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Murphy Reporter

University of Minnesota School of Journalism and Mass Communication

Summer 1990



David Rae Morris photo

Hail, Murphy Hall!

The School of Journalism and Mass Communication saluted its past and began building its future with a stimulating, event-packed celebration May 4 and 5.

Festivities for the 50th Anniversary of Murphy Hall and the 90th Anniversary of the *Minnesota Daily* included a panel discussion on the differences between the print and broadcast media; recollections of the extraordinary contributions of former faculty members; a convocation by current faculty providing sketches of their own research; and a moving video documentary hailing Murphy Hall's rich history.

The celebration began with a luncheon and review of Minnesota's leadership in journalism and mass communication education and research by Dr. Everette E. Dennis, formerly SJMC faculty member and current executive director of the Gannett Center for Media Studies at Columbia University.

"What we celebrate today is not simply the anniversary of a building," Dennis noted, "but the people, the program and the process that have lived and grown in Murphy Hall for 50 years. Winston Churchill expressed this notion best when, upon the rebuilding of the

houses of Parliament, he said, 'First we shape our institutions, then our institutions shape us.'"

The SJMC, Dennis added, has been notable not just for the range and quantity of activity that has distinguished it from other journalism schools, but also for the quality and rigor of its research. "It was here that hard thought considered the nature and function of mass communication, the nature and impact of media ownership, as well as the social, legal and economic imperatives that determine what media do to and for individuals, institutions and

society itself."

Following his speech, current faculty members discussed their diverse fields of study during an afternoon academic convocation.

Two events highlighted the Journalism Alumni Society Banquet Friday evening, May 4, at the Holiday Inn Metrodome: A video documentary produced, in part, by current and former SJMC graduate students, and presentation of the Journalism Alumni Society Award for Excellence to Charles Roberts, editor-in-chief of the *Minnesota Daily* from 1939 to 1940 and chief

White House correspondent for *Newsweek* magazine during the Eisenhower, Kennedy, Johnson and Nixon administrations.

The annual "Targets of the Media" panel discussion, scheduled for May 4, was cancelled due to lack of time.

On Saturday, May 5, SJMC Professor Jean Ward moderated a lively panel discussion, "Print vs. Broadcast Journalism in the Twin Cities," sponsored by the *Minnesota Daily*. Panelists were Chris Ison, Pulitzer-Prize winning reporter for the *Star Tribune*; James Lileks, reporter for the *St. Paul Pioneer Press*; Maureen Reeder, news anchor for KMSP-TV; and Trish Van Pilsum, reporter for WCCO-TV, all former SJMC students.

That evening, the staff of the *Minnesota Daily* recognized the outstanding work of current and former staff members at its annual Awards and Recognition Dinner. The dinner featured speaker Nick Coleman, former *Daily* editor and currently columnist for the *St. Paul Pioneer Press*.

Look for stories on all the above events in this issue of the *Murphy Reporter*. Looking forward to seeing you at the 100th!

Two-day celebration commemorates a rich past, previews a promising future



DIRECTOR'S NOTE

Daniel B. Wackman

Three major activities in the School this year culminated at the same time in early May:

• Accreditation

By a unanimous vote of the Accrediting Council on Education in Journalism and Mass Communication, on May 5, the School was removed from probation and returned to full accreditation status.

The vote was a relief, but not a surprise. At the second stage in the accrediting process on March 31, the Accrediting Committee had voted unanimously for full accreditation. I attended the meeting of that committee, and they were very pleased with the College and University's support for the School and for the steps we have taken to strengthen our program.

• New Faculty

Three new faculty members will be joining us in the fall: William Babcock, Leola Johnson and Tsan-Kuo Chang. With nearly 150 candidates for the three positions, we had a very strong talent pool for each position. We are delighted that the faculty's first choice in each search accepted our offer. Two immediate outcomes of the new faculty hires are:

1. We have strengthened the balance between professional and academic orientations in the faculty. Bill Babcock has served two stints at the *Christian Science Monitor*, interrupted by his work on a Ph.D. degree and teaching in the journalism program at Syracuse University. Leola Johnson has served five summers on the copydesk of the *Philadelphia Inquirer* and *Wall Street Journal*. TK Chang was a reporter for the *United Daily News*.

2. We have strengthened our news-editorial program. Bill Babcock will teach reporting courses, Leola Johnson will teach editing courses, and TK Chang will teach courses in the news-editorial area, along with the international communication courses for which he was principally hired.

• 50th Anniversary Celebration

The turnouts at the luncheon, academic convocation, and banquet at our May 4 celebration were excellent, and all of us had a grand time as we "saluted the past and looked toward the future." Two highlights of the banquet were: (1) a 15-minute videotape, "In These Halls," produced for the School free-of-charge by Media Loft, an award winning video production company owned by Smitty Schuneman. Schuneman developed the Visual Communication Program in the School during his tenure as a faculty member in Murphy Hall from 1960 to 1977; and (2) a 32-page booklet, "Fifty Years of Leadership," written by George Hage. (Look for details inside this issue.)

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MURPHY REPORTER

Hands-on Training

Mentor Program offers look into daily life of media professionals

By Emily Brauer Kahn
SJMC graduate student

For 10 weeks last winter, 78 SJMC students from advertising, print and broadcast journalism, and visual communications, got a first-hand view of the working world of media professionals.

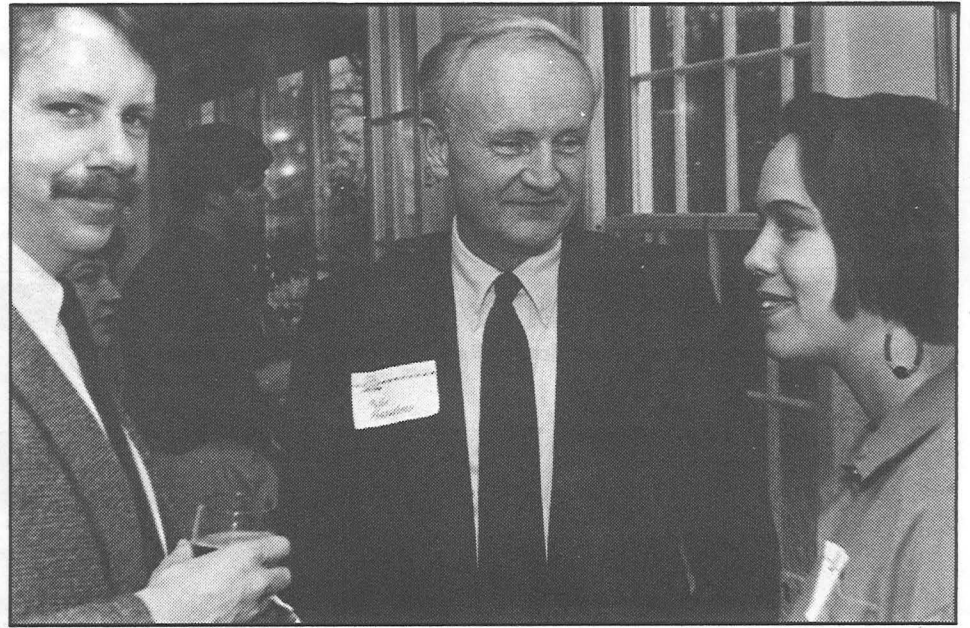
The SJMC Mentor Program, now in its seventh year, improves interactions between the academic and professional communities by matching journalism students with professionals in their area of interest. The program, which was the first of its kind at the University of Minnesota, has grown from 13 pairs to 78, and has inspired similar programs in 17 other university departments.

Over the course of the 1989-1990 winter quarter, students and professionals met to discuss work-related concerns, such as what it takes to be successful in reaching one's goals, how to improve skills and how to cope with the job search.

Participants also discussed more personal issues, including how to balance a personal life with the demands of a career, and some of the ethical and philosophical questions involved in communications. The program culminated with a mentor-student reception April 3 at Eastcliff, hosted by University President Nils Hasselmo. All participants were presented with honorary diplomas.

"It's nice to know they struggle with some of the same issues and questions that we do," said Kris Pranke, a graduate student in visual communications.

For students, mentors provide a sense of what is involved in the day-to-



Tim Walker photo

University President Nils Hasselmo joined Eric Ringham, commentary editor of the *Star Tribune*, and Stacy Nelson, minority affairs reporter at the *Minnesota Daily*, at the SJMC Mentor-Student reception April 3 at Eastcliff.

day operations of the workplace. Working with a mentor helps students realize how they can put their skills to use and do what interests them.

For professionals, taking part in the program gives them a chance to give something back to the school and allows them to keep in touch with students.

According to Trish Van Pilsum, chair of the mentoring committee, many professionals join the program because they enjoy helping. "Most of us remem-

ber when we were students and we wish we had had some sort of guidance."

Professionals and students agree that the program is most successful when both parties feel comfortable enough to be extremely candid with each other, and when the professionals know that students are committed.

The mentor program promotes a sense of community and has led to several lasting friendships.

LETTERS

Editor:

Your winter Edition, 1990, and especially "Murphy Through The Years," brought back pleasant memories and much nostalgia, but I must challenge one bit of memorabilia, cited by Mitchell Charnley.

Unless it happened twice, in the spring of 1948 as a graduate student playing for the student team at the annual spring picnic, I hit what was obviously going to be a homerun. With two men on base, which would have put the student team ahead, George Hage (I guess) stepped over the chain in right centerfield, behind Professor Charnley (I believe), caught my drive, and the faculty second baseman, Dr. Ralph Casey (I know) announced that he had just substituted Hage for Charnley in centerfield, and the batter (me) was out ... no umpire involved.

Somewhere in my files, I have a copy of the story in the *Minnesota Daily*, written by the late Hy Zimmerman, then sports editor of the *Daily*, and later baseball writer and columnist for the *Seattle Post Intelligencer*, headlined, "Students Robbed Of Victory."

I also remember on that evening, as my late wife and I danced by Dr. Casey, he simply said, "Bill, always remember who is boss!"

Earlier that spring on March 17th, St. Patrick's Day, as a person whom Dr. Casey regarded as the first "Boston Irishman" who came West to his graduate school, I had the very bad sense to wear a brown tie to Dr. Casey's test in Public Opinion Analysis. He was adorned with a brilliant green tie, and as he handed me the exam paper, he said, "Crowley, when a Boston Irishman comes all the way to Minnesota to school and wears a brown tie on St. Patrick's Day, he deserves only a zero on this test!"

When I think of the distinguished journalists who graduated from the Murphy School, I know I was a

disappointment. Carl Rowan was a classmate. It was several years later, in my early days as Boston Red Sox public relations director, I had lunch on campus with my faculty adviser of 1947-48, Dr. Ed Gerald, when he rather plaintively, and I thought, with some slight disdain, inquired, "What, if anything, did you learn in graduate school here that would make you the public relations director of a professional baseball team?"

Finally, although my visits to Murphy Hall have been much too infrequent through all these years, I'm constantly reminded of those pleasant days by my number-one son and namesake, now a successful banking executive in Boston. He was born in Minneapolis in December, 1947, when we resided in University Village on Como Avenue where, I think, both George Hage and Ed Emery were neighbors.

There is no question that in the 40's, under the leadership of Dr. Casey, and Drs. Gerald, Charnley, Nafziger, etc., the Murphy School of Journalism was definitely Number 1. I hope it will regain that lofty status.

— William C. Crowley, M.A., '48

Editor:

As the longtime faculty historian for SJMC, I congratulate you on the first of your two editions celebrating Murphy Hall's 50th Anniversary. It was remarkably accurate in recounting the school's history.

There is one flaw in the otherwise excellent account of the advertising area by Willard Thompson which should be amended, however. One of the major figures in pioneering advertising instruction, Roger C. Perry, was omitted. And the departure dates of Willis L. Winter and William A. Mindak were in error.

Perry succeeded Eugene Seehafer in 1952 and galvanized faculty-student

relationships in the rapidly expanding advertising area. He persuaded major ad agencies — Burnett, Compton, Foote Cone Belding — to recruit; cemented relations with the 4As; and turned the student Advertising Club into a vigorous force whose voice was heard in J-Day and Dogwatch festivities. Despite the death of veteran Professor Tom Barnhart in 1955, Perry and adjunct teachers won approval for the advertising sequence from the Accrediting Council on Education in Journalism.

Perry left the faculty in 1957 to join a real estate firm in Columbus, Ohio, where he is a highly successful investor and civic leader. He still hears from the pioneering "new wave" advertising students of the '50s.

William A. Mindak and Willis L. Winter arrived in 1957. Winter left in 1962 to complete a Ph.D. and retired from the University of Oregon faculty in 1989. Mindak moved to the University of Texas in 1966 and then to Tulane University.

— Edwin Emery

Editor:

Congratulations on the winter 1990 issue of the Murphy Reporter featuring the 50th anniversary of the opening of Murphy Hall. The articles by former faculty, six of whom were my teachers, were especially memorable. Gerald, Emery and Hage, in particular, shaped my value system.

However, as an historian, I cannot let a wrong date slip by. The photo on *The Daily*, listed as about 1946, is at least three years off target. It was taken during the academic year 1949-50, and quite likely in January, 1950, because the yearbook staff liked to stage semi-posed group photos early in the winter quarter.

— Judd Grenier, '51

A World Traveler Comes Home

Retiring Roy Carter reflects on 32 years as teacher, researcher and globetrotter

Editor's Note:

Roy E. Carter, Jr., who joined the SJMC faculty in 1958 to head up the Research Division, is retiring. We've asked him to reminisce a bit about his 32 remarkable years as a teacher, researcher and world traveler. Colleague Phil Tichenor calls Carter, "a leading teacher and scholar in the field of public opinion research and international communication."

Carter, who came to journalism after brief stints as a junior accountant and assistant buyer for a department store, says he's mighty glad he made the change.

Any meaningful account of my 32 years at SJMC must deal mainly with my faculty colleagues and with the students I have helped train. Then, too, there were the teachers I had here when I worked on my M.A. in 1950-51. Ralph Casey was just stepping down as director when I returned as professor and Research Division director in 1958, but it was he who had awakened my interest in public opinion research, content analysis, and international communication, areas to which I would devote a great deal of time later on.

Ed Gerald, Mitch Charnley and Ed Emery — all former teachers of mine — were to continue as my companions for many years, often exerting even more intellectual influence on me than they had when I was in their classrooms. Certainly they all contributed to my concern with rigor and quality in my scholarly work. Bob Jones had a similar role. There are also long-term, warm collegial relations with such fine folk as Cam Sim, Hal Wilson, Bob Lindsay, Walt Brovald, Dan Wackman, George Hage, Ginny Harris, Fred Kildow, Jean Ward, Irv Fang and Tommy Thompson.

There was, of course, a gradual transition from a situation in which I was in daily contact with my former SJMC teachers to a "new" milieu in which several former students of mine had become faculty members. These included Phil Tichenor, Don Gillmor and Jerry Kline. Outside Murphy Hall, faculty in other departments contributed greatly to my intellectual stimulation and sustenance during my long stay at this university. Among them were Reuben Hill, a colleague from my North Carolina days, and Don Martindale, both of sociology, where I held a joint appointment; Santiago Cúneo and Rodolfo Floripe of the Spanish department, and economist Oz Brownlee.

One good friend in Murphy Hall who helped change my professional life was Ray Nixon, who in 1961 recommended me as a pinchhitter for him at a meeting in Quito, Ecuador. Somehow that trip was parlayed into a journey that included several other Latin American countries, one of which was Chile, a land I had fallen in love with as a teenager when I had "pen pals" there. Thereafter, I returned to Chile many times, once as a Fulbrighter and again as a two-year participant in a University of Minnesota/University of Concepción (Chile) exchange program. It was in Chile that I developed a career-long association with Orlando Sepúlveda of the University of Chile, whose world-class institution called me back in 1982 to inaugurate a new graduate program and to receive an honorary degree.

Other ties with Latin American institutions have included my long collaboration with my former student, Darío Menanteau-Horta, for many years now a rural sociology professor on our St. Paul Campus. I owe a great deal also to Francisco Fernández, former assistant in our Research Division and



"Minnesota has been helpful in providing leaves necessary for me to follow my Latin American interests."

now a professor of sociology in Chile, and to my friend Agustín Cisa, Uruguayan sociologist-lawyer and co-author of my most recent publication, a study of Uruguayan journalists and their adaptation to the return of press freedom.

Minnesota has been helpful in providing leaves necessary for me to follow my Latin American interests, and I have had extremely valuable support from a number of outside agencies: three Fulbright awards (Chile, Costa Rica, Argentina), two Social Science Research Council grants, two U.S. Information Agency grants, a Rotary Foundation Fellowship for Overseas Teaching (Uruguay), and help from the Pan American Health Organization, the Organization of American States, and universities (Chile, Costa Rica, Puerto Rico) that hired me to work with them over short-term periods, mainly summers. All in all, I have spent the equivalent of more than ten academic years as a researcher and teacher of journalism and sociology in seven Latin American countries.

However, I came to Murphy Hall in 1958 as a specialist in research methods and communication theory, and these have been my principal teaching and research areas during most of my years in Minnesota and abroad. One of the more challenging projects was the pioneer work that the late Verling Troidahl and I (with others) did con-

cerning the audience for educational television, public television's precursor. Another venture with Troidahl was the invention of a method for in-household sampling of adults in telephone surveys. Curiously, we developed the technique (one that was used widely for many years) for what we thought would be those relatively rare occasions when someone might use the phone for a survey instead of employing the much more usual face-to-face interview. Little did we foresee that telephone interviewing would become the new norm in the field, partly because of the petroleum crisis in the 1970s, but also as a result of the concomitant development of methods for speeding up surveys by linking interviewers' keyboards to computer memories. And, of course, today we have interviews "conducted" by computer!

Troidahl also was my co-author, along with former SJMC professor Smitty Schuneman, of a study that proved definitively that interviewer selection of households in "modified probability sampling" produced some disturbing biases. Schuneman took the pictures that were a critical part of the research.

Jerry Kline, later to be SJMC director, was my collaborator in a field experiment in which we demonstrated that "don't know" respondents in pre-election polls in two countries, Chile and the U.S., often were people who

avored a candidate who had been depicted as "extremist" in campaign propaganda. My predilection for field experiments was also partly responsible for a project in the early 1960s in which Peter Clarke (now dean at "Annenberg West," USC) and I learned a lot about the limited extent to which teenagers might serve as "missionaries" to bring adults into the educational television audience.

Those years in the 1960s were a golden period for me and the Research Division I directed. We obtained a number of substantial grants from diverse sources (e.g., Hill Foundation, U.S. Office of Education, U.S. Information Agency, Minneapolis *Star and Tribune*, Human Genetics Fund) and I was blessed with an incredibly talented group of assistants. They included Neil Macdonald, later to become a professor in Canada, who helped me disprove some myths about readership measurement; Jerry Hursh-César, who later was a campaign pollster for presidential candidate Hubert H. Humphrey and then became an internationally recognized expert on survey research in developing countries; Troidahl, Kline, and Clarke, already mentioned, and Jim Barden. There were others who worked with me in those years, too: Warren Mitofsky, who had been my student at North Carolina and who later became a Census Bureau statistician and, more recently, director of polling and election projections for CBS News; Larry Day, professor for many years at the University of Kansas and now director of a major research project at the University of West Florida, and Bob Simmons, now at Boston University.

Over the years I have served as adviser to nearly 30 Ph.D. students, a larger number than I can name here. All, however, were important companions in my professional world and their dissertations stand as a highly variegated set of contributions to knowledge in our field. I'll list only a few: Mohamed Wafai, who dared to tackle a difficult and sensitive topic; Shelton Gunaratne, with his research in Ceylonese villages; the late Don Scannell, with his insightful examination of public attitudes toward higher education; Isaac Obengquaidoo's research on Mennonite communities in Canada; Carol Hilewick's study of U.S. media influences in Puebla, México; Rama Murthy Tunuguntla's content analysis of international news; Fekri Meziou's examination of the impact of advertising in less developed countries; and many others, including Shih-min Chen, Julio Muñoz, Roya Akhavan-majid, Yong-ho Chang, Han-chin Liu, Livi Ajuonuma, Steve Wang, Corny Pratt and Kenneth Leung.

To name my hundreds of memorable undergraduates would be an overwhelming task, but I recall many with clarity and appreciation.

Surely I did not dream, when I was first a junior accountant and then an assistant buyer for a Los Angeles department store, that it would come to this. Still, I'm glad that I made the change, first to journalism and then to research and teaching. It's been a rewarding career — again, because of the people! Outside of Murphy Hall, these included Jim Brown, general manager of the *Statesman* newspapers in Boise, Idaho; Chick Bush, my co-adviser in my Ph.D. days at Stanford; Neil Luxon of North Carolina, and Nat Finney of the Minneapolis *Star* editorial page. Without their encouragement and sponsorship, I would have accomplished much less than I eventually was able to do.

SILHA LECTURE

"TV news and loss of place"

Silha lecturer Hess bemoans "generic" nature of local news broadcasts

By Heather Beal
SJMC graduate student

The most notable characteristic of local television newscasts is "the absence of place — a sense that this news is special to this locale," according to Stephen Hess, a senior fellow at the Brookings Institution in Washington, D.C. Hess was the featured speaker for the 1990 Silha Lecture, May 30, at the Radisson University Hotel.

This loss of place is discouraging, Hess said, because "the only place that we are likely to learn that Minnesota is different than Maine is on our local stations. This is the one place that can make a healthy profit by stressing the diversity of this nation."

Hess, a political scientist and author, has written several books on the media, including *Organizing the Presidency*, *The Ultimate Insiders: U.S. Senators in the National Media*, and *The Washington Reporter*.

Hess's observations were based on the results of a 1987-1988 study that he initially conducted to analyze how local television stations covered news from Washington, D.C. He asked friends living in 35 cities across the United States to send him videotapes of their local television news programs. Steve Smith, an associate professor of political science at the University of Minnesota, sent Hess tapes of local newscasts from WCCO-TV Channel 4 and KARE-TV Channel 11. Hess then analyzed 106 news shows that amounted to 60 hours of broadcast time.

Hess said the study revealed how similar local news programs were, in spite of the fact that they were broadcast from a wide variety of locations. "They were all amalgams of news, weather and sports," he said. The only aspect of local news programs that varied by location was the proportional mix of these elements. "The smaller the city, the less news as a percentage of the whole."

Hess also noticed "a high gloss on newscasts from the larger cities." The messages of small and large stations remained remarkably similar, however, despite the imaginative camera work and creative graphics that made the larger stations' news shows look better. "Although I heard an automotive repor-



Stephen Hess

Heidi Lee photo

ter on a Detroit station and an Asian Affairs reporter on a San Francisco station," Hess said, "such examples were seldom occurrences in my study. Most of the 57 stations were producing interchangeable parts."

According to Hess, the homogeneity of local newscasts extends beyond similarities in content. The local news anchors look and talk so much alike that they appear to be clones. "The anchors increasingly reflect the racial composition of their communities," Hess said. "Yet, regardless of race, anchors are meant to leave the same impression. Hence they look alike. Men anchors don't often have beards or mustaches or excessive weight. Women anchors don't look old enough for a 15th college reunion."

Hess added that regional accents were conspicuously absent from the

language of local news anchors. Those in Georgia, South Carolina and Virginia didn't have southern accents, and there was "no Baltimore accent in Baltimore." In fact, Hess said, audiences "had to listen to national news to catch a good regional accent," such as the southern twang of Mary Tuthill, a CNN news anchor from Alabama.

These "generic" appearances and speech patterns serve a purpose, Hess contended: to make news anchors fungible. "One can imagine them with their bags packed, poised to move up to the next market in some other part of the country. The television career profile can be remarkably similar to that of a professional baseball player — Carolina League to Southern League to Triple-A before breaking into the majors."

Unfortunately, Hess said, this zigzag

career path means that local broadcast journalists are "no longer deeply versed in the nuances of their community."

The loss of place is also obvious in television entertainment, he added. "How many people know or care where Roseanne lives?" he asked. "Only the minor characters on *Cheers* speak Boston. After we leave the freeways of the introduction, what does *L.A. Law* have to do with Los Angeles?"

After pointing out the similarities between local television programs, Hess noted two major differences between local and national news shows.

"Compared to the networks," Hess said, "the tone of local news is more titillating. (There are) special reports on date rape (Los Angeles) and condom mints (Seattle), tales of an alligator eating a little girl (Pittsburgh) and a boy stuck in the family's freezer (Atlanta)." This titillation, Hess said, is balanced with public service stories on topics such as "How to Prevent Forest Fires," "How to Save Water," and "How to Find the Perfect Christmas Tree."

What makes the loss of place so disturbing for Hess is that the local stations are missing out on a great opportunity. "They don't seem to understand what is so unique about where they are." But, said Hess, "geography has always been an anchor for Americans. The sense of place permeates our literature . . . Sinclair Lewis had to have been born in Sauk Centre, Minnesota."

While Hess said he realizes that certain stories, such as those about violence, will not necessarily look different in separate parts of the country, he feels that journalists should make a special effort to find what makes their community unique and special. "We are going to find it galore," Hess predicted. "Just browse through the regional cookbooks in a bookstore. If the ham comes with choice of gravy, red-eye made with coffee in the dripping . . . then you know that you're in Aunt Eunice's Country Kitchen on Andrew Jackson Highway in Huntsville, Colorado."

"When we can turn on the local news and say to ourselves that this has to be Tallahassee or Tulsa," Hess continued, "then TV will finally have gotten it right."

Societal values and journalistic standards

Panel discusses media's role in shaping thought

By Tim Walker
SJMC graduate student

Changes in the values of a society lead to changes in perceptions of the role of journalism. And this, in turn, leads to changes in journalistic practices. This is the main theme of SJMC professor Hazel Dicken-Garcia's new book, *Journalistic Standards in Nineteenth-Century America*, and was the topic of a panel discussion on March 1 sponsored by the Silha Center for the Study of Media Ethics and Law and the Society of Professional Journalists.

Joining Dicken-Garcia on the panel were Vernon Jensen, University of Minnesota professor of speech communication; Joel Kramer, executive editor of the *Star Tribune*; and Mark Nadler, managing editor of the St. Paul *Pioneer Press*. The discussion was moderated by John R. Finnegan, Sr., retired assistant publisher of the St. Paul *Pioneer Press*.

The panelists focused their discussion

on the changing values of modern American society and how journalists and the mass media are changing to reflect those changes. However, it is becoming more difficult to analyze American society, the panelists said, because it is becoming more diverse and the traditional sense of community is disappearing.

"It's getting harder and harder to know what the (dominant) value of the overall society is — if there is one — and therefore it's harder and harder to put out a mass medium publication that resonates with the audience," said Joel Kramer of the *Star Tribune*. "It's not even clear to me that there is a society with societal values; there are thousands of little groups, each with a different set of interests."

Dicken-Garcia agreed that modern society has changed rapidly in the last few decades. "I think we are in an era of tremendous flux in values right now," she said, adding that it is difficult for those living during periods of great

change to understand how these changes affect today's journalists. The historian has the advantage of being able to look back and see events undistorted by personal experience, she said.

Also discussed was the role that the mass media play in shaping society. Societal values do shape the mass media, said Jensen, but he added that the mass media also mold society. "It's a constant back and forth process."

Kramer added that modern newspapers are more likely to reflect the changes in the values of a society than they are "to be in the forefront of creating the change in values." Modern newspapers are not leading the changes in society, Kramer believes, mainly because there are fewer newspapers today than in the past. This causes modern newspaper publishers and editors to try to appeal to a larger and more diverse audience. Advocating too much change becomes counterproductive to a newspaper trying to serve a

mass audience and still make a profit, he said.

This philosophy represents a major difference between the journalism of today and the journalism of the 19th century, Dicken-Garcia said. Nineteenth-century journalists took a strong advocacy stance, and believed that they had a responsibility to try to direct the course of society. Many 19th century journalists even held public office, noted Dicken-Garcia.

As an example of how today's newspapers have clearly responded to the changes in society, Kramer cited his newspaper's decreased emphasis on public affairs and local government. He said that this change in coverage is the result of readership demands, as more and more readers are living in the suburbs and care less about the machinations of City Hall. Kramer added that in today's newsrooms, journalistic instincts about what deserves coverage often conflict with management's desire to produce what surveys show most readers want: entertainment.

FAIR spokesman criticizes media for biased coverage of Central America

By Allison Campbell
SJMC graduate student

Journalists too often act like lap dogs of government and corporations instead of watchdogs, said Jeff Cohen, head of Fairness and Accuracy in Reporting. Cohen spoke at a Feb. 17 forum at Coffman Union on gaining access to the media. His program was sponsored by the Silha Center for the Study of Media Ethics and Law and Women Against Military Madness (WAMM). Fairness and Accuracy in Reporting was founded in 1986 to criticize the media from a liberal viewpoint.

Excessive reliance on official sources and self-censorship, Cohen said, cause journalists to slant the news in favor of governmental or corporate policy. Cohen focused his talk on coverage of Central America by what he termed this country's "quality media" — the *New York Times*, the *Washington Post*, MacNeil/Lehrer and national network news. "I think one could argue that in the last decade, coverage of Central America in the quality media has been a national joke," he charged.

Media organizations sometimes bow to pressure from government or others, he continued. As an example, he cited *New York Times* reporter Raymond Bonner, who was removed from his beat in Central America.

Bonner was withdrawn not because he was a bad reporter, Cohen said, but because he wrote about connections between the Salvadoran government and the right-wing death squads. "The Reagan administration and right-wing groups waged a six-month campaign against Bonner," Cohen said. His "political suppression" sent a "strong message" to other reporters in Central America.

Television journalism also seems to follow the lead of those in power, Cohen said. For 40 months, FAIR studied "Nightline," the television news show, and found that its Central American coverage conformed to Reagan administration policy.

"Amnesty International, Americas Watch (Committee), almost anyone you looked at, would be able to show you that the Nicaraguan human-rights situation is benign compared to those of Guatemala, El Salvador and Honduras. But the Reagan media strategy worked. When we checked "Nightline," we found that they had 22 different programs about conflicts and problems in Nicaragua. How many do you think they had about problems and conflicts in El Salvador in a 40-month period when hundreds and hundreds of people were killed? Zero. How many on Guatemala? Zero. How many on Honduras? Zero."

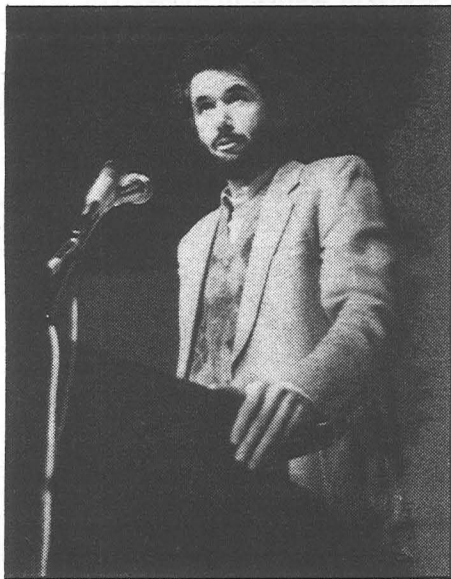
Overreliance on a few official sources also skews news coverage, Cohen said. In the "Nightline" study, FAIR staffers found that Ted Koppel's most frequent guests were Henry Kissinger, Alexander Haig, Elliott Abrams and Jerry Falwell. Cohen noted that these experts were not always used appropriately; in one appearance, Falwell spoke as an expert on AIDS.

In addition, journalists tend to uncritically quote statements by White House or other government sources, Cohen said. During the Reagan administration, this became "broken-record journalism." Different members of the administration — Schultz, Abrams, Reagan — would all repeat the same allegations about the Sandinista government, and journalists would report the statements without checking facts or searching for balancing sources, he said. Thus, although the journalist appears objective because she

did not inject her opinion, she has been biased in her selection of sources, Cohen said.

Corporations, such as General Electric, which owns the NBC television network, can also influence news reporting, Cohen said. General Electric probably "subtly influences" the NBC Nightly News. "I'm not alleging a conspiracy, in that General Electric tells (Tom) Brokaw what to do. I think it's a system where the people who get to the point where Brokaw (has) have so internalized corporate values that the system works pretty well without ownership meddling right inside the newsroom. . . . I think what happens most often is self-censorship," Cohen said.

Nick Coleman, columnist for the *St. Paul Pioneer Press* and one of the panelists at the forum, pointed out that journalists can be made to suffer for reporting that deviates from the routine. For instance, he said television networks finally apologized to President Bush for juxtaposing his post-Panama invasion press conference in a split screen with flag-draped caskets returning to the U.S. "In my mind, that juxtaposition was terrific, it was courageous, and it was what war is all about: the ebullience of winning and the tragedy and the human cost of the lives that are lost. That was really important television, probably the most important war-related television that's ever been



Jeff Cohen

Tim Walker photo

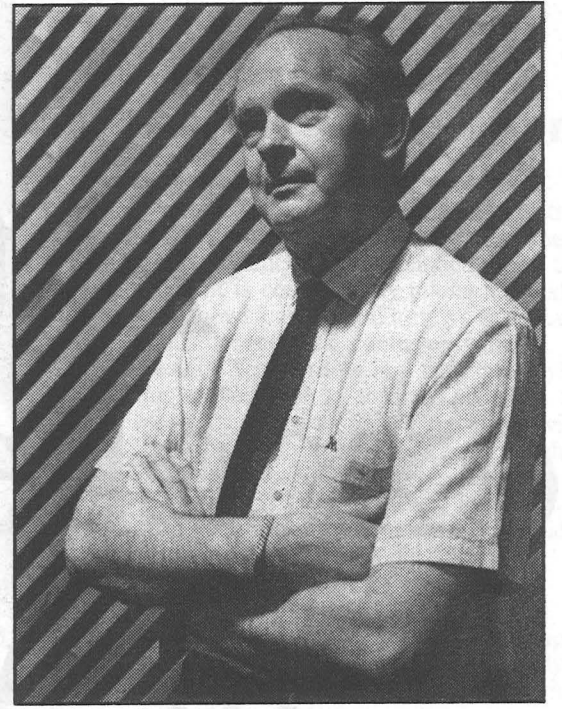
on television and they ended up apologizing because. . . the president was embarrassed," Coleman said.

John Lansing, another panelist and then-assistant news director of KARE-TV, noted that the need to attract viewers pushes broadcast news towards noticeable coverage of immediate events. "What I look for is the issues that are sustained within that margin between promotable, interesting, and vital and relevant," he said.

KARE-TV's series "Beyond Crack Street" for example, was unusual because the station used 10 reporters and devoted a great deal of time and money to the series, Lansing said. It did not do well in the ratings, however, so that type of risky television news coverage would probably not be done by KARE-TV again. Broadcasters find it more and more difficult to take risks because managers are becoming more concerned with profit, Lansing said.

"Large companies, like Gannett, are frankly being run these days more by bean counters than journalists," Lansing concluded. "They are really more interested in the bottom line, something I would like to see changed in the 90s."

Oleg Vasiliev, deputy editor of the Russian monthly, *Foreign Literature*, lectured on perestroika and its effects on Soviet literature and other mass communications, May 8, at Coffman Memorial Union. *Foreign Literature* translates literature from around the world into Russian and has a circulation of 420,000. Vasiliev's visit to the University was sponsored by the SJMC, Coffman Union and the Minnesota International Student Association.



Heidi Lee photo

PREMACK LECTURE

Gartner no-show, but show goes on

Panel discusses differences between print and broadcast coverage of politics

By Mark Neuzil
SJMC graduate student

Just the fax, ma'am.

Michael Gartner headed the advice of the Dragnet detectives at the Frank Premack Memorial Lecture on May 10. The NBC News President bowed out of his scheduled appearance as featured speaker for the annual event, sponsored by the Minnesota Journalism Center. A "corporate crisis" detained Gartner in New York, Center director George Hage said.

In his stead, Gartner faxed a copy of his speech, which was read to the audience of about 250 people in Cowles Auditorium at the Humphrey Institute by George Farr, co-chair of the Premack Memorial Lecture Board.

A 30-year veteran of newspapers (he still co-owns the Ames, Iowa, *Daily Tribune*), Gartner has seen both the print and broadcast businesses from the inside. "I bring a unique perspective to this: I'm the only person, I think, ever to run big newspapers as well as a TV news division," he said. In the speech, Gartner, NBC president since late 1988, detailed 10 differences between newspaper and television journalism. Among them:

- The danger faced by TV news crews covering violent events in the field. A print reporter can cover a war away from the front line; the TV cameras have to catch the shooting on film. "A week hasn't gone by since I've been at NBC that I haven't received reports of our people being caught in cross-fire, being stopped by troops, being in grave peril," he said. Of 17 journalists killed while covering a story in a foreign country in the last three years, 12 were broadcast journalists, Gartner noted.

- The job of a TV news producer is tougher than a newspaper editor, Gartner said, because newspapers deal with facts, while television deals with images. "It's reasonably hard to screw up facts," he said, adding that images are tougher to handle. Conversely, TV struggles with complex topics like tax issues and foreign affairs. Gartner illustrated his point with a hypothetical story about anchor David Brinkley giving the news a couple of centuries ago:

"Good evening. Here is the news. Moses today was given 10 commandments. Here's Sam Donaldson with the

three most important."

- TV news producers are handicapped by viewers knowing the personalities of the reporters. "The viewer sometimes focuses on the messenger instead of the message," Gartner said. Gartner replaced Chris Wallace on *Meet The Press* with Garrick Utley because, "I thought viewers were focusing on the ankle-biting nature of Wallace," and Utley has a less obtrusive manner.

- The NBC News budget of \$280 million per year is more than the combined budgets of *The New York Times*, *Washington Post* and *Wall Street Journal*, Gartner said.

- The government regulates the television industry in many ways, such as through the Fairness Doctrine, advertising restrictions and election coverage. The television industry accepts such regulation and in many cases invites it. If the Fairness Doctrine were to apply to newspapers, "there would be major fights every year and there would be uproars about free speech," Gartner said.

Finally, Gartner contended, television is a more powerful medium than newspapers. Gartner cited the role of TV in ending the Vietnam War by bringing it into people's living rooms night after night.

Following Gartner's speech, a panel comprised of Ron Handberg, a recently retired 29-year veteran of WCCO-TV; Karen Boros, legislative reporter for Minnesota Public Radio; and Steve Dornfeld, national-foreign editor for the *St. Paul Pioneer Press*, discussed his remarks.

Earlier in the evening, four Minnesota journalists were honored with the 12th annual Frank Premack Awards. The awards are named for Premack, a former *Minneapolis Tribune* editor and reporter, whose high ideals, initiative and integrity in pursuit of the news made him a legend in Minnesota journalism. Winners were: Chris Ison and Lou Kiltzer of the *Star Tribune* (who also won the 1990 Pulitzer Prize for their investigative series on fires in St. Paul); Chris Herlinger, for his series on political disillusionment in the Philippines and poverty in Chile, for the *Rochester Post-Bulletin*; and Stephen Alnes, a former *Daily* editor, and founder/editor of *Minnesota Journal*, who was honored for his long and distinguished career in communication and public affairs.



A tradition of excellence continues at Murphy Hall

In the Winter issue of the *Murphy Reporter*, Emeritus Professors and former faculty of the SJMC reviewed their significant past contributions, focusing particularly on the School's leadership in research. Research by Minnesota faculty has played an enormously important role in defining the discipline of mass communication which, in turn, has shaped the contours of journalism and mass communication education today.

In the following articles, current members of the faculty provide sketches of their own research and of broader directions in their areas of specialization within mass communication research. The diversity of the faculty's research is having an equally important impact on the field, continuing the fine tradition begun by Casey, Emery, Gerald, Nixon and many others.

Unable to contribute due to prior commitments were Don Gillmor, Bob Craig and Nancy Roberts.

— Dan Wackman

CHIN-CHUAN LEE The international political economy of the media

The United States is a nation of immigrants, land of opportunity and, supposedly, beacon of liberty and equality. When early immigrants came to the New World, they were eager to omit their cultural past. Latecomers yearned to participate in the mainstream of American life, which has, however, been pulled between isolationism and internationalism. This tension pretty much characterizes the enormous dilemma — and opportunity — of international education on U.S. college campuses. Fortunately, Minnesota has been a national leader in the education of international communication, and I am privileged to be part of that proud tradition set by my eminent predecessors.

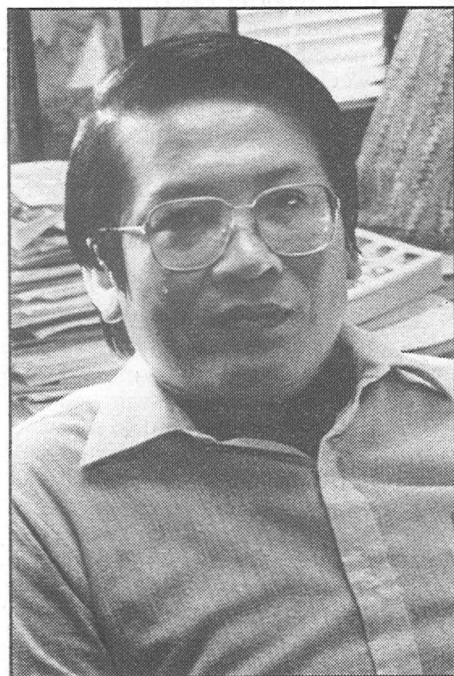
In the tradition of seeking to integrate personal interest with public concern, I have focused my research on the international political economy of the media. Perhaps a few questions might exemplify what I mean. We live in a world in which 10 percent of the population produces and consumes 90 percent of the media resources, and in which a good many poor nations have to define their self-image and construct their world views under the auspices of the few rich media in a few rich nations. What do these pose for the prospect of national development and mutual understanding? As an ardent advocate of the

post-war liberal world order that subsequently gave voice to the new nations at the United Nations and UNESCO, why did the U.S. quit UNESCO when others called for a "new international information order?"

The second part of my research, related to my concern about media and power, has to do with the China Times Center, with which I am fortunate to be associated. The Center hosted its inaugural and nationally acclaimed conference, "Voices of China: Politics and Journalism in China Today," last October. Speakers included Liu Binyan, the most renowned investigative journalist in China; Harry Harding, a premier China scholar at the Brookings Institution; Harrison Salisbury, a perfect role model who captured a Pulitzer Prize by way of the *Minnesota Daily* and the *New York Times*; Ching-chang Hsiao and Mei-rong Yang, formerly columnists for Shanghai's *World Economic Herald* and now research fellows at the Center. The papers presented at the conference will soon be published by the Guilford Press in New York.

For almost a decade, Joseph Chan, a former student, friend, and colleague at the Chinese University of Hong Kong, and I have closely observed the interplay of media and power as the colonial Hong Kong reverts to communist China. The title of our forthcoming book, *Dancing to the Beats of Power Change: The Hong Kong Press in China's Orbit*, also from Guilford, is self-explanatory.

It is a befitting occasion to acknowledge the collegial support of such fine people as Phil Tichenor and Roy Carter, as well as many former and current graduate students who share my intellectual excitement and make me less ignorant.

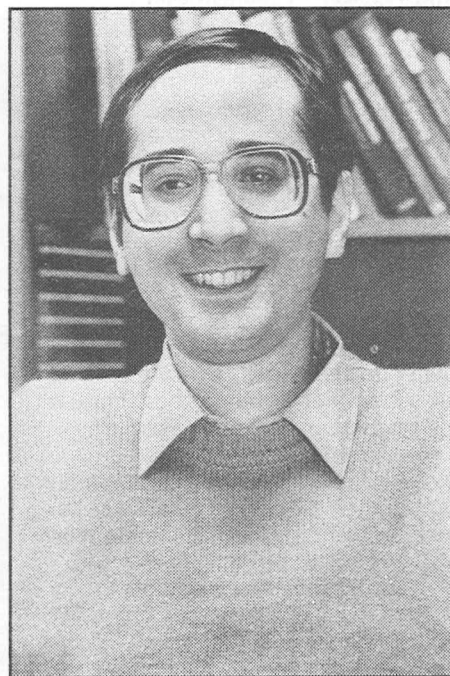


Chin-Chuan Lee

JOHN C. BUSTERNA Media economics and law

Before looking to the future, I want to acknowledge some of the people in Murphy Hall's first 50 years who have influenced the contributions I hope to make in the early part of Murphy Hall's second 50 years. My research and teaching areas center around the study of media economics and the relationship economics has with media law. Three emeritus professors have done much pioneering work in these areas: J. Edward Gerald, Raymond B. Nixon and Willard Thompson. Ed Gerald wrote some of the pioneering work in media economics. Ray Nixon published a series of useful surveys of ownership and concentration trends in the daily newspaper industry that I recently updated after a 20-year hiatus. Willard Thompson taught me that there is more to an advertising curriculum than teaching students how to do it.

I've tried to focus my research efforts in economics and law on some of the more applied issues faced by media industries and their government regulators. As I noted above, I've updated Ray Nixon's work on the daily newspaper industry. Another study of mine used multiple regression models to measure for the first time the extent to which various media industries compete with each other for advertising revenue. This is a significant issue in antitrust cases. As a result of that study, I consulted with the U.S. Department of Justice to help block a merger involving media properties owned by Ted Turner. This study has also led me into a



John C. Busterna

consulting arrangement with the Minnesota Attorney General, who is trying to break up the Naegele's monopoly of billboard advertising in the Twin Cities.

In early May, I testified in a private antitrust case in Florida involving the home delivery pricing of two daily newspapers that switched from an independent contractor to an agency delivery system. I have submitted research to the Federal Communications Commission regarding the impact of cable television on broadcast television revenues, profits, and news and public affairs programming.

I've also written some research in connection with the recent joint operating agreement in Detroit. I developed the argument that the joint operation there should not be approved since it encouraged predatory pricing. This predation issue was argued before the Supreme Court which voted in a 4-4 tie. I am currently writing a book on the Newspaper Preservation Act which legalized joint newspaper operations.

I have another line of studies that measures the effect of newspaper chain ownership on advertising prices and content. My findings so far indicate that chain newspapers do charge significantly higher prices than independently-owned newspapers, and that publishers of chain newspapers place a higher regard on maximizing profits. On the other hand, a study I co-authored with another faculty member, Kathy Hansen, showed that chain management does not assert any noticeable influence on the presidential endorsement patterns of their member newspapers. It appears that chain ownership has more onerous effects on advertising pricing and other forms of economic behavior than on news and opinion content.

LAWRENCE SOLEY Propaganda, public opinion and political persuasion

Since my first days at KCSN-FM, I have been interested in radio broadcasting. This interest is reflected in my research, which has principally focused on noncommercial broadcasting. I am the author of two books on radio: *Radio Warfare* (Praeger, 1989) and *Clandestine Radio Broadcasting* (Praeger, 1987). *Radio Warfare* is an historical analysis of the use of radio during World War II. The book examines the electronic propaganda conducted by Germany, Great Britain and the Soviet Union, and how this propaganda impacted on U.S. wartime and postwar strategy. Its major emphasis is the radio propaganda disseminated by the U.S. Office of Strategic Services,

the predecessor of the Central Intelligence Agency.

Clandestine Radio Broadcasting is a study of the use of radio by revolutionary and counterrevolutionary organizations. Clandestine stations are illegal propaganda broadcasts designed to subvert an established government, or circumvent the censorship of repressive regimes. The book examines the use of radio by the Czechoslovaks during Soviet occupation of 1968, the radio stations of the outlawed Solidarity union in Poland during the early 1980s, and stations operated by Fidel Castro, the contras, the Afghan mujahedeen, and numerous other groups. **Clandestine Radio Broadcasting** was selected by *Choice*, the research librarians' journal, as one of the outstanding books published during 1987-88. The political changes that have taken place in many parts of the world — Eastern Europe, the Middle East, and Central and South America — have probably ended my research in this area. Where there are no wars, revolutions or repression, clandestine radio stations do not appear.

In addition to writing two books on radio propaganda, I have also written articles or commentaries on this subject for a variety of publications, including the *Journal of Broadcasting*, *Journal of Communication*, *International Communication Bulletin*, *Stamps*, *Popular Communication*, *Star Tribune*, *St. Paul Pioneer Press*, *Los Angeles Herald Examiner*, *Ann Arbor News* and *Newsday*.

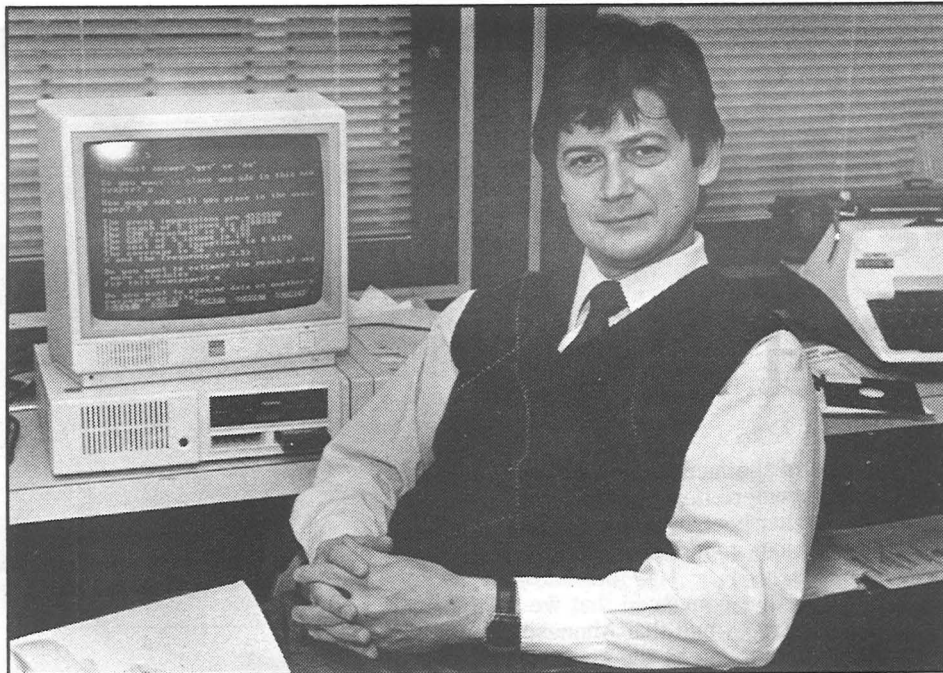
In addition to propaganda, my other research interests are public opinion, political persuasion and advertising. My most recent study on this topic was "All the Right Sources," which was the cover story in the February/March issue of *Mother Jones* magazine. The study examined the network of "beltway cronies" who dominate political discourse on the evening newscasts. These "news shapers" come from past administrations, conservative Washington think tanks, and private Eastern universities.

The School of Journalism and Mass Communication simultaneously released a 75-page report on these "news shapers." Almost 40 copies of the report were sold. The study received substantial media attention, and was the focus of articles in the *San Francisco Chronicle*, *Chicago Tribune*, *Newsday*, *Star Tribune* and other metro dailies. My coauthor, Marc Cooper, and I wrote commentaries on this topic for the *St. Paul Pioneer Press* and *Pittsburgh Post Gazette*, in addition to making appearances on National Public Radio's "All Things Considered," Pacifica radio, and radio stations in Los Angeles, Philadelphia, Pittsburgh, St. Louis, New York and the Twin Cities.

The sources used on the network news programs continue to interest me. The effect of these "news shapers" on public opinion is a focus of my research attention at the moment. I am also interested in the relationship between advertisements and their quick cuts, and the current use of ten-second "soundbites" and "photo opps" on the network news shows. How these soundbites improve or reduce the public's understanding of policy issues is not only an interesting research question; it is an important political issue that has far reaching implications for our system of government.

JEAN WARD AND KATHLEEN A. HANSEN Defining news in the information age

For too long, many mass communicators have thought about the information component of their messages as an "invisible" given that needed no examination. The curriculum revision that emerged at Wabasha 11 years ago



Lawrence Soley

included the idea that there would be at least one new course in the School of Journalism and Mass Communication that recognized the centrality of information in the mass communication process.

We are not thinking exclusively about finding information, although that is one portion of our focus. We are also thinking about who produces information, for what purposes, how that information is evaluated and used and how information decision-making affects the definition of news and how messages are framed.

These perspectives lead to questions about the legal and privacy concerns regarding information access and use. Should the Freedom of Information Act apply equally to information stored electronically and to print materials? Social and policy implications of information can be studied, from the local to the international level. How do citizens meet their information needs when they are cut off from the newspaper back files because the back files are stored only electronically and there is no longer a printed index to newspaper contents? How do countries react when their borders are breached by transnational flows of information from neighboring countries? Questions about how information systems reinforce the conventional wisdom on any topic, and whether electronic information systems make it harder or easier to locate a broad range of views, can also be raised.

Framing the study of information in this way makes a natural connection between industry practitioners, educators and researchers studying mass communication uses of information and information technology. Industry decisions must be made about the resale of the electronic library information. What used to be considered solely a "cost center" — the news library — can now

contribute in a small way to generating revenue. Training for these systems is another issue. Our studies and others indicate that there are deficiencies in training news practitioners to use electronic information systems, partly as a result of looking at training as an issue of how to push the right buttons on the computer. The real training focus should be on the conceptual questions regarding information production, storage and use, and how a news staff can best use the systems to ask intelligent questions of the right people and institutions. There is an important role for journalism educators here.

Our current research efforts have focused on how news workers use, misuse or don't use information sources in their work. Several articles have established the uses of the conventional news library and its role in the newspaper organization. The electronic news library uses are studied in another article, with one-third of the news professionals reporting that they are uncomfortable using the electronic library, and 16 percent reporting they haven't used it at all.

Our current project looks at how electronic information technologies are changing the definition of news and the way journalists work. We are surveying all newspapers of 100,000-plus circulation to learn about the information systems they make available to their news staffs. We will be conducting in-depth interviews with a number of prize-winning investigative or interpretive reporters about their perceptions of the new information technologies' effects on the types of questions they ask and the way they try to answer those questions.

Our work will continue to explore the information component of mass communication message production, and our teaching efforts will continue to reflect what we learn through our study.

HAZEL DICKEN-GARCIA Asking new questions about the past

Those of us who teach journalism and communication history in the School of Journalism and Mass Communication are blessed by two preconditions that make our task easier than it might otherwise be. One is the rich tradition in the study of journalism history. History was listed first in fields of study when the Ph.D. program in mass communication began here, and, although the graduate program has undergone more than one reordering during the past 38 years, the commitment to the study of history has not wavered. In addition, the work of such journalism historians as Edwin Emery and George Hage, among other, forged a path in the field that — although their examples can't be duplicated — has made the task of current teachers easier.

The second precondition that facilitates our work is the intellectual vitality of students who study history. Every class presents new challenges; the students ask new questions about the past, and they force me to apply those questions to a subject that I thought I knew something about. After the AEJMC Nafziger Dissertation Award was established in 1984, two of the first recipients were SJMC history students: Richard Kielbowitz won the award in 1985, and John Finnegan, Jr., won it in 1987. This spring, two history students won the SJMC Casey Dissertation award. And at the regional AEJMC history conference this spring, SJMC students presented three of the 12 papers selected from the region for presentation.

Of course, it is never safe to predict the future but, with such conditions prevailing, it is not risky to say that journalism and communication history scholarship in the future at SJMC promises to be stimulating. One of the most fascinating aspects about the study of history is that each generation asks new questions about the past. The questions are, of course, shaped by each generation's experiences and by the issues that happen to capture attention during their lives. But these questions are the best indicators of future emphases in scholarship, for, although questions differ radically from individual to individual, they reflect an underlying pattern that defines some dominant areas of interest. Recent questions suggest the following areas are among those likely to give most study in the future: 1) media ethics, 2) the role of values in relation to media, and 3) the interactive relationship between culture and communication.

In the area of media ethics history, we have only begun to scratch the surface of the history that undergirds journalistic standards today and our understanding of them. Students want to know about the history of accountability, responsibility, and the theories, policies, judicial decisions, and social actions shaping those concepts over time, for example. Students in recent years have been increasingly preoccupied with values that underlie policies and social actions, and, naturally, questions reflect a need to understand the history of this process, how it evolved, and how that affects media today. And "culture," although perhaps the least understood and most abused term used in academic discourse today, preoccupies students increasingly; they are interested in how the media have shaped culture in the past and vice versa. There is reason for confidence that the current generation will produce landmark work influencing future studies of such questions. And I suspect current SJMC graduate students will figure prominently in that body of work.

Because my own research reflects similar interests, I feel constrained to say that this is more coincidence than

continued on page 11



Jean Ward



Kathleen A. Hansen

CHUCK ROBERTS

Recalling the golden era...

The following remarks were made by Chuck Roberts, who received the Award for Excellence given by the Journalism Alumni Society at the 50th Anniversary Celebration May 4.

I am deeply and doubly grateful for the award you have given me tonight. I am grateful for the honor, but I am also grateful for the opportunity it gives me to talk a little about what we modestly call our "Golden Era" here at the Minnesota journalism school in the 1930s — and perhaps draw a few conclusions about the lessons we learned here then. Who knows? Perhaps some of those lessons are applicable today.

It has been said that time colors history as it does a meerschaum pipe: the older it gets, the rosier it looks. But I do think we had here in the 1930s and into the 40s — we're talking half a century ago now — a learning experience that prepared us well for careers in journalism.

Minnesota's journalism school in 1936, my freshman year here, had about one third the enrollment it has today. Where today about two-thirds of the undergraduates are in advertising, mass communication, or public relations, in those days nearly all of us were aiming for careers in print journalism. The faculty of seven — most or all of them ex-newspapermen — had no hang-ups about being called a "trade school," the scornful term many academicians now apply to how-to courses in journalism. They recognized that to succeed in the news business, or trade, we had to develop editorial skills — just as medical students must acquire diagnostic and surgical skills to become doctors. And so, drawing on their own experience, they unashamedly taught us how to cover news events, how to write news stories and editorials, how to edit and proofread copy, how to avoid libel suits — and the importance of meeting deadlines.

A lot of us put our lessons into practice by working on the *Minnesota Daily*.

I am not saying that we took nothing but nuts-and-bolts vocational courses. There were plenty of mind-stretching, non-technical subjects like Ralph Casey's "Press and Public Opinion" taught in old Pillsbury Hall. And we spent more time on other Arts college subjects like political science and history than we did on J-school studies. But the net effect of the mix was that Minnesota produced a lot of good journalists in that Golden Era.

I became convinced of this in about 1964 when, after 10 years as *Newsweek's* White House correspondent, I looked around the press room and realized that five graduates of Minnesota's journalism school were covering that coveted beat. Joining me were Harry Reasoner, of CBS; Bob Clark, of ABC; Bill Costello, of the Mutual Broadcasting System; and Phil Potter (another old *Daily* editor), of the *Baltimore Sun*.

We never got together and sang "Minnesota, Hail to Thee" — there wasn't time for that in the LBJ White House — but I think all of us were just

a little proud of the fact that no other J-school had anywhere near that many of its alumni on that beat, which is at least arguably the most important in the news business.

I became further convinced that we had a Golden Era — and that Minnesota deserved its reputation as the country's top journalism school — when I looked around at some of my other classmates in top newspaper jobs: Otto Silha was running the *Minnesota Star and Tribune*, Bob Eddy, the *Hartford Courant*, and Paul Veblen the *Santa Barbara News-Press*, to name just three who also worked with me on the *Daily*.

At least two of my Minnesota contemporaries had become journalism deans — Bud Nelson at Wisconsin and Ted Peterson at Illinois — and if you included some earlier graduates in the reckoning, the list of distinguished Minnesota alumni was adorned with such names as Harrison Salisbury, Pulitzer Prize-winning correspondent for the *New York Times*; Hedley Donovan, editor-in-chief of *Time* magazine, and Eric Sevareid, the much-honored correspondent and commentator for CBS.

I concluded that if it is fair to measure the quality of a journalism school by the achievements of its graduates in journalism — then old Doctor Casey must have been doing something right back in the 1930s, when he put a lot of emphasis on training students, not to write for the *Journalism Quarterly* (which was then edited at Minnesota) but for jobs at newspapers and in other newsgathering organizations.

Our school drifted away from that tradition after Ralph Casey left in the 1950s. As it did, its reputation as one of the country's top schools of journalism declined — at least in the eyes of many working journalists. Then, last year, as we all know, our school, suffering from a shortage of funds, a divided faculty, and a lack of leadership, was threatened with loss of its accreditation. The school was, in the words of its acting director, Dan Wackman, "in deep crisis."

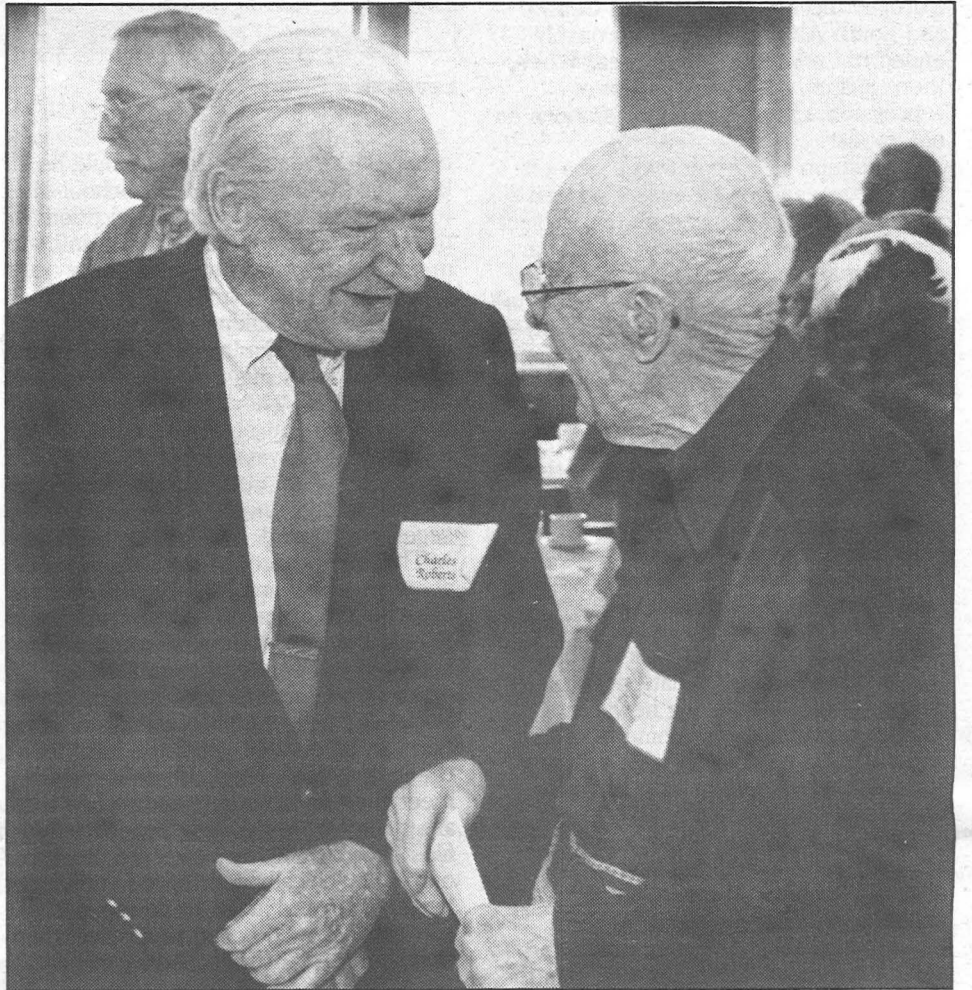
Happily, Dr. Wackman turned out to be a man who not only knew a crisis when he saw one, but also knew how to deal with it. First, he made it clear he would not accept the directorship of the school unless he received from the College of Liberal Arts a commitment of more funds. He won that gutsy gamble and got the commitment. Next he went to work on faculty problems, smoothing out some of the differences between men and women, old timers and newcomers. He also made a commitment to some concerned alumni that he would work for a better balance between professionals and academicians on his faculty — and I fervently hope and believe he is now trying to redeem that promise.

With the start he has made, I am encouraged to believe that Dan Wackman is going to rebuild our beloved school and restore its reputation as one of the finest in the land — a school that produces good *journalists* as well as good *research*.

Out there in media-land today, there is a crying need for both.



Heidi Lee photo



Tim Walker photo



DAN WACKMAN

.. The legacy lives on



Tim Walker photo



Heidi Lee photo



Tim Walker photo



Tim Walker photo

Clockwise from top left: New faculty members William Babcock, Leola Johnson, and Tsan-Kuo Chang at the 50th Anniversary Dinner; hall display of photos from the history of Murphy Hall; Marge and Mark Forgette with Otto and Helen Silha; Everette Dennis, featured speaker at the 50th Anniversary luncheon, reviewed Minnesota's leadership in research and education; historians Hazel Dicken-Garcia and Ed Emery; Journalism Alumni Society award-winner Charles Roberts shares a laugh with Professor Emeritus Mitch Charnley.

The following remarks were made by SJMC Director Dan Wackman at the 50th Anniversary Celebration May 4.

Murphy Hall has indeed enjoyed a wonderful past, a glorious past. It may well be that the School has had more than one Golden Age. The accomplishments of the faculty and students that inhabited Murphy Hall in the 40's, 50's, 60's and 70's were great, and their legacy lives on.

The faculty of the early years of Murphy Hall provide much of the curricular structure and research tradition that exist today. They set the tone for leadership of our national organization. Seven faculty members of the University of Minnesota have been presidents of that organization.

The graduates of one of the great programs in our School, the Ph.D. program, have shaped journalism education around the world. Over 30 graduates of our program have become deans or directors of schools of journalism and nine of our graduates have become presidents of AEJMC.

The accomplishments of the faculty and the students of the 80's have also been substantial, carrying on the traditions established by earlier generations.

Many of you are familiar with veteran faculty members such as Don Gillmor, Phil Tichenor, Irv Fang and Jean Ward. But you may not be familiar with the newer faculty and their accomplishments. Let me mention just some of them:

Hazel Dicken-Garcia, an historian in the School, has just been awarded the Frank Luther Mott Kappa Tau Alpha award for the best researched book about the media published in the year 1989.

Kathy Hansen, along with Jean Ward, wrote **Research Strategies and Mass Communication**, a book that has led schools around the country to begin offering courses in the structure of the information society.

Dona Schwartz's study of change in the rural town of Waucoma, Iowa, will soon be published in book form by the Smithsonian Institution.

Larry Soley is among the top five most-published authors in advertising and mass communication research. He has also published two books on clandestine radio, including **Radio Warfare**, and he recently authored the cover story in *Mother Jones* on the "News Shapers."

Nancy Roberts is completing her third book while on sabbatical this year.

John Busterna, also on sabbatical, is writing a book on issues related to monopolistic practices in the newspaper industry and antitrust law. One of the arguments that John developed in one of his papers has been taken to the Supreme Court as a basis of an argument by the plaintiffs in one case.

Chin-Chuan Lee, head of the China Times Center, has written a number of books and is completing the editing of a book now that grew out of the inaugural conference of the China Times Center, "The Voices of China."

Ron Faber is conducting significant studies on a number of topics in advertising and consumer behavior, including seminal studies of compulsive consump-

tion, impacts of negative political advertising and consumer socialization.

Al Tims is studying the relationship between media coverage patterns and public opinion in areas such as health, politics and economics, and he has conducted a series of studies of adolescents' socialization to news media, both newspapers and broadcast news.

Bob Craig has studied patterns of campaign finances and their impact on Congressional and Senatorial elections, and he has examined portrayals of Blacks in advertising.

Graduate students in the School during the past 15 years have won a number of major awards. Three Minnesota graduates have won the Under-40 Award, given to young faculty members in journalism and mass communication for achievement and research, teaching and public service before the age of 40: Ev Dennis, Ellen Wartella and, this year, Bob Drexel.

Two recent graduates won the Nafziger White Dissertation Award for the best Ph.D. dissertation in journalism and mass communication: Richard Kielbowicz and John Finnegan, Jr. And Chuck Salmon won the Baskett Mosse Award for faculty development this year.

Undergraduates, too, have had outstanding accomplishments, many of them through working on the *Daily*. Chris Ison was a *Daily* editor in 1983, graduated from the School, and this year won the Pulitzer Prize. Several of our current students assisted on that project while serving as interns at the *Star Tribune*, among them, Trout Lowen and Stephen Lowe. John Jarvis, an advertising graduate, won the Best of Show Award in a major local advertising competition several years ago.

Current undergraduates, who won regional and national awards, include Beth Wegener, an advertising student who won the national Point of Purchase Advertising Student competition in 1989. And through their work on the *Daily*, many journalism students have won awards. For example, in last year's regional SPJ competition, the Society of Professional Journalists, 16 *Daily* staffers won awards. Fourteen of them were our journalism school graduates.

This year, the College Newspaper Business and Advertising Managers group selected the *Daily* as the best all-around college paper in the country for its combination of news-editorial coverage, advertising and design.

And the *Daily* has dominated the SPJ competition throughout the past decade, winning the regional competition seven of the last eight years and being selected as the outstanding college newspaper in 1986 and 1988. The *Daily* has been, and continues to be, an outstanding newspaper for our students to develop their talents.

The accomplishments of the students currently enrolled and recently enrolled rival accomplishments of past generations. We see this as a strong indication that the students at the University of Minnesota School of Journalism and Mass Communication continue to receive a first-rate journalism education.

Making Memories

The story behind the creation of "In These Halls" and "Fifty Years of Leadership"



Heidi Lee photo

Broadcast graduate student Kikka Pohjavare shot many of the interviews for the video presentation "In These Halls."

Two highlights of the 50th Anniversary Banquet were a 15-minute video, "In These Halls," and a 32-page booklet, "Fifty Years of Leadership," both of which reflected on the history and traditions of the School of Journalism and Mass Communication during its 50 years in Murphy Hall. Both the videotape and booklet are available for alumni to purchase, with proceeds from sales earmarked for student projects. Here is how they came about.

Journalism Alumni Society President Kevin Deshler developed the initial idea for the video, based on conversations with various Board members. After initial discussions of the purpose and scope of the video, SJMC Director Dan Wackman and Professor Emeritus George Hage approached Smitty Schuneman for advice. Smitty, a graduate of the School, developed and built the School's Visual Communication Program during his tenure on the faculty from 1960-1977. When Smitty left the faculty, he established Media Loft, an award-winning film and video production house. Smitty volunteered himself and the staff at Media Loft for production of the video — all free of charge. He

recruited script writer, Gary Lindberg, (BA, 1965) who also agreed to help free of charge.

Hage and Wackman discussed ideas with Lindberg and settled on a format. Wackman recruited broadcast journalism graduate students, Karen Franz and Kikka Pohjavare, and Jim Higbee, engineer in the School's broadcast facilities, to shoot the interviews. Other broadcast students helped in the shooting and in logging the videotapes. Meanwhile, Hage recruited the "stars" of the video: emeritus professors — Mitch Charnley, Ed Emery, Virginia Harris, Willard Thompson, Hal Wilson, and Hage himself; alumni — Marcia Appel (BA '74), John Finnegan, Sr. (MA '65, BA '48), Ron Handberg (BA '60), Sandy Nelson (BA '71, MA '75), Otto Silha (BA '40); and current faculty members, Phil Tichenor and Jean Ward. Interviews were shot on April 12 and 13. Together Wackman and Hage sifted through mounds of pictures selecting those that captured the people and spirit of Murphy Hall. In the meantime, transcripts of the interviews were developed and passed onto Lindberg who crafted the script.

With the raw materials of still photos and video footage, sewn together by Lindberg's script, Schuneman and his colleagues at Media Loft spent three days in late April putting together the video. The result is a warm and moving video that captures the spirit and tradition of Murphy Hall, focusing on what Murphy Hall stands for and what it means to the people who have spent time "In These Halls."

At the same time as production of the video was occurring, work on the booklet was proceeding apace. In early April, George Hage wrote the initial text for "Fifty Years of Leadership."

The booklet provides a decade-by-decade portrait of the people who created and perpetuated the Minnesota Journalism School tradition — the faculty who provided leadership to journalism education across all these decades, the students who graced the halls during each decade, and the accomplishments of Murphy Hall people. Special attention was given to many of the editors of the *Minnesota Daily*, which has been such an important part of the educational experience for so many Murphy Hall graduates. Wackman, Hage and several faculty reviewed the text, suggesting additions and corrections, and Hage rewrote it. Hage and Wackman again sifted through mountains of pictures selecting photos that captured the tenor and people of each decade. Bettina Dehnard of the University Printing and Graphics Department developed the design for the booklet, and University Printing printed it. Copies were first available at noon on May 4, beating the deadline by a full six hours!

"Fifty Years of Leadership" is an attractive and informative account of the fascinating 50 years of Murphy Hall, focusing on the people — the faculty, graduate students, undergraduate students and staff — who built its program and its tradition.

Alums can purchase copies of the video and booklet by mailing a check for \$30 to the Journalism Students Project Fund, 111 Murphy Hall, University of Minnesota, 206 Church St. SE, Minneapolis, MN 55455-0418. If you wish to receive only the booklet, send a check for \$10. All proceeds from sales of the video and booklet will be used to fund student projects developed in the School.

Daily alumni celebrate 90 years of making news

By Kevin Fox

Generally, the collective memory of *The Daily* spans all of two, maybe three years. To attain "historian" status at *The Daily* means little more than being the senior member of your department or staff. Sure, most of the current staffers can tell you the birth date of *The Daily*, but ask them to elaborate and their eyes gloss over and pretty soon they're telling you about the big story from last quarter. Names like Severeid, Salisbury, Heggen and Reasoner seem as ancient as hot-lead type. It's as if they belonged to the other *Daily* — the old *Daily*.

As we enter our tenth decade of publication, is it really all that bad that no one today understands the past? As St. Paul *Pioneer Press* columnist and former *Daily* editor Nick Coleman quipped at the awards banquet, "that lack of understanding of where we've been and where we're headed is part of what makes *The Daily* special." I agree, and perhaps reinventing the "wheel of journalism" is part of the learning process for individuals who aspire to be good writers and business people. I also believe that there are many valuable lessons to be learned from *The Daily's* past. It would be nice to be able to present a laundry list of reasons to support that notion, but the reasons aren't all that tangible.

I can offer the activities of the 90th anniversary weekend as evidence that, at the very least, cultivating the past can be fun. The Daily Alumni Association sponsored two events on Saturday May 5th in conjunction with the 50th Anniversary of Murphy Hall; a panel discussion and the second annual Awards Banquet.

The title of the panel discussion was "Print vs. Broadcast Journalism in the Twin Cities." SJMC Professor Jean Ward moderated the lively discussion between James Lileks and Chris Ison, representing print, and Trish Van Pilsum and Maureen Reeder, representing broadcast. The discussion focused on the strengths, weaknesses,

changes and future directions of both media.

The second annual Awards Banquet was also a tremendous success, with more than 180 students, faculty and *Daily* staffers in attendance. Some notable alumni present included Otto Silha, Chuck Roberts, Marshall Tanick, Vic Cohn, Graham Hovey, Dennis Wadley and Mark and Margorie Forgetto. After dinner, brief speeches by outgoing Board President Cliff Ovardia, Business Manager Chris Thompson and Editor-in-Chief Daniel Eggen congratulated *The Daily* staff for outstanding work that netted *The Daily* numerous awards from professional organizations. *The Daily* was voted "Best All Around" newspaper in the nation by the College Newspaper Business and Advertising Managers in April. It also received top honors as well as several individual awards, at the Region 6 SPJ competition.

The Daily Alumni Association honored current staffers Renee Nelson and Dave Micko with "Outstanding Achievement" awards for their commitment to *The Daily*. The Association also presented Pulitzer Prize winner Chris Ison with an award for his contributions to journalism and *The Daily*. SJMC Professor Emeritus George Hage was given the first "George S. Hage Award of Excellence" in recognition of his 55 years of service to *The Daily* and journalism education at the University.

Nick Coleman, featured speaker, entertained the audience with stories about his career at *The Daily* during the turbulent early 1970s.

The Daily and the Alumni Association plan to sponsor more events in the future. If you are interested in joining the Association, or if you have some ideas for future programs, please write or call the Association at:

The Minnesota Daily Alumni Association
720 Washington Ave. SE
Suite 201
Minneapolis, MN 55414
(612) 627-4080

FACULTY UPDATE

Three new faculty members will begin teaching at the School of Journalism and Mass Communication next fall. **William Babcock**, Ph.D. in Journalism/Environmental Sciences from Southern Illinois University, will teach reporting and international mass communication. **Tsan-Kuo Chang**, Ph.D. in Journalism from the University of Texas at Austin, will teach in the international communication and news-editorial areas. **Leola Johnson**, Ph.D. in Mass Communication from the University of Minnesota, will teach courses in news-editorial and copy-editing, as well as in the area of women and minorities in the media.

Prof. Hazel Dicken-Garcia has won the prestigious Frank Luther Mott-Kappa Tau Alpha \$1,000 Award for the best researched book about the media published in 1989. Her **Journalistic Standards in Nineteenth Century America** (University of Wisconsin Press) studies the relationship between societal values and press coverage of issues and events of the last century. The award honors the late Frank Luther Mott, noted historian and long-time leader of KTA.

In March and early April, 1990, **Prof. Dicken-Garcia** was committed as an expert witness in a case concerning ownership of gold aboard a ship that sank during a hurricane 133 years ago. The ship, the S.S. Central America, carrying an estimated three tons of gold and more than 500 passengers and crew from San Francisco en route to New York, sank somewhere off the coast of South Carolina on Sept. 12, 1857. The

wrecked ship and its cargo were found in 1986 by Columbus-America Discovery Group, Inc., after years of research and estimated expenses of \$10 million.

In the case, heard in the United States District Court for the Eastern District of Virginia, Norfolk Division, several insurance companies asserted claims to the gold, arguing that they or predecessors had paid off claims on the gold after the wreck. In the absence of any official documents to show they had insured or paid off insurance claims on the gold, the insurance companies offered 1857-1858 newspaper articles about the wreck to support their ownership claims.

Because of her recent book, **Journalistic Standards in Nineteenth-Century America**, Dicken-Garcia was asked to serve as an expert witness regarding the reliability of 1850s newspaper content. A decision regarding ownership may be forthcoming by July, 1990.

Professor Jean Ward consulted with the Department of Communication faculty and students at Trinity University in San Antonio, Texas, April 19 and 20. Trinity adopted a new curriculum five years ago and invited Prof. Ward to visit and evaluate it, as well as to suggest additional changes that might be made.

While in San Antonio, she also spoke with recent SJMC graduate, **R. George Smith**, now a staff writer for the San Antonio Light. Smith previously worked as a reporter for the *Minnesota Daily* and interned at the *Star Tribune*.

DICKEN-GARCIA

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orchestration. I try assiduously — annoyingly self-consciously, I am often told — to avoid any hint of attempts to produce clones. My general sermon to students is that no one can afford to be an intellectual bigot, that only minds that remain open to every theoretical and methodological perspective can advance knowledge, and that, in the final analysis, one must follow one's own scrupulously informed intellectual leadings. Of course, my own interests may lead me to interpret the questions I hear from students in conformance to those interests. And if a dialogic process is — as it should be — always occurring between teachers and students, then a mutual influence on research directions follows.

In any event, my own research focuses on communication and culture — both terms broadly defined — rather than in a specific time period or topic. My interest is in how a communication system and the functions of specific communication forms become defined by culture in periods of history. A strong aspect of that interest is in the interaction of changing cultural components and communication — forms, purpose, function, role, concepts. Thus far, my research has dealt with these issues at both macroscopic and microscopic levels, with journalism figuring prominently as both a component of culture and of communication systems. Journalism, in effect, is the most direct, visible and researchable *intersection* between culture and the communication infrastructure, for it reflects the society, the value the society places on communication and on information disseminated through its media — and what information (form, kind, substance, conduct) is permissible at any given time to be published and circulated.

My dissertation, for example, focusing on a segment of 18th-century American frontier, examined how a communication system emerged as a wilderness area was transformed into *community*, then *communities* and ultimately a state. Journalism's role in that process was examined.

Chapters in *Communication History* (co-authored with John Stevens; Sage, 1980), assessed the state of research in the field, emphasizing alternate questions linked to culture, and providing a model locating journalism's place in a communication system.

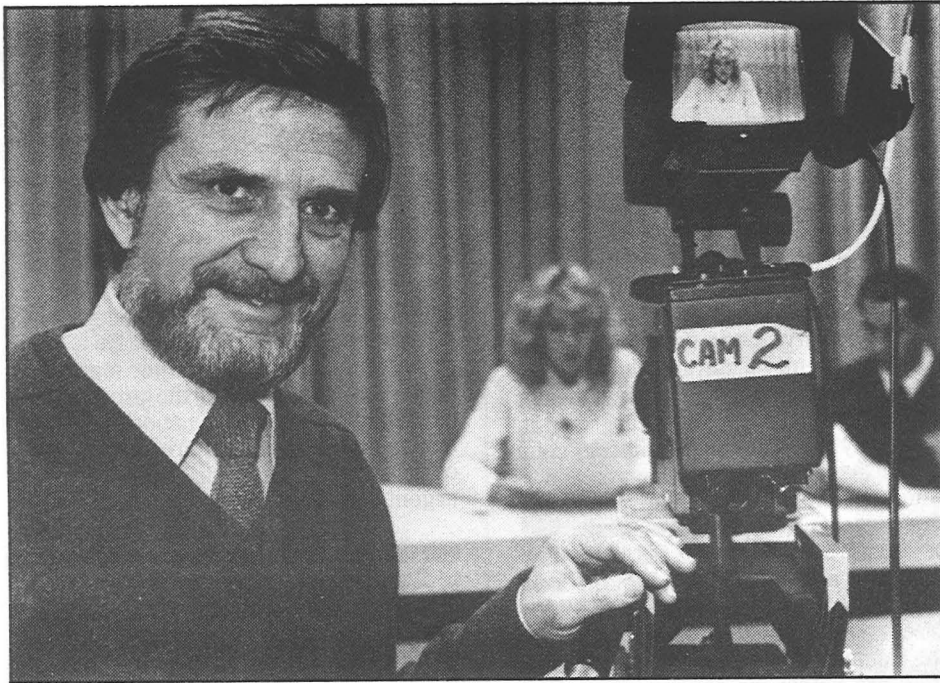
The book *Journalistic Standards in Nineteenth-Century America* (U. of Wisconsin Press, 1989) — also from a macroscopic perspective — focuses on the relationship of journalistic standards and cultural changes across the century.

Another book, tentatively titled *To Western Woods . . .* (U. of Delaware Press of Associated University Presses; 1990), takes a more microscopic view after examining the communication infrastructure of the late 18th-century; it focuses on one family's use of communication, the role and patterns, of communication behavior, in the beginning of the culture-transforming event that came to be called the Westward Movement.

Research currently under way returns to the nineteenth century and takes a microscopic approach in focusing on developments in reporting during the decade of the Civil War and the relationship of those changes to shifting values, with special interest in whether those developments were responsive to the first great outpouring of press criticism that occurred in the 1850s.

ROY E. CARTER, JR. International communication in a changing world

Life has been full of changes and surprises for me in the last few decades. Here are some of them:



Irving Fang

As a specialist in Latin American studies, I have been impressed by the speedy (and sometimes inappropriate) adoption by overseas colleagues of almost all of the new technologies available. One example is telephone interviewing by computer, a technique obviously limited to market and advertising studies where the few homes with telephones are the ones of primary interest.

In the international communication field, I worked years ago with the concept of "individual modernity," a variable largely abandoned by researchers who have come under the influence of dependency theory and other frames of reference whose proponents look with scorn at imperialistic efforts to westernize or North Americanize the world. But in Brazil, curiously, there is a movement to give new life to the effort to measure the extent to which people are "modern" in their thinking, this time as part of the "psychographics" armamentarium used in marketing and advertising research. The goal is to identify people most likely to be drawn into the consumerism fold: Who are the persons so "modern" in their ideas that they will automatically want our modern products?

When I first entered the field of journalism education, the study of international communication was largely descriptive, rather than based upon any body of social science theory. It was even a battleground of the Cold War in the McCarthyism years of the 1950s, when course titles and descriptions emphasized such concepts as "totalitarian Marxism" vs. the "free world." Over time (and thanks to the contributions of scholars like Raymond B. Nixon, Robert Lindsay and Chin-Chuan Lee) the work has become insightful, more sensitive to cultural differences,

and more rooted in theory. Moreover, there is less of a "tourism flavor" and increased willingness not to judge the media of the rest of the world in terms of how similar they are to ours.

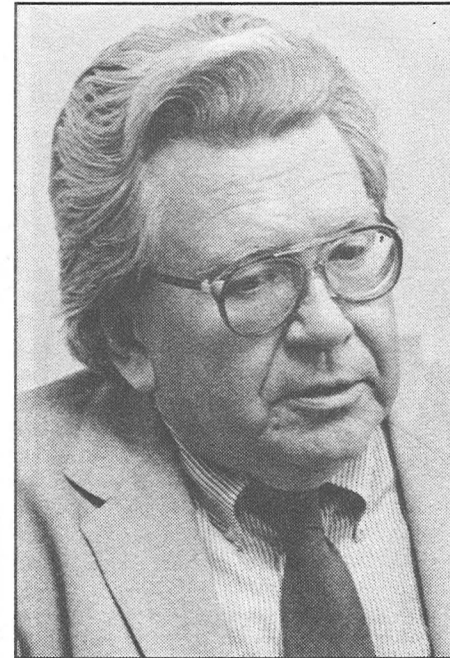
As for international communication studies in general, I believe that in the future they often may focus on the Southern Hemisphere, so long neglected by politicians, researchers and journalists, and on the Asian countries of the Pacific Rim, which will continue to exert a major influence on world history. Our China Times Center and its staff will undoubtedly make major contributions concerning that area.

Another change in the field of international communication is that it is increasingly difficult for a scholar to be a "Mr. or Ms. World" with *global* expertise in any field, be it mass communication or political science or sociology. There will be increasing need for skill in cross-cultural learning, sensitivity to other peoples and their problems, concerns, demands and resentments, and — even in this traditionally monolingual country — some attention to language training.

One final thought. I believe we are going to have better international news coverage in the future. I recall listening with admiration as Peter Jennings, just a few years ago, addressed a broadcast awards banquet at Columbia University. What Jennings had to say, basically, was that he wished the networks would send fewer people like him to cover major international events. What was needed, Jennings said, was greater utilization of journalists who had the linguistic and other skills and knowledge necessary to know what they were doing. That was a point well-taken and, I believe, is to some limited extent being implemented today.



Hazel Dicken-Garcia



Roy E. Carter, Jr.

IRVING FANG Writing styles in broadcast and print

Students who begin the study of broadcast news have complained of the difficulty of writing in an unaccustomed style, a difficulty compounded when the student is concurrently taking a broadcast news course and a news editorial skills course. The confusion which results from writing in a separate style for each course in order to produce news copy seems to present the novice journalist with the same type of trouble found in a foreign language class.

No magical way exists to learn a foreign language without practice, and none exists for developing facility in more than one writing style without experience. Nevertheless, it may be possible to ease the burden of writing in more than one style by systematically examining the styles to determine what sets them apart. I have just begun such a study.

That different news writing styles have evolved for newspapers, radio and television is due to the unique nature of each medium and to the manner in which each medium is consumed by its audience.

News in newspapers is written so that it may be edited from the bottom up. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. During the days of letterpress, the makeup editor fit lead type into the steel chase by the simple expedient of tossing paragraphs away — from the bottom — until the type fit the allotted space. In modern offset lithography the same job can be accomplished by a razor blade or a computer delete key, but the editing is still usually done from the bottom up.

If newspaper stories were consumed sequentially as they are in radio and television newscasts, the writing style would change of necessity. If, for example, a newspaper reader was unable to turn to page 2 before taking in every word on page 1 starting in the upper left hand corner and continuing to the lower right corner, I believe that the writing style of newspaper stories would soon resemble a radio newscast.

The radio newscast must be consumed sequentially; that is, the listener does not hear the second story in the newscast without hearing the first story. The eighth story waits on the first seven, which means in practice that all seven are chosen to be interesting to a significant number of listeners, and are presented at a length which maintains that interest.

In addition to the inevitable centrality of thinking that affects story choice and story length, there exists a pressing concern for clarity in both sentence length and word choice because the radio listener, unlike the newspaper reader, is unable to stop to review and reconsider the meaning of a sentence. The eye can go back, the ear can go only forward with the voice of the newscaster. In addition, unlike the attentive newspaper reader, the radio listener is often driving, working, or engaged in some task other than absorbing the latest news, and consequently is paying less than full attention. As a result, radio news stories are written to be told in familiar words combined into sentences which run at comfortable lengths in a style known as "conversational." Because there is no opportunity to go back, there should be no need to do so. This affects the structure of phrases of attribution and the use of pronouns, because pronouns have antecedents. The broadcast news writer learns to beware of innocent little words like "it."

Television news style is much like radio news style but adds new complexities when words accompany pictures. It is my opinion that television news writing, when done well, is the

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FANG

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most difficult type of writing this side of poetry.

Ideally the words that accompany a videotape story of an event are written, even under time pressure, only after the writer has edited the videotape so that the pictures follow a logic of their own. In addition to all the other constraints which limit the writing of a news story — lead, chronology, clarity, etc. — the words which accompany each scene should relate in some way to the pictures. If the words and the pictures do not support each other they surely fight each other for the viewer's attention, a dissonance that detracts from understanding. It appears to be true that nearly all of the information in a television newscast is found in the words, but the pictures carry the impact. It is the pictures that will be remembered.

No study of the stylistic differences in newspaper, radio and television news will end students' frustrations. The best hope is that a combination of underlying principles and guidelines to broadcast writing — beyond the admonition to write conversationally — will reduce the level of frustration just a bit.

PHIL TICHENOR

The rural community and access to news

One of the ironies of the information age is that while we are immersed in information, certain parts of society are being left behind. One of the losers in this new age is the rural community, in which access to public affairs information about regional, state and national issues seems to be on the decline. This is a problem under study in the Rural Sociology mass communication project, which involves faculty members George Donohue, Chris Olien and myself, along with a number of journalism graduate students over the years.

A key factor is concentration of circulation of metropolitan newspapers in their home areas. Such concentration results from targeting advertising and news coverage to populations in affluent metropolitan residential areas that are most likely to patronize the businesses of the advertisers. Audiences are selected according to these "target" criteria rather than according to their needs for information to advance their own interests. Maximizing profit and investment return may not be consistent with maximizing information for all audiences.

An illustration is the *Star Tribune*, which in 1965 was distributed to more than 45 percent of the households in the rural southwest corner of Minnesota. By 1987, that penetration was down to under 15 percent, or roughly a third of what it was in the mid-1960's. Around the state, the more rural and homogeneous the area, the greater the reduction of metro newspaper circulation.

The information problem arises from the fact that these large newspapers contain more information about state, national and international events than any other media. This information serves to link small communities with the large metro centers, capital cities and foreign nations, where decisions are made which affect the communities' future. With declining access to such information, two kinds of knowledge gaps seem to be widened: One is the gap *within* rural communities, since persons with higher education are most likely to get hold of the few copies of metro newspapers that show up in local newsstands. The other effect is a growing gap *between* communities, since the metro papers concentrate their circulation in their home area where there is an abundance of other media available. The rural communities which were cut off from circulation of the metro papers have lower circulation

of news magazines, fewer cable TV channels and fewer radio signals available. Such "media poorness" tends to work against the ideal of fully informing the community citizenry about issues affecting its welfare. The net effect is that rural communities are left behind in information, just as they are left behind in economic and political influence. In fact, the information loss compounds the problem of political weakness.

A community leader in Minnesota's Lincoln county, along the South Dakota border, recently illustrated how this works. A surface water bill was being debated at the state legislature, and it had many implications for Lincoln county that has a history of drainage and water quality problems. Yet, neither this leader nor anyone else locally had been informed about the bill until after it had been acted upon.

What that leader saw in a specific case was documented in some research we conducted in two rural communities. Both are within the coverage area of metropolitan dailies which, as would be expected, provided differing interpretations of issues than did regional dailies or local weeklies. The difference may be seen in coverage of rural area issues, such as an accident at a nuclear power plant near a small town. The local weekly will often minimize the dangers and emphasize the safety record of the plant and its value to the local economy. It might even run an editorial objecting to "negative" reporting of the episode in the big city papers.

The metropolitan daily, on the other hand, typically reports such an issue not only for the small town immediately affected, but for a variety of publics and interest groups beyond the local area. As a result, the small town citizen who reads about local issues both in the pages of the local weekly and the metro daily gets a much broader perspective on the issue than does another who reads only the local version. "Seeing the local issues as outsiders see it," is presumably highly valuable for local decision-making. Outside perspectives may provide insights which are instrumental to development of group power and to enhancing that power advantage.

In these two communities, our research indicated that coverage by a metropolitan daily newspaper can have a major impact on local knowledge about local issues. Persons who read about the issues in metro dailies had higher levels of knowledge than did persons reading only newspapers. The difference was greatest where the local paper was a weekly.

One might ask whether circulation by small regional daily newspapers would compensate for the loss of information resulting from pullback of metropolitan newspapers. Some such compensation seems to occur, but it is partial at best. For one thing, the regional newspapers have fewer pages and less information than the papers from metro areas, averaging less than half as many pages daily. Secondly, the increase in regional circulation seems to only partially match



Phil Tichenor

the number of households dropped from metropolitan newspaper delivery.

What is occurring in Minnesota may be representative of such changes in newspaper distribution nationally. We are now conducting an extensive analysis of media penetration and change in a sample of metropolitan and nonmetropolitan counties nationally. We are taking into account media penetration, ownership, development of FM and AM radio, TV cable systems and other information resources. This research has the potential for identifying some crucial aspects of the problem of information inequalities nationally. Since information inequalities are tied up with other social inequalities, these are urgent things to learn.

RONALD J. FABER

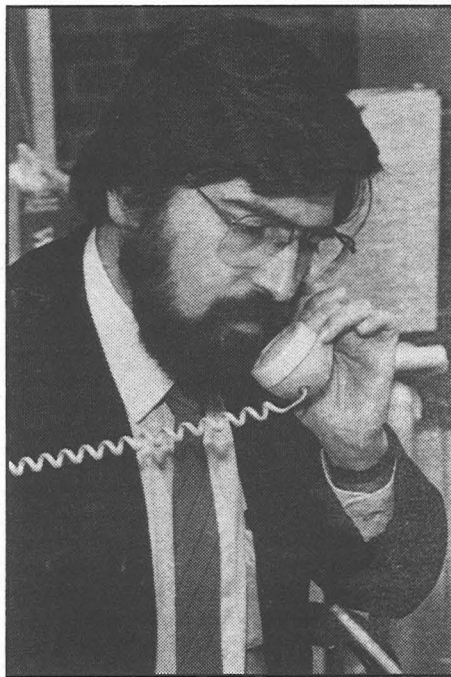
Negative political advertising

One of the most important and dramatic trends in political advertising during the last two decades has been the increased use of negative political appeals. Recent estimates suggest that as many as one-fourth to one-half of all political ads may be classified as negative ads. Only a few empirical studies, however, have examined the impact these ads can have on the outcome of political races.

Several possible outcomes of negative political ads are possible. First, they may make voters more negative toward the target of the ad. We could consider this an "intended effect" since this is what the sponsor of the ad is attempting to do. Surveys, however, have found that a large percentage of the U.S. population claims to dislike negative appeals. This suggests that an alternative outcome of negative political ads may be to make voters more negative toward the source of the ad. We may term this a "backlash effect."

Finally, a negative ad may have no overall impact on voting decisions. This can occur if voters do not change their intent to vote for either candidate, or if intent to vote for both candidates changes in the same direction. For example, voters may become more negative to both the sponsor and the target of a negative ad. In this case, the net effect is no change. However, this reaction may have long-term ramifications, leading voters to become turned-off to the political process and, perhaps, to stop voting at all.

A study was sponsored by the School of Journalism Research Division to determine the most common outcomes of negative political ads. This project was designed and conducted with the aid of journalism classes in political advertising and political communication. Telephone interviews with 286 randomly selected registered voters from Hennepin County were conducted during the last 10 days of the 1988 Senate race. Respondents were asked about



Ronald J. Faber

four specific negative ads used during this election (two by each candidate) and if these ads influenced their intent to vote for either candidate.

The impact of a negative ad should depend on whether the voter initially favors the sponsor of the ad or the target candidate. If voters are partisans of the sponsor, intended effects should be more likely. However, partisans of the target candidate should be more likely to demonstrate backlash effects. The most interesting group, however, are independent voters. These are the people whom political ads must sway to help their candidate win.

The most common reported result of exposure to negative political ads among all voters was no effect. No net change in voting intent was reported between 40- and 65-percent of the time, regardless of partisan preference or ad.

Among partisans of the source candidate, intended effects were common across the four ads (29.2%) while backlash effects were reported by only 7.2% of the voters. However, among target partisans, intended effects were found only 6.6% of the time, while backlash effects were reported by 45.8% of the respondents. As mentioned before, the most important group may be the independent voters. Among these people, backlash effects were more common (31.7%) than intended effects (22.6%). Thus, while the majority of voters report no net effect of negative political ads, when they do have an effect it is more often opposite of what the sponsoring candidate intends. This is true among both partisans of the target candidate and independent voters. Only among sponsor partisans are intended effects more common than backlash effects.

Given the results found here, one would certainly wonder why negative political ads are so common. We believe there are two major reasons. First, negative ads do help to polarize supporters of the sponsoring candidate. If one's support is weak, it can help to firm up this support. Further, at the end of a campaign, negative ads can motivate supporters to go to the polls to vote. The second reason for the use of negative ads may be to influence initial impressions of an opponent. The study reported here was conducted at the end of the campaign. However, negative ads may be most important early on in a race, when people often do not have a clear impression of a candidate. In this situation, negative ads can be used to create undesirable impressions of the opponent. Future research on voters' reactions to negative ads at the early stages of a race are needed. We believe it is likely that at early stages negative ads can influence the formation of voters' impressions of candidates, while at later stages they simply serve to reinforce existing impressions.

WILLIAM E. HUNTZICKER

The frontier press

Frontier editors have long been characterized as rugged individualists who, like the cowboys of the American West, flung lead to clean up corruption and purge the town of bullies. Certainly, some editors in small frontier towns fit the stereotype but, more often, the newspapers were hired guns for one side or the other in the fight over progress. Frequently they were serious business people who staked their futures on their towns' successes.

Frontier newspapers often chose to be town boosters over reporters. Editors in railhead towns at the end of the Texas-to-Kansas cattle drives, for example, ignored the indiscretions of visiting trail hands who often deposited their wages at local recreational centers. A series of cattle towns built in the 1870s in southern Kansas competed to attract the cattle drives. Editors boosted their town over others and helped find ways (through subsidies, tax breaks, free land, etc.) to induce cattle drives and railroads into town. Home-

steads and farmers didn't like the cattle drives which trampled fields and brought new cattle diseases.

One of the best known disputes was in Tombstone, Arizona Territory. There, one newspaper represented the Democratic sheriff and the "cow-boys," the gang trying to halt the advance of homesteaders and railroads. The other newspaper, the *Tombstone Epitaph*, favored the federal Republican administration represented locally by Marshal Virgil Earp and two of his brothers, Wyatt and Morgan. The Republicans are remembered as the good guys, in part, because they won the street fight that settled the dispute near the OK Corral in 1881. And they're remembered because they were represented by the surviving newspaper, *The Tombstone Epitaph*.

Forthcoming books on the frontier press will cover the economics of frontier newspapers, women editors in the West, and newspapers as a form of communication. My own work looks at images of the West from various media — frontier newspapers, traveling reporters, photographers and illustrators.

In studying the illustrated press, I found much relatively unexplored territory. The illustrated newspapers became the nation's first weekly news magazines. The major ones were Frank Leslie's *Illustrated Newspaper* begun in 1855 and *Harper's Weekly* started nearly two years later. The Civil War boosted the circulations of the illustrated newspapers with their large illustrations and cartoons.

Two journalistic careers — special arts and engravers — disappeared with the end of the illustrated newspapers. The special artists sent sketches and news stories from the field to the magazine's New York office. Using a process introduced into the United States by Leslie, the engravers then drew the sketch on a wood block. The block was then cut into sections and passed out to the engravers. The wood engravers each carved his or her own section of the picture. The carved sections of the picture were then bolted together and placed on the printing press. Leslie's process allowed the reproduction of a picture overnight. Special artists and engravers worked for years after the 1880 invention of the halftone, which allowed newspapers and magazines to reproduce photographs in print. Some of these publications published pictures which the artists sketched in New York to illustrate events they had never seen.

Although I'm interested in history, my teaching interest has been reporting. I predict a resurgence of interest in interpretive reporting as the nation begins to feel the impact of the federal deficit, to rethink the Cold War and military power, to reconsider abuse of power, to question the mass media in recent elections, and to become aware of major crises in race relations, education and health care. The growing disenchantment with the news media may become a factor in how future editors and reporters do their work.

DONA SCHWARTZ Photojournalism in its institutional context

Visual communication, an area of research within mass communication, focuses on the analysis of pictorial mass media, including movies, television, photography, and graphic design. The kinds of questions raised by scholars studying visual communication are the following: How and why do visual images assume their specific forms? What kinds of meanings do they convey? How do viewers respond to them and with what effect?

Approaches to the study of visual communication are broad and interdisciplinary in nature. When the image itself is the subject of study, researchers in visual communication often bor-



Dona Schwartz

row from art history in order to analyze form, content, and style. Semiotics aids analysis of the meaning of the image, and how that meaning has been constructed by the picture maker.

To better understand the genesis of the image, research often centers on the process of production. This focus makes it possible to understand why systems of imagery conform to particular patterns of form and content. Studying the production process involves gaining an understanding of the work necessary to image-making. Viewed as work performed by individuals, we want to know what the nature of the work is, and how the picture makers themselves affect the final product. Viewed from an organizational or institutional perspective, we want to know about the division of labor involved in picture making, how it influences what can and cannot be done, and how professional and institutional norms shape the production process and the resulting pictures. Viewed as a social and cultural activity, we want to know how prevailing cultural norms relate to the visual imagery we create.

In addition to studying visual images and the production process, it is important to understand how images are viewed by audiences. To that end, visual communication scholars have studied audience members by analyzing their cognitive responses to pictorial information, and in addition, by studying the way they use pictures in everyday life. This latter approach often requires first-hand observation of viewers as they respond to pictures in the course of ongoing social interactions among family and friends. This kind of participatory research is a real challenge, as some of our students are discovering!

Taking a visual communication perspective, I have been studying photojournalism within its institutional context in order to analyze the characteristic codes of production which shape and define news photography. I am interested in the strategies photojournalists

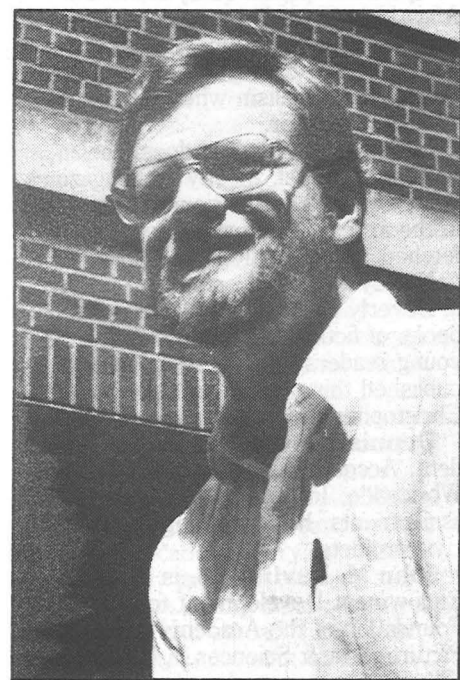
use to construct pictures which will be treated as objective renderings of reality, when viewed within the context of the newspaper page. And I find it fascinating to study the ways in which news photographs provoke different responses when they are presented in new contexts; in art museums, for example.

Future studies of photojournalism will necessarily examine the impact of new imaging technologies on the field. Most obviously, ethical issues are being raised by electronic imaging, and the faith we place in the photographic image may begin to erode as electronic manipulation becomes another modern "convenience." Beyond the ethical issues raised, new technologies are bound to revamp work processes in the field, and the advantages and drawbacks of electronic imaging and computer-assisted photography have yet to be fully examined.

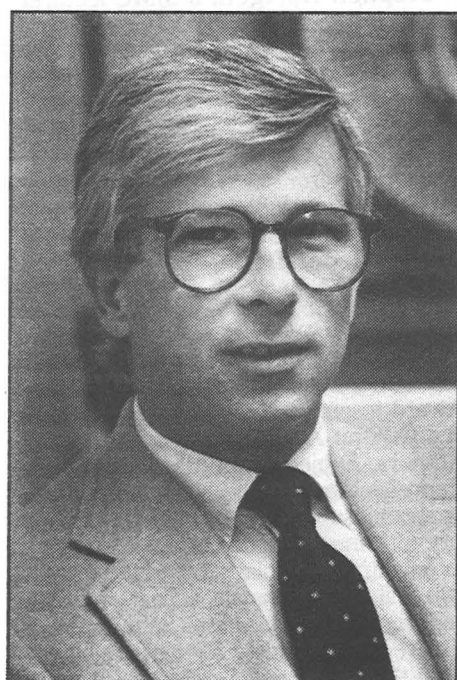
The insights gained by studying photojournalism from the perspective of visual communication have led to the introduction of a new summer institute in documentary photography. Beginning this summer, I will be working with advanced students in photography in an intensive professional workshop, experimenting with both the processes of documentary production, and the distribution of documentary photographs. I will be joined by Eugene Richards of Magnum Photos, and Peter Howe, Director of Photography at Life magazine. Watch for results of this innovative venture.

ALBERT TIMS Agenda-setting and public opinion

Recent research seeking to understand the cumulative effects of the news environment on changes in public perceptions are breathing new life into



William E. Huntzicker



Albert Tims

basic questions about the role of the news media in the social influence process. The stimulus for much of the resurgence of interest in this area can be traced to the methodological and theoretical advances in research on the agenda-setting function of the press, and in our understanding of the role of the media as a major conduit through which the climate of opinion in society is made evident to the public.

After years of systematic inquiry in this area, researchers have developed strong evidence that Americans' views of their society are powerfully shaped by the stories that appear in the press. They maintain that the evidence both from laboratory and field studies of agenda setting strongly supports Walter Lippmann's assertions about the ability of the media to define a reality beyond the confines of personal experience. Experimental studies demonstrate the ability of news stories to influence (or prime) the availability and nature of the cognitions used in forming judgments about social and political conditions.

The methodological approach used in our studies at Minnesota is to build a nonlinear predictive model of the overtime movement in the distribution of opinion based on the persuasive influences expected to result from the changes in the news environment. The reliability and validity of the model is established by comparing the predicted trends in public opinion with the trends established by sequential cross-sectional social surveys.

This research does not challenge recent theories describing the active role of the individual in categorizing, filtering, integrating, and interpreting information. It is based on a model that maintains that social systems change in predictable fashions in response to change in their environments; just as biological and mechanical systems change in response to changes (pressures) in their environments. Any system — biological, mechanical, or social — that failed to do so could not survive. One of the major accomplishments of this new approach is its ability to render the influence pressures of the news environment systematically observable in their dynamic complexity. It recognizes that the pressures are constantly changing and often conflicting. It also recognizes that equal increments in pressures do not result in equal responses in the social system and that opinions across issues vary in their resistance to change. Until now, we have been poorly equipped to take all of these factors into account in our studies of the relationship between the news media and the social influence process.

In a recent study, we used this approach to predict public support for the two leading candidates for President of the United States, George Bush and Michael Dukakis, during the course of the 1988 presidential election campaign. The predictions of public support for the two candidates are based only on the favorable and unfavorable messages about each candidate found in news stories carried by the AP wire service between September 1987 and the election on Nov. 8, 1988. A total of 2,603 AP stories were retrieved for analysis.

For the entire period after Sept. 20, 1987, 121 measured opinion time points were found for comparison with values calculated from the total of 2,603 retrieved AP stores. The last of the measured opinion values was not a poll point but was the actual result of the election showing 54 percent voting for Bush and 46 percent voting for Dukakis. The computed values were 56 percent and 44 percent, respectively. This difference of 2 percent was typical of the differences found throughout the study period. When all 121 opinion points were used, the average deviating between measured and calculated opinion was 2.7 percent, with 3.5 percent being the value for the root mean squared deviating. Therefore, opinion from computer-scored AP stories was in the range of the error of opinion polls.

ALUMNI NOTES

1930s

Don Braman, '37, Sedona, AZ, is busy working with SCORE as a consultant to small businesses and is active in archaeology and geology groups in Arizona. His frequent travel plans included an odyssey to Turkey in October, '89.

1940s

Dick Anthony, '42, after many years in radio and TV broadcast news, is in his second year as president of the non-profit corporation that operates the Steeple People Surplus store in Minneapolis.

Don Dennis, M.A. '42, now retired, is researching and writing a 75th Anniversary history of the Foreign Policy Association, a national, nonpartisan educational organization that he joined in New York in 1953. One of its activities is presenting world leaders before audiences in New York and Washington.

Edward Graves, '48, has recently retired from advertising sales in business publications, as well as working for Penton and McGraw-Hill Publications. He lived in Atlanta, GA, for 25 years before moving to Jasper, GA, where he is now enjoying golf, outdoor activities and helping with the Community Monthly.

Donald R. Grubb, M.A. '49, is now coordinating and co-planning biennial seminars for the U.S. press in Berlin after retiring from a 30-year tenure at NIU where he was a professor and head of the NIU Journalism Department. He also served as Executive Secretary of NI Newspaper Association for 22 years. He lives in Dekalb, IL.

Robert W. Hefty, '41, recently retired as Public Relations Consultant to Detroit Strategic Plan Implementation Office. He lives in Dearborn, MI, and still serves as public relations consultant to Detroit Edison.

Norman O. Hilleren, '49, retired nursing home owner and administrator, lives in Bay City, WI. He is a consultant for Lutheran Home, River Falls, WI. From 1951-1953 he published the *Edina-Morningside Courier* which is now a Sun newspaper.

FACULTY UPDATE

Assistant Professor **Michael Griffin** has joined the SJMC faculty full-time.

□

Don Gillmor will be returning from the Gannett Center at Columbia University, where he has been a Senior Fellow since last September.

□

The prolific work of **Associate Prof. Lawrence Soley** was highlighted recently in a paper documenting publication productivity in the three leading U.S. advertising journals from their inaugural issues through 1988. With 19 primary articles to his credit, Soley placed second among more than 2,000 contributors to the *Journal of Advertising Research*, *Journal of Advertising* and *Current Issues and Research in Advertising*. The paper appeared in the *Journal of Advertising*, Volume 19, Number 1, 1990.

Soley also co-authored an article titled "All the Right Sources," which appeared in the February 1990 issue of *Mother Jones*. The article was the result of a two-and-a-half-year study of transcripts of ABC, CBS and NBC evening newscasts, in which he found that the overwhelming majority of experts called upon for "objective" commentary were right-of-center in their politics, white and male.

MURPHY REPORTER

Ed Kolpack, '49, retired March 31 after 40 years with the Fargo Forum. Thirty-eight of those years were spent in the sports department.

Earl R. Truax, Jr., '48, retired March 30 after 17 years as promotion director for the *San Antonio Light*. A past president of INMA (1964-65), he also served as promotion director for the St. Paul *Pioneer Press* (1951-61), the *Miami Herald* (1961-1968) and the Miami Dolphins football team (1968-73).

Paul Veblen, '40, took early retirement from the Santa Barbara *News-Press* in 1976, where he had been executive editor. He now resides in Santa Barbara, CA. Veblen played a key role in the exposure of the subversive aims of the John Birch Society by the *News-Press*, which won the 1961 Pulitzer Prize for editorial writing.

Veblen, who had been a news editor of the Des Moines *Register and Tribune* and the Minneapolis *Tribune*, joined the Santa Barbara paper in 1957. Recently, Veblen sent a memo he had written about the John Birch Society campaign to his former Minneapolis *Tribune* editor, Paul Swensson. In it he relates the part he played in the paper's exposure of the previously secret society. Other papers, notably the Los Angeles *Times*, joined in the 1961 campaign that crippled the society's power.

Ken W. Wakershauser, '48, has recently moved to Sun City, AZ.

Rose Ettesvold Weber, '44, retired three years ago from the United Stationers department of advertising, where she continues to do freelance work. She resides in Oak Park, IL.

William Whitbeck, '42, recently retired, is a freelance marketing consultant in Minneapolis.

Carlos Whiting, '47, has moved to Salt Lake City after 40 years in Washington, DC, as a "personal writer" for politicians and bureaucrats. He is now backing a "virtual reality" interactive computer and video learning system. The initial venture is in simulated face-to-face teaching.

Quintus C. Wilson, '46 (Ph.D. American History) is working on a book about the growth of Japan's military power.

Sada Sahagian Zarikian, '44, lives

Visiting Professor **Bill Huntzicker** conducted a workshop with Doris Giago, reporter from the Sioux Falls *Argus Leader*, on "Sensitivity: 10 Tip on Covering and Portraying American Indians," April 27, at the conference on the Media and the American Indian in Sioux Falls, S.D.

□

Stephen Hartgen, a SJMC lecturer from 1972 to 1974 and a reporter at the Minneapolis *Star* from 1967 to 1973, has been named publisher of the *Times-News*, a 22,000-circulation daily which serves eight counties in Southern Idaho. Hartgen, 45, has been the paper's managing editor since 1982. He is also co-author of a leading college reporting textbook, *New Strategies for Public Affairs Reporting*.

□

Associate Professor **Dona Schwartz** has won a 1990-91 Bush Sabbatical Award to pursue her project, "Mothers and Others: An Investigation of Authors, Subjects, and the Process of Representation." The highly competitive program, supported entirely by University of Minnesota funding, is designed to encourage scholarly or creative work that will make a visible impact on undergraduate education. Schwartz has also received funding for her project from the University Graduate School's Grant-in-Aid of Research.

in Caracas, Venezuela, S.A., where she arrived as a new bride in 1946. Since then she has devoted herself to volunteer work, most of which benefits young people. Included in her many activities is her work with the Scouts and with the International Association of University Women (VAAUW).

1950s

Sherwood Benson, '50, earned his M.B.A. at the University of Chicago in 1957. He is now doing investment consulting and teaching at Northwestern University since retiring after 30 years with Allstate Insurance where he was Research Director, Common Stocks.

Robert S. Burger, M.A. '54, lives in Glen Mills, PA. The Burger Course in Effective Writing is now being taught in approximately 100 companies (mostly Fortune 500 type), government agencies and other organizations.

William S. "Bill" Caldwell, M.A. '54 (Ph.D. Pol. Science, '60), is active in environmental affairs in California. In addition to part-time teaching at Chapman College and the Long Beach Naval Station, he is the Orange County coordinator for a national project on the environment by the Sierra Club and United Nations Association. Caldwell has combined his environmental interest with a knowledge of world affairs, especially those of the erstwhile Soviet bloc, and has studied the area during research visits from 1964 to 1989. He resides in El Toro, CA.

Ralph A. Champlin, '50, lives in New Canaan, CT, and retired in November, 1989, from Colgate-Palmolive Co. where he held various executive positions.

Donald E. Fink, '53, Woodcliff Lake, NJ, is editor-in-chief of *Aviation Week & Space Technology* magazine, a McGraw-Hill publication. In 1989 he led an editorial team on a three-week visit to the U.S.S.R. that resulted in the report "Perestroika's Changes Grip Soviet Aerospace Industry."

Jane Davison Harsh, '50 (M.L.S. '74, University of Pittsburgh), worked as a reference librarian in public and academic libraries until she retired in 1986. She lives in Dublin, OH.

George J. Lockwood, M.A. '57, has been named executive editor of the St. Joseph, MO., *News-Press & Gazette*. Formerly managing editor for features at the *Milwaukee Journal*, he left that post in 1986 to become the Gannett Distinguished Professor of Journalism at Marshall University, Huntington, W. Va.

1960s

Sally-Jo Bowman, '63, received honorable mention in the 1990 fiction competition sponsored by *Honolulu Magazine*. She will be teaching an experimental course in "The Journalistic Essay" at the University of Oregon School of Journalism where she is an adjunct professor.

David Butwin, '61, does freelance writing on travel, mostly for magazines. His trademark is mentioning Minnesota in the articles "no matter how far-fetched." He now lives in Leonia, NJ.

Nancy Smiler Levinson, '60, lives in Beverly Hills, CA, and has written 15 books of fiction and non-fiction for young readers. Her latest book was published this spring, and is about Christopher Columbus.

Dennis Nustad, '62, is Vice President, Account Supervisor, at BBD&O Worldwide. In addition to regular assignments, he is working on major civic projects.

John M. Pavlik, '63, is Director of Endowment Development for the Foundation of the Academy of Motion Picture Arts & Sciences in Beverly Hills, CA.

Carol L. Pine, '67, co-founder of

Pine & Mundale, is now vice president of custom publications at Yeager, Pine & Mundale, a new Minneapolis-based communications firm. In 1989 she was named a finalist in INC. Magazine's entrepreneurship awards program, named one of six "Minnesota Mavericks" by the Minnesota Women's Press, and won the Women's International Tarpon Fishing Tourney in Marathon, Fl.

George R. Rekela, '65, was named Executive Editor at Chapin Publishing Co., publisher of *Weekly Construction Bulletin Magazine*, *Daily Construction Bulletin*, and *Minnesota Truck Merchandiser*.

Roger Schoenecker, M.A. '60, will be on sabbatical next year from the Cambridge Center of Anoka Ramsey Community College to research historical data for a book on European settling of the "Sooilands" of central Minnesota.

1970s

Larry Anderson, '75 (M.A. UW-Madison), is Executive Director of the Beargrease Sled Dog Marathon and owner of Starship Enterprises, a Duluth public relations/media production firm.

Steve Bergerson, '74, veteran advertising lawyer, has joined Fredrikson & Byron and will practice with its Advertising, Media & Entertainment Practice Group. He is also chairman of the American Advertising Federation Advertising Standards Committee, member of its Legal Affairs Committee, chairman of the AAF's Eighth District and its Minnesota State Legislative Council, and is a director of the Better Business Bureau of Minnesota.

Timothy P. Browne, '72, is president of Browne & Browne Marketing, Inc., a full-service promotion, point-of-purchase merchandising and event marketing firm in Minneapolis.

Tom Coyne, '77, is Sports Director/Anchor at KXJB-TV in Fargo, ND. In 1987, he was honored as the North Dakota "Sportscaster of the Year" by the National Sportscasters and Sportswriters Association. He was also a finalist for the same award in 1988.

George Fass, '71, has been named Regional Director, North Pacific/Asia (Japan, South Korea, Taiwan and China), for Official Airline Guides. He is based at the Irvine, CA, branch office.

Steven R. Gottry, '70, is president of Gottry Advertising and Marketing, Inc., an agency he began in 1970. He added Corporate Channels, a video production subsidiary, in 1987.

Terry Hennessy, '74, has been Special Projects Editor for the *Sacramento Bee* since 1982. From 1977 to 1982, he was Page One Editor and Assistant News Editor for the *Minneapolis Star*.

Roberta Henrickson, '75, is Manager of Industries Advertising and U.S. Media Planning, TBM Corporation, White Plains, NY. She resides in Weston, CT.

Bruce E. Johansen, M.A. '75, is an associate professor in the Department of Communications, University of Nebraska at Omaha. He has been invited to address the annual convention of the American Bar Association in August, 1990, in Chicago, on Native American contributions to democracy. In addition, he is completing a second book on this subject.

Richard M. Knaeble, '76, has established his own private investigation agency in Phoenix, AZ. He is an Officer of the Superior Court and works as a paralegal for several law firms.

Janet Koplos, '76, returned to the U.S. after living in Japan for 4½ years where she was the art critic for an English language newspaper. She is now an associate editor at *Art In America* magazine and has written a book on contemporary Japanese sculpture which will be published next spring.

Steve Morawetz, '77, has joined Dain Bosworth, Inc., as Vice President/Manager of Advertising and Public Relations. Most recently, he was a vice president at Padilla Speer Beardsley, Inc. He is also a member of the Public Relations Society of America and a board member of the Minneapolis Citywide Committee on Housing Improvement Education.



Morawetz

Gary North, '75, is Copy Editor of the *Press-Telegram* in Long Beach, CA.

Nancy Sheridan Piga, '77, is Executive Director, Heart of Lakes United Way for Douglas County, and writes newsletters on a volunteer basis for the Alexandria Area Arts Association, Theatre L'Homme Dieu, Alzheimer's Chapter and an arts column for the local newspaper.

Douglas Ritter, M.A. '76, was recently made Manager, Business Communications Systems Advertising at AT&T. He and his wife, Nancy, live in New Providence, NJ, and are planning to adopt their second child this fall.

Malcolm Ritter, '76, currently living in New York, was chosen to receive a fellowship on cancer at the Knight Center for Specialized Journalism at the University of Maryland. He is a science and medical writer on the staff of the Associated Press.

Charley Walters, '75, was named in February as "Minnesota Sports Writer of the Year" for 1989 by the National Sportscasters and Sportswriters Association, his seventh Sportswriter of the Year award in the past eight years. He is a sports columnist for the *St. Paul Pioneer Press*, where he has been employed since graduation from the U of M.

Elizabeth Evenson Williams, a student in Prof. Ed Emery's History of Journalism graduate seminar in 1969-1970, dusted off a research paper from his course, titled "W.R. Ronald: Prairie Editor and AAA Architect," entered it in the Center for Western Studies (Augustana College, Sioux Falls) History Paper contest, and won the \$1,000 first prize in the professional division. The prizes were given out in a ceremony at Mt. Rushmore last April.

Rhona Williams, '75, has moved, after nine years in TV news, to careers in public relations at Adolph Coors Company, management and marketing at Coors and Blue Cross/Blue Shield of Colorado, and management/institutional advancement at the University of Nebraska Medical Center where she is Director of Public Affairs.

Thomas Youness, '73, has just moved his "six-year-old-and-growing" Tom Youness Advertising into new quarters in St. Paul.

1980s

Stuart Aase, '80, has entered his fourth year as Assistant City Editor for the *Sacramento Union*, the oldest continuously-published daily newspaper west of the Mississippi.

Terri Kruse Aberg, '80, is now Advertising Project Manager for Telex Communications in Bloomington after nine years as copywriter for Roth Graham Advertising.

Shelley Beaudry, '85, traveled overseas for business purposes in March to Rotterdam, West Germany, Vienna, Leningrad and Moscow. She will be married Sept. 22 to Jose Laracuate, Chief Program Analyst for the Foreign Operations Division of U.S. Immigration Naturalization Service.

Al Boyce, '84, is a computer programmer for Prudential Insurance, president of "Billy Bob's Road Kill Cafe & Auto Body," and editor of five camp song books for Many Point Boy Scout Camp.

Jeff Brawn, '87, is a reporter for the *Milwaukee Sentinel*.

Melissa P. Breyette, '89, is Marketing Communications Assistant for Northwest Community Hospital in Arlington Heights, IL.

Stuart J. Bullion, Ph.D. '82, is Chairman of the University of Maine Department of Journalism and Mass Communications. He is also on the board of the Maine Press Association.

Kerry F. Casey, '84, is writing ingredients copy and nutritional information for Crystal Farms Dairy Products packaging.

Linda Channel-Gallob, '89, is self employed in her own business in freelance writing and research.

Kimberly Chicken, '89, is seeking employment in the area of corporate communications in the Minneapolis, Wausau and Milwaukee job markets.

Lee Svitak Dean, M.A. '89, has been working as a feature reporter for the *Star Tribune* since 1980.

Kathleen Crandall Dornfeld, '89, recently left Colle & McVoy Public Relations, where she was an account executive, to launch Crandall Dornfeld Communications.

Patrick Emerick, '87, is currently employed at Admarketing, Inc., in Los Angeles, CA. He would like to contact a U of M alum group in Southern California.

Joyce H. Gissler, Ph.D. '89, is Assistant Professor, Journalism Department, and yearbook adviser at Midland Lutheran College in Fremont, NE. She was married June 23rd in Minnesota and is now Dr. Joyce Winfield.

Steve Homan, M.A. '83, is currently copy editor of *Mechanical Engineering Magazine* and books editor for Barron's Educational Series, both in New York. He was previously editor-in-chief of *Southern Connecticut Business Journal*.

Julie Howard, '83, is news reporter for WFRV-TV, Green Bay, WI, where she also is back-up morning anchor.

Chris Ison, '83, was a co-winner of the 1990 Pulitzer Prize for "Fire in St. Paul," published in the *Star-Tribune*. The two-part investigative report exposed a thriving industry that, with the assistance of several key firefighters, profited from arson and suspicious fires. A former editor of the *Minnesota Daily*, he came to the *Star Tribune* in 1986 after working at the *Duluth News-Tribune*.



Ison

Sarah Janecek, '84, is an attorney and lobbyist with Government Relations Group, St. Paul.

Suzanne Kennen, '89, is a news reporter for KAAL-TV in Austin, MN.

John Kerans, '80, is a partner in a public relations agency and lives in Tempe, AZ. He also teaches journalism one night a week at Mesa Community College and will receive his M.A. in mass communication in December from Arizona State University.

Richard B. Kielbowicz, Ph.D. '84, has been promoted to Associate Professor and has tenure at the University of Washington School of Communications. His book, "News in the Mail: The Press, Post Office, and Public Information, 1700-1860s," was published in 1989 by the Greenwood Press.

Catherine P. Klima, '86, is Director of Marketing Communications for Novus, Inc., an international franchiser of windshield repair based in Bloomington.

Lisa C. Kopp, '89, is owner and operations manager of Postal Annex Plus, a postal service in Vista, CA.

Beth LaBreche, '88, is an assistant account executive in Yeager Pine & Mundale's marketing communications division.

Stephanie Kwo, '88, is Marketing Communications Administrator with 3M Health Care.

Paul Lester, M.A. '83, is an associate professor at Cal State, Fullerton. He is the author of a textbook on the ethics of photojournalism that will be published by Lawrence Erlbaum this fall.

Nora Leven, M.A. '88, is a freelance writer in the Twin Cities, concentrating on business, finance and health. She is also an independent focus group moderator.

Patrick Mangan, '88, is enrolled in the Creative Writing Graduate Program at the U of M. He plans to obtain a Ph.D. in English.

Allen D. Merry, '88, works as a disc jockey at WEBC/WAVC in Duluth.

Randall Mikkelsen, M.A. '84, is now working as a Stockholm correspondent for Reuters, covering business, general news and sports.

Lisa L. Moris, '89, is currently looking for a job in mass communication.

Ann Mueller, '87, is a staff writer for Soundings Publications in Essex, CT. She previously was a research reporter for *Inc. Magazine* in Boston, M.A.

Cate Murphy, '85, is Communications Director for Minnesota Project Innovation.

Todd Neumann, '89, is Copyholder, Comparing Department, for West Publishing, St. Paul.

Kirk Nielsen, '81, is a news editor/news caster for Monitorradio's Early Edition on American Public Radio, broadcast from Boston. He had been Documentary and Features Producer at Voice of America in Washington, DC, where he covered Latin American, African, and musical affairs.

Chris Niskanen, '88, is employed by the *Quad-City Times* in Davenport, IA, as the outdoor writer after serving as Associate Editor of the *Alumni Magazine* of the U of M.

Mame Silverman Osteen, M.A. '84, is senior writer for the custom publications division at Yeager Pine & Mundale.

Ted Pease, M.A. '81, is a founding director of the Midwest Newspaper Workshop for Minorities at Ohio University, a 10-week summer training program funded by the newspaper industry to increase newsroom diversity. He is also Managing Editor of *Newspaper Research Journal*, a quarterly journal of scholarly research and commentary on issues affecting the newspaper industry, published by the Newspaper Division of AEJMC.

OBITUARIES

William Hoffman, 76, and a 1935 graduate of the SJMC, died May 21, 1990, following a heart attack. The St. Paul native was a former editor of Continuing Education in Social Work at the University of Minnesota. He was also the author of four popular books about life on the West Side of St. Paul.

Robert L. Anderson, 72, died of cancer Feb. 16, 1990. A 1939 graduate of the SJMC, he was an executive of the Minnesota Safety Council for 20 years. Anderson had been a member of the St. Paul Jaycess and won four national awards for safety projects, including one for founding the teenage driving road-e-o, now an international event.

Frederick Miller, Jr., who attended the SJMC from 1934 to 1935, died Feb. 3, 1990.

Jennifer Salhus, '89, is Assistant Account Executive for Zimmerman Group in Edina.

Marie Pramann Sales, '86, is the Public Affairs Specialist for the Superior National Forest in Duluth, MN, as an employee of the U.S. Forest Service.

Kristine "Kriss" Schulz, '83, has been promoted to Assistant Director of Media Relations and Publications in Marquette University's Public Relations Department.

Christine Scanlan, '89, is living in St. Paul.

Cynthia Scott, M.A. '89, is managing editor of *Equal Time*, a biweekly newspaper in Minneapolis.

Shelly Sippl, '85, is an account supervisor for the Nike, Inc., and Intellig Corp. (children's educational toy) business at Wieden and Kennedy, an advertising agency in Portland, OR.

Susan M. Smith, '89, is Marketing Manager for the Stamford Branch of the Connecticut Courier.

Mary Tezak, '85, is working as a creative writer in the advertising and promotions department of NordicTrack, a Chaska-based manufacturer of exercise equipment. She also is a regular contributor to *Personal Fitness & Weight Loss* and *Active American* magazines.

Connie Coursley Van Beck, M.A. '89, is living in Rochester, MN, and is presently staying home to raise her children.

Bill White, '89, is business editor for the *Anchorage Daily News* in Anchorage, AK. He received his degree after leaving the U of M in 1976 to be the Associate Editor in the News Department of Publishers' Auxiliary, Washington, DC, a weekly trade publication for the newspaper industry.

Jeriann K. Young-Severson, '86, is self-employed, with her husband, in operating a video production business. They live in Costa Mesa, CA.

Kristine "Koop" Pierce, '88, is currently employed at Yellow Book Road, a children's bookstore in La Mesa, CA, and is seeking other employment. She lives in San Diego, CA.

Mark Plenke, M.A. '89, is a journalism instructor at Anoka-Ramsey Community College.

Christine Powell, '89, a recent first-time parent, is busy taking care of Nichole Maria Christine Powell.

Steve Rhodes, '89, is a reporter for *The Ledger*, a daily newspaper in Lakeland, FL.

Samuel B. Richter, '89, is a copywriter in the Creative Department of Cevette and Company, an advertising agency.

Bruce Westley, a visiting professor at the SJMC 20 years ago, and co-author of one of the most frequently cited articles in the field of Mass Communication, died April 1. Westley was a faculty member in journalism at the University of Wisconsin and the University of Kentucky. He co-authored, with Malcolm McLean, an article titled: "A Conceptual Model for Communication Research," published in *Journalism Quarterly* in 1957. The groundbreaking article, which offered a new way of looking at mass communication as a system, was the most frequently cited article in the field in the 1970s.

Otto W. Quale, '40, died Oct. 8, 1988. He founded the Yearbook Printers Association and was the association's first president. At his death, the association funded two scholarships at the SJMC in his name.



Diane T. Bush photo

During the slow summer season, Skatedium roller rink in St. Paul features square dancing several times a week. Diane T. Bush's photo was taken as part of a three-week course in documentary photography taught in early June by SJMC Associate Professor Dona Schwartz.

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