

# THE Murphy Reporter

UNIVERSITY OF MINNESOTA  
School of Journalism and Mass Communication  
Winter 1992

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## Media professions need diversity of thought

BY MAUREEN M. SMITH  
SJMC GRADUATE STUDENT

**M**arcia Davis, a *Star Tribune* copy editor, remembers a high school workshop for minorities in journalism she attended as a key reason she entered the field.

"I got a chance to meet young African American professionals who worked for newspapers and television stations," Davis says. "It gave me a lot of encouragement in the field."

Often, students of color may not get enough of that kind of encouragement. That's why the School of Journalism and Mass Communication is developing an affirmative action program with a new thrust to help more persons of color to enter the media professions.

A mentor program will match pre-major students of color with professionals. Plans also include academic support for pre-major students, attracting more minority graduate students and weaving more culturally diverse course content into the curriculum.

"Sometime in the 21st century there will no longer be a dominant ethnic group," says Dan Wackman, SJMC director and affirmative action committee chairman. "Everyone will be a minority." Those changing demographics will make bringing more people of color into mass communication professions a crucial step that has to start at the level of higher education.

"We need to reflect the changing complexion of the country" in the media, says Lydia Villalva Lijo, a *St. Paul Pioneer Press* reporter. "There are not enough people of color in the news room—not just reporters but people making decisions about what's going to get covered."

"I don't necessarily agree that all minorities bring a certain viewpoint," Villalva Lijo said. "Two Hispanics don't necessarily have the same point of view. There is a wealth of thought in the minority community, and that's exactly why you need it in the news room."

### Everyone needs role models

The School has already found about 20 Twin Cities professionals interested in serving as mentors beginning Winter quarter of 1992, said Linda Wilson, assistant to the director. Mentors will meet regularly with students to offer



Marcia Davis, copy editor, at work on the copy desk of the Minneapolis-based *Star Tribune*. (Photo by Mark Trockman)

guidance, support, and to serve as role models.

"The mentors are really excited about it," said Linda Lindholm, coordinator of advising and placement.

Davis said that for minorities, who often have few role models in communication professions, forming relationships with other professionals and getting encouragement can be crucial.

"Meeting someone in the field...someone to sponsor [the student], to help them along and act as a sounding board can be important," Davis said. "Those types of relationships for minority students don't come to fruition as often as they could."

### Culture in the curriculum

History books emphasizing the contributions of predominantly white culture and course syllabi drawing primarily from white scholars can understandably drive away talented students of color.

"If we're going to truly become more diversified at the University," Wackman said, "[we have to] diversify the curriculum and help people in the majority

culture understand the contributions of minority culture." Such preparation will help educate students to become 21st century citizens.

The School recently applied for a Bush Foundation grant which would fund a project to diversify the curriculum. Faculty could revise courses to include more material relevant to minority communities, and develop new journalism courses emphasizing minority affairs.

The project would bring in several consultants to conduct faculty work-

shops. And library collections would be expanded to include more multi-cultural literature and materials.

"When students of color see the contributions people of color have made, and see the issues of their culture highlighted in our courses, they're more likely to feel that they belong," Wackman said. "And we want them to feel that way."

### Success is contagious

High school students of color generally have slimmer chances of going on to college, said Laura Wittstock, president of Migizi Communications, the nonprofit publisher of *Ojibway News*.

"I just taught a class at a high school with a large population of American Indian students," said Wittstock, who helps conduct high school summer workshops to encourage students to pursue journalism and broadcasting careers. "I asked them how many had plans to go on to college. Probably only about a third raised their hands."

The cut of minority college graduates going on to graduate school is slimmer still.

The undergraduate College of Liberal Arts has experienced success in recruiting students of color, who comprised about 14 percent of the student body last year, Wackman said. But fewer are enrolled in graduate school.

Outreach programs to other college campuses and other recruitment efforts will seek to bring more graduate students of color to the journalism school in the future. Those students, in turn, can serve as role models for undergraduates, Wackman said.

"If students of all ethnic backgrounds have successful experiences, they will spread the word about the School," Wackman said. "Success begets success."

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## Director's note

BY DANIEL B. WACKMAN  
SJMC DIRECTOR

The University of Minnesota is committed to an affirmative action program that will substantially increase the number of people of color among students, faculty and staff over the next five years. The SJMC fully supports the University program and is implementing its own program.

Increasingly, U.S. society is becoming multicultural. In many cities and several states, whites no longer constitute a majority. It is estimated that between the years 2030 and 2050, people of color will outnumber whites in the United States.

The media will play an important role in helping adapt to a culturally diverse society. In recognizing this role, media industries have strengthened efforts to recruit, retain, and promote people of color.

As a first step in SJMC's affirmative action program, the faculty unanimously approved an affirmative action statement. (See page 12 for the text of the School's statement.)

The primary focus of the program will be academic and professional support. The School's goal is to help students not simply to be admitted, but also to excel in course work, internships and other extracurricular professional activities.

### Academic support

The School works with the Martin Luther King Program and the University's four ethnic learning resource centers. The School's Affirmative Action Task Force met with directors of each center last spring to find ways our efforts could complement their services.

Providing special assistance for students in pre-major courses and other foundation courses is one type of support SJMC will provide. Another form of academic support that has proven successful at a number of universities is peer study and support groups. The School will encourage students to develop these groups and will work with them to create resources that will help these groups to be productive.

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

### Professional support

For many students of color, mass communication professions are embodied largely in distant television news and entertainment personalities. Professional mentors can provide guidance to premajors of color considering various journalism careers.

The School has initiated a professional mentoring program for premajor students of color, and will work with media companies to broaden available internship opportunities.

### Recruiting students of color

Our emphasis in recruiting in the next few years will be on graduate students of color. There are several reasons for emphasizing graduate student, rather than undergraduate, recruitment:

- People of color enrolled in SJMC's graduate program are primarily international students. Increasing the number of U.S. students of color would further diversify the graduate student body.

- Graduate students of color can serve as role models and provide support to undergraduate students.

- The University and College of Liberal Arts (CLA) have been successfully recruiting promising undergraduate students of color. In fall, 1990, 14 percent of CLA freshmen were students of color. Because journalism is a popular major, the School will likely attract many undergraduate students of color. Nonetheless the School will still work with recruiters and advisors to identify promising students.

The School has just completed selecting students for admission to the undergraduate major under the affirmative action program. Seven students of color were admitted, representing almost nine percent of SJMC's 76 new undergraduate majors, compared to four percent previously.

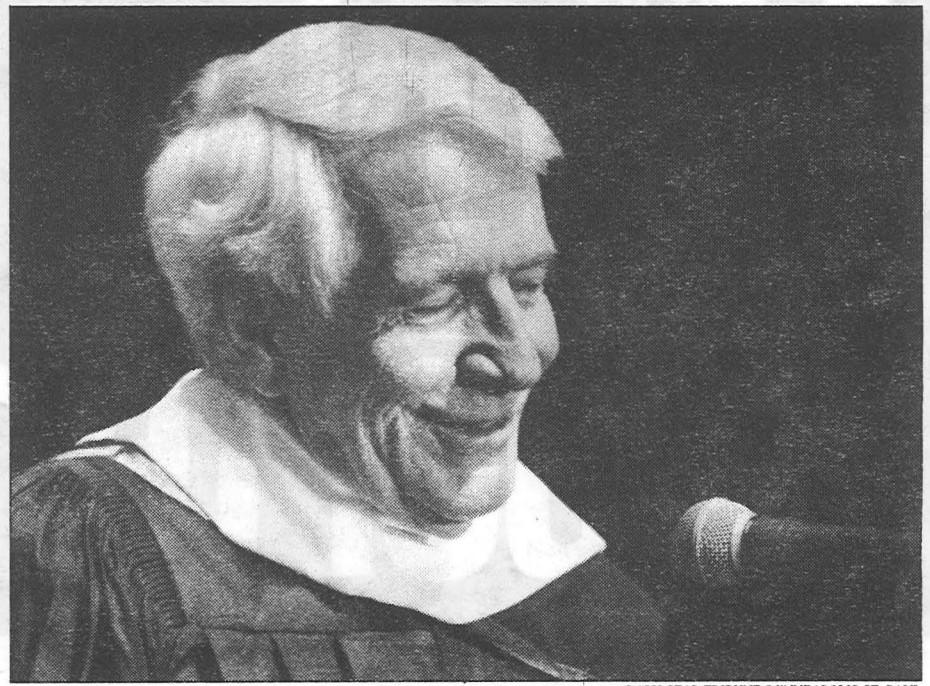
### Mithun Chair in advertising

The School is searching for a scholar to fill the Raymond O. Mithun Land-Grant Chair in Advertising in fall 1992. Candidates must have a distinguished research record in advertising or consumer behavior and a Ph.D. in a relevant discipline. This position will add considerable strength to our advertising program as it continues to develop national distinction.

### University funding

Despite major cuts in state funding, the University continues its reallocation plan, and The College of Liberal Arts is benefitting substantially. The new dean, Julia Davis, has assured SJMC faculty that she intends to honor the financial commitments made by her predecessor.

However, the continuing recession is creating a bleak outlook for tax revenues during the next three years. Further reductions in state funding are likely and may force changes in the reallocation plan. It's too early to know whether the School will face budget reductions, but the future funding picture is certainly not a rosy one.



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## CBS newsman Reasoner died after he got degree late in life

BY LEO BICKELHAUPT  
SJMC STUDENT

The University's class of 1989 lost its oldest and most famous graduate this summer when journalist Harry Reasoner passed away in August at the age of 68.

Reasoner, who was famous for his work at CBS, died after doctors removed a blood clot from his brain. He had also been suffering from pneumonia.

"I remember him rather vividly—graceful and handsome," said Eric Sevareid, Reasoner's CBS colleague and University of Minnesota graduate. "He was too young to die."

It was a little more than two years ago that Reasoner, who studied journalism at the University from 1940 to 1942, actually graduated. He stood before a throng of students and faculty to deliver the commencement address at his own graduation at Northrop Auditorium. In the introduction, Reasoner greeted the Dean, the President and the guests, then paused and said "fellow students."

"That brought the house down," said Irving Fang, School of Journalism and Mass Communication professor. After the speech, several students came to congratulate Reasoner, Fang recalled.

"It was quite an arthritic hand he was offering," Fang said. "I was half-afraid he was going to be hurt. I don't think any of us realized just how sick he was."

The fact that Reasoner was able to complete his degree before his death was a matter of no small importance to the SJMC, the University, and Reasoner himself. Yet the event might not have come about in such a timely fashion if not for the persistence of Reasoner, the cooperation of the University and a coincidental but crucial overseas meeting between two ABC colleagues.

Reasoner's unorthodox path to being named student speaker at the '89 graduation ceremonies, a success story that spans five decades and two life times worth of achievement, began when he was a teenage undergraduate at the University.

He left school before completing his degree to work for the now-defunct

Minneapolis Times. He earned more undergraduate credits at the University during the 1950s, but family obligations and career ambitions both got in the way of completing six more courses to achieve his diploma.

Fang, who called the graduation a "glorious occasion," was a key player in helping Reasoner attain the degree he had apparently desired for years.

"For all that he'd accomplished in his life, not having a degree was apparently somewhat of an irritant," said Fang. "He always had it in the back of his mind that [the degree] was one of

**When Reasoner delivered the commencement address at his own graduation, he greeted the Dean, the President and the guests, then paused and said, "fellow students."**

the things he wanted to complete."

It was a chance meeting between Fang and Reasoner at an airport in Nairobi, Kenya, in 1988 that made the idea a reality.

"I told him about [the idea] and piqued his interest," said Fang, who had not known Reasoner before, although they had both worked at ABC during the 1970s. "And I was compelled to see what I could do."

Fang then discovered that students could earn credit for a course by passing an exam or making a presentation on the materials from that course.

Reasoner returned to the University in '89 and took an exam on each of the courses he had yet to complete. Fang gathered the appropriate course work and graded three of the exams. The rest were graded by other SJMC faculty.

Not surprisingly, all the graders found Reasoner capable.

"One of the tests was from a writing course," said Fang. "Who on our faculty can teach Harry Reasoner how to write? Certainly not me."



# Photojournalism exhibit shows viewers glimpses of world history since Vietnam

BY ANNA MARIE FOSTER  
SJMC STUDENT

A group of kindergartners performs a ballet beneath a stern portrait of Lenin. The bravery and spirit of a teenager, Omayra Sanchez, shine through as he tries to escape the wreckage of a volcanic eruption in Colombia.

Those were just a few of the global events and everyday images in more than 150 photographs displayed in "Contact: Photojournalism Since Vietnam," an exhibit at the University of Minnesota Art Museum from Oct. 18 to Dec. 8, 1991. The photos in the Contact Press Images exhibit were taken over the last 15 years.

The photos offer the viewer glimpses of the world broader than what is available on a sixty-second television news spot. With a blend of styles between the "European cultural point of view" and "American reality," the photographers examine the world through the eye of the camera and leave a lasting imprint on the viewer.

The "staying power" of the

images is the key element of their success, says Contact Press Images photographer Kenneth Jarecke.

And the impressions left with the viewer ranged from "humor to pathos," says Bart de Malignoni, a Minneapolis resident who attended the exhibit. "The extremes are wonderful."

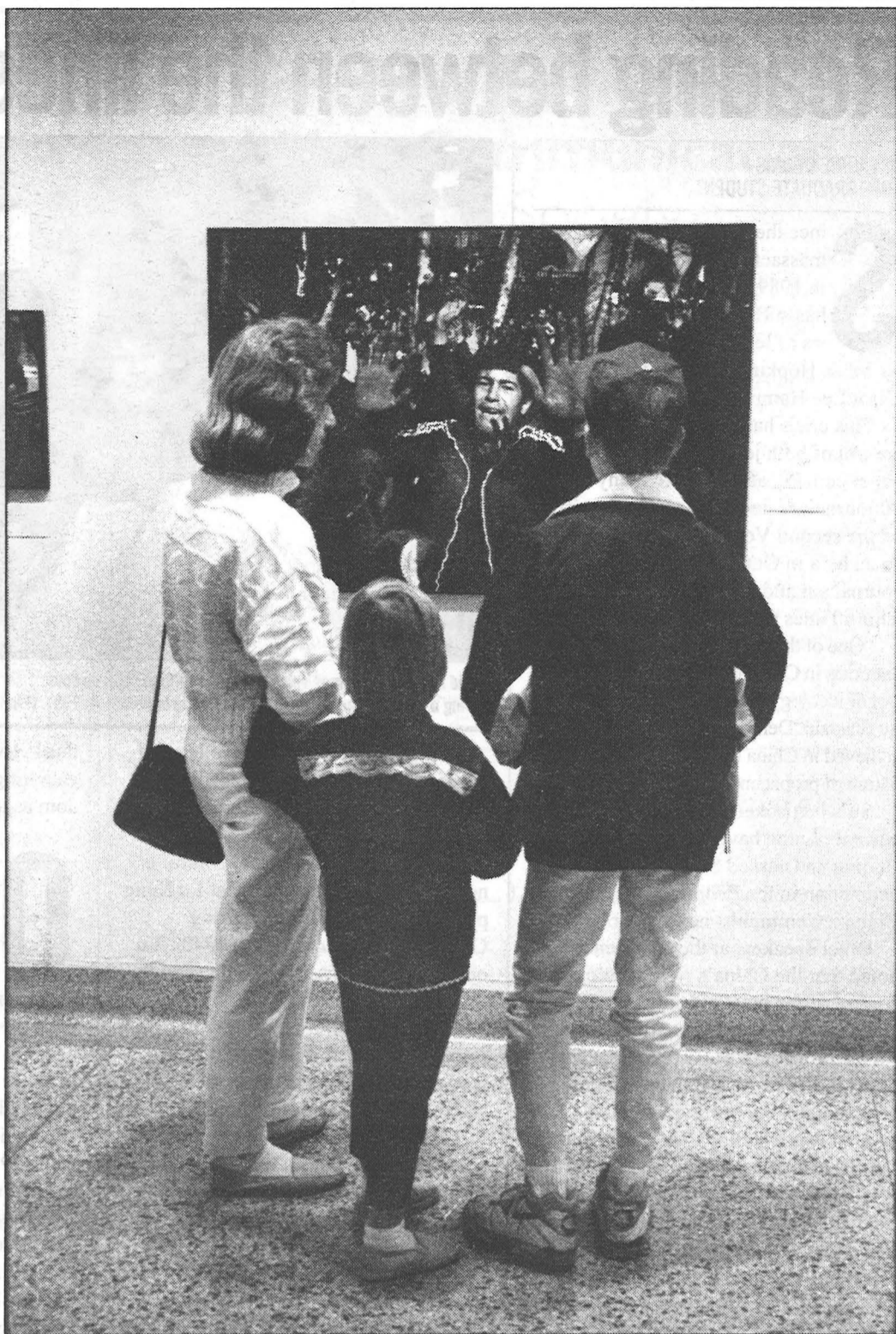
Founded in 1976 by Robert Pledge and David Burnett, Contact Press Images' identity centers on

two traditions. The first is the photographer as *auteur* and creator, equal to a journalist. The second tradition structures the assignments as photo essays allowing the photographers to convey an in-depth story.

The exhibit premiered in 1987 at the

International Center of Photography in New York City and has since been displayed around the world—at the Musée de l'Elysee in Lausanne, and in Beijing at the Museum of Chinese History. The seven primary photographers displayed include Jose Azel, David Burnett, Frank Fournier, Lori Grinker, Kenneth Jarecke, Annie Liebovitz, Dilip Mehta and Alon Reininger.

**Viewers' impressions ranged from humor to pathos. "The extremes are wonderful," one viewer said.**



A family gets a glimpse of Photojournalism Since Vietnam. (Photo by Bill Eilers)

# Photo symposium focuses on censorship during Gulf War

BY ANNA MARIE FOSTER  
SJMC STUDENT

Are there images which should be censored from the public eye? And to whom should this power of censorship belong? Those were two of the questions debated at "The Politics of the Image" symposium October 19 at University of Minnesota Coffman Memorial Union.

Much of the discussion centered on the photograph of an incinerated Iraqi soldier still sitting in the shell of his burned tank, with his scorched face glaring at the camera lens. The controversy focused not on the photo, but on Associated Press' refusal to transmit the photo over the wire service. Printed in several European publications, the photo was not published in the United States until a July-August issue of *American Photo*.

"Soldiers' efforts are belittled by not showing the shots," said Kenneth Jarecke, the photographer who took the controversial shot.

Many of the panel discussion participants agreed that each publication should have ultimate discretion in determining which photos are printed. That



Photographer Kenneth Jarecke and *Time* editor Rick Boeth discuss the suppression of Gulf War photos. (Photo by Bill Eilers)

option was denied when the AP pulled Jarecke's photo off the wire.

Panel members included Rick Boeth, *Time* magazine assistant photography editor, Mark Hughes, the U.S. Marine Corps public affairs director, Jeff Wheeler, *Star Tribune* photographer, and Minda Keirman, *St. Paul Pioneer Press* managing editor.

Also discussed was the press pool system during the Persian Gulf War,

where journalists and photographers were granted group access to certain military officers. Many audience members said they believed such control was a manipulation of the press by the government.

Jarecke said he was directed twice not to take certain shots, including that of the incinerated Iraqi soldier. He called the Department of Defense press pool guidelines "a good tradition of try-

ing to control the image."

The real problem with the pool system and governmental control is the "appalling" lack of access to "real stories," Keirman said. The military set guidelines that allowed no shots of casualties or dead people.

"Blame the media for signing the papers and allowing the restrictions" in the first place, Jarecke argued. He suggested that one reason the pool system even exists was the media's role in Vietnam and all succeeding wars. The "press has bent over backwards [over] the past 20 years to not be blamed for the loss of another war," he said.

"The media acted as a mirror of what the public wanted to see," Jarecke said. "It doesn't really matter what is going on as long as the image is positive."

The question of who owns the power of censorship was summed up nicely by Dona Schwartz, symposium mediator and School of Journalism and Mass Communication professor.

"Ultimately, the authority is in our hands," Schwartz told the group. "But we can only use that authority and take that power if we understand the media—if we know how it works."



# Reading between the lines of press control

BY LAURIE DENNIS  
SJMC GRADUATE STUDENT

Since the Tiananmen Square massacre of student protestors in 1989, China's government has suffered from a "mega-crisis of legitimacy," as described by Johns Hopkins University professor Carol Lee Hamrin.

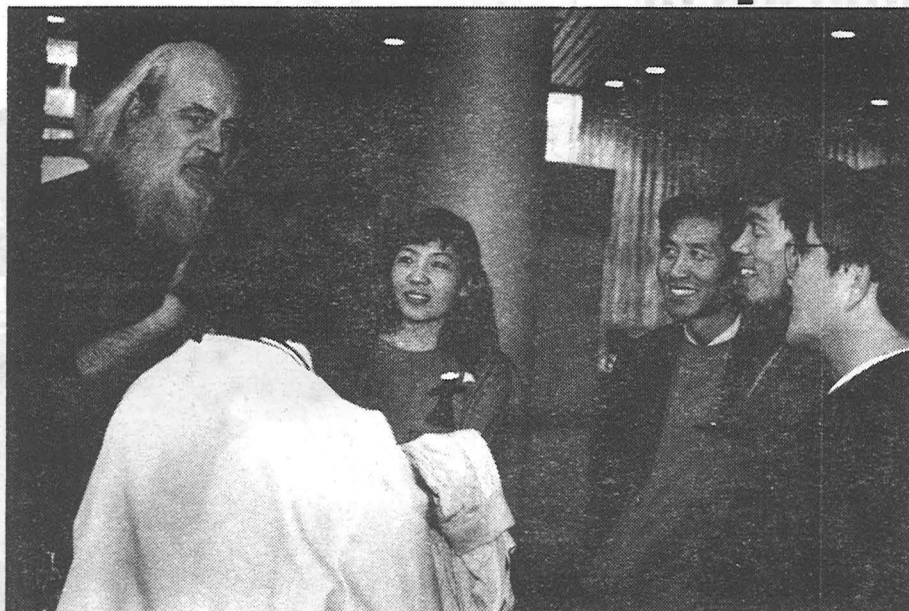
This crisis has meant a far tighter control of both journalists and newspaper content, according to many of the 20 journalists and scholars who attended the second Voices of China Conference, held in October by the School of Journalism and Mass Communication's China Times Center.

"One of the main reasons for the present crisis in China is the result of the control of ideology," said Marxist theoretician Su Shaozhi. Democracy will not be achieved in China until "the fraudulent nature of propaganda" is disclosed, he said.

Su's outspoken criticisms of China's current regime have ruffled feathers in Beijing and earned Su a full-page condemnation in the *People's Daily*, China's Communist newspaper.

Other speakers at the conference noted that the China's rigid ideological control of the press is being partially undermined by readers who find irony between the lines of party newspapers.

At the 1990 Asia Games in Beijing, for example, the government media symbol was a stylized "A" representing the Great Wall and Asia, said Edward Friedman, University of Wisconsin political scientist. But a taxi driver noted that by looking at the symbol sideways, one could clearly see a "6," a "4," and an "89," the June 4 date of the massacre of democratic martyrs.



David Hess (left), former Voice of America China desk director, tells an anecdote in fluent Mandarin during a break at the Voices of China Conference Oct. 4, 1991. (Photo by Bill Eilers)

"The Chinese people...have learned to read the true meaning of media propaganda to discredit the regime," Friedman said.

Today's tight ideological control is not new to China, as journalist Lu Keng pointed out. As a reporter during China's civil war during the 1940s, Lu observed the press control practiced by the Nationalists and the Communists.

Lu noted with irony that "with respect to press control, the [Nationalists] could not hope to attain the high standard set by the [Communists]."

Like Su, Lu has also suffered for his outspokenness, but Lu has the unique distinction of having been imprisoned—for a total of 22 years—by both of China's governments.

"In my entire life I've only been two things: reporter—criminal—reporter—criminal," Lu said. "This is my seventy-

third year and I'm still on the front-line gathering news. I look upon press freedom as the source of my vitality."

Of course, not all reporters are willing to go to prison to protect press freedom. According to the research of SJMC alum Joseph Man Chan, fear of press control is more likely to subdue reporters than to create martyrs.

Chan's 1990 survey of 522 reporters in Hong Kong found about one quarter already have begun practicing self-censorship in their stories about China. China will take control of the British colony in 1997.

The relationship between reporters and government was the theme of several conference presentations, in particular the keynote speech of Michel Oksenberg, a University of Michigan

"In my entire life I've only been two things: reporter—criminal—reporter—criminal," Lu Keng said.

professor. Oksenberg served on President Jimmy Carter's national security council when the United States normalized its relations with China in 1979.

Oksenberg described two challenges to American reporters covering China. China's vast size, varied population and difficult language, make it a "distinctive" challenge for reporters, he said.

In addition, foreign correspondents in China face difficulty getting past government spokesmen, tensions with distant editors and the problem of writing for a Chinese as well as an American audience, Oksenberg said.

Dan Southerland, *Washington Post* reporter and former foreign correspondent, said he found penetrating Chinese society a challenge, and that "an unbelievable amount of energy went into keeping in touch with 'ordinary' people," such as factory workers and farmers.

"But given the constraints, American journalists have performed heroically," Oksenberg said.

*Su Shaozhi, currently a visiting scholar at Harvard University's Fairbank Center for East Asian Studies, will be a Hill Visiting Professor at the University of Minnesota in 1992-1993. He will offer two seminars and work closely with the School's China Times Center.*



Harvard scholar Tu Wei-Ming makes a point during discussions at the Voices of China Conference. (Photo by Bill Eilers)

## The government doesn't govern Chinese culture, speaker says

International journalists and scholars have a far more powerful influence on Chinese culture than the Chinese have on themselves, according to Harvard Professor Tu Wei-Ming.

In his keynote speech at the Voices of China Conference, Tu described what he calls the "three symbolic universes" of cultural China. The conference was held in October by the School of Journalism and Mass Communication's China Times Center.

The first symbolic universe is made up of the Chinese-speaking populations in Mainland China, Hong Kong, Taiwan and Singapore, the second is comprised of overseas Chinese communities around the world and the third consists primarily of journalists and scholars.

"For the last four decades the international discourse on cultural China has unquestionably been shaped by the third symbolic universe more than by the first two combined," he told more than two hundred people filling the Humphrey Institute auditorium. The first universe "no longer has the ability, insight, or legitimate authority to dictate the agenda of cultural China."

Chin-Chuan Lee, China Times Center director and conference organizer, said he invited Tu to set the intellectual tone for the conference.

"He lays the groundwork for how journalists and scholars relate to each other," Lee said. Lee noted that Tu's understanding of China is unique. "There are a lot of people who study, for example, France, but not many people would consider them to influence French culture," he said.

Lee designed the second Voices of China Conference, like the first in 1989, as a "meeting of minds." The diverse group of twenty speakers ranged from *Washington Post* foreign correspondent Dan Southerland to former Chinese government theoretician-turned-dissident Su Shaozhi and University of Iowa professor Judy Polumbaum.

—Laurie Dennis



# Silha forum deals with Cohen aftermath

BY BOB JENSEN  
SJMC GRADUATE STUDENT

Are journalists arrogant, moody rogues who betray confidential sources at will? Or are they beleaguered guardians of the people's right to know, struggling to honor promises of confidentiality against a hostile judiciary?

Perhaps they're just well-meaning professionals who sometimes struggle with tough questions at the uncontrolled intersection of law, politics and ethics.

That was the general consensus of about 50 Twin Cities journalists, lawyers and academic professionals who debated in "Secrets and Sources: Confidentiality and Minnesota Media," an October seminar sponsored by the Silha Center for the Study of Media Ethics and Law. The seminar was the center's second annual discussion of legal and ethical issues surrounding privacy and the press.

The program focused on the case of Dan Cohen against Cowles Media. Though journalists promised to keep Cohen's name confidential, two Twin Cities daily newspapers revealed that he supplied damaging information on a candidate for lieutenant governor in 1982.

The U.S. Supreme Court ruled that the First Amendment does not shield journalists from lawsuits if they break a promise of confidentiality to a source. The Minnesota Supreme Court will now decide if Cohen should be able to collect damages.

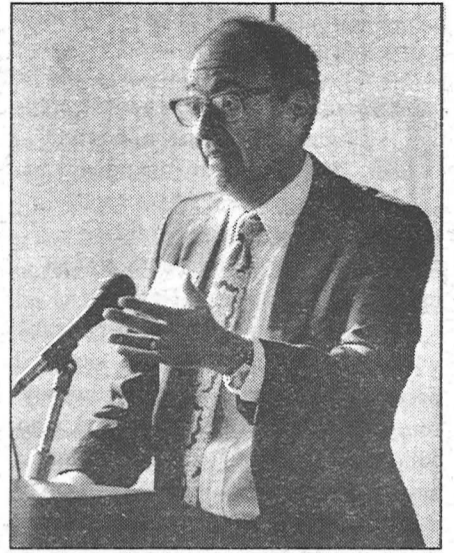
Also discussed at the forum was the lawsuit of Jill Ruzicka, a Minnesota woman who sought damages against *Glamour* magazine after she says the magazine failed to mask her identity in a story about sexual abuse by therapists.

Elliot Rothenberg, the attorney who represents Cohen and Ruzicka, suggested that the Supreme Court's decision in the Cohen case is a break with other First Amendment press cases that began with *New York Times v. Sullivan* in 1964. The Court's reluctance to give the press the same protection in a contract case as in libel and privacy cases may signal the end of preferential treatment for the media, Rothenberg said.

Thomas Tinkham, the attorney representing *Glamour* magazine, agreed that the decision was an important signal. But he said the court did not realize that the press needs the same kind of "breathing space" in contract law that it has in libel law.

He also warned of risks to the press in such cases. Because it is not practical to draft written agreements with sources, such claims will be based on conversations leaving much room for differing interpretations by sources and journalists, Tinkham said. The issue may then become how the source will be portrayed in the story, not just whether the source will be named.

Participants of the forum agreed that the Cohen case may have raised more questions than it answered. And while it may have put journalists at risk for



Attorney Elliot Rothenberg (above) explains how the media takes risks in breaking promises.

St. Paul Pioneer Press reporter Bill Salisbury (left) was ordered by an editor to use the name of a source who asked to be anonymous. (Photos by Bill Eilers)

more lawsuits, it has had some positive effects.

Jim Kelly, an assistant city editor for the *Star Tribune*, said that reporters and editors now talk more in advance about how to handle sources. The fallout from the case has been "painful, but positive," he said.

Maureen Reeder, a reporter for KMSB-TV, said that despite the Cohen decision, she continues to make the kind of everyday promises to sources that are necessary to get a story on the air. Those range from promising not to show a man's bald spot on camera to more important issues of content, she said.

Kay Miller, a *Star Tribune* reporter, said that one of the stickiest questions concerns how a source will be portrayed in the final story. Sources often want to

know if they will be treated kindly, but the reporter may not know that until all the reporting is done, she said.

"You can't honestly tell them" how it will come out, Miller said. Deadline pressure may sometimes make it difficult for reporters to treat sources compassionately, she said, "but sometimes it's just that we behave cowardly."

Attorney Marshall Tanick, who handles a variety of media cases, described another case in which the lofty First Amendment questions of the Cohen case came into play.

Earlier this year, a *Bemidji Pioneer* editor who was fired after refusing to reveal a confidential source to an editor won unemployment benefits. A judge

ruled that the editor's fear that the publisher would reveal the source was reasonable. The Cohen case bolstered that case by showing that reporters are in danger if they breach confidentiality agreements, said Tanick, who represented the editor.

But Tanick pointed out that both sides in that case tried to use the Cohen case to support their positions, which suggests the law is far from settled on this question.

Can the First Amendment be trumped? As Silha Professor Don Gillmor observed, the Cohen case is an odd mix of legal and ethical issues.

"Truthful political information" was involved, Gillmor said, and the heart of the First Amendment is protecting just that kind of expression.

## Ad Club gets award in Nashville

BY MAUREEN M. SMITH  
SJMC GRADUATE STUDENT

Advertising Club members mingled with top-notch advertising professionals in Nashville when they accepted the National Advertising Federation Association's College Chapter of the Year Award last August.

"There were professionals there from all over the country," said Steve Murtos, the former club vice president who's now completing his senior year at the School of Journalism and Mass Communication. "A lot of speakers came in and talked about ad campaigns," Murtos said.

Since its 1983 birth, the SJMC club has added more than 60 members to its ranks, published a monthly job listing and started *Advisions*, an independent advertising agency with ten Twin Cities clients. Other activities that led to the club's award include hosting speakers on the advertising profession, and an annual advertising career day.

"Our club is quite young," said DeAnn Gunderson Hoff, the former club co-chair and June 1991 graduate.



Members of the Ad Club celebrate receiving the chapter of the year award in August 1991. From left to right, DeAnn Gunderson Hoff, Dave Hattenbach, Brian McCaffrey, Steve Murtos, Carl Brand, and Josh Gartier.

"It was quite a leap forward to go from a small organization to winning the highest honor," she said.

The club's purpose is to encourage members to enter the advertising profession, to help build professional contacts and learn how to manage an organization, said Joan Ostrin, adjunct professor and club adviser.

Alumni, companies with ties to the

journalism school, and faculty members donated funds for the six club officers to travel to Nashville, Ostrin said.

Murtos said the club decided early in 1990 to compete for the award.

"All year we had it in the back of our minds," Murtos said. The award "made us feel that we really did something with the club and made a mark."



# Black woman civil rights leader finally given credit

BY ROBERT JOHNSON  
SJMC STUDENT

**F**annie Lou Hamer, a black civil rights activist in the '60s and '70s, is virtually unknown today because of the spotty coverage given her by the American press, said the author of an upcoming biography on Hamer.

"Hamer was one of those Americans who spoke out forcefully, who garnered press attention, and who paved the way for many women, black and white, who followed her," said Kay Mills, former assistant editor of the opinion section of the *Los Angeles Times*, who spoke Nov. 4 at Coffman Memorial Union. Mills is currently a University of Minnesota adjunct instructor of journalism and women's studies.

Hamer, the wife of a poor rural Mississippi sharecropper, was a powerful force in the civil rights movement. But the media's attention to Hamer's career, and the civil rights movement, waxed and waned depending upon the level of sensation at the time, Mills said.

The newspapers and magazines such as *Time*, *Newsweek* and *U.S. News and World Report*, focused their civil rights coverage on Martin Luther King, Jr., because he had a college degree and was well-spoken, Mills said. The middle-class, northern, white audience who read these papers and magazines could identify with him.

Hamer, however, had a sixth-grade education and poor syntax. That didn't attract the press, Mills said. When Hamer was quoted, her grammar was cleaned up even though "her own words carried far more impact," she said. A *Time* article once called Hamer and her peers mere publicity seekers who spent "most of their time shouting into ever-ready television microphones."

Hamer's attempt to register to vote in August 1962 marked the beginning of her activism. She failed the required competency test and was denied the right to vote. That same night, her landlord told her to leave the plantation simply for attempting to register.

During the 1964 Democratic Convention, Hamer played a pivotal part in the Mississippi Freedom Democratic Party (MFDP), an integrated group whose members wanted to replace the

all-white Mississippi delegation. Hamer's magnetism intrigued the entire nation, Mills said.

In a compromise measure, two members of the MFDP were allowed to be part of Mississippi delegation. Hamer personally denounced the compromise, saying, "We didn't come all this way for no two seats."

The following year, Hamer and two other black women challenged the seating of the Mississippi members of the House of Representatives, Mills said. They were unsuccessful, but Hamer showed what black women could do to bring attention to a cause.

Many other noteworthy events in Hamer's life were not covered by the news media.

In 1963, Hamer was arrested as a troublemaker and was beaten in a Mississippi jail by two black prisoners at the orders of white policemen, Mills said. Although the U.S. Department of Justice filed charges against the police-

men—which was the first time white, southern lawmen were charged for assaulting black prisoners—the trial was ignored by the press. Hamer and the others involved were not yet household names.

In 1968, when Hamer was admitted as a delegate to the Democratic convention in Chicago, the "police riot" outside the convention hall overshadowed her appearance, Mills said.

When Hamer was involved in less sensational, but just as important, causes—promoting better diets and health care for blacks—the press gave no coverage. These causes didn't intrigue the public the way a riot could, Mills said.

Mills interviewed Hamer in 1973, when she was writing a news article about the civil rights movement ten years after Martin Luther King, Jr., made his "I have a dream" speech. It was then Mills decided to write a book about Hamer. The book is expected to be published in fall of 1992.



Adjunct instructor Kay Mills

Hamer fought discrimination until she died in 1977 at age 59. She would be better known today if she were still alive, Mills said, and her views on racial problems would be in high demand today.

## Glasnost TV, press and the public eye

BY LAURIE DENNIS  
SJMC GRADUATE STUDENT

**T**wo Soviet journalists discussed *glasnost*, Soviet television and the desperate state of their economy with School of Journalism and Mass Communication students this November.

Muscovite Michael Dubik spoke about his experience reporting for various newspapers in Moscow and in more remote regions of the Soviet Union. He started his reporting career in 1985, at about the same time that Soviet President Mikhail Gorbachev began his reformist *glasnost* policies.

The reforms had to proceed by changing the minds of the public. And the Soviet media played an important role in that effort, Dubik told a group of international communications and public opinion students Nov. 4.

"Television used to be [considered] the same as sleeping pills," Dubik said. "But with the reforms, now television has become so informative that it keeps people from sleeping."

Though Soviet media have reformed, Soviet public opinion seems uncertain

whether the desired changes have been achieved.

Guy Khanov, a Tass reporter for 15 years and also a Muscovite, said that in a July opinion survey, 67 percent of those polled said they did not want a dictator. But 54 percent of those polled



Soviet journalist Guy Khanov thumbs through the *Pravda* newspaper. (Photo by Aaron Fahrman)

said they wanted a strong disciplinary power in control.

"You can see the problems in the Soviet Union if people cannot tell the difference between a dictator and a strong power!" Khanov said during his Nov. 18 lecture.

Khanov stressed that the Soviet Union is now experiencing a desperate economic crisis. And that makes Soviets fearful of the future and embarrassed at the need to seek foreign aid.

"Some say that it would be better to be unemployed here [in the United States] than to work in Russia," Khanov said.

Public opinion instructor Tsan-kuo Chang said the two journalists gave his students a better understanding of what is happening in the Soviet Union.

"The lectures offered students a comparison to the media system here," Professor Chang said.

Erik Christopherson, SJMC senior who attended both lectures, said he enjoyed listening to the Soviet speakers.

Their talks "gave us more insights into some of the problems in the U.S.S.R.," Christopherson said.

## Casey Award tops alum's long publishing career

BY MAUREEN M. SMITH  
SJMC GRADUATE STUDENT

**T**he 1941 bombing of Pearl Harbor distracted Marshall Johnston from his journalism graduate studies at the University of Minnesota. But it didn't prevent him from later becoming a successful leader in the newspaper industry and winning the Inland Press Association's 1991 Ralph D. Casey Award.

"It was pre-war," said Johnston, a 45-year newspaper veteran and retired chairman and president of Wisconsin Gazette Printing Company. "It was hard to keep concentrating on classes knowing that I was going to be drafted."



Marshall Johnston

Drafted to fight World War II in the 1940s, Johnston returned to become a successful newspaper publisher and staunch defender of freedom of the press. That success earned Johnston the award in the name of his former professor, Casey.

"When I received the award, it was like looking through a kaleidoscope over all the important events in the newspaper field," said Johnston.

Johnston helped write Wisconsin's laws on open government meetings and worked many long hours with the state

Freedom of Information Council.

"He has stood tall for [freedom of the press] when it was not the popular thing to do," said Geo Steil, a Wisconsin attorney. "He was never intimidated by the powerful and prominent individuals who from time to time threatened his company...with various forms of economic boycotts."

Since Johnston became the printing company's president in 1968, the company acquired six other newspapers and three radio stations, said Sidney Bliss, the current president. "Johnston's been largely responsible for that growth and prosperity," Bliss said.

Dan Wackman, School of Journalism and Mass Communication director, said

Johnston's long commitment to the newspaper business made him the best candidate for the award. Each year, faculty members select the award recipient based on nominations from the press association members.

Despite being distracted with the war and drafted in the 1940s, Johnston still remembers taking a public opinion course with Casey, who he describes as a "very brilliant communications scholar and a stern disciplinarian."

He also recalls Tom Barnhart, a former advertising professor. "Everybody enjoyed him—his knowledge in the field and the informality in his classes," Johnston said. "He used to have sessions in the coffee shop at the Union."



# Urban Journalism Workshop in 20th year

BY GARY HORNSETH  
SJMC GRADUATE STUDENT

The first step in a journalism career is often the toughest. Getting a "break" in today's fiercely competitive job market can be a struggle for anybody. For members of minority groups, however, that struggle can be especially difficult.

While newsrooms are now more culturally diverse than ever, minorities still face employment roadblocks. With that in mind, the Urban Journalism Workshop was created to help encourage young people of color in the Twin Cities to consider journalism careers.

Now in its twentieth year, the program brings area high school students to the University of Minnesota each summer for an intensive three-week introduction to many aspects of the field. The 1991 workshop was sponsored by the School of Journalism and Mass Communication, the Twin Cities Black Journalists Association, the *Star Tribune*, and the *St. Paul Pioneer Press*.

The 1991 program brought 14 students together with local journalists in June for instruction, hands-on production, and discussion. The workshop is free of charge to students, and instructors volunteer their time. Students get a chance to learn about print, broadcast and visual journalism.

"We're very proud that this program is in its twentieth year," says Marcia Davis, a *Star Tribune* copy editor who directed the workshop this summer. Davis and assistant director Lydia Villava Lijo, a *Pioneer Press* reporter, coordinated the activities of workshop participants, who were selected from 60 applicants.

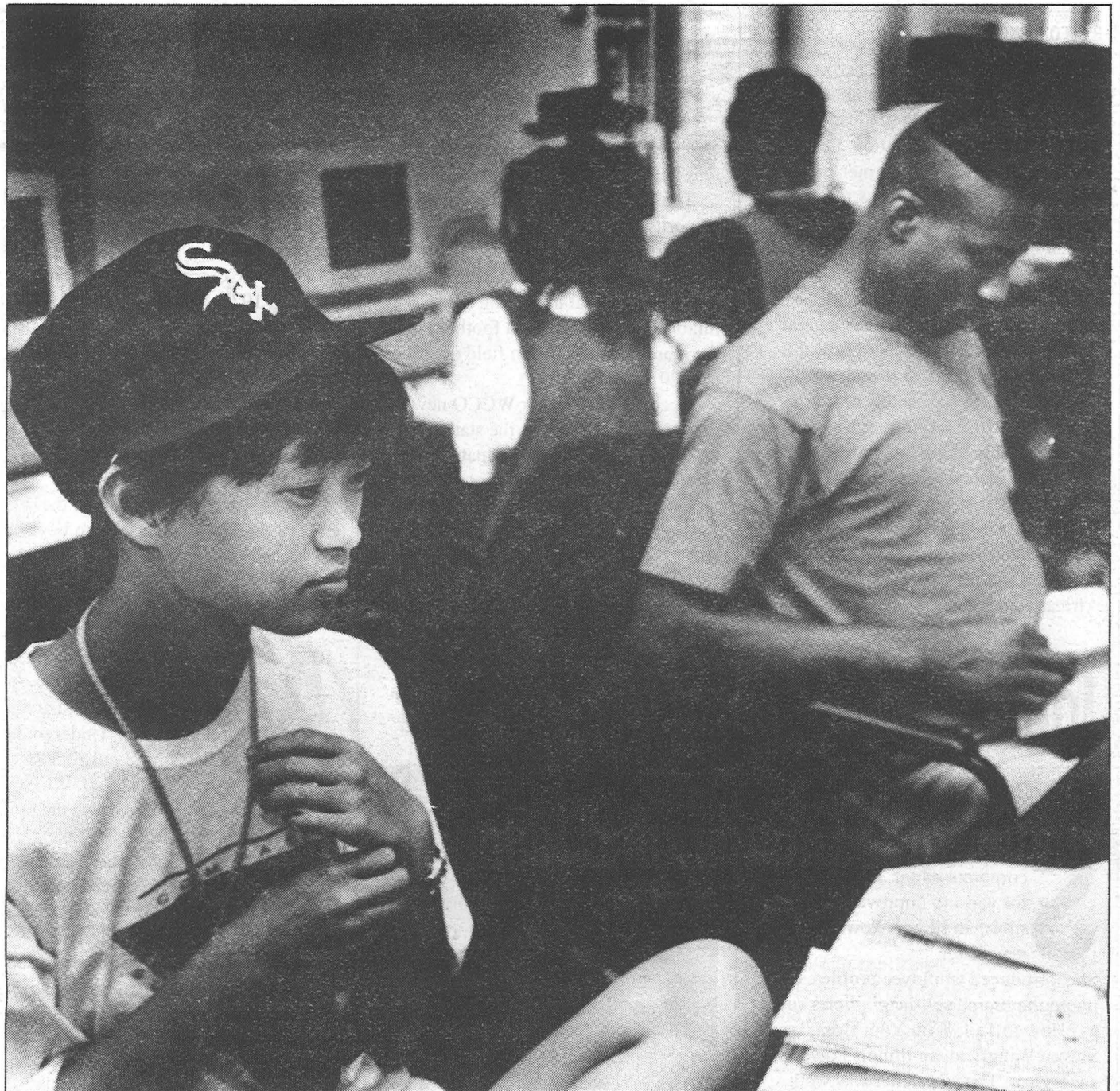
Students in the program are expected to meet deadlines and work as accurately as professional journalists. Instructors don't lower standards to accommodate the inexperience of "a bunch of high school kids." According to current and former students, that's one of the program's strengths.

"It was very tough at first," says workshop participant Harold Bursten of Henry High School in Minneapolis. "Two days into it, they had us out there interviewing people for stories. It was so intense—more than I had expected." Bursten wrote a story on problems associated with sexual abuse, citing several anonymous and named sources.

Despite the heavy workload, Bursten and others said the workshop made them want to seriously consider journalism as a career option.

Many former workshop students have indeed pursued journalism careers, according to Al McFarlane, publisher of the Twin Cities African-American newspaper *Insight News*. McFarlane served as assistant director and then director of the workshop during the first several years.

"Some of the high school students are now accomplished professionals," he says. "I think we succeeded in opening up a world of opportunity for young people who might otherwise not have considered a career in journalism. So, I



Students participating in the Urban Journalism Workshop do the work of journalists at the School of Journalism and Mass Communication. (Photo by Kari Shuda)

think there's been a tremendous payoff."

Denise Johnson, a member of the first group of students in 1971 and a former workshop director, agrees.

"It helped me decide what I wanted to do with my life," says Johnson, now an editorial writer for the *Pioneer Press*. Johnson shared some of her experiences with this year's students at the close of the workshop and sees herself as one example of the program's success.

Now Johnson is a role model for current workshop participants. Students are encouraged to keep in touch with journalists they meet during the workshop.

"We don't see this as a program that begins week one and ends week three," Johnson told the students. In a business where "who you know" is often very important, the contacts that the students make can be valuable as they contemplate career options. The students also

form close friendships with each other by the end of the workshop.

Organizers realize that some workshop participants may never again see the inside of a newsroom or become professional journalists.

"That's not how we measured success," says John Finnegan, former *Pioneer Press* editor. Finnegan was honored by the workshop this year for his long-time contribution, from the first workshop in 1971 until he retired from the *Pioneer Press* in 1988. Throughout his involvement, he saw the workshop as a way to help students improve communication skills.

"It's important that students learn how to communicate well. Even if they never go into journalism, they need strong communication skills, whatever field they choose," he says. "The first year, we had no persons of color on the

[workshop] staff. There simply weren't any from the local media to bring in. That's one of the reasons we wanted to get the program going, to help bring minorities into the business."

Workshop students get a chance to show their talents to the entire Twin Cities community. On July 5, stories and photographs by this year's students appeared in the *Star Tribune* and *Pioneer Press*. The stories covered topics such as gang identity and violence, affirmative action, interracial relationships, and the difficulties faced by teenage fathers. The students worked with instructors to bring their work up to demanding publication standards.

"You'd think you'd have this great story, and you would get edited and edited," says Angela Barnes from Roosevelt High School in Minneapolis. "They were nice about it, though. It helped us to learn how to accept constructive criticism," she says.

While she had no journalism experience prior to the workshop, Barnes' work on a story about biracial youth led her to consider doing more writing in the future.

"I especially liked the print journalism part of the workshop," she says, adding that she may consider a career in reporting.

**Students in the program are expected to meet deadlines and work as accurately as professional journalists. "It was very tough at first," one student said. "Two days into it, they had us out there interviewing people for stories. It was so intense—more than I had expected."**



# Minority student scholarships helped out

BY LEO BICKELHAUPT  
SJMC STUDENT

Like many minority alumni from the School of Journalism and Mass Communication, Les Edwards, Time Warner Inc. corporate affairs director, sees the scholarship he received as a crucial step in his journalism career.

"For a minority student from the streets of New York, going to the School of Journalism gave me a great foundation in the field," said Edwards, a recipient of the WCCO Broadcast Scholarship who earned his master's degree in 1976. "Without it, I would not have been able to get the jump I needed to get into a television station." (See story, page 10.)

After graduating, Edwards went to work at a television station in Washington D.C., and later became the first African American producer at 60 Min-

**"Having access to the WCCO newsroom was invaluable. That gave me a true feeling for...the business."—WCCO scholarship recipient**

utes before joining Time Warner Inc.

The WCCO program, along with the Minority and Disadvantaged Student Scholarship (MDSS) and the Ray Mithun Advertising Scholarship, have been instrumental in helping SJMC minority students to get a foothold in the mass communication field over the past 20 years.

According to former WCCO news director Ron Handberg, the station became interested in participating in a scholarship program to do something about the lack of people of color in the journalism field in the late 1960s and early 1970s.

"One of the greatest frustrations for the station was the inability to attract or

find minority journalists to work in our newsroom," said Handberg, who served on the student selection committee for the program.

The WCCO scholarship, which began in 1973, was the longest running program for minorities at the journalism school. The program provided financial support, for up to two years, for juniors and seniors seeking a B.A. degree in journalism as well as master's degree candidates pursuing careers in television or radio.

"We wanted students just on the edge of making it financially to be able to get their master's and bachelor's degrees," Handberg said. "I think we did that in many cases."

Approximately five scholarships were awarded by WCCO each year, depending on the size of the applicant pool. Undergraduate students received \$2,500 and graduates received \$2,700. WCCO awarded 64 scholarships before the program ended in the spring of 1991.

"It was tremendous," said Patricia Arnold-Gamble, who received her master's degree in 1976. "[It was] the greatest thing that ever happened to me. Financially it was more than adequate."

After working as a reporter for several television stations, Gamble is now a manager at Phoenix Productions in Olympia Fields, Ill.

In addition to receiving financial support, students did a half-time internship during one academic quarter in the WCCO newsroom. Most recipients saw the newsroom experience as an edge when they entered the professional realm.

"Having access to the WCCO newsroom was invaluable," Gamble said. "That gave me a true feel for what the business is like."

"We got to know people and it gave me a chance to get into a newsroom and see how it works," said Sam Ford, a 1973 scholarship recipient who is now a reporter at WJLA television station in Washington D.C. (See story, page 10.)

The MDSS, introduced in 1983, was a four-year program funded by the University along with four other organizations. While the WCCO scholarship focused on professional candidates, the purpose of the MDSS was to provide support services for first and second year students of color in order to guide them through becoming journalism majors.

The MDSS emphasized tutorial and counseling support during the students' first two years in school in addition to financial support.

All scholarship recipients were required to attend a summer session. The summer session gave students a chance to get a head start on departmental course requirements and participate in workshops and seminars on reading comprehension, time management and test preparation.

"[The summer session] introduced

me to college in such a way that I felt more prepared when I got there," said '88 graduate and MDSS recipient Tina Burnside, who is now a police reporter for the *Milwaukee Sentinel*.

Of the 19 students awarded the MDSS between 1984 and 1988, 11 achieved the program objective of becoming a journalism major.

Generously funded programs like the MDSS and the WCCO scholarship have left their mark on the school and the people who received them. But only the Ray Mithun scholarship, \$1,000 to one student annually, still exists.

When WCCO went up for sale in 1988, the station no longer felt it could make the financial commitment necessary to keep the program afloat, said Linda Wilson, assistant to the SJMC director. The MDSS, on the other hand, was tagged as a four-year program from the beginning.

"It's a very serious loss," said professor Jean Ward. "It is sad for the field and for the department as well."

Although most faculty members, like Ward, would like to see more programs like the MDSS and WCCO scholarship, it appears that the department may have to settle for less costly programs for the present.

Professor Dan Wackman, the director of SJMC, said that although the reinstatement of more scholarship programs remains a long-term goal, the "funding climate" has changed over the past few years due to unfavorable economic conditions in the media.

But Wackman said that the lack of funding is only a temporary economic constraint. Overall, he sees an increasing commitment to "diversifying the newsroom" which will enhance opportunities for people of color in the long run.

Wilson, who was in charge of coordinating both programs since she joined the School in 1979, said that although the loss of key programs has left a "great void," the School plans to continue to make an active commitment to diversity through support programs.

Wilson said the department is implementing a pre-major mentor program, seeking minority volunteers from the professional community, which could begin this winter.

"Although our long term goal is to add scholarship programs," Wilson said, "the scholarships themselves should be icing on the cake. The support services need to be developed in order to keep these programs going."

Establishing these support services could also make it easier to attract outside funding, Wilson said.

The poor state of the national economy could mean a wait of several years before the necessary funding becomes available. But those who benefitted from programs like the WCCO scholarship and the MDSS feel that such programs had an impact.

"Students and faculty in Murphy Hall can look back on something that was glorious," Edwards said. "It was a forward, progressive-thinking step, and for the most part it worked."

## Jones-Gauthier—lively editor

BY ROBERT JOHNSON  
SJMC STUDENT

Sharon Jones-Gauthier, former corporate editor, always looked for ways to improve *Transmissions*, an Illinois Power Co. newsletter.

She introduced employee profiles, color photographs and self-help articles such as "How to Talk With Your Boss," said Steven Wingfield, an Illinois Power supervisor. The newsletter was well-designed, and enjoyed by its readers.

*Transmissions* received many regional awards while Jones-Gauthier was editor for six years, before she left last May to join the ministry. It also earned the Gold Quill award from the International Association of Business Communicators, an award given to the two best corporate newsletters in the world.

"I wanted to fill my (office) walls with plaques," said Jones-Gauthier, who lives in Champaign, Ill. Some of the articles she wrote for *Transmissions* were also published in other company newsletters.

"I felt some notoriety outside of the company would win me respect from within the company."

Jones-Gauthier, born in Louisiana, said she always wanted to be a journalist. Graduating from the University of Minnesota in 1984 with a bachelor's in broadcast journalism helped her live that dream.

At the University, Jones-Gauthier edited the newsletter of the Minnesota International Student Association and also wrote for the *Minnesota Daily*. Before graduating, she worked at Honeywell Corp. in Minneapolis, writing press releases and speeches for other employees.

The WCCO Minority Broadcast Program also helped her live her dream of becoming a journalist. WCCO is a Minneapolis-based radio and television affiliate for CBS.



Sharon Jones-Gauthier, B.A., '84

"I don't know where I'd be if it weren't for the scholarship, but I wouldn't have had as great a vision [without it]," she said.

Jones-Gauthier said she believes being a woman of color didn't hinder her advancement at work.

"At my jobs, I always seemed to be the youngest person there," she said. "[At Illinois Power] my position was higher than that of people who were older than me. I felt I had to prove myself."

To do so, Jones-Gauthier became involved in organizations outside of work. Among them were working for her church and developing a writing workshop for high school students of color.

Even though Sharon Jones-Gauthier is now joining the ministry, she says she intends to continue writing and editing, and to possibly return to journalism later on.

Wingfield described Jones-Gauthier as a "very bubbly person" with a ready laugh and as much dedication to her church as to her former job. "We would like to have her come back," he said. "She was well respected in the company."



# McFarlane pioneered minority press group

BY GARY HORNSETH  
SJMC GRADUATE STUDENT

**A**s any Twin Cities newspaper aficionado knows, it's possible to collect an armload of free reading each week with a simple stroll down the sidewalk.

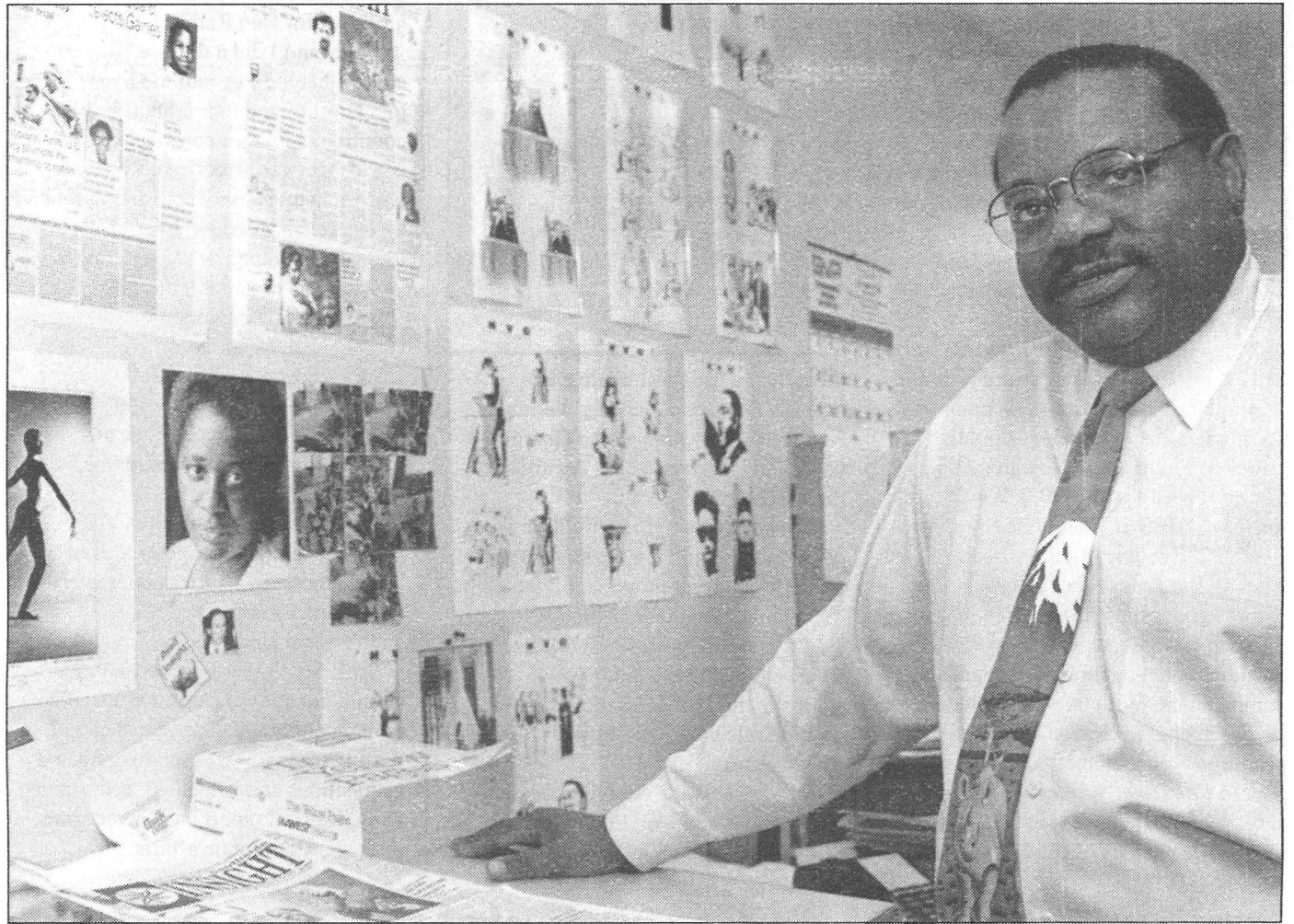
Streets near the University of Minnesota, for example, are home to newspaper racks filled with a vast array of free "alternative" publications. One of the most successful is *Insight News*, a weekly paper directed toward the Twin Cities African-American community.

"The idea is that a lot of people who read *Insight* can say, 'I live in the black community' and not say it apologetically," says *Insight* President Al McFarlane. "Black is not a liability, it's an asset. Historically, people have not embraced across cultural lines. That's the challenge of communications today."

McFarlane, a former School of Journalism and Mass Communication student, is certainly no stranger to challenges. It's never easy to launch a new publication, and a paper intended to serve a minority readership faces additional obstacles.

"I've experienced taking my newspapers into white businesses, putting it on the counter and having a white businessman pick it up and say 'Why would I want to read this? There's only black people in here,'" McFarlane says. "I've seen how deep racism is even in good people."

While *Insight* now boasts a circulation of over 30,000, McFarlane remembers different circumstances in the mid-1970s when he worked for a printing company that owned several industrial and trade magazines.



Al McFarlane looks over some of the photo paste-ups from past issues of *Insight News*, a newspaper directed towards the Twin Cities African American community. A veteran publisher of the minority community press, McFarlane helped kick off a coalition to join forces with other similar publications in the Midwest. (Photo by Maggie Boys)

"I asked and convinced my boss to let me start a magazine for north Minneapolis," he says. With McFarlane doing the writing and distribution, the magazine began free distribution in October 1974.

"We published it for one solid year, then I bought the rights, shelved the magazine and raised money," McFarlane said. "I worked nights as a janitor

and then used my days to develop an independent business—*Insight Communications*." The purpose of the business would be to launch *Insight* again.

*Insight* reappeared as a biweekly in October 1976. The paper is now distributed in Twin Cities communities with a high concentration of African-American households. The paper's intent, says McFarlane, is to explore the business side of every question—to follow the dollar.

"If we can do that for our readers, we're providing a real service. It's one thing to say that black people are exposed to AIDS, it's another to see how much money is being spent to solve the problem—to see if most dollars are flowing through white people's hands," he explains.

**R**ecently, McFarlane has been involved with the evolution of the Minnesota Minority Media Coalition, an organization he helped form to bring together the interests of minority publishers. He is recognized as a pivotal figure in the Midwest alternative publishing industry, according to one of his advertising customers, Roy Nelson of the Minnesota Department of Health.

"He's probably the hardest-working person I've ever met in my life," says Nelson. "He was the forerunner, the one who brought the [minority media coalition] thing into being. His work has brought people together. The coalition is multicultural. It's kind of unique."

Through the Coalition, McFarlane has learned that many minority publishers face similar problems.

"I called up everybody who was Black or Indian or Hispanic in the

media and confirmed that they all had the same kind of experience—we all kind of were seen as pests," McFarlane says. "We're not seen as [part of mainstream press] and we're all asking for a nickel or a dime."

"We should amalgamate our energies to reach a quarter million people of color and say that we have a unique opportunity to provide access to these communities," he says. "It's a powerful selling point. It has worked and continues to work. The market has responded. All of us who are members have experienced dramatic increases in revenue."

As the Coalition continues to evolve, McFarlane foresees possibilities such as joint ownership of printing equipment, training in business aspects of publishing, and the exploration of relationships between Coalition members and journalism schools such as the University's.

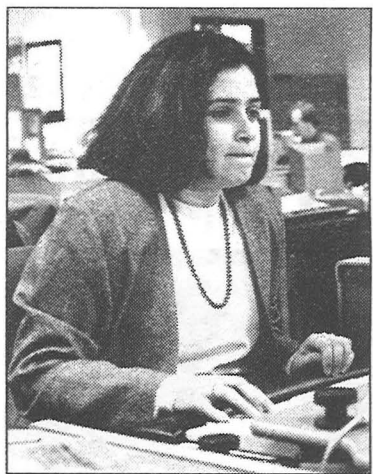
McFarlane's approach is appreciated by publishers like Charles Kelly of the *Michigan Citizen*, a fellow member of the Midwest Black Publishers Coalition.

"He's quite a guy," says Kelly of McFarlane. "His approach is somewhat different than traditionally among publishers." Many publishers take it as an obligation to print articles about AIDS, high blood pressure, and other topics deemed relevant to the minority community. But McFarlane believes in informing the minority community how such issues affect them, Kelly said.

A native of Kansas City, Mo., McFarlane attended the University of Minnesota between 1968 and 1970 after attending junior college in Worthington, Minn. He worked at the *Worthington Globe* as an intern and obituary writer.

CONTINUED ON PAGE 13

## Baca on way to being columnist



Maria Baca, B.A., '91

BY ANGELA HOHLER  
SJMC STUDENT

**M**aria Baca, a copy editor with the *St. Paul Pioneer Press*, wants to be a columnist. Baca, who graduated from the School of Journalism and Mass Communication in June 1991 has already had internships with several newspapers to pave the way for her future career. She worked with the *Minneapolis Star Tribune* in 1987, the *Santa Fe Reporter* and the *Bothell, Wash. North Shore Citizen* in 1988.

Her work on the copy desk will be good experience, too, she says.

"From the first day, I was part of the team, part of the whole operation, and an important

part," said Baca, who worked for two summers as an intern at the *Pioneer Press* before joining the copy desk. "I get to read good reporting, to see the things that people do right and wrong. It helps me to see both sides."

Baca decided to become a journalist while she was a senior in high school. Though she considered majoring in English at the University, an editor encouraged her to take a closer look at her goals of becoming a journalist. And George Hage, professor emeritus, also had a strong influence on her decision.

"He did a lot for my writing," Baca said of her former professor. "He was a really hard teacher. When you messed up you knew it, but when you did well you also knew that."

Baca received the MDSS scholarship, available to minority students to cover the first two years of college education. In addition to the financial support, Baca said the program helped her in starting courses the summer before her freshman year.



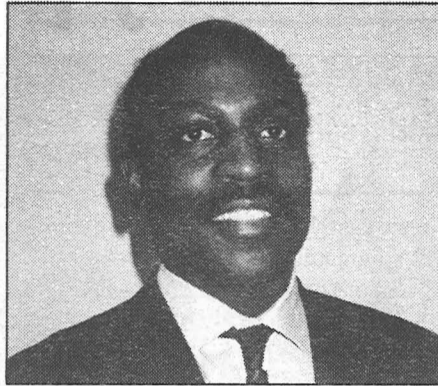
# Edwards did documentaries on world conflicts, injustices

BY AARON J. FAHRMANN  
SJMC STUDENT

Leslie Edwards, Time Warner, Inc. corporate affairs director, speaks easily about the leaders of the past, present and future, with whom he's met. A former producer of CBS News, *60 Minutes*, and many television documentaries, Edwards has presented national and world conflicts as they unfold to the American public.

Throughout his career, Edwards has had a habit of producing award-winning documentaries. The first was a monthly program called *Harambee*, a public affairs program geared towards minorities, produced for WTOP, a Washington, D.C., CBS affiliate. The fourth program in the series, titled *Clarence Norris: The Last of the Scottsboro Boys*, won a local Emmy award.

Then Edwards met Carl Rowan, also an alum, noted columnist and radio commentator. With unprecedented support of a local television station, the two produced a documentary called *Race War in Rhodesia*. With a two-person camera crew, the pair visited camps in the remote reaches of Rhodesia to docu-



Leslie Edwards, M.A., '76

ment the guerilla war against Ian Smith's white-dominated government. Rowan and Edwards won a George Foster Peabody Broadcasting Award for their work.

Soon after that production, Edwards did a documentary on the student uprising in Iran during the reign of the Shah.

"We met the Shah of Iran, toured the country, and also [traveled to] Saudi Arabia to meet with Arab princes," Edwards said. "We got the last broadcast interview with the Shah before he was overthrown."

All those award-winning documentaries eventually won Edwards a job offer from CBS News President Bill

Leonard to become producer of *60 Minutes*. Edwards accepted in 1978 as producer for Dan Rather.

"Dan and I did a diverse body of stories that took us into the lives of people, families and individuals in this country, and major conflicts around the world," Edwards recalled. "We were able to uncover evidence, that in several instances, changed the lives of people unjustly convicted or wronged by the government or in the work place."

For their investigation of a wrongly convicted and imprisoned New Jersey school teacher, Edwards and Rather won a Robert F. Kennedy Journalism Award. The investigation resulted in a pardon from the state's governor, and the teacher being freed.

Edwards later joined the CBS *Evening News*, where he produced "crash and burn" stories about everything from tornados and floods to state and national elections.

In 1986, Edwards joined Warner Communications as the director of corporate communications. He handled writing press releases on mergers and acquisitions and helped write the company's annual report until he became director of corporate affairs.

Edwards' first taste of journalism as a copy editor at *The New York Times* led him to begin a master's program at the School of Journalism and Mass Communication in the 1970s. There, he was awarded the WCCO Minority Broadcasting Scholarship and worked on the radio station's Emmy award-winning *Moore on Sunday*.

"Edwards' interest as a student seemed to transcend completing a given class or assignment," said R. Smith Schuneman, former University of Minnesota professor. "His interest was learning more about his field. For Les [Edwards], ...a class was a beginning. And it didn't have an end."

Edwards said he had some good role models to inspire him, including *Life* magazine photographer Gordon Parks, and Ted Hartwell, photography curator at the Minneapolis Institute of Arts.

"I would spend time looking at his vast collection of early American photographs," Edwards recalled. Some of the photos in the collection "gave me the great foundation to be not only a good photojournalist, but ultimately a very good television producer."

# Rowan, columnist and commentator, chips away at ugly racism

BY PHILIP KRETSEDEMAS  
SJMC STUDENT

Carl Rowan, a nationally syndicated political commentator who regularly appears on the *Inside Washington* talk show, is not a man who's built his reputation by pulling punches.

One can trace his journalism career from his early exposés of segregation in "How Far from Slavery," as a reporter for the *Minneapolis Tribune*, to his revealing television specials such as "Thurgood Marshall: The Man." He remains one of the most well-read and influential voices of the press.

Those acquainted with Rowan might describe him as painfully outspoken, aloof, exceptionally charismatic, or remarkably polite. A strong-minded, frank-speaking man who came from a poverty-stricken family in "Jim Crow" Tennessee, Rowan became involved in some of the most historic moments of the 20th century. Many of those moments he describes in his latest best-selling book, *Breaking Barriers*, an autobiography.

He counseled former President Johnson on the Vietnam conflict from the other side of a bathroom door, discussed the strategies of the civil rights movement with Martin Luther King over a glass of whiskey, and had the unique opportunity of criticizing former President Ronald Reagan's policies to his very face. Rowan stands out as a pioneer who has led the way for African Americans into some of the most well-guarded power centers of white America.

Rowan began his career as a journalist while he was working towards his master's degree at the University of Minnesota School of Journalism and Mass Communication. He worked as a *Minneapolis Tribune* reporter in 1947



Carl Rowan, M.A., '48

and kept a rather low profile as a student, said Professor Emeritus George Hage. Rowan acquired an agent and became a professional spokesman rather quickly after his graduation, Hage said.

Edward Gerald, professor emeritus, said though he has not seen Rowan since the late 1940's, the opinions expressed in his news columns "speak for themselves."

Striding into the center of hot public issues has earned Rowan strong friends and more than a few enemies. He represented America during the Cold War

years, received death threats at home for making daring stands on racial equality, found some surprising proponents of racial justice, and some unlikely enemies in the administration of Marion Barry, former mayor of Washington D.C.

Rowan became one of America's first black naval officers during World War II, and seems to enjoy recounting the many times that his title allowed him to turn the tables on bigoted police officers that were never short of excuses for running young black "loiterers" off city streets. Such is the confidence of a young man who commanded a division of mostly white fellow officers and spent his time refueling aircraft carriers on the North Atlantic.

His success in the Navy led to graduate school, and later to such prestigious

appointments as Ambassador to Finland, and as director of the U.S. Information Agency.

Now, as America treads cautiously into the 1990s, the problems of racism, international security and education find themselves in reborn but suspiciously familiar guises. These issues that have acted as both the momentum and the testing points of Rowan's career are more relevant today than ever.

Rowan's recent interest has been improving educational standards. In 1987 Rowan founded *Project Excellence*, a college scholarship program to inspire African American high school students. The project has given more than \$800,000 of funds to 173 students for expenses at Morehouse, Harvard, Stanford, Rutgers, and Howard Universities.

# Ford relishes "ripping and running" of TV reporting

BY ANNA MARIE FOSTER  
SJMC STUDENT

At age six, Sam Ford decided he wanted to be on television. Now, he's a nationally known television reporter in Washington, D.C.

Ford covered stories such as the Son of Sam killings, the Atlanta child murders, and federal government issues while he was a CBS correspondent in New York, Atlanta, and Washington D.C. for nine and a half years.

In 1987, he joined WJLA-TV, where he has covered the Iran-Contra scandal, the confirmation hearings of Supreme Court nominee Robert Bork, and homicide and drug crises in the nation's capital. Ford says he relishes the excitement, the "ripping and running" involved with his work.

"TV stations are windows on the

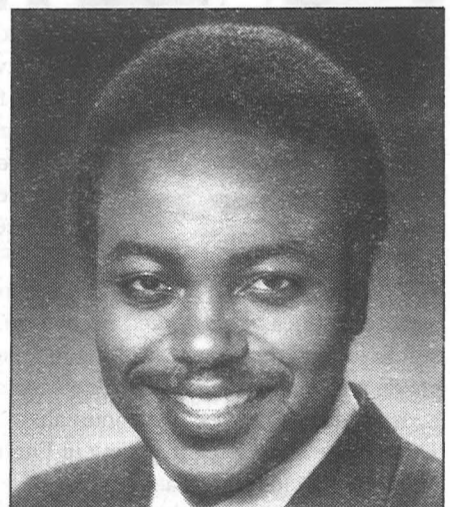
community," says Ford, who received a WCCO scholarship while he was a graduate student at the School of Journalism and Mass Communication in 1973 and 1974. The stations have the unique ability to "get neighbors knowing each other."

Ford says he feels that as a journalist, he has a "responsibility...to tell the community about events that can or do affect them."

Ford has also developed in-depth stories on black history. In one story, he traced his family history from their slavery with the Cherokee Indians in America, back to Sierra Leone in Africa.

His current project is to take a look at the increasingly diverse ethnic population in Washington, D.C.

One of Ford's dreams is to become a foreign correspondent in France. With that hope in mind, he practices his flu-



Sam Ford, M.A., '74

ent French regularly.

And he's taken a few Spanish courses to better converse with some of the residents in Washington, D.C., as well.



# Norris covered children living with "crack"

BY DIMITRIA T. PHILL  
SJMC STUDENT

The day before Michele L. Norris' twenty-eighth birthday in September 1989, she was sitting at home watching television. Norris, a *Washington Post* reporter, had tuned to President Bush's speech on drug policy. Her ears perked up when Bush started talking about an article he had read in the *Washington Post* about children and drugs. Listening closely, she realized that it was her article. 'Oh my God,' she thought. 'President Bush is quoting me!'

As if that weren't enough recognition, Norris' two-part series on Dooney Waters, a six-year-old living with his addicted mother in a "crack house," won the 1990 Livingston Award for journalistic excellence.

Norris counts her work with Dooney and other crack children as her most satisfying journalistic work. Public school administrators nationwide have called her for information to help them develop programs for children exposed to crack before birth.

"I'm interested in helping people understand the plight of children, and what drugs have done to them," says Norris. "It's depressing work sometimes, but if you can get a few people to follow along, you can put a face on the problem, you can take readers inside the crack house where they've never been—it's rewarding."

Norris interest in writing goes back a long way.

"I've always enjoyed writing," she said. She speaks openly, sometimes barely audible, sometimes full of laughter. "When I was little, I used to write stories and sell them to people in the neighborhood for a nickel or a dime. My mother didn't like that."

During the summer of 1984, after beginning studies at the University of Wisconsin, Norris interned at WGBH, a public television station in Boston. She then returned to Minneapolis, where she grew up, and studied journalism at the University of Minnesota.

Norris was awarded a WCCO Minority Broadcast Scholarship and said the scholarship helped pay for tuition and taught her how to work.

"It helped me work hard," said Norris. One of four interns at the station, Norris tagged along with reporters, wrote voice-overs, and researched stories. "It gave me hands-on experience to help me gain confidence in my work. The WCCO crew is a highly sought after, talented group of professionals, and they stuck with me."

When Norris graduated in 1985, she obtained a summer internship with the San Diego bureau of the *Los Angeles Times*, and was then hired as a reporter to cover everything from chemical disasters to drug crime.

She was hired in 1987 by the *Chicago Tribune* and worked the "blood and



Michele Norris, B.A., '85

guts" night shift for six months before joining several colleagues to write a series on the public school teachers' strike. The series about the month-long strike, the longest in Chicago history, was published as the book, *Chicago Schools: Worst in America*.

In 1988 Norris began reporting on education for the *Washington Post*; she wrote about schools and about kids living with "crack," including Dooney. For the past year, she's been a government and political reporter in St. George's County, Maryland, and is currently covering the state congressional race.

"I resisted becoming a government reporter because tax increases didn't interest me," she said matter-of-factly. "Now I love it. When you cover an election, it's exciting, like a horse race."

"The challenge is to cover something as complicated as politics and make a resident tax-payer understand how it will impact him," says Norris, adding that she sometimes misses feature writing. "Political news is predictable—you have to give it a new twist."

According to Stephen Reiss, *Washington Post* editor, Norris "is a rare reporter because she has the ability to see...the trend and the larger picture. She has fantastic story ideas and a great sense of news." Reiss recalled an article Norris wrote about the lack of fancy department stores in Prince George's County. Her story focused on how perceptions of race and the county's working-class past have affected what's there today.

Norris shuns the common stereotype of reporters as "an insensitive pack of well-dressed wolves shoving microphones in people's faces." While covering the teachers' strike in Chicago, Norris was the first reporter in years to get a formal interview with the superintendent, a tough woman with a reputation for barking at reporters. Norris struck up a conversation with her in an elevator. The superintendent later accepted an interview because

Norris had been friendly.

"Anger doesn't work, particularly when you're dealing with a source," she insisted. "It's possible to be competent in constructive ways and not offend your sources. Suddenly you might need them."

Norris has enjoyed the "adrenaline rush" of news-gathering. She wrote the Dooney Waters series after spending three weeks among crack addicts, witnessing adults taking food from children, many drug deals and police break-ins. She wore a bullet-proof vest to cover the story.

She worked 20-hour days and had wanted to spend nights at the crack house to watch what happened to the children. She lost that temptation when some-

one poured a mixture of boiling water and bleach on Clifford, a 98-pound "crack-head," as he slept.

One of the biggest challenges Norris says she faces each day is being a female African American professional. But the former president of the Washington Association of Black Journalists firmly believes in encouraging other African Americans to succeed. As a black journalist, "you have to be a pioneer. You have to do well, be a trailblazer for the others behind you," Norris says.

"You have to work hard to prove yourself and to make sure that no one discounts your work and casts you as a back- or side-door hire," she says. "You get these people that say 'But—you don't look like a reporter.' But you set out to prove something to someone else, and you wind up proving it to yourself. After you believe in yourself, it doesn't matter."

Linda Wilson, assistant to the direc-

tor of the School of Journalism and Mass Communication, doesn't remember Norris having any problems demonstrating her capabilities. "Michele was just a fantastic student," said Wilson, who coordinated the WCCO scholarship program. "She was energetic, lively and articulate. When Michele walked into the room, there was no doubt that this was a student that was going to succeed. There wasn't going to be anything mediocre about her at all."

After a day of reporting, Norris goes home to a bungalow built in 1922 that she bought two years ago. Its charm requires constant care, and she enjoys growing herbs, flowering plants and tomatoes in her big backyard garden. Norris also likes to read and cook, shunning phone calls when the crab cakes are calling. To keep fit, she plays tennis, or, in the winter, goes ice skating at a rink on Capitol Hill.

Norris' success comes down to her love for writing and her innate curiosity.

"I liked to write and I was nosy," she said. "I always want to know what's going on."

"She was brilliant," said John Lavine, former University of Minnesota professor who now directs the Newspaper Management Center at Northwestern University.

"Instead of seeing something and moving on, she stops and asks how it works, how it got there, how it fits together.

After you've spoken to her you say to yourself, 'That's a person I like answering questions for.' She is genuinely interested in what the other person is doing—and she has the ability to put that into words."

Those curious about her work with Dooney can consult the second edition of *Ourselves Among Others; Cross-Cultural Readings for Writers*, published this year. Amid writings by such renowned figures as Nelson Mandela and Gabriel Garcia-Marquez, appears Norris' famous series, representing the United States.

If only the rest of us could measure up.

**"You have to work hard to prove yourself and to make sure no one ... casts you as a back-door hire."**

## Taus is sole bureau correspondent

BY ALICE LACHER  
SJMC STUDENT

Margaret Taus has a lot of independence as a reporter intern with the Spokane *Spokesman Review* in Washington. And she likes it that way.

"It's good because it makes you responsible and helps you to develop story ideas," said Taus, who covers police, courts, county and city government in the Pullman bureau, about 80 miles south of Spokane. "I'm having fun. It's a good learning experience."

Taus earned two bachelor's degrees—in Journalism and Russian Area Studies—at the University of Minnesota in March 1991. She kept busy as a student working as a reporter and edi-

tor at the *Minnesota Daily*, and playing her violin with the University orchestra.

Receiving the Minority and Disadvantaged Student Scholarship helped Taus to feel involved in the University. And support from the School of Journalism and Mass Communications faculty helped guide her through her studies, she said.

"I felt 'this is my home,'" Taus said. "I didn't feel lost at the University. The scholarship helped because I could take more credits. I didn't have to worry about holding down a couple of jobs and I could concentrate on working at the *Minnesota Daily*."



Margaret Taus  
B.A., '91



# Workshop taught high school kids publishing skills

BY MAUREEN M. SMITH  
SJMC GRADUATE STUDENT

**M**atthew Parsons, a news editor at his high school newspaper, said he learned a lot at the Minnesota High School Press Association Summer Journalism Workshop, held in August at the University of Minnesota.

"Because the courses were taught by advisors from all over the country, I got a lot of story ideas, layout ideas—stuff that made it all worthwhile," said Parsons, one of 12 students to receive a 1991 American Scholars award at the workshop. The scholars were chosen based on their grades and past experience with student publications.

"It was a lot of fun and I learned a lot," Parsons said.

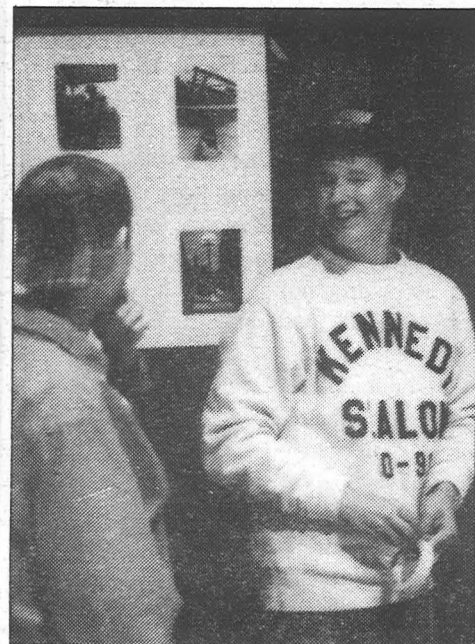
About 275 high school students from 15 states attended the five-day workshop, said Don Reeder, the workshop coordinator. Students learned practical skills in photography, desktop publishing, and layout they could put to work on their high school publications.

"The students are here to work," Reeder said. "It's for students who are very interested in improving themselves as journalists. That quality and seriousness sets us apart from other workshops."

The workshop is intensive not only for the students, but for high school



A couple of high school students at the Minnesota High School Press Association Summer Journalism Workshop have fun pinning up samples of their photography. (Photo courtesy of MHSPA).



advisors who also attend. Advisors take courses in such areas as teaching photography and desktop publishing, or organizing student publications.

organizing student publications.

"It was an exhausting week but I walked away feeling like I had a good base of technical know-how, hints and tips," said Barbara Parrish, a Twin Cities high school advisor who's trying to start a school newspaper.

"The bottom line

was what we should be charging for advertisements."

**"I got a lot of story ideas, layout ideas—stuff that made it all worthwhile," one student said. "It was a lot of fun and I learned a lot."**

## Swapping ideas on school newspapers

High school students got a chance to exchange ideas and get excited about working on school newspapers or yearbooks last September at the 70th annual Minnesota High School Press Association conference.

"Students swap copies of their publications and look at other students' work," said Don Reeder, the associate director of the association. "It's really helpful for them."

The convention at Northrop Auditorium drew more than 1,200 students and advisors who participated in about 40 class sessions on newspaper and yearbook publishing, a write-

off competition, and presentation of achievement awards, Reeder said. Students also toured local newspaper offices.

Rep. Phyllis Kahn, an outspoken teen's rights advocate who introduced legislation to give 12-year-olds the right to vote, held a special press conference. Students competing in the write-off wrote articles based on her talk.

Other speakers included local media professionals from the *Star Tribune*, the *St. Paul Pioneer Press*, and several other publications.

—Maureen M. Smith

## SJMC Affirmative Action Statement

**I**N ACCORDANCE WITH the Equal Educational Access and Opportunity Policy approved by the Board of Regents on January 12, 1979, to provide equal educational access and opportunity to persons of every race and ethnic heritage, sex, religion and creed, as well as to provide fairness to individuals competing for educational opportunity, the School of Journalism and Mass Communication (SJMC) hereby reaffirms its commitment to affirmative action.

It is the sense of the faculty that the desired diversification of the journalism and mass communication student body will not be achieved unless students of color and other diversity applicants are admitted in more than minimal numbers, but the precise numbers of students of color and other diversity applicants to be admitted will depend upon the comparative credentials of all applicants. No racial or ethnic quotas will be fixed which exclude any applicants from consideration for any places in the School.

In its effort to recruit, retain and educate a diverse population of students, the School will strengthen its ties to the minority learning resource centers at the University of Minnesota, provide special assistance to students enrolled in SJMC's pre-major classes, and focus its communication efforts and outreach activities to students of color and other diverse student populations enrolled in the College of Liberal Arts, General College and community colleges and high schools.

**T**HE SCHOOL'S COORDINATOR for undergraduate advising or her/his designee receives and processes all applications from students who self-identify themselves as students of color or members of other diverse student populations. This allows the SJMC to track application statistics and helps the SJMC develop, evaluate and modify programs relating to recruitment and retention of these students.

Applications from students of color and other diversity candidates will continue to be reviewed by the undergraduate studies committee composed of the director of undergraduate studies, the undergraduate advising coordinator (ex officio) and

at least two SJMC faculty members. In selecting students for admission, the Admissions Committee will continue to be guided principally by its established admission criteria, but to the extent necessary to produce a diverse student body, it will also give careful consideration to factors relating to the student's personal development, motivation and expressed goals, extracurricular activities and/or work experience which have served or will serve as mitigating factors influencing the student's educational achievements. This information is normally presented in the applicant's letter of intent, but may come from references or other supporting documents that are submitted by students who appeal the committee's decision to deny admission.

**E**VALUATION OF THE SJMC AFFIRMATIVE ACTION undergraduate studies plan will be two-fold. An annual study of the grades of students of color for four of the School's courses, J1001, J3003, (formerly 1003), J3004 (formerly 1004) and J3006 (formerly 1002) will be made. Initially, these grades will be compared with a study of those same course grades that was done in 1990-91. Each successive year of study will be compared to previous years.

An annual review of the percentage of students of color who are journalism pre-majors and majors will be made. From this review, a comparison of the percentage of pre-majors to majors will be made to determine how many students of color achieved major status.

In the future, evaluations of the School's affirmative action plan may include a student evaluation, a study of graduation rates, and contact of students who do not continue to take journalism courses to determine why.

The School of Journalism and Mass Communication is committed to the philosophy of affirmative action and supports all efforts made on behalf of and by the University of Minnesota in this regard.

Approved by SJMC Faculty and University EEO Office, July 1991.



## McFarlane

CONTINUED FROM PAGE 9

There he became interested in journalism as a career.

"I liked being in a newsroom and seeing my name in print. I liked the byline and the risk associated with it," he says. "Every time you get a story with the byline you're risking your ego because you could be missing the point by a mile."

Following his internship in Worthington, McFarlane interned for the *St. Paul Pioneer Press* while he studied at the University. He also received the Carl Rowan Scholarship and the Pioneer Press Scholarship, each carrying financial stipends.

"I didn't have any other resources. The financial aid was significant," he says. "Just as important was the recognition that a name like Carl Rowan meant. People in the industry recognize that name as a part of your development."

Before launching *Insight*, McFarlane was employed in the General Mills public affairs department, where he spent two years developing urban affairs policy, philanthropy in the inner city, and the responsibility of the corporation. He observed that most corporations historically focused on operas and art institutes for philanthropy.

"There was a shift in recognizing what relationships ought to exist between the corporate citizen and the problems of the community," he says.

McFarlane sees a unique role for newspapers directed at people of color.

"Our papers ought to be for our people what [mainstream papers] are for white people," he said. "I wonder why, when I go to Target, there's 50 million publications for white people, and only three or four for blacks. Our market is wide open. It's a market that's worth being excited about."

McFarlane encourages new people, particularly African Americans, to be as excited about that market as he is.

"There's a resistance in the white press to value experience in the black press," he says. "I know that some black journalists feel that working for a black paper is not working at all, or can even mean the kiss of death to a journalist's career. Our papers ought to be both a beginning and a destination."

"The challenge for anybody is to try to move beyond black and white," he adds. "Black and white are illusions."

## Journalism Alum Note

This new column is intended to keep you up-to-date about the activities of the School of Journalism and Mass Communication Alumni Board, and to request your support.

The SJMC Alumni Society, known for being one of the most active alumni organizations at the University, has sponsored award-winning programs and activities for both students and alumni. Unfortunately, those programs are now in jeopardy.

For many years, the Minnesota Alumni Association provided the SJMC Alumni Board with direct financial and administrative support. Last year, the MAA cut that support.

At the urging of our president, Trish Van Pilsum, the College of Liberal Arts Board has agreed to continue to pass along \$2.50 from each MAA member who wishes to become a member of the SJMC Alumni Society.

The SJMC Alumni Board members urge you to become a member of the MAA, and to be certain that you check off the Journalism box on the form when you do. Just fill out and mail in the MAA membership form next to this column. Donations from current MAA members will also be gladly accepted.

Some of the SJMC Alumni Board's activities this year include:

- A mentoring program that matches journalism students with practicing professionals to give students a taste of professional life.

- An annual "Targets of the Media" program featuring speakers who found themselves in the public eye. The forum provides feedback to media on how the targets felt they were treated.

- An annual banquet. Last year's banquet pitted media teams against each other in a quiz bowl answering questions about public affairs and current events.

- An annual Award for Excellence recognizing distinguished SJMC alumni. Last year's award went to retiring political writer Betty Wilson of the *Minneapolis Star Tribune*.

This column will keep you posted of upcoming SJMC Alumni Society activities.

## School of Journalism and Mass Communication Alumni Society Membership Application

Let us do the work for you!  
Simply fill out this application to join both the Minnesota Alumni Association and the Journalism Alumni Society

YES! I want to join the Journalism Alumni Society.

Name \_\_\_\_\_

Major(s) \_\_\_\_\_

Degree(s) \_\_\_\_\_

Graduation Year(s) \_\_\_\_\_

If no degree, attended from \_\_\_\_\_ to \_\_\_\_\_

Home address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Job Title \_\_\_\_\_

Place of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Send mail to:  Home  Work

Annual Membership:  Single \$30  Joint \$40

Life Membership: Full payment:  Single \$550  Joint \$700  
Installments:  Single \$250  Joint \$400  
(down payment & five annual payments of \$75)

Payment:  Check enclosed  MasterCard  
 Visa  American Express

Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Clip and send to Journalism Alumni Board,  
School of Journalism and Mass Communication,  
111 Murphy Hall, 206 Church St. SE, Minneapolis, MN, 55455-0418.

## Obituaries

**Dorothea Olson Dickson**, who held a B.A., '38, from the School of Journalism and Mass Communication, died Dec. 25, 1990 in Fort Smith, Ark.

**Gretchen Duncan**, who held a B.A. and an M.A. from the School of Journalism and Mass Communication and

served as a faculty member from 1949 to 1951, died of bone cancer Sept. 11 in Eugene, Ore. She had also served as a journalism department faculty member at the University of Oregon and the University of Colorado.

**Jack M. Kelly**, a School of Journalism and Mass Communication graduate, died at age 76 on Aug. 2, 1991 in Portage, Wis. Kelly worked as a United Press correspondent in St. Paul and also at KSTP radio station before he married Berneice Schlemmer in May 1943. Kelly moved to Portage in 1968 and

worked at the *Portage Daily Register* until he retired in 1977. He won five United Press awards for his news writing there, was voted Wisconsin Newsmen of the Year and won an education reporting award by the state Association of School Boards. He is survived by his wife, Berneice, and four children.

**Eleanor Joan Olson**, the School of Journalism and Mass Communication placement secretary from 1937 to 1981, died in mid-June of 1991.

**Eric Rehnwall**, who earned a B.A., '47, journalism from the University of Minnesota, died July 28, 1991 six days after undergoing heart surgery. Rehnwall, born in Stockholm, Sweden and nicknamed "Eric the Red," had worked as a copy editor at the *St. Paul Pioneer Press* for nearly 25 years. He had also worked at the United Press International Minneapolis bureau, and several other media organizations. He is survived by his wife, Evelyn, two daughters and two sons.



# Alumni Update

## 1940s

**James E. Blake, Jr.**, '48, has been the president of Hubbard Broadcasting since 1953. He's also assisted the United States Satellite Broadcasting DBS Venture.

**Victor Cohn**, '41, returned to the *Washington Post* as senior "health" writer and columnist in mid-September after a year's leave as visiting scholar at the Johns Hopkins School of Public Health. He spoke at the August Association for Education in Journalism and Mass Communication meeting about his 1989 book: *News & Numbers: A Guide to Reporting Statistical Claims and Controversies in Health and Other Fields*.

**Raymond A. Lee**, M.A. '49, a former freelance writer for International Business Machines, is now retired and planning to write a novel.

**Neil MacKay**, '49, an employee at Minnesota Mining and Manufacturing, Inc., published a book in July called *A Chemical History of 3M—1933 to 1990*. His earlier books were about microfilm history and the history of the company's Specialty Films Division.

**Roy L. McGhee**, '46, former Superintendent of the U.S. Senate Periodical Gallery, is now retired. He spent 22 years with United Press International, and also worked for Associated Press and the Jefferson City, Miss., *Post Tribune*.

**Gerry S. Schremp**, '47, an author, just published a book called *Kitchen Culture: Fifty Years of Food Fads*.

## 1950s

**Henrich (Heinz) Blechner**, M.A. '50, former director of bilateral cultural relations for Austria, is currently retired in Vienna. After graduating with a Ph.D. from Vienna University in the 1950s, he worked with Associated Press, then with UNESCO in Paris, and as a press officer in the Austrian Foreign Ministry. He also served as the Austrian Ambassador to Australia.

**Marvin Winchester**, '50, who worked at State Farm Insurance Co. audiovisual department in Bloomington, Ill. since 1959, retired in 1991. He was the advertising manager of the *Minnesota Daily* from 1949-50.

## 1960s

**Ava Wooliscroft Betz**, '68, works as an editor at *Lamar Daily News* in Colorado and teaches occasionally at Lamar Community College. She wrote a book called *Prowers County History*, published in 1987, and she traveled in Japan, Thailand and Malaysia for three months in 1988.

**Joel E. Burke**, '64, president of the Carlson Marketing Group International Division in London, expanded the firm's operations in Europe and the United Kingdom in 1990. The firm acquired 13 other marketing service companies, including Britain's largest, Francis-Killingbeck-Bain. He and his wife Sandy now live in London.

**Warren J. Mitofsky**, Ph.D. '66, currently lives in New York and is the executive director of a cooperative effort by CBS, NBC, CNN and ABC to provide joint national election analysis and projections. All media nationwide can join the pool and receive election coverage.

## 1970s

**LaRae M. Donnellan**, M.A. '75, became the director of the University of Idaho-Moscow Agricultural Communications Center in September. She will also work there as an extension professor. She had worked for more than 16 years at the University of Vermont.

**Bonnie (Richter) Hayskar**, '76, recently started a publishing company called Pangaea and published her first book, called *Patagonia Wilderness* in September. She traveled around the world after leaving her position as deputy director of tourism with the Minnesota Office of Tourism.

**Daniel J. Hull**, '76, lives in Chicago, Ill., and has worked as the advertising services manager for Midas International since 1983.

**Bruce E. Johansen**, M.A. '75, was promoted to full professor at the University of Nebraska-Omaha Communications Department in August 1991. He won third prize in the AEJMC-sponsored national essay contest on innovative ways to teach freedom of expression. He signed a contract for his fifth book, *Rattling the Rafters: Life and Death in Mohawk Country*, with Fulcrum Publishing. His fourth book, *Exemplar of Liberty: Native America and the Evolution of Democracy*, was published in August 1991.

**Kimberly M. Roden**, '77, was named director of Local Government and Community Relations for Minnegasco, Minneapolis. In her new role, she helps maintain governmental relationships with 80 local Minnegasco units in the Twin Cities.

**Sue Ellen (Torkildson) Yund**, '76, has worked as a Communication Specialist for Honeywell's Military Avionics Division Employee Communications Department since 1988.

## 1980s

**Joy Almendinger**, '89, currently owns and operates Red Star Creative Services, a graphic design and advertising agency in Spicer, Minnesota.

**Daniel Barnes**, '80, is currently the systems manager for the *Twin Cities Reader*, *City Business*-Minneapolis, and *Corporate Report*-Minnesota. Last year he worked as the technology consultant on *Executive Fax* newsletter service for the Minneapolis *Star Tribune*.

**Laurie L. Bauer**, '87, currently is the director of public information at Inver Hills Community College. She was previously a news reporter for the Inver Grove Heights, Minn., *Sun-Current*, a weekly newspaper.

**Elizabeth Bristol**, '89, is living in Jackson, Wyoming, working as a saleswoman for the Jackson Hole Ski Corporation and free-lancing for the *Jackson Hole Guide*.

**Stuart J. Bullion**, Ph.D. '82, is living in Orono, Maine, and returned in May 1991 after five months on the Saudi-Iraqi border, where he was headquarters detachment commander for the Maine Army National Guard support battalion.

**Deborah Carlson**, '87, is living in Shoreview, Minn., and is currently looking for employment. She also holds an engineering degree from the University of Minnesota.

**Lynn M. Casey**, M.A. '80, was just elected senior vice president of Padilla Speer Beardsley Inc, a Minneapolis-based public relations consulting firm. She joined the firm in 1983 and previously worked as a marketing communications manager at the Burlington Northern Railroad Co. She also holds a master's degree in business administration from St. Thomas University, and is a Phi Beta Kappa graduate of the University of North Dakota, Grand Forks.

**Ting Chen**, '88, joined Burson-Marsteller Public Relations & Public Affairs in Singapore as senior account executive in April 1990. He previously worked as a senior reporter at *Lianhe Zaobao*, a leading Chinese daily in Singapore.

**Lee Svitak Dean**, '89, is currently a features reporter for the Minneapolis *Star Tribune*.

**Ellen Eisen**, '85, works in marketing for Minnesota Mining and Manufacturing and lives in Inver Grove Heights, Minn. She graduated with an MBA in marketing from Indiana University's Graduate School of Business in June.

**Deborah Fisher**, M.A. '81, lives in Seattle, Wash., and is currently working as a writer and private consultant, specializing in media, legal and children's affairs. Her most recent contract has been as facilitator for the King County Task Force on Children and Families.

**Jane Friedmann**, '83, works at the Minneapolis *Star Tribune* news department as an artist creating charts, graphs, maps and informational visuals. She formerly worked in the Advertising Creative Services Department.

**Steven D. Homan**, M.A. '83, is assistant editor for *Mechanical Engineering* magazine in New York, and is looking for work involving both law and journalism.

**Robin Huebner**, '84, is working as weekday news anchor at KTHI-TV, an NBC affiliate in Fargo, N.D. She is also doing gymnastics color commentary for KITN-TV, University of Minnesota, and Prime Network.

**Peter G. Krause**, '81, is living in Minneapolis and working as a full-time illustrator. He is currently drawing the comic book adaptation of the television

series *Star Trek: The Next Generation* for DC Comics.

**Jennifer (Pate) Lijewski**, '88, is currently a publishing specialist at Deluxe Corporation Communications Department.

**Christopher J. Mattson**, '84, was recently promoted to an account executive position at Conus Communications Satellite Services division. He previously worked as managing editor in the news department, where he produced coverage of the 1988 Olympic Games in Calgary and Seoul, the 1990 Economic Summit in Houston, the Super Bowl XXV in New Orleans, and Soviet President Gorbachev's 1990 visit to the Twin Cities. Before joining Conus in 1985, he worked for WXOW-TV in La Crosse, Wis., and KSTP-TV in the Twin Cities.

**Craig McNamara**, '81, is living in the Twin Cities and working as a writer at Carmichael Lynch. He formerly worked as vice president and creative director at Harris West Advertising.

**Amber Faith Miller**, '89, recently won an award for an article in a competition for publication professionals sponsored by the editors of *Communications Concepts* magazine. The award-winning article, "Shaken CPAs Recover," published in the winter 1990 issue of the California Society of CPAs' *Outlook* magazine, detailed the economic recovery of several accounting firms after the San Francisco earthquake.

**Tracy M. Nelson**, '87, lives in Minneapolis, and recently started her own advertising and public relations service business. She formerly worked for the National Committee for Adoption in Washington, D.C., and her work was recently featured in the Minnesota Advertising Federation's *Format* magazine and in *Art Direction*, a national industry publication.

**Emily E. Odell**, '89, is employed as a territory manager by General Mills, Twin Cities region. She is currently pursuing an MBA in international marketing at the University of St. Thomas.

**Ted Pease**, M.A. '81, became chairman in July of the department of journalism at Saint Michael's College in Colchester, Vt., where he is associate professor. He was honored as Ohio University's Outstanding Graduate Student at June commencement, when he received his doctorate from the E.W. Scripps School of Journalism. His dissertation, "Still the Invisible People: Job Satisfaction of Minority Journalists at U.S. Daily Newspapers," is the basis for the first *Ohio Journalism Monograph*, published by the journalism school's Bush Research Center in July.

**Christine Powell**, '89, recently joined Murphy Communications in State College, Pa., as an advertising executive. She also has been freelance writing and had an article published in *Seventeen* magazine in fall of 1991. She had spent a year at home with her daughter, Nicole, before starting her new job.

**Deborah Gromek Ryan**, '89, is working as a copywriter at John Risdall Advertising. Prior to that she was freelance writing for local ad agencies and businesses in the Twin Cities area.



**Randa Shaath, M.A. '87**, is working as a photographer and graphic designer in a publishing house for children's books in Cairo, Egypt. She is working on her second documentary photography book on Islamic Cairo. Her first book, a documentary photography about a Palestinian refugee camp, was published in 1989.

**Robert O. Stephenson, '88**, began working in January 1990, for the *St. Paul Pioneer Press* as an editorial news clerk.

**Chenk Sun Tan, '89**, is an assistant to the news editor of *Lianhe Zaobaor (United Daily)* in Singapore.

**Sheryl Thomson, '88**, is studying law in Atlanta, is a Robert E. Woodruff fellow and will be graduating in May 1992. This past summer, she worked as an associate with Long, Aldridge and Norman, an Atlanta law firm.

**Betty Waha, '84**, is currently a sales promotion manager at EMC Publishing in St. Paul, Minn.

**Lisa Wilder, '89**, is currently an education reporter for the *St. Cloud Times*.

**Bruce Williams, M.A. '87**, is working as a research director for Care Providers of Minnesota, a Bloomington nursing home trade association. He graduated from the University of Minnesota's Humphrey Institute in June 1991 with an M.A. in public affairs.

**Judith M. Williams, M.A. '83**, former editor of the North Hennepin, Minn., *Post*, has been Lifestyle editor at *The Post-Crescent* newspaper in Wisconsin since September 1988. She earned first place in Lifestyle sections in the large circulation category of the Wisconsin Newspaper Association's Better Newspaper Contest. Her Entertainment section won third place in the same category in June.

**Jodi Williamschen, '87**, is beginning her second year of study at the University of Wisconsin-Milwaukee's School of Library and Information Science. She is also working at the campus' Golda Meir Library as an intern in the cataloging department.

**Karen Wright, '87**, was promoted to weekend anchor at KEYC-TV in Mankato, Minn., in August. She was a general assignment reporter and fill-in anchor since January 1988.

## 1990s

**Sara Barron, '90**, is an assistant account executive with Padilla Speer Beardsley of St. Paul.

**Jane Berg, '91**, is living in Battle Lake, Minn., and is currently working as a producer and reporter for the WDIO-TV station in Duluth.

**Brenda S. Boehnke, '91**, is a sales assistant for Blair Television in Minneapolis. She assists the account executive in selling TV advertising spots.

**Brett Boyum, '91**, is working as a marketing coordinator for Delta Environmental Consultants, Inc., in St. Paul.



Several University of Minnesota SJMC graduates who have served as directors at the University of Wisconsin-Madison SJMC inaugurated the school's new director in May 1991. From left to right, Harold L. Nelson, Ph.D. '56, director from 1966 to 1975, Bob Drechsel, Ph.D. '80, director as of July 1991, Jim Hoyt, director from 1981 to 1991, and Bill Hachten, Ph.D. '61, director from 1975 to 1980.

**Melissa Breyen, '91**, is working as a server for Applebee's in Brooklyn Center.

**Kathleen (Kate) Bryan, M.A. '91**, is an account manager in marketing and sales for Interactive Personalities, a Minneapolis entertainment production agency.

**Paulette M. Deane, '91**, is working as a general assignment reporter for the *Champlin-Dayton and Osseo-Maple Grove Press* in Minnesota.

**Michael Dickens, M.A. '91**, is a sports reporter for the *Journal Times* in Racine, Wis. He and his wife, Jodi Williamschen, live in Milwaukee, Wis.

**Lori (Kroontje) Ehde, '91**, was a reporter intern in summer 1991 at the Hastings, Minn., *Star Gazette*.

**Kari Evans, '91**, is a sales assistant at Eastman Radio in Minneapolis.

**Karen L. Fanfulik, '90**, is currently a law student at William Mitchell College of Law.

**Dominic Farstad, '91**, is currently a freelance designer and illustrator in the Twin Cities.

**Kathleen Gundvaldson, '91**, is a staff writer at the University of Minnesota Alumni Association's *Minnesota* magazine.

**M. Michael Halverson, II, '91**, is currently a law student at Hamline University.

**Mary E. Haugh, M.A. '91**, works for the Minneapolis Clinic of Neurology as a marketing and planning coordinator. She develops and implements strategic marketing plans.

**DeAnn Gunderson Hoff, '91**, is working as an intern office assistant at Duffy Design Group in Minneapolis.

**Michael Hoff, '91**, plans on entering Hamline University Law School.

**Lori A. Hokeness, '91**, is currently looking for employment.

**Lisa Marie Hollfelder, '91**, is a production artist for the *Skyway News* in Minneapolis.

**Terry Horner, '91**, is working as an account coordinator for Carmichael-Lynch Advertising in Minneapolis.

**Kristen Krieter, '90**, works in customer service as an export assistant for Fischbein Company in Minneapolis.

**Junghi Lee, M.A. '91**, is working in Chicago as an assistant to the director for the Korean Self-Help Center/Korean American Women in Need. She also works as a program coordinator for the Social Service Agencies for New Immigrants and Women. She is considering entering a Ph.D. program at the University of Massachusetts.

**Michael J. Marboe, '91**, is currently employed by Sanford Hall Food Service at the University of Minnesota.

**Trish Marx, M.A. '90**, currently lives in New York and received a four-year fellowship at New York University for a master's degree in publishing. She published a book in 1989, called *Echoes of the Second World War*, and will be publishing another called *Johna's Cold Winter*.

**Ellen McPartlan, '90**, is currently the marketing communications administrator at Minnesota Mining and Manufacturing, Inc., Ceramic Materials Department. She creates advertisements, sales literature, video and other communications tools.

**Stacy A. McPherson, '91**, is employed by Lee & Riley in Minneapolis, as an account coordinator.

**Timothy J. Mozey, '91**, is currently looking for employment.

**Melissa Noun, '91**, is living in Telluride, Colo., and is vice president of the Steaming Bean Coffee Company, a coffee house.

**Victor Ohno, '90**, is a production manager in the advertising department for Regis Corporation in Minneapolis.

**Molee Bloom Olemzk, '91**, is a graphics specialist in Research and Planning for Dayton-Hudson Corporation in Minneapolis.

**Anne Marie Ovnik-Hanley, '90**, is working in the Media Department of Petrovend, an international computer company in Oak Park, Ill.

**Janet Perry, '91**, is a claims representative at Northland Insurance in Mendota Heights.

**Thomas P. Phillippi, '91**, is a warehouse and transportation supervisor for Knox Lumber Company in St. Paul.

**Kirsti Pohjavare, M.A. '91**, is a lecturer and teacher in the Department of Communication at the University of Jyväskylä in Finland.

**Anita M. Quamme, '91**, is a technical writer for Employee Benefit Plans in Minneapolis.

**Colleen Ryan, '90**, is currently employed by Voyager Sales, a Brooklyn Center Tupperware distributor. She assists in sales meetings and writes a newsletter.

**Lori Sater, '90**, is a general assignment reporter and photographer for the *Rosemount Town Pages*, a Rosemount, Minn., weekly.

**Mary Alice Schmidt, '91**, is an investigator with the U.S. Department of Housing and Urban Development in Philadelphia, Pa. She works in the Office of Fair Housing and Equal Opportunity, investigating housing discrimination cases.

**Julie Schoenbauen, '91**, is employed by Decision Systems, Inc., of Minneapolis as a technical writer.

**David Southgate, '90**, is currently a freelance writer for *Equal Time* newspaper and was recently hired as freelance publicist for the Walker Art Center's Performing Arts programs. His other clients have included Brass Tacks Theatre and KTCA-TV.

**Linda (Bartosch) Steenerson, '90**, currently works as a copywriter, public relations assistant, and typesetter for United Hardware Distributing Company's Advertising Department.

**Daniel V. Stuchal, '91**, is an assistant communications director in the communications department for the Minnesota North Stars. He is a liaison between the team and media.

**Margaret Taus, '91**, is a reporting intern in the editorial department at the *Spokesman-Review/Spokane Chronicle* in Spokane, Wash.

**Red Taylor Townsend, '91**, is a word processor for Kelly Temporary Services in Montpelier, Utah.

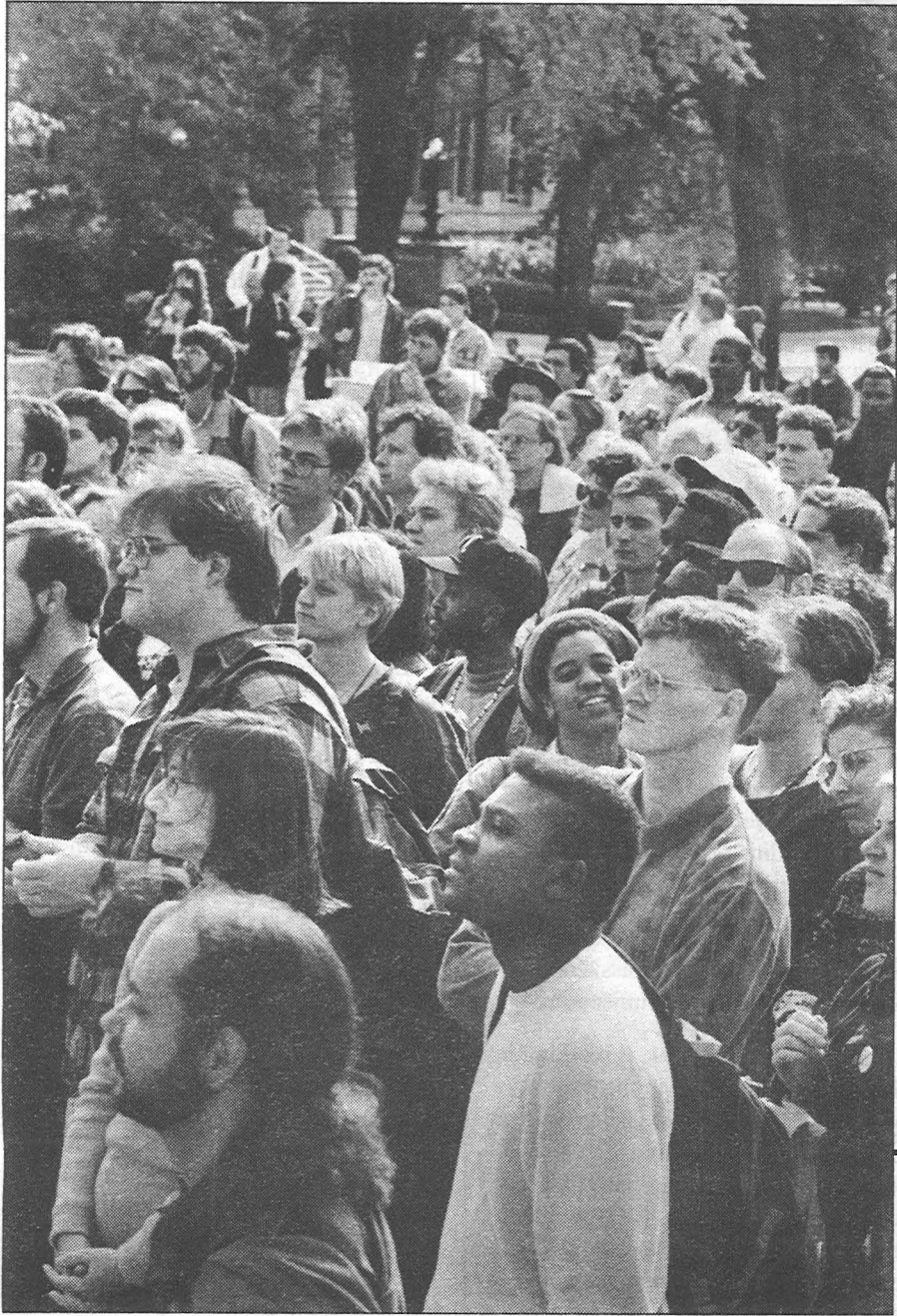
**Stacy Lynn Truwe, '91**, is a marketing communication specialist for Printware, Inc., a St. Paul manufacturer of laser printers and direct-to-plate systems.

**Thomas W. Volek, Ph.D. '90**, is an assistant professor at the University of Kansas, William Allen White School of Journalism and Mass Communication in Lawrence, Kan. He teaches history and law.

**Thomas Welty, '91**, is self-employed as a freelance writer in Moundsview, Minn.

**Heidi A. Wendorff, '91**, currently a Midwest product development coordinator in alternative music for BMG/RCA Records in Chicago.





## Faculty/Staff Update

**Mary Achartz**, principle secretary, received a 1990-91 College of Liberal Arts Outstanding Civil Service Award.

**Neal Burns**, adjunct instructor, taught a two-week graduate course on high technology advertising at Technopolis, a technical school in Bari, Italy.

**Ed Emery**, professor emeritus, and son Michael, were honored at the October American Journalism Historians Association meeting in Philadelphia for their forthcoming seventh edition of *The Press and America*.

**Donald Gillmor**, professor and Silha chair, was a panelist in "Freedom of Expression, Morality and the First Amendment," 11th Annual Symposium at Ohio State University in Columbus, Ohio.

Gillmor served as panel moderator in "Advertising Controversial Products and Services," at the First Amendment Congress held Oct. 27-29 in Richmond, Va. Gillmor also attended a Nov. 1-2

reunion of 93 Gannett Fellows at the Freedom Forum Media Studies Center, Columbia University.

**George Hage**, professor emeritus, and Don Gillmor helped plan the Upper Midwest First Amendment congress Sept. 19-20 in St. Paul.

**Bill Huntzicker**, adjunct instructor, taught the late Professor Jim Mackey's summer education course on "Using the Newspaper in the Classroom" for elementary and secondary teachers.

Huntzicker also gave a presentation on "Chinese Americans and 19th Century Newspapers" Oct. 4 at the American Journalism Historians Association meeting in Philadelphia.

**Leola Johnson**, assistant professor, received grants from the Graduate School and the AEJMC Minorities Division to research workplace diversity committees and newsroom caucuses of women and minorities.

**Nancy Roberts**, associate professor, became president of the American Journalism Historians Association in October after serving as vice-president and convention program chair for one year.

Roberts' writing is profiled in the new fifth edition of *Free-Lancer and Staff Writer*, by William L. Rivers.

University of Minnesota students gather on Northrop Plaza Oct. 10, 1991, in a campus-wide protest against racism. The protest was held soon after the formation of a white student union by University student Tom David. (Photo by Bill Eilers)

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