

2 'Cam' Sim dies at 79

3 AEJMC convention featured many familiar faces

5 China times center funding looks secure

Murphy Reporter

University of Minnesota School of Journalism and Mass Communication

Winter 1991

Gillmor named Silha Professor

By Anne Jett
SJMC graduate student

Caps 25 years on SJMC faculty

Professor Donald M. Gillmor was named the first Silha Professor of Media Ethics and Law at the University of Minnesota School of Journalism and Mass Communication last November. The professorship, funded jointly by a gift from Otto and Helen Silha and a matching grant from the Permanent University Fund, provides a leading scholar in the field of media ethics and law with the opportunity to do research on issues in these fields of journalism.

"Mrs. Silha and I are delighted with the appointment of Don Gillmor as the first Silha Professor. I can think of no one who can fill the chair with greater experience and recognized expertise in the field upon which the (Silha) Center concentrates," says Silha. "I am sure that he will contribute even more to the kind of journalism that is needed in the future of our country."

Director of the SJMC's Silha Center for the Study Media Ethics and Law since 1984, Gillmor says, "I am very fortunate to be able to have time for contemplation and research in my chosen field."

Gillmor says he has been lucky in all that he has done. He credits supportive parents for much of his success. "My mother surrounded her sons with literature and music," says Gillmor, whose brother Douglas is a Professor of Architecture at the University of Calgary and brother Alan a Professor of Musicology at Carleton University in Ottawa.

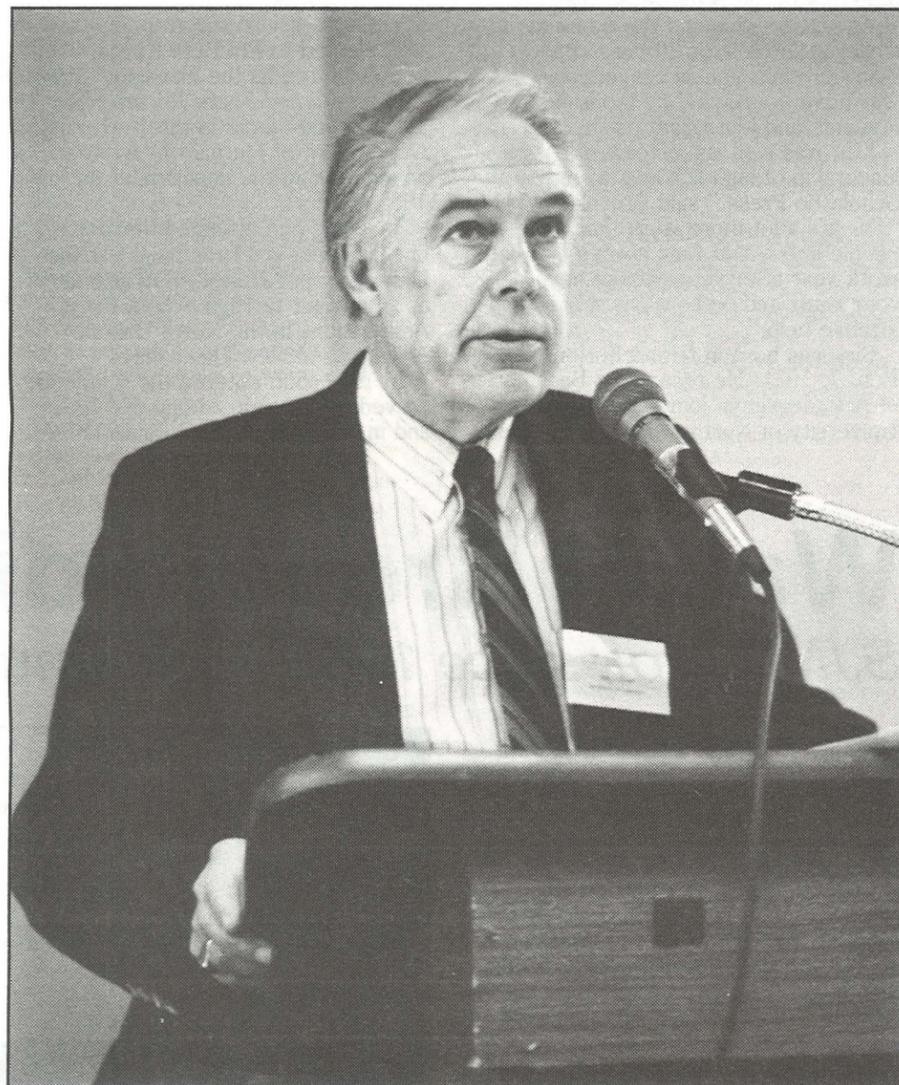
A Canadian and American citizen, Gillmor earned his bachelor's degree in liberal arts at the University of Manitoba. The University of Minnesota awarded him a master's degree in journalism in 1950. He then began working as a reporter and department editor for the *Winnipeg Free Press*.

"I found the metropolitan city newsroom very exciting," says Gillmor. "Probably the cleverest people I've met in my life have been not in the academy, but in the newsroom."

After three years in the newsroom Gillmor found that, although he "loved the culture and the pace of the newsroom," he couldn't afford to live on the wages newspapers paid at the time.

As luck would have it, the dean of the liberal arts college at the University of North Dakota called saying he was on the way to Winnipeg to interview Gillmor for a teaching position in journalism. Within weeks, Gillmor and wife Sophie bundled up their infant daughter and emigrated to the United States.

Gillmor began teaching a wide variety of journalism classes in the three-person department — broadcast journalism, public relations, mass communication and society, reporting, editing and mass communication law. "At first I found teaching dreadfully dreary," says Gillmor. "I missed the excitement of the newsroom but soon became challenged by teaching."



Donald Gillmor

During his time in North Dakota, Gillmor spent two summers working as a copyeditor at the *Fargo Forum*. He also spent two summers and a year's leave of absence taking classes at the SJMC. In 1961, he became the seventh graduate of the SJMC's doctoral program.

When asked why he concentrated his studies in the area of media law, Gillmor answers quickly, "Professor J. Edward Gerald — He totally inspired some students toward legal studies. I was one of those he inspired to discipleship."

Gillmor's own students and colleagues have long recognized the dedication and hard work that have made Gillmor a leader in the teaching and scholarship of media law. "It is most appropriate that Don Gillmor is the first Silha Professor. As a leader in journalism education he

has made a significant impact through his writing and influence on students," says Craig Swan, acting dean of the College of Liberal Arts.

Bill Chamberlain, Joseph Brechner scholar and director of the Brechner Center for Freedom of Information at the University of Florida, says, "There is no one in any college of journalism or communication who has had more impact on the field of media law than Professor Gillmor. His book on fair trial/free press is a classic in the field that helped define the issues and offers a media-sensitive view to an area heretofore dominated by lawyers."

Steven Helle, head of the department of journalism at the University of Illinois says he "knew of Professor Gillmor before (he) knew him." Helle used Gillmor's media law text when he took a media law course. "Anything that

Professor Gillmor published, I make a point to read. He has a wonderful grasp of the law," says Helle.

Gillmor's many books include *Mass Communication Law: Cases and Comment* (now in its 5th edition); *Media Freedom and Accountability: Enduring Issues in Mass Communication*; and *Free Press and Fair Trial*. Journals such as *Communication Research*, England's *Journal of Media Law and Practice*, *Journalism Quarterly*, *Wisconsin Law Review* and *Quill* have published some of his many articles.

The *Star Tribune*, the *Pioneer Press* and the *Minnesota Daily* frequently publish Gillmor's comments on freedom of the press and ethics issues. He has appeared on local broadcast stations and spoken before many professional and civic groups including the Minnesota Supreme Court, the Neighborhood Press Association, the AFL-CIO Union Editors and the League of Women Voters.

The University of North Dakota honored Gillmor with its All-University Distinguished Teacher Award in 1958, and he attended the SJMC in 1959-60 on a Danforth Teacher Fellowship. The Minnesota Press Club twice awarded Gillmor its Distinguished Teaching Award (1975 and 1978). The University recognized him with the Student Alumni Board of Governors Award for "contributions to student experience" in 1985.

Gillmor finds his interaction with students very meaningful. One of the experiences he values most in his academic career is his opportunity to found a four-year all-university honors program at the University of North Dakota. "I couldn't leave there until I saw that first group of students receive their degrees," says Gillmor.

While on the SJMC faculty, Gillmor has served on more than 80 master's and doctoral committees, chairing 36 of them. He served as Director of Graduate Study from 1966-73 and 1984-86.

Gillmor's open office door tells as much as his long list of honors. He is known to spend much time listening to students' concerns and giving them insightful advice. "Many of those students have remained my very closest friends," says Gillmor.

Willard Rowland, Dean of the University of Colorado's School of Journalism, says, "Professor Gillmor has become one of the truly outstanding leaders in media research. He has trained a generation of excellent scholars in this part of the field, many of whom are now carrying on his important work at other major institutions."

While on sabbatical last year, Gillmor studied the history and law of libel at the Gannett Center for Media Studies at Columbia University. A Gannett Senior Fellowship allowed him to examine more than 600 media libel cases. He found that 30 percent of these cases involved celebrities and policy-level public officials.

In such cases, "the public receives
continued on page 7



DIRECTOR'S NOTE

Daniel B. Wackman

Much has happened in the School since the last issue of *Murphy Reporter*. In August, we were one of the host schools for the national convention of the Association of Education in Journalism and Mass Communication, the national organization of university educators in our field. We continued the process of refurbishing Murphy Hall to improve educational opportunities for our students. We welcomed four new faculty to the School.

Articles about the AEJMC convention and the new Undergraduate Studies Center can be found elsewhere in this issue. Let me here highlight several other matters.

The College and University have supplied us with over three-fourths of the promised \$400,000 in equipment funding during the first two years of the five-year funding package. With these funds, we have made the following improvements.

Undergraduate Studies Center: For the first time student records, admissions, pre-major advising, internships, placement and career planning are integrated in one location.

Reporting Lab: We finished equipping the reporting lab and it has been up and running for the past year.

Murphy Auditorium: Audio visual equipment has been upgraded substantially.

Broadcast Labs: We increased and replaced equipment in the broadcast editing laboratory and made improvements in the broadcast studio.

Editing and Graphics Labs: During winter break we replaced all of the equipment in both the editing and graphics labs and integrated them so we will have a full desktop publishing capability for the first time. Look for an article on the Lab in the summer issue.

Faculty and Staff Computers: All faculty and staff now have up-to-date computers.

An especially important form of support the School receives from the professional community involves direct participation by media professionals in educational activities of the School.

Historically, the School has utilized many media professionals as adjunct faculty to teach courses, and this remains equally true today. This year, 19 mass communication professionals will teach courses in the School, several of them teaching two or three courses during the year.

Secondly, many professionals speak to our students in classes and in School-sponsored lectures and panel discussions. In 1989-90, over eight people

continued on page 4

The *Murphy Reporter*, No. 32, is a publication of the University of Minnesota School of Journalism and Mass Communication.

Editor: John Francis Neville

Photographers: Randy Johnson, Tim Walker, Diane Bush

Reporters: Barb Steffl, Lori Mack, Emily Brauer, Gail Rosenblum, Heather Beal, Kirsten Jensen, Anne Jett, Peter Przytula, Laurie Dennis, Donna Holman
Designer: Pat Thompson

Please address correspondence to:
Murphy Reporter
111 Murphy Hall
206 Church St. S.E.
Minneapolis, MN 55455

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

MURPHY REPORTER

Longtime professor John 'Cam' Sim dies at 79

Joined SJMC faculty in 1956

By Barbara Steffl
SJMC student

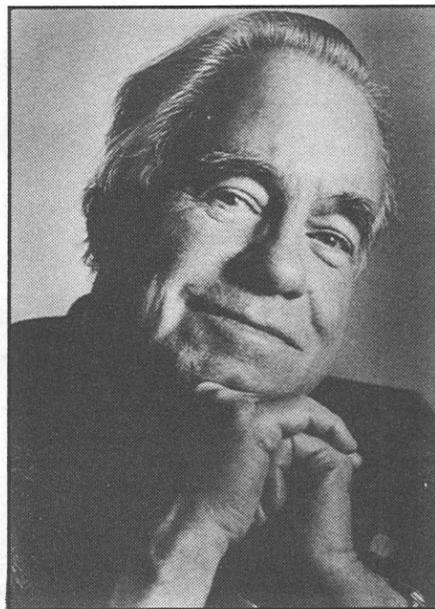
John Cameron 'Cam' Sim, SJMC professor emeritus and nationally recognized authority on the community press and scholastic journalism, died Sept. 25 in Minneapolis. He was 79.

Sim, who taught in the SJMC for 25 years, retired in 1981. Before coming to the University, he also taught in North Dakota and Alabama and was editor and a co-publisher of the East Grand Forks, (MN) *Record* for ten years.

A major characteristic of Sim's personality was his "great interest and compassion for students," said Walter Brovald, retired SJMC professor. Sim served 20 years as the placement officer for the SJMC and worked with the High School Press Association, the National Scholastic Press Association and the Associated Collegiate Press. Sim also served on the boards of directors of the National Scholastic Press Association and the Associated Collegiate Press for 20 years and managed their annual conventions, which were attended by thousands of students and journalism teachers.

"He was well characterized by his leadership of high school students in the Scholastic Press," said Brovald. "There's a lot more work than a lot of people know, and Cam always did that work year after year without any complaints and without any real administrative help."

Sim was born in Grand Forks, ND, Feb. 7, 1911. He received a Bachelor of Arts degree in journalism from the University of North Dakota in 1932 and



was elected to Phi Beta Kappa.

Sim served as the managing editor of the *East Grand Forks Record* from 1931-39 and taught in the University's Department of Journalism. He was acting head of the department during 1939-40.

In 1940, Sim attended the University of Minnesota and later taught at the University of Alabama. Sim also served as an adviser to High School Press Associations in the North Dakota, Alabama and New Hampshire.

In 1942, Sim entered the Army. He served overseas in Assam and Burma and in Washington, D.C. and Madison,

WI. While in Madison he met and married Mary Lou Hanson. He came to SJMC in 1956.

"He's known to hundreds of faculty. He was news editor for the Retirees Association of the university faculty and civil service. Everybody knew him," said Edwin Emery, SJMC professor emeritus.

In 1969, Sim's book, *Grass Roots Press: America's Weekly Newspapers*, was published and ranked among the top 200 journalism books by the American Association of Schools and Departments of Journalism. Sim also wrote numerous articles about scholastic journalism, including a book-length report for UNESCO, *Teaching About the Mass Media in Secondary Schools of the United States* which was published in 1975.

The many organizations Sim was a member include: the Minnesota Newspaper Association, the Minnesota Press Club, the Society of Professional Journalists, the Association for Education in Journalism and Mass Communication, the Suburban Newspaper Association, the American Association of University Professors, the University Campus Club and the Minnesota chapter of Phi Beta Kappa.

"He was my best friend," said Emery. "We taught together since 1956. He was a wonderful Scotsman. He'd knock himself out to do things, really, for anybody but especially for a friend or a student."

Sim is survived by a daughter, Erin, of Minneapolis; a son, John, of San Diego; and a sister, Dorothy Baker, of Hemet, Calif. His wife, Mary Lou, died in 1986.

Walter Brovald dies at 62

SJMC prof. since 1968 — community news expert

SJMC Professor Walter H. Brovald, 62, died of a heart attack Jan. 25 at St. Paul-Ramsey Medical Center. Due to a struggle with diabetes, Brovald had been on medical leave for two and a half years prior to his death.

Brovald joined the SJMC faculty fulltime in 1968 after earning a master's degree in journalism here. Generations of students will remember Brovald as the instructor of Journalism 1001, an introductory class required of all mass communication students. He also taught classes in advertising, reporting and editing and, at different times, was business advisor to student publications, director of undergraduate studies, chair of the scholarship and internship committee and acting director of the SJMC for one year in the early 1980s.

Brovald long served as an advisor for students considering journalism as a major. In a typical year, Brovald spoke with 700 students in his office.

"Through being the pre-major adviser and the 1001 teacher, he touched thousands of people," said SJMC director Dan Wackman.

Brovald's wife Lily said, "He always had time to talk to an enthusiastic journalism student."

Brovald built a reputation outside of the SJMC as a respected authority on community journalism. He worked from 1954 to 1966 as editor and publisher of the *Cadott Sentinel*, a rural Wisconsin



weekly. Brovald received 54 state and national journalism awards in his years at the *Sentinel*. He was elected president of the Wisconsin Press Association in 1961 after becoming the youngest publisher to hold office in that organization in 1958. A native of Necedah, WI, Brovald grew up in Eau Claire and received a degree in English from the University of Wisconsin-Madison in

1949.

In 1966, Lily Brovald assumed control of the *Sentinel* while Walter entered the Minnesota SJMC as a graduate student. The Brovalds sold the *Sentinel* in 1967, after Brovald began his teaching and counseling career in 1966 when he went to work for the SJMC as an administrative assistant to the director.

Wackman said that Brovald's influence outside of Murphy Hall was considerable: "He had a tremendous impact on community newspapers throughout the state." For years, Brovald wrote a column for the Minnesota Newspaper Association's weekly bulletin. He often analyzed trends in community journalism, offering praise, criticism and suggestions to a wide variety of Minnesota newspapers.

"His major thrust was community newspapers, and he took every opportunity to encourage their improvement," said John Finnegan, Sr., president of the MNA and a SJMC alumnus. "He will be greatly missed."

Brovald is survived by his wife of 40 years and his brother, Lloyd Brovald of Moraga, Calif.

Lily Brovald asked that memorials be made to the Walter Brovald Memorial Scholarship Fund. They can be sent to the Journalism School at 111 Murphy Hall, 206 Church St. S.E., Minneapolis, Mn. 55455.

AEJMC convention features cavalcade of familiar faces

Murphy Hall students, faculty omnipresent

More than 1,800 journalism and mass communication educators convened in the Twin Cities August 9-12 for the 73rd annual convention of the Association for Education in Journalism and Mass Communication (AEJMC). The Association first held its annual meeting in the Twin Cities in 1931 when 70 of its then 200 members attended. The convention was last held in the Twin Cities in 1949.

Minnesota has a long history of leadership in journalism education through AEJMC. In its 80-year history, the presidency of the association has been held 20 percent of the time by Minnesota faculty or by the School's graduates, including four of our current emeriti professors — **Charnley, Emery, Gerald and Jones**. The current President of AEJMC is former Director **Mary Ann Yodelis Smith**, who was elected during her term as director at Minnesota.

The figures on the Presidency represent only the tip of the iceberg of Minnesota's influence in journalism education nationally. Two of the emeriti professors, **Ray Nixon** and **Ed Emery**, served as editors of *Journalism Quarterly*, the primary research journal of AEJMC, for a total of 32 years. **Harold Wilson** was AEJMC treasurer for 15 years. Dozens of Minnesota faculty and graduates of our Ph.D. program have served as heads of divisions and chairs of committees in AEJMC over the years. Further, over 30 Minnesota graduates have become deans and directors of J-schools in the U.S. and abroad.

The contributions of Minnesotans have been well recognized in AEJMC. Of the ten career awards for distinction in research, five are Minnesota faculty or graduates: **Ed Emery, Ed Gerald, Ray Nixon, Ralph Nafziger** and **Bud Nelson**.

Nine individuals have won the Kriegbaum Award for AEJMC (members under 40 years of age who have shown outstanding achievement in teaching, research and public service) and four of them are Minnesota graduates or faculty: **Ev Dennis, Bob Drechsel, Ted Glasser** and **Ellen Wartella**. Two of the seven Nafziger-White awards, presented to the authors of outstanding Ph.D. dissertations in journalism and mass communication, have gone to recent Minnesota graduates: **John Finnegan, Jr.** and **Richard Kielbowicz**.

At this year's convention, two SJMC faculty were honored:

Irving Fang received the Distinguished Broadcast Journalism Educator Award, presented by the Radio-Television Journalism Division. Fang is the eighth recipient of this award.

Hazel Dicken-Garcia was presented the 36th annual Frank Luther Mott — Kappa Tau Alpha Award for the "best researched book about the media." She received the award for her book **Journalistic Standards in Nineteenth-Century America**.

The faculty continues its leadership role in AEJMC. Seven members of the current faculty serve as heads of divisions or as chairs and members of committees, and we continue to have a major presence at the convention. Fully 15 faculty and 12 graduate students presented papers or served on panels during the convention program.

This year's conference schedule involved much interchange between media professionals and media scholars. Educators attending heard the perspectives of many local professionals, in addition to the views of national and



SJMC graduate student Laurie Dennis and Kathleen Paul, of the Silha Center, answer questions at last summer's AEJMC convention.

international professionals.

One prominent media professional honored at the convention was Twin Cities editor and publisher Eric Utne. The magazine entrepreneur received the Professional Excellence Award during the convention. Utne's locally established alternative lifestyle magazine, *Utne Reader*, boasts a national circulation of 200,000.

Those attending the convention chose presentations in their particular areas of interest from some 300 sessions. Representatives of the School and the local media community occupied a prominent position in the sessions.

Don Linehan, director of U.S. and International Marketing Communication for 3M in Minneapolis, joined representatives from the International Public Relations Association and the D'Arcy Masius Benton & Bowles ad agency at a convention-wide session, "Europeanization of Communication, 1992." The session explored implications of the upcoming merger of the Western European economies.

A professional freedom and responsibility session featured Steve Eckert, investigative reporter for WCCO-TV. Eckert joined representatives from CBS News, KABC-TV in Los Angeles and NBC News to discuss "Journalism's Three S's: Staging, Slanting and Simulation."

Other Twin Cities media professionals on panels included:

- **Mark Anfinson**, Minnesota Newspaper Association
- **Thomas Bartikoski**, Padilla Speer Beardsley
- **Tim Bitney**, *Star Tribune*
- **Steve Blum**, CONUS Communications
- **Tim Campbell**, *Star Tribune*
- **Gary Hill**, KSTP-TV
- **Robert Jansen**, *Star Tribune*
- **Neils Jensen**, Brown, Jensen & Garloff
- **Denise Johnson**, *Pioneer Press*
- **Lydia Villalva-Lijo**, *Pioneer Press*
- **Doug Hennes**, formerly *Pioneer Press*
- **Patricia Hirl Longstaff**, formerly *Star Tribune*
- **Sherrie Marshall**, *Star Tribune*
- **Paul McEnroe**, *Star Tribune*
- **Kevin McMahan**, Cilantro Computing
- **Donna McNamara**, Hennepin County Sexual Violence Center
- **Penny Parrish**, KMSB-TV
- **Debra Smith**, American Public Radio
- **Les Suzukamo**, *Pioneer Press*
- **Wendy Tai**, *Star Tribune*
- **John Ullmann**, formerly *Star Tribune*
- **Ron Wade**, *Star Tribune*

- **Laura Waterman Wittstock**, MI-GIZI Communications.
- **Benjamin Brink**, *Pioneer Press*
- **Sandra Sanchez**, Information Services, US West Communications
- **Thomas Pursell**, Assistant Attorney General
- **Diane Helleckson**, *Pioneer Press*
- **Jay Walljasper**, *Utne Reader*
- **Pamela Fanning**, Minn. News Council.

Three sessions met at area media facilities. A workshop on satellite technology met at CONUS Communications. Those attending this session toured the state-of-the-art facilities and met with CONUS managers. A session, "Creativity, Midwest Style," billed as an "off-site eye-opener," met at the Twin Cities' largest ad agency, Campbell-Mithun-Esty. The session featured **Pam Mariutto** of Martin/Williams, **Dennis McGrath** of Mona Meyer & McGrath, and **David Tree** of CME discussing why Minnesota has become a national hotbed of creativity. In a Magazine Division session, educators visited *Minneapolis-St. Paul* magazine to meet with its editorial staff.

SJMC scholars participated in the convention in a variety of ways. While many presented papers, moderated sessions and served as discussants on panels, others played a key role in organizing the conference and its many sessions.

Faculty participating included professors, **John Busterna, Tsan-Kuo Chang, Hazel Dicken-Garcia, Irving Fang, Donald Gillmor, Michael Griffin, Kathleen Hansen, Leola Johnson, Chin-Chuan Lee, Nancy Roberts, Dona Schwartz Lawrence Soley, Phillip Tichenor, Daniel Wackman** and **Jean Ward**.

Shanghai journalists **Ching-Chang Hsiao** and **Mei-Rong Yang**, fellows of the China Times Center at the SJMC, were part of a panel discussing media coverage of the democracy movement in China.

Graduate students participating included **David Allen, Allison Cummings, David Pearce Demers, Patricia Dooley, Karen Franz, Kendra Gale, Louise Hermanson, Elizabeth Blanks Hindman, Douglas Blanks Hindman, Robert Jensen, Charles Lewis** and **John Neville**.

Pearce Demers' paper, "Structural Pluralism and the Growth of Chain Ownership in the U.S. Newspaper Industry," was awarded top honors in the Newspaper Division. The doctoral candidate presented the results of a research model that he designed and tested to explain the increase in chain ownership of U.S. daily newspapers.

As always at AEJMC conventions, the School sponsored several social events for alums and friends of the School.

Emeritus Professor **Ed Emery** and former Professor **Smitty Schuneman** held a party at Emery's home and a reception at the convention hotel for alums. Over 50 SJMC graduates attended each gathering.

The School sponsored a luncheon to honor Prof. **Roy Carter** on his retirement. Over 100 former students, colleagues and friends heard a series of speakers talk about the impact Roy has had on the field and on themselves.

Finally, the annual Minnesota Alumni party brought together the dozens of SJMC graduates attending the convention with current faculty and graduate students. More than 150 Minnesotans enjoyed sharing old times with each other and meeting the new people of Murphy Hall.

"Minnesota has a long history of leadership in journalism education through AEJMC. In its 80-year history, the presidency of the association has been held 20 percent of the time by Minnesota faculty or by the School's graduates..."

SJMC photography students 'map' assignments — Roller rinks and doughnut crumbs

By Diane Bush
SJMC graduate student

When I began taking pictures at a St. Paul roller skating rink for last summer's workshop in documentary photography, I embarked on a journey that taught me not only about photography but about life.

When I point a camera at the world around me and make pictures, I am making a statement about what I see. What are my responsibilities to the people I photograph? How do my methods influence the pictures I make? How does the distribution of my work affect how it is viewed?

Thirteen other students and I discussed these and other questions along with instructor Dona Schwartz and several guest lecturers, including Peter Howe, director of photography at *Life* magazine and Magnum photographer Eugene Richards.

Schwartz describes the class as the "nucleus" of the SJMC's newly-established Institute for Documentary Photography. As the Institute's director, Schwartz is interested in exploring alternatives to traditional production and distribution methods, which she says limit the power and scope of photography's message.

Schwartz says she chose Howe and Richards as guest lecturers because both men are "anxious to go beyond the limitations of current photojournalistic practices and play a role in sparking something different."

"Deadlines, space constraints and the kinds of assignments conceived of as appropriate for publication, limit what photographers go out and shoot," says Schwartz.

One glance at any daily newspaper confirms her statement. Pages contain crisis reportage of accidents and violent incidents, staged "photo opportunities" and small "head shots" of famous persons. Important pictures for people to see but not the only stories that are out there.

In-depth projects allow a different kind of story to be told, and allow photographers time to become familiar with their subjects and revise their work as they go along. Newspapers often don't have the resources to finance long-term projects, and consequently, downplay their significance. Such stories, however, make important statements about how people's lives change over time.

Class members were told to choose a subject in the city of St. Paul. For me, the choice was fairly simple. I've always been interested in documenting vanishing pastimes and places. I hit on the idea of a roller-skating rink, and since only a few rinks exist in the city, I didn't have to look very far.

Others struggled to define a topic to photograph. When Sue Kyllonen began roaming the alleys of Highland Park during an early "mapping" excursion (designed to make us more aware of the places where we were working), she had no idea that those early jaunts would lead her to document how people live in their backyards. Kari Shuda met several homeless men while she "mapped" Rice Park and decided to document aspects life on the street.

Although our subject choices reflected our diverse interests (everything from a day-care center, to the riverfront, to Hmong refugees) our struggles highlight how unaware people are of possible subjects because we are so used to what we see. It's very difficult to get below life's surface appearances.

One way to break through is to research a topic before beginning a project, in the manner of anthropologists. Judith Martin, of the University of Minnesota Urban Studies department, helped us by providing information on



SJMC student Diane Bush shot this photo of St. Paul last summer.

the history, institutions and demographics of St. Paul.

By asking questions, I discovered that one roller rink was managed by the same family who built it 30 years ago, an exception to the current trend of chain ownership. I also found out the rink was the only one in town to feature live organ music and offer square dancing in the summer as a way to boost attendance. Clearly, this rink was unique.

Eugene Richards described this learning process as "getting inside the skin of something to find the spirit of things." Richards says in order to be open to the experiences of others, we first need to be aware of our own strengths, weaknesses, limitations and dreams.

In my case, I struggled with the idea that I was intruding on others' lives. I spent from two-to-six hours at the rink every day for several months and took hundred of pictures of the same people. I often wondered whether or not they were annoyed at my presence.

Peter Howe had some succinct advice: "You have to believe you have the right to be there and take those pictures. But a lot of your job is not putting a camera in front of your face. You want to make contact with people, listen to them and tell their stories."

So, while I was learning about the skaters' lives, I told them about my life and my work. Part of my job as a documentary photographer is to demystify the act of taking pictures. Too often, people think that photography is too difficult to learn — it's not.

I'd bring a new batch of work prints to the rink at least once a week and display them on the long service counter so that everyone could see them. I explained how I had created a certain effect and asked opinions. Over time, some of my pictures became sticky from pop-dripping kids or scratched by adults wiping off doughnut crumbs. The pictures passed through many hands, but I was comforted by the thought that they hadn't been treated like sacred objects.

In this way, I returned my pictures to the people I photographed, an idea Schwartz considers central to any documentary project.

"When photographs are put back into the community where they were taken, they can be seen in the context of that environment instead of on the pristine white walls of a gallery, which has a limited range of viewers," says Schwartz. "Community members can respond to the photographs as insiders, and contribute to how those pictures may be understood by outsiders looking in."

Alternative methods of distribution may include photocopied books, community newspapers and neighborhood displays. Our class ended with a group exhibition, "Windows on St. Paul," which ran for several months on the Seventh-Place Mall. The mall's abandoned store fronts challenged us to create interesting displays that would be viewed by everyone from business executives on their lunch break to alcoholics sharing a bottle.

Four different photographs were also featured on each of two information kiosks located on Wabasha Street at 7th between 5th and 6th.

In addition, the work of five class members was featured in the September issue of the *Star Tribune's* maga-

zine, *First Sunday*. Each photographer contributed two or three pictures and text.

At the conclusion of the Institute's 1992-1993 summer workshop, Schwartz plans to exhibit some of the projects at the Minnesota Museum of Art.

Ultimately, Schwartz's goal is to include more community members in the process of producing documentary photography.

"The workshop is a big experiment that I hope will grow and be able to establish links with community groups," says Schwartz. "I want to bring in non-traditional students and also attract members of the non-professional community."

The Institute's summer workshop challenged me to be aware of cultural differences, while searching for that common ground everyone shares. I discovered my pictures symbolized the relationships I forged with my subjects. These are relationships that changed constantly as trust and respect were garnered or lost.

The stories that my pictures tell are not only about my subjects but about me.

DIRECTOR'S NOTE continued from page 2

spoke to our students in a variety of forums. Additionally, the student clubs in the School utilized many professionals in their programming. We expect a similar pattern of speakers this year.

Thirdly, the mentoring program sponsored by the Journalism Alumni Society provides an opportunity for our students to have a quarter-long experience with media professionals. This year 65 mentor-student pairs are participating in this program.

We want to thank all of them for their help. Their willingness to teach courses, speak to student and faculty, and mentor our students immensely enriches the educational program of the School.

There is much concern at the University about the implications of the enormous projected deficit for the Minnesota state budget. The College of Liberal Arts has continued to include our increased funding in budgets sub-

mitted to Central Administration at the University as major part of the University's reallocation effort. President Haselmo has recommended major new funding for the College over the next five years and we stand to benefit from this.

State deficits may result in major spending cuts at the University and, if so, internal reallocation may have to be shelved for the immediate future. If this is the case then everyone, including the School, will face cuts in basic operating budgets.

With all-time record enrollments in the School of over 1650 students (1426 undergraduate majors and pre-majors, 91 minors, and 150 graduate students) cuts will be very damaging. Additionally, prospects of minimal or even no raises for the next two years have faculty, staff and graduate assistants deeply concerned.

I will keep you informed about the School's financial situation in future issues.

Fang feted at AEJMC — gets broadcast award

By Barbara Steffl
SJMC student

Irving Fang, SJMC professor of broadcasting, was the honorary guest at a luncheon held in conjunction with the annual Association in Education in Journalism and Mass Communication conference last August at the Minneapolis Hyatt Regency. Fang received the Distinguished Broadcast Journalism Educator in radio and television journalism award.

"It was the first time I've ever been roasted," said Fang. "They brought up former students and teachers from years past, and I got teased about my fondness for weird Asian foods. I was also ragged about my indifference to clothes. I had a ball!"

The award, says Fang, was mostly in recognition of the books he's written. These include the first skills book for television news, *Television News*,

Radio News. Fang has written four editions of this skills book; the first two deal with television news and the last two deal with television and radio news. Fang also wrote a workbook for television and radio news. Another Fang book, *Those Radio Commentators!*, which won the Broadcast Preceptor Award, will soon be coming out in Japanese. He is currently collaborating with Tom Volek, a University of Kansas professor and SJMC graduate, on a book about the impact of mass communication techniques.

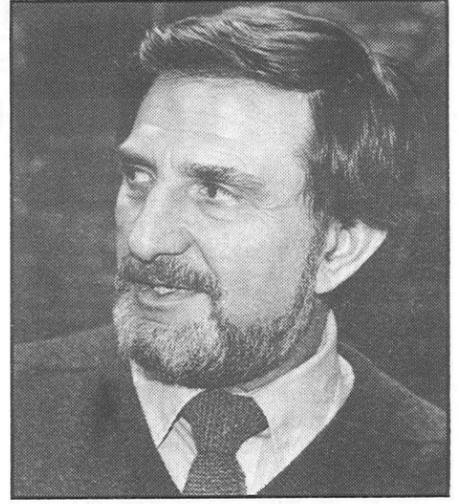
Prior to his position in the SJMC, Fang worked as a newspaper reporter and editor for eight years and for a wire service for one year. He then spent eight years in broadcast journalism, including consulting work for ABC and broadcast companies in a number of foreign countries.

Fang made the switch to broadcast journalism because "I felt the future lay

with television news. I think it has more potential. Most people get their news from television rather than newspapers. It has enormous power to influence society. That doesn't mean it's always being presented properly but the potential is there."

Aside from being in charge of the broadcast program in the SJMC, Fang also does consulting work for overseas companies. Fang claims that the broadcasting done in other countries is different. "In the U.S. the emphasis is more on giving the audience the kind of news it wants. In other countries, the emphasis is on giving people the kind of news the editors think they ought to have. Most other countries don't have the production techniques that good U.S. television news has."

When doing consulting work for a broadcast company Fang said he usually does two things. "I hold sessions with various groups of staff members, such



Irving Fang

as reporters and photographers, and then I'll advise management on ways to improve the news coverage."

Solidarity member holds Murphy Hall press conference

By Anne Jett
SJMC graduate student

Polish human rights activist Adam Michnik and Twin Cities reporters held a press conference in Murphy Auditorium last October. SJMC students attended the event and questioned area reporters after the press conference ended.

Michnik, a leading Solidarity theoretician imprisoned by the Polish government several times between 1968 and 1986, was in the Twin Cities to receive an honorary Doctor of Laws degree from the University of Minnesota for his work as a historian, essayist and political analyst.

Reporters asked Michnik questions about the mood of the people in Poland, the then upcoming Polish elections, freedom of expression and press freedom in Poland, and the condition of the changing Polish economy.

After the conference, *Star Tribune* foreign correspondent Frank Wright told students that interviewing through a translator is always difficult. Wright said he tries to work with a translator "who works harder at capturing the sense of what the person being interviewed is saying, rather than trying to capture a literal translation."

"Sometimes the literal translation may wind up meaning virtually nothing in English," Wright explained. "It turns

into a gobbledygook."

Judy Hutterer, former WCCO Radio reporter and current broadcast reporter for the University News Service, and Pat Mack, editor-in-chief of the *Minnesota Daily*, also commented on the conference and answered questions.

News from the conference included an article by Wright in the *Star Tribune*, an article in the *Minnesota Daily* and a report on the Voice of America.

Radio Free Europe requested a dubbing of the news conference for use in its broadcasts. In addition, Hutterer, who places articles on Newslines, the University wire service, used information from the news conference in reporting on the Polish elections held



Iwona Srienc translates for Solidarity official Adam Michnik.

last November 25.

China Times funding looks secure: Wackman, Lee attend 40th anniversary of Taiwan newspaper

By Kirsten Jensen
SJMC graduate student

SJMC Director Daniel Wackman and SJMC China Times Center Director Chin-Chuan Lee spent Sept. 26 through Oct. 2 in Taiwan attending the 40th anniversary celebration of Taiwan's largest newspaper, the *China Times*. They took part in a conference on Mass Media and Democracy in Asia, which was part of the celebration.

In 1989, publisher and founder of the *Times*, Yu Chi-Chung, began funding the China Times Center, dedicated to the study and research of media in Eastern Asia. The center co-sponsored the conference.

Held Sept. 28 and 29, the conference featured presentations by seven editors from major East Asian newspapers, as well as a paper by Lee. Representatives of universities in Taiwan "commented on the papers much as is done at an academic conference," said Wackman.

"One of the things that the China Times Center has tried to do is help create a dialogue between journalists who are doing the actual practice of journalism in China and Asia and academics who are studying it, and in many instances, teaching future journalists. The conference fostered this discussion," Wackman said.

Due to recent political developments in East Asia, the study of media there can provide valuable insights and pose interesting problems that might not be seen in the United States. In the United States, the role of journalism has been established, Lee said. In Asia, "There is a lot of dynamism and activity, a lot of uncertainties. So for communication researchers, that's a very exciting place to look into."

An example was provided at the

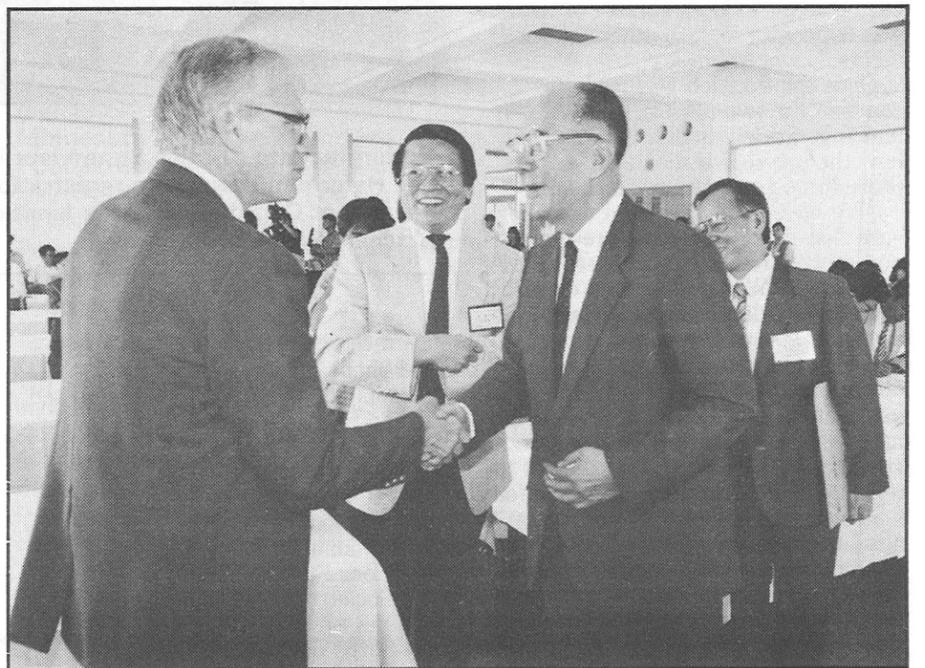
conference by the editor of the *Manilla Chronicle*, who raised the issue of the role of the media in politically unstable countries, citing examples in the Philippines. "According to western theory, media are supposed to be the watchdog of the government," Lee said. "But if you knock down the Aquino government... the alternative is a worse one, it's not a better one," Lee said.

The recent democratization in countries such as South Korea and Taiwan has led governments to lift many restrictions on media. "Everything is changing very rapidly, especially with regard to the media," Lee said. These countries contrast with others, such as Singapore where "the control remains very tight," Lee said.

For many East Asian countries "freedom of the press is becoming, to some extent, a reality," Wackman said. "In many of these countries, people are being unleashed in terms of their participation in the political and electoral system. It's an enormously exciting time, and it is important to see what's happening during these transitions," he continued.

The School and China Times Center were hosts to a "voices of China" conference here in fall, 1989 and plan another for next October. Both hope to continue dialogue between scholars and journalists, between the Chinese and the American perspective and between men and women," Lee said.

"Another purpose for going to Taiwan was to plan future activities and directions of the China Times Center," Wackman said. The center is funded on a three-year basis, and the current period is half over. The prime benefactor of the Center, Mr. Yu and his family, are pleased with the direction of the center. "We have received assur-



SJMC Director Dan Wackman is welcomed by Yu Chi-Chung, chair, *China Times Inc.* Behind Wackman and Lee are C.C. Lee, SJMC China Times Center director, and Chao-Sung Huang, Editor, *China Times*.

ances that the funding vase will be extended well beyond three years," Wackman said.

The conference provided opportunities for establishing ties with other Asian news organizations besides the *China Times*, Wackman said. It is "very much in the interests of us in the School and the China Times Center to broaden the linkages throughout Eastern Asia," Lee said.

Some linkages result through ties with the University alumni, many of whom have positions at universities in Eastern Asia. For example, all three

department chairs in the national Cheng-Chi University's College of Communication are graduates of the Minnesota *SJMC*. They are: Shih-min Chen, journalism; Chia-Ching Pang, broadcasting; and Steve Wang, advertising.

Wackman and Lee were guests at a luncheon held for graduates of the program while they were in Taiwan. "The overwhelming impression I had was the love of this university and of the school by the graduates in Taiwan. They're an active group, both in journalism education and in the media," Wackman said.

New undergraduate center combines advising, registration

By Heather Beal
SJMC graduate student

Long lines a memory

University of Minnesota School of Journalism and Mass Communications students returning to campus last fall discovered a central office for advising and registration services. The Undergraduate Studies Center (USC) is located in room 15 on the ground-level of Murphy Hall.

Over the summer this area was remodeled to unite the staff and functions of what used to be the Office of Advising, Internships and Placement and the Undergraduate Studies Office. By Aug. 20, 1990, the move to the new location was complete.

Linda Lindholm, coordinator of Advising, Internships and Placement, says creating the USC makes sense from physical and organizational perspectives.

"Logistically, the previous physical arrangement didn't work well for students, staff or faculty. We all spent a lot of time going up and down the stairs between Murphy 102 and 18C. Pre-registration took place downstairs in 18C. But advising was handled on the first floor."

"Also," Lindholm says, "in the past, the offices were so small that if one person was ill or had to attend a meeting the office had to close down. Now we usually have enough staff to cover for each other."

Lindholm says uniting the two offices also provided incentive for the staff to re-examine the registration and advising processes. Both Lindholm and Renee Parduhn, supervisor of Undergraduate Studies, assumed their current responsibilities in January, 1990. Dana Mitchell, assistant to the coordinator of AIP, and Tina Thai, Student Office assistant, joined the USC staff this fall. Lindholm says since both she and Parduhn were new they decided "right away to meet once a week to keep abreast of what was happening in each other's departments."

Once the decision was made to combine the two offices, these weekly meetings grew into discussions about how the pre-registration and advising procedures could be streamlined.

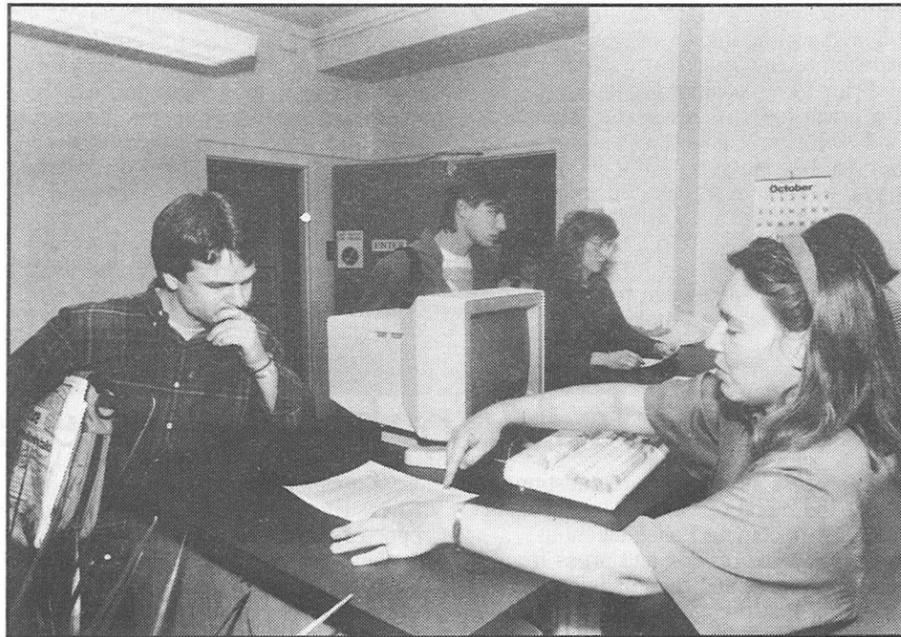
"We have tried very hard to make sure that the advising and pre-registration procedures work together," Lindholm says. "We have focused on making sure that students have all their forms up front. It is easier now that they have one central location where they can obtain most — if not all — of the information they need. We also eliminated the need for the pre-registration stamp and checked with instructors to make sure that we are only asking for information and approvals that are absolutely necessary."

Lindholm says having staff from the two offices working in close proximity has also led to some unexpected benefits.

"One of my responsibilities is to work with prospective students," Lindholm explains. "One day, I was discussing the application process with a young woman and her mother. The mother asked if a computer would be useful for her daughter if she was accepted into the journalism program. Renee has more expertise in the area of computers, so I simply referred the question to her."

Besides advising and pre-registration services, the USC also serves as a place where students can make connections with prospective employers.

Notices for internships and employment opportunities are posted on two wood-framed, glass-enclosed "Job Boards" in the corridor outside the USC entrance. Information such as the lists of students accepted into limited-enroll-



Undergraduate Studies Supervisor Renee Parduhn advises SJMC student Joe Haferman during pre-registration (top). Advising, Internships and Placement Coordinator Linda Lindholm consults with AIP assistant Dana Mitchell. Diane Bush photo.

ment classes, instructors' office hours and phone numbers, and a master schedule of all SJMC classes is posted on the SJMC Student Information bulletin board.

There are also individual bulletin boards where notices for professional organizations such as Women in Business Communications, Inc., the Public Relations Student Society of America, the Society of Professional Journalists and the Ad Club are posted.

A large display case with nearly 50 trays holds copies of announcements for grant and scholarship applications, as well as for journalism competitions and internships.

"I try to post as much information (on the bulletin boards outside the USC) as possible so that students who are here when the office isn't open still have access to this information," Parduhn says.

Mitchell is responsible for checking the accuracy of the information available on the job boards and making sure that it is promptly posted. She also monitors the availability of positions by phone. Many of the internships continue throughout the year. However, Mitchell calls those advertising for full and part-time positions at least once a week to check about whether the positions have been filled.

Although there was a small career library located in Murphy 102 before the remodeling, the new USC features a combined career library/conference room Lindholm says provides a much more spacious and comfortable setting for students.

The new library is usually available during USC office hours: Monday through Friday from 8 a.m. to noon and from 1 p.m. to 4 p.m. It features directories and reference guides for employment in public relations, magazine or newspaper writing, editing, book publishing, advertising and marketing.

"The old career library was underutilized because it wasn't as accessible for students," Lindholm says. "Now there is better display space for reference materials and there are comfortable chairs. The material included in the library can easily be supplemented with information from Severeid Library. Students and alumni are both welcome to come in and use the facility when it is available."

The fact that the library can be converted into a conference room for on-campus recruiting sessions is also an asset. "We didn't have a conference room before," Lindholm says. "However, we now have a specific place where prospective employers can interview applicants."

"Interviews used to be conducted in one of the fourth-floor seminar rooms," Parduhn says. "Now (recruiters) have a phone, a desk and a table with chairs to use." Small group meetings — such as the ones for new students seeking official pre-journalism status — are also held in the library/conference room.

According to Associate Professor Al Tims, SJMC director of Undergraduate Studies, the services and facilities offered by the USC help "make the School more accessible to the professional community and to our students."

Lindholm agrees. She says she now feels more comfortable offering the School's facilities to professionals who want to conduct their recruiting on campus. "Professional journalists, faculty, staff and students have all reacted positively to our new space," she says.

"Alumni will recall having to stand in a long line outside of 18C when they first submitted their applications to the School," Lindholm says. "Now, instead of having to stand for a long time while their forms are being checked, students can sit in chairs and talk to each other. This makes the application process a far more pleasant experience."

"The biggest response that we get when students walk in is 'wow,'" says Parduhn. "The students (also) ask more questions now that they see so much information is available in one location."

However, Parduhn notes the one drawback of having the advising and registration functions under one roof is that students sometimes have difficulty understanding that there are still two different offices providing these services.

The USC staff also produces three publications. The **Placement Bulletin**, **The Student Advisor** and **The Student Handbook**.

The **Placement Bulletin** is a newsletter available to subscribers — both alumni and students — for an annual fee of \$12. It summarizes information that is posted on the job board.

"Once a month any positions that are still available are published in this bulletin," Mitchell says. "I complete a final round of calling immediately before it is published to make sure that the internships and jobs it advertises will still be available at the time subscribers receive their copies in the mail." The **Placement Bulletin** is mailed to subscribers the first week of each month.

The **Student Advisor** is a quarterly newsletter for SJMC students. It features a calendar of events for each term, brief biographies about new staff and faculty and articles that discuss the general direction of the School.

The **Student Handbook** is a guide that provides information about undergraduate program requirements. Students receive a copy of this guide at the time they declare their interest in a journalism major.

Overall, the results from creating the new USC have been quite positive. Lindholm says part of the reason for this is that the services of the center support the School's overall educational philosophy.

"The undergraduate professional program consists primarily of professional skills courses with some enrichment (theory) courses," she says. "The School has always encouraged students to get experience in the 'real world,' as well as to join related professional organizations. The bulletin boards, career library and on-campus recruiting sessions help students to accomplish these goals."

Lindholm emphasizes a key phase of the advising process is determining when an internship would assist class-

continued on page 7

AEJMC panel discusses role of U.S. journalists in China

By Laurie Dennis
SJMC graduate student

American journalists in China need to observe events there with a "picky and suspicious attitude" if they want to report the news accurately, says Chinese journalist Yang Mei-rong.

Yang spoke August 10 at a session of the national convention of the Association for Education in Journalism and Mass Communication. Yang said foreign correspondents in China "must make friends with Chinese people who are able to tell the truth, and know the Chinese language and culture well" to keep from being swayed by official rhetoric and manipulation.

Yang, a reporter for the Shanghai-based *World Economic Herald*, was one of five speakers at the session, which focused on media coverage of China. Yang and her husband, Ching-chang Hsiao, are fellows at SJMC's China

Times Center for Media and Social Studies, which hosted the AEJMC session. They are studying American coverage of China's Cultural Revolution, 1966-1976, as part of a research project at the center.

Star Tribune reporter Wendy Tai went to China shortly after the student demonstrations in Beijing's Tiananmen Square during the spring of 1989. She discussed the challenges of working as a journalist in China.

"Being Chinese, sources accepted me," said Tai, who was born in China and lived there until she was nine.

"I went to places foreigners ordinarily couldn't go — particularly in Beijing. No one gave me a second glance," she said to the crowd of about 75, which spilled into the hallway of the Hyatt Regency hotel in downtown Minneapolis.

Being Chinese, however, also affected her reporting style.

"I could not simply ask people direct

questions as I do here in America. That would have offended people," she said. Instead, Tai said she was chattier and less formal during her interviews. "And that made them last twice as long."

Tai warned American journalists to resist the temptation to be arrogant.

"For example, to call (the student protests) a 'democracy movement' was arrogant," since it assumed that the point of the movement was to "become like us" in the United States.

SJMC Professor Chin-Chuan Lee, director of the China Times Center, also spoke about the emphasis on American-style democracy in articles about the student demonstrations.

He compared American coverage of the Tiananmen protests with coverage of the Korean student protests in 1987.

"They bear strong resemblance, in the sense that both were anti-establishment," he said.

But because the Korean protests

were also anti-American, they did not receive favorable coverage in the U.S. news media.

"To the extent that the media mirror reality, they are a mirror that distorts by virtue of their power to selectively emphasize and interpret certain events at the expense of others," Lee said.

Professor Michael Berlin of Boston University, who analyzed U.S. coverage of the democracy movement, said there is no question that the American media chose to heavily emphasize the student protests in Tiananmen Square.

Because of the protests "a story that would have gone deep inside the paper 15 months ago would be played on page one today," he said, quoting an editor at the *Washington Post*.

Other panelists included Professor Diana Tillinghast, a Fulbright lecturer at the City Polytechnic of Hong Kong, and Moderator Beverly Keever of the University of Hawaii.

Lee said afterwards that he was pleased with the session.

"The China Times Center will continue to forge intellectual ties with professional organizations in the future," he said.

SJMC offers news scholarships

By Donna Holman
SJMC student

Two undergraduate scholarships have been recently established in the University of Minnesota SJMC for the 1991-92 academic year.

Juniors and seniors interested in business and financial reporting are eligible for the \$500 Max Newman scholarship. Newman, founder of *Lincoln Finance Corporation*, pioneered automobile lending in Minnesota. He also had invested in several Twin Cities commercial buildings and apartments during the last 40 years. Minneapolis attorney Marshall Tanick and his family have established the scholarship in memory of Newman.

Journalism majors with a news-editorial concentration interested in community journalism, weekly newspapers or small daily newspapers are eligible for the Mary Jane Sokolowski-Gustafson scholarship. Selection for the \$600 award is based on academic performance, journalistic potential and financial need. Both juniors and seniors may apply but preference will be given to women. The scholarship was established by Mary Jane Sokolowski Gustafson, a 1942 alumna and former editor of the *Brooklyn Center Post* weekly newspaper, shortly before her death in November, 1990.

Minnesota Journalism Center sends reporters back to school

By Emily Brauer
SJMC graduate student

As part of its mission of bringing together media professionals and academics, the University of Minnesota Journalism Center recently sponsored the conference "Concerning Schools: The Legislative Agenda."

Approximately 15 reporters from newspapers and television stations throughout Minnesota gathered at the Radisson Metrodome on Nov. 15 to join in discussion with the top policymakers in the field of education.

According to MJC Director George Hage, the conference was organized to give journalists "a better understanding of (educational) issues when they materialize in the legislature."

Speakers such as Dr. Mae Gaskins, Minnesota assistant commissioner of the Department of Education, Wisconsin state representative Polly Williams and Joe Nathan, a senior fellow at the Humphrey Institute of Public Affairs, discussed problems public school systems are facing, and innovative programs being tried out.

The scope of the changes discussed were summed up by Gaskins. "Challenge 2000 (the Department of Education plan for change) calls for a fundamental restructuring of the very way the schools are operating and the way young people are taught. Parents and community members (will) become actively involved in educational planning and decision-making."

Speakers noted Minnesota is one of the nation's leaders in education reform.



Polly Williams, Wisconsin state legislator, speaks Nov. 15 at the Minnesota Journalism Center's "Concerning Schools: The Legislative Agenda." Williams is sponsor of the Milwaukee Parental Choice Program, an innovative educational alternative to busing low-income children.

The state was among the first to implement "open enrollment," in which students may apply to attend public schools outside their district. Minnesota was also a pioneer in providing post-secondary enrollment options, which allow high school students to take college courses.

"Minnesota is building on the reputation of leadership by trying to make the schools more responsive. We need to talk about looking at the (school) calendar year . . . empowering parents, empowering teachers. We're really talking about restructuring and being very, very creative," said Gaskins in the keynote address of the conference.

In 1985, the Minnesota legislature determined graduation requirements should be based on demonstrated achievement of ability to handle material, not course completion and credits earned. Among the many new approaches discussed at the conference were outcome-based education, using multiple-assessment strategies. This program, currently being tested in Rochester, Mn., judges students on a more creative basis, perhaps using instruments such as a portfolio or ability to perform a lab experiment. Professor Hage said, "The towns represented at the conference are watching the Rochester experiment with great interest."

The Humphrey Institute of Public Affairs' Center for School Change is also examining new ways to improve the schools.

"We will help communities interested in comprehensive change bring together principles such as combining classroom work and community service, using the school building as a service center, more sophisticated use of technology . . . and recognition of cultural diversity as a strength and opportunity, not a problem," said Nathan in the Center's founding statement.

UNDERGRADUATE CENTER

continued from page 6

room learning experiences. "We want to make sure that they have taken a sufficient number of skills courses so that they can truly benefit from the experience," she says.

Mitchell says there has also been a significant increase in the number of internship opportunities posted since the center has opened, and a constant flow of part-time and full-time job advertisements.

Future plans for the USC include entering information about internship and employment positions into an electronic database so staff can track student response and success rates.

Mitchell says although this system is not "up and running" now, the staff hopes to have time during the 1990 winter break to enter fall quarter data into the computer.

The USC staff welcomes information from alumni. "Anyone who is interested in posting internship or employment information — or who would like to recruit students on campus should give us a call," Lindholm says. Interested parties can reach the USC by dialing 625-0833, or via a FAX machine. The FAX number for the USC is 626-7755. The USC will provide forms for prospective employers who need assistance preparing a job description.

"Companies can specify whatever methods they want students to use in applying for the positions they offer," Lindholm says.

GILLMOR continued from page 1

only snippets of the most sensational parts of court hearings involving people who make major cultural and political decisions," says Gillmor. "No one wins in these libel cases — not the press, not the complaining party and certainly not the public."

In a forthcoming book, he makes "an appeal for radical change in libel laws so as to preserve, promote and encourage social discourse on important cultural, social and political questions."

During his time as the Silha Professor, Gillmor is interested in exploring what the law can learn from ethical studies and where the two areas intersect. "I want to look at ethical questions the courts have not yet

resolved," he says.

According to Gillmor, corporations and professionals are thinking more about ethics than ever before. He says this same type of thinking among editors and reporters can foster change within the media regarding the coverage of important public issues. He intends to explore and encourage the possibility of such a process.

"Reform should be led by professional values," says Gillmor. "Such values have the power to counter some of the problems we now see in journalism."

Polish student fondly reprises his 'Minnesota Mother'

By Peter Przytula
SJMC graduate student

Back in 1980, my brother Wotjek, then a University of Minnesota electrical engineering student, was desperately looking for a way to make me into a U of M student. It was an almost impossible task, given that I was still in Poland, the political situation there and the finances of our family. SJMC Professor Donald Gillmor suggested that he see a prominent Polish-American by the name of Mary Jane Gustafson.

"What kind of a Pole is she with such a last name?" quipped by ignorant older brother. Little did he know that the woman's maiden name was Sokolowski, how genuinely Polish she really was, how helpful she would be and, above all, that she would soon become our "Minnesota mother."

As it turned out, Mary Jane was pivotal in bringing me out of Poland and helping me to become SJMC student. She and the Polish-American women's club "Polanie" volunteered to be my official sponsors. Mary Jane later said jokingly that she had to do some "arm twisting" but that was alright for, indeed, as my brother later put it, she became my friend even before meeting me.

True, Mary Jane took me under her wing and was like a mother. She would say that since me and my brother needed help and love, and her own kids were independent, there was nothing to talk about. As a result, we would spend Christmas, Thanksgiving and Easter with Mary Jane and her husband, Arthur. Both of them not only helped furnish our first apartment but each time they came to visit, they brought food and "things we could use," from plates and books to clothing and tickets to *The Rolling Stones* concert. Apart from just loving Mary Jane the way one loves a close person, I have always admired her character, as well as her positive attitude about life.

Above all, she was a very open and giving person. I was by no means the only individual she offered a helping hand. Quite frequently, when I called Mary Jane she had over somebody who needed assistance or just company, be it a Polish pianist trying to establish himself in the Twin Cities, or a lonely journalist from Warsaw. I remember clearly the time Mary Jane was helping



The late Mary Jane Sokolowski Gustafson receives a plaque last fall from Nils Hasselmo.

me to find a summer job and we ended up at an electric car plant! No, I did not get the job, despite some heavy arm twisting on Mary Jane's part. Still, the tour of the place combined with Mary Jane's optimistic spirit made it all bearable and fun.

I have also tacitly admired Mary Jane for her "just do it" attitude that allowed her to arrange for things that others found impossible. After all, it was Mary Jane who helped found the Chopin Society, which offers a young pianist performance series and, in its eighth season, is still going strong. It was also Mary Jane who managed to get an interview with Danuta Walesa in the early 80s, when Lech Walesa's wife was still under secret police surveillance. Without looking for any contacts or connections, Mary Jane went directly to Walesa's apartment and did an interview that few reporters were able to get at the time.

The same attitude inspired her to lead tours to many exotic places and turned Mary Jane into quite a globe-trotter. Poland was by no means the only place she visited — although she went there about 10 times. She also traveled to India, China, Singapore, Malaysia, Israel and Latin America.

In addition, against all odds, Mary Jane started the only Polish radio talk show in the Twin Cities and carried on with it for nine years. She made the

necessary arrangements with KUXL, found sponsors (whenever they did not come through, she paid out of her own pocket) and, most importantly, sought out exciting guests. Somehow, she always managed to bring to the studio interesting Polish professors, visiting musicians or famous film directors. Mary Jane encouraged them to talk openly; not an easy task, since the guests had to go back to a Poland under martial law.

How did she do it? I don't know. But I do know that she consistently resisted "the offers" from communist representatives from the Polish consulate in Chicago, who suggested that they provide ready tapes. Using them would have freed Mary Jane of many a headache, but the political and moral price was too high and she never compromised her integrity.

Rarely, but sometimes a guest would cancel at the very last minute. On those occasions, I used to offer emergency assistance by coming on the show on short notice. One time, I quickly suggested that we do something on pre-World War II cabarets, since I had a lot of recordings and had read a number of books on the subject. Mary Jane loved the idea. We played a dozen songs and talked about different performers and characters from old cabarets. It seemed so interesting that we did it in two parts. Finally, at the end of the second

show, Mary Jane asked me about the lyrics of those songs. The translations of the titles alone made her a little concerned ("I would like to but I'm afraid," "Do you live by yourself," "I lost it one summer night," "I'm afraid of sleeping alone") but the lyrics put her in a panic. Thankfully, I somehow succeeded in convincing her that if they were hits before the war, they must be O.K. 50 years later.

There was, however, one thing that Mary Jane was bad at and that was beating around the bush. I obviously liked it about her, but sometimes her direct and very much to-the-point style would get her into trouble. Still, everywhere she went not only was she recognized but was well liked and welcome. I could see that myself whenever she would invite me to join her at an opening of a restaurant, a press screening of a movie or some party. Sometimes she did, though, feel a bit guilty about all the breaks she was getting as a journalist. When that happened she would wink her eye and cry out: "Oh, God forgive me for my press passes!"

Personally, my most memorable moments with Mary Jane were those simple suppers that we used to have at her house. On those occasions she would prepare her fantastic tomato soup (her mother's recipe) which she knew I loved. We would have it just with bread and would chat over it for hours. Following each of those suppers, I drove home with half a gallon of tomato soup in my trunk.

Mary Jane was a fighter, so when cancer hit her three years ago, she never complained or felt sorry for herself. Rather, typically, she took the bull by the horns and, indeed, succeeded. She did beat the cancer — it was almost in total remission toward the end of her life. Yet, somewhat ironically, it was an infection that stopped her.

People who die leave a message for us about how we, the survivors, need to amend our ways. I believe that if we fail to recognize it, their death is in vain. As I look at the 1989 Christmas card from Mary Jane, with she and her six grandchildren next to the inscription "rejoice," I think I understand her message. In a way, she shared it with my students, when last summer I invited her as a guest speaker. Try to recognize the silver lining in every misfortune. "When life throws you a lemon, drink lemonade," as she put it. Find the balance between your profession and your family; perhaps, tip it toward the family, for at the twilight of your life, it will give you the greatest sense of accomplishment.

University News Council record reproduction funded by Gannett Foundation

By Pat Dooley
SJMC graduate student

The Gannett Foundation has improved public access to records of the National News Council by providing funds for their duplication on microfiche. Previously anyone interested in mining the collection's rich lode of materials had to travel to the University of Minnesota's Minneapolis campus, Walter Library Social History Welfare Archives to do so. With the availability of the microfiche, interested persons can now study the collection at the Gannett Center at Columbia University, New York City, or contact the University of Minnesota archives to arrange for duplication and transmittal of the microfiche via inter-library loan.

The National News Council was established in New York in May, 1973. The Council was set up after a Twentieth Century Fund task force report called for the organization of "an independent and private National News Council . . . to receive, to examine and

to report on complaints concerning the accuracy and fairness of news reporting in the United States. By the late 1960s, the press was being attacked by many public and private individuals and organizations, and by the early 1970s, the position of the media seemed unstable to some. Early in that decade, the Nixon administration frequently denounced the press. For example, Vice President Spiro Agnew in the 1970 Congressional campaign called its members "nattering nabobs of negativism." The founders of the Council hoped that providing a mechanism for criticism as well as defense of the press would strengthen the position of journalism while addressing public concerns.

As the only institution ever established at the national level to address the public's concerns about media accountability, the council began responding to specific complaints against the media in August, 1973. In the 11 years of its existence, it accepted 242 complaints for formal action, responded to hundreds more complaints via letter

and telephone and issued a number of statements, reports and publications on a variety of freedom-of-the-press issues. The collection includes all the Council's minutes, agendas, correspondence, memoranda, reports, financial records, clippings, transcripts, photographs and audio and video tapes.

The records of the Council came to the University of Minnesota after its New York office closed in March, 1984. After evaluating offers from several major universities, the Council bequeathed its records to the University of Minnesota for the establishment of a repository at the University's Walter Library. Factors which may have encouraged the Council to choose the Twin Cities over other sites included the fact that Minnesota is the home of several important media accountability institutions: The Minnesota News Council, and the Silha Center for the Study of Media Ethics and Law, which was established by the University of Minnesota's School of Journalism and Mass Communication.

A large collection, the records of the now-defunct Council arrived at Minneapolis in April, 1984, in 20 four-drawer file cabinets, along with reference materials and publications. The microfiche collection consists of a set of about 2,000 individual fiche, which include at least 200,000 separate images.

To assist persons interested in the kinds of research that can be done in the records of the Council, the Silha Center has published a booklet entitled: "A Guide to the Archives of the National News Council." To receive a copy, write or call the Silha Center for the Study of Media Ethics and Law, School of Journalism and Mass Communication, 111 Murphy Hall, 206 Church Street S.E., Minneapolis, MN 55455-0418, (612) 625-3421.

To obtain information about how the collection's microfiche can be obtained via inter-library loan, write or call: David Klaassen, Curator, Social History Welfare Archives, University of Minnesota, Walter Library, Minneapolis, MN 55455-0418, (612) 624-6394.

Author says patriotic press coverage of Gulf crisis blurs press/government roles

By Gail Rosenblum
SJMC graduate student

Members of the American media haven't only abandoned their objectivity in covering the Persia Gulf crisis — they may have lead the charge towards war.

So said Martin Lee, co-founder of Fairness and Accuracy in Reporting (FAIR) and co-author of the recently published book, **Unreliable Sources: A Guide to Detecting Bias in News Media**. Lee was a guest lecturer in T.K. Chang's International Communications class Oct. 22, during a book promotion tour through the Twin Cities.

"In general, what we've seen in press coverage of the Gulf crisis is a lot of cheerleading, a lot of saber rattling, a lot of boosterism, beating the drums of war," said Lee. Lee is also editor of FAIR's *Extra!*, a journal of media criticism. "I'm concerned that the rhetoric will get the best of people, the momentum will slide forward and the United States will end up in a horrible war."

The tone for what Lee calls "an institutional blurring between press and state" occurred, he said, a few days after Iraq's invasion of Kuwait. Thomas Friedman, state department correspondent for the *New York Times*, appeared on a morning news program and was

asked how the United States should respond to the invasion. "His answer was interesting," Lee noted. "He said, 'We should go in there and blow up the pipelines of Turkey and Saudi Arabia and claim it was an accident.'"

"Here we have a reporter who is urging the United States government to undertake a covert operation that would cut off the oil supplies to Iraq and isolate it, and then lie about it," Lee said. "That's not the role of reporter as far as I understand it."

Lee pointed to Friedman's use of the pronoun "we" as another example of the blurring of roles between press and state. "We call this the 'we-we' phenomenon," he joked. "In times of national security crises, reporters get so excited they make 'we-we' all the time. During the invasion of Panama, we saw this as well."

Lee said the media's lack of critical analysis leaves troubling, yet essential questions unanswered. During the early days of the crisis, Lee noted, the toughest question posed to President Bush was whether he should be on the golf course. "Tens of thousands of



Martin Lee

troops are being sent to Saudi Arabia, and journalists aren't asking, 'What are we getting into?' They're asking whether Bush should be playing golf. I had a hard time figuring out whether this was the Gulf crisis or the golf crisis."

Lee noted inconsistencies in governmental policy widely ignored by the press. He said Saudi Arabia, termed a "moderate government" by the United States, continues to practice public beheadings and chopping off arms for stealing. And Iraq, which according to Amnesty International, tortures hundreds of Iraqi children annually, remained the United States' number-one trading partner until the invasion. "If you had an unbiased press," Lee said, "you would have heard about human rights abuses in Iraq much more extensively when Hussein was still a friend of the United States."

Lee was critical, too, of visual presentations of the Gulf crisis. He cited an Oliphant cartoon depicting Iraqi President Saddam Hussein pointing a gun at his "guests." The caption read: "Disconcerting Arab custom." The assumption, Lee said, was that such terrorism was practiced by all Arabs. "This and other demonizations of Hussein have brought a rise of anti-Arab racism in the United States."

Not all reporting has been one-sided,

however. Lee pointed to a Cable News Network broadcast that estimated that, should war break out, as many as 10,000 to 30,000 troops could die within two weeks. "That's a very grim estimate and you don't see that kind of reporting too often," Lee said. However, CNN said this might be the price the United States has to pay to defend international law. "They just reverted back to the original script," he said.

Lee acknowledged that using governmental sources is necessary, particularly in situations such as the Gulf crisis where information is tightly controlled by the U.S. military. "But," he added, "such sources should be balanced by independent, non-governmental policy groups."

FAIR, a media watchdog group, focuses public attention on the narrow corporate ownership of the press "and the media's insensitivities to women, labor and other minorities," Lee said. An investigative reporter and media critic, Lee is also author of **Acid Dreams: The CIA, LSD and the Sixties Rebellion**. His work has appeared in *Rolling Stone*, *Newsday*, *The Village Voice*, *The San Francisco Chronicle*, *The Nation* and *Le Monde Diplomatique*.

ALUMNI NOTES

1930s

John A. Wittenberger, '37, retired for the past 13 years, worked as a reporter/writer for *The Milwaukee Journal* for 35 years and before that, 5 years at the *LaCrosse Tribune*. He lives in Wauwatosa, WI.

Milton P. Woodard, '37, is retired in La Jolla, CA. As sports editor of the *University of Minnesota Daily*, Woodard produced on Nov. 24, 1936, unquestionably the largest college sports section in the history of journalism — 13 eight-column pages commending Coach Bernie Bierman on winning three consecutive collegiate football national championships (a record that still stands). The edition included articles by 67 leading sports editors and columnists, including Grantland Rice, John Kieran, Alan Gould and Arch Ward. Woodard then used his sports-oriented background to cover the baseball Cubs and White Sox, hockey Blackhawks and Big Ten football for the *Chicago Sun-Times*, then to serve as general manager of the Grand Rapids, Michigan, and Hot Springs, Ark., minor league baseball clubs. From 1950 to 1959, Woodard served as Executive Director of Western Golf Association, conducting the Western Open, Western Amateur and Western Junior Championships. He also administered the raising of funds for the Evans Scholars foundation, sending needy and deserving golf caddies to college. The University of Minnesota is active in the Evans program. In 1960, Woodard became assistant commissioner of the newly-formed American Football league. In 1966, when the AFL and the NFL decided to merge, he became president of the American Football League, with commissioner duties. Woodard retired in 1970, very grateful for AFL victories in Super Bowls III and IV by the New York Jets and the Kansas City Chiefs.

1940s

G. David Farkell, '47, owns a custom book bindery (The Prairie Bookbinder) in Detroit Lakes, MN, and

teaches PR at Metro State University in St. Paul. He is currently in the Master of Liberal Arts program at Moorhead State University.

John R. Finnegan, Sr., '48, is currently researching a history of the Ridder newspaper family. He lives in St. Paul.

Charlotte (Greensfield) Karlen, '47, is currently the Manager of the Maestro's Circle in the Development Department for the Minnesota Orchestra. She has worked for the Minnesota Orchestra since 1973 and lives in Minneapolis.

Eugene Peterson, M.A. '47, retired after 35 years in advertising — Creative Supervisor and VP of Campbell-Mithan, Inc. He is living in Ontario, Canada.

Theodore Peterson, '41, was honored by the qualitative studies division of the Association for Education in Journalism and Mass Communication at its annual convention in Minneapolis in August for his contributions to journalism education, scholarly achievement and teaching. Peterson was dean of the College of Communications at the University of Illinois, Urbana-Champaign, for 22 years. He is the author of **Magazines in the Twentieth Century** and **Writing Nonfiction for Magazines** and co-author of **Four Theories of the Press** and **The Mass Media in Modern Society**. He also has written scores of articles for scholarly and general interest publications. In 1987 he received the University of Illinois award for excellence in undergraduate teaching. He resigned as dean in 1979 to return to full-time teaching. He retired in 1987. At Minnesota he was editor of *Ski-U-Mah*, campus humor magazine, and columnist and reporter for the *Minnesota Daily*. In 1973, he received the University's outstanding alumni achievement award. His home is in Urbana, IL.

Herm Sittard, '47, news-ed, former *Minneapolis Star* reporter, edited (and wrote part of) the Centennial History of Ascension parish in north Minneapolis. He's operating his own public-relations agency, sings second bass with Plymouth Music Series chorus and plays

pipe organ and directs choirs in metro area churches.

Kenneth W. Wakershauser, '48, Sun City, AZ, is doing volunteer teaching in creative writing to "at risk" 7th and 8th graders in south Phoenix, where needs are greatest. He is also planning to train for a one-on-one program to help functional illiterates.

Robert N. Wold, '49, has sold Wold Communications, Inc., begun in 1970 and pioneer provider in the U.S. of satellite transmission for TV and radio programming. Resigned in January, 1990, as chairman emeritus to form consulting enterprise, The Wold Organization Ltd., based in Los Angeles. Clients included U.S. and foreign companies engaged in satellite television. He resides in Los Angeles.

1950s

Frank Anton, '57, convention and recognition program planner for Northwestern National Life Insurance Company, was elected national president of the Insurance Conference Planners Association (ICPA) at the organization's 33rd annual meeting in Montreal, November 5-9. Anton previously served as 1984 National President of the Life Communicators Association, whose members specialize in public relations, advertising, sales promotion and communications in the life insurance industry.

Dick Compton, '55, has completed another historical research and writing project, which was published as "A History of the Ohio Psychiatric Association." He has published several other Ohio-related histories and is primary research-writer for the Centennial anniversary of Riverside Hospital, the largest private hospital in Ohio.

Fran Compton, '55, is returning to more writing and media relations as

having been promoted to Manager of the Communications for the American Red Cross in Central Ohio.

Robert DeHavilland, '53, since 1966 has owned and managed The DeHavilland Flying Circus, specializing in supplying creative ideas and materials for sales meetings, conventions and new-business presentations.

Roger Dunnette, '56, a Twin Cities broadcast consultant, has won first place in national and local competition for the program, *Headlines in Agriculture*, a weekly agribusiness radio report he produces and hosts for Cenex/Land O'Lakes. In communications competition independent of one another, the Cooperative Communicators Association — a national organization of professional coop communicators — and the Twin Cities Chapter of Women in Communications, Inc. each awarded the program a first place. Contents judges cited the series for "its innovative approach in educating farmers and consumers alike on complex 'front-burner' issues of the day." The series showcases leaders of agribusiness and nationally known newsmakers. It is broadcast each week on 200 Midwest radio stations.

Timothy J. Hogan, '59, took an early retirement as Director of Public Relations for Union Pacific Railroad. He formed Communications Counsel, a PR agency in St. Louis, this past year.

Carolyn (DeWitt)

Koenig, '59, was recently appointed Editor-in-Charge of two spinoffs from *Architectural Record*, a McGraw-Hill magazine for architects, designers and engineers: The first is called *Architectural Record Review*, which will be issued quarterly; the second is *Architectural Record Lighting*, which will also be issued quarterly beginning next year. She also retains the title and duties of Managing Editor of *Architectural Record* itself. She lives in New York City.



Anton



Koenig

ALUMNI NOTES

Edward F. Magnuson, '50, has completed 30 years as a writer at *Time* magazine. No one else has written more *Time* cover stories. He has completed 117 as of June 1, 1990. They include 21 on Watergate and such other disasters as the Challenger Explosion, Three Mile Island, Jonestown, Ford and Reagan Shootings, Pentagon Papers, My Lai, Attica, San Francisco Earthquake, and Nixon as Man-of-the-Year (1971). He is living in New York City.

Reynold W. Malmer, '51, communications director for the American Optometric Association in St. Louis, has been named one of the nation's 100 brightest public relations superstars by *Public Relations Quarterly*. The list, compiled by Thomas A. Haas and Dorothy Levy, recognizes 134 of the most successful public-relations executives, including 60 consultants, 46 corporate relations executives and 28 associations. Malmer, who along with the other association PR people listed, was called "exceptionally gifted," has headed public relations and communications for the American Optometric Association for the last 26 years. Headquartered in St. Louis, the 28,000-member association represents three-fourths of the nation's practicing optometrists.

Scott Nelson, '52, Mankato, MN, (retired in 1989) after 26 years of teaching English, Journalism and Mass Media and advising publications at Mankato West. He is enjoying grandchildren, projects, writing, his lake place and traveling.

Duane A. Rasmussen, '51, is owner and president of Sell Publishing Company in Forest Lake, MN. He publishes *The Times, St. Croix Valley Peach, ECM Post-Review*, six community booklets and 80-90 other publications.

Raymond J. Tarleton, M.A. '52, completed 40 years as Publisher and Executive Vice President of the American Association of Cereal Chemists, and American Phytopathological Society. These are international scientific societies publishing seven journals and 10-12 book titles yearly. All editing, composition, graphics in-house. Staff of 62 housed in own building in Eagan, MN (St. Paul).

R. Blaine Whipple, '56, was reelected to a third term as president of the Wolf Creek Highway Water District in July, 1990. Wolf Creek is Oregon's largest independent water district, serving a population of 110,000 in the

suburbs west of Portland. He recently completed a two year term on the Tualatin Valley Fire District where he served as secretary-treasurer and as a director of the Washington County Emergency Medical Services Policy Board. He is also president of the Oregon's largest ocean front recreational condominium association located at Cannon Beach. A commercial real estate broker since 1973, Whipple was Oregon's Exchange of the Year in 1988 and Washington's Exchanger of the year in 1987 and 1989. He is vice president of the Vancouver, WA, real estate marketing club. He has been commissioned by Bull Brier Press of Ithaca, NY to write a history-genealogy of the Whipple family of England and America. It was published in the fall of 1990.

1960s

Harry Engel, '68, is an account executive with a direct mail, printing and envelope production company in Edina.

Ellen Hoffman, '64, is a full-time free-lance writer and editor. She is devoting considerable time to writing about "second home" Spain. Recent projects include coordinating 1990 Bantam Guidebook to Spain. She is also contributing to other business and vacation guidebooks, and advising a major national newspaper on coverage of the 1992 Olympics in Barcelona and other 1992 events in Spain. She currently resides in Washington, D.C.

Dennis T. Lowry, M.A. '66, has been appointed Professor of Journalism (with tenure) in the School of Journalism at Southern Illinois University at Carbondale.

Dennis Nustad, '62, is currently working on the marketing committee for Super Bowl XXVI to be held in the Twin Cities on January 26, 1992. He is serving on subcommittees for Public Relations and Advertising, and is advising the Minnesota Wildflower Task Force on communications.

Theodore S. Storck, '63, after retiring in 1989, sold his Thief River Falls, MN radio stations, and bought KBLF Radio Station in Red Bluff, CA.

Judy (Wittmayer) Wade, '60, is a travel journalist, specializing in adventure travel. She does a regular column for *Travel 50 & Beyond*, and is a contributing editor of *Valley Magazine* in Los Angeles and *The American West*.

Her strong suit is bicycle writing, which accounts for about 40 percent of what she publishes. She lives in Van Nuys, CA.

Alfred Varner, '61, is working on a book about the religious commune into which he was born, and in which he spent his first 23 years. He is looking for a "real" job in an unreal town and is currently living aboard a boat in Santa Barbara's free anchorage.

Wells J. Wright, Jr., '69, has served in several positions of advertising and sales promotion agency account work, media sales and promotional management. He has most recently joined the Acura Sales Staff at Buerkle Acura in Brooklyn Park.

1970s

Michael H. Anderson, M.A. '74, has been reassigned to Karachi, Pakistan, where he is the head of the U.S. Information Service, American Consulate. His early foreign service position was Press Attache at the U.S. Embassy in New Delhi, India.

Carol A. Bannerman, '75, Seoul, Korea, is teaching remedial reading and math to soldiers in the U.S. Army in Korea, as an independent contractor for Central Texas College.

Catherine N. Cleary, M.A. '79, Menomonie, WI, is a 1990 National Press Foundation Fellowship Winner — three month Spanish language fellowship in Mexico for 1990-91. Awards went to seven journalists in the United States.

David Daley, '77, was named politics and state government reporter, Statehouse Bureau, *The Milwaukee Journal*, as of Feb. 26, 1990. He works out of *The Journal's* seven member Statehouse Bureau in Madison, WI.

Mark C. Dienhart, M.A. '78, was recently appointed Associate Director of Men's Intercollegiate Athletics here at the University of Minnesota. He completed the Harvard School of Education Management Development Program (MDP) on a Bush Leadership Fellowship this past summer. He also holds a Ph.D. from the University of Minnesota in Higher Education.

LaRae M. (Wales) Donnellan, M.A. '75, for the past year has been serving as Acting Head, Office of Information, College of Agriculture and Life Sciences, at the University of Vermont. She was just promoted to Extension Professor. Last fall, she was one of several University of Vermont's (UVM) faculty who taught a new course for 1st year students called "Race and Culture."

Robert M. Harmon, '75, is a personal computer consultant for H.R. Systems Consulting in Evanston, IL.

Bruce E. Johansen, M.A. '75, is a Professor of Journalism at the University of Nebraska at Omaha. He published his fourth book last fall. It is: **Exemplar of Liberty: Native America and the Evolution of Democracy** (Los Angeles: University of California at Los Angeles American Indian Studies Center).

Steven Krikava, '74, has been promoted to the position of director of legislative relations for Land O'Lakes, Inc. He will have responsibility for monitoring all state and federal legislation that affects the company's domestic operations and for developing strategies to influence that legislation. He will also participate in public relations and other public affairs programs conducted by Land O'Lakes. He has been with Land O'Lakes since 1983 and has held a variety of positions in its public affairs division. His most recent assignment was manager of legislative and political activities. He is a native of Albert Lea, MN, and lives in Edina.

Patricia J. Meads, '71, resigned from the Carlson Companies in July, 1990 to accept the position as Account Supervisor for the new Sales Promotion division of Bernstein Rein — the largest ad agency in Kansas City, KS. She had previously been in sales promotion

(Creative Director) for 14 years with Carlson.

Carla Leporte Paulson, '71, completed her M.A. in Industrial Relations from the University of Minnesota in 1986. She is currently Vice President, compensation, at First Bank System in Minneapolis.

Nancy Pierce, '76, is in her tenth year of working as a corporate and editorial assignment photographer based in Charlotte, NC, and is back in college part-time as a graduate student in clinical psychology. She and her husband have two young sons.

Bonnie J. Richter, '76, has just left her job as Deputy Director of Tourism for Minnesota to take an extended trip around the world and will be back sometime in 1991.

Toni B. Schutta, '78, has been hired as Promotion Manager for Twin Cities Public Television. She was formerly with the *Star Tribune* as Senior Public Relations Representative.

Cynthia (Lueck) Sowden, '76, has just had her first book published by Brighton Publications, New Brighton. It's called **Wedding occasions: 101 new party themes for wedding showers, rehearsal dinners, engagement parties, and more!** She is a freelance writer and editor, and has a six-year old daughter.

Jeff Syme, '79, has been in daily journalism (reporter/photographer) for nine years, during which he earned six state-wide photo awards. He is now Public Information Officer at the Metropolitan Waste Control Commission in St. Paul.

Patrick Vick, '76, was named member of Minnesota Public Utilities Commission in December, 1989 by Governor Rudy Perpich. She was press secretary and speechwriter in Perpich's office since 1983.

1980s

Kathryn (Susag) Bauer, '84, married Urban Bauer on July 14, 1990. She is working as a writer in the Independent-Republican Caucus of the Minnesota House of Representatives.

Lizanne Bristol, '89, is applying for Graduate School for Winter quarter, 1991, and plans to get her M.A. in news ed.

Susan A. Bumgarner, '87, is currently working for Jostens/SCR, a commercial printing company. She is an assistant account executive which leaves her in charge of trafficking jobs, such as servicing existing accounts and selling new accounts. She is living in Eden Prairie.

Michael J. Enright, '89, currently works for ITT Consumer Financial Corporation as a Communication Specialist. He previously worked for IDS Financial Services, Inc. in Minneapolis as a Communication Specialist.

Patrice C. Erickson, '87, is a publications specialist in the Technical Publications Department of Datacard Corporation of Minnetonka.

Sheila (O'Hara) Gothmann, '81, Minneapolis, recently returned from Mozambique as the information and training coordinator for CARE. She is determined to maintain an international perspective which she has found to be invaluable, especially as an American. She is seeking a challenging position in the journalism field.

Lisa Gressen, '89, is currently assisting with ticket sales for the Minnesota Twins.

Kevin G. Gutknecht, '82, is deputy public affairs officer for the Minnesota National Guard at its Headquarters in St. Paul. In October, 1990, he graduated with honors from the Department of Defense's Public Affairs Officer Course at the Defense Information School at Ft. Ben Harrison, IN.

Stephanie J. Haglund, '88, is currently managing the "Main Event Sports Bar."

FACULTY UPDATE

Associate Professor Nancy Roberts was elected president of the American Journalism Historians Association at the Idaho convention. She begins serving her term as president later this year.

Professor Jean Ward spoke at the Annual Planning Conference of the National University Continuing Education Association Sept. 7. Ward's address was "McNewsletters to McClassrooms: Where are Society, Education and Newspapers Headed?" Ward also spoke Oct. 6 on "Publishing News & Creating Data Bases" at the 15th annual American Printing History Association Conference at Columbia University.

Professor Hazel Dicken-Garcia and SJMC Adjunct Professor Bill Huntzicker participated in panels on the frontier press at the annual convention of the American Journalism Historians Association (AJHA) in Coeur D'Alene, ID, in October. Dicken-Garcia presented "Communication as an Aspect and Builder of Frontier Culture." Huntzicker presented a paper, "Beasts, Bums, and Brothers: Newspaper Images of American Indians," and moderated the panels.

Assistant Professor Michael Griffin gave a lecture on "TV News in America" to the Fulbright Institute for International Teachers Sept. 19 at the Nolte Center, University of Minnesota.

Professor Don Gillmor served as a consultant for the First Amendment Congress, *St. Paul Pioneer Press* Oct. 3. He also was a panelist Oct. 27 for the National Federation of Press Women at the Radisson Metrodome. The panel discussed "Legal Issues Facing Media."

William David Sloan, editor of **Makers of the Media Mind: Journalism Educators and Their Ideas** (Erlbaum, 1990), analyzes the research of SJMC Emeritus Professors Edwin Emery, Ralph Casey and J. Edward Gerald. Also discussed in Sloan's book is the work of SJMC Professor Phillip Tichenor and University of Minnesota faculty members George Donohue and Clarice Olien. The tenth edition of Emery's (and co-authors Warren Agee and Phillip Ault) **Introduction to Mass Communications** (Harper-Collins) appeared in December. **Introduction to Mass Communication**, first appeared in 1960.

ALUMNI NOTES

Michael Hughlett, '86, is a reporter for the *New Orleans Times-Picayune* ("Money" or Business section).

Jane Karlen, '84, was just promoted to weekday 6:00 PM anchor, from weekend anchor/reporter in Roanoke, VA.

James W. Keeler, Jr., '82, is an Assistant Sherburne County Attorney in Elk River, MN. He worked as an Assistant Mankato City Attorney from 1988-1990. He is currently living in Maple Grove.

Jean (Wielinski) Koelz, '88, is an Account Coordinator for the ad agency of Fallon McElligott. She services Porsche car accounts. She is living in Minneapolis.

Daniel L. Larson, '89, is writing annual reports for a public-relations agency in Tokyo, Japan. *D and Join* produces annual reports in English for Japanese banks and corporations doing business internationally.

Major LuAnn E. Larson, M.A. '87, Peachtree City, GA, recently received the Joint Service Commendation Medal and the Joint Service Achievement Medal while serving as the Director of the Joint Public Affairs Office at Joint Task Force Bravo, Soto Cano Air Base, Honduras.

Cherie S. Lewis, '86, is currently a Fulbright Professor at the National Chengchi University in Taipei, Taiwan, R.O.C. for the 1989-90 and 1990-91 academic years.

Jeffrey H. Litt, '80, completed his MBA in Marketing at the University of St. Thomas and is currently General Sales Manager for KTCZ-FM radio — The Cities 97.

Susan M. Mau, '89, is working for a translation and communications company in Tokyo, Japan. The name of the company is ICCS (Integrated Communications and Consulting Services.) It produces technical manuals and documents in the computer-related field as well as corporate communications pieces for international business.

Marian P. McLain, '87, has completed two years as Audio Visual/Events Coordinator at Minnesota Mutual in St. Paul. Apart from managing all major company events, she scripts and produces all Minnesota Mutual's video projects. She recently received a 2nd place National TELLY Award for a training video, which she produced.

Craig R. McNamara, '81, recently became a Vice President and Creative Director at Harris West Advertising in Minneapolis.

Ann (Burgard) Merrill, '85, has joined the reporting staff at City Business, covering retail and media. She previously worked for two years as a business reporter at the *St. Cloud Times*. She is living in Minnetonka.

Rick Miller, '89, is currently a real estate agent for Burnet Realty in Edina.

Karin L. Milota, '89, is a PR Account Coordinator for the PR agency of Kolesar & Hartwell in Minneapolis.

Janelle K. Morlock, '89, is a Print Production Specialist at Microsoft Corporation in their Corporate Communication Department in Seattle, WA. Before going out to Washington, she was a Print Production Manager for Miller Meester Advertising in Minneapolis. While working several years full-time in the agency business, she finished her degree through the extension program.

Ray Neikamp, M.A. '89, is a member of the Journalism faculty at the University of Wisconsin-River Falls, and has been appointed a Teaching Fellow for the 1990 Teaching Workshop at Indiana University. The workshop is sponsored by the Association for Education in Journalism and Mass Communications and by the Gannett Corporation. He was one of 15 Teaching Fellows selected in a nationwide competition for the workshop. The workshop is designed to help university teachers of journalism with less than three years experience develop their teaching potential. He is in his first full year as a journalism teacher. He spent 16 years working in television news, including 10

years as an assignment editor at KARE Television in Minneapolis. At UWRF, he teaches courses in broadcast journalism, including Radio News, Television News Broadcast Writing and Broadcast Management. He lives in Minneapolis with his wife and son.

Christine (Murakami) Noonan, '86, is currently working as marketing communications manager for the Graduate School of Business at the University of St. Thomas.

Elizabeth J. Perro, '85, was promoted to Senior Account Executive at Martin/Williams Advertising in Minneapolis. The accounts she handles include: Snyder's Drug Stores, 3M Post-it Notes, Scotch Tape, Kemps Ice Cream and United Way's Success by Six.

Mark Plenke, M.A. '89, is teaching journalism at Anoka Ramsey Community College in Coon Rapids, MN. He also works part-time at the copy desk at the *St. Paul Pioneer Press*.

Barbara A. Pribyl, '86, has joined NordicTrack, Inc. as a Public Relations Specialist. NordicTrack is a leading manufacturer of in-home exercise equipment based in Chaska, MN. She is also teaching evening computer classes and doing freelance communications work.

John C. Rabuse, '89, recently began working as a copywriter for Funari Advertising in Edina, after completing a 3-month bicycle tour of the east coast.

Katy Read, '81, is currently living in New Orleans, LA, and is a reporter for the *New Orleans Times-Picayune* (Living section).

Karen L. Rudd, '89, is working as Communications Director for Northwest Conversation Act coalition, a non-profit public interest group in Seattle.

Kristine M. Schulz, '83, was a Communication Assistant for 6 years with LaBelle's/Best Products. She currently is an Assistant Director of Media Relations/Publications at Marquette University in Milwaukee, WI.

Sal Skog, '82, is now a freelance photographer based in Minneapolis.

Elizabeth Stawicki, '88, is Assistant Producer of *M-P-R Journal* for Minnesota Public Radio in St. Paul. She is the winner of the S.P.J. Page 1 Award 1990, for in-depth radio reporting.

Jill Swenson, '85, recently joined the Chicago office of McDermott, Will and Emery, a national law firm, as its Director of Marketing for the Litigation Department.

Janet Taler, '87, Hoboken, NJ, is a copywriter at Lintas: New York, in New York City, working on MasterCard, Planters and 3M.

Donna D. Turpin, '88, is an Assistant Account Executive at Cuneo & Associates Advertising in Eagan, MN.

Jean-Paul Verweij, '88, is working as an Associate Producer for The All News Channel, a Division of Hubbard Broadcasting, Minneapolis/St. Paul.

Caryn (Challgren) Vesperman, '83, is an Account Executive with The Hiebing Group, Inc., a Madison-based marketing, advertising and public relations agency, which handles national and regional clients such as Famous Footwear, Coors, Florence Eiseman, Wisconsin Power and Light.

Susan S. Watson, '80, is a Senior Editor at *Family Circle* magazine in New York City. She often speaks to freelance writing groups and recently gave a talk to journalism students at Boston University.

Jeriann K. Young-Severson, '86, gave birth to a baby boy — James Lyle on August 2, 1990. Her husband, Clark, and Jeriann started their own video production company two years ago and continue to do business and special event videos. They live in Costa Mesa, CA.

1990s

Ted Blumberg, Spring '90, is working part-time as an Assistant Campaign Manager/Press Coordinator for Wendy Engel, who is running for the State House of Representatives.

Janet E. Brown, June '90, is currently a model for Models & Talent Plus, a model agency in Minneapolis.

Greg Bury, Spring '90, is an Account Assistant — Public Affairs for Yeager, Pine and Mundale, a public-relations firm in Minneapolis.

Lorraine Cegla, March '90, is an Independent Distributor for Nuskin, Int. She lives in Robbinsdale.

Kelly M. Cordell, Winter '90, is working for the Minnesota Department of Transportation as an Assistant Public Affairs Coordinator of media relations, crisis management and community relations.

Karen FASTER, January '90, is currently a Copy Editor for *The Wisconsin State Journal*.

Stephanie Gard, Spring '90, is working for Martin/Williams Advertising in Minneapolis as an Intern-Account Services, assisting Account Executives.

Heidi Grey, Winter '90, is an Office Specialist in the Summer Session Office at the University of Minnesota.

Greta C. Guest, '90, is an Assistant Editor for Werner Publishing Corp. in Encino, CA — publisher of *Outdoor Photographer* and other magazines. She did a five-month reporting internship at the *Albuquerque Journal* after wrapping up the Eastcliff story for the *Minnesota Daily* as Associate Editor for administration.

Michael J. Hasslinger, Winter '90, is a Sales Representative for U.S. West Cellular in Burnsville.

Makoto Hattori, M.A. Spring '90, is a staff writer in the local news department of *The Yomiuri Shimbun* Newspaper Company in Tokyo, Japan.

Susan E. Johnson, Winter '90, works for State Farm Insurance in Roseville, as a Claims Assistant.

Victoria Kiesow, Spring '90, is a Customer Service Rep. in Circulation at the *Star Tribune*.

Julie K. Klaustermeier, Spring '90, is working at Padilla Speer Beardsley in Minneapolis, a PR agency, as an Account Assistant in Investor Relations.

Matthew Knopp, Spring '90, is employed with CSC Publishing in Minneapolis as a Departments Editor.

Charlene (Wegner) Komoto, Winter '90, is working as a clerk for the retail store, Linen & Things in Bloomington.

Dumisani Mahlasela, Spring '90, is currently working for the PR agency of Hill and Knowlton in Washington, DC. He is an Intern for the International Public Affairs Group. He handles duties such as: New business development, and is coordinator of media monitoring the Kuwait crisis. He is living in Greensboro, NC.

Heather L. Mills, May '90, this past summer she became a Special Features Manager — Playback Strategy

for Brunico Communications, after having worked for Maclean-Hunter Publishing. Brunico Communications is a publisher of a biweekly business newspaper. She resides in Toronto, Canada.

Nancy Mueller, Spring '90, is working for the PR agency of Yeager, Pine & Mundale in Minneapolis. She is an Account Assistant, Marketing Communications.

Sheri Obinger, Winter '90, is an Account Coordinator for the ad agency, John Risdall Advertising in New Brighton.

Kristine Ostmo, Spring '90, works as an Associate Artist (Graphic Designer), doing advertising layout, art direction and computer generated design. She is employed by the *Star Tribune*.

Anne M. Ovník, Spring '90, LaGrange Park, IL, is currently doing research for Petro Vend, an electronics business.

Jose M. Perrusquia, Spring '90, works for *Commercial Appeal* in Memphis, TN. He is a City Hall Reporter, covering the Mayor and Council. He had previously worked for the *News-Tribune & Herald* in Duluth as a Reporter.

Warren P. Ryan, Spring '90, is a Freelance Writer, covering tournament and special events, for the Minnesota PGA.

Mary Schouvieller, Spring '90, is an Assistant Account Executive with the advertising agency of Colle & McVoy, Inc. She lives in Minneapolis.

Eric Sorenson, Winter '90, was previously a Government Correspondent for the weekly newspaper of the *White Bear Press* in White Bear Lake, MN. He is currently self-employed as a Freelance copywriter, writing copy for various projects for companies around the Twin Cities.

Catherine M. Strassman, Spring '90, is self-employed as a Freelance Writer. He is living in Minneapolis.

Monica Voelkers, Spring '90, is an Intern for Nord Deutsches Rundfunk, a Television/Radio Station in Hannover, West Germany.

Jim Walsh, Winter '90, Minneapolis, MN, is currently a Music Editor/Columnist for the *City Pages*. Prior to that, he was a Features Intern for the *Florida Times-Union* in Jacksonville, FL.

Liz Weinkauff, Spring '90, is working for Skyway Publications, Inc. in Minneapolis. She is an Ad Coordinator — Advertising. She handles the coordination of ads through production — liaison.

Dorothy Westermann, Spring '90, is residing in Minneapolis, and working as a Conference Department Coordinator for Lakewood Publications. She advertises and coordinates business conferences.

Don Westphal, Spring '90, works as a Reporter for Northwest Community Television, a Cable TV station in Brooklyn Park. He also is editor of *Viking Update*, a newspaper publication. He lives in Minneapolis.

OBITUARIES

Jerry Huang, 1977 SJMC Ph.D. graduate, died in July of an asthma attack in New York City. Huang taught journalism at the University of West Virginia and operated Media Services in New York City.

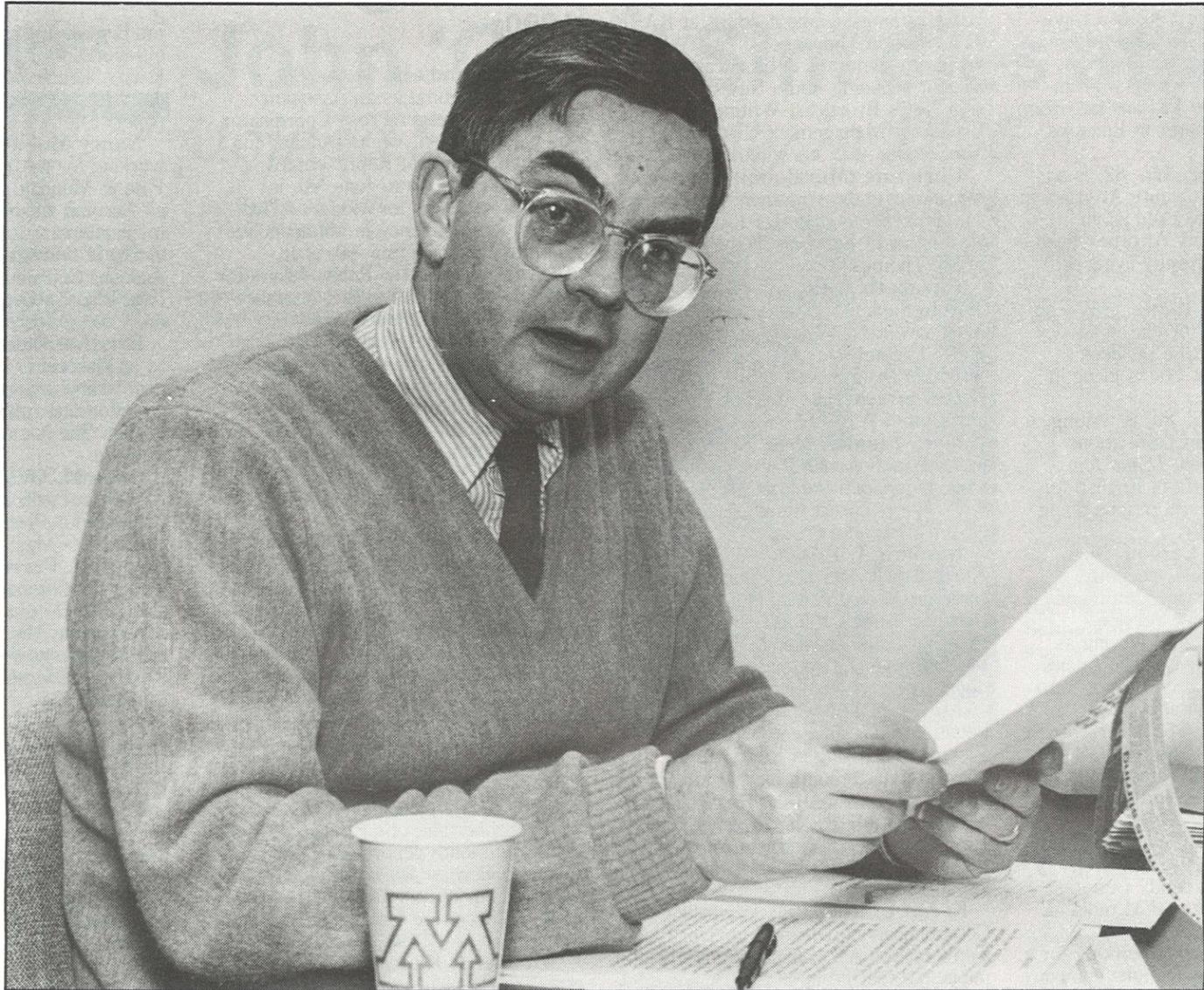
John Cameron Sim, SMJC professor emeritus, died Sept. 25 in Minneapolis. (See page two).

Former Visiting Professor **Sir Tom Hopkinson** (born Henry Thomas Hopkinson) died June 20, 1990. Hopkinson served as a Visiting Professor in

1968-1969. He was 85. An author, magazine editor and photographer, Hopkinson is best remembered as editor of *Picture Post* (1945-50) and *The Drum* (1958-61).

Walter Brovald, SJMC professor since 1968, died in Minneapolis on Jan. 25, 1991. (See page two).

Mary Jane Sokolowski Gustafson, 1942 SJMC graduate, died Nov. 27, 1990. (See page eight).



Last fall *Los Angeles Times* drama critic Dan Sullivan taught "Reviewing for the Mass Media," an SJMC arts reviewing course. Sullivan, on leave from the *Times*, says he may teach again at the SJMC next fall. If Sullivan's name seems familiar to you it may be because he was a reporter for the *St. Paul Pioneer Press* from 1959-1961 and the *Minneapolis Tribune* from 1961-64. Tim Walker Photo.

Let us know what you're doing

Help us keep in touch with Murphy Hall alums by filling out this form and returning it. We'll use the information in the alumni notes section of the *Murphy Reporter*.

Name _____ B.A. M.A. Ph.D. Year graduated _____

Address _____ Phone _____
Home Office

Your news:

Enclosed is a contribution to SJMC programs:

General fund (supports *Murphy Reporter*, Library, etc.)

Scholarships

Equipment

Other (specify Silha Center, Charnley Chair, etc.)

Check if you'd like to receive placement information from SJMC.

SCHOOL OF JOURNALISM
AND MASS COMMUNICATION

University of Minnesota
111 Murphy Hall
206 Church St. S.E.
Minneapolis, MN 55455

ADDRESS CORRECTION REQUESTED

UNIVERSITY
OF MINNESOTA

Non-Profit Org.
U.S. POSTAGE
PAID
Minneapolis, MN
Permit No. 2558