

# THE Murphy Reporter

UNIVERSITY OF MINNESOTA  
School of Journalism and Mass Communication  
Winter 1997

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## Search begins for Director

BY MICHAEL FIBISON  
SJMC GRADUATE STUDENT

As things have quieted on the School of Journalism and Mass Communication administrative front, the man who parachuted in and helped suppress a faculty skirmish is withdrawing.

SJMC Director Bob Scott has helped the School through a pivotal moment. He has presided during a time when faculty and administrators battled through several crises, a provisional accreditation rating being the most visible. He leaves a department fully accredited, streamlined and focused on core fundamentals in journalism—history, law, ethics, international communication and advertising—and an invigorated faculty willing to embrace coming changes.

"The director is the cornerstone of the department," Scott said, adding that the individual embodies the School's direction and the type of education it provides. Finding a successful replacement is crucial for determining the department's future role in the University and its standing as one of the top mass communications research institutes in the nation.

The search for a new SJMC director, overshadowed by the University's search for a new president, has already begun. The position is expected to be filled by spring 1997 with nominations due Jan. 15, 1997. Barring any delays, the new director will begin July 1, 1997, when the University begins its new budget.

A six-member search committee—comprised of two faculty members, two community members, one non-journalism faculty member from the College of Liberal Arts and one student—will select the new director. Members of that committee have not been disclosed. No internal candidates have expressed an interest in filling the position, and Scott would not reveal any front-runners in the nationwide search.

Ideally, Scott said, the candidate will possess a combination of professional and academic experience, a balance he hopes will be reflected in the School. The search committee will be looking for an individual in either a professional setting or academia. Scott said a distinguished journalist looking for a new

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## Freedom Forum's Ev Dennis says 'liberal media' is a misnomer

BY MICHAEL FIBISON  
SJMC GRADUATE STUDENT

Centrist. Perhaps determinedly so. That's the only ideological moniker American media should wear, says Everett E. Dennis, senior vice president of The Freedom Forum, a media foundation where he is executive director of the International Consortium of Universities.

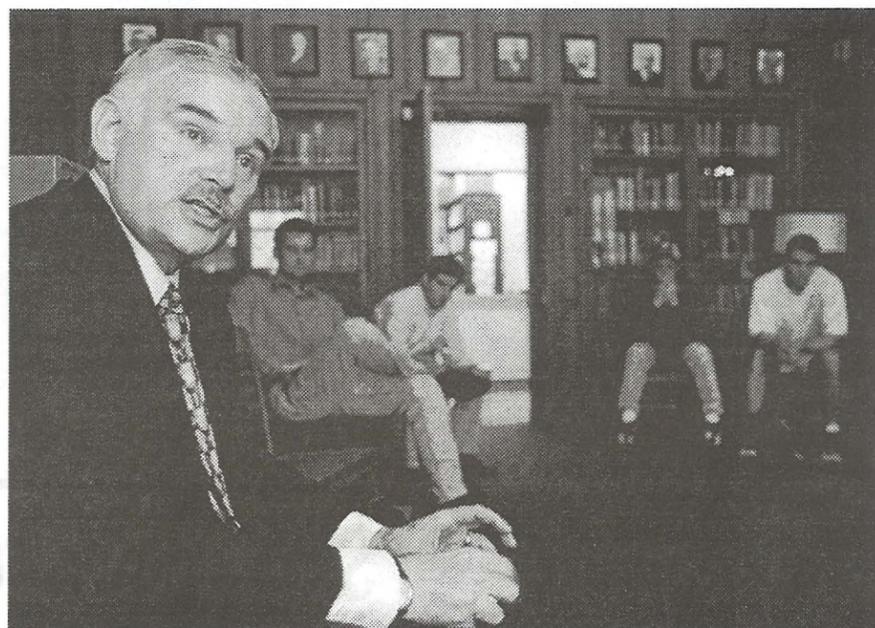
Speaking in October at the 11th annual Silha Lecture, Dennis responded to the question "How 'liberal' are the media anyway?" Charges of liberal media bias, he claims, are nothing more than a myth, but a "monolithic myth" that is rarely questioned and has damaged the industry's credibility.

If anything, he said, such charges point to the continuing conflict between professionalism and partisanship in the field. Although convinced that professionalism won out over partisanship decades ago, Dennis offered a host of suggestions for a system-wide solution to changing the perception of a liberal media bias.

Prevalence of the myth of liberal bias has a rich history stemming from American presidential politics, he said. He noted that Franklin D. Roosevelt, who

claimed the press was "200 percent" against him, used his Fireside Chat ritual to do an end-run around the media. And every president since has used the media-bias charge as a scapegoat, Dennis asserted, enough so that the public and even the press rarely question the assumption's validity.

"It's almost impossible to open a newspaper or turn on the car radio today and not hear a general denunciation of the liberal news media, and what Rush Limbaugh and others call their latest outrages," Dennis said. "Whether this indictment of media bias is presented with ironic bombast, burning anger or resignation, the charge that the news media are purveyors of liberal bias is so prevalent in the main-



The "monolithic myth" of liberal media bias stands in stark contrast to what is in reality a centrist ideological bent, claimed The Freedom Forum's Everett Dennis at the 11th annual Silha Lecture in October.

stream media that it is a topographical feature of public discourse."

Although many studies have shown that the majority of reporters vote Democratic, Dennis remains skeptical about the connection between personal political views and final media content.

Dennis, who earned his doctorate at the University of Minnesota in 1974 and became full professor in six years at the School of Journalism and Mass Communication, chastised the press for not delving into the reasons why so many Washington reporters lean toward Democratic perspectives. But, with all the evidence pointing to the fact that journalists tend to be liberal, does that make the media liberally biased? "I answer with an unequivocal, no," Dennis said.

Dennis argues that the liberal label is unwarranted. Just because the majority of reporters are left-leaning, it doesn't follow that the content of the media will also be left-leaning, he said. In addition, he pointed out that the term liberal has become so stretched and

**"The American news media would be more accurately described as the best and the blandest," Dennis says. By international standards, American news is centrist and noted for its dulling sameness.**

misapplied that it is virtually meaningless. Furthermore, Dennis noted, many critics argue that the media, rather than being liberal, are too conservative and part of the mainstream power structure.

### Comparisons with other countries

Compared to other media systems in the world, the American media offer little in terms of ideological spice, Dennis says. "If one is looking for the most salient characteristic of American journalists, their politics would not be high on any list I know of," he said. "If anything, American journalists' apolitical stance as compared with their counterparts anywhere else in the world is their professionalism. Their resistance to change—that would be more characteristic."

The charge of liberal bias is part of "the myth of the monolithic press," Dennis explained, whereby the press is treated as a homogeneous block. In reality, it is like most other institutions in America: an amalgamation of different people and ideas.

"The American news media would probably be more accurately described as the best and the blandest," he said. By any international standards, the American news media are centrist and noted for their dulling sameness." If the media were liberally biased, Dennis noted, the

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## Director's note

BY ROBERT SCOTT  
ACTING SJMC DIRECTOR

**T**he SJMC is engaged in a search for a new director. This process and its outcome are crucial. (Years ago I heard Arnold Toynbee, Jr., lecture. Northrop Auditorium was jammed to the rafters. Toynbee turned out to be a skilled story teller. He regaled us for about thirty minutes with one tale after another of strange people, long ago, we'd never heard of, but all had the same notion: they were living at the very apex of history. After them, nothing would be the same. We laughed and laughed. Then Toynbee, after a pause asked us: "How do we think about ourselves?" We were silent. Then he laughed: "Well, occasionally people are right about themselves.")

The future of the School hangs in the balance. As clichéd as the thought may be, the world, inside of and outside of the university, is changing rapidly. We must make important adjustments in the next few years or be anachronisms. Fail, and our end will be a whisper, not a bang.

We badly need intellectual leadership. Not because we are unintelligent, but because we must use our intelligence to bring harmony—first among ourselves and then with the communities we serve. As a director, clearly I am a stop-gap. I do not have the resources to understand fully enough the traditions of this sort of school nor the realities (and traditions) of the communities to which it must be relevant.

The task is complicated, obviously, by the warp-speed technology that seems to be shaping all our futures—out

there as well as in here. Although resisting those forces may be deemed futile and we shall be absorbed, none of us should simply accept change as fate, although change will come. We must shape it as it shapes us.

We must find the right person. Smile. That statement is at least slightly humorous for we know that the right person—as if a unit to input into a pre-determined, mechanical scheme—simply does not exist. She or he must be the right person for this faculty and staff, for our students, now at the University of Minnesota; however, we must be the right sort of persons for the most promising leader we can find. The quality of followers will determine to a significant extent the quality as well as the behavior of the leader.

The search process itself (deadline for applications: January 15), is a pledge from our college administration that it intends to support a growing, stronger, more relevant program in Journalism and Mass Communication. This pledge to us will be renewed in the process we are engaged in by the quality of the response we make in the next few months.

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## Casey-Inland Press Award presented to William Block

**W**illiam Block, chairman of Blade Communications, Inc., the parent company of the Pittsburgh Post-Gazette and The Blade of Toledo, Ohio, received the 1996 Ralph D. Casey-Inland Press Association Award in Chicago on October 22.

The award, sponsored by the School of Journalism and Mass Communication, is named for Ralph D. Casey who headed the SJMC from 1930 to 1958. It is given annually to an Inland Press Association member who has been selected by SJMC faculty as an agenda-setter in the field of journalism.

SJMC Acting Director Bob Scott presented the award to Block, citing the enthusiastic support Block had received in letters of recommendation from both Democrats and Republicans "in this intensely political year." The honor was bestowed at Inland's 111th annual meeting.

"The qualities that mark Bill Block's service in journalism and as a community leader," said Scott, "are well captured in the recommendation of Wesley Posvar, president emeritus of the University of Pittsburgh, who said that he speaks 'with the special insight of the son of a newspaperman who wrote continuously in seven cities for 65 years, and who taught me to understand and respect quality in journalism.'"

Block, 80, started working at The Blade in 1936 after graduating from

Yale University. He was publisher or co-publisher of The Blade and the Post-Gazette for 48 years. He has served as chairman of Blade Communications since 1987.

Labeled a "premier citizen" who has "contributed mightily to the achievement of scores of community goals" by former Pennsylvania Gov. Dick Thornburgh, Block was commended for years of community and professional service by a variety of industry leaders. Tom Foerster, distinguished fellow of government and politics at the University of Pittsburgh, noted Block's use of the newspaper to inform public opinion and support "every major improvement in our area for the past fifty years."

Under Block's direction the Post-Gazette went from the number three paper in a three-paper city to the only newspaper covering Pittsburgh. It was awarded a Pulitzer Prize for feature photography in 1992 and the Associated Press' National Public Service Award in 1994.

Among Block's civic involvements are serving as president of the Toledo Symphony, sponsoring a gallery in the Toledo Museum of Art, funding a scholarship at the University of Toledo and serving as vice chairperson for Toledo's "Committee of 100."

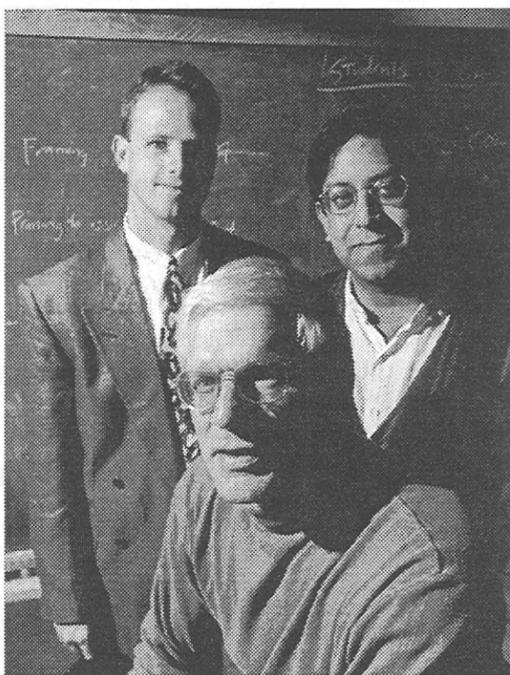
"Bill Block is a man for all seasons," said Foerster. "He sees his mission in life to help improve the quality of life for all who live in this region."

## SJMC research team examines how media, personal values affect voting decisions

**A** focus on "moral" issues in politics—such as abortion, same-sex marriages, euthanasia—traditionally has been associated with religious conservatives. Indeed, religious conservatives have often been labeled "one-issue voters" who pay attention to only a single moral issue. Conversely, popular wisdom suggests that political liberals are "multiple issue voters" who make their choice on the basis of a candidate's stands on a number of issues.

These perspectives are wrong, according to a research program involving three members of the School of Journalism and Mass Communication. And the implications for U.S. political campaigns are substantial.

Conservatives and liberals, highly religious and non-religious people, college students and working adults are all likely to use single-issue voting strategies under certain conditions and multiple-issue strategies under other conditions, according to SJMC professor Daniel Wackman, lecturer David Domke, and Ph.D. student Dhavan Shah. Over the past four years they have conducted research examining how news media coverage of issues and individuals' personal values interact to shape the mental processes used by vot-



SJMC researchers Dave Domke, Dan Wackman and Dhavan Shah have found that all types of voters use single-issue voting strategies at times.

ers in making electoral decisions.

Their research suggests that people who interpret issues—that is, think about issues—in ethical or moral terms are likely to make voting decisions in which one or two issues are initially used either to make the decision or to

eliminate candidates. In refusing to compromise on basic values such as ethics and morals, voters "affirm their self-conception and core values," Shah said.

In contrast, people who interpret issues in primarily economic terms are likely to weigh out a variety of issues in choosing the best overall candidate. It's not that these issues are less important than moral issues; rather, Domke said, economic issues have a qualitatively different "type of importance" that gives them a different role in decision making.

"The notion of a voter refusing to compromise on core values has been viewed by many as a simplistic voting decision," Shah said. "The reality is that people who interpret issues on ethical grounds see it as dissonant to their self-concept to

trade off those values. That seems to be a valid and reasonable way to make a voting choice."

The relationships between issue interpretation and decision making have been consistently found in data collect-

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# Gillmor honored at AEJMC law luncheon

BY ERIC UGLAND  
SJMC GRADUATE STUDENT

Describing his academic record as "legend" and calling him "a giant in the field," several prominent media scholars offered shining praise for their colleague Don Gillmor at a special tribute for the SJMC professor this past August.

Several dozen of Gillmor's colleagues and former students were on hand at the event to honor their friend and mentor, who quietly announced last year that he would begin a three-year phased retirement from the University.

Gillmor, 70, began his academic career in 1953 at the University of North Dakota and has since become one of the most respected media and First Amendment scholars in the country. He has been on the SJMC faculty since 1965.

The luncheon celebration, which was part earnest salutation, part poignant reflection and part celebrity roast, was held during the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC) in Anaheim, Calif.

Its stated purpose was to acknowledge Gillmor's contributions to the Law Division of AEJMC, which he helped establish more than 20 years ago. But the unadvertised aim was to applaud the broader sweep of Gillmor's personal and professional deeds.

Outgoing Law Division Chair Louise Hermanson—herself a former Gillmor pupil—opened the program with a recitation of Gillmor's abundant academic achievements. These include more than 20 major works (books or parts of books), hundreds of scholarly articles, six major teaching awards and several visiting lectureships in the United States and around the world.

Hermanson, currently an associate professor at the University of Southern Alabama, commended Gillmor for being not only a great scholar but also "a tough taskmaster, a caring mentor, and a nice guy," and she personally thanked him for his warmth and guidance while she was his student in the late '80s.

"Even with his reputation, he as an individual is not an intimidating person," Hermanson said. "He was helpful. He encouraged me. And had I known of his reputation at the time [I started my program], I would never have dared to feel that I could have studied with Don Gillmor."

Giving the keynote address at the luncheon was Gillmor's long-time friend and perennial co-author, Jerome Barron. Barron, professor of law at George Washington University, highlighted Gillmor's contributions to First Amendment scholarship and his commitment to free expression rights.

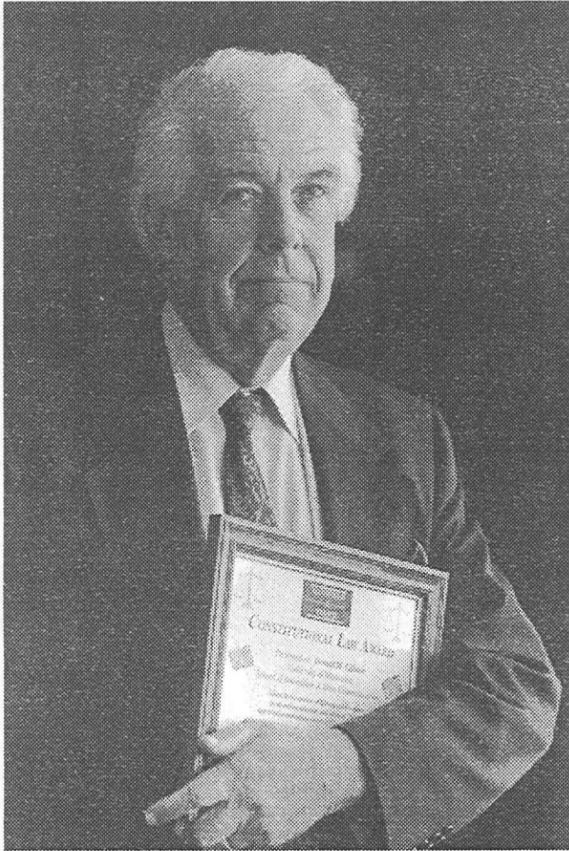
Barron described Gillmor as a passionate believer in the value of free speech and press and their axial relationship to democracy. Quoting Gillmor's own writings, Barron said Gillmor's philosophy begins with the premise that "the abiding menace to freedom is always government" and that "it is no part of the government's business to decide for the citizen-critic what is of social value in communication and what is not."

Barron added, however, that while Gillmor's conception of the First Amendment requires substantial latitude for even the most noxious speech, he has always coupled his defense of freedom with an appeal to people's best instincts and to journalists' sense of social responsibility, even in the absence of social obligation.

"His ideas don't emanate from a belief that journalism has no flaws," Barron continued, "but instead from his deep conviction that these problems are best handled by relying on the ethical standards of the working journalist."

"Freedoms must be exercised with a degree of ethical responsibility," Barron said, again quoting Gillmor's own words, but "society is best served by a press governed by conscience rather than by government coercion."

*A former research fellow at the Silha Center for the Study of Media Ethics and Law, Eric Uglund is a research associate at the Freedom Forum in Arlington, Va. He has a law degree from the University of Minnesota and is an M.A. candidate in the SJMC.*



Professor Donald Gillmor holding the Constitutional Law Award he received from the Minneapolis law firm of Mansfield & Tanick on Nov. 12. The award, presented to Gillmor by attorney and former student Marshall Tanick ('69), recognizes Gillmor's past and present efforts "to educate and inspire students and others in the exercise of constitutional rights."

In addition to advocating a broad reading of the First Amendment, Gillmor has regularly leapt into the trenches of free press battles over the years. Barron noted several of Gillmor's efforts to help people—especially student journalists—who had become entangled by government restrictions.

In defense of these people, Gillmor has offered his expert advice, he has written articles seeking community support, he has filed court briefs and he has mobilized action from members of the press.

"In other words," Barron said, "Don Gillmor believes that the First Amendment is always worth a fight."

While Barron focused on Gillmor's contributions to media and First Amendment scholarship, he did have some more personal words for Gillmor, whom he called "a great teacher and a generous man."

Barron thanked Gillmor for their personal and

professional relationship over the past 35 years, and even teased his friend by reminding the audience of one of Gillmor's more notorious achievements—one you won't find on his vita.

In the 1970s, Barron said, Esquire magazine did a feature story spotlighting the ten sexiest professors in America. "And guess who was among the ten?"

Also touching on some more personal themes was Stanford Associate Professor Ted Glasser, who was Gillmor's colleague in the SJMC in the 1980s and who worked with Gillmor to establish and run the Silha Center for the Study of Media Ethics and Law.

Glasser recalled the time he first visited the University of Minnesota to meet with some of the SJMC faculty. When he returned home, he received a warm letter of thanks and encouragement from Gillmor, which Glasser said meant a great deal to him. "I have saved that letter for 15 years, for me for very personal reasons," Glasser said.

After eventually joining the SJMC faculty in 1982, Glasser said he developed a close relationship with Gillmor with whom he engaged in regular bouts of intellectual repartee. "We've had some wonderful exchanges over the years," Glasser said, adding later that he still gets notes and letters from Gillmor taking him to task on things he's written.

"I have files and files of notes and memos from Don that I've been meaning to respond to for years," Glasser said. "It's a wonderful collection of material."

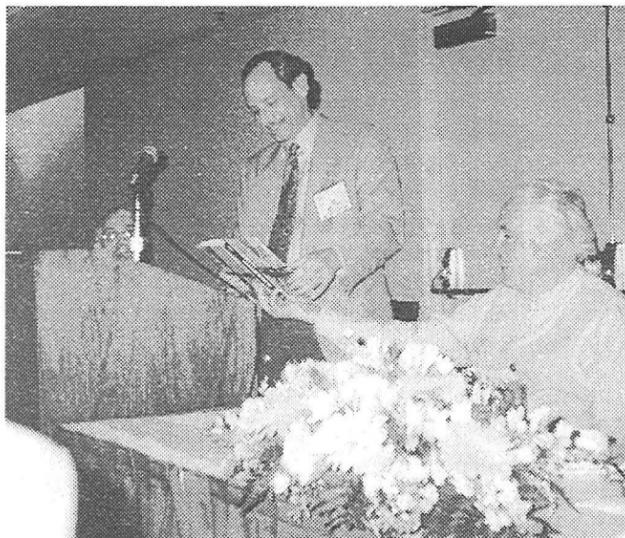
While Glasser expressed his debt to Gillmor for the lessons and insights he's gleaned from their relationship, he concluded by confessing that he took something else away from Gillmor when he left Minnesota in 1989. Glasser explained that when one of his students at Stanford returned some books to him recently, he realized one of the books didn't belong to him. "I was looking through them as I put them back on the shelf, and I noticed that I had walked off with one of Don's books—with an inscription from Jerry Barron!"

As the audience laughed, Glasser read the inscription—"For Don Gillmor, my comrade in the difficult world of law and journalism, Jerry Barron"—then sheepishly presented the book, several years past due, to its rightful owner.

Before Gillmor had the opportunity to address the audience, Hermanson rose again to offer a special gift to the guest of honor: a book of letters from dozens of Gillmor's students and colleagues, past and present, each of whom had written to personally express their gratitude to Gillmor.

With the audience rising to its feet, Gillmor accepted the letters and addressed the crowd, beginning with

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At an AEJMC Law Division luncheon in honor of SJMC Professor Donald Gillmor, Stanford University's Ted Glasser finally returns to Gillmor a book he "borrowed" in 1989. The book, inscribed to Gillmor by George Washington University Law Professor Jerome Barron, had traveled with Glasser from Minnesota to Stanford and was returned to its rightful owner at the event.

Barron, with Gillmor (upper right), was among those who gathered to laud Gillmor's career. In his keynote address, Barron said, "Don Gillmor believes that the First Amendment is always worth a fight."

Gillmor began his remarks to the crowd of colleagues and students by acknowledging the contribution that his wife Sophie (right) has made to his life and career.



# Where it's @: J School launches web homepage

BY LISA DRAHO  
SJMC GRADUATE STUDENT

Times are a changin' and to keep up you have to be on your technological tip toes. With the introduction of an Internet web page that's what the School of Journalism and Mass Communication is trying to do. By the beginning of winter quarter the SJMC will have a web site that can be accessed for information about the School and its different programs.

"Initially the web site will contain information about undergraduate and graduate programs, information about the school, different centers and their resources," said Linda Wilson, SJMC administrative assistant.

The web site will contain most of the information the School currently has in hard copy form, but eventually the site will go beyond what is currently available and begin offering more in-depth information. For example, Wilson hopes that some time soon faculty members will have their own pages in order to explain their areas of interest and to give bibliographies of their published materials.

Web sites can be difficult to conceptualize, but an appropriate analogy would be to think of it as a large bulletin board with different pages of information posted to it. You can immediately go to the page you are interested in without having to read through all the others.

It also has the added advantage of electronic links—key words that link the reader to related pages of information. Therefore, readers only access information they are interested in. But the most beneficial element of a web site is its immediacy and dynamic quality.

"One of the misconceptions of the Internet is that it is static, and just another way to present information," said Trent Evink, the SJMC's web site co-ordinator and assistant in the office of graduate and undergraduate studies. "But the Internet is terribly interesting. It is a medium where information can be updated instantly. It can present information and get feedback immediately."

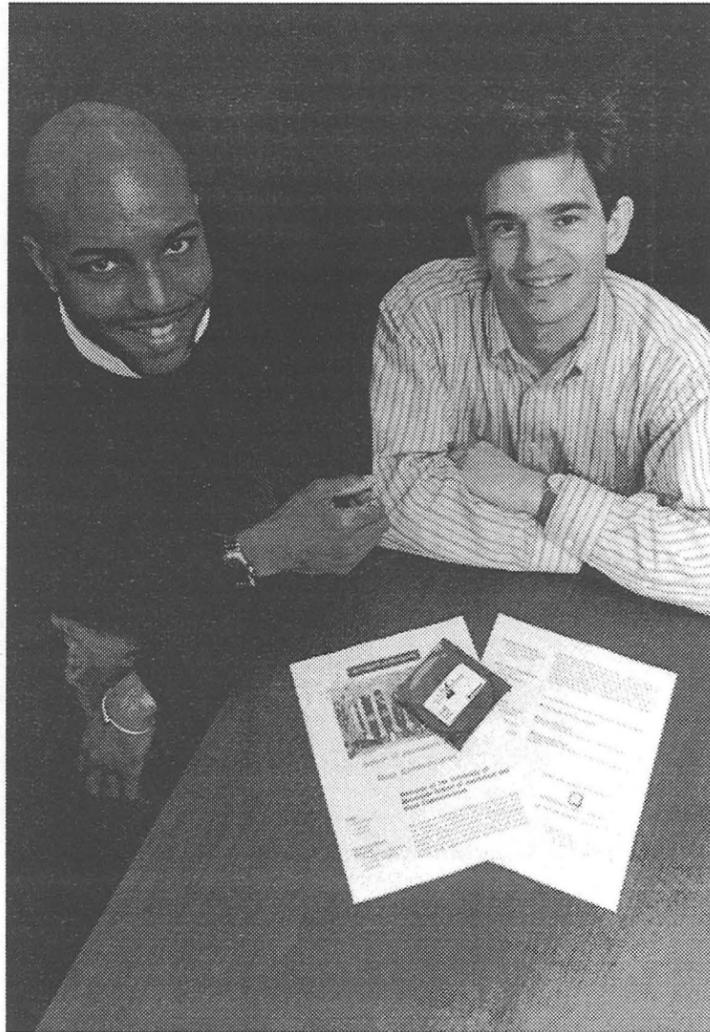
The project was started this fall, and is headed by a committee which includes Al Tims, director of graduate and undergraduate studies, faculty member Kathy Hansen, administrators Linda Wilson and Linda Lindholm, staff member Trent Evink, and student Vincent Hopwood.

Evink and Hopwood are involved in actually getting the information onto the web site. Evink, who helped the College of Liberal Arts work on its web page, is co-ordinating the development of the site and Hopwood, a senior undergraduate in mass communication and cultural studies, is designing it. Hopwood has a background in computers and is currently working as an on-line editor for the St. Paul Pioneer Press. His goal, he said, is to create pages that will "allow people to get information about the School as quickly and easily as possible."

"My number one concern is how the text will look. It needs to be readable and well organized. Information needs to be presented as clearly and accessed as easily as possible. How the information is presented goes a long way toward giving prospective students what they need to be able to come to the School. And it sure beats phone surfing."

One of the main advantages of the SJMC's web site will be in communicating with potential students who live in foreign countries and want information about the School's programs. The committee hopes that by the fall of 1997 application materials will be available directly over the Internet.

"One of the main goals of the site is to use it as a recruitment tool," said Evink. "Eventually application forms will be available from the site, and all you will have to do is print it out and mail it in." The immediacy of the web site and its instantaneous supply of information makes it an essential communication tool for organizations that hope to compete in a world-wide market, he said.



SJMC student Vincent Hopwood (left) and staff member Trent Evink have teamed together to develop the School's web site, which makes its debut this month.

PHOTO BY KENESATO

In addition to containing information about undergraduate and graduate programs and faculty, the web site will also eventually list course offerings, course reading lists, job and internship opportunities, and provide information about up-coming events at the School for alumni. "The Alumni Board will have a link to our web page from which to talk about its activities," said Wilson. "We plan to develop a sign-up sheet for alums and others who cannot participate in our mentoring program but who are willing to participate in one-to-

examine what practical purposes the Internet can serve.

"It is no longer a fad; it is an expectation," he said. "We already have people asking us if we have a site. The public is now expecting to be able to turn to the Internet for practical information, and institutions need to be able to provide it."

*The University is in the process of finalizing the homepage address. It will either be: [www.sjmc.umn.edu](http://www.sjmc.umn.edu) or [www.sjmc.micro.umn.edu](http://www.sjmc.micro.umn.edu)*

"Having a web site is no longer a fad; it is an expectation," says Trent Evink. It's especially important for communicating with potential students from other countries.

one informational interviews with students."

Long-range goals for the site include plans to put the Murphy Reporter on the Internet. "If it's there, we should be using it," said Wilson. "Even I turn to the World Wide Web to find information. More and more I look there first."

"My experience so far is that the department has a lot of support and contact with alumni, and the web site will only augment that," said Evink.

The Internet has received a lot of attention in the past two years. Many have speculated that it is a fad that has reached its peak, while others anticipate it is a new and fascinating medium that will revolutionize communication. Evink argues that the interest in the Internet as a new phenomena has reached a climax. People and organizations are now beginning to

## Grad student Berg studies media coverage of immigration in Sweden

For six weeks this summer graduate student Pat Berg conducted research in Sweden for an ongoing study of Swedish journalists and their role in the newsmaking process. Currently teaching part time at the University of Wisconsin at River Falls, Berg first became interested in Sweden as a research site after traveling there in 1991 on a Swedish Ministry travel fellowship.

The most recent trip was Berg's fourth visit to the country since entering the Ph.D. program.

"I am interested in Sweden because of its singular experience in social engineering," Berg said. "I wanted to look at it at this moment in history before it disappears."

Sweden has one of the largest public sectors of any country in the world, she noted, with social programs such as universal access to health care that have been in place since the 1940s but are still considered controversial in the United States. Sweden's literacy and newspaper readership rates also are among the highest in the world.

Berg is intrigued with the relationship between media and community power in rural areas and is looking at

"the relative power of a community in the social structure. There are center and periphery communities and also center and periphery media," she said.

The trip was funded by a \$1000 dissertation support grant from the Graduate School and a \$3,000 grant from the American-Scandinavian Foundation. In addition Berg received a Kriss Grant through the SJMC to assist with translation of 300 articles relevant to her work in narrative analysis.

Berg credits Tommie Sjöberg, a sociology professor from the University of Lund who was a visiting scholar to the University of Minnesota in 1995, with inspiring her to pursue her current research on 20th-century Swedish immigration. Her project, entitled "More Multicultural Than Thou: Did the Swedish Press Scapegoat Sjöbo?" examines how the Swedish press depicted refugee immigration in two communities that went against national policy and refused to accept immigrants. Thus far three Swedish newspapers have published articles about Berg's research.

Berg has worked closely with former SJMC professors Philip Tichenor and Jean Ward on her research.

# Sabbaticals give a 'zap!' to depleted power supplies

BY KATE ROBERTS  
SJMC GRADUATE STUDENT

**R**eset. That's the computer button we use now and then when we need to get out of a situation and start over again.

Hopefully it will give us a new perspective on the task at hand.

Sabbaticals and research grant opportunities are reset buttons of sorts. They provide faculty members with a chance to clear the screens of their academic careers for a short period of time in order to gain a new outlook on their studies. While they clearly benefit the professors themselves, the benefits trickle down to the students and, ultimately, the program of study as a whole.

Three members of the School of Journalism and Mass Communication were on leave during the 1995-1996 academic year: Kathleen Hansen on sabbatical and Dona Schwartz and Michael Griffin on research fellowships. Although Hansen did most of her work here and Schwartz and Griffin did theirs in Pennsylvania, their experiences led to very similar ends.

A sabbatical is a 15-month break that comes along only once every seven years. While 15 months may sound like a long time, Hansen found that the days and weeks flew by. "The sabbatical is a source of inspiration," she said. "It gives you the big picture idea of the communications field."

While she was gone, Hansen worked on a variety of projects, including one with Shannon Martin, a professor at Rutgers University, with whom she is collaborating in research on the use of legal and official notices in electronic versions of newspapers. The two are in the process of co-authoring a book on newspapers of record in the 21st century.

Hansen was also involved in a study of the implementation of a team journalism system which has replaced the old beat system in Twin Cities newsrooms. SJMC Professor Emeritus Jean Ward and Mark Neuzil (M.A. '91, Ph.D. '93), from the University of St. Thomas in St. Paul, are working with her on that project.

And Hansen is collaborating with Joan Connors, an SJMC Ph.D. candidate and faculty member at Regis University in Denver, on a study of how changes in the definition of local television news have been influenced by technological innovations and competitive pressures. Hansen said the sabbatical provided her with blocks of time needed to do content analysis on the news casts.

"It was wonderful to have concentrated time where you're not pulled in 17 directions," Hansen said. "It allowed me to get in the flow of what I am doing." She noted how this was especially important for content analysis



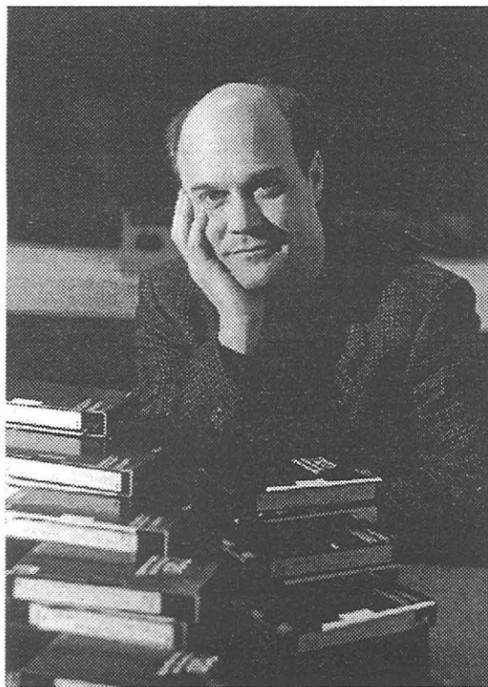
PHOTOS BY KENJI SATO

**Kathleen Hansen spent time working on a book about newspapers of record in the 21st century.**

coding where the most consistent results are achieved if the coding is done in one block of time. This is often not possible with the daily grind of meetings and appointments that are part of a faculty member's life at the University.

Finally, Hansen said she spent as much time as possible reading all the books that had been piling up since her last sabbatical. "So many books, so little time," she said.

Hansen has found that her teaching



**Michael Griffin researched the use of images in television news, and how these images relate to perceptions of the "facticity" of news.**

has been directly influenced by what she did during her sabbatical. "The research is tied to teaching in that they interact and reinforce each other," she said. "The sabbatical is an incredible resource because it gives us the opportunity to see what is going on in the world of journalism."

For most of last year, Dona Schwartz and Michael Griffin were nowhere near the University of Minnesota. During spring quarter they were on a faculty exchange program in Amsterdam, and soon after returning they participated in the Annenberg Scholars Program at the University of Pennsylvania. Traveling to the school was something of a homecoming for Schwartz and Griffin since both are graduates of that university.

The two were among five scholars chosen from hundreds of applicants to participate in a post-doctoral fellowship program on "The Future of Fact."

"This examined the recent challenges that have been faced in the academic and professional arenas in the communications field," said Schwartz. "We are asking how certain we know what we think we know."

Griffin did research on the role of images in television news reporting and how the visual aspect relates to perceived facticity. Schwartz looked at the digital evolution in television photo journalism which could jeopardize information credibility for viewers.

"We were not just critiquing the modes," noted Schwartz. "We were also coming up with concrete suggestions to strengthen faith in factual statements."

In addition to conducting individual research, participants in the Annenberg program taught courses and attended weekly seminars where they updated others on their work. "It was like a super graduate seminar," said Griffin.

Both Griffin and Schwartz noted that the constant flow of new ideas from other scholars and guest lecturers sparked intellectual creativity. "Our awareness of what is capturing the imaginations of scholars in a large number of fields was heightened," said Griffin. "It helped us to understand a wider range of issues from across the country."

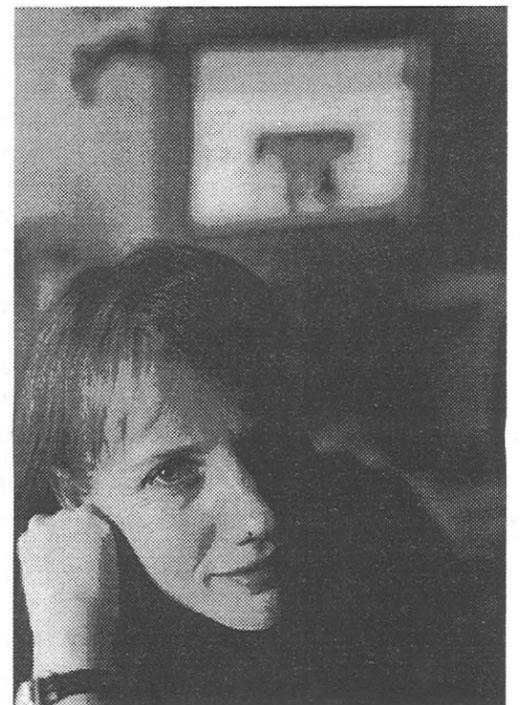
Schwartz said the discussions following lectures often were more stimulating than the actual presentations themselves. "It was like a percolator," she said. "We were

actively engaged with intellectual issues. There was constant stimulation and a weekly influx of new ideas."

She said the experience reaffirmed the reasons why she originally chose to pursue an academic career. "It was reinvigorating and provided us with so many new perspectives which we had time to dive into and explore. It was an intellectual spa."

Schwartz was especially inspired by the director of the Annenberg program, world-renowned communications scholar Elihu Katz. He created a stimulating atmosphere and facilitated an academic exchange of ideas, she said. "He is still, himself, a student of new ideas. He is always trying to advance his own thinking and intellectual growth."

Griffin said the combination of interaction with scholars and the change of scenery were important aspects of the



**Dona Schwartz studied the ways that digital photography may jeopardize viewers' belief in news credibility.**

program. "The environment allowed me to see things differently and gain new perspectives," he said.

Getting away from the daily routine of faculty life helped him get out of a rut, Griffin said, and has had a direct impact on his teaching. "I revamped the syllabus for one of my classes, because now I feel like I need to teach it in a different way," he said.

Schwartz and Griffin are continuing the work they started while at Annenberg in addition to book writing and other on-going projects. Next March they will head back to Pennsylvania for a conference that will conclude the two-year "Future of Fact" program.

# Five new Ph.D. students welcomed to the program

BY LISA DRAHO  
SJMC GRADUATE STUDENT

If you can judge a graduate school by the quality of its Ph.D. students then the School of Journalism and Mass Communication should regard itself as one of the finest programs in the country. Every year the School welcomes a new group of outstanding Ph.D. candidates eager to pursue the rigors of mass communication study. This year was no exception.

Out of countless outstanding applications, five new Ph.D. students were selected for admission into the program this fall. Jenny Ostini and Michael Fibison are recent graduates of the SJMC master's program who have decided to continue their graduate work in mass communication. The three other candidates, however, are new to Minnesota and traveled from as far away as India to enter the School.

Sanjay Asthana is a newcomer not only to Minnesota but to America as well. A native of Hyderabad, India, Asthana received a biological sciences degree at Osmania University but became interested in mass communication through his extra-curricular involvement on a campus radio station. After graduation he joined All-India Radio as an English announcer for its youth services program and began writing radio plays. Those experiences led him to a more theoretical interest in mass communication, and Asthana eventually received a master's degree in communication at the University of Hyderabad where he studied developmental communication in third world countries.

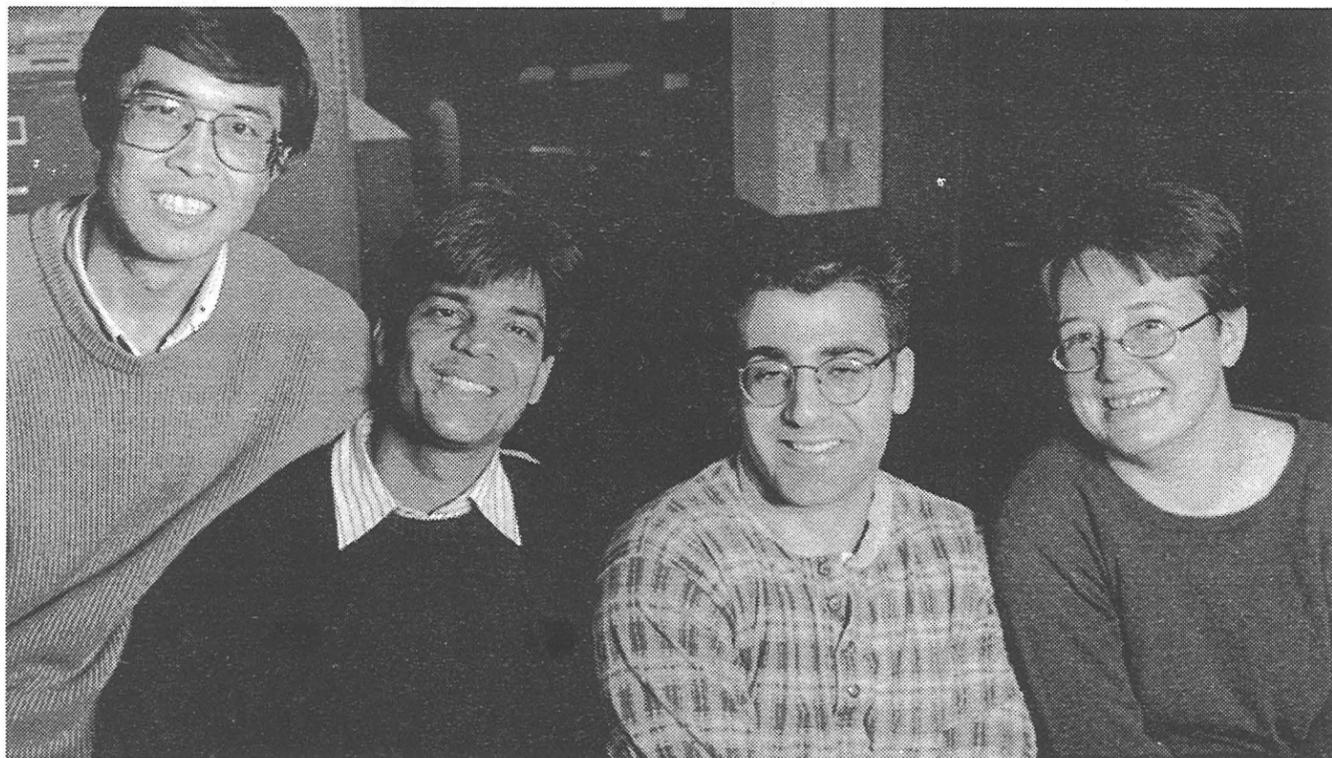
Asthana next won a national scholarship to do a pre-Ph.D. program in western philosophy with an emphasis on the Frankfurt school of critical theory. Once his studies were complete, Asthana taught mass communication for eight months at the university. During this time a visiting professor from Syracuse University suggested that he come to the United States to pursue a Ph.D. and recommended the University of Minnesota.

Interested in cultural theory and popular culture, Asthana is currently doing research with Assistant Professor Michael Griffin to develop a new course on American popular culture in Europe.

Tao Sun, who grew up in Northeastern China, received his B.A. in journalism in 1992 from the China School of Journalism in Beijing. Before coming to the States in 1994 for a master's program in communications at Pennsylvania State University, Sun worked as a desk editor for China's official news agency, Xinhua News Agency. His professors at Penn State encouraged him to pursue a Ph.D. at the University of Minnesota where they themselves had completed their graduate work.

Sun's main research interests are international communication problems, such as globalization of news media, U.S. media laws and First Amendment theories. He hopes to apply these studies to the debate over media in China.

Sun was selected as a fellow with the MacArthur Interdisciplinary Program on Peace and International Cooperation, an interdisciplinary program at the Univer-



In-coming Ph.D. students Tao Sun, Sanjay Asthana, Michael Fibison and Jenny Ostini. Student Mark Cenite is not pictured.

sity which gives financial and intellectual support to doctoral students who are focusing on the developing world. It is a special mark of prestige for the SJMC to have a student participate in the MacArthur program.

Graduate student Jenny Ostini is originally from Canberra, Australia, where she did her undergraduate degree in modern Chinese studies at the Australia National University and subsequently worked for the unofficial Taiwan Embassy as a research assistant responsible for organizing trade promotions. When her husband was accepted in the University's Ph.D. program in psychometrics, Ostini applied to the SJMC. Last July she completed her master's thesis on media and ethnic identity in Taiwan for which she developed a model of interaction between self identity and the media, an area of study she will continue examining for her dissertation.

Michael Fibison, the other Ph.D. student who moved up from the master's program, first developed an interest in mass communication when he took a job with his college newspaper at Mankato State University. Since then Fibison says he "hasn't looked back." After completing undergraduate studies in political science, journalism, and speech communication, he took a position at the Mankato Free Press as an obituary writer and sports stringer. He has since worked for AgriNews, Successful Business, and The Minnesota Daily.

On the cutting edge of technological change, Fibison was weekend on-line editor for the St. Paul Pioneer Press last year. In addition to his graduate studies, he works for two trade publications, Corporate Legal Times and U.S. Business Litigation, as well as editing the Silha Center Bulletin.

For his master's thesis Fibison compared U.S. foreign policy and the coverage of Romania in elite U.S. newspapers. He hopes to study the impact of the First Amendment on emerging democracies in Eastern and Central Europe for his dissertation.

Finally, Mark Cenite, who claims to be from "the middle of nowhere" in Wiscon-

sin, came to the SJMC via the University of Wisconsin-Madison and Stanford University in California. Cenite studied psychology at Wisconsin before heading to California for his law degree. While in law school Cenite compared the ways in which various U.S. Foreign media framed human rights abuses. That research, Cenite says, led him "away from law and toward mass communication." Now that he is enrolled in the SJMC he hopes to study how 19th-century U.S. media framed institutionalized human rights abuses in America, specifically slavery. Cenite said he was motivated to come to the University of Minnesota for his doctoral studies because he considered the SJMC the best place to do qualitative research in the field of mass communication.

Al Tims, director of graduate and undergraduate studies, says the School has "an outstanding history of producing leaders in our field. With the current graduates in the School, the quality of

the program has never been better." Tims pointed out that the School's main products are its scholars and the contributions they make.

He noted that graduates from Minnesota have become influential leaders in mass communication education, as directors or deans at places like the University of Texas, the University of North Carolina, and the University of Wisconsin, not to mention the role of former Ph.D. Student and faculty member Everette Dennis, who is now the executive vice president of The Freedom Forum in Arlington, Va.

Tims says the School is proud of its graduate students, who are among the most productive in the field in terms of conference participation and publications. "There is nothing more important to the department than attracting the best possible students, both at the Ph. D. and M.A. level," he added. This year's crop of students is certainly no exception to that rule.

## Gillmor honored

CONTINUED FROM PAGE 3

a touching acknowledgment of his wife, Sophie, with whom he's spent the past 50 years. "She has brought into my life a beauty and a serenity that I could have found nowhere else," he said. "Without Sophie, I'm sure my life would only have been a small part of what it has been."

Gillmor also thanked Barron for their three-decade-long partnership and Ted Glasser for being his "intellectual provocateur." "The great thing about Ted is that he always got me to go back and check all of my assumptions," he said.

Not to drift too far from the stated focus of the luncheon, Gillmor gave a brief overview of the evolution of the Law Division and some of its more noteworthy accomplishments. Among these, Gillmor highlighted the nomination of media lawyer Floyd Abrams for a distinguished service award, the passage of a resolution on behalf of Supreme Court Justice William Brennan, the condemnation of a southern school for its imposi-

tion of a restrictive speech code, as well as the Law Division's attempts to create a dialogue between lawyers and scholars and to foster First Amendment research.

After issuing a few more thank-yous to his admirers, Gillmor concluded in what Hermanson called his "classic style" of praising others and eschewing attention. "Who was it that said, 'lies, lies, all damn lies'? Well, there were some exaggerations here today," he said, adding that he and Sophie were grateful for the acknowledgment and would read the letters people had written "with great care."

A second standing ovation closed the luncheon, which may not be the last such event. After all, not only has Gillmor not retired yet, but he's just completed one of the more prolific years of his career, publishing a new textbook and completing work on the sixth edition of his venerable media law casebook.

As long as Gillmor continues to add to his legend, there will always be more to say.

## Professionals who teach at SJMC vital to community ties, ensure students understand world outside the "U"

BY AMY KAY NELSON AND STEPHANIE SCHUCK  
SJMC GRADUATE STUDENTS

**D**irector of Graduate and Undergraduate Studies Al Tims says adjunct faculty members comprise one of three essential parts in the tripod holding up the School of Journalism and Mass Communication. The School boasts an outstanding core faculty which stimulates student learning, a strong market that allows for internships in the professional community and on the student newspaper, and a stellar team of adjunct faculty that are what Tims calls the third leg in the SJMC's "equation of success."

"Adjunct professors play a vital role in what the SJMC is trying to accomplish," he continued. "They're the key link between the professional community and the students, and are the perfect complement to what the regular faculty provide. We're incredibly lucky to have such a vibrant community of adjuncts to enrich our program."

Tims noted that adjunct professors, many whom work full-time in the professional field and teach on a part-time basis, add an interesting perspective to the School that not many other departments in the University recognize. By definition, regular professors are no longer professionals in their fields, mainly because of the requirements to produce academic work. But adjuncts help maintain the vital ties to the professional community, ensuring that students will have an understanding of the world outside the University.

"Students really like having the adjuncts here," Tims said. "And you can tell the adjuncts do it for the love of interacting with the students and to give something back to the profession. None of them do it for the money, I can tell you that."



Adjuncts Carol Pine and John Finnegan, Sr. bring their combined years of experience in managing small and large media organizations to their team teaching of The Management of Media Organizations.

PHOTO BY KENESATO

Professor Dan Wackman solicited many of the current adjuncts who teach in the SJMC when he served as director of the School from 1989 to 1995. He concurs with Tims' philosophy that adjuncts play a vital role in the School's success. "They bring a currency with professional practice that is impossible for even the most diligent faculty member to maintain," he said. This currency, according to Wackman, complements the theory and academic principles provided by full time faculty. "This is a wonderful blend of perspectives for students," he said.

SJMC Professor Nancy Roberts, a full-time faculty member who has also maintained her career in magazine writing, considers adjuncts crucial to the School since most professors cannot have a foot in both the academic and professional worlds. "They make it possible for us to offer classes," she said, adding that many adjuncts go well beyond what is expected of them by writing letters of recommendation for students and helping with contacts in the profession.

Roberts maintains that most adjuncts are colleagues who not only have impressive media credentials but strong academic backgrounds as well. "They really become partners with us long term," she said.

According to Tims, Minnesota's thriving and competitive media market helps distinguish the SJMC from other mass communication programs nationwide. Not only does it provide a pool of impeccable adjunct teachers, but also provides a forum of numerous opportunities for students interested in internships and jobs after graduation, he said.

"There aren't many journalism schools in major media markets like this," he said. "We are part of the community. There's no place around where students can get a better education."

## "They do it for the love of interacting with students..."

### Marcia Appel

**"Real world" job:** Senior corporate executive for Musicland Stores Corporation

**Teaches:** Magazine Editing and Production  
**Came to SJMC:** 1988

For Magazine Editing and Production, students produce a real publication. However, Marcia Appel ('70) and Steve Schneider ('84) do not give students deadlines. "We don't assign stories," she said. "We're there to serve as publishing guides through the process."

The responsibility of developing a publishing schedule rests with the students. They must form a staff and fill every position from managing editor to art director. They see the process through "from concept to completion," said Appel, who has held numerous publishing and corporate management positions

in addition to editing several Twin Cities-based magazines. "We try to replicate as much as possible the magazine [process]."

Creating a magazine in 10 weeks is a challenge, Appel maintains, especially since students are not familiar with the class format. "Students are used to 'here's your book, here's your assignment, here's when this is due,'" she said. "I hope we give them a sense of what it really is like when they get to a magazine."

In a deadline-oriented field, Appel also hopes students leave with knowledge of overall magazine production and operation. While writing good stories is important, knowing how the magazine is put together is critical. Appel wants students to become engaged in the learning process. "The point is not to make every



Marcia Appel, '70

story perfect," she said.

When students see the end product—perfect or not—they experience relief, pride, and gratitude.

Next comes the task of evaluating the magazine, and

Appel says she learns from the students just as much as they do from her. "It's a gift to be working with young people," she says.

Appel values the opportunity to give back to her alma mater. "I love the University," she said. "I got my start at the U and it was a good one."

### Steve Dornfeld

**"Real world" job:** Associate editorial page editor, St. Paul Pioneer Press

**Teaches:** Public Affairs Reporting and Charnley Projects Course

**Came to SJMC:** 1995

For the Charnley Project Course, Steve Dornfeld ('69) proposed that the SJMC offer a legislative reporting class at the Minnesota state capitol. "I've always thought the capitol would be a great educational laboratory," said Dornfeld, who has reported about Minnesota government issues even before he graduated from the University.

This winter the capitol will be the laboratory from which Charnley students will report on public affairs activities and newsmakers in the legislature, serving as legislative correspondents for several

Minnesota daily and weekly newspapers.

In addition to the Charnley Project Course, Dornfeld teaches Public Affairs Reporting, in which students write for various beats including city hall, the courts, and the state capitol.

A journalist for more than 30 years, Dornfeld tells students that although his field is competitive, the practice becomes easier over time. "It takes a lot of hard work," he said, encouraging students to be "aggressive in reporting and creative in writing."

Dornfeld said he teaches in part because he feels a special connection with Murphy Hall, where he had classes with professors Mitchell Charnley, George Hage, and Ed Gerald. "It's an opportunity to go back and give something to the J-school that means something to me," he says. "I'm not a showman in the classroom, but I think they can rest assured I know something about these areas."

Dornfeld said passing along his experience and connecting with young people in a field he cares a great deal about are benefits of being an adjunct. "Journalism means a lot to me," he said.

And although the business has become more competitive, Dornfeld predicts that students he works with will fare well in journalism. "They are better writers and better thinkers than I was at that professional stage."

## John Finnegan, Sr.

**'Real world' job:** Former executive editor and later associate publisher, St. Paul Pioneer Press

**Teaches:** The Management of Media Organizations (co-taught with Carol Pine)  
**Came to SJMC:** 1987

After 38 years in the journalism field, 18 as a manager, John Finnegan, Sr., is the perfect person to teach the media management class. His love of teaching doesn't hurt either.

"I've always had an interest in teaching," he said. "It keeps the profession alive in my life. I like the interaction with the students, and it's stimulating from an intellectual point of view. It also forces you to keep up with what's going on in the world."

Finnegan, an executive editor of the St. Paul Pioneer Press for 15 years and associate publisher for three, co-teaches the course on management with small-business owner Carol Pine ('91). He said the match is symbiotic.

"We have the small media organization represented by Carol, and I know about the larger media newspaper organization," he commented. "Also between the two of us, we know as good a group of guest speakers in the field as anyone—the top people in newspapers, the top people in television, the top people in new media. We have experts from several areas. I think that provides a little more interest in the class; students are exposed to a lot of people."

This is the second approach to teaching for Finnegan, who received his bachelor's degree from the SJMC in 1948 and his master's in 1964. He used to teach reporting skills through Extension Education. During his years in the classroom, Finnegan said he's seen changes in students. Today, he noted, they tend to be older and more mature, and most are working at other jobs. He's also seen changes in the SJMC, like different curricula and a rise in the

use of adjuncts to teach skills courses.

"Adjuncts perform a valuable service because they can bring the practical world into the classroom," he said. "Their experience and their war stories and their knowledge of what's going on in the real world is important. But I think they can be overused. I think the permanent staff ought to be required to teach a number of skills courses to keep them up to date."

But Finnegan foresees the biggest changes yet to come in the media field, with the rise of electronic media and a broadening of public relations work. "The media are changing so fast, we're not quite sure what newspapers are going to look like in 10 years, much less how they will be managed," he said. "It's going to be difficult from a management point of view."

## John Finnegan, Jr.

**'Real world' job:** Associate professor and director of graduate studies, Epidemiology Department, University of Minnesota  
**Teaches:** Mass Communication and Public Health

**Came to SJMC:** 1987

Most of the time John Finnegan, Jr., (Ph.D. '78) is concerned with the epidemiological ramifications of heart attack campaigns and theories like the "health belief model." His background in journalism, however, colors his perspective on the media's treatment of health issues. These dual interests he combines in his class, Mass Communication and Public Health.

With both his master's and doctoral degrees from the SJMC, Finnegan is unique among adjuncts. He has a practical journalism background and currently works in the academic field. "I'm not your typical adjunct," he admits. "I bring both sides—the applied perspective with the theoretical base."

In his class, Finnegan explores the dichotomous relationship between the health care field and journalism. He discusses media coverage of clinical trials, the first reportage years of AIDS and the strengths and weaknesses in both camps in reporting health information.

"I try to bridge the two fields," he said. "It's something that's always intrigued me. Over time there's been a change. People in journalism have come in with a much more intense interest in public health. And on the public health side, there has been much more of an understanding of how the media function."

In addition to the media class, Finnegan teaches public health courses to graduate and undergraduate students. Years ago as a graduate student in the SJMC, Finnegan taught courses in reporting and the history of mass communication. Those may seem like a far leap from courses like "Psychosocial Approaches to Public Health" which he teaches today. In reality, they are but testament to his wide breadth of knowledge.



John Finnegan, Jr. Ph.D. '78

## Paul Froiland

**'Real world' job:** Editor, Special Coffee  
Retailer trade magazine

**Teaches:** Magazine Writing  
**Came to SJMC:** 1983

Paul Froiland (M.A. '79) said teaching as an adjunct professor is a give-and-take experience. In addition to the obvious experience and day-to-day understanding of magazine writing that he brings to the classroom, Froiland finds that students offer him a wealth of knowledge in return. That's part of what has motivated him to return to Murphy Hall for the past 13 years.

"I just love teaching," he said. "When I'm not doing my regular job, I just love



Paul Froiland, M.A. '79

reading the students' articles. People write about such a variety of things that I would never be able to read about in the course of a year... Every so often someone will write a story that will knock you out of your chair. You can't believe they wrote it so well. It's just a privilege to read."

He said another benefit of teaching is being able to watch students blossom as they explore and write about their ideas, unencumbered by the cynicism and self-doubt he sometimes finds in the professional world. He fosters students' enthusiasm by staying open-minded and advises others to "always be willing to consider new points of view that people propose."

"The thing I try to do the most is to encourage and support students and not be a person who is going to judge and evaluate them, but who is there to allow their creative potential to flourish," he said. As a result, he often invites guest lecturers from the professional community to discuss their work and the process of magazine writing. "I bring in writers and editors from around the Twin Cities so that my perspective can be expanded and corrected," Froiland explained.

Throughout the course, he focuses on the difficulty of attaining "objectivity" and explains how students can examine their point of view and recognize how it shapes a story. He also tries to help students break free of the "straight-news versus term paper" writing molds they have encountered in past classes. Magazine writing is a combination of the two spiced up with literary devices, he says, although it can take some students about half the quarter to realize this.

As an SJMC master's student in the late 1970s, Froiland said he never took a class from an adjunct professor, but he likes the idea of returning to the School to teach. He finds that students in magazine writing class have changed over the past decade, from older writers in the Extension classes who had "romantic and sometimes unrealistic" ideas of magazine writing to the more traditional college students in recent classes. This year was the first time Froiland taught the course in day school, he said, which may account for some of the changes.

A second change he has noticed is an increase in the number of students who are pulling double duty, working full-time jobs and attending school. "There are so many more students working 30-hour and 40-hour a week jobs than in

1983," he noted. "The pressure of having to produce something both for work and for journalism class must be enormous."

As an adjunct professor who also works in the field, however, he can appreciate those demands.

## Chris Ison

**'Real world' job:** Investigative reporter,  
Minneapolis Star-Tribune

**Teaches:** Public Affairs Reporting  
**Came to SJMC:** 1992

Reporter Chris Ison ('83) said one of the journalist's main jobs is to show rather than tell the story. It's just as crucial for teachers. Therefore, making the jump from newsroom to classroom was a natural move for Ison and one of the aspects about him that students appreciate most.

"I think I have a lot of good stories that demonstrate the tools I try to teach," he explained. "It makes it more relevant. Because we [adjuncts] do the work, we also have a credibility with the students."

Ison teaches the basics of governmental reporting, covering issues ranging from civil court decisions to state government action. Part of his knowledge comes from a decade of experience at the Star-Tribune, where he earned a Pulitzer Prize for a story on arson in 1991, and from his years on The Minnesota Daily, where he was editor-in-chief in 1982-83.

Over the years Ison said he has come to appreciate his SJMC training. He once thought journalism school wasn't that important and that a degree in a different but related field might have been an advantage. But now that he teaches in the School and is exposed to the ideals that many of the full-time professors teach, Ison said he sees the advantages of journalism skills and ethics classes. "I think people who want to be reporters are well served by going to journalism school," he said.

Along with teaching reporting skills, Ison tries to help students overcome shyness and a reluctance to talk to several sources for a well-rounded story. "I try to make a point that a lot of pros are shy too and they can work through that," he said.

And he stresses the desire and commitment that define outstanding reporters. "I think it takes so much energy to do this job well. Anybody can do a mediocre job. But to do a good job, it takes an incredible amount of energy that can only come from passion."

But most of all, Ison emphasizes the importance of integrity in journalism. Despite the push to sell newspapers with sensationalistic stories, Ison said students must maintain their ideals in the field and remember that "a journalist's job is not to sell newspapers. That's the circulation director's job." For Ison, teaching helps revive and revitalize these ideals.

"Teaching brings me back to those principles that I've always thought were so important," he noted. "It is a way to take what is most enjoyable and most worthwhile in this business and bring it to other people."

## David Kistle

**'Real world' job:** Senior vice president,  
Padilla Spear Beardsley.

**Teaches:** Public Relations Principles  
**Came to the SJMC:** 1995.

When David Kistle ('69) was an undergraduate studying journalism in the SJMC, he focused most of his attention on getting good grades. This is a strategy

he does not stress with his students in Public Relations Principles. "I'm trying to diminish the importance of grades over learning," he said.

Learning, Kistle emphasized, involves understanding the connection between public relations and other disciplines such as anthropology, psychology, and mathematics. "It all relates," said Kistle,



David Kistle, '69

who develops communication strategies for several Twin Cities health care organizations and hospitals.

Kistle also reminds his students that in addition to other

classes, their part-time job experiences will help them understand public relations. "Everything they know and do counts for something in public relations," he said. "I try to impress how valuable that is." For example, Kistle maintains, waiting tables "teaches them about customer service. It's not what you know—it's how you know it."

Kistle's students show him they know about communication by composing public relations plans. Analyzing various public relations situations, they come up with objectives, strategies, and tactics.

In the classroom, Kistle uses methods he employs in a professional setting. This may entail using a flip chart to demonstrate points, bringing speakers into class or impressing students with the importance of a communication plan is. "There is a link between what I am doing in the classroom and the boardroom," he noted.

And, like any PR professional, Kistle includes an evaluation process in his strategy. "I ask for feedback from students to see if I am on track," said Kistle, who also guest lectures at the University of St. Thomas, the College of St. Catherine, and St. Cloud State University. "I'm always astonished about what I learn from this."

## Gordon Leighton

**"Real world" job:** Manager of corporate positioning for Northern States Power.

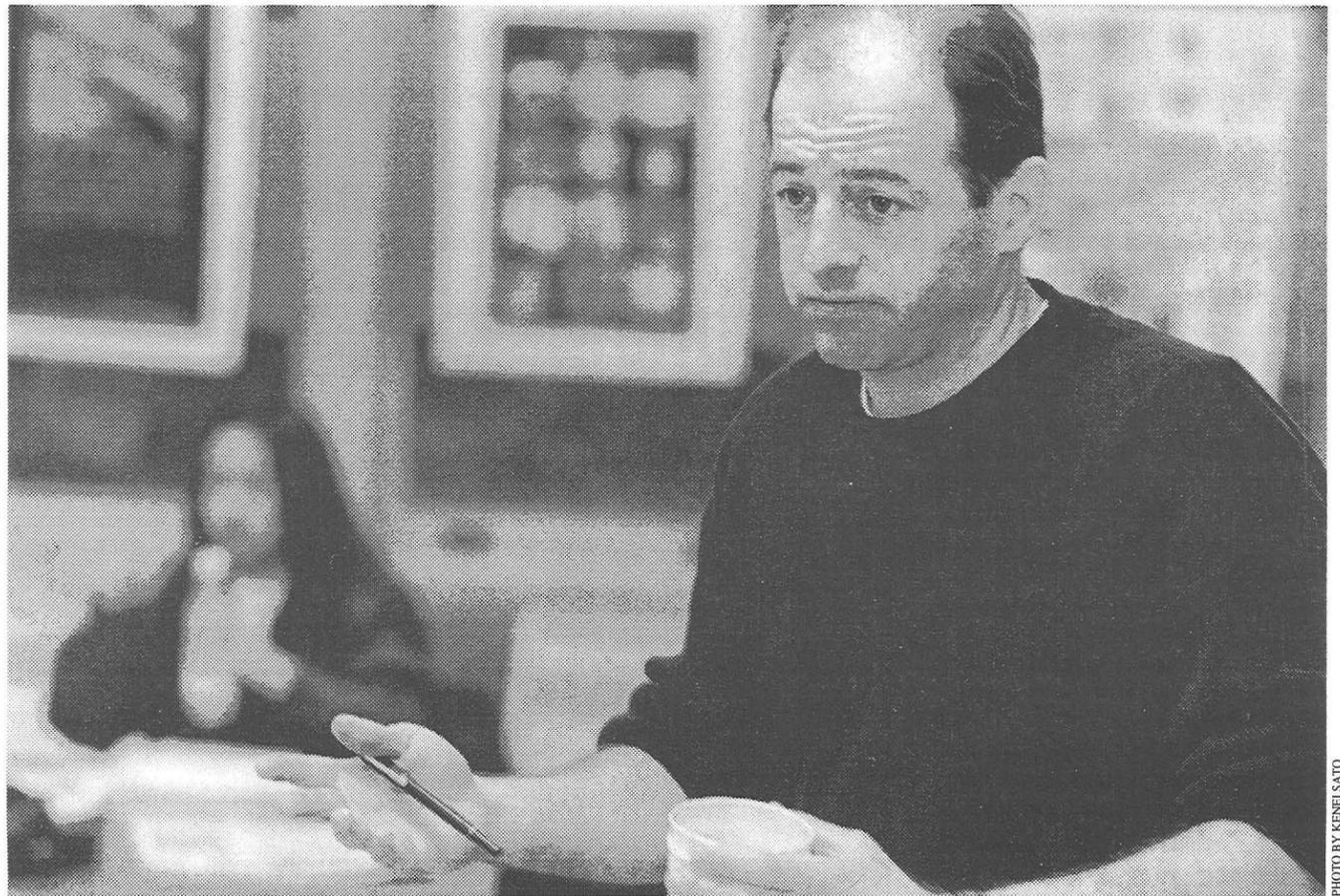
**Teaches:** Case Studies in Public Relations  
**Came to SJMC:** 1995

For Case Studies in Public Relations, Gordon Leighton asks students to examine real cases and strategize on how to handle them. Last year, for example, students looked at the Mitsubishi sexual harassment case, which started out as a small issue and then exploded into a full-blown national crisis for the company.

After monitoring the way the case was handled, Leighton's class came to consensus: "We all decided none of us would like to be the PR person in that case," he said.

Crisis management is one of Leighton's specialties. Involved in public relations for more than 25 years, he has dealt with everything from product launches to developing emergency planning for nuclear waste operations.

Leighton wants students to learn problem-solving skills that will help



Minneapolis Star Tribune reporter Chris Ison finds that adjunct teaching offers him an opportunity to "take what is most enjoyable and worthwhile in this business and bring it to other people."

them manage unpredictable situations. They identify cases in the community for which they research, write and present a paper. "Oral skills cannot be underestimated," said Leighton. "The objective for them is to have confidence in their ability." Sometimes that means considering several approaches to a given problem. "There is no real iron-clad formula for any situation, Leighton said. "Things are always more complex than they first appear."

While he believes adjuncts provide students with a glimpse of reality, Leighton, who has taught high school classes in Canada, said teaching offers adjuncts benefits as well. "It helps keep us current and in touch with the next generation." And as a public relations professional, he said he also feels a sense of obligation to pass on some knowledge.

## Paul McEnroe

**"Real world" job:** Investigative and enterprise reporter, Minneapolis Star Tribune  
**Teaches:** Advanced Reporting Methods  
**Came to SJMC:** 1991

Reporter Paul McEnroe said the most important quality he brings to students in Advanced Reporting Methods is a sense of reality. After working as a newspaper reporter for more than 20 years, he knows what works and what doesn't when digging up information for a powerful, hard-hitting story.

He teaches his students how to investigate facts and figures so they can get their stories right and earn awards in the process, much like what he's done himself. McEnroe is recipient of national and state awards dating back to 1991, including a first place award from the Minnesota Associated Press for investigative, in-depth and sweepstakes writing, and an Inland Press Association award for writing.

But teaching these skills to students is not always an easy task. Since his arrival in 1991, McEnroe said he has been shocked every year at how few students know how to access basic information such as police files and other government documents for public affairs report-

ing. That skill is one the students need, he said, and should be taught before junior- and senior-level courses. "The biggest thing that the School needs to do is raise its standards," he said, starting with a more demanding curriculum. He claims that while his class is tough, "people like it."

McEnroe combines guest lecturers with field trips to the governmental buildings and the Star-Tribune offices as part of his teaching repertoire, and teaches computer-assisted reporting techniques along with research skills. He also has taught a similar course at the University of St. Thomas.

Teaching for McEnroe is a labor of love, one that has several rewards, but few of them monetary. "I don't do it for the money," he concluded. "I do it for the kids."

## Carol Pine

**"Real world" job:** Founder of Pine & Partners.  
**Teaches:** Media Management  
**Came to SJMC:** 1989

One of the first activities students complete in Media Management is bonding over brunch with their instructors Carol Pine ('91) and John Finnegan, Sr. This unconventional class session is a way, Pine maintains, for students to become acquainted and receive a personal touch in education. "We're trying to create small liberal arts college experience at a big, humongous university," she said.

Students need to bond, according to Pine, since they form business teams, and Pine and Finnegan grade partly on their performance and the internal dynamics of their groups. "They have to figure out how they're going to work together," said Pine. As the head of a business specializing in corporate culture and corporate history, she knows the dynamics of businesses well.

In their teams students must examine one media organization and write a case management study. They need to understand the organization's culture, histories, values, and defining events much as they would learn about a person they

were profiling. "Organizations and people are no different," Pine said.

Media Management is much like a business course, according to Pine. In fact, in addition to journalism students interested in the business side of the field, several students from the Carlson School of Business take the class. "They have to think more like publishers than editors," she said, adding that writing remains an important component because "good, concise writing is critical in business."

She also urges students to get used to change. Because the business world is constantly evolving, Pine argues, "you are most successful if you embrace change rather than resist it."

As a case in point, Pine recalled her decision in the early '70s to venture out as an entrepreneur when it was not common for women to take that route. Now women entrepreneurs are prevalent, and Pine would like the same to be the case in academia. "I think young women and young men need to see more women in the classroom," she noted.

Her other motivation for teaching is to "give back to the School that gave me my start. I'm a product of Murphy Hall."

## Steve Schneider

**"Real world" job:** Owner, Steve Schneider Photography

**Teaches:** Magazine Editing and Production (taught with Marcia Appel)

**Came to SJMC:** 1988

Photographer Steve Schneider (M.A. '84) claims that the magazine production class he co-teaches with adjunct Marcia Appel is "unlike any other class at the University."

Living up to that claim to uniqueness is a tall order. After all, what could be so different about another on-campus class that focuses on writing and design skills? Try a slick, professional finished prod-



Steve Schneider, M.A. '84

that claim to uniqueness is a tall order. After all, what could be so different about another on-campus class that focuses on writing and design skills? Try a slick, professional finished prod-

uct, minimal faculty interference, and a group do-or-die grading policy. Together these qualities set this class apart from most others.

The proof is in student comments, Schneider said, as he rattles off story after story of students who come out of the class with a new appreciation for teamwork and an understanding of the importance of meeting deadlines. "We're an adventure," Schneider said, noting that many students come back and say it was the best class they've ever had.

Now in his eighth year of teaching the class, Schneider, a master's graduate of the SJMC's photojournalism program, said he has seen enough good and bad teachers along the way to know what works. "Our philosophy is to give the students as much rope as they need and hope they won't hang themselves, but instead make something beautiful with it," he said.

Some people love the freedom, he noted, while others get frustrated and seek out guidance. Schneider said his teaching style is simply a way to recreate real-life working situations where not all co-workers get along and not all editorial ideas are good ones.

During his years at the School, Schneider has seen some changes along the way. As an adjunct professor, he said he adds a certain irreverence students don't find in the regular faculty. For instance, he's not afraid to voice his opinions on the department's termination of the photo department and its effect on his class as fewer and fewer photographers emerge.

And there are other changes. Students have expanded the magazine's focus from one topic to a more multi-topic general magazine. And the installation of the computer lab, allowing the magazine to be produced digitally, also created a dramatic change.

But all these changes simply have meant the class continues to distinguish itself from others on campus. "The best thing about this class is that when you leave you have something tangible to show prospective employees," Schneider said. "It has practical application."

## Sarah Shaw

**"Real world" job:** Previous advertising work at BBDO, Campbell-Mithun, and D'Arcy-MacManus; currently does freelance editing  
**Teaches:** Advertising Copywriting  
**Came to SJMC:** 1992

Sarah Shaw's motivation to teach advertising copywriting is simple: "I had to learn the hard way. I don't want other people to have to go through that."

With a background in English and philosophy from the University, Shaw said she learned to be good at faking what she didn't know on her first few jobs in advertising. But having someone give her guidance along the way would have been better. That's why she is in the classroom today, she said, teaching students creative thinking.

Not all of her teaching drive is altruistic, however. Shaw states firmly that she has gained many insights from her students in the 10 quarters she has taught as an adjunct and has learned as much from them. It is through her first-hand experience at large advertising agencies like Campbell-Mithun and BBDO that Shaw has come to spotlight the fundamentals of strategy and strate-



Advertising freelancer Sarah Shaw tries to help her students "think strategically" as she teaches advertising copywriting.

gic thinking in her class. "Learning to think strategically is a very tough task," she said.

But she knows that focus is important for students who want to enter the advertising field. "A lot of people in the business don't think of creative as being business," she said, "but so much of it really is. An understanding of copywriting process and creative strategy is useful for any area that deals with creative, which is most areas. Some of my best students have been embryonic account people and wanting to know what's going on there. I figure the more educated an account person is in the creative process, the better the relationship is."

Overall, Shaw said she is delighted with the caliber of the students in the School, but tries to let students know that their preoccupation with grades is futile. "Once they get their first advertising job, nobody will look at grades again," she said. It's one piece of advice she gives students so that they don't have to learn the hard way.

## Terri Sullivan

**"Real world" job:** Senior vice president of Padilla Speer Beardsley.  
**Teaches:** Public Relations  
**Came to SJMC:** 1992

While interviewing applicants for positions at the public relations firm Padilla Speer Beardsley, Terri Sullivan ('80) found she wished they had more than just the tactical skills required for public relations. Helping future PR

practitioners develop strategic and problem solving skills was one motivation for her to go into teaching.

Sullivan teaches an introductory public relations course in which she provides the background, history, and tactics of her profession. She finds that student knowledge of the field varies. "There's a wide range in how much they know," she said. "I want students to understand that public relations is not about balloon arches and crass publicity stunts." Consequently, she refers to everyday situations she encounters at Padilla Speer Beardsley.

"I draw from the work I do here with a variety of clients," she noted. Sullivan's work has ranged from developing

programs promoting products, to enhancing social images or promoting employee and customer relations.

Her approach to teaching begins by considering the following questions: "What's going to help students understand the field? What do they need to know to develop the skills they need?"

In addition to the "how-to" skills, Sullivan provides theory for students. "It's an analytical discipline," she said. "I try to show them how pragmatic the theoretical stuff is." Students must then apply theory and tactics in a public rela-



Terri Sullivan, '80

tions plan that they develop for a real situation.

While adjuncts provide concrete examples of how skills are applied in the field, Sullivan said students raise questions about these PR practices. "Students ask really good questions and it makes you think about the things you do. It makes me look at my work from a different perspective."

And new perspectives are essential for the dynamic field. "We're redefining what PR is," said Sullivan, who would like her students to realize this and think accordingly. "I'd like them to come out of here having a sense of how to think through a public relations problem and come up with a solution."

## Dave Therkelsen

**"Real world" job:** Chief marketing officer, American Red Cross, St. Paul and Washington, D.C.

**Teaches:** Public Relations Writing and Campaign Tactics

**Came to the SJMC:** 1995

Although public relations is considered a practical field, Dave Therkelsen believes students need to learn some theory behind the methods. "Even though the course is writing and tactics, I put in a degree of theory," he said. "I strongly believe it is important for public relations to be grounded in basic theory."

Included in lessons of strategy, audience, and objectives, students learn the

importance of the behavioral and social sciences to public relations. "I don't think you can fully separate application from theory of application," he said.



Dave Therkelsen

Students combine application and theory in one of the course's two tracks. In one track students complete a "mini-case" revolving around a real corporation. They write corporate communications items such as query letters, briefings, and prep papers. The second track involves eight writing assignments ranging from news releases to speeches.

"There are a small set of themes I go over and over," Therkelsen said. Because writing is such a crucial component in the class and in the field, he tells students it is their responsibility to make all writing "crystal clear and concise." He also emphasizes strategy. "In public relations you must work from a strategy that is sound," he said.

Therkelsen, who recently moved into marketing, has worked in public relations for more than 23 years, many of them with the American Red Cross in various positions including director of public relations in the St. Paul chapter. He attended the U as an undergraduate in journalism and started in the field as a reporter.

Being an adjunct professor prompts him to frequently consider aspects of his profession. "An adjunct who takes responsibility seriously is forced to think about what we do in our everyday work," he said.

As an adjunct, he said he also appreciates the role of full-time professors, noting that "a good school needs both kinds."

## Dennis

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content would reflect that bias.

Founding executive director of The Freedom Forum Media Studies Center at Columbia University, Dennis says it is worth noting that when it comes to the actual content of the media, the most popular story in this decade is: Government doesn't work. That doesn't sound like a liberal position to me."

Dennis indicated that the corporatization of media and the concentration of

ownership have contributed to the professionalization of the press, and thus to the neutralizing of ideology in the content. He questioned how a media with a market-driven mentality could endanger its own economic viability by injecting a liberal bias that is out of step with its audience. "Purposely advancing the liberal agenda, I would argue, is simply bad business," he said.

## Director search

CONTINUED FROM PAGE 1

challenge and willing to sacrifice the monetary shortcomings of academia might be an excellent choice for director. On the other hand, he noted, a distinguished academic researcher could provide the leadership needed to give the department new direction.

Whether coming from the academic or professional world, the new director will have to navigate sizable pitfalls—budget cuts, faculty disagreement and industry changes—as he or she begins the task of rebuilding the department. Vision and management skills could be the best determinants of a new director's success, Scott said.

"Right now there are a lot of pieces that are very good in the School, but putting the whole together is another matter," he cautioned.

Offering some advice for the newcomer, Scott said the primary job of the director will be to rebuild the department in four areas—adding faculty, replacing retiring faculty, improving relations with the larger journalistic community and tailoring curriculum to meet radical changes in the communications industry.

The new dean of the College of Liberal Arts pledged support for the first effort in a letter this fall, suggesting he would help the School increase its faculty numbers which have dropped from 21 in 1988 to 13.5 in 1996. Scott predicts that the School will have 18 faculty members in two years. Despite the dean's pledge of support for new faculty, the new director will be faced with a University environment of downsizing that targets CLA as a whole. For the SJMC that means the director must look to civil service staff, teaching assistants and attrition for any trims in its budget.

As in any organization, retirement of members places demands on a department, but the SJMC faces the loss of a crucial individual, one who has helped define the School's mission and has enabled its to build a reputation for scholarly excellence and leadership in the country. Professor Donald Gillmor, considered one of the nation's foremost scholars in mass communications law, is in his next-to-final year of a retirement phase-out.

Gillmor's departure presents a challenge for the new director, who will need to decide the level of commitment the School will give to its Silha Center for the Study of Media Ethics and Law. The Silha Center, directed by Gillmor until last year, is now headed by Professor William Babcock, a specialist in media ethics. The Center is the foundation of the law and ethics curriculum

core at the SJMC.

"The Silha Chair is a pivotal person for this school," Scott said, noting that it will be difficult, if not impossible, to find someone as renowned as Gillmor in the field of mass communication law.

While the School is busy recruiting and replacing faculty, it must also focus on community outreach in both curriculum and financial support. The SJMC has developed a tradition of close ties to the journalistic community. For example, the Severeid Library is supported in large part by alumni giving. In addition, the School has a large number of endowments and student scholarships. But Scott warns about becoming complacent.

"The energy is built up and we're coasting," he said. "We don't want to coast, we want to accelerate." He says the strains on the faculty and administration in the past few years as they have dealt with internal conflicts and changes has dissipated the effort to build ties to the larger professional community.

He looks to the new director to provide leadership in developing synergy between the academic and professional worlds. That includes better preparing students for the journalistic working world by offering a curriculum tailored to changes in the industry.

"My judgment is that we've become out of balance, and the bounds need to be regressed," Scott said. "We have to be much more conscious of what is happening in the communication world which students are going into, so we can adapt our courses to that."

With the shape of the communication industry radically changing, Scott says the new director must focus on keeping abreast of new developments and an evolving industry infrastructure.

One suggestion Scott offers is a model of "outreach" that has been successful for the Department of Engineering, whereby students are matched with companies which provide skills training and "real world" experience.

Additionally, the new director will face the questions of accreditation and whether the professional master's program—one of the victims of budget cuts and the fight to regain full accreditation—will return. Scott predicted that the accreditation process will continue at the SJMC, and he could not predict the future of any professional master's program.

Scott, who filled the temporary role as director when longtime director Daniel Wackman moved to a position in CLA in the fall of 1995, will return to the Speech Department where he has been past director and a faculty member for decades.

## Dispelling the myth

Dennis offered a holistic approach for dispelling the monolithic myth of a liberally biased media which included recommendations for the media, the public and those with grievances against the press. For the news media, Dennis recommends:

1. publishing and responding to charges of media bias;
2. explaining to the public the standards used to hire reporters in order to assure it of the media's commitment to fairness;
3. bold reporting on media industry operations and people; and
4. organizing an independent audit of charges of media bias sponsored by the professional industry and academic organizations.

For the public, Dennis recommends:

1. taking personal responsibility to become more media literate through individual initiatives and joining school or organizational efforts;
2. asking questions about media portrayals of potential sources of bias through the use of ombudsman, letters columns and op-ed pages;
3. asking impartial, non-media groups such as the League of Women Voters to convene public fora as a way to encourage understanding between the media and the public; and
4. reading the alternative press as a means of giving discerning citizens other perspectives on issues of importance.

For aggrieved parties, Dennis suggests:

1. countering unfavorable and inaccurate media portrayals;
2. inviting news executives and

reporters to explain themselves on issues that are in dispute; and

3. using on-line services or other interactive media to debate and challenge media reports.

Only through such a holistic approach can the image of the media as liberally biased be countered and credibility restored to the press, Dennis said.

## Dennis offered recommendations for the media, the public and those with grievances against the press.

At The Freedom Forum, Dennis founded and edited the Media Studies Journal and organized a resident fellows program, a technology studies program, a major research program and other publications. He has authored and edited about 30 books on media industries, law and ethics. In addition to the SJMC, he taught at Kansas State University, Northwestern University and the University of Oregon, where he was dean and professor in the School of Journalism and Communication.

Currently, Dennis is establishing a formal network between universities to promote research and public understanding of media as a global partnership. The lecture was sponsored by the Silha Center for the Study of Media Ethics and Law, established with an endowment from Otto and Helen Silha in 1984.

## School gets \$10K Reader's Digest grant to fund graduate students in magazines, print journalism

The School of Journalism and Mass Communication was one of 13 graduate schools nationwide to receive a \$10,000 Excellence in Journalism grant for the 1996-97 school year from the Reader's Digest Foundation.

SJMC Director of Graduate Studies Al Tims said the grant is designed to help recruit and reward promising graduate students pursuing careers in print journalism, with an emphasis on magazine publishing and related fields. James Schadt, foundation chairman and chairman and chief executive officer of the Reader's Digest Association, said the program, which started in 1987, has now awarded nearly \$2.3 million to participating graduate students.

"Excellence in Journalism was created to expand opportunities for talented young people entering this vital profession, and the program is helping students reach their full potential," Schadt said.

The Reader's Digest Foundation selects schools for their high academic standards, comprehensive curricula and first-rate parent institutions. Each school establishes its own process and criteria

for selecting scholarship recipients. The 1996-97 SJMC Reader's Digest Scholars are Lisa Draho, Erika Kaswell, Nahid Khan, Amy Kay Nelson, Kate Roberts and Stephanie Schuck.

Tims said the SJMC has received the grant in past years and its continuation is testament to the strength of the SJMC program. "We're really pleased and proud to have this scholarship opportunity to enable us to recruit high caliber students with strong interests in these areas," Tims said.

In addition to the SJMC, mass communication graduate programs at the following schools received this year's grant: University of California, Berkeley; Howard University, Washington, D.C.; University of Illinois, Urbana-Champaign; University of Indiana, Bloomington; University of Kansas, Lawrence; University of North Carolina, Chapel Hill; University of Mississippi, Oxford; University of Missouri, Columbia; Stanford University, Palo Alto, Calif.; Syracuse University, Syracuse, N. Y.; University of Texas, Austin; and University of Wisconsin, Madison.

## Student Notes

Graduate student **Charlotte Kwok** won a 1996-97 Graduate School Dissertation Fellowship for her dissertation proposal, "Press-State Theory Revisited: Contesting Discourses of Welfare in News Coverage, 1928-88." Graduate student Mark Cenite was named recipient of a 1996-97 Graduate School Fellowship.

Thirteen SJMC students recently were named recipients of \$1500 Waller Scholarships from a University-wide selection that awarded a total of 149 scholarships. The SJMC student winners are **Kathryn Bracho, Amy Buck, Sarah Hallonquist, Jenny Hoffman, Mindee Iverson, Michelle Kibiger, Timothy Klobuchar, Johanna MacDonagh, Brian Matson, Nancy Ngo, Colleen O'Connell, Stephanie Recher** and **Dianne Sivald**.

The Society of Professional Journalists student chapter won the Region Six nomination for the SPJ Student Chapter of the Year award at the national convention in September in Washington, D.C. Seven SPJ chapter members attended the conference. Former Minnesota Daily editor **Michele Ames** accepted the Mark of Excellence award for the best all-around student daily newspaper at the SPJ national meeting. **Jon Nilsen** accepted the MOE award for the best student political cartoonist, and current editor **Gregg Aamot** accepted the award for best feature photography on behalf of photographer **Joshua Zuckermann**. Ames also participated in a panel discussion on student journalists and subpoenas.

**Benji Bearman**, a senior in communications, was elected president of The Minnesota Daily board of directors on Nov. 7. He has been a board member since 1993 and served as a vice president for two years. **Jesse Simon**, senior in journalism, and **Damon Ray**, sophomore in the Carlson School, were elected vice presidents.

Doctoral student **Dhavan Shah**, adjunct professor **David Domke** and Professor **Daniel Wackman** presented their findings on the relationships among personal values, media coverage and voter decision-making at a symposium sponsored by the SJMC Graduate Student Organization on Oct. 8.

SJMC graduate students **Karen Potter** and **Phyllis Alsdurf** made presentations at the American Journalism Historians Association conference Oct. 3-5 in London, Ontario. Potter's paper was on Irish-American coverage of Dublin's 1916 Easter uprising and Alsdurf's was on the travel writing of early American editor Anne Royall.

A review by **Phyllis Alsdurf** of "Unsecular Media: Making News of Religion in America" by Mark Silk appears in the Winter 1996 issue of the Journalism and Mass Communication Quarterly.

## Faculty Notes

Professor **Michael Griffin** spoke to members of the Minnesota State Bar Association about gender representations in the media on Oct. 24.

Professors **Nancy Roberts** and **William Wells** were profiled in the September-October and November-December issues of Minnesota, the University's Alumni Association magazine.

Faculty members **Nancy Roberts** and **Bill Huntzicker** were on the program of the American Journalism Historians Association conference Oct. 3-5 in London, Ontario. Roberts discussed her research on the journalism of the Oneida community and Huntzicker was on a panel discussing Civil War-era journalism.

Associate Professor **Nancy Roberts** moderated a panel on the historical significance of women journalism educators at the 1995-96 Association for Education in Journalism and Mass Communication national convention in Anaheim, Calif. The contributions of former SJMC professor **Jean Ward** were recognized in a presentation by **Ann M. Brill** (Ph.D. '95), assistant professor at the University of Missouri. Douglas Newson of Texas Christian University presented a paper on the contributions of **Mary Gardner** (Ph.D. '60), the first woman to graduate from the SJMC with a doctorate.

Faculty members **Kathleen Hansen** and **Al Tims** and Ph.D. candidate **Cheri Anderson** served on a panel of on-line experts for an Internet workshop, "Come Fly (or Try) the Internet," sponsored by the SJMC Alumni Board during Homecoming weekend in October.

## Obituaries

**Ravina (Vi) Gelfand**, '44, a Minneapolis author, publisher and editor, died of complications of cancer at the University of Minnesota Hospital on Dec. 12. She was 74.

Left partially paralyzed by Guillain-Barre Syndrome, Gelfand suffered with lupus for 30 years but did not let her illnesses stop her involvement in community events and publishing, according to her son Michael, of Minneapolis.

A play Gelfand wrote in the 1950s about a man who overcomes problems of low self-esteem won a contest and was broadcast nationally on radio. She wrote a series of books for young readers and reviewed books for the Minneapolis Star Tribune.

A member of the League of Women

## Mentoring relationships gives students professional edge

**W**hen Tamra Schmalenberger ('96) first heard about the mentorship program

offered by the School of Journalism and Mass Communication Alumni Society, she was cautious. "I didn't need one more thing to do," she said.

As the mother of four children who was carrying a full load of classes for her double major in business and journalism, Schmalenberger said she thought a long time before signing up for the 10-week program that matches Twin Cities media professionals with SJMC students.

"I don't sign up for something unless I can give it the time it needs," she said. "I felt like it would be valuable for the information I'd get and for the contacts I'd make."

Schmalenberger was not disappointed. Those contacts helped her land her current job as a senior communications associate for corporate relations at the Norwest Corporation headquarters in Minneapolis.

She met her mentor, **Patrice Vick** ('76), assistant vice president of corporate communication at Norwest, at the mentorship orientation meeting in January of 1995. During the next 10 weeks she and Vick met together several times, giving Schmalenberger an inside look at the public relations field.

"The publications community here is a small world," Schmalenberger noted, "and most jobs are gotten by word of mouth. The most valuable part of the mentorship program was the expansion of my professional network."

Vick, who has served as mentor to three SJMC students, considers mentoring a way to give back to the University and in the process add a practical dimension to the journalism program. And she has found it personally benefi-



Tamra Schmalenberger credits an SJMC Alumni Society mentoring relationship with helping her land a job at Norwest Corporation in Minneapolis.

cial. "You can learn from students and stay sharper in terms of new philosophies and technologies," Vick said. "It also makes you aware of the talent pool that exists so when openings come up you can make some recommendations."

Vick has had students sit in on staff meetings, meet other professionals in her department, and go with her to design or art houses when she is working on projects. She has reviewed their resumes and met them for coffee to "just talk."

Because of the relationship Schmalenberger and Vick developed, when Schmalenberger later spotted an ad for a job at Norwest, she called Vick. "Patrice wrote a cover memo about our association and delivered my application in person," Schmalenberger noted. "That helped differentiate my application from the more than 200 others they received."

After five interviews, Schmalenberger landed the job. Now she plans to participate in the mentorship program again—this time as a mentor. "It gives professionals an inside line to what's new and who is getting into the industry," she said. "It's part of staying current in the profession."

Voters, Gelfand founded the Jewish Community Center Arts Forum, founded and edited the Minnesota Jewish Historical Society newsletter and was an award-winning photographer.

She is survived by her husband, Lou, the Star Tribune reader's representative, and three sons.

**Gerald D. Hursh-Cesar**, B.A. '59, Ph.D. '66, an expert on international development and survey research, died of complications from myelofibrosis in Washington, D.C. on July 21. He was 60.

The author of "Survey Research," a widely-regarded research methodology text, and "Third World Surveys," Hursh-Cesar taught at the School of Journalism and Mass Communication in the 1960s. For the past 10 years he headed a survey research consulting firm, Intercultural Communications, in Washington, D.C.

Recognized for developing a process for getting accurate data from rural areas

without exposure to western social science research methods, Hursh-Cesar conducted research in Nigeria, Brazil, India and Poland. In 1968 he was research director for Hubert Humphrey's presidential campaign. The following year he founded the CBS News Poll and developed its exit polling techniques.

From 1979-1984, Hursh-Cesar directed the Office of Research for the U.S. Information Agency. He was a consultant to the Ford Foundation, UNICEF, UNDP and USAID.

He is survived by his wife Mauricette and two daughters of Washington, D.C.

**Greg Tessier**, '83, died of cancer on Dec. 10, 1995 in Miami, Fla. A WCCO Minority Program scholarship recipient in the early 1980s, Tessier worked at KOTA-TV in Rapid City, S.D., before moving to Miami in 1990 where he worked for Storer Cable Company.

# Alumni Update

## 1950s

**Leo Sheridan Anderson, '50**, has a book distribution company, Fair Wind Farm Books, at his Christmas tree farm in Pardeeville, Wisc. Among the books on the company's list is "Down the Mississippi," Anderson's account of his 1990 voyage by canoe down the Mississippi River. Anderson lives in Gurnee, Ill.

**Tomotane Araki, '58**, is a professor in the Department of Commercial Science at Shizuoka Seika College in Yaizu, Shizuoka, Japan.

**John Campion, '59**, retired several years ago after spending 30 years in the investment business, the last 15 at Marquette Bank in Minneapolis.

**Jack Davies, '54**, served in the Minnesota Senate from 1958-82. He has been the commissioner of uniform state

law since 1966 and was appointed to the Minnesota Court of Appeals in 1990. Davies was associate editor of The Minnesota Daily from 1953-54.

**Gordon B. Greb, '51**, was named winner of the 1996 Distinguished Broadcast Journalism Educator Award by the Radio-Television Journalism Division of the Association for Education in Journalism and Mass Communication. The award was presented on August 11 in Anaheim, California, as part of AEJMC's annual convention. Greb worked under the SJMC's Mitch Charnley as a radio news lab instructor in 1949-50. Greb began his broadcasting career as a radio actor on KTAB Oakland in 1934 at the age of 12. From 1956-1972 he was on the journalism faculty at San Jose State University where he founded the school's radio-TV journalism center, one of the nation's earliest accredited broadcasting journalism programs. Greb lectures worldwide on the American broadcasting industry.

## 1960s

**Douglas Armstrong, '67**, is a film critic for The Milwaukee Journal. He was a reporter, news editor and managing editor for The Minnesota

Daily from 1964-67.

**Syed Bashiruddin, M.A. '68**, recently retired as senior professor of journalism at Osmania University in Hyderabad, India, where he began teaching in 1971. He will continue as emeritus professor at the university. He has held positions with the Film and Television Institute of India and the National Institute of Community/Rural Development and was vice-chancellor of the Dr. B.R. Ambedkar Open University in Hyderabad from 1992-95. From 1983-86 he served as Indian Ambassador to Qatar, Doha (Arabian Gulf). Bashiruddin is vice-chairman of the Social Sciences Sub-Commission of the Indian National Commission for Cooperation with UNESCO and is on the editorial board of Media Asia.

**Sally-Jo Bowman, '63**, is a full-time freelance writer and an adjunct professor of journalism at the University of Oregon.

**Sharon Farsht, '68**, is the marketing and communications director at the Foundation for Health Care Evaluation, a health care quality improvement organization in Bloomington.

**Terry Fisher, '60**, is the public relations publications manager for Texaco, Inc. Fisher was editorial cartoonist and assistant editor of the

Ivory Tower from 1958-60.

**Pauline Bjerke Gough, '67**, is editor of Phi Delta Kappan. She was a reporter and associate editor for The Minnesota Daily from 1954-57.

**Crispin C. Maslog, '67**, was awarded the Outstanding Filipino Award in December 1995 for exemplary achievement in the field of journalism and communication. The award is given annually by the Philippine Jaycee Senate to outstanding Filipino men and women.

**Dennis McGrath, '63**, managing director of Shandwick USA, the Twin Cities' largest public relations firm, is on a three-year assignment in Tokyo with Shankwick's sister firm, International Public Relations.

**Tony Minnichsoffer, '67**, is editor of AgriMarketing and Agretailer magazines. He lives in Lindstrom.

**Dennis Nustad, '62**, started his own advertising agency, ThinkTank International. The company works primarily with virtual communications on interactive electronic media publishing for financial, environmental, and health and nutrition education.

**Lloyd Sigel, '63**, is president and chief executive officer of Lloyd's Barbeque Food Products in St. Paul. He is

## Morality research

### CONTINUED FROM PAGE 2

ed among four very different Twin Cities populations: evangelical Christians, military reservists, ROTC members, and undergraduate students at the University.

Members of each of these groups were presented "issue environments." Specifically, newspaper articles about a simulated U.S. Congressional primary campaign were created and randomly assigned to individuals. The articles, which contain positions of three candidates on four issues, are modeled on media coverage in the Twin Cities.

Issue environments include one issue with primarily ethical dimensions (e.g., euthanasia) and three issues with primarily economic dimensions (e.g., economy, education, government cuts). After reading the articles, individuals answer a questionnaire examining which candidate they would "vote" for, how they arrived at that choice, their interpretations of the various issues, and several other variables such as political party affiliation and religiosity.

Even altering the issues evaluated by voters—from a long-standing moral issue such as abortion to the recent issue of gays in the military—did not change the consistent findings. As Shah, Domke, and Wackman wrote in an article in the October issue of Communication Research, "any individual who interprets political issues as linked to ethics or morals" is likely to make a voting decision based primarily upon one or two key issues.

"Our findings are virtually identical across groups that we would expect to approach voting decisions in very different manners," Domke said. The four populations, he said, differed markedly in party affiliation, religiosity, political involvement, education, gender, and the importance they assigned to various issues.

The research sheds light on several

aspects of politics, including:

- the overriding role of ethics or morals as opposed to economic concerns in voting behavior for people on both sides of the ideological continuum;
- the use of media coverage by voters, in combination with personal predispositions, in forming an understanding of issues;
- the manner in which voters choose among politicians, particularly what issues they consider and how those issues differentially influence the voting process.

The research began in fall 1992 in a research methods course taught by Wackman, in which Domke and Shah were enrolled. Students in the course conducted an experiment examining the influence of different forms of information presentation on individuals' decision making in the context of a political campaign.

The group project failed. But interest was piqued.

After the course was over, Wackman, Shah, and Domke continued to examine the data, eventually offering the hypothesis that individuals have different psychological linkages with issues. In turn, the mental linkages people have with issues shape the type of decision-making strategies they use in choosing among candidates.

Under Wackman's guidance, Domke and Shah presented a paper at the 1993 Association for Education in Journalism and Mass Communication conference in Kansas City. They have not missed an AEJMC national conference since.

"We probably would not have continued on with the research if he (Wackman) had not encouraged us to do so," Domke said. "He took the time to listen to our ideas and challenged us to think about the data. It's been a great working relationship for all of us."

In 1993 and 1994, Domke and Shah tested the idea that issue interpretations

**"Our findings are virtually identical across groups that we would expect to approach voting decisions in very different manners," Domke said. The four groups differed in party, religiosity, political involvement, education, and gender.**

influence voter decision making with new data collected from Twin Cities military reservists, University ROTC members, and University undergraduate students. Some of their findings were contained in an article published in spring 1995 in Journalism & Mass Communication Quarterly.

"One of the issues we were interested in was 'gays in the military,'" Shah said. "We did the study at the same time as the controversy over the issue occurred early in Bill Clinton's presidency. When we realized that the same decision-making processes were at work across these three very different populations, we began to have some real confidence in our theory."

Since his resignation as director of the SJMC in October 1995, Wackman has become more involved in the research program. In particular, he has been at the forefront of current data collection involving Minnesota labor union members.

"This is a very important population for us, for two reasons," Wackman said. "First, labor union members allow us to test our theory with voters who have not

attended a significant amount of college. Second, as we saw in the most recent elections, labor unions have again become heavily involved in the political arena."

Most recently, the research has begun to explore how media framing—the emphasis in news articles on certain dimensions of an issue while other components are downplayed or ignored—influences individuals' interpretations of issues and evaluations of candidates.

Specifically, a single issue is framed in either ethical or economic terms while a candidate's position on an issue is maintained. In this way, the underlying rationale for a position is altered. Three other issues, held constant across experimental groups, are also included in the issue environments presented to individuals.

Findings from research with members of five evangelical Christian churches in the Twin Cities and undergraduates at the University suggest that media framing of an issue in ethical terms is likely to foster an ethical interpretation of that issue. In turn, media frames and issue interpretations combine to shape the decision-making process.

The influence of media framing may be particularly substantial for "ambiguous" issues—issues which have a combination of ethical and economic dimensions. Such issues include health care, gun control, the environment, and affirmative action.

"Whether media emphasize ethical or economic concerns in coverage of political issues could have great influence on voting behavior," Domke said. "In this way, news media do much more than simply 'mirror' society. Rather, they play a significant role in shaping how we understand it."

also executive and owner of several food and meat manufacturing businesses. Sigel was on the sales staff of The Minnesota Daily from 1961-63.

**Judy Wittmayer Wade**, '60, recently received a second place award for travel writing from the National Federation of Press Women for three travel articles that appeared in national publications. In 1997 her book "Seasonal Guide to the National Year" will be published by Fulcum Press. Wade does nature writing in Southern California and Baja California.

## 1970s

**Laurie Wichelmann Anderson**, '76, is executive vice president of Public Relations Associates, Inc. in Denver, Colo.

**Daniel Burke**, '76, is a principal partner in Lumina Marketing, Inc., a marketing company that recently formed an alliance with St. Paul-based Kamstra Communications, Inc.

**Donna Hasleiet Halvorsen**, '76, is a consumer issues reporter for the Minneapolis Star Tribune.

**Jane Hanson**, '73, is an anchor for WNBC-TV for its morning "Today in New York" show and for "News Channel 4 at Noon." She has worked on air for WNBC for 17 years.

**Mark Hier**, '71, is a vice president of communications for Minnesota Mutual. He recently received the Meritorious Service Award presented by the Life Communication Association (LCA), an organization of 750 specialists in public relations, advertising and corporate communications. Hier is also president of the Boys and Girls Club of St. Paul.

**Katherine Hystead**, '77, is executive vice president and manager of the account services department for the St. Paul office of Kamstra Communications, Inc., a marketing communications agency.

**Bruce E. Johansen**, M.A. '75, has been named the Robert T. Reilly Professor of Communication and Native American Studies at the University of Nebraska at Omaha. His ninth and tenth books, "Debating Democracy: The Iroquois Legacy of Freedom" and "The Encyclopedia of Native American Biography," will be published in 1997.

**John A. R. Lee**, Ph.D. '70, is president and professor of the American Graduate School of International Relations and Diplomacy in Paris, France. The school also operates in Italy, the United States and Venezuela.

**Rob MacGregor**, '72, won the 1996 Edgar Allan Poe Award, in the best young adult mystery novel category for "Prophecy Rock." He is the author of 14 adult and young adult novels and two non-fiction books. His latest novel, "Hawk Moon," was published this fall by Simon & Schuster. The Edgar Allan Poe Award is sponsored by the Mystery Writers of America.

**Stanley S. K. Mok**, M.A. '77, is executive director of Lui Yau Yip Ltd., a regional travel trade publishing house based in Hong Kong. He also is the owner of Urban Media Ltd., specializing in marketing consultancy projects.

**Annette Laabs Paajanen**, '76, is president-elect of the Twin Cities Chapter of Women in Communications, an inter-

national professional organization with over 7,500 members. She is on the 18-person board of directors for the 1996-97 year.

**John Plaster**, '76, is author of "SOG: The Secret Wars of America's Commandos in Vietnam" (Simon & Schuster, 1996). He is a former U.S. Army Green Beret whose top-secret unit, the Studies and Observations Group (SOG), operated behind North Vietnamese lines. After graduation, Plaster directed a national sniper training program. His book "The Ultimate Sniper" is the basic handbook for policy and military sharpshooter instruction in the United States and much of the world. He is also author of the U.S. Army's new Field Manual supplement which addresses counter-terrorist and urban-area sniping.

**Mary Lahr Schier**, '77, a public relations consultant and writer, received a Crystal Clarion Award from the Twin Cities chapter of Women in Communications, Inc. for her video "Understanding Living Trusts," produced for the Minnesota State Bar Association. She has headed Mary Schier Public Relations in Northfield since 1987 and is a regular contributor to Twin Cities Business Monthly magazine.

**Barbara Schmidt**, '75, is a marketing consultant. She lives in Shoreview.

**John (Jack) Stanton**, '70, was recently named executive vice president for Kamstra Communications, Inc. in charge of the company's public relations group. Stanton has 20 years of communications experience, including positions in Minnesota with the Star Tribune, The Wells Group and Miller Meester.

**Michael Strauss**, '75, was elected to executive boards of two Spanish associations for international journalists—Club Internacional De Prensa & Circulo De Corresponsales Extranjeros. Strauss currently is on assignment in Spain for Knight-Ridder Financial News as Madrid senior correspondent and supervisor of its Spanish-language wire service.

**Craig Thompson**, '78, is commissioner of the Sun Belt Basketball Conference based in Metairie, La. He was a sports reporter for The Minnesota Daily from 1974-76.

**Charley Walters**, '75, won the 13th National Sportscasters-Sportswriter Minnesota Sportswriter of the Year award in the last 14 years for the St. Paul Pioneer Press, where he is in his 21st year as a sportswriter. He resides in Mendota Heights.

## 1980s

**Amy Hylden Anderson**, '87, is an information development manager for IBM in San Jose, Calif. She manages a team of technical writers who document IBM software products. She has worked at IBM's Santa Teresa software lab since graduation.

**Melissa Breyette**, '89, is head of Breyette Communications, a firm specializing in employee communication in Tigard, Ore.

**Julie Clausen**, '85, recently received a master's of business administration degree from the University of New Mexico in Albuquerque, with a concentration

in management of technology. She also transferred from media relations to business communication at Sandia National Laboratories, also in Albuquerque.

**Marsha Connor**, '83, joined Metro Wireless Communications in Minnetonka as a sales representative.

**Melissa Gilmartin**, '89, received her master of arts degree in American Studies from the University of Massachusetts at Boston in June. She received the Commonwealth of Massachusetts 1995 Pride in Performance Award as outstanding employee at the Massachusetts Board of Library Commissioner. She is a resident of Jamaica Plain, Mass.

**Sheila Gregory**, '88, is an account executive for L.C. Williams & Associates, a public relations firm in Chicago.



Deborah Hudson, '80

**Deborah Hudson**, '80, recently became senior director for public relations for the Community Colleges of Baltimore County in Maryland. A native of Elk River, Minn., she was an award-winning journalist and daily newspaper columnist for six years with the St. Cloud Daily Times. In 1987 she became assistant

director of public relations at St. Cloud State University and in 1983 moved to Muncie, Ind., to become director of public information at Ball State University, where she was promoted to director of communications in 1995.

**Dwight King-Leatham**, '80, joined the Bay City News Service, a San Francisco wire service, as a reporter after a year and a half as a freelance journalist. From 1984 to 1994, he practiced law after a brief newspaper career.

**Barbara Page**, '88, recently was promoted to communications manager at Norwest Investment Services, Inc., the brokerage subsidiary of Norwest Corp. in Minneapolis. She also is pursuing a master's degree in business communication at the University of St. Thomas.

**Marie Pramann Sales**, '86, is communications coordinator for the University of Minnesota Sea Grant program. She previously was editor for Minnesota Sea Grant. Sales is president of the Voyageur (Minn.) Chapter of the National Association of Government Communicators, a member of the Lake Superior Advertising Club and does freelance fire information work for the U.S. Forest Service.

**Sharon Schmickle**, '81, a Minneapolis Star Tribune reporter, received the Washington Correspondence Award with Mike Kaszuba for work on how budget policy set in Washington, D.C., affects a community and individuals in Minnesota. The award is given by the Society of Professional Journalists.

**Cynthia Scott**, M.A. '89, was named editor of the Minnesota Women's Press in July. She previously was a reporter with The Southwest Journal in Minneapolis and taught journalism at Anoka-Ramsey Community College.

**Sher Stoneman**, '87, of the St. Cloud Times has been named Photographer of the Year by the Minnesota News Photographers Association. She also won four awards in three individual categories.

**John C. Williams**, '82, is community relations manager for the Beaufort County, S. C., school district. For 12 years he

was a general assignment reporter, columnist and assistant news editor at the Savannah (Ga.) Morning News.

## 1990s

**Rebecca Aldridge**, '96, is a proofreader for the legal Research Center in Minneapolis.

**Beth Andersen**, '95, is a graphic artist for The Zimmerman Group in Minneapolis. She previously worked as an art director for The Minnesota Daily.

**Dana Lynn Anderson**, '95, is a reporting intern for the Palm Beach Post, in Wellington, Fla. She received her M.A. in journalism from Northwestern University in 1996.

**Michael Arnel**, '96, is a junior account executive for Martin/Williams, Inc. in Minneapolis.

**Amy Bearden**, '95, is a graduate student at the University of St. Thomas in St. Paul.

**Lisa Beavers**, '95, is an associate consultant for Personnel Decisions International, a consulting firm in Minneapolis.

**Tara Berry-Tourtillotte**, '95, is a copy editor for Skyway Publications, Inc., a weekly newspaper in Minneapolis.

**Zachariah Bobby**, '95, is a programmer/web administrator for Brotherhood of Maintenance of Way Employees, a non-profit union organization in Southfield, Mich.

**Marci Schmitt Boettcher**, '90, is a copy editor for the Minneapolis Star Tribune. She was a reporter and copy editor for The Minnesota Daily from 1988-90.

**Julie Boleman**, '91, is an information services librarian for Hennepin County-Southdale Area Library. She received her master's of library science degree from the State University of New York at Buffalo.

**Melissa Boyd**, '96, is the St. Paul editor for Insight News.

**Carla Bremner**, '95, is a marketing consultant in Washburn, Wisc.

**Nicholas J. Brezonik**, '92, is the mid-Atlantic regional sales manager for Spanlink Communications, a Minneapolis software company. Based in Washington, D.C., Brezonik is Spanlink's national account manager for Gannett, USA Today, and The Washington Post. While living in Germany

last year, he oversaw the implementation of a telephone banking partnership between Spanlink and AT & T.

**Ben Bromley**, '95, is news editor of the Woodbury-South Maplewood Review, published by Lillie Suburban Newspapers, Inc.

**John Bunde**, '95, is director of admissions for "Scout Camp," a pro-football regional combine service. He lives in Albuquerque, N. M.

**Randy Bunker**, '95, is a public relations account assistant for Minda Associates, Advertising & Public Relations in Minneapolis.

**Mollie Carlson**, '95, is an editorial assistant for Request magazine, a national music magazine in St. Louis Park.

**Travis Christie**, '95, is a marketing merchandise analyst for Best Buy corporate headquarters in Eden Prairie.

**Jennifer Corbett**, '92, is a reporter for Dow Jones News Services in Washington, D.C. She received an M.A. in



Katherine Hystead, '77



Marie Pramann Sales, '86

journalism and public affairs from The American University in 1995. She was an intern in the Washington bureau of the Los Angeles Times in the summer of 1995.

**Cathy Corkill**, '94, is the Morning Show co-producer at WCCO-TV in Minneapolis. She was formerly an anchor, reporter, and producer at KSFY-TV, the ABC affiliate in Sioux Falls, S.D.

**Colleen Cribbins**, '95, is a promotions and licensing assistant for Rollerblade, Inc., in Minnetonka.

**Randy Croce**, '95, is a program coordinator/video producer for Labor Education Service, at the University of Minnesota.

**Hena Cuevas-Schmitz**, M.A. '95, is a foreign desk producer for the NBC News Channel, in Charlotte, N.C. She previously was a news producer for WQAD-TV in Moline, Ill.

**Dawn Fakler**, '95, is a manager for the Majestic Movie Theater, in Crested Butte, Colo. She previously was a traffic coordinator for Bozell Advertising in Minneapolis.

**Jacqueline Getty**, '95, is a reporter/producer for KCCO-TV (WCCO's satellite station) in Alexandria, Minn. She previously was a dispatcher and production assistant for CBS (WCCO-TV) in Minneapolis.

**Steve L. Goodspeed**, M.A. '95, is news director for WDIO-TV in Duluth. He previously was a reporter for the station.

**Danielle Grimes**, '91, is a page designer for the Raleigh News & Observer. She previously was a page designer/copy editor at the Sun News, a Knight Ridder-owned daily in Myrtle Beach, S.C.

**Kathleen Love Harris**, '90, is a marketing administrator for World Travel & Incentives, Inc. in Minneapolis. She previously worked for Rich Incentives in Roseville as a customer service representative.

**Lance Helgerson**, '96, is a production assistant for KSTP-TV in St. Paul.

**Kathryn E. Henderson**, '95, is an assistant account manager for Sietsema Engel and Partners, an ad agency in Minneapolis.

**Akira Higuchi**, '95, is a reporter for KYODO News, a wire service in Tokyo.

**Debra Ingle**, '96, is a marketing coordinator for Osmonics, a water purification company in Minnetonka.

**Allison Jarason**, '95, is a marketing and advertising director for Enterprise Financial Corporation, a lease and finance company in Hopkins.

**Leah Kannel**, '95, is a news editor for the Roseville Review, a Lillie Suburban newspaper in North St. Paul.

**Charles R. Keller**, '95, is a producer for the 10 p.m. news at KMSB-TV in Eden Prairie.

**Nichole Kenevan**, '95, is a marketing assistant for Junior Achievement in Minneapolis.

**Susan M. Kennedy**, '95, is an account coordinator for Manus Direct, a direct response marketing company in Seattle, Wash.

**Eric Kline**, '95, works in the general warehouse of Best Buy Co. in Edina.

**Sonia O'Banion Knight**, '95, is an education program director for The Computer Connection, Inc., which sells and services computer systems.

## SJMC alumni society honored by U Foundation

Doug Killian, past president of the SJMC Alumni Society, and Beth LaBreche, current president, accept a 1996 UMAA Program Extraordinaire Award from the University of Minnesota Alumni Association at a Homecoming reception on Oct. 18, 1996. The award honors the efforts of the SJMC Alumni Society for its Spring '96 "Jim Klobuchar Roast" which raised more than \$3,400 for the Joe Kane Memorial Scholarship fund. Kane was a classmate of Klobuchar, who helped establish the scholarship in 1982.

She directs the company's training center for IBM software. She lives in White River Junction, Vt.

**Carrie Kuznik**, '95, is a marketing coordinator for Hunt Electric, a commercial electric contractor in Minneapolis.

**Jarrett Laabs**, '96, is a technical specialist for Part Three Corporation, a contract employment agency in Oakdale.

**Mary Lahammer**, '95, is the 10 p.m. news anchor and a reporter for KUMV-TV in Williston, N. D. She was named "Business and Professional Women's Young Careerist" for 1995-1996.

**Tien-Tsung Lee**, M.A. '95, is pursuing a doctorate at the University of Oregon's School of Journalism and Communication.

**Dan Lien**, '90, is working in sales for Bayer Pharmaceuticals, following four years in public relations with Mona, Meyer, McGrath and Gavin. Lien was a sports reporter for The Minnesota Daily from 1986-90.

**Shikma Malaviya**, '95, is a freelance writer and is a student in the master of liberal studies program at the University of Minnesota.

**Trent Meidinger**, '94, is a communications consultant with the corporate sales and marketing department of United HealthCare Corp. in Minnetonka.

**Eric Mellem**, '95, is a marketing representative for EMI Music Distribution, a distribution company of pre-recorded music. He lives in Ann Arbor, Mich.

**Mark A. Miller**, '95, is a reporter for Radio City News Network, which provides full-service news to Minneapolis radio station affiliates.

**Kirsti L. (Meyer) Marohn**, '95, is a news editor for Pine River Journal in Pine River, Minn.

**William Morgan**, '93, is an assistant media planner for the Minneapolis advertising firm of Fallon McElligott. He was on the sales staff of The Minnesota Daily from 1992-94.

**Karen Nelson**, '91, is a specialist in the Office of Communications at the National Endowment for the Arts. She previously was with Arts Midwest in Minneapolis.

**Caroline Newman**, '96, is a graduate student at the University of South Carolina. She is completing a master's degree in international business studies.

**Sarah L. Olson**, '95, is a photojournalist for WQAD-TV, an ABC affiliate, in Moline, Ill.



nalist for WQAD-TV, an ABC affiliate, in Moline, Ill.

**Wyatt Olson**, '95, is a reporter for Shakopee Valley News, a weekly newspaper.

**Carol Pine**, '91, president of Pine & Partners, co-hosted a four-part series titled "Corporate Values in Changing Times" on Minnesota Public Radio in May. Pine also is one of the designers of a series of roundtables on the topic of "Aligning Corporate Values and Actions" for members of the Minnesota Center for Corporate Responsibility" and has a weekly column in the business section of the St. Paul Pioneer Press.

**Patty Pomplum**, '96, is an assistant account executive for Fallon McElligott, an advertising agency in Minneapolis.

**Ratanasuda Punnahitanond**, M.A. '95, is an advertising instructor in the mass communication department at Bangkok University.

**Clifford Ramstad**, '95, is an editor for MSPN, a publisher of sports magazines in Excelsior.

**Antonio Rey**, '95, is an assistant art director for Daily Business Review, a newspaper of business, real estate and law for South Florida. He previously was a graphic artist for Atlas in Hollywood, Fla.

**Kim Reynolds**, '95, is a junior writer at Colle & McVoy Marketing Communications in Bloomington.

**Sheila Rieke**, '96, is program coordinator for the Muscular Dystrophy Association in Edina.

**Erika Ann Risan**, '95, is a photojournalist for KIVI-TV, an ABC affiliate, in Boise, Idaho.

**James C. Robertson**, M.A. '95, is a senior probation officer for Hennepin

County. He previously was a police lieutenant for the Minneapolis Police Department for 24 years.

**James Satter**, '92, is a production editor at Augsburg Fortress Publishers. His first book, "Journalists Who Made History," will be published in 1997 by Oliver Press.

**Molly Schotzko**, '95, is a production assistant for KSTP-TV in St. Paul.

**Stephanie Kay Shanks**, '95 is a producer for Conus Communications/ Hubbard Broadcasting, a satellite news gathering company in Minneapolis.

**Dawn Sharp**, '94, is an entertainment sales coordinator at Le Parker Meridien in New York City.

**Eric M. Sorensen**, '93, is a copywriter at Fallon McElligott. He previously was at Chuck Ruhr Advertising.

**Jay Michael Strangis**, '95, is an editor for Petersen Publishing's Outdoor Group in Los Angeles and the author of "Birding Minnesota," published in 1996 by Falcon Press.

**Rick Weegman**, '90, recently joined the Wisconsin State Journal in Madison as a sports reporter. He previously held the same position at the Rochester (Minn.) Post-Bulletin.

**Michael J. Wherley**, '95, is an assistant editor of the acquisitions group for Faulkner Information Services in Pennsauken, N. J., which provides technical reports on computers and communications industries. He lives in Philadelphia.

**Mary Winn**, '96, is a producer for Conus Communications in Minneapolis.

**Jason Zeaman**, '95, is a project manager of Internet/Intranet Solutions for Insight Formation, Inc. in Bloomington.

# Mary Ann Lukanen celebrates 35 years at the University

**T**he wicked witch lives here," says the sign on Mary Ann Lukanen's office door. And Lukanen, who describes herself as "the grey-haired one who's crabby all the time," has been known to unnerve more than one unsuspecting student who's come to her for a scholarship or travel money.

But talk for just a bit with Lukanen, who just celebrated her 35th year at the University, and you'll spot a twinkle in her eye that gives a pretty good clue as to what lies behind that gruff exterior.

Lukanen, who came to the School of Journalism and Mass Communication in 1971 after 10 years in the University business office, was honored with a reception in Murphy Hall on November 14. Well-wishers from throughout the University community stopped in, despite Lukanen's protest that she didn't want a lot of fanfare.

Responsible for anything related to numbers in the School, Lukanen says, with characteristic candor, that she calls "a spade, a spade. Either I do have the money or I don't have the money. If I don't have a note from upstairs saying so-and-so can have X amount, it won't happen. We can do it their way or we can do it my way, but if it's going to leave Murphy Hall, it's gonna be my way."

Lukanen says that her main responsibility is to keep the department "out of trouble with the college as far as the dollars go." And that means "you just have to roll with the punches, you have to be flexible, because not only do I get instructions from the department but also from the college and central administration about how it's going to be done."

Lukanen admits that she has a problem with people

who can't make budget deadlines because much of what she does involves planning nine to twelve months in advance. And journalism seems to have more than its share of what she calls "random people."

"That's where you have to have your bad sense of humor," she says dryly.

And a sense of humor she does have.

Lukanen's walls are lined with photos of her heart throb—Tom Selleck. "He's my hero," she admits. "Every time they're searching for a new faculty member or a teaching assistant, I ask if they couldn't just break the mold for once and bring in a really good-looking guy like Tom. I'm still waiting for Tom to show up."

Also on her bulletin board is what Lukanen calls her "Wall of Fame and Shame"—photos of former and current faculty members who "all have a bad sense of humor." Among those so honored are George Hage, Mitch Charnley, Don Gillmor and Hazel Dicken-Garcia.

Back in the early '70s Lukanen's office was on the main floor and things were hectic, she said. "That was BC, before computers, and the profs were typing on ditos," she noted. Those were the days of classes with as many as 450 students in them, so when there were tests to mimeograph, everyone got involved and "the floor would be covered with paper."

"When I came to the School we had profs who were known all over the world as pioneers in the field," she recalled. "They were gentlemen and scholars who treated students and staff like family." Animated discussions between faculty, students and staff were the norm, she said, and the main office teemed with activity.

When conversation got too unruly and Lukanen



Among the many well-wishers who stopped by for Mary Ann Lukanen's anniversary celebration was the University mascot, Goldie Gopher. Lukanen was quick to point that he wasn't Tom Selleck, but she welcomed him anyway.

couldn't get anything done, she was known to yell, "Everyone go your rooms until you can behave!" Faculty members would tip-toe away, but in a few minutes heads would peek out of offices and the chaos would start all over again, Lukanen said.

Lukanen had to move to the basement, she said, so she could get something done. Having worked under six different directors, Lukanen has more than her share of tales to tell about the inner workings of the School. "I know how to move Linda [Wilson]. I can get around Gillmor," she bragged. "You have to learn how to maneuver. That's something you can't put in a book and pass on to the next person who takes the job."

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