

THE Murphy Reporter

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School of Journalism and Mass Communication
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Leading advertising researcher joins SJMC faculty

BY KIRSTEN L. JENSEN
SJMC GRADUATE STUDENT

Bill Wells is one of those rare people who feels just as comfortable in the business world as he does in academia. He's dreamed up innovative advertising methods just as often as he's published his research findings in academic journals. He thrives on advertising.



Bill Wells

"The people who work in advertising are very sharp and interesting people," said Wells, SJMC's first Mithun Land Grant Chair in Advertising. "The problems are complicated and difficult and you get immediate feedback."

Wells will conduct research on consumer behavior and teach several courses in advertising and persuasion when he joins the School in the fall.

He's best known for his work developing a detailed consumer survey during 17 years as executive vice president and director of marketing services for DDB Needham Worldwide, Inc. Before joining the company, he taught at the University of Chicago Graduate School of Business and at Rutgers University.

"Bill Wells is arguably the leading advertising researcher in the country," said Al Tims, SJMC associate professor. "He has phenomenal academic and professional experience. He will undoubtedly broaden the base of our advertising curriculum."

Wells will teach a course on how to design and conduct research. Students will work in teams and present their findings at professional conferences. He will also teach a persuasion course focusing on different styles found in political rhetoric, literature, advertising copy and historical writing.

"I'm looking forward with great enthusiasm to get started with teaching and research," Wells said. "It will be a good chance to work with some excellent colleagues and graduate students and contribute to the high reputation of the school."

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SJMC covers campaign trail

BY KIM ERCHUL
SJMC STUDENT

This year, a group of political reporting students went on a field trip to the presidential caucuses in Iowa, where they slept little and wrote a lot.

The 11 SJMC students stayed in Des Moines for 10 days in February to write about the nation's first presidential caucuses. In past years, Iowa has been a political stomping ground for presidential candidates eager to gain recognition. But Sen. Tom Harkin, D-Iowa, declared his candidacy in September, forcing other candidates to campaign on more neutral playing ground in the New Hampshire primaries.

The unusual calm and absence of candidates forced students to come up with creative story ideas, said Associate Professor Bill Babcock.

"I learned what it was like to turn out fresh insights when there is only one game in town, which is reality in journalism," said Pat Berg, an SJMC graduate student. "You had to go look for [the stories], and you had to search your surroundings with a writer's eye."

Crammed into a hotel room suite with five computers, a fax machine and a patient professor, the 11 students published a total of 75 articles. Students free-lanced their work to newspapers in Minnesota, several other Midwestern states, New York and Massachusetts.

Students were expected to be productive, timely and creative, Babcock said. "I wanted them to mature as journalists in one quantum leap," he said, adding that a goal of the class was to test aspiring journalists' desire to work in the news business.

Jennifer Corbett, an SJMC senior, interviewed Ruth Harkin, the wife of the senator, for a story. The Harkins campaigned throughout the state for several days before the caucuses. "She was very media savvy and not totally candid," said Corbett.

Reporting on the presidential caucuses can provide students with the unique experience of working alongside national



Sen. Tom Harkin, D-Iowa, campaigning in Ottumwa, an Iowa farming town, before the caucuses. (Photo by Diane Bush)

Students were expected to be productive, timely and creative, said SJMC Associate Professor Bill Babcock, a former political reporter and editor.

"I wanted them to mature as journalists in one quantum leap."

and international news professionals, Babcock said. This year, media from Iowa, Minnesota and a Japanese television crew covered the caucuses.

"One of the potential benefits [of the course] is to see how the students develop their stories and compare that with other journalists' work on the campaigning and the caucuses," said Dan Wackman, SJMC director.

To prepare for the trip, each student scanned several newspapers and magazines daily and collected clippings on three issues or political candidates of their own choosing. They were expected to become experts, Babcock said.

Maureen Smith, an SJMC graduate student, said she wrote several stories comparing cities in Iowa and New York for a New York paper. "I got to write about this tiny farming community in Iowa and an economically depressed city with a riverboat casino on the Mississippi River," said Smith. "It was a really good learning experience."

Babcock taught political reporting

classes before. While teaching at Syracuse University, he took two classes to cover the Massachusetts primaries.

Babcock also published several articles about the caucuses in the *Christian Science Monitor*, where he formerly worked as an editor. He wrote an article for a Scottish newspaper explaining the mechanics of U.S. presidential campaigns and elections. He and Diane Bush, an SJMC photojournalism graduate student, teamed up on an article comparing an Iowa town called Elkhart with a city of the same name in Indiana.

In her search to find unusual story ideas, Pat Berg visited a Des Moines hotel known for attracting Democrats who closely follow politics. She was hoping to find a source who had shaken hands with many past presidential candidates. In Iowa, personal campaign style is the rule.

"Sure enough, he was standing right there," Berg said. "He had shaken hands with every president and candidate since 1950."



Director's note

BY DANIEL B. WACKMAN
SJMC DIRECTOR

I am delighted that Bill Wells is joining the faculty as the first holder of the Mithun Land Grant Chair in Advertising. (See cover story.) Bill taught for 21 years at Rutgers and the University of Chicago Graduate School of Business before entering the world of advertising at Needham Harper & Steers in 1976 as director of research. In his 17 years at the agency, he created one of the most respected research departments in the advertising business. He developed and implemented the agency's "lifestyle"



Dan Wackman spoke with students in the pre-major mentoring program at a May reception. The new program matches students of color interested in mass communication careers with media professionals who serve as role models. (Photo by Dilip Vishwanat)

study, which is widely recognized as one of the most definitive measures of U.S. consumer trends and attitudes.

Besides building the research unit at DDB Needham, Bill developed the advertising strategy planning system used by Needham and by many of its clients. Further, he created and directed the advertising strategy training program on a worldwide basis.

What is particularly distinctive about Bill Wells is his ability to bridge the professional and academic worlds.

Throughout his career at DDB Need-

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ham, Bill continued to publish in academic journals and to participate in academic organizations, as well as serve in such industry groups as the American Association of Advertising Agencies Research Committee and the Advertising Council Research Committee.

His ideas about lifestyle segmentation and transformational advertising have had major impacts on both professional practice and academic research.

Bill Wells will strengthen the School's advertising program immensely. His initial focus will be on building the graduate part of the program. In my view, he has the best qualifications for this position of anyone in the country. We are very fortunate to have him join the faculty.

Funding Support

Despite the second consecutive round of major reductions in state funding of the University, the College of Liberal Arts (CLA) continues to fulfill most provisions of its funding agreement with the School.

CLA has added \$40,000 to the School's operating budget for 1992-93. Currently, 85 percent of the \$260,000 promised to the School in 1989 as part of a five-year funding package has been paid, and the College is staying on schedule in meeting its commitment.

In addition, the CLA and the University delivered the promised \$400,000 in funds for equipment and facilities a year ahead of schedule. These funds have enabled us to provide new or improved equipment in three laboratories and in Murphy auditorium, create a modern Undergraduate Studies Center, and provide computers for all faculty and staff.

The third provision of the agreement stipulated was that the School would be able to fill vacant faculty positions rapidly. The budget cuts have affected this provision the most. The School will have three vacant faculty positions in 1992-93. However, in order to absorb budget cuts and fund modest salary increases for faculty and staff, the College has not authorized the School to fill these vacancies. The addition of Bill Wells as the first Mithun Chair of Advertising only partially compensates for the vacancies.

These vacancies mean that the School will offer fewer classes next year. However, the impact is somewhat balanced by additional operating funds we received and further enrollment limitations we instituted this year.

Projections of major revenue shortfalls in Minnesota for the 1993-95 budget period are likely to mean further reductions in the University's budget. During this period, the School could face significant budget reductions and our educational program would quite possibly begin to suffer.

Let me assure you that I am working closely with the Dean to protect the School. I will continue to keep you informed.



Professor Emeritus Tommy Thompson celebrated alongside Julie Sukowatey, this year's PRSSA editor.

Thompson honored for years of service to PR students

BY KIRK LYKSETT
SJMC STUDENT

Some professors just don't know when to stop. Willard "Tommy" Thompson, professor emeritus, is one of them. In his 23 years at the University, he created the SJMC public relations curriculum, founded a student public relations club and still counsels students on public relations careers.

That's why the University's Public Relations Student Society of America, PRSSA, dedicated the Twin Cities chapter to Thompson, who founded the chapter. Students, faculty members and alumni gathered at the celebration on May 2 and presented him a plaque.

"Tommy was a great champion of advertising and public relations," said Professor Donald Gillmor, Silha Center director. "I think the public relations students have shown immense good judgment in naming this chapter after him."

Thompson joined the University in 1960. He then became the Dean of General Extension Division and Summer School from 1963 until 1973, when he began teaching journalism courses.

Thompson also pushed the School to add public relations courses to its curriculum. The classes were added only after Thompson agreed to teach them himself, as overload classes.

"I had an advantage that most faculty did not have," said Thompson, in reference to his being granted a full professorship when he joined the University. Then president Meredith Wilson had requested that Thompson be appointed as his assistant. "I could give my time to the things that I enjoyed and to things in which I was interested," public relations and students, he said.

Dan Wackman, SJMC director, said that Thompson still devoted most of his time to students, though he had many other responsibilities at the time.

When members of the PRSA Minnesota chapter approached him about forming a student chapter, he set aside more time and fought for the chapter's

creation. He founded the first PRSSA chapter in the state and became its faculty advisor.

Thompson "has contributed more to this [public relations] program than any other faculty member in the history of the school," Wackman said. "There were very few people that had the dedication to students that Tommy Thompson had."

Gillmor recalled Thompson as "upbeat, always ready with a fast quip, always in a good mood and always concerned with other people. Thompson is the kind of colleague that just makes you feel good. I have valued him as a colleague but more than that, as a friend. If there was an award for a Great Guy, [he] would have won it years ago."

"Thompson has contributed more to this [public relations] program than any other faculty member in the history of the School," said Dan Wackman, SJMC director. "There were very few people who had the dedication to students that Thompson had."

One former faculty member, Jack Mark, said that Thompson was unique for his generosity. "He not only liked to go to lunch, but he had an American Express card and he didn't mind using it."

In 1983, Thompson retired, but students say he didn't stop caring about them. He continues to appear at PRSSA functions and to advise students interested in public relations careers.

"I have always seen Thompson active with the professional community," said Tom Bartikowski, a senior vice president at Padilla, Speer and Beardsley, a Minneapolis public relations firm. "[He has been] a real advocate and supporter of former students and of public relations."

Public affairs reporting, Premack style

BY ROBERT JOHNSON
SJMC STUDENT

Franks Premack, a former *Minneapolis Tribune* reporter who thrived on covering shams and dishonesty, was a bristly, colorful character inclined to shout at others.

"When [Premack] was city editor," said Dan Wascoe Jr., a reporter at the *Minneapolis Star Tribune*, a later merger of the *Tribune* and the *Star*, "he would walk around the newsroom carrying a whip, asking reporters why they were in the newsroom, because, in his words, 'there are no stories happening in the newsroom.'" Premack worked as a reporter from 1958 until he died of a heart attack at age 42 in 1976.

In Premack's honor, media professionals gathered on April 13 to discuss how public affairs reporting has changed. And Minnesota journalists whose work exemplified Premack's ethics were awarded recognition by the Minnesota Journalism Center and the Premack Memorial Board at Humphrey Institute of Public Affairs.

Some editors said that readers are apathetic about government affairs and prefer sensational stories such as former boxer Mike Tyson's rape conviction, the most read story in February, according to a *Los Angeles Times* poll.

Readers are bored with stories about government committee hearings or floor debates, said Mindi Keirnan, *St. Paul Pioneer Press* managing editor. The newspaper now reports more on such issues as traffic, day care and health.

"We need to avoid turn-of-the-screw stories," reporting on routine events within the government, Keirnan said.

"We need to explain how [public affairs] affects people," said Tim

McGuire, *Star Tribune* executive editor.

Even if interest in government affairs has waned, Premack might have approved several Minnesota journalists' aggressive coverage of public issues in 1991.

The Twin Cities Premack Award went to Monika Bauerlein, who holds an M.A., '91 from SJMC, and Steve Perry, for a *City Pages* article, "Friends Don't Let Friends Fly Broke." The article showed state officials' eagerness to approve a government loan to the financially unstable Northwest Airlines.

"We wanted to get the story out before the state voted on the deal," Perry said. The state approved the loan.

For a *Mankato Free Press* series called "Dumping Grounds," Harland Hiemstra and Jim Gehrke won the Outstate Premack Award.

"We noticed that there was an increase in dumping permit applications at City Hall," Abbott said. "When we investigated, we learned that Mankato had one of the lowest dumping fees in the state," making it cheap for Twin Cities trash collectors to dump there.

Gene Lahammer, an Associated Press state government reporter, won the David L. Graven lifetime achievement award, named after a Premack board member who died of cancer.

In the discussion, D.J. Leary, political analyst, said that newspapers no longer set the public agenda. He said that many newspapers ignored attempts in the state legislature to revise workers' compensation laws.

"If it was a big issue, businesses would have forced the state into action," McGuire said, adding that the *Star Tribune* wrote about the issue before.

"If newspapers would force the issue, the state would go into action," Leary countered.



Steve Perry and Monika Bauerlein, an SJMC alumna, won a Premack award for their *City Pages* article about a state loan to the financially faltering Northwest Airlines. (Photo by Mark Trockman)

Reporters get fingertip access to electronic sources in newsroom

BY ANNE FOSTER AND PETER AUSENHUS
SJMC STUDENTS

At the touch of a finger, reporters can track the address of a shady business owner driving a red sports car or figure out favorite dog names in Miami.

By checking computerized dog license registration records, a reporter would discover that the most popular dog names in Miami are Blackie and Negrita, the Spanish equivalent, said Nora Paul, a librarian at the Poynter Institute in St. Petersburg, Florida.

The myriad of electronic data bases available to journalists in the newsroom—from dog license registration to court-house records—was the focus of the Data Trail Conference on Feb. 13, sponsored by the Minnesota Journalism Center.

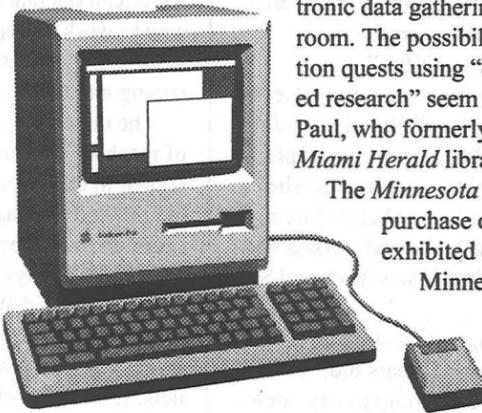
"As a journalist in training I'm very interested in finding out the latest data bases and what on-line services are available in our area," said Bob Ingrassia, an SJMC senior and *Minnesota Daily* reporter who attended the conference. "As a reporter at the *Daily*, I'm always on the lookout for things that will expand our reporting."

During the conference, representatives from the Secretary of State's office, the State Planning Association and Hennepin County District Court exhibited their wares in an information trade show. And several Twin Cities media pros described how they used the databases for their work.

Data bases and CD-ROMs, information banks on compact discs, are an "electronic highway that get you to the exit to the paper trail that you want," said Jeff Baillon, a KMSPTV reporter.

Baillon cited the Hennepin County District Court data base as a source of quickly accessible information for stories that break after the courthouse is closed. Addresses, aliases or criminal records often can be found on-line when paper records can't. He cautioned that electronic searches are an occasional aid, not a replacement for conventional paper trail research.

Paul offered many examples of elec-



tronic data gathering in the newsroom. The possibilities of information quests using "computer assisted research" seem endless, said Paul, who formerly worked as the *Miami Herald* library director.

The *Minnesota Daily* opted to purchase one of the exhibited data bases of Minnesota business records from the Secretary of State's office.

"We won't use it extensively, but it will save us a trip to downtown St. Paul," said Ingrassia. "Several times a month the *Daily*'s working on a story where we want to know who owns a business and other details." The newspaper got a government discount with charges only for individual searches.

Eventually, restrictions on electronic data gathering may result as First Amendment rights clash with individual rights to privacy, said George Hage, SJMC professor emeritus. But those restrictions shouldn't limit press freedom.

"The less regulation, the better," Hage said. In Florida, as in other states, Paul

said privacy concerns and the high costs of some electronic services pose two hurdles to information access for the media. Not all newspapers or other media can afford the expense of subscribing to electronic data bases.

In addition, small community newspapers, the alternative press and individuals often have difficulty gaining government information that some said should be accessible to all taxpayers.

Some journalists also noted that acquiring large data bases from public agencies may require haggling. The *Dayton Daily News* faced a \$21 million tab for driver's license records, wrote Tom Braden in the *IRE Journal* of the Investigative Reporters Association. After the paper threatened to sue the state, the state agreed to reduce the fee for the records to \$400.

Jane Vinger, a *St. Paul Pioneer Press* library researcher, said that most currently used data bases were displayed at the conference. In hands-on sessions, participants practiced using some of the new hardware and software.

"When reporters come to us, we have to know what we have, where to get it and what it costs," Vinger said. "This is really run by costs."

50 years of public service ads for better health, cleaner environment

BY AARON J. FAHRMANN
AND MAUREEN M. SMITH
SJMC GRADUATE STUDENTS

Most people remember Smokey Bear and his popularized message: "Only you can prevent forest fires." The bear, almost as well-known in U.S. culture as Santa Claus, was created for public service advertising to protect national forests and wildlife.

The ad campaign was created by the Advertising Council, a non-profit organization established in 1942 by the American Association of Advertising Agencies, said Ruth Wooden, the council's president, during a February talk at SJMC.

"There are lots of critiques of advertising," said Wooden, who graduated from the University of Minnesota with a B.A. in Sociology in 1968. "It's viewed as overly influencing, or it's intrusive or talks to people like dummies. But its motivational qualities to help communities and raise public awareness are not usually viewed as its strengths. By using repeated messages, it can be very educational."

The council has created awareness with slogans such as "Take stock in America," "Friends don't let friends drive drunk," and "Peace Corps, the toughest job you'll ever love."

In 1991, the Advertising Council orchestrated 1.2 billion dollars worth of public service messages, created exclusively with donated time, space and advertising agency services. That dollar figure spent on advertising ranks about fifth in the nation, Wooden said.

The campaign effectiveness is "a record a lot of paying advertisers would love to have," Wooden said. Through repeated campaigns from the 1940s to 1960s to encourage safe driving and the use of seat belts, 600,000 lives were saved. "The concept was to approach advertising as a campaign," and to sell public service messages to the American public, Wooden said.

The council was born in the early 1940s, when muckraking in journalism and heavy government regulation of business led to rising criticism of the advertising business, Wooden said. But the Roosevelt administration turned to the advertising community to help aid World War II. The "War Advertising Council" was created and its first ads encouraged people to buy war bonds and persuaded women to sign up as



Ruth Wooden discussed the Advertising Council's 50-year history of public service. (Photo by Maggie Boys)

Advertising can "help communities and raise public awareness," said Ruth Wooden, Advertising Council president.

"By using repeated messages, it can be very educational."

nurses or work factory jobs left behind by soldiers.

As the group watched some older council ads, many remembered the ad where an American Indian paddled a canoe down a river and pulled up on shore only to have trash thrown at his feet from a car driving by. Tears welled up in his eyes, and a narrator said, "Keep America Beautiful."

"Occasionally you see some advertising that is timeless," Wooden said.

Wooden recalled a campaign to prevent teenage drinking, a campaign she worked on as a volunteer before joining the agency in 1987. She had worked with private ad agencies in New York and St. Louis.

"We ended up with a strategy to talk to kids from 12 to 15 years old," she said. "They weren't going to pay atten-

tion to adults, but they would pay attention to an older peer." The ads portrayed real interviews with older teenagers in treatment explaining how they became alcoholics.

Wooden described public service advertising as a field closely linked to American popular culture. "This is a way to work on really important issues. You're always wired in to what's happening and what's new."

The council is developing new ways of reaching the public such as video ads shown in check-out aisles and in post offices and messages displayed on scoreboards in sports stadiums.

"We're always working on different industries," said Wooden. "It's not like working in retail, when every February [they] work on Valentine's Day products. It's always changing."

Wells

CONTINUED FROM PAGE 1

Professor Phil Tichenor noted that about 40 percent of SJMC undergraduate students are currently enrolled in the advertising program. He said Wells will make the program even more visible and perhaps draw more graduate students.

John Busterna, SJMC associate professor, said that Wells' background will help students understand how practical advertising fits with theoretical research.

"What is particularly distinctive about Bill Wells is his ability to bridge the professional and academic worlds," said Dan Wackman, SJMC director. "As one recommender put it, 'He made industry more resemble academia than the other way around...he made social science not only accepted, but a prized part of [the advertising industry.]'"

In his work with DDB Needham, Wells developed a "lifestyle study," a widely recognized measure of U.S. consumer trends and attitudes. By asking 500 to 600 questions about how people spend leisure time and enjoy their jobs, the survey allows for more detailed knowledge of audiences than demographic figures provide. Wells said he plans to use the survey data in his future research and to draw from such fields as ethnography, anthropology and history.

One successful advertising campaign developed from the survey brought a blood bank shortage in Wisconsin out of the red to a surplus. The survey showed blood donors enjoy watching "MASH" and getting greeting cards. Advertisers sent prospective blood donors holiday card reminders, and ran TV commercials with Alan Alda persuading viewers to join in a blood drive.

Another area of Wells' expertise is a marketing technique called "transformational advertising," which sells a product as an experience. Old fashioned ads might simply sell the product by describing it, Wells said.

"If you see an advertisement for a soft drink, it really doesn't tell you much about what makes up the product," Wells said. "There is no mention of the water, sweetener and flavoring. Rather, the ad creates an image of the happy or exciting experience one goes through when consuming the product."

Wells recently received a Distinguished Service Award from the American Academy of Advertising for lifetime contribution to the advertising field, and the University of Illinois Converse Award for Contributions to Marketing Research.

"Bill Wells will strengthen the School's advertising program immensely," Wackman said. "I think he will be a marvelous addition to our faculty."

Career Day shows advertising students path to get foot in door

BY PHILIP KRETSEDEMAS
SJMC GRADUATE STUDENT

More than 200 undergraduates listened to candid advice from the Twin Cities' most successful advertising and marketing professionals at the Advertising Career Day '92.

"You can't learn everything in college," said Marty Sozansky, a Kerker and Associates account supervisor, who

chairs the Career Day committee of the Advertising Federation. "Career Day gives students a look at different kinds of jobs and various areas of specialization."

Students from Minnesota, Wisconsin, North and South Dakota attended the April 20th workshops on job search strategies and talks on accounting, market research and public relations.

One University of North Dakota student commented, "They gave us tips on everything, right down to little things

that you think are obvious but you never really stop to think about."

Landing a job in advertising goes beyond just sending a resume, said Bob Hettlinger, Colle & McVoy vice president of human resources.

"To be able to talk effectively or form professional relationships sounds like so much common sense, but...many candidates don't take these points into consideration."

Hettlinger said that the number of

marketing employees has declined by 6,300 since 1990. He encouraged students to define job prospects broadly.

Michael Francis, a print media manager at Dayton's department store, said that career workshops prepare job seekers and recruiters for that initial meeting "and a better quality interview."

Jennifer Wilson, an SJMC student, said, "It's good to hear their side of it. Even though a lot of it's common sense, it makes sense coming from them."

Silha Forum eyes cameras in the courthouse

BY BOB JENSEN
SJMC GRADUATE STUDENT

Television viewers this year watched the unfolding of the rape trial of William Kennedy Smith and the acquittal of four Los Angeles police officers accused of beating Rodney King.

All that courtroom television coverage might make Minnesota's courtrooms, which do not allow cameras, seem a bit out of step.

Whether Minnesota courts should open their doors to photographers and TV film crews was the question debated by about 50 journalists, lawyers, students and professors at the 1992 Silha Forum. The discussion on April 29 was the third gathering sponsored by the University's Silha Center for the Study of Media Ethics and Law.

Marshall Tanick, a Twin Cities attorney who handles media law cases, said that televising trials such as the Smith rape trial and the acquittal of police officers in the alleged beating of Rodney King can educate viewers.

"I think the public wants it. I think the public would benefit from it," said Tanick, who earned a B.A. from SJMC in 1969. Public exposure to the legal system could also bring pressure for changes to improve the courts, he said.

The discussion centered around video cameras used for television broadcasts, though the same rules would apply to still cameras used for print media.

Minnesota is one of few states that either prohibits cameras in court or requires consent of all parties present. Since 1983, cameras have been permitted in Minnesota's courtrooms only if



Hennepin County District Judge Kevin Burke discusses keeping TV cameras out of court. (Photo by Bill Eilers)

attorneys, clients and the judge accept. And media requests to use cameras have been routinely denied.

Cameras in the courtroom have become a common sight in some states. Much of the Smith rape trial in Florida was broadcast on Court TV, Cable News Network and national news. Smith was acquitted.

Several forum participants discussed the dangers of allowing cameras behind the courtroom's closed doors.

Barry Anderson, who prosecutes cases for the city of Hutchinson, said that the rights of defendants should take precedent. Defendants who are innocent would have difficulty overcoming the stigma of being charged with a crime they did not commit, he said, if the charges were publicized by the media.

"I think there's a public punishment that occurs before conviction," Anderson said. The frequent trouble lawyers have

in getting cooperation from reluctant witnesses and jurors would be magnified if trials were televised, Anderson said.

But Tanick argued that there has been a "conspiracy of silence" by judges and lawyers reluctant to allow cameras in court.

Kevin Burke, a Hennepin County district judge, said the issue reminded him of the debates in the U.S. House and Senate over televising proceedings. "Much of that debate was about fear," Burke said, adding that he didn't know how to overcome lawyers' and judges' fear of the effects of television.

For broadcast journalists in the audience, the issue boiled down to equality of access, as television, a visual medium, relies heavily on film coverage.

Mendes Napoli, vice president of news for KSTP-TV, said he worked in Florida in the 1970s when cameras were first allowed in the courts. Cameras

became a "run-of-the-mill thing," he said, adding that he found it odd that a typically progressive state such as Minnesota was debating the question. Napoli said he thought allowing cameras would allow viewers to see what happened rather than be told what happened.

Another topic of the debate centered around what effects television cameras might have on courtroom proceedings. Two University researchers indicated that cameras in the court have a "very minimal impact" on jurors.

University of Minnesota law professor Steven Penrod and psychology professor Eugene Borgida are conducting a field experiment in Hennepin County courts that compares trials without cameras to trials that include simulated TV coverage. Data are still being collected on witnesses and judges, Penrod said.

The debate over cameras in the courtroom is nothing new in Minnesota. Curtis Beckmann, president of Radio City Network News, said he took part in the original discussion 15 years ago.

"It's truly, truly a drag to hear these arguments again and again," Beckmann said. He suggested that it might be time to give up trying to convince judges and start lobbying the Legislature to pass a law mandating camera access to courts.

But Burke said that judges would feel obligated to oppose legislation to protect the right of the courts to control their own affairs.

However, most participants seemed to conclude that Minnesota courts eventually would have to open their doors to photographers and film crews.

"The electronic media are not going away," Napoli said.

Public apathy may jeopardize press freedom

BY ROBERT JOHNSON
SJMC STUDENT

The public will probably blame the press for Dan Quayle's statements criticizing television character Murphy Brown's choice to become a single mother, according to a Freedom Forum speaker.

"We are already blamed for Gary Hart's downfall," for publicizing his alleged extramarital affair while he ran for president in 1988, said John Seigenthaler, chairman of the Freedom Forum First Amendment Center. He spoke at the Minnesota chapter's Society of Professional Journalists award banquet May 20.

"And I am sure we will be blamed for the alleged affair between Bill Clinton and Gennifer Flowers," he said.

What politicians tend to forget is that when they seek public office, they should expect such examinations from the press, said Seigenthaler, the former founding editorial director of *USA Today* and former publisher, editor and chairman of the *Nashville Tennessean*.

"The question we must ask is whether the freedom of the press is secure and do the public's values make us secure," Seigenthaler said. "Freedom

of the press is in jeopardy because...it depends on the will of the people."

While politicians may scorn the press, the public has become apathetic about press freedom, Seigenthaler said. That apathy is the media's greatest threat. The general public perceives journalists as a corrupt, arrogant and careless lot who hide behind the First Amendment.

"[People] think journalists support First Amendment rights only for themselves, and not anybody else," he said.

Blaming the press for slinging mud at politicians is not without historical precedent, Seigenthaler said. Some people attack the press for being negative and speculate that authors of the Constitution and Bill of Rights might not have supported a free speech amendment had they realized that politicians might be portrayed in an unfavorable light.

"They believe that what the press did with Gary Hart [in 1988] was not what our forefathers had in mind," he said. "People say the writers of the Constitution and the Bill of Rights did not have [such] a negative a press as politicians have today."

But Seigenthaler cited many historical examples to disprove that theory.

When the First Amendment was written in the late 1780s, most newspapers published gossip, rumors and highly partisan articles, he said.

When Andrew Jackson ran for President, a newspaper reported that his wife of 30 years had not received a divorce from her first husband before marrying Jackson, Seigenthaler said. Jackson's wife died soon after the article was published and Jackson blamed her death on the press.

One news editor who didn't like Thomas Jefferson printed unproven rumors about Jefferson having an affair with one of his slaves, Seigenthaler said. Those rumors, today, would be considered seditious libel.

But Alexander Hamilton defended the editor in support of free speech before the U.S. constitution was ratified in 1789. "Hamilton argued that 'Editors have to be free to criticize, expose and damn the President,'" Seigenthaler said.



John Seigenthaler, a Freedom Forum chairman, spoke at the SPJ awards. (Photo by Maggie Boys)

Lack of knowledge about the history of American media has led many to take freedom of the press for granted, he said. The United States has "a legacy of freedom" envied by the rest of the world that U.S. citizens overlook.

Several alumni received SPJ awards for their work:

Donna Halvorsen, '66, and Allen Short won an investigative newspaper reporting award for a *Minneapolis Star Tribune* article, "Free To Rape."

Monika Bauerlein, M.A. '91, and Steve Perry won an in-depth newspaper reporting award for a *City Pages* article, "Friends Don't Let Friends Fly Broke."

Brovald-Sim interns try hand at community reporting

BY MAUREEN M. SMITH
SJMC GRADUATE STUDENT

Two SJMC graduate students worked this spring as community newspaper reporters in Minnesota and covered everything from dairy farming and environmental hazards to theater reviews.

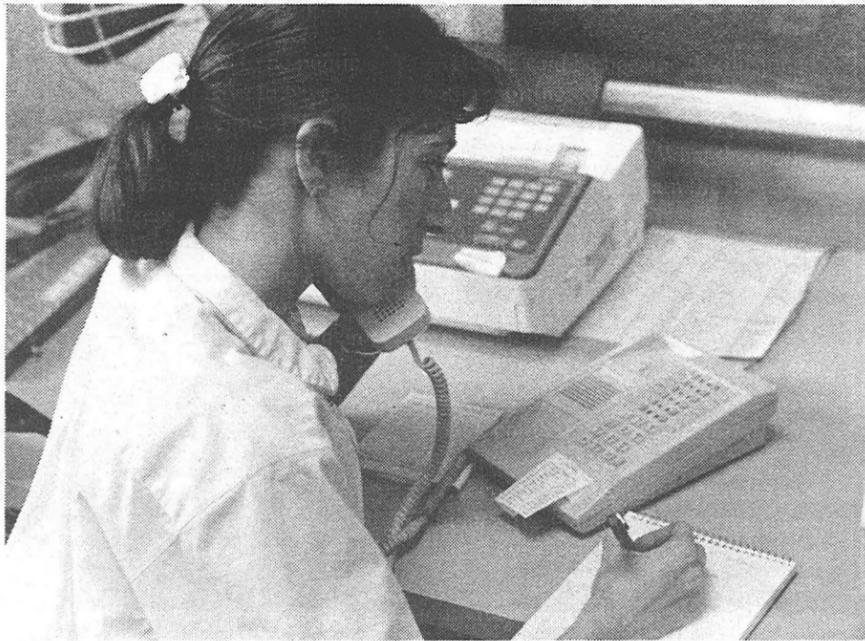
The new internship program was established in honor of two former faculty members who taught community journalism—Walter Brovald, who passed away in 1991, and John C. Sim, who retired in 1979.

Both interns said they wrote a wide variety of stories and learned how smaller community newspapers work.

"I like being in the newsroom and seeing things first-hand," said Laurie Dennis, who wrote for the *Monticello Times*, a 3,000-circulation weekly established in 1857 in the Mississippi River community. "A weekly gives you a lot of room. I did city council meetings, feature stories, news shorts. I spent an hour or so watching a woman trim dog hair, I went to a dairy farm, all kinds of stuff like that."

Dennis recalled one of her most unusual stories about a new machine used to perform eye surgery. When she visited the hospital, "they had me change into a sterile outfit and they took me into this operating room," Dennis said. "I was standing right behind the [surgeon]. I watched the whole thing."

Kirsten Jensen wrote for the *Red Wing Republican Eagle*, a daily with an



SJMC grad student Laurie Dennis reporting for the *Monticello Times*. (Photo by Dilip Vishwanat)

8,300 circulation. Jensen wrote articles on education, dairy farming, pollution and the environment and art reviews.

"I liked doing those environmental stories because I've always liked science," Jensen said. A favorite story was about environmentalists' worries over purple loosestrife, a flowering plant originally from Europe, for its tendency to generate millions of seeds and to kill other plants. Researchers are experimenting with controlling the plant with its natural enemy, beetles.

Don Smith, *Monticello Times* editor and publisher, said internship programs benefit both newspapers and students.

"We always find that students bring a useful enthusiasm," said Smith, who joined the newspaper when it was owned by his parents in 1971. "[Interns] do a variety of writing and get stories published for their portfolio."

Jim Pumarlo, *Republican Eagle* editor, said that internships are a good way to "groom" journalists for the newspaper business. "You can hire someone straight out of college with a straight A average with no practical experience," Pumarlo said. "An internship really means a lot."

Pumarlo recalled taking several classes with Brovald. "I had the dream

of getting a high-paying public relations job," Pumarlo said. Brovald "got me interested in community journalism. He was obviously very dedicated to community journalism and really instilled that enthusiasm in students."

Brovald had worked at several community newspapers in Wisconsin before earning his M.A. at the SJMC in 1968.

The internship program is funded with an endowment created in honor of Brovald and Sim. Linda Wilson, assistant to the SJMC director, said, "Instead of a scholarship, we thought it would be more appropriate to establish an internship in their honor."

The interns also learned about how small newspapers work. Smith said that community newspapers often have closer relationships with sources and readers which can become "all too cozy."

"To see how a smaller paper functions, that's the whole point of the internship," said Jensen, who previously did two magazine internships. "It was by far the best internship I've had. They made me feel really useful."

In Monticello, "people are very proud of their paper, it's a bigger part of the community than a large anonymous metro paper," Dennis said. "One thing that I learned that I didn't know much about before was photography," Dennis said. "At smaller papers, you're expected to take your own pictures. That adds a whole other dimension."

"I think it's a really good program," Dennis said. "I really hope that people will take advantage of it in the future."

Kriss Fund fuels originality in grad student research

BY NICOLE HOWARD
SJMC STUDENT

Charlotte Kwok, an SJMC master's candidate, wants to spend this summer reading magazine fiction about women in China.

Kwok will be analyzing the images of women in Chinese media during the 1980s, a period of marked economic and political development, for work on her master's thesis.

"Little has been done about women's issues and gender roles in China," says Kwok, who plans to finish her research at Stanford University's East Asian Library before starting her Ph.D. in visual communications at SJMC this fall.

Kwok is one of four graduate students selected this year to receive an award from the Mark Kriss fund. The fund aims to promote high-caliber, original research by helping with research expenses. The other students are:

- Pat Berg, who's comparing Swedish and American rural newspapers' coverage of agricultural issues and the emergence of an extreme right wing for her master's thesis.

- Sophia Chan, who's researching coverage of the 1997 Hong Kong issue by American, British and Chinese prestige newspapers for her master's thesis.

- Samir Cherif, who's studying political transition, democratic consolidation and press ideology for his Ph.D. dissertation.



Charlotte Kwok (Photo by Maggie Boys)

"The fund is a tremendous resource for the department to have available for students," said Associate Professor Albert Tims. "As a consequence, we will see more innovative research, which is exciting." Tims said that the best and most appropriate projects were chosen to receive the newly formed fund.

Kriss, a 1980 M.A. graduate, said that he was grateful for training in research methodology at the University, with its reputation as a premier research institution. Grants range from \$184 to \$700 and can be used for travel, printing costs, postage for mail

surveys, computer software and short-term research assistants.

The transfer of Hong Kong from Britain to China in 1997 is an interesting topic for Sophia Chan, who is from Hong Kong. In her study of coverage of the Hong Kong issue by the *New York Times*, the *People's Daily* of China and the *London Times*, Chan will test the theory that the government sets the media agenda. She said that while U.S. newspapers have a "hands-off" attitude and desire to be neutral, the press in China tends to maintain a pro-government stance.

"I will look at three episodes in my study," said Chan, "the British negotiations, political reform and introduction of direct elections in Hong Kong, and the nationality issue of people from Hong Kong holding British passports but not being British citizens." She visited Hong Kong last summer to gather background information.

Patricia Berg's interest in Sweden was sparked by a visit there last year on a scholarship to learn about Swedish media and politics. Berg, who covers agricultural issues in Wisconsin for the *St. Paul Pioneer Press*, plans to visit Sweden this summer and write some free-lance stories for Wisconsin and Minnesota newspapers.

"The dairy farms in Sweden and Wisconsin are facing some challenges as the market becomes global instead of regional and national," said Berg.



Pat Berg (Photo by Maggie Boys)

Berg will also examine the emergence of an extreme right wing in Sweden and the United States, which she hypothesizes may be linked to an increasingly multi-racial society and an increasing population of non-white immigrants in both countries.

"I feel really fortunate to be able to watch this situation as it unfolds," Berg said. "I think both the emergence of an ultra-right in Western Europe and the importance of agricultural issues in international trade agreements make 1992 a very exciting time to compare Sweden and the American Midwest."

Grad student is police records watchdog

BY JANET SZUBA
SJMC STUDENT

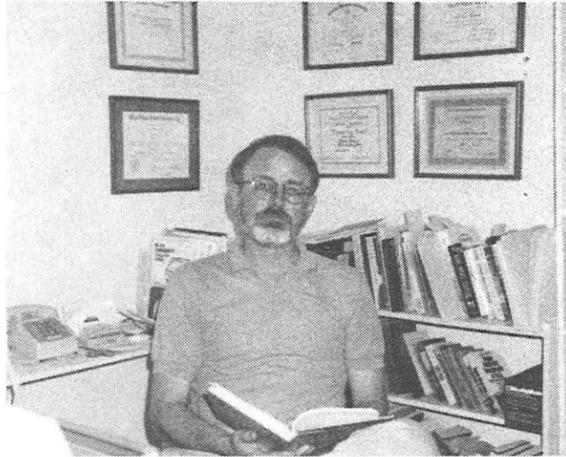
David Pierce Demers has always felt like an adversary of the system and has often run into conflicts playing watchdog for the public.

Little did Demers know that he would clash with the system while teaching a public affairs reporting class at SJMC, where he was working on his Ph.D. from 1986 to 1991.

"The hot issue at the time was allegations that the police department was discriminating against blacks and treating them brutally," explained Demers, now an assistant professor at University of Wisconsin, River Falls. "I thought a good assignment for the class would be to look at ten years of inactive police complaint records."

Demers said he was surprised when the police department refused his request. "I thought the legal system in a democracy would require that those records be open to the public."

The class was unable to complete the project but Demers sued the city of Minneapolis for access to the records.



David Pierce Demers at home in his study. (Photo by Janet Szuba)

Though he plans to continue fighting the lawsuit, he said that after three years in court, he's decided that his struggle may be futile.

"Both a trial court and the U.S. supreme court ruled that the files are public," Demers said, "but the police department simply refuses to cooperate."

The state argues that the records should not be public because there is no proof that a crime was committed, said Demers. "My argument is that for citi-

zens' records to be public you don't have to have proof of a crime. The law should treat the police equal to everyday citizens."

Demers grew up in Michigan, where he attended a Lutheran Parochial school. "I grew up with an abhorrence to traditional authority and power structures. I was always somewhat of a radical."

Demers said he never considered becoming a journalist until he was a junior in college.

"At Central Michigan University, one of my professors really encouraged me to go into journalism," he said. "At that time everyone wanted to change the world. I believed that by being part of the media, I could change things."

He then spent four years working as a reporter "with a mission," he said. "I felt my job was to be the watchdog for the public and that I was supposed go out there and act as a defender, observer and guardian of the public."

But he said he became disillusioned with reporting. "Journalism depends very heavily on the centers of power for news and information. What the media basically does is maintain the larger social system."

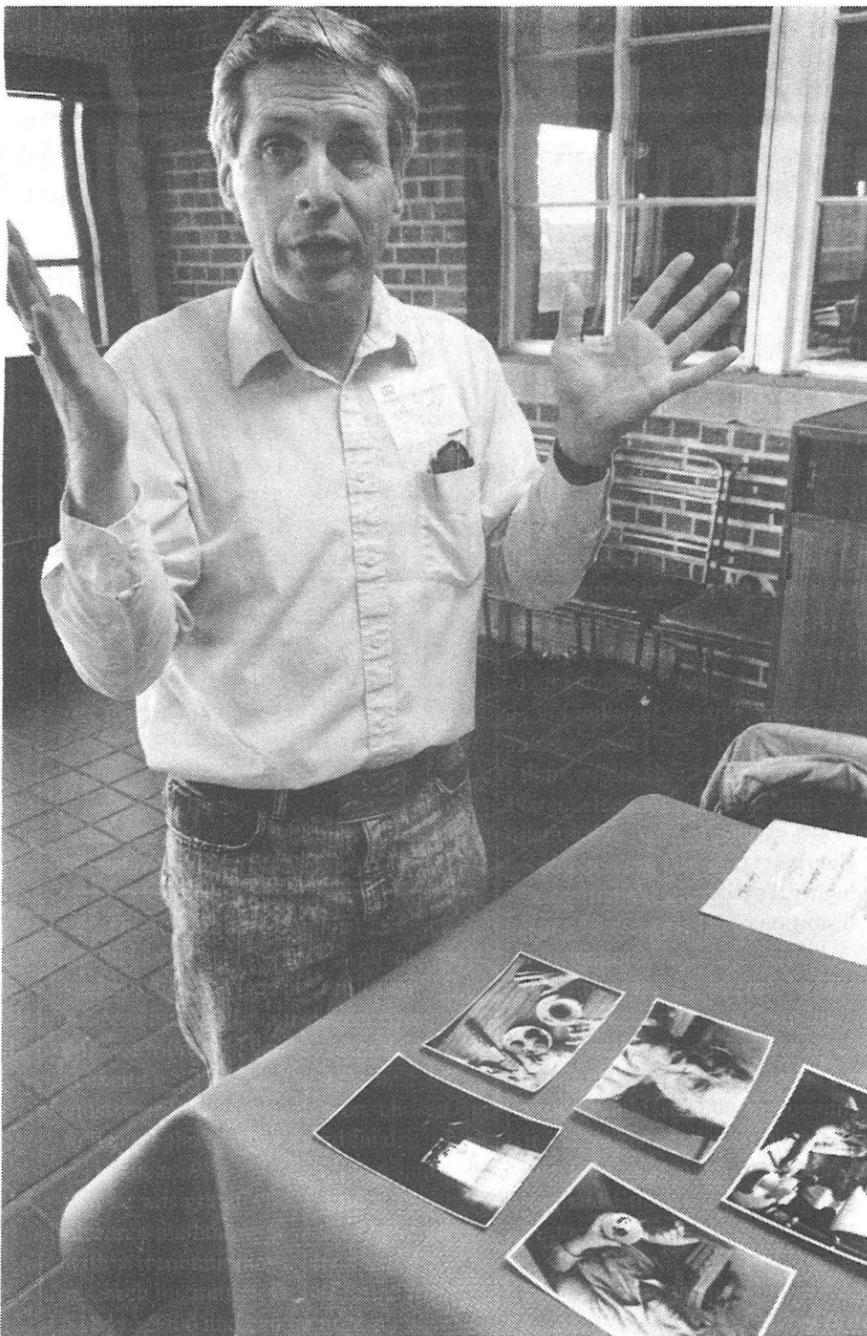
He then went to Ohio State University, where he studied sociology and criminology and became interested in precision journalism. "Basically it makes journalists more accountable for what they say," said Demers, who wrote a book entitled, *Precision Journalism: A Practical Guide*.

According to Demers, journalists use a qualitative method of gathering information by simply quoting sources. Under the guise of objectivity and truth, journalists are no longer responsible for the content of their articles.

"If the media really was a watchdog for the people it would draw attention to many more social problems," Demers said. The media failed in examining the recent riots in Los Angeles just after four police officers were acquitted of charges of beating Rodney King.

"The media says stop the violence," Demers said. "They never ask questions about why the violence occurred."

Mentors help SJMC students break into business



Star Tribune photographer Mike Zerby, an SJMC mentor, critiqued student photos. (Photo by Cheryl Neudahl)

BY JANET SZUBA
SJMC STUDENT

Students preparing to work in media professions often need a dose of reality that only working professionals can provide.

The Journalism Alumni Society Mentoring Program, in its 10th year, matches aspiring journalism and mass communication students with professionals in the field. Mentors and students talked over what they had gained from the program at a reception on May 5 in Coffman Memorial Union.

"I feel more prepared to graduate now that I've done this mentoring program," said senior advertising major Amie Nepl. "I feel like I really know what the job will be like."

"Professional mentors can give students a reality check about the field of journalism," explained Barb Umberger, Cray Research communications manager. "Mentors can help students decide if this is really what they want to do."

Robert Johnson, senior journalism major, said he discussed getting a job in journalism with his mentor, Dan Wascoe, Jr., a *Minneapolis Star Tribune* reporter who graduated from SJMC in 1967.

"It's basically survival of the fittest," Johnson said. "Darwin's theory is being proved." Johnson says that one day he would like to work for the *New York Times*, but now that he's seen how the *Star Tribune* operates, "a paper like that would be fine too."

Pat Weiland, a WCCO-TV senior producer, said that the mentoring program is a two-way relationship. "The students keep our jobs fresh," Weiland said. "Some of the questions students ask remind me of the questions

I asked when I was in college."

"As well as sharing their valuable time, these professionals share their insight, expertise and encouragement with the students," said Trish Van Pilsum, former Journalism Alumni Society president.

About 55 students participated in the program during 1992, while there were about 75 during the 1991 academic year, said Linda Lindholm, student advisor.

Seniors and graduate students can apply for the program in the fall and are matched with mentors by January, said Linda Wilson, assistant to the SJMC director.

"Mentors and students decide when they want to meet and how often," said Karin Milota, president of the Journalism Alumni Society. She said that some students gain lasting personal relationships with their mentors.

"This program allows students to really get to know that the professionals are human," said Joey McLeister, a *Star Tribune* photographer who graduated from SJMC in 1987. "When I was a student I was in awe of them. I thought they were untouchable."

Wascoe helped start the mentoring program with alumna Carol Pine, a 1967 SJMC graduate and current adjunct instructor. "Carol had the idea to start the program because she had been the beneficiary of a mentoring relationship herself." Wascoe recruited professionals and matched them with students with various career interests.

Lindsay Ferris, an account executive at Campbell-Mithun-Esty, said that she became a mentor because she knows how hard it can be to break into the field.

"One of the ways businesses find out who the new graduates are is through the networking of this program," she said.

Minnesota Newspaper Association hosts writing workshops and awards

BY ANN FOSTER
SJMC STUDENT

Seeing editorials that anger newspaper readers, mistakes in the media and the politics of gambling were a sample of topics discussed at the Minnesota Newspaper Association convention.

Reporters, editors, aspiring journalists and computer specialists marketing their wares convened to celebrate the 125-year history of the newspaper association. The day-long convention on January 31 hosted a garden-style variety of writing and editing workshops, managerial seminars, guest speakers and award presentations.

Newspaper editorials have an obligation to address important issues, even at the risk of angering or losing readers, agreed most of the editorial writers in a round table discussion. A few said they sometimes feel their editorials read too much like sermons; others debated how to present delicate issues without being inflammatory.

"If words provoke so much anger that the reader doesn't see the message, you've accomplished nothing," Debra Fleming, a former *Owatonna People's Press* editor, told participants.

Several University alumni received awards during the convention.

John Finnegan, an adjunct faculty member, won a President's Citation for researching deep into the annals of history for the book, "*Minnesota Newspaper Association: 125 Years of Service.*" Finnegan said he most enjoyed "digging out some of the history, back at the beginning" of the organization.

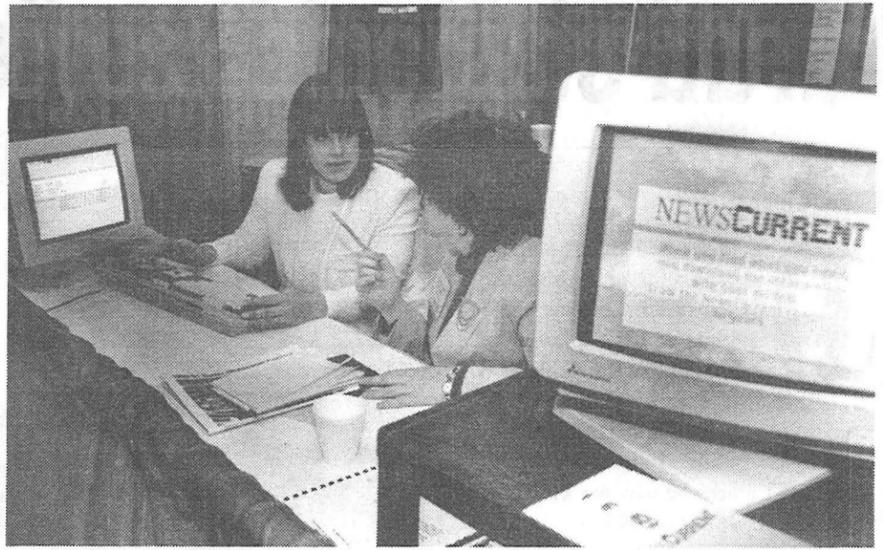
"I was very flattered that they thought of us," Finnegan said.

For work on the same book, George Hage, professor emeritus, also won a President's Citation. Hage preferred digging up archives in the law library to investigate the organization's past legal disputes, he said. He said that he enjoyed working on such an extensive project.

One award winner said he was quite surprised to receive a President's Citation for his work on a task force that handles complaints against the media.

"No one in the media likes to report on mistakes," said Robert Shaw, a former director of the Minnesota News Council who earned an M.A. from SJMC in 1951. The council aims to resolve reader complaints against the media over allegations of unfairness, bias, inaccuracy or discrimination. It was formed in 1971 to promote a better relationship between the press and the public and to uphold high journalistic standards.

"I was pleased that the council was recognized," said Shaw, who had volun-



Laurie Pomeroy, a systems analyst, explains NewsCurrent, a data base of state public policy information, to a student. (Photo by Bill Eilers)

teered for six months to resolve some management problems on the council. "We live for publicity."

Other round table workshops held during the convention focused on writing about business, sports, politics and the environment.

The environmental reporting group discussed some of the most common topics encountered on the beat. In Minnesota, water pollution and acid rain are often involved in environmental stories, advised Scott Pengally, a news editor at the state Department of Natural Resources. While the DNR is probably the best place for environmental sources, environmental reporters frequently overlook it, Pengally said.

At the end of the day, a group of journalism students interested in political reporting listened intently to political analyst D. J. Leary's advice. "One should not believe everything they see or hear in politics—starting with what you hear today," Leary said.

Leary predicted that workers' compensation, gambling and redistricting would be some of the biggest issues facing the Minnesota legislature in coming years. And he said that though President George Bush might face a tough time getting re-elected, the Democrats might fare better during the 1996 election.

"Try to learn about the political process, how it works and who makes it work," Leary concluded.

Sexy bikinis in beer ads prompt lawsuit and lively debate

BY JOE TOWALSKI
SJMC GRADUATE STUDENT

Using the popular notion that "sex sells," one Old Milwaukee beer advertisement shows bikini-clad women who say little and smile a lot serving beer to a group of fishermen on a beach.

Some say this kind of advertising simply targets an audience of young men with images to which they respond. Others claim such advertising creates a "culture of hostility" toward women.

The portrayal of women in advertising was the topic of Targets of the Media, a panel discussion sponsored by the SJMC Alumni Society on March 12. The discussion centered around the Stroh's company's Old Milwaukee beer advertisements featuring the all-female Swedish Bikini Team.

Lori Peterson, a Minneapolis attorney, said these advertisements give an inaccurate portrayal of women, depicting them as powerless servants of men. Peterson is representing eight women employees suing Stroh's brewery for alleged on-the-job sexual harassment resulting from sexist advertisements.

"This particular ad is filled with numerous power imbalances," Peterson said. "The women wear less clothes than the men and, where the men all dress differently and have names, the women have no names and look like clones in their platinum wigs. There is also one more woman in the ad than there are men, the perception being that there is an extra one to pass around like another bottle of beer."

Chuck Ruhr, founder and creative director of Ruhr/Paragon Advertising Inc., said that many manufacturers viewed this kind of advertising as an effective means of reaching a target audience. Ruhr said that most beer buyers are young men who find commercials displaying sexy women enticing.

"The advertising agency is going to appeal to what they enjoy seeing, even if that might offend some other people," said Ruhr, adding that he did not condone images of female sexuality in ads.

But many say that the kind of image created by the Swedish Bikini Team does not foster healthy attitudes regarding sex and sensuality but rather distorts attitudes into a dangerous form of "sexism," where one gender is portrayed as subservient.

"These ads that show women dressed in baseball and football uniforms tailored to reveal their cleavage have contributed to the sexual harassment of some female employees on the job by their male counterparts who began to see them only as body parts," Peterson said. "Companies that sponsor this kind of advertising are saying, in effect, that this kind of portrayal of women is all right, so male employees shouldn't be rebuked for their behavior."

Peterson said that some sexual imagery, such as equal amounts of nudity between men and women, or images showing a consensual relationship, is acceptable in advertising. But she argued against imagery that portrays women as having no worth beyond their bodily attributes or that shows sexual violence against women. She said such



Panelists Chuck Ruhr, Lori Peterson, and Mike Griffin offer their views. (Photo by Cheryl Neudahl)

images could lead to harassment and violence in the real world.

But Mike Griffin, an SJMC assistant professor who researches the portrayal of women in advertising, said there is no strong empirical evidence to indicate that sexist portrayal of women in the media leads to harassment or violence. But sexist images in advertising are highly repetitive and can lead to serious distortion of women's role in society.

"Sexist advertisements consistently repeat stories of male power and control to the benefit of males and male stereotypes," Griffin said. "These same images, however, work against female stereotypes and create an image of them as passive, sexual playthings."

Griffin said the notion that "sexism sells" in advertising and entertainment media may not be a cause of gender relations problems but is certainly a symptom.

All three panelists agreed that the mass media are pervasive in U.S. society and may continually reinforce dis-

torted images conveyed to the public.

Many advertisers claim commercials are forms of free speech protected by the First Amendment. Griffin, however, explained that commercial speech does not have the same freedom under the Bill of Rights as other forms of public expression. He said a 1980 Supreme Court decision involving Central Hudson Gas & Electric company

establishes a stringent legal test that allows government regulation of advertising found to be deceptive, misleading or criminal in nature.

Although it would be difficult to apply these criteria to sexist advertising, the panelists suggested alternative ways individuals could respond to these advertisements.

Ruhr said people who are offended by advertising can write complaints to sponsoring companies, as businesses are often sensitive about adverse publicity.

But the individuals perhaps most vulnerable to absorbing common media stereotypes are children who spend countless hours watching TV.

Griffin said parents should safeguard their children from forming sexist attitudes and from watching too much TV.

"While it might be unrealistic to think we can take television out of children's lives," he said, "it might be time for us as a society to begin rethinking how we use and want to use our public airwaves."

Faculty square off against media mavericks in news quiz

BY ROBERT JOHNSON
SJMC STUDENT

Twin Cities media professionals and SJMC faculty members clashed head-on in a battle of wit, intellect and trivia savvy on April 21.

Professors of journalism, reporters from WCCO-TV and the *St. Paul Pioneer Press* and Twin Cities public relations professionals were all put to a test answering current events questions at the annual dinner and media bowl organized by the University of Minnesota Journalism Alumni Society. The event took place in the the Azur Ballroom at the Gaviidae Common shopping mall in Minneapolis.

The questions were easy at first. "Federal prisoner Leona Helmsley said only these kind of people pay taxes," said moderator J. G. Preston, media relations director at the Canterbury Downs race track in Shakopee. "To what kind of people was she referring?"

"Little people," answered Don Shelby, WCCO-TV news anchor. Shelby answered questions while his teammates leaned back in their chairs and whispered, scrambling for answers.

Four teams of four players each participated. In the first round, WCCO-TV defeated the journalism faculty and the local public relations team beat the *Pioneer Press* team. WCCO-TV won the championship round.

To answer questions, team members could push a button that rang and lit up a red light on the team table. Some players pounded on the buttons to activate the lights with less than reliable wiring. Team members who answered incorrectly or who waited too long lost their chance to opposing teams.

As the competition advanced, the questions became more tricky.

"The 1992 Winter Olympics were held in Albertville, France," said Preston. "The 1994 games will be..."

"Lillehammer, Norway," interrupted Scott Reynolds, of WCCO-TV.

"I will finish the question," Preston said. "The 1994 games will be in Lillehammer, Norway. Name the only Winter Olympic sport which uses a stone."

"Curling," said Mike Griffin, an SJMC assistant professor.

The Journalism Alumni Society gave its Award for Excellence to Dave Mona, a public relations director. Mona, who holds a '65 B.A. from SJMC, began his career as a *Minnesota Daily* sports editor, and later worked as a sports reporter at WCCO-TV and the *Minneapolis Tribune*. In 1981, Mona co-founded Mona, Meyer, McGrath & Gavin, a public relations firm, and he founded *Minneapolis-St. Paul* magazine



J.G. Preston asks the *St. Paul Pioneer Press* team a news question at the Journalism Alumni Society media bowl. (Photo by Aaron Fahrman)

and helped bring Super Bowl XXVI and the NCAA Final Four to the Twin Cities.

Winners received \$25 gift certificates from a department store and a Chinese restaurant, while losers got smaller gift certificates from a local bookstore, "so they can brush up for next year," said Trish Van Pilsum, the former alumni society president.

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.

We're now in a summer hiatus, but we'll return in August with several new members for the 1992-93 academic year. Despite a funding crunch, we were able to continue our programs and events this year.

An important focus in the future will be seeking new members. We depend heavily on membership fees paid by alumni who join the Minnesota Alumni Association. For members who specify that they wish to join the SJMC alumni society as well, the Association contributes \$2.50 towards our programs.

We are known for being one of the most active alumni organizations at the University. Unfortunately, our strong programs for both students and alumni programs are in jeopardy because fund-

ing from MAA has decreased.

We urge you to become a member of the MAA, and to be certain that you check off our Journalism box on the form when you do. Just fill out and mail in the MAA membership form in this space. We'll also gladly accept donations from current MAA members.

One of our annual programs is the mentoring program that matches journalism students with practicing professionals to help students better plan their careers. Students and mentors usually meet regularly during winter quarter.

We're always seeking media or communications professionals who wish to become mentors for a quarter. If you're interested, please contact the SJMC office at (612) 625-9824.

We would also welcome volunteer assistance for several of our annual activities. Those events include an annual SJMC Alumni Society meeting, our annual Award for Excellence event, and the "Targets of the Media" forum, a discussion that features speakers who were in the public eye. The forum provides feedback to media on how the targets felt they were treated. Another event is the annual banquet. The 1992 banquet pitted media teams against each other in a quiz bowl answering questions about public affairs and current events.

Altadena, Calif. He was 76. Copperud was a word columnist for *Editor & Publisher* for 35 years, wrote several books on the English language, including *A Dictionary of Usage and Style*, and worked as a reporter at the *Baltimore Evening Sun*, the *Milwaukee Journal* and the *Los Angeles Times*.

Gretchen Duncan, M.A. '46, died of bone cancer in September 1991 in Eugene, Ore. She was the wife of Charles T. Duncan, M.A. '46, an SJMC faculty member from 1949 to 1951.

Thelma Thurston Gorham, M.A. '51, a journalism professor at

Florida A&M University in Tallahassee died in January. She was 78. Gorham began working as a newspaper journalist shortly after World War II and was the editor of several African American magazines, including the NAACP's *Crisis*.

Lillian Christie Johnson, '38, died of a stroke in September 1991. Before retiring in 1980, he had been a publisher and editor of several weekly newspapers in Minnesota.

Donald J. Olson, '50, died in February. He had been a general manager at the *Daily Iberian* in Louisiana.

Charles W. Roberts, '40, died of cancer in January at age 75. He was associate director of the Washington Journalism Center until retiring in 1982. Roberts, an editor at the *Minnesota Daily*, joined the Navy during World War II. He worked as a reporter and editor at the *Chicago Sun-Times* and covered the Eisenhower, Kennedy, Johnson and Nixon presidencies for *Newsweek* magazine from 1951 to 1972.

Mary Cole Sloane, '43, died in February after a long illness at age 69. She was an English professor at Florida Atlantic University in Boca Raton until 1985.

Obituaries

Joan Bowman, former SJMC placement secretary, died in June 1991 after a long illness. She aided hundreds of graduates in finding employment while she worked at SJMC from 1952 to 1981. She received her B.A. in journalism in 1935.

Roy H. Copperud, '42, journalism professor at the University of Southern California, died in December 1991, in

School of Journalism and Mass Communication Alumni Society Membership Application

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

Name _____
 Major(s) _____ Degree(s) _____
 Graduation Year(s) _____ If no degree, attended from _____ to _____
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 Place of Business _____
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Send mail to: Home Work
 Annual Membership: Single \$30 Joint \$40
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Payment: Check enclosed MasterCard
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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.

Alumni Update

1940s

Gloria (Olson) Galloway, '48, is living in Fernandina Beach, Fla., consulting on newspapers, including the daily *Eagle Times* in Claremont, N.J. and the weekly *Argus-Champion* in Newport, N.J.

James E. Kelley, '48, is retired and doing some free-lance work in Minneapolis. He is the author of *Minnesota Golf: 90 Years of Tournament History*, published by the Minnesota Golf Association.

E. Neil Mattson, '48, publisher of the *Warren Sheaf*, was named a member of Minnesota Newspaper Association's Half-Century Club. He began his career on his family's newspaper in 1941. During the 1980s he purchased the *Thief River Falls Times* and *Roseau Times-Region*. He has been president of the Minnesota Historical Society.



John R. Wilhelm, '41, Ohio University dean emeritus, recently received recognition by the National Press Club in Washington, D.C. He was a journalism professor for 21 years and now lives in Mitchellville, Md. He worked as a reporter and editor at the *Chicago Tribune*, at United Press, as a Reuters war correspondent covering World War II and later as bureau chief for McGraw-Hill World News Service in Latin America.

Sada Zarikian, '44, is living in Caracas, Venezuela. She has been active with various community volunteer activities, including the Venezuelan American Friendship Association and the Girl Scouts of Venezuela.

1950s

William S. Caldwell, M.A. '54, is currently an adjunct professor at Chapman University and lives in Laguna Hills, Calif. He recently received an award from the Croatian-American Society for his support of U.S. government recognition of Croatia as an independent part of Yugoslavia.

Roger Dunnette, '56, is a broadcast consultant to Cenex/Land O'Lakes. He produces and hosts a weekly agribusiness radio report broadcast in 200 Midwest markets. "Headlines in Agriculture" won Awards of Excellence for Public Affairs programming in 1991 from the International Association of Business Communications and the

National Agri-Marketing Association.

John W. Mashek, '53, lives in Washington, D.C. He worked as a reporter for 37 years with the *Boston Globe*—Washington Bureau and for 23 years with *U.S. News and World Report*.

Dwayne Netland, '54, was promoted to senior editor of the *New York Times Magazine* Group Events Publishing division in Trumbull, Conn. He previously worked for 17 years in the *Golf Digest* editorial department.

Robert Shaw, M.A. '51, was awarded a Minnesota Newspaper Association President's Citation in February for his contribution as interim director of the Minnesota News Council.

1960s

Mary M. Abell, '65, is living in Duluth, and researching her family history.

Sylvia Allen, '60, is the president of Allen Consulting, Inc., a sports event marketing agency, in Holmdel, N.J. and teaches sports marketing courses as an adjunct professor at New York University.

Michael H. Anderson, '68, who has been head of the USIS public affairs office in Karachi, Pakistan, was

assigned to Washington, D.C. for a two-year term as a policy officer for the South Asia/Middle East region.

Shel Beugen, M.A. '64, is developing new markets for film and video productions for his Chicago company, Video/Media Distribution, Inc.

Michael Emery, Ph.D. '68, will be an international panelist at the AEJMC convention in Montreal in August.

Sharon (Marrinson) Farsht, '68, is an administrative director at the University of Minnesota Hospital and Clinic and finishing a master's degree in Public Health.

Berna Jo French, M.A. '69, recently joined the Inter-Regional Financial Group, Inc., in Minneapolis as vice president of corporate communications.

Peter E. Gillquist, '60, director of the Department of Missions and Evangelism for the Archdiocese, recently wrote a book about Archbishop Philip Saliba, entitled "*Metropolitan Philip, His Life and His Dreams*."

John Harris, '65, is a medical marketing consultant for Communicating Resources in Boulder, Colo.

Dennis B. McGrath, '63, is currently the president of Minnesota's largest public relations firm, Mona, Meyer, McGrath & Gavin, and executive vice president of the firm's parent company, Shandwick North America.

Carol Lynn Pine, '67, recently founded Pine & Partners, a business history and culture consulting firm and her third entrepreneurial venture. Pine teaches media management at SJMC, lives in St. Paul and was recently elected to the Minnesota News Council.

Theodore S. Storck, '63, retired with rank of Commander from the U.S. Naval Reserve after 28 years of service. He is living in Red Bluff, Calif.

Marshall Tanick, '69, was recently awarded an Author's Award by the Minnesota State Bar Association. He practices media law with the Minneapolis law firm of Mansfield and Tanick.

Larry Teien, M.A. '67, recently joined the public relations department of 3M in St. Paul and serves the data storage products and automotive products divisions. He worked as marketing communications manager at Open Systems, Eden Prairie, Minn. He's a member of the Public Relations Society of America (PRSA) and former president of the Minnesota PRSA chapter.

1970s

Laurie W. Anderson, '76, founder of a Denver public relations firm, Anderson & Associates, recently formed an informal partnership with Fred Hobbs, another well-known public relations executive.

Margo Ashmore, '78, and her husband Kerry Ashmore have owned the *Northeast Newspaper* for 10 years and just completed their first year publishing of *North News*, a monthly North Minneapolis newspaper.

Steve Bergerson, who attended SJMC in 1970, was recently given a Government Relations Award by the Advertising Federation of Minnesota. He is the co-chair of the Media & Entertainment Practice Group of Fredrikson & Byron's Advertising.

Timothy Bonnett, '79, is media services manager for Coca-Cola USA in Atlanta, Ga.

Paul Brainerd, M.A. '75, is the founder, president and chief executive of the Aldus Corp., a Seattle software manufacturer and creator of PageMaker desktop publishing software. Brainerd was a *Minnesota Daily* editor during the anti-war protests of the 1960s.

David E. Brown, '72, recently finished a master's degree in business communication from the University of St. Thomas Graduate School of Business. He currently is director of communications for the Catholic Aid Association, a St. Paul fraternal life insurance and benefit organization.

Elizabeth Child, '75, was recently promoted to senior account executive at Yeager, Pine & Mundale, a Minneapolis public relations firm where she has worked since 1988.

Melissa R. Cohen, '75, is president and owner of MRC Public Relations, Inc., in Golden Valley, Minn. Prior to

establishing the firm in 1982, Cohen was publicity director of the Guthrie Theater for six years.

David W. Erickson, '79, is currently the manager of communications and training for the InterTechnologies Group of Minnesota Department of Administration. He was news editor for the Department of National Resources and a publicist for the State Senate.

Patricia Goodwin, M.A. '78, was elected president of the Twin Cities Marathon Board of Directors and is the volunteer 1992/93 race director. She is also president of Goodwin Communications Group, Inc., a public relations agency founded in 1988.

Roger Hammer, '73, lives in the Twin Cities and recently published his book, "*African America: Herald of a Heritage*." Other of his books include: "*American Woman; Hispanic America*," and "*The People: Native Americans*."

Nancy J. Johnson, M.A. '78, is currently working as managing editor of the *Journal of the American Academy of Physician Assistants*, with a 30,000-circulation, in Alexandria, Va.

Sally Keeler Mays, '76, after a brief maternity leave, is selling advertising and programming for Bloomington Community Education.

Janet Koplos, '76, wrote a book on post-war Japanese sculpture entitled "*Contemporary Japanese Sculpture*," published by Abbeville Press, Inc.

Sang Chul Lee, Ph.D. '79, has been named associate dean of the Graduate School of Mass Communication at Chung-Jo'ang University in Seoul, Korea. He recently presented research papers in Japan, China, and Taiwan, and escorted 15 students to a workshop at the East-West Center in Hawaii. He watched the Twins win the World Series on U.S. Army television.

Sharon D. Lesikar, M.A. '74, recently was appointed communications manager at St. Cloud Hospital in St. Cloud, Minn. She previously worked as public relations manager at Methodist Hospital in St. Louis Park, Minn.

E. Anne McKinsey, '71, is currently a Hennepin County District Judge in Minneapolis.

Ralph Pribble, '75, is an information officer with the Minnesota Pollution Control Agency, working on media relations for the Superfund program.

Susanne Retka-Schill, '73, is living in Maida, North Dakota, working as executive secretary for the Northern Plains Sustainable Agriculture Society. She edits a newsletter and handles public relations.

Malcolm Ritter, '76, is a science and medical reporter for Associated Press in New York City. He was one of 21 journalists awarded a fellowship on brain research by the Knight Center for Specialized Journalism at the University of Maryland.

Robert Rumpza, '77, was recently named senior vice president of Mona, Meyer & McGrath, the largest public relations firm in the upper Midwest.

Robert E. Sheldon, '70, is currently public relations director for Baxter Advertising and Public Relations, a Minneapolis agency that specializes in outdoor recreation accounts. A past president of the PRSA, Minn. chapter, he was appointed chairman

of the PRSA Finance Committee.

Patrice Vick, '76, recently joined Norwest Corp. as assistant vice president of communications. She had worked as a press secretary for former Gov. Rudy Perpich and as commissioner of Minnesota Public Utilities.

John B. Webster, Ph.D. '71, was named professor emeritus after retiring from Purdue University's Department of Communication.

Molly Wigand, '76, recently published *How to Write & Sell Greeting Cards, Bumper Stickers, T-Shirts, and other Fun Stuff*. A freelance writer, she previously worked for Hallmark.

1980s

Stuart Aase, '80, is now the city editor for the *Skagit Valley Herald* in Mount Vernon, Wash.

Hayne Bayless, '83, is working as Sunday arts section editor of the *New Haven Register* in New Haven, Conn.

Katherine Billings, '80, is the senior producer for development and marketing at WETA-TV in Washington, D.C.

Bill Collins, '85 was hired by Kodak to teach at the new communication arts computer facility in Camden, Maine. He is also president of Advanced Multimedia Systems in New York City.

Kendell Cronstrom, '87, is working as associate editor for *Interview* magazine in New York City.

Steve Deyo, M.A. '89, is a freelance technology reporter whose work has appeared in *Varibusness*, *MCN Designnet*, *Federal Computer Week*, *Byte*, *Computer News International* and *Computer User*.

Danna Elling, '80, was recently hired as the coordinator for the Minnesota Mathematics Mobilization project at St. Olaf College. She previously worked as a reporter and assistant editor at the *Northfield News*.

Michael J. Enright, '89, is currently working on his M.B.A. at the University of St. Thomas. He will be starting a job as the marketing coordinator for Yaggy Colby Associates, a Rochester, Minn. architectural and planning firm.

Michael T. Gallagher, M.A. '83, graduated from Hamline University School of Law in St. Paul. He plans to take the Minnesota Bar Exam in July.

Melissa Gilmartin, '89, recently moved to Seattle and is looking for a position involving editing and writing.

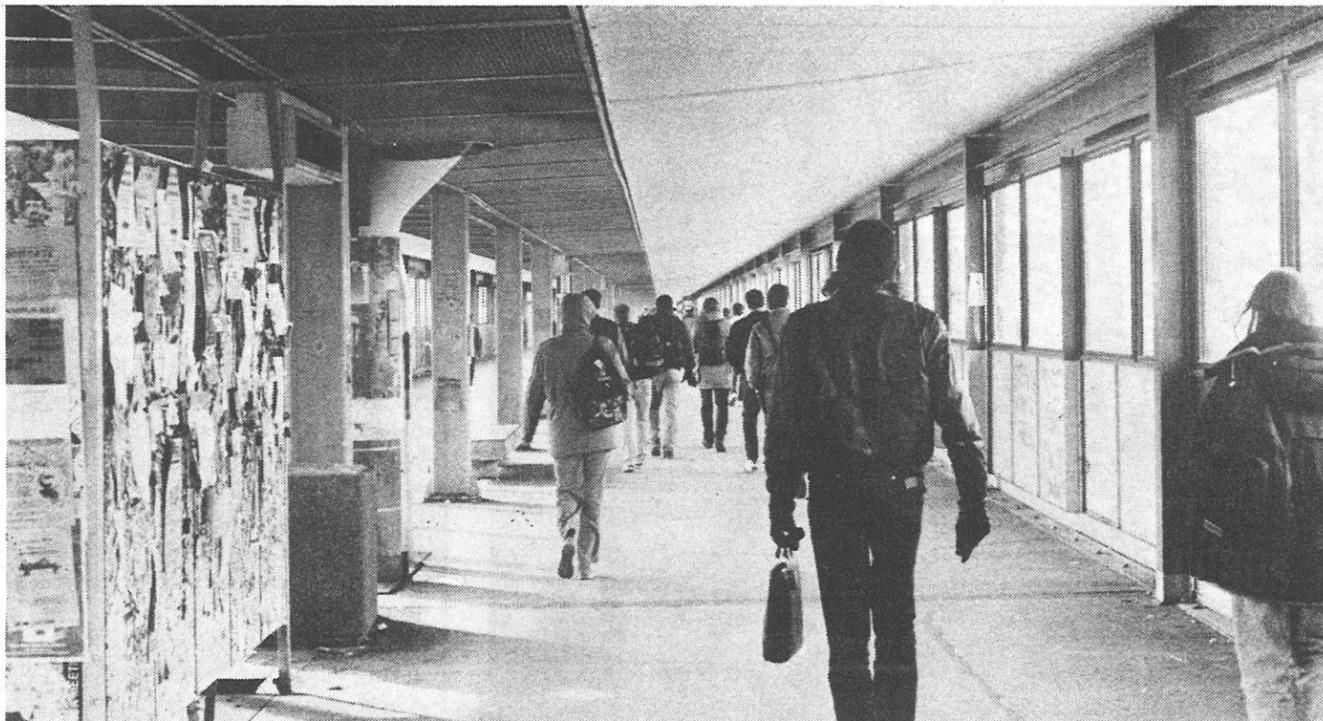
Lisa (Lehnerr) Hansen, '85, recently started Hansen Creative Ink, a marketing communications and design firm in Minneapolis. She previously worked as communications specialist for Health One Corporation.

Darcy Hanzlik, '88, was recently hired as a reporter at the *St. Cloud Times* in St. Cloud, Minn.

Stephanie (Schueler) Josephs, '89, is a communications administrator at AAA in Minneapolis. She directs public and community relations, edits several newsletters and is the assistant regional editor for *Home and Away* magazine.

Megan Kavanaugh, '81, is currently vice president in advertising and sales promotion at Fingerhut Companies, a Minnetonka direct marketing company.

Jeffrey Litt, '80, was recently appointed publisher of the *Twin Cities*



University of Minnesota students on their way to classes on the West Bank cross the Mississippi River the easy way—on foot and on the boardwalk. (Photo by Dilip Vishwanat)

Reader in Minneapolis.

Craig McNamara, '81, is senior copywriter at Kauffman Stewart Advertising in Minneapolis, working on the Mall of America account.

Chris Niskanen, '89, was recently hired as a sports writer at the *Gazette-Journal* in Reno, Nev.

Claire Olson, '86, is an attorney with Rarwik, Roszak, Bergstrom & Maloney, P.A., in Minneapolis and is working on an M.B.A. at the Carlson School of Management.

Lisa Proctor, '83, founded Earthwrite Environmental and Business Communications, a Twin Cities company specializing in environmental advertising, marketing and public relations.

Steve M. Ray, '89, is a copy editor and graphic artist for *The Jersey Journal*, in Jersey City, N.J. He previously worked as an assistant wire editor for the *Glen Falls, N.Y., Post-Star*.

John Schmidt, '82, is a client specialist in the visual information and computer graphics section at the Mayo Clinic in Rochester, Minn.

Christiana Laederach-Stolpestad, '84, was recently promoted to director of public relations at Children's Home Society in St. Paul.

Rick Verner, '85, is a pilot for Northwest Airlinck. He had worked as a photojournalist for nine years.

Donna Terek, M.A. '87, was recently awarded recognition by Gannett publishing company for her work as feature photo coordinator at the *Detroit News*.

Shih-fan "Steve" Wang, Ph.D. '83, was one of five scholars in Taiwan to win a \$20,000 research award in January. Wang is the advertising department chairman of the Graduate School of Journalism at National Chengchi University in Taipei, Taiwan.

Birgit L. Wassmuth, Ph.D. '83, is on sabbatical leave from the University of Missouri this semester to research the Hungarian Bauhaus in Budapest. She received a University faculty development project grant and a travel grant from the Missouri School of Journalism.

1990s

Marci Schmitt Boettcher, '90, is working as a copy editor at the

Minneapolis Star Tribune.

Paul Brunner, '91, is an account executive for Bush Communications, a Minneapolis advertising agency.

Timothy J. Casey, '91, is director of media relations/publications for Briar Cliff College in Sioux City, Iowa. He recently finished a reporter internship at the *Sioux City Journal*.

Michael C. Dickens, '91, is a sports reporter at the *Racine Journal Times* in Racine, Wis.

Richard Dobinski, '91, is a public relations coordinator in the marketing department of Fujikama USA, Inc. a Villa Park, Ill., manufacturer and distributor of computers and peripherals.

Daniel A. Gore, '91, is a marketing communications administrator for 3M in St. Paul.

Terri Kemp, '90, is an account executive at The Connection in Bloomington, Minn.

Elizabeth Koehler, '91, is an editorial research assistant for the *Business Journal* in Milwaukee, Wis.

Douglas Lee, '91, is a crew supervisor and photographer for the University of Minnesota Media Resources. He helped produce an award-winning videotape called "Parade with the Beast," documenting the work of a Minneapolis theater.

Julie Lindbloom, '91, is currently working as an assistant account executive for J. Walter Thompson Advertising in Bloomington, Minn.

Thomas Edward Nelson, '91, is a weather lab manager at the Education Department at Mankato State University.

Ken M. O'Brien, '91, is a master control air operator and runs a broadcast switcher for WMVT Milwaukee Public Television Channel 36.

Mollie Bloom Olenick, '91, is working as an advertising specialist in merchandising for Target Headquarters in St. Paul.

David Prill, '91, is working as a sports editor for the *St. James Plaindealer*, in St. James, Minn.

Tim Richmond, '90, is a Human Resources specialist at 3M in St. Louis Park. He earned a Master's of Labor and Industrial Relations from Michigan State University in March.

Sabina Romagnano, '91, is an order service coordinator in DIY division for 3M in Eagan, Minn.

David Rowles, '91, is an account representative at LDB International Corporation in Golden Valley, Minn.

Laura L. Sanderson, '90, is working as a sales representative for a major forms manufacturer in Minneapolis.

Amy Satter, '91, is a prep stylist and prop buyer for Fingerhut Photo Studios in Eden Prairie. She worked as a logistics transportation assistant for Minnesota Super Bowl in January.

Heidi Schneider, '91, is an editorial assistant in the public relations office at the College of St. Catherine. She writes news releases and articles for newsletters and edits a weekly newsletter.

Anna Schefander, '91, is a credit and collections supervisor for Orthopedic Consultants PA, in Minneapolis.

Colleen Taylor, '91, is a new business coordinator/creative coordinator at Chuck Ruhr Advertising in Minneapolis.

William Taylor, '91, lives in Duluth and will be starting Medical School in fall.

Jayne M. Tlougan, '91, is a media analyst for Martin-Williams in Minneapolis. She recently completed a media research internship at Carmichael Lynch in Minneapolis.

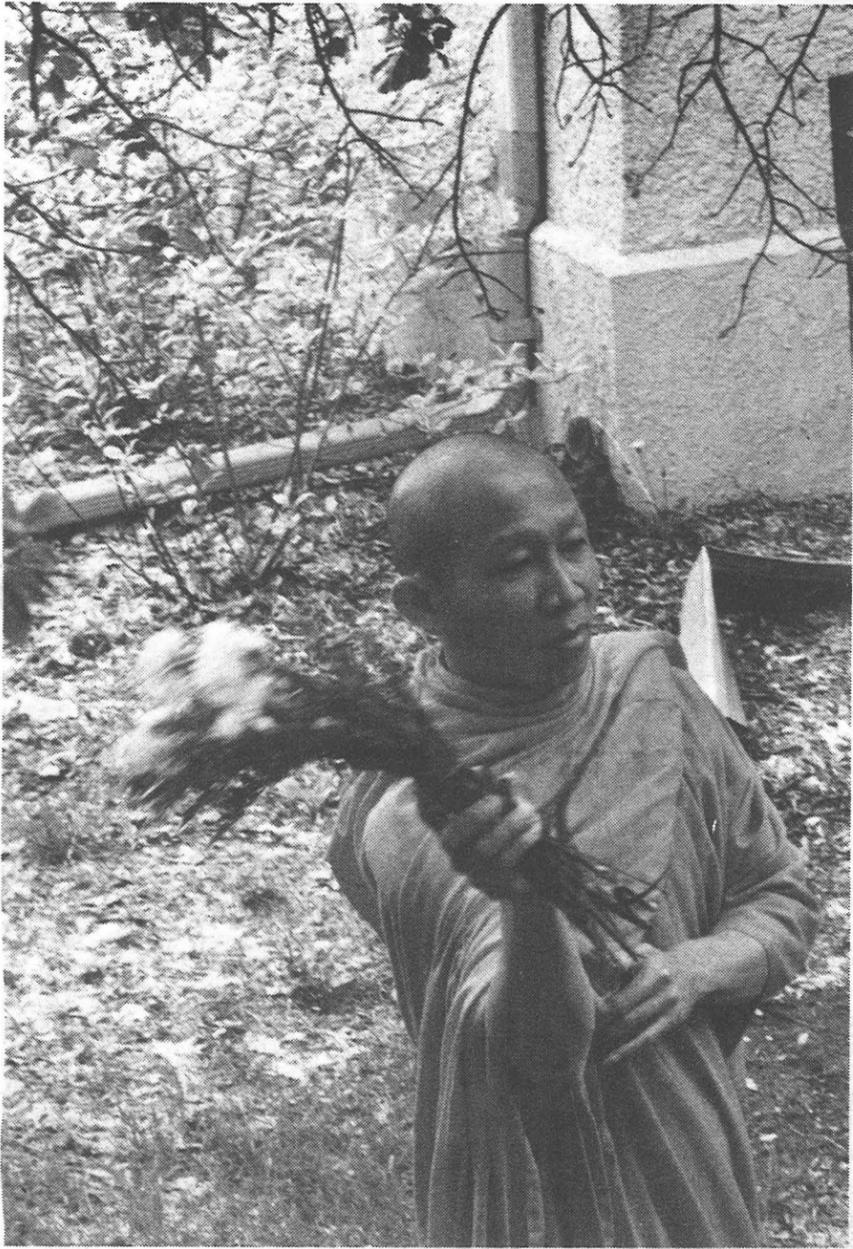
Mary Van Beusekom, '91, is working as a general assignment and medical reporter at the *Post-Bulletin* in Rochester, Minn.

Lesla Van Regenmorter, '91, is a cashier and computer helper at Kinko's Copy Center in Minneapolis.

Monica P. Voelkers, '90, is a technical translator for the Karl E. Brinkman GMBH firm in Barntrup, West Germany. Their subsidiary firm, KEBCO, is in Eden Prairie, Minn.

Kevin Yellick, '91, is an executive secretary in human resources at the University of Minnesota Hospital and Clinic.

Yajiang Zhang, M.A. '91, is a program coordinator for Community Educational Services in San Francisco, Calif.



Faculty Update

Ed Emery, professor emeritus, will receive the Kobre Award for lifetime achievement and contributions in the field of journalism history from the American Journalism Historians Association. Emery will also moderate a media history discussion at an International Association for Mass Communication Research convention in Sao Paul, Brazil in August.

Irving Fang, professor, worked this winter with television and radio news staff in Lithuania, Latvia and Estonia, the newly independent Baltic nations, consulting for a U.S. Information Agency project.

Don Gillmor, professor, participated in a Russian-American press law seminar on media law and press responsibility in Moscow in June. Gillmor will participate in panel discussions on media law and the right of reply at an Association for Education in Journalism and Mass Communication meeting in August.

Gillmor's *Power, Publicity and the Abuse of Libel Law* was published by Oxford University Press in May.

Michael Griffin, assistant professor, chaired a discussion on contemporary issues in media and art in March. He also gave a presentation on media and its influence on culture at the Central Community Center in St. Louis Park on April 13.

Bill Huntzicker, adjunct instructor, published an essay, "Pop Culture as Ritual," in *American Journalism*.

Leola Johnson, assistant professor, was a panel member at a forum on sexual harassment at the Jefferson Community School in Minneapolis. The May forum was sponsored by the University's Center for Advanced Feminist Studies.

C.C. Lee, professor, presented a paper on Taiwanese broadcast policies at a conference in Seoul, Korea in April and a paper on Taiwan's print media at a conference in Hong Kong in June.

Dan Sullivan, adjunct instructor, is teaching theater criticism this summer at the National Critics Institute in Waterford, Conn. Sullivan served for the third time as a Pulitzer Prize drama panel juror, viewing plays for two weeks in March in California and New York.

A Buddhist monk in a celebration at the University's Center for Victims of Torture. The center offers counseling to refugees who suffered torture or imprisonment by politically repressive governments. (Photo by Maggie Boys)

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