

THE Murphy Reporter

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School of Journalism and Mass Communication
Winter 1993

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Grad students nab national recognition

BY DAREN HANSEN
SJMC GRADUATE STUDENT

Many SJMC graduate students are not content to carve out a niche of research and study in solitude. An impressive number are publishing papers, winning awards and presenting their research at national conferences.

Mark Neuzil, a Ph.D. student in mass communication, presented a paper at the 75th annual AEJMC convention in Montreal, Canada, last summer.

Neuzil's paper, "Gambling with Databases: A Comparison of Electronic Searches and Printed Indexes," won the MacDougall Student Paper Competition in the Newspaper Division and took first place in the Faculty/Student Research Paper Competition at the convention.

The paper is the fourth he has presented in the past three years, said Neuzil, who started his graduate program in January 1989.

Neuzil's interest in databases—and most of the research for the paper—arose from a class taught by SJMC faculty member Kathleen Hansen. He wanted to find out how accurate electronic database searches were, especially because he used databases so much both in his job reporting for the Associ-

ated Press and in researching his master's thesis.

"You need to be extremely careful in terms of doing these kinds of electronic searches, and in many cases you're not getting a complete picture of the world of information that's out there," Neuzil said.

Though Karen Franz doesn't know what she will be doing after she gets her Ph.D., she hopes to continue her research on cross-cultural studies of news coverage.

At the AEJMC convention in Montreal she presented a paper titled "Ideology and the Media: Local Television Coverage of the Fall of the Berlin Wall in the United States," a paper she has presented at various stages of development.

Franz, specializing in visual communication, became interested in coverage of the fall of the Berlin Wall after she noticed the news coverage by three Twin Cities television stations.

"I thought it was so amazing that three local stations sent correspondents to the scene," said Franz, who, along with fellow student Jongsoo Lee, has been a research assistant for professor Michael Griffin for the past two years.

She presented part of her master's thesis on the coverage of the Wall at a conference in Amsterdam last summer. She also worked on a cross-cultural



Just a few of the distinguished SJMC graduate students. From left, Karen Franz, Julia Corbett, Linda Adler Kassner, Iliia Rodriguez and Mark Neuzil. (Photo by Dilip Vishwanat)

research project in Germany for five months and starting in January 1993 will be studying at Northwestern University in Illinois for two semesters as part of an exchange program.

Franz received a Harold Leonard Memorial Graduate Fellowship in film study to continue studying films made since 1989 in East and West Germany.

Elizabeth Blanks Hindman also has received a fellowship to continue her research on press responsibility as defined by the Supreme Court. The topic has been an interest of Hindman's ever since she saw the coverage the press gave the homeless in Washington, D.C., where she was living for a few years.

"Everything they wrote about the homeless was different from what I was seeing on my block. I saw that the press wasn't covering this group of people very accurately or fairly," said Hindman, who is specializing in media law, ethics and history.

At the AEJMC convention, Hindman presented a paper, "Professionalism, Localism and Definitions of News: A Case Study of a Neighborhood Newspaper," which examined how an inner-city Minneapolis newspaper struggled with the concepts of objectivity and news.

"I was looking at the way the alternative press deals with the problems of what society says news should be," Hindman said. Another paper, which looked at press responsibility from a legal standpoint, was presented at the AEJMC annual meeting in August 1991 and won second prize in the student division of the AEJMC Bicentennial Committee paper competition. It also won the Law Division's Bicentennial prize, said Hindman, who was a Silha

AEJMC honors Professor Jean Ward For outstanding contributions to women

BY CORINNA NELSON
SJMC GRADUATE STUDENT

For more than 30 years Professor Jean Ward of the SJMC has engaged in research, teaching and community service. This August, the Association for Education in Journalism and Mass Communication's Commission on the Status of Women formally recognized her leadership role by awarding her for outstanding contributions to women in communications.

"She reimpressed me last year when we had the contest," Professor Mary Perpich said. Perpich, who teaches at South Dakota State University, was chairwoman of the 1992 contest in which Ward was chosen.

Ward has taken action concerning conditions for women teaching in the communications field from the beginning of her career. Her early research examined sexism in language. She networked with other women faculty nationwide and pro-



Jean Ward

women to enter the School's Ph.D. program. Gardner later became the first woman president of AEJMC.

Ward is mentor and role model to students and faculty.

vided informal assistance to them by passing on information concerning application of consent decrees, which enabled women to petition universities for additional pay.

"When I first started going to these (AEJMC) meetings, people assumed I was somebody's wife," Ward said.

Ward's mentor while she was getting her master's degree from the School of Journalism was Mary Gardner, the first woman to enter the School's Ph.D. program. Gardner later became the first woman president of AEJMC.

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Director's note

BY DANIEL B. WACKMAN
SJMC DIRECTOR

I want to offer my personal congratulations to two people in the School who recently received notable awards.

Professor Jean Ward received the 1992 award for Outstanding Contributions to Women in Communications, presented at this summer's AEJMC convention (see page-one story). Jean's award is one of the highest honors offered by our national organization. I would here like to highlight two particularly significant contributions Jean has made to our program and the field.

In the early 1980s when SJMC faculty restructured our curriculum, Jean took responsibility for designing two new pre-major courses that were central to the new curriculum: J1003, Producing Messages for the Mass Media, and J1004, Information for Mass Communication. Jean worked with various faculty in developing these courses, but she was clearly the driving force in creating the structure and content for the courses and in setting performance standards for students. Her effort also influenced curricula at a number of other schools which adopted the so-called "Minnesota model" in their curricula.

Jean's research with her colleague, professor Kathy Hansen, on the uses of new database technologies and implications of these technologies for media professionals' behavior, led to the publication of their landmark book, "Search Strategies in Mass Communication," now in its second edition, and a series of articles in academic journals and professional publications.

Mary Ann Lukanen, now in her 22nd year in the School, received the Outstanding Civil Service award from the College of Liberal Arts. I am delighted that Mary Ann's effectiveness and dedication to SJMC have been recognized with this prestigious award. This is the second consecutive year that an SJMC staffer has been so honored; last year Mary Achartz received the same award.

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Program Review

The School is undergoing an internal review at the University this year, conducted jointly by the Graduate School and the College of Liberal Arts. The review is part of the University's normal program review process in which units are reviewed every seven to 10 years. The last review of this type occurred in 1979-80.

The review offers the School an opportunity to reflect on our past and present and to plan our future as SJMC prepares to educate students for the 21st century. During winter and spring quarters, faculty will be holding a series of retreats to discuss our mission, curriculum, programs, resources, and priorities. Both graduate students and undergraduates also will have input in our discussions.

Next fall, a team of three external reviewers will visit the School to talk with faculty, students, and administrators about our plans and to make recommendations concerning these plans. During winter quarter 1994, the review process will culminate in meetings with deans of the college and graduate school.

If you have thoughts you would like to share about future directions for the School, we welcome your ideas. Just write to me or to Professor Hazel Dicken-Garcia or Professor Ron Faber, the co-coordinators of the Program Review Steering Committee in the School.

Facilities

The School has continued to make progress in upgrading our equipment. During fall quarter, we installed a local area network in our reporting lab that improves communication in the lab itself and provides link to the University's backbone communication system. This linkage creates access to a wide variety of databases and information sources, both within the University and across the world. We also expanded usage of the lab by teaching advertising media planning classes in the lab, enabling students to complete computerized media planning assignments on a regular basis.

We have also installed a CD-ROM system in the lab with full-text back files of the past eight years of the *Star Tribune*. During winter and spring quarters we will be purchasing additional CD-ROM products, as well as a variety of CAI (computer assisted instruction) programs, to enhance our students' educational experiences in a number of classes.

Funding Picture

The funding picture for the University remains bleak, as projections of substantial revenue shortfalls in Minnesota for the next biennium continue. Further reductions in the University's budget are probable, which will definitely affect the College and the School. Delays in filling vacant faculty positions are certain, though how lengthy the delays will be remains uncertain. The Dean continues to express every intention to allow the School to fill these vacancies in the future. ■

Ward honored for contributions

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Mike McCarthy, a master's student in the professional program, said her insistence on accuracy and thoroughness make her a "reporter's reporter." McCarthy has been a teaching assistant for several quarters in Ward's Information for Mass Communication course.

Kathleen Hansen, associate professor on the SJMC faculty, appreciates Ward's position as role model.

"She's one of the most empathetic people I've ever had anything to do with," Hansen said. "The Commission on the Status of Women could not have found a more deserving person for its award."

Ward's research, curriculum development and community involvement fuel each other. In the 1970s she researched the urban alternative press. Although she researches other topics now, she continues her contact with alternative urban media as a commentator and conference speaker. And in the 1970s, after observing the impact electronic technologies were having in medicine and engineering, she began a prescient line of research in electronic media technologies.

"What also got my attention back in the 1970s was the change we would have in information sources," Ward said. "People thought I was crazy" for pursuing this research topic then. She

persuaded the SJMC to hire an information specialist. In the late 1970s Kathleen Hansen, who has an M.S. in library science, joined the faculty, and for 12 years has collaborated with Ward on scholarly research and presentations aimed at professional journalists, such as the February 1992 "Data Trail" conference on using electronic public records. They are working on another book together, a scholarly discussion on reporting methods in the information age.

Ward said that the field of journalism education has changed in some ways for women, but remains the same in other crucial ways.

"We are in a situation now when men and women entering the professoriate have pretty equal pay," Ward said, but as they go through the system, men's income increases faster than women's.

"In our own department what has changed is the additional number of

women who are faculty members," she said. "I feel there's a lot of support of all of us for one another."

Her words to women entering the field of journalism education acknowledge the challenges involved.

"Stay alert, keep your network alive, and realize that until work and family is truly done equitably you will be working two shifts," Ward said. ■

"When I first started going to AEJMC meetings, people assumed I was somebody's wife."

Babcock appointed to Silha Center post

Professor William Babcock has been appointed associate director of the Silha Center for the Study of Media Ethics and Law in the School of Journalism and Mass Communication.

Babcock's responsibilities will include program planning, working with the professional and academic communities, and working to bring major grants to the Center.

"Bill Babcock is a most appropriate candidate given his very strong professional background at a newspaper that has long concerned itself with ethical issues," said Don Gillmor, Silha Professor of Media Ethics and Law and director of the Center. "He has also demonstrated his great interest in ethical studies."

Babcock came to the SJMC in 1990 after serving for a year as the Asian news editor of the *Christian Science Monitor*. He also served as the *Monitor's* Western European news editor from 1987 to 1989.

In addition to his professional experience, Babcock has taught undergraduate and graduate-level courses in journalism and communication at the University of Minnesota and at Syracuse University's S.I. Newhouse School of Public Communication, where he taught from 1979 to 1987.

Last year, Babcock was one of 12 faculty members nationwide chosen to take part in the Poynter Institute Fellowship Program in Ethics. The experience has helped him in the planning of a journalism ethics class for upper-level undergraduate and graduate students. The class will be the first devoted entirely to journalism ethics at the University of Minnesota.

"The field of ethics in journalism is similar to journalism law," Babcock said. "It's difficult to get through any class without mentioning law or ethics to some degree. But a formal class is needed to deal in depth with current issues and how they have been shaped from an historical perspective."

His past research interests have included studying the effects editorial endorsements have on the coverage of political news and studying the relationship between the media and environmental issues.

Babcock holds a bachelor of arts degree in English and history from Principia College, a master's in international communication and West European relations from American University, and a doctorate in journalism and environmental studies from Southern Illinois University. ■

Of 'supergimps,' monsters and just plain folks

Longmore discusses media's coverage of disabled

BY CORINNA NELSON
SJMC GRADUATE STUDENT

Citing characters as varied as the evil Dr. Strangelove and the undefeated Christy Brown of "My Left Foot," and taking to task fund-raising telethons, Stanford historian Paul Longmore dissected media depictions of persons with disabilities while providing suggestions for improved media treatment of them in news and dramatic characterizations.

"Disability is a category of social organization of society and politics comparable to race, class or gender," said Longmore in his presentation in October at the University's Humphrey Institute.

He has reviewed about 3,000 television programs and movies and examined the tone and content of news media coverage of persons with disabilities in his study of their history. Popular culture provides a cultural definition of disability, in his view. He describes several major categories of disabled people: evil, emotionally maladjusted, or cheerful, can-do heroes.

What they aren't is fully human, he said. "Depictions of persons with disabilities aren't accidental, don't just happen," said Longmore, who has a mobility disability from polio. "They tell non-disabled people how to relate to them."

Longmore was on campus to help launch the Disabled Student Cultural Center. The School of Journalism and Mass Communication co-sponsored his lecture. Gene Chelberg, center coordinator, said the center chose Longmore due to his writing, research and leadership on the issue of disability as a culture.

Depictions of persons with disabilities include the nearly uncontrollably evil Dr. Strangelove, almost strangled by his own disabled hand. Disability-as-evil is a longstanding stereotype, Longmore said, which reached new heights in the 1980s and 1990s with a rash of disfigured vil-

lains ranging from Freddy Krueger of the "Nightmare on Elm Street" film series to the current Batman films in which both the Joker and the Penguin are disabled. Such villains sexually threaten vulnerable "normal" women and take out their rage on non-disabled society, he said.

Emotionally maladjusted disabled persons, another stock characterization, might desire suicide as does the paralyzed protagonist of "Whose Life is it, Anyway?," or become celibate, as does the lead actor of "Born on the Fourth of July." The possibility of sexual rehabilitation isn't broached. Other such characterizations include the disabled person who can't accept love from a non-disabled person who willingly offers it. This ignores, Longmore says, the reality of romantic rejection for a number of persons with disabilities.

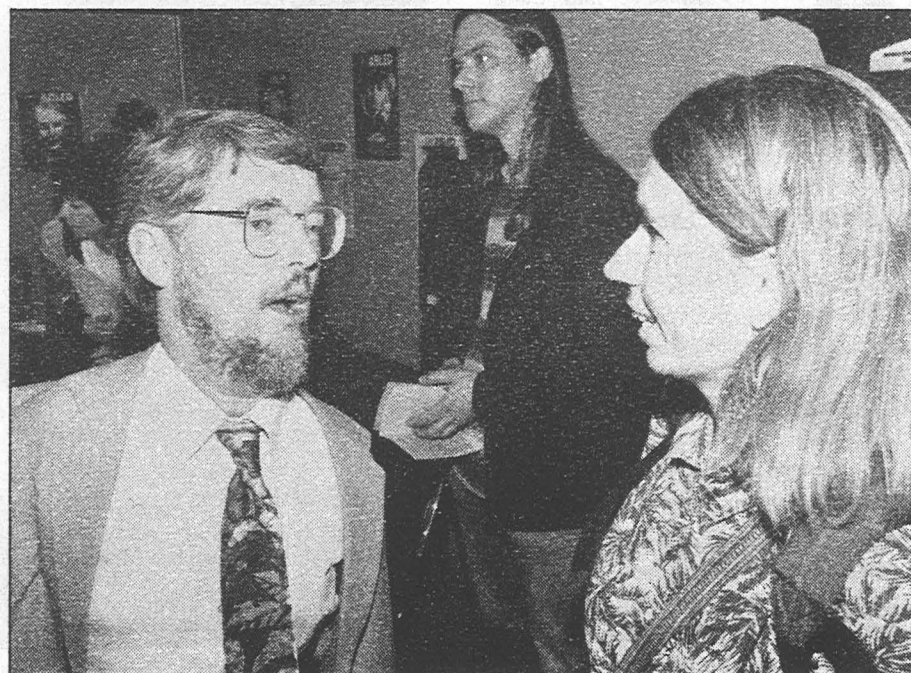
Such stereotypes reflect society's view of disability as physical, moral and social deviance, as something needing to be fixed, Longmore said. The "medical model" of disabled people, in Longmore's view, holds that they should act and look as much like non-disabled persons as possible. Failing that, they should be cured, regulated, or made invisible.

One media technique to make disabled persons as much like non-disabled persons as possible, Longmore said, is the "heroic overcoming" model.

This model enables a paraplegic park ranger to get media coverage for climbing a rock wall in Yosemite National Park while disability-rights protesters in the same state are ignored, he said.

Most far-reaching of all, he says, are the images presented on the fund-raising telethons, with their quarter-billion viewership.

"The reiteration over and over and over again is that to be disabled is to be dependent," he said. Adults are infantilized and children's child-likeness is negated. "Persons with disabilities are often held up as the inversion of what



Stanford historian Paul Longmore, left, talks with lecture participant and university graduate Edwina Franchild. (Photo by Dilip Vishwanat)

people are supposed to be," he said.

Longmore acknowledged positive steps such as Easter Seals employees' lobbying successfully for the Americans with Disabilities Act. But Longmore said the telethons must be transformed by presenting persons with disabilities as role models rather than objects of pity or horror. Persons with disabilities should exercise their clout with corporate donors by requiring those who are given air time—free advertising in Longmore's view—to incorporate disabled persons into their ad campaigns and to implement affirmative action plans in hiring.

Longmore sees a shift in attitudes of disabled persons, and in screen portrayals of persons with disabilities toward rejection of both the medical model and of invalidating stereotypes.

In 1988 a watershed occurred in media coverage of persons with disabilities. Students at Gallaudet University, an educational institution for deaf stu-

dents, demanded a deaf president be named to their college instead of another hearing president. The incident received hard-news coverage. ■

Suggestions for journalists

In an interview Longmore suggested that media professionals should treat issues involving persons with disabilities as hard news rather than as human interest. In addition, he proposed the creation of disability beats that encompass issues of public policy, law, biomedical ethics, access, discrimination and compliance with the Americans with Disabilities Act. Such a beat will grow larger, he said, as the population ages and the health insurance crisis continues.

Silha lecturer Martin Marty: one world, many truths

BY JOE TOWALSKI
SJMC GRADUATE STUDENT

In its search for truth, the U.S. media must carefully consider the meaning of truth in a pluralistic society, according to Martin E. Marty.

Marty, Fairfax M. Cone Distinguished Service Professor of the History of Modern Christianity at The University of Chicago, was the featured speaker at the 1992 Silha Lecture Oct. 20 at the Hubert H. Humphrey Institute of Public Affairs. This year's lecture addressed the topic of media ethics and the faces of pluralism.

"We live in incommensurate universes of discourse," Marty repeated throughout his talk. "Pluralism is not only around us, it's also in us. The adjudication of truth is difficult because so many groups exist that hold different truths."

He said that whether objectivity is the norm for the media, at least seeking

the truth should be. One must be careful, however, not to hide from the complexity of understanding truth by adhering to simple solutions posed by truths masquerading as absolutes.

"People search for absolute truths for a variety of reasons," Marty said. "Some are looking for the authority of divine revelation. Some hunger for power over a group of people. Others hunger for the sense of close community such truths try to form."

But, according to Marty, in a pluralistic society there can be no absolute truths. This does not mean we are doomed to float in a "sea of relativism."

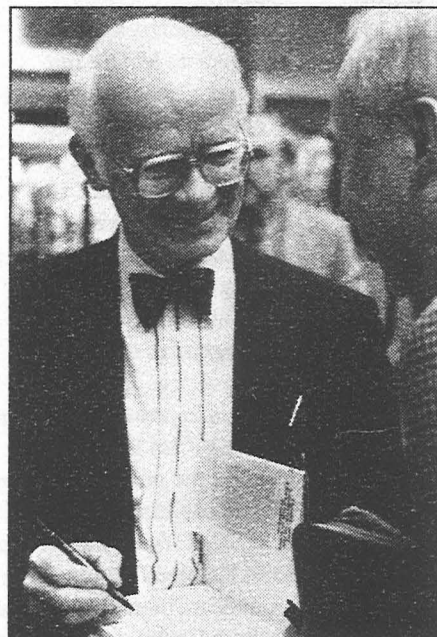
Different words, advocating different truths, are valid in different situations, Marty said. For example, what one says in a family situation may differ from what one may say when speaking to a public audience on the same topic. People's perceptions of reality will differ depending on the context in which they

find themselves. They will perceive different "truths" in each situation.

He added that the gap between such differing truths is evident in several societal "environments," including the secular-religious, gender and racial spheres. He said men and women differ on how they perceive the ideas of power and abuse; whites and Native Americans disagree on the meaning of Christopher Columbus.

"Every word used has a home in a particular environment," Marty said. "The mass media use language that tries to cut across all these environments at the same time. But men and women and blacks and whites share only some experiences and not others. The media must begin to see every communicator as belonging to many communities, each with different ideas of truth."

The media must also recognize where these communities overlap and interact so they can better present to the



Martin Marty autographs one of his books before giving the 1992 Silha lecture. (Photo by Cheryl Neudahl)

American public the many truths that exist in today's pluralistic society. This will lead to a more informed and knowledgeable citizenry, Marty said. ■

Charnley Course to offer intensive instruction

BY JENNIFER L. JOHNSON
SJMC STUDENT

Harry Reasoner called him "the best teacher I ever had." And soon a new generation of journalism students will benefit from Mitchell Charnley's teaching legacy.

Beginning spring quarter, the School of Journalism and Mass Communication will offer the Charnley Projects Course—an intense reporting experience that follows the Charnley teaching tradition of personal attention and high standards. The class was created by fund-raising efforts to honor the long-time SJMC professor who died in 1991.

Charnley began his teaching career with the School in 1934. For more than 50 years he played a central role in the University, even after he reached the mandatory retirement age. George Hage, professor emeritus in the School and a former Charnley student, said retirement parties only encouraged Charnley to continue teaching.

After Charnley died, friends, family and the SJMC united to honor the former reporter, award-winning pioneer in broadcast instruction, textbook writer and influence on generations of students from Eric Sevareid to Garrison Keillor.

Originally, funds were earmarked to establish a Mitchell V. Charnley Chair in the School.

Fund raising for the endowed chair actually began in 1987, just before Charnley's 90th birthday. Even though a number of friends, family members and colleagues contributed, fund-raising efforts fell short of the \$1 million goal.

The SJMC restructured the proposal for the funds and in June approved the new Charnley Projects Course. The basis for the course is a journalism-related project on which students and profes-



Mitchell Charnley in the 1930s.

sors will work together.

The committee that oversaw the design of the course said an SJMC faculty member or an outstanding media professional will teach it. The class will be geared to students contemplating professional careers in journalism. Financial support of the students' experience will be available from the course fund.

Jean Charnley, wife and former student of the honored professor, said the course is an excellent opportunity for students to receive intensive and individualized instruction. She said the course features this "lost art" of teaching that was Charnley's tradition. The course's instructor will provide guest speakers to discuss Charnley and his legacy, which she said also highlights the former

professor's accomplishments.

Hage fondly recalled the professor's close relationships with his students, despite his strictness and high expectations. Charnley's passion for journalism appeared in his meticulous proofreading and critiquing of his students' writing.

"He was a demon editor," Hage remembered. "He'd cover your paper with red-inked comments that went from witty to scathing. He had very high standards and was very demanding."

Charnley said her husband's inclination to drop everything to talk with a student made each one feel important. She recalled former students calling the professor at home to discuss uncertain career moves or problems. He always remembered each student and did his best to help in each situation.

Charnley was an editorial advisor to many university student publications, but Hage said the *Minnesota Daily* was the professor's favorite. Every day Charnley would stroll into the newspaper's office, ready to assist the staff.

"His presence stimulated questions from students," Hage, a former *Daily* reporter, remembered. "He was always available to anyone who needed advice."

Over the years, Charnley served as teacher, mentor and counselor to hundreds of students. Among them were Graham Hovey (editorial writer for *The New York Times*) and George Moses (Associated Press bureau chief) whom Charnley convinced to apply for *Daily* positions instead of joining the marching band. Hage named many other Charnley-trained students who became top journalists in the state and nation.

Those who knew Charnley say the Charnley Projects Course will honor and perpetuate this fine tradition of teaching.

"He taught mediocre writers to be great ones," Charnley said of her husband. "Now his teaching philosophy will continue to help students. Mitch would be pleased."

Hage agreed Charnley would approve of the new class not because it honors his teaching career, but because it benefits students.

"(Charnley) was well aware that the changing needs in the media and society must be met with changes in teaching," Hage said. "He'd be delighted with this innovative course."

In mid-November, the SJMC committee that oversees the Charnley Projects Course asked faculty members and media professionals to submit proposals for upcoming project courses, according to Linda Wilson, SJMC's assistant to the director. Wilson said she hopes they can offer the first course in spring quarter to students who meet the prerequisites. ■

Project compiles more than 2,000 state databases for journalists

DAREN HANSEN
SJMC GRADUATE STUDENT

If you've ever wondered what kinds of strange data Minnesota government agencies collect, talk to graduate student Andris Straumanis.

Straumanis, a second-year Ph.D. student in the SJMC has been working since July on the Minnesota Database Directory, which will catalog at least a portion of the more than 2,000 databases located in state government agencies throughout Minnesota.

"The whole point is to create a reference tool for journalists," said Straumanis, who began work on the project as part of a 10-week research assistantship under the direction of SJMC faculty members Jean Ward and Kathleen Hansen.

The project is underwritten by the Minnesota Journalism Center, which acts as a liaison between the SJMC and the professional journalism community of the state and region.

The idea for the project arose out of two conferences recently hosted by the Minnesota Journalism Center on the use of electronic public records in

Minnesota. The attendees expressed great interest in having a state database guide, Hansen said.

Jeff Kummer of the *St. Paul Pioneer Press* attended the conference and later joined 10 other members of an advisory board formed to plan the outcome of the project. He said that the guide would be a great help to reporters in finding information.

"One of the biggest problems when you're doing a project or a story is determining what kind of information is out there," he said.

Shortly after beginning the project, Straumanis realized that there is a "whole universe" of information out there on databases, he said. While some are computerized, many are not. And while some may contain often-needed compilations of census data and driver's license records, for example, one cannot forget about the virtually unknown databases that exist.

"Joe Bureaucrat may have a database of his own on his computer, not realizing that it is public information," Straumanis said.

Once the project is finished, Hansen hopes to see two results. First, that pro-

fessionals will learn something about the state's databases.

"The news organizations and the media organizations will have a better idea of what they can ask for and what they're able to learn from these different agencies," Hansen said.

Hansen also hopes that the government agencies creating the databases will be forced to learn that they have an obligation to provide access to them.

With journalists constantly calling to get information from the databases, Hansen said, the agencies "are going to have a constant reminder that they have a responsibility to make this information available."

Thanks to one government agency, the construction of the guide was greatly simplified.

Soon after starting the project, Straumanis discovered that Minnesota's State Information Systems Project in the legislative reference library had already compiled database records for over 2,000 Minnesota databases over a five-year period.

To find out exactly what type of data they had, Straumanis, Hansen and Kummer met with representatives from the

agency holding the data.

Straumanis had ulterior motives for meeting with them.

"I brought a disk along and said, 'Somebody told me that you have this data. I'm wondering, if you can just give me the raw data on my floppy disk?' And they said 'sure.'"

Straumanis walked away from the meeting with the records of over 2,000 state databases, all on disk and all without making a single phone call.

"It was miraculous," Straumanis said, "because everything that we had wanted to do in a 10-week period was given to us on a platter."

Straumanis, Hansen and Ward are not yet certain of the shape of the finished product. The advisory board, consisting mainly of professionals from various state media organizations, has been set up to decide the format and content of the directory.

The next step for Straumanis is updating the records and adding a few bits of information, such as how people can access the information in the databases when they need it.

He hopes something will be published by spring 1993. ■

University professor forges way for free press in Russia

BY JANET SZUBA
SJMC STUDENT

Russia may have a better understanding of the principles of free speech and press thanks to SJMC Professor Donald Gillmor.

Gillmor, Silha Professor and the director of the Silha Center for the Study of Media Ethics and Law, found himself at Moscow State University last June "pleading for free speech for communists."

Gillmor was one of six American experts on constitutional law and the press invited to talk with Russians who were rewriting their press laws.

The journalism professor said he immediately saw that they were looking at press law from different perspectives. "The press law that they presented was nearly four times the length of our entire constitution," Gillmor said. Many Russian journalists said that they had no idea where they stood with the laws, he added.

Gillmor, a 27-year journalism professor, said that during the three-day discourse he discovered differences in ideas on several fundamental aspects of a free press.

He considers the first amendment a statement of principle: "Congress shall make no law abridging the freedom of the press..." But he considers a law that protects the identity of a reporter's sources to be a policy. "It's important to have the policies, but the principle has got to come first."

Gillmor said that another point he



Silha Professor Donald Gillmor pauses at a memorial in the shadow of the infamous Lubyanka prison in Moscow. The square is named for Feliks Dzerzhinsky, the founder of the forerunner of the KGB. A piece of granite from the White Sea area is a modest but striking memorial to the millions of victims of the labor camps under Stalin. (Photo by Dwight Teeter)

tried to make was the absolute need for an independent judiciary. "They have no experience with this aspect of governing whatsoever. Russia has never had a free judiciary in its entire history."

One of the most important ingredients necessary to a free press may be the hardest to obtain, Gillmor said. "There must be a possibility of open debate. You have to have some kind of social consensus that free speech and press is a positive value."

Gillmor said that as they talked, hard-line communists marched in

protest near Red Square. Some Moscow State faculty could not understand why authorities would permit such demonstrations. Gillmor said that this was the first lesson he gave on democracy:

"Freedom is messy, chaotic, sometimes risky, but the alternatives are worse."

With a press history burdened by government control and censorship, Gillmor said he is not sure if the Russians will be able to guarantee freedom of the press. Gillmor said the Russians are trying to build in some kind of responsibility along with the freedom.

"They don't have the flamboyant ideas of freedom that we do—and maybe that's good—but their press law has so many qualifications."

Gillmor admitted that the United States has freedom exemptions for national security but adds that national security may be the only remaining grounds for censorship. He said that when that kind of censorship occurs here, a federal court case ensues. Gillmor is not sure that would be the case in Russia.

The Silha Professor said that today the Russian press is more free than it has ever been. The problems of the press now are economic rather than political. "The country is in a state of near chaos. There are long food lines and a Russian Mafia controls the flow of goods. They have a big problem with just being able to support their newspapers," he said.

Gillmor said that many newspapers are floundering in the transition from state-supported status to private ownership. "Most papers are surviving on subscribers. The market economy hasn't kicked in yet so they don't have the support of advertisers."

Despite all the hardships they face, Gillmor said the Russians are enduring people. "I found them to be very impressive people. They have a great deal of pride in their country and they're extremely educated." Gillmor said the change in information flow is like a breath of fresh air for the Russians. "It seemed that they were starved for the written word whereas we are overwhelmed by it." ■

Fang brings Western broadcasting to Baltics

BY SARA AASE
SJMC STUDENT

Not even an icy Latvian winter can chill the flow of democratic ideas. Just ask SJMC Professor Irving Fang, who spent three months teaching Western-style broadcasting in the newly liberated Baltic countries last winter.

Fang visited Estonia, Latvia and Lithuania on behalf of the United States Information Agency (USIA). USIA, a division of the Department of State, specializes in disseminating information on American ideas and policies in foreign countries.

Fang's visit was unusual, however, because he was not accompanied by a USIA agent. Initially, the agency was reluctant to let him go. "They (USIA) said, 'we don't have a representative there yet to program you,' I said, 'Don't worry, I'll program myself.'"

Thus Fang became the first American to represent broadcast journalism in the Baltic countries since the fall of the former Soviet Union.

It wasn't easy being alone in a strange land. Fang didn't speak any of the ethnic languages or much Russian.

Fang's greatest challenge, however, was to help Baltic journalists begin to make the ideological and technical transition from a state-controlled to a free press. While he was there, he showed



Irving Fang

them footage from American newscasts. He also spoke to radio broadcasters and to university students and professors. Sometimes he had interpreters,

other times his audience knew enough basic English to understand him without one.

To add to his concerns, he had to carry all the cash he would need for three months in small bills. Nothing over a \$20 bill would be accepted—neither would checks, travelers checks or credit cards. "I pocketed money all over my clothes," Fang said. He was also warned to watch out for former Russian KGB agents-turned-thugs.

Like the KGB, other aspects of a communist regime linger on in the Baltic countries. "They got their independence," Fang explained, "but democracy didn't come in the same box."

Meals in the Baltic countries were very inexpensive, ranging from 18 to 75 cents in American currency. Unfortunately, no fresh fruits or vegetables were available at any price.

"I got pretty sick of fried potatoes," he said.

Fang described an experience in

what is best described as a fast food restaurant. "There were pictures of the food on the wall, and one was a salad, with lettuce, a tomato and onion. I said, 'Ah, finally. I'll have that.' And they brought me a bowl of fried potatoes."

Transportation was as cheap as the food, but one train ride was enough for Fang. He learned afterward that his eight-hour trip would have taken half the time by bus or car. But then, he would not have met his traveling companions.

"They were a Cuban businessman, a Cuban diplomat, and a Spanish-Russian interpreter," Fang said. "None of us spoke the others' language well at all. But before we fell asleep, we spent a pleasant hour absolutely mangling Russian, Spanish and English."

When he finally arrived in Riga, the capital city of Latvia, he stepped off the train and into the worst windstorm there since 1969. "The wind blew out of the Baltic Sea with hurricane force. And there was ice so people could hold their arms out and sail down the streets." To get to the American embassy, he had to go against the wind, clinging to buildings along the way.

Fang's efforts to encourage free-thinking media in the former Soviet Union continued when he returned home. Last spring, he taught a seminar at the SJMC on problems faced by journalists in the former Soviet Union. His students produced papers on American stan-

dards in journalism education, law and ethics; on how to teach English through broadcasting; on privatizing businesses; and on finding new sources of news.

But the plum was a documentary on how to make a local newscast, produced by student and KMSF-TV reporter Maureen Reeder. Fang sent it to a contact at Worldnet, which distributes videotape for the USIA. The people at Worldnet liked it so much they bought it from KMSF to distribute in the former Soviet Union. They now are negotiating for world-wide distribution. The SJMC has received \$500 from KMSF for helping to produce the tape.

Fang believes the United States must send the Baltic countries more examples of American programming. He also believes the U.S. government should study the possibility of English instruction through broadcasting. Devices similar to closed captioning for the hearing impaired would allow Baltic people to hear as well as see a program in English, thereby reinforcing it.

Fang and other SJMC professors also have been sending spare textbooks to Estonia, Latvia and Lithuania, whose journalism departments are as poorly stocked as the restaurants Fang frequented. "I had a good purpose," Fang said. "And I did my best." He hopes to return to the Baltic countries; but next time he says he will go in the summer. ■

SJMC implements minority recruitment programs

BY CARYN MOHR
SJMC STUDENT

At one time or another most journalism or prospective journalism students have seriously pondered their future: Is print journalism really for me? What is television broadcasting like behind the scenes? How do top advertising executives get where they are?

In an effort to increase diversity, the School offers programs that provide students of color with the opportunity to work with peers in the classroom, the community and the work place as they make these tough decisions.

The Pre-major Mentoring Program matches SJMC students of color with professional mentors of color who have careers students may be interested in. Students and mentors meet once every week or two throughout the four-month program to discuss anything from a typical day's work to tricks of the trade.

In addition, mentors often introduce students to others in their organization who can answer questions about different media careers.

Linda Lindholm, undergraduate studies advisor and co-coordinator of the program, said, "We really are very excited about the program. Some had an extraordinary experience and got involved in the networking process early on."

Lindholm said networking is "the key to this profession," and added that the program allows students "to get a realistic view of what opportunities are out there and to see that others have done it."

Lance Eng, a senior in public relations, participated in the program last

year. Eng's mentor was Tim Westermeyer, account executive at the Mona Meyer McGrath and Gavin public relations firm. Eng described the program as "very helpful" and a "good experience to get a better feeling for what professional public relations is—how it's run and structured."

Eng is still in contact with Westermeyer, who has also provided help with writing a résumé and school work.

The Pre-major Mentoring Program is one of several that are now being offered to students of color or are in the works, thanks to links with the Martin Luther King (MLK) Program. The MLK Program provides basic academic advising for freshmen and sophomores in the College of Liberal Arts and pre-majors in professional schools.

Director of the MLK Program Earl Scott described it as "a program to provide a much more hospitable and respectful environment for students of color. We also attempt to provide a unique advising environment."

In addition to advising, the MLK program offers a tutorial program, various learning opportunities such as a computer lab, Career Preparation Day and course sections specifically for its students. SJMC and the MLK Program are negotiating to offer a special MLK section in Journalism 3003, Producing Mass Media Messages, a core class for pre-majors. The MLK section enables students of color to study, discuss and learn together. Part of the proposal includes a peer mentor who did well in the class.

The MLK Program is also negotiating with SJMC and the geography department "to offer a joint course in graphics and writing . . . to open up the various



SJMC professor Leola Johnson guest lectured for students in the Urban Journalism Workshop. The SJMC has sponsored the workshop along with local media for more than 20 years. The program brings area high school students to the University each summer with a goal of encouraging young people of color in the Twin Cities to consider journalism careers. (Photo by Kathy Strauss)

ways you can present data," Scott said. Students can then use these skills to write about issues and "get involved in the intellectual life of the University."

Collaboration between SJMC and the MLK Program has also led to the MLK Internship in Journalism. The purpose is "to attract MLK advisees who have expressed an interest in journalism and get them involved in the program through work on our newsletter," Scott said.

The internship involves assisting in the publication of the MLK quarterly newsletter *Take Note!* Students receive academic credit through the Department

of Afro-American and African Studies. Current intern Heather Hokenson helped redesign the newsletter in conjunction with the two co-coordinators of the Pre-major Mentoring Program.

"I think Linda Lindholm has successfully built a sense of community between the students and the school," said Linda Wilson, assistant to the SJMC director and co-coordinator of the Pre-major Mentoring Program. "We want them to know us, and we want to know them." ■

New grad McAvoy 'high' on education

BY ARTHUR KANE
SJMC STUDENT

Jim McAvoy loves to fly, and it shows—every Monday in class. The journalism senior flew 2,000 miles round trip from his Washington, D.C., home just for one day of classes at the University this fall.

Talk about a killer commute.

McAvoy arrived in Minneapolis Sunday evenings and flew back to Washington Tuesday mornings, where he worked as a special assistant to Sam Skinner, the general chairman of the Republican National Committee. As of Dec. 1 he became president of a division of Burson-Marsteller, a public relations firm in Washington.

McAvoy attended the University between 1974 and 1978 but left before finishing his degree to work as press secretary for former Minnesota Sen. Rudy Boschwitz.

While he was at the University he worked at the *Minnesota Daily* for four years, two years as its community editor.

"This office sure has changed," said McAvoy, as he pointed out where the different departments were when he worked at the *Minnesota Daily*. "We

used to have typewriters and do the layouts right here."

McAvoy said the biggest change that he's noticed in Murphy Hall was at the *Daily*, but when he's walking around campus every turn could be a surprise.

"I was walking on the West Bank and when I turned the corner there was a building between Anderson Hall and Rarig Hall that I'd never seen," said McAvoy, referring to Ferguson Hall. "That was pretty shocking."

"Of course (Memorial) Stadium is gone. Fifteen years ago the frats were dead; I saw that they had a booth up and I couldn't believe it.

"When I was here, a frat booth would've gotten trashed," he said.

A career as a political consultant has kept McAvoy away from the University. But he decided to complete the last 20 credits of his bachelor's degree after selling his Washington political consulting firm this year. He graduated from the University in December.

Ironically, McAvoy was finishing a 15-year-old incomplete in a class about political campaigns and elections.

"They found the old grade book," he said. "All I had to do was take the final with the rest of the class."

McAvoy said he could have taken

some of the courses through independent study, but "my wife was tired of me sitting around the house."

Colleges and universities in the Washington area weren't viable options, he said.

"Georgetown University and Catholic University (of America), the two schools that are close by, were a lot more expensive," he said. "The University of Virginia had a magazine writing course, but it was a 50-mile drive." Also, the class wasn't offered when he needed it.

So McAvoy decided to opt for the 2,000-mile commute.

At least his jet-set lifestyle didn't cost him much.

"I wanted to use all the frequent-flier miles I've racked-up on Continental before they went belly-up," he said.

Although he didn't miss a class—or a flight—fall quarter, McAvoy said he had to make some tough decisions between work and class.

McAvoy was suppose to be in East Lansing, Mich., for the final presidential debate, Oct. 19, but he ended up in class.

"I got somebody to cover for me," he said. "I know where my priorities are." ■

Murphy Hall Happenings

The *Minnesota Daily* was named the best college daily in the nation for the second straight year by the Society of Professional Journalists. The 27,000-circulation university newspaper won top honors twice before in the 1980s.

The award was presented at SPJ's national convention in Baltimore in November.

An exhibit of the *Star Tribune's* first 125 years was displayed in Murphy Hall's Heggen Room in October. The exhibit focused on "the people and events that moved the world forward over the past 125 years," according to the newspaper.

Yes, there is such a thing as a free lunch. At least if you took advantage of the Annual Holidays Reunion Luncheon for students and faculty from the late 1950s, sponsored by Frank Anton '57, (see Alumni Notes) and Northwestern National Life. Anton hosted the luncheon in downtown Minneapolis on Dec. 17.

An informal homecoming reception for SJMC alumni was held in the main journalism office on Oct. 16. ■

Hill Visiting Professor tells of China's struggles

BY JANET SZUBA
SJMC STUDENT

Professor Su Shaozhi—a world renowned political economist, editorialist and leading voice of socialist democracy in China—has been chosen as 1992-93 Hill Visiting Professor.

As a former director of the Institute of Marxism and Leninism in the Chinese Academy of Social Science (CASS) in Beijing (1982-87), Professor Su has been at the center of relentless struggles against the rigid control of Chinese authorities.

His courage in calling for democratic reform resulted in his expulsion from the Chinese Communist Party (CCP) after the Tiananmen crackdown. In exile in the United States, the Chinese scholar has lectured at over 20 universities on reform and democratic change in socialist countries.

At 69, Su appears worn from his battles with the CCP, but when he speaks of China, a fire lights in his eyes. He describes the 1989 military crackdown at Tiananmen Square as the Communist Party's struggle to maintain absolute control over China. He says that although many people have been silenced they do not agree with the government. "Most intellectuals are not satisfied with the conditions now, but they are under such control that they cannot speak."

Su says that once the CCP started its war against the so-called "bourgeois liberalization," he was soon put on the *blacklist as the instigator of protest*.

"They knew about my works on democracy and freedom and they said I was in control, but it wasn't true." Su says he tried to warn the students of what might happen. "I said to them, you are too young and you don't understand the structure and control of the Communist Party. You should retreat from Tiananmen Square."

He explains that they did not fully understand the power struggle. "In any struggle you cannot go in a straight line, you must zig zag." Su says that what the CCP didn't understand is that if the students had followed him there would never have been a massacre.

Author Hao Wang writes in *China*

Information, "Before 1989 Chinese politics was described as undergoing rapid change. Following the Tiananmen massacre, the West realized that China had in fact changed very little."

Su says that there was definitely a relaxation of ideological control in China after the cultural revolution. He says works from Western idealists were being translated into Chinese and that there was a new openness to reform. Su believes the CCP began to fear losing its power when the Western world began calling Deng Xiaoping (then CCP leader) a reformist.

"He wanted to develop the economy, but that didn't make him a reformist."

Su says that in response to the West, Deng wanted to restore the old party leaders, the socialist system, and the proletariat dictatorship. He says that returning to the old system was in contradiction to what Deng wanted to accomplish.

"In the old socialist party you cannot raise the standard of living, you cannot develop the economy," he says.

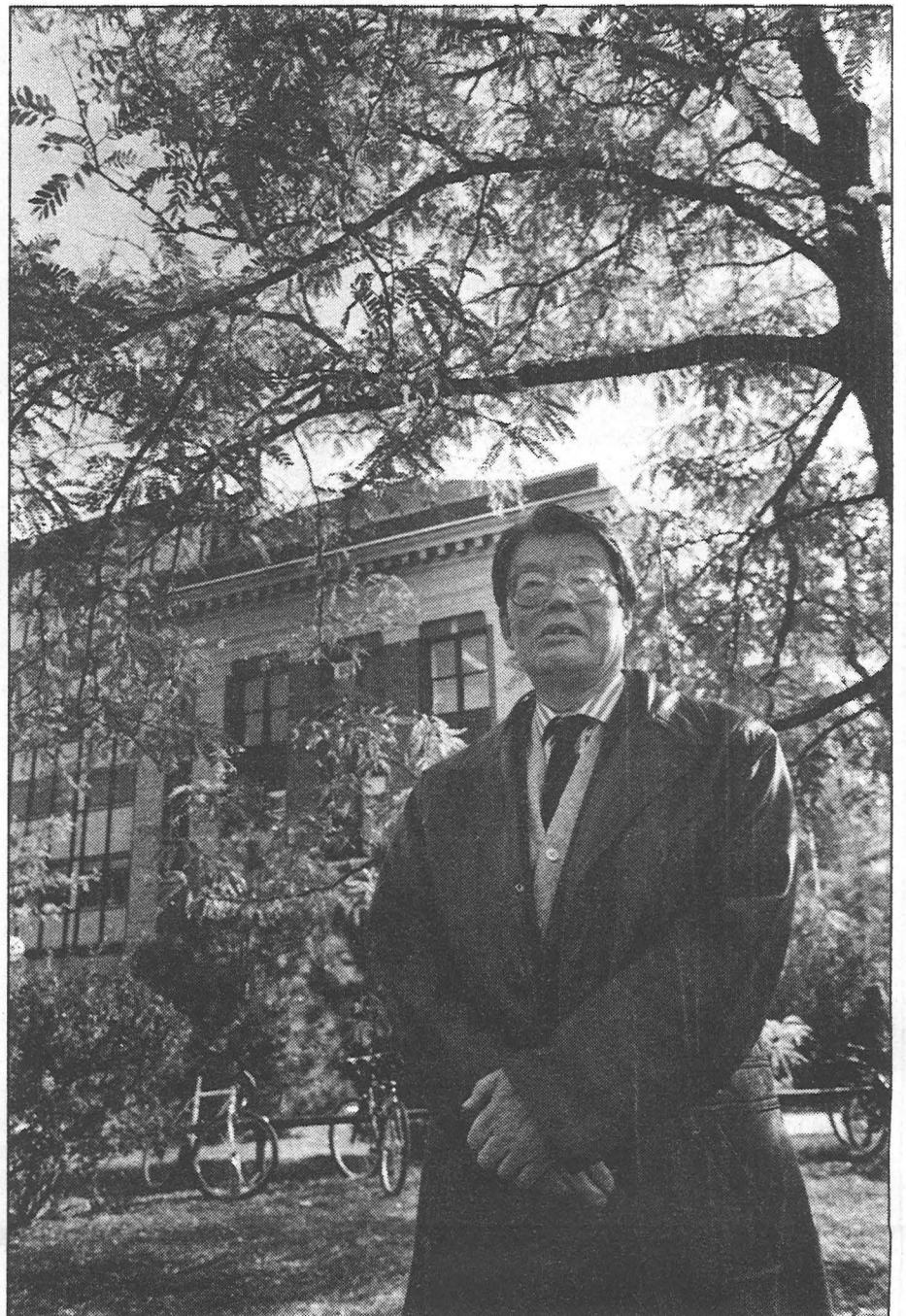
In his article, "Marxism and the Peace Movement," Su writes, "Marxism holds that for proletarians and revolutionaries armed struggle and violent revolution is not the only means of revolution; and under conditions of modern times, non-violent means are becoming more and more important, especially in developing countries."

Professor Su, who abhors war and violence, says that China is trying to prevent the "peaceful revolution."

"Conservatives say that ideology and politics must be controlled. Reformists say economics must be controlled. But only when everyone has a good standard of living can revolution be prevented."

Su says China would have preferred Bush winning the election and fears President Clinton will interfere and cause the CCP to further tighten its control. He says Bush's attacks on the communist regime for human rights abuses was appropriate, but the professor believes the people of China must make their own future. "If a country wants democracy it must come from its own people, not from other countries' governments."

Su says that it may be a long time before China changes its direction



Hill Visiting Professor Su Shaozhi. (Photo by Michael Branscom)

again. "The conditions of China will stand as they are as long as there is a monopoly of power by the CCP." He says he does not know if he will ever be able to return to his homeland.

The Hill Visiting Professor will teach a course on Chinese politics in the political science department during the winter quarter, and political communication in China in the journalism school during spring quarter. Along with his teaching duties, Professor Su has been

researching a four-volume history of ideological struggle in the People's Republic of China. Su says it is more like his memoirs. "It is a history of all the things I witnessed while I was in China."

"I am confident that China will choose a peaceful revolution. They need to bring about modernization and they can only do this by accepting a market economy," he says. ■

Fall 1992 SJMC guest lecturers

Dan Sullivan's 5170 Arts and Entertainment Reporting: **Donna Smith**, senior vice president for production and post-production at Universal Studios.

Bill Babcock's 1001 Intro to Mass Communications: **Gary Hill**, managing editor, KSTP-TV; **Gail Plewacki**, reporter, KARE-TV; **Trish Van Pilsum**, reporter, WCCO-TV; **Barbara Fraley**, account supervisor, Ruhr/Paragon, Inc.; **John Jarvis**, partner/copywriter, Lynch, Jarvis, Jones Advertising; **Mindi Keirnan**, *St. Paul Pioneer Press*; **Steve Ronald**, *Star Tribune*; **Kerry Ashmore**, *Northeast Newspaper*; **Linda Falkman**, Minnesota Newspaper Association; **Jay Walljasper**, *Utne Reader*.

Paul Froiland's 3173 Magazine

Writing: **Brian Anderson**, editor, *Minneapolis/St. Paul Magazine*; **Nora Leven**, free-lance writer.

Robert Ley's 5251 Psychology of Advertising: **John Gerzema**, director, account planning, Fallon-McElligott; **Mickie Senften**, account executive, Campbell-Mithun-Esty; **Lance Crane**, account executive, Campbell-Mithun-Esty.

John Walker's 3159 Intro to Public Relations: **Tom Beaver**, program director, Academic Affairs office, University of Minnesota, former broadcast news reporter, WCCO-TV; **Mike Dean**, director, public relations, College of St. Catherine.

Arlene Cardozo's 5721 Media and Society: **Lisa Hoff**, editor, letters to the

editor, *Star Tribune*.

Julia Corbett's 5133 Science Reporting: **Mary Stanik**, media relations, Health Sciences, University of Minnesota; **Jim Dawson**, science writer, *Star Tribune*.

Bill Huntzicker's 3003 Producing Mass Media Messages: **Martin O. Sabo**, Minnesota's Fifth District Congressman.

Cate Terwilliger's 3101 Reporting: **Eric Black**, reporter, *Star Tribune*.

Jean Ward's 3004 Information for Mass Communication: **Julia Halle**, librarian, Martin/Williams Advertising; **Eunice Johnson**, reference librarian, Government Documents Room, Wilson Library; **Wendy Treadwell**, coordinator, Machine Readable Data Center,

Humphrey Information and Data Center, U of M Libraries.

Jean Ward's 8672 Communications Agencies as Social Institutions: **Tom Bartel**, publisher, **Monika Bauerlein**, managing editor, *City Pages*.

Fall 1992 Graduate Student/Faculty Colloquia

Rebecca Ann Lind, Speech Communication, University of Illinois.

David Rarick, Speech Communication, University of Minnesota.

D.J. Leary, president, Media Services, Inc.

Richard Leppert, Cultural Studies and Comparative Literature, University of Minnesota. ■

Club Notes

The University of Minnesota AdClub had an eventful and successful year in 1991-92. The club won two second place national awards (out of 220 clubs) and participated in the 1992 AAF National Advertising Conference in Portland, Ore., in June.

The AdClub received awards for outstanding achievement in three areas of the College Chapter Achievement com-

petition: second place in Career Development and Publications, and third place in Membership/Programs.

Three student were able to attend "Quest in the West," thanks to community donations.

In Portland, the Minnesota AdClub members mingled with other college chapter attendees and gained experience in networking and "rubbing shoulders" with advertising professionals.

Members of AdClub have worked continuously to enhance their knowledge of the field of advertising through general club meetings, committee activities and AdVisions, the club's student-

run advertising agency. The club also sponsored guest speakers and toured such local agencies as Martin/Williams and Carmichael Lynch, and traveled to Chicago for its annual field trip to agencies in the Windy City.

The club hopes to follow in the tradition of excellence this year. Speakers have included William Wells, the newly appointed Mithun Land Grant Chair in the SJMC, Janna Sperry-Sundby, president of the Minnesota Ad Fed and account executive at Martin/Williams, and Jim Fish, president of AdVentures of Wayzata. In addition, the AdClub presented "Minorities in Advertising"

on Dec. 3. Twin Cities professionals discussed their experiences as minorities in the field and also talked about how minorities are portrayed in advertising.

A major goal for the upcoming quarter is to acquire a computer to enable the club to perform more efficiently. Increased involvement with the Professional Chapter and making new contacts with alumni round out the club's goals for 1992-93.

If you have any questions or suggestions for the University of Minnesota AdClub, please contact Heidi Anderson at the AdClub office, 612-625-3245. ■

Obituaries

George Alarik died Oct. 11 of a heart attack. Alarik, a longtime advertising executive in Minneapolis, headed a creative advertising group, Alarik, Heim & Syme, at the time of his death. He had worked at a number of agencies, including the Minneapolis branch of BBD&O, Stevenson & Associates and Martin/Williams. He operated Alarik & Associates for 12 years. Alarik also taught advertising classes at the SJMC and at the University of St. Thomas.

Mary Ann Coghill, M.A. 1951, died May 17 of cancer. Coghill worked as a research associate in the School of Industrial and Labor Relations at Cornell University until her retirement in 1981.

W. Chandler Forman, B.A. 1924, died July 6. Chandler was a retired assistant travel editor for the *Chicago Sun-Times*. He began his newspaper career in Duluth and Rockford, Ill., before joining the *Chicago Herald and Examiner* during the Great Depression. He joined the *Chicago Times* in 1941. He retired from the *Sun-Times* in 1978 after serving as reporter, copy editor and sportswriter.

Eric (Elmer) Forslin, B.A. 1951, died of cancer Dec. 11. Forslin was vice president at Bozell Inc. advertising agency in Minneapolis. He started with Bozell in 1973 and was responsible for the advertising and marketing of several new Presto products, including the Fry Daddy and Salad Shooter, according to an article in the *Star-Tribune*. Before

joining Bozell, he was an account executive at Campbell Mithun advertising agency and worked at John Forney Agency.

William M. Galbraith, B.A. 1947, died on March 31.

Robert (Bob) J. Johnson, B.A. 1952, M.A. 1955, died of a stroke Oct. 30. Johnson was former president of Red Baron Advertising and retired executive vice president of the Campbell-Mithun-Esty advertising agency. He was a copywriter in New York and Denver before returning to Minneapolis in 1969. He also taught advertising and marketing at Northwestern College in Roseville.

Sam H. Kaufman died of heart disease on Aug. 3. Kaufman founded the *Skyway and Freeway News*. He began his writing career working on the *Minneapolis Weekly News* during high school and college. He also was a radio newscaster and advertising executive, joining the new advertising firm of Bozell & Jacobs in 1945. Kaufman formed Kaufman, Spicer & Co. and started the downtown *Skyway News* in the late 1960s. He sold the *Skyway-Freeway* publications in 1986 and moved to Tucson, Ariz., where he continued to edit the magazine *Active Senior Lifestyles* until he sold that publication in 1990. Kaufman and his first wife, Florence, endowed a scholarship fund for several SJMC students.

Eric Severeid, 1935 U of M graduate and former *Daily* editor, died of stomach cancer July 9. Severeid, a 40-year news veteran at CBS, was among the most famous graduates of the Minnesota journalism program. Hired by CBS in 1939, Severeid made his mark

reporting from World War II battle zones. After the war he worked at the network's Washington bureau until 1959. He retired from CBS in 1977, but remained as a consultant. Severeid was inducted into the Television Academy Hall of Fame in 1987. He won Emmys in 1973, 1974 and 1977. The University's journalism library in Murphy Hall is named in his honor.

W.A. Swanberg, B.A. 1930, died Sept. 17 of heart failure. Swanberg was a Pulitzer Prize-winning biographer and historian. He won the coveted award in 1973 for "Luce and His Empire," a biography of the co-founder of Time Inc. He also won a National Book Award for his biography of socialist politician Norman Thomas. Swanberg lived in Southbury, Conn.

Maxine Kennedy Turquette, B.A. 1940, died Aug. 27 in Urbana, Ill. Turquette was a reporter and feature writer

for the *Rochester Post-Bulletin* from 1935 to 1940, before serving as associate editor of *Hardware Trade* and *The Lumber Dealer* in the early 1940s. She joined the U.S. Naval Reserve as a WAVE officer from 1942 until 1946. She terminated her military status as a lieutenant commander in 1959. Turquette was appointed editor of the Small Homes Council of the University of Illinois in Urbana at the rank of associate professor. She was an active member of the Kappa Delta sorority alumnae.

Obituary Correction

Edmund E. Johnson, B.A. 1944, died Sept. 5, 1991, of a massive stroke in Mora, Minn. Before retiring in 1980 he had been a publisher and editor at several weeklies. He was married to Lillian Lindbergh Christie, 1938 SJMC graduate, who survives him, along with three children and three grandchildren. ■

Staff Notes

Mary Ann Lukanen, executive secretary, received a College of Liberal Arts Civil Service Outstanding Service Award for 1991-1992 in October.

Lukanen has worked in the SJMC since 1971. She is responsible for the School's budgets—state, federal grants, the Murphy Endowment, and three privately funded research and outreach centers.

"I have learned to rely on

Mary Ann's knowledge and figures, even when they are different from mine," says Dan Wackman, SJMC director. "If push comes to shove, believe Mary Ann, not me!"

Added Linda Wilson, assistant to the director, "I've learned that Mary Ann is more than willing to work, more than willing to go the extra mile, to enhance the efforts of the School and the Minnesota Journalism Center."

The CLA Civil Service Outstanding Service Award recognizes employees who go beyond consistent high performance to make innovative and/or outstanding contributions to the objectives of their department and the College. ■

Award For Excellence

The University of Minnesota School of Journalism and Mass Communication Alumni Board is asking for nominations for its annual Award for Excellence. The award recognizes a distinguished professional in the field of journalism and mass communication and is presented at the Alumni Society's annual meeting.

Nominees must:

- Be graduates of the SJMC, and
- Have established a distinguished professional record over a period of years or, in some instances, a single contribution of great impact in the field.

Previous recipients include Father James Whelan, Ron Handberg, Otto Silha, Dave Mona and Betty Wilson.

Nominee

Name _____ Phone number _____
Address _____

Nominated by

Name _____ Phone number _____
Address _____

Why do you think this person should receive this award?

Please submit nominations by March 5, 1993, to the Journalism Alumni Board, 111 Murphy Hall, 206 Church St. SE, Minneapolis, MN 55455

Alumni Update

1930s

Jay T. Harris, B.A. '35, M.A. '51, was the featured speaker at the Thelma Thurston Gorham Alumni Scholarship Fund Banquet in Tallahassee, Fla., in October. Harris is the vice-president, operations, for Knight-Ridder, Inc., Miami.

John Newhouse, '33, retired as a reporter from the *Wisconsin State Journal* in 1974. He and his wife had a boat built in Norway that they've used to travel to eight foreign countries. They have written a book on traveling through Europe that has been bought by a Norwegian publishing house.

1940s

John L. Chapman, '48, is writing promotional books for the national oil and gas company of Indonesia (on a free-lance basis). He also has some novels in development. He recently returned from Asia (Hong Kong) after nine years there in public relations.

Gloria Galloway, '48, is vice president/treasurer for Eagle Publications, Inc. in Claremont, N.H. The company publishes the *Eagle Times* (daily), and *Argus-Champion* (weekly). She currently lives in Fernandina Beach, Fla., but spends one week a month in *New Hampshire*.

Robert W. Hefty, '41, is semi-retired, but continues as editorial ombudsman to the Public Affairs staff of Detroit Edison. He serves on the board of governors of the Detroit Press Club, of which he is a charter member. He is also on the board of directors of the Detroit Chapter of the Public Relations Society of America. He retired after 30 years in the Ford Motor Company public relations department.

Norman Katkov, '40, currently lives in Los Angeles and is writing his sixth novel, "Millionaire's Row," which he expects Dutton to publish in 1993.

Ed Kolpack, '47, worked for *The Forum* of Fargo-Moorhead for 38 years as a sports editor before retiring in 1990. He has been inducted into the North Dakota Sportswriters and Sportscasters Hall of Fame and received the North Central Conference Meritorious Service Award. He and his wife Idamarie are the parents of three sons. Two, like their father, have chosen sports journalism as their career.

Betty Lou (Peterson) Nash, '45, was recently elected vice president of Antelope Valley (Calif.) Community College Board of Trustees. In June, she was installed as president of the Antelope Valley Arts Council, and serves on the board of directors of the Antelope Valley Symphony Association and Cultural Foundation. She and her husband, Max Nash, donated a Baldwin concert grand piano to the new Lancaster Performing Arts Center.

1950s

Leo S. Anderson, '50, had his book, "Down the Mississippi," published by Bonus Books, Chicago. It describes his canoe trip from the source (Lake Itasca, Minn.) to the Gulf of Mexico during 3 1/2 months in the summer and fall of 1990. He was accompanied by 16 people (one or two at a time), but did 950 of the 2,348 miles solo.



Frank Anton

Frank Anton, '57, convention/recognition planner for Northwestern National Life, was selected for inclusion in Marquis' 23rd edition (1992-1993) *Who's Who in the Midwest*. In the community, Anton has served as president of the Minneapolis Aquatennial Association and as chairman of Minneapolis Community College's citizens' advisory board. He was elected Fleet Admiral of the Minneapolis Aquatennial Admirals Club, made up of past presidents and commodores of the association. He will assist the organization's Grand Admiral for two years on Club activities and then step up to that position. Anton served as Aquatennial president in 1986.

John Henriksson, '51, is a free-lance writer whose magazine, film and newspaper work has focused on the natural and cultural history of the Strong Woods region of Minnesota. His articles appear regularly in regional publications. He had two books published in 1991, "Rachel Carson: A Biography for Young Readers," Millbrook Press, and "Northwriters: A Strong Woods Collection," University of Minnesota Press.

Ed Magnuson, '50, retired in July after 32 years with *Time* magazine. He spent 10 years (1950-1960) on the *Minneapolis Tribune*, mainly as a feature writer. At *Time*, he was a correspondent for a year in Los Angeles before becoming a writer in New York.

Edward L. Pepper, '50, retired on March 1, 1991. He was an advertising representative for *The Tidings*, the official newspaper of the Archdiocese of Los Angeles. He also has contributed research on failures of journalistic coverage of China.

1960s

Sylvia Allen, '60, is an adjunct assistant professor in Event Marketing at New York University's School of Continuing Education, and is also president of Allen Consulting, Inc., an event consulting business.

Mary Frentz Bracho, '68, is currently living in Excelsior, and has just written her second historical romance novel, "Angel of the Lake." It will be published by Harlequin in April under the pseudonym "Ana Seymour." The novel tells the story of a Norwegian emigrant in 1850s Wisconsin.

Sharon (Marrinson) Farsht, '68, is the administrative director of an information and referral center at the University of Minnesota Hospital and Clinic. She is nearing completion of a master's degree in public health at the University (focus is on community health education and promotion).

Ron Handberg, '60, long-time

WCCO radio and television employee, released his first novel, "Savage Justice," in June by Burch Lane Press. Upon receiving his bachelor's degree in journalism, Handberg joined WCCO radio as a reporter. Four years later, he switched to WCCO-TV as a writer and reporter. He eventually worked his way from associate news director to vice president and general manager in 1981, a position he held until his retirement in 1989 at age 51.

Susan Kimberly, '65, has been named executive director of the St. Paul Coalition for Community Development. The Coalition is comprised of 19 non-profit community development corporations serving St. Paul's low and moderate income neighborhoods.

Ken Knapp, '60, has just completed 25 years of teaching journalism and mass communications at Rochester Community College in Rochester.

Thomas H. Leinfelder, M.A. '68, is general manager/vice-president of Office Imaging for the Mid-Atlantic Region of Eastman Kodak Company.

Thomas A. McCabe, '63, retired from the U.S. Air Force Reserves in April as a colonel and received the Meritorious Service Medal in May. He now teaches law enforcement at the South San Antonio ISD high schools and is working on a Ph.D. from Texas A & M.

Dennis McGrath, '63, has been named Minneapolis Aquatennial president for 1993. McGrath, president of Mona Meyer McGrath & Gavin, will coordinate much of the planning for the summer festival.

Kay (Putnam) Noguchi, '68, is a communication specialist for the Pacific Region Educational Laboratory in Honolulu.

Dennis Nustad, '62, is vice president, account supervisor at BBDO in Minneapolis. He chairs the Task Force for the Riverfront International Food Fair (August 7-8, 1993). He was elected to the board of directors of the Pavek Museum of Broadcasting. He also is a development consultant for the Old St. Anthony Association; is a member of the American Institute of Wine & Food; and is chairman of the General Media Committee for the "Success by 6" Public Education effort.

Judy (Wittmayer) Wade, '60, is a free-lance travel writer and has just finished *Disneyland and Beyond*, a guidebook to Southern California theme parks, currently in bookstores (Ulysses Press). She continues to write for the Los Angeles Times Syndicate, *Westways*, *Adventure West*, *Travel 50 & Beyond*, *Cruises & Tours*, *Where to Retire*, and other national publications.

1970s

Christine Hunt Anderson, '76, is teaching a writing class at a Twin Cities high school.

Peter A. Baptiste, '75, is a manager for media relations and consumer education for the Ministry of Consumer Affairs and Social Services, Republic of Trinidad and Tobago. He formerly was the corporate relations supervisor of the Central Bank of Trinidad and Tobago.

Donald Betzold, '72, has been elected to the Minnesota State Senate.

Shih-Min Chen, Ph.D. '77, is taking a year of sabbatical leave from Chengchi University in Taiwan. He taught at the Chinese University of

Hong Kong until Dec. 31.

Karen Doyle, '79, has been named director of national press relations for the Public Broadcasting Service (PBS, located in Alexandria, Virginia). She was formerly senior vice president for Fleishman-Hillard Public Relations in Washington, D.C.



George Faas

George Faas, '71, is regional director of North Pacific Asia (Japan, China, Taiwan and Korea) for Official Airline Guides. He now lives in Irvine, Calif., after

working for 12 years in Tokyo.

Stephen M. Hedlund, '73, has joined Ehlert Publishing Group, Inc., Wayzata, as vice president. He will oversee publishing operations for six consumer and three trade magazines that serve the snowmobile, archery and personal watercraft markets. He previously held positions as publisher at *Corporate Report Kansas City* and *Twin Cities* magazines, and as advertising sales director for *Workbench*, *Flower and Garden*, and *Workbasket*, a Kansas City-based national magazine group.

James M. Jarvela, '74, is president and owner of Campus Crossroads in Keene, N.H., a national public relations firm that represents private colleges and universities throughout the United States.

Michelle Rivet Juntunen, '70, is manager of advertising for Northern States Power Co. She was recently awarded the "Award of Excellence" from Utility Communicators International for seven advertising awards at its national conference in Milwaukee. She also co-owns Juntunen Video, Inc., a video post-production and field shooting facility.

Perry D. Ketchum, M.A. '76, is a principal in Ketchum & Metz Inc., Minneapolis, a full-service public relations firm now in its sixth year. He is a board member of the Minnesota International Center and the Playwrights' Center.

Robert Koepcke, '77, is starting his journalism career after 12 years' experience in nursing home administration. He began an internship with the *Paynesville* (Minn.) *Press* this fall.

Mary L. Kucera, '74, is the assistant production manager for *Vancouver Magazine* in Vancouver, B.C., Canada.

Andrea Ngai Leung, M.A. '75, has been promoted to director of the nine-person information and public relations department of Hong Kong Baptist College. Her husband, Kenneth (Ph.D. '78), lectures at Chinese University of Hong Kong and has published two mass communications books this year. The Leungs visited Murphy Hall in July.

Marc Meltzer, M.A. '75, has been promoted to business editor of Knight-Ridder's *Philadelphia Daily News*.

Melva D. Moline, M.A. '79, received the Burlington Northern Foundation award for excellence in teaching, the only instructor at Moorhead State University to be recognized as such this year. She was also promoted to associate professor in mass communications at Moorhead State. She spent June and July in Eastern Europe, Turkey and Greece.

Jia-ching Pan, M.A. '72, was named the dean of the College of Communication at National Chengchi University in Taiwan. Before that he was chairman of the Department of Radio-TV.

Daniel Pfaff, Ph.D. '72, has won the 1991 Frank Luther Mott-Kappa Tau Alpha award for the best researched book about the media for his book "Joseph Pulitzer II and the *Post-Dispatch*: A Newspaperman's Life." Pfaff is the acting dean of the School of Communications at The Pennsylvania State University.

Regene Radniecki, '77, is now the graphics director of the *Naples Daily News* in Florida. She left the *Star Tribune* in the Fall of 1990 to attend Ohio University and completed coursework for a master's degree in journalism. She was a media management fellow at the Poynter Institute in St Petersburg, Fla., in the Fall of 1991.

Lynn Schwartz, '73, recently received two of 15 Savvy Awards honoring "excellence in local government communications and marketing programs." The national awards were presented by the City/County Communications Marketing Association at its national conference in San Francisco in September. Schwartz, communications coordinator for St. Louis Park, won first place for the city's newsletter and the 1991-92 city/school district calendar.

Laura Weber, '77, has been awarded the Solon J. Buck Award for the best article published during 1991 in *Minnesota History*, the quarterly journal of the Minnesota Historical Society. The article, "'Gentiles Preferred': Minneapolis Jews and Employment, 1920-1950," appeared in the spring 1991 issue and was based on her thesis, which examined economic discrimination against Jews in Minneapolis. She currently is an editor in the Office of Student Financial Aid at the University. As a free-lance journalist and critic, Weber has written on the arts, culture, rock 'n' roll and history. She is a commentator and sometimes host on Fresh Air Radio's "Radio Verité" program.

Elizabeth R. Young, M.A. '75, formerly known as Rosalind Elizabeth Ford, has started The Bruce Cook Agency, a literary agency in St. Paul. Previously, she worked at two family-owned literary agencies in Chicago.

Sue Ellen (Torkildson) Yund, '76, was recently promoted to manager of Communications at Hoffman Engineering, Anoka, where she's worked for three years. She currently is working on her master's degree in business communications at the University of St. Thomas.

Gale Zucker, '79, is in her ninth year of working free-lance as an editorial and corporate photographer. Her clients are national and regional magazines, design firms and *The New York Times*. She describes her work as photographing real people in real places

1980s

Melissa Breyette, '89, is an editor in the public affairs department of Sears Merchandise Group. She edits publications for home office employees, retail employees nationwide, and Sears' more than 120,000 retirees.

Kevin Chandler, '82, has been elected to the Minnesota State Senate.

Julie Clausen, '85, is a public infor-

mation specialist at Sandia National Laboratories in Albuquerque, N.M. She is working on her master's degree in business administration at the University of New Mexico. She is also a new member of the National Association of Science Writers.

William I. Collins, '85, launched GRAPHPORT in July, a global fiber optic network linking the computer graphics, advertising agency and graphics production industries.

Susan M. Denelsbeck, M.A. '82, has been named editor of *Format* magazine, the publication of the Advertising Federation of Minnesota.

Steven M. Deyo, '89, is editor and chief of the Computer User Newspaper group. *Computer User* is the third largest computer publication in the United States, with editions in nine metropolitan areas. Deyo and his wife, Maureen, welcome their first child, Christian Mark.

Lynn A. Drake, M.A. '87, has been named director of communications for the American Institute of Certified Public Accountants (AICPA) in the Institute's Washington, D.C., office. She is responsible for communication strategy and planning. Before joining AICPA, she served as president of the Washington office of the Fratelli Group, a public relations agency. Previously, she was press secretary for former Congressman Gerry Sikorski (D-Minn.), directing communications and managing press events. During this time, she was elected the first female president of the House Democratic Press Assistants and nominated for Outstanding Woman of 1985 by *Washington Woman* magazine.

David A. Fantle, '83, is a communications coordinator with Wisconsin Gas Company, Milwaukee. He is also serving his second three-year term as a Bayside Village (Wis.) trustee, an elected post.

Elizabeth Fuller, '83, is attending the graduate screenwriting program at the University of Southern California's School of Cinema-Television. She will graduate in May with an M.F.A. in dramatic screenwriting.

Sheila Gregory, '88, works at the University of Minnesota, College of Agriculture and Landscape Architecture Dean's Office as an accounts specialist/supervisor and has done free-lance writing. In 1991, she was a contributing writer to *Pathways Through Minnesota*, a travel guide published by Clark & Miles Publishing, St. Paul, 1992.

Victoria J. Hoshal, '82, is the director of development for the Children's Theatre Company, Minneapolis. Her job includes managing the theatre's \$1.45 million annual operating fund.

James L. Johnson, '87, was ordained in June as a minister in the Association of Free Lutheran Congregations and is serving as pastor at Calvary Free Lutheran Church in Fosston. He covers football for the local paper on the side.

Joe H.T. Kibira, M.A. '83, is currently working for Whole Earth Access as a computer service parts administrator. He lives in Berkeley, Calif.

Karen Kloser, '84, is the owner of a free-lance writing and editing business, serving clients in the education, health and magazine publishing sectors since 1988.

Cherie S. Lewis, Ph.D. '86, has joined the faculty of the Newhouse



Workers weld supports on the new University art gallery. An initial \$3 million challenge pledge from former student Frederick R. Weisman enabled construction. The museum, designed by internationally renowned architect Frank O. Gehry, is scheduled for completion in fall 1993. (Photo by Dilip Vishwanat)

School of Public Communications at Syracuse University. This past summer, she received a grant from the National Endowment for the Humanities to attend a summer seminar for college teachers at Case Western Reserve University in Cleveland.

Lynn (Studley) Mackin, '80, opened an image consulting firm in the Twin Cities in April 1991. She recently relocated and expanded the business in Cedar Rapids, Iowa. The business specializes in personal and professional image development for women.

George L. Markfelder, '83, completed his master's degree in Internal Relations in fall 1990 and a master's in public administration in spring 1992. Both degrees were from Troy State University in Alabama. He began a three-year contract in July as a public relations practitioner on board the Navy's nuclear-powered aircraft carrier, USS Roosevelt.

Ann Merrill, '85, has joined the business staff at the *St. Paul Pioneer Press*. She previously was a reporter at *Minneapolis/St. Paul City Business*.

Debra Mooney, '82, began appearing in the Broadway production of Arthur Miller's "The Price," in June. Mooney is a regular on the CBS situation comedy "Davis Rules," starring Randy Quaid and Jonathan Winters. She is a guest star on two new sitcoms, CBS's "Frannie's Turn" and "Love and War."

Bob Nelson, '86, is working for K & L Advertising in Tokyo, as senior copywriter. His international clients include Nikon, Pioneer, Honda and NEC in worldwide markets.

Melanie Nohr, '86, is currently the senior writer for the College of St. Catherine's public relations department, St. Paul.

Bob Paulson, M.A. '89, started as an assistant editor at *Decision* magazine in Minneapolis in September. He worked as associate editor of *Twin Cities Christian* from January to September 1992.

Edward C. Pease, M.A. '81, is an associate director for publications and editor of the *Media Studies Journal* at the Freedom Forum Media Studies Center at Columbia University in New York City.

Christine Powell, '89, recently sold two articles to *Brides* magazine. Her work was also published in the December 1991 issue of *Seventeen*, the March 1992 issue of *Teen*, and the fall 1992 issue of *Seventeen*. She is the program

coordinator for a non-profit heart registry at the University Hospital in the Twin Cities.

Denise Shomaly, M.A. '86, was hired in January 1992 by the AID-funded Central American Journalism program at Florida International University.

Susanne (Schutz) Sims, '82, has recently opened her own firm, "ECO Logic Environmental Communications" and will publish *The Hawaii Environmental Green Pages* (a directory) due out on Earth Day, April 22, 1993.

Dean Trippler, '86, was named editor of the *Chanhausen Villager* newspaper in June. He previously was the news editor of the *Eden Prairie News*.

Birgit L. Wassmuth, Ph.D. '83, has been on sabbatical leave from the University of Missouri to research the Hungarian Bauhaus (1928-1938) in Budapest.

Judy Williams, M.A. '83, won First Place for Entertainment sections in large dailies in the Wisconsin Newspaper Association Better Newspaper competition. This followed her 1991 First Place for the Lifestyle section. She has been the Lifestyle editor at the (Appleton, Wis.) *Post-Crescent* since September 1988.

1990s

Kevin Allenspach, '92, is working at the *St. Paul Pioneer Press* as a sports assistant.

Heidi Anderson, '92, is an assistant account executive at Kerker & Associates advertising agency, Minneapolis.

Monika Bauerlein, M.A. '90, is managing editor of *City Pages* in Minneapolis.

Heather Beal, M.A. '90, is doing marketing work for Michaud, Cooley, Erickson and Associates, Inc., a mechanical and electrical engineering firm in Minneapolis.

Amy Bengtson, '91, is employed by Piper Jaffrey in Minneapolis as a legal transfer representative. She transfers securities with legal requirements.

Angela L. Boersma, '92, is an assistant account executive with Cevette and Company advertising agency in Minneapolis.

Nicholas Brezonik, '92, is currently employed as a field services engineer for Spanlink Communications in Minneapolis. He installs computers and provides training, programming and project management services.

Pamela J. Broz, '91, is a program

manager for TADRE, a human services business in Tucson, Ariz. She previously worked for C & H Productions in Minneapolis, a film production business.

Kim Buckingham, '92, is an assistant editor for publications, working with member services for "The Collaborative" in Minneapolis. "The Collaborative" is a membership organization for owners and managers of growing companies.

Greg Carlson, '92, is a merchandising assistant for J. C. Penney Co. in Southdale Shopping Center in Edina.

Kristi K. Chevalier, '92, is a public relations associate at Courage Center, a non-profit rehabilitation center in Golden Valley.

Jennifer Corbett, '92, is a business editor at the *Owatonna People's Press*. She reports on business, environment, health and farming issues.

Kelly Dexheimer, '91, is an account executive in advertising sales for the Minnesota Sun Publications in Bloomington.

Lynette Dix, '92, is an administrative assistant at G.A.M.E. Inc., an entertainment events production company in Minneapolis. She coordinates events and provides public relations services.

Ryan Ebner, '92, is a copywriter for McConnaughy, Stein, Schmidt and Brown advertising agency, Chicago.

Erin L. Fider, '90, is working as a production assistant for Merrill Corporation, a corporate, financial and legal printer in St. Paul.

Mike Flores, '91, recently joined the faculty of Chaska High School, teaching journalism, English and speech. He also advises the school newspaper.

Lara Ginsburg, '92, is editor for the *Rosemount Town Pages* in Rosemount.

Lorna Graf, '91, is a marketing assistant for Re/Max in Eden Prairie.

Danielle Grimes, '91, is a copy editor at the *Aberdeen American News* in Aberdeen, S.D. Previously, she was an intern for the school products group-communications, for Jostens Inc. in Bloomington.

Lisa Grimes, '91, is a Peace Corps volunteer in health/nutrition education in Niger, West Africa.

Molly Melissa Guthrey, '92, is a reporting intern for the *Spokesman-Review*, Spokane, Wash. She is the police and courts reporter in the north Idaho bureau.

Jennifer Nilsson Halgren, M.A. '91, has been an account services intern at Martin/Williams Advertising in Minneapolis.

Anne Hedberg, '90, is a public relations/special events coordinator at Senior Resources, a non-profit organization in the Twin Cities.

Lisa Hollfelder, '91, is a creative services design artist for the *Star Tribune* in Minneapolis.

Kate Horgan, M.A. '90, is free-lancing as a photographer for several national Irish newspapers and other organizations. She lives in Dublin, Ireland. She returned there after a year of interning and free-lancing in Seattle.

Deborah Howard, '92, is an account executive in Catering Account Sales for Prom Catering in St. Paul.

Anne Johanski, '91, is an office manager for Lloyd J. Hollander Co. in Minneapolis. Previously she was chief editor of *Minnesota Players*, a publication of RCM Enterprises, Inc., Wayzata.

Carolyn Smith Johnson, '92, is

assistant manager for Wilsons/Tannery West in Minnetonka.

Megan E. Johnson, '92, is an assignment editor/reporter for KAAL-TV in Austin.

Lee Klancher, '92, is a communications officer at the Minnesota Office of Tourism. He writes for and lays out the *Minnesota Explorer*.

Michelle Koenig, '91, is a public relations intern, writing press releases, newsletters and brochures for the Minnesota Pollution Control Agency.

Timothy Kraemer, '91, is employed as a management staff/dispatcher in Automotive Repair for Sears in Brooklyn Center.

Cynthia Kremer, '92, is a marketing coordinator at Pembroke Management, Inc., at the Burnsville Center. She assists the marketing director in advertising and promotions.

Kristine Larsen, '90, is a copywriter at Hunt Murray in Minneapolis. Her accounts include Mystic Lake Casino and Minnetonka Moccasins.

Kari M. Larson, '92, is an advertising representative for the *Minnesota Women's Press* in St. Paul.

Sarah Kristin Lund, '91, is in the master's program in the Carlson School of Management. She had worked as an account executive for Axis Mundi Animation, a computer animation studio in Minneapolis.

Colleen Mahoney, '92, is a reporter/producer for WDIO-TV in Duluth. She reports and produces for the 6 and 10 p.m. newscasts.

Wendy Martin, '92, is currently an ecoline specialist, providing customer service for distributor sales for Ecolab in St. Paul.

Michael McDaniel, '92, is a media analyst for Kolesar & Hartwell Advertising, Minneapolis. He does media planning, buying and target market research.

Jim Mesick, '90, recently started a new job as a marketing graphics specialist for Northern States Power Company in Minneapolis.

Andrew J. Meyer, '92, is a broadcast media buyer for Campbell-Mithun-Esty Advertising. After graduation, he free-lanced as a chief writer/designer for such firms as General Mills, Inc., Life Rate Systems, Inc., and *The Sportmen's Guide*.

David Mickelson, '92, is a property inspector for Independent Abstracting Services, Inc., in Minneapolis.

James E. Moriarty, '91, is driving a school bus for Ryder Transportation.

Megan Moriarty, '92, is a ski instructor at Keystone Mountain in Keystone, Colo.

David Rae Morris, M.A. '91, is an assistant photographer for The Minnesota State Senate.

Monica Moses, M.A. '92, is a design director for the Gannett Suburban Newspapers in White Plains, N.Y. Previously, she was a page designer for the *Arkansas Gazette* in Little Rock, Ark.

Karen R. Nelson, '91, is a communications director for the Minnesota Composers Forum, a non-profit arts organization.

Elizabeth Norlin, '92, is a managing editor and reporter for the *Southside Pride*, a community newspaper in south Minneapolis.

Joan M. Patton, '92, is the district manager of sales for Automatic Data

Processing in Omaha, Nebr.

Paul D. Polivka, '90, is a route manager for Data Dispatch. He is also a volunteer producer at North Central Cable, Irondale.

Todd Retzlaff, '92, is an assistant account executive for J. Walter Thompson advertising agency in Chicago.

Warren Ryan, '90, is an assistant account executive for Yeager/Karzoski Agency in Minneapolis.

Bethany Schlegel, '91, is an admissions counselor at West Central Community Services Center, Inc., a mental health clinic in Willmar.

Wendy (Miller) Sellwood, '91, is an account coordinator for Business Incentives, a performance improvement company in Edina.

Joan Sidla, '91, is a community relations specialist working as a volunteer program administrator for Land O'Lakes Inc. in Arden Hills.

Kateri K. Tidrick, '92, is business editor for Willie Suburban Newspapers in North St. Paul.

Kelly Vanderkelen, '92, is a customer service manager for Effective Learning Systems, Inc., a self-improvement business in Edina.

Mary M. Vierling, '91, is a foundation relations/media coordinator with the non-profit C.S. Lewis Foundation in California. The company is geared toward innovative change in American higher education. She is looking for work as a producer in broadcast journalism.

Jolene Voight, '91, is a sales manager for the Crown Sterling Suites in Bloomington. She was an administrative assistant for ACI

Advertising in Edina.

Jim Walsh, '90, is music editor/features writer at *City Pages*. In 1991, his stories "Boys N The Hood" and "Hard Times" won awards from the Minnesota Newspaper Association and SPJ. He recently was voted "Second Best-Looking Man in the Twin Cities Media" by viewers of Fancy Ray McCloney's "Get Down With It!" cable access show.

Carin Wegwerth, '92, is a lead supervisor in charge of phone center interviewers for Project Research Inc. in Minneapolis.

Patrick Welsh, '92, is assistant to the store manager at Bloomingdale's department store, Chicago.

Heather West, '92, is an intern/account assistant at Kamstra Communications Inc. public relations, in St. Paul. She assists with public relations accounts, writes press releases, follows-up with publications and assists with project development.

Margaret Wilkes, '92, is promotions director for VEE Corporation/Sesame Street Live in Minneapolis. Previously she was an account executive for Rainbow Foods in Hopkins.

Sarah Williams, M.A. '91, is an account assistant, working on the Texaco/Havoline Formula 3 account for Campbell-Mithun-Esty Advertising, Inc., in Minneapolis.

Alumni Update correction

Thomas Edward Nelson, '91, works in the geography department, not the education department, of Mankato State University. ■

Graduate students reap honors

CONTINUED FROM PAGE 1

Fellow for three years in the SJMC Silha Center for the Study of Media Ethics and Law.

A revised version of the paper, published in the spring 1992 edition of *Journalism Quarterly*, was a "trial run" of the idea Hindman is working on for her dissertation, she said.

Like Karen Franz, David Perlmutter has travelled widely to study visual communication. Perlmutter, a Ph.D. student, has travelled to Germany and China to study the uses and traditions of photography. Perlmutter presented a paper in the Visual Communication Division on comparative Chinese photography at the AEJMC convention in Montreal.

In October, Perlmutter presented a paper titled "The Social Products of Visual History: The Artworld of Social Science Textbooks" at the University of Pennsylvania's Annenberg School of Communications' 18th annual Conference on Social Theory, Politics and the Arts.

In the paper he examined the way editors select images and photographs for social science textbooks. Though his research has covered many topics, Perlmutter said his real interest is in historical images.

In all, Perlmutter has presented five conference papers and has had two papers published.

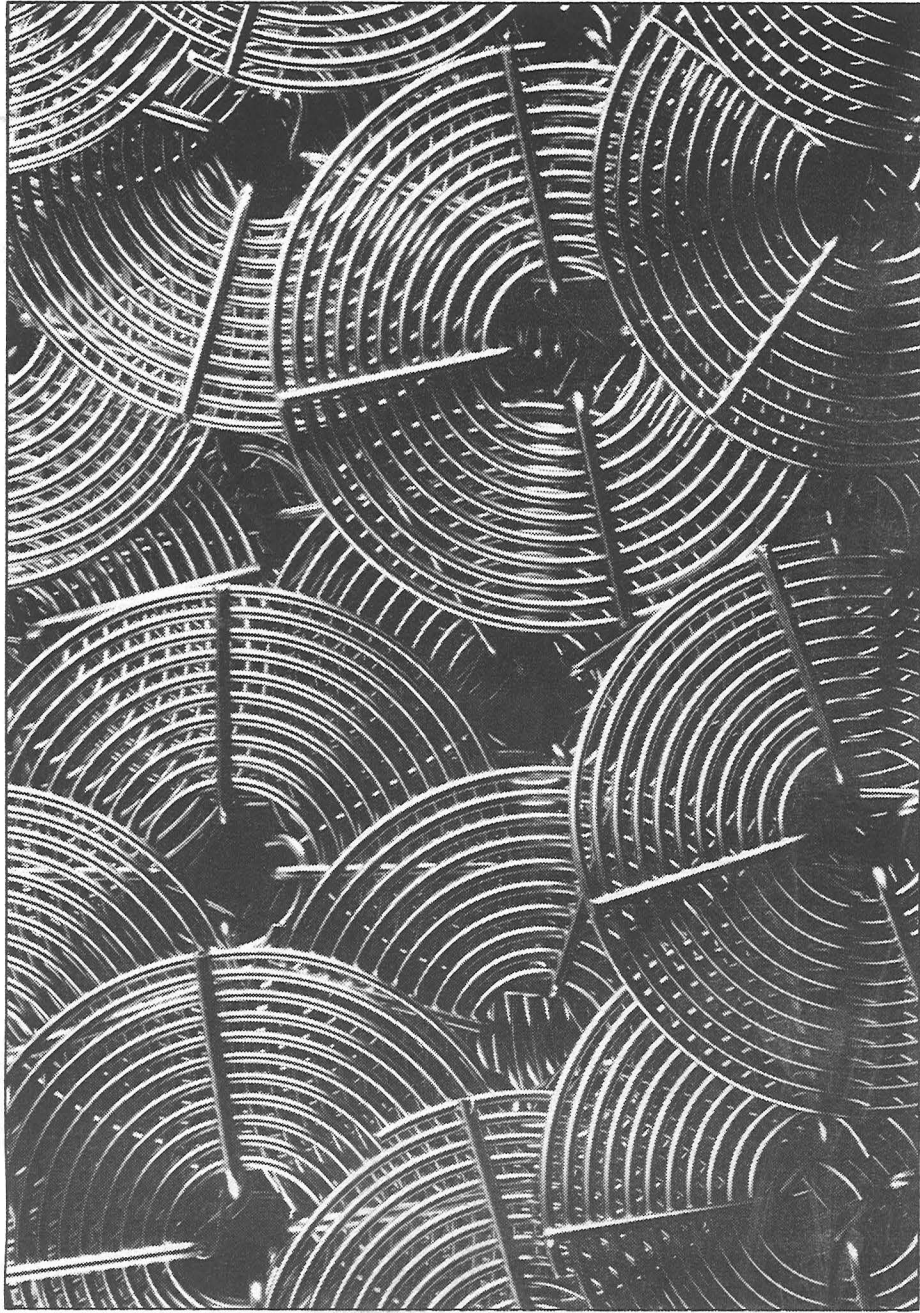
Ph.D. student Iliia Rodriguez earned a MacArthur Scholars Fellowship from The MacArthur Interdisciplinary Program on Peace and International Coop-

eration. Rodriguez received her bachelor's degree in communication from the University of Puerto Rico and her master's degree in Latin American Studies from the University of California-Santa Barbara. The fellowship will aid her dissertation research, which will focus on communication and development in Latin America.

Ph.D. student Julia Corbett's article "Atmospheric Ozone: A Global or Local Issue?" has been accepted by the *Canadian Journal of Communication* as a "Research in Brief." She conducted the research for Bill Babcock's international seminar. Ph.D. student Pat Thompson published an article in the summer 1992 issue of *Journal of Communication Inquiry*.

Ph.D. student Linda Adler Kassner's paper, "Contested Ground: Points of Confluence and Divergence in the Literacy Histories of Writing Students and Their Teachers," has been accepted by the National Conference on College Composition and Communication in San Diego, Calif.

Ph.D. student Chuck Lewis presented two papers at the 42nd Annual conference of the International Communication Association in Miami, Fla., last May: "The Working Portrait: Women in Advertising Images During World War II" in the Feminist Scholarship Division and "American Wedding Photography as Ritual" in the in the Popular Communication Division. He also published an article in the September 1992 issue of *Critical Studies in Mass Communication*. ■



Faculty Update

Ed Emery, SJMC emeritus professor, received the Kobre Award at the annual meeting of the American Journalism Historians Association in Lawrence, Kan., in October. The award is given to honor lifetime achievement and contributions in the field of journalism history.

Emery and his wife Mary represented SJMC at the 18th conference of the International Association for Mass Communication Research in Guaraja, Brazil, in August. SJMC Ph.D. alums Ellen Wartella and Chuck Whitney of Illinois and Cornelius Pratt of Michigan State gave papers.

T.K. Chang was recently a guest speaker at the College of Liberal Arts Honors colloquium on the structure of international communication.

Donald Gillmor participated in meetings of the Practicing Law Institute's Communications Law Section in

New York City Nov. 5 and 6.

Michael Griffin appeared on KSTP-TV news Oct. 20 in a "Straight to the Point" segment about the release of Madonna's new book "Sex" and related issues of sexual portrayals in the media.

Carol Pine, president of Pine & Partners, St. Paul, SJMC alumna and adjunct instructor, participated in a first-ever multinational conference on economic transformation through small enterprise in Moscow Oct. 19-23.

The second edition of **Jean Ward** and **Kathleen Hansen's** "Search Strategies in Mass Communication" was just published by Longman Press.

Chin-Chuan Lee has returned from a research leave in Taiwan, where he held extensive interviews with publishers, journalists, officials, ex-dissidents and ex-censors for a book on the history of the island nation's struggle for press freedom.

Bill Babcock was awarded a 1992 Poynter Teaching Fellowship for Ethics Professors. He was one of 12 faculty chosen nationwide to participate in a week-long program held in May at the Poynter Institute in St. Petersburg, Fla.

Steel film developing reels are the subject of this photo by SJMC graduate student **William Eilers**. New display cases in Murphy Hall will showcase similar work from SJMC photography students. The first exhibit will highlight photos from SJMC Professor **Dona Schwartz's** documentary photography class. The theme is "Family Values."

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