

THE Murphy Reporter

UNIVERSITY OF MINNESOTA
School of Journalism and Mass Communication
College of Liberal Arts • Summer 2000

SJMC receives \$500,000 gift – page 2

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Distinguished alumnus awarded honorary doctorate

Carl T. Rowan, one of the most esteemed and honored Americans in the fields of journalism, publishing, civic leadership and public service, has been named University of Minnesota Honorary Doctor of Humane Letters.

He was honored with the title by College of Liberal Arts Dean Steven J. Rosenstone at the class of 2000 commencement ceremony held May 14 at Northrop Memorial Auditorium. Rowan also delivered the keynote address at the 3 p.m. ceremony.

A prolific writer and visionary thinker, Rowan is one of the nation's most revered and trusted journalists. He earned a masters degree from the then University of Minnesota School of Journalism in 1950. He has been a naval officer and an ambassador to Finland, and he was director of the U.S. Information Agency at the height of the Cold War. Elected to both the Sigma Delta Chi Hall of Fame and the Black Journalist Hall of Fame, Rowan is the only journalist in United States history to be awarded by his peers the coveted Sigma Delta Chi medallion in three successive years for both domestic reporting and foreign corre-



Carl T. Rowan

spondence.

He holds the Neuharth Award for Excellence in Journalism. He has received the Missouri Medal, the highest honor bestowed by the University of Missouri School of Journalism, which has also granted him an honorary degree—one of 53 honorary degrees he has received. In television, Rowan has received the Peabody Award and the Dupont-Columbia University Silver Baton.

His eight books include his autobiography, a biography of the late U.S. Supreme Court Justice Thurgood Marshall, and "The Coming Race War in America," which examines the growing racial tensions in the United States.

Rowan has written pioneering articles about the shame of state-sponsored racism and segregation in this country. The first African American to sit with the U.S. cabinet and Security Council, he received many honors for founding Project Excellence, a scholarship for African American high school students.

Today, Rowan is a director of the Gannett Company and a trustee of the Freedom Forum. He lives in Washington, D. C., with his wife, Vivien. ■

READ ROWAN'S COMMENCEMENT SPEECH, PAGE 6

Nora Paul to lead SJMC new media institute

BY BETH STACK
SJMC UNDERGRADUATE STUDENT

SJMC has found a leader for the Institute for New Media Studies. Nora Paul, formerly a faculty member and library director at the Poynter Institute for Media Studies, St. Petersburg, Fla., will begin her position as the institute's director in July.

Paul worked at the Poynter Institute for nine years before accepting her new position at the university. She has written numerous articles on new media issues and Internet resources for scholarly journals and magazines and is the author of two books on the media's use of the Internet.

"Much of my work has been about gauging the needs of the media industry with regards to use of new media," Paul said in an interview. The institute will research the use and effects of new media and will work to develop a connection between the university and communications industries to foster education in new media issues and the current trend of convergence.

"I'm very interested in the convergence issues in terms of management structure and organizational changes," said Paul. She noted the recent alliance of The Tampa Tribune, WFLA-TV in Tampa Bay and Tampa Bay Online to create Tampa Bay Online Network as a possible research topic on convergence across types of media. Paul said the institute's research will help media organizations be aware of how new media will change their organizations. "It can't be business as



Nora Paul

usual!" she exclaimed.

Nora Paul's greatest asset is her ability to network. In connecting the university to other media institutions, she will draw from her connections within the profes-

sional media. "I've gotten to peer into thousands of news rooms," she said. "I've got a pretty good sense of what's going on in the industry."

Paul first heard of the SJMC's search for a director from Professor Kathleen Hansen, director of the Minnesota Journalism Center, when the two were attending the same conference last summer. Paul was interested when Professor Hansen described the open position. "I was looking for what the next challenge would be," Paul said.

Though her new job involves a sea-change from Florida sunshine to Minnesota snowdrifts, Nora Paul is enthusiastic about joining the world of higher education. "I'm very excited about being able to work with people in bio-engineering, in business management," she said. "The institute will be a resource for faculty and students from any discipline. We intend to be there for faculty and students who would like to pursue new media

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SJMC welcomes two new faculty members

SJMC will see two new assistant professors—both experts in the field of new media—joining in fall semester this year. They are Shelly Rodgers and Colette Gaiter.

A graduate of the University of Missouri School of Journalism who completed her Ph.D. program in May, Rodgers' research interests include online



Shelly Rodgers

advertising, marketing and public relations. Her dissertation is on how Internet users perceive and process sponsorships in an electronic newspaper environment.

While at Missouri, she has taught courses on internet advertising, news writing and public speaking. Her research includes three articles already accepted for publication and four others under consideration, and work on chapters in two books. She has won awards for both her teaching and research.

Prior to attending Missouri, Rodgers worked as a reporter and editor for print media in Arizona, as marketing director for two private schools and as media liaison for an advertising agency in Lincoln, Neb.

Colette Gaiter holds a B.F.A. in graphic design



Colette Gaiter

from Carnegie-Mellon University, and an M.A. in liberal studies from Hamline University. She has spent the past 14 years on the faculty of the Minneapolis College of Art and Design (MCAD). In her

latest position there as associate professor, she has been teaching courses on interactive design, visual thinking, and introduction to computer imaging, among others.

Prior to joining the MCAD faculty, she worked as a graphic designer in Pittsburgh, New York, Washington and St. Paul. Her work has been shown in a number of important exhibits. She has also published a number of articles and made presentations at professional meetings on such topics as "Digital Forefront: Process and Product" and "Using Multimedia in Design." She has won three McKnight fellowships, a Jerome fellowship and a Bush fellowship. She describes interactive multimedia as her "consuming passion."

The Murphy Reporter joins the entire SJMC faculty, staff and student community to welcome these two dynamic new members into our fold. ■

David Floren gifts \$500,000 to SJMC

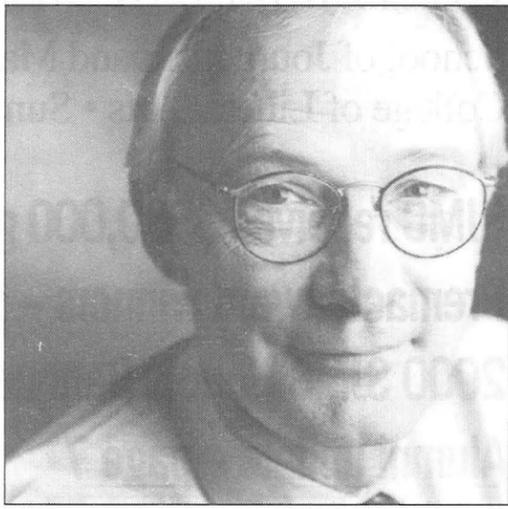
Distinguished SJMC alumnus David Floren, chairman of Martin Williams, has made a gift of \$500,000 to his alma mater. The gift is intended to help support the school's advertising curriculum.

"I see my planned gift as a dividend ... pay back, if you will ... on an investment the College of Liberal Arts in general and SJMC in particular made in me many years ago. I realize now, but didn't know then, that the education opportunities laid before me were extraordinary; both the liberal arts exposure and the more focused advertising curriculum within SJMC. Of the latter, Professor Bill Mindak's advertising course work proved to be an outstanding start to my lifelong work. To put it simply, without that education, I would not be where I am today. So, "paying back" in some small way now is a very easy thing to do," Floren said.

Floren will be discussing the details of the gift's purpose with SJMC director Professor Albert Tims soon. "However, I am leaning in the direction of supporting "strategic thinking" within the advertising discipline. There is a terrific tendency these days to focus totally on the sweeping change rocking through the communications world: the impact of the Internet, the power of convergence, new media displacing "old" media and so on. While I know those issues to be worthy of considerable attention, what lies beneath all of it is the unalterable need to be able to think strategically. How does a senior-year student or green ad agency employee think their way through a massive, tangled pile of information in a disciplined fashion to a workable conclusion? That ability is timeless, no matter what the nature or velocity of change coursing through the communications industry," Floren added.

What does he see as the gift's possible impact on SJMC faculty and students? According to Floren, "I hope we can somehow accentuate the fundamental importance of strategic thinking and planning all the while the notion of new media and its attendant change swirls around our students. I also hope that in some small way, my gift and hopefully others like it can help propel the many efforts already moving forward to make SJMC a "destination" for students intent on getting the best advertising education in the nation."

Does Floren have a message for us at the



David Floren

School? "SJMC has been and must again be a great asset to the advertising community, not only locally but nationally. It is worthy of our attention and investment. And, it must be worthy of both the best students and the most highly prized industry recruiting efforts. Minneapolis is home to one of the most vigorous advertising communities in the nation. There is absolutely no reason the University should not be home to one of the most highly regarded advertising schools in the nation." ■

New media guru returns to SJMC this fall

BY TANYA STARINETS
SJMC UNDERGRADUATE STUDENT

Following his well-attended presentation at SJMC on March 1 this year, Jon Katz, author of eight books on new media and columnist for Rolling Stone, Yahoo! Internet Life, Slashdot.org and Free!, will be returning to the school to teach an innovative course this fall.

Katz, a new technology guru with a tremendous following among those trying to understand the new media, came to the SJMC to discuss his latest book, "Geeks," which is about the very alienated new generation growing up in a media culture, said Professor Kathleen A. Hansen, director of the Minnesota Journalism Center. In his talk, Katz explained how these children need to be reached on a different, "nontraditional" level. He went on to talk about the implications of the media culture on education, politics and society in general.

While at SJMC, Katz was given a tour and explanation of the changes that the school is going through. He was very impressed with the

new Murphy Hall, the new media focus and the changing curriculum that would allow a communicator to use any medium and not be fluent in just one, described Professor Hansen. "Katz himself is very critical of the traditional media and believes in the channel neutral environment. He kept asking, 'Where did you people come from?'" she said. "He has traveled the country and has had many teaching offers from universities, but whichever communications school he went to, no one seemed to get the idea of the new media and technology."

Katz will be teaching a one-credit course (JOUR 3990) in October (while he will be in residency at the school), entitled "Mary Shelley, Frankenstein and the Unabomber." The course is about coming to terms with the world we live in and it will try to do what some of the worst monsters in history weren't able to do—to think intelligently about how to deal with new technology.

"Katz loves students and the school is very fortunate to have him teach here," said Professor Hansen. ■

Jane Kirtley named director of Silha Center

KATHLEEN OSTROOT
SJMC UNDERGRADUATE STUDENT

Jane E. Kirtley, Silha Professor of Media Ethics and Law at SJMC, has been appointed director of the school's Silha Center for the Study of Media Ethics and Law.

Professor Kirtley brings a long and illustrious list of accomplishments to this position. She became the executive director of the Reporters' Committee for Freedom of the Press in Arlington, Virginia in 1985, supervising all of the committee's legal defense and research activities devoted to protecting the First Amendment and freedom of information interests of the news media. Professor Kirtley edited "The News Media & the Law," the committee's quarterly publication. She wrote numerous friends-of-court briefs on behalf of the committee in the U.S. Supreme Court, various federal courts of appeal and state courts.

Prior to joining the Reporters' Committee, she represented media clients in general practice at Nixon, Hargrave, Devans & Doyle, a law firm in Rochester, N.Y. and Washington, D.C. She is a member of the New York, District of Columbia and Virginia bars. Professor Kirtley also taught media law as an adjunct faculty member at the School of



Jane Kirtley

Communications at American University in Washington, D.C. She worked as a reporter and writer for newspapers in Tennessee and Indiana prior to receiving a J.D. in 1979 from Vanderbilt University of Law. She also holds B.S.J. and M.S.J. degrees from Northwestern University's Medill School of Journalism in Evanston, Ill.

"My personal desire is to raise the visibility of the Silha Center," Professor Kirtley said. Her goals are to promote relationships with Canadian universities and the center in the pursuit of study about international press law. She would like to sponsor more conferences to bring people together where scholars can interact with Silha Fellows and students in an informal setting. She has plans to start a institutional journal where students could publish their works. "My first task is to line up Silha lectures for next fall," Kirtley said. ■

'Pioneering' course to be offered again in fall

BETH STACK
SJMC UNDERGRADUATE STUDENT

The St. Paul Pioneer Press will again host SJMC students this fall for an advanced reporting course. In fall 1999, SJMC had offered two versions of advanced reporting methods to its students: the traditional classroom experience and an innovative newsroom experience. Six undergraduate students met each week with instructor Gayle Golden at the Pioneer Press as part of the course.

Golden arranged for editors at the newspaper to speak to the students on various topics, but students honed their reporting skills by working with Pioneer Press editors for six to eight hours each week. "The idea was to try to engineer a course that would teach students about advanced reporting in a real-life setting," said Golden.

SJMC director Dr. Albert Tims and Professor Kathleen Hansen had proposed the idea for such a unique, collaborative class to the Pioneer Press in spring 1999. Golden offered to help with the course design and worked with Walker Lundy, editor-in-chief of the newspaper, to coordinate the efforts of editors.

This fall, students will once again work individually with editors on their reporting skills. "They get to cultivate a relationship with an editor," Golden said. She said students will shadow reporters, taking notes and working on rewrites, with the goal of having their own articles published. Several students had published articles during last fall's course, and one student was hired subsequently for a part-time position at the newspaper. "One student compared it to studying abroad," said Golden. "It has that much value. There is no comparison to being in a real environment."

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Clarification and apology

The Winter 2000 edition of The Murphy Reporter inadvertently published a photo of Otto Silha without credit to the photographer Bill Eilers. We apologize and regret the error.

The Murphy Reporter, No. 51, is a publication of the University of Minnesota's School of Journalism and Mass Communication.

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FACULTY NOTES

Hansen promoted



PHOTO: DIANA WATERS

Kathleen Hansen was promoted from associate professor to professor by the University's Board of Regents in April. Hansen, who is also the director of the Minnesota Journalism Center, joined SJMC in 1981 as an assistant professor.

She regularly teaches Information for Mass Communication (3004) and focuses her research on the impact of digital information technologies and on the sociology of news. ■

Wells retires



PHOTO: TIM RUMMELHOFF

Professor William D. Wells completed his phased retirement at the end of spring semester. Wells was appointed to the Raymond O. Mithun Land Grant Chair in Advertising in 1992. Before coming to SJMC he was executive vice

president and director of marketing services for DDB Needham Worldwide in Chicago, Illinois. A search to fill the Mithun Chair is underway. ■

Outstanding stories bag Premack Awards

BY MICHELLE BOYER
SJMC UNDERGRADUATE STUDENT

Groundbreaking news stories by Minnesota journalists and published in local newspapers were acknowledged at the 2000 Frank Premack Memorial Lecture and Awards Program, held Monday, April 10, at the Hubert H. Humphrey Center's Cowles Auditorium.

Journalists Dawn Schuett and Jan Gregorson helped the Rochester Post-Bulletin win the Hage Award with their special investigation story "Domestic Violence: No Safe Haven," which was largely told in the voice of victims of abuse. The story's main focus was to publicize how domestic abuse is both physical and verbal and it also gave information on the different ways victims could get help. "We wanted to increase public awareness; to make people open their eyes so that they could really see what the extent of this problem is and to highlight some of the programs and services that are available to show victims that they aren't alone," said Gregorson.

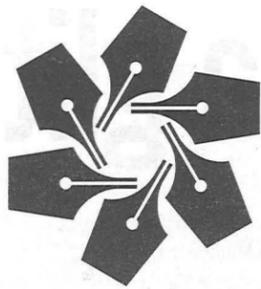
The winner of the Daily Award, which recognizes outstanding public affairs reporting in a metropolitan daily newspaper, was the St. Paul Pioneer Press. The daily newspaper also won a Pulitzer Prize on the same day for their work on the story "Gopher Basketball Accused of Academic

Fraud." The writers who received this award were greeted with a standing ovation. Former Minnesota Governor Al Quie, a Premack judge who presented the award, said that there was no question at all that the St. Paul Pioneer Press was the most deserving. "I think the repercussions to the quality of characters may be as meaningful as any that we've seen in a long time."

The Weekly Award went to the Southwest Journal for their story, "Affordable Housing." Linda Picone, the journalist who worked on the piece, explained the trials and tribulations that her paper went through when deciding whether or not to pursue this story. She talked about how small the organization was and how every writer and editor would have needed to be involved in the creation of the piece. She concluded, with the spirit that drove them all to write such a remarkable piece of journalism, that "We're limited only by our resources. We're not limited by our imagination, we're not limited by our energy or by our talent."

The final award presented was the Graven Award, which went to Joe Rigert, a recent retiree of

the Star Tribune and recipient of five other Premack awards. The award, named after David L. Graven who served on the Premack Memorial Lec-



Minnesota Journalism Center

ture Board until his death in 1991, honors an individual journalist or organization whose contributions to Minnesota journalism best honor the traditions of Frank Premack.

The Minnesota Journalism Center-sponsored awards are in honor of Frank Premack, who is remembered for his aggressive pursuit of the news and high ideals in both reporting and editing while working at the Minneapolis Tribune. There are usually five awards presented at the annual ceremony, but the judges did not find any of the entries for the Editorial Award to be of outstanding excellence. It was thus decided against choosing a recipient for the category this year.

Following the presentation of the awards, Tom Rosenstiel, founder and director of the Project for

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New conference center takes off on a flying start

BY MARY SAMEK
SJMC UNDERGRADUATE STUDENT

SJMC launched its one-of-a-kind conference center in Murphy Hall by hosting the Minnesota Newspaper Foundation's intensive three-day workshop, "New Skills for New Reporters," on February 9-11. The conference center provides extensive networking between SJMC students, professionals and community members through its access to top-notch technology. With this new addition, Murphy Hall is expected to serve as a prototype for the University's goal of bringing the latest in communications technology to every classroom on campus.

"The technology available to us was incredible," said Julie Nordine Bergman, MNF program associate. According to her, the MNF skills workshop was a huge success, due greatly to the University's facility.

Eleven recently hired community reporters attended the course, which was designed for newly hired reporters or editors at small weekly papers within the state with no background in journalism. "I believe everyone, including me, found it wonderfully dazzling," said former SJMC faculty member Jean Ward, the instructor for the course.

Providing fixed seating for 32 people, the center is designed specifically for professional hands-on workshops. The room is equipped with a digital two-way camera that allows for complete distance education capability. Other strategically placed cameras and microphones allow for anything in the center to be projected throughout the country. "It's an important resource for the building," said Professor Kathleen Hansen, director of the Minnesota Journalism Center.

The conference room has the capability for satellite links, as well as other state-of-the-art media technology, such as the Internet, laptop computers, high definition television, television tuner and VCR. In addition, the center is equipped with ISDN high-speed data transmission lines. Because the Murphy Hall auditorium is directly linked to the conference center, a closed-circuit broadcast link is able to transmit worldwide.

SJMC has a partnership with major technology companies, allowing for major communication companies to hold workshops in the conference center to demonstrate to the community the newest technology or software they have developed. By bringing together the constituents of the community and these technology companies, the journalism department hopes to interest community members in forming similar arrangements.

"It provides the opportunity to have so many kinds of working professionals come and go in the building. Such people are now coming to Murphy Hall who previously had no reason to come to here," said Hansen. ■

Conference Center Guests

- Alumni Mentoring Program
- American Association of Advertising Agencies
- Associated Press Wirehandlers
- Campbell Methun Esty
- Midwest Mini Conference
- Minnesota Associated Press Association
- Minnesota Magazine and Publications Association
- Minnesota Newspaper Foundation
- National Academy of Television Arts and Sciences
- New Directions for News
- Newspaper Association of America
- Premack Memorial Lecture Board
- Public Relations Society of America
- SJMC National Advisory Board
- Wordos

FACS looks at bio-tech food fight

BY MARY SAMEK
SJMC UNDERGRADUATE STUDENT

The Foundation for American Communications (FACS) held a conference to better inform journalists how to knowledgeably cover stories about genetically modified food organisms (GMOs) from April 28 through April 30 at the Radisson Hotel Metrodome on the University of Minnesota campus. The event was co-sponsored by

SJMC and the Star Tribune. Paul Davis served as the project director for the conference. A group of 23 journalists with diverse perspectives on the issue interacted with experts in the field regarding topics such as food science and safety, economic issues facing agriculture and international regulations that restrict the exportation of foods.

"The conference provided journalists with in-depth background information needed to accurately cover biotechnology and food," said Professor Kathleen Hansen, director of the Minnesota Journalism Center.

Excluding the "Taking Sides" session, where a panel of advocates with various points of view spoke out on this hotly debated topic, the conference was not intended to persuade journalists to favor or oppose the practice of genetically engineering food. The weekend seminar instead outlined for journalists how to ask questions concerning GMOs and the many different perspectives at which they can be looked, as well as how to choose experts to interview on the subject. ■

(REPRINTED WITH PERMISSION FROM THE REGION, DECEMBER 1999. THE REGION IS PUBLISHED QUARTERLY BY THE FEDERAL RESERVE BANK OF MINNEAPOLIS.)

Educating the messenger

BY GARY H. STERN
PRESIDENT, FEDERAL RESERVE
BANK OF MINNEAPOLIS

In a 1998 interview with this magazine [The Region], Fed Governor Laurence Meyer was asked if he could recall any instances when the media misinterpreted his message. "There are many," was his reply and he went on to describe a few of those incidents.

Doubtless many Fed officials—and others involved with economic policy—would have the same response. As economic news has gained prominence in recent years, more reporters have been asked to become instant experts on such issues as interest rates, labor markets, trade balances and many more arcane topics. To be fair, these reporters are often dealing with economists and policymakers who, for various reasons, don't make the media's job any easier: Obscurity sometimes rules the day. And I include the Fed in this indictment. Despite our efforts at furthering transparency over the years—from same-day announcements of FOMC decisions in Washington, to district-level public affairs efforts like this magazine—the Fed is not always viewed as a model of clarity. We'll keep trying.

And one of the ways this bank will attempt to improve the reporting of economic news is to help educate the reporters; specifically, the Federal Reserve Bank of Minneapolis and the Minnesota Journalism Center at the University of Minnesota have formed a partnership to develop a course on economics for practicing journalists. This course is still in its planning stages, but we do know that the first gathering will occur in the fall of 2000 and will include the top journalists working the economics beat. These select journalists will not only benefit from classes with influential instructors, but will also—based on their insights about the business of economic reporting—help establish the program for years to come. The course will become an annual affair and will be limited to a relatively small number of journalists, selected by application. This whole process will be directed by the Minnesota Journalism Center, which is the outreach arm of the U of M's School of Journalism and Mass Communication. The Minneapolis Fed will serve as an adviser.

The idea for this economics course for journalists sprung from a national conference on economic literacy in May 1999 that was held at this bank. Among the many suggestions for improving the economic literacy of the American people,

some dealt with the role and the impact of the media. In particular, a panel of newspaper reporters held forth on the subject and conceded that newspapers could certainly do a better job at conveying economic information, but part of the problem is that reporters may not be well-versed in economics. And this is true of all reporters, not just those on the business beat—government and political reporters, for example, could likely benefit from a better understanding of economic principles.

With the input of some of the best journalists in the field and with the expertise of the Minnesota Journalism Center, we hope that this training program will not only serve to improve the media's handling of stories relating to the economy, but will ultimately serve to improve the economic literacy of the general public. That's a tall order, to be sure, but that's no excuse for not trying. Along with this bank's other efforts at improving economic literacy—the above-mentioned conference, special issues of this magazine, a high school essay contest and an assortment of other programs—this proposal for journalism training is a good fit. We'll keep you posted. ■

Photos by Terry Faust

2000 Honors Banquet a glittering affair

SJMC held its annual Honors Banquet this year on April 26 at the Radisson Hotel Metrodome on the University of Minnesota East Bank campus. The event was an opportunity to congratulate SJMC graduates, Kappa Tau Alpha initiates, mentors and their proteges, scholarship donors and scholarship recipients.

The evening began with a welcome by SJMC director Albert R. Tims. Rick Kupchella, celebrated weekend anchor at the Twin Cities' KARE 11 television channel, was the featured speaker at the banquet. He gave a riveting speech aimed at inspiring the recent graduates. He talked about how the field is changing dramatically, with lightning speed, particularly in view of the convergence of electronic, print and online journalism. However, he reiterated that no matter what the changes in media technology may be, in the end the personal choices the viewers (or "viewers" as they are already being called) make will come back to relevance and reliability.

He also made a strong personal appeal that the five brightest graduates become media managers, because the industry is starving for good and strong leaders, for people who understand and know the value of journalism and can shape it, guide it through the incredible next wave of technology. Kupchella left the audience with the banner said to be above the desk of documentary film-maker Ken Burns' desk: "We are looking for ideas that are big enough to scare us."

Following Kupchella's speech, Trent Meidenger, SJMC alumni board member, introduced and acknowledged the participants of the school's 1999-2000 Mentoring Program. Fifty-three successful alumni had been teamed up with 54 current students, with the latter receiving personal guidance from the former on various issues relating to the communications professions.

Professor Hazel Dicken-Garcia then lauded the nine outstanding graduates who had obtained entry into the exclusive Kappa Tau Alpha honors society as a result of their superior scholastic achievements. This was followed by the acknowledgement by Scholarship Committee chairs Drs. Donald Gillmor and Phillip Tichenor of the 35 scholarship donors and 43 scholarship winners.

Professor William D. Wells, SJMC's director of graduate studies and Mithun Chair of Advertising, took the stage to compliment the school's graduate students. Three students obtained Ph.D. degrees and seven obtained M.A. degrees in 1999-2000.

Among other awards presented at the banquet were the 1999-2000 Graduate School Fellowship, 1999-2000 Casey Awards and the Best Newscast, Best Feature/Best Video and Best Documentary awards from the Northwest Broadcast News Association.

Special thanks were extended to Drs. Gillmor and Tichenor for serving on the Scholarship Committee and to the 12 Alumni Board members. ■

School of music students entertained arriving guests.



Professor Hazel Dicken-Garcia, adviser for Kappa Tau Alpha.



Professor emeritus Donald Gillmor presents SJMC student Kristin Gustafson with Press Women of Minnesota and Curtis Erickson Scholarships

Award ceremony marks Daily centennial

The Minnesota Daily celebrated its 100th anniversary at the 12th Annual Alumni and Staff Recognition Program at the University's Weisman Art Museum on May 12. Among those honored were the following:

Harry E. Atwood, Leon C. Carr, Donald H. Grawert, Tom Heggen, Rodney E. Leonard, Max Shulman, Paul Veblen and William W. Wade were all inducted into the Hall of Distinction, which recognizes individuals who have made numerous contributions to their field of expertise.

Former Editor in Chief Victoria Sloan received the Harrison Salisbury Annual Achievement Award for contributions to her field of expertise.

Arnold Ismach, former SJMC faculty member and long-time Daily adviser, received the George Hage/Mitch Charnley Award of Excellence. It is presented to an individual who has worked to enhance the experience for students at the Daily.

Out-going Editor in Chief Aaron Kirscht was presented the Louis Burns/Denis Wadley Award for best editorial.

Out-going Advertising Production Manager Tivi Radder was named Outstanding Business

Employee for 1999-2000. She was also presented with the Stephen R. Lorinser Memorial Award for her contribution to the Daily over her career.

Julia Grant, who will serve as editor in chief for 2000-2001, was presented with the Outstanding Editorial Employee Award.

Erin Ghere was awarded the 2000-2001 Hage/Greeley Internship.

Also recognized were the Society of Professional Journalists (SPJ) Mark of Excellence Awards and the Associate Collegiate Press Competition Awards received by the Daily and staff this year. The paper won first place in SPJ's Best All-Around Newspaper and Best Spot News categories, and Jayme Halbritter won first place for Feature Photography, General News Photography, Spot News Photography and Sports Photography.

The Daily was named Best of the Midwest in the Associated Collegiate Press competition. Other winners were Sean McCoy, first place, Humorous Moments Photography; Tammy Oseid, third place, Investigation News; Tara Davies and Eric Johnson, second place, Best Print Copy; Mike Wereschagin, third place, Human Interest Story; and Grant Eull, first place, Best Overall Ad. ■



SJMC director Albert R. Tims (left) gives a Murphy Hall tour to Daily alums Gus Cooper, Paul Veblen, Lorraine Malkerson and William Wade. In background, CLA director of external relations Mary Hicks.

KARE 11 weekend anchor Rick Kupchella encouraged students to seek leadership positions during his keynote address.



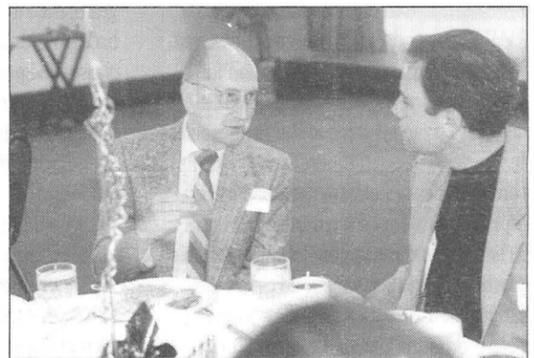
Ph.D. candidate Christina Fiebich is the recipient of the first Tunheim Santrizos Scholarship.



Student Services Coordinator Linda Lindholm and Professor Hazel Dicken-Garcia present some of the new Kappa Tau Alpha initiates.



Professor emeritus Phillip Tichenor presents SJMC student Daniel Peters with a Strother Communications Group Scholarship.



Retiring Methun chair William Wells and keynote speaker Rick Kupchella.

Royle receives Award for Excellence

ANN MERRILL
SJMC ALUMNI BOARD MEMBER &
STAR TRIBUNE STAFF WRITER

It was a night of royalty and shining performances. The School of Journalism and Mass Communication Alumni Society held its annual Award for Excellence event June 1 at the McNamara Alumni Center, honoring David Royle, the award-winning producer of National Geographic Explorer.

Royle, who got his master's degree from the school in the early '80s, displayed video clips from a wide-ranging career that began with a student project on men in drag to work in the past two decades on topics such as ethnic tensions in the former Soviet Union, life in west Africa and work in an American emergency room.

Royle noted the importance of breaking down traditional boundaries between different modes of communication: the power of using the Internet, television and print, for example, to better promote global awareness and understanding.

Royle produced programs with many media companies, including NBC, CBS, BBC, PBS and



David Royle

the History Channel, prior to joining National Geographic four years ago. Recent work, on polar bears and a community's effort to save a baby whale, won him

his first two Emmys last year. Other awards have included the George Polk Award in 1990 and the du Pont Columbia University Gold Baton for broadcast journalism the same year.

In noting the value of helping a rookie, Royle thanked Gary Gilson, executive director of the Minnesota News Council, who knew Royle in his student days and helped him get his first job. Gilson "gave me my start," Royle said.

In a short speech recalling Royle's early career, Gilson playfully noted that Royle got his first big break when the original producer of a PBS report on media baron Rupert Murdoch fell ill with food

poisoning. Royle stepped in, doing the job so well that he received his first Emmy nomination for the work.

The SJMC's Alumni Society each year gives the Award for Excellence to a graduate of the school who has become a leader in his or her field. Past winners include Jean Ward, Dave Floren, Dave Mona and Betty Wilson.

Those attending the Award for Excellence event also were treated to a media quiz bowl that paired the Star Tribune and the Pioneer Press, WCCO-TV and KARE-TV, Minnesota Public Radio and KFAN, and Campbell Mithun Esty (CME) and Carmichael Lynch. The team with the highest total points played a final round against a three-person student team.

The event, hosted by WCCO anchor Don Shelby, had its share of surprises and jabs.

The winning team was Minneapolis ad agency CME, featuring Steve Lerch, Heather Briggs and John Rash. Its first competitor, the Carmichael Lynch team of Tom Costello, Margaret McInerney and Doug Spong, was the best dressed of the night in matching green cardigans, but it wasn't enough.

Another highlight was the pairing of Minnesota Public Radio and KFAN. Those who thought that MPR's mix of news, arts and public affairs would put it way out front of the sports station were wrong. MPR, featuring Katherine Lanpher, Andrew Haeg and Michael Wells, had fun trying to keep up with the KFAN trio of Joe Anderson, Cory Roufs and Gregg Swedberg. When Lanpher complained that her buzzer wasn't working correctly, Shelby said, "Katherine, yours won't work when someone else pushes theirs first."

The television battle was tight, not unlike the constant race for viewers. After a tie-breaker, the team from KARE, Allen Costantini, Kelly Shoff and Kerri Miller, edged past WCCO. The team from WCCO featured Kevyn Burger, Cathy Corkhill-McLeer and David Schechter.

And among newspapers, the Pioneer Press team of Judy Arginteanu, Nick Coleman and Dominic P. Papatola outpaced the Star Tribune's Duchesne Drew, Dave Hage and Peg Meier. Trailing, Drew and Hage couldn't resist a little fun. Shelby asked how much the Pioneer Press sold for in 1969 when Armstrong first walked on the moon.

CONTINUED ON PAGE 7

Commencement speech by Dr. Carl T. Rowan at the University of Minnesota on May 14, 2000

President Yudof, Dean Rosenstone, members of this graduating class, faculty and old friends, I cannot exaggerate how proud and appreciative I am to be honored here, where I got my journalism education and where I got my first opportunities to enjoy a marvelous half-century career.

I became a beneficiary of affirmative action in 1948 because a publisher with a social conscience,



PHOTO: TOM FOLEY, INSTITUTIONAL RELATIONS

John Cowles, Sr., was indignant about racism in the American newspaper profession.

I remember vividly the day when I was about to get my master's from the school of journalism. Dean Ralph Casey and I talked about the fact that literally less than a handful of Negroes had full-time jobs on mainstream daily newspapers. He suggested that I try to get a job at the Minneapolis Tribune.

A woman in personnel gave me a battery of tests—spelling, dexterity, everything but a Pap smear. Then she told me that no job was available, but if anything opened up she would call me.

Infuriated at the thought that she was giving me the old runaround, I took the streetcar back to St. Paul where I was renting a room. As I got off the streetcar, I saw my landlady screaming, "Go back to the Tribune. The editor, a Gideon Seymour, has called three times to ask you to come back."

I went back, was interviewed at length by Seymour and got my first job.

I would learn that one day John Cowles had walked into the newsrooms of the Star and the Tribune and become indignant when he saw only a sea of white faces. He built a fire under Seymour when he said "Gid, you will never convince me that in all these United States you can't find a

Negro man or woman capable of being a reporter on my newspapers."

Seymour built a fire under the personnel people.

After I took all those tests and walked out, that personnel woman called the editor's office and said "Seymour, one of 'em just came in."

A little righteous indignation can go a long way! That is my message to you graduates today. In your quests for fame and fortune, pause every now and then to truly feel indignation about something worthy of your emotions.

Every society has its injustices—some large and relatively easy to be indignant about, such as slavery—or others of a magnitude that requires thought and study to inspire outrage.

For example, I read in April in the Wall Street Journal how the Menlo-Atherton High School in California's Silicon Valley employs a "track" system that gives rich, mostly white kids superior educations, but shunts poor, mostly black or Hispanic youngsters into so-called "ghetto courses" that take them nowhere.

The Journal reported that in this school integration stops at the classroom door because "While 90% of incoming white students and many Asians are placed in freshman honors classes, most Latinos and blacks are enrolled in either 'regular' or remedial classes."

When biology teacher Sam Ogden, who ran a highly successful Advanced Integrated Science program, tried to enroll ninth graders of varying backgrounds and abilities in the same science classes, the parents of the rich kids protested vociferously, arguing that the blacks and Latinos might hold back their children and prevent them from attending Stanford, Harvard or the University of California.

School principal Eric Hartwig knuckled under to the protests, so the old caste system goes on—apparently into perpetuity. I am indignant because I know that this is the practice in most school districts and that only the rarest of the poor children will ever catch up.

You want something else about which to be indignant? I recently read a report, sponsored by the Justice Department, citing some outrageous disparities in the way the juvenile justice system treats black and Hispanic teenagers, compared with white youngsters. This study found that:

- 1) Among children who have no previous prison record, black youngsters are six times more likely to be sentenced to prison than white youngsters.
- 2) If the charge is the commission of a violent crime, a black youngster is nine times as likely to

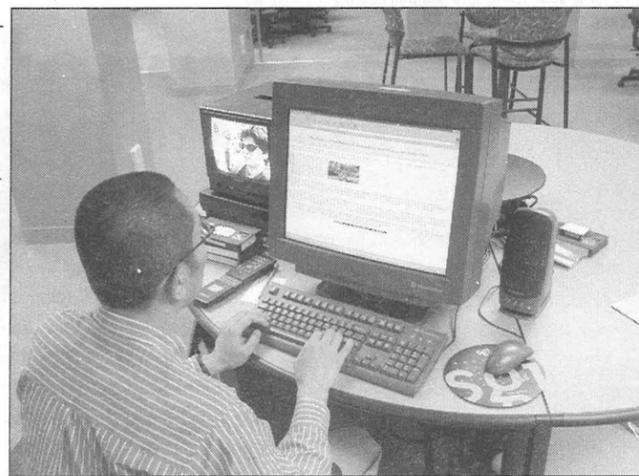
SJMC and SGI: Showcasing the best of new media technology

SJMC is examining the possibility of a potentially bountiful partnership with digital technology leader Silicon Graphics, Inc. (SGI) that will help showcase the Institute for New Media Studies as a pioneer in incorporating new media technologies into the academic world. School director Dr. Albert Tims and Professor Kathleen Hansen, director of the Minnesota Journalism Center, have been working with SGI

global industry manager Wayne Arvidson to formulate a plan to make this vision a reality. There are several ways in which SJMC can benefit from such a partnership. Showcasing the new media institute as a reference site demonstrating innovative uses of digital media (and highlighting the value of a fully integrated digital asset management system) would make the school a model for other schools to follow. Also, using the institute and SJMC students as a test environment for new technology applications will raise valuable feedback from students and industry.

Meanwhile, the real catalyst for getting such a partnership off the ground is involving SJMC in presenting innovative concepts, curricula and education models to various European universities as part of SGI's work with the European Commission (EC). This could also lead to the use of Murphy Hall to host industry events and as a potential EC study-tour stop.

The partnership would involve fostering rela-



SJMC's Digital Media Studio features an SGI 540 visual workstation and 16 SGI 320s.

tionships with other technology partners and students to discuss issues facing the media and communications industry and to understand what technologies are emerging and how they fit into the workflows of the future. There could be feedback sessions between companies and students to communicate the dynamics encountered by the latter and what expectations are being met or not met by technology providers.

From a curriculum development perspective, the partnership could help the school facilitate and participate in meetings with the industry to discuss the dynamics of the SJMC education model and how it will affect the quality and knowledge of the new employee pool the industry will be hiring from.

With SJMC positioning itself as the premier institution for research and innovation in new media and SGI enjoying a heritage as a pioneer in visualization and digital technology, a complementary partnership between the two seems to be a very promising proposition indeed! ■

be sentenced to a juvenile prison as a white youngster.

3) If an offense involves illegal drugs, a black teenager is 48 times as likely as a white teenager to be sent to prison.

4) Among youngsters imprisoned for violent crimes, a white youngster is incarcerated on average 193 days; a black kid is locked up for 254 days and a Hispanic youngster is imprisoned for 305 days.

5) Black youth make up 15 per cent of the U.S. population under age 18, but they account for 40 per cent of the youths sent to adult courts and 58 per cent of youngsters sent to adult prisons.

How do I know when to stop talking? I see on the faces of some of you graduates a look that says, "We've got your point." And I see on the face of my wife a look that says, "You're proving my definition of an optimist." She says an optimist is a woman who puts her shoes back on when I say "In conclusion."

Well, in conclusion, I say "Show your indignation." And I add, as cheerily as I can, "Have a good life!"

God bless you all. ■

Graduate students strike gold

The year 2000 has so far been a very promising one for SJMC's M.A. and Ph.D. students, with several prestigious awards being won by both current students as well as recent graduates.

Ph.D. student Qimei (Angela) Chen has been named a 2000 Juran Fellow by the Juran Center for Leadership in Quality. The honor comes with a \$10,000 award. Chen's dissertation proposal is entitled "The Meaning, Measurement and Consequences of .com Satisfaction." She was the only CLA student among the finalists.

Two papers by SJMC's Ph.D. students won national @d:tech scholarships in @d:tech's fourth annual scholarship program: one authored by Cheryl Stone and the other co-authored by Sooyeon Yoo and Mi-Ra Lee. Each of the winners received a \$2,500 cash award and was invited to

attend the @d:tech conference and awards/scholarship ceremony and dinner held on May 8-10 in San Francisco, Calif.

A chapter from the doctoral dissertation defended by Ilija Rodriguez in summer 1999 has won the International Communication Association's top competitive paper award in development communication. The paper, "Resignifying Developmentalism at the Local Level: The Mediated Publicness of Operation Bootstrap in Puerto Rico," will be presented at the association's annual convention in Acapulco, Mexico, in June.

Recent Ph.D. graduate Dr. Hong Won Park's paper "Press-State Relations: A Critical Appraisal," based on his doctoral dissertation, has won the top three faculty papers Award given by the Association for Education in Journalism and Mass Communication (AEJMC)'s Communication Theory and

Methodology Division. The paper will be presented at the association's annual convention in Phoenix, Ariz., in August.

M.A. students have not been lagging behind their Ph.D. counterparts either. Deepak Subramony's paper entitled "Communicative Distance and Media Stereotyping in an International Context" has won the 2000 Markham Competition conducted by AEJMC's International Communication Division. This paper will also be presented at the association's Phoenix convention. Additionally, Subramony has won the 2000 National Electronic Publishers' Association (NEPA) Scholarship. This scholarship includes a \$1,500 cash award and will also reimburse his travel expenses to and from his summer appointment with Aspen Publishers' Bureau of Business Practice in New London, Conn. ■

Nora Paul

CONTINUED FROM PAGE 1

research," said Paul.

The challenge Paul will find at SJMC is building the institute from its beginnings. "One of the things that attracted me is that it is a blank slate," she said. "While that is in some ways intimidating, it is also the very intriguing challenge that drew me."

Creating the SJMC's Institute for New Media Studies was one of the recommendations made in a 1997 report by the Communication Studies Task Force at the University of Minnesota. Dean Steven Rosenstone of the College of Liberal Arts approved the creation of the institute in his 1998 plan, "A New School for the 21st Century: The School of Journalism and Mass Communication." ■

TRIBUTES

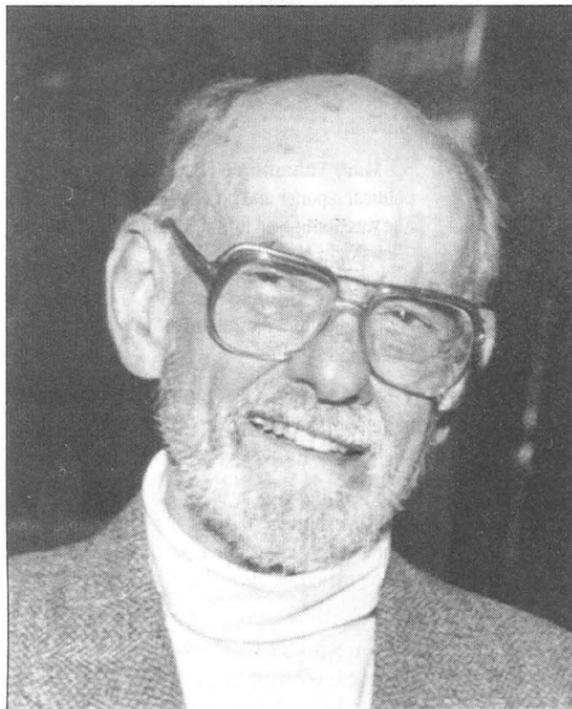
Robert Hillard, public relations pioneer

SJMC alumnus and public relations pioneer Robert Hillard, 82, died of emphysema while sleeping at his home in Caledonia, Mo., March 14. Hillard was a co-founder of Fleishman-Hillard Inc., which today ranks as the largest public relations firm in the United States and the fifth largest in the world, with 45 offices, including one in Minneapolis and 1,900 employees. Its clients include many major corporations.

A Twin Cities native, Robert Hillard was the editor of the Minnesota Daily while he attended SJMC. After graduating with a degree in journalism in 1939, he worked as a reporter for the Des Moines Register and Tribune. Later, while covering civil courts for the St. Louis Star-Times, he met Alfred Fleishman, who was serving as deputy court clerk.

In 1946, after serving in the Navy during World War II, Hillard teamed up with Fleishman to create the Fleishman-Hillard agency. The firm's first offices were in St. Louis, above a Woolworth's store.

Hillard had three reasons for entering the public relations business: "I wanted to be my own boss, to make more money than I was making working as a reporter and because I believed that effective communication would solve problems between people." He played the part of a thinker, writer, strategist and office manager, who was a mentor and friend to employees and clients. Fleishman, on the other hand, had a higher com-



Robert Hillard

munity profile and was primarily responsible for attracting business.

"Thanks to our efforts and those of superb associates, we attracted major clients," Hillard said in a past interview. "They helped spread the word about the agency and effectiveness of quality PR service."

Hillard continued to serve as the firm's chair-

man and CEO and remained involved with clients until 1974, when John D. Graham took over. He finally retired in 1982.

"[Hillard and Fleishman] took their direction from one basic concept—a commitment to honesty and excellence," said Graham. In 1996, the two received a special lifetime achievement awards from Inside PR, an influential industry publication. And in 1998, Hillard received a special distinguished Alumni Award from the Minnesota Daily.

Hillard was married to a former St. Louis city records clerk, Margaret Jackson, who later helped establish their agency. She died of cancer in 1972, after 30 years of marriage. They had no children. In 1973, Hillard married clinical psychologist Nancy Oxenhandler Lowe. They moved to a farm near Caledonia,

Mo., in the early 1980s. She died in February this year.

Survivors include three stepchildren: Kathy A. Lowe, Terry E. Lowe and Jeffrey J. Lowe; and four stepgrandchildren: Emily Lowe, Abigail Lowe, Rosemary Warren and Timothy Warren. A memorial service was held April 8 in Bellevue Presbyterian Cemetery in Caledonia, Mo. ■

David Royle

CONTINUED FROM PAGE 5

"Too much," Drew whispered to Hage for his response.

A final round featured the team from CME against three students: Claudine McHie, Leticia Snow and Becky Czaplowski. Although a crowd favorite, the students came in second to the hot CME team.

Sponsors of the event were LaBreche Murray Public Relations, Northwest Airlines and Radisson Hotels Worldwide.

The Alumni Society intends to host the Award for Excellence again next year. For information on the nominating procedure, contact President Jane Berg at Jane.berg@nwa.com or at 726-7828. The board also is interested in recruiting new members. Board membership is open to graduates and friends of the school. ■

'Pioneering' course

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The course has generated a great deal of interest as students register for fall classes. Golden will sort through applications from interested students. She hopes to have between eight and ten students in the fall and to assign one of the students to work on the newspaper's Web site. "Students clearly benefit from practical newsroom experience, and the media organization is exposed to new talent while having a hand in the education of prospective employees. We would love to do this more with other organizations," said Golden. She noted that Professor Sherrie Mazingo taught a similar course in conjunction with WCCO-TV as a freshman seminar during the 1998-1999 academic year. SJMC has discussed a similar course with the Star Tribune and has tentative plans for a spring 2001 course with a local magazine publisher. ■

Sig Mickelson, former CBS News president

Sig Mickelson, who earned his master's degree from SJMC and went on to become the first president of CBS News, died at the age of 86 on March 24.

Native to Clinton, Minn., Mickelson was the first news director of WCCO Radio in Minneapolis in 1943. He began working for CBS on radio in 1943 and was put in charge of news and public affairs at CBS Television in 1951. He founded the Radio and Television News Directors Association and was its president from 1948 to 1949.

Mickelson helped arrange the first commercially sponsored television broadcast of a political event, the 1952 national conventions, and assigned newsman Walter Cronkite to anchor the broadcasts.

He was named first president of the CBS News Division in 1959. He later taught at Northwestern, San Diego State and Louisiana State Universities and wrote seven books.

Mickelson is survived by his wife, Elena Mickelson; a daughter, Ann de Brauw; a son, Alan Mickelson; a stepson, Alberto Mier y Teran; a stepdaughter, Ina Mier y Teran Sheppard; and seven grandchildren. ■

Premack Awards

CONTINUED FROM PAGE 3

Excellence in Journalism in Washington, D.C., spoke on the character of journalism at the end of the 20th century. He defined the central purpose of journalism as being able to provide citizens with accurate and reliable information they need to function in a free society. He described that over time, journalists have adopted a set of nine core principles that they use to be able to achieve this. These include an obligation to the truth, serving citizens and the public interest first, monitoring

Victor Cohn, award-winning science reporter

Victor Cohn, SJMC graduate, Minnesota Daily alumnus and an award-winning science reporter, died at age 80 on February 14.

Cohn, who went on to report for the Minneapolis Star and Tribune and the Washington Post, was the first double-winner of the American Association for the Advancement of Science award and had an outstanding journalism career that lasted more than five decades.

He won the American Chemical Society's Grady Award for coverage of the moon landing. He also originated the famous column "The Patient's Advocate." In addition, he has been honored by the American Medical Writers Association, the American Psychological Association and other scientific groups.

He is survived by two daughters, Deborah Cohn Runkle and Phyllis Beetsch; a son, Jeffrey Cohn; and six grandchildren. ■

the powerful and offering a voice to the voiceless, providing society with a forum for comment, criticism and compromise, employing an ethical method of truth verification, maintaining independence from factions, making the news engaging and relevant, keeping news comprehensive and proportional and remaining true to personal conscience.

Rosenstiel best summarized his speech and the entire evening thus: "If citizens value these things . . . accuracy, balance, proportion, truthfulness . . . then these qualities can succeed in journalism. It is not preordained that they will succeed." ■

Obituaries

Alex Johnson

Alex Johnson (B.A. 1937), former editor of the Watertown (S.D.) Public Opinion and member of the S. D. Hall of Fame, died at age 84 on April 12, 1999.

Gabriel Kuebelbeck Neuzil

Gabriel Kuebelbeck Neuzil, infant son of Mark Neuzil (Ph.D. 1993) and Amy Kuebelbeck (M.A. 1991) was born and died on Aug. 8, 1999.

Peter Pafiolis

Peter Pafiolis, who graduated from SJMC in 1947 and served as the voice for the Minnesota Education Association (MEA) for 27 years, died on March 27 at age 77.

Known for his passion for language, Pafiolis joined MEA as public relations director in 1962 and served there until 1989. Before joining MEA he was education reporter for the St. Paul Pioneer Press and Dispatch for eight years, also working in a public relations job for four years.

Although he did not learn English until he was five, Pafiolis was grammatically perfect and belonged to Wordos, a group of retired Twin Cities editors dedicated to the proper use of English.

Pafiolis is survived by two daughters, Diane Pafiolis and Cynthia Bragdon; a son, Mark Pafiolis; a sister, Mary Fraenkel; and three grandchildren. ■

Alumni update

1940-1960s

Sada Sahagian Zarikian (B.A. 1944)

has been taking part in the running of Eurobuilding, a five star hotel owned by her family in Caracas, Venezuela, for the past year since she became widowed.

Earl Wettstein (B.A. 1953) has retired from his 40-year career as owner of an advertising agency in Tucson, Ariz.

Marie Volkert Parsons (B.A. 1961), instructor in journalism at the University of Alabama since 1983, won the AEJMC Robert Knight Award for high school and minority recruitment at the university's College of Communication and Information Sciences.

Carol Foertsch Mahoney (B.A. 1962) of Arlington, Mass., is now a financial management specialist in superfund accounting for the Environmental Protection Agency in Boston, Mass.

David M. Herman (B.A. 1964) of St. Paul is director of marketing and sales for Point2Point Communication Solutions, Inc.

Ava Woolliscroft Betz (B.A. 1968) is now resident manager of a HUD Section 8 50-unit housing development in Lamar, Colo.

1970s

Robert Sheldon (B.A. 1970) is currently director of public relations for Creative Communications Consultants, Inc., in Minneapolis.

Kim M. Roden (B.A. 1977) of Minneapolis has been named vice president (public affairs and customer service) at Time Warner Cable-Minnesota. She also won the 1999 Pinnacle Award from Women in Cable and Telecommunications.

CONTINUED FROM PAGE 7

Kathleen Holmay (M.A. 1978), a communications consultant in the Washington, D.C., area, successfully climbed Mt. Kilimanjaro last year. She is also a board member for her local county Arts and Humanities Council.

Joe Lancello (B.A. 1979) is now news and sports anchor at WVNN/WUMP Radio in Athens/Huntsville, Ala.

1980s

Stuart Aase (B.A. 1980) has been named education/health/military editor for The Florida Times-Union in Jacksonville, Fla.

Jane Vanderpoel (B.A. 1980) of Eagan, Minn., recently became communications director for Dakota County, Minn.

Kevin Gutknecht (B.A. 1982) of Eagan, Minn., recently became manager of public information for Anoka County, Minn.

Art Hanson (M.A. 1984) is now professor of photographic imaging technology at Lansing (Mich.) Community College.

Jill Swenson Weber (B.A. 1985) recently moved back to Minneapolis from Chicago to join Mackenzie Marketing as senior account manager.

Annette Larson Sharon (B.A. 1987) of Peru, Vt., is currently managing editor of the Manchester (Vt.) Journal. In May 1999 she married Harry Sharon.

Elizabeth Stawicki (B.A. 1988) is on leave from Minnesota Public Radio while completing a Michigan Journalism Fellowship studying law. She was recently awarded the American Bar Association's Silver Gavel for law reporting.

Rob Stephenson (B.A. 1988) of Roseville, Minn., has been named managing editor-entertainment for bestbuy.com. He was earlier data/research editor at the St. Paul Pioneer Press.

Roger Corner (B.A. 1989) of Maple Grove, Minn., is associate editor for Midwest Outdoors and Fishing Facts magazines, co-host of the Midwest Outdoors television show and advertising sales representative for Midwest Outdoors Ltd.

Dave Elmstrom (B.A. 1989) of St. Paul is now assistant managing editor of dbusiness.com. He was earlier with the Twin Cities Business Monthly and Finance and Commerce.

1990s

Eric L. Sorenson (B.A. 1990) of Minneapolis has published "The Angler's Guide to Freshwater Fish of North America" (Voyageur Press), which provides information on the behavior of more than 60 species of freshwater game fish.

Richard Dobinski (B.A. 1991) is senior manager-public relations at Buzz Divine, Inc., in Chicago, Ill.

Mark C. Coan (B.A. 1992) of St. Paul is proprietor of the North American Synergy Company, a supply-chain management firm.

Carol Harrington Paschke (B.A. 1992) of Minneapolis is now marketing design specialist at the Search Institute.

Vickie J. Ross (B.A. 1993) of Shakopee, Minn., is managing editor, employee communications at Best Buy.

Mary M. Tan Thomas (B.A. 1993) of Norcross, Ga., recently left her reporter position at KVBC-TV, Las Vegas, to take up a similar position at WAGA-TV, Atlanta.

Tony Burbeck (B.A. 1994) is now reporter at WCNC-TV in Charlotte, N. C.

Susie Thomas (B.A. 1994) is currently employed as media research analyst at DDB Chicago Advertising Agency.

Sue Kennedy (B.A. 1995) is working as account executive at Saatchi & Saatchi in New York City.

Mary Lahammer (B.A. 1995) is now political reporter and host at KTCA-TV, Twin Cities. She was nominated for an Emmy for her work on "NewsNight Minnesota."

Dyan Williams (B.A. 1997) is currently a communications consultant at Watson Wyatt in Bloomington, Minn.

Amy von Walter (B.A. 1997) is working in the Metropolitan Airports Commission's public affairs department as a public information specialist.

Steve Bauer (B.A. 1997) of Hopkins, Minn., is associate editor at North American Hunter magazine. He is also completing his first novel.

Ben Saukko (B.A. 1997) is currently working as public relations manager for Fingerhut Companies, Inc. and pursuing a Master of Business Communication degree at the University of St. Thomas.

Heather Radford Francis (B.A. 1997) of Minnetonka, Minn., has been working as account executive at Radio Disney AM 1440 in Minneapolis/St. Paul for the past two years.

Colleen Buscher Brum (B.A. 1997) is working at Minnesota Parent magazine as sales/promotions coordinator and calendar editor.

Simone Deuschlaender Simon (B.A. 1997) is account executive at Campbell Mithun Esty in Minneapolis since 1997.

Melissa Downing (B.A. 1997) of Denver, Colo., is now development associate at the University of Colorado at Boulder.

Michelle Kibiger (B.A. 1997) of St. Paul is now assistant editor at the Public Information Office of the Minnesota House of Representatives. She was previously police reporter at the Sioux Falls Argus Leader.

Stacy Tholen Nelson (B.A. 1997) of Minneapolis is now Internet account executive for Tiger Oak Publications. She is updating the mnbride.com Web site to make it a local wedding planning site.

Erin Fogerty Rech (B.A. 1998) of Waconia, Minn., is currently working as marketing communications assistant for PeopleNet Communications Corporation in Chaska, Minn.

Asha M. Tobing (B.A. 1998) of New Brighton, Minn., is currently graphic designer at the University of Minnesota's School of Public Health.

Tiffany Burrall (B.A. 1999) of Minneapolis is now planning coordinator at Carmichael Lynch.

Ingrid C. Skjong (B.A. 1999) of Minneapolis is currently assistant editor at Mpls. St. Paul magazine.

Doug Trouten (M.A. 1999) is currently assistant professor of journalism at Northwestern College, Roseville, Minn. He continues as senior editor of the Minnesota Christian Chronicle and director of the EP News Service. ■

Let us know what you've been doing!

SUMMER 2000

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