

THE Murphy Reporter

UNIVERSITY OF MINNESOTA

School of Journalism and Mass Communication
Summer 1995

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SJMC granted provisional accreditation

BY PAT BASTIAN
SJMC GRADUATE STUDENT

On May 5 the School of Journalism and Mass Communication was granted provisional accreditation by the Accrediting Council on Education in Journalism and Mass Communication. The School has until May 1996 to correct deficiencies in two standards—governance/administration and budget—to regain full accreditation.

In order for provisional status to be removed, the School must:

- produce faculty consensus on a future direction for the School;
- develop a staffing plan for the agreed-upon curriculum; and
- develop a budget and facilities plan for the curriculum.

Today, decreasing resources challenge the ability of the SJMC — and of many other departments at the University — to maintain its tradition of excellence. The Council's decision, which was based on an on-site evaluation in January and a subsequent Accrediting Committee recommendation, underscores the need for creative allocation of School funds and faculty. The visiting team reported that a static budget, increased enrollment, decreased faculty, and outdated equipment in broadcasting and photography, combine to produce a single effect: "The School is simply trying to do too much with the resources available."

As previously reported in "Update," the January evaluation measured the School against 12 standards. The development of a consensual vision for the school drives staffing and budgetary strategies. Dan Wackman, director of the School of Journalism and Mass Communication, said that it is extremely difficult for a collegial body to decide what to emphasize and what to cut. "For higher education this is a time of downsizing, rather than growth," Wackman said. "In any organization when there is pressure to downsize and reduce some of the things that you do, there's likely to be conflicts."

In fact, asking a staff to restructure its own department may seem paradoxical: organizational surgery requires high-

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Premack lecturer evaluates national political climate

BY MICHAEL FIBISON
SJMC GRADUATE STUDENT

Radical changes in the American political landscape in the wake of the 1994 elections and the world after the Oklahoma City bombing make these the most interesting of political times in our adult lives, said Norman J. Ornstein, a nationally known political pundit and policy wonk.

A University of Minnesota alumnus, Ornstein told a crowd of about 200, gathered on April 24th for the 18th annual Premack Memorial Lecture and Awards Program at the Hubert H. Humphrey Center, that change was in the air in the 1992 elections, but none of the Washington intelligentsia — himself included — anticipated the landslide midterm elections of last fall.

"Voters set off a neutron bomb last November that killed only Democrats," said Ornstein, a resident scholar at the American Enterprise Institute for Public Policy Research in Washington, D.C. He called the election more a rejection of Democrats than an embrace of Republican ideas.

"Voters basically, I think, had an attitude last time that was comparable to a 20-year marriage that had been deteriorating steadily over a long time period until finally the proverbial straw broke

the camel's back," Ornstein said. "The husband went to the wife and said, 'That's it; I've had it; I'm out of here,' and the wife said, 'Oh, is there somebody else?' and the husband said, 'There's gotta be.'"

"Voters now have embarked on a new relationship; it's a live-in relationship because they're not ready to commit to a marriage."

Ornstein, a regular on public television's McNeil Lehrer NewsHour and a CBS News election analyst, said that while voters seemed outraged last fall, they weren't particularly aware of current topics, such as the Republican's Contract with America. A pollster for

the Times Mirror Center for The People and The Press, Ornstein said people are still not that informed on topics of the day.

"Last month we did a survey which showed that 62 percent of Americans could readily identify Lance Ito, 47 percent could readily identify Newt Gingrich," he said.

"That will tell you something about American culture."

Interspersing dry humor, which has earned him a spot on Comedy Central's political coverage team, Ornstein interpreted the election as a revolt by a few that resulted in a major structural shakeup in Washington.

"So, it's not as if Americans have all risen up and said, 'We're going to shake this system by its lapels until it changes and here's what we want,'" he said.

"They're not tuned in as much, but

those that are tuned in are mad." While those who voted may have been engaged, Ornstein said that even if those who didn't vote had been involved, the results wouldn't have changed.

Nevertheless, the structural changes have been significant. As a result of the election, there is not a single Democrat in the House

who has served in the minority, and one-third of the House Republicans are new to the role as lawmaker.

While many political analysts have attributed the success in the elections to the Republican's Contract With America, Ornstein remains skeptical of its sig-



American Enterprise Institute scholar Norman J. Ornstein discusses the ramifications of the 1994 elections at the Premack Memorial Lecture in April.

PHOTO BY JEFF JONES

nificance — especially since half of America still can't identify what it is after six months of non-stop publicity.

But he said it enabled the Republicans to act cohesively.

"What the contract did was give them a roadmap, an atlas, a direction and a sense of fervor — a need to hit the ground sprinting with a goal to which they all could agree. And they did just remarkably fast," Ornstein said, citing the 10 major issues that had been acted upon in less than 100 days.

The Grand Rapids, Minn., native said Gingrich, who worked his way from Republican outcast to mainstream leader, was primarily responsible for sparking the effectiveness of the party.

"Newt really became for Republicans in Congress, right from the start, their Moses," he said. "Newt Gingrich brought the Republicans out of 40 years of enslavement. He parted the waters of the Potomac and brought them to the Promised Land. He gave them their 10 Commandments. The Contract With America is not nine items, not 12 items,

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Director's note

BY DANIEL B. WACKMAN
SJMC DIRECTOR

In February, alumni and friends received copies of the SJMC's winter Update that detailed the results of the Accrediting Council on Education in Journalism and Mass Communication: A visiting review team recommended that the SJMC be given provisional accreditation based on deficiencies in two standards, administration/governance and budget. The essence of the team's criticism was that the School was caught in the classic squeeze of trying to do too much with too little.

Since then, SJMC faculty voted on proposals to change the School's curriculum. The proposal to focus and narrow the School's curricular programs had the support of a majority of the faculty and it, along with the other proposals, was forwarded to the Dean's office for review and approval.

In April, the dean approved the proposal that the majority of the faculty had voted for, stating that it had "responded more completely to the recommendations of the two external committees and the college that the school focus on its strengths and reduce the scope of its curriculum and graduate tracks."

As you know, developing a proposal is quite different from implementing one. The details of implementation can sometimes obscure the long-range goal as complex issues and problems arise. Faculty must continue to think about, discuss and participate actively in program changes at both the undergraduate

and graduate level. Progress has been made; full implementation of the plan will take place fall 1996; but we have direction and focus — we have our eyes on the prize!

In addition, the College has agreed that we can fill two faculty positions. We will start our search for a broadcast faculty member and for the Cowles Chair in Media Management this fall. As we plan for the future, we should also note that several faculty will head toward retirement in the next three to five years: Don Gillmor will work 50% for the next three years; Jean Ward plans to leave the school by 1997; and Bills Wells will work 75% time for the next five years. We are most fortunate to have had these good people on our faculty. They have worked hard and their continued care, concern and counsel will be invaluable for the School as we head down a new road.

Through all of this, our students continue to establish themselves as some of the best in the field, both undergraduate and graduate. Be sure to read about their accomplishments and activities.

I also want to note that we were greatly saddened by the death of Mary Emery, Ed Emery's wife, on May 19. Mary was known to many alumni and members of the academic community for her warmth and caring. She was an ideal companion for Ed and a great asset for this School. We will miss Mary's kind manner, ever-cheerful demeanor, and graciousness.

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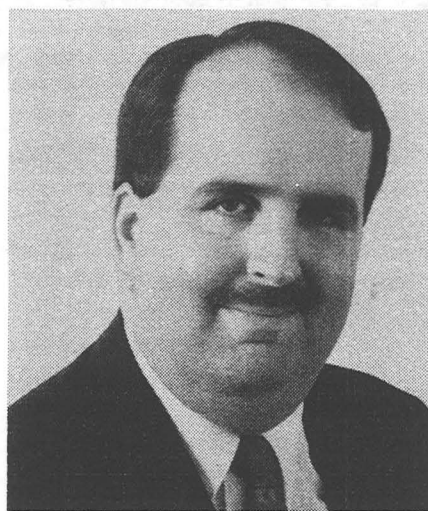
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Electronic public records: gaining access to the information highway

BY KIM BUCKINGHAM
SJMC GRADUATE STUDENT

An expert on federal policy and electronic public records cautioned that governmental enthusiasm for putting information on-line is "not a way to inform citizens but to save a buck." Bruce Maxwell, an award-winning investigative journalist and author of two books on electronic public records, outlined several threats to access for approximate-



Author Bruce Maxwell, keynote speaker.

ly 100 participants at a conference sponsored by the Minnesota Journalism Center on May 17. A former reporter for the Rochester, Minn., Post-Bulletin, Maxwell won a Premack Award for public affairs reporting in 1985.

"Electronic Public Records: the Who\$, What\$ and Why\$ of Public Access\$" was an outgrowth of a 1992 conference on using electronic public records in Minnesota. That conference was so popular that it was held twice to capacity crowds. Attendees of the 1992 conference requested more information about the policy-making process related to accessing electronic records, said Associate Professor Kathleen Hansen, organizer of the event.

Among the many free services available to on-line users from the federal government are "access to congressional records, Supreme Court decisions, bills introduced in Congress, IRS tax forms, and consumer publications," Maxwell noted. "With 250 BBSs [bulletin board systems] and 500 to 750 Internet sites, that equals approximately 1000 different electronic sites of federal government, universities and private individuals offering free information."

While innovative technologies are greatly increasing our knowledge about government activities, governmental officials and policy makers often forget that all users are not information savvy. Federal agencies should expand methods of giving access to more people regardless of the cost, Maxwell said.

Maxwell also emphasized the threat to public access posed by commercial interests which want to charge for the information. He noted the recent West

Publishing battle over a bill that would have given Congress extensive control over regulating federal judicial information on-line.

A panel of eight stakeholders in the access to electronic public records debate considered, among other issues, the conflict between access and privacy. Panelists included Mark Afinson, attorney for the Minnesota Newspaper Association; Bill Bomash, associate professor of the University's Extension Service and Education Development Systems; Pam Colby, general manager of the Minneapolis Telecommunications Network; David Duryee, public affairs representative, Hennepin County Sheriff's Office; Don Gemberling, director and attorney, Public Information Policy Analysis Division of the Information Policy Office; Gary Hill, managing editor of the KSTP-TV news department; Barbara Golden of the Minnesota State Law Library; and Gerry Sikorski, an attorney representing West Publishing.

Afinson argued that invasion of privacy concerns are "an exaggeration." Gemberling countered that the growth of recorded information in the past 15 years raises significant privacy concerns that government policy needs to address. Hill stated that users should not have to tell agencies why they want specific information. Public information should be given to anyone who requests it, no questions asked, he said.

Hansen noted that the conference—attended by journalists, government officials, librarians, citizen activists, private industry representatives, educators and students—was highly successful because it provided "precisely the kind of interchange and interaction that these people normally don't have."

"What people found most useful was having a chance to talk to people from completely different realms," she said.



Don Gemberling, director of the Information Policy Office, addresses the issue of invasion of privacy as part of the conference panel.

"For instance, journalists were able to hear about the issue from a county government perspective, and government employees could hear what a journalist's interest is in access to electronic public records." Hansen said she was "thrilled" with the mix of interests represented at the conference. "It was exactly what we were hoping for," she concluded.

PHOTO BY JEFF JONES

ACLU head and free speech advocate scheduled for Silha Lecture



PHOTO BY JOANNE SAVIO

ACLU President Nadine Strossen argues against the censoring of pornography on First Amendment grounds.

Nadine Strossen, president of the American Civil Liberties Union and author of *Defending Pornography: Free Speech, Sex and the Fight for Women's Rights*, will deliver the 1995 Silha Lecture on October 18.

A New York Law School professor and Minnesota native, the 44-year-old Strossen opposes anti-pornographic laws because of the threat they pose to free expression. She has raised the ire of feminists who want to see pornography censored on the grounds that it victimizes women or leads to violence against them. Suppressing pornography sets a dangerous precedent of encroaching upon First Amendment freedoms, Strossen claims in *Defending Pornography*. The Harvard-educated lawyer is the youngest president of the ACLU and its first female head.

Strossen's lecture will be given at 12:15 p.m. at the Cowles Auditorium Humphrey Center on the West Bank and is sponsored by the Silha Center for the Study of Media Ethics and Law.

An increasingly vocal cadre of feminist women who are dedicated to securing equal rights for women and to combating women's continuing second-class citizenship in our society strongly opposes any effort to censor sexual expression. We are as committed as any other feminists to eradicating violence and discrimination against women; indeed, many of us work directly for these goals every day of our lives. But we believe that suppressing sexual words and images will not advance these crucial causes. To the contrary, we are convinced that censoring sexual expression actually would do more harm than good to women's rights and safety. We adamantly oppose any effort to restrict sexual speech not only because it would violate our cherished First Amendment freedoms—our freedoms to read, think, speak, sing, write, paint, dance, dream, photograph, film, and fantasize as we wish—but also because it would undermine our equality, our status, our dignity, and our autonomy.

—From *Defending Pornography: Free Speech, Sex, and the Fight for Women's Rights* by Nadine Strossen (Scribner, 1995)

Chang studies press freedom in Hong Kong

BY JON LINDGREN
SJMC STUDENT

During his sabbatical in Hong Kong last year, School of Journalism and Mass Communications professor Tsan-Kuo Chang was nothing if not prolific. From August 1994 to August 1995 Chang wrote 39 critical essays for five Hong Kong newspapers, finished two professional papers and presented another at a conference in Taiwan. In addition, he taught at Chinese University of Hong Kong.

And after returning to Murphy Hall, Chang continued to write, write, write. He sent back to China roughly one critical essay a week until April when he completed his fiftieth essay. Then he took a break.

"It is difficult to keep writing when I am farther from the scene," noted Chang. "It is difficult to be focused."

Chang's research centers on media and government. A common thread throughout his writing is a critical response to Chinese and Taiwanese governmental control of news media. Because of his political perspective, Chang says he has probably been blacklisted in China, although he was left alone during his time in Hong Kong.

"I look at the interplay between politics, media and public opinion," said Chang, who serves as the SJMC Director of Graduate Studies. He predicts a loss of freedom of expression after June 20, 1997, when the Chinese government takes control of Hong Kong.

Chang looks at the coming power shift there with a certain sense of foreboding. "My view on Hong Kong is that after 1997, the first thing to go will be press freedom," Chang stated. "Once press freedom goes, so goes other kinds of freedoms. The party will be over at one minute after midnight, but the 'party' will come back in. In China there

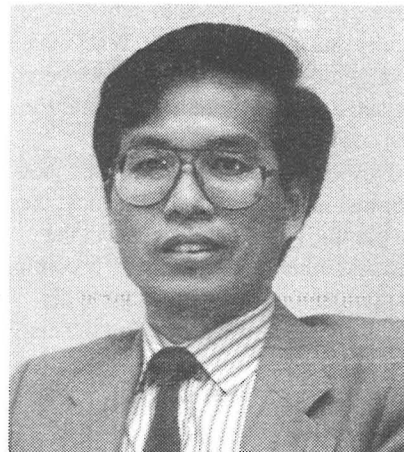


PHOTO BY HEIDI BRAND

SJMC Director of Graduate Studies T.K. Chang predicts a loss of press freedom in Hong Kong.

is only one party."

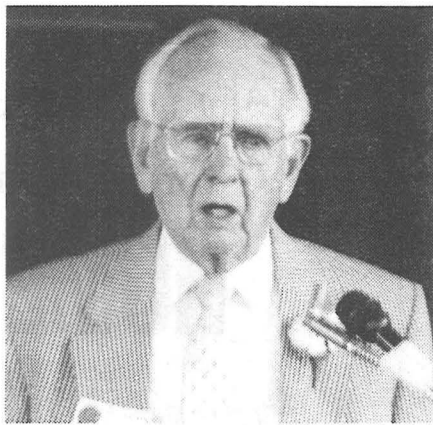
Chang's essays for the Hong Kong press called for more freedom and suggested that the Chinese media be approached differently according to the new social circumstances brought on by the shift in government.

PRSSA honors Willard Thompson, public relations pioneer

BY HEIDI GELLER
SJMC STUDENT

To label Dr. Willard Thompson as ambitious is nothing short of an understatement. During his long professional career, Thompson has worn at various times the hats of reporter, advertising salesman, radio owner, public relations practitioner and professor. Retired from the School of Journalism and Mass Communication faculty since 1983, Thompson continues his involvement with students, however, as honorary advisor to the SJMC's Willard Thompson Public Relations Student Society of America.

Thompson was honored at the chapter's 20th anniversary celebration in March at the Minneapolis offices of Padilla Speer Beardsley. Over 40 local public relations professionals, SJMC fac-



Dr. Willard Thompson, founder of the SJMC's Public Relations Student Society of America chapter, is honored at the group's 20th anniversary.

ulty and staff, PRSSA alumni and current chapter members attended the event. Chapter presidents from the past five years were honored and several alums spoke about the impact of PRSSA on their professional careers.

Thompson helped found the chapter

in 1975, the first to be organized in the Midwest district, with only four charter members. Today the SJMC chapter boasts 35 members. SJMC professor Albert Tims serves as faculty advisor to the group. In 1983 both the Minnesota chapter of PRSA and the Advertising Federation of Minnesota established scholarship funds in Thompson's name.

Thompson, who was given a certificate of outstanding service and the founder's award at the anniversary celebration, said he was glad to start a PRSSA chapter at the University of Minnesota because of "the large public relations offering of the Twin Cities."

Thompson said he found community relations to be the most rewarding form of public relations work. "I enjoyed dealing with a product I could believe in," he said. "Public relations has a large number of opportunities for creative people. It's a great outlet for creativity."

Thompson feels strongly that PRSSA's role in education is an important one. "PRSSA can help create a better understanding of what public relations is," he stated, adding that because public relations is involved in the business of trying to persuade people, its methods must be carefully watched. "Public relations is communications," he said. "It is enormously important in helping people understand. It can be negative, however, if it is used for soap peddling."

Thompson came to the University of Minnesota from Oregon with O. Meredith Wilson, president of the University of Minnesota from 1960 to 1967, serving first as assistant to the president and then as dean of the General Extension Division and Summer Session. From 1973 to 1983 Thompson directed the summer session and taught advertising and public relations classes in the SJMC.

Provisional accreditation

CONTINUED FROM PAGE 1

mindful objectivity because one's favored program or course could end under the scalpel.

But the academy moves forward by consensus, and the SJMC faculty began debating the future of the School in January. Two curriculum proposals emerged; one received a majority vote by the faculty. The supported proposal also received the endorsement of Julia Davis, dean of the College of Liberal Arts in April. The curriculum restructuring proposal that is now SJMC's blueprint for the future incorporates major, though evolutionary, changes. (See sidebar for details.)

Reorganization will include elimination of the professional master's degree, reduction of Ph.D. concentrations from the 10 currently offered to three, and a narrower range of bachelor of arts concentrations. The proposal anticipates positive results: "It will create a foundation upon which we can build in the future, but build for still greater depth rather than increasing breadth," reads the proposal. "It will reestablish us as a leading school of journalism and mass communication in the national and international areas."

The 1995-1996 class schedule will remain essentially unchanged because most students will need to complete course work under the "old" curriculum. Most changes in the curriculum will take effect during the 1996-1997 academic year.

Although the process of formulating, discussing, and voting on the curriculum proposal highlighted philosophical differences among the faculty, Wackman said that all faculty have been asked to participate in planning groups to develop final plans for implementation.

The new curriculum — and the faculty who teach it — is the cornerstone of SJMC's strategy to regain accreditation. Thus, the School's future hiring plans are critical to its success. Although the SJMC student population has increased slightly since 1989, the number of faculty has decreased. There are currently five vacant faculty positions. Until the new curriculum plan was finalized, however, the College was unwilling to authorize hiring to fill faculty vacancies. It now has approved two searches that will begin this fall, one in broadcast journalism and the Cowles Chair of Media Management and Economics.

Wackman will work with Dean Davis to develop a hiring plan to reduce the remaining vacancies as well as others that occur through normal attrition. Wackman said he believes that an effective staffing plan to support the new cur-

riculum will have significant impact on accreditation reinstatement.

The School and the College have invested almost \$450,000 in facilities and equipment since 1989, creating a new Undergraduate Student Center, a 16-station graphics Mac Lab, a 17-station computer reporting lab; remodeling two classrooms; purchasing computers for faculty and staff; and replacing old audio-visual equipment in classrooms.

Nevertheless, the 1995 evaluation described the broadcast studio and photography laboratory as "cramped and the equipment is ancient and inadequate" and as "adequate for

conventional still photography" but insufficient to prepare students for the technologically rich field.

Because the new curriculum calls for closing the broadcast studio and control room by fall 1995 and the photography lab after fall 1996, these areas of concern will be eliminated. In addition, the College will provide monies to upgrade the graphics/editing lab and to help replace faculty and staff computers. Wackman is developing a long-range plan for operating and equipment funds to support the new curriculum.

Downsizing. . . reorganization. . . bottom-line management. . . efficiency: these are painfully familiar concepts in the business community. They are becoming more familiar to the academy. But the discomfort of dispassionate self-examination also reaps rewards.

From this difficult exercise a clear vision for the future has emerged.

The School has identified its strengths — scholarship and research on the graduate level; journalism, advertising/public relations, and general mass communication on the undergraduate — and committed resources to these ends.

Wackman envisions an undergraduate curricular plan that is consistent with the movement of media industries. "We are moving into a world of more integration of media," he said. "Moving from one type of organization to another is going to increase both within and between media companies. Preparing students well for this development is important, and I believe that our curriculum does respond to this need."

Wackman said he is also optimistic about the transformation of the graduate curriculum. "The University of Minnesota has a chance to regain its prominence in mass communication research," said Wackman. "We have every opportunity to continue to thrive in our role as one of the leading Ph.D. granting institutions in mass communications in the world."

At Murphy Hall's 50th anniversary celebration in 1990, the closing words of

The curriculum restructure proposal that is now SJMC's blueprint for the future incorporates major, though evolutionary, changes.

Downsizing. . . reorganization. . . bottom-line management. . . efficiency: these are painfully familiar concepts in the business community. They are becoming more familiar to the academy.

SJMC New Curriculum Plan

Ph.D. Program

- *Goal:* To prepare the most competent and motivated students to do research in academic, public service or business settings.
- *Three study concentrations:* Law/Ethics/History, Media Influences, International Mass Communication

M.A. Program

- *Goal:* To prepare students for Ph.D. work at the University of Minnesota or elsewhere.
- Eliminate Professional M.A. program
- Retain and enhance the General M.A. program

B.A. Program

- *Goal:* To prepare undergraduates in Journalism or Advertising/Public Relations for entry-level professional work by providing a strong background in the liberal arts and a firm grounding in professional skills.
- To give undergraduates in Mass Communication a liberal education focusing on the role of mass communication in society.
- *Three Primary Interest Areas:* Advertising and Public Relations, Journalism and Mass Communication.

from "Proposal for a Narrower and Deeper Curriculum for the School of Journalism and Mass Communication"

Everette Dennis, executive director of The Freedom Forum Media Studies Center at Columbia University in New York City, might have been composed to mark SJMC's present challenge: "With a renewed com-

mitment to collaboration and collegiality

The School has identified its strengths...and committed resources to these ends.

there is a good chance that the work at Murphy Hall and its imprint elsewhere will be even more significant in the next half century than it has been in the first."

The School of Journalism and Mass Communication will hold an

OPEN HOUSE

in 111 Murphy Hall

on Friday, Oct. 13, 1995,

from 9 a.m. to 4 p.m.

for all alumni on campus for

HOME COMING.

Please stop by and visit with faculty, staff and students.

See you there!



Stumped again...

Four alumni teams participated in Media Quiz Bowl at the SJMC Alumni Banquet May 24th, as part of the College of Liberal Arts' 125th Anniversary. Using their collective knowledge of current news events and trivia, teams competed against each other with J.G. Preston, on-air personality of WJON Radio in St. Cloud, serving as quizmaster. CLA Dean Julia Davis and SJMC Director Dan Wackman were masters of ceremonies for the event, held at Windows on Minnesota atop the IDS Centre in Minneapolis. Preston (top left) gets a laugh from members of Team 2: (left to right) Beth Desnick, Beth Desnick & Associates; Mark Carlson, College of Liberal Arts Student Body President; Euan Kerr, Minnesota Public Radio; and Steve LeBeau, MIGIZI Communications. Meanwhile, the winning team (below left) looks like it hasn't got a clue: (left to right) Tom Trow, CLA Communications and Cultural Affairs; Paula Engelking, producer for WCCO-TV; Myron Orfield, Minnesota House of Representatives, District 60B; and D.J. Leary, Media Services, Inc.

Premack lecture

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it's 10 items."

Ornstein predicted growing hostility between the House and Senate as the Republican revolution logjams in the Senate. He also said the contract is overwhelmingly aimed at dismantling government with only a symbolic amendment aimed at cutting the deficit. The focus has been on dismantling government.

"Tax cuts are designed, by and large, to dismantle government," he said. "Tax revenues are like the nutrition that goes to the body politic. Tax cuts are a way to put a little crimp in the IV, having less go in so it will become thinner, and eventually move to something that doesn't resemble itself."

Balancing the budget and cutting taxes seem mutually reinforcing on the surface, Ornstein said, but in the end they are contradictory. He added that the country is moving to a second and third 100 days that will focus more on balancing the budget. That means discussing Medicare and Medicaid, and he said that will radically change the debate.

"We're going to find out how much that American desire for change, how much that antipathy toward Washington and toward governance in Washington really means to people, how far they're willing to go, how much it means when it involves changing programs that affect people directly and not the programs that affect you. You're the special interests — that's how most Ameri-

cans feel — we're not."

Democrats have become non-players, he said, and they don't know how to behave as a minority party or even a party. But, the shortfall in the polls for the Democrats was a boon for Clinton, who does much better as a counter puncher.

"I think in the end what Americans want out of government and out of Washington is a hard head combined

with a soft heart," he said. "They want a hard-headed approach to bureaucrats, to special interest, to the spending of their tax dollars. They also want some sense of empathy for the average person — a realization by people making decisions in Washington that everybody isn't dealt the same hand, an understanding that it's not easy for people out there, working people or others."

He suggested that Colin Powell may be the one with all the right stuff.

The lecture was part of the tribute to Frank Premack, who joined the Minneapolis Tribune in January 1958 as a copy editor. In February 1960, he became a reporter and gained a reputation for aggressive pursuit of news, with dishonesty, sham and pretense as his targets.

On April 7, 1975, while a member of the Tribune's special reporting group, Premack, 42, died of a heart attack.

Marking the program's 18th anniversary honoring Premack's professional life and character, the awards are comprised of three categories. The first, the

Graven award, recognizes an individual or organization whose contributions to Minnesota journalism are deemed in the best traditions of Premack.

The second two awards honor outstanding public affairs reporting. The award for the published work in a non-metro newspaper is named in honor of the late professor George Hage, a respected member of the faculty at the School of Journalism and Mass Communication. The second category is for public affairs reporting by a metropolitan daily newspaper.

Dan Wackman, SJMC director, said the awards are significant.

"We're very proud to be associated with the Premack Lecture Series and the Premack Awards," Wackman said. The School of Journalism helped keep the lecture and awards alive by funding them. Originally, the awards were set to run their course in 10 years.

The Premack awards honor professional competence and excellence in journalism in an area — public affairs reporting — where its namesake, Frank Premack, excelled.

This year's metro winner was Thomas J. Collins of the St. Paul Pioneer Press for his series "Cheating the Children."

Gene Lahammer, a retired Capitol reporter for the Associated Press and a spokesman for the Premack judges' panel, said the series ran a dead heat with its competitor from the Star Tribune. But the Pioneer Press series eked out the win.

"Bravo! It would have made Frank's blood boil," Lahammer said, adding that

Premack would have loved the competition's lustiness.

The St. Cloud Times team of Rita Seymour, Lee Rood, Jeff Fox and John Welsh won the 1995 George S. Hage Award for their story, "Growing Pains in Central Minnesota."

This year the 12-member Premack Board chose to break with tradition and honor a newspaper. The Minneapolis Spokesman and Recorder was named the winner of the David L. Graven Award.

"Since the post-Civil War era, none has lasted as long or been as influential over time as the Minneapolis Spokesman and Record," said George Farr, chairman of the Premack Memorial Lecture Board.

This year marked the first time a speaker was called back to the Premack Lecture series. Ornstein, who graduated magna cum laude from the University at age 18, spoke seven years ago. The awards and lecture are sponsored by the Minnesota Journalism Center in the SJMC in conjunction with the Premack Memorial Board.

In conclusion, Ornstein railed on the lack of security in the workplace, the picture of reality presented in the press — the elite running society who don't follow rules — and the loss of a common purpose in the resolution of the Cold War. He said the culture is moving from a healthy skepticism to a cynicism. He even warned of the strangeness of the end of the century and millennium.

"...What Americans want out of government and out of Washington is a hard head combined with a soft heart."

Student Notes

The **Minnesota Daily** received the best student daily newspaper award in Region 6 and a sweepstakes award for the most awards in the newspaper category at the Society of Professional Journalists conference in Milwaukee on April 21-22. The Daily was the only entry in the category this year. University of Minnesota students won 18 awards in the print journalism and photography categories. Student SPJ members **Chad Coon, Andrew Tellijohn, Ulricka Midunger, and Shannon Hahn** attended the regional meeting. Representing The Daily were **Pam Louwagie, Ka Vang, Ian Morris, and John Kluchka**.

The following students presented papers at the Association for Practical and Professional Ethics 4th Annual Meeting, March 2-4 in Crystal City, VA: **Doug Belden**, "Anonymous Sources in Press Coverage of Watergate—An Overstated Presence and Impact?"; **Anne Jett**, "Recreation of the Public Sphere: The Task for an Ethical Press"; and **Jennifer Lambe**, "Compelling Testimony: A Critique of Philosophical Approaches Applied to the Question of Journalist's Privilege."

Cheri Anderson presented her paper "Computer as Audience" and **Nancy Nentl, Sherrie Wilson** and Professor **Ron Faber** presented their paper, "Social Comparison With Models in Advertising: Scale Development and Validation," at the Annual Academy of Advertising Conference, March 23-15 in Norfolk, Va.

Graduate students **Anthony Fung, Kent Kedl, and Catherine Luther**

attended the East Asian Studies Mini-Conference on April 13. **Fung** presented his paper, "China's Control of Public Opinion in Transitional Hong Kong from 1884 to 1999: An Extension of British Colonial Rule," and **Kedl** presented his paper, "Mass Media Use and Construction of Social Identities Among Chinese International Students and Scholars."

The following graduate students presented papers at the ICA (International Communication Association) conference in Albuquerque, N.M. in May: **Charlotte Kwok**, "Change and Continuity: Portrayals of Women in Chinese Magazine Fiction, 1961-66 and 1979-91," Feminist Scholarship Division; **Tien-tung Lee** and **Anthony Fung**, "The Center-Seeking Mechanism in Press Coverage: A Study of Six Gubernatorial and Senatorial Election Campaigns in 1990," (student top 3 paper), Political Communication Division; **Catherine Luther**, "Origins of Interdependency Between the Japanese Press and the Conservative Elites in Japan: Impact of the American Occupation Policies from 1945 to 1952"; and **David Perlmutter**, "Ethical Dilemmas for Doctoral Degree in Mass Communication," Mass Communication Division.

The following Ph.D. students presented papers at the Midwest Communication Doctoral Conference, April 7-9 at the University of Iowa: **Genelle Belmas**, "Heat of the Moment: Flag Burning and Legal Theory"; **Pat Berg**, "The NSP Nuclear Waste Storage Controversy, 1991-1992: Discovering the New Discourse"; **Kent Kedl**, "Structure and Agency in Global Communication Research: Toward a Mediation Analysis"; and **Dhavan Shah**, "The Integration of Communications: Proposal for the Network Analysis of Advertising Accounts."

Janet Cramer's paper, "Woman as Citizen: An Ideological Analysis of Three Women's Publications, 1900-1910," was named the best student paper

at the Western Regional AEJMC History Conference at Berkeley University on February 25.

David Domke presented his paper, "'The Colored People Lose Nothing' or Do They? Racial Contradictions in the Late Nineteenth-Century Press," at the Midwest Journalism History Conference, April 1-2 in St. Louis.

Kent Kedl's review of Cees Hamelink's newest book, "Trends in World Communication: On Disempowerment and Self-Empowerment," was published in the June issue of the European Journal of Communication.

David Perlmutter's paper, "Blood, Iron & Persuasion: Alfred the Great's Cultural Literacy Campaign," was accepted for presentation at the convention of the International Society for the Classical Tradition.

Erik Ugland presented his paper, "Turner Broadcasting System v. FCC: Its Impact on the Cable Industry, the Communications Infrastructure and First Amendment Doctrine," at the Southeast Colloquium, in Gainesville, Fla., March 11.

Anne Jett and **Charlotte Kwok** presented their work on a panel entitled "Response to Media Images and Representations" at the Second Minnesota Conference on Cultural Emblems, April 27-29. **Kwok's** presentation, "Narrative and Visual Devices in the Construction of Media Frames: Coverage of Social Protests in the Mainstream and Alternative Press," focused on the framing of social protests. **Jett's** presentation, "Agency and Emblems," examined organized resistance as a way of responding to media representations.

Andris Straumanis presented a paper on Latvian-Americans as part of a panel on ethnicity and communication organized by the University's Immigration History Research Center for the "Print Culture in A Diverse America"

conference in May in Madison, Wisc. This summer he is writing an essay on Latvian-Americans for the Gale Encyclopedia of Multicultural America to be published by Gale Research Inc. **Straumanis** has been named an adviser for the Independent Media Program sponsored by the Washington, D.C.-based U.S.-Baltic Foundation.

David Domke and **Dhavan Shah's** paper, "Interpretations of Issues and Voter Decision-Making Strategies: A New Perspective on 'Issue-Oriented' Election Coverage," was accepted for publication by Journalism and Mass Communication Quarterly.

Heinz Waelchli and **Dhavan Shah's** article, "Crisis Negotiations Between Unequals: Lessons from a Classic Dialogue," which originally appeared in Negotiation Journal, will be reprinted as a chapter in "Negotiation Theory and Practice, Vol. II," edited by Jeffrey Z. Rubin and J. William Breslin.

David Domke and **Anne Jett** were awarded the 1995 Ralph D. Casey Dissertation Award. Both received \$2,000 for outstanding, meritorious dissertation research projects.

The following SMC graduate students were awarded Kriss Research Support Grants: **Joan Conners, David Domke, Anne Jett, Tien-tung Lee** and **Erik Ugland**.

Silha Fellows for the 1995-96 academic year are **Pat Bastian, Genelle Belmas, and Jennifer Lambe**.

Doug Belden will attend the Poynter Institute's 1995 Media Leadership program in St. Petersburg, Fla. The program runs through September and October.

Michael Fibison is a summer copy editor intern at the Milwaukee Journal. He will work on the national and local desks during the 12-week program.

Awards were given in April to both student documentaries that the School of Journalism and Mass Communication submitted to the Northwest Broadcast News Association 1995 competition.

"Humanity Is the Circus," a 30-minute documentary about the preparation and presentation of an opera at the University of Minnesota, won first prize. It was made by **Kim Marsh** and **Astrid Dalan**.

"Juggernaut: Uncensored," a 30-minute documentary about the rock band Juggernaut, received an Award of Merit. The documentary previously took first place in national competition of the National Association of College Broadcasters. It was made by **Maureen Maher, Brant Skogrand** and **Jon Springer**.

Students **Mat Jobe** and **Wyatt Olson** participated in the Brovald/Sim Internship Program during spring quarter. **Jobe** served as an intern at the Hastings Star Gazette and **Olson** at the Shakopee Valley News. The Brovald/Sim program was established in honor of two former faculty members who taught community journalism—Walter Brovald, who died in 1991, and John C. Sims, who retired in 1979.

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Club Notes

The AdClub won a first place Career Development Award from the American Advertising Federation and a second place award in the publications category of the 1995 College Chapter Achievement Competition.

AdClub members **Beth Anderson, Karen Atkinson, Matt Heindl, and Patty Pomplun** were presenters for the 12-member AdClub team which participated in the AAF National Student Advertising Competition. The team was required to develop a campaign and multimedia presentation for the Dodge Neon. Other team members were **Michael Armel, Rob DeMars, Ray Faust, Sasha Mayer, Caroline Newman, Alan Pranke, Jai Schlosser** and **Amy Jo Schulteis**.

Alumni News

Alumni Society Surveys Graduates, Links Mentors and Students

In an effort to better meet the needs of alumni, the School of Journalism and Mass Communication Alumni Society sent surveys to approximately 3,000 Twin Cities graduates in November, 1994. The survey asked alumni what they wanted from the society, including what kinds of activities they would find most useful and in which they would most likely participate.

As of January, more than 300 alumni had responded to the survey. The board is currently compiling the results and will use them to aid in future planning. Survey results will be published later

this year.

Also in January, the society's mentoring program matched 47 SMC students with communications professionals from the Minneapolis-St. Paul area. The program, which began in 1982, gives students an inside look at the professional world in which mentors work.

Students meet with their mentors during winter quarter, generally once a week, and receive feedback on academic projects, advice on job searches and other tips for job success. Mentors share knowledge they've acquired in their fields and reap the benefits that come from giving direction to the next generation of communications professionals.

—Kevin Gutknecht
President
SJMC Alumni Society

A 25-year tradition—

Alumni give back to School after years in the field

BY VIKKI KRATZ
SJMC STUDENT

Returning to the hallowed halls of the journalism school as a member of its adjunct faculty is a sweet victory for Paul Froiland (M.A. '79). Turned down originally as a candidate for the master's program, Froiland, now a successful editor at the American Developer, a tabloid for economic developers, finds a sweet satisfaction in coming back to teach.

"Coming back was like a triumph," he admits, laughing. But the reason he has stayed to teach for eleven years has more to do with his love for the job than his need to prove a point.

For most adjunct faculty, combining a part-time teaching job with an already successful career in the industry means they have to love teaching.

"It's nice to be able to shape the values of students, to put a human face on the University and spend a lot of time with them," said Froiland, who teaches magazine writing. "Students really appreciate it."

Because of its success, the adjunct faculty program has been a tradition for more than 25 years, noted School of Journalism and Mass Communication director Dan Wackman.

"People who are going into professional careers need exposure to professionals who are practicing the craft and who exhibit the skills and behavior of that job," he said. "They provide a useful model for students."

Every year the program puts out a call to professionals who might be interested in teaching a course. If an opening comes up, then applicants are reviewed and selected on the basis of their credentials and work experience. A college degree is required, but previous teaching experience is not. And being an alumni of the School is not essential, but it helps.

"Alumni know the traditions of the School better than anyone else," Wackman said.

Adjunct faculty work with the School in creating a course syllabus and developing an approach for teaching the material. Every instructor is assigned to an SJMC faculty member who usually has taught the class before and can offer advice on potential problems.

Adjunct faculty are used across all areas of the School's curriculum. In the 1995-96 school year, between 17 and 19 adjuncts will teach courses in visual communication, magazine production, reporting, media management, advertising and public relations.

Many adjuncts return to teach again and again because they love the work and are impressed with the caliber of the students they meet, observed Wackman.

"Most students are hard working and serious about their work," said Sarah Shaw, who has taught advertising copy writing for three years. "They really want to learn."

And adjunct faculty really want to teach.

"There was always a teacher inside of me," noted Shaw. "I thought I would like doing it, but I was surprised at how much I loved it. I like copy writing, but I like teaching more." Shaw worked at several ad agencies before teaching, including Campbell-Mithun Esty and BBDO.

It's that combination of a professional background and a love for the work that makes the program so successful, said Wackman.

"Since they are working professionals they bring a currency to their teaching with examples of things that are happening right now. The regular faculty are able to show a broader understanding of conceptual theory. But the adjuncts teach the current issues, practices and trends."

Beyond the Basics

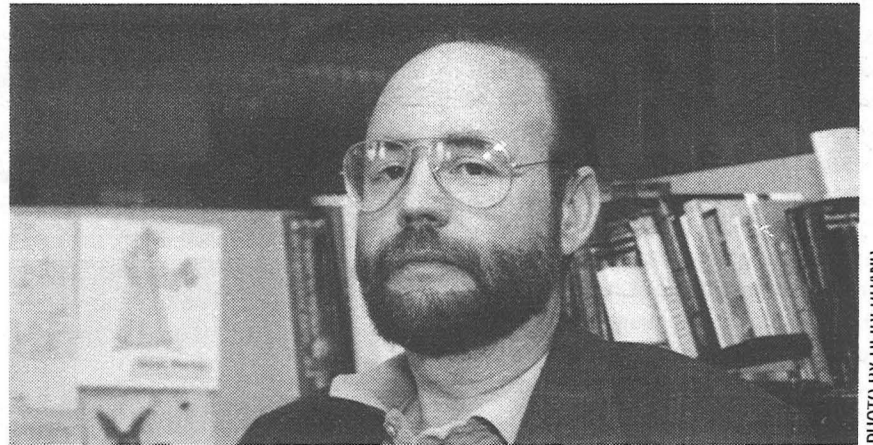


PHOTO BY HEIDI BRAND

Star Tribune editor John Oslund applies samurai teachings to the craft of reporting.

The Charnley Projects Course was established in memory of Mitchell V. Charnley, a nationally renowned author, editor and educator who began teaching with the School in 1934. Charnley died in 1991.

Called "the best teacher I ever had" by the late Harry Reasoner, Charnley played a central role in the SJMC for more than 50 years, even after he reached the mandatory retirement age. The Charnley Projects Course emphasizes a teaching tradition of personal attention to the individual student and high standards of professional excellence.

In winter quarter 1995, Minneapolis Star Tribune editor and writer John Oslund ('93) taught Samurai Reporting. Here he shares some of the philosophical foundation underlying his approach to reporting.

When I pitched an idea for a Charnley Projects Course on "samurai reporting," the SJMC bit.

I relied upon the teachings of 15th-century samurai Miyamoto Musashi, whose work—"The Book of Five Rings"—chronicles the secrets of a warrior who was never defeated in

battle.

Using "The Book of Five Rings" as a framework for modern-day writer-warriors, the class explored the many ways that Musashi's teachings are relevant today.

For example, Musashi's No. 1 commandment is "Do not harbor sinister designs." In other words, do not let your own biases or ignorance blind you to the stories you're trying to cover.

Another of Musashi's commandments: "Be knowledgeable in a variety of occupations." To meet this requirement, the class learned how to make financial calculations so they could see things the way a banker might see them.

We are all familiar with the standard journalistic questions—who, what, when, where, why and how. But for today's writers, answering those questions is just a start.

To pierce the din of news that constantly courses around the globe, stories must possess a characteristic that Musashi calls *ku*.

"It is the relationship that is, not the things that relate," the samurai

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Chris Ison: Watchdog reporter returns to classroom

BY MELISSA MARSTON
SJMC STUDENT

Christopher John Ison ('83), 36, hunched over the U-shaped tables of Murphy Hall alongside his new students. Everything from his white, button-down Oxford shirt, sleeves rolled up to the elbows, loose necktie, and faded blue Levi's fit the image of hard-working reporter.

It was the first day of Ison's reporting class at the School of Journalism and Mass Communication, and he introduced himself as a Star Tribune reporter. Modestly, he explained to 12 awe-struck students that he didn't have a clue as to why the School of Journalism and Mass Communication had selected him to teach them everything they would ever need to know about reporting. Well, before the end of the quarter, his students would know exactly why.

Ison's slight build and unassuming demeanor reinforce perceptions of his modesty. "You didn't tell us that you won a Pulitzer Prize!" one student exclaimed later after reading a reference to Ison in the assigned textbook.

"Hmmm. How about that," was Ison's understated reply.

Although teaching reporting, coupled with full-time reporting for the Star Tribune makes for many late nights spent grading papers and preparing for class, Ison considers the rewards of teaching well worth the effort.

"What I like most is the chance to share the idealism that is so important to journalists," he said. "At a newspaper there is so much concentration on getting the story and the financial aspects of the newspaper business that it is easy to lose sight of why we are really here. Teaching lets me step away from the daily grind and remember some of the principles I learned in journalism



MINNEAPOLIS STAR TRIBUNE PHOTO

Pulitzer Prize-winning reporter Chris Ison is among the cadre of SJMC adjunct faculty whose professional expertise enriches classroom teaching.

school."

His greatest challenge as a faculty member is showing discouraged students that they have talent and should pursue careers in journalism, said Ison. "If I've done that, then I feel good

because others did that for me."

Ison has done that for several of his students. "He was always very encouraging," said Shiela Rieke, an SJMC student who took Ison's basic reporting class two years ago. "He told me I could do this kind of work."

As a rookie reporter assigned to The Minnesota Daily's University Police beat, Ison received similar encouragement. He found his first real news story buried in the back of the paper with an inappropriate headline. Disheartened at first, Ison was later encouraged when the editor admitted The Daily's mistake. Ison was given a boost that didn't stop, even after he became editor-in-chief of The Daily himself.

"He was the kind of student you love to have in class," recalled SJMC Professor Nancy Roberts. "He had talent, discipline, a commitment to working in

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Faculty Update

Tsan-Kuo Chang served as a judge at the first annual Chinese Speech contest sponsored by the Department of East Asian Languages and Literature on Friday, May 12; as a moderator at the 1995 Midwest Doctoral Conference, School of Journalism and Mass Communication, University of Iowa, Iowa City, April 7-9; on the planning committee for the East Asian Studies Mini-Conference, Institute of Linguistics and Asian and Slavic Languages and Literatures, April 13-14; and as an external assessor for Hong Kong Baptist University's Faculty Research Grant.

Michael Griffin and **Dona Schwartz** have been selected by the Annenberg Scholars Program as Fellows for the 1995-96 program, "The Future of Fact." Griffin will spend the year doing research on the impact of visual modes of TV news presentation

on cognitive frames of interpretation. Schwartz will spend the year doing research on digital imaging practices and the future of photojournalism.

Michael Griffin and **Dona Schwartz** were visiting professors at the University of Amsterdam, The Netherlands, during spring quarter. Dona Schwartz lectured at the University of Bologna, Italy, in May.

Kathleen Hansen was a presenter at the Associated Press-sponsored seminar, "Computer Assisted Reporting," held in St. Paul on April 29. She spoke about access to electronic databases for Minnesota journalists. More than 90 journalists from Minnesota and North Dakota attended. The seminar was organized by Bill Dedman of the AP in New York.

Jean Ward and **Kathleen Hansen** are preparing the third edition of their book, "Search Strategies in Mass Communication," due for publication by Longman in late 1996. The book is used by journalism and mass communication students around the country.

Nancy Roberts served as Vice-Chair and Research Chair for the Association for Education in Journalism and Mass Communication's History Division this year. She also won a Faculty Summer Research Fellowship and a McKnight Fellowship from the Graduate School for her project on the journalism of the Oneida community in upstate New York.

Nancy Roberts and **Bill Huntzicker** contributed chapters to the forthcoming book "Outsiders in 19th Century Press History: Multicultural Perspectives," edited by Frankie Hutton and Barbara Reed (Bowling Green Popular Press). Roberts' chapter covers the U.S. peace advocacy press and Huntzicker's chapters cover Chinese-American newspapers and images of Chinese Americans in mainstream media.

William Babcock attended "A Training Program for Teaching Ethics in the '90s" at the Joseph & Edna Josephson Institute of Ethics in Marina del Rey, Calif. in July. This training session was designed for people in the business and academic sectors who address ethical questions.

Samurai reporting

CONTINUED FROM PAGE 7

said. "This relationship is called *ku*."

Although at first *ku* seems to be a strange concept, readers know *ku* when they see it. It is the magnet that effortlessly pulls the reader through a 50-inch or 100-inch story. It is the light bulb that clicks on in the reader's mind when the writer makes a particularly salient point. It is the glue that holds a story together and makes it a "good read."

In class, we studied Musashi's teachings and identified stories from other publications that contained *ku*.

Then we set about to achieve the characteristic in our own work. We studied zen, economics, finance, psychology, interviewing techniques, relationships, power and even a bit of aerodynamics.

The goal was to bring a discipline to our research and interviewing that enables the reporter to "apprehend the situation clearly for what it is, and not for what you think it is," as Musashi would say.

The result is a reporter who relies relatively more on intuition than on instinct.

Obituaries

Janet E. Salisbury, '31, promotion manager for the University of Minnesota Press for 28 years, died January 3 at her home in Minneapolis. She was 84.

The sister of Harrison Salisbury, author and Pulitzer Prize-winning foreign correspondent for the New York Times, she was a well-respected writer and publisher in her own right. Salisbury wrote for The Minnesota Daily while a student at the University, then worked for the Associated Press in New York after graduating. She returned to Minneapolis to care for her mother after her father's death during World War II and worked as a staff writer for the Minneapolis Tribune for 14 years before joining the University of Minnesota Press.

For the past 10 years Salisbury was active in the First Unitarian Society of Minneapolis, editing its newsletter for seven years, serving as chairwoman of its history committee and writing a history of the church's Alliance on its 100th anniversary. She was past president of the Alliance and of Unitarian Seniors.

Ray Kruskopf, '40, died December 25, 1994, in St. Paul of congestive heart failure. He was 77.

A longtime advertising executive, Kruskopf created a series of celebrated ads for Chun King and had among his clients, Pillsbury, Schwann Enterprises and the Peavey Company.

After graduating from the University, he worked as a sales promotion manager at the Minneapolis Tribune until joining the Army in 1943. Kruskopf held a variety of positions in the advertising and public relations field in Minneapolis and eventually started his own

sales promotion agency, Viking Creative Concepts Inc. He used the company as a means of helping many young people launch careers in advertising.

Kruskopf was also an inventor and developed, among other products, a school paste for children and a mountable cellophane tape dispenser. He was president of the Society of Artists and Art Directors and a member of the Ad Club and Art Directors Club of Minneapolis.

Stephen Alnes, '49, a former editor for the St. Paul Pioneer Press and the Minneapolis Star, died of non-Hodgkin's lymphoma on May 13 at his home in Mahtomedi. He was 68.

Alnes was editor of The Minnesota Daily while a student here, and upon graduating worked for United Press International in Bismarck, N.D. He joined the Pioneer Press in 1954, working as copy editor, Wisconsin editor and Sunday editor. Alnes took a position as an editorial writer at the Minneapolis Star in 1968. Seven years later he became editor of the editorial pages, a position he held for four years.

Alnes left the Star to direct the Upper Midwest Council, an economic research group. In 1982 he started his own consulting firm and began the Minnesota Journal, a publication that dealt with state public policy. It was eventually transferred to the Citizens League for which Alnes served as editor until he retired in 1991.

Alnes received the Frank Premack Memorial Award for outstanding contributions to the coverage and analysis of state metropolitan public affairs in 1989. His areas of expertise were state government, energy, transportation and environmental issues.

Glenn Sorlie, '69, publisher, with his wife Devon Anne Sorlie, of the High Country Independent Press in Belgrade, Mont., died unexpectedly on May 2 of a staph infection. He was 47.

Devon Anne Sorlie withheld news of her husband's death from the wider press until his obituary first was published in the Belgrade paper. "Glenn was a longtime newspaper man, and I know he wouldn't want to get scooped on his own death," she told the Pioneer Press.

Sorlie held positions as reporter at the St. Paul Pioneer Press, the Duluth News-Tribune, and the Bismarck, N.D., Tribune, a paper his father at one time published. After receiving a master's degree in business administration from the University, Sorlie worked for the Miami Herald as a marketing specialist and personnel director.

Sorlie and his wife left Florida in 1984 to publish three newspapers near San Jose, Calif., and three years later moved to Belgrade to pursue a dream of owning a weekly newspaper in the Rocky Mountains.

Dennis E. Lukanen, Mary Ann Lukanen's husband, died on Tuesday, June 13, of a heart attack. He was 56 year old. Mary Ann has been the School's budget officer for 24 years. Denny worked at Halvor Lines as a driver. Mary Ann and Denny have two children, John, 24, and Marcy, 22. Both live in Minneapolis.

Watchdog reporter

CONTINUED FROM PAGE 7

journalism and an intensity about it. When you have that combination, it's unbeatable."

Ison labelled his four years on the Daily staff as "the most fun I've ever had in my life. We all had the same interests, and all we cared about was doing good journalism. I expect we were kind of arrogant about it, but that made it fun."

Ison became a reporter, he said, because of a love for "the principles of fairness and objectivity." That commitment to fairness is evident in his teaching style, said Rieke. "If you disagreed with him he took your argument seriously," she noted. "And if he argued against it, he would have a valid reason and always show both sides."

Larry Oakes ('87), a Star Tribune Northern Minnesota correspondent, has been a friend and co-worker of Ison's since their days together at the Daily. He contends that Ison's insistence on checking and rechecking the facts of his stories is what sets him apart from other reporters. "He's not willing to leave the office until his story is right and better than anyone else's," Oakes noted.

Ison won a Pulitzer Prize in 1990 with fellow reporter Lou Kilzer for an investigative story on arson in St. Paul, an accomplishment that to many symbolizes the pinnacle of journalistic success. But Ison thinks the prize is overrated as a mark of success. "I see the Pulitzer Prize thing as just a prize, not my greatest success," he said. "The success isn't in winning the Pulitzer. The success is in winning it and continuing to get better after that."

So as he covers federal agencies and Indian gaming and does some investigative projects for the Star Tribune, Ison continues to hone his skills as a reporter. "I am most interested in the watchdog role of reporting," he said. "If there's somebody out there abusing their public responsibility, I want to report it."

Alumni Update

1920s

Arville Schaleben, '29, has been featured in "Who's Who in the U.S." for many years and in "Who's Who in the World" because of his work on The Minnesota Daily as sports editor and then on the Milwaukee Journal, where he moved up the ranks from cub reporter to executive editor. He resides in Milwaukee.

1930s

Don Braman, '37, founder and president of Don Braman & Associates, former Minneapolis-based public relations consulting firm, has been elected to the College of Fellows by the Public Relations Society of America. This is the highest honor in the profession. Recently, he received a 10-year pin from the Service Corps of Retired Executives (SCORE) for his work providing management counsel to small businesses. Braman is a member of the northern Arizona chapter of PRSA in Prescott. He and his wife, Sally, live in Sedona, Ariz., where he also serves on the board of directors of Keep Sedona Beautiful, an environmental organization, and of the Verde Valley Archaeological Society.

1940s

Robert Fransen, '43, is a partner for CAFE-FM 105.7, and is also a broadcast consultant. He lives in Eden Prairie.

Gloria (Olson) Galloway, '48, was recently named executive editor to Eagle Publications, Inc., in Claremont, N.H. She lives in Wilmington, DE.

Elinor A. Schwarzkopf Jacobson, '46, worked as a social worker for the Casey Family Program from 1972 to 1984 after earning her master's degree in social work at the University of Washington in 1972. She retired in 1984. She is currently a hospital volunteer and also spends time traveling with her husband.

Otto A. Silha, '40, was appointed chairman of the Advisory Board of the Community Action Network, a New York City-based nonprofit group that recognizes outstanding local nonprofit and private-sector service projects. A former member of the University's Board of Regents, Silha succeeds the late Dr. Norman Vincent Peale as chair of CAN.

Silha, former publisher of the Minneapolis Star and the Minneapolis Tribune and chairman of Cowles Media Company, has chaired three major national newspaper organizations and served as a director of the Associated Press.

In 1984 the Silha Center for the Study of Media Ethics and Law was established at the School of Journalism and Mass Communication through a generous endowment from Otto and Helen Silha. Otto Silha has participated in the rejuvenation of downtown Min-

neapolis and headed the Minnesota Experimental City Project which supported city innovation nationally.

1950s

Scott Nelson, Jr., '59, has been retired for five years, after 11 years as sports editor of the Mankato Free Press and 26 years of teaching English and journalism and advising high school publications in Mankato. He and his wife summer near Aitkin, Minn. and spend time in Florida in the winter.

Edward L. Pepper, '50, was elected area chairman for Heifer Project International, a self-help hunger project. He is also a volunteer promoter of natural family planning. He lives in Cypress, Calif.

Shirley Westman Safgren, '58, is employed as director of publications for Augsburg College. She also is the editor of Augsburg Now, an alumni publication. She lives in Edina.

1960s

Joan Halgren, '67, has been providing health-care marketing communication services to Minnesota-based health-care groups since 1989. Introduce new products and services. A strategist in marketing communications and news media relations, she works with medical distributors, device firms, managed care companies, hospitals, and clinics. Her business, Halgren Marketing Communications, is located in Bloomington.

John R. Finnegan, Sr., M.A. '65, received the 1995 Minnesota Newspaper Association Al McIntosh Distinguished Service to Journalism Award. He was recognized for an "uncompromising insistence on openness" during decades of work on legislative and freedom of information issues. Finnegan retired in 1989 as senior vice president/assistant publisher of the St. Paul Pioneer Press where he had worked since 1951.

The award highlighted Finnegan's work with the Minnesota Joint Media Committee and its newsletter, his books on media law, his work as editor of the newspaper published at the Minnesota Newspaper Museum, and his participation in professional organizations across the nation.

Beverly Kees, '63, is editor-in-residence at The Freedom Forum Pacific Coast Center in Oakland, Calif., following a nine-month Freedom Forum First Amendment Center fellowship at Vanderbilt University in Nashville. She and political consultant Bill Phillips wrote "Nothing Sacred: Journalism, Politics and Public Trust in A Tell-All Age," published in October 1994.

Don Larson is owner with his wife, Carole, of Larson Publications Inc., a publisher of eight weekly newspapers based in Osseo. The newspaper chain employs 80 people and has a combined paid circulation of 20,000 as well as another 20,000 "shoppers" distributed free to non-subscribers. With an initial investment of \$500, Larson began buying small community newspapers while he worked as an ad salesman for Suburban Newspapers in the 1960s. Annual revenues for Larson Publications topped \$4 million last year.

George Rekela, '65, is executive editor for Construction Bulletin magazine, a weekly 102-year-old publication serving the Upper Midwest construction industry. He lives in Brooklyn Park.

Marshall H. Tanick, '69, partner in the Minneapolis law firm of Mansfield & Tanick, P.A., received the Program Sponsor Award of the North Star Chapter of the National Multiple Sclerosis Society. The award was presented at the organization's Annual Volunteer Recognition Program for his outstanding support of MS programming during the past year.

Judy (Wittmayer) Wade, '60, is a freelance travel writer with credits in Country Home, Cosmopolitan, Walking, Travel 50 & Beyond, and Cruise Travel magazines. She recently signed a contract with Fulcrum Press to write a book on Southern California and Baja in their continuing series called "Seasonal Guide to the Natural Year." She lives in Van Nuys, Calif.

1970s

Laura E. Anders, '76, is principal of Anders Corporate Communications in Minneapolis.

Lee F. Bantle, '77, had his first novel for children, "Diving for the Moon," published by Simon & Schuster in June. He is currently living in Brooklyn, N.Y.

James R. Bayer, '78, recently was named tournament director for the 1996 American Softball Association*USA 18-and-under Girls Fastpitch Softball National Championships to be held in Eden Prairie. He is communication director at the Foundation for Health Care Evaluation in Bloomington.

S. Rae Baymiller, '71, is presently a product designer and an illustrator of limited edition silk screened posters and children's book. She was recently ranked the best 50-year-old runner in the country. She resides in New York, N.Y.

Steve Bergerson, a Minneapolis attorney, was elected to the National Advertising Review Board, the appellate division of the advertising industry's peer review process. Bergerson chairs the American Advertising Federation's Self-Regulation Committee, serves as Vice-Chair of the Better Business Bureau of Minnesota, and is a past chair of the Minnesota Advertising Review Council. He has practiced advertising, promotion and entertainment law for over 20 years. He co-chairs the Advertising Media & Entertainment Law Group of Fredrickson & Byron in Minneapolis.

John E. Frederick, '72, is currently the director of communications for AT & T Global Information Solutions in Duluth, Ga. He previously served as senior vice president of marketing communications for Enterprise Capital Management in Atlanta.

Helen R. Friedlieb, '75, has been named marketing representative for the Minnetonka office of the Minnesota Department of Economic Security. She comes to Minnetonka from the department's South Minneapolis office, where she was a jobs and training representative. She is a former advertising account representative.



Steve Bergerson

Gregory L. Gordon, '73, joined the Minneapolis Star Tribune's Washington bureau in August, 1993. He works as an investigative reporter. He held the same position the previous four years in the Washington bureau of the Detroit News. For 18 years he worked for United Press International. He is a resident of McLean, Va.

Steven R. Gottry, '70, had his first book, "Common Sense Business in a Nonsense Economy," published by Pfeiffer & Company in 1994. The book is now in its third printing. His second book, "The Spirit of Tocayo," a fiction work co-authored by Richard Jacobsen, was published by Macalester Park Publishing Company of Minneapolis in April. He has also completed work on a motion picture screenplay entitled "Triangle" and operates an advertising/consulting firm in Bloomington.

Kathryn McConnell, '73, recently returned from a four-month assignment in Moldova where she served as a consultant to leaders of non-governmental organizations (NGOs) and also led an English-language discussion group of Moldovan journalists. The project was co-sponsored by Counterpart Foundation and National Forum Foundation, both of Washington, D.C. She served overseas while on leave from a permanent position as a marketing manager with the Superintendent of Documents, Government Printing Office. Moldova is an independent republic and part of the former Soviet Union.

Anthony Minnichsoffer, M.A. '73, has been editor since 1991 for the Client-Sponsored Publications group of PTN-Johnson Hill Press, Garden City, N.Y. He works via computer, voice-mail, fax and modem from a new home in Lindstrom, Minn.

Louise M. Nathe, '73, left Minnesota for California 13 years ago and has been working in marketing in both the high tech and health care sectors. Since leaving a communications job with an HMO last summer, she has been doing sales and marketing consulting.

1980s

Kerry F. Casey, '84, is a creative director-copywriter at Carmichael Lynch in Minneapolis. He and Jim Keane, an art director for Carmichael, won the \$100,000 Stephen E. Kelly award from the Magazine Publishers of America in 1994 at a ceremony on Ellis Island. They received the award for a 1993 campaign for Schwinn bicycles. Carmichael, a finalist 11 times before scoring big at the event, is the latest in a line of non-New York-based agencies to garner the annual

top prize for magazine print advertising.

Lee Svitak Dean, M.A. '89, has been named assistant features editor for food coverage for the Minneapolis Star Tribune. Dean joined the Minneapolis Star in 1980 as a copy editor. Two years later she began reporting and cooking for the paper's "Taste" section. She resides in Plymouth.

Debra Gustafson Decker, '82, and her husband, Dale, acquired Format magazine, the trade publication for Twin Cities advertising and media-related tech-

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Alumni Update

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Decker previously worked in media sales at Skyway News and spent nine years at Naegele Outdoor Advertising.

Kathy Holm, '87, has been named media specialist in the Office of University Communications-Relations at Wichita State University. In 1994, she received her master's degree from the University of Minnesota's Department of Forest Resources. She has most recently been a research assistant for The Land Institute in Salina, Kan.

Sarah Janecek, '84, is a lobbyist and co-author (with D. J. Leary and Wy Spano) of the new 1995-96 Minnesota legislative manual entitled "Politics in Minnesota: The Directory." Published in March, it provides lobbying information to the public and is patterned after "The Almanac of American Politics." Janecek resides in Minneapolis.

Doug Killian is director of international communications for Northwest Airlines. His 12 years of experience at Northwest includes four years spent in Tokyo, Japan, where he was manager of corporate communication, Pacific region, and two years as assistant to the chairman in Northwest's Eagan, Minn., world headquarters.

Annette M. Larson, '87, is the administrative director of the New England Coalition on Nuclear Pollution, and communications director for the Center for Living Democracy. She does freelance writing for various local publications and was a candidate for Vermont's U.S. Congress seat in 1994. She lives in Putney, Vt.

Diane Lund-Muzikant, '82, is the editor and executive director of Oregon Health Forum, a monthly newsletter on the politics of health care. Previously she spent four years living in Israel, where she worked for The Jerusalem Post and also lived on a kibbutz.

David Craig McCaa, '89, is a geologist for the U.S. Bureau of Land Management. His job involves monitoring gold mining in the Interior of Alaska.

Ahmad Murad Merican, M.A. '86, is a senior lecturer and head of the Department of Journalism at the School of Mass Communication, Mara Institute of Technology in Malaysia. He also is contributing editor for Periodica Islamica, an international journal based in Kuala Lumpur, Malaysia. Recently, he was appointed assistant secretary for the Malaysian Association of Communication Educators. He has a forthcoming book entitled, "Culture and Journalism: The Orthodoxy of the Press versus Public Enlightenment."

Barb McCarthy Plunkett, '85, has started McCarthy Plunkett Marketing, which specializes in cause-related promotions for non-profit organizations. She lives in Minneapolis.

Christine Powell, '89, published an article "The Pediatric Cardiac Care Consortium-Revisited" in the Journal on Quality Improvement, December 1994, which she co-authored with Dr. James Moller, et al. Currently she is program coordinator for the Pediatric Cardiac Care Consortium and does freelance writing for several national magazines. She resides in Savage.



Kathy Holm, '87

Joy Powell, '87, covers federal courts and agencies for the Omaha World-Herald. Previously, she covered police and fire for the World-Herald, where she has been a reporter since 1991. She lives in Omaha.

Marie Pramann-Sales, '86, is an editor with Minnesota Sea Grant at the University of Minnesota-Duluth, after working 5 years as a public affairs specialist with the USDA Forest Service, Superior National Forest. Recently elected to the board of the Minnesota Chapter of the National Association of Government Communicators, she also does volunteer media relations work for the Northland Chapter of the Red Cross.

Samuel Schoen, '86, is working as the weekend anchor and reporter for KCRA-TV, which is the NBC affiliate in Sacramento. He lives in Roseville, Calif.

Elizabeth Stawicki, '88, works as a news reporter for Minnesota Public Radio. She won the 1995 National Headliner first place award for investigative reporting for a series she did on commuter airline safety.

Lori Waselchuk, '89, developed and is directing What We've Discovered: Images of Our Cultural Identities, a juried, international photography exhibition which will tour the country for two years. The exhibition brings together 64 images by 26 photographers representing 13 nations in the Americas and addresses such issues as the photographic representation of cultures. Waselchuk works for The Advocate of Baton Rouge, La.

Tom Wilkowske, '87, is publications director in the Office of University Relations, University of Minnesota-Duluth. He and his wife, Jane Rupel, who worked on The Minnesota Daily from 1985 to 1987, live with their newborn daughter on a farm in South Rauge, Wisc.

1990s

Wendy Albrecht, '94, is working for Meyer Broadcasting KFVR-TV as a photographer and reporter. She lives in Bismarck, N.D.

David Allen, '93, is a chief operating officer for SERVO Laboratories. He lives in Blaine.

Kevin Allenspach, '92, has taken a full-time sportswriting position at The St. Cloud Times.

Carolyn Armstrong, '94, is a marketing/public relations/advertising project coordinator for Progressive Beauty Enterprises in Eden Prairie.

Trace Curtis Baker, '93, is currently working for Computer Data Strategies, Inc. as an account manager. She resides in Bloomington.

Anne E. Bather, '94, is working for the Minnesota Newspaper Association as an advertising assistant. She lives in Maple Grove.

Joe Bonyata, '94, is a production editor for Augsburg Fortress Publishers in Minneapolis.

Ann Marie Brill, Ph.D., '94, is an assistant professor in the School of Journalism at the University of Missouri-Columbia. She resides in Columbia, Mo.

Anthony R. Burbeck, '93, has been working as a television news reporter and photographer at Cable 12 News, a five-day newscast which focuses on the Northwest Minneapolis suburbs. He has also been working for three months at Conus Communications. He lives in South Minneapolis.

Cathy Corkill, '94, is working as a reporter and producer for KSFY-TV. She lives in Sioux Falls, S.D.

Tara Moore Davenport, '94, works as a dispatcher for WCCO-TV. She lives in St. Paul.

Alison Davis, '93, is working for Tanaka & Company as a domestic advertising support person for Northwest Airlines. She resides in Minneapolis.

Gail Rosenblum Davis, M.A. '93, is editor of Minnesota Parent, the monthly newspaper for Twin Cities families which won the award for "Best Overall Writing" at the Parenting Publication Association convention in New Orleans in January. Gail won honorable mention for her December "View From Here" column, entitled "When a Mother Kills her Own."

Nichole Day, '92, is an associate producer and editor for the Hubbard Broadcasting/ All-News Channel in St. Paul. She previously worked as a freelance reporter for KOTA-TV in Rapid City, S.D. She is a resident of Wyoming, Minn.

Michele M. Dettloff, '94, is a graphic designer for Suburban Graphics in Coon Rapids.

Michael Durenberger, '94, is a nightside reporter and photographer for WITN-TV, the NBC affiliate in Washington, D.C. Prior to that, he was a reporter and photographer for WCTI-TV in Jacksonville, N.C.

David Elvin, '94, is a senior writer for the Boston Central Artery/Tunnel Project. Prior to this position, he was a news writer and tape editor for WB2 Radio in Boston.

Waileong Eng, '94, is president of Asian Elegance and resides in Brainerd.

Andrea Faiad, '94, is an editor and writer for Intelheus in Kiev, Ukraine. Intelheus is a business/economics daily newspaper and news service.

Heidi Fraser, '94, is a counter manager for Shiseido Cosmetics at Dayton's in Southdale. She lives in Minneapolis.

Jensine Frost, '92, is an executive assistant for Minnesota Senator Rod Grams' staff. She lives in Arlington, Va.

Gina George, '93, is currently working as a research director for City Business, a business journal. She lives in Minneapolis.

Charlie Gesell, '94, is working for The Minnesota Daily and Minnesota Magazine as a photographer. He lives in Minneapolis.

Jacqueline Hesse, '92, is currently working as a copywriter for Harmon & Associates in the metro area. She has done freelance writing for local publications. She resides in St. Paul.

Douglas Blanks Hindman, Ph.D., '94, is an assistant professor in the Communications Department at North Dakota State University. He lives in Fargo, N.D.

Robert Johnson, '94, is working for the Chippewa Herald as a reporter and photographer. He lives in Chippewa Falls, Wisc.

Daniel R. Kelly, '91, has joined the law firm of Mansfield & Tanick, P.A., in Minneapolis as an associate. He specializes in media law, employment law, and civil litigation. He received his law degree in 1994 from the University of Minnesota.

Melissa Ketelsen, '94, is a public information assistant for the Minneapolis Community Development Agency. She lives in Mahtomedi.

Julie A. Kleinschmit (Hanson), '94, works at Gatlin Brothers Music City as a marketing and promotions manager. She resides in Minnetonka.

Ann Koland, '94, is working for Conus Communications (Hubbard) as an associate producer. She lives in Roseville.

Garnette M. Kuznia, '94, is working in sales for Aveda and resides in Minneapolis.

Ya-Ling Lang, M.A. '94, is a reporter for United Evening News in Taipei and resides in Pan-Chaiu City, Taiwan.

Jennifer Larson, '94, is an associate producer and archivist for Conus Communications in Minneapolis.

Charles Lewis, Ph.D. '94, is a tenured assistant professor in the Mass Communications Department at Mankato State University. He resides in Mankato.

Erika Lindgren, '94, is working for East View Publications as a publications assistant. She lives in Bloomington.

Patricia Liquard, '94, is a marketing/advertising director and business owner for Esslinger & Company. She lives in Eagan.

Michele DeLong Lyksett, '93, is a staff reporter for The News in New Richmond, Wisc.

Maureen Maher, '94, works for Nordic Advantage as a kiosk coordinator. She lives in Bloomington.

Deborah Mattson, '94, is a communications intern for General Mills, Inc. She lives in Columbia Heights.

Jillian McAdams, '90, is in the master's of business administration program at the Carlson School of Management at the University of Minnesota. Her concentration is marketing and strategic management. She previously worked for Martin/Williams Advertising, Paisley Park Enterprises/Warner Brothers Records and Target Headquarters. She is a resident of St. Louis Park.

Doug McCall, '94, is a product information coordinator for American Guidance Service, Inc. in Circle Pines. AGS publishes educational materials and assessment tests.

Mary McPhail, '94, is currently working for Kelly Temporary Services. She resides in Plymouth.

Trent Meidinger, '94, is working for United HealthCare Corporation as a marketing communications coordinator. He lives in Little Canada.

Laura Meuers, '94, is a freelance writer for several publications in the Twin Cities, including City Pages, Minnesota Parent, Lick Magazine, and KFAI Radio. She lives in Minneapolis.

Andrew Micek, '94, is a staff writer for the Columbus Telegram, a daily newspaper in Columbus, Neb.

Jennifer J. Miller, '94, is the weekend news anchor and producer of KEVN-TV in Rapid City, S.D.

Reed Munson, '94, is a Macintosh Wrangler for Twin Cities Public Television. He lives in St. Paul.

Karen Nelson, '91, works in the Public Affairs Department of the National Endowment for the Arts in Washington, D.C. She previously was a public relations associate at Arts Midwest, a regional arts organization for a nine-state area.

Lisa Paschke, '94, is working as a media analyst for CME. She lives in St. Paul.

Aaron Pearson, '94, is an assistant account executive for Dillon Agency in Minneapolis.

Craig Pedersen, '94, is an intern at KFAN Radio in Bloomington. He lives in St. Paul.

Jeff Pelzek, '92, is the librarian for the State of Illinois Supreme Court in Chicago.

Jason P. Peterson, '94, is working for Dixco as an engraver. He resides in Crystal Bay.

Kirsti (Kikka) Pohjavare, M.A. '91, is teaching the television courses in the School of Journalism at the University of Jyväskylä, Finland. She also does special assignments for Finnish state television and recently completed a documentary.

Michael J. Rafferty, '94, is a pollution control specialist for the Minnesota Pollution Control Agency.

Jane Rehfuß, '92, is working for the Metropolitan Public Defenders Office in Portland, Ore. as a trial assistant.

Dawn LaRae Sharp, '94, is currently working as a sales assistant for Le Parker Meridien. She lives in Minneapolis.

Jeffrey Shelman, '94, is a reporter for the Associated Press in Buffalo, N.Y.

Mary Tan, '93, is a reporter at WMTV-TV in Madison, Wisc. Previously, she was a reporter at WDIO-TV in Duluth.

Margaret Taus, '91, is a staff member of the Associated Press in Minneapolis.

Susie Thomas, '94, is working for Continental Cablevision as an advertising traffic assistant. She resides in St. Paul.

Alana Torgerud, '94, is currently an office specialist for Hennepin County.

Louise Tonneson, '91, is a technical writer and researcher for two magazines, Elements and Nuexco Review, published by Tradetech, L.L.C., in Denver, Colo. TradeTech is an international rare earths and specialty metals trading company.

Jennifer Vogel, '92, was the recipient of a first-place award that was given to the City Pages, the Twin Cities' largest alternative weekly at the Minnesota Newspaper Association's Better Newspaper Contest. She won the award in Investigative Reporting for her story "Hit Parade," a report of the Minneapolis Police Department's ten most expensive cops. This marks the second year Vogel has captured a first place honor in this category.

Tim Walker, M.A. '94, is an assistant producer at KARE 11 News, working out of the station's capitol bureau. Prior to getting his master's degree he was the city desk manager for the Star Tribune, and was a writer for the Minnesota House of Representatives.

James Walsh, '90, is the pop music columnist for the St. Paul Pioneer Press. His work has appeared in Spin, Rolling Stone, Request, and the L.A. Weekly. He and his wife Jean Heyer ('84) live in South Minneapolis.

Kristee Jean Weiss, '94, is currently working as an education account representative for the Star Tribune. She lives in Hopkins.

Rebecca Weiss, '94, is an associate editor for the Practice Development Institute in Chicago. Previously, she was a special events coordinator for the Milwaukee Art Museum.

Patrick Welsh, '92, is working in Bloomington's public relations department. His responsibilities include coordinating media relations, community relations and special events. He is living in Chicago.

Cassian Tris Wykes, '94, worked as an intern for The Los Angeles Times' San Fernando Valley sports department from September to November. He has remained with the paper as a freelance writer, covering high school and junior college sports. He lives in Simi Valley, Calif.

Student Notes

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The following SJMC graduate students and faculty will present papers at the 1995 Association for Education in Journalism and Mass Communication Annual Convention this August in Washington D.C.:

Phyllis Alsdurf - History Division: "Telling the Untold Story: An Examination of the History of the Religious Press in America"

Bill Babcock and Sherrie Wilson - Newspaper Division: "Cohen v. Cowles Media: Has the Court Decision Affected Journalistic Practices?"

Pat Bastian - winner of the Special Paper Competition - Law and Technology Division: "Constitutional Considerations of the Escrowed Encryption Standard"

Tsan-Kuo Chang and Chih-Hsien Chen: "Social Construction of International Imagery: A Comparative Analysis of American and Chinese TV News." Chang will also serve as moderator and a discussant at AEJMC.

Joan Connors - "Representations of Saddam Hussein as the Enemy: Political Cartoons During the Persian Gulf Crisis"

Janet Cramer - winner of the Warren Price Award as the best research paper by a student in the History Division: "Woman as Citizen: An Ideological Analysis of Three Women's Publications, 1900-1910"

Hazel Dicken-Garcia will be attending the Convention and participating in two sessions.

David Domke - History Division: "The Press, Social Change, and the 'Nadir of African Americans'"; and



Brandt Williams, editor of Insight News of Minneapolis, discusses the challenges media practitioners face in reflecting America's diversity. Williams took part in a February conference, "Open Lines or Crossed Wires? Diversity in the American Media," sponsored by SJMC's student organizations, The Minnesota Daily and the Student Unions' What's On Wednesdays (WOW) program. Other panel participants were Jim Fish, president of Adventures of Wayzata; Bob McFarlin, director of Public Affairs for the Minnesota Department of Transportation; and Graydon Royce, editor of the Minneapolis Star Tribune's "News with a View" page.

PHOTO BY JEFF JONES

Minorities and Communication Division: "Whither the Fourteenth Amendment?"

David Domke and Dhavan Shah - Mass Communication and Society Division: "Judging Candidates: The Convergence of Issue-Oriented Election Coverage and Social-Moral Issues"

Anthony Fung - Minorities and Communication Division: "Foucault, Racial Resistance and New Communication Technologies"

Anthony Fung and Kent Kedl - Public Sphere and Media in Chinese Community: "The Degeneration of the Public Sphere: A Case Study of a Chinese Internet Newsgroup"

Linda Adler Kassner - "Why Won't You Just Read It?: EC Comic Books and Community in the 1950s"

Tien-tung Lee and Anthony Fung - Mass Media and Politics Division: "Was the 1994 Election a Right-Wing Victory? An Analysis of Press Coverage of Nine Campaigns"

Catherine Luther and Doug Boyd (University of Kentucky) - International Communications Division: "Under the Veneer of Democracy: American Occupation Control Over Broadcasting in Japan, 1945-1952"

Nancy Nentl - "Media-Inspired Social Comparison: How Women Interact with Models in Advertising"

Ilia Rodriguez - History and Qualitative Studies Division: "News Reporting as Colonial Discourse: Press Coverage of the U.S. Invasion of Puerto Rico During the Spanish-American War"

Dhavan Shah - Media Management and Economics Division: "Integrating Communications: Network Analysis of Advertising Accounts"

Andris Straumanis - History Division: "The Air is Belligerent With Polyglot Communication: Shortwave Radio Listening in America, 1939-1945"

Graphics Lab gets upgrade

BY GENELLE BELMAS
SJMC GRADUATE STUDENT

Students and faculty who have used the Macintosh graphics lab in 315 Murphy Hall in recent years will be in for a surprise the next time they see it. Walls have been removed, new computer tables brought in, and the whole room wired and revamped for a new system.

Many of the older Macintoshes have been replaced with newer, faster models. The lab's equipment includes 16 of these new computers, a new server for the network, two printers, a black-and-white flatbed print scanner and a negative scanner. All the computers are connected to an Ethernet network.

The heart of the lab, the Apple Workgroup Server, has 16 megabytes of RAM (to be upgraded to 48 very soon) and a one-gigabyte hard drive, according to Tom Lodzinski, network administrator and computer consultant for Distributed Computing Services, who is overseeing the upgrade process. This new server will speed up such processes as accessing files from the central hard drive and printing.

"The speed of the network will be greatly increased over what we had," said Lodzinski. "The increase in speed is like going from riding a bike to driving a car."

The new system is also connected to on-line services such as the Internet, Telnet, the World Wide Web and Gopher. Students can access Lumina, the University's on-line library catalog, as well as their E-mail accounts, from the lab.

"The refurbished graphics lab is a significant step forward for our students," said Dan Wackman, director of the School of Journalism and Mass Communication. "It provides much greater technological capabilities for developing students' understanding of design principles and for honing their design skills."

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Graphics lab

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Software on the computers will include a word processing program, Quark XPress for page layout and design, Adobe Illustrator for drawing and illustration and Adobe Photoshop for photo manipulation. Also available is the software necessary to access the on-line services, as well as many typefaces and utilities.

The whole look of the lab has changed too. Where once there was a wall dividing the main area of the room from a storage area, there is now an open space, nearly doubling the available workspace. Instead of computers in a rough circle and along the external wall, making it difficult for instructors to connect with all the students, there are now tables in neat rows for maximum teaching efficiency. The server is tucked into a corner, away from the main flow of activity.

Classes currently using the graphics lab include Basic Media Graphics, Publications Editing, Publication Graphics and Magazine Editing and Production. Student organizations such as AdClub and PRSSA also use the lab for their design projects and advertisements.

Pat Thompson, a Ph.D. candidate who teaches graphics classes, is in the process of setting up a mini-museum of old methods of printing. She has kept movable lead type, old publications and other historical items that will occupy a place of honor in the lab.



PHOTO BY MELISSA COOPERMAN

Summertime, and the livin' is easy. A student takes a break on the courtyard between Murphy Hall and Vincent Hall.

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Summer 1995
No. 41

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