota Center for German and European Studies. In the media, Schwitzer was quoted in a May 6 *Slate* magazine article, "Stealth Marketers: Are Doctors Shilling for Drug Companies?" on NPR; an MSNBC story, "Without Ads, Restless Legs May Take a Hike," on May 14; and the July issue of *Discover* magazine in an article headlined "Wonder Drugs That Can Kill."

An article by associate professor **Brian Southwell** and Ph.D. candidate **Rita Langteau** titled "Age, Memory Changes, and the Varying Utility of Recognition as a Media Effects Pathway" was published in a special issue of *Communication Methods and Measures*. The article was selected for the special issue from those presented at a conference sponsored by the University of Pennsylvania and Harvard University on the relations between media exposure and health behavior.

Cowles Professor of Journalism, Diversity and Equality **Catherine Squires**



delivered a keynote address at Hamline University in St. Paul, Minn., for its Black History Month speaker series. The talk covered her ongoing research on mainstream press coverage of Sen. Barack Obama's presidential campaign.

In April, adjunct instructor **Dan Sullivan** judged the national finals of the American College Theater Festival's Young Critics competition at the Kennedy Center in New York City. The winner receives a full scholarship to the National Critics Institute at the O'Neill Theater Center. Sullivan has directed NCI since 1999.

Welcome new faculty

The SJMC welcomes assistant professor **Miranda Brady** for the 2008-09 academic year. Brady, a recent Ph.D. graduate from Penn State University, spent the 2007-08 academic year as a lecturer in the University's writing studies department. In the SJMC, she will teach Jour 1001, Introduction to Mass Communication; Jour 3745, Mass Media and Popular Culture; and Jour 3741, People of Color and the Mass Media. Brady's research addresses the complexities of representation and identity construction of race and gender in the media and other cultural and social institutions. Her dissertation project explores the intersection of policy, popular culture, nationalism and the discourse of pan-indigenous identity articulated in the Smithsonian Institution's National Museum of the American Indian in Washington, D.C.

SJMC alumna **Giovanna Dell'Orto** joins the SJMC faculty for the 2008-09 year. Assistant professor Dell'Orto, a scholar of 19th-century journalists' interpretation of free speech rights, received her bachelor's, master's and doctoral degrees from the University of Minnesota. A former reporter for the Associated Press and contributing writer for *City Pages* and the *Stillwater Gazette*, Dell'Orto will teach Jour 3004V, Information for Mass Communication; Jour 3007, The Media in American History and Law: Case Studies; and Jour 3614, History of Media Communication. 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," was published this year. She also co-authored "Hated Ideas and the American Civil War Press" with SJMC emerita professor Hazel Dicken-Garcia, published in 2008.

The Silha Center for the Study of Media Ethics and Law welcomes Silha Visiting Faculty Fellow **Robert Drechsel** for the fall 2008 semester. Professor Drechsel has taught at the University of Wisconsin-Madison since 1983, serving as director of the School of Journalism and Mass Communication from 1991 to 1998. Before joining the faculty at Wisconsin, Drechsel taught for four years at Colorado State University. An alumnus of the University of Minnesota, Drechsel will work on a research project on local television coverage of courts with a colleague at the William Mitchell College of Law and a large-scale, long-term study of the professionalization of media occupations and legal liability during his fellowship. His research at the University of Wisconsin has focused on tort law and constitutional law affecting mass communication, and on reporter-source interaction in state trial courts. He is the author of "News Making in the Trial Courts" (New York: Longman, 1983), and articles in a variety of legal and communication journals. Silha Visiting Fellowships are awarded on a case-by-case basis to outstanding faculty members in the area of media ethics and law. The last visiting fellow hosted by the Silha Center was professor **Kaarle Nordenstreng**, from the University of Tampere in Helsinki, Finland, who visited in the fall of 1994.



Kelly MacMillans

In May, associate professor **Gary Schwitzer's** manuscript, "How Do U.S. Journalists Cover Treatments, Tests, Products and Procedures? An Evaluation of 500 Stories," was published in the journal *PLoS Medicine*. The manuscript, which summarizes his experiences over the past two years with the *HealthNewsReview.org* Web site, explains that between 62 and 77 percent of stories failed to adequately address costs, harms, benefits, the quality of evidence and the existence of other options when covering health care products and procedures. Schwitzer calls it a "kid in the candy store" portrayal of U.S. health care, where everything is made to look terrific, risk-free and without a price tag.

In an editorial, "False Hopes, Unwarranted Fears: The Trouble with Medical News Stories," *PLoS* editors wrote: "Schwitzer's alarming report card of the trouble with medical news stories is thus a wakeup call for those involved in disseminating health research—researchers, academic institutions, journal editors, reporters and media organizations—to work collaboratively to improve the standards of health reporting."

The article drew major media attention, including stories and mentions on the *Wall Street Journal* health blog, *Minnesota Public Radio*, *MinnPost.com*, *City Pages*, the *ShopTalk* TV news industry newsletter, *Romenesko's* media news blog, the *Poynter Institute* Web site, the *Integrity in Science Watch* newsletter, the *Association of Health Care Journalists'* Web site and newsletter, the *Century Foundation's* *Health Beat* blog, *MedPageToday.com*, the *Columbia Journalism Review*, *Science Daily*, *New Scientist*, *The Guardian* and the *Access Minnesota* radio program of the *Minnesota Broadcasters Association*. Bloggers in France, Germany and Thailand were among those writing about the study.

Read the article at: <http://medicine.plosjournals.org>.



McKenna Ewen, a senior in the professional journalism track, was honored as a 2008 Scripps Howard Foundation Roy W. Howard National Collegiate Reporting competition winner. The award for the competition was a 13-day journalism study trip to Japan and South Korea. The competition, established in 1984 in cooperation with the Indiana University School of Journalism, honors the memory of the journalist who led Scripps Howard Newspapers from 1922 to 1953 and United Press International from 1912 to 1920. Mike Philipps, president and chief executive officer of the Scripps Howard Foundation, said the prize responds to the need for today's student journalists to better understand international affairs. The expenses-paid trip this past June was led by Bradley J. Hamm, dean of the journalism school at Indiana University and a Roy W. Howard scholar, who has extensive travel experience throughout Asia. Ewen, along with eight other journalism students from around the country, were chosen for their high-quality published broadcast work and an essay about their interests in international affairs.

SJMC senior **Emma Carew** was a national winner in the 2007 Society for Professional Journalists Mark of Excellence Awards for her online feature "Surviving for Today." Two recent SJMC grads, **Steve Kuzj** (B.A. '08) and **Stacy Bengs** (B.A. '07), were national finalists for their work in television news photography and photo illustration.



Recent SJMC grad **Carina Enbody** (B.A. '08) was selected as one of three American students to compete in the Cannes Lions 55th

International Advertising Festival's Roger Hatchuel Academy in June.

The brainchild of the former Cannes Lions Advertising Festival's chairman and named in his honor, the Roger Hatchuel Academy provides training and education to a select class of 35 advertising, marketing, communication and design students from around the world. Participants learn about industry trends, attend discussions and tutorials as well as take part in Festival activities, including seminars, screenings, exhibitions and award ceremonies. As well as being coached by the dean of the academy, the students also attend numerous seminars held by internationally renowned advertising leaders.

Senior **McKenna Ewen** and recent graduate **Kyle Pendergast** (B.A. '08) were named to the fall 2008 class of The Politics and Journalism Semester at the Washington Center for Politics and Journalism. The Politics and Journalism Semester is a nonpartisan, nonideological

program to teach the next generation of political reporters about politics. Students from more than 50 participating universities competed for the program, which selects about a dozen of the most talented journalism students from across the country. For 16 weeks in Washington, the students work full time in major news bureaus. Twice a week, they gather for the major purpose of the program, participating in 90-minute seminars on campaign, governance and interest group politics.

McKenna Ewen was named a top 10 scholarship winner in the Hearst Journalism Awards program for multimedia. SJMC student **Joseph Halvorson** placed in the top 20, receiving a certificate of merit. More than 65 individuals from 39 undergraduate journalism programs across the nation competed for the award. The University of Minnesota scored high—fifth out of the 39 total school programs that entered. Lecturer Gayle Golden nominated both winners. The Hearst Journalism Awards program is conducted under the auspices of accredited schools of the Association of Schools of Journalism and Mass Communication, and funded and administered by the William Randolph Hearst Foundation. The program awards more than \$500,000 in scholarships and grants annually.

SJMC students **Lydia Lee** and **Stephanie Malloy** were finalists in the 2008 One Show college competition for their work on a print campaign for Doritos titled Instantly Recognizable. The competition is open to aspiring copywriters and art directors from accredited schools, including professional portfolio schools as well as universities. The creative brief was sponsored by Doritos, and the creative challenge was to make Doritos iconic.

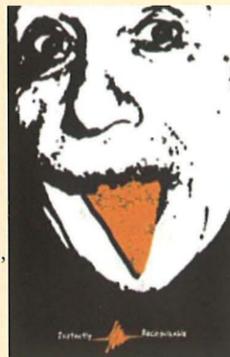


Photo courtesy of University Relations

SJMC student **Jeanine Lilke** received a 2008 Vance and Betty Lee Stickell Student Internship with BBDO New York for summer 2008. Lilke was one of just 15 students nationwide chosen for this honor. This internship was established in 1989 in memory of Vance L. Stickell (1925-87), former executive vice president, marketing, for the Los Angeles Times. During his 39-year career in advertising, Vance Stickell established himself nationally as a highly respected advertising practitioner and statesman. The program is intended to raise awareness and understanding of advertising processes and business ethics among future advertising professionals.

Senior **Carly Volzer** was named a recipient of the 2008-09 College of Liberal Arts Selmer Birkelo Scholarship. To be considered for a Birkelo Scholarship, students must be majoring in fields relating to history, modern languages, classics, or the social and behavioral sciences and must be nominated. Only 16 students from across the College of Liberal Arts receive the prestigious award. Volzer also received the 2008-09 Nielund Lund Scholarship.

Embedded journalists

SEVERAL SJMC STUDENTS PARTICIPATED AS "EMBEDDED JOURNALISTS" IN A WEEKLONG TRAINING EXERCISE WITH MINNESOTA SOLDIERS AT CAMP RIPLEY IN JUNE 2008.

DURING THE IRAQ WAR, journalists have experienced unprecedented access to the battlefield. Allowed to be "embedded" within specific military units, journalists have been able to bring war coverage home to the public like never before. Thanks to a unique partnership between the University of Minnesota's Humphrey Institute of Public Affairs Center for Democracy and Citizenship and the Minnesota National Guard, several University students got their own "embed" experience in June as they participated with Army National Guard members training at Camp Ripley near Little Falls.

The weeklong program was designed with the help of National Guard Lt. Col. Kevin Olson. Six University of Minnesota students were embedded with the 1st Combined Arms Battalion, 194th Armor Regiment, during training. Like "real" embedded journalists, the students signed safety waivers and contracts restricting what they could report. The students wrote, produced and edited stories on their experiences. They worked in groups, producing 90- to 120-second news packages, which included video clips and one-page articles on some newsworthy aspect of what they did that day.

"The opportunities we're offered here are quite remarkable, considering we're just students," said alum **Stephen Kuzj**, who graduated in the spring. "We've gone for rides in tanks, fired weapons and been right beside the troops as they train. We're learning a lot about how the military operates—how the chain of command works, how weapons and vehicles function, etc. We're also getting to know a lot about the individual soldiers—why they joined the National Guard, what their experience in Iraq was like (and) how their families feel about it."

SJMC senior **Kevin Keen** said of the experience, "As a journalism student I could not have asked for a better real-world experience." Keen, a broadcast journalism and Spanish major, prepared a story on how young soldiers prepare to go to war. He plans to develop it into his senior project.

Kappa Tau Alpha Inductees

24 UNDERGRADUATE AND GRADUATE STUDENTS were inducted into Kappa Tau Alpha, the national journalism and mass communication college honor society, at the SJMC's Spring Celebration in May. Kappa Tau Alpha recognizes academic excellence and promotes scholarship in journalism and mass communication. Membership is earned by excellence in academic work. The 2008 inductees are **Ellen Michelle Burkhardt, Soyeon Cho, Peter J. Gloviczki, Lindsay Goldner, Katherine K. Hannon, Trisha Heerah, Ashley J. Heerema, Yoori Hwang, Megan C. Ireland, Joel Oscar Swedberg Johnson, Alyssa Kroeten, Katelyn Latawec, Corinne Long, Jessica Mann, Amy Marie Ryan, Adina Schneeweis, Mikel J. Sporer, Rebecca Swenson, Seijen Takamura, Melissa Thompson, Sarah Van Nevel, Angela L. Wetzstein, John Wirtz and Ashley E. Wong.**

A paper co-authored by SJMC graduate students **Vanessa Boudewyns** and **John G. Wirtz** won a Top Four Student Paper Award in the health communication division at the International Communication Association annual conference held in Montreal in May. The paper, "Revising a Measure of Interpersonal Communication within the Context of Mass Media Health Communication Campaigns," presented preliminary results testing a new scale designed to more accurately measure talk generated by mass media campaigns.

SJMC doctoral candidate **Michael Fibison** led a discussion on audience development as part of the Internet Strategies for Community Markets seminar at the American Press Institute in July. Fibison is general manager for the central Virginia division of Media General Interactive.



Silha Fellow Patrick File with Helen Silha.

Ph.D. candidate **Patrick File** won the Top Student Paper Award for the law division at the AEJMC Southeast Colloquium, hosted by Auburn University, March 13-15. The paper was titled "Do the Courts Think Blogging Is Journalism? An Early Examination of Descriptive and Functional Approaches to Analysis in Case Law Involving Blogs." File was awarded a Silha Fellowship for the 2008-09 academic year.

Health journalism and communication students **Kelly Gulbrandson**, **Alexandra Harkness**, **Jessica Mann** and **Randi Niklekaj** produced and maintained a blog, *The Uninsured: You're in Your 20s. Why Should You Care?*— available at <http://www.theuninsured.blogspot.com/>. The blog, a project for Gary Schwitzer's Jour 5155, Advanced Reporting Methods: Health and Medical Journalism class, attracted some local news attention and was written about in *The Minnesota Independent*.

Graduate students **Sarah Janel Jackson** and **Samantha Wenwoi** were both awarded Graduate School Diversity of Views and Experiences Fellowships for the 2008-09 academic year.

Graduate students **Julie Jones**, **Sumi Kim**, **Rita Langteau** and **Adina Schneeweis** received the Mark Kriss Graduate Student Research Award for the 2008-09 academic year.

Ph.D. candidate and assistant professor of communication at Northwestern College in St. Paul **Kent Kaiser** received a 2008 Award of Merit from the Minnesota Association of Government Communicators. He also was recently elected to the board of directors of Kids Voting Minnesota.

Sumi Kim, a Ph.D. candidate in the SJMC, will publish "Feminist Discourse and the Hegemonic Role of Mass Media: Newspaper Discourse about Two South Korean Television Dramas" in the December 2008 issue of the journal *Feminist Media Studies*. Her paper, "Politics of Representation in the Era of Globalization: A Study of Discourse about Marriage Migrant Women in Korean Movies" received a Top Three Student Paper Award at the Korean American Communication Association's 30th anniversary conference held in August.

Ph.D. candidate **Jennifer Moore** served as a judge at the annual St. Thomas Media Ethics Bowl on March 29 in St. Paul, Minn. As a panelist, she evaluated the

work of students who prepare analyses of current cases in media ethics and present their analyses in a format similar to a debate.



Adina Schneeweis won the Ralph D. Casey Award (\$5,000) for her dissertation proposal titled "Talking Difference: Discourses about

Gypsies in Western and Eastern Europe Post-1989."

Maia Seitz's article "Nine out of 10 Food Advertisements Shown during Saturday Morning Children's Television Programming Are for Foods High in Fat, Sodium, or Added Sugars, or Low in Nutrients" was published in the April 2008 issue of the *Journal of the American Dietetic Association*. She is a master's student in the health journalism and communication program.



Ph.D. candidate **Wonsun Shin** presented "Online Communication and Gender: A Case Study of an Online

Discussion Board for Korean Daughters-in-Law" and co-presented "Institutional Environment and Organizational Practice: International Advertising Strategy and Cross-National Research, 1997-2006" with SJMC professor **T. K. Chang** at the 58th International Communication Association conference held in Montreal in May 2008. Along with SJMC assistant professor **Jisu Huh**, she presented "Cultural Influence on Global Corporate Web Sites: A Comparative Study of Corporate Web Sites between Companies in the U.S. and Korea" at the 50th American Academy of Advertising conference, held in San Mateo, Calif., in March.

Health journalism and communication master's student **Suzanne Sobotka** has been hired as a health writer for MayoClinic.com, working on the heart disease, high blood pressure and cholesterol centers of the Web site. Sobotka's article titled "Empirical Analysis of Current Approaches to Incidental Findings" was published in the Summer 2008 issue of the *Journal of Law, Medicine & Ethics*.



Ph.D. candidate **Rebecca Swenson** won the Ralph D. Casey Award (\$5,000) for her dissertation proposal, titled "Brand Journalism': A

Cultural History of Consumers, Citizens and Community in Ford Times."

An article co-authored by psychology graduate students Jenny Su and Alisia Tran, SJMC graduate students **John G. Wirtz** and **Rita Langteau** and psychology professor Alex Rothman was recently accepted for publication in the journal *Psychological Science*. The article, "Driving Under the Influence (of stress): Evidence of a Regional Increase in Impaired Driving and Traffic Fatalities After the 9/11 Terrorist Attacks," highlights an analysis demonstrating that traffic fatalities spiked in the Northeast in the months after the attacks. This finding challenges those presented in an earlier article and analysis published by the same journal.

SJMC hosts Fulbright Fellow from Finland

THE SJMC WELCOMES Fulbright Fellow Teemu Palokangas, a Ph.D. student from the University of Tampere (Finland). Upon graduating with his master's degree in mass communication in 2003, he was recruited to work as a journalist at YLE, Finland's national public service broadcasting company, the largest in the country. During his time there, he became fascinated by entertainment and the relationship between the notion of entertainment and public service broadcasting. Palokangas says that understanding this relationship is both academically interesting and crucial to public broadcasters who want to defend their role in an increasingly competitive broadcast market.

Palokangas' dissertation research deals with the role of entertainment at YLE. Today, YLE is facing economic and social pressures, forcing it to redefine its role not only as a reliable source of news and current affairs but also as a producer and distributor of entertainment programs. Palokangas' subject is at the center of a political and social debate that potentially has major national and international repercussions for public broadcasting. According to his research, Palokangas sees the question of entertainment in relation to a social contract: "Public service broadcasting should be understood as a fulfillment of a (social) contract that includes entertainment."



The YLE is part of the European public service broadcasting tradition, originally defined as the antithesis of the American commercial broadcasting system. Palokangas says this historical distinction has made him interested in American broadcasting—specifically, public broadcasting's role within the American system. He says that by studying in the United States he will better understand American broadcasting, thus bringing additional perspective to his research topic and opening a wider dialogue among both American and European researchers and professionals.



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NOTHING STANDS STILL IN MURPHY HALL, least of all the students. Faculty are pushing the leading edge of the communications industry, whether the subject is First Amendment issues, media ethics, public journalism, health journalism, visual communication, or race and gender in news coverage. And the staff keep everything in motion.

In short, our faculty, students and staff work hard to continue making your alma mater a national standout.

In return, you have been generous in your support—keeping the momentum going and demonstrating your confidence in our work and progress. Your gifts are helping to bring the SJMC into another golden age. On behalf of everyone in Murphy Hall, please accept my sincere thanks.

It's no secret that these are tough economic times, for the University of Minnesota no less than for private industry and for families. But as the University continues its transformation, the SJMC continues to invest resources wisely to position itself as a leader.

Even in this digital age, some of us continue to rely on print. But the library many of you once knew as a repository of print journals and bound volumes is more than this. The Digital Information Resource Center/Eric Sevareid Library is a full-blown multimedia resource center—and it's supported wholly by private gifts. This year alone, nearly 400 of you contributed. And thanks to your gifts, the DIRC/Sevareid Library is one of the top such centers in the nation for students, scholars and practitioners of journalism—fully stocked with the publications and other resources that are so essential to the education of a young journalism, communications, advertising or public relations student.

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Mariellen M. Neudeck
Frances M. Newhouse
Raymond A. Niekamp

John F. Nieszner
Anne M. & Christopher Obst
Catherine M. O'Connell
Paul T. O'Connor
David S. Odegard
Susan O. Ogren
Margaret W. O'Hara
Alexis C. Ohm
Jack Ohman
Michael W. & Sally A. Olander
Carol A. Olmsted
Thomas E. Omestad
Don & Brenda Oseland
John J. Oslund
Joan E. Ostrin
Celeste L. Pape
Mary Z. Pappas
Debra A. Parker
Susan S. Pastin
Roger F. Paulson
Pamela A. Perkowski
Jack W. Peters
Daniel C. Peterson
Jessica L. Petron
David Pfankuchen
Erin C. Pfeiffer
Cynthia K. Pichotta
Richelle L. Pierre
Elizabeth F. Pitschka
Karen P. Potter
Mary Beth Pottratz
William P. & Sally B. Pratt
Lois H. Prentice
John K. Purdy
Kelsey J. Quiring
Evelyn C. Raedler
Pamela L. Ramsay
Jo Anne Ray
Julianne E. Raymond
Conrad A. Razidlo
Staci D. Reay
Gregg S. Reed
John P. Richards
Tyler D. Richter
Charles H. Rix
Nancy L. Roberts
James C. Robertson
Juan C. Rodriguez
Robert J. Roos
Heidi L. Rose
Sharon M. Ross
John S. Rost
Terrance T. Ruane
Gerald H. Rushenber
A. D. Rydland
James M. Satter
Anne M. Sawallich
Melanie J. Sawyer
Lisa M. Schnirring
David R. Schuh
Matthew D. Schwarz
Justin J. Scott
Melissa M. Scovronski
Barbara B. & Albert L.
Seligmann

Jacqueline Shannon
Elizabeth P. Shippee
Michael R. Sigelman
Andrew N. Silberman
Ginger L. Sisco
Dianne L. Sivald
Nancy E. Slator
Marcia R. & Richard K. Smith
Mary V. & Everett G. Smith
Theodore C. Snyder
Adam M. Somers
Eric M. Sorensen
Harvey Spelkoman
Christiana L. Stolpestad
Kathleen A. Stoner
Tavis D. Strand
Ruth E. Stroebel
Nancy J. Stroth
Thomas Suddes
Lucille K. Sukalo
Tao Sun
Vermayne N. Sundem
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Richard E. Thompson
Sally A. Thompson
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Diane Carney Thorpe & Tim
Thorpe
Sandra K. Tobin
Alana J. Torgerud
Alireza Torkzadeh
Bruce W. Treichler
Rama M. Tunuguntla
US Bancorp Foundation
Scott R. Vander Heiden
Lesia M. Vanregenmorter
Debra A. Veencamp
Dana A. Villamagna
Eugene E. Von Mosch
Jonathon C. Voth
Beth L. Wagner Voigt
Pauline A. Walle
Linda L. Watson
Marjorie L. Weed
Thomas P. Weigel
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Marnie B. Werner
Donald M. Westphal
Carla L. Wheeler
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Anna F. Williams
Dyan Williams
Thomas H. Wilson
James P. Wilt
Karen J. Wright
The Write Approach Inc.
Xcel Energy Foundation
Suzanne M. Yerg
Elizabeth R. Young
Joan M. Young
David A. Zarkin
Naomi M. Zunker

*Hats off to each
of you and your
efforts to help
us build and
sustain a
remarkable
program.
Your legacy
lives on through
your gifts.*

1940s

Margot (Auerbacher) Siegel (B.A. '44) contributed to the new Encyclopedia of Clothing and Design published by Charles Scribner's Sons. Last year, she was the subject of a Ph.D. thesis by Barbara Heinemann (Ph.D. '07, design, housing and apparel). Siegel's fashion collection is at the University's Goldstein Museum, where she was the founder of Friends of the Goldstein. She now resides in Florida, but spends her summers in Minneapolis. *Editor's note: Ms. Siegel's name was misspelled in the winter issue of the Murphy Reporter. The editor regrets the error.*

1950s

Curtiss Anderson's (B.A. '51) memoir "Blueberry Summers" was published by the Minnesota Historical Society in May.

Burt Erickson Nelson (B.A. '52) received a 25-year pin from Buffalo (N.Y.) News publisher Stanford Lipsey. Nelson has been a copy and wire editor with the company since 1982. Since 1994, he has served as publisher of the bimonthly, bilingual German-American newspaper Der Volksfreund (People's Friend), founded in 1868 as Der Buffalo Vooksfreund.

1960s

Mohamed Benaissa (B.A. '63), former foreign affairs minister for Morocco, won the Sheikh Zayed Book Award for 2008 in the category of cultural personality of the year. In a press release, secretary general of the program Rashid Al Uraimi said Benaissa was recognized for his contributions to the cultural movement as well as for his role as a co-founder of Morocco's Aseelah Culture Season, which was launched in 1978 as a forum for Arab, African and Western cultural achievers, creative people and thinkers. The award is given to "a prominent culture figure, Arab or international,

who has made a clear contribution to the enrichment of Arab culture, creatively or intellectually," and whose activities embody the values of originality, tolerance and peaceful coexistence. Benaissa was featured in the winter 2007-08 issue of the Murphy Reporter.

Sally-Jo Bowman (B.A. '63) published "The Heart of Being Hawaiian," a collection of 32 essays and magazine articles on Hawaiian cultural topics that she researched as she searched for her own Hawaiian roots. Bowman grew up in Kailua, O'ahu, Hawaii, and now lives in Springfield, Ore.

Paul Chaffee (B.A. '69), Saginaw News editor and publisher, was inducted into Central Michigan University's Journalism Hall of Fame.

Larry Pearson (B.A. '64, Ph.D. '90) has retired from the Anchorage Daily News. Prior to leaving the paper, he retired from his post as a journalism faculty member at the University of Alaska in Anchorage.

1970s



Linda Johansson

Photojournalist **Annie Griffiths Belt (B.A. '73)** released a new book, "A Camera, Two Kids and a Camel," last spring. In May, she appeared in Minneapolis and discussed the book as part of the National Geographic Live series at the State Theatre. In "A Camera, Two Kids and a Camel," Griffiths Belt shares the secrets of her traveling life and the wisdom she gained on her journeys. One of the first female staff photographers hired at the National Geographic, she has completed assignments on every continent except Antarctica. To learn more about the book, visit <http://www.anniegriffithsbelt.com>.

Douglas K. Ritter (M.A. '77) is now a partner and minority owner of Ascend Marketing in the Dallas-Fort Worth area. He is also busy completing a book about growing up in Rome as a child, titled "La Dolce Vita: An American Child in Rome."

1980s

Fiction writer **Jeffrey B. Burton's (B.A. '85)** latest mystery novel, "Sleuth Slayer," was published recently by Pocol Press.

Terri Yablonsky Stat (M.A. '87) is a freelance health writer in Northbrook, Ill. She contributes regularly to the Chicago Tribune and has also written for Parenting magazine, AARP The Magazine, North Shore magazine, and many other local and national publications.

Elizabeth Stawicki (B.A. '88) received her juris doctor from the University of St. Thomas in Minneapolis in May 2007. Stawicki is a legal affairs correspondent for Minnesota Public Radio in St. Paul, Minn.

Photojournalist **Lori Waselchuk (B.A. '89)** was profiled in the January-February issue of the University of Minnesota Alumni Association's Minnesota magazine. Her photographs of the hospice program at Angola State Penitentiary, the only maximum-security prison in Louisiana, were featured in the publication. Waselchuk, a resident of New Orleans, also photographed the aftermath of Hurricanes Katrina and Rita for numerous national newspapers. More of her photography may be viewed at <http://www.loriwaselchukphotos.com>.

1990s

Lance Eng (B.A. '94) recently published a new book, "Company You," which provides self-improvement advice based on seven business principles. Eng is a real estate agent and developer in the Los Angeles area.

In March, the Minneapolis-St. Paul office of Weber Shandwick announced the promotion of **Aaron Pearson (B.A. '94)** to senior vice president in its technology practice. Since joining Weber Shandwick in 1997, Pearson has been instrumental in building strong relationships with key technology accounts. Pearson specializes in developing trade media relations, analyst relations and vertical market programs primarily for enterprise technology companies.

Tim Warner (B.A. '91) recently was promoted to manager, transportation finance and imports division, at Target Corp. in Minneapolis.

John Windrow (M.A. '97) is undergraduate curriculum chairman for the College of Communication at Hawaii Pacific University in Honolulu.

2000s

Amy Anderson (B.A. '01) is the director of communications for the West Hollywood Marketing & Visitors Bureau in West Hollywood, Calif.

Kristin Anderson (B.A. '07) serves as a technology practice intern at Weber Shandwick public relations agency in Bloomington, Minn. She previously worked as an intern in the press office of Sen. Norm Coleman.

Amanda Bartschenfeld (B.A. '07) works as an electronic publisher and graphic designer for Medtronic in Brooklyn Park, Minn.

Jennifer Bergren (B.A. '06) works as a staff accountant for Supervalu Inc. in Chanhassen, Minn.

Diana Booth (B.A. '01) is now a marketing manager at the University of Minnesota Carlson School of Management in Minneapolis.

Merritt Brothen (B.A. '06) works as an advertising assistant for Lunds and Byerly's, Lund Food Holdings, in Edina, Minn.

Nicole Brubaker (B.A. '06) is a media planner for the Toyota account at Saatchi & Saatchi in Los Angeles.

Kelsey Burich (B.A. '06) runs a solar energy program for Xcel Energy in Minneapolis.

Katie Cooper (B.A. '07) works as a sales and marketing representative for RBC Tile and Stone tile distributor.

Sam Daroy (B.A. '07) is a part-time reporter and stringer for the Milwaukee Journal Sentinel.

Ryan Dionne (B.A. '05) is the technology and health care reporter for the biweekly Boulder County Business Report in Boulder, Colo.

Erin (McNally) Duffey (B.A. '03) is a copy editor of owned-brand packaging at Target Corp. in Minneapolis.

Mike Durkin (B.A. '06) is the senior Web producer for KMSP-TV Fox 9 News in Eden Prairie, Minn.

Scott Elmgren (B.A. '06) works as an account coordinator at Periscope Inc., an advertising agency based in Minneapolis.

Ryan Flynn (B.A. '06) works as a technical recruiter at 1st St. NW Inc. staffing firm in Eagan, Minn.

Shauna Frank (B.A. '07) is pursuing her juris doctor at Hamline University School of Law in St. Paul, Minn.

Maisha Frederickson (B.A. '07) is the Honeywell group plan representative for Securian Financial Group in St. Paul, Minn.

Drew Geraets (B.A. '05) is digital media manager for the City University of New York Graduate School of Journalism located in midtown Manhattan.



Brittany Haviland (B.A. '06) works as a news production associate for NBC's TODAY show. Haviland, shown in the center of the above photo, works with news and set writers during the four hour broadcast and manages 12 interns. Previously, she was an NBC page.

Linda Keefe (B.A. '06) works as a graduate student teaching assistant and instructor for the University of Minnesota College of Education and Human Development in Minneapolis.

Sarah (King) Kearin (B.I.S. '07) is the production and editorial assistant at EMC Paradigm Publishing in St. Paul, Minn.

Kelly Krumholz (B.A. '07) serves as a communications planning assistant at Brew Creative, an advertising firm in Minneapolis.

Chris Liakos (B.A. '01) is a copywriter with RJC Advertising in Albuquerque, N.M.

Shani Marks (B.A. '02)

became the first Olympian in women's track from the University of Minnesota.

She qualified in the triple jump by winning the event at the U.S. Olympic Track & Field Trials with a mark of 47 feet, 2 1/2 inches—a personal best. Marks trains at the University of Minnesota Twin Cities campus and is a volunteer assistant coach for the women's track team.





Regina McCombs (M.A. '03) was appointed to the faculty at The Poynter Institute in St. Petersburg, Fla.

McCombs, an Emmy award winning multimedia producer, will help the Institute build on its virtual teaching programs and its multimedia instruction. Previously, McCombs was senior producer for multimedia at StarTribune.com, where she produced online video for 11 years. In that role, she coordinated the video team's coverage, shot and edited video stories, created audio slide shows, produced multimedia projects and trained staff in creating multimedia. McCombs has written on multimedia for the Online Journalism Review and Poynter Online, judges contests that encourage good storytelling, and speaks around the country about finding new ways to tell stories on the Web, especially with video.

Pat Meirick (Ph.D. '02), has received tenure in the department of communication at the University of Oklahoma in Norman.

Rebecca Mitchell (B.A. '07) is an assistant account executive at Weber Shandwick in Bloomington, Minn.

Annie Mohn (B.A. '07) is a personal banker at Wells Fargo in Mankato, Minn.

Lindsey Mojtikiewicz (B.A. '07) is pursuing a Master of Science degree in school counseling at Winona State University in Winona, Minn.

Adriana Monsalve (B.A. '07) is a media planner for Universal McCann in Los Angeles, where she specializes in online media planning for Sony Pictures.

Debbie Peters (B.A. '04) is a publicity assistant for the Academy Awards in Los Angeles.

Melisa Peters (B.A. '07) is a franchise marketing coordinator for Great Clips Inc. in Minneapolis.

Ben Raley (B.A. '06) is a credit manager at Wells Fargo Financial in Eagan, Minn., and is pursuing an M.B.A. at the Carlson School of Management at the University of Minnesota, Minneapolis.

Sada (Konkol) Reed (B.A. '03), a former sports writer at the South Washington County Bulletin in Cottage Grove, Minn., is an entrant in the 2008 Pulitzer Prize competition. Her entry, "Putting Together the Final Pieces," explains how oversights by the Office of Civil Rights and the school district's irresolute behavior following a Title IX complaint sparked citywide controversy and delayed construction of a softball field at Park High School in Cottage Grove for three years. Reed's yearlong investigation, which was published in March 2007, was picked up by several national women's rights and prep athletics Web sites. It was entered in the Pulitzer Prize's local reporting category. In April, Reed resigned as sports editor from the South Washington County Bulletin and accepted a copy editor position at the Kennebec Journal in Augusta, Maine.

Katie Riddle (B.A. '07) works as an account executive at City Pages weekly newspaper in Minneapolis.

Michelle Rivard (B.A. '07) is a public relations intern for Manning, Selvage and Lee in Los Angeles.

Erin Roberts (B.A. '06) recently opened her own music instruction and performance service, Key of Blue Music. She is the owner and head instructor of the company in La Jolla, Calif.

Strategic communications agency Strother Communications Group promoted **Jenny Silgen (B.A. '05)** to senior account executive. Silgen joined the agency in 2005 as an assistant account executive. In her new role, she will have increased responsibilities with key accounts' marketing programs.

Angela Singletary (B.A. '03) is a communications manager at Ameriprise Financial in Minneapolis and a freelance travel writer.

Bryant Switzky (B.A. '05) recently became a reporter for the Washington Business Journal in Washington, D.C. Previously, he was a reporter for the Minneapolis-St. Paul Business Journal, and as a lead reporter, won a national award from the Society of American Business Editors and Writers for a project concerning the reintegration of Minnesota National Guard troops into the work force.

Alexa Trussoni (B.A. '06) has accepted a position with Accenture in Minneapolis.

Ryan Van Haaften (B.A. '04), formerly of Fallon Worldwide, joined Strother Communications Group as a senior account executive. In his new role, he supports planning and execution of clients' integrated marketing programs.

Jake Weyer (B.A. '05) works as an assistant editor and reporter at the Southwest Journal in Minneapolis.

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Editor, Murphy Reporter, 111 Murphy Hall,
206 Church Street S.E., Minneapolis, MN 55455.
Please include your name, degree information,
graduation year, and job information
and location.

IN MEMORIAM

■ **Bernard A. Casserly (B.A. '39)**, retired editor of the Catholic Bulletin, died Sept. 18, 2008, of complications of heart disease. He was 91 years old.

After graduating with his degree in journalism, Casserly worked as a reporter and editor of the New Ulm Daily Journal, Minneapolis Southtownner and St. Paul Dispatch before joining the Merchant Marines in World War II as a public information officer. After the war, he was a reporter for the Minneapolis Star from 1947 to 1957. During his tenure at the Star, he served as president of the Twin Cities Newspaper Guild and officer of Sigma Delta Chi/Society of Professional Journalists. From 1957 to 1982, he was editor of the Catholic Bulletin (now the Catholic Spirit), where he received many awards, particularly for the promotion of ecumenism. During the 1970s, he was the host of "Church Beat," a call-in talk show, on Twin Cities Public Television. After his retirement in 1982, he worked as a syndicated columnist for national and international Catholic newspapers.

Surviving are his wife of 57 years, Dorothy T. Casserly, children, Katie Casserly (Mick Ganley), Martha Casserly (Paul Wendlandt), Lisa Taplin (Brad), Charles Casserly, Molly Goodson (Mike) and John Casserly (Julie); 12 grandchildren; brother, James T. Casserly and sister, Therese Olson.

Memorials may be made to Catholic Charities.

■ **Leon Carr (B.A. '51)** passed away on Sept. 15, 2008 at the age of 84. While he was a student at the University, he was senior editor of the Minnesota Daily. As the senior editor, Carr was an influential leader in bringing equal opportunities for women in journalism after a female reporter was denied access to the Memorial Stadium press box to cover a football game. Carr resolved the situation by calling then-University of Minnesota President James Morrill, who determined the policy was outdated and was then changed.

Upon graduating from the University, he worked for the Associated Press in South

Dakota and was later hired by the Saint Paul Pioneer Press/Dispatch, eventually being promoted to night editor. In 1961, Carr began his career in public relations at 3M and retired from the company in 1988.

Carr is survived by his wife of 52 years, Donnie, and one son, John.

Memorials may be made to the School of Journalism & Mass Communication, American Heart Association, Knights of Columbus or St. Joseph's Church.

■ **Elwood C. Karwand (M.A. '64)**, of Red Wing, Minn., died Feb. 20, 2008, at Fairview Seminary Home. He was 77 years old. Born in Thief River Falls, Minn., he received his bachelor's degree in English education from Hamline University and his master's in journalism from the University of Minnesota in 1964.

He served as chairman of the University of Wisconsin-Eau Claire journalism department and later joined the faculty of Slippery Rock University of Pennsylvania in 1983, teaching there until his retirement in 1997.

A nationally recognized authority on scholastic journalism, Karwand was the recipient of numerous awards for his service to journalism education.

Survivors include his wife; three children, Eldon (Lynne) of Center City, Minn., Kim (Brian) Burke-Phillipp of Brooklyn Center, Minn., and Colleen (Rob) Elliott of Sturgeon Bay, Wis.; eight grandchildren, two step-grandchildren and two step-great-grandchildren.

■ **Wayne L. McNulty (B.A. '50)**, former general manager of KXLY-TV in Spokane, Wash., passed away on April 15, 2008. He was 82 years old. Born in Superior, Wis., McNulty had a successful broadcasting career.

Hired by Morgan-Murphy right out of college, McNulty started his career in the company's Wisconsin television stations. In 1960, McNulty was transferred to Spokane, Wash. to become the first general manager of KXLY under Morgan-Murphy ownership, playing an integral role in the success of the station over several decades.

He is survived by his sister, three sisters-in-law, 13 nieces and nephews and 15

grandnieces and grandnephews. He was preceded in death by his wife of 53 years, Irene, his parents and two brothers.

■ **Hugh Smith (B.A. '58)**, longtime news anchor at WTVT-TV in Tampa Bay, Fla., died of complications resulting from melanoma on Dec. 17, 2007. He was 73 years old.

Known as the Tampa Bay area's most trusted newsman and a pioneer in his field, Smith hosted the area's first newscast in color during the mid-1960s. A decade later, he did the first live remote shot, reporting from a helicopter hovering over the city. Guiding the top-rated station through many transitions over three decades, Smith filled various roles, serving as lead anchor and news director when the station led in ratings and attracted a huge audience with its popular anchor team.

■ **Harvey W. West Jr. (B.A. '58)**, of Owatonna, Minn., formerly of St. Paul, died of cancer on Feb. 26, 2008. He was 72 years old. A graduate of Murray High School, he served in the U.S. Army and Minnesota Army National Guard as a staff sergeant.

After a 36-year career, West retired from Owatonna Tool Co. as a marketing communications manager in the late 1990s. He was a past president, board member, publicity chairman, historian and honorary lifetime member of the Automotive Advertisers Council.

With a lifelong passion for auto racing, he was a member of the Land 'O Lakes Region of the Sports Car Club of America and a past president of the International Ice Racing Association. A winner of several regional sports car racing championships, West also was a published auto racing historian.

He was a member of the Steele County Historical Society, Owatonna Arts Center and Steele County Humane Society; a past member of Toastmasters; and a past president of the Tonna Bowmen Archery Club.

West is survived by his wife, Sharon; and brother-in-law Terry (and Gayle) Pfeil of Chandler, Ariz.

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SJMC to host **"The Obama Effect"** conference Oct. 23-25, 2008

FROM HIS ROUSING keynote speech at the 2004 Democratic National Convention to his nomination for the presidency, Barack Obama has challenged conventional wisdom about race, politics, media and generation. In this historic election year, it is imperative for scholars and journalists to reflect upon the potential effects of Sen. Obama on public opinion, party politics, voter participation, media, and how we think about race, gender and class in America.

To foster vigorous discussion of these issues, the SJMC will host "The Obama Effect," Oct. 23-25, 2008. Communication scholars and professionals will present research and speak about Sen. Obama's political career, the course of the 2008 presidential election, and what the lasting effects of this unprecedented campaign will be. The conference will present a multifaceted view of the past year's campaign and its potential effects on a wide range of social arenas. In addition to scholarly and professional panel presentations, the conference will feature keynote addresses by national figures and community-focused roundtables.

Visit the SJMC Web site for updates on speakers, panel schedules and related events.

Visit <http://www.sjmc.umn.edu/obama.html> for a complete schedule of events.