

THE Murphy Reporter

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School of Journalism and Mass Communication
Summer 1997

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CLA dean calls for 'multi-media' school

BY MICHAEL FIBISON
SJMC GRADUATE STUDENT

Two paragraphs in the 1997-98 budget plan for the College of Liberal Arts submitted by CLA Dean Steven J. Rosenstone have surprised faculty, students and staff in Murphy Hall. The dean's budget initiative and decision not to appoint a new director come at a critical time for the SJMC.

Operating for two years with an acting director and undergoing the loss of key faculty members, the SJMC is a stressed unit.

Any sign of weakness at a university aiming to streamline its budget is dangerous for the long-term viability of an

academic unit. Many faculty and students saw the appointment of a permanent director as critical to mending the turbulent atmosphere at the School.

Some journalism faculty have expressed concern for the future of the School based on the dean's actions, in particular his plan to "chart a course for a multi-media school of communications."

Top administrators at the school, however, view Rosenstone's proposal as a chance to examine SJMC's role in educating communications professionals. Additionally they have indicated that the dean's emphasis on the School is a positive sign of a commitment on the part of the CLA and new University President Mark Yudof to

strengthening the journalism program.

A multi-media school

In his budget plan, Rosenstone announced that he will appoint a task force to study how the "integration of scholarship, teaching, and training in the field of communications" can better be accomplished by the University (see sidebar, page 4). Task force membership will be comprised of faculty from journalism, speech, other unnamed CLA units and the Institute of Technology, and practitioners from the communications industry.

The dean said the task force would be appointed this summer, and he wanted the body to issue a preliminary report by the end of fall quarter, with a final

report due in January or early February, in time for budget requests.

Speech and journalism, individually, are two of the largest units in CLA in terms of student majors, funding and endowments, and Rosenstone said he wants to find a way to build on the existing programs and monies.

Some faculty members have interpreted this as a merger proposal — something Rosenstone contends is wrong.

"This is not a closet plan for combining two units," Rosenstone said. "The plan is merely a call for a discussion on how to better prepare and educate students.

SJMC interim director Robert Scott called the dean's proposal a poorly worded plan, but added that the appointment of a task force provides a chance to look at "what shape teaching communications should take in the future." Scott criticized the dean's choice of terminology, in particular the phrase "multi-media school."

"Is this technology driven?" he asked.

SJMC Director of Graduate Studies Albert Tims questioned linking technical changes to the School's goals. Such a technologically-driven plan would not adhere to the strong development of basic journalism education that has been a Minnesota hallmark, according to Tims.

"The focus on multi-media is a narrow vision of what our field is that does not come close to recognizing the complexities of the field," Tims said. But, he added, the School has nothing to lose in exploring new ways of thinking about communications education.

Despite the plan's perplexing prose which has led many to speculate that the dean was proposing a merger of the School with the speech department, Scott said the task force initiative is an important step for redefining the School.

Scott leaves the new process in July. He has indicated that he will leave the interim position of SJMC director as scheduled at the end of June, when he will return full-time to the speech department. That leaves the dean with the decision of whom to appoint as interim director before fall quarter.

Rosenstone said the task force provides a chance for educators to examine

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Mary Ann Lukanen was 'heart' of the SJMC

On April 29 Mary Ann Lukanen, executive secretary in the School of Journalism and Mass Communication for 26 years, died of a heart attack at work. Lukanen, age 56, had complained that she didn't "feel well" and was sitting on a bench outside Murphy Hall waiting for a ride home when she collapsed.

Kathleen Paul, principal secretary in the Silha Center for Media Ethics and Law, was waiting with Lukanen when she was stricken. Within moments she was surrounded by numerous colleagues, faculty and staff members.

SJMC administrative assistant Linda Wilson, who rode in the ambulance with Lukanen to the hospital, described the situation as "a shocking and extremely traumatic event for us to witness."

A graduate student at the University with experience as an emergency medical technician was walking past Murphy Hall at the time and performed cardiopulmonary resuscitation on Lukanen until medical technicians arrived. She was pronounced dead an hour later at Fairview-University Hospital.

Lukanen, who was a person of almost legendary status in the School, was honored in November with a reception to celebrate her 35th year at the University. She joined the SJMC in 1971 after 10 years in the University business office.

"For the years Mary Ann worked



Lukanen in her high school graduation picture; at the November 1996 celebration; and with her daughter, son-in-law, son and future daughter-in-law in 1996.



here, she was truly the heart of the School," said Wilson.

"Her loss is much more than just the loss of a budget officer. Her loss is that of a very dear friend to all of us."

Lukanen, of Columbia Heights, is survived by her father, Orville; her brother, Robert Schrupp; son John and future daughter-in-law Tara Thorson; and daughter and son-in-law, Marcy and Steve Tweden. Lukanen's husband Dennis preceded her in death almost two years ago.

Memorial services were held on May 2 at Peterson-Stohlberg Columbia Park Chapel in Minneapolis, with interment following at Crystal Lake Cemetery.

SEE PAGE 3 FOR REMEMBRANCES





Director's note

BY ROBERT SCOTT
ACTING SJMC DIRECTOR

As the academic year 1996-97 ends, many of us will feel our spirits sinking with it. A search for a new director that did not succeed does not exactly suggest great expectations for the coming year. The thought of continuing with yet another temporary person in 111 Murphy, regardless of whom that person might be, will not reassure the current students, staff, and faculty—nor the many friends of the SJMC, alumni and non-alumni professionals in the field.

The sudden death of Mary Ann Lukanen was a severe jolt. No one had been more identified with the School. During her thirty-five years of remarkably loyal, conscientious, and good-spirited service she became thoroughly woven into the fabric that seemed to persist in defining an essence of something special. Every institution needs reassurance that a spine of sameness will endure even if at the same time those who populate it may wish fervently for change. She will be missed. But the School will persist.

The School will persist because communication is important. Communication is a phenomenon that must be understood and explained. In short, the teaching and research mission of the SJMC is simply too vital to a free society and to the life of each individual not to remain a continuing concern of a major research university looking toward the 21st century.

Consider how we are looking forward to the 21st century. Centuries, with beginnings and ends, are patently human concoctions. The symbolic values we invent (every college or university in the country has its version of U2000) speak to our belief in communicating. Things will be different, we seem to be saying. And they will.

They will if and only if we can build on firmly shared values. We can if we simply stop to think about the strengths that indicate those values.

From the perspective of an outsider who has been hanging around Murphy Hall for nearly two years, permit me to assure you of the best indication of

strength: the classes being offered here. I am completing my fortieth year at the University of Minnesota. My experience tells me that classes are being taught every day in this building in which everyone involved should take pride. The students are fortunate to be learning with their fellow students. These young (and not so young) men and women are marvelous resources for each other. I do not mean to deprecate teaching, but the essential level of ability and commitment will be set by students. Teaching can be an exciting occupation, but that excitement needs fertile ground.

I have just been handed one of the best examples I think possible: the announcement that David Scott Domke has just been named the recipient of the AEJMC Nafziger-White Dissertation Award, an award given for the dissertation judged the best produced in the field of journalism and mass communication during the year defended.

Obviously, Domke has been a student in the SJMC. More, for the past year Dr. Domke has been serving in a temporary position as an instructor in the School. Still more, although two other universities besides Minnesota have had three former students named as recipients of the award, here one professor has advised all three recipients: Hazel Dicken-Garcia.

Domke's dissertation, "The Press, Social Change, and Race Relations in the Late Nineteenth Century," is relevant to questions with which we still struggle. Currently, Domke has been helping students struggle with relevant questions, as Professor Dicken-Garcia once helped him.

Although I have cited only one example of the fertile ground for learning that exists here, it is one that illustrates the tight web of quality that is present in Murphy Hall. That web should make its residents here—students, staff and faculty—confident in the future and tell the friends of the School who remember fondly their connections with Murphy Hall that the threads that have been woven into their own lives are still vital, still creating and still maintaining the people who are the tradition of this place.

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The University of Minnesota is an equal opportunity educator and employer.

Undergraduate and graduate offices merge, increase efficiency

BY STEPHANIE SCHUCK
SJMC GRADUATE STUDENT

The concept of customer service has inspired the development of such convenience staples as ATMs, drive-thrus, 800 numbers, 7-11s, and now, in the School of Journalism and Mass Communication, the Graduate and Undergraduate Studies Center.

Located in 15 Murphy Hall, the center houses the combined offices of the graduate and undergraduate studies programs and it's the place where journalism students get information on admissions, pre-registration, advising, assistantships, scholarships, and grades.

"It's a one-stop shop," said Linda Lindholm, coordinator of the office. "The whole goal is to provide better service."

Previously the SJMC graduate and undergraduate studies offices, in addition to the advising office, were in different locations with separate directors. Under a planned merger that was initiated in the fall of 1995, the offices joined forces. SJMC Professor Al Tims has directed both programs since then.

Tims says that the driving force of the merger was to offer more efficient student services and to provide a central location in Murphy Hall where students could get the answers to all their questions in one place. "That was our simple model," said Tims, "to create that space."

The center is staffed year-round by individuals who provide troubleshooting for students. "We can't always solve every problem immediately," noted Lindholm, "but we can provide much more comprehensive service."

The SJMC model is unique in the College of Liberal Arts (CLA), according to Tims. Most CLA departments have two directors for their undergraduate and graduate programs with offices housed in different locations. In addition to Tims and Lindholm, the center employs Allyson Ohlson and T'wana Hendricks, assistants in graduate and undergraduate studies respectively.

Tims maintains that having one director for both programs is a "cleaner line" because staff have one point of contact. In addition, because he knows

what is happening in each area, Tims said he can better handle problems that may overlap. "We've committed ourselves to a model that makes a lot of sense," he said.

The combined office is responsible for managing student records and files, admissions, grades, pre-registration, advising, financial awards and graduate assistantships, job and internship listings, adviser assignment, orientation, and school publications. Recently, the staff established a world wide web site that has job and internship listings, as well as SJMC student information.

Currently staff members at the center are gearing up for the University conversion to a semester system. "It's a very busy office," said Lindholm, who came to the SJMC in 1990 after working for 12 years in CLA as an adviser to journalism students.

As a result of all the services and information students receive, Tims says, "SJMC students are better prepared when they enter the major." One goal for the office, according to Tims, is to have students ready for the job market when they leave the School. "We need to be constantly vigilant about developing more opportunities outside the SJMC, such as internships for our students," he noted.

Reaction from faculty and students about the merger indicates that student services have improved. "I've only heard people say this is better," Tims said. "We're pretty happy with the model from a structural view. I don't think we could do it any better." However, he maintains the model is an experiment and if it does not work in the long term, then a new plan will be instituted.

For now the office will continue to focus on student services. "We don't tell them what they can't do, we try to help them find out what they can do," Tims maintains. "We're here for the students—as long as we carry that attitude with us we'll be successful."

Ph.D. candidates awarded Grad School fellowships

Graduate students Cathy Luther and Dhavan Shah were awarded 1997-98 Doctoral Dissertation Fellowships from the University Graduate School. These highly competitive awards are given only to "the most promising dissertation projects at the University," said Al Tims, director of undergraduate and graduate studies at the School of Journalism and Mass Communication.

Shah's proposed dissertation, "Framing Values: News Constructions and Individual Processing of Political Issues," will draw on theory and research in the areas of news construction, contextual influ-

ences on information processing, and decision-making.

"His dissertation has the potential to reshape our current conceptions of media influence processes and deepen our understanding of how and why information campaigns work," said Tims. "It represents an important advancement for our understanding of how the presentations of political issues by the news media interact with individual value orientations to shape political cognition and influence political behaviors."

Luther's dissertation research is based on a longitudinal comparative analysis of press representations of the United States

and Japan and the impact of those representations on foreign policy.

"Her work is ambitious, theoretically sophisticated and potentially quite significant," noted Tims. "She is carving out a new area of research with real promise to significantly advance our understanding of press performance and the influence of national identity on press support for foreign policy."

The fellowships provide full graduate stipends and tuition fellowships for 12 months. Both of the Graduate School fellowship winners were selected to receive Casey Dissertation Awards from the SJMC last year.

Faculty, staff remember Mary Ann Lukanen

At the memorial service for Mary Ann Lukanen, SJMC Professor Donald Gillmor, representing the faculty, and Principal Secretary Rose Lenzmeier, representing the staff, read the following remembrances:

Donald Gillmor
SJMC Professor

The irrepressible Mary Ann. Gruff and generous. Intimidating and sensitive. Unorthodox and efficient. One of a kind. That was Mary Ann Lukanen, who died unexpectedly as she was leaving Murphy Hall on the afternoon of April 29.

A fiercely independent and perceptive woman who expected to be treated with respect, Mary Ann spent almost her entire adult life as an employee of the University, and most of that in Murphy Hall. Professors and advanced graduate students could pull rank on Mary Ann—but not safely!

Finances of the School of Journalism and Mass Communication are more complex than those of many programs. There are millions of dollars in endowments (Murphy, Cowles, Mithun, Silha, Star Tribune, China Times), a large complement of graduate teaching and research assistants, many adjunct faculty, and a host of scholarships and fellowships. Mary Ann had it all under control. The bills got paid; students, faculty and staff got their due.

Mary Ann was certainly respected by her counterparts in the College of Liberal Arts as evidenced by the tributes paid her on the 35th anniversary of her tenure. Of her work it has been said, jokingly, that she kept former director Bob Jones out of a mental institution and former director Jerry Kline out of a correctional institution. For 36 years the School of Journalism was the beneficiary of her total dedication.

Mary Ann will be especially remembered for her dry humor and infectious laugh. Some of us can still feel and hear it. Her office was resplendent in cross-stitched aphorisms such as "The Wicked Witch Lives Here," "Only Robinson Crusoe Could Get Everything Done By Friday," and "If Nuts Could Fly This Place Would Be An Airport." But dominating her walls were pictures of movie star Tom Selleck—seven photos in all.

My personal claim to Mary Ann's favor was the day I talked her into going down to an Associated Press Managing Editors national convention to see the real Selleck on a panel on press ethics. With only a little hesitation she agreed.

When she was reluctant to ask Selleck for his autograph, I got it for her. She acted as if it was expected of me to do so, matter of course, I owed her. I had never, never asked anyone for an autograph before, and I was terrified of being turned down — especially in front of Mary Ann. How she really felt about that brief episode, I would never know.

Mary Ann had her favorites. First among them were her "girls," those staffers who reported to her. Then there was actor Paul Newman, Jerry Kline, Irving Fang, Arnold Ismach, Walt Brovald, George and Ann Hage, Hazel Dicken-Garcia (all pictures on the wall) and so many others including Jean Olson and Everette Dennis. But Tom Selleck had to be No. 2. Her children were always her No. 1s.

Olson, a former graduate student and Murphy staffer, said it best in a letter to me from the U.S. Embassy in Mexico City where she is an information officer: "She was a special person, and I think those of us who recognized and appreciated that specialness have a bond that will continue to enrich our lives through our shared memories. Those of us who got past MA's gruff exterior and laughed with her, shared her 'frustrations,' became part of her family, admired her gutsiness and rare ability to get to the heart of a matter are richer because of her."

For my own part, I would say that Murphy Hall will certainly be a less interesting place without her. Not only sad but less secure. But as long as there is memory, Mary Ann Lukanen will be part of us and of Murphy Hall.



Goldie Gopher joined SJMC Professor Don Gillmor in celebrating Mary Ann Lukanen's 35 years at the University on Nov. 14, 1996.

Rose Lenzmeier
Principal Secretary

The staff of the School of Journalism and Mass Communication is here today to pay tribute to Mary Ann Lukanen, who was our fearless leader, our mother hen, our confidante.

Mary Ann always had her finger on the pulse of everything going on in the School. If there was even a hint of a need for budget documentation and paperwork, Mary Ann would be calling or, more recently, e-mailing us to goad us into early action. A recent e-mail to one staff member, who had been tardy turning in figures for next year's budget, said: "CAR 54, WHERE ARE YOU?? IS ANYONE UP THERE??"

Calls would come to staff members who had too much vacation accrued: "You'd better plan to take some time off before the end of the month." AND, calls would go to supervisors: "Give this person some time off so she doesn't lose her vacation time!"

When staff members had just a few hours of sick leave remaining, the call would be: "You'd better not plan on being sick; you only have 9 hours of sick leave!" More than once, Mary Ann generously offered to share her own sick leave with staff members who had become ill. She didn't want us worrying about losing pay, and she herself rarely used her own sick leave.

Mary Ann adopted not only the staff, but our children as well. One staff member has a Christmas ornament—a needleworked stocking for her son's first Christmas. There is a note inside. It says: "Tell your mom to learn to stitch. This is it until she learns." It is signed "Ms. Kringle."

Children visiting the School would often make a beeline for Mary Ann's office where she would dispense quarters and dimes for the vending machines in Murphy Hall's basement. Mary Ann could also make the staff feel like children. Sometimes she did this by nurturing and looking out for us; sometimes by giving us "THE

LOOK." And, she gave us nicknames. "Queen Bee," "Lulu," "Miss Priss," and "Fred" were among those uttered quite frequently. Her name for me was "Roseola."

Mary Ann also had an alter ego, an evil twin she called "Margaret." Some time around mid-April when she began working on next year's budgets, a sign would appear on Mary Ann's door which read: MARGARET IS IN! We all knew better than to open that door unless it was a dire emergency. Even then we would hesitate, knowing that Mary Ann did not like dire emergencies. She liked order and careful planning, and when she was in the throes of next year's budgets, our "emergencies" were likely to produce steely-eyed glares.

Being Mary Ann, she could not resist helping out with the difficulty, even as she grumbled and tossed the paperwork for the offending interruption on a heap of files. We would leave, wondering if we would ever see those papers again, only to find them in the mailbox the next day, perfectly prepared and on their way to the College.

Mary Ann, although German, identified closely with her husband's Finnish heritage. She took great interest in Finnish events and memorabilia. Her bias was especially apparent when a staff member approached her about hiring a student worker. Mary Ann glanced at the application and said, "She sounds Finnish. Ask her. If she is, hire her and give her a raise."

Mary Ann was a law unto herself. She relished the fact that she knew the University's budgeting systems better than almost anyone, and that she had some of her own methods of successfully defying the system when it would not give her what she wanted. Whenever you asked her about money, everything cost \$1.98. That was also what you had left in your budget if you asked.

We would tease her by telling her we were using departmental funds to buy lingerie at Williamson Book Center on the U campus. In one week, two different staff members went to Williamson to pick up departmental purchases, and each forgot her staff I.D. card. The clerk at Williamson called Mary Ann both times to get an O.K., and each time Mary Ann said, "Fine, but don't let them buy any lingerie!"

We know that anyone who knew Mary Ann has a wealth of stories. We will all be telling Mary Ann stories for years to come, and that is just a small part of her legacy. Her love of beauty, her heart of gold, so tender that she had to protect it sometimes by displaying a manufactured gruff exterior, her love for and pride in her children, her willingness to extend herself for each of us, make her a role model for us all.

We hope we can emulate her loyalty, her generosity, her delight in a good joke, her desire to serve others. Then, maybe, in some small way, we can begin to share all those gifts she gave to us.

Written by Kathleen Paul, principal secretary in the Silha Center for Media Ethics and Law.

Address change announced for SJMC web site

The times are a changin' and so has the URL, or World Wide Web homepage address, for the School. The site's new address is <http://www.sjmc.journ.umn.edu>. Update your bookmarks and visit this retooled site if you haven't recently.

The new address is one of many changes with the site, said Trent Evink, former SJMC staff member who helped co-design the homepage. Along with information about the history of the SJMC, graduate and undergraduate admission requirements and biographical information about faculty members, the site's look has been updated and now features additional resources such as job postings and links to SJMC publications.

It also has a tentative course schedule for the 1997-98 school year, class descriptions and information about the Silha Center for the Study of Media Ethics and Law.

Since its debut in January, the site has logged more than 22,000 hits or visits. Evink said the most popular area is the graduate section, with its information on program requirements and curricula. Other popular links are to the job and internship listings and to the faculty biographies. He said people as far away as Europe and

Asia have visited the site for information.

"We've received a lot of positive feedback and encouragement from visitors," Evink said. "We hope to add to it and make it a prime resource."

Many visitors have praised the SJMC for developing a useful site with its many links to other resources. As proof, former student Aaron Osterby e-mailed the school, saying, "I'm an SJMC alumnus looking for work closer to home. The job listings you've put up are a terrific resource."

Soon SJMC publications such as the one you are reading also will be posted online. Currently, a link to SJMC publications includes past and current issues of the Silha Center Bulletin, the Murphy Monthly, and the Graduate Student Newsletter. Student organizations, e.g., the Society of Professional Journalists and the Graduate Student Organization soon will have homepages with links to the SJMC homepage.

The homepage will continue to expand in the future, so don't miss the changes and check out the site at <http://www.sjmc.journ.umn.edu>.

— Amy Kay Nelson

Dean to appoint task force

CONTINUED FROM PAGE 1

how to fashion a school cognizant of the rapid changes in telecommunications technology. It provides an opportunity, he said, for the University of Minnesota to construct a program that "people around the country will see as extraordinary."

"I think we should let our imaginations run wild," he said, adding that "cranking up the old model" will not do. He wants to produce a program plan that is "absolutely visionary."

Rosenstone's optimism was echoed by Tims.

"I think the dean has provided us with a venue for some creative reflection," Tims said. "There's no way that would harm us."

Future journalism at Minnesota

Instead of a merger between speech and journalism, Rosenstone said the end product of the task force study might point toward collaborative programs with the Institute of Technology, although he emphasized that he had no preconceived notions about what the body might recommend.

Tims suggested that the experience of President Yudof in Texas, where a large school of communications exists, could be one model to follow. Colleges of communication work well, Tims said, although he added that such a spin-off would not help CLA.

Developing such an entity would create new layers of administrative costs, and it would mean the loss of two of the largest departments for CLA.

One problem facing a collaborative effort between speech, journalism and IT is the lack of a facility to house faculty and classrooms. In addition, Tims pointed out that the theoretical grounds of the disciplines, although related, do not cross over.

The events in Spring 1997 will provide an interesting, if not provocative, background for the task force. The dean and the J-School welcome comments and suggestions from alumni and friends.

Dean Rosenstone's CLA budget initiative for 1997-98

Build a School of Multi-Media Communications

The communications industry is one of the largest and fastest-growing sectors of the American economy. The profound changes in this industry over the past decade—in satellite and digital technology, telecommunications, the Internet, high-definition television, and more—have blurred the traditional boundaries among modes of communications. While CLA has several units with substantial expertise in these areas, the current departmental divisions within CLA do not facilitate the kind of synergy that would result from the integration of scholarship, teaching, and training in the field of communications, broadly defined (including journalism, publishing, television and radio, film and video, cable, media studies, advertising, telecommunications, and public relations). CLA proposes to develop a plan that will chart a course for teaching and research in multi-media communications at the University.

Next steps: On July 1, 1997, the CLA Dean will appoint a college task force comprised of faculty from the School of Journalism and Mass Communication, the Department of Speech-Communication, other CLA units, and the Institute of Technology; practitioners from the communications industry will also be invited to participate. The Task Force will report by spring 1998, and implementation will begin in July 1998.

Domke garners prestigious dissertation award

For the third time since 1984, the prestigious Nafziger-White Dissertation Award has been given to a graduate of the School of Journalism and Mass Communication. David Scott Domke, a 1996 Ph.D. graduate of the School and a visiting faculty member at the SJMC, is the recipient of the highly-regarded, national award.

The award is given for the dissertation judged the best produced in the field of journalism and mass communication during the year defended.

"It is incredibly exciting," said Domke. "I was more stunned than anything else when I found out that I had received it. I had been nominated last November and had never heard, so I assumed the award had been given to someone else." Domke will receive the award in a public presentation at the general business meeting of the Association for Educators in Journalism and Mass Communication on August 2 in Chicago.

All three of the winning Minnesota dissertations have been directed by SJMC Professor Hazel Dicken-Garcia, who labeled Domke's research "extraordinary" and "elegantly written." Domke received his bachelor's and master's degrees from California State University at Fullerton and came to the School in 1992.

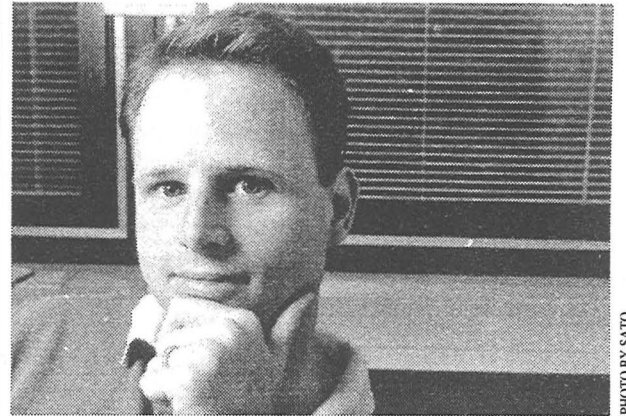
Domke's dissertation, which explores the link between race relations and the media, is entitled, "The Press, Social Change, and Race Relations in the Late Nineteenth Century."

Domke credits two seminars on the history of research methods which he took from Dicken-Garcia during his first year at the School as an early influence on the direction of his dissertation work. He also noted the importance of on-going research with fellow SJMC graduate student Dahvan Shah on the link between media and values. Their research has been published in "Journalism and Mass Communication Quarterly," "Communication Research" and the "International Journal of Public Opinion Research." Portions of Domke's dissertation have been published in "Journalism History," "Critical Studies in Mass Communication," and "Journalism and Mass Communication Monographs" (forthcoming).

Domke's dissertation rests on the thesis that both "mainstream" and African-American press coverage of

specific civil rights events have played a central role in the development and maintenance of racial values and attitudes in American society, said Dicken-Garcia.

"The significance of the research cannot be overstated," she continued. "It gets at one of the most fundamental questions about the role of the press in a democratic society—what the media may have to do with ideas, doctrines and attitudes impelling cultural trends. At another level, it gets at one of the most enduring philosophical and social questions plaguing



David Domke, Ph.D. '96

American society from the nation's beginning—the complexity of giving content to the ideal that 'all... are created equal.'"

Dicken-Garcia praised Domke as "especially astute and skilled in methodology," and noted that his use of multiple methodological approaches exemplified "the best tradition of scholarship."

"His somewhat pioneering methodological approach in the dissertation is certainly not the easy route he could have chosen," she said. "In one of the best explicated uses I have seen thus far of the still-developing method of discourse analysis, he seeks a foundation for converging points of qualitative and quantitative methods."

Other SJMC recipients of the award are Richard Keilbowicz ('84) and John R. Finnegan Jr. ('85). Only two other schools, the University of Wisconsin-Madison and Stanford University, have had three graduates each receive the award.

BBDO scholarship opens doors for student

BY LISA DRAHO
SJMC GRADUATE STUDENT

Receiving financial aid is always a treat, but when you are awarded an advertising scholarship that bears the name of one of the largest advertising agencies in the world—that's something special. This year, second-year journalism student Siri Peterson received the BBDO Commemorative Scholarship.

It was her desire to pursue a career in advertising, along with an already proven strength in the field as a student, that made her stand out among candidates.

"We are interested in funding the education of someone who has the potential to contribute to the industry one day," said Jon Firestone, president and chief executive officer of BBDO advertising agency in Minneapolis. "We want someone who has a spark or excitement about advertising and marketing."

It is the creative aspect of advertising that appeals to Peterson. "I like to think of new ways to get people interested in a product. It's the type of work you can have fun with," she said.

The BBDO Commemorative Scholarship is awarded to an undergraduate interested in pursuing a career in advertising or marketing who, through high academic standards, demonstrates a potential to succeed in the field.

In 1991, the Hormel Co., BBDO's largest client, gave the company an endowment to fund an undergraduate scholarship in honor of BBDO's 100th birthday. The award is rotated annually between the Carlson School of Management and the School of Journalism and Mass Communication.

"Hormel is committed to education and to the University of Minnesota, and so the endowed scholarship was a natural communication of that commitment," noted Firestone.

An adjunct faculty member at the SJMC, Firestone considers the scholarship a great way to fund the education of someone who may one day give something back to the industry.

So far that goal seems to be working. The 1995 recipient of the award, SJMC student Amy Jo Schulteis, is now a full-time employee with BBDO. After she received the award, Schulteis was eligible to do an internship with the company. "Interning was a great experience," she said. "It gives you a taste of what life is like in the advertising world."

Like Peterson, Schulteis also has that special spark of interest in advertising that BBDO looks for in a scholarship candidate. For Schulteis it is the fast pace and ever-changing environment that she likes best about the field. "It's the excitement factor," she said.

As an intern Schulteis got to see first hand what the demanding and creative world of advertising is all about. She found that an intern gets as much from the experience as he or she puts into it.

"I gained responsibility as I went along. When you prove that you can do things they begin to feel more comfortable with you and start sending projects your way," she said.

Eventually her hard work paid off. At the end of her internship she was offered a full-time job in the broadcast division of BBDO as a producer in charge of talent.

"If you work hard and show them what you've got, you can get somewhere," said Schulteis. "It's amazing."

Visiting profs bring the world to J-School

BY KATE ROBERTS
SJMC GRADUATE STUDENT

While Roya Akhavan-Majid and Xinshu Zhao come from diverse cultural, academic and professional backgrounds, an interest in and talent for writing is one thread of commonality that binds them together. Akhavan-Majid and Zhao are also both visiting professors at the School of Journalism and Mass Communication for the 1996-1997 academic year.

Akhavan-Majid

Akhavan-Majid described coming to teach at Murphy Hall this year as a homecoming of sorts. She was selected in a nation-wide search for a senior visiting professor in international communication to teach courses in the absence of SJMC professors C.C. Lee and T.K. Chang who are on leaves.

"This is home for me," said Akhavan-Majid, who obtained both her undergraduate and graduate degrees from the University of Minnesota. "I lived in Minnesota for 15 years. The school and the faculty are important parts of my life. I came here with a great deal of positive expectations and emotions and found it

"I came here with a great deal of positive expectations and emotions, and found it to be exactly as I envisioned it."

—Roya Akhavan-Majid

to be exactly as I envisioned it."

Although she always had an interest in journalism, Akhavan-Majid started her academic career in architecture because in her native country of Iran journalism did not have the prestige of the engineering fields. While studying for her bachelor's degree at the University, however, she worked as a foreign correspondent for Art and Architecture, an international circulation magazine published in Teheran.

Akhavan-Majid said she wrote about innovative architecture in the state, some of which she found on the University of Minnesota campus. After graduation she went to Japan as a foreign correspondent for the publication.

As a graduate student in Murphy Hall, Akhavan-Majid was awarded a Ralph Casey Dissertation Award from the SJMC and also a grant for research abroad from the Graduate School. She used the latter to complete field research for her dissertation on telecommunications policy-making in Japan.

This year wasn't Akhavan-Majid's first time teaching in Murphy Hall. While a Ph.D. candidate she taught courses as a teacher-of-record. And in her eight years as an assistant professor at Southern Illinois University at Carbondale (SIUC), she has received two teaching awards. Akhavan-Majid said teaching is something that she seems to have always made a part of her life, from teaching English as a Second Language

in both Japan and Iran, to tutoring her own classmates while a student.

"The best reward is the strong bond with the students," she said, noting that she is especially pleased with the quality of students here and their interest and enthusiasm for their classes. "I aspire to have a real impact on their lives and studies. Ten years from now when they are asked who is their favorite teacher or who made a difference, perhaps they will remember me as one of those."

Akhavan-Majid's primary research interests are in the area of Japanese and American mass media systems and peace issues. Her book "Peace for Our Planet: A New Approach," published in 1992, is used to teach English and peace studies in Japanese universities. And she is doing research on public service broadcasting in the United Kingdom and Japan. This spring she presented a paper entitled "Framing Beijing: U.S. Daily Newspaper Coverage of the Fourth U.N. Women's Conference and the NGO Forum" at the International Communication Association conference.

On leave of absence from SIUC through 1998, Akhavan-Majid will remain at Murphy Hall throughout the next academic year as a visiting scholar. During this time she will work on two books, "Japan in the New Information Age" and "The American Editor," as well as other ongoing projects.

Zhao

Like Akhavan-Majid, Xinshu Zhao also had ties with the University of Minnesota campus and Murphy Hall before he came here last fall as a visiting professor. In 1984 he attended a program through the University's Institute for International Education. Zhao had also worked with SJMC Professor Bill Wells while he was a graduate student at the University of Wisconsin-Madison.

An associate professor at the University of North Carolina at Chapel Hill, Zhao's areas of specialization are on the role of interactive media in advertising and on political communication in the U.S. and China.

Zhao received his bachelor's degree in journalism from Fudan University in Shanghai, People's Republic of China. In 1984 he came to the United States to pursue a master's degree at Stanford University, and then went to the University of Wisconsin-Madison to obtain a Ph.D.

Although on paper Zhao's academic accomplishments appear to resemble the typical pathway that students in this country follow, he said that his early educational experiences were more typical for those who were of college age during China's Cultural Revolution from 1966 to 1978.

Like many Chinese of his generation, Zhao was denied a primary, high school and college education as a result of the Cultural Revolution when universities were for the most part closed. When



Roya Akhavan-Majid



Xinshu Zhao

PHOTOS BY SATO

they reopened, competition for admission was extremely high. Zhao studied hard for university entrance exams while working on an assembly line at a factory in Shanghai. Once admitted, he chose to study Chinese literature and eventually moved into journalism when that department was recruiting students.

In Tehran Akhavan-Majid found journalism to be a field of low prestige; in China, power and respect were associated with the field. "Journalism was considered to be one of the two barrels," Zhao said. "One was the gun. The other was the press."

Zhao served an internship with a Chinese government news agency where he said he was "taught to be a propagandist." He wrote news stories for the government, explaining official policies to the public, and wrote reference materials for governmental officials regarding policy changes. The latter task led him into the field of communication research, despite the fact that in his position he was required to praise a certain percentage of government policies regardless of research outcomes.

After unintentionally indicating an interest in studying abroad on an application for graduate study, Zhao was chosen by the government for study outside the country. Because most graduate schools did not offer degrees in journalism, he chose mass communication as a more researched-based area of study.

"Though it was through a series of historical accidents, I certainly gained a deeper interest in the field," said Zhao. "I have not regretted my choices because in mass communication one is able to make bigger contributions in the long run."

And while at Murphy Hall, Zhao has definitely made significant contributions. He has worked with Wells and other SJMC faculty members, as well as faculty from other University departments and a large number of undergraduate and graduate students.

"The collegiality here is wonderful, as well as the research atmosphere," he said. "I have gotten a lot of things done."

As a visiting professor, Zhao said he has gotten fresh ideas about research and teaching methods. "I have been able to make new connections and test new ideas with new audiences," he said. "It has provided me with a different sounding board."

One of the most significant contributions that Zhao has made during his stay at Murphy Hall is the utilization of the

Computer Assisted Telephone Interview (CATI) system for Advertising and Public Relations Research which he co-taught with SJMC Professor Ken Doyle.

The CATI system allows phone surveys to be efficiently and systematically conducted through the help of computers. Instead of relying on interviewers to read questionnaires over the phone, the CATI system, developed about fifteen years ago, simplifies the interviewer's role. When a question is answered in a certain way the system automatically dis-

"The collegiality here is wonderful, as well as the research atmosphere. I have gotten a lot of things done."

—Xinshu Zhao

plays the appropriate follow-up question on the computer screen. The survey is, in a sense, customized for each respondent.

The CATI system also provides interviewers with messages reminding them of things they should be doing and directions that they should be following. The usefulness of the system also extends well after the surveying is completed because it makes data analysis much easier.

"It allows students to experience real life and what they may be exposed to in the workforce," Zhao said.

The CATI program was installed on computers in Murphy Hall and phone lines were hooked up to create over 20 work stations so that advertising and public relations classes could use the system. During winter quarter one class project involved the advertisements that were shown during the Super Bowl; in the spring students studied the ads shown on weekend television magazine shows. Students created surveys, conducted studies and analyzed the data themselves.

"They collected high quality data and generated good research," said Zhao.

Data gathered through the CATI system is available for students to use in other research projects and has generated joint research efforts with other University departments, the administration and outside organizations.

Molly Ivins takes 'sour' politicians, media to task

BY AMY KAY NELSON
SJMC GRADUATE STUDENT

Molly Ivins has simple advice for emerging journalists today: "Do good. Have fun. And learn." It's advice she has followed herself for more than three decades.

Ivins, columnist for the Fort Worth Star-Telegram and nationally known liberal political commentator, spoke to practicing journalists, past colleagues and lifelong fans April 14 at the 20th Annual Frank Premack Memorial Lecture and Awards Program, sponsored by the School of Journalism and Mass Communication and the Minnesota Journalism Center. Titled "A Political Reporter's Dream: Newt, Trent and William Jefferson Clinton," Ivins' speech was a loose connection of insights and examples about the state of the U.S. political system and the media that cover it.

"There's one word that comes to mind when I think about politics today. That's 'sour,'" she started. "And the media have made a generous contribution to the sourness of the discourse in this country." She said an overwhelming sense of mean-spiritedness in politicians and the media has tainted government and that many citizens sense this and consequently have lost much of their hope in the political process.

Ivins' address, delivered in her characteristically engaging Southern drawl and peppered with expletives and admonishments for the offending parties, pinpointed instances of "sourness" she has found particularly egregious.

Ivins pointed to Newt Gingrich and Rush Limbaugh for their invective in the political arena when they have made fun of innocent people. And although she is the first to admit that the tools—like satire and humor—which she has used so well to skewer others work powerfully, she also says they can impart pain and suffering as well.

"Satire is the weapon of the powerless against the powerful," she said. "But when you make fun of people who are crippled, helpless, homeless, dead, little girls—it seems to me that you have mistaken the purpose of satire."

Ivins also presented a strong case for the need for campaign finance reform, mainly as a way for Americans to regain control of the government.

"Our politics is corrupt," she said. "It is a government of organized corporate special interests, by organized corporate special interests, and for organized corporate special interest, and that will continue until we change the way campaigns are financed."

"It is not their problem in Washington," she continued. "It is our problem. It is up to us to fix things. You are the board of directors. It is up to y'all."

Ivins talked little of Clinton specifically, but has said in the past that she expected many of his actions and reactions in government even before his election.

"I'm probably one of the few people in the country who've been neither surprised nor disappointed by President Clinton," she said in one interview,



PHOTOS BY SATO

"You have three choices," according to Molly Ivins. "You can laugh, you can cry or you can throw up. Crying and throwing up are really bad for you, so you might as well laugh."

"probably because I did what political reporters are supposed to do. Before he ran, I went over and looked at the record and it's been pretty much what I expected."

And since her April speech, the U.S. Supreme Court has ruled that Paula Jones can continue with her sexual harassment case against Clinton. What does Ivins think of that?

"I'm in the 'Feminists for Paula Jones' camp," Ivins said. "I'm in complete agreement with the Supreme Court.... The problem with this is that I don't think the case is very good; it's weak."

As for the media's role in the public loss of faith in the political process, Ivins contends that journalists have become too cynical, using irony as a way to rise above the masses, who happen to be their readers. "It's far too easy to be cynical," she said.

That perspective is echoed in "Molly Ivins Can't Say That, Can She?" a col-

lection of her essays published in 1991. She wrote, "If you let yourself think that nothing you're working on is ever going to make a difference, why bust your tail over it? Why care? If you're a cynic, you don't have to invest anything in your work. No effort, no pride, no compassion, no sense of excellence, nothing."

What is needed instead, she told one interviewer, is "sustained outrage. It doesn't matter how cynical you get about politics. It doesn't matter how slow or how long it takes, as long as you still have the capacity to become angry over injustice."

Ivins abhors cynicism, she said, because it leads to a discontent society, a sort of cultivation theory in the general population. "It goes beyond the mean-spirited, partisan nature of politics," she explained, "beyond the transgressions of the people in the media. I think that it's getting stuck deep in our culture."

Calling herself an eternal optimist who has been able to avoid becoming a cynic after 30 years, Ivins said she sees few choices other than trying to find humor in the situations about which she writes. "Basically, you have three choices," she said, dead-pan. "You can laugh, you can cry or you can throw up. Crying and throwing up are really bad for you, so you might as well laugh."

Ivins also offered some local-flavored praise and advice: "Don't be embarrassed about 'Minnesota Nice.' It's a wonderful quality. Work at it. Keep it. It's really important."

Still, she did have some specific complaints about the way journalists have approached stories, including local media coverage of the suicide of her friend, writer Michael Dorris, in the wake of child sexual abuse charges. "Is anything verboten these days?" she asked about the coverage of personal issues in the lives of public people.

She also criticized the pack journalists of the Washington press corps and their "groupthink."

"They never had Frank Premack as a city editor," Ivins said, referring to her one-time boss at the Minneapolis Tribune.

In the end, Ivins made it clear that any changes that are to occur in the political arena need to come from the populace.

"If there's anything I hope to impress upon people in my writing, it is the idea that we are in charge of this country," she said. "We are the ones who make the decisions, we are the ones who run the whole thing. The others we just hired as bus drivers, be it Newt, Trent or William Jefferson Clinton."

Following her own advice to students, Ivins, 52, has "done good, learned and had fun along the way." She normally writes about Texas politics in her columns, but many of her observations and insights have national appeal, which is why her syndicated columns now appear in almost 200 newspapers across the country.

Politics, of varying degrees, has long been the focus of her news writing. Born in Houston, Ivins received a journalism degree from Smith College and a master's degree from Columbia University. She also studied for a year at the Institute of Political Science in Paris. Her first job

in journalism was with the complaint department of the Houston Chronicle. From there she moved to "sewer editor," she said.

The next step in her career brought her to Minnesota, where she wrote for the Minneapolis Tribune from 1967-70, partly under Premack's tutelage. Those were the heady days of the 1960s, she recalled, when she first covered the police beat and then moved on to the "Movements for Social Change" beat. That's when she was writing about "militant blacks, angry Indians, radical students, uppity women and a motley assortment of other misfits and trouble-makers."

Recalling her Minnesota days in a recent column she wrote of Premack, "I must have had a thousand fights with Premack, but he was a good newsman. There are a million good reasons why busting your rear on every story for a medium-size daily in a not-terribly important market is not strictly necessary, and Premack never believed a single one of them. What a ruthless, driving force for excellence that man was—it's a mercy I didn't shoot him. It took me a long, long time to realize how much I learned from him."

She said that even to this day she can hear Premack's "voice in my ear occasionally saying, 'Get it right, get it right.'"

While Ivins enjoyed many things about Minnesota, the weather wasn't among them; her Texas-bred blood couldn't get used to below-freezing temperatures, she said. Minneapolis "would be the best city in the country except it needs to be shut down for six months of the year because it's too cold," she wrote in a recent column.

After leaving Minnesota, Ivins returned to Texas in the 1970s to work as co-editor of The Texas Observer and cover the Texas legislature. In 1976 she joined the New York Times as a political reporter, becoming Rocky Mountain bureau chief the following year. She returned to her home state again in 1982, working for 10 years as political columnist for the Dallas Times Herald and then joining the Fort Worth Star-Telegram.

Ivins' commentary has been broadcast on National Public Radio. She has appeared on the former McNeil/Lehrer program, and she has served on the board of the National News Council. She currently works with the Reporters Committee for Freedom of the Press and Amnesty International's Journalism Network. She also has been a Pulitzer Prize finalist three times.

In addition to "Molly Ivins Can't Say That, Can She?," she has published a collection of essays on politics and journalism, "Nothing But Good Times Ahead" (Random House, 1993). Another book, "You Got to Dance with Them That Brung You: Politics in the Clinton Era," is forthcoming.

Legislative reporting class heads to state Capitol

BY AMY KAY NELSON
SJMC GRADUATE STUDENT

S ometime ago, SJMC Adjunct Professor Steve Dornfeld had a capital idea for a course on political reporting: move the classroom to the state Capitol. This winter his idea became a reality when eight students enrolled in "Journalism 5990: Legislative Reporting," one of several Charnley Project courses that have taken students out of Murphy Hall and into the heart of specialized reporting.

"I've always thought the Capitol was a great laboratory for learning," Dornfeld said. And he should know. With nearly a decade of experience in the 1970s as a political and statehouse reporter for the Minneapolis Tribune and five years of work as the deputy metropolitan editor responsible for political and governmental coverage during the 1980s at the St. Paul Pioneer Press, Dornfeld knows the ins and outs of the Capitol's hallowed halls.

He now works as the associate editorial page editor at the Pioneer Press and has taught opinion writing and public affairs reporting in that past at the SJMC.

Dornfeld's students agreed with his idea to move to the hotseat of the action: "The best part of this class by far was meeting at the Capitol," said student Michelle Kibiger. "It was great being in that atmosphere. The fact that it was at the state Capitol and not just your regular sit-in class made us more aware of the issues."

SJMC student Rebecca Burtman agreed. "I think it was great having class at the Capitol, instead of just hearing about it," she said. "It put you in the thick of things. Dornfeld taught the class as more real-world journalism than just sitting in a class talking theory."

Dornfeld's focus for "Legislative Reporting" was trifold: to teach students public affairs reporting of the state legislature, to help students understand the role of the media in the law-making process, and to allow students to write about politics for a Minnesota daily or weekly newspaper. To accomplish these goals, he arranged weekly speakers and connected students with newspapers from throughout the state that published articles tailored to their needs.

Students met at the state Capitol once a week for three hours to learn about issues facing politicians and reporters today. They covered the mechanics of how the legislature works, the logistics for reporters working at the building, the importance of committee meetings, the role of the governor and the executive branch, the impact of lobbying on political practices, the budget process and ways in which voters make their voices heard. With this as background, students were responsible for contacting their own sources, digging up leads and narrowing six spot news stories and one in-depth article to the audience of their newspapers.

With his previous political connections, Dornfeld was able to schedule key guest speakers. Students discussed politics with Senate Majority Leader Roger Moe and House Minority Leader Steve

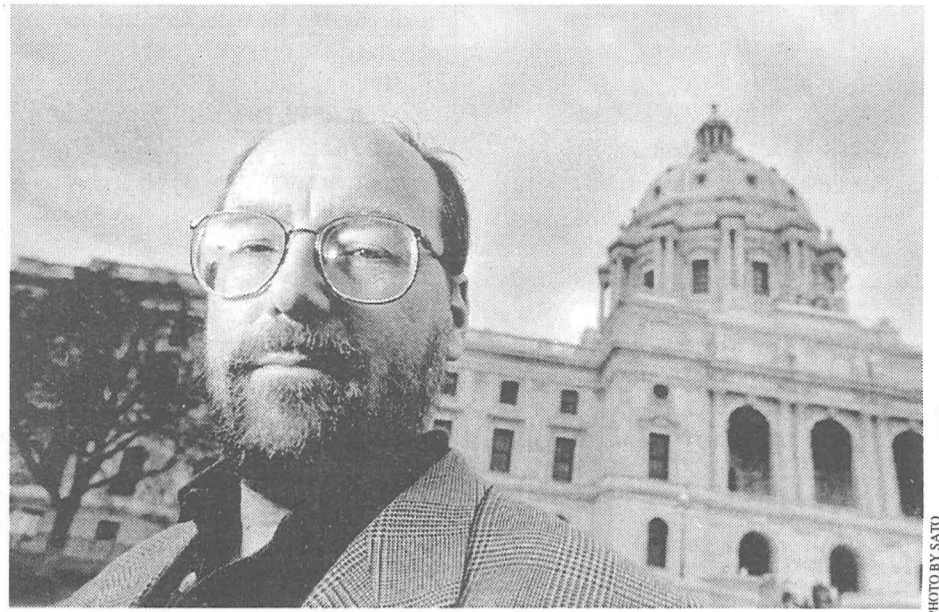
Sviggum, along with other senators, representatives and lobbyists. In addition to the legislative actions and procedures, they also heard from media specialists like Cyndy Brucato, former communications director for Gov. Arne Carlson and a former TV reporter and anchor.

"Every week he brought in good speakers, and we had some really good conversations," Kibiger said. "He knows a lot of sources and people who are working there."

In that light, some students said they learned first-hand about pack journalism and its influence. The biggest surprise for Burtman throughout the quarter was realizing "just how involved the media can get in the role of politics." She has a new understanding of how important journalists are in the legislative process.

"(Lawmakers) definitely will play to the media," she said.

To illustrate this point, Dornfeld spent a whole lecture discussing the role journalists play in acting as watchdogs or those who influence the political agenda.



Adjunct Professor Steve Dornfeld, a St. Paul Pioneer Press editorial page editor, took SJMC students to his turf—the Minnesota State Capitol—in order to teach them the ropes of legislative reporting.

But SJMC students also quickly established their own beats away from the "pack." They focused on issues of local concern and addressed the particu-

lar markets of the newspapers for which they were writing. Kibiger, for example, said she wrote several stories on snow-

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Charnley tradition influences another generation

BY LISA DRAHO
SJMC GRADUATE STUDENT

W hen you stand behind the horseshoe shaped desk in room 207 you act as a transition from the old to the new," observed SJMC Professor Bill Babcock. "It's a special feeling to be allowed to teach in that room." Those are the feelings Babcock associates with teaching a Charnley Projects course named after former SJMC professor Mitchell Charnley, who epitomized excellence in teaching print and broadcast journalism for over 30 years.

Charnley was a nationally renowned professor, beloved by his students for his energy, enthusiasm, strong teaching skills, charm and wit. He started teaching at the School in 1934 and continued until 1966 when he retired — for the first time—at age 68. For the next 25 years Charnley would come in and out of retirement to teach at the SJMC or work on other projects at the University. In 1991 when Charnley died at the age of 92, the School initiated the Charnley Projects Course in order to keep Charnley's legacy alive and continue the tradition of excellence in teaching that he upheld.

Taught at an advanced level, the course requires faculty to work closely with students on a common journalistic project. Since 1992 there have been five Charnley Project courses, each with a unique reporting focus.

"Any class that bears his name has to be a special class, and they have been," said Babcock.

The first course, taught in 1993 by John Ullmann, a former editor at the Star Tribune and an award-winning journalist, was "Advanced Investigative Reporting." The course focused on teaching would-be reporters how to plan and execute an investigative project from an idea through research and presentation. (Ull-

man will teach full-time at the J-School in 1997-98.) In 1994, Dan Sullivan, a former critic at the New York Times, taught "Behind the Scenes: Following the Theatre Process," designed to give art critics and reporters a look at the process of creating, producing and marketing professional arts events.

Babcock is the only faculty member from the SJMC to teach a Charnley Projects course. His course, "Political Reporting: The Iowa Presidential Caucuses," was a hands-on approach that required considerably more than just attending class. In February 1996, participating students traveled to Des Moines where they set up a "newsroom" in a downtown hotel suite and reported on the Iowa caucuses for 10 days.

A course focusing on political affairs reporting was offered in winter quarter 1997 by Steve Dornfeld, an editor at the St. Paul Pioneer Press (see accompanying article).

SJMC alumnus John Oslund, a Minneapolis Star Tribune reporter and editor is one of eight journalists selected nationally for the Knight-Bagehot Fellowship in Financial and Economic Journalism for graduate study in journalism at Columbia University in New York. He will return to the SJMC next year to teach his Charnley course, "Samurai Reporting," for the second time. The course emphasizes the development of thinking skills, interviewing techniques and writing tools needed for writing in-depth stories that are suitable for publication in newspapers or magazines.

"I think journalists need to understand how things work," Oslund said. "Really work. Things like the economy, markets, the courts, legislatures, police departments, bureaucracies, interest groups, the private sector, the public sector and the personal sector."

"The best journalism comes from those who grasp the fundamentals of a

subject and use that knowledge to ask the right questions and develop a story that advances the thinking on that subject—not one that merely parrots what is already the common thought."

In the fall, a new Charnley Projects course, "International Business and Economics Reporting," will be taught by Carl Goldstein, a reporter and editor who was based in Asia for 15 years with the Far Eastern Economic Review. This course will train journalists to report on developments in international business and economics.

"It is important for students to be aware of international issues and to learn how to cover them in a way that makes them come alive for the reader," said Goldstein.

Babcock, who has served on the selections committee for the Charnley Projects courses, says that original and specialized topics are what the course should be about.

"We are looking for a timely topic, one which is very unusual, if not unique, and one which is taught by a person specifically qualified to teach that course," said Babcock. "The course should also have a professional component, not theory, but one that focuses on specialized reporting of some nature."

Charnley once said that he could think of no other lifestyle as satisfying as being a teacher. Many of his students went on to be leaders in the field, both as professional journalists and in academia. In keeping with Charnley's commitment to students, the Charnley Projects courses have been the best way to remember him, said SJMC administrative assistant Linda Wilson.

"Mitchell was so involved and dedicated to the students in both the news and broadcast programs that to have a course taught by a professional giving students hands-on experience is the most appropriate commemoration of this extraordinary teacher," said Wilson.

Obituaries

Stu Baird, '49, a former reporter and city editor at the Minneapolis Tribune, died at Methodist Hospital in St. Louis Park on February 6. He was 70.

Baird was born in Minneapolis and served in the Air Force during World War II. After graduating from the University he worked for the International News Service in Dallas and Miami for five years and then joined the Minneapolis Tribune as a sports reporter in 1955.

During the course of his career, Baird also worked as a regional representative for the American Petroleum Institute, a public relations manager at the Pillsbury Co., and an account executive at what is now Padilla, Speer, Beardsley. In 1962 he returned to the Tribune where he held positions as copy editor, business and general assignment reporter, editor and city editor.

In 1967 Baird left the newspaper to become director of development and information services at Macalester College in St. Paul. From 1970 on Baird held public relations posts at Honeywell Inc., Control Data Corp. and Cargill Inc.

He is survived by his wife, Jean, two sons, and a daughter, all of the Twin Cities.

Harold Chucker, '40, a news and editorial staff member of the Minneapolis Star, died February 22, 1997 in St. Louis Park, Minn. He was 79.

Chucker was known for his ability to write clearly about complex business issues. The author of many columns, reports, and books, he started with the *Star* in 1940, serving on the copy and news desks, and later was business editor, editorial editor and economics columnist. Chucker retired in the early 1980's, after the *Star* had become the *Star Tribune*.

Speaking at the memorial service for Chucker at the University of St. Thomas in Minneapolis on April 24, Otto A. Silha recalled the days when he and Chucker were rookies at the Minneapolis *Star* copy desk.

"The *Star* copy desk was as good or better than any in the country," Silha said. "We had Bob Smith, Frosty Jenstad, Dave Dreiman, Jay Richter, George Rice, to name a few—with Angelo Cohn and Dave Neill and sometimes managing editor Dave Silverman in the slot. And for my money, Harold was the star—cool, collected in the copy desk pressure cooker. There were no computers then. Dreiman used a typewriter to write headlines but the rest of us used to work by hand, all the way. And when there was a hot story at a deadline, Angelo would usually toss it to Harold to edit and send in the tubes to the composing room, one take at a time... Harold was a superb journalist and editor, a wonderful friend—and colleague."

Among Chucker's awards was a fellowship from the Business Roundtable to spend a year at Columbia University where he developed ways to popularize economics for the general public. He received Page 1 awards from the Twin Cities Newspaper Guild for excellence in reporting and editorial writing, and also awards from the Minnesota Press Club for leadership in the journalistic community.

Chucker also served as president of the Press Club, the 6 O'Clock Club, and the Newspaper Guild, and was active in the Citizen's League, the United Nations

Association and foreign policy groups. A member of the Jeshurun congregation, he served on many synagogue projects in an advisory capacity. Married for 49 years, he is survived by his wife, June, and one daughter.

Milford W. Downie, '32, died on March 18 at St. Mary's Hospital in Tucson, Ariz., from pulmonary failure. He was 86.

Downie, who was born in Brainerd, Minn., worked for the Bemidji Pioneer, the Duluth News-Tribune, and the Minneapolis Journal after graduating from the University. During his journalistic career he was owner and publisher of the Lyons Colorado Recorder, a reporter at the Scottsbluff, Neb. newspaper and managing editor of the Casper (Wyo.) *Star-Tribune*.

Downie is survived by the daughters.

Robert Hefty, '41, who had a long career in journalism and public relations, died in April. He was 75.

Hefty was inducted into The Minnesota Daily Alumni Association Hall of Distinction on May 10. He learned of the honor before his death, but passed away before the ceremony could take place.

A reporter and editor for The Minnesota Daily, Hefty served in the Army during World War II after graduation from the University. From 1941 to 1952 Hefty worked for the United Press in Minneapolis and Detroit. In 1952 he began a 30-year career in public relations with the Ford Motor Company in Dearborn, Mich. Upon leaving Ford, Hefty worked in public affairs for Detroit Edison and continued as the company's ombudsman until a few weeks before his death.

He was a member of the board of governors of the Detroit Press Club, which he helped found in 1958, a past president of the Detroit chapter of the Society of Professional Journalists and the Public Relations Society of America (PRSA). A charter inductee into the Hall of Fame of PRSA Detroit, Hefty was on the board of the International Visitor's Council of Metropolitan Detroit and the National Council for International Visitors.

Mary J. Mussell, M.A. '96, who was diagnosed with breast cancer after beginning a master's degree in the School of Journalism and Mass Communication, died in Pepin, Wisc., on May 23. She was 48.

Mussell completed her degree before her death through special arrangements between the SJMC and the Graduate School. She attended graduation ceremonies in December.

Professor Nancy Roberts, who served as Mussell's advisor, recalled her as "a very good student. Mary's comments in class were very thoughtful and always enriched the discussion." Mussell also distinguished herself as a caring teaching assistant within the department and as a capable reporter for The Minnesota Daily and City Pages newspapers, said Roberts.

For her master's project, Mussell was studying journalistic narratives by women about their experiences with breast cancer. "She was interested in the impact that the personal narrative had on discussions of illness and the treatment of illness," Roberts noted. "She had amassed quite a portfolio of her own writing on the subject which she had done for various publications." When Mussell's own illness interfered with the completion of her work, the SJMC and the Graduate School waived completion requirements so that she could graduate.

"We decided she had done enough,"

Roberts said. "She certainly had met the requirements, and we felt we should give her the degree. She had earned it."

Funeral services for Mussell were held in Wabasha, Minn., on May 28.

Peter Vanderpoel, '56, died on Jan. 21 at Bethesda Lutheran Care Center in St. Paul of complications from emphysema. He was 63.

Vanderpoel, who was born in Duluth, worked as a reporter in Redwood Falls and Albert Lea, Minn., and at the St. Paul Dispatch, joined the Minneapolis Tribune in 1967 as an editorial writer.

A community activist with a concern for environmental issues, Vanderpoel served as director of the Minnesota State Planning Agency and the Minnesota Environmental Quality Board in 1978. He also held the post of communications director for Northern States Power Co. In 1980 and from 1990 to 1992 Vanderpoel was director of communications and legislation for the Citizens League.

He is survived by his wife, Diane; three daughters, a son and a brother, all of the Twin Cities.

Hal Quarfoth, '43, a retired news editor at the Minneapolis *Star Tribune*, died

of a heart attack after meeting his son and grandson at the Minneapolis-St. Paul International Airport on March 29. He was 76.

Quarfoth, who served in the Navy during World War II after earning his journalism degree, joined the Minneapolis Tribune after the war. In 1963 he left the paper to become an editor for Modern Medicine Publications in Edina.

Quarfoth returned to the *Star Tribune* in 1977, holding several positions at the paper, including news editor of the Sunday paper and editor of the Variety section.

He is survived by his wife, Eileen, two sons and a daughter.

Mohamed Wafai, Ph.D. '83, died Jan. 7, at Boston University Medical Center of amyloidosis. He was 44. Wafai had previously suffered kidney failure from the disease but had a full recovery after a successful kidney transplant at the University of Minnesota in 1986.

At the time of his death, Wafai was a professor and chairman of the Department of Public Relations and Advertising at the University of Cairo, Egypt. He was also president of Wafai & Associates, a market-research and publishing firm in Cairo that published two computer magazines

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Faculty & Student Notes

The following students presented papers at the International Communication Association conference in Montreal, Quebec, May 22-26: **Janet Cramer**, "Exporting Gender Ideology: The Woman's Foreign Missionary Press, 1869-1895;" **Jenny Ostini**, "Ethnicity, Language and the Media: Problems of Identity in a Modern World;" **Ilia Rodriguez**, "High Modernity and the Cold War Paradigm;" and **Dhavan Shah**, "Civic Participation, Interpersonal Trust, and Television Use: A Motivational Approach to Social Capital."

Hazel Dicken-Garcia and **Janet Cramer** presented their paper, "Media and Women During the Civil War: Press Coverage of Women's Changing Roles During the War," at the conference on Women and the Civil War at Hood College, Frederick, Md., on June 27-29.

Janet Cramer's paper, "The Content and Functions of the Women's Foreign Missionary Press, 1868-1895," was named second in the top-student-paper awards at the Western Journalism Historians Conference, held at the University of California Berkeley, Feb. 28-March 1.

Charlotte Kwok Glasser's article, "From Public Patriarchy to Private Patriarchy: Women in Chinese Magazine Fiction, 1961-1991," was accepted for publication in the *Journal of Communication*.

Undergraduate students **Amy Becker**, **Giovanna Dell'Orto** and **Zoua Vang** were among 15 Birkelo Scholar-

ship winners for 1997-98 from the College of Liberal Arts.

Professor **Daniel Wackman**, Visiting Assistant Professor **David Domke** and doctoral student **Dhavan V. Shah** had their paper, "Media Priming Effects: Accessibility, Association and Activation," accepted for publication in the *International Journal of Public Opinion Research* and their paper, "Values and the Vote: Linking Issue Interpretations to the Process of Candidate Choice," accepted for publication in *Journalism and Mass Communication Quarterly*.

SJMC doctoral students **Dhavan V. Shah**, **Mark Watts** and **Michael Fibi-son**, along with **David Fan**, professor of genetics and cell biology, and Visiting Assistant Professor **David Domke** will present their paper, "Predictions of the 1984 to 1996 Presidential Elections from News Stories Analyzed by Computer," at the American Association of Public Opinion Research conference.

Assistant Professor **Michael Griffin** spoke about "Shaping Facts Through Media Forms" at The Future of Fact conference on Feb. 26-28 at the Annenberg School for Communication at the University of Pennsylvania in Philadelphia.

Visiting Lecturer **Bill Huntzicker's** essays, "Cherokee Phoenix Begins Publication" and "Indian Removal Act" are featured in a new encyclopedia on great events in history published by Salem Press.

Associate Professor **Bill Babcock** and doctoral students **Genelle Belmas** and **Jennifer Lambe** presented a paper, "A New Tool for the Assessment of News Councils," at the sixth annual meeting of the Association for Practical and Professional Ethics on March 6-8 in Washington, D.C.

At The Daily. . .

The Minnesota Daily received the best all-around student daily newspaper award at the Region 6 Mark of Excellence awards ceremony for student journalists, announced April 12 at the regional meeting of the Society of Professional Journalists. In addition 18 students won Mark of Excellence awards for cartoons, photography, writing and reporting.

The following Minnesota Daily photographers also received awards from the Minnesota Press Association: **Lisa Cassidy**, **Callie Lipkin**, **Josh Zuckerman** and **Scott Cohen**.

R. Scott Rogers, a student majoring in jurisprudence and culture through individualized instruction, was named editor-in-chief of The Minnesota Daily for the 1997-98 school year. Rogers succeeds **Gregg Aamot**, an SJMC graduate student.

Visiting Assistant Professor **David Domke** will succeed Visiting Lecturer **Bill Huntzicker** as editorial adviser to The Minnesota Daily. Professor **Ken Doyle** will join The Daily's board of directors. Huntzicker served as editorial advisor from 1989-90 and from 1992 to the present; he occasionally has served on the board since 1989.

Kriss Award winners named

Nine graduate students recently were named winners of 1996-97 Kriss Research Support Fund awards. The fund, endowed through a gift from School of Journalism and Mass Communication alumnus Mark R. Kriss (M.A. '80) and established in 1991, provides assistance to graduate students in meeting direct costs associated with their research.

The winners and the titles of their projects are the following doctoral students: **Janet Cramer**, "The Women's Foreign Missionary Press, Ideology and Imperialism, 1869-1900"; **Messeret Chekol**, "U. S. Media Coverage of Events of Uncertainty in Foreign Conflicts: The Cases of Eritrea and Southern Sudan"; **Anthony Fung**, "Dynamics of Political Economy: Hong Kong's Media in Transition"; **Dhavan V. Shah**, "Values and Issue Voting: Influences of Media Framing and Individual Interpretation on the Process of Candidate Choice"; **Andris Straumanis**, "Communication and Ethnicity: A Case Study of the Latvian Immigrant Press, 1896-1920"; **Pat Thompson**, "Even the Alphabet Betrays Us: Encoding Race, Gender and Class in Typography"; and **Jung Hye Yang**, no title to date. The following master's students also received awards: **Alan Bjerga**, "The Rev. Beecher's Fall from Grace: The 'Great Brooklyn Scandal' and Press Coverage of Religion, 1870-1880" and **Mei-ching Hu**, "Impact of U.S. Television in Taiwan: A Cultivation Analysis."



Professor Emeritus Phil Tichenor (left) recently interviewed Professor Emeritus Ray Nixon (seated) for a celebration of the Emory University journalism program, which Nixon helped establish in 1926. Also shown is Nixon's daughter Leslie Hollister (center) and his assistant, Kathleen Smith.

Nixon, who graduated from Emory in 1925, left the university in 1952 to join the University of Minnesota School of Journalism and Mass Communication. In the fall of 1997 Emory's journalism program will sponsor an annual Raymond B. Nixon Lecture in International Communication.

Graduate student conferences

The 24th Annual Midwest Journalism History Conference

Four SJMC students participated in the 24th annual AEJMC Midwest Journalism History Conference at Indiana University in Bloomington, April 11 and 12. In addition to Minnesota, participating universities included the University of Mississippi, New York University, Michigan State University, and Indiana University.

The conference focuses on historical communication research with sessions on media cultures, press and government, and journalism practice. Presenters from Minnesota were: Giovanna Dell'Orto and Prof. Hazel Dicken-Garcia, "Suppression of the Chicago Times: Journalists' Discussion of Freedom of the Press in Civil War Newspapers"; Kate Mann, "Mainstream Press Reaction to Japanese-Americans Following the Attack on Pearl Harbor"; Stephanie Schuck, "The Reconstruction of Richard Nixon's Persona"; and Andris Straumanis, "Revolution is a Serious Business": American Press Reaction in the Puren-Rudowitz Affair, 1908-1909."

Mann, a second-year master's student, found participation in the conference rewarding. "It was a valuable experience not only to present my own research but also to hear about the historical work other people are doing," she said. "It's always interesting to find out what the academic community is up to."

Dicken-Garcia said the conference provided "a community of shared interests" where those with similar research interests could learn from one another. She added that it is always beneficial for students to visit other journalism schools and interact with students and scholars from around the country. "Minnesota

students had the benefit of commentary on their research from some of the best known scholars in the field," she noted.

1997 Midwest Graduate Communication Conference

Minnesota was the site for the 1997 Midwest Graduate Communication Conference, held April 25 and 26 at the Earle Brown Center on the St. Paul campus. The conference is traditionally hosted by one of the member schools, which include the University of Illinois, University of Iowa, University of Minnesota and the University of Wisconsin. Research reflected a variety of qualitative and quantitative methodologies. Paper topics ranged from mainlining conspiracy culture to portrayals of product and consumers projected in TV commercials to the framing of the breast implant controversy.

Four Minnesota doctoral students made presentations at the conference: Tao Sun, "The Skokie Case and the Miller Test"; Messeret Chekol, "New York Times' Use of Symbolism in Foreign Conflict Reporting: The Case of the Eritrean War

Obituaries

CONTINUED FROM PAGE 8

for International Data Group of Boston, Mass-PC World Middle East and Computerworld Middle East.

Wafai had served as an associate professor at the American University in Cairo and as a senior researcher at The Johns Hopkins University in Baltimore, Md. He also founded the advertising research department at Al Ahram, the largest newspaper in the Middle East.

Prior to earning his Ph.D. at the University under the direction of Dr. Roy Carter, Wafai earned an M.A. in social sciences from the University of Chicago and a B.A. in journalism and mass communication from the University of Cairo.

Wafai, who was born in Sharkia, Egypt, is survived by his wife, Cheryl, who earned an M.A. from the SJMC in 1984; his sisters, Dr. Nahed Wafai and Zenat Wafai; and his brother Hatim Wafai, who was the donor for Wafai's kidney transplant.

Maurice J. Willett, '29, of Steven's Point, Wis., died on Jan. 1.

—Elaine Hargrove-Simon



Mohamed Wafai, Ph.D. '83

(1962-1991)"; Lewis Horner, "Better-than-Sex Scale"; and Seounmi Hanyoun, "Portrayals of Product and Consumer Projected in TV Commercials."

Horner, who is focusing on public opinion research, labeled the event "a relaxed atmosphere especially for people making their first presentation." Although he has presented for large professional conferences, he said this one, organized by and for graduate students, is well-received by students and faculty. "People treat it like a real conference," he said. "There was quality research."

Jenny Ostini, president of the Graduate Student Organization and conference organizer, said the conference offered participants an opportunity to meet students from other schools and compare research both formally and informally.

Professor William Wells, a longtime supporter of graduate student conferences, concurred. "Everybody learns something at every conference," he said. "You always get a different point of view. Our students showed up very well. There were a variety of topics and level of performances that made us very proud of them."

—Stephanie Schuck

The School of Journalism and Mass Communication will hold an

OPEN HOUSE

in 111 Murphy Hall on Friday, Nov. 7, 1997, from 9 A.M. to 4 P.M.

for all alumni on campus for HOMECOMING. Please stop by and visit with faculty, staff and students. —See you there!—

Alumni Update

1940s

Victor Cohn, '42, a retired Washington Post writer, was recently named to The Minnesota Daily Hall of Distinction. Cohn's career began in the basement of old Pillsbury Hall, where he wrote for The Minnesota Daily. After graduation, he worked for the Minneapolis Star. While serving in the Navy during World War II, Cohn edited a monthly training magazine and interviewed scientists who were working on radar, sonar, and other scientific weapons that helped the Allies win the war.

In 1946, he returned to the Minneapolis Tribune as a science reporter and wrote stories about the polio epidemic and the beginnings of open heart surgery at the University of Minnesota and the Mayo Clinic. Cohn traveled to Russia to write about Russian science and Sputnik and witnessed the first A-bomb blast in Nevada and its unforgettable mushroom cloud.

In 1968 Cohn joined The Washington Post where he covered such stories as the assassinations of Martin Luther King, Jr. and Bobby Kennedy, and man's first walk on the moon.

A fellow at the American Statistical Association, Cohn is working on a follow-up to his book, "News & Numbers: A Guide to Reporting Statistical Claims and Controversies in Health and Other Fields," which is in its sixth printing and is used in many journalism schools.

James D. Larson, '47, is the author of "The Making of Colle & McVoy," published by Colle and McVoy Advertising. Larson is a former employee of the agency.

1950s

Roy E. Carter, Jr., '51, SJMC professor emeritus, is a faculty member in the University of Maryland Program in Montevideo, Uruguay. He is also a member of the Fulbright Commission in Uruguay and works as a consultant to Florida University in Miami.

Harlan ("Hal") Fruetel, '56, editor of the Ivory Tower in 1955 and 1956, retired in December 1966. He was a long-time public relations representative for Del Monte and Bechtel Corporations in San Francisco before he joined the Defense Contract Audit Agency in 1980. Fruetel lives in Moraga, Calif.

1960s

Tom DeFrank, '68, an award-winning journalist who covered the White House for 25 years, recently collaborated with Ed Rollins on his memoirs, "Bare Knuckles and Back Rooms." For 23 years DeFrank was senior White House correspondent for Newsweek magazine.

George J. Beran, '68, a business writer with the St. Paul Pioneer Press, was named Minnesota Small Business Advocate for 1997 and was cited for his role in the development of the Business Solutions Page which appears in the Sunday business section of the Pioneer Press.



George Beran, '68

Ron Handberg, '60, retired in 1989 after nearly 30 years at WCCO television, most recently as vice president and general manager, to write mystery/crime novels. The books, entitled "Savage Justice," "Cry Vengeance" and "Goodbye Innocence" (forthcoming), are set in the newsroom of a fictional TV station.

Donna Hasleiet Halvorsen, '66, is a consumer issues reporter for the Minneapolis Star Tribune. She previously worked as a reporter for the Albany (NY) Times-Union and the Portland (Maine) Press Herald.

Hans H. Knoop, '66, is the owner of The Prairie Reader, a used and rare bookstore in Greeley, Colo. He spent nearly 15 years as public relations and publications manager at the University of South Carolina. Knoop was editor-in-chief of The Minnesota Daily from 1966-1967.

Frank Kopec, '65, is a partner and chief media officer at the Glennon Company, an advertising agency in St. Louis.

Arthur Selikoff, '61, is teaching advanced English at Qingdao University in China.

Judy Wade, '60, is the author of "Seasonal Guide to the Natural Year: Southern California and Baja" (Fulcrum Publishing). She does freelance writing for Cosmopolitan, the Los Angeles Times Syndicate, Where to Retire, Travel 50 & Beyond, and other national magazines. Wade lives in the Los Angeles area.

Catherine Watson, '67, travel editor for the Minneapolis Star Tribune, was the recipient of the Lowell Thomas Travel Journalist as the Year Award and the Society of American Travel Writers Photographer of the Year Award, both in 1990. Watson is the only travel journalist to win both awards. In 1992 and 1996, Watson was named one of the top three travel journalists in the country by the Lowell Thomas judges.

While at the University, Watson edited the Gopher Yearbook and worked on the staff of The Minnesota Daily and the Ivory Tower literary magazine.

1970s

Mary M. Anderson, '74, is an art director for Minneapolis Star Tribune special markets. She recently received the Award of Excellence for art direction and design from Graphic Design: USA magazine.

Betty Beier, '77, is a financial/business freelance writer in the Twin Cities. She recently received a Chartered Financial Consultant designation from the American College in Bryn Mawr, Penn.

Bruce Benidt, '75, is senior vice president at Shandwick USA-Minneapolis.

John Cross, '74, is senior photographer at the Mankato Free Press and teaches photojournalism at Mankato State University. The winner of many individual awards, Cross has also won the Minnesota Newspaper Association's Best Photographer's Portfolio Award and the MNA Better Newspaper Contest in 1993 and 1994.

LaRae Donnellan, '75, oversees marketing and distance education at the University of Tennessee Agricultural Extension Service.

David Freed, '79, is a human resources consultant for Northern States Power, where he previously worked in communications for the company. Prior to joining NSP in 1984 he worked for a magazine publishing company and was sports editor of the Little Falls (Minn.) Daily Transcript.

Helen Friedlieb, '75 has been appointed by the Minnesota Department of Trade and Economic Development as an economic development program specialist. She works in the agency's business and community development division. Friedlieb was previously the first marketing representative in the Minnesota Department of Economic Security's (DES) Work Force Center Initiative and she has held a variety of marketing and business positions.

Steve Gottry, '70, is a writer of books, screenplays, stage plays, and sitcoms. He lives in Mesa, Ariz., and also works as a marketing consultant.

Bonnie (Richter) Hayskar, '76, is president of Pangaea Publishing. She lives in St. Paul.

Wing Young Huie, '79, is an award-winning St. Paul photographer who has exhibited locally and nationally. His last project, the result of two years' work, was a series of 173 photographs of the ethnically diverse Frogtown neighborhood of St. Paul. The work was displayed in an outdoor exhibition in 1995 and later was published as a book, entitled "Frogtown: Conversations and Photographs in an Urban Neighborhood" (Minnesota Historical Society Press).

Debra Kelley, '78, was awarded a certificate of design excellence from Print magazine for five projects, including a publicity campaign for the St. Paul Human Rights Department. Her work will appear in Print's design annual this fall.

David Kleppe, '70, is publisher and editor of the St. Paul Peace-Times, a micro-media news and opinion journal. Kleppe is also a contributor to the Hawkinson Foundation newsletter.

Stanley S. K. Mok, '77, is the executive director of Lui Yau Yip, Ltd., a regional travel trade publishing company based in Hong Kong. Mok is also owner of Urban Media, Ltd., which specializes in marketing consultancy projects.

Doug Stone, '71, is director of college relations at Macalester College in St. Paul. An article by Stone about the adoption of his daughter from China was published in the January issue of Minneapolis St. Paul magazine.

Sue Ellen C. Yund, '77, is employee communications manager for Cray Research in Eagan. In 1995, she had received her master's of business communication from the University of St. Thomas.

1980s

Shelly Beaudry Laracuente, '85, is a partner in DMI Computer Technologies of Ankeny, Iowa. She is vice-president of marketing.

Kristen Bergstrom McCarthy, '80, has been named director of marketing communications for International Thomason Publishing's Education Companies. McCarthy was the director of marketing and distance sales at West Educational Publishing until it was acquired by the Thomson Corporations. She has been in educational publishing since 1981.

Kerry Casey, '84, is the executive creative director at Carmichael Lynch, Inc., in Minneapolis. He won top honors four out of 10 years at The Show, a local ad competition, and is the author of "How to Win 200 Awards by 30," a goal Casey himself has reached.

Angelo Gentile, '80, is head of Gentile Communications in St. Cloud which specializes in public relations and marketing communications. Gentile worked in higher education public relations for more than 17 years at St. Cloud State University, William Mitchell College of Law in St. Paul and the University of Minnesota-Duluth. He received an MA in English in 1995 from St. Cloud State University where he also teaches as an adjunct instructor.

Steve Homan, '87, is editorial manager for Standard & Poor's rating information services in New York.

Neal Kielar, '84, is vice president of marketing and communication for the Greater Minneapolis Chamber of Commerce.

Barb Kucera, '80, is editor of the Union Advocate, a labor newspaper distributed to union families in the Twin Cities area. Kucera, who holds an M.A. in industrial relations from the University of Wisconsin, was a reporter for the Duluth News-Tribune and the United Press of Milwaukee. She joined the Union Advocate in 1986.

Duane Mattson, '88, is a member of Lutheran Brotherhood's 1996 Leaders Club, one of the company's most prestigious sales honors. Mattson is associated with the Scott A. Basche agency in Rockford, Ill.

Sheryl (Thomson) McCalla, '88, is an associate at Long, Aldridge and Norman LLP in Atlanta. She completed Emory Law School in 1992 with a specialty in litigation.

Craig McNamara, '81, was a writer for 15 years for various Twin Cities advertising agencies. He is now a freelance writer.

Paul Mikkalson, '87, is director of consumer promotion at Fox Sports Net, where he oversees promotional branding for Fox Sports/Liberty Media's eight regional sports networks. He was formerly at Universal Studios in Hollywood. Mikkalson is also an adjunct pro-



Angelo Gentile, '80

fessor at the Los Angeles campus of Emerson College.

Davina (Gustafson) Penne, '89, is a graduate student at Portland State University studying speech and language pathology.

James Thornton, '84, is a production coordinator at Walt Disney Studios and is working on a feature-length movie script.

Kathy Tingelstad, '81, recently won the Harrison Salisbury Annual Achievement Award from The Minnesota Daily Alumni Association. A Minnesota state representative, Tingelstad owned K.M. T. Communications for 11 years before selling it to start Consulting Excellence. Tingelstad, who received her M.B.A. from the University of St. Thomas in 1990, worked on The Minnesota Daily during her undergraduate days from 1978-1981.

Sheri Venema, '83, has worked for newspapers in Connecticut and Maryland and taught journalism for three years at the University of Montana. She is now freelancing for the Arkansas Democrat Gazette and teaching at a local community college. Venema lives in Fayetteville, Ark.,

Lisa (Hartley) Von Yeast, '81, is marketing communications manager at H.B. Fuller Company in St. Paul. Von Yeast, who worked as a reporter on The Minnesota Daily in 1980 and 1981, is completing a master's degree in business communication.

1990s

Julie Bolke, '95, is business coordinator to Cities 97-KTCZ-FM radio in the Twin Cities.

Harlan Brand, '92, is an associate assignment editor for KARE-TV in the Twin Cities. In addition, Brand writes the news for the station's Saturday morning show, KARE 11 Saturday. Previously, Brand was a weekend desk assistant at KARE.

Ander Chinchurreta, '95, is a reporter for Orain, a broadcasting company in Spain.

Heidi (Porter) Geller, '95, is a public relations assistant at Best Buy Corp. She previously was a public relations intern at General Mills.

Patty Hegre Kangas, '93, is marketing communications manager at Mammoth Inc. in Chaska, Minn. She also does freelance editing of a woman's magazine and coaches girls high school hockey in Minnetonka. Kangas was a sports reporter at The Minnesota Daily.

Pamela Hudoba, '94, is an advertising account coordinator at the Minneapolis Star Tribune.

John Kluchker, '96, is a producer at Request Media, a publishing company in Minneapolis.

Tom Knisely, '91, is associate producer for TechnoPolitics, a national PBS television series that covers issues related to science, technology, and the environment.

Mary Lahammer, '95, is the weekend anchor/producer of the ABC affiliate WQOW-TV in Eau Claire, Wis. In February she won a Wisconsin broadcaster's award for "Best Use of the Medium."

SJMC administrator Wilson leaves School after 18 years

Visitors to Murphy Hall this summer will find a major change. No, the architecture isn't being altered and the classrooms and labs haven't been moved. The change is more personal. This summer marks the retirement of one of the J-School's longtime administrators, Linda Wilson.

For the past 18 years, Wilson has served as the administrative assistant to five different directors of the School of Journalism and Mass Communication. She joined the staff in 1979 at the request of the late Jerry Kline, who stepped down prior to his death in 1986. Wilson served in the same post with four subsequent directors, interim-directors and acting-directors: Walter Brovald, Mary Ann Yodelis Smith, Dan Wackman and Robert Scott.

In a letter to the faculty, staff and friends of the J-School and the University of Minnesota, Wilson shared her "personal sense of sadness as well as anticipation" in announcing her departure, which took place at the end of June. Wilson, who had been at the University for 25-years, said "working at the University has been one of the most defining periods of my life, allowing me to forge close and lasting friendships that I treasure."

Indicating how important her life at the J-School had been, Wilson reminded everybody that being at the School had helped her in raising her daughter Katie. "I was never forced to choose between work and her needs." It was while working on one of her J-School assignments that Wilson met and married her husband, D. J. Leary, an SJMC alum.

Stating that she "cannot easily close the door on this important part of my life," Wilson indicated that she will continue to "care about the Journalism School, the college



Linda Wilson with her daughter, Katie Viemeister, and husband, D.J. Leary ('61).

and the University and all of the people who have been a part of my life during the past 25 years."

Her immediate plans call for relaxation along with travel and work with her husband in his public affairs/public relations company.

Kara Martin, '95, finished the secondary English education post baccalaureate program at the University of Minnesota and is now working towards her master's. After back-packing in Europe for two and a half months, she is now teaching high school English and drama at Yucca Valley High School in southern California.

Heather Meissner, '96, is a public affairs officer, deputy chief, for the U.S. Air Force, stationed at Robins Air Force Base in Georgia.

Colleen (Murphy) Penwell, '91, is an account supervisor associate at Carmichael Lynch Spog in Minneapolis.

Debra Sue Pinck, '96, is a student at the University of St. Thomas in education curriculum and instruction.

Suzanne Reeves, '91, is an account executive at Goodby, Silverstein and Partners advertising agency. Reeves is a member of the team that has done the "Got milk?" campaign.

Karen (Franz) Ritzenhoff, Ph.D. '96, is an assistant professor at Central Connecticut State University in New Britain, Conn. She teaches courses in film production and mass media.

Eric L. Sorenson, '90, a sports editor for Press Publications, won the 1996 Minnesota Newspaper Association's Best Sports Reporting Award. Sorenson's first book, "The Freshwater Game Fish of North America," will be released in 1997 by Voyageur Press.

Sarah Wuornos, '95, is a recreation and special events coordinator for the parks and recreation department of New Brighton, Minn.

—Elaine Hargrove-Simon

Legislative reporting

CONTINUED FROM PAGE 7

mobiling legislation, emergency snow removal and rural education reform for her newspaper, the Brainerd Dispatch.

Student Tracy Ellingson, on the other hand, wrote mainly about education funding after she linked up with The Minnesota Daily. And Burtman focused on regional issues for her target audience at the Hermantel Star.

In fact, Dornfeld said he received more solicitations from newspapers willing to open up their pages to student reporters than he had students enrolled in the class.

Another advantage of the class was that students could try political reporting to see how well it suited them before committing to it as a full-time job. After all of the hard work, Burtman admits legislative writing is not for her, but the class was "a much safer way to try it out," she said.

Ellingson and Kibiger both had some previous political experience because they had taken a previous Charnley Projects course that reported on the Iowa Presidential Caucuses in 1996. Both gave Dornfeld's class high marks.

In addition to the educational setting, students also praised Dornfeld for his teaching practices and overall concern for students. "He was very, very supportive and very flexible," Kibiger said. "He went the extra mile to make sure we got the whole experience."

Ellingson said Dornfeld demanded respect from the students and received it. "He wanted us to do a good job, but always saw room for improvement and gave us feedback. He never gave a straight 'A.'"

But Dornfeld said most students lived up to the challenge he set for them. "They demonstrated a lot of initiative," he said. "There were some very able students in that class who I'm sure will make their mark in this field."

Dornfeld, a 1969 graduate of the SJMC, was himself one of Mitch Charnley's pupils and said he learned exceptional reporting and editing skills from the course's namesake. Dornfeld and many of the students said they hope the SJMC will continue to offer classes similar to this one.

"This is the sort of thing the School ought to do," Dornfeld said. He said it is a way to link the SJMC to the rest of the community and recommended other institutions be used as laboratories for emerging writers.

And the students see the more practical side of the course. "This was a good way to get contact with editors at different papers and good clips," Ellingson said.

"I'm so glad that we have experiences like this," Kibiger said. "It's impossible at an entry-level to get a position without this."

Most of the students were glad that Dornfeld capitalized on his idea to move out of the traditional classroom and into the arena where decisions are made. As one wrote in the class evaluation, "This was by far the most interesting class I have taken in my career."

Ad Club wins AdFed competition

The SJMC Ad Club won first place at the Eighth District 1997 National Student Advertising Competition on April 18-19 in Minneapolis. The competition is a program of the American Advertising Federation and provides students with an opportunity to develop a comprehensive advertising campaigns for a corporate sponsor. Teams from ten universities and colleges in the upper Midwest competed for the honor. Student participants were Amy Brabant, Susan Newbauer-Hampton, Stacy Tholen, Paula Allen and Shawna Schueller.

Third annual mini-conference kicks off '97 conference events

The 1997 winter conference circuit began close to the heart and home of the School of Journalism and Mass Communication. The third annual SJMC Graduate Student Conference, sponsored by the School and the Graduate Student Organization (GSO), was held on February 14 in Murphy Hall.

Affectionately known to the graduate students as the "mini-conference," the event was designed to be an informal forum for students to present research papers, work-in-progress, or research proposals. Students also reviewed papers submitted to the conference and serve as moderators and discussants.

This year there were three sessions covering international communication, general media studies and media law. All were well attended, according to Stephanie Schuck, GSO representative and conference organizer. "We were really pleased with the level of participation and with the attendance—especially considering it was a Friday and Valentine's Day."

Schuck said the mini-conference offered a non-threatening environment in which students could practice their presentation skills and have an opportunity to learn more about how conferences in the field are conducted. "Although it is often viewed by students as a dry run for the bigger regional and national conferences, everyone takes the mini-conference seriously," she said. "It's a laid-back yet professional atmosphere."

First-year master's student Molly Staeheli approached the conference in that way. "I took it as an opportunity to see what it was like to present a paper," she said. "The feedback was helpful and encouraging."

Following is a list of presenters and their paper titles:

International Communication

Messeret Chekhol, "The New York Times' Use of Symbolism in Foreign Conflict Reporting: The Case of the Eritrean War, 1962-1991"; Fuling Liu, "International Conflict and Opinion Change: The Chinese Missile Tests and Public and Press Assessment of President Lee of Taiwan"; Michael Fibison, "The Cold War Facade: A Com-



Doctoral candidate Lew Horner was among the SJMC graduate students who served as respondents at the 1997 "mini-conference" February 14.

parison of U.S. State Department Policy Toward Romania and Text in Three Elite Newspapers."

General Media Studies

Seounmi Hanyoun, "Portrayals of Product and Consumers Projected in TV Commercials"; Jennifer Lambe and Genelle Belmas, "A Plan for Examining the Minnesota News Council's Determinations"; Steve LeBeau, Molly Staeheli, and Yan Jing, "Community Editors' Attitudes Toward Mainstream Media: A Proactivity Index."

Media Law

Brian Gabriel, "Shield Laws and the Erosion of Privilege, a Commentary"; Irina Dmitrieva, "Theft of Trade Secrets via the Information Highway: Cases of 'First Impression' for the Courts"; Tao Sun, "The Skokie Case and the Miller Test."

FOR MORE ON GRADUATE STUDENT CONFERENCE ACTIVITIES, SEE PAGE 9.

Let us know what you've been doing!

S U M M E R 1 9 9 7

HELP US KEEP IN TOUCH with Murphy Hall alums by filling out this form and returning it.

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