

THE Murphy Reporter

UNIVERSITY OF MINNESOTA
School of Journalism and Mass Communication
Summer 1998

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Murphy renovation planned

BY ALAN BJERGA
SJMC GRADUATE STUDENT

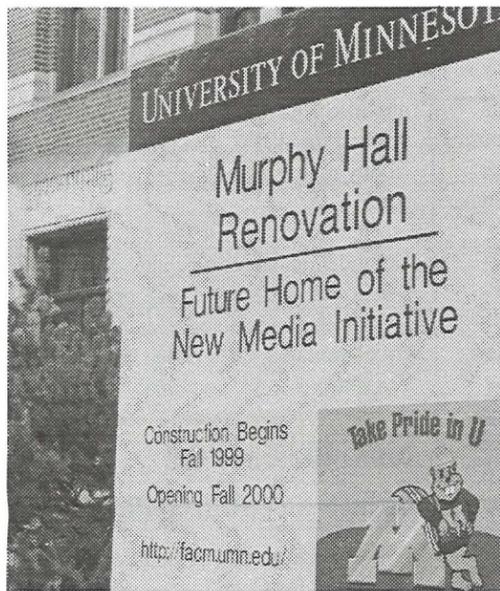
Minnesota's back," is what professor Ken Doyle says when describing the future of the School of Journalism and Mass Communication.

And for Steve Morawetz, president of the SJMC alumni association during the past year, the Journalism School is at a watershed. "We've experienced a do-or-die moment," he said.

It's been a twisting, turning year for the faculty, staff, students and alumni involved in the successful effort to chart a new direction and gain renewed financial support for the Journalism School.

But after on-again, off-again merger plans, close calls with the legislature and, finally, \$11 million and plans for a renovated Murphy Hall, the University journalism community can breathe a sigh of relief—when they have time to breathe.

To describe the struggles of the School of Journalism and Mass Communication in life-and-death terms isn't an exaggeration. After a University-appointed task force recommended a merger with the Speech Communication Department in December, the coffin appeared to be nearly nailed shut.



There are definite signs of change at Murphy Hall.

But when the proposed merger failed to gain necessary faculty support, both in Speech Communication and in the SJMC, efforts turned from reorganization to revitalization. The \$9 million remodeling of Murphy Hall into a state-of-the-art mass communications and new media center became a key point of the University's \$249 million legislative capital bonding request.

With a new, independent future on the

horizon, motivation to support funding initiatives was intense.

Doyle attended numerous legislative hearings and pro-funding rallies. He notes the legislative lobbying effort was successful because of careful planning among administrators at both the University and J-School levels.

"The effort was organized principally out of Central Administration," he said. "President Yudof played a prominent part in the process. I think his arrival has galvanized this place.

"Within journalism, Professor (Al) Tims' office couldn't have been more effective. I think he did a masterly job, and got support from virtually every corner."

One corner crucial to the lobbying effort was occupied by alumni. "We were mobilizers," Morawetz said. "We weren't at the capitol at 2 a.m., but we were very much a sounding board for the J-School."

Although the "New Media Initiative" plan that provided for Murphy renovation passed the House, calls for fiscal responsibility among legislators made it unlikely that every item in the University-

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Conference banquet roasts retiring SJMC Professor Gillmor

BY JACK BRESLIN
SJMC GRADUATE STUDENT

During his 47 years of distinguished scholarship, retiring University of Minnesota Professor Donald M. Gillmor has given countless lectures, seminars, conferences and banquet speeches. But when he stood at the lectern on April 19 during a black-tie banquet "roast" in his honor, he was particularly nervous.

Facing some 150 friends, colleagues, alumni and students didn't rattle the media law scholar; Sophie, his wife of 49 years, did.

"Sophie was so upset with me," Gillmor admitted, while packing up his books and papers in his office after 45 years at the School of Journalism and Mass Communication.

"I could have George Washington in the audience and I wouldn't be nervous. But when she's in there, I'm nervous. She misses all my lectures, so I don't have to worry about her in the ordinary course of things."

Yet despite the rough critique, Gillmor "did appreciate that many people being there." For example, among the guests were the professor's first doctoral student, Jan Robbins, and his "last" doctoral student to finish, Sherrie Wilson.

"So there was a certain symmetry about having Jan Robbins and Sherrie Wilson both at that banquet," Gillmor explained. "Then I was surprised at some of the people who turned out. People whom I never expected to see were there."

The award-winning Silha Professor of Media Ethics and Law was honored during the April 18-20 National Media Ethics and Law Conference in Minneapolis. The conference, sponsored by the SJMC's Silha Center for the Study of Media Ethics and Law, attracted some 100 scholars, journalists, attorneys and students, many being Gillmor admirers or former students.

A native of Fort Frances, Ontario, Gillmor, 72, began his journalism career in 1950, at the Winnipeg Free Press after earning his bachelor's degree at the University of Manitoba. He later completed his masters and doctoral degrees at the

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Joel Kramer, former Star Tribune publisher, named Cowles senior fellow

Joel Kramer, former executive editor, and then publisher and president of the Star Tribune, will join the faculty of the School of Journalism and Mass Communication for the academic year 1998-99 as the first Cowles Senior Fellow.

Kramer, 50, will serve as an advisor to the SJMC on numerous issues, including ways to improve outreach and collaborative efforts with various elements of the mass communications industry.

He will provide guidance for the renovation of Murphy Hall and the creation of the New Media Institute, as well as play an important role in the recruitment of candidates for the Director of the SJMC, the Cowles professor, the New Media Institute director, and the Silha Center Chair.

Several of Kramer's other responsibilities as the Cowles Senior Fellow will include planning and developing at least one event of national scope on media management and

economics, providing periodic guest lectures and presentations in classes throughout the academic year, making curricula suggestions, and helping identify professionals who can serve as adjunct faculty.

"We are delighted and honored to have Joel Kramer become the first Cowles Senior Fellow," said Al Tims, interim director of the school. "Having Joel with us will be tremendously helpful as we make so many critically important decisions."

Kramer added: "This is an exciting time for the School of Journalism and Mass Communication, and I'm pleased to play a part of it."

A 1969 graduate of Harvard University, Kramer began his newspaper career at Newsday on Long Island, N.Y. While he was at Newsday, he shared a 1973 Pulitzer Prize won by Newsday for a series on heroin trafficking and its toll in that community.

After working as the executive editor of the

Buffalo Courier Press, Kramer joined the Star Tribune in the same position in 1983. He became publisher and president in 1992, and left the paper in May after Cowles Media Co. was acquired by McClatchy Company

Under his leadership, the Star Tribune strengthened its news and editorial coverage, restructured to create a more customer-focused organization, expanded into several new businesses outside the core newspaper, showed substantial earnings growth, and committed itself to a community relations effort focused on youth.

While serving as Star Tribune publisher, Kramer also served two years as chairman of the board of the Children's Theatre Company.

SJMC staff member Lisa Higgs contributed to this story.



Joel Kramer



Director's note

BY ALBERT TIMS
ACTING SJMC DIRECTOR

The 1997-98 academic year was one of dramatic contrasts. It began with tremendous uncertainty about the future. It ended with a sense of optimism and celebration permeating Murphy Hall.

The transformation was the result of determined efforts of faculty, staff, students, alumni, media industry professionals and officials of the University of Minnesota. It happened because of the support we received from the Minnesota Newspaper Association, the Society of Professional Journalists, the Minnesota chapter of PRSA, the Advertising Federation of Minnesota, the Minnesota chapter of the American Association of Advertising Agencies, the Minnesota Magazine and Publications Association, the Minnesota Broadcasters Association, the Minnesota Daily Board of Directors and the support of countless alumni. It happened because of the extraordinary efforts of special friends of the school like Jack Finnegan, Otto and Helen Silha, Linda Wilson, D.J. Leary and Robert Shaw. It happened because our students descended on the Minnesota legislature with a clear and consistent message of support. It happened because of the interest of President Mark Yudof in a strong, progressive journalism program that can be on the cutting edge of the new information age. It happened because of support of College of Liberal Arts Dean Steven Rosenstone who created the communications task force and devoted much of his time and talent to help ensure our success.

And it happened because the 1998 Legislature agreed with University of Minnesota officials that major investments needed to be made in restoring historical buildings, building new technological facilities, and renewing dedication to teaching, scholarship and service.

Part of that overall legislative initiative was the creation of a new media institute, full funding for renovation of

Murphy and Ford Halls, expanding availability of new media technology and the creation of new faculty lines.

Renovation of Murphy Hall will begin in 1999. The search process for a new director of the School, a director for the proposed new media institute, the Silha professor of media ethics and law, and the Cowles professor of media management and economics began this summer. And work will start on designing new programs that will meet the

1997-98 began with tremendous uncertainty. It ends with a sense of optimism and celebration.

needs of the communications industry as we enter the new millennium. All of this will happen in the context of preparations for transition from quarters to semesters and a move to a temporary home for 14 to 18 months while Murphy Hall is renovated.

The School made significant strides forward in many areas in 1997-98. As you read through this issue of the Murphy Reporter you will see that the faculty continued its excellent performance as teachers and lecturers, focusing both on skills courses and enrichment programs. Similarly, you will discover that the faculty and students rated high in both the production and the quality of their research during the past year.

Industry professionals donated their time and talent both as guest lecturers, adjunct professors and mentors. Student organizations enhanced that process with their programs during the year.

All of this activity has generated a new spirit, a new faith in the future. It is a future that seemed an impossible dream only a year ago.

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MacArthur Scholar arrives at SJMC

BY GREGG AAMOT
SJMC GRADUATE STUDENT

A Murphy Hall student hopes to use a prestigious fellowship to study the impact of the media on culture and minority groups. First-year master's student Les Lester is studying at the University of Minnesota under a MacArthur Scholarship, which brings scholars in a variety of fields to the university from around the world. He is the only MacArthur scholar in the Journalism School and one of about 100 at the university.

"The program is excellent. It's tailor-made for what I'm looking for," said Lester, whose delight extends beyond the University. "Minneapolis is a very progressive city. It's more or less a university town—the antennae of the University are in every corner. It's very effective in making it a big college town."

Lester, 39, brings to his scholarly pursuit a background in radio and newspaper reporting and magazine publishing. Raised in Mississippi and Chicago, he attended Chicago State University and worked for WJPC, a radio station run by Ebony magazine publisher John H. Johnson.

He also worked at The Chicago Defender, an alternative newspaper, and a radio station in Gary, Indiana. For about four years, he published a 5,000-circulation magazine called Teen World: The Magazine for Tomorrow's Leaders,

SJMC to host Pew Center's Batten Symposium

The Washington D.C.-based Pew Center for Civic Journalism will collaborate with the SJMC on its 1999 Batten Symposium and Awards ceremony in the Twin Cities in May.

This is a major teaching event for journalists, faculty and students. The Symposium will draw participants from around the country.

"We were joined in our proposal by the St. Paul Pioneer Press, the Star Tribune, KTCA-TV, and Minnesota Public Radio. Their enthusiastic participation helped us," said Kathleen Hansen, Minnesota Journalism Center director.

State's journalism leaders join MJC Advisory Board

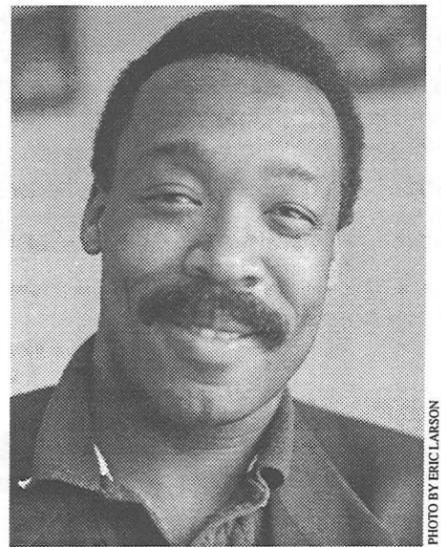
A distinguished group of media professionals has agreed to serve on a newly-formed Advisory Board for the Minnesota Journalism Center.

The Board will provide strategic guidance for the Center and its programming, suggest ways to link the Center to the media community and help the Center fulfill its professional development and outreach role. Professor Kathleen Hansen, director of the Minnesota Journalism Center, said "the Board will play an instrumental role in sharpening the focus and enhancing the impact of the Center. I'm thrilled to be working with such a distinguished group of leading professionals."

The Board Members are John Bodette, managing editor of the St. Cloud Times; Linda Falkman, executive director of the Minnesota Newspaper

Association; Joel Kramer, Senior Cowles Fellow at the University of Minnesota School of Journalism and Mass Communication and former publisher of the Star Tribune; Walker Lundy, editor of the St. Paul Pioneer Press; Jan McDaniel, vice president and general manager of WCCO-TV; Tim McGuire, editor of the Star Tribune; James Pagliarini, president of Twin Cities Public Television; Albert Tims, interim director, University of Minnesota School of Journalism and Mass Communication; and Michael Wilens, executive vice president and Chief Technology Officer for West Group.

The Board had its first meeting with Professor Kathleen Hansen, on July 16th. Additional board members will be invited to represent undergraduate students and other educational institutions in the region.



Les Lester

and also did public relations consulting in Chicago.

The focus of Lester's master's program will be media effects. He says institutional structures affect how people look at their identity.

"A lot of people don't strive to achieve because they can't do it because of the structure," he said. He also wants to look at how these institutional structures cause a schism between blacks and whites.

Lester hopes to pursue a Ph.D. in media sociology and would like to teach at a historically black college. A more immediate goal is to travel this summer to Liberia with his wife, Joyce.

SJMC ON-LINE

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

New items on the site:

- ▶ Resonance, an online music 'zine by students in the Spring Quarter Magazine Editing and Production class, can be found at: www.sjmc.umn.edu/resonance
- ▶ Remembering Raymond Nixon, scholar and friend, by Professor José Marques de Melo
- ▶ Murphy Reporter to begin reviewing books

Also on the site:

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

MJC/Minnesota Citizens' Forums probe public concerns, stimulate civic journalism

BY LES LESTER
SJMC GRADUATE STUDENT

While conducting a research project on the state's gubernatorial campaign this past spring, SJMC doctoral student and Minnesota Journalism Center administrative fellow Christina Fiebich suddenly found herself and the MJC propelled into the Minnesota Citizens' Forum spotlight and playing a role in stimulating public/civic journalism around the state.

The Minnesota Citizens' Forum is a citizen involvement initiative of the Star Tribune and KTCA-TV in partnership with Minnesota Public Radio and now the Minnesota Journalism Center. The aim of the citizen forums is to attempt to align this year's gubernatorial candidate debates with the issues that Minnesotans care about, and encourage the news media to cover these concerns.

Fiebich had called the Star Tribune for information for her project, and ended up talking to Larry Werner, the newspaper's reader involvement editor about the citizen forums. They agreed they should work together and, as a result, Fiebich landed a spot as a Forum moderator for southern Minnesota. Thanks to modern video technology, she has now presided over discussions seen across the state.

"The video-conferencing permits us to interact simultaneously from several forum sites. This allows us to engage a wide cross-section of Minnesotans in the discussions," Fiebich explained. Mankato, Rochester, Duluth, St. Paul, and



At the Minnesota Citizens Forum in March, citizen participants debated education issues.

Lucille's Kitchen in north Minneapolis have been forum sites.

Issues discussed in a series of five forums this past spring have been education, crime, taxes, public funding of sports, and welfare/poverty. In the education forum, for example, 31 randomly selected Minnesotans who had responded to the February 1998 Minnesota Poll on potential election issues were chosen to participate. Their questions ranged from concerns such as whether taxpayers should pay for school vouchers and why European kids test higher than American kids to why foreign languages are not a part of students' profile requirements?

Crime forum participants also had some interesting observations and questions arising from them. Sharon Mock of Duluth noted: "We learn basic principles for living that make us successful so we do not have to resort to criminal behavior. How can we establish those principles in young people?"

The citizens pointed to glamorization of violence in the media, including movies and music, and underscored the need for churches and schools to reinforce values once again. There was a time when just the presence of an adult neighbor was enough to quell bad behavior by adolescents, panelists recalled.

"When I grew up, there was nothing I did wrong at school or at home that I didn't get punished for," said David McKnight of Minneapolis. "Is there a way we can keep parents and neighbors involved in the kids' activities?" Another participant, Woodbury resident John Jacobson, added that in the past, "you were able to yell at your neighbor's kid. You can't do that anymore." After-school programs available for all children was a suggestion offered by a third participant.

From July through November, the MJC will provide information to anyone interested in hosting a discussion of their own or being connected with a group. Minnesota Citizens' Forum Discussion Group packets include helpful hints for hosts and conversation starters in the form of a videotape from KTCA-TV, an audiotape from Minnesota Public Radio and news articles from the Star Tribune. These packets will assist an estimated 200 discussion groups this summer, including churches, block clubs and PTAs. Call Christina Fiebich at 612/625-8095.

The goal of these discussions is to create and develop questions for gubernatorial candidates. These will be provided to Minnesota media outlets by the MJC, and may be used in an October gubernatorial debate in which citizens will participate and have the opportunity to ask questions directly.

The Minnesota Citizens' Forum seeks to uncover the concerns of citizens. Directly addressing those concerns is what the nationwide debate on public/civic journalism initiatives is all about.

Community connection: SJMC reaches out to the profession

BY IRINA DMITRIEVA
SJMC GRADUATE STUDENT

For some journalism students, the Minnesota Daily just isn't enough; they want professional experience off campus. Many students turn to their professors at the School of Journalism and Mass Communication for advice. Associate Professor Kathy Hansen can help them with useful connections by simply picking up a phone and calling media members around the state.

"Media folks are not just names in the directory," says Hansen, who is also the director of the Minnesota Journalism Center. "It is very important to have a dialogue with our main supporters in the state and those who employ our students. Now we can call those folks and they know who we are. These are the basics of human contact."

To brush up on those basics, she and SJMC interim director Albert Tims, recently visited a dozen Minnesota community newspapers. They spoke to publishers, editors-in-chief and senior reporters at papers such as St. Cloud Times, Mankato Free Press, Rochester

Post-Bulletin, Hastings Star-Gazette, Red Wing Republican-Eagle and others. The key message Tims and Hansen delivered was that the SJMC is eager to renew its connections with media members and to better cater to the needs of journalists in the state.

"It's amazing how happy people are to see us," says Hansen. "They are thrilled by the idea that someone comes out and asks them what kinds of things they would like to see happening at the MJC, what kind of students they are interested in hiring, and how we can do a better job of placement."

During their meetings, Tims and Hansen told media members about recent changes at the SJMC including the legislative funding for the new media initiative, renovation plans for the Murphy Hall and the intention to hire nine faculty members. Hansen also stressed that the MJC has dramatically intensified its activity. Since Fall 1997, it has held 18 events—"the kind of programming that nobody has seen since MJC was established in 1979," says Hansen.

Media members, in turn, expressed desire to see more journalism graduates

with graphic and design skills, both for print and online publications. To meet this demand, the SJMC plans to introduce a series of short courses, or "modules," taught by media professionals and covering such topics as online publishing, computer graphics, newspaper design and layout, copy-editing and business management in news media.

In addition, the SJMC will work with media members to encourage journalism students to pursue internship and career opportunities in community newspapers around the state. Many editors and reporters who met with Tims and Hansen said they would like to come to classes and tell the students what it's like to produce newspapers in a community. Among the interested papers were Duluth News-Tribune, Minnesota's third largest newspaper, which recently had seven job openings, and the Sauk Centre Herald, an online publication and a service provider. Dave Simpkins, owner/publisher of the Sauk Centre Herald even suggested that SJMC students could intern at his publication without ever leaving Murphy Hall—by editing and designing the issue online.

The desire of professional media organizations to cooperate with academic community is that which distinguishes Minnesota from many other states, says Hansen. For example, the St. Paul Pioneer Press, Star Tribune, KCTA-TV and Minnesota Public Radio are working together with the SJMC to bring the National Batten Symposium and Awards Dinner for Civic Journalism to the Twin Cities next spring. The Batten symposium is an annual event organized by the Pew Center for Civic Journalism in Washington, D.C. Many other media members in the state have expressed their desire to participate in this national symposium.

Other examples of media cooperation with the academic community include the citizen forum discussion groups, joined by the Rochester Post-Bulletin and Mankato Free Press, and professional skills workshops. The next workshop on news editing will be held with the help of the St. Cloud Times.

This summer, Tims and Hansen will be visiting more community newspapers in central and far northern Minnesota.

Grad student mini-conference breaks up the mid-winter blues

BY NAHID KHAN
SJMC GRADUATE STUDENT

A refreshing academic break for School of Journalism and Mass Communication graduate students, staff and faculty came in the midst of the flurry of lobbying activity (see page 1).

Sponsored by the SJMC and the Graduate Student Organization, the fourth annual "mini-conference" (as it is affectionately called by graduate students) took place February 13 in Murphy Hall.

The conference provides an informal forum for students to present research papers, work-in-progress, or research proposals to an enthusiastic and friendly home crowd.

Media ethics and law related topics were an important area of emphasis on this year's program although papers on mass media representations, new media, and interdisciplinary research also were presented.

"The conference provides students with a great opportunity to get feedback from faculty and classmates," said Katherine Roberts, GSO officer and one of the organizers. "We have a chance to let our fellow students and the faculty know what we are up to."

Participation was not only limited to paper presenters. Graduate student paper reviewers provided blind-reviews and substantial written feedback to the presenters. This year's paper reviewers were Sanjay Asthana, Genelle Belmas, Alan Bjerga, Greg Borchard, Erika Caswell, Mark Cenite, Irina Dmitrieva, Brian Gabriel, Lew Horner, Jenny Lambe, Bill Lawless, Molly Staeheli, Tao Sun, Zixue Tai, and Sooyeon Yoo.

Others served on the panels as discussants and moderators. Michael Fibison, Irina Dmitrieva, Bill Lawless, Mark Cenite, and Alan Bjerga were discussants, and the moderator was Molly Staeheli.

For SJMC Professor Hazel Dicken-Garcia, who is serving on at least 23 graduate student committees, the mini-conference is the most exciting event during the year and epitomizes what graduate study all about.

"The quality of research presented at these conferences year after year energizes us all. I personally love the electricity of the intellectual activity as individuals plan, organize and conduct the conference—from reviews of papers submitted, to the presentations, commentaries and rich discussion generated during the conference," she said.

"The work of these students has always been impressive. The conference helps them as they present work at various conferences during their graduate years; and, certainly, there can hardly be a better substitute for their preparation for activities in the many scholarly conferences we hope will be in their futures."

The following is a list of presenters and their paper titles:

New Media

Irina Dmitrieva, "Possibilities for the Emergence of an International Prohibition Regime Against On-Line Pornography"; Regina McCombs, "The Ad/Edit Line, Online."

Media Law and Ethics

Zinzue Tai, "Walking the Wire Between Party Line and Market Forces: Freedom of the Press in China"; Jack Breslin, "Drawing the Line—Criminal and Tort Liabilities in Newsgathering: Trespass, Fraud, and Obstruction of Justice"; Steve LeBeau, "The Dimensions of Truth: The Case of Northwest Airlines Versus WCCO-TV"; Andrea Hoeschen, Regine Bogensberger, Greta Cunningham, Steve LeBeau, Chrissy Tomlinson, Gregg Aamot, Irina Dmitrieva, Brian Gabriel, "Fairness: Case Studies of the Minnesota News Council Determinations"; Brian Gabriel, "The Mall of America Versus Freedom of Expression: Reclaiming the 'Privately-owned' Public Forum."

Representations in the Media

Katherine Roberts, "The Role of the First Lady and the Media: A Preliminary Case Study of New York Times Coverage of Mary Todd Lincoln, 1861-1865"; Nahid Khan, "The Americanization of Islam: Transformations in the Newspaper Coverage of Islam and Muslims in America, 1972-1997"; Mark Cenite, "Armchair Psychoanalysis: Media Coverage of the Cunanan Case."

Interdisciplinary Proposals

Michael Fibison, "The Great Cultural Clash in the Information Age: A Study of the Migration of Broadcast and Print People to the New World of the Internet"; Tao Sun, "Exploring Consumption Communities and Communication Communities in the Sports Industry."

Murphy renovation

CONTINUED FROM PAGE 1

ty's capital request would pass. The state Senate's version of the bonding bill was passed without provisions for Murphy Hall funding.

Lobbyists turned to creative funding to save several initiatives, persuading legislators to modify a 1990 rule requiring universities to pay one-third of the debt service for state bonding. Instead of paying the service, under the modification the University posts its own bonds for one-third of the combined University and state bond allocation. By shouldering increased responsibilities, the University gained increased funds—and Murphy was in.

"I can't say enough about the contributions of our students," Tims said. "The faculty is really energized by what's been happening, and I've never seen University leadership, faculty and students closer together."

But satisfaction soon gave way to workloads that made the lobbying effort seem leisurely. With \$11 million (\$9 in bonding money for Murphy, plus \$2 million from the state supplemental budget request for items like faculty salaries) now at its disposal, the school is ready to begin a new direction.

Plans are moving ahead to remodel Murphy, with work slated to begin fall 1999. Plans to restore the photojournalism program and the professional master's degree, both cut in 1995, are in the works. And as many as 9 full-time faculty could be hired within the next few years to bolster the current full-time faculty of 13, as soon as a new director is hired, possibly within one year.

Along with financial renewal, the department is undergoing a philosophical change as well, with professional outreach and education restored to a prominence not seen in decades.

As director of the Minnesota Journalism Center, Kathleen Hansen is working to rebuild ties between the school and the state's professional communications community to create a stronger future for both.

"For years, the school, the faculty and its leadership shifted its emphasis to the culture of the university, which places research ahead of its outreach mission," Hansen says. "There was a focus away from professional education ... we're not going to shift in the other direction now, but need to become a major source for people outside these walls."

Doyle, a licensed psychologist interested in theoretical issues in communication, welcomes the trend. "I've always liked the idea between academic and professional work," he says. "I'm looking forward to more bridges. It makes sense."

Most exciting, Doyle says, is that the School of Journalism and Mass Communication is doing just that—communicating. "I see lots of talking among subgroups, faculty as a whole, staff, and students, as to what direction we shall go. I see people very determined to strengthen this school. That might be the best part of what we have accomplished this year."

A new spirit of University support is reason to be optimistic for years to come, Hansen says. "We are finally getting the kind of attention from the central administration we should have had for a long time. The communication industry is clearly one of the greatest engines of job creation into the 21st century."

Minnesota writer Carol Bly to speak at day-long workshop on gathering stories

Gathering the passionate, accurate story will be the focus of a day-long workshop on Saturday, September 12, 8:30 a.m. to 6 p.m. at the Earle Brown Center on the St. Paul campus of the University of Minnesota.

The workshop, entitled "Gathering Stories: The Art of the Interview," is co-sponsored by the School of Journalism and Mass Communication and the Minnesota Journalism Center, as well as the Department of Family Social Science and Consortium of Children, Youth and Families at the University of Minnesota. Other co-sponsors are the Minnesota Association for Marriage and Family Therapy, Southwest Family Services, and the Hungry Mind Bookstore of St. Paul.

It will bring together two therapists, two journalists, two writers and two ethnographers to talk about how they gather stories, interview people, what kinds of questions they ask, and what is transforming for the interviewer and

interviewee. Cathy Wurzer, host of Minnesota Public Television's Emmy Award-winning Almanac, will be the moderator.

The therapists will be Bill O'Hanlon, author of 14 books and a high demand international speaker on family therapy topics, and Jon Amundson, a well-known Canadian therapist, consultant and innovative thinker.

The journalists will be Walt Harrington, award-winning journalist formerly with The Washington Post, and author of the books, Crossings: A White Man's Journey Into Black America, and American Profiles: Somebodies and Nobodies Who Matter, and Laura Markowitz, senior editor at The Family Therapy Networker and creator of In The Family magazine, and a regular contributor to The Utne Reader and Ms. magazines.

The ethnographers will be Paul C. Rosenblatt, award-winning University of Minnesota professor and author of several ethnographies in the family field

as well as the book, Metaphors of Family Systems Theory.

Tim Kloberdanz, North Dakota State University professor, folklorist and anthropologist, and co-author of the books, Plains Folk, and Thunder on the Steppe.

The writers will be Carol Bly, popular Minnesota iconoclast and award-winning author of the books, Changing the Bully Who Rules the World, and The Passionate, Accurate Story, and Kathryn Rhett, professor of writing at Gettysburg College and Iowa Writing Workshop, and editor of the book, Survival Stories: Memoirs of Crisis.

The registration fee is \$115 before August 1, \$130 between August 2 and September 11, and \$140 at the door, if there is space available. Registration is through Curiosity Productions, P.O. Box 131898, Roseville, MN 55113. For more information, call (612) 441-9292.

—Nahid Khan

First national media ethics and law conference held

National debates over media ethics and law argued at Silha Conference

BY JACK BRESLIN
SJMC GRADUATE STUDENT

Some 100 academics, attorneys, journalists and students from across the country gathered for the first National Media Ethics and Law Conference April 18-20 in Minneapolis, discussing controversial issues in such ever-expanding areas as new technology, media ethics, and news-gathering.

Sponsored by the SJMC's Silha Center for the Study of Media Ethics and Law with the West Group, ABA Media Law and Defamation Torts Committee, and Minnesota Journalism Center as co-sponsors, the conference was such an overwhelming success that organizers hope the scholarly gathering will become a biennial event, renamed in honor of retiring University of Minnesota Professor Donald A. Gillmor.

"We have received rave reviews on our conference from audience members and participants alike," Babcock said. "Many people have asked when our next conference will be."

University of Minnesota President Mark Yudof, also a law professor, moderated the opening Saturday morning session "New Technology and the Law." The discussion panel included attorney Ann Kappler of Jenner and Block, professors Jerome Barron of George Washington University, Donald Pember of the University of Washington and Robert Trager of the University of Colorado.

The new technology explosion, such as the Internet, has complicated First Amendment issues. This was demonstrated by last year's Supreme Court decision



Don Gillmor talks with Don Shelby of WCCO-TV, as Bill Huntzicker looks on.

in *Reno v. ACLU* to declare unconstitutional the 1996 Communications Decency Act. Like other media law scholars, the panelists debated whether existing legal precedents should govern attempts to regulate cyberspace and what protections must be developed.

"There really is a wide open debate over this type of free expression right now," Professor Thomas Eveslage of Temple University, a conference attendee, commented. The next few years should be very interesting."

Luncheon speaker Michael Wilens, a founding member of the Whole Earth 'Lectronic Link (WELL), now executive vice president and chief technology officer for the West Group, addressed the concerns of "narrowcasting," profitability of cyberspace publishing, and whether the Internet was an "ungovernable" system.

Saturday's afternoon session "Convergence of Legal and Ethical Issues," moderated by Professor Theodore Glasser of Stanford University, debated the clash of First Amendment protections with decisions in complex media ethical cases. Panelists included professors Clifford G. Christians of the University of Illinois, Deni Elliott of the University of Montana, Louis W. Hodges of Washington and Lee University, and Timothy Gleason of the University of Oregon.

Hodges' presentation "Ethics Always Trumps Laws, Or Why Have Laws Anyway?" sparked considerable discussion among the attendees from both sides of the ethics-law spectrum.

Countering that in today's media enterprise "economics trumps ethics and law," Bill Loving of the University of Oklahoma asked whether profit-driven

journalism can still meet its ethical responsibilities.

"The truth of the matter is that some human being has to be the one to decide how to weigh economic interests against other interests," Hodges responded. "So ultimately, the decision is a matter of morality, not so much a matter of economics because the decision to weigh economics as the most important thing is itself a prior ethical decision."

The concluding Sunday morning conference session focused on media liabilities in newsgathering, as prompted by the ongoing *Food Lion v. Capital Cities/ABC* litigation. Moderated by attorney James Goodale of Debevoise and Plimpton, the session included panelists attorney John Borger of Faegre and Benson; Joanne Byrd, editorial page editor of the *Seattle Post-Intelligencer*; James Naughton, president of the Poynter Institute for Media Studies; and attorney John J. Walsh of Cadwalader, Wickersham & Taft, who represented the plaintiff in the *Food Lion*.

During the question-and-answer period, one of the weekend's most practical queries came from Twin Cities WCCO-TV anchor Don Shelby, when he asked Walsh what the media can learn from the *Food Lion* case and how to "never have to see" him in court as a libel defendant.

"I think that the real lesson of *Food Lion* is that good old-fashioned journalism, sound journalism, journalism really based on an attempt to really get at the facts, was not practiced there," Walsh stated. "But that it was journalism in the modern sense of 'Let's get some images that we can throw up on a screen,' which have what I call verisimilitude. It looks like truth; it isn't necessarily."

Gillmor roasted

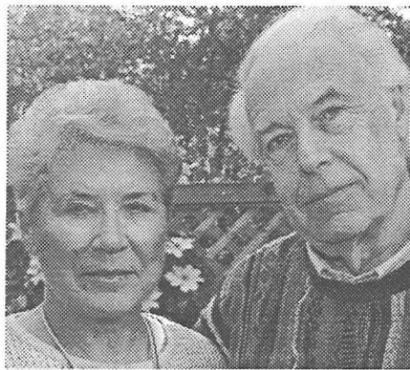
CONTINUED FROM PAGE 1

University of Minnesota before joining the faculty in 1965 and after teaching at the University of North Dakota. His book, *Mass Communication Law: Cases and Comment*, which he co-authored with Jerome Barron and Todd Simon, recently published in sixth edition, is considered the field's classic textbook.

To begin the evening's entertainment, the banquet's roastmaster, SJMC Associate Professor and Silha Center Director William Babcock, displayed one of Gillmor's many writings on an overhead projector screen. To everyone's surprise, it wasn't one of the scholar's countless academic contributions; instead, on the screen was a feature that Gillmor had written for the Oct. 18, 1951, edition of the *Winnipeg Free Press*. As Babcock invited the audience to edit the professor's early efforts as a journalist, Gillmor rose in mock protest.

"But I was only 23 then!" Gillmor cried out, later admitting how surprised he was at the discovery of his cub reporter efforts. The story was a "rare" by-lined effort about a Ukrainian Canadian's dream about Coronation Day.

Also displayed near the front of the room was a blown-up poster of a 1973 *Esquire* parody of the *National Enquirer*, which named Gillmor as one of the nation's sexiest college professors.



Sophie and Don Gillmor

Following his editing job of Gillmor's 1951 article, Babcock invited audience members to come up to the lectern to honor Gillmor. More than 20 speakers shared emotional remembrances of his dedicated teaching, remarkable scholarship and devoted friendship.

Russian native Irina Dmitrieva, Gillmor's final master's student, and her husband, Gregory Borchard, met in his media law class. Former student and later co-author Herb Terry admitted once "boldly correcting" Gillmor in class, then proudly taking his professor to a Supreme Court oral argument.

That high court session was particularly significant for both because Jerome Barron was arguing the case of *Miami Herald Publishing v. Tornillo*. At the "roast" Barron related his first meeting with his long-time collaborator when Gillmor sat in on his class at the University of North Dakota in 1969. Despite

their diverse views on the First Amendment, Barron praised his co-author's passion and scholarship.

SJMC faculty member Daniel Wackman explained how the Gillmors had welcomed him and his wife, Kathy, to the community some 27 years ago, becoming part of their family.

"Kathy and I are, in a sense, Don's kids," Wackman said. "Don and Sophie took us in and made us part of the community." Wackman noted that a student in Gillmor's final class last December wrote, "The only thing to do with Don Gillmor would be to clone him."

Favoring the cloning idea, Steven Rosenstone, dean of the College of Liberal Arts, called Gillmor "one of the few giants" among the college's 500 professors. He also lauded Gillmor as a "strong leader" in SJMC's recent successful lobbying for state funding for new media technology.

"The sense of camaraderie in the Journalism School created by Don over the past eight months made a new chapter possible in the life of the Journalism School," Rosenstone stated.

In a humorous visual review to wrap up the roast, Stanford University Professor and former Silha Center Associate Director Ted Glasser, used an impressive slide collection of Gillmor memos, clippings and photographs to reflect on his remarkable career. Glasser also recounted Gillmor's unusual "fetish" for trapping squirrels on his property, then set-

ting them free elsewhere in the Twin Cities.

Following those touching speeches, the Gillmors accepted several gifts including a bottle of vintage double malt scotch, which launched the professor into an admittedly long monologue about Scottish traditions, Babcock's kilt, the preparation of haggis (a Scottish delicacy) and other memories. That's what got Sophie's critical ire afterward.

"I think the banquet was great," Sophie recalled later. "He wasn't pleased with all the hoop-de-la, but once he got there he enjoyed himself very much."

"He went on a little long with the Scottish, and I was quite upset with him," she laughed. "But it was wonderful to have him see all his friends in the same room, and his son, his daughter and his grandsons."

Remembering Gillmor's students, she said, "over the years I've met many of them. Don has been very close to his students. He has always had that open door policy, so they go in and out."

Though their long-time SJMC role might change, that will not diminish their devotion to the university community, she added. They have plans to travel to Toronto, Alaska and Italy for their 50th wedding anniversary next year.

"Now that he's home more, it's going to drive me crazy having him around," Sophie joked. "Forty-nine years of marriage and we'll be closer together."

Faculty & Student Notes

Professor **Dan Wackman** is one of six faculty from four departments in the University who recently received a three-year, \$300,000 grant from the National Science Foundation. The grant will focus on understanding the role of customer relationships in the rapidly emerging environment of electronic commerce. The project will be carried out in partnership with four Twin Cities companies, 3M, General Mills, Periscope Marketing Communications, and Unisys. The project is one of only five funded out of more than 50 proposals submitted under NSF's Transformations to Quality Organizations program.

Associate Professor **Kathleen Hansen** received a grant from the Technology Enhanced Learning Small Grants competition. The grant competition was administered through the University's Office of the Vice Provost for Instructional Technology and University Partnerships. There were 105 applications and 20 grants were awarded. The grant will provide funds to convert her Jour 3004 Information for Mass Communication course's computer-assisted instruction exercises to a form that will be usable on the CLA ClassWeb site.

Adjunct Professor **Melody Gilbert**'s documentary "Broken Promise" was shown on WCCO-TV June 2 from 7 to 9 p.m. The documentary was about the situation of young people today and what can be done to help make things right for them. It was the first "civic journalism" project for WCCO-TV and was anchored by Don Shelby. It included a one-hour town meeting after the documentary. Gilbert reported and produced half of the stories in the documentary.

Visiting Professor **David Domke** has won the 14th annual Covert Award in Mass Communication History. The five-member Covert Award Committee selected Domke's article, "Journalists, Framing, and Discourse about Race Relations," published December 1997 in *Journalism & Mass Communication Monographs*, from among 12 articles nominated. The \$500 award, endowed by the late Catherine Covert, a professor of public communications at Syracuse University and head of the AEJMC History Division, goes to the article or chapter in an edited collection that represents the year's best essay in mass communication history.

Doctoral candidate **Janet Cramer** was awarded the 1998-99 Graduate School Dissertation Fellowship. Her proposed dissertation title is "Cross Purposes: Gender, Race, and Nation in the U.S. Women's Missionary Press, 1880-1905."

Zoua Vang, an undergraduate broadcast journalism student, recently won a \$2,000 Selmar Birkelo Scholarship. She also was awarded a \$3,000 Stillman Scholarship through the SJMC and a \$1,000 Jack Shelley Scholarship from the Northwest Broadcast News Association. Vang, a Hmong refugee, also has

received a Senior Honors Thesis Project Grant to create a documentary film tentatively entitled, "From Refugees to Americans: The Hmong Experience." Earlier this year, she was elected to a three-year term on the Minnesota News Council, and at age 20, is the youngest member ever chosen.

Undergraduate student **Jacqueline Couillard** has won a summer magazine internship through the American Society of Magazine Editors.

Doctoral candidate **Dhavan V. Shah**'s paper, "Civic Engagement, Interpersonal Trust, and Television Use: An Individual Level Assessment of Social Capital," will be published in a forthcoming issue of *Political Psychology*.

Doctoral candidate **Hong-Won Park**'s paper, "A Gramscian Approach to Interpreting International Communication: From Polarity Between Development and Dependency to Cultural Dynamics," has been accepted for publication in the *Journal of Communication*, either in the Summer or Autumn 1998 issue.

A paper entitled "Elite Cuing of Media Bias in Presidential Campaigns, 1984-1996," by **David Domke, Dhavan V. Shah, Mark D. Watts**, associate director of the Institute for Public Opinion Research at Florida International University, and **David P. Fan**, professor of Genetics and Cell Biology at the University of Minnesota, was presented at the American Association for Public Opinion Research conference May 14-17 at St. Louis, Missouri. An article on the study appeared in the May 5 issue of the *Star Tribune*.

Visiting Professor **Roya Akhavan-Majid** presented a paper entitled, "A Post-Cold War Strategy for Peace" at the Kessel Institute conference, Pathways to Peace, on May 8 at Mankato State University. She also has had a paper, entitled "Professional Role Perception as a Predictor of Job Satisfaction Among Daily Newspaper Editors," accepted for publication in the Summer 1998 issue of the *Newspaper Research Journal*.

Associate Professor **Tsan-Kuo Chang** participated in a conference on United States media coverage of China, May 6-8, in Washington, D.C. The conference was co-sponsored by American University School of Communication, Harvard University Kennedy School of Government, and the National Committee on U.S.-China Relations.

Professor **Donald M. Gillmor**'s paper, "Who Was W.E. Hocking?" was published in the Spring 1998 issue of *Communication Law and Policy*. This is a paper prepared for the 50th anniversary recognition at the University of Illinois, Urbana, of publication of the Report of the Commission on Freedom of the Press, *A Free and Responsible Press*, in 1947. The paper examines the influence and political naivete of this philosopher/theologian in the work of the Commission.

Professor **Nancy Roberts** spoke on "Polishing Your Prose" at a meeting of the Minnesota Christian Writers Guild, January 12, at the Christ Presbyterian Church in Edina.



Ronald Faber

Professor **Ronald Faber** received the Outstanding Reviewer Award for 1997 from the *Journal of Advertising* and the American Academy of Advertising at the Academy's annual conference held in March at Lexington, Kentucky. Along with doctoral students **Seounmi Hanyoun** and **Dhavan Shah**, and SJMC graduate **Hernando Rojas**, he also presented a paper, "Attitudes Toward Gambling Advertising and the Third-Person Effect."

Faber also presented a paper on a panel on International and Intercultural Advertising at the 15th Annual Intercultural Communication Conference in February in Miami. Serving on the panel with him were Christine Wright-Isak, senior vice president of Young & Rubicam in New York, and John Hawkins, senior vice president of Young & Rubicam in London.

Faber was a final round judge for the EFFIE Awards in March in New York. The EFFIE Awards select and honor the most effective advertising campaigns during the past year in the United States.

Graduate students **Katherine Roberts** and **Alan Bjerga** presented papers at the Association for Education in Journalism and Mass Communication's Midwest Journalism History Conference in April at the University of St. Thomas in St. Paul. Roberts' paper was titled, "The Role of the First Lady and the Media: An Examination and Comparison of Selected Newspaper Coverage of Mary Todd Lincoln, 1861-1865," and Bjerga's paper was titled, "The Trials of Faith: Newspaper Discourse on Religion and the Beecher Adultery Scandal."

Doctoral students **Genelle Belmas** and **Jennifer Lambe**, and Associate Professor **William Babcock**'s paper, "Can News Councils Help Newspapers Regain Public Trust?" was presented in the Newspaper Division of the South East Colloquium of the Association for Education in Journalism and Mass Communication March 12-14 at New Orleans. Belmas also presented a paper in the History Division entitled, "Strikers, Agitators and Revolutionaries: Local Newspapers Coverage of the 1916 I.W.W. Mesaba Iron Ore Strike."

Adjunct Professor **Dan Sullivan** spoke on "Why Can't We All Just Get Along: Tensions Between Critics, Audiences and the Theater" on April 25 at the Cleveland Playhouse. Sullivan, a former New York Times and Los Angeles Times theater reviewer, became co-director of the National Critics Institute in Waterford, Connecticut, in June.

Visiting Professor **John Ullmann** was the keynote speaker at the Education Writers Association national convention on March 29 in San Francisco. During April, he was a speaker at the Society of Professional Journalists regional conference in Madison, Wisconsin, and the National Writer's Workshop in Providence, Rhode Island.

David Domke, Dhavan Shah, and Daniel Wackman had their article, "Media Priming Effects: Accessibility, Association and Activation," published in the January 1998 issue of the *International Journal of Public Opinion Research*.

Domke, Shah and doctoral student **Michael Fibison** had their article, "News Media, Candidates and Issues, and Public Opinion in the 1996 Presidential Campaign," published in the Winter 1997 issue of *Journalism and Mass Communication Quarterly*.

New book notes

Professor **Nancy Roberts** and co-author **Anne Klejment**'s book, "American Catholic Pacifism: The Influence of Dorothy Day and the Catholic Worker Movement," was recently published by Praeger.

Professor **Irving Fang**'s book, "A History of Mass Communication: Six Information Revolutions," was recently published by Butterworth-Heinemann.

The third edition of "Search Strategies in Mass Communication," by SJMC professor emeritus **Jean Ward** and Associate Professor **Kathleen Hansen**, recently was published by Longman.

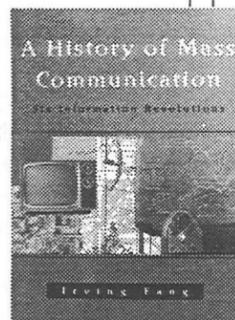
Assistant Professor **Michael Griffin** and co-editor **Kaarle Nordenstreng**'s book, *Monitoring International News* has been published by Hampton Press of Cresskill, New Jersey.

Associate Professor **Ken Doyle**'s new book, "The Social Meaning of Money and Property: In Search of a Talisman," will be published by Sage Publications of Newbury Park, California, in fall 1998.

Professor **William Wells** and co-authors **John Burnett** and **Sandra Moriarty** have had the fourth edition of their book, "Advertising: Principles and Practice," published by Prentice-Hall.

Associate Professor **Dona Schwartz**'s book "Contesting the Super Bowl" was published by Routledge in fall 1997.

Professor **Donald M. Gillmor** has two new books out: "Fundamentals of Mass Communication Law," a media law text designed for undergraduates, published by West Publishing Company of St. Paul, and the sixth edition of the classic "Mass Communication Law: Cases and Comment," published by Wadsworth Publishing Company of Belmont, California. The latter is written for advanced undergraduate journalism students and law school students.



Minnesota Daily inducts alumni into its Hall of Distinction, celebrates SPJ Awards

At the Minnesota Daily's annual Awards Banquet May 15, five notable former Daily staff members and University of Minnesota alumni were recognized for their achievements and inducted into the Daily's Hall of Distinction.

The new inductees were Annie Griffiths Belt, Daily staff photographer, 1976; F.L. Gus Cooper, Daily city editor and managing editor, 1937-41; Robert Franzen, Daily editorial writer and night editor, 1941-43; Robert Hilliard, Daily editor-in-chief, 1938-39; and Robert Weed, Daily editorial editor and newscast editor, 1938-40.

The George Hage/Mitch Charnley Award of Excellence was given to Cooper, and the Harrison Salisbury Annual Achievement Award was given to Phil Carruthers, a Daily reporter in 1977-78

and now Speaker of the State House of Representatives.

R. Scott Rogers was the recipient of the Louis Burns/Denis Wadley Award, and Susan Newbauer-Hampton was the recipient of the Stephen R. Lorinser Memorial Award. The Outstanding Business Award was given to Thomas Merriam and the Outstanding Editorial Employee Award was given to Brian Bakst.

The winners of the Society of Professional Journalists Mark of Excellence Awards also were recognized at the Awards Banquet. Award winners were: for spot news reporting, Alan Bjerga, first place, and Jennifer Niemela, second place. For in-depth reporting, Alan Bjerga took first place; Joe Carson, second place; and Andrew Tellijohn, third place. Tim Klobuchar took second place and Aaron Kirscht took third place in the fea-

The Daily won in the best all-around student newspaper category.

ture reporting category. Kirscht took first place in sports reporting, with Tim Klobuchar taking second place and Michael Rand taking third place.

R. Scott Rogers, editor-in-chief in 1997-98, took first place in editorial writing, and winners in the column writing category were Kris Henry, first; Alan Bjerga, second; and Chris Trejbal, third. Michael Ernst took first place in the editorial cartoonist division.

In the photography categories, Kenei Sato was named College Photographer of

the Year by the Minnesota News Photographer's Association. He took first place in spot news photography and feature photography, and second place in sports photography. Scott Romsa took second place in feature photography and third place in sports photography. Chip Pearson took first place in sports photography.

The Daily won in the best all-around student newspaper category, and the Daily's creative department won several awards given by the College Newspaper Business & Advertising Managers, Inc., including first place for best ad campaign larger than 1/4 page, best display ad-color, and best general marketing package/media kit. The creative department also took third place in the best sales promotion material category.

SJMC staff member Lisa Higgs contributed to this story

Four new Ph.D. students welcomed to the program

BY NAHID KHAN
SJMC GRADUATE STUDENT

Every year, the School of Journalism accepts a new group of outstanding Ph.D. candidates eager to pursue the rigors of mass communication study. Last fall, four new Ph.D. students were selected for admission into the program.

One, Sooyeon Yoo, is a recent graduate of the SJMC master's program. The others are new to Minnesota, coming from Kansas, New York, and as far as China, by way of South Carolina, and from backgrounds as diverse as teaching, research into criminal behavior, radio and television production, advertising, and newspaper reporting.

Zixue Tai graduated from of Jiaonan Normal School in Shandong Province, China in 1985. In 1989, he entered the Graduate School of Shanghai International Studies University, receiving a master of arts degree in English Language and Literature with a minor in English Journalism in 1992.

Tai then taught in the Department of International Journalism at the same university, and was the chair of the department. He came to the United States in 1996 to begin the Ph.D. program in the College of Journalism and Mass Communications at the University of South Carolina, and after one year, transferred to the SJMC where his focus is on the study of international communication, communication theory, and political communication. He is a recipient of a Haeberle scholarship.

Sooyeon Yoo, whose undergraduate major was chemistry, formerly worked as a reporter for a newspaper in Korea. She works as a Mithun research assistant; her academic interest is the influence of mass media on consumer behavior.

"Consumption, a major activity of human behavior in modern society, is an interesting topic to study. We are consumers of products and also of mass media," Yoo points out. The theme of her

research is "I consume; therefore, I exist" and she is studying the relationship between personality and consumer behavior as depicted in mass media.

Christina Fiebich grew up in Lawrence, Kansas. She double-majored in advertising and public relations and minored in marketing at Wichita State University in Kansas, graduating in 1995 summa cum laude.

She then went on to get a master's degree in communication with an emphasis in management from Wichita State in 1997, and presented her thesis in the civic journalism session at the AEJMC conference in Chicago that year. While at Wichita State, she served as the graduate research assistant to the Wichita State administration from the North Central Association Accreditation process.

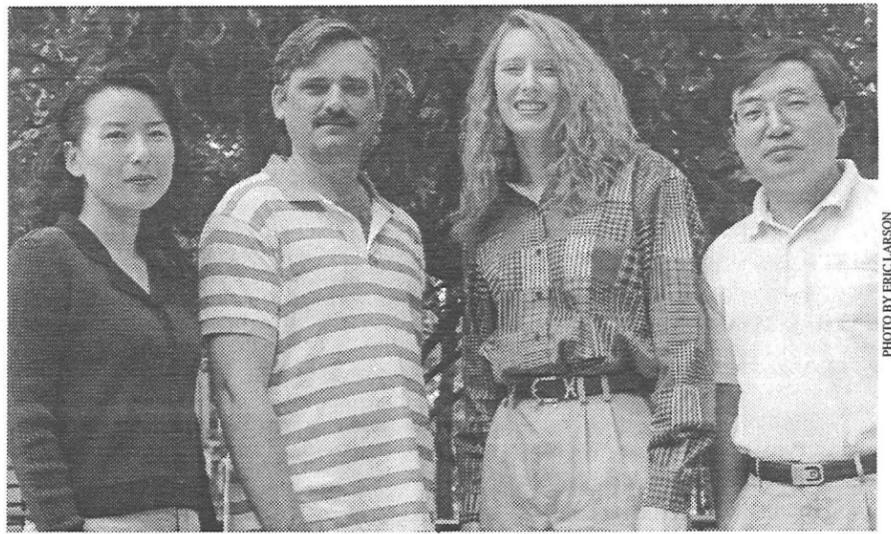
Fiebich currently serves as the administrative fellow for the Minnesota Journalism Center. She is serving as the southern Minnesota moderator for the Minnesota Citizens' Forum, a citizen involvement initiative of the Star Tribune, KTCA public television, Minnesota Public Radio, and the MJC (see related story, page 3).

She also is a graduate teaching assistant to Dan Wackman's Jour 5274 Advertising and Society class. Along with Jenny Williams and Angela Chen, she had a paper accepted in the Advertising Division at the 1998 AEJMC conference in Baltimore.

Jack Breslin comes to the SJMC with decades of experience in almost all areas of mass communication work, from television publicity and advertising to radio production, newspaper reporting and free-lance writing, including a best-seller.

His original interest in media started with a social-religious radio show on WDRC-AM/FM, Hartford, Conn., that he wrote and produced as an undergraduate at St. Alphonsus College at Suffield, Conn. He received his bachelor of arts degree in philosophy from there after studying to be a priest for nine years.

While working at various jobs he



New Ph.D. students Sooyeon Yoo, Jack Breslin, Christina Fiebich and Zixue Tai

wrote his first story, an unsolicited free-lance effort which was published in the Hartford Advocate, a Connecticut weekly. That was followed by numerous free-lance pieces in such publications as Family Circle, Travel-Holiday, Los Angeles Times, New York Daily News, New York Post, and several other newspapers and magazines.

After receiving a master's degree in journalism from the University of Georgia in 1979 (his thesis was entitled, "Terrorism and the Media: A Delicate Balance Between the Right to News and the Right to Life"), he began his professional media career as a reporter and feature writer for the Kingston Daily Freeman, a small newspaper in upstate New York, which he still calls home.

From the newspaper world, he moved into network television publicity, beginning with NBC in 1981, where he helped publicized the premiere of "Late Night With David Letterman," daytime dramas and dozens of miniseries and TV movies in New York and Los Angeles. When the Fox Broadcasting Company started up, he was hired to launch what is now the fourth network. Among the many shows he publicized there was the well-known crimefighting show "America's Most

Wanted," about which he wrote a best-selling Harper Paperback in 1990.

Because of his strong interest in that show and the criminal justice system, he left his Fox executive duties to become publicity director for "America's Most Wanted" in Washington, D.C. Since then, he has enjoyed working as an adjunct professor, free-lance writer and public relations consultant for numerous clients in business, entertainment, politics and education.

He has cultivated a long-time interest in mass communication law and ethics, while broadening his interests in theory and research methodology. Outside of his principal area of study, he also has expanded his knowledge of the criminal justice system, which he intends to develop into his doctoral dissertation focusing on the media's treatment of crime victims.

With their wealth of experience, Breslin, Fiebich, Yoo and Tai join the ranks of a proud tradition in academia. The SJMC is well-known as a producer of active scholars, teachers and influential leaders in mass communication education, and this past year's crop of new doctoral students can be expected to continue that tradition.

Virginia Harris, first woman faculty member at the SJMC, dies

Virginia A. Harris, retired journalism faculty member of the University of Minnesota, died June 4, in Thousand Oaks, California, where she had been hospitalized for several weeks. She was 84 years old.

Harris retired in 1982 after teaching advertising and broadcast courses in the School of Journalism and Mass Communication for 17 years. She was the first woman appointed to the journalism faculty.

Robert L. Jones, SJMC director from 1958 to 1978, recalled that before her appointment to the faculty, Harris had often lectured at SJMC. When a vacancy in the advertising curriculum came up, so did her name as a possible candidate to fill the position.

Jones remembered that the SJMC lured her away with only modest efforts, even though she already played an important role as the copy-creative backbone of a good advertising agency in Minneapolis, Knox Reeves.

"She was very successful in her career but she wanted to teach, and was interested in putting her talents into preparing well-educated young people who would enter the field of advertising," he said.

Harris taught courses in the advertising sequence, including the copy-creative, media analysis, and campaigns and accounts areas. Her senior course in campaigns focused on formulating strategy, campaign reasoning and implementation.

She taught presentation skills because she was aware that just to write good advertising is not enough, said Jones. "You have to convince your comrades in the agency that these are well-conceived ideas and she wanted the students to know how to do that."

Harris often brought professionals in from downtown to critique student work, and insisted that her students and advisees put together a portfolio to take with them to job interviews.

A consistent feature of Harris's journalism courses was the incorporation of community action. Class projects involved advertising work for such organizations as the St. Paul American Indian Center, Indian Upward Bound, Zero Population Growth Group, the Council for Exceptional Children, Hennepin County Municipal Court Services, the Metropolitan Cultural Arts Center, and the Center for Urban and Regional Affairs. Her students designed and produced brochures, information and educational materials, posters, and advertising copy for these and other organizations.

In the SJMC, Harris served on a number of committees in the journalism school: the admissions review committee, grievance committee, scholarship committee, and personnel search committee. Within the University community, she served on the Office of Student Affairs Ad Hoc Committee on Educational Programming and Development of Living-Learning Activities.

Her personal community work included acting in dramatic productions used by the University Medical School and National Public Radio. Her husband, the late Paul "Mac" Harris, was a renowned past director of Minneapolis' highly-regarded Theatre-In-The-Round, and during his directorship, they both acted in many of his productions. Her portrayal of Amanda in Tennessee Williams' play,



Virginia Harris in 1980

"The Glass Menagerie," at Theatre in the Round is remembered warmly by many local playgoers.

Her theatrical skills crossed over to academia, Jones recalled. "She was not the droning type of teacher, but was incredibly dynamic. She had a flair and a talent for dramatic and comedic acting which made her wonderfully equipped to teach with an upbeat style."

She also taught a course in broadcast script writing where she drew on her background as an actress and in theater work, especially when it came to continuity writing, working with dramatic material, and making necessary style changes when writing for the ear more than for the eye, Jones noted.

Harris once said that her years at the School of Journalism and Mass Communication were the most challenging and rewarding of her career. She received the Distinguished Teaching Award from the Minnesota Press Club in 1971.

"She was an extraordinary individual, dedicated to the educational mission. She helped her students whenever they came to see her in her office, and did as much teaching in her own office as in the

lecture hall," Jones remembered.

Harris "had the grace, skill, background and tireless ability to work with students, and help upgrade their beginning level of talent," he remarked. "She inspired all of us with her dedication. We would look at her and feel guilty about the amount of time she gave her students. We couldn't match that."

Jones still feels enormous personal satisfaction in hiring Harris, the first woman appointed to the faculty of the SJMC. "We could see that we had waited too long to hire a person with her special skills as a woman. She had expertness, a dedication, and a graceful manner that inspired students to do better."

Harris joined the journalism faculty in 1965 as a lecturer with considerable professional experience. Before turning to teaching, Harris served as director of field services and publicist for the American Rehabilitation Foundation/Sister Kenny Institute. Her advertising work included all television and collateral advertising for General Mills Bisquick. She was part of the creative team for new Betty Crocker products where she also researched, wrote and directed a multimedia production to introduce Betty Crocker's new Picture Cookbook at a Chicago conference of national food editors. The production was a mix of film, slides, a giant cookbook, live singers and dancers, and two narrators. She also researched and wrote all of Catherine Clark's Brownberry radio programs.

For her television commercials she was awarded gold medals from the art directors' clubs of Chicago, San Francisco, and Minneapolis.

Before coming to Minnesota Harris had extensive experience in the broadcast media in Illinois and South Dakota. She created and hosted the first live television show in South Dakota. With Francis Humphrey Howard (Hubert Humphrey's sister), she co-founded the South Dakota Women's Television Council that was composed of one representative each from every women's organization at the state or national level. These representatives were located throughout the state, and in the

national political campaigns of the 1950s, Council members became mini-town meeting participants who questioned candidates wherever they were in South Dakota. On daily radio and television shows that she also wrote and produced, Harris interviewed Adlai Stevenson, Estes Kefauver, Harry Truman, Eleanor Roosevelt, Hubert Humphrey, Richard Nixon, and Joseph McCarthy.

Her freelance experience included special projects for the Department of University Relations and for the Educational Materials Center in St. Paul. At the same time she developed audio-visual materials for textbook publishers, including Houghton-Mifflin, Random House and McGraw-Hill.

Harris was a member of the Association for Education in Journalism, the American Federation of Television and Radio Artists, American Women in Radio and Television, Women in Communications, Inc., and Theta Sigma Phi, a professional organization for women in journalism.

Born October 19, 1914, in Lincoln, Illinois, Harris received her bachelor's degree in education from Illinois State and did post-graduate study at the University of Michigan in Ann Arbor.

Harris was preceded in death by her husband, Paul "Mac" Harris (1989), and son, Christopher Harris (1994), a Peabody, DuPont, and Emmy award-winning Los Angeles broadcast journalist. She is survived by a younger son, Andrew Harris, a teacher of English literature and art, two grandsons, and one great granddaughter, as well as the widow of Christopher, two step-grandsons, and one step-great granddaughter, all of whom live in California.

The family suggests memorials to the Brovald/Sim Community Newspaper Internship Program or the George Hage Internship Program, both at the School of Journalism and Mass Communication, 111 Murphy Hall, 206 Church St. SE, Minneapolis 55455; or to Theatre-in-the-Round.

SJMC graduate student Nahid Khan contributed to this story

Obituaries

Nadine Blacklock, '74, was killed in an auto accident on July 5. She was an award-winning photographer and was a partner in Blacklock Nature Photography where she produced books, calendars, exhibitions, workshops and co-founded a 400-acre sanctuary with partner Craig Blacklock.

James S. Fish, '37, died on July 3 of melanoma. He began his career at General Mills in 1938 and became a senior vice president before he retired in 1979. He then developed the College of Business Communication at the University of St. Thomas, St. Paul, Minn. He an active community member, participating in many professional activities and volunteering his services to a variety of community programs.

Patti Heim, '83, died November 30,

1997, as a result of a car accident in Charlotte, North Carolina. She was employed at Cassette Productions Unlimited of Irvine, California, as an account executive.

Curtis John Mead, who attended in '67, died earlier this year.

Diedra K. Van Duzee, '67, died in January.

Jacqueline Roedler, '61, died March 6. She was the first female city editor of the St. Paul Dispatch and one of the first women to work in that paper's news department.

While at the University, she was the Minnesota editor of TV Times magazine. She joined the St. Paul Pioneer Press as a general assignment reporter.

During her reporting career, Roedler won awards from the Minnesota Education Association and the Twin Cities Newspaper Guild. In 1982, she began working for the Newspaper Guild in the Twin Cities and Washington, D.C. as a representative and organizer for the

union. That same year she had received a Bush Fellowship to attend a program at Harvard University's Trade Union Center. She also had served as chairwoman of the guild's St. Paul unit.

In 1987, she co-founded Roedler & Delmont, a public relations firm. At the time of her death, she was operating Jackie Roedler and Associates, also a public relations company.

The St. Paul Saints dedicated a press box at Midway Stadium June 5 to the memory of **Mike Augustin**, '65, who died December 19, 1997. Augustin was a sports writer for the St. Paul Pioneer Press from 1969-97, and had covered the St. Paul Saints since their inception in 1993.

At the dedication, a plaque featuring a hat worn by Augustin that had been bronzed was unveiled. It will hang on the wall of the press box, which was named the "Augie Box."

His brothers John and David, his mother, Eleanor, and friends Jim and Barb Patten were present for the dedication, and his goddaughter, Shannon Platten threw out the first pitch of that day's game.

Ray Mithun, advertising industry giant, dies

Ray Mithun, '30, founder of the largest advertising agency in the Twin Cities, Campbell-Mithun Inc. and founder of the SJMC's Raymond O. Mithun Land Grant Chair in Advertising, died March 31 in Phoenix.

Mithun also had created an advertising scholarship at the University of Minnesota for black, Chicano and American Indian students in 1974.

"Ray Mithun's contributions to the University has produced two books, four journal articles, numerous presentations at professional conferences and the work of six Ph.D. students in the past five years. This work has greatly benefitted the students who have been involved as well as the School and the discipline in general," said Professor William Wells, holder of the Mithun



Ray and Doris Mithun

Land Grant Chair since 1992.

"He certainly was one of the leaders in the development of American adver-

tising. He was the mentor of a great many professionals who went on to make major contributions at Campbell-Mithun-Esty and other advertising agencies."

Mithun was the son of a newspaperman, and while attending the University of Minnesota, was editor of the Daily. He also lettered in football, track and basketball and was a member of Delta Upsilon fraternity. Upon graduation in 1930, he became the editor of the Mankato Free Press and then went on to his first advertising industry job as copywriter with BBDO Advertising.

On April 1, 1933, Mithun and Ralph Campbell Sr. formed Campbell-Mithun Inc. with six employees and a \$1,500 loan. Its first clients were Anderson Corp. and Land O'Lakes Inc., both of which are still with the company today.

The company's success put Minneapolis on the map in the advertising world and during Mithun's heyday, he was one of an elite group of advertising leaders such as David Ogilvy and Leo Burnett. He retired from the agency in 1983 and six years later was inducted into the American Advertising Federation's hall of fame, one of the advertising industry's most prestigious honors.

Mithun was involved with the Minneapolis Chamber of Commerce, serving on its Executive Committee, with the Minnesota Orchestral Association and the Minneapolis School of Art. He served on The Symphony and was president of St. Barnabus Hospital in Minneapolis.

He lived in Wayzata and Indian Wells, California. He is survived by his wife Doris and three sons. Funeral services were held April 7 at Wayzata Community Church.

SJMC graduate student Nahid Khan contributed to this story

Suarez leads first Conversation Among Crafts discussion

BY KATE ROBERTS
SJMC GRADUATE STUDENT

According to the definition provided in a 1925 Funk and Wagnalls dictionary, the word "conversation" means "an interchange of ideas with some other person or persons." This was just the type of exchange the Minnesota Journalism Center had in mind when developing a new workshop series entitled, "A Conversation Among Crafts."

The first workshop in the series, on interviewing, took place March 14 at the Radisson Metrodome on the east bank campus of the University of Minnesota, and was attended by about 200 people, mostly journalism professionals but also a substantial number of students.

Ray Suarez, host of the National Public Radio call-in program, Talk of the Nation, was the keynote speaker and other panelists were Rachel Sibley, supervising attorney at Central Legal, Inc.; Donna Miliotis, psychotherapist and children's health care specialist; Dr. Thomas Mackenzie, University of Minnesota Department of Psychiatry and Fairview University Medical Center; Maury Landsman, director of the University of Minnesota Law School lawyering skills clinic; and Sara Evans, nationally renowned University of Minnesota oral historian.

This interviewing workshop is part of a series of programs designed to bring together panels of professionals from a variety of fields and working journalists in an atmosphere of interchange of knowledge and experiences. The "topic of conversation" for the workshops are a specific journalistic skill, such as interviewing, that panelists apply in some form in their own professions.

"The series is intended to provide journalists with opportunities to look at their daily journalistic tasks from the perspectives other professions," said Kathy Hansen, MJC director and also associate professor in the School of Journalism and Mass Communication.

The initial idea for the workshop series came from John Ullmann, visiting professor at the SJMC, who had long-awaited



NPR's Ray Suarez moderated...



...while panelists shared their thoughts on interviewing.

an opportunity to implement these types of workshops.

"I have thought for a long time that people in other professions and crafts have things to teach us about performance in our own craft," said Ullmann. "When Kathy asked me for some program ideas that the Center could do, I suggested these and she enthusiastically endorsed them."

When planning the first workshop, it was necessary to ensure that the workshop speakers came from professions that use the same techniques in their work as journalists. In their search for appropriate panelists, Hansen and Ullmann met individually with potential presenters to make sure their perspectives were applicable to journalism.

Hansen explained that for the first program they asked presenters to put some materials together that would provide participants with examples of how things were done in their fields and more specifically, how their professions employed the skills and techniques that were being discussed at the workshops.

While the panelists at the interviewing workshop had academic degrees from doctorates and M.A.s to a J.D. and M.D., it was clear from their remarks that they all struggled with the same interviewing issues that journalists did.

Sara Evans, an oral historian and Distinguished McKnight Professor in the Department of History at the University of Minnesota, pointed out that people often make the mistake of cutting to the chase too quickly when conducting interviews. It is important to know when to apply the right techniques for the situation, and when to be aggressive, nurturing or confrontational.

The issues discussed in the first program illustrate the commonalities and parallels that can be found among very diverse fields such as law, mental health and history.

With interviewing, all professions have the same basic goal, which is to get information. It is the reason that the information is being sought that varies. With one person the interview might result in getting a confession, while with another the outcome is getting a story. For example, lawyers need information to defend or counsel clients while psychiatrists get the information to provide therapy to patients. Journalists, on the other hand, seek information so they can tell a story. Although the ends and outcomes are different, the means and the techniques to get to the ends—the interviewing strategies—are quite similar.

The main concern is for the interviewer to communicate effectively so that he or she obtains the information needed. To do so one has to consider where the interview should be held and what type of questions should be asked. The solutions to these concerns often have to do with who is to be interviewed.

A few key interviewing issues common for those in all fields include knowing how to listen and how to be attentive. This means not only physically taking down notes of what is being said, but also mentally taking note of what has not been said. An interviewer should be aware of eye contact, body language and gestures, all of which can provide nonverbal hints about the topic of the interview.

Another point of contact between professions is the role of the interviewer in controlling the direction and flow of the conversation. This control comes through

preparation and practice. All professions also face issues of trust, as well ethical considerations such as how to deal with interviews with children.

Feedback from this first workshop has been extremely good and participants had high praise for the concept of the series as a whole, Hansen noted. "Those that had been in the field for a while were reminded of why they went into the business in the first place. Both the students and 25-year veterans connected to the program."

Added Ullmann, "The programs have been very helpful at reestablishing the School with working stiffs."

Hansen said the panelists got as much out of the workshop as the participants did and had a great time discussing issues with journalists and learning more about the field of mass communication. "Others tend to be intrigued with just what exactly it is that journalists do," she observed.

Videotapes of this workshop are available for \$15 from the MJC, University of Minnesota, 111 Murphy Hall, 206 Church Street S.E., Minneapolis, MN 55455-0418.

The second program in the series, on investigations, took place June 13 at the Radisson South in Bloomington. It featured Andrew Luger, partner with Green Espel and a former U.S. attorney, Carol Gurstelle, corporate intelligence expert at Hill Reference Library, Bill O'Keefe, private investigator, Glen Miller, investigator with the Hennepin County Attorney's office, and Sharon Schmid of the Medicaid fraud division at the Minnesota Office of the Attorney General.

Eric Nalder, chief investigative reporter and Pulitzer prize-winning staffer from the Seattle Times, was the luncheon speaker who shared his experiences breaking, entering and dissecting an organization, and explained the "art of loosening lips" (full report in the next issue of the Murphy Reporter).

The MJC plans to continue the "Conversation Among Crafts" workshop series next year.

"This is a signature series so we will keep it consistent so people know what to expect—a half day of really good discussions with professionals and journalists," said Hansen.

Alumni Update

1940s

Richard J. Durrell, '48, lives in Connecticut and lectures at the University of Florida School of Journalism and Communications when he winters there. He returned to Minneapolis to attend the memorial service for Dave Moore.

Robert B. Pile, '41, will have his ninth book published this year. The book, entitled "Country Club!!!" and published by Dorrance Publishing Company of Pittsburgh, reflects the changing character of American golf and country clubs today and tells a story of politics, personalities, and vengeance.

1950s

Carolyn De Witt Koenig, '59, recently assumed the editorship of three Manhattan-based magazines, *Designing With Tile & Stone*, *Tile & Decorative Surfaces*, and *Dimensional Stone*. The publications are owned by Tile & Stone, Inc., a subsidiary of Ashlee Publishing Co., Inc., and New York City.

Norman W. Larson, '56, has completed 30 years of full-time college teaching in journalism: one year at the University of Kansas followed by 29 years 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. Larson recently was appointed to the Minnesota Daily Alumni Association Board of Directors and subsequently that board named him as its representative to The Minnesota Daily Board of Directors.

George J. Lockwood, M.A. '57, has been named to the first Fred Jones Greer, Jr., Chair in Media Business and Ethics in the Manship School of Mass Communication at Louisiana State University. Previously Lockwood was the managing editor of the Milwaukee Journal where he had worked for 30 years. During that time, he directed a Journal team that won the 1967 Pulitzer Prize for Meritorious Public Service. He served as Gannett Distinguished Professor of Journalism at Marshall University in Huntington, West Virginia, from 1986 to 1990 and retired as executive editor of the St. Joseph News-Press in 1995. Lockwood was president of the Wisconsin Associated Press, president of the Inland Press Association and its foundation and a board member of the Mid-America Press Institute. He is the author of "The Cartoons of R.A. Lewis," a book celebrating the work of the late Journal editorial cartoonist.

Dwayne Netland, '54, writes that he has retired after 18 years at the Minneapolis Tribune and 22 years with Golf Digest magazine, and has settled in a new

home in Arizona. He is currently editing the Arizona Golf Association magazine which publishes four times a year, and is also working on two book projects. Earlier book includes works on the lives of Bob Hope and Bing Crosby. His book on Bob Hope was on The New York Times bestseller list for 25 consecutive weeks. In his spare time, Netland plays golf.

1960s

Thomas J. Hennek, '68, retired in June after 28 years with the Minneapolis advertising agency Colle & McVoy. He was a vice president and account manager on business-to-business accounts. He previously worked for two years at Kaufman & Spicer advertising agency. In 1979-80, Hennek was president of the Minnesota Business/Professional Advertising Association.

1970s

Paul Brainerd, M.A. '75, was the focus of an article about philanthropy in an October 1997 issue of *The New Yorker*. The article was concerned with young Americans who have suddenly made fortunes for themselves, particularly in computing, and who must learn how and where to direct their giving. Brainerd recently created an organization called "Social Venture Partners" which has decided to concentrate on education and children's issues. It researches and monitors its grants and considers them investments instead of charity.

Timothy P. Browne, '72, is currently president of Browne & Browne Marketing, a full-service marketing communications firm specializing in sales promotion, strategic planning and event marketing. His partner and co-founder of the firm is his wife, Colleen Ohrbeck, '82.

Ivy Chang, '70, started a public relations and communications firm, PR International, in 1992 to serve small business clients in Asia who wish to promote their business in the U.S. Chang is also involved in introducing U.S. businesses wanting to expand into Asia to resources that can help them begin their services. She previously worked in corporate and education communications for 21 years, and served as a mentor to SJMC students interested in public relations. In January 1998, she was appointed to the U of M Asian Pacific Advisory Committee. Chang lives in Minnetonka.

Dennis Hanna, '78, moved to San Francisco in 1979 and has worked in advertising, technical writing, graphic design, and desktop publishing. In 1993, he began law school, receiving his J.D. from Northeastern School of Law in Boston in 1996. He passed the California bar exam that summer and now works as Staff Attorney with the U.S. Court of Appeals for the Ninth Circuit in San Francisco. On August 8 he plans to run in the Gay Games Marathon in Amsterdam, which would be his 52nd running of the 26.2-mile marathon.

Dennis A. Herzig, '74, was named News Director at KCAL-TV, Channel 9, in Los Angeles, in April 1997. KCAL is an independent station owned by Young Broadcasting and produces five and a half hours of news on weekdays.

Nancy Johnson, M.A. '78, is working as managing editor of the Journal of the

American Public Health Association in Washington, D.C. She finds her training in science journalism helpful for her position.

Dan Pfaff, Ph.D. '72, a professor of journalism in the College of Communications at Pennsylvania State University, retired at the end of spring semester after 27 years. He has taught courses in newswriting, reporting, editing, media law, ethics, and history. During his years at Penn State, he served as the director of graduate studies and chair of the journalism program, as well as associate and acting dean. An expert in journalism history, he has been an editorial consultant to *World Book Encyclopedia* and a reviewer for academic journals, including the *Journal of American History*, *Journalism Quarterly*, *American Journalism*, and *Journalism History*. Upon retirement, he plans to finish his second biography on Joseph Pulitzer III.

Nancy Pierce, '76, recently completed a master of arts in clinical/community psychology. She works as a photographer of social and environmental issues and as a community psychologist in Charlotte, North Carolina. She is married to Mickey Shaver and has two sons.

Debra (Vaughn) Kelley, '78, is a member of Hall Kelley, Inc., based in Marine-on-Saint Croix. Five Hall Kelley projects were published in *Print magazine's* design annual last fall, including the City of Saint Paul "Prejudice Isn't Welcome" campaign poster, Willette Minneapolis photography identity, State of Minnesota-Minnesota Children logo, and a Hall Kelley open house poster. Recently, the St. Paul Pioneer Press published an article about the "Prejudice Isn't Welcome" campaign sponsored by the City of Saint Paul Human Rights Department. Business columnist Dick Youngblood featured Debra Kelley and Michael Hall in an overview of their firm in a recent *Star Tribune Sunday Business* section article. Identity work accompanying the article included logos for the World Trade Center, Retina Center, and the City of Saint Paul. An article about the company's work space was featured in *How* magazine.

1980s

Danna Elling, '80, is currently working as a researcher/writer in the Minnesota Senate Majority Research. Former positions include assistant editor of the *Northfield News*, and press aide to former house speaker Robert Vanasek. Elling lives in Hastings with her husband and two daughters. She is also a city planning commission member.

Carol E. Frey, '87, is working as a librarian for the Ramsey County Library System.

Angelo Gentile, '80, has joined the public relations department of Brainerd-based Russell & Herder Advertising & Public Relations, Minnesota's largest integrated marketing firm outside the Twin Cities. For the past two years, Gentile served a variety of advertising and public relations clients through his own St. Cloud-based consulting company, Gentile Communications. He also has worked in public relation positions for several Minnesota colleges and universities. Gentile provides public relations consultation, media relations and copywriting services for Russell & Herder

clients, while also operating a St. Cloud office for the agency. With a staff of 52 on its advertising, public relations, interactive media, and research divisions, Russell & Herder is the only marketing firm in Greater Minnesota elected to the American Association of Advertising Agencies. The agency has clients throughout the U.S. and Canada.

Art Hanson, M.A. '84, is coordinator of the photographic imaging technology program at Lansing, Michigan, Community College.

Robin Huebner, '84, was named assistant news director at KVLV-TV in Fargo, North Dakota, in October 1997. These new duties are in addition to Huebner's current 6 and 10 p.m. weekday anchor duties. In January 1998, Huebner traveled to Chimbote, Peru, to document the work of a North Dakota priest who has ministered to the poor there for 23 years.

Mark R. Kriss, M.A. '80, is currently executive vice president of marketing and development with Cohesive Network systems in Palo Alto, California.

Anthony Lonetree, '81, wrote an article about the March tornado damage to Gustavus Adolphus College in St. Peter, Minn., which appeared in the April 2, 1998, issue of the *Star Tribune*.

Durwin Long, M.A. '83, is currently the director of advertising & promotion at Deluxe in Shoreview.

Allen D. Merry, '89, is currently a librarian in the business, science, and industry department of the Free Library of Philadelphia.

Maureen (Mulcahy) Crawford, '88, is currently an "Awareness and Education" writer for the State of Minnesota Department of Human Services' Child Support Enforcement Division. In addition to earning her MBA at St. Thomas in 1995, she also has a son, Hunter, born in April 1997.

Kirk Nielsen, '81, is a staff writer for the Miami New Times. He was previously the Miami correspondent with Monitor Radio, which closed in June 1997. The Miami New Times is one of several New Times weekly papers across the U.S., including papers in Los Angeles, San Francisco, Denver, Houston, Dallas, and Phoenix.

Karen Rudd, M.A., 1989, is the publisher of *Sound Opportunities*, a home-grown newsletter listing current employment opportunities in non-profit organizations in the Pacific Northwest. She lives in Seattle.

Shelly Sippl, '85, recently returned from a Global Travel Sabbatical focusing on Africa, India, Southeast Asia and the South Pacific. Currently she is the Group Director of Nike-Latin America at Wieden & Kennedy Advertising Agency in Portland, Oregon. The Latin American region includes Brazil, Argentina, Chile and Mexico.

Laura J. Smith, '85, currently works as an associate producer for KARE-11 "News Saturday," a Saturday morning news and talk show. Smith received this assignment in October 1996. Previously, she worked as a freelance associate producer for the Oprah Winfrey show, KSTP-TV's investigative unit, and from 1992-1994, was with the Minneapolis-based television program, "Good

Company.”

Paul H. Strohn, Jr., '85, writes that since his graduation, he has worked as a copywriter at Peterson-Morris-Maclachlan, a senior copywriter at Calhoun's Collectors Society/Calstar, creative print and direct marketing copy chief at West Publishing, creative director at Novus Marketing, and founded Sure-Fire Creative, Inc., a direct marketing agency with Toshiba International, Ceridian Corporation, Excell Computers, Fargo Electronics, and the North American Outdoor Group as clients. He has spent the last two years as the director of advertising for Galyan's Trading Company. He has two children and lives in Indianapolis.

Terri (Yablonsky) Stat, M.A., '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

Mike Aden, '96, is currently a credit administrator with 3M in Minnesota.

Karen Michelle Althen, '96, is currently employed as an events marketing coordinator for Target Stores/Dayton Hudson Corporation.

Kendall Anderson, '93, is a police reporter for The Dallas Morning News.

Emily Begel, '97, is an administrative assistant with Mulfinger, Susanka, Mahady & Partners, an architects office located in Minneapolis.

Ben Bromley, '95, has been promoted to managing editor of the Baraboo News Republic, a small daily in south central Wisconsin. He had previously served as a city reporter.

Perry A. Bsharah, '93, has joined Hessian & McKasy, Attorneys at Law, as an associate. He is licensed in South Dakota and Minnesota. He will be practicing in the areas of commercial litigation, general corporate, and family law. He received his J.D. from the University of Minnesota in 1997.

Anthony R. Burbeck, '94, is now a reporter/anchor for WOI-TV (ABC) in Des Moines, Iowa. He previously worked as a reporter for Bay News 9 in Tampa, Florida. He recently won awards for the best spot news coverage and best feature story for his work at an ABC station in Wisconsin.

Simone Deutschlaender, '97, is working as an assistant account executive at Campbell Mithun Esty, an advertising agency in Minneapolis. She started as an intern in June 1997, and was promoted in October.

Sabina Romagnano Dirkes, '91, is currently working as a marketer at 3M.

Theresa M. Dzubak, '97, is currently an editor at Twin Cities Employment Weekly, a recruitment and continuing education newspaper.

Dave Elvin, M.A., '94, heads his own firm in strategic writing and media relations. Based in Cambridge, Massachusetts, he specializes in writing for major transportation projects. He also manages legislative and media relations for the Massachusetts Prisoners Association, the

first political action committee in the U.S. established by prisoners, their families, and friends. He has written for WBZ NewsRadio, The Cambridge Chronicle, The Boston Tab, The Lowell Sun, and Civil Engineering Magazine.

Shireen Gandhi-Kosel, '96, is a director of communications for Minnesota Hospital and Healthcare Partnership, a hospital trade association located in St. Paul. Previously she was a marketing/public relations coordinator for Holy Cross Medical Center in Mission Hills, California.

Malyssa Griggs Woodward, '93, reports that she is working as an AVID offline editor at Metropolitan Hodder Group, a downtown Minneapolis production company. Previously, she worked as a news photographer for KSTP-TV in Minneapolis.

Catherine Grinney, '96 is working as a representative relations specialist for Securities America, Inc., in Omaha, Nebraska.

Robert Ingrassia, '92, currently works covering Dallas City Hall for The Dallas Morning News.

Robert Johnson, '94 is now working as state editor at the Marshfield News-Herald, where he was hired in January, 1998. He also received a Brass Bell Award for excellence in education reporting by the Wisconsin Association of School Boards in January 1998.

Jennifer Jurgens, '96, is now managing editor of the Portland News in Portland, Texas. Previously, she was a product feature writer at a home shopping network in Eden Prairie. She left to live in San Antonio, Texas, and after that lived on the coast for a period of time. She plans to marry later in 1998.

Kara Martin, M.A., '95, is currently teaching English and journalism at Yucca Valley High School in southern California. Yucca Valley is near Joshua Tree National Park where hiking, biking, and rock climbing are, by her report, "amazing." She is the advisor for the night school newspaper and just completed her masters of secondary English education last summer.

Faith (Mendow) McGown, '93, is the owner of Write Stuff Communications, a public relations firm providing writing, editing, communications planning, and project management to a variety of clients, including the City of Minneapolis, The Minneapolis Institute of Arts, the Courage Center, and the University of Minnesota. Currently she is serving her fifth term on the board of directors of the Association of Women in Communications-Twin Cities Chapter.

James B. Mesick, '90, has begun his own freelance graphic design business following six years of graphic design with Northern States Power. He lives in St. Paul.

Chad Naughton, '97, is currently working as a marketing assistant for Conus Communications in the Twin Cities. Previously, he was an associate producer with the company. Conus Communications is a satellite newsgathering cooperative.

Lisa Nordstrom, '95, writes that she has been a broadcast buyer assistant at Cash Plus/Campbell Mithun Esty since Fall 1996.

SJMC doctorates land top academic positions

BY NAHID KHAN
SJMC GRADUATE STUDENT

If any evidence was needed to demonstrate the high caliber of SJMC doctorates, one need go no farther than the fact that recent graduates are landing top-notch positions in academia throughout the country.

David Domke, who completed his Ph.D in August 1996 and has been a visiting assistant professor since then at the SJMC, will begin a new position as assistant professor in the School of Communications at the University of Washington at Seattle beginning this fall.

He will teach courses in mass communication theory and methods, political communications, public opinion, journalism and society.

"I am very fortunate because this is a great opportunity. I can't imagine a better fit for my research and teaching interests," Domke said. "The School of Communications went through a difficult period a few years ago that is similar to the one the SJMC just went through, and, like here, now it is an exciting time to be joining the faculty."

Doctoral candidate **Dhavan Shah** also will start a new position this fall as assistant professor in the School of Journalism and Mass Communication at the University of Wisconsin-Madison, where he received his bachelor of arts degree in 1990.

He will be teaching courses in advertising, political communication, media effects, and research methods.

Shah also will be involved in the MCRC (Mass Communication Research Center), advising undergraduate and graduate students, and will be the faculty contact for the Ad Club and National Scholastic Advertising Competition.

For Shah, who also received his master's degree from the SJMC, the School will always be remembered as "a wonderful place, full of thoughtful faculty and inquisitive students. In particular, my relationship with David Domke and Dan Wackman stands out as one that was both a great friendship and a great collaboration—upstairs in the research division, coding data or running analysis, talking, and sometimes arguing, about theory or interpretation of data, the excitement of getting a paper or article accepted—great memories. I feel like I am leaving family."

Catherine Luther, who will defend her doctoral dissertation in the fall, will start her new position in August as assistant professor in the College of Communication at the University of Tennessee at Knoxville.

She will teach courses in broadcast news writing and production, media theory, and international communication, and plans to get involved in the Radio-Television News Directors Association.

"I am really excited about going there. They have good faculty, and I'm thrilled to be able to

work with them—they are really supportive of research," she said, adding, "I've never lived in the South, and that will be a new experience, too."

Luther received her bachelor's and master's degrees at the University of Maryland, double-majoring in East Asian Studies, and Radio and Television and Film. Her master's degree was in



David Domke

Radio and Television and Film.

Her memories of the SJMC center around the professors she had the opportunity to study under, especially Phil Tichenor, Hazel Dicken-Garcia, C.C. Lee and others who "played an enormous role in shaping my ideas. I wouldn't have got this far without their support."

Pat Berg, who received her doctorate in May, has joined the faculty of the journalism department

as assistant professor at the University of Wisconsin-River Falls. She already has spent a year there as a full-time lecturer, and the previous two years teaching there part-time. "I feel part of the community there, and it's fun to work there also. It's a small department so there's a lot of autonomy."

Berg received her bachelor's and master's degrees from the University of Minnesota. Her undergraduate degree was through a program

then called University Without Walls, with concentrations in women's studies and music, and her master's degree was from the SJMC.

She has been teaching reporting and writing at the SJMC since 1991 and recalls her courses as "hard work, learning to teach while teaching." Berg will draw on the skills learned at the SJMC in her new position, which has a

teaching emphasis. There will be a new teaching challenge for her at River Falls as many of the students are the first in their families to attend college, she said. "It will be really exciting to work with them."

Besides teaching basic and advanced courses in reporting, Berg will introduce students to research skills using new media and computer assisted reporting. She also will be the faculty advisor for the college paper. "It's a new thing for me and I'm looking forward to it," she said.

Berg also will teach theory courses such as public opinion and international mass communication. She has developed a course focusing on the role of the media in the Bosnian war using Tom Gjelten's book *Sarajevo Daily*, which examines the role of a newspaper in that conflict. "The students are very confused by that conflict—they just don't understand it—and this course really helps them," she said. "They just lap it up."

The mass communication departments of universities and colleges around the country are filled with SJMC doctorates. Berg, Luther, Shah, and Domke are just the newest members of a select group carrying on the finest traditions of Murphy Hall and bringing its high standards to the world of academia. Salud!

Award-winning photojournalists Clift and Griffiths-Belt lead MJC Workshop

BY LISA HIGGS
SJMC STAFF MEMBER

Nationally known photojournalists Annie Griffiths Belt, from the National Geographic magazine, and Brad Clift, from the Hartford Courant, spoke at a Minnesota Journalism Center workshop on enterprise photojournalism July 17 at the Weisman Art Museum on the east bank campus of the University of Minnesota.

The workshop, entitled "Creating Your Own Assignments: Enterprise Photojournalism," was sponsored by the Minnesota Journalism Center and attended by more than 50 working photojournalists from around the region. Belt and Clift shared their work and answered questions from the audience about how to move beyond routine daily photojournalism. Twenty participants stayed for individual portfolio reviews and feedback from Clift and Belt after the main program concluded.

Several participants described the event as one of the best photojournalism workshops they had attended and urged the School to continue to offer such programs in the future.

Griffiths Belt, a 1976 graduate of the SJMC and once a Minnesota Daily photographer, began her career at The Worthington Daily Globe, and then moved to the National Geographic, where she has

been for the past 25 years. While working for the National Geographic, she received numerous awards, including an honorable mention in the International category of the 1996 White House National Photographer's Association Awards for her photograph, "The Shouting Mountain—Syria Border."

Clift, a 1981 graduate of the SJMC, worked at the Minnesota Daily both as a photographer and photo editor. He started his professional career at the Bloomington, Ill. Daily Panatagraph and then took a staff job at the New Haven Register. In 1986 he moved to the Hartford Courant, where his work has gained international acclaim and awards in national and regional competitions. He was named the National Newspaper Photographer of the Year by the National Press Photographers Association. He has participated in several of the "Day in the Life" series of books and has done documentary photography projects around the world.

Kathleen Hansen, director of MJC, along with interim director Albert Tims, are exploring the possibility of co-sponsoring workshops and short courses for students and working professionals on a regular basis with the National Geographic. These are intended to bridge a gap in the SJMC curriculum until its own photojournalism program is re-established during the next few years.

Alumni news

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David D. Perlmutter, Ph.D. '96, an assistant professor at Louisiana State University, has been named to the board of directors of the American Association of Political Consultants. He is the first academic to be named to the national board and will serve a two-year term. Perlmutter has published in several journals, including *Historical Methods*, *Visual Anthropology* and the *Journal of Communication*. He has also written articles for *Campaigns and Elections* magazine and the *Star-Tribune*. He will publish his first book, "Photojournalism and Foreign Policy," this fall.

Joseph B. Petrick, '96, is currently a systems operations officer with the U.S. Air Force Weather Agency in Nebraska. He is pursuing an advanced degree in computer information systems at the University of Nebraska in Omaha.

Erik Sandvick, '96, is employed as a broadcast negotiator/media buyer at Campbell Mithun Esty in Minneapolis. Previously, he was a broadcast assistant at the company.

Joseph Satter, '94, works in public relations for the Hennepin County Bar Association.

Allie (Alfrida) Shah, '94, is a reporter for the Star-Tribune in Minneapolis. She previously worked in the news department of The Minnesota Daily in 1993-94 and was secretary of the Daily Board of Directors in 1991-93.

Meera Somasundaram, '90, wrote an article which appeared in the March 3, 1998, issue of the *Wall Street Journal* entitled "New Skyscrapers Soar in Minneapolis."

Kristin Sonnabend, '96, is employed as a promotions planner with General Mills, Inc., in Minneapolis.

Chadwin B. Thomas, '96, has been named a 1998-99 Luce Scholar. He is only one of 18 winners in the United States. He will spend a year in Asia as part of this program.

Amy von Walter, '97, is a promotions manager with WCCO Radio in Minneapolis. She has worked there since September 1997.

Allison M. Winblad, '96, is a merchandise coordinator for Target in Minneapolis. Previously she worked as an administrative assistant for Prudential Insurance.

John Windrow, M.A. '97, is a night editor/writer with the Star Tribune in Minneapolis.

Sarah Ann Wuornos, '95, completed a masters in education in business and marketing in June. In August, she will begin a teaching position at the American International School in Khaldiya, Kuwait.

—Elaine Hargrove-Simon

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