

THE Murphy Reporter

UNIVERSITY OF MINNESOTA
School of Journalism and Mass Communication
Winter 1999

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THE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Murphy Hall renovations begin this summer

BY NAHID KHAN
SJMC GRADUATE STUDENT

Bringing the School of Journalism and Mass Communication into the 21st century is the goal of the upcoming Murphy Hall renovation project, slated to begin July 1, 1999 and scheduled to open—right on time for the next millennium—at the beginning of Fall Semester of the year 2000.

The \$9 million remodeling of Murphy Hall into a state-of-the-art mass communication and new media center is part of a comprehensive plan to revitalize the School, and will support the SJMC in carrying out President Mark Yudof's New Media Initiative, aimed at producing technologically sophisticated mass communicators.

The plan calls for the addition of as many as nine new full-time faculty members within the next few years to add to the current full-time faculty of 13, a new director for the School, the establishment within the SJMC of a new Institute for New Media Studies with its own direc-

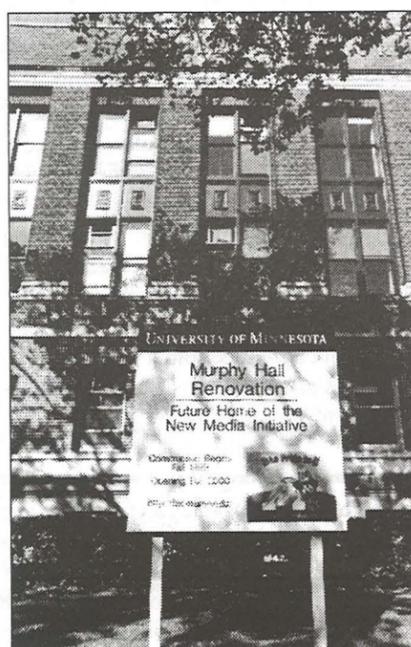
tor, the restoration of the photojournalism program and professional master's degree, both cut in 1995, and rebuilding of ties between the School and the state's professional communications community.

Murphy Hall, built in 1930, was the first university building constructed specifically for the academic study and teaching of journalism and mass communication, but the building had not been kept-up-to-date with changes in building code regulations in recent years, particularly those related to fire codes, entrances and exits, air conditioning requirements and asbestos abatement.

The renovations will correct these deficiencies and also update the building for an integrated use of modern electronic telecommunications technology. These now play a major role in the SJMC's teaching and research programs because of the integral role played by communication technology in the industries.

The SJMC is working with the design-build team of Hammel, Green and Abrahamson, Inc., of Minneapolis and Ryan Construction.

HGA prepared the predesign for Mur-



phy Hall that was submitted as part of the University's Capital Bonding Request to the 1998 State Legislature. This has sped up the process of developing the final renovation plan for the building, said Kathy Hansen, SJMC associate professor and member of the planning team. "We have

worked together from the start and I'm real happy we are working with them again. They've been wonderful to work with."

The renovation plans at present are similar to the original predesign, with public spaces comprising the basement, first and second floors: labs, library/media center, classes, student and administrative support services and the professional development center; and offices for faculty, teaching assistants and research associates on the second, third and fourth floors.

The plans also call for the incorporation of the Institute for New Media Studies on the third floor, and a first-floor Murphy Hall bureau for the Minnesota Daily, with space for half a dozen computer workstations linked to the Daily's own system.

Sevareid Library, now located on the first floor of Murphy Hall, will move to the basement, to become a library/media center linked to "teaming rooms" and surrounding labs for audio/video messaging, imaging, campaigns, and news and information as well as to a studio set and teaching assistant office nearby.

These will be places where instruction is integrated with immediate access to information resources while working on class or extra-curricular projects. The open plan of these spaces, using room dividers like a modern newsroom, will transform the role of the library beyond its traditional role as an information center to a curriculum center for the entire School.

"We will be turning over the entire 17,000 square feet of the basement to a learning environment that will foster convergence in mass communication education and make it possible to provide new kinds of ways of learning," said SJMC director Al Tims.

"This will be done without giving up teaching what's central to any communicator: gathering and analyzing information, good writing skills, preparing a message, and telling a story effectively. With this innovative approach, we hope to stim-

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Al Tims named SJMC director

Professor Albert R. Tims has been named director of the University of Minnesota School of Journalism and Mass Communication effective March 1. Tims has served as interim director the past 18 months.

During his term as interim director, the SJMC initiated some major changes, including development of blueprints for an Institute for New Media Studies. "Al has played a major role in the revitalization of the School," says College of Liberal Arts Dean Steven Rosenstone. "His vision and commitment have made him an extraordinarily effective advocate for the School. He has demonstrated exceptional leadership in initiating new partnerships and collaborations on campus and in the community and has helped build in the faculty a new spirit of cooperation."

John Finnegan, Sr., journalism lecturer says that when Tims was named interim director of SJMC, he was expected only to perform a holding action, to keep the School and program together until a new director was named. Tims served as a leader in the School's 1998 legislative initiative. "Once the resources were avail-

able, he led the planning for the remodeling of Murphy Hall and development of the New Media Center," says Finnegan.

"Professor Tims did that and much, much more," Finnegan continues. "With skill and determination, he restored faculty unity, rebuilt contacts with the media community, provided leadership in the development task force, improved relations with the College of Liberal Arts and developed outreach programs for the School throughout the state."

"As interim director of the School, Al Tims has done more than any other individual to insure the School's future," says William Wells, Director of Graduate Studies at SJMC. "He has managed our limited resources with imagination and creativity. He has strengthened our ties with the outside community. He played the lead role in our request to the legislature."

Nancy Roberts, Director of Undergraduate Studies at SJMC, says Tims is "an uncommonly talented colleague who knows how to inspire people to do their best work, together. He has labored long and effectively on behalf of SJMC."

Joel Kramer, former Star Tribune publisher and Senior Cowles Fellow in the

School of Journalism, says, "Al Tims has done an extraordinary job as interim director, dramatically revitalizing the School's connections to local media and unifying the faculty."

Tims has traveled throughout the state listening to the concerns of newspaper editors and publishers and is working to set up a system to address those needs through SJMC. "We, at the Minnesota Newspaper Association, are pleased with the appointment of Al Tims as the new head of SJMC," says Linda Falkman, executive director of MNA.

"I appreciate his energy, enthusiasm and the interest he has taken in newspapers around the state and not just in the metro area. We look forward to working with Al and establishing a close relationship between the School and the MNA to meet the needs of the newspapers."

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SJMC Director, Al Tims

Reunion planned

A reunion and farewell party is being planned for all School of Journalism and Mass Communication graduates on June 14. The party includes a final tour of Murphy Hall before it closes for renovations at the end of June.



Director's note

BY ALBERT TIMS
SJMC DIRECTOR

Nineteen months ago we embarked on a dramatic campaign to restore the creative vitality, national leadership and the core infrastructure of the School. This campaign was our chance to reverse a decade-long bleeding of faculty lines, instructional resources and confidence.

With the full support of the College of Liberal Arts, President Mark Yudof, the Minnesota Legislature, our alumni and the professional communities we have developed an exciting and ambitious plan. Major initiatives already underway include:

- Establishing a New Media Institute that can serve as a University-wide interdisciplinary center of excellence for research, teaching and service. A national search for the director of this center is underway.
- A creative renovation of Murphy Hall to ensure that it provides an outstanding venue for teaching, research and professional outreach well into the 21st Century.
- Designing and launching new professional MA programs.
- Continued expansion of our outreach and partnerships with the professions and media organizations through

the Minnesota Journalism Center.

- National leadership in the development of programs and initiative that address issues of diversity.
- Continued commitment to maintaining an outstanding Ph.D. program and to fostering innovative scholarship and research.
- Rebuilding faculty strength in core skill areas — including photography and digital imaging, electronic media, public relations, editing, reporting and advertising.
- Development of new internship programs, scholarship programs and non-traditional learning opportunities.
- Continued expansion of programs and partnerships help address the interests and needs of media organizations in Greater Minnesota.
- Creation of a national advisory board and specialized professional advisory groups for undergraduate curriculum review and re-design.

We are determined that University of Minnesota will once again lead the nation in journalism and mass communication education. That is a promise.

I am committed to our continued success and honored to have the opportunity to help lead the way. ■

Tims named director

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"Last year, Al Tims played the major role in saving from oblivion, or worse, one of the legendary programs in journalism education," said Don Gillmor, emeritus Silha Professor of Media Ethics and Law. "His appointment assures creative growth, continuity, and an eloquent spokesperson for students and faculty."

Tims joins the SJMC faculty in 1987. After receiving his Ph.D. in mass communications from the University of Wisconsin-Madison in 1982, he taught for one year at Purdue, was assistant professor in the Department of Telecommunications at Indiana University and served as a visiting professor with the Department of Communication at Stanford University.

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Allan Hietala donates \$10,000 to Eric Sevareid Library

BY MAVIS RICHARDSON
SJMC GRADUATE STUDENT

Allan Hietala, B.A., class of 1959, recently gave a boost to the Eric Sevareid Library funding. Hietala, former chairman of Colle & McVoy Marketing Communications donated over \$10,000 to the library to be used as the library sees fit, according to Nancy Hansen, journalism professor and chair of the library committee.

Access to information is a vital link in the chain between journalists and mass communication scholars and the work they do in serving the public interest. The Eric Sevareid Library serves as a key source in that link by providing valuable information and resources not only for SJMC students, staff and faculty but also for media professionals and scholars beyond the University's borders.

"He was a regular user of the library while a student here and appreciated the collection housed here," says Hansen. "He felt strongly about what the library meant to him then and what it continues to mean to students today," says Hansen.

"We met with him last November and shared with him our plans for the building and the changes for Sevareid Library," Hansen explains. "He was excited about the role Sevareid Library will play in the new media center."

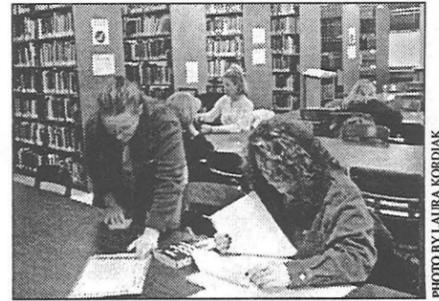
The donation will serve as seed money for the capital campaign drive this year, says Hansen. The library board is looking at ways to raise funds to help finance the new resource center after completion of the Murphy Hall renovation next year.

While alumni gifts support the ongoing work of the library, they are not enough to provide full financial support once the library becomes a resource center for the SJMC.

"With the development of new media courses and the budget situation as it is now, we needed to find a different model for funding. This gift is a lead off gift for the campaign," says Hansen.

Budget Shortfall

At present, the library is projecting a budget shortfall of \$20,000 in the area of materials acquisition for the library.



Students use Sevareid Library as a study room.

That means fewer books, scholarly journals, newspapers and other resources will be purchased in the coming year.

"At the present time we have suspended all book purchases," says Hansen.

Another affected area is national and international newspaper subscriptions. Subscriptions to several newspapers have already been cut that will result in a \$400 to \$500 savings for the library. Some of the newspapers cut are not available elsewhere on campus, leaving students and faculty searching elsewhere for these newspapers.

"Our newspaper subscriptions are one area we can cut back in now," explains Hansen.

Few journal and magazine subscriptions will cut because subscriptions are bought at two or three year rates, according to Hansen. As these subscriptions come due, staff will review whether to cut these subscriptions as well.

Funds to purchase books, newspapers and other resource materials comes entirely from alumni gifts and endowments. The University of Minnesota Foundation conducts an annual telemarketing fund raiser with all contributions designated entirely for library use. While alumni contributions have remained strong, they haven't kept pace with the rising costs of maintaining the library.

In addition to resource materials, the budget funds a library assistant position and three student positions. Work study grants have provided a portion of the total student position costs but cuts in that program have meant that the library must come up with more monies to continue these student positions.

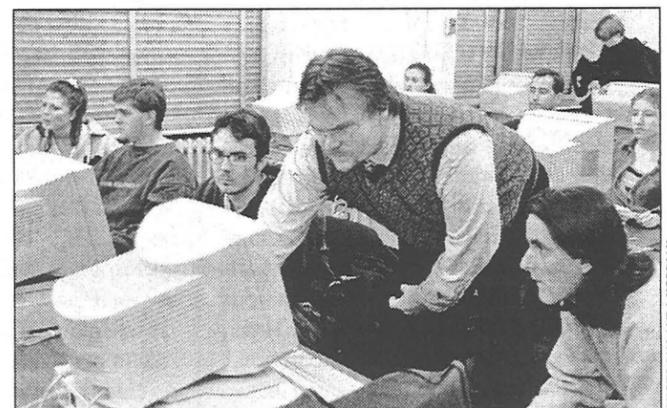
Currently, the library collection houses 8,000 volumes. ■

SJMC offering first of new media journalism classes

BY MAVIS RICHARDSON
SJMC GRADUATE STUDENT

Changes are occurring rapidly in the mass communications industry with the recent introduction of and advances in digital and visualization technologies, telecommunications, the Internet and interactive communication. As a direct result, universities must adapt their curricula to meet the challenge of educating future media specialists to deal with technological changes in communication professions.

To meet these new informational needs, the dean of the College of Liberal Arts charged the School of Journalism and Mass Communication to develop core courses that will help the School become a leading-edge high-technology education center for the 21st Century. SJMC rose to the challenge and is progressing into the new millennium by taking a tour of various technology facilities across the country. Through these tours, Interim Director Al



Kevin Featherly works with students in his new media class.

Tims, and Associate Professor Kathleen Hansen know what is offered at other institutions. Both have multiple thoughts on how

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MJC planning upcoming events

BY MAVIS RICHARDSON
SJMC GRADUATE STUDENT

Plans are underway by the Minnesota Journalism Center to host several events this spring. Dates have been set for two conferences while several others are in the preliminary stages of planning.

Kathleen Hansen, director of MJC, plans to bring several nationally known conferences to the Minneapolis area during the coming year. These conferences will be mini versions but the quality of the programs will remain top notch, according to Hansen.

"This is an opportunity for MJC to bring quality programs here," she says. "We want to serve as a resource by doing the initial venue planning and they then will bring their people in to do the programs."

Among the organizations considering workshops and conferences are the Freedom Forum Pacific Coast Center, the American Press Institute and a continuing education program by the Poynter Institute of St. Petersburg, Fla. Also being discussed is a conference that will address the issues of major league sports and sports stadiums and how these affect local citizens.

The MJC/Freedom Forum conference will serve as a training workshop for editors and is tentatively scheduled for June or early fall.

The American Press Institute will use the Minnesota conference as a model for "taking their show on the road," says Hansen. "They will bring their people here to conduct a mini session."

Funds will be available which will allow smaller organizations to apply for to participate, adds Hansen.

Considered the gold standard for continuing education programs, the Poynter Institute for Media Studies is looking for different ways to expand its

influence and interaction in the media studies field, explains Hansen. The Minnesota conference will serve as a model project. No date or topic has been set at this time.

Two workshops that are further along in developmental are an aging conference and a Batten Symposium on civic journalism.

Aging Conference

A conference dealing with issues of the aging will include panel presentations and discussion topics at a one-day conference. Tentative topics include discrimination behind diagnosis; how the continuum of care breaks down; how the media get taken; hunger among the elderly in America and end of life care issues. The conference will conclude with a panel discussion on media related topics and possible story ideas.

Batten Symposium

Tentative plans for the 1999 James K. Batten Symposium are underway and the annual event is scheduled for May 2-4 in Minneapolis. This year's conference will address "Civic Journalism and the Civic Engagement Movement: A Citizen's-Eye View."

Symposium sessions will address how civic journalism and the civic engagement movement affect individuals and communities; what citizens themselves say about their participation in civic journalism and civic engagement movements; how minority communities and individuals can be effectively included in civic journalism and the civic engagement process, and how civic journalism practitioners and civic engagement movement practitioners can work together more effectively.

The symposium will bring together a cross-section of those involved in civic journalism and the civic engagement movements with citizens themselves to examine how these efforts affect indi-

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John Lavine receives Casey Award

John Lavine, professor of media management and strategy at Northwestern's Medill School of Journalism and the Kellogg Graduate School of Management, received the Inland Press Association's highest honor, the Ralph D. Casey/Minnesota Award, at the Inland's 113th Annual Meeting in Chicago in October.

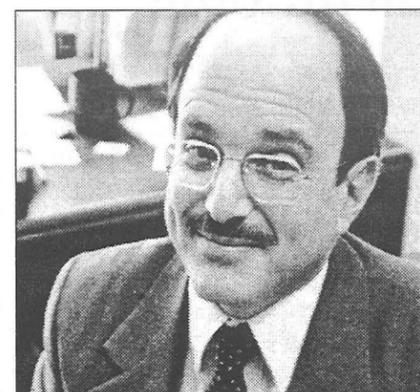
Lavine is an author, architect and on-site manager of the NMC at Northwestern University. The NMC is considered a leader in the journalism/mass communications field in bringing together the key managers from all major media platforms to better understand commonalities, differences and emerging opportunities for professionals and scholars.

The Ralph D. Casey/Minnesota Award is named in honor of Ralph Casey, who headed the SJMC from 1930 to 1958. It is presented to someone "who is an agenda-setter, bringing about change while exemplifying the finest in journalism and community service," said SJMC interim director Albert Tims while presenting the award to Lavine.

Members of the Inland Press Association are eligible to receive the award. The selection of recipients is made by senior members of the SJMC, which is the sponsor of the award.

Lavine has served as a regent of the University of Wisconsin system and vice president of the Board of Regents. He also serves on the editorial board of the Newspaper Research Journal, the Journal of Media Economics and the Media Management Review. He also served as president of the National Accrediting Council for Education in Journalism and Mass Communication.

He spent more than 20 years as publisher and editor of the Lavine Newspaper Group which includes four daily and four weekly newspapers. Under his leadership, the newspaper group earned more than 60 newspaper honors and awards.



John Lavine

His academic career began at the University of Minnesota where he was the first holder of the John and Elizabeth Bates Cowles chair in media management and economics at SJMC.

"John has been able to combine skills and talent as a newspaperman, an academic, a professional and a manager to serve society in a way that few individuals can," said Tims as he presented the award to Lavine.

"He came to the academy and found no existing textbook he could use to teach undergraduates about managing media organizations, so he wrote one," said Tims. "He found no resource center developing case studies to use in training media managers, so he created one. He found no division in the Association for Education in Journalism focusing on media management and economics, so he helped found one.

"For John, the real challenge is to produce something better."

The selection committee also noted Lavine's community service. He served as director of the Debate America, vice president and treasurer of Wisconsin Indian Opportunities, Inc., and an advisory board member of the National Neurofibromatosis Foundation, Inc.

Lavine holds an honorary Doctorate of Law Degree from Emerson College, Boston, and received the Distinguished Achievement Award from Carleton College. ■

New media courses

CONTINUED FROM PAGE 2

to plan and develop the Institute for New Media Studies within the School.

"We had a gut feeling of what to do but these visits brought it into focus," says Hansen. "And we got it right."

Hansen adds that the visits also provided "a means of testing our ideas, to find out if we were in over our heads and will any one understand and see it as a good idea."

"The response we got was 'if you do what you are planning, we will break down the door for your students'."

Over the past year the Institute for New Media Studies has moved from idea to drawing board. It will serve a pivotal role in the School's intellectual and academic life.

The Severeid Library, by greatly expanding its facilities and services, will become the heart of the new media studies center with media labs adjoining it. The integration of library facilities and computer labs will result in the complete merging of the SJMC curricula for journalism, advertising, public relations and mass communication students.

"Every class will have elements of

new media technologies in it," explains Hansen.

First Step

As a first step in revamping the curricula, SJMC will offer the first of the new media classes during winter quarter. The course, "Journalism in the Age of New Media," will give students a sense of what it is like to work in a digital newsroom and through on-line publication of model news pieces on self-created web sites.

The class will serve as an introduction to the new journalistic playing field, according to Kevin Featherly, adjunct professor and instructor for the course.

"The important thing is to give them (students) a sense of the differences between the old media and the New Media, a sense of the possibilities that are unfolding there," says Featherly.

Featherly hopes to reinforce in students a sense that "practicing new journalism in the age of New Media does not dismiss the New Media journalist from a deep responsibility.

"This past year has given us some terrible examples of the worst possible sorts of journalistic irresponsibility. The effect

of having 24-hour online and cable news services to work for or to compete with has been to toss basic journalistic principles such as the two-source confirmation method out the window.

"In essence, my design for the class is to create a kind of New Media 101."

Featherly will develop a hands-on project in which students will create either their own news Web site, or at the very least, a new Web page that takes advantage of much that the medium offers, such as incorporating sound, video and text into their sites. In the end, students will gain an understanding of the vast possibilities the Internet presents to journalists.

"I expect I will be addressing some very sharp, interested, curious minds," says Featherly. "I hope to learn as much from them as they learn from me."

Expert in the Field

Featherly brings a broad background in journalism and New Media experience to his teaching. He worked 10 years as a city editor, news reporter, copy editor, humorist, editorialist and page designer at numerous community and daily newspapers in Minnesota, Wisconsin and

southern California. He also has published free lance articles in the "San Diego Times" and in a number of San Diego and Minneapolis magazines.

From 1996 to 1998, he served as senior news editor and news-staff trainer at Channel 4000, the Internet news and information service of WCCO-TV in Minneapolis. He also helped found a second site, KCBS-TV's Channel 2000 in Los Angeles in 1996.

His book, "Guide to Building a News Room Web Site," was recently published by the Radio and Television News Directors Foundation. The book gives radio and television managers a sense of what it takes to get online, how much it will cost and how much staff they will need in order to achieve their online objectives.

According to Featherly, the book is organized into three basic sections: the money and time needed to establish a Web site; descriptions of what is available in the market to establish a site at minimal cost, and finally, a discussion of network affiliation and syndication models.

"It also includes an extensive section

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ADJUNCT PROFILE

Gayle Golden

BY MAVIS RICHARDSON
SJMC GRADUATE STUDENT

A goal of many journalism faculty is to incorporate real world experiences into the classroom setting in an effort to give their students a complete learning experience. Gayle Golden brings together both of these elements in the News Reporting class she taught fall quarter.

A new adjunct faculty member at SJMC this fall, Golden brings a vast and varied amount of practical reporting experience that she uses to supplement book learning for her students.

Golden previously worked as a copy editor for the Los Angeles Times Syndicate and as a staff writer for the "Dallas Morning News." She has also been a freelance writer/editor with such publications as "Dallas Family," "Texas Monthly," "American Way Magazine," "Good Housekeeping," "Cooking Light" and several Twin Cities area magazines.

She has served as a full-time lecturer of upper-division communications



PHOTO BY LAURA KORDIAK

Gayle Golden

courses in journalism, copy writing, reporting and adult education writing courses at Southern Methodist University, Dallas. Golden also conducted occasional nonfiction writing workshops.

Golden incorporates her own experiences into the lab writing portion of her class. She intentionally structures her labs with an element of surprise because a reporter never knows what is going to

happen, she explains.

Lab time is spent writing leads and analyzing the work of fellow students.

"I put their writing up for analyzing and to debrief them," says Golden. This helps students learn effective lead writing and story development and how they can change a story to become a better written story.

"There is constant engagement with their own work. That's the focus of the lab," says Golden.

Many students come into the class with little or no reporting and news writing experience. Golden gears her assignments to develop that experience, beginning with the basics of lead writing and continuing on to reporting stories such as accidents, robberies, press conferences and other events.

Students need to learn that writing is an extension of themselves in addition to writing for the record, Golden says.

"This is the first practical writing skills based course they take," says Golden. And lab assignments are grounded heavily in producing their own work.

Her teaching philosophy echoes what she applies in the classroom. Golden wants her students to take three things with them after finishing her class.

First, she hopes they "develop a strong respect for the facts" which most of them don't have at the beginning. Once students understand why accuracy is important, "you can carry that over into other areas such as quotes," she says.

Second, Golden hopes students develop a strong engagement with their writing. This includes critically examining their work and the work of other students to see how they are crafting their stories.

"They can learn more from 15 minutes of mortification in class than from reading the good stuff of others," she says.

Finally, Golden hopes students develop an understanding that they are the messenger and their credibility is only as strong as their stories. In other words, students should shape their stories as a window pane shapes the glass it encloses.

"Readers don't want to see (the reporter) in the story," she explains. "They want to see the story only."

To accomplish these goals, Golden believes strongly in writing together with her students. They can learn more from this interaction than from just reading about it in books. ■

Al Neuharth delivers Silha Center lecture

BY JACK BRESLIN
SILHA FELLOW

When Al Neuharth enters a room, you can't help notice an oversized gold-and-diamond ring on his left hand. It was a gift from his employees on the 10th anniversary of "USA Today," Neuharth's revolutionary - and controversial - contribution to "American journalism."

As the "USA Today" founder strode to the lectern to deliver the 13th Silha Lecture, sponsored by SJMC's Silha Center for the Study of Media Ethics and Law, his sparkling ring was observed even in the back row of the capacity audience in Cowles Auditorium. And, as expected, the newspaper it commemorates dominated Neuharth's October lecture, "Can the Press Be both Free and Fair?"

A native of Eureka, S.D., Neuharth, 74, appreciated being "back on the sacred soil of the Midwest," and recalled his high school and college days trips to the Twin Cities being a "really bid deal." Now retired after 48 years in the media, Neuharth began his newspaper career as an Associated Press reporter in his native state, then worked his way into management at newspapers in South Dakota, Florida, Michigan, and New York, including "The Miami Herald" and the "Detroit Free Press."

Three years after joining Gannett in 1963, Neuharth became president of Gannett Florida, and started "Today," later renamed "Florida Today." After being appointed Gannett's president and chief operating officer in 1970, the self-made millionaire headed the company for 19 years, increasing its annual revenues from \$200 million to \$3.1 billion. His most famous accomplishment is the now-successful national newspaper "USA Today," which he launched in 1982, despite widespread skepticism within the media community.

In his opening remarks, Neuharth also

praised his longtime media colleague, Otto Silha, benefactor of SJMC's Silha Center for the Study of Media Ethics and Law, for his widespread influence in American journalism.

"I think sometimes people fail to understand what a big shot a local person is outside of their area," Neuharth said, recalling several experiences. "And I can tell you that Otto certainly fits that category. He was one of the country's great media moguls during his active days."

After lauding the Silhas' contributions to "activities involving the press and the public," Neuharth discussed whether today's media can be both free and fair.

"We've seen in the past few years an extraordinary set of stories that have really tested the relationship between the press and the public," the former publisher remarked, mentioning the O.J. Simpson trial, the death of Diana, Princess of Wales, the Oklahoma City bombing, the Arkansas school shootings and the Clinton-Lewinsky scandal. "In addition to that, I'm sure that many of you in this room had your own experiences with the press that make you wonder about its fairness, and how to deal with it."

In covering those major stories and others, the press has often been criticized for excess, harassment, disregard for private rights, perverse fixation and sensationalism for ratings and circulation.

"I'm not here to judge either side, but I am here to remind all of us that more and more editors are going through a self examination," said Neuharth, a former chairman and president of the Newspaper Association of America. "They're beginning to realize that many in the public think the media is an uncaring, unfeeling mob out to get a story at any cost."

In the past decade, the "unpopularity rating" of newspapers by their readers has nearly doubled, reflecting a negative public attitude with "grave implications" for the First Amendment and the free press, Neuharth warned.

"We in the media have to remind our-

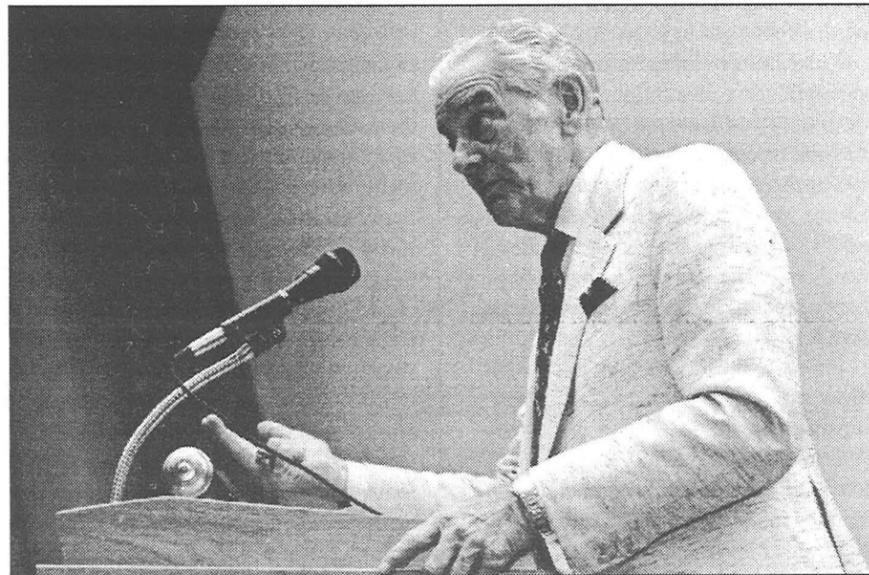


PHOTO BY BILLE/BRIGHT STAR IMAGES

Al Neuharth

selves constantly that the First Amendment is not just for our protection, but for the public's protection and that we have to act accordingly," Neuharth stated. "And at the same time we've got to realize that a free press to remain free absolutely has to be a fair press. The First Amendment guarantees the former, and the public is really going to demand the later."

But that does not mean that the press must be a "weak press," Neuharth stressed. One attempt at "to help the press and the public understand each other" is the interactive Newseum in Arlington, VA, operated by the Freedom Forum, a private foundation which Neuharth started to fund projects regarding free speech and free press. The Freedom Forum is also developing a mobile Newseum for a national tour, he added.

"The public's standards are higher than ever, and some journalists simply don't understand that," he stated. "On the flip side of that, though, I think the mainstream press has improved greatly in the last 20 years and the public is not fully aware of that."

The media's job must be to "reawaken" that public awareness, while understanding the vast number of constant choices available for news information

and editing.

"They want a maximum of information in a minimum of time and hassle, and they want the facts," Neuharth said. "They don't want a lot of opinion. They don't want unwanted objects shoved down unwilling throats."

This offers "a tremendous opportunity and obligation" for journalists and journalism sources, such as with the reporting of Watergate and its resulting cynicism in journalism. Yet there is a dangerous difference between healthy journalistic skepticism and "smug, self-centered" cynicism. A fundamental rule at "USA Today" has been a ban on using anonymous sources, which helped build its credibility, the founder boasted. The innovative newspaper also aimed at making TV viewers into newspaper readers with imaginative on-street marketing tools.

Yet even with its success, "USA Today" did deserve some of its criticism, Neuharth admitted.

"I think that we in the media need to recognize that we're just too darn sensitive about criticism," he stated. "We've got to recognize that the public has every right to tell us what they don't like, to tell us when they think we're wrong."

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PROFILE C.C. Lee

BY NAHID KHAN
SJMC GRADUATE STUDENT

SJMC professor C.C. Lee was an eyewitness to one of the biggest international stories of the 1990s, the termination of the 99-year British lease of Hong Kong and its handover to the People's Republic of China in 1997.

Lee spent three of the past four years at the Chinese University of Hong Kong studying the international news coverage of the handover, while continuing work on his long-term study of the impact of political transition on Hong Kong's media. From 1978 to 1982, Lee was on the faculty there, and continues to serve as an external examiner for the university.

With a population of six million, Hong Kong has one of the densest levels of newspaper publication in the world, making it an important social laboratory for the study of mass communication. In the past, nearly 100 newspapers were published, and although many were specialized publications, 21 were considered important enough to be translated into English for British administrators by the Hong Kong Government Information Service.

Lee and his colleagues at the Chinese University of Hong Kong had 13 years lead time to prepare to study the handover. In 1984 the People's Republic of China and Great Britain reached an agreement to return control of Hong Kong to China in 1997.

During this period, he and his colleagues were collecting and analyzing news stories of the anniversaries of the Tiananmen Square massacre in 1989 and the PRC National Day, which commemorates the establishment of Communist China, in order to track the way in which Chinese events are covered by various media from around the world.

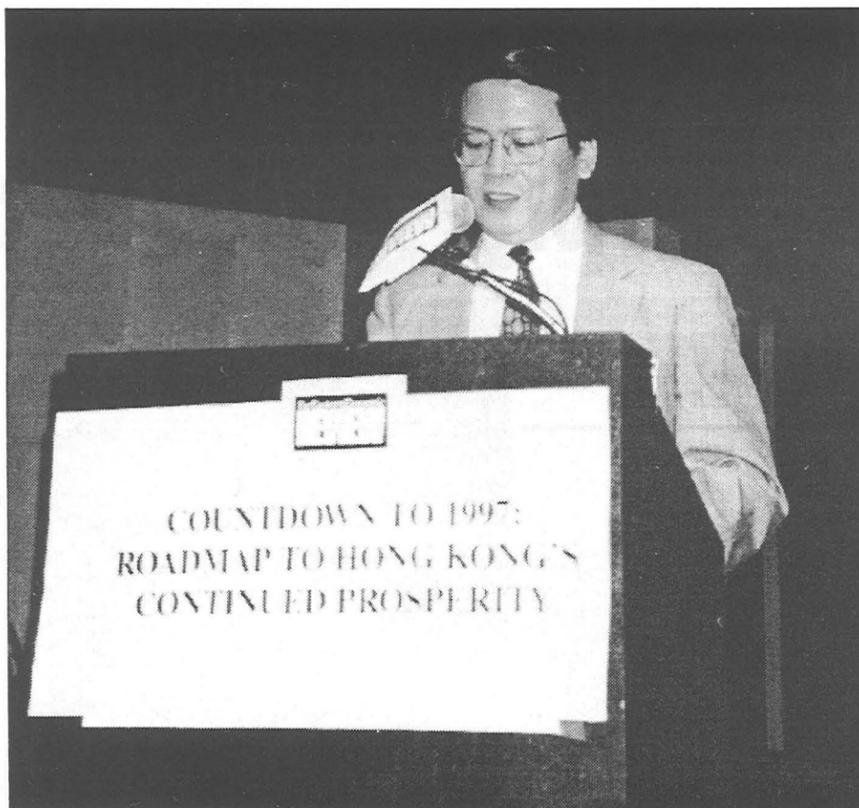
Lee also studied the Hong Kong media as it shifted from British colonial rule to preparation for publishing under impending Chinese control. His book on the topic, "Mass Media in Political Transition: The Hong Kong Press in Chinese Orbit," was published in 1991.

Under British colonial rule, Hong Kong was an ideological battleground between supporters of democratization in Hong Kong, Taiwanese-style Chinese nationalism, Chinese communist rule, British colonial regime and others.

The level of press freedom in Hong Kong was amongst the highest in Asia and, until the mid-1980s, the Hong Kong media were free to criticize the People's Republic of China and Taiwan. Such freedoms did not extend to criticism of British colonial rule, which was not particularly democratic, Lee pointed out.

When the British agreed to return Hong Kong to Chinese control at the end of the 99-year lease, the population of Hong Kong felt let down because until then, the British had vowed never to return Hong Kong to China. The Hong Kong media became more critical of the British, portraying them as having reneged on their promises and selling out Hong Kong.

At the same time, the Hong Kong media had a "change of mind" in how to deal with Beijing, with responses rang-



C.C. Lee addresses the Far Eastern Economic Review's 1997 Symposium on Press Freedom, held in Hong Kong. The last British governor of Hong Kong, Chris Patton, was the keynote speaker at the symposium.

ing from the bold to the timid, Lee explained. They united to condemn the 1989 crackdown in Tiananmen Square but others decided there was no long-term future for them in Hong Kong and sold to new owners, mainly overseas Chinese business people who were pro-China because of the potential business opportunities for them.

The American networks went to Hong Kong "with the conception that there will be riots and arrests, that something will happen."

These changes in ownership began a trend towards as well as a new focus on marketing in the media. This led to an increase in vulgar content and sensationalism to appeal to the lowest common denominator, and has resulted in a considerable decline in media credibility in Hong Kong, according to surveys done by Lee and his colleagues.

As one of the most significant political events of the 1990s, the transfer of control from Britain to China attracted more than 8,000 journalists to Hong Kong. This made it a perfect opportunity to study not only the way in which the event was covered, but to conduct interviews with journalists from around the world.

For their study, Lee and his colleagues focused on five countries in addition to the three principal actors in this news event: the U.K., China and Hong Kong. Taiwan, the next target of China's efforts to expand its political control, was one of them as was the U.S., because it has assumed a guardianship role for Hong Kong. Japan, a neighboring economic power, is also a part of the study as are both Australia and Canada, which have become the new homes of large numbers of Hong Kong immigrants.

The researchers collected newspaper stories and taped television news stories from these eight countries and inter-

viewed 80 journalists for 60 to 90 minutes as part of the project, which is becoming an important case study of news production because "the hand over turned out to be a big party and nothing happened," Lee said.

"The world's media had to hype the story because so many journalists were there and there was pressure on them to produce stories."

This was accomplished in three ways, he explained. First, in the absence of a real conflict, news stories staged conflict. One category of such stories was the story of the divided Chinese family. One branch of the family had done under capitalism in Hong Kong while the other branch had suffered under communism in Shanghai.

Another approach was the production of human interest stories, known in Hong Kong by the British term "color" stories. These stories proposed to write about average folks, Lee explained, but were very much based on anecdotes, superficial observations, assumptions and stereotypes.

A common story was based on the notion of an uncertain future for Hong Kong, with journalists writing about predictions of fortune tellers on the future of Hong Kong.

Since homosexuality is outlawed in the PRC, many journalists went to gay bars to find out what the patrons thought about the transfer of authority, and then wrote stories on the assumption that gays in Hong Kong would be persecuted after China took over.

One news story was the result of a Canadian reporter's observation that elevator doors in buildings used by Hong Kong residents close faster than elevator doors of Hong Kong's international hotels. She contacted an elevator door manufacturer who confirmed that elevator doors were made to close quickly, and wrote a story about this that attributed the faster elevator doors to the faster-paced lifestyle of Hong Kong.

A third approach in producing hyped news about the Hong Kong handover included the use of editing techniques such as split screens and simultaneous use of anchors to add artificial excitement to broadcast stories and to enhance the drama of the event.

Another preliminary finding is the issue of sources, which were the same in story after story. During interviews by Lee and his colleagues, journalists were asked, "are you all interviewing the same set of 50 people," and one replied "maybe 25."

The use of sources hinged on their status as opinion leaders and whether they considered themselves pro-British, pro-China, Hong Kong democrats or others, Lee noted. "So who was left out of this coverage? The average people, who were treated as irrelevant and didn't have a say."

Lee's analysis of these news stories also reveals significant differences in how the news media of each country treated the Hong Kong handover.

"The British media focused on imperial nostalgia and their perceived role in bringing civilization to Hong Kong, while the Chinese media presented it as a great achievement of the Communist Party," Lee said.

Chinese Central Television provided live coverage from eight cities in mainland China as well as from overseas Chinese communities. The prevailing theme was family reunion, he explained, with the Chinese people depicted as showing great pride in China while people of Chinese descent were portrayed as taking great pride in Chinese unity.

Taiwan's media coverage, on the other hand, distanced itself from the "one country, two systems" policy advocated by the PRC for Hong Kong, a policy originally promoted for Taiwan.

Japanese media, on the other hand, were concerned mainly about maintenance of political and economic stability rather than human rights issues—the sole focus of U.S. media coverage.

The U.S. media harped on erosion of human rights, and Dan Rather of CBS actually went to Hong Kong via Tiananmen Square. This reflected a strong ideological assumption behind CBS coverage, Lee pointed out, because "although Tiananmen Square is a legitimate source of unease, the use of such metaphors suggested it was happening all over again, as if it was the most important theme when nothing like that happened."

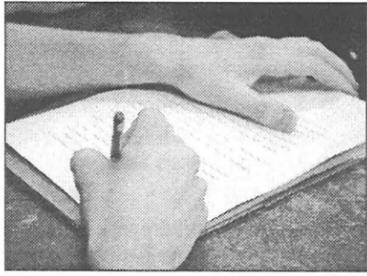
The American networks went to Hong Kong "with the conception that there will be riots and arrests, that something will happen," he explained. This was particularly obvious when CBS chose their war correspondent, Tom Fenton, to cover the story—he covered it like a war.

Adding to the problem were the lack of China experts in preparing the news coverage of the Hong Kong handover. American network anchors knew very little about the story as revealed in an article published by the South China Morning Post.

In separate interviews, Peter Jennings of ABC, Dan Rather of CBS and Tom Brokaw of NBC were asked by that newspaper how much they knew about Hong Kong. It turned out they only knew three names: C.J. Tong, chief executive of the Hong Kong government, Anson Chan, chief secretary of the Hong Kong government and Martin Lee, chairman of the Democratic party. Bernard Shaw of CNN also was interviewed, and his level of knowledge was slightly higher: he knew four names.

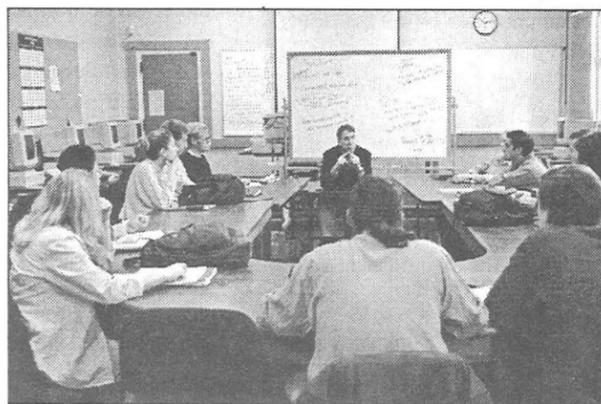
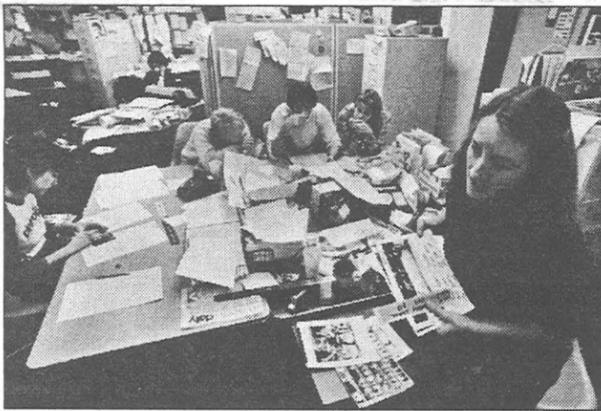
"We think news is very comprehensive and we expect journalists to provide

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Murphy Hall Then and Now

Photos by Laura J. Kordiak

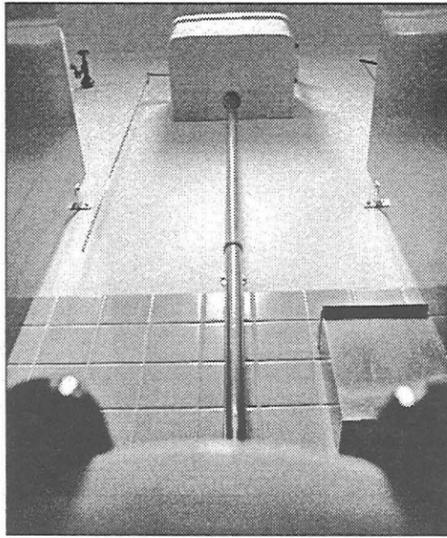


Students in a reporting class sit around the same U-shaped copy editing desk used in Murphy Hall's earlier days.



In the early 1960s the school added a television broadcast sequence so the students could learn to shoot and edit news footage. The facilities will be updated as part of the New Media Initiative.



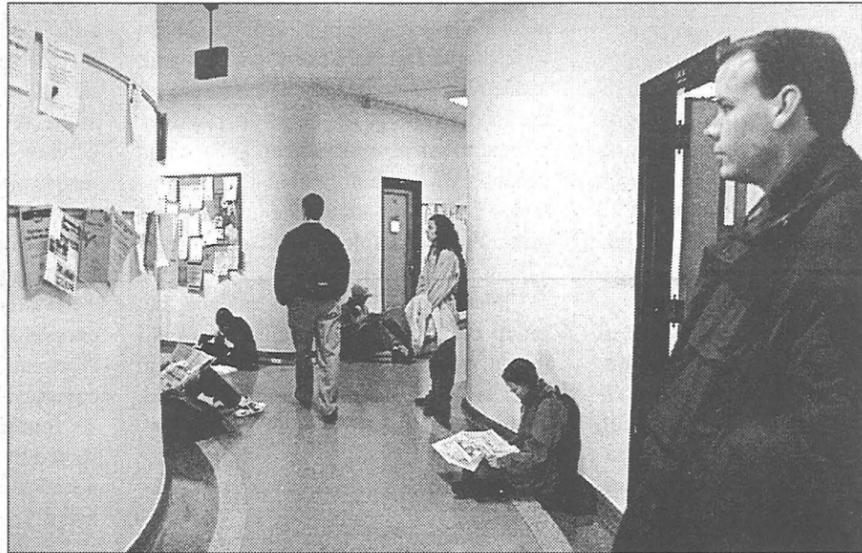


The pull chain toilets in Murphy Hall bathrooms have become one of the building's trademarks.

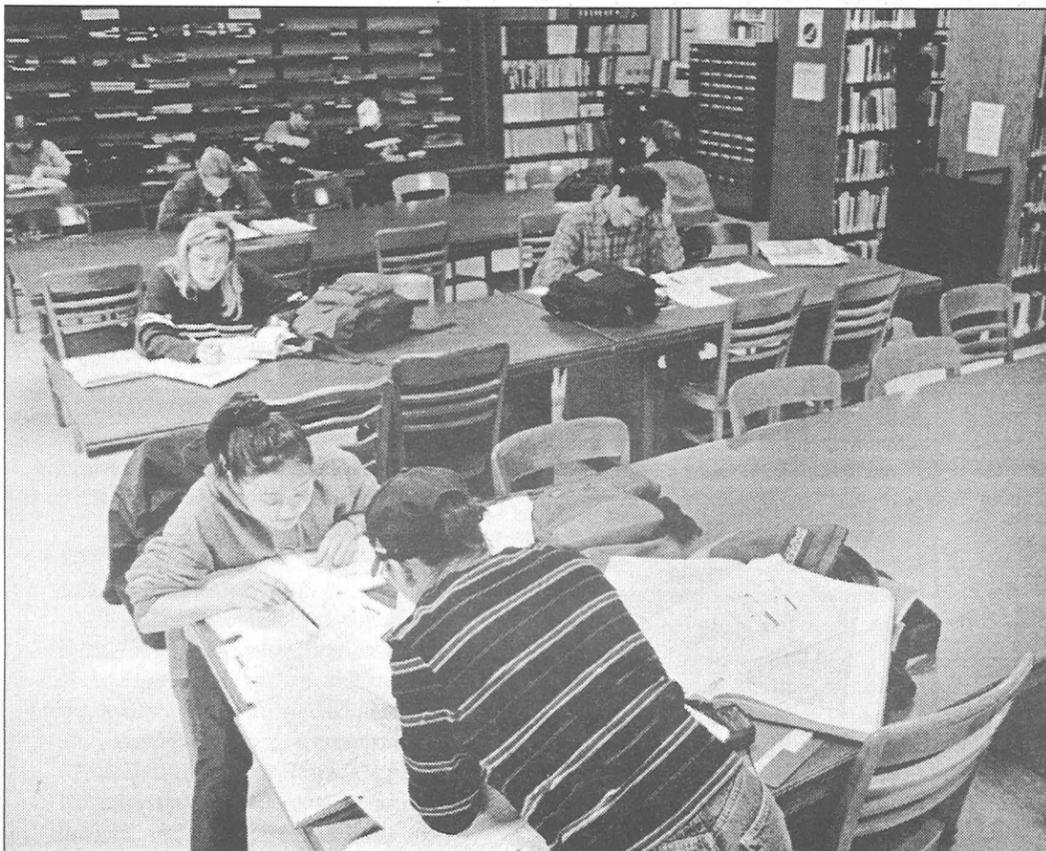
Chris Ganey (left) and Michelle Erickson visit outside one of Murphy Hall's main entrances.



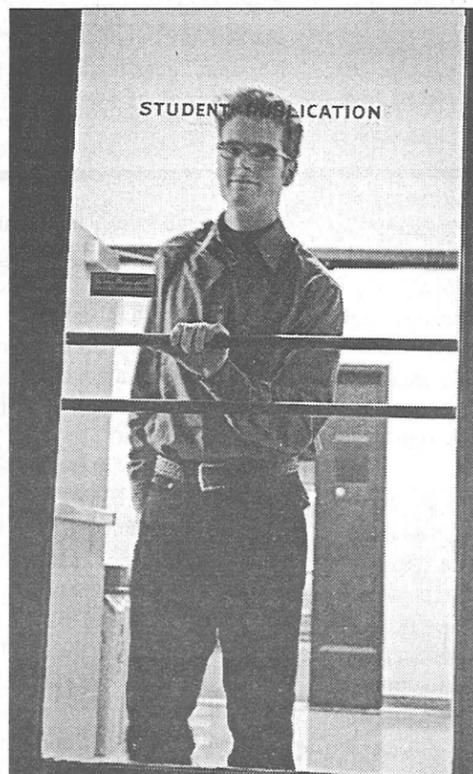
Journalism senior Paul Concannon studies for a final in the Heggen Memorial Reading Room.



David Wagner, a senior journalism student, waits for his class in the curved hallway of Murphy Hall.



Twins Katy (left) and Missy Foster study together in the Eric Sevareid Journalism Library. Katy said, "We study here before class. It's nice and quiet."



Student Scott Furnjack pushes open a door in the basement of Murphy Hall which is still labeled from when the Minnesota Daily was housed in the building.

PROFILE Dan Sullivan

BY MICHELLE MORIARITY
SJMC STUDENT

By exposing his students to a new learning environment, SJMC instructor Dan Sullivan has created new parameters for journalism's liberal arts emphasis.

With the cooperation of local theater administrators, Sullivan created and taught "Backstage at the Guthrie Theater" during fall quarter.

"Artists and arts administrators often complain that critics and arts reporters don't have the foggiest notion of the production process," Sullivan told students in the class syllabus. But by studying the Guthrie's annual production of "A Christmas Carol," Sullivan said he hoped to bring about a stronger understanding of theater processes for students interested in arts and entertainment reporting.

Once a week, a small group of students assembled in a break room behind the scenes at the Guthrie. Guest lecturers,



Dan Sullivan

including actors, directors, producers and marketing representatives spoke to the class in what Sullivan referred to as a press conference setting, encouraging active student participation. Later each week, complementary meetings at Murphy Hall focused on writing.

The unique subject matter and classroom structure set the scene for an interdisciplinary teaching approach. While writing reviews and critiques of what they observed, journalism students took an intensive look at the various aspects of theater production.

"It was like a writing-literature-history class," said Damaris Kremanis, a senior

journalism major. Students read the original Dickens novel and studied its motion picture and television productions to establish a groundwork for constructive criticism of the Guthrie production.

"They would never let us do that with a totally new production," Sullivan said. "That's a production that they know quite well."

SJMC interim director Al Tims asked Sullivan in January if it would be possible to create a more hands-on arts and entertainment reporting class. The existing course in the journalism school's curriculum, which Sullivan has taught for several years, takes place in a standard classroom setting.

Having just seen "A Christmas Carol" at the Guthrie, Sullivan was inspired. So he called the Guthrie's education director in January and enthusiastically began planning the course.

That enthusiasm quickly spread as Sullivan recruited Guthrie administrators to address the class.

"I like the idea very much of using the city as a classroom," said Dennis Behl, the Guthrie's public relations director. "I was particularly pleased that...writing and journalism students [are] actually

aware and observing directly the process of art."

Students participating in the class expressed similar enthusiasm. Scott Larson, a SJMC senior, said the new perspectives on theater and journalism were a welcome change of pace.

"There was a lot to learn," Larson said. "You didn't just learn about journalism stuff. We learned about how the Guthrie and theaters in general work. It was cool to get out and do that sort of thing."

Sullivan said he hopes to offer similar courses in the future, noting that the format would achieve greater success in the semester system.

A graduate of Holy Cross College in Worcester, Mass., Sullivan has written for the arts for more than 30 years in such publications as the Los Angeles Times, the New York Times and the St. Paul Pioneer Press. He has been president of St. Paul's Center for Arts Criticism, the Los Angeles Drama Critics Circle and a founding member of the American Theatre Critics Association.

Currently, he is a freelance arts and entertainment reporter. ■

SJMC joins with local media experts for national accountability forum

BY MAVIS RICHARDSON
SJMC GRADUATE STUDENT

Journalism scholars, media experts and area journalists gathered for a day-long conference "Media Accountability: To Whom Are Journalists Accountable?" on the University of Minnesota campus Oct. 22.

The conference was one in a series of national forums, conducted by the Committee of Concerned Journalists and headed by Bill Kovach and Tom Rosenstiel, that hopes to initiate a national conversation about the shared values of journalism. The Minnesota Journalism Center co-sponsored the Minneapolis forum with additional grant support from the Pew Charitable Trusts.

Located in Washington, D.C., the National Committee of Concerned Jour-

nalists if a consortium of reporters, editors, producers, publishers, owners and academics concerned about the future of the media. The group believes now is a critical moment in American journalism because new technology changes and economic conditions are threatening the core principles that define journalism's role in a democratic society.

To ensure the future of journalism, the group believes that journalists from all media, geography, rank and generation must be clear about what sets the media profession apart from other endeavors. Thus, the group started a national conversation among journalists about principles.

Geneva Overholser, "Washington Post" columnist, former "Post" ombudsman and former editor of the "Des Moines Register," gave the keynote address.

A panel of media constituencies

addressed the issue of accountability from their perspectives. Jan Morlock of St. Paul, neighborhood development activist, addressed accountability from the point of view of a media viewer, listener and reader; Dr. Michael Osterholm with the Minnesota Department of Health discussed expert source interviews; Richard Mal-lary, senior vice president with Gannett Television spoke on behalf of media owners and Richard Kovacevich, CEO with Norwest Corporation, addressed business coverage by the media.

Journalists' points of view was represented by Ka Vang of the "St. Paul Pioneer Press," who talked about the journalist's job of translating between media and community groups. Gary Gilson of the Minnesota News Council spoke about holding media accountable.

Afternoon sessions covered two topics: assessment of coverage of the guber-

natorial campaign and media responses to the accountability question. Panelists included Paul Hannah, St. Paul media lawyer; D. J. Leary of Media Services, Inc.; Anne Borgen, League of Women voters; Duane Benson, Minnesota Business Partnership; John Powell, Institute on Race and Poverty with the University of Minnesota; Rochelle Olson of the Associated Press; Lynda McDonnell, "St. Paul Pioneer Press;" Bob Collins, Minnesota Public Radio; Dennis McGrath, "Star Tribune;" John Sundevor, "Fargo Forum," and Pat Kessler, WCCO-TV.

Media may rely on several tools or mechanisms to meet their responsibility and accountability to their constituencies. The strengths and weaknesses of these tools, such as ethics codes, ombudspersons, news councils, letters to the editor and others, provided a focus of discussion for the panelists and forum participants. ■

New media courses

CONTINUED FROM PAGE 3

that deals with what major broadcast networks are doing online, so that news directors have an objective picture of the advantages and disadvantages of carrying their traditional affiliations onto the Internet," Featherly says.

Currently, Featherly works as a freelance writer, Internet-content consultant and Online Media Coordinator for E-Democracy 98, a nonprofit online political-discussion project.

Featherly expressed amazement and appreciation at being selected the first person to teach online journalism for SJMC. "I'm thrilled to be doing it, though it's a matter of luck and career positioning that has placed me in this spot," he says.

"I guess, in the end, what I hope to pass on to my students is my own love and passion for this developing business. It's a fascinating place in which to build a career."

Although former bosses and co-workers ridiculed him for jumping the newspaper ship to the online world, he never thought it was a mistake.

As he explains it: "I never believed it was a cliché to say that this is where the future lies. It is. And I don't think many people doubt that."

Journalism 5990 is one step in the process to teach SJMC students about the ever expanding world of the Internet and the information that can be accessed on it. Gaining that knowledge is critical for students in journalism and mass communication because they will need that knowledge to compete in the rapidly changing communications industry.

"I hope, through a combination of lectures based on my experience at Channel 4000 and now at the Pioneer Planet, through speakers and other resources, and the hands-on project, to give students a sense of what it is like out there in the 'real world' in this age of New Media," Featherly says. ■

Al Neuharth profile

CONTINUED FROM PAGE 4

Meanwhile, the press should explain its style, policies and philosophies to the public, including labeling of a newspaper's editorial leanings and policies about anonymous sources, Neuharth said. The media's style and substance has a "great impact" on readers. This honesty will both disarm the critics and foster public understanding. Meanwhile, the press must effectively communicate "free speech, free press, free enterprise and free spirit."

"And for those who understand and practice those freedoms, I have no doubt that the public will come to accept, and even applaud, both a free press and a fair press," Neuharth concluded. ■

MJC upcoming events

CONTINUED FROM PAGE 3

viduals and communities. The symposium will provide a forum for these groups to learn from one another and share ideas for working together on future projects.

It will also offer researchers and conference attendees an opportunity to discuss ideas and perspectives about the impact of civic journalism and civic engagement efforts. A breakfast meeting is tentatively planned at Lucille's Kitchen, a Minneapolis establishment where African American citizens meet regularly to discuss public policy issues.

The symposium is co-sponsored by the Pew Center for Civic Journalism, Minnesota Journalism Center, the "St. Paul Pioneer Press," the "Star Tribune," KTCA-TV and Minnesota Public Radio's Civic Journalism Initiative.

Final plans will be announced in the "Murphy Monthly," or call 612-625-8095 for more details. ■

Renovations begin

CONTINUED FROM PAGE 1

ulate students, have them experiment with the full panoply of resources available and not be limited by the ways to tell the story."

The first floor will become a public showcase place. All public activities take place on this level. The most prominent of the renovated facilities will be the new professional development center, to be located where the Severeid Library and Heggen Room is now. It will be "a venue for the School to reach beyond our students and interact with the community, and a nexus for intellectual exchange with communication industries," Tims said.

The facility will be the site for the School's professional conferences, continuing education workshops and distance education programs with multi-media equipped access around the state, and will include a conference center, seminar room, registration space, coat room and catering kitchen. It also will be a schedulable space for the professional community.

"While we expect that our own Silha Center, Minnesota Journalism Center, China Times Center, and Institute of New Media Studies will be active users," said Tims, "we're hoping professional associations such as the Society of Professional Journalists, Public Relations Society of America, American Academy Association of Advertising and the Minnesota Newspaper Foundation will become active users of this facility."

The purpose of the professional development center is to enable the academic mission of the SJMC to coincide with the ways professional education is delivered outside the academic curriculum.

"Our field is changing rapidly and we need to be nimble, to respond quickly to changes in the industry," Tims noted. "This will include workshops using local expertise, focusing on topics needed by our students and the community. The newly-renovated building will do this. The School should always have done this."

The current Heggen Room, notable for its extensive use of woodwork for wall paneling and shelving, is slated to become part of the professional development cen-

ter. Saving the woodwork has become an issue, but architects are working on ways to retain it in the new plan for this space. The Heggen collection now housed in this room will move downstairs with the Severeid Library collection.

The acoustically-perfect Murphy Hall auditorium is being given some attention

We hope the building will be innovative and flexible enough to serve the campus and community well into the 21st century.

in the final plan for building renovations, with modernizing the stage and adding seating with electronic or multimedia capability on the bill of improvements.

The immediate problem with the auditorium is the location of the main doors at the front of the room close to the stage, said Hansen. Those entering the auditorium tend to disturb the speaker, which disrupts the class or program being held there. Re-orienting the auditorium would mean having to tear out the sloping floor, which is cast in concrete: a prohibitively expensive option. "We're looking at how to move doors," she explained.

Student support services also will be located on this level, including a career and placement center, with career counseling and library available. Nearby will be a consolidated suite of offices for administrative functions, bringing together SJMC staff who currently are spread all over the building, and offices for adjunct faculty, the Minnesota Journalism Center, and the National Scholastic Press Association.

On the second floor will be two large multimedia classrooms, student lounge with vending area, offices for student organizations, a faculty lounge and faculty offices, including the Mithun and Cowles endowed chair offices.

A second teaching assistant office will be located on the third floor, as will the research assistant office. Nearby will be

research facilities, including testing rooms, control rooms, and mediated group observation rooms. The Institute for New Media Studies also will be on this floor, along with other faculty offices and office space for the Journal of Advertising, which will start publishing under the editorship of SJMC professor Ronald Faber in 1999.

The offices of the Silha Center for Media Ethics and Law, the Silha endowed chair and the China Times will be on the fourth floor, with a few more faculty offices.

"A lot of the time with the architects has been spent with what to do with space requirements for student needs beyond the classroom," Hansen noted. "We recognized it is important to have those spaces for student lounge, student organization offices, a larger presence for the Daily, and lots of space for the teaching assistants and graduate students."

The renovation plan will reorganize faculty, who are now scattered around Murphy Hall, and concentrate them on three floors. By integrating space for graduate students amongst the faculty, it will bring about more opportunities for interaction and create new resources for research and scholarly endeavors, said Tims. "We hope the building will be innovative and flexible enough to serve the campus and community into the 21st century."

Architects also will maintain the art deco style of Murphy Hall, particularly on its main floor with its curved walls and terrazzo style floor. They also will highlight the barely-visible brass grids above doors, perhaps through special lighting techniques, and add wall sconces and glass blocks if the renovation budget permits.

Planning a complicated curriculum delivery system that needs to link together many components, from computers and cameras in the classrooms to the reception and delivery of telecommunications, the distance education programs, and all the activities of the professional development center makes it important to consult with as many experts as possible.

To ensure that the Murphy Hall renovations get the benefit of the latest developments in mass media technology, Hansen and Tims recently visited several nation-

al media institutions devoted to the creation of new ways of journalism delivery and journalism education.

"We've taken into account what we learned there and are incorporating it into Murphy Hall, which are based on the technology being used there at all these places. This is especially when it comes to multimedia capability, which we are adding in all we are doing here with the renovation plans," said Hansen.

The SJMC planning team is working closely with the design-build team and relying on its accumulated expertise, as well as on the university's technical consultant who is working on determining electrical service and data service requirements for the renovated building. "This has been very helpful in planning all the lighting and the design of the broadcast studio, the labs and library/media center, all of which will require a great deal of electrical and data service," Hansen noted.

An important member of the planning committee has been the Cowles Senior Fellow for this academic year, Joel Kramer, former president and publisher of the Star Tribune. In the early 1990s, the Star Tribune renovated its entire building, an experience Kramer describes as "tougher than what will happen here" because the newspaper staff remained in the building while the renovations took place around them.

These experiences have been immensely valuable to developing the Murphy Hall renovation plan, Hansen said. "He's given us some great ideas such as putting all public areas on first floor and how to arrange lab spaces."

And Tims added, "working with Joel Kramer has been an incredible experience. We are thrilled to have him and will get a more interesting useful final product because of him. His participation illustrates advantages of developing closer ties with the professional community."

Kramer is fully engaged in renovation planning because, he says, "a building design makes a big difference for morale and it's fun to help design the right space. While you're doing it, there are a lot of frustrations and tensions but I'm confident that when it's done, it will be a great boost for the school and the profession."

Hansen points out that the \$9 million allotted to the Murphy Hall renovations will only cover the cost of building renovations, and not the cost of equipping the building with the appropriate furnishings and specialized technical equipment to match the updated building.

"We're working on what kind of equipment students will need, and for starters, we know we need computer equipment, multimedia equipment, cameras, satellite dishes and special seating in the auditorium for people who can plug in their laptops or use multimedia facilities," she noted. Although the School has nearly \$1 million available for this phase of the building upgrade, she pointed out "this will only buy the lighting and maybe a few desks for the building."

The College of Liberal Arts is beginning a capital campaign which includes Murphy Hall and will be relying on fundraising from private sources to pay for these needs.

Tims said, "we haven't seen anyone doing it quite this way. Our plan captures the spirit of what this new venture all about: convergence, integration and exchange at all levels. It sets the stage for us to become an important part of the future of journalism education nationwide." ■

1998-1999 SJMC Scholarship Winners

James S. Barden Mem. Scholarship
Shannon Plath

Thomas F. Barnhart Mem. Schol.
Murali Balaji, Jaime Chismar, Domenic A. Cossi, Laura Leibli

Elliott M. Baron Mem. Scholarship
Sarah Hallonquist

Carroll Binder Memorial Scholarship
Emily Dalnodar, Kary Davis, Mia York

Patrick Connolly Mem. Scholarship
Tara Raddohl

Carmichael Lynch Scholarship
Domenic A. Cossi

Herbert Berridge Elliston Memorial Scholarship
Brian Bakst, Jacqueline Couillard, Kary Davis, Heather Fors, Stacie M. Hansen, Jason T. King, Michelle Moriarity, Siri Peterson, Sara Poplau, Clint Schaff, Jodi Springman, Janna Steidl

Curtis L. Erickson Mem. Scholarship
Corey D. Kellett, Ingrid Skjong

Hubbard/KSTP Scholarship
Aubrey Fisher, Christine Jelacic, Ryan Semanko

Brad Johnson Memorial Scholarship
Siri Peterson

Journalism Scholarship Fund
Murali Balaji

Joe Kane Memorial Scholarship
Laura J. Bobendrier

Kaufman-Skyway News Scholarship
Ingrid Skjong

Fred and Lucille Kildow Memorial Scholarship

Laura Blankley, Rebecca Nathan

Jason Leidahl Memorial Scholarship
Corey D. Kellett

Dave and Linda Mona Scholarship
Benjamin Court

Lee Ann Norman Mem. Scholarship
Jennifer L. Bunkers, Aubrey Fisher

Press Women of Minnesota Scholarship
Sarah Hallonquist

Otto Quale Scholarship
Benjamin Court, Leticia A. Gonzales, Stephanie Strommen

William F. White Mem. Scholarship
Ryan Semanko

Harold Roitenberg Mem. Scholarship
Emily Babcock, Nikki Bartholomew, Darci Lowe, Rebecca Nathan, Elizabeth Pierce, Shannon Plath

Archie Salyards Mem. Scholarship
Mickie Barg, Laura J. Bobendrier

David Donhowe Shippee Memorial Scholarship
Jaime Chismar

Mary Jane Sokolowski-Gustafson Memorial Scholarship
Murali Balaji

Howie Stillman Mem. Scholarship
Zoua Vang

CLA Honors Selmer Birkelo Scholarship from SJMC
Zoua Vang

CLA Waller Scholarship Winners from SJMC
Robin Baab, Domenic Cossi, Aubrey Fisher, Heather Fors, Mary Foster, Catherine Foster, Stacie Hansen, Christine Jelacic, Jason King, Melissa Listug, Rebecca Nathan and Janna Steidl

C.C. Lee profile

CONTINUED FROM PAGE 5

a representative view but in fact their news perspective is very narrow. This is revealed in their stereotypical choices of news stories," says Lee. "So clearly news is an imperfect medium."

The study is being funded through a grant from the University Grants Committee in Hong Kong and Lee is writing a book on the topic, tentatively titled "Media Spectacle."

While in Hong Kong, Lee also wrote many editorial commentaries for local newspapers on press freedoms, a topic which has come out on top of many public opinion polls as a major concern of the people of Hong Kong, particularly since 1997.

Even before the handover, Hong Kong's news media were coping with political pressures and changing eco-

conomic interests. Due to regime changes, it was expected that Chinese media laws would have an adverse effect on media freedom in Hong Kong. But Lee has found that while China has not imposed overt censorship, journalists were exercising self-censorship to avoid trouble.

Newspapers are using new strategies to deal with political issues, such as a division of labor among writers. Official editorial positions employ rhetorical devices such as constructive criticism instead of harsh criticism, while independent columnists on the commentary pages take very different positions to respond to market forces.

Hong Kong journalists are not afraid of China, Lee said, and have a great desire to continue doing serious journalism, despite their publishers and editors who do fear China, and are more concerned about increasing revenue through sensationalizing content.

Media credibility has been a taboo subject in the Hong Kong journalism community. However, the data from surveys on media credibility conducted by Lee and other researchers at the Chinese University of Hong Kong show a serious decline in the public's perception of media credibility because of the increasing levels of sensationalized news content. The data from these surveys have played a useful role in supporting journalists' efforts to continue doing serious journalism.

"We have many friends in the journalism community because of our surveys on media credibility," Lee said. "They really appreciate the data, and are eager to cooperate with our studies, especially as we promise anonymity."

Ironically, one group of journalists affected by the transfer of Hong Kong to Chinese authority are those publishing communist newspapers. In the days of

British colonial rule, communist papers were ardent supporters of China and received financial subsidies, but they always had low circulation and credibility. Now that the mainstream media support the Chinese regime as the status quo, communist newspapers are not needed by China and are having to operate in a free market.

For Lee, a native of Taiwan, researching media, political transitions and social change in greater China-the PRC, Taiwan and Hong Kong-is a way of using these countries as social laboratories, to test theories and generate insights about mass media and political economy.

"Political economy in Asian countries is different from the West, and employing comparative perspectives not only challenges established theories of the West but helps internationalize all our theories," Lee said. ■

Obituaries

Nadine Blacklock, B.A., '74, was killed in a car accident July 5, 1998, while driving on Highway 61 near Silver Bay, MN. A nature lover and photographer, Blacklock had been the author of the bestselling "15 Years of a Photographer's Life," as well as co-author of seven other collections. Her photos were mostly of the forests and lakeshores of northern Minnesota. Her husband and late father-in-law were also photographers. She had received her degree in photojournalism.

Blacklock was president of the Minnesota Parks and Trails Council, and she helped found the Blacklock Nature Sanctuary in Moose Lake, where she had lived since 1976. She and her husband had built a home there in 1975. Her hobbies included music; she played the guitar, the piano, and she played in the Moose Lake Saxophone Quartet. She was also dedicated to the environment.

Norman Diamond, B.A., '47, died December 29, 1997. A native of Minot, N.D., he left the University of North Dakota in 1942 to join the Army. He fought in Europe during World War II, serving in Italy. When he returned home, he attended the University of Minnesota and earned a bachelor's degree in journalism. He built a career in sales, marketing and public relations, working for the Bureau of Engraving in Minneapolis,

several wineries, a liquor distributor, and other businesses. Diamond loved words and loved to tell stories; he was a master story teller who told old Jewish stories, practical jokes, and puns. He was a former president of the Jewish Historical Society of the Upper Midwest and past president of the Temple Israel Men's Club.

James Fish, B.A., '37, best known as one of the creators of Betty Crocker, died July 3, 1998. He was 82.

Fish's work with General Mills included selecting the actresses to play Betty Crocker to play her on television. He had become advertising director in 1955, then vice president in 1956. In the early 1970s he was named vice president of consumer communications and director of marketing services. He was later named senior vice president. His work is credited with helping to create Minneapolis as an advertising center.

After retiring from General Mills, Fish was instrumental in developing the College of Business Communications at the University of St. Thomas and served as its first dean. He taught his students to ask "What's in it for the consumer?"

Fish served as a volunteer for many organizations and was cofounder of the Wayzata Historical Society. He was president of Minnesota People to People; worked with the American Advertising Federation and was involved with the National Retiree Volunteer Coalition. His hobbies included horseback riding, boating, and he liked to sketch.

John R. Harmer, B.A., '52, died on August 3, 1998. He had retired from the Mankato Free Press as a national advertising and classified manager.

Harmer was born in Mankato in 1928. After graduating from high school, he attended the University of Minnesota, obtaining his degree in journalism with a specialization in advertising. He was also a Dale Carnegie graduate. He worked for the Northwest Daily Press Association from 1952-1958. From 1958-1960 he worked with Johnson, Kent, Gavin and Siding National Advertising. From 1961 until his retirement in 1980, he worked with The Free Press and The Land in Mankato.

Harmer enjoyed the outdoors, hunting, photography, and music. He was a past member of the Mankato Kiwanis, Ducks Unlimited, and Kato Connection.

Patricia J. Heikenen, B.A., '42, died.

Dr. Jung-Sook Lee, Ph. D., '90, an associate professor and advertising coordinator in the Department of Communication, University of Southwestern University, Louisiana, died August 21 in Lafayette General Hospital from a brain hemorrhage.

A native of Seoul, Korea, Dr. Lee was known in the academic community for her research, lectures, and publication in advertising and mass communication. She served as an officer in both the Association for Education in Journalism and Mass Communication as the Broadcast Education Association, and also was a board member of the American Advertising Federation chapter of Lafayette.

Dr. Lee was born May 30, 1946. She attended Su-Do High School for Women and graduated with honors earning Bachelors and Masters degrees from Ewha Women's University. In 1972, she became the first female Account Execu-

tive at Korea First Advertising Corporation. In 1979, Dr. Lee resigned her position in Seoul, and accepted a scholarship in Journalism at the University of Minnesota. In the summer of 1985 she became a traveling scholar in Political and Social Research at the University of Michigan at Ann Arbor. From 1986-1987, she taught journalism at the University of Minnesota where she was a research assistant in the Minnesota School of Public Health. From 1987 to 1988, Dr. Lee instructed at Boston University after which she taught advertising and graduate courses at Michigan State University for three years. Dr. Lee joined the faculty of the University of Southwestern University in 1991 as an associate professor and served as graduate and advertising coordinator in the Department of Communication.

Dr. Lee's hobbies included gardening, photography, and travel, but her primary devotion was to the professional and academic achievement of her students as well as her research and scholarship in mass communication. She encouraged her students to abide by the Korean ethic, "Sang-boo, Sang-jo" - serve one another to enrich one another.

Her survivors include her husband, Dr. William R. Davie; her mother, and six siblings of Seoul, Korea.

A scholarship fund in Dr. Lee's name is being created at her university. Additionally, a web site has been created in Dr. Lee's memory. The address is: <http://members.aol.com/JosephDick/Lee>

W. Dean Moran, B.A., '57, died recently.

Barbara Tommeraas, B.A., '38, has died.

Alumni Update

1930s

Don Braman, B.A., '37, received the "Gold Member award" from SCORE

(Service Corps of Retired Executives) in recognition of "exceptional contributions" to the organization. SCORE members provide council to small businesses nationwide. Braman has been a counselor with the organization since 1984.

1940s

Sig Michelson, M.A., '40, has completed a book published by Greenwood Press entitled "The Decade That Shaped Television News: CBS in the 1950's."

The book was published in August of 1998.

Sada Zarikian, B.A., '44, was awarded the Margot Boulton de Bottome Award in Caracas, Venezuela. The award honors those who help in the strengthening of relations between the United States and Venezuela through their personal, professional, or moral contributions. She was presented the award in October in a ceremony with the American ambassador to Venezuela, John Maisto.

Zarikian was consequently profiled in an article in "Weekend," an English newspaper in Caracas. The article focused on her 50 years of work as a volunteer with the Venezuelan American Association of University Women, which later changed its name to VAAUW - Asociacion Internacional de Mujeres Universitarias. She has also worked for many years with Las Madras, (The Godmothers). Both organizations focus on education.

VAAUW celebrated its 50th anniversary

sary in 1998 with a dinner dance on May 8 in Caracas. An anniversary book was also published to commemorate the occasion. Zarkian is listed as a member of the board of directors of VAAUW with responsibility in charge of Programs; she also wrote an article for the publication entitled, "An Introduction to VAAUW - Our First 50 Years."

Zarkian wrote another article for the September 1998 issue of "Shell Revista." That article noted the 50-year anniversary of VAAUW and projected the organization's goals for the new millennium. The issue also contained a summary of Zarkian's lifetime achievements.

Doris Hosfield, B.A., '49, published a five-page article in the May 1998 issue of "Young Children," a journal of the National Association for Education of Young Children. She also reports that her son, Rick Hosfield, who graduated from the University of Minnesota School of Business in 1977, was named Vice President of Advertising for General Mills, Inc, effective January 1998.

1950s

Edward L. Peffer, B.A., '50, continues his research work about Senator Joseph McCarthy and speaks out against the spread of communism

Burt William Erickson Nelson, B.A., '52, was recognized June 10, 1998, at a special ceremony at the Erie Basin Marina in Buffalo, New York, for the unveiling of a 4-by-4 foot bronze plaque with the first-ever translation from German of the famous poem by Theodore Fontane, "John Maynard." The poem, which was Nelson's own translation, is based on the heroism of the helmsman in the tragic sinking of the paddlewheel steamer, "Erie." Nelson is the editor and publisher of "Der Volksfreund," or the People's Friend, in Buffalo, New York.

Kenneth C. Brown, B.A., '53, has published "Time Is a Tall Road," an anthology of ten short stories. Copies will be available in the Severeid Library in Murphy Hall.

Earl Wettstein, B.A., '53, recently retired, selling his 32-year-old advertising agency, Wettstein/Bolchalk Marketing, to his partner. Wettstein currently is doing volunteer work and has become president of Arizona's Death with Dignity organization. He also is doing portrait painting in acrylics.

Jim Lovdahl, B.A., '56, recently retired after 40 years in advertising, including 15 years at Colle-McVoy Advertising where he created and wrote the longest-running campaign in the history of the upper Northwest - the TCF "Benchmark Bob" campaign that lasted from 1973-1985. During his career, Lovdahl attained the title of vice president of Creative Development at Colle-McVoy.

1960s

Judy (Wittmayer) Wade, B.A., '60, has written a fourth book, "The Arizona Guide." It is a comprehensive travel book that steers tourists and residents to the state's little-known treasures as well as to its most famous sites. Her second book for Fulcrum Publishing, the 387-page guide has been illustrated by her husband,

Bill Baker, with more than a hundred photographs. The couple's critically-acclaimed first book for Fulcrum, "Seasonal Guide to the Natural Year: Southern California and Baja," published in 1997, received a first place award in the Travel Book category from the Arizona Press Women. She continues writing for national periodicals that include "Walling," "Cruise Travel," "Travel America" and the Los Angeles Times Syndicate.

David L. Mona, B.A., '65, is national president this year of the 35,000 member University of Minnesota Alumni Association. In addition, this fall he joins Ray Christensen on WCCO Radio as color commentator on University of Minnesota football broadcasts. At the U, Mona was sports editor of The Minnesota Daily and the Minnesota Gopher Yearbook. For the past 17 years, with Sid Hartman, Mona has co-hosted WCCO Radio's Sunday morning Sports Huddle and he still works full-time at Shandwick, the area's largest public relations firm, which he founded in 1981 as David L. Mona & Associates. The firm today employs 175 persons including more than a dozen Murphy Hall graduates.

1970s

Steven R. Gottry, B.A., 1970, has written his fourth book, "The Screenwriter's Story-Planning Guide," which is due out in August of 1998. He is under contract with Baker Book House for two more books. He has also been writing scripts for animated scenes from Sony Wonder and Porchlight Entertainment. He is also pitching four spec screenplays and a stage play.

David Zarkin, M.A., '70, is a representative in the new Bloomington office of the Minnesota Department of Economic Security. He uses a database to recruit applicants for professional, technical and managerial jobs in the Twin Cities.

Alice C. (Bledsoe) Warren, M.A., '75, is currently serving as the Liberal Arts Division Dean at St. Louis Community College at Florissant Valley. She recently received her Ph.D. from St. Louis University, majoring in American Studies.

Michael J. Strauss, M.A., '75, recently moved from Spain to England in connection with a job transfer within Bridge news. Strauss had formerly been the senior correspondent for Spain and Portugal, and now is senior agriculture correspondent for Europe.

Kimberly M. Roden, B.A., '77, has been promoted to vice president, Public Affairs and Sales for Paragon Cable, Minnesota. She was also named to the board of directors of the Minnesota Cable Communications Association.

1980s

David Siegel, B.A., 81, has accepted a position as executive director of the Maine Innkeepers Association, representing some 550 hotels, motels, inns, and Bed and Breakfasts throughout Maine. Previously he has served for 10 1/2 years as communications director of the Minnesota Restaurant, Hotel and Resort Associations. Siegal can be reached by e-mail at info@maineinns.com.

Jill K. Swenson, B.A., '85, recently

joined Healy Communications, a Chicago-based marketing, communications and public relations agency as vice president. She will be helping to expand the firm's professional services practice, including accounting, consulting, law, architectural, and engineering firms.

Marie (Pramann) Zhuikov, B.A., '86, is currently communications coordinator for the University of Minnesota Sea Grant Program. She was recently named chair of the National Sea Grant Communicators Steering Committee. The committee represents communication specialists working in Sea Grant Programs across the nation and serves as a liaison with other groups. She was also recently awarded the Great Lakes Sea Grant Network Outstanding Program award for work on an exotic species web site. She is also past president of the Minnesota Chapter of the National Association of Government Communicators.

Bernard P. Laur, B.A., '87, became the national sales manager for CBS Radio in the Twin Cities in September this past year. He oversees the national sales effort for WCCO-AM/WLTE-FM/KSGS-AM and "The Point" WXPT-FM.

Joy Powell, B.A., '87, currently works for the Minneapolis Star Tribune. Her special report "Lost in America," was published in October of 1998.

Karen Wright, B.A., '87, recently accepted a position at Minnesota State University, Mankato, as assistant director of Marketing and Communications and Media Relations Director, beginning Nov. 9, 1998. For the past six years, she was Community Relations Coordinator at Immanuel St. Joseph's-Mayo Health System. Prior to that, she was an anchor/reporter at KEYC-TV.

Sandra Braman, Ph.D., '88, has accepted an endowed professorship at the University of Alabama in the fall of 1997. Her title is Reese Phifer Professor, in the department of Telecommunications and Film. During the academic year 1997-1998 she was on leave from this position to serve as Director of the Telecommunications and Information Policy Programme at the University of South Africa, in Pretoria, South Africa, where she was responsible for developing the first graduate program in telecommunications policy in that country - a program developed on mandate from the Nelson Mandela government, and which is the first in Africa. In the fall of 1998 she returned to Tuscaloosa, Alabama, where she is managing a college-wide undergraduate curriculum review for the five-unit College of Communications in addition to continuing her research in the area of telecommunications and information policy.

Christine (Leiser) Hills, B.A., '89, is the director of the Pediatric Cardiac Care Consortium, a 43-hospital inclusive database for children with heart defects, based at the University of Minnesota hospital. She is considering applying to medical school in 1999. On August 2, 1998, she married Randy Hills.

1990s

Marci Schmitt, B.A., '90, has been promoted by the Star Tribune to assistant news editor. She had served as a from copy editor with the newspaper.

Jeff Zuckerman, M.A., '90, is a dissertation editor at Walden University, a distance education graduate school in Minneapolis. He also teaches writing seminars at the school.

Polly Deane, B.A., '91, recently accepted a position as communications manager for Supervalu's northern region. Her responsibilities include internal communications and public relations.

Tom Knisely, B.A., '91, is associate producer of TechnoPolitics, the national PBS television series that covers the politics of science, technology and the environment. Knisely has also produced an annual Labor Hall of Fame video for the U.S. Department of Labor since 1994. Knisely has appeared as a political analyst on Youngbloods, a generation X McLaughlin Group on the America's Voice Cable Television network and has had an op-ed piece on the budget surplus published in the Washington Times.

Kevin Allenspach, B.A., '92, was promoted in May to a position in which he will be covering St. Cloud State hockey and the St. Cloud River Bats of the Northwoods League, in addition to other general assignment newswriting.

Monica Moses, M.A., '92, has joined the faculty of the Poynter Institute for Media Studies in St. Petersburg, Florida. She will be speaking, researching, and teaching in the areas of newspaper and magazine designs, visual journalism and leadership. She will also play a key role in Poynter's writing-editing-design program.

Jennifer Wilson, B.A., '92, is currently employed as marketing director for Simon Property Group, the nation's largest retail real estate investment trust. She markets Maplewood Mall. Previously, she worked as Promotions Director at a local advertising agency that served the shopping center industry. After graduation, she was the Marketing Intern at Burnsville Center.

Angela Joo-Jui Chen, M.A., '93, has moved to Marietta, Georgia, with her daughter to start up a chain business with two partners. Currently, they have two businesses running and are in the process of opening a third one. They are very happy that the first business just broke the \$1.5 million benchmark.

Steve Knutson, B.A., '93, has been employed as a technical writer in the medical device industry for the past five years. He is presently a senior technical writer for Guidant Corporation in Arden Hills, Minnesota.

Faith McGown, B.A., '93, received the Rose Marie Cousin's Award at the American Cancer Society's annual meeting on September 15, 1998. The Rose Marie Cousin's Award is given to honor an individual for outstanding accomplishments in cancer through advocacy and communications. McGown was honored for her work with Coaches vs. Cancer, a program that involves coaches and teams in raising money for cancer. McGown was involved with promoting the local Coaches vs. Cancer program at the University of Minnesota, where fans can pledge money to cancer for every three point shot made by the Minnesota Gopher basketball team.

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Alumni news

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Michael P. McNamee, B.A., '93, is currently employed as an associate with the law firm of Robins, Kaplan, Miller & Ciresis, L.L.P. McNamee practices in the areas of commercial insurance litigation, general business litigation and media law. A graduate of the University of Minnesota Law School, (J.D., 1993), McNamee also works with Minnesota Advocates for Human Rights in providing legal representation for individuals seeking political asylum in the United States.

Tien-Tsung Lee, M.A., '95, is currently a doctoral candidate at the School of Journalism at the University of Oregon. Lee is also an assistant professor of communication at Hawaii Pacific University in Honolulu, Hawaii.

J. Scott Rapheal, B.A., '95, now works as a new media designer and information technology developer for Maxim Group Consulting in Atlanta, Georgia.

Michelle Kibiger, B.A., '97, is a cops and court reporter for the Sioux Falls Argus Leader, a Gannett newspaper, spending the summer as a reporter for USA TODAY in Washington, D.C.

Elizabeth Bedard, B.A., '97, is currently working as the finance director for Newinski for Congress campaign. She was previously with the Public Affairs Coordinator for the Minnesota Department of Transportation.

Michelle Boschert, B.A., '97, is currently an information officer for the state

of Minnesota/Minnesota Department of Health.

Julie Boyce, B.A., '97, is working as a marketing communications coordinator for NCS. She previously served as a research coordinator at NCS.

Colleen Grace Buscher, B.A., '97, is currently a classified account coordinator with Minnesota Parent.

Holly H. Coughlin, B.A., '97, is a graphic artist with Minnesota Women's Press. She was the marketing services coordinator with PIMMS, Professional Merchandising Management Systems.

Melissa Downing, B.A., '97, is working as a campaign coordinator for the Leukemia Society of America.

Terri Edmonds, M.A., '97, is a communications and recruitment manager with Hands on Atlanta, a 20,000 member non-profit volunteer organization. She previously worked as a media relations coordinator with AmeriCorps National Civilian Community Corps.

Kristine Henry, B.A., '97, is currently a business reporter for the Baltimore Sun newspaper.

Kathryn Herzog, B.A., '97, is working as a reporter for Minnesota Public Radio. She previously worked as a reporter for KFAI Fresh Air Radio/Great Lakes Radio Consortium.

Jaime M. (Von Feldt) Jensen, B.A., '97, currently works as a producer for WCCO-TV news. She had been a producer for KDLH, Newschannel 3 in

Duluth.

Kimberly Krogstad, B.A., '97, is currently working as an account assistant with Martin/Williams Advertising in Minneapolis.

Ryan Kroll, B.A., '97, is a sales specialist with GE Capital Fleet Services. He previously worked as a trip director with BI Performance Services in Minneapolis.

Courtney Peifer, B.A., '97, is currently a copy editor with the Minneapolis Star Tribune.

Heather Radford, B.A., '97, is currently a marketing specialist with Radio Disney, a radio station for children and families.

Stacy Ralidak, B.A., '97, is currently working as a traffic manager at Fallon McElligott, an advertising agency in Minneapolis.

Ben Saukko, B.A., '97, is now working as a public relations specialist with the American Collectors Association, a trade association in Edina, Minnesota. He previously worked as a media relations assistant with Allina Health Systems in Minnetonka, Minnesota. He is also pursuing a masters degree in business communication at the University of St. Thomas.

Sandra C. Schons, B.A., '97, is currently working in advertising sales with Southwest Publishing in Shakopee, Minnesota.

Duraphone Siri-Duthay, B.A., '97, works as an internal communications

coordinator at Target headquarters in Minneapolis.

Robin Smothers, B.A., '97, is working as a media relations account executive for Kohnstamm Communications in St. Paul, Minnesota. She is also pursuing a masters in business communications at the University of St. Thomas.

Sara Sturm, B.A., '97, is working as an assistant account executive for Fleishman-Hillard, a public relations company in Minneapolis.

Sean Wherley, B.A., '97, is a staff assistant for the National Conference of State Legislatures, a non-profit lobbying organization located in Washington, D.C.

Dyan Williams, B.A., '97, is a communications intern/awards gazette editor at Carlson Marketing Group in Plymouth, Minnesota. She is pursuing a masters in industrial relations and human resources management at the Carlson School of Management at the University of Minnesota.

Michelle M. Williams, B.A., '97, is an ensign in the supply corps of the U.S. Navy.

Mark J. Heisted, Ph. D., '98, is an assistant professor at Penn State University located in University Park, Pennsylvania.

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