

# THE Murphy Reporter

UNIVERSITY OF MINNESOTA  
School of Journalism and Mass Communication  
Winter 1998

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THE SCHOOL OF JOURNALISM AND COMMUNICATION

## A new school for the 21st century

*College of Liberal Arts Dean Steven J. Rosenstone issued his report and recommendations for the future of the School of Journalism and Mass Communication on January 23, 1998. Here is that report, beginning with an executive summary and continuing with the full text.*

### SUMMARY

#### Background

Profound changes have occurred over the past decade in the communications industry. Digital and visualization technologies, telecommunications, the Internet, and interactive communication have transformed the content of mass communication, the economics of information, the nature of entertainment, the relationship of media to social and political institutions, the roles of professional communications, and the ways that information is communicated and consumed.

The College of Liberal Arts has, in several different units, faculty members and centers with recognized excellence in several areas of communications. The college must create an environment that will allow these faculty to be more effective in meeting the needs of our varied constituents and preparing students for the rapidly changing media environment, especially in the new communications technologies. The opportunity is ripe for the college to build a program in the intellectual and technological vanguard of journalism and communication that will set the pace in one of the fastest growing sectors of the American (and Minnesota) economy.

#### Goals

1. **To build the nation's preeminent program in communication education, research, and practice**—a rich educational center that will provide for its students the best possible academic and professional education for entry into diverse careers in the rapidly changing communications industry.

2. **To build a center of excellence** that will set the highest standard for communication studies and provide international leadership in communication education, research, and practice, and in use of digital technology to enhance research, instruction and learning, skills development, and career preparation.

3. **To forge strong and ongoing collaborations** not only within the University but also between the University and external communities, making the resources of the school broadly available and attractive to a global community of communicators and enhancing students' opportunities to learn from practicing professionals.

#### Strategy for Building a New School for the 21st Century

- ▶ **Build Strong and Innovative Academic Programs**
  - Professional Journalism (Print, Broadcasting, and Electronic Media)
  - Strategic Communication (Public Relations, Advertising, and Organizational Communication)
  - Communication Studies (Media and Society; Communication History, Law and Ethics; International

and Intercultural Communication; Interpersonal Communication)

- ▶ **Create the Institute for New Media Studies**—a cross-disciplinary research institute that is a collaborative research and development venture between the University of Minnesota and industry. The Institute will be a leading-edge, high-technology research and education center that is internationally recognized as a site for innovation, experimentation, and creativity in new media. It will embrace disciplines throughout the University and promote a high degree of collaboration between University faculty and industry leaders and professionals.
- ▶ **Develop new professional master's degree programs** in journalism, strategic communication, media management, new media, business and scientific journalism, public affairs, and health-care communication.
- ▶ In partnership with industry, **create continuing education programs** for professionals and mentoring and internship opportunities for students.
- ▶ **Strengthen the Silha Center for the Study of Media Ethics and Law** to ensure that it remains the nation's leading center for the study of media ethics and law in a democratic society.
- ▶ **Expand the Cowles Minnesota Journalism Center** to increase opportunities for collaboration and partnerships between journalism professionals and people in the academy.
- ▶ **Restore faculty strength** in key areas and build

strength in new areas of emphasis.

- ▶ **Ensure the participation of students and professionals from under-represented populations**, including communities of color. Create bridges to minority communities by helping students from these communities prepare for admission to undergraduate and graduate programs, collaborating with minority/ethnic studies programs at the University, seeking out and fostering minority academics and professionals in communication fields, and forging partnerships with the minority press.
- ▶ **Expand outreach and internship programs.**
- ▶ **Create state-of-the-art facilities** in the newly renovated Murphy Hall and Ford Hall to make possible technology-based and technology-enhanced instruction, learning, and research in all areas of communication studies.
- ▶ **Provide effective leadership.** Recruit a Director of the School of Journalism and Communication who will provide visionary leadership and will have the skills, experience, and national standing to build relationships with the community and recruit faculty of national distinction. Establish a national working board of advisors.

Implementation of this proposal requires baseline funding for new resources and facilities as itemized in the University of Minnesota's capital and supplemental requests to the Minnesota Legislature.

CONTINUED ON PAGE 8

## Support your school

The School of Journalism and Mass Communication urgently needs your assistance in getting President Mark Yudof's \$249 million Capital Bonding Request and \$41.5 million Supplemental Request for the University of Minnesota passed by the State Legislature during this legislative session.

These requests will fund the long-needed renovation of Murphy Hall and also will support College of Liberal Arts Dean Steven Rosenstone's recently submitted final report and recommendations for the future of the SJMC. Rosenstone is calling for the creation of a New Media Institute, reinstatement of professional master's degree programs, bolstering professional education and additional faculty and resources for the School. (See related page 1 article)

Please express your support for the University's capital funding requests, particularly the Murphy Hall renovation, by contacting your own district representatives and senators through telephone calls, letters, and e-mail messages.

- ▶ **To obtain their telephone numbers, mailing addresses and e-mail addresses, call the State Senate at 888-234-1112, the House at 800-657-3550 or go to <http://www.leg.state.min.us/leg/legdir.htm>.**
- ▶ **To find out what your legislative district is, go to <http://www.pioneerplanet.com/archive/capitol/index.htm>.**

For help in identifying where the bills are in the legislative process or to volunteer your help in supporting these capital funding requests, contact SJMC Interim Director Al Tims at 625-0020 or [timsx001@tc.umn.edu](mailto:timsx001@tc.umn.edu) or Benjamin J. Court, Office of State Relations, 12 Morrill Hall, University of Minnesota, telephone 626-7372, fax 626-9899, e-mail [staterel@tc.umn.edu](mailto:staterel@tc.umn.edu).



## Director's note

BY ALBERT TIMS  
ACTING SJMC DIRECTOR

**T**he past 12 months have been the most challenging in the history of the School. However, I'm pleased to tell you that we are poised for an exceptionally bright future. We have a united, engaged and enthusiastic faculty.

Demand for our undergraduate program has never been stronger and applications for our Ph.D. program have literally doubled over last year. There are more new books underway and more scholarly research papers being produced than at virtually any period in our history. The Silha Center for Media Ethics and Law is preparing to host a major conference on Media Law and the Minnesota Journalism Center is actively working with the journalism community to develop a series of innovative and valuable new programs. These are exciting times in Murphy Hall.

I'm thrilled to tell you that the recommendations the College of Liberal Arts dean, Steven Rosenstone, sent forward to President Mark Yudof has the full support of our faculty. We've reprinted the full text of this document because of its historic significance and because so many of you played a role in helping shape it.

If we are successful in securing funding from the legislature, we'll be able to rebuild our faculty strength, develop new community partnerships, restore and expand curricular areas, and play a central role in creating a New Media Institute here at the University of Minnesota. We also need success with the University's capital request for bonding to fund the renovation of Murphy Hall (\$9 million). Approval both of the capital request and the supplemental budget request is the key to a certain future for the School. ■

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Write, call or e-mail  
your legislator to support  
the University's request  
for \$249 million.

## Frank Russell receives Casey Award

**R**espected and celebrated journalism professional Frank Russell was presented with the Inland Press Association's highest honor, the Ralph D. Casey/Minnesota Award, Oct. 21, at Inland's 112th Annual Meeting in Chicago.

The retiring chairman of the board of Central Newspapers Inc. served Indianapolis and Central Newspapers for nearly 40 years, and led the company's move to public ownership in 1980 after years of Pulliam family ownership.

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 Russell.

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.

Russell's experience in journalism goes beyond his work as a successful chief executive officer for a major newspaper company that owns seven newspapers, to include roles as director of the Newspaper Advertising Bureau, governor of the Newspaper Association of America and president and director of the Institute of Newspaper Controllers and Finance Officers.

Senior members chose Russell for what Tims described as taking his citi-



Frank Russell

zenship "several steps further by being involved in his church as well as countless boards of directors for community organizations and as a leader in higher education."

The selection committee also paid attention to Russell's activities as director of a number of private charitable organizations including the greater Indianapolis' YMCA, its Girls Club, the United Way, and the Methodist Hospital President's Advisory Board, among others.

Russell holds an honorary Doctor of Humanities from Franklin College and is a recipient of the Distinguished Alumni Award from the Indiana Law School as well as the Life Trustee Award from the University of Evansville. Among previous honors include the state of Indiana's highest award from the governor, the Sagamore of the Wabash.

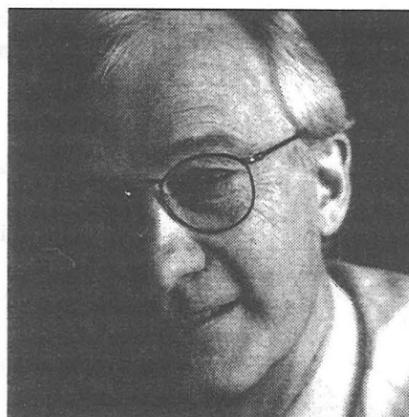
—by Gregory A. Borchard

## Dave Floren receives Alumni Society Award for Excellence

**D**ave Floren, until recently the chairman and chief executive officer of the world-renowned advertising agency Martin/Williams Inc., was the recipient of the School of Journalism and Mass Communication Alumni Society's 1996-97 Award for Excellence, which was presented Nov. 6 in Minneapolis.

The award recognizes "a distinguished professional record over a period of years; or in some instances, a single contribution of great impact and continuing influence in the field of journalism and mass communication."

Floren, a 1964 SJMC graduate, was selected by the awards committee for his "quietly brilliant career in advertising, making a difference in the style and quality of the American marketplace"



Dave Floren

during which he brought about a 100 percent increase in growth for Martin/Williams.

The agency was named "Agency of

the Year" in Minneapolis in 1988 and Midwest Agency of the Year in 1990 by Adweek magazine. It employs more than 275 people and does \$200 million in annual business. In June 1997, Floren announced he would give up day-to-day operations at Martin/Williams and act as an ambassador for the agency.

The president of the SJMC Alumni Society, Steve Morawetz, presented the award at the ceremony and SJMC interim director Albert Tims also spoke in celebration of the event. Lee Lynch, chairman of the Carmichael Lynch advertising agency and Tom Weyl, president of Martin/Williams, recounted memories of their professional experiences with Floren.

—by Gregory A. Borchard

### Past Recipients of the SJMC Alumni Society's Award for Excellence

1995-96  
**James J. Klobuchar**  
Star Tribune

1994-95  
(no award given)

1993-94  
**Burton D. Cohen**  
MSP Communications

1992-93  
**Wilbur E. Elston**  
Grosse Pointe News

1991-92  
**Dave Mona**  
Mona, Meyer, McGrath & Gavin

1990-91  
**Betty M. Wilson**  
Star Tribune

1989-90  
**Charles W. Roberts**  
Newsweek

1988-89  
**John R. Finnegan**  
Pioneer Press

1987-88  
**Marshall Tanick**  
Mansfield & Tanick

1986-87  
(no award given)

1985-86  
**Otto A. Silha**  
Cowles Media

1984-85  
**Geri Joseph**  
University of Minnesota

1983-84  
**Ron Handberg**  
WCCO-TV

1982-83  
**James Whelan**  
University of St. Thomas

1981-82  
**Robert Shaw**  
Minnesota Newspaper Association

1980-81  
**Harold Chucker**  
Star Tribune

# New director Hansen to maintain focus of MJC

BY LES LESTER  
SJMC GRADUATE STUDENT

Socrates knew 2,500 years ago that if we were to advance the human condition we needed to do it interactively," observed John Perry Barlowe of the Electronic Frontier, during the Minnesota Journalism Center EDUCOM colloquium held last October at the Minneapolis Convention Center.

Working interactively with media industry leaders in order to educate the public through better informed media practitioners is the continuing mission of the MJC, and its overall goal for the MJC this year is "to reinvigorate our connections to the professional community and our sister institutions around the country," says SJMC Associate Professor Kathleen Hansen, the new director of the Minnesota Journalism Center.

Established in 1979 through a gift to the University of Minnesota from the late publisher of the Minnesota Star and Tribune John Cowles, Sr., and his wife, the late Elizabeth Bates Cowles, the Center is housed in Murphy Hall.

It arranges visits from leading media professionals and scholars, as well as hosts training initiatives to enhance the skills of journalists with the goal of providing a better understanding of the industry. The motto of the Center is "a better informed public through an improved profession."

Informal talks by stellar media pundits such as the Electronic Frontier's Barlowe and the "SCUD-Stud" (of Persian Gulf War fame), television journalist Arthur Kent, who visited the SJMC in November, epitomize the interactive initiatives of the MJC.

Kent's coverage of the first-ever live report of missile versus anti-missile warfare atop a Saudi Arabian hotel garnered him international media attention, resulting in a post with "Dateline NBC." During his speech at Murphy Hall, Kent recounted how, in the 1990s, NBC was transformed into a company dominated by entertainment-influenced tabloid-style programs, and asked, "in an era of declining standards in network TV news, what happens to journalistic principles and ethics when the chase for ratings becomes more important than the pursuit of truth?"

Little did he know that when he accepted the NBC position after the Gulf War, his rise to stardom would bring him into an unavoidable clash with corporate media reality over these very issues. He outlined how he was forced to challenge the NBC parent company General Electric in court, and how he won his case.



Associate Professor Kathleen Hansen (left). The Minnesota Journalism Center was established in 1979 through a gift to the University of Minnesota from the late publisher of the Minnesota Star and Tribune John Cowles, Sr., and his wife, the late Elizabeth Bates Cowles.

The veteran journalist underscored the necessity of media professionals maintaining their journalistic integrity in the midst of an increasingly inimical entertainment-influenced medium. "We have gotten television, but hopefully television hasn't gotten us," he said.

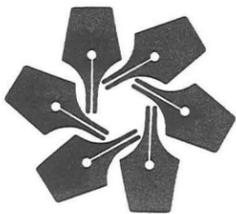
Meanwhile, Minnesota journalism scholars and professionals can expect the MJC to continue its tradition of pragmatic thrusts into training sessions for the National Institute for Computer-Assisted Reporting and other practical skills—including interviewing in areas of legal interrogatories, clinical psychology and oral history.

The Center seeks to improve the practice of journalism, by linking media professionals and the academy through workshops, conferences, seminars, special lectures, and informal discussions with visiting journalists.

Past events sponsored or co-sponsored by the MJC have included a symposium observing the 50th anniversary of *Near v. Minnesota*, the 1931 Supreme Court decision which ruled there could be no prior restraint of the media; a symposium on managing stress in the newsroom; conferences on productivity of creative people; teaching media management, economics and ethics in journalism; touring workshops on community conflict and the press; and how to improve farm news coverage. The Center has served as campus host to more than 200 local and visiting journalists since its inception.

According to Hansen, the MJC is now working on preparing an SJMC Annual Report as a way of documenting all of the activities and accomplishments of students, faculty, and alumni of the SJMC. ■

## Ray Suarez to be keynote speaker for MJC workshop



The Minnesota Journalism Center will hold a workshop for journalists Saturday, March 14, from 8 a.m. to 2 p.m. at the Radisson Metrodome Hotel on the east bank campus of the University of Minnesota.

Titled "A Conversation Among Crafts: Interviewing" the workshop will feature panel presentations by interviewers from other professions such as psychiatry, oral history, child welfare and legal interrogatories. Journalists will hear the secret of other professions and how to apply those interviewing skills to their journalistic work.

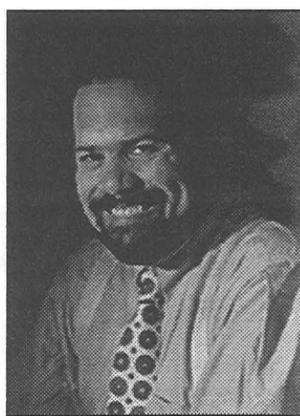
The speakers will be Sara Evans, nationally renowned University of Minnesota oral historian; Maury Landsman, director of the University of Minnesota Law School lawyering skills clinic; Dr. Thomas Mackenzie, University of Minnesota Department of Psychiatry and

Fairview University Medical Center; Donna Miliotis, psychotherapist and children's health care specialist; and Rachel Sibley, supervising attorney at Central Legal, Inc.

A luncheon will follow, with keynote address by Ray Suarez, host of National Public Radio's "Talk of the Nation."

For more information or to register, contact Rose Lenzmeier at the SJMC main office, (612) 625-9824 or Christina Fiebich at the MJC, (612) 625-8095.

—Nahid Khan



NPR's Ray Suarez

## SJMC IS ON-LINE

Visit the SJMC web site at <http://www.sjmc.journ.umn.edu> for:

- ▶ job and internship postings
- ▶ links to SJMC publications, including the Murphy Monthly newsletter
- ▶ a history of the SJMC
- ▶ information about the Eric Sevareid Library and Silha Center for the Study of Media Ethics and Law
- ▶ biographical information about faculty members
- ▶ graduate and undergraduate admission requirements
- ▶ tentative course schedules and current class descriptions

The site will be expanding soon to include SJMC publications such as the Murphy Reporter and Silha Center Bulletin.

# What is public or civic journalism?

BY JOHN J. BRESLIN  
SJM Graduate Student

One of the hottest topics in today's journalistic circles provoked a lively debate during this year's Silha Lecture, still leaving unresolved the basic question: what is "public journalism?" Or is it "civic journalism?"

Davis "Buzz" Merritt, senior editor at the Wichita Eagle, coined the term "public journalism" six years ago with his colleague, Jay Rosen, a New York University professor. They are the co-authors of "Public Journalism: Theory and Practice," and Merritt is the author of "Public Journalism and the Public: Why Telling the Truth is Not Enough," both in second edition.

The public journalism expert outlined his arguments for "journalistic purposefulness" in the 12th annual Silha Lecture, "Disconnecting from Detachment," before an audience of some 150 students, staff, faculty, and local journalists Nov. 4 at the Humphrey Center's Cowles Auditorium, University of Minnesota, Twin Cities Campus. The lecture was sponsored by the Silha Center for the Study of Media Ethics and Law.

Prior to his 22 years at the Eagle, Merritt, 61, began his career at The Charlotte Observer (North Carolina), after graduating from the University of North Carolina. He also worked as a correspondent for the Observer's correspondent in Washington, D.C., and for The Boca Raton News (Florida) and Knight-Ridder newspapers.

He is a consultant to Knight-Ridder Newspapers on public/civic journalism. Focusing on the much-neglected "heart of public journalism," Merritt admitted being uncomfortable about discussing the basic ethical foundation for the controversial practice. According to Merritt, some 200 to 300 newspapers across the country have experimented with public journalism projects of various sizes.

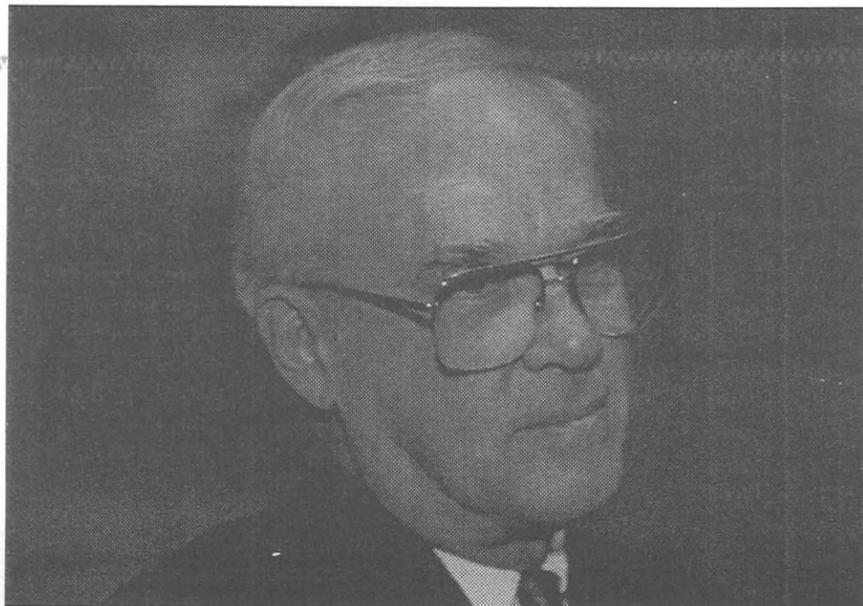
"Far too much of the discussion about ethics in journalism, public or otherwise, isn't really about ethics, in the sense of true moral choices, in the sense of doing the right things in complex circumstances," he said. "The ethics discussions are almost always about common sense operational decisions and the avoidance of the appearance of conflict of interest."

Journalists should be "fair, clear-eyed about the facts, and honest with ourselves and others about them." But more important, they need to answer the "ultimate ethical" question "what are journalists for," which public journalism seeks to answer, Merritt explained.

"Until we face that question, we have no ethical question in which to operate, until we make the answer to that question a public answer, our work will be forever suspect by non-journalists, who know fairly clearly what they are for, and don't for a minute buy our protestations that we are not for anything, except of course, the First Amendment."

To explain this, the veteran journalist discussed six arguments:

- Detachment is not the fount of journalism credibility.



Davis "Buzz" Merritt, senior editor at the Wichita Eagle.

- There's way too much truth out there.
- An announced bias is just as good as no bias at all.
- Detachment presents impossible human and moral dilemmas.
- Self interest demands a disconnection from detachment.
- Walter Lippmann doesn't work here anymore.

As for detachment, journalists should operate somewhere "in between total attachment and total detachment," which is "possible and desirable" according to the community's needs. But first they must distinguish detachment from objectivity.

"Professional journalists can be journalistic(ally) objective, and not detached from either the consequences of what we

## Silha Center to hold national conference

The Silha Center will hold its first National Media Ethics and Law Conference Friday, April 17 to Sunday, April 19, at the Regal International Hotel in Minneapolis. The conference is open to media professionals, students and the general public.

There will be three panel discussions. The first, New Technology and the Law, will be moderated by Everette Dennis of the Fordham University Graduate School. Panelists will be Jerome Barron of George Washington University, Ann Kappler of Jenner & Block, Donald Pember of the University of Washington, and Robert Trager of the University of Colorado.

The second session, Convergence of Legal and Ethical Issues, will be moderated by Theodore Glasser of Stanford University. The panelists will be Clifford Christians of the University of Illinois, Deni Elliott of the University of Montana, Louis W. Hodges of Washington & Lee University, and Timothy Gleason of the University of Oregon.

The third session, Newsgathering, will be moderated by James Goodale of Debevoise and Plimpton. The panelists will be John Borger of Faegre & Benson, Joann Byrd of the Seattle Post-Intelligencer, James Naughton of The Poynter Institute, and John Walsh of Cadwalader, Wickersham & Taft.

On Saturday evening, April 18, there will be a banquet honoring Silha Professor of media law Donald Gillmor, who will retire this June.

The registration fee is \$400 for professionals and \$190 for students (includes registration, conference book, meals and breaks). The cost of the Saturday banquet only is \$40 for professionals and \$30 for students.

Alumni, friends and colleagues are invited. For more information or to register, contact Elaine Hargrove-Simon at the Silha Center, (612) 625-3421, or [silha@tc.umn.edu](mailto:silha@tc.umn.edu).

—Nahid Khan

do, or the effect that what we do, has on public life," Merritt explained.

Yet despite strong individual motivations for being a journalist, "the congenital discontent" in today's newsrooms stems from many "living a contradiction."

"They are in a business for certain reasons and the business tells them that those reasons are not appropriate," he said. "I believe that those reasons are appropriate and can and should be acted upon. And we need to find ways within the profession to at least talk seriously about that."

With today's political movements encouraging people to organize around traditional structures and journalism, there are opportunities for journalists to serve both interests of self and democracy. But that must be done with the proper value, namely "broad citizen engagement in public life in all its aspects." Democracy and a free press are "inextricably bound together."

"Democracy works best and best preserves its institutions, including journalism, when people are broadly engaged in public life," Merritt concluded. "The way we do journalism affects the way public life goes. Therefore we incur an obligation to do journalism in ways that engage people in public life. It's the right thing to do."

Following Merritt's remarks, a spirited question-and-answer session showed that there is little agreement in the journalism community over how this concept can be successfully applied. Among the topics discussed were investigative reporting within public journalism, market-driven journalism and news councils. In response to pointed questions from long-time Minnesota journalist Robert Shaw, Merritt admitted he was not in favor of news councils. ■

## Ray Nixon

CONTINUED FROM PAGE 16

Journalism and a minor in Political Science. Nixon received his doctorate from the University of Minnesota in 1942, this time with a major in Political Science and a minor in Journalism.

Nixon served as the 1965-66 president of the Minnesota Chapter of Phi Beta Kappa. He was a member of Kappa Tau Alpha, Sigma Delta Chi, Omicron Delta Kappa, Pi Delta Epsilon, and Pi Kappa Phi.

Nixon was vice-president of the Association for Education in Journalism from 1938 to 1940. He was a member of the American Political Science Association, the World Association for Public Opinion Research, the International Press Institute, the Inter-American Press Association, the Foreign Policy Association, and the International Association for Mass Communication Research, serving as its president in 1960 and 1961.

Nixon is survived by his daughter, Leslie Hollister of Mora, Minn.

Memorials may be sent to the Courage Center, 3915 Golden Valley, MN. 55422 or to a charity of the donor's choice. ■

## VISITING FACULTY PROFILE

# John Ullmann

BY KATHERINE ROBERTS  
SJMC GRADUATE STUDENT

**A**lthough John Ullmann, a visiting professor at Murphy Hall, is probably best known for the work he has done in investigative journalism over the last couple of decades, one doesn't have to do too much investigative work to find out that Ullmann leads a very interesting life.

Ullmann, an associate professor at the University of Wisconsin-Eau Claire, started out in journalism as a copy boy at the Indianapolis Star. Even during those early years in his journalistic career his talents were recognized and he was persuaded to work on Butler University's campus newspaper. His involvement in journalism since those days has had Ullmann working in a number of different media, including both magazine and television. Somehow he has also managed to keep academia a part of journalistic experience too.

"I have had continued involvement with both the academic and professional side of journalism. They are interlaced," said Ullmann.

In fact, he said that he taught at the University of Minnesota almost every year he worked at the Star Tribune. Ullmann was assistant manager for special projects at the newspaper from 1984 to 1990. While he was there many of the projects that he supervised won awards, including a Pulitzer Prize in 1990 for Investigative Reporting.

One of the courses Ullmann taught at Murphy Hall during his six years at the Star Tribune was the first Charnley projects course which was established in memory of Mitchell V. Charnley, a nationally renowned professor at the SJMC. The course requires that the instructor work closely with the students

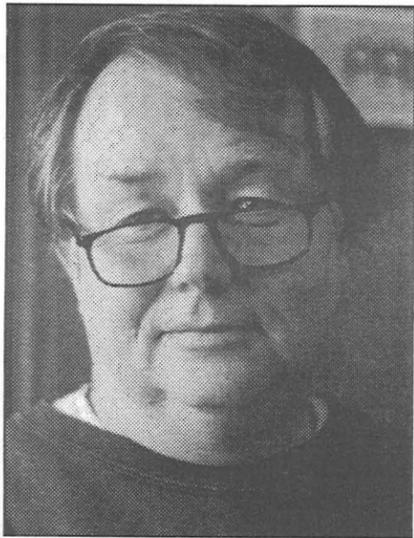


PHOTO BY ERIC LARSON

Visiting associate professor John Ullmann

on a common journalistic project.

Ullmann's course, "Advanced Investigative Reporting," was offered in the spring of 1993. The class was designed to teach students how to plan and execute an investigative project from idea, through research, to presentation.

Not only does he educate university students on the do's and don'ts of investigative reporting, but he also gives presentations to professionals and does newsroom seminars both in the United States and abroad. In fact, he spent part of September in Latvia, Lithuania and Estonia lecturing to students and professionals about investigative reporting techniques, electronic journalism and ethics. Earlier this summer he was also a consultant to USA Today where he met with individual reporters and editors to help them improve their investigative reporting skills.

Ullmann's own involvement in this area of journalism started while he was a graduate student at the University of Missouri-Columbia when he became the executive director of Investigative Reporters & Editors, Inc. As executive director Ullmann implemented a number of programs, started a journal, organized a library and developed numerous specialized conferences.

"Today it has grown to be even bigger and better. It is now a million dollar operation with 4,000 members, mostly in the U.S. but also around the world" he said.

His investigative reporting skills have also been displayed via other media. In 1991, he was the chief investigator for the "Frontline" documentary, "To the Last Fish," which won a Golden Eagle award from CINE. Ullmann has also written two books and has plans for a third on sourcing. He was the originator, co-editor and co-author of the first two editions of "The Reporter's Handbook: An Investigator's Guide to Documents and Techniques." His also wrote "Investigative Reporting: Advanced Methods and Techniques." Both books are what Ullmann calls "crossovers" because they are used by both professionals and students.

This idea of "crossover" could also be extended to Ullmann's teaching philosophy.

"I treat students at the advanced end as professionals. They have taken skills courses before they get to me so there is no reason they can't do quality journalism," said Ullmann.

He explains that he teaches his course by sharing his war stories with the students in an attempt to emphasize what will be important to them when practicing journalism. "I take the concepts that they read about and put life into them," said Ullmann.

He feels a journalism education has two important components: the skill itself, whether it be writing, page designing or editing; and the liberal arts understanding to provide the students with a contextual background. Ullmann said that he works to provide context to the more abstract concepts of journalism, such as ethics, fairness and accuracy; to give meaning them and demonstrate their relevance in journalistic practice.

"Most students will not argue with the fact that it is important to get things right, they are in agreement on that," says Ullmann. "But when they start working with

facts, sources, interpretation, and deadlines they begin to see the difficulties."

That is why he said it is important that students are constantly doing work, as well as consistently being critiqued on what they have done.

"The lectures take on meaning as the students struggle with and rework the concepts," he said.

While at the University Ullmann has assisted Kathy Hansen in planning a series of programs entitled, "Conversations Among Crafts." The series will be a discussion of journalism skills, such as interviewing and investigating, from a more interdisciplinary perspective. The first program is planned for March (see announcement on page 3). He also has a number of related projects in motion.

"I always start a number [of projects] because few things go all the way through," said Ullmann.

He is in e-mail correspondence with Xerox about plans for a newsroom project and on a more campus-related level is involved with developing awareness of Repetitive Stress Injury in a number of departments throughout the University.

He also has six chapters of a novel written. Although not quite as well-known as his investigative reporting work, Ullmann has also explored other genres of journalism.

"My humor pieces have been rejected by the country's best magazines," joked Ullmann.

He said in the three months he has spent back at the University, he has been impressed with how much gets done in Murphy Hall. He commented on the amount of dedication that both the permanent faculty and the adjuncts have toward the students at the SJMC. He said that he has been educated on how well the school is doing.

"I come away amazed at the time that the faculty gives to teaching," said Ullmann. "The closer I have gotten, the better the school looks," said Ullmann. ■

## ADJUNCT PROFILE

# Melody Gilbert

BY ERIC LARSON  
SJMC UNDERGRADUATE STUDENT

**T**he United States Information Agency wanted a broadcast journalist with experience in investigative reporting and teaching. That's exactly what it got.

Melody Gilbert, an SJMC adjunct faculty member and award-winning investigative reporter, answered the agency's call and went to Romania last summer.

Gilbert and her Romanian students covered the country's most pressing problems—the impoverished orphanages, the vicious and ubiquitous stray dogs and the sewer civilizations of the country's downtrodden.

But these weren't the only problems.

Nicolae Ceausescu's dictatorship controlled the media until 1989, when his regime toppled. "So my job was to show that there are two sides of every story," Gilbert said.

Gilbert worked at the University of Timisoara and University of Bucharest, instructing college-age students who often had little or no journalism experience. The students worked in teams

shooting, reporting, writing and editing stories. In Timisoara, Gilbert worked with student reporters who were already working at TVR, which is similar to PBS. She taught them that even the deepest bureaucracies were more than policy and procedure. "I was showing them that there were people behind these things," she said.

Gilbert came to the University in the fall of 1996 after a two-year stint as managing editor for KTCA-TV public television in St. Paul. Though Gilbert is relatively new to professional teaching, she has taught independently throughout her career. "I've always taken interns under my wing," she said.

During her career she has won a variety of awards, including a regional Emmy for "Battered Lives," a documentary about battered women in 1993. Other awards she has received include the Scripps-Howard National Journalism Award and the National Headliner Award.

Perhaps her most influential report, though, is "Toxic Testing," a story she reported and produced for KTCA-TV in 1994. The report uncovered a covert Cold War procedure in which the Army conducted biological testing on Minneapolis residents in the 1950s. The report, which won an Investigative Reporters and Editors Award and a Regional Associated Press Award,



PHOTO BY ERIC LARSON

Adjunct professor Melody Gilbert

prompted a million-dollar national study.

Today Gilbert teaches three courses in broadcast journalism—3451 (Television and Radio News), 5441 (Electronic Newsgathering) and 5442 (Advanced Television News)—and freelances for Fox News and WCCO-TV.

Though her students at the University are more likely to report on urban congestion than canine aggression, Gilbert said teaching journalism in at the University and in Romania are not altogether different.

As she did in Romania, Gilbert leads

her students through the production of a television program. The program, Gilbert says, serves as an outlet for the stories they've produced.

"That's basically what [Gilbert] is trying to do," said senior Kathryn Bracho. "Prepare us for a job."

Unlike many of her students, however, Gilbert got a relatively late start in professional journalism; she majored in French and sociology at Tulane in New Orleans. But she couldn't stay away from journalism.

Indeed, her roots in journalism run deep. "I was sort of the Barbara Walters of my high school's TV program," she said.

Her first broadcast opportunity after college was the "Charlie Rose Show," a program on public television for which she found audience members. "At that time Charlie Rose was supposed to be the next Donahue," she said. Still, audiences were meager. "I had to give away TV sets to get people to come," she said.

Since then she has worked as a producer, reporter and anchor, among other positions, in New York City, Los Angeles, Wausau, Wis. and Jacksonville, Fla.

Although students respect Gilbert for her experience, Bracho said they can also relate to her. "Everybody likes her," Bracho said. "She knows what it takes." ■

# Sevareid Library to revamp, assume new role

BY NAHID KHAN  
SJMC GRADUATE STUDENT

If the University's January 1998 Capital Request from the State Legislature is approved, Murphy Hall in its entirety will undergo a massive renovation. This will bring about a tremendous expansion in Sevareid Library facilities and services and an even more centralized role for the library in the school's intellectual and academic life.

In the proposed renovation plan, Sevareid Library will relocate to the basement, where it will become a centrally placed "Information Center" amid instruction labs linked to the library. This will result in a direct integration of library facilities and services into the SJMC curriculum and a total merger of the library into the educational experience of journalism, advertising, public relations and mass communication students.

Many classes will have access to the library during class time, and students will have plenty of opportunities to move back and forth with ease. These include users of the library's audio/visual facilities, news and information labs, the imaging, graphics, and communication design lab, the advertising and public relations campaigns design lab, audience and media research labs and the interactive communications research lab.

Besides the usual books, periodicals and newspaper collections, there will be expanded technical assistant office space as well as more electronic work stations and plug-in stations for laptops. Flexible spaces will be included in the layout, with movable walls, and teaming areas for groups working on projects.

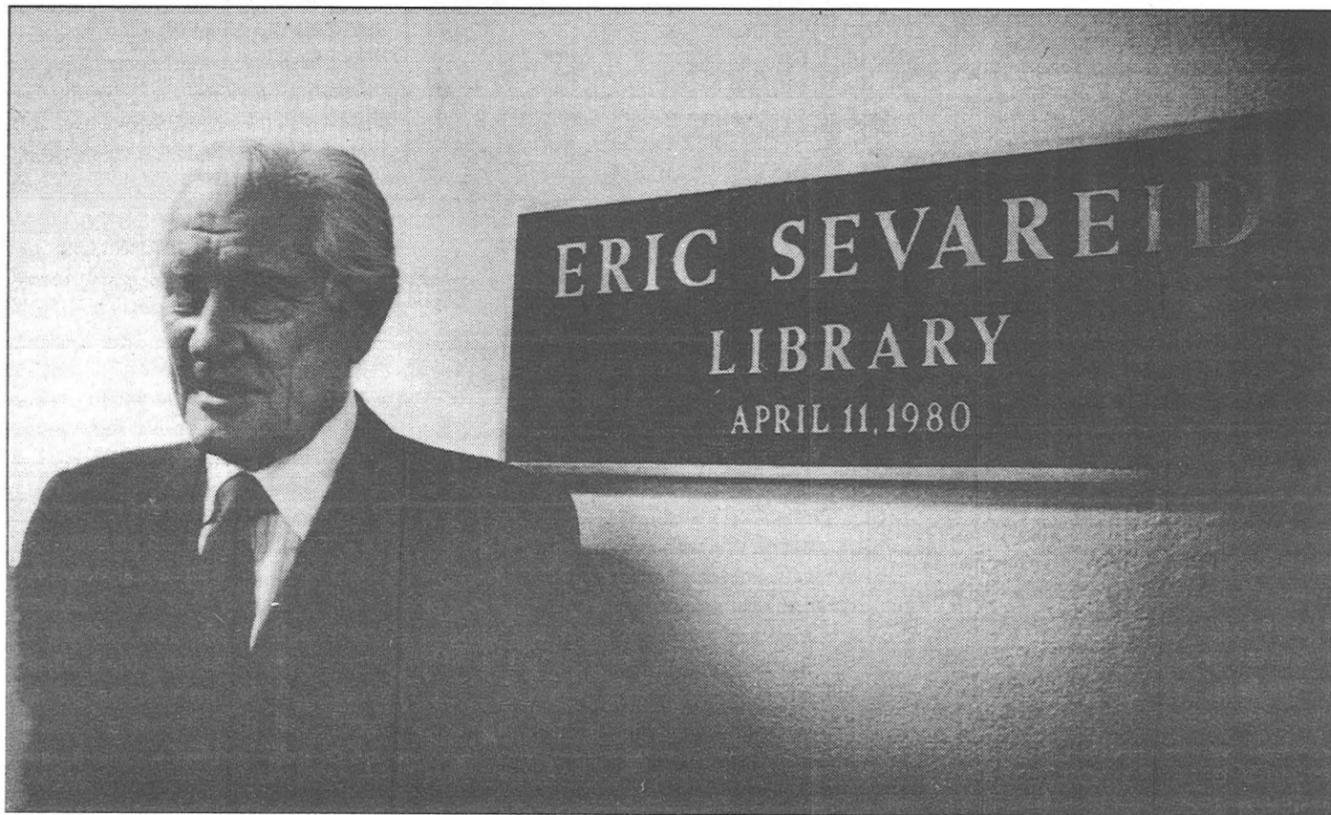
The capital request will take care of revamping Murphy Hall, including the physical facilities of Sevareid Library. It will not, however, affect library staffing and acquisitions, which will continue to rely on alumni gifts, endowments and SJMC funds. Because the library is autonomously run, there is no funding available from the University library system, which is shrinking its support for its own libraries and recently closed three branch libraries.

Funds to purchase books, subscriptions and electronic reference tools for the Sevareid Library come entirely from alumni gifts and endowments. One recent acquisition, through the Paul Brainerd Fund, was a second computer workstation in the Heggen Room for library users. This station connects to the university library system, the Internet, and CD-ROM reference tools.

A major problem is that the acquisition budget is not enough to support the mission of the library.

"The alumni have shown astounding generosity but it's not a stable environment financially and [the gifts are] still not adequate for the library to do enough for the school," said the library's faculty advisor and SJMC Associate Professor Kathleen Hansen. "We would like to acquire more electronic tools and have access to on-line databases including a subscription to Lexus/Nexus, but we've never been able to afford it."

Sevareid Library needs a boost because, says Hansen, "we are way behind other communication libraries at



When Eric Sevareid helped dedicate the library named in his honor in 1980, the library began a new period of growth that now needs a boost.

other schools." A comparison bears this out. In terms of size of collection, Sevareid Library has 7,800 volumes plus 4,000 in storage while the University of Pennsylvania has 9,000 volumes plus 30,000 in its main library. The communication library at the University of Illinois at Champaign has 15,000 volumes plus 45,000 in the main library, Ohio State University has 28,419 volumes and Indiana University 21,500.

In 1997 and 1993, Sevareid Library had only \$18,000 budgeted for serials and monographs. During the same year, Pennsylvania had \$82,500 and OSU had \$56,250, while Illinois had \$50,000 and Indiana \$41,861 budgeted in 1993.

The number of serials received by Sevareid Library is 152 paid subscriptions and 240 gift subscriptions. While the total of the two is higher than most, Illinois has a far higher total, at 574, and the number of paid subscriptions at OSU, Indiana and University of Florida ranges from 250 to 300, far higher than the paid subscriptions at Sevareid.

Staffing levels at Sevareid Library are the lowest of the communication libraries for which there are data, with only one full-time staff member plus a couple of student employees. All the others have two or three full-time staff plus several student employees, with Indiana and Pennsylvania having 8 to 10 student employees each.

Hansen estimates it would take at least a \$1 million permanent endowment to fund staffing and acquisitions properly. "Because the materials budget is based entirely on alumni gifts, it's not the kind of thing you want as a long term situation. There's a lot of uncertainty, and we need to put the library [budget] on a predictable footing."

She is just beginning to talk to CLA's Development Office to plan a strategy for fundraising and is optimistic about its eventual success. "Because our alumni have this amazing support and generosity towards the library, I think we could find a lot of enthusiasm for an endowment or some other kind of arrangement." ■

## SJMC's Eric Sevareid Library: A valuable resource

BY NAHID KHAN  
SJMC GRADUATE STUDENT

Information is the currency of journalists and mass communicators and the Eric Sevareid Library serves as an information bank not only for SJMC students, staff and faculty but also for the wider University community as well as media professionals and scholars beyond the University.

Located in room 121 of Murphy Hall, the Sevareid Library provides the latest in information resources, scholarly and professional materials about print, broadcast and on-line journalism, advertising, public relations, visual communication, mass communication theory, communication history, communication law and ethics, and related areas.

It supports student learning and the research projects of graduate and undergraduate students as well as faculty. It also serves as a resource to professional mass communicators updating their knowledge or exploring new areas in their ever-expanding and rapidly changing fields.

As of 1996, the collection included nearly 7,800 books, three quarters of which are unique to Sevareid Library. This does not include doctoral dissertations and master's theses completed by SJMC graduate students that are also available.

The collection has 152 journal, newspaper, trade publication and magazine subscriptions. Seventy four are available only in the Sevareid Library. The library receives 18 daily newspapers from Minnesota communities. Most of the 240 gift serial titles can only be found in the Sevareid Library and are not available anywhere else in the Upper Midwest.

The adjacent Thomas Heggen Memorial Reading Room, which houses books on writing, news gathering, biographies

of specific media outlets, and items about the creative and literary aspects of journalism is an important part of Sevareid Library. The reading room is dedicated to Heggen, a Tony Award-winning SJMC alumnus ('41) and author of "Mr. Roberts." Heggen's award and money clip are displayed in the reading room, alongside books written by other SJMC alumni.

Unlike other campus libraries, the Sevareid Library is autonomous from the University of Minnesota library system, and is operated independently by the SJMC which manages budget, staffing and acquisitions for the collection. Currently, SJMC Associate Professor Kathleen Hansen is the faculty advisor and has a supervisory and liaison role for the library, while library assistant Jan Nyberg manages the day-to-day operations of the library.

The Sevareid Library is linked with the University library system through a cooperative agreement and all holdings are available to the wider University library community via the on-line catalog system. The University library system also provides technical services, equipment and other assistance.

While there always has been a library at Murphy Hall, for decades "there was nothing you could call a library collection," Hansen explained. The collection was not catalogued, there was no circulation system, and no security system or system for maintenance, so materials kept disappearing. By the 1970s, it had become "just a room at the end of the hall."

In 1978, when Jerry Kline became director of the SJMC, he decided to professionalize the collection. Eleanor Blum, a librarian at the University of Illinois at Champaign and the best known communication librarian in country, was

CONTINUED ON PAGE 7

# Uncle Eric Needs You

Through an irregularity, the Annual Eric Sevareid Library Telemarketing Drive was not conducted last fall. We NEED your donations; the funds to purchase books, subscriptions and electronic reference tools for the Sevareid Library come entirely from alumni gifts. Your contributions ensure that students and faculty will continue to have access to the most recent scholarly and professional materials in the field of journalism and mass communication.

Checks should be made payable to SJMC-Sevareid Library and sent to:

Director, SJMC, University of Minnesota, 111 Murphy Hall, 206 Church Street S.E., Minneapolis, MN 55455.

Phone: (612) 625-9824. Fax: (612) 626-8251

— or —

University of Minnesota Foundation, 1300 South Second Street, Suite 200, Minneapolis, MN 55454.

Phone: Mary Hicks, (612) 625-5541. Fax: (612) 625-4305.

All contributions are tax-deductible.

*Show me  
the money!*



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## Library history

CONTINUED FROM PAGE 6

commissioned as a consultant to refine the development plan for the library.

This led to the remodeling of the library in 1980, and when Hansen came to the SJMC in 1981, the library was reorganized and shelving rearranged, with new furniture added to brighten it up. Certain procedures were simplified, in particular, eliminating the use of a huge drill press to put holes in newspapers which were then placed between big binder-like boards meant to protect them while being read by patrons.

Kline went around the country fundraising for the school and the library, which he felt needed a "big name." Using his contacts at CBS, he linked up with Eric Sevareid, the renowned CBS correspondent, commentator and University of Minnesota alumnus ('35) who was known to have great affection for his alma mater and strong ties to the area through extended family.

Sevareid was approached to find out if he would lend his name to the newly revamped journalism library. Greatly honored to be asked, Sevareid immediate-

ly accepted the invitation, and a dedication ceremony was held at the Library in April 1980.

Because of the Sevareid connection, Kline believed it was important for the library to have in its collection copies of the Eric Sevareid papers from the Library of Congress. He found Lutheran Brotherhood willing to pay to obtain two sets of microfilm copies of selected papers, one a set of correspondence between Sevareid and political figures, and the other, a set of radio and television scripts. These were added to the collection in the early 1980s.

Despite Sevareid's big name and availability of his papers, there has been no academic interest in them so far. "We have a great primary resource here but have had only one inquiry, from CNN. No one has ever used them," Hansen laments. "It's a research project waiting to happen."

The photographs of Sevareid at various points in his long career, now hanging in the library, were donated by CBS after Sevareid's death in 1992, at the suggestion of his widow. ■

# Full text of the Dean's report

CONTINUED FROM PAGE 1

## INTRODUCTION

**P**rofound changes have occurred over the past decade in the communications industry. Digital and visualization technologies, telecommunications, the Internet, and interactive communication have transformed the content of mass communication, the economics of information, the nature of entertainment, the relationship of media to social and political institutions, the roles of professional communications, and the ways that information is communicated and consumed.

As the traditional boundaries among modes of communication have become blurred, communicators, like communication itself, must be able to move effectively across print, film, video, television, radio, and the Internet. Even the more direct forms of communication—public address, interpersonal and small group communications—are increasingly influenced by the expectations, constraints, and opportunities created by various media: public speakers frame their presentations with television coverage in mind; interpersonal discussions happen in on-line chat rooms; and organizations communicate internally and externally through web pages, e-mail, and desktop-published newsletters. Because electronic communication can flow relatively freely across international borders, communications media have created trans-national cultures.

The College of Liberal Arts has, in several different units, faculty members and centers with recognized excellence in several areas of communications. The college must create an environment that will allow these faculty to be more effective in meeting the needs of our varied constituents and preparing students for the rapidly changing media environment, especially in the new communications technologies. The opportunity is ripe for the college to build a program in the intellectual and technological vanguard of journalism and communication that will set the pace in one of the fastest growing sectors of the American (and Minnesota) economy.

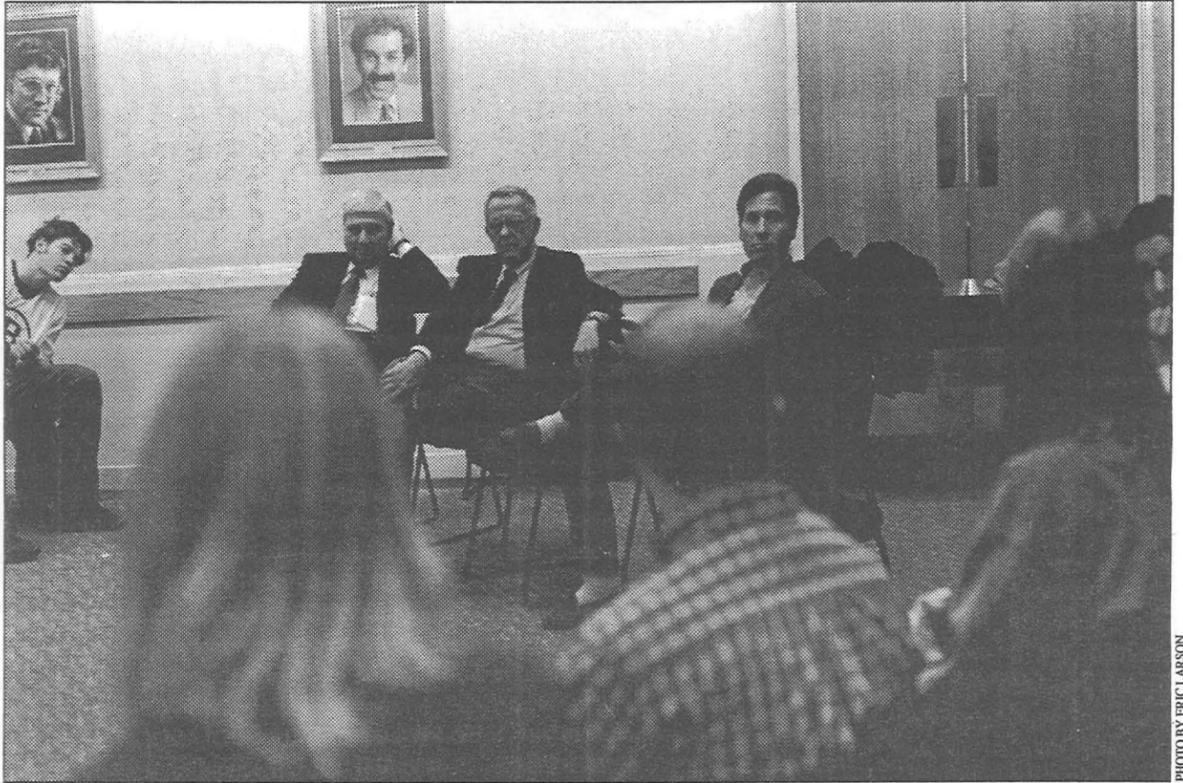
### The Communication Studies Task Force

In September 1997, Steven J. Rosenstone, Dean of the College of Liberal Arts, appointed a task force to advise CLA on the future of communication studies. The purpose of the task force was to help chart a new course in communication studies in the College of Liberal Arts by articulating a mission for graduate and undergraduate education, defining priorities for research, and suggesting the facilities and institutional structures that are needed to ensure success. The task force was charged with developing bold yet realistic proposals that would envision a dynamic program in communication studies within the College of Liberal Arts, one that would make CLA an international leader in the field.

The task force was charged with:

- ▶ proposing goals and boundaries for communication studies within CLA,
- ▶ defining academic programs and areas of research to be given priority,
- ▶ proposing ways of forging strategic partnerships with organizations and businesses beyond the University,
- ▶ seeking ways of creating synergy across departments and units, and
- ▶ specifying the structure and facilities needed to ensure excellence.

Twelve individuals served, including two members of the faculty of the Department of Speech-Communication, two members of the faculty of the School of Journalism and Mass Communication, and one member of the faculty of the Department of Communication Disorders. The remaining seven members included two working journalists and leaders from a range of communications industries—magazine publishing, advertising, public relations, broadcasting, and corporate communications. Steven Goldstein chaired the task force.



Communication studies task force members met with students in November in Coffman Union.

### The Work of the Task Force

The task force undertook extensive background study in three key areas.

1. The task force studied two CLA units in considerable detail: the School of Journalism and Mass Communication and the Department of Speech-Communication. It also examined numerous other programs, centers, departments, and support units, including Film Studies, the Center for Interdisciplinary Studies of Writing, Composition, Marketing (in the Carlson School of Management), Design Communication (in the College of Human Ecology), and Rhetoric (in the College of Agriculture, Food, and Environmental Science).

2. Task force members interviewed directors, chairs, or key faculty members at ten of the most highly regarded such programs nationwide.

3. The task force assessed the new technologies affecting communication education, research, and industries, with a special emphasis on digital technologies as they are used by human communicators in interpersonal, group, organizational, and mass audience contexts. Further, the task force studied the various programs and initiatives in communication technology underway or planned for at the University, in order to take full advantage of available resources.

Additionally, the task force:

- ▶ conducted informal interviews with local journalists and leaders in communication industries to hear perceptions of CLA, the SJMC, the Speech-Communication Department, and their graduates;
- ▶ heard formally from faculty members in communications-related disciplines;
- ▶ heard formally from journalists and industry leaders about the current state of particular communications-related industries;
- ▶ held an open forum for students; and
- ▶ collected, analyzed, and discussed the dozens of letters received from SJMC alumni and others concerned about this work.

On December 15, 1997, the Task Force submitted its Report to the Dean of the College of Liberal Arts.

### Consultation with Faculty, Students, Alumni, and the Professional Community

Following the submission of the task force report, the Dean of the College of Liberal Arts engaged in an intense one-month period of consultation with students, faculty, alumni, members of the business community, and other stakeholders.

The task force report was widely distributed to faculty, students and staff.

A summary of the task force report was posted on the World Wide Web and was mailed to all alumni of the

School of Journalism and Mass Communication and was sent to all alumni who had written the task force or the Dean of the College of Liberal Arts prior to the submission of the report. Copies of the full report were mailed to those who requested them.

Written suggestions and comments were received from alumni and members of the professional community.

The Dean held two open forums for students to ask questions, get information, and express opinions about the report.

The Dean consulted with:

- ▶ the CLA Student Board.
- ▶ the faculties of the School of Journalism and Mass Communication and the Department of Speech-Communication and received several written communications from members of these faculties.
- ▶ the Board of Directors of the Minnesota Daily.
- ▶ the Minnesota Minority Media Coalition.
- ▶ several members of the Communication Studies Task Force.

Based upon our analysis of the task force report and supporting documentation and our extensive consultation with students, faculty, alumni, and members of the professional community, the College of Liberal Arts endorses the core values and objectives and key recommendations contained in the task force report.

## CORE VALUES AND OBJECTIVES for the School of Journalism and Communication

The college believes that close attention must be given to certain fundamental values and objectives while forging a new direction for communication studies in CLA:

**CLA must take a fresh view of the future**, in order to build the best possible academic programs in communication studies for its students. This requires recognizing the increasing use of new media technologies and the breakdown in the boundaries that have historically separated various modes of communication. We must look toward the future success of our graduates and recognize that the skills, tools, concepts, knowledge, and experiences that will be required for that success may be significantly different from those needed in the past.

**The goal of an undergraduate liberal arts education** is to prepare graduates to be well-rounded, broad-thinking, and fair-minded; to be adaptable, creative and ethical; to be analytical thinkers, articulate speakers, and excellent writers. These qualities are essential—no matter what the specific career track.

To be effective, communication studies programs must be **firmly grounded in the liberal arts curriculum.**

# Report lays out core values, organization

Professional skills courses are a critical part of preparing students for careers in media and communications industries. The college should strengthen the professional skills courses provided to students by renewing major tracks in journalism, advertising, and public relations.

As part of their undergraduate or graduate work, students must achieve "new media literacy." The goal is to equip students with the theory-based ability to effectively and ethically inform and persuade, the technical ability to produce communication using new media, the critical ability to evaluate mediated communication, and the strategic ability to assess the effectiveness of efforts to inform and persuade with new information technology. Teaching new media literacy requires access to state-of-the-art production facilities and classes.

CLA's communication studies programs must forge new strategic alliances—locally and statewide, nationally and internationally—with the business and nonprofit communities and with communications, high-technology, news and information, and other industries. These partnerships will provide CLA programs with financial support and access to new technology, and will generate not only critical dialogue about emerging issues in communication but also collaboration on research. Building closer relationships with those outside the University will enhance mentoring and internship opportunities for our students, and continuing-education opportunities for professionals in the communication industries.

As CLA's communication studies programs continue to take shape, students, scholars, and professionals from under-represented populations, including people of color, will be engaged in the planning process. By building bridges to minority communities in Minnesota, assisting students from these communities in preparing for admission to communication studies programs, collaborating with minority/ethnic studies programs at the University, and seeking out and fostering minority academics and professionals in communication fields, we will carry forward the University's commitment to diversity in the academy and in the workplace and to serving external communities.

To thrive, the communication studies programs in CLA must effectively manage and control their resources; pursue an effective development strategy; have latitude to pursue opportunities for funding and strategic alliances; and create tenure criteria that allow the program to attract and retain outstanding communications scholars and professionals.

## OVERVIEW

### of the School of Journalism and Communication

The College of Liberal Arts endorses the task force recommendation that CLA create a School of Journalism and Communication that would serve as a center of excellence, one poised for national and international leadership and recognition. The new School will

- ▶ provide a world-class education for CLA students;
- ▶ graduate critical thinkers, skilled writers, and ethical communicators capable of both learning over a lifetime and using the latest communication technologies;
- ▶ make a major investment in new media technology;
- ▶ restore the excellence of the journalism program;
- ▶ enhance the excellence of our programs in advertising, public relations, international and intercultural communication, communication history, ethics, and law, media and society
- ▶ establish strategic alliances within and outside of the University;
- ▶ enhance opportunities for students from under-represented populations, including students of color; and
- ▶ embrace structural innovation to foster the interplay among journalism, advertising, public relations, communication studies, and new media.

A centerpiece of the School will be the multi-disciplinary and inter-collegiate Institute for New Media Studies, which will manifest the School's commitment to creating genuine collaboration and mutual respect between the academy and industry. The School and the Institute



will act as a nucleus, bringing together some of the next century's best thinking about communication.

## ORGANIZATION

### of the School of Journalism and Communication

#### The Director

The School of Journalism and Communication will be headed by a director who is a person of substantial national standing and is able to provide visionary leadership in the building of the School and in future initiatives within the University of Minnesota. The director must have the power, stature, skills, and flexibility to cultivate funding sources and create partnerships with organizations and individuals outside of the University. The director should understand and respect the broad range of professional and academic fields represented in the school. She or he should be a scholar or professional of national standing, able to provide intellectual leadership, and be able to build relationships with relevant communities. The director should be a diplomat, manager, entrepreneur, and marketer, especially during the School's early years. The Dean of the College of Liberal Arts will appoint the director of the School; the director will report to the Dean.

#### The Assistant Director

The director will appoint an assistant director who will help administer the School and help coordinate the building of community partnerships, the generation of financial support and in-kind contributions, and access to high-tech facilities. Development and outreach activities will be carried out in collaboration with the CLA Office of External Relations and the University of Minnesota Foundation.

#### National Board of Advisors

The director will appoint a national "working" board of advisors that includes scholars, publishers, journalists, senior business executives, other professionals, and alumni. This board will not direct the affairs of the school; rather it will provide strategic advice and guidance. It will assist the director, assistant director, and School with fund-raising, building partnerships, and outreach.

#### Academic Programs

Curriculum within the School will comprise three academic programs (described below):

- ▶ Journalism,
- ▶ Strategic Communication, and
- ▶ Communication Studies.

Each program will be led by a program coordinator appointed, for a fixed term, by the director. Faculty within the School will affiliate themselves with and teach in

one or more of the School's academic programs. The program coordinator will report to the School's director and will work with the faculty affiliated with that program to coordinate the graduate and undergraduate curricula.

#### Institute for New Media Studies

At the core of the School will be an Institute for New Media Studies (described below) that will serve as a leading-edge high-technology research and education center promoting collaboration between faculty from across the University and the communications industry.

#### Silha Center for the Study of Media Ethics and Law

The Silha Center will be strengthened to sustain its role as the nation's leading institution for the study of media ethics and law in a democratic society. Center activities will continue to focus on issues surrounding media accountability; media ethics and law; and libel and privacy. The Center's lecture series, symposiums, forums, workshops, monographs, and bibliographies will remain an important resource not only for faculty and students at the University of Minnesota but for journalists, scholars, and others around the world concerned with ethical and legal issues involving the media.

#### The Cowles Minnesota Journalism Center

The Cowles Minnesota Journalism Center promotes interaction between academics and professionals in journalism. The role of this center will be expanded to enhance the communication, collaboration, and partnerships already in place between the School of Journalism and Communication and the professional journalist community in Minnesota and beyond. This Center will play an expanded role in facilitating student and faculty internships and offering seminars, continuing education, distance education, and masters programs designed to meet the needs of professional journalists.

#### The China Times Center for the Study of Media and Society

The School should consider expanding the mission of the China Times Center for the Study of Media and Social Studies to focus more broadly on the role of the media in the Asian-Pacific Rim.

#### Technical and Administrative Support Staff

Adequate technical and administrative support staff must be provided to ensure the success of this endeavor. These staff will report to the director or his/her designate.

# Report commits to Institute for New Media

## ACADEMIC PROGRAMS

### in the School of Journalism and Communication

Creating new academic programs and revitalizing existing ones is at the heart of the proposal for the School of Journalism and Communication.

Curriculum within the School will comprise three distinct programs:

**Professional Journalism.** Courses in print, broadcasting, and electronic media should focus on: news gathering, news writing, reporting, editing and production, graphics, photojournalism, television and radio news, electronic news and media production, and the management of media organizations.

**Strategic Communication.** Courses advertising and public relations should focus on: creative strategy, media analysis, campaign tactics and planning, political campaigns and movements, political persuasion and communication, issue management and persuasion theory.

**Communication Studies.** Courses should focus on: media and society, communication history, law and ethics, communication and public opinion, international and intercultural communication, interpersonal communication, and research methods.

### Undergraduate and Graduate Degrees

The School of Journalism and Communication will offer undergraduate major and graduate (M.A. and Ph.D.) degree programs with specialties in each of the program areas as appropriate.

### New Professional Master's Degree Programs

New, distinctive, forward-looking professional master's degrees in such emerging areas as media management, new media, business and scientific journalism, and public affairs and health-care communication will be created as appropriate in consultation with the Carlson School of Management, the Humphrey Center, the School of Public Health, and other relevant University colleges and departments.

### Expanded Faculty

Priority will be given to building faculty strength professional journalism, advertising and public relations, media law and ethics, media management and economics, communication theory, and new media.

### Collaboration with Faculties in Other Units and Colleges

Faculty in other units of the College of Liberal Arts or in other colleges may serve as faculty affiliates in one or more of the School's academic programs. Faculty affiliates may cross-list courses offered in the School and may participate in discussion and planning decisions that occur within the academic program with which they are affiliated. Affiliate status will be awarded by the faculty of the School in accordance with the School's bylaws. The faculty of the School will work to create opportunities that will facilitate collaboration with other units to create synergy and efficiencies in research and teaching, including jointly offered courses, degree programs, and workshops.

### Core, Gateway Courses

The faculty will offer several core courses that provide a broad introduction to one or more of the School's academic programs and that would serve potential majors and non-majors. One course, for example, might provide an introduction to journalism, communication, media literacy, and media ethics. A second might focus on media technologies. A third might focus on the broad understanding of communication theory, processes, and practices, including institutional structures, that enable us to inform and persuade effectively, critically evaluate messages, and assess the effectiveness and ethics of efforts to inform and persuade. New media study and use of digital technology will be integrated, where relevant, into courses offered throughout the School's curriculum.

## Resolution of the Minnesota Newspaper Association

*This resolution was passed unanimously by members of the Minnesota Newspaper Association at their annual meeting.*

**Whereas** the University of Minnesota has an impact on every aspect of life in Minnesota;

**Whereas** President Yudof has embarked on a comprehensive, essential plan, "Nurturing the Future," to take the University of Minnesota into the 21st Century;

**Whereas** a key component of the president's five-part plan is to promote the Communications Studies Task Force's recommendations to bring desperately needed resources, teaching positions, new technology and building improvements to the School of Journalism and Mass Communication;

**Whereas** a cornerstone of President Yudof's journalism effort is to create an Institute of New Media;

### Be it resolved:

- ▶ That the Minnesota Newspaper Association strongly endorses the president's legislative initiative, especially as it relates to journalism;
- ▶ That the association encourages its member newspapers to cover the president's initiative in our news columns and editorial pages, particularly how "Nurturing the Future" relates to our local communities;
- ▶ That the association, through its Legislative Committee's goals and lobbying effort, urges legislative passage and individual publishers' action through our grassroots effort to contact senators and representatives.

January 31, 1998

Minnesota Newspaper Association

### Film

The School of Journalism and Communication will collaborate with the Minnesota film industry on film production education and facilities. The School should also collaborate with other units in the College of Liberal Arts to develop courses that integrate film and media studies and multimedia production techniques.

### Workshops

In addition to traditional degree-credit offerings, the School should consider offering workshops or modules—short courses on such topics as portfolio creation, the current state of particular industries, job interviewing, web page authoring, and multi-media presentations—which would be infused into the curriculum. Rather than create a single course on developing web pages, for example, these skills either be taught as free-standing workshops, or as modules dropped into relevant introductory and advanced coursework. If taught by adjunct faculty, these micro-courses would be an excellent way to bring the knowledge and experience of high-level professionals from various communications fields to our students.

### Continuing Education

Short courses—ranging in length from two-hour workshops to multi-day seminars—will be created as part of a structured continuing education program for professionals. These courses will be available not only to people in the metropolitan area able to visit the campus, but also to people in greater Minnesota, who would be served by the School's new distance education facility. These courses, in such areas as creating multi-media presentations, the internet-print relationship, and executive communication, not only will be a vital part of the School's relationship building, but also could generate significant tuition revenue and enhance the excellence of Minnesota professionals in multiple fields. Topics for these short courses might include: professional online publishing; new media audience measurement; non-linear digital audio and video editing; computer-assisted reporting techniques; interactive and direct response advertising; and use of new media tools for crisis and issues management.

### Experiential Learning

The School will undertake the joint development of internship opportunities with large and small organizations and businesses for both undergraduate and graduate students. A distinctive feature of the School will be the expectation that all students will complete a significant, paid, carefully monitored internship. Building a solid endowment for such a program will be a central development goal. Other possible experiential learning opportunities for students include working with the Minnesota Daily or providing advertising, public relations,

or web site development services to the University community, nonprofits, and others as part of a student-staffed strategic communication resource.

### Outreach to High Schools

The School should increase its outreach to high schools via the National Collegiate Press Association, the National Scholastic Press Association, the Minnesota High School Press Association, and other vehicles. This collaboration would include recruitment of students of high ability, especially students of color, and teacher workshops and online conferences.

### Distance Education

The School should strive to develop distance education partnerships with MnSCU, with the coordinate campuses of the University of Minnesota at Morris, Duluth, and Crookston, and with other regional colleges and universities, such as the University of Wisconsin. These initiatives should expand the curriculum that can be delivered on site on the Twin Cities campus and also provide off-site learning opportunities to students who do not have access to particular courses on their home campus.

### Commitment to Diversity

The School should work with Afro-American Studies, American Studies, American Indian Studies, Chicano Studies, South Asian and Middle Eastern Languages and Cultures, and the Martin Luther King Program to create new opportunities for students of color. The School should also develop partnerships with the minority press, including those publications that are affiliated with the Minnesota Minority Media Coalition.

### Accreditation

The college affirms that the School of Journalism and Communication should strive to exceed the accreditation standards set by the Society of Professional Journalism and the Accrediting Council on Education in Journalism and Mass Communication.

## THE INSTITUTE FOR NEW MEDIA STUDIES

At the core of the School will be a highly visible, well-funded research institute that is internationally recognized as site for innovation, experimentation, and creativity in new media. The Institute will be led by a member of the faculty whose work in new media is on the cutting edge and is nationally regarded. The director of the Institute will report to the director of the School of Journalism and Communication.

The Institute will bring together faculty studying and implementing new media from all departments in CLA and the wider University, including Speech-Communication, English, the Center for Interdisciplinary Studies

of Writing, Psychology, Rhetoric, Marketing, and Computer Science.

Local, national, and international communication professionals engaged in work with new media will also be invited to develop substantial research, teaching, and learning collaborations with the Institute. The Institute will be a magnet, drawing the creative and intellectual energy of communication scholars and professional leaders into partnerships of unprecedented dynamism.

The Institute should consider showcasing the official opening of the School with an international conference, such as "New Media at the Millennium."

The Institute will create new, nationally visible programs, such as a prestigious awards program; a visiting scholars program; competitive fellowship opportunities for professionals and graduate students; ongoing seminars, lectures, and conferences; and a Society for New Media. All of these programs will help to fulfill a central mission of the School and the Institute: intensive, ongoing, visionary, and fruitful collaboration between CLA and all sectors of the communications fields.

The Institute should pursue a partnership with the National Communication Association (NCA). Possible avenues for collaboration include distance education research and the development and assessment of technology-enhanced learning and research. The Institute should consider becoming a clearinghouse of information and a joint sponsor of teaching, research, and conference activities with respect to distance education in communication. Specific institutional partnerships with the NCA in the area of new communication technology not only would give the new School access to a national network of communication scholars and resources, but also would rapidly enhance the University of Minnesota's prestige and credibility.

The Institute should strive to develop a visiting scholars program. Junior (postdoctoral) and senior scholars should be awarded prestigious fellowships to come to the School and engage in collaborative or individual

research either as visiting scholars or visiting professors. They should leave our campus prepared to "seed" other programs in journalism and communication with exciting and cutting-edge ideas.

### Facilities for the 21st Century

Initially, newly renovated Murphy and Ford Halls will be the integrated teaching and research center for the School. Faculty, professional staff, and the various professional academic programs, as well as the New Media Institute, would be located in these buildings.

Facilities will include:

- ▶ multimedia classrooms;
- ▶ rooms for interactive and mediated communications research;
- ▶ a lab for digital and analog video and audio message production, which would include state-of-the-art broadcast production equipment;
- ▶ a lab for imaging, graphics, and communication interface design;
- ▶ a lab for news and information authoring and distribution through multiple delivery media;
- ▶ a lab for advertising and public relations campaign and message design, and audience and media research analysis;
- ▶ an integrated multimedia teaching and production lab connected to a multifunction communication research lab, both of which would allow students and faculty to explore and evaluate concepts in media production processes and produce experimental and teaching materials;
- ▶ a lab for communication physiology research, which would be designed to study the effect of different communication media, genres, and messages on human cognitive, emotional, and physiological processes;
- ▶ a state-of-the-art digital information resource center;
- ▶ a multimedia teleconference center to be used for distance education, short courses,

and professional development workshops.

### Implementation

Implementation of these recommendations will require new resources. The University of Minnesota's capital and supplemental requests to the Minnesota Legislature include the funds needed to implement these recommendations. Without the infusion of new programmatic resources and funds needed to renovate Murphy and Ford Halls, this initiative cannot go forward.

Implementation will begin immediately upon notification that the State and the University of Minnesota will provide the funds identified in the capital and supplemental requests that are required to carry out this initiative.

As a first step, the dean will appoint a committee of faculty, alumni, and community leaders to conduct a national search for a director of the School of Journalism and Communication. The search will move with all due deliberate speed to ensure that the new director is in place sometime before January 1, 1999.

Formal processes within the University of Minnesota will be undertaken to reconstitute the current School of Journalism and Mass Communication as the "School of Journalism and Communication" to recognize the broader mission of this new school, its responsibility for the Institute for New Media Studies, and its expanded role in communication studies at the University of Minnesota.

The dean, in consultation with the faculty of the School of Journalism and Communication, will appoint a transition team to plan the implementation of the recommendations contained in this report. The transition team will develop the specific curricular, space, equipment, and technical staff needs of the School.

Upon appointment of the director and the college's endorsement of the implementation plan, national searches to fill other faculty and staff positions (including a faculty member to serve as director of the Institute for New Media Studies) will begin immediately. ■

# Murphy renovation to bring building into 21st century

BY NAHID KHAN  
SJMC GRADUATE STUDENT

A comprehensive renovation plan for Murphy Hall is part of the University of Minnesota's January 1998 Capital Request from the State Legislature. The \$18.5 million request to refurbish Murphy Hall and the adjacent Ford Hall is part of the first round of fundraising and building in President Mark Yudof's historic mall renovation package, and was approved enthusiastically by University Regents in November 1997.

If approved, the Capital Request would bring Murphy Hall into the 21st century, in terms of building facilities as well as technology. It would also support the SJMC in carrying out the President's New Media Initiative, aimed at producing technologically sophisticated mass communicators.

Some of the proposed features include multimedia classrooms and lecture halls; rooms for interactive communications research; and a state-of-the-art broadcast production lab with digital video and audio capability. Also included are labs for imaging, graphics and communication design as well as for advertising and public relations design and audience and media research, and a multimedia teleconference center for distance education, short courses and professional development workshops.

Renovations are needed because Murphy Hall, although well-maintained, has not been able to keep up with the demands created by ever-increasing enrollment or ever-advancing technology. At the time Murphy Hall was built in 1939, there were 200 undergraduate students in the SJMC. Today, there are nearly 850 students, both undergraduate and graduate students, making journalism and mass communication among the most popular and most in-demand majors in the College of Liberal Arts.

Murphy Hall was the first university building in the country to have been constructed specifically for the academic study and teaching of journalism and mass communication. By modern standards however, there are many building code deficiencies that hinder modern jour-



At the time Murphy Hall was built in 1939, there were 200 undergraduate students in the SJMC. Today, there are nearly 850 students, both undergraduate and graduate students, making journalism and mass communication among the most popular and most in-demand majors in the College of Liberal Arts.

nalism education, in particular, a lack of air-conditioning. This is essential for classrooms and labs with high levels of electronic technology in use. The SJMC is now a heavy user of such technology in its teaching and research programs because of the integral role played by communication technology in journalism and mass communication.

Correcting these deficiencies is one goal of the renovation project and another goal is to enhance Murphy Hall's architectural features, such as the woodwork of the Heggen Room and the art deco style of the first floor.

Wall sconces for lighting and glass blocks may be added to play up the art deco look.

The renovations could start as early as fall 1998 and may take as little as one year to complete. During this time, the entire School would be moved out of the building to one vacated by the business school on the West Bank campus.

The preliminary plan, produced by the Minneapolis architectural firm Hammel Green and Abrahamson in preparation for the Capital Request, includes bathrooms,

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From mass media to new media—

# SJMC positions itself for the future

BY GREG BORCHARD AND IRINA DMITRIEVA  
SJMC GRADUATE STUDENTS

The President's New Media Initiative includes the establishment of an Institute of New Media Studies and strengthening the overall use of new technology at the School of Journalism and Mass Communication.

It will produce technologically adept graduates in journalism, communications, television, radio, film, video, advertising, public relations and publishing who will go on to make a dynamic mark in the world of mass communication.

The use of emerging communication technologies in the curriculum, such as electronic design, interactive communications, and the Internet will prepare students to enter the rapidly changing communications industry, with such additional skills as web page design and electronic design.

Installing up-to-date technology at Murphy Hall also will strengthen the School's traditional academic tasks in professional journalism, including teaching and research in print and broadcast communication, strategic communication, and communication studies.

This will, in turn, build up an important new area of teaching and scholarship in new communication technologies, and cultivate new partnerships with business and industry.

Incorporating new communication technology for teaching and research at Murphy Hall has always been a priority for the SJMC, despite its having had to struggle over the years with outmoded equipment and minimal staffing.

While there have been computer labs in the building for almost two decades, equipment in the reporting lab in room 212, the broadcast lab in room 207, and the graphics lab in room 315 has not kept pace with strides in technology. One recent bright spot, however, was the establishment in December of a local area network that allows faculty and staff to share resources and allow students to work with large databases and applications for computer-assisted learning.

The President's New Media Initiative is a welcome and long-overdue step in expanding the technological capabilities of the School and bringing them into the 21st century.

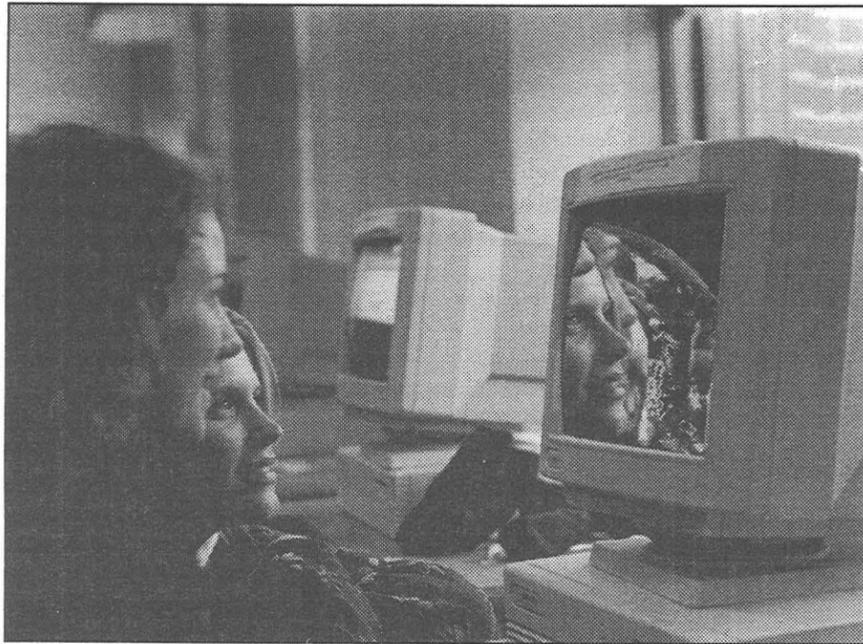
## SJMC researchers and the Internet

The Internet is being heralded by scholars throughout academia and the entire country as the single most important tool in the new world of communication technology.

It is becoming an indispensable tool for journalists and mass communication specialists in their roles as information gatherers and disseminators, as message-makers and communicators.

Throughout history, advances in communication have caused the shrinkage of distances between people, between communicators and audiences. The rise of the Internet is another stage in this process, with tremendous ramifications for journalists and mass communicators as well as for society at large.

The SJMC is in an excellent position



SJMC innovations in new media will open up the world to students like Christy DeSmith, left, and Allison Resnor, both seniors in public relations.

to study the phenomenon, train students in its usage, and influence its development, due to its location in the sixth most important media market in the country.

Associate Professor Kathleen Hansen reminds us that the Internet has been part of the world of technology for decades. She has worked with the Internet longer than most of us have ever known of the word "e-mail."

A recent collaboration with colleague Shannon Martin of Rutgers University is

**While there have been computer labs in Murphy Hall for almost two decades, equipment has not kept pace with strides in technology.**

one of the more telling episodes of Hansen's work in cyberspace. The manuscript work she has done with Martin for her latest book has been written almost exclusively via e-mail. Hansen says the Internet, in this case, worked as a medium to "facilitate a collaboration that otherwise wouldn't have taken place."

Hansen met Martin just once at an Association for Education in Journalism and Mass Communication (AEJMC) meeting several years ago before the project began. The two had an in-depth conversation about their mutual interests in the topic of on-line newspapers, and decided to combine heads and write on the subject together.

They first wrote an article for Communications Law and Policy, and then expanded the project into a book-length manuscript, working entirely by e-mail. As a tool of information exchange, Hansen said the Internet accomplished "precisely what it was designed for."

Both Hansen and Martin were in for a bit of a surprise, however, when they met again in person, this time to discuss their manuscript. So much time had passed since they had last seen each other face-to-face that when the two met at the AEJMC conference in Chicago this sum-

mer to finalize what they had written, they had a hard time locating each other because neither of them could remember what the other person looked like!

Associate Professor Ken Doyle's work has been in collaboration with a financial investments firm in Austin, Texas. He is collecting answers to a "Meanings of Money" survey that compares Internet responses to in-person survey responses. He hopes to find differences in the two responses so that the company can determine effective money management strategies.

Doyle says that posting surveys on-line is a great way of polling because over 1,000 people access his survey each week. He plans to write a book using the results of the on-line survey and will make his findings available to any student willing to work on a theoretical analysis of his Internet survey.

Journalism faculty members are certainly not alone in their use of the Internet for personal and academic purposes. A good number of SJMC graduate students are using new technology for similar ground-breaking purposes and their projects take them to places previous scholars never dreamed of.

Doctoral candidate Mark Cenite's research has focused recent energies on defamation issues in cyberspace, including a paper he presented at the AEJMC conference last summer in Chicago. Cenite's studies focus on media law including First Amendment issues and the exercise of free speech on the Internet.

His paper "Obstacles to Defamation Recovery in Cyberspace User Forums," reviewed existing law concerning defamation on-line. He argued against imposing liability for defamation in interactive forums such as listservs, chat rooms, and bulletin boards. The position outlined in his piece proposes that a remedy other than lawsuits over defamation already exists, namely the opportunity for the defamed to reply.

The discussion of speech on the Internet puts new angles on both traditional studies and new forms of entertainment. While the role of the Internet in society makes its way into more and more studies, so do the actual people accessing the web.

Second year master's degree student Erika Caswell has taken her interviewing skills one step beyond the traditional approach. She is focusing her research interests on Xenaverse, an Internet site dedicated to the popular fantasy-adventure television series "Xena: Warrior Princess." The site collects posted messages devoted to upcoming episodes, particularly spoilers, messages that provide advance information about plot developments and engage viewers of the show in discussion about Xena and her world.

Caswell has spotted elements of "critical distance" in the discussions of the show at the Xena site and is "finding they're much more critical than previously thought." She says "the theories that apply to consumers and producers are much more complex than the idea that 'producers produce' and 'consumers consume' and neither of them have an effect on the product." Caswell has found, to the contrary, that watchers are not simply passive, and that they do interact critically with what they watch.

She is excited about the new opportunity the Internet provides for journalists. Instead of interviewing people face-to-face in an artificial setting, information can be gathered from locations as intimate as two individual homes.

The Internet can also be studied as a unique form of the media by its content alone. Doctoral student Michael Fibison has begun researching information available on the Internet for a seminar given by Professor William Wells. Fibison is exploring types of information content used most by people when accessing on-line news services.

He has based his study on comparisons between the content obtained through Internet use with broadcast and print models. He also has conducted individual interviews on Internet usage to find out if people separate and understand the content differences between on-line news, advertising and promotional information.

Zixue Tai, who is a first-year master's degree student at the SJMC, also has worked on projects that deal with on-line content. His current project, initiated in Professor Ron Faber's 8010 proseminar, deals with the readership of on-line newspapers. It is part of a group project that surveyed students at the University of Minnesota about their use of electronic newspapers.

## Internet connections

The School is connected to the Internet and has its own website, <http://www.sjmc.journ.umn.edu>. Job postings and internship opportunities are available on-line for students majoring in journalism. The SJMC newsletter, the Murphy Monthly, is also available on-line and soon will be joined at the site by the Silha Center Bulletin.

The Chinese Communication Association, headed by SJMC professor Tsan-Kuo Chang, recently opened a web site that provides information about current research, members' addresses, and academic job openings in Hong Kong, Singapore, Taiwan and the U.S.

Meanwhile, a number of faculty and

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students at the SJMC already have experience with research and teaching on the Internet.

Bill Loving, adjunct faculty member and Star Tribune editor, taught a class on computer-assisted reporting last fall. Loving showed students a host of government databases available on the World Wide Web—an invaluable information resource for journalists and mass communicators. He calls himself an “evangelist” for the use of computers in reporting as a new cutting-edge approach in the application of new technology.

One person who has heard the call is Associate Professor Kathleen Hansen, whose Journalism 3004 Information for Mass Communication course incorporates exercises designed to teach students how to find, evaluate and use information obtained through the Internet, including websites and databases.

This knowledge is critical because information is the only commodity of the Internet, and because information is the main business of journalists and mass communicators, initiation and mastery into the ever-expanding universe of Internet information is now a requirement for students in journalism and mass communication.

Professor Irving Fang offers students in his Journalism 1001 Introduction to Mass Communication class incentives for using the Internet by posting on the web answers to exams and final grades. Last fall quarter, Fang used the CLA-recommended Intrakal program for his class assignments and grading system. In addition, he modified the site’s HTML coding to make it accessible to those students unfamiliar with the computer-based language. He said of the 175 students, more than 150 went on-line to access information last quarter.

“They get extra credit and access to additional material on the websites I have posted,” said Fang. Students receive extra credit for posting interesting additions to the course’s website.

### ClassWeb

During winter quarter, SJMC embarked on an Internet project that is expected to revolutionize the interaction between instructors and students. ClassWeb, software created through a joint effort of the College of Liberal Arts and Creative Internet Solutions, a Minneapolis-based company, was introduced for use by faculty and instructors in their classes.

“It is a great way for instructors to create websites for their courses,” said Jennifer Mein, a CLA Webtools Project Manager, “because it does not require the knowledge of HTML formatting.” Mein adds that by following the easy steps of filling in a uniform template, instructors can create webpages in 30 minutes.

The ClassWeb project, tested during the fall quarter in the Sociology department, is sponsored by Infotech fees paid by CLA undergraduate students. The CLA Infotech Fees Committee recently allocated \$180,000 for the development of ClassWeb in winter and spring quarters 1998.

The program allows instructors to put on-line syllabi, class-related announcements and class assignments. It also creates a calendar that highlights the dates on which assignments are due.

ClassWeb is connected to the CLA registration database and accesses this information to create a list of students registered in University classes. It also allows instructors to send electronic messages to all of their students at once. Instructors will have the option of posting and collecting class assignments on-

**“Students get extra credit and access to additional material on the websites I have posted. They extra credit for posting interesting additions to the course’s website.”**  
—Professor Irving Fang

line. Both instructors and students can create their profiles on the class website.

ClassWeb system has a public view and an administrator view, allowing only instructors to make changes to the class site, to delete posted messages and enter additional data.

Amy Pateyuk, SJMC’s computer specialist, will advise journalism instructors on how to get access to ClassWeb and assist them in solving their immediate problems.

The adoption of the ClassWeb program, and the resultant usage of a new set of skills by faculty and students, is expected to serve as the catalyst for advancing the SJMC’s further use of new technology in all its programs.

### Towards the future

These SJMC research projects are signs that academia is making the transition from informal, haphazard use of new media to a more structured, organized, directed and purposeful approach. It also reveals the growing awareness of the new universe of resources available for information searching, research, teaching, and new ways of communication.

With the additional boost from the

President’s New Media Initiative, the introduction of these new approaches to solving research, academic, and professional questions at the SJMC can be expected to result in a more widespread use and deeper appreciation of the communication technology currently available by both scholars and students.

Beyond that, students newly introduced to the Internet, as well as those more accustomed to it, will enjoy the ability to determine how valuable the Internet really is through their studies at the SJMC.

When they graduate and move into professional careers, they will take these new approaches to mass communication with them. We can expect that as they advance in their professions, so too will new media.

After all, the state of Minnesota has more than 400 newspapers, 22 television stations, scores of advertising agencies serving a national and international clientele, and more than 200 Internet-related businesses based in the Twin Cities alone, all filled with SJMC graduates.

As a result, the SJMC has the opportunity to influence the direction of the development of an important new medium. And so, we may be seeing its destiny unfold right before our very own eyes. ■

## Murphy renovation

### CONTINUED FROM PAGE 11

meeting rooms, seminar rooms and faculty or staff offices on each floor.

The Eric Sevareid Library will be moved to the basement where it will be expanded to an “Information Center” for the SJMC. It will be centrally located on that floor and accessible to several surrounding student labs and classrooms. Located nearby will be a refurbished graduate student office. (See related article on page 6).

On the first floor, a conference center with kitchenette will be established at the present location of the Sevareid Library, and it will be used as a site for distance learning programs, and satellite conferencing. Also on that floor will be a faculty lounge and new faculty offices for both regular and adjunct faculty and support staff offices. The acoustically perfect Murphy Auditorium will not be subject to major structural change, although it will be updated with new seating.

Student support offices will be located on the second floor, including a student lounge, offices for student organizations, student advising and personnel as well as prospective students, and a placement/career center. There also will be multimedia classrooms and a staff lounge.

The third floor will contain research facilities including mediated group observation/control rooms and testing rooms for social/psychological research, particularly on effects. A teaching assistant office also will be on the same floor. The SJMC’s centers for journalism research, including the China Times Center for Media and Social Studies, Minnesota Journalism Center, the National Scholastic Press Association and the Silha Center for Media Ethics and Law will be housed on the fourth floor. ■

## Research Matters

BY KENNETH O. DOYLE  
ASSOCIATE PROFESSOR AND CO-DIRECTOR,  
MASS COMMUNICATION RESEARCH DIVISION

**F**ounded in 1946, in collaboration with the Minneapolis Star, Minneapolis Tribune and Minnesota Poll, the Research Division was the first formally organized research center at any journalism school in the nation. From the beginning, its purpose has been to help maintain the “culture of research” at Murphy Hall. Here are a few of the Research Division’s current activities in support of research:

**Bag Lunch Series.** Graduate students, faculty, and practitioners now get together every other Wednesday at noon to hear and talk about new research projects, new software or hardware, new funding or publication opportunities, and other research matters. The purpose of these informal gatherings is to help keep everybody abreast of what’s going on in Murphy Hall, and to build networks among graduate students and faculty in various departments and practitioners in print/broadcast journalism and advertising/public relations.

Presenters and topics last fall included graduate students Jennifer Lambe on the “Inclination to Censor,” Erica Caswell on the “Esthetics of ‘Xena: Warrior

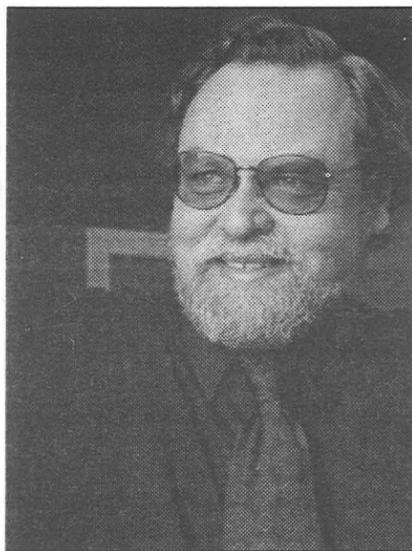
Princess’” and Mark Cenite on media portrayals of human rights violations in East Timor, as well as Professor Tsan-Kuo Chang on the new PowerPoint presentation equipment for lecture-hall, classroom, and website use. Bag-lunch presenters and audience members come from every part of the SJMC and from other departments and organizations.

Periodic joint programs between the Research Division and the Graduate Student Organization focus on issues of particular interest to master’s and doctoral students, such as “Everything You’ve Wanted to Know about Choosing a Thesis Topic, But Were Afraid to Ask.”

### New Hardware and Software.

Through the generosity of alumnus William H. Kelty, the Research Division has installed a Hewlett-Packard ScanJet full-color flat-bed scanner and a pair of Mitsubishi editing VCRs and monitors. Graduate students, faculty, practitioners, alumni and friends in media industries are welcome to stop by room 420 Murphy and take a look. In addition, we have a multi-station CATI installation (computer-assisted telephone interviewing) which we want to keep busy.

**Website Under Construction.** Soon you’ll be able to find us on the World



Ken Doyle

Wide Web. In addition to equipment updates and a rundown on research resources, we expect to feature a collection of “working papers” by SJMC students and faculty, for your review and reaction.

For further information on these or other research matters, e-mail the Research Division at mcdata@umn.edu, or phone Professors Ken Doyle or Ron Faber at 626-8651 or 626-0061, respectively. ■

## STAFF PROFILE

# Elaine Hargrove-Simon

BY STEPHANIE SCHUCK  
SJMC GRADUATE STUDENT

The new office specialist in the Silha Center is new only to the fourth floor of Murphy Hall. Many students, faculty and staff will recognize Elaine Hargrove-Simon, who worked as the senior secretary in Duplicating Services. She replaces Kathleen Paul, who recently retired to start her own business.

The Silha Center is an appropriate office for Hargrove-Simon, a strong believer in democracy and the freedom of speech. "Journalism and democracy work hand in hand," says Hargrove-Simon, who is familiar with the suppression of speech. As a child of a military father, she lived in Wiesbaden, Germany, during the Cold War years. According to Hargrove-Simon, her phone conversations were often bugged. "I was discussing a homework assign-

ment with a friend one afternoon and this voice on the line interrupted, saying, 'Can you hold your conversation — I need to change the tape.'"

Hargrove-Simon maintains, however, that life in Germany was not all marred by covert activities. "I had absolutely the best childhood," she says. "You would go for a drive and pass a couple of castles. That was the best way for a little girl to grow up."

While developing a respect for freedom of speech in Wiesbaden, Hargrove-Simon also developed an appreciation for the Slavic influence on the town. Wiesbaden, considered a resort town, was a haven for many Russians who emigrated from the Soviet Union during the Cold War. Consequently, seeing the Russian influence on the town and also having a father who was fighting against the Soviet Union spurred an interest in the Slavic studies.

"Whatever is forbidden is always very



PHOTO BY ERIC LARSON

Elaine Hargrove-Simon

interesting," she says.

Hargrove-Simon is furthering that interest as a master's degree student in the University of Minnesota's Liberal Studies program. Her focuses are Slavic area studies, Slavic languages, and

Slavic history and literature. Through the program, she is also applying her skills as a screenplay writer. Her thesis is a screenplay that she hopes to complete by June 1998.

Screenplays are not a new form of writing for Hargrove-Simon. In 1981, while she was a senior at the University of Wisconsin-Superior studying fine arts communication, she won the Danny Arnold Writing Scholarship for a screenplay she wrote for a class. Danny Arnold was the producer of the late 1970s and early 1980s hit show Barney Miller, and he invited Hargrove-Simon to visit Hollywood. She took him up on the offer, and visited the studio for a day where she had the opportunity to observe shooting on the set and have lunch with the cast.

Interest in writing for film has remained strong for Hargrove-Simon and her current screenplay, which she began formulating as a teenager, involves a Polish protagonist who works in journalism and runs a small news organization. Hargrove-Simon

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## Faculty & Student Notes

Professor **William Wells** is the new director of graduate studies at the SJMC. **Nancy L. Roberts** was promoted to full professor, effective September, and also is the new director of undergraduate studies at the SJMC.

Doctoral student **Janet Cramer's** article "Women as Citizen: Race, Class, and the Discourse of Women's Citizenship," has been accepted by *Journalism and Mass Communication Monographs*.

Visiting assistant professor **David Domke**, doctoral candidate **Dhavan Shah**, and professor **Daniel Wackman** had their article, "Media Priming Effects: Accessibility, Association, and Activation," accepted for publication in the *International Journal of Public Opinion Research*. Another article by the trio, "Moral Referendums: Values, News Media and the Process of Candidate Choice" has been accepted for publication by *Political Communication*.

**Dhavan Shah** and **David Domke** also presented a paper at the Midwest Association for Public Opinion Research conference. It was entitled "Actual and perceived news media bias in presidential campaigns and public opinion: An analysis across elections." Co-authors of the paper are David Fan and Mark D. Watts.

Professor **Tsan-Kuo Chang, Jian Wang** (M.A. 1993 and now an assistant professor in the Department of Journalism and Communication at Chinese University of Hong Kong), and doctoral student **Chih-Hsien Chen**, have had a paper accepted for publication in the *Journal of Broadcasting & Electronic Media*. The paper is titled "Post-Cold War World and Social Construction of International Imagery: A Comparative Analysis of American and Chinese

National TV News."

**Dhavan Shah** and professor **Ronald Faber**, will have their article "Framing and the Public Agenda: Media Effects on the Importance of the Budget Deficit," published in the Summer 1998 issue of *Political Communication*. Co-authors of the paper are Amy Jaspersen, doctoral candidate in Political Science at the University of Minnesota, David Fan, professor of Genetics and Cell Biology at the University of Minnesota, and Mark D. Watts, associate director of the Institute for Public Opinion Research at Florida International University.

Visiting professor **Roya Akhavan-Majid** and **Jyotika Ramaprasad**, associate professor at the School of Journalism at Southern Illinois University, have had a paper accepted for presentation at the July conference of the International Communication Association in Jerusalem. The paper is entitled, "Framing and Ideology: A Comparative Analysis of American and Chinese Newspaper Coverage of the Fourth U.N. Conference on Women at the NGO Forum."

Doctoral student **Seounmi Hanyoun** has had two papers accepted for presentation at the American Academy of Advertising conference March 27-30 in Lexington, Ky. Her papers are "Product and User Personalities Projected by TV Commercials" and "Attitudes Toward Gambling Advertising and the Third-Person Effect." Co-authors of the second paper are Ronald Faber, Dhavan Shah and SJMC graduate Hernando Rojas.

**David Domke's** article "Journalists, Framing, and Discourse About Race Relations" was published in the December 1997 issue of *Journalism and Mass Communications Monographs*.

**Roya Akhavan-Majid** presented a paper, "The Influence of Ideology on Framing" and **Tsan-Kuo Chang** presented a paper, "Reporting Public Opinion in Singapore: Journalistic Practices and Policy Implications," Nov. 21-22 at the annual MAPOR conference in Chicago.

Associate Professor **William A. Babcock**, director of the Silha Center for the Study of Media Ethics and Law, and **Ron Handberg**, SJMC alumnus and former general manager of WCCO-TV, along with **Greta Cunningham**, host of "Weekend Edition" on Minnesota Public Radio, spoke Nov. 20 as part of a panel discussion on "Today's Media: How Far is Too Far?" The program was a part of the College of Liberal Arts series "Critical Dialogues," and took place at Coffman Memorial Union at the University of Minnesota.

Professor **Hazel Dicken-Garcia** and graduate students **Katherine Roberts** and **Janet Cramer** presented papers at a Symposium on the 19th Century Press and Free Expression, Nov. 13-15, at the University of Tennessee at Chattanooga. Dicken-Garcia's paper was "Visibility of Women in Newspaper Advertisements During the Civil War." Roberts' paper was "The Role of the First Lady and the Media: A Preliminary Case Study of the New York Times Coverage of Mary Todd Lincoln, 1861-1865." Cramer's paper was "For Women and the War: A Cultural Analysis of the Mayflower, 1861-1864."

Professor **Don Gillmor** was part of the "faculty" at the Communications Law Section of the Practicing Law Institute, Nov. 13-14, at New York City. This continuing legal education program, held annually since 1972, provides the nation's leading media law attorneys with

an update on developments in First Amendment law. The program is organized around the table of contents of the first edition of the Gillmor and Jerome A. Barron textbook, "Mass Communication Law: Cases and Comment," published by West Publishing Company in 1969.

Gillmor also was part of a panel, "Newsgathering: The Right of Privacy and Related Torts," focusing on Food Lion's suit against ABC-TV News for misrepresentation on employment applications, fraud and trespass in exposing the grocery chains handling of meat products. He argued the case raises serious ethical questions surrounding newsgathering and that ethical guidelines should be developed to govern newsgathering techniques.

Graduate student **Alan L. Bjerga** presented a paper, "Norwood, or an Introduction to Story Papers," at The Midwest Modern Language Association's annual conference, Nov. 7 at Chicago.

**Kathleen Hansen** was a featured speaker at a conference for journalists, Nov. 6, at the Freedom Forum Pacific Coast Center in San Francisco. The conference was titled "Local Stories in a Global Context: A Self-Education Program" and her lecture was on total immersion in a subject.

Graduate student **Sanjay Asthana** presented a paper titled "Liberalization, Media and the Indian Middle Class" at the 26th Annual Conference on South

## Correction

In the Summer 1997 issue of the *Murphy Reporter*, Dr. Roya Akhavan-Majid was misidentified as "assistant professor." She is a senior visiting professor in International Communication at the School of Journalism and Mass Communication. An SJMC alumna, Akhavan-Majid joined the faculty of Southern Illinois University in 1988. She was awarded early promotion to the rank of associate professor with tenure in 1992, and served as director of graduate studies at the SIUC School of Journalism for two years prior to coming to the University of Minnesota.



## Hargrove-Simon

CONTINUED ON PAGE 14

says working in the Silha Center has helped her understand the workings of a small media center, but she maintains her characters are not based on anyone in Murphy Hall. "In a sense I'm doing research...but just because [the main character's] initials are BB doesn't mean he's patterned after Bill Babcock!" (Babcock is the co-director of the Silha Center and her supervisor.)

Eventually, Hargrove-Simon would like to teach Slavic Studies. "I feel strongly that Americans don't know enough about that part of the world," she says. "We owe it to ourselves and the rest of the world to be more knowledgeable."

For now, however, Hargrove-Simon says she is enjoying her position in the SJMC. "I like being in the Silha Center," she says. "If I have to work a nine to five job, there can't be anything better." ■

## STAFF PROFILE Patricia McNutt

BY IRINA DMITRIEVA  
SJMC GRADUATE STUDENT

**T**he rumors are true: the School of Journalism and Mass Communication attracts people who are out-of-the-ordinary. Who would have thought that the School's new principal accountant, Patricia McNutt, has a bachelor's degree in Criminology.

"I am very interested in issues surrounding women and children, for example, family violence," says McNutt, who joined the SJMC staff in July 1997. Before graduating from the University of Minnesota in 1995, she volunteered for nearly three years at the Ramsey County Juvenile Court system. There, she worked as a child advocate along with probation officers, prosecutors, counselors, family therapists, and also wrote reports and made recommendations in court.

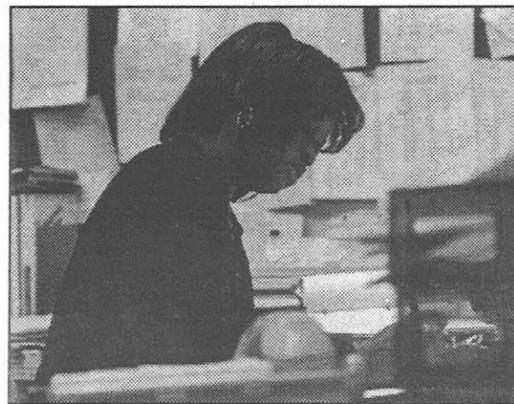
"I enjoyed working with kids and

trying to help their families," McNutt recalled. "But this is a kind of work that affects people's lives and stays in your head even after hours."

Before coming to the SJMC, she previously worked at the Minneapolis headquarters of First Bank, where she was a payroll specialist, and before that, as an account specialist for a year at the University's Professional Development and Conference Services. Her decision to work at the SJMC was prompted by a long-term goal: to resume her studies, and this time, get her business degree.

Taking up her duties as the principal accountant for the SJMC was not an easy task, McNutt explained, because she had to learn all about the different accounts on her own. The former SJMC accountant, Mary Ann Lukanen, died last April of a heart attack.

McNutt, however, is experienced in tackling complex tasks. During her undergraduate days, she succeeded in managing multiple roles: being a full-time mother, a full-time student, having



Patricia McNutt

PHOTO BY ERIC LARSON

a part-time job as accountant assistant at the St. Paul Student Center, and volunteering at the juvenile court.

She spends her spare time with her sons: six-year-old Pierre and Malik, who is a year-and-a-half old. Together they enjoy going to Circus Pizza and playing the "SuperMario" video game. A native of Mississippi, Patricia also likes listening to legendary blues singers, in particular, B.B. King, who comes from the same small town near Memphis, Tenn., where Patricia's parents now live. ■

## Faculty & Student Notes

Asia, Oct. 16-19, at the University of Wisconsin-Madison.

**Don Gillmor** presented a paper, "Who Was William Ernest Hocking?" at a University of Illinois College of Communications Symposium series, Oct. 10-11, celebrating the golden anniversary of the Hutchins Commission on Freedom of the Press.

Graduate student **Brian Gabriel** presented a paper, "The Battle of Wounded Knee 1890: A Case Study of Media Delegitimation" at the American Journalism Historians Society meeting, Oct. 15-19, in Mobile, Ala. His paper was awarded runner-up for the William Snorgrass Award for minority reporting. A synopsis of graduate student Kate Mann's paper, "Democracy Rings Hollow: A Case Study of the Black Press During the Second World War," also was presented at the meeting.

**Tsan-Kuo Chang** was the guest editor of, and wrote the introduction to, "Journalism and Mass Communication Around the World With a Comparative Context," a special issue of *Journalism and Mass Communication Educator* published in Autumn 1997.

Visiting professor **John Ullmann** spent part of September in Latvia, Lithuania and Estonia lecturing to professionals and university students on investigative reporting techniques, electronic journalism and ethics. The United States Information Agency sponsored the visit. Earlier in the summer, he was a consultant to USA Today, spending six days with individual reporters and editors seeking better enterprise and investigative stories. During the fall semester 1998, Ullmann will be the Freedom

Forum Distinguished Visiting Professor at the College of Journalism and Mass Communications at the University of Florida at Gainesville.

**William Wells** was honored at the Golden Anniversary Convention of the American Psychological Association (APA) for his "Pioneering and Enduring Contributions to Consumer Psychology." This honor was presented by the Society for Consumer Psychology, Inc. at the 105th Annual Convention of the American Psychological Association, Aug. 15-19, in Chicago.

Also at the APA convention, William Wells and graduate students **Nancy Nentl** and **Cherie Anderson** presented a paper, "Television Narrative as a Source of Consumer Research: High Level Cross Validation," and **Jennifer Lambe** presented a paper, "Dimensions of Intolerance: Measuring Individual Attitudes about the Limits of Free Expression."

Co-editors **Ann Klejment** and **Nancy Roberts** received the Eighth Annual Pax Christi USA Book Award for American "Catholic Pacifism: The Influence of Dorothy Day and the Catholic Worker Movement," Aug. 10, at the Pax Christi USA National Assembly at Catholic University in Washington, D.C.

Numerous SJMC graduate students and faculty members took part in the Association for Education in Journalism and Mass Communication convention, July 30-Aug. 2, in Chicago. The list of presenters and papers is as follows:

**Genelle I. Belmas**, "Heat of the Moment: Flag Burning and Legal Theory," Law Division;

**Mark Cenite**, "Obstacles to Defamation Recovery in Cyberspace User Forums," Communication Technology and Policy and Law Divisions;

**Messeret Chekol**, "New York Times' Use of Symbolism in Foreign Conflict Reporting: The Case of the Eritrean War (1962-1991)," International Communication Division;

**Janet Cramer**, "Of Heathens and Heroines: Constructions of Gender and Empire in the Women's Foreign Mis-

sionary Press, 1869-1895," History Division;

**David Domke, David P. Fan, Michael Fibison, Dhavan Shah**, Steven S. Smith, and Mark Watts, "News Media, Candidates, and Issues, and Public Opinion in the 1996 Presidential Campaign," Mass Communication and Society Division;

**David Domke, Dhavan V. Shah** and **Daniel B. Wackman**, "Media Priming Effects: Accessibility, Association, and Activation," Communication Theory and Methodology Division;

**Tsien-Tsung Lee** and **Anthony Y. H. Fung**, "Moving to the Center: Press Coverage of Candidates' Ideological Cleavage in a Campaign," Mass Communication and Society Division;

**Kathleen Hansen**, "Newsroom Topic Teams: Journalists' Assessments of Effects on News Routines and Newsroom Quality," Newspaper Division;

**Kathleen Hansen** and **Joan Connors**, "The News of Your Choice Experiment in the Twin Cities: What Kind of Choice Did Viewers Get?," Radio-Television Journalism Division (which received the Top Faculty Paper Award);

**Kathleen Hansen**, panelist, "Developing Evaluation Skills in Using Reference Sources," Mass Communication Bibliographers Interest Group;

**Jothik Krishnaiah**, "Shifting Perspectives in International Communication: Implications for the Study of Communication Practices in Third World Cultures," International Communication;

**Dhavan Shah**, "A Typology of Professor-Student Partnerships from Conceptualizations to Publication," Communication Theory and Methodology Division and Graduate Education Interest Group;

**Dhavan Shah, Ronald J. Faber, Seounmi Han Youn** and **Hernando Rojas**, "Censorship of Political Advertising: A Third-Person Effect," Advertising Division;

**Hazel Dicken-Garcia**, panelist, "The Internet and Continuing Historical Discourse(s)," History Internet Group;

**Tsan-Kuo Chang**, "All Countries Not Created Equal to Be News: World

System and International Communication," Communication Theory and Methodology Division;

**Tsan-Kuo Chang**, panelist, "Will Press Freedom Flicker Out in Hong Kong?," Radio-Television Journalism and International Communication Divisions;

**Tsan-Kuo Chang**, discussant, "One Country and Two Systems: The Interaction of Hong Kong and Chinese Media and Public Opinions after 1997," Chinese Communication Association;

**Ronald Faber**, panelist, "A Post Mortem on Political Advertising of 1996," Law and Advertising Division;

**Dhavan Shah** and **Ronald Faber**, "Censorship of Political Advertising: A Third-Person Effect," Advertising Division;

**Michael Griffin**, panelist, "Posing Women in Public Consciousness: A Pictorial Rhetoric of Sexual Objectification," Visual Communication and Communication Theory and Methodology Divisions.

Graduate student **Tao Sun** was selected as one of the 10 recipients of the 1997 President's International Predissertation Fieldwork Grants. He spent the summer in China exploring dissertation possibilities.

**Nancy Roberts** attended the National Leadership Institute of the American Association of University Professors last July at Hofstra University in Hempstead, Long Island, N.Y. This was in connection with her duties as 1997-98 editor of the newsletter of the University of Minnesota-Twin Cities chapter of AAUP.

**William Babcock** discussed media ethics and practices surrounding the revelation of the "Grand Forks Angel" by the news media, May 22, on Minnesota Public Radio.

**Catherine A. Luther** and **Douglas A. Boyd** published "American Occupation Control Over Broadcasting in Japan, 1945-1952" in the Spring 1997 issue of the *Journal of Communication*. ■

SCHOLARSHIP FUND  
ESTABLISHED

## Dave Moore, longtime TV anchor, dies

A scholarship fund in the name of the late Dave Moore has been set up at the University of Minnesota to benefit both broadcast journalism and theater students at the University.

Moore, who died Jan. 28 at the age of 73, was one of the most respected and popular personalities in Twin Cities radio and television. He was the main anchor for the WCCO-TV newscast for 28 years and also a gifted actor who had performed with several local theater companies.

He was born, raised and educated in the Twin Cities area, where he developed a love for both theater and journalism. While a student at Washburn High School in south Minneapolis, he had apprenticed as an actor at the Old Log Theater in 1941 in Minneapolis. Later, he attended the University of Minnesota, graduating from the General College in 1949.

After a brief stint as a sports reporter in Battle Creek, Mich., Moore arrived at WCCO-TV (Channel 4) in 1950 and spent 47 years there. During his early years at WCCO, he was an announcer for programs such as "The Malkerson Dude Ranch Show" and "Bowlerama," along with various children's and quiz shows that were a staple of local television during the 1950s.

In 1957, WCCO began a nightly newscast, and when an unknown named Walter Cronkite turned down the job for main anchor, it went to Moore, who remained No. 1 on the set for 28 years, one of the longest runs of any local newsman in the country. In 1985, when Don Shelby assumed the anchor's chair at 10 p.m., Moore continued with the 6 p.m. news show until 1991. He continued to host a public-affairs show, "Moore on Sunday," until last summer, when he became too ill to continue.

Between 1962 and 1971, Moore helped create and sustain a memorable satirical late-night news program, "Bed-time Nooz," described as a cross between David Frost's "That Was the Week That Was" and "Saturday Night Live" (the latter did not premiere until four years later).

Colleagues remembered Moore as the conscience of the newsroom whose high journalistic standards influenced a whole generation of broadcast journalists. His success also was attributed to the way he imparted feeling to his work, as well as his actor's gift for inflection and timing. Because of his theater training, he often referred to himself as "a performer" but the journalism community recognized him as a great journalist who almost single-handedly made the Twin Cities an exceptional broadcast news market. —Nahid Khan

► Contributions to the fund may be sent to:

Dave Moore Scholarship Fund  
The University of Minnesota Foundation  
Suite 200  
1300 S. Second St.,  
Minneapolis, MN 55414

## Retired Prof. Raymond B. Nixon dies

Raymond B. Nixon, a retired SJMC faculty member and scholar of international communication, died December 15, 1997, at Friendship Village, Bloomington, Minn. He was 94.

Nixon joined the faculty in 1952 and served as professor of international relations for many years. He retired in 1971.

After retiring, Nixon remained active in the field of international communications, lecturing and conducting seminars at various universities in the United States and abroad. He often spent up to six months a year abroad as a lecturer and consultant primarily in Latin America. In 1974 he was awarded the Medal of Honor in Journalism from the University of Missouri.

Nixon came to the University of Minnesota from Emory University in Atlanta, Georgia, where he was a member of the journalism faculty from 1926 to 1952, eventually directing its journalism program.

For nearly two decades, from 1945 to 1964, Nixon served as editor of Journalism Quarterly, after which he became its international editor. Nixon published extensively on the subjects of international communications and comparative foreign journalism, freedom and control in national press systems, mass communications and public opinion, newspaper ownership, and inter-media competition. His articles appeared in such journals as Editor and Publisher, Nieman Reports,



Ray Nixon in the 1970s

Quill, Audio-Visual Communication Review, the UNESCO Courier, and the University of Amsterdam's Gazette as well as Journalism Quarterly.

Nixon wrote the book, "Henry W. Grady: Spokesman of the New South," published in 1943, and was editor of the 1930 "Problems of the Country Weekly." Nixon was co-

editor, with C. B. Gosnell, of the 1933 "Public Opinion and the Press."

At the University, Nixon was active on a number of committees, including chairing the University Committee on Intercultural Communications and membership on the University Senate, where he served on its Committee on Business and Rules. He also was active in helping students outside academics, particularly international students, and he and his late wife, Amy, often invited them to his home for dinner.

In 1961 and 1962, Nixon participated in cultural exchange programs for the U.S. Department of State, and traveled throughout Europe, the Middle East and Latin America.

Nixon maintained a long association with the United Nations Educational, Scientific and Cultural Organization (UNESCO). For many years, he was a consultant to its Department of Mass Communication, and in the 1960s served as president of the International Association for Mass Communication Research and as a member of the association's executive committee.

In 1958 Nixon served as United States representative and vice-president at UNESCO's Conference on Education of Journalists in Latin America, and during the early 1960s he was a frequent lecturer at the UNESCO-sponsored International Center of Higher Studies in Journalism for Latin America, in Quito, Ecuador.

At the invitation of UNESCO Nixon visited various centers of journalism education and research throughout the world, including the Soviet Bloc, Asia, the Middle East, and Western Europe and helped many countries establish journalism education programs. He was particularly interested in the effect of poverty on mass communication and public opinion and studied that subject in India and elsewhere.

Nixon's background in professional journalism was varied. From 1917 to 1924, he worked at the Tampa (Florida) Daily Times as a reporter, sports editor, telegraph editor, editorial writer and city editor. He also worked as a correspondent for the Atlanta Journal from 1921 to 1923. From 1930 to 1938, he was director of a weekly radio program at station WSB in Atlanta. He contributed to the Atlanta Constitution from 1943 to 1952 and to the editorial page of the Baltimore Sun in 1943 and 1944. He was director of the News Bureau at Emory University from 1924 to 1938 and edited the Emory Alumnus magazine from 1927 to 1938.

Born June 10, 1903, in Live Oak, Florida, Nixon received his bachelors degree in English and History from Emory University in 1925. He earned his master of arts degree from the University of Wisconsin in 1934, with a major in

CONTINUED ON PAGE 4

## Obituaries

**Mike Augustin**, '65, a longtime sports writer for the St. Paul Pioneer Press, died December 19, 1997, less than a week after learning he had cancer. He was 57.

He grew up in Springfield, Minn. After two years at St. John's University in Collegeville, Minn., Augustin sought a sports writing job at the St. Cloud Times. He was given some statistics and told to write a story, which resulted in a job offer.

Augustin left after a few years to study journalism at the University of Minnesota, and after earning a degree from the General College, returned to the Times as sports editor. Four years later he took a position at the St. Paul Pioneer Press, where he reported on several sports at all levels, from the Super Bowl to high school games, with equal interest.

Survivors include his mother, Eleanor, and brothers John and David, all of St. Cloud.

A funeral mass was held December 23, 1997, at St. John's Abbey and University Church in Collegeville.

**John Chapman**, '48, died in August 1997. He had earned his degree in news editing.

**Norman Diamond**, '47, died December 29, 1997, after a brief illness. He was a World War II veteran and had received three Purple Hearts and the Silver and Bronze stars. After returning from the war, he attended the University of Minnesota, and upon graduating, began a career in sales, marketing and public relations. He worked for the Bureau of Engraving in Minneapolis, several wineries, a liquor distributor, and other businesses. He also was the former president of the Jewish Historical Society and past president of the Temple Israel Men's Club.

**Anthony B. Fiskett** died September 12, 1997. His career included being the Director of Corporate Communications for the Green Giant Company in Minneapolis, and an editor at Harcourt Brace Jovanovich publications in Duluth. He owned his own public affairs management company and was executive director of public affairs for Merck & Co. He was a member of the Board of Directors of the World Rehabilitation Fund and a former officer of the Public Relations Society of America.

**William J. Fox, M.A.**, '64, died October 16, 1997. For more than 20 years, he had been the state capitol reporter for United Press International. He was 66. He often said he would have liked to have written a book entitled "The Day I Missed Breakfast with John Kennedy" because he overslept the day the late president came to Minneapolis to breakfast with local reporters.

Fox grew up on a farm near Franklin, Minn., and graduated from the College of Great Falls in Montana. He served in the U.S. Air Force from 1950 to 1953 in Biloxi, Miss. He then returned to Minnesota to work on his master's degree in journalism at the University. His first reporting job was at the local paper in Waseca, Minn. Later, he returned to the Twin Cities and was hired by UPI.

Survivors include his wife, three daughters and a son.

**Ernest Clark Giesecke**, '49, died on August 1, 1997. He was a 22-year employee of the University of Minnesota where he worked as a financial aid counselor on both the Minneapolis and St. Paul campuses, specializing in loans for dental, medical, pharmacy and veterinary students.

**Leeward C. Lee**, '47, died recently.

**Daniel E. Martin** died on June 25, 1997.

**Kermit O'Neil**, '50, died on February 23, 1994.

**Theodore Peterson**, '41, died on August 27, 1997. He joined the faculty of the School of Journalism at the University of Illinois in 1948, and served as the Dean of the College of Communications from 1957 to 1979. He retired in 1987. He was the co-author of "Four Theories of the Press" with Fred Siebert and Wilbur Schramm and "Magazines in the Twentieth Century."

# Alumni Update

## 1930s

**Chugo Koito, M.A. '38**, recently had an article entitled "The Century of The Japan Times" published in the centenary issue of that newspaper. He describes himself as being the "lone Japanese and last Pillsbury Hall product" in his graduating class, as the following year the journalism department moved to Murphy Hall. During his career, Koito wrote four books on international news agencies and also wrote about the history of the press and conflicts with various authorities in different countries. In addition, he translated four books on international communication. He worked as a New York correspondent for the Domei News Agency and for the Kyodo News Service as its New York bureau chief. He taught at Sophia University at Tokyo as professor and chairman of the Department of Journalism from 1966 to 1981.

**Arthur Naftalin, '39**, appeared in a story published in the Summer 1997 issue of The Daily News, the magazine of The Minnesota Daily Alumni Association. He was managing editor of the Daily in 1938-39, and was honored for his work at the paper and beyond. In May, he joined other inductees into the Daily's Hall of Distinction. The Hall of Distinction honors former employees of the Daily who have made numerous contributions to their field of expertise. After working at the Minneapolis Tribune, Naftalin returned to the University of Minnesota and earned master's and doctoral degrees in political science. He then became secretary to the mayor of Minneapolis. He later became commissioner of administration to Minnesota Governor Orville Freeman, and after that, became mayor of Minneapolis. He eventually left politics and became a professor of public affairs at the University of Minnesota, retiring in 1986. Today he still is active with the Minnesota Friends of Public Education, an organization he helped create.

**James A. Smutz, '39**, is a retired US Army colonel who also operated an advertising agency for 18 years. He then worked for two years as a staffer for former San Francisco mayor Dianne Feinstein. He is now retired and living in San Francisco.

## 1940s

**Jim Blake, '48**, retired from Hubbard Broadcasting in July 1996 after 43 years of service. During his tenure, he was vice president of five different Hubbard ventures. His last assignment was as vice president of United States Satellite Broadcasting, Hubbard's pioneer venture into direct broadcast satellite. Blake previously had worked at the Minneapolis Star Tribune from 1948-1953.

**F.L. "Gus" Cooper, '41**, recently was honored by the Life Advertiser's Association, of which he is a 50-year member and was president in 1971-71. The association has changed the title of its Meritorious Service Award to the Gus Cooper

Award, and held a reception to honor him at a recent meeting. Cooper worked as vice president of public relations for New York Life and is currently serving as a consultant for 3M Media Network.

**Clayton Kaufman, '49**, retired in 1991 after a 39-year career at WCCO radio in Minneapolis. He started as a journalist in 1951 and eventually became president and general manager of WCCO and senior vice president for the radio division of the station's parent company at the time, Midwest Communications. He covered sports at The Minnesota Daily from 1947 to 1949.

**Joan Margulies Strimling, '47**, who has lived for 40 years in Los Angeles, has retired.

**Roy L. McGhee, '45**, moved to Palm City, Florida, in June 1997 from Washington D.C. He retired from the superintendship of the U.S. Senate Periodical Press Gallery in 1992. He previously worked for United Press International until 1973.

**Carl T. Rowan, M.A. '48**, has published a new book, "The Coming Race War in America." In his book, Rowan examines reverse discrimination, IQ and race, and the people he characterizes as "hatemongers" in today's society. Rowan is also a Freedom Forum trustee.

## 1950s

**Frances F. Compton, '55**, has retired after a 21-year career as director of blood donor recruitment and also communications director with the American Red Cross in Central Ohio. She and her husband, Richard H. Compton, live in Columbus, Ohio. Her current activities include volunteer teaching of journalism to fifth graders and research assistance for her husband's books. During her student days, she worked as a reporter and columnist at The Minnesota Daily, and was the editor of the 1954 Gopher yearbook.

**Richard H. Compton, '55**, has retired after a professional career as a radio/television news director, news/opinion magazine creator and editor, communications agency partner and 15 years of free lance writing including several books dealing with aspects of Ohio history. He and his wife Frances live in Columbus, Ohio, where he now volunteers in bringing the delights of poetry to the elderly. While at the University, he worked as a reporter and columnist at The Minnesota Daily, and staff member of the Ivory Tower.

**Roy Dean Johnson, '56**, is a free-lance travel writer, working for Copley News Service, Rochester Post-Bulletin, Catholic Spirit, and AAA Magazine. He is also a jazz writer for Coda, Mississippi Rag, and Jazz Beat.

**Norman W. Larson, '56**, has retired after 30 years of teaching journalism at the University of Kansas and 29 years of teaching at the University of St. Thomas. He and his wife, Judith J. Fawcett, celebrated their silver wedding anniversary in December 1996. Both are former members of the Minneapolis Tribune news staff. Larson reported news at The Minnesota Daily from 1952 to 1956. His wife worked at the Ivory Tower in 1956-57.

**Sid Levin, '51**, is a managing partner of a Denver-area restaurant, the Blackhorn Exchange. He and his wife, Renae Dechter Levin, have four children and six grandchildren. Renae retired as a high school English teacher in Denver four years ago and is a volunteer and also trav-

els. Sid was a columnist on The Minnesota Daily staff from 1948 to 1951 and his wife also covered the news from 1949 to 1951.

**John W. Mashek, '53**, retired November 1, 1997 from the Boston Globe. He worked in journalism for 40 years, including eight years with the Dallas Morning News, 23 years with the U.S. News and World Report, two years with the Atlanta Journal Constitution and seven years with the Boston Globe. He also was a Fellow at the Institute of Politics at the John F. Kennedy School at Harvard University in 1995. In November, he began a year-long elections project with the Freedom Forum in Nashville, Tennessee.

**James McGovern, '50**, has published a new book, "The 50,000 Watt Broadcast Barnum: The Life and Times of Stanley E. Hubbard." The book traces the stormy career of the radio/television pioneer from his early struggles to building a radio and television empire worth hundreds of millions of dollars, and which culminated in United States Satellite Broadcasting (USSB). McGovern himself has had a varied career which included stints as talk show host, news director, television news anchor, newscaster, and investigative and legislative reporter for numerous stations. He also has been the local news feed correspondent for NBC, CBS, and ABC. He has been a political advisor, speech writer and a national presidential campaign advance man. Besides his new book, which is available through Duchas Press in St. Paul, he has also authored three dramatic plays, two novels, and many articles.

**Willard B. Shapira, '58**, has joined Bozell Worldwide Inc. as public relations account executive. Among the accounts he will serve are Cargill Food, Ceridian Employer Services and many of Bozell's 3M accounts. His responsibilities include media relations and client contact. Before joining Bozell, Shapira was the manager of public relations at Twin Cities Public Television. He has held a variety of communications positions at other Twin Cities' businesses including 3M and Honeywell. Active in the Minneapolis community, Shapira is a volunteer broadcaster on Minnesota Public Radio's "Jazz Image" program. He also serves on the Board of Directors and as a communications advisor for the Mental Health Association of Minnesota.

**Earl Wettstein, '53**, has retired and sold his interest in his advertising agency, Wettstein/Bolchalk of Tucson. He started the agency in 1963. He recently was named the first president of Arizonans for Death with Dignity, the statewide organization of the Hemlock Society, and supervised the opening of six new chapters of the society throughout the state.

## 1960s

**Bill Allard, '64**, has just published a book, "Time at the Lake: A Minnesota Album," through Hamilton Publishers. The book consists of interviews with owners of lakeside resorts and photographs of the lake country, and is available from Hamilton Publishers.

**Syed Bashiruddin, M.A. '68**, has retired as Vice-Chancellor of Dr. B.R. Ambedkar Open University, and as professor and head of the Department of Communication and Journalism at Osmania University, both in Hyderabad, India. He still serves, however, as the

academic advisor-cum-consultant (communication) with the National Council for Rural Institutes with the Government of India. He welcomes letters from other SJMC alumni.

**Elwood Karwood, M.A. '64**, retired in June from the Communication Department at Slippery Rock University, Penn. He also had been chair of the journalism department at the University of Wisconsin, Eau Claire, and had taught for a total of 39 years. In July, he and his wife Barbara moved to Red Wing, Minn.

**Michael L. Larson, '66**, has been named editor of the Minot, N.D. Daily News, a 27,000 circulation, morning daily newspaper. He was formerly the editor of the Mankato (Minn.) Free Press for 11 years, and also its editorial page editor and managing editor.

**Howard Lavick, '69**, was recently appointed chair of the communication and fine arts department of Loyola Marymount University where he has taught film and television since 1984. He received a master of fine arts degree in film from the University of Southern California in 1977. Lavick served in Vietnam in 1971. While at the University, he worked at The Minnesota Daily from 1968 to 1970 in the photo and news departments.

**Dennis McGrath, '63**, and his wife Betsy have started a new consulting business. The couple had been assigned for three years to International Public Relations, a firm in Tokyo, Japan which is a sister agency of the McGrath's former employer, Shandwick USA, in Bloomington, but the assignment was cut short by the chronic illness of the couple's daughter. The family returned to the U.S. where they decided to start their own consulting business. McGrath is also planning on writing a how-to book on business.

**Sally-Jo (Moen) Bowman, '63**, won first prize for her essays at the Pacific Northwest Writers' Conference. Entitled "I Will Fight No More Forever," the essay was about the site of Nez Perce Chief Joseph's surrender and participation in Native American ceremonies. She also won third prize for a mainstream novel in the Rocky Mountains Fiction Writers Colorado Gold Contest with an historical novel about 1890s Hawaii, Na Koa.

**David L. Mona, '66**, is currently the CEO of Shandwick USA Public Relations, formerly Mona, Meyer, & McGrath. He previously worked at the Minneapolis Star and as director of corporate communication for Toro. During his student days, he reported sports for The Minnesota Daily from 1961 to 1963.

**Nancy (Nietz) Goodman, '60**, has collaborated with her husband, Robert, on a biography and pre-territorial history of Minnesota, "Joseph R. Bown: Adventurer on the Minnesota Frontier." She is a free-lance editor, graphics designer and historian living in Stillwater, Minn.

**Larry Pearson, '64**, is an associate professor of journalism at the University of Alaska-Anchorage and is proprietor of Online Design. He wrote news for the Ivory Tower from 1960 to 1964.

**Jerrold Petterson, '61**, is a freelance writer based in Phoenix. He recently traveled to Brazil, where he visited Rio de Janeiro and three provincial capitals on article assignments for publication at Exxon and Texaco.

**Larry Teien, M.A. '67**, has left 3M and has formed his own company,

Ty N Communications. Located in Minneapolis, the company serves professionals in marketing communications, corporate communications and agencies.

## 1970s

**Michael Anderson**, M.A. '74, is currently working at the U.S. embassy in Singapore. His previous assignment was in New Delhi. Anderson is a former editor of *The Minnesota Daily*.

**Stephen Bergerson** has been selected by the Advertising Federation of Minnesota for its 1997 Silver Medal Award. The award is the highest honor the industry group gives to individuals who have made outstanding and lasting contributions to the advertising industry, the community, and creativity. Bergerson is a former advertising agency account executive for Campbell Mithun Esty, and has practiced advertising and promotion law for 25 years. He co-chairs the Advertising, Communications, and Entertainment Law Group at Fredrikson & Byron and is well-known in the advertising industry for his volunteer advocacy and leadership on important legal, ethical, and governmental issues. He currently chairs the Minnesota Better Business Bureau's Joint Self-Regulation Committee and is a member of the National Advertising Review Board. He is a past president of the Advertising Federation of Minnesota and Minnesota Advertising Review Council and a former member of the American Advertising Federation's Council of Governors.

**John Blake**, '79, is a photojournalist at KOAT-TV (an ABC affiliate) in the station's Santa Fe, N.M. newsroom, covering the state capitol and northern New Mexico. Blake began his career in television news 22 years ago in the Twin Cities at KSTP-TV and has worked at both WCCO-TV, and KARE-TV. He recently won a regional Emmy award for an investigative series on lack of fire protection on the Navajo Indian Reservation.

**Greg Breining**, '74, recently traveled to Indonesia, where he researched stories on endangered species for *International Wildlife and Islands* magazines. His most recent book is "Minnesota" (*Compass American Guides*) and he is working on a travel book about Lake Superior for the University of Minnesota Press.

**Brad Davis**, '75, is a graduate student in the Rural, Town and Regional Planning Program at the University of Minnesota. Davis was on the staff of *The Minnesota Daily* from 1993-94.

**Bruce Gefvert**, '72, a former 3M/University of Minnesota Journalism co-op student has completed 25 years at 3M. In January, he became the president of Rexton, Inc., a hearing health manufacturer which is a subsidiary of Siemens.

**Susan E. Haberle**, '70, opened Haberle Communications in 1996, which specializes in corporate communications, speech writing, marketing literature, employee communications and media relations. Her previous experience included communications management at National Car Rental, Medtronic and Allina Health Systems.

**Stephen M. Hedlund**, '73, has been promoted from executive vice-president/general manager to president at Minneapolis-based Ehlert Publishing Group Inc., as of August 1, 1997. Prior to joining EPG, Hedlund owned his own publishing consulting firm, served as publisher of Twin Cities and Corporate

Report-Kansas City magazines, and was national sales director for Modern Handcraft Inc., a special-interest magazine publisher.

**Joan Meyer**, '76, received an MA degree in American history two years ago from the University of Nevada at Las Vegas. Her area of specialty was women's history, with an emphasis on the war for southern independence. In August, she moved to Jackson, Mississippi.

**Tom Newcomb**, '72, left the Central Intelligence Agency's Office of General Counsel in March to become a subcommittee staff director and counsel for the House Permanent Select Committee on Intelligence.

**Gary North**, '75, is the manager/coordinator of Gibbon Communications. His responsibilities include editing, writing, reporting and publishing, web development, video production, labor-management conflict resolution and interpersonal consultation. He is also president of the Los Angeles Newspaper Guild and the treasurer and co-founder of the Los Angeles chapter of the National Lesbian and Gay Journalists Association.

**Jim Pumarlo**, '76, is the editor of the *Red Wing Republican*. and is chairing an education task force dealing with higher education as well as kindergarten to grade 12 educational issues for the Minnesota Chamber of Commerce.

**Kimberly Roden**, '77, was recently named to the Board of Directors of Minnesota Women in Cable and Telecommunications. She is currently vice president of Public Affairs for Paragon Cable.

**Timothy Ryan**, '75, has returned from Texas to Minnesota and Wisconsin. He is now a board-certified prosthetist and staff prosthetist at Orthotic Center of La Crosse. His most recent exercising of his journalism degree was a technical article written for the winter 1994 issue of the *Journal of Prosthetics and Orthotics*.

**Patrice Vick**, '76, is the director of communications and public relations for the North American division of Carlson Wagonlit Travel. Earlier, she held communications positions with Norwest Corporation and former Governor Rudy Perpich and was a reporter for the *Forum* of Fargo-Moorhead as well as *Twin Cities* suburban weeklies.

**Jean Alyce (Westlund) Austin**, '73, is the director of regional marketing for American Express, southeast region. She received the 1997 Chairman's Award for Quality (Baldrige) for Execution of the Atlanta Olympics Effort. She also received the 1997 Divisional Excellence Award for the Olympic Effort and Team Management for the National Goal Achievement for EMS Product Sales. Austin has worked for American Express for 23 years in New York City, Washington, D.C., and Fort Lauderdale. She graduated magna cum laude from the University of Minnesota, and during her student days, worked on the staff of *The Minnesota Daily* advertising sales. She is a member of the James Goodhue Chapter of Kappa Tau Alpha.

**Molly Wigand**, '76, is the author of seven children's books based on Nickelodeon Network characters and published by Simon and Schuster. She also has written "How to Write and Sell Greeting Cards, Bumperstickers, T-shirts and Other Fun Stuff," published by *Writer's Digest Books*. Wigand is the president and creative director of her own creative marketing agency.

## 1980s

**Stuart Aase**, '80, is currently working as an assistant news editor at the *Florida Times-Union*. He has worked at the *Bemidji Pioneer* (Minn.), *UPI*, *Quad City Times* (Iowa), the *Sacramento Union*, and the *Skagit Valley Herald* (Wash.).

**D. Hayne Bayless**, '83, is a potter whose work is now sold in galleries in New York, Chicago, St. Louis, San Francisco, Tokyo and Auckland, New Zealand. In April, Bayless participated in a show at the Smithsonian Institution in Washington, DC. He was formerly the arts editor of the *New Haven Register*.

**Tina Burnside**, '88, is a trial attorney for the U.S. Equal Opportunity Commission (EEOC). She was a reporter with the *Milwaukee Sentinel* for five years.

**Jeffrey B. Burton**, '85, is a freelance writer who lives in St. Paul with his wife, Cindy, and daughter, Maddie Rose. His fiction pieces recently appeared in *Dogwood Tales Magazines*, the *Millennium Science Fiction Fantasy Magazine*, *Nightmares*, and *Literary Fragments*.

**Mary Dayhuff Hall**, '82, currently works as an account supervisor at *Media Loft*. She spent 10 years in the advertising department of the *Star Tribune* and a year in sales promotion at *General Mills*. She was involved in production at *The Minnesota Daily* from 1977 to 1979.

**Diane Hellekson**, '83, is pursuing an M.A. in landscape architecture at the University of Minnesota. From 1988 to 1995, she worked as an art and restaurant critic for the *St. Paul Pioneer Press*. She also has free-lanced for many local publications, including the *Minnesota Monthly*, *Utne Reader* and *Artpaper*. She is the mother of a three-year-old son.

**Sarah Janecek**, '84, is a longtime Republican Party activist and a political consultant with considerable name recognition in political circles, according to a Dec. 11 article in the *Star Tribune* on Republican candidates for the secretary of state race. Janecek was described as the leading contender until she pulled out of the race Dec. 10 to help her fiancé in his fight against bladder cancer.

**M. Jon Levy**, '83, has spent the past four years working as an inside sales representative for the Minneapolis-based company *Peak Performers International*. During the last two and a half years, he has been the top sales representative in the company out of a staff of more than 25 sales representatives. He works with businesses in Toronto, and the company promotes top-name speakers such as Lou Holtz, Rick Pitino, Pat Riley, Mike Ditka, Terry Bradshaw as well as sales speakers such as Brian Tracy and Tom Hopkins.

On the side, Levy has been working for the *Howard Puley Pro-Am Summer Basketball League* as the public address announcer, music coordinator, official scorer, media and public relations for the past 11 summers. The players in this league consist of many current and past Minnesota Gophers as well as current and past professionals of the NBA and European leagues. In the winter, he serves in the same roles for *De La Salle High School Basketball*.

Prior to this, Levy had an eight-year radio broadcasting career that covered the *Black Hills of South Dakota* (Deadwood); *Frankfort, Indiana*; *Madison, Wisconsin*; and the *Twin Cities*. Job duties were primarily that of sportscaster/reporter, disc jockey and account executive. This included the opportunity to

interview many high-profile sports personalities, including Michael Jordan.

**Marian McLain-Johnson**, '87, has been named manager of corporate communications for *Minnesota Mutual*. Her responsibilities include management of a wide range of external and internal company communications. She is also a graduate of the *Roehampton Institute of Education*, *University of London*. She joined *Minnesota Mutual* in 1988. Prior to this promotion, she served as a senior marketing communications representative. She also is a member of the *Life Communicator's Association*.

**Cynthia Osborn**, M.A. '85, recently accepted an executive sales development position with *Intesys*, the clinical software divisions of *Spacelabs Medical Company* at *Seattle*. Previously, she served as medical editor for *NOA*, world wide marketing specialist for the information technology sector of *3M* (*Imation*) and as a market development consultant for a variety of *Fortune 50*, entrepreneurial, and public concerns such as *Mellon Bank* at *Philadelphia*; *Norwest Bank* at *Minneapolis*; *First Bank of Chicago*; a bank in *Mexico City*; *National Computer Systems of Edina, Minn.*; *Reynolds & Reynolds Healthcare Systems of Dayton, Ohio*; and the *John Ryan Company of Minneapolis*. She lives nowhere near *Bill Gates*, but his baby was born using her company's software.

**Mary Pitzer**, M.A. '84, has been health and science editor for *Excite Inc.*, the Internet search engine. She is now freelancing in *Los Angeles* for the *Los Angeles Times* and the *Health Care News Server*, a new on-line news service. She also produces an astronomy website for the *Mining Company* (<http://\astronomy.miningco.com>).

**Joy Powell**, '87, has joined the *Star Tribune* as a reporter on the public safety team. She was most recently at the *Omaha World-Herald* where she covered the courts.

**Steve Rhodes**, '89, is a freelance journalist in *Chicago*, primarily for *Newsweek*. He was formerly a reporter for *The Chicago Tribune* and other papers.

**David Royle**, M.A. '88, has been appointed Senior Producer by *National Geographic Television*. He was one of the producers of the Emmy Award winning NBC non-fiction comedy series "TV Nation." He produced cable television's first original history series "The Eagle and the Bear." He is also a pioneer in the use of small digital cameras, most recently directing two shows for the real life "E.R." television series, "Life and Death in the Emergency Room." He has won many television awards, including the *duPont-Columbia Gold Baton*, the *George Polk Award* and the *Ohio State Award*. His directing credits include *Hedrick Smith's "Inside Gorbachev's USSR"*, an episode of the *The Wall Street Journal's* series on the new emerging economies, "Emerging Powers: Brazil," and a profile of *Watergate "Senator Sam" Ervin*.

**Sam Schoen**, '86, has moved from *KCRA-TV* in *Sacramento*, where he anchored and reported for six years, to *KGO-TV* in *San Francisco*, where he is now an anchor/weekday reporter.

**Shelly Sippl**, '85, became, as of September 1997, the managing director of the *BBDO Warsaw Group* in *Warsaw, Poland*. The group is a 110-person advertising agency with three divisions: a gen-

eral market advertising group, a media planning/buying group, and a public relations group. Her husband, who is a lawyer, and their cat and dog, accompanied her to Poland.

**Kathy Tinglestad**, '81, recently was elected to the Minnesota House of Representatives.

**Wendy (Wiberg) Wustenberg**, '83, is the new editor of the Minnesota School Boards Association publication, *The Journal*. She was formerly press secretary for former governor Al Quie.

**Terri (Yablonsky) Spat**, '87, is writing practice management books for the American Dental Association in Chicago. Previously she was a features writer for a peer-reviewed medical journal for laboratory professionals. She also does freelance work for national health publications.

## 1990s

**Amira Awad**, '96, recently took a job as copy editor for the Alameda Newspaper Group in Pleasanton, Calif. The Alameda Newspaper Group is made up of five daily newspapers. Awad was previously a copy editor with the Lodi News Sentinel in Lodi, Calif.

**Maria Elena Baca**, '91, appeared in a story in *The Daily News*, the magazine of The Minnesota Daily Alumni Association in its Summer 1997 issue. Currently a reporter with the Minneapolis Star Tribune, Baca described her experiences covering the flood in Grand Forks. She is a board member of the Daily's alumni association.

**Harlan Brand**, '92, is the producer of "First Edition" at KARE-TV in the Twin Cities. Previously, he was an associate assignment editor and news writer for the *Saturday morning show*, KARE 11 News Saturdays.

**Ben Bromley**, '95, recently was named city reporter for the Baraboo News Republic, a small daily in South Central Wisconsin. He previously worked as news editor of the Woodbury-South Maplewood Review, a Twin Cities-area weekly.

**Jessica Burke**, '96, is currently working as an administrative coordinator for the Student Legislative Coalition, a student lobbying organization at the University of Minnesota, while pursuing a degree in public policy at the Humphrey Institute. She was previously a legal assistant to Yost & Baill, PLLP, in Minneapolis.

**Allison Campbell** is working at the St. Paul Pioneer Press as an editor in the food department.

**Angela Chen**, M.A. '93, is working at First Midwest Bank, N.A., as the Compliance Training Officer. Angela is in charge of training for bank-wide employees with regards to federal and state banking laws. She lives in Arlington Heights, Ill.

**Joe Christensen**, '96, now covers high school sports and minor league baseball at the Riverside Press-Enterprise in Temecula, Calif. He had reported sports and news with *The Minnesota Daily* from 1992 to 1996.

**Amy Clendening**, '96, is an account coordinator at Karwoski & Courage Public Relations, a public relations firm located in Minneapolis. She was previously a communications specialist with Minnesota Credit Union League in Bloomington, Minn.

**Sarah (Cremer) Bell**, '96, now employed as a marketing assistant for

In2marketing, located in Slough, Berkshire, UK.

**Jerry Daost**, '92, had a story entitled "Bury Your Dead" published in the November 1997 issue of *Minnesota Monthly* magazine. The story is a winner of the 1997 Tamarack Awards.

**Laurie Dennis**, M.A., '96, is a reporter/photographer working for the *Monticello Times* in Monticello, Minn. She had a baby in January 1997.

**Joan L. Donaldson**, M.A. '96, is currently a manager at Sponsored Financial Reporting at the University of Minnesota.

**Dave Elmstrom**, '90, has joined *Twin Cities Business Monthly* as a staff writer. Previously, he was editor of *Finance and Commerce* Newspaper.

**Danielle Farber**, '96, works as an account assistant with Padilla Speer Beardsley, a public relations agency in Minneapolis. Previously, she was a media specialist with Media Relations, Inc.

**Charlie Gesell**, '94, is a photography intern at the Cape Cod Times. He recently teamed up with a Philadelphia Inquirer reporter, Jennifer Weiner, for a story in the September 1997 issue of *Seventeen* magazine.

**Jaqueline Getty**, '95, is the news director and main anchor for KCCO-TV in Alexandria, Minn. She also reports once a week for WCCO's morning show. Getty took part in the SJMC mentoring program while a student at the University.

**Juliana Gruenwald**, '92, covers intelligence and telecommunications issues for *Congressional Quarterly's Weekly Report* in Washington, D.C. She is engaged to be married in August. She worked in the news department of *The Minnesota Daily* in 1991-92.

**Elizabeth Blanks Hindman**, Ph.D. '90, is an assistant professor at North Dakota State University where she teaches reporting, editing, media law, and media ethics. She is married and has a daughter and a son. From 1987 to 1990, she worked on the copy desk of *The Minnesota Daily*.

**Anne Hutchinson**, '93, is working as a reporter and also the 6 and 10 p.m. producer at WSAW-7, a CBS affiliate in Wausau, Wisconsin. She has been at the television station for a year and a half.

**Erik Jansen**, '95, is a media planner at Messner Vetere Berger McNamee Schmetterer/Euro RSCG in New York, where he works on the MCI Communications account.

**Jill D. Johnson**, '96, is currently an account executive for Tunheim Santrizos Company in Minneapolis, which is a public relations and communications management company.

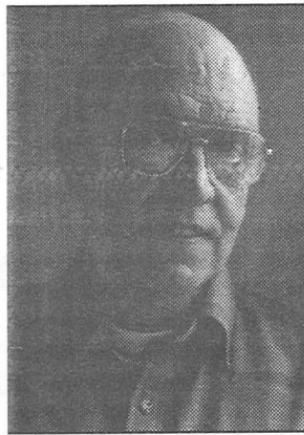
**Kristine Larson**, '90, is now a freelance copywriter after having worked at Hunt Adkins for almost five years. She works for a variety of clients and agencies in Minneapolis, New York, Los Angeles and Toronto.

**Janet Lenius**, '90, founded Jalen Enterprises in January 1997, and currently operates Northeast Infoline, a voice service created to keep residents of Northeast Minneapolis informed of events in the neighborhood. The Infoline number is (612) 379-4576 and is available 24 hours a day, seven days a week.

**Matt McKinney** has taken a two-year contract with the *Journal-Bulletin* in Providence, Rhode Island, and has been assigned to a bureau in Massachusetts near the Rhode Island border.

**Brian Meyers**, '96, is a reporter for Press Publications/Shoreview Press, a

## Around Murphy Hall



Long-time Murphy Hall janitor Don Spreeman retired in September 1997 from the University of Minnesota.



New University of Minnesota President Mark Yudof had the pleasure of meeting SJMC staff members (l-r) Rose Lenzmeier, Jan Nyberg and Karen Stohl during inauguration festivities on the Northrop Mall in October 1997.

newspaper business in White Bear Lake, Minn. He previously was a sports reporter for the *Faribault Daily News*.

**Margareth Myklebusst**, '95, has been working as an account manager with the Leo Burnett Company in Oslo. She is still working in Leo Burnett's dialog marketing department.

**Erik J. Nelson**, '96, is currently working as an on-line news editor for the Internet Broadcasting System/KCBS in Los Angeles. Previously, he was a general assignment reporter and a fill-in anchor for KCCO/KCCW-TV/CBS in Alexandria, Minn.

**Tammie Nelson**, '96, is currently working as a Spanish teacher.

**Nancy Nentl**, M.A. '94, is researching cultural stereotypes of overweight and underweight people in portrayals of television characters. Some of her findings were presented in the August 21, 1997 issue of the *St. Paul Pioneer Press*.

**Kenneth S. Olson**, '96, is an editor at Finney Company/Hobar publications, which is a career, agricultural and industrial technology book publisher.

**David Prill**, '91, a former *Minnesota Daily* columnist, is the author of the novels "The Unnatural" (St. Martin's Press, 1995) and "Serial Killer Days" (St. Martin's Press, 1996). "The Unnatural" won a 1996 Minnesota Book Award. His third novel, "Second Coming Attractions," will be released in early 1998, also by St. Martin's Press.

**Thomas P. Reynolds**, M.A. '96, is a senior science writer at the National Cancer Institute in Bethesda, Maryland. He started there as an intern, and the assignment led to a permanent job.

**John Roehlen**, '90, is working as a MinnesotaCare enrollment representative for the Minnesota Department of Human Services. He has worked for the state since 1994. Before that, he was a freelance photojournalist in the Twin Cities area. From 1986 to 1994, he served as a publications judge for the National Scholastic Press Association, and was also a reporter for *The Minnesota Daily* in 1985-1986.

**Elaine P. (Schaefer) Geelan**, '92, is now a fashion copywriter for the Department Store Division of Dayton Hudson Corporation, which includes Dayton's, Hudson's, and Marshall Fields department stores. She served as the vice chair for business affairs on *The Minnesota Daily's* Board from 1991 to 1993.

**Amy Jo Schulteis**, '96, is working as a broadcast production coordinator and radio producer for BBDO in Minneapolis.

**Alissa (Sheldon) Nelson**, '96, is working as an administrative assistant for Hal Riney & Partner/Heartland, an advertising agency in Chicago.

**Jeffrey Shelman**, '94, began covering the University of Cincinnati basketball program for the Cincinnati Post in September. His previous position was with the Danville, Ill., Commercial News where he covered the University of Illinois.

**Marcia Scherzer**, '96, is an account specialist with the Star Tribune in Minneapolis. Previously she worked as an account coordinator for the newspaper.

**Jeff Sherry**, '96, is a sports reporter for the *Daily Tribune* newspaper in Wisconsin Rapids, Wisc.

**Jennifer Simonson**, '96, is working as a photography intern at the Hawk Eye newspaper in Burlington, Iowa. Previously, she worked as a news assistant for the *Northeast/North News* in Minneapolis.

**Mary M. Tan Thomas**, '93, recently left WMTV-TV in Madison, Wisc., to take up a general reporting position at KVBC-TV in Las Vegas.

**Justin Temple**, '96, is now a technical writer with Schweiss Distributing, a manufacturing company in Fairfax, Minn. Previously, he worked as an intern with the opinion section of the *St. Paul Pioneer Press*. He also is pursuing a degree in environmental planning at the University of Minnesota.

**Chad Thomas**, '96, is a general assignment reporter for the Rochester Post-Bulletin in Rochester, Minn.

**Christina Toledo**, '96, is working as a TRAX coordinator for the Dayton Hudson Corporation in Minneapolis.

**Tom Volek**, Ph.D. '91, has been in Russia on a Fulbright teaching fellowship. He is teaching advertising, public relations and communications law at the St. Petersburg State University's faculty of journalism. He has also been doing research on the evolving Russian newspaper press and interviewing editors and reporters. His wife, son and daughter have accompanied him to Russia. Volek credits his fellowship to a conversation started by SJMC professor Hazel Dicken-Garcia.

**Patrick Welsh**, '92, is an advertising account coordinator for Target Stores. He also is pursuing an MBA in marketing from the University of St. Thomas.

**Tari Wilde**, '96, is currently working in advertising sales for the San Francisco Bay Guardian newspaper in San Francisco. Previously, she worked in advertising sales for the *Twin Cities Reader* in Minneapolis.

—Elaine Hargrove-Simon

# Roberts advises world's first "Newseum"

BY STEPHANIE SCHUCK  
SJMC GRADUATE STUDENT

Despite public claims that the media are prompting the downfall of American culture with often overblown news coverage of events such as the O.J. Simpson trial, the role of the press in shaping society has been recognized and given a form through which it can be revered: a museum. The "Newseum," a museum showcasing the past and present development of news, opened in Arlington, Virginia, in April 1997.

The establishment of the Newseum, billed as the "only interactive museum of news," acknowledges journalism as a major field and force in the U.S. according to SJMC professor Nancy Roberts. "It's a sign that journalism has become professionalized," she says.

Roberts, a journalism historian and co-editor of "The Press and America—An Interpretive History of the Mass Media," served as a consultant for the Freedom Forum, a non-profit organization endowed by the Gannett Company, which financed the museum. Roberts suggested artifacts for the different exhibits and scrutinized lists of reporters. The late alumnus Michael Emery (BA '62 (history), MA '64, PhD '68 (SJMC)), also contributed his insights and journalism knowledge to the creators of the museum before his death in December 1995. A respected journalism scholar and historian, Emery also edited "The Press and America" and was a professor of journalism at California State University at Northridge.

Roberts attended the opening celebration in April, which she says was very gratifying. "It was like being in a candy store," she says. She adds that her East Coast colleagues are fortunate to be able to bring their students to the museum for field trips. "It is a wonderful resource," Roberts says.

A \$50 million resource designed by the architects of Washington D.C.'s Holocaust Memorial Museum,



Professor Nancy Roberts served as a consultant for the Freedom Forum, sponsor of the world's first "Newseum."

ILLUSTRATION COURTESY OF THE FREEDOM FORUM.

Ralph Appelbaum Associates, the museum is 72,000 square feet with three levels housing video galleries, a television news studio and changing exhibits. The museum not only highlights the development of news but the history of mass communication as well. "The museum gives you a sense of what media were like in different periods," says Roberts. Communication artifacts of various periods include early relics such as a drum, ancient tablets, scrolls, and old newsletters in addition to more modern technological items such as typewriters, cameras, radios, and televisions.

Along with the tools of newsmaking, the Newseum displays its final products including an extensive

collection of national and international newspapers. A 126-foot video news wall broadcasts up to 36 images including breaking news clips from around the world. Along with current headlines and broadcast breaking news, visitors can read about news-making moments of the past such as the Great Fire of London in 1666 and battles of the American Revolutionary and Civil Wars through historical archives of newspapers. A collection of film and video clips allows viewers to see famous news moments such as the 1960 presidential debates between John F. Kennedy and Richard Nixon.

Multimedia displays, interactive computer monitors, and hands-on exhibits enable visitors to act as newspaper editors and television news broadcasters. Exhibits in the museum's ethics center prompt patrons to consider ethical dilemmas faced daily by reporters and editors. By viewing the many historical displays and participating in the hands-on activities, Roberts says visitors will realize how much mass communication is a part of society. "You get a sense of the impact [of journalism] on culture," she says. "As a historian I love it."

Roberts says the Newseum is a "model museum" and she was not only impressed by the final result but by the project organizers from the Freedom Forum. "They went all out to make a state-of-the-art statement about journalism history," she says.

Perhaps the museum will impress even the most critical press pundits as well as the general public. As Roberts maintains, "anyone who is a part of a democratic society needs to know how journalism works." ■

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