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Murphy Reporter

University of Minnesota School of Journalism and Mass Communication

summer 1989

SJMC WOMEN: Alumnae are making their mark on media



Victoria Fung



Photo by David Gandrud

Beverly Kees



Mary Kay Baumann

Three remarkable women

Editor's Note: As a fellow at the Gannett Center for Media Studies, Victoria M. Fung documented how women broadcast journalists are coping with sexism in network news operations. As one of only seven women in top editorships at daily newspapers with circulation over 100,000, Beverly Kees is seeing that the Fresno (California) Bee has a voice in solving community problems. In the world of graphic design, Mary Kay Baumann is a creative leader who recently left Time Inc. to go into business with her husband. All three of these remarkable women are graduates of Murphy Hall, and all three have made their mark on the media in the years since they graduated. This issue of the Murphy Reporter features profiles on each of these women, beginning on page 8.

Silha lecture

Jamieson blasts deceptive ads

By Allison Campbell
SJMC graduate student

Deceptive political advertising did not begin in the 1988 presidential campaign, yet it reached new depths because the usual protections did not counter it, said Kathleen Hall Jamieson, G.B. Dealey Regents Professor of Communications at the University of Texas at Austin.

Political advertising on television has hypnotized the American electorate, said Jamieson, who delivered the fourth annual Silha Lecture May 16 at the Radisson University Hotel.

Unlike those calling for legislation to curb dirty advertising, however, Jamieson suggested using the modern equivalent of World War I's gas warfare: fight ads with ads until both sides agree to ban deceptive advertising. In addition, newspapers have an obligation to expose dishonesty in political advertising.

Introducing Jamieson's analysis of political advertising, Donald Gillmor, director of the Silha Center for the Study of Media Ethics and Law, said she was a "national resource" for journalists during the 1988 campaign. Jamieson appeared on the MacNeil-Lehrer and Bill Moyers shows, as well as on the opinion pages of newspapers.

Jamieson also discussed the implications of sleazy political advertising that politicians, journalists and citizens must face.

"To the extent that political commentators concluded that the 1988 campaign was in fact the most distracting in American history, spent the least time dealing with things that were important before the country, and also — particularly in its closing months — was among the most deceptive, we as a democracy have a problem that bears profoundly on questions of ethics and mass media," she said.

Democracy's usual protectors failed in 1988, Jamieson added. Journalists' reporting candidates' debates, and opponent's advertising failed to hold the dike against waves of unethical advertising.

News norms restricted journalists' ability to attack deceptive ads. "The story will only air or run once, and if the ad is airing at saturation levels, as

most distorted, distractive ads are, one news story can't counter 50 or 60 airings of an ad," Jamieson said.

Media managers also became adept at choreographing television news visuals, so that ads were "contextualizing," painting the landscape, for news, Jamieson said.

"The traditional vigilance of the press was undercut by the power of advertising, and the press still had to deal with the fact that one exposure can't really

Jamieson said she disagrees with those who say: "Let's just get the sleazy politics out of our living room by saying the candidates don't have free speech," because it would constitute unconstitutional prior restraint.

And it would probably be unnecessary legislation, because if journalists, politicians, and media managers understand advertising's persuasive techniques, they will be prepared to counterattack with the proper tool: advertising that

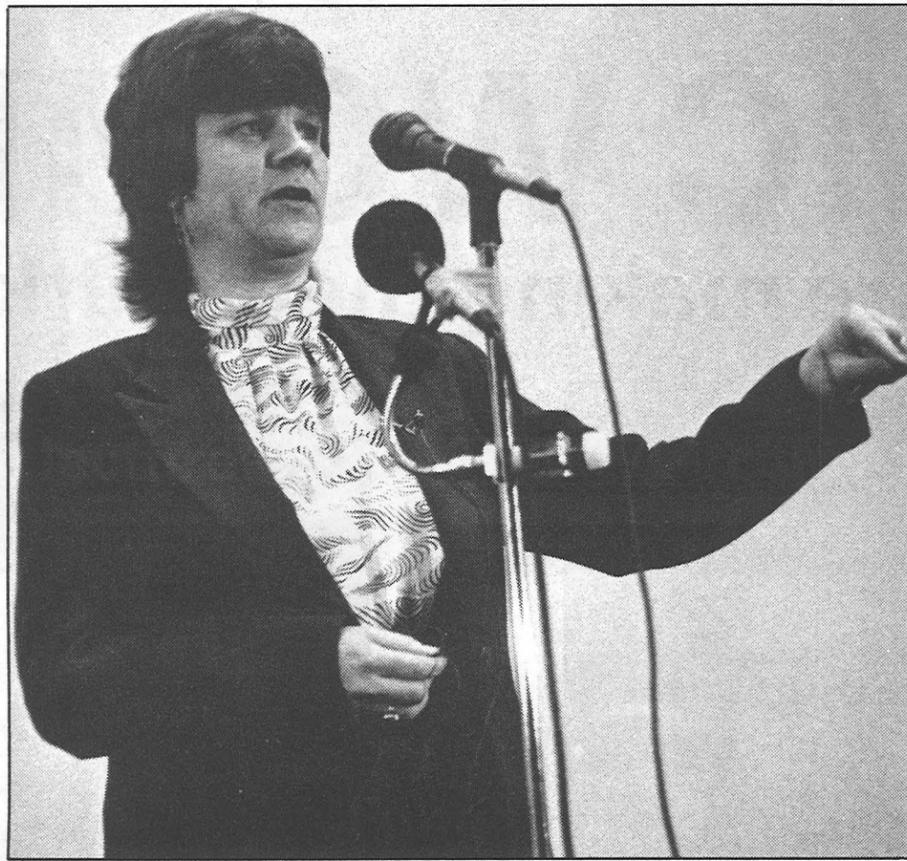


Photo by Paul Riggs

Kathleen Hall Jamieson

counter multiple exposures, words can't really counter pictures, and most of us don't pay attention to the news to begin with," she said.

Candidates could have responded in debate, but this "presupposes that the candidate is willing and able to use the debate form and that audiences are willing to pay attention to it," said Jamieson.

But Dukakis proved incompetent in this possible arena of counter-attack, as well as in countering deceptive advertising with advertising, she added.

"For five weeks, people saw the Boston Harbor and the revolving door furlough ad un rebutted and came to believe it had to be true because no one had told them it wasn't — specifically, Michael Dukakis," she said.

Asked whether she advocated a core curriculum similar to that of Alan Bloom, Kathleen Jamieson said she would like to see training in thinking skills rather than training in Western culture:

"I'm more concerned that students be exposed to, and required to generate argument; be exposed to, and required to command history. And history shouldn't simply be Western history, we live in a pluralistic society. Students should have some appreciation for great literature and great poetry, and that doesn't have to be Western, in fact it shouldn't be only Western.

"But the way in which we have traditionally cultivated eloquence has been by exposing, in the educational system, students to great uses of language in different historical circumstances, elevated uses of lan-

guage that ennoble their audiences and don't demean their audiences.

"And in a curriculum in which students aren't exposed to some forms of masterful use of discourse, and that shouldn't simply be Western, students become less able to produce discourse, and also less able to recognize specious forms of discourse.

"The curriculum is focusing increasingly on how to make students successful communicators, instead of on how to make them careful, reasoning, historically sensitive communicators who simultaneously are able to identify fallacies when they hear them and see them. The academic curriculum needs to be more sensitive to developing in its students the political acuity that protects it from a demagoguery."

— By Allison Campbell

Advertising also blurs our sense of

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DIRECTOR'S NOTE

Daniel B. Wackman

Dear Alumni,

On April 7, I spoke to the annual banquet meeting of the Journalism Alumni Society. At that time, I indicated we were facing an intense crisis involving three elements.

First, we were facing the potential loss of accreditation. Second, we were facing the loss of a number of key faculty members. Third, the College and University were facing major funding problems, which made it difficult for them to supply us with the needed additional resources.

At the dinner, I asked alums, and subsequently, many other media leaders, to rally behind our cause. Rally you did and your voice was heard and helped us to obtain funding which will bring us through the crisis and place us in a strong position to rejuvenate the School. I would like to address each of the three elements that led to the crisis.

The Accrediting Team had praised us in a number of areas, areas that indicate that Minnesota still has fundamental strengths to make it an excellent program — a well planned curriculum, excellent teaching by our faculty, faculty research activities that are broad and impressive, and a superb student body.

However, the accrediting team had concerns in three areas.

The first was budget. Through our negotiations, we won a 25 percent budget increase in state funds over the next five years. These funds will greatly strengthen the School's ability to provide instructional support to the faculty to improve our students' educational experience. Furthermore, we will be able to add at least one, and perhaps two, faculty to our staff over the next five years.

Additionally, we are guaranteed that we will be able to replace all faculty vacancies during the next five-year period. Normally, when a faculty position is vacant, the College takes that position back and may turn it over to another department. This will not happen in our situation.

The second area was equipment. We have been given \$150,000 next year to begin re-equipping our labs. And we will receive another \$250,000 during the following three years for this purpose.

The third area was leadership and conflicts within the School. We are using the services of the Conflict and Change Center at the University to begin working through our conflicts. But even before this formal process began, the faculty began to pull together to work on several important programmatic issues. We are continuing the conflict resolution process this Spring, and will do so again in the Fall. We will also develop a five-year plan for the School by the end of Fall quarter, as we promised the Dean we would do.

The Accrediting Council formally voted to place the School on provisional accreditation for one year. I am confident that the funding we received and the steps we are taking within the School will result in a return to full accreditation a year from now.

Regarding the potential loss of faculty to other educational institutions, we have lost one faculty member. But I am confident that we will not lose the other three faculty who are being courted heavily by other schools.

Furthermore, next year we will search for three new faculty to replace existing vacancies in our staff. These hires — and others in the future — will help us to restore the traditional balance in the School between academically

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Editor: Audrie Krause

Photographers: David Gandrud, Youhuei Hwang, David Rae Morris, Donna Mulcahy, Kris Pranke, Paul Riggs, Tim Walker

Reporters: Emily Brauer, Melissa Breyette, Allison Campbell, Charles Houlton, Heather Mills, Bob Monzelowsky, Nancy Mueller, Wayne Nealis, Kris Pranke, Stephanie Schueler, Margaret Trostel, Brenda Van Dyck, Tim Walker

Designer: Audrie Krause

Adviser: Bob Craig

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

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SJMC's new director

Wackman brings both academic and professional skills to Murphy Hall

By Audrie Krause
SJMC graduate student

Daniel B. Wackman didn't travel a traditional path to his appointment as director of the SJMC, but his background includes the combination of scholarly research and professional experience that has come to characterize his 21-year career.

"That's how I like to work," said Wackman, who accepted the appointment as SJMC director in May after successfully negotiating with the College of Liberal Arts for additional financial support for the school. Wackman had initially accepted the job on an interim basis in April after MaryAnn Yodelis Smith resigned to accept a position at the University of Wisconsin.

Wackman was introduced to the newspaper industry by his father, who was an advertising sales representative for the Milwaukee Journal for 25 years prior to his death at age 54.

"Through all my childhood I was familiar with the newspaper," he said. "Newspapering, from an advertising point of view particularly, was an important part of my life."

When he enrolled as a journalism student at the University of Wisconsin, Wackman thought he was headed toward a career as a journalist. Before the end of his first semester, however, he decided to become a mass communications researcher, and has since focused primarily on the role advertising plays in the development of children as consumers.

On the professional side, Wackman has served as one of several partners in a book publishing company and has "struggled with the same issues as

publishers in other realms."

In recent years, he teamed up with former Cowles Professor John Lavine to develop the SJMC's media management curriculum and write a widely used text on media management. His work on that project was typical of Wackman's style in that it involved a combination of scholarly research and teamwork with an experienced professional.

A member of the SJMC faculty for 18 years, Wackman hopes to make a contribution as director to the rejuvenation of Murphy Hall.

"I do hope to be able to help us regain the traditional blend that we've always had of very strong professional education programs and excellence in academics," he said.

Wackman's immediate challenge is to regain full accreditation from the American Council for Education in Journalism and Mass Communication, which placed the SJMC on provisional accreditation after its visit in February.

"I think that the fact that we are provisionally accredited is less a matter of the problems in our programs than it is a problem of inadequacy of our resources," said Wackman.

Those problems will be addressed through a 25 percent budget increase in state funds and a guarantee to replace all faculty vacancies over the next five years.

"The main goal is to regain the momentum that we've had going, to see ourselves and have others see us as the superb program that we are," Wackman said.

One of Wackman's goals as director is to strengthen the SJMC's linkages with the professional community.

"I think that our ties have weakened

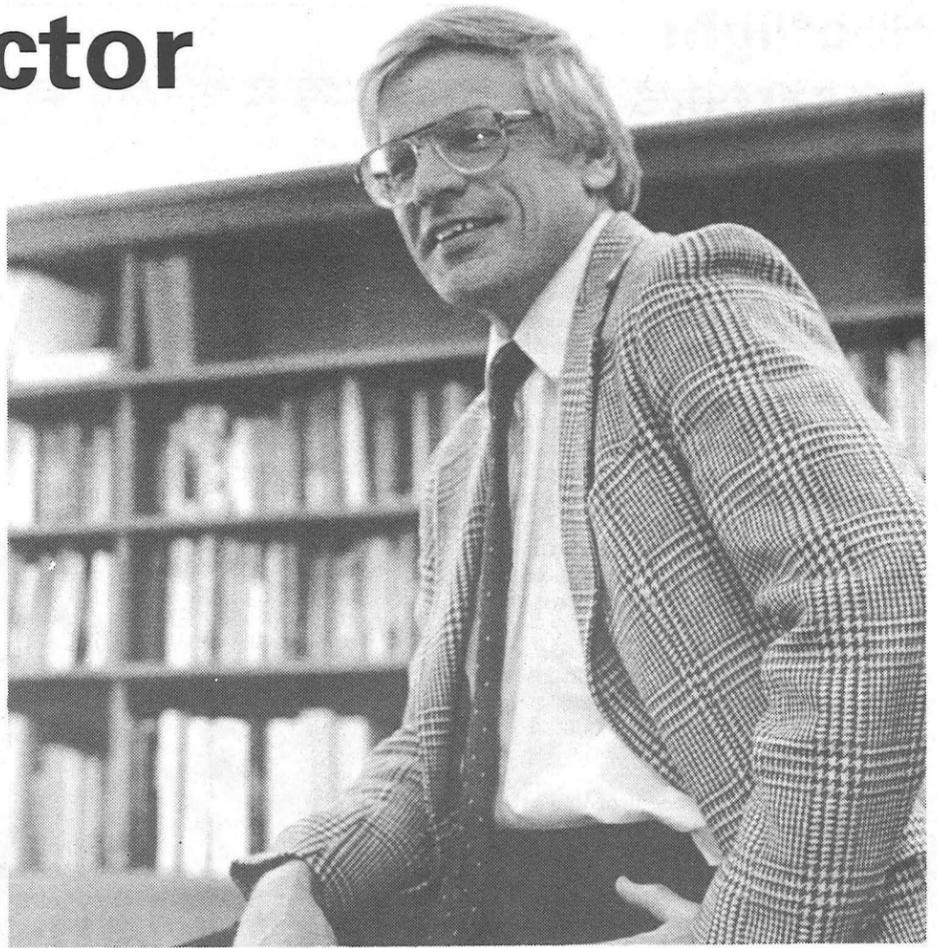


Photo by Kris Pranke

Daniel B. Wackman

and the sense of the professional community of our commitment to professional education has declined, and I think that that's more a matter of perception than of reality," he said.

Although Wackman doesn't have a detailed "vision" of the school's future, he hopes to rekindle the "energy" that the SJMC has experienced in the past.

Wackman said the chronic understaffing that occurred during the early 1980s "created a high degree of exhaustion" among the faculty.

"I think that the new funding that we've gotten will make it possible for us to stop being stretched as thin as we have been," he said. "It is my hope that

in five years, people will feel very vigorous."

Wackman is married and has five children, ranging in age from four to 23.

He has taught classes in media management, advertising and research methods, and is the author of seven books, including the media management text he co-wrote with Lavine.

Wackman received his Ph.D. from the University of Wisconsin-Madison in 1968 and taught at Michigan State University before coming to the SJMC in 1971.

He plans to continue some classroom teaching while serving as director. □

Targets of the Media

Panelists aim complaints at media at alumni banquet

By Charles Houlton
For the Murphy Reporter

Five people who were scrutinized by the news media during the past year told their side of the story during the "Targets of the Media" panel at the SJMC's annual alumni banquet on April 7.

This year's Targets of the Media panel included Paul Giel, former director of the University's athletic department; Nancy Koster, vice president of Minnesota Citizens Concerned for Life; David Hoium, communications director of the Independent Republicans of Minnesota; Mary Nord Weber, media liaison and account supervisor for the Fallon McElligott advertising agency; and David Debrotka, deputy police chief for Minneapolis.

Giel, the former director of the University's athletic department who was fired last year after the department's problems became public, said he regretted confronting St. Paul Pioneer Press Dispatch editor Deborah Howell with a demand for equal space after the paper published an article critical of his actions as athletic department director.

Although Giel complained that the article was unfair, he said, "I will probably never do that again. I would never give them the satisfaction of knowing I cared."

According to Giel, some members of the media had a vendetta against him because for years he had been a source for a Star Tribune sports writer in Minneapolis.

Koster, who works with a group that

opposes legal abortion, complained about exclusions and inaccuracies in media coverage of the abortion issue.

"We've asked for corrections . . . and haven't gotten them," she said. "We've even gone so far as to go to the Press Council, which turned us down."

Hoium was the subject of media attention because of financial problems within the Independent Republican party. While news coverage of the party's financial problems was accurate, Hoium objected to reports about an alleged "hit list" of reporters he was not willing to accommodate with interviews when Vice President Dan Quayle visited the Twin Cities earlier in the year.

"I did not do that," Hoium said, "and if you read the article carefully, it doesn't say that I did."

Weber handled news inquiries last year when controversy developed over a partner's response to a letter complaining that the firm engaged in sexist behavior. The partner, who has since resigned from the firm, responded to the complaint by sending the letter writer a copy of a photograph that many considered offensive.

Weber said she felt that some reporters were writing opinion pieces, rather than news.

"Inappropriate conclusions were being drawn," Weber said.

Debrotka said he was satisfied with the accuracy of news accounts of allegations of racism and brutality by Minneapolis police, and added that the department has a responsibility not to suppress news even when it's bad.

"We were basically victims of our

own silence," he said. "You were reporting the information that you could receive."

The evening included the presentation of service awards to MaryAnn Yodelis Smith, who resigned as SJMC director earlier this year, and John Finnegan, M.A., '65, who retired on Dec. 31, 1988, after 37 years with the St. Paul Pioneer Press Dispatch.

SJMC Director Daniel Wackman assessed the SJMC's needs and outlined his plans for regaining full accreditation from the American Council for Education in Journalism and Mass Communication, which placed the school on provisional accreditation after its visit in February. (See Wackman's column for a report on the SJMC's efforts to regain full accreditation.) □

Daily lawyer is honored

Marshall H. Tanick, a Minneapolis attorney and noted advocate of First Amendment rights, has been named recipient of the Freedom of Information Award by the Minnesota Chapter of the Society of Professional Journalists.

Tanick, a partner in the law firm of Mansfield & Tanick, received the award at the organization's annual Page One Awards Dinner on May 24 in the St. Paul Hotel.

The award was given to Tanick for his outstanding achievements in securing public information under the Open Meeting Law and Government Data Practices Act while representing the Minnesota Daily. The Daily was named a co-recipient of the award.

The award is given annually by professional journalists to an individual who exhibits outstanding achievements in advancing First Amendment rights. Tanick, a former journalist, has represented the Daily in several major cases involving freedom of the press and

access to public information.

Tanick said he is "delighted to receive this award. It represents the important role played by the media in assuring public access to the decision-making process. The Daily has been especially sensitive to secrecy in government. I am glad that I have been able to help challenge official secrecy."

In recent years, Tanick has helped the Daily secure documents concerning University research, reports on improprieties in the University athletic department and evaluations of the University police department. The Daily also brought a lawsuit last year challenging closed meetings in connection with the selection of the University president.

Tanick said much of the credit goes to the student journalists at the Daily.

"They are very much committed to the principle of the public's right to know," he said. □

Spotlight on careers in advertising

By Nancy Mueller
SJMC undergraduate

Some of the most successful advertising minds in the Twin Cities gathered at Coffman Union April 17 for Advertising Career Day '89.

With over 300 students in attendance, the ninth annual Career Day drew a larger crowd than last year.

Co-sponsored by the Advertising Federation of Minnesota, the event was intended to "get students to start thinking about a career, not just a degree," according to Ann Herzog, who chaired the Advertising Career Day committee.

The day began with a short welcome by Ron Faber, SJMC associate professor of advertising. Faber said he was happy with the turnout and attributed the main strength of the University to its location in the Twin Cities.

John Zavodnick, president of the Advertising Federation of Minnesota, agreed with Faber, calling Minneapolis "a hotbed of advertising around the country."

Keynote speaker Bob Geiger, the Upper Midwest correspondent for Advertising Age, stressed the competitiveness of the advertising industry today.

"These are hungry times," said Geiger, referring to recent lay-offs around the Twin Cities. "It is an extremely challenging time to enter the advertising industry."

Geiger said persistence and knowledge are the keys to success and urged students to listen to how the professionals got started.

Throughout the day, students attended one-hour sessions featuring professionals from around the Twin Cities.

The sessions featured tips on how to prepare resumes and portfolios and information on various positions available in the advertising and public relations fields, including market research, account services and print production.

Susan Busch, account manager for Colle & McVoy, Inc., talked about crisis communications and listed the current trends in public relations.

Busch said people in the public relations field need to be risk-takers who are not afraid to make mistakes.

"If you've got good writing skills and are not afraid to speak, you probably will succeed," she said.

Beverly Lockhart, vice president and director of personnel at Carmichael-Lynch, gave tips on writing resumes and advised students to "Be smart. Be a futurist." She added, "Have a good sense of yourself."

In a session on career avenues, Jim Kessler, president of JFK Search, Inc., said graduates entering the job market can be optimistic.

"The market is a lot better now than it was a year ago," he said. "There's a lot of opportunity in Minneapolis."

Luncheon speaker Jac Coverdale, founder and creative director of Clarity Coverdale Reuff, used video equipment to show examples of good and bad advertisements and advised students interested in advertising careers to "Take a stand. Have a point." He added, "Don't pull down your pants to get attention unless you're selling boxer shorts."

About 90 University students attended the event. Other participants came from St. Thomas and St. Olaf colleges and other schools in the Twin Cities and elsewhere, including Iowa State and the University of North Dakota.

Students attending Advertising Career Day '89 were pleased with the event.

"I think this is worthwhile," said

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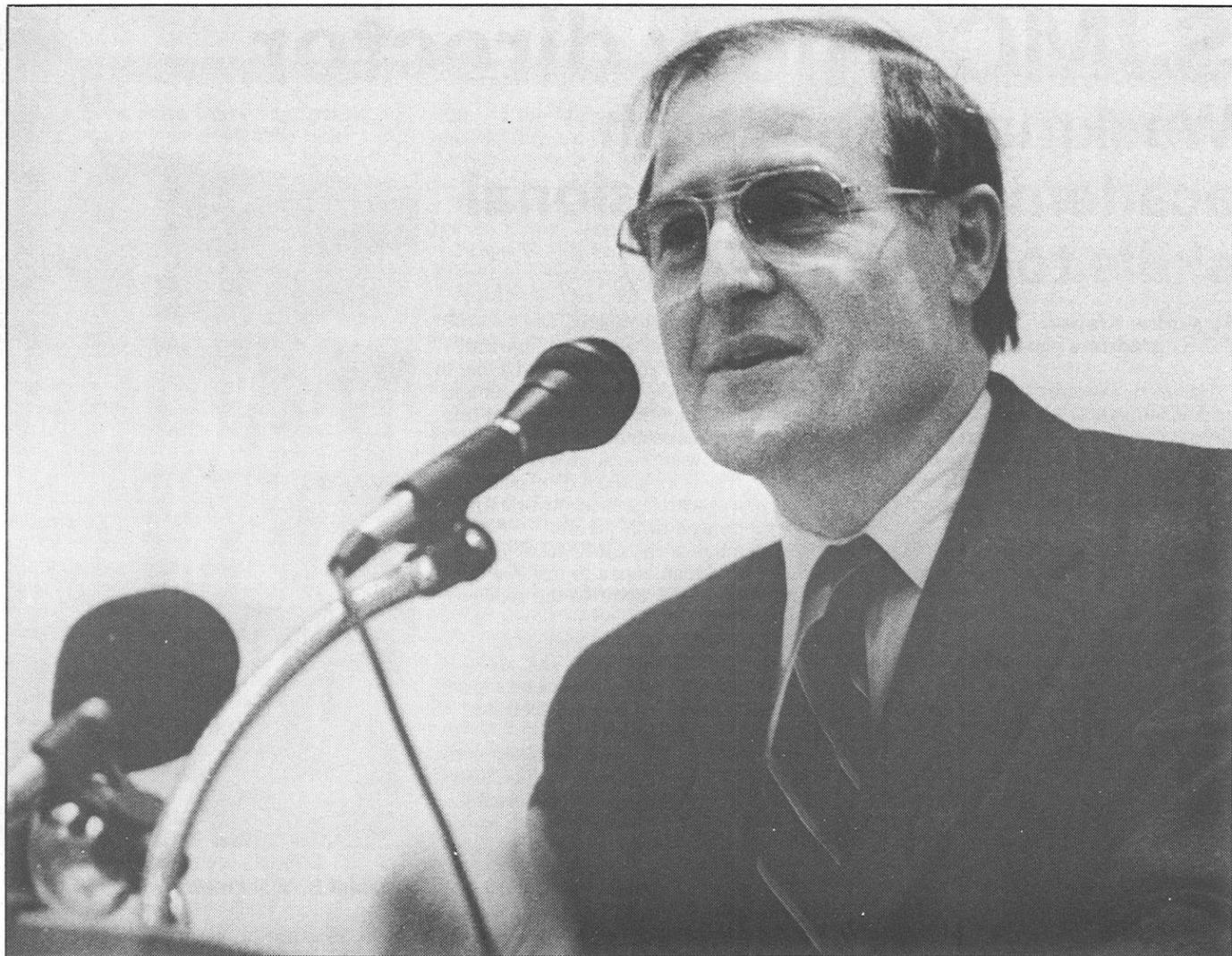


Photo by David Rae Morris

Robert M. Teeter

Premack lecture

Pollster says support of young voters led to Bush victory

By Wayne Nealis
SJMC undergraduate

A shift among young voters to the Republican party is a major factor in a "new governing coalition" in the United States, according to pollster Robert M. Teeter, the featured speaker April 11 at the Frank Premack Memorial Lecture.

The 11th annual lecture was sponsored by the Minnesota Journalism Center. Premack was a reporter and managing editor at the Minneapolis Tribune before his death in 1975 at age 42.

The lecture and awards program annually honors reporters whose work exemplifies Premack's own aggressive pursuit of news and excellence in journalism.

This year's awards were presented to Dennis Anderson of the St. Paul Pioneer Press Dispatch and a team of reporters from the Rochester Post-Bulletin that included Bonnie Bressers, James Walsh and John Weiss.

A special award honoring life achievement in journalism was presented to Philip Duff Jr., retired publisher-editor of the Red Wing Republican Eagle. Duff, never one to side-step editorial controversy, continues to write a daily column for the paper.

Anderson was honored for an expose that uncovered the causes of a 60 percent decline in the duck population since the 1940s. His investigation revealed how American hunters traveled to Mexico where there are no limits on the number of ducks that can be shot.

"I saw one fellow who shot 83 in one hour," Anderson said in accepting the award for newspapers with circulation over 50,000.

Anderson's story resulted in the firing of the chief of the Louisiana Department of Natural Resources and prompted policy changes to stem the decline in the duck population.

The Rochester reporters, Bressers, Walsh and Weiss, were honored for an investigation of ground water contamination, "Guarding Our Buried Treasures," in the category for newspapers under 50,000 circulation.

"It worked because we brought it down to a personal level," said Walsh in accepting the award.

The day the story was published, he added, teachers lined up outside the newspaper's office to obtain reprints to use in classroom discussions of environmental issues.

Teeter's lecture focused on the strategy that won George Bush the presidency in last year's election.

The campaign was designed to "draw a sharp contrast" between the two candidates and push Democratic presidential candidate Michael Dukakis to speak to "Bush issues," Teeter said.

Overall, the campaign relied on a strategy in which "time and money could be focused on the combination of states that Bush needed to win," Teeter added.

In 1980, people were concerned about just two issues — strengthening U.S. defense and reducing government interference in personal and economic business, he added.

As the 1988 election approached, the polls showed the electoral majority was confident that the direction taken on these issues by the Reagan administration was well-established and the country could move on to other issues, Teeter said.

"Especially among young voters," he added, the polls began to show a concern about a broader range of issues, particularly environmental problems and the homeless.

On elections, Teeter supported having more debates.

"If I were running a network, I would offer free time to the candidates," he said. "We have not learned how to use television as well as we can."

Teeter is hopeful that the 1990 census will break the "gerrymandering" in the House of Representatives so there will be more contested seats.

The noted pollster and senior presidential policy analyst said demographic and political shifts have brought about a new governing coalition reflected in the Reagan and Bush presidencies.

Teeter said the change was part of a cyclical shift that occurs every 30 to 40 years.

The shift among young voters to the Republican party represents a complete "flip-flop" from 10 years ago, he added.

Teeter's talk generated a lively discussion of the 1988 campaign and the role of the media in elections.

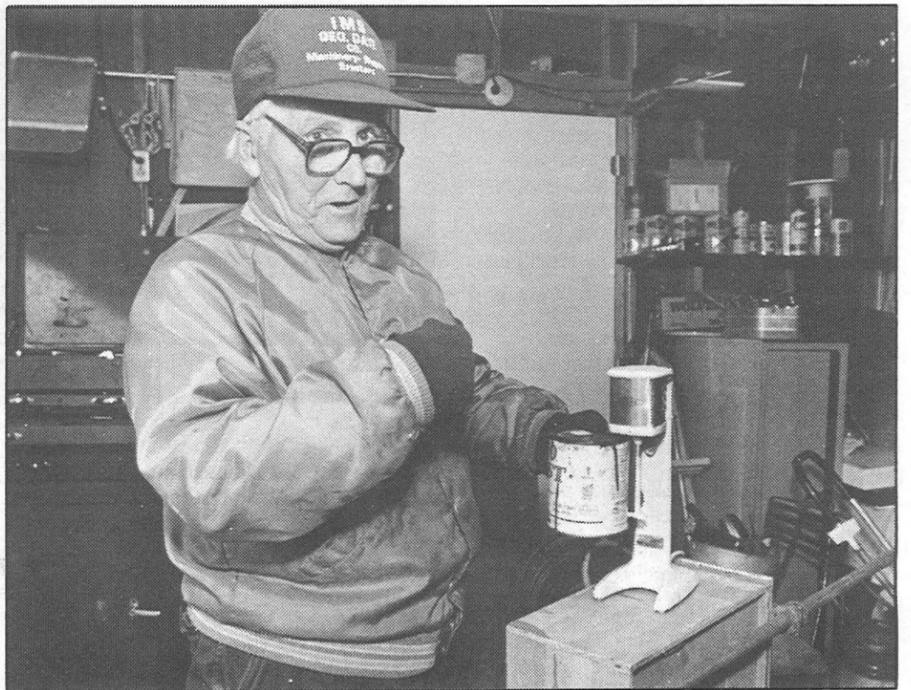
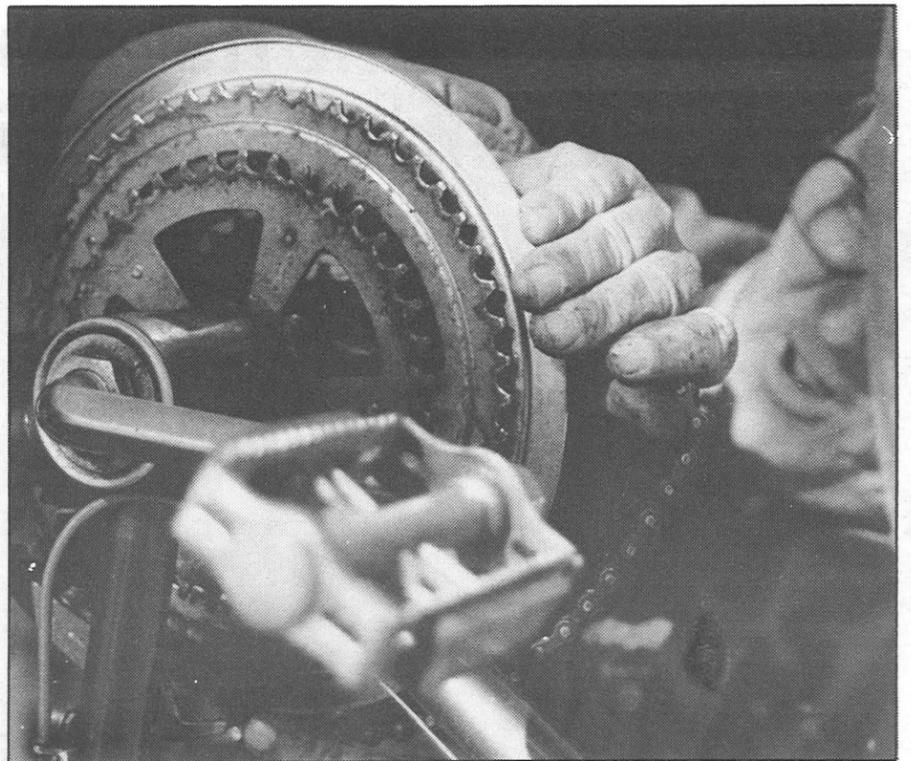
The lecture was attended by over 200 people.

The Minnesota Journalism Center served as sponsor or co-sponsor for a number of events during the winter and spring quarters.

Events sponsored by the MJC included the annual Frank Premack Memorial Lecture, the Ad Federation Career Day and a visit by SJMC graduate Beverly Kees, executive editor of the Fresno Bee in California.

Events that the MJC co-sponsored included a lecture on libel law by University of Iowa Associate Professor John Soloski; a conference on ethics and media mergers; an exhibit and symposium on documentary photography; a visit by Soviet journalist Yuri Schekochikhin; a visit by Good Morning America correspondent Hattie Kauffman; a reception for journalist Harrison Salisbury; a lecture by John Finnegan, retired editor of the *St. Paul Pioneer Press Dispatch*; and an educator's breakfast and short course by the Northwest Broadcast News Association.

□



Photos by Donna Mulcahy

Documentary symposium features student work

By Melissa Breyette
SJMC undergraduate

Documentary photography tries to hold onto things that are slipping away, while the print media tries to capture the here and now, according to Eugene Richards, award-winning photo journalist and keynote speaker at the April 13 symposium, "Documentary Exposed: Confronting the Image."

The symposium was the high point of an 11-day student photography exhibition at Coffman Union Gallery that "created a lot of interest in the community," student photographer Lori Waselchuk said. In fact, it caused more gallery traffic than any exhibit gallery attendants could remember.

In addition to Richards, panelists at the symposium included Ted Hartwell, curator of photography at the Minneapolis Institute of Arts; Peter Howe, director of photography for Life magazine; and Vince Leo, a photographer and writer.

The symposium was designed to examine "issues (in documentary photography) that don't go away from year to year," according to Dona Schwartz, SJMC assistant professor who organized the event with students taking Journalism 5303, Projects in Photographic Communication. Schwartz moderated the symposium.

"I really enjoyed myself," said John Haselmann, SJMC photojournalism major, who exhibited photos in the student show.

The definition of documentary photography was one of the questions panel members discussed.

"Traditionally, documentary photography is a device for providing an emotional connection with the viewer or reader in a way that only still photography can," said Howe. "The tradition of documentary photography is to deal with subjects exemplified by taking people to places or experiences they

haven't had before."

While Howe believes documentary photography can empower or reduce the power of its subjects, Leo disagrees.

"I hate (the term) documentary photography because it's a misnomer," Leo said. Documentary is not just photos without text — it needs to be considered a partition of photography, said Leo, who believes documentary is used by the upper class to preserve order.

"Documentary photography acts as a witness of society," Howe said. "It records conditions we should think about and impacts how we think about each other."

Richards is a member of Magnum Photos and recipient of the Nikon Award for "Below the Line: Living Poor in America," the best photography book of 1986, and the 1987 International Center of Photography Journalism Award. He showed photos from his books, assignments for Life and other magazines and unpublished photos.

"I was totally infatuated with people," Richards said. "I needed to take more complex images than just the tragedy."

Richards recorded the celebration as well as the tension in the three-block Boston neighborhood where he grew up; the pride of a black sharecropper in Arkansas; the scared child junkie, "Crack Annie;" the beauty in a West African village ravaged by river blindness; and the strength of a one-armed farmer struggling to keep his South Dakota farm.

"Every story I've done has been basically personal although we all (editor, writer and photographer) wound up with basically the same ideas," Richards said.

Documentary work is "midwifery" — a distillation of work and a collaboration of voices, according to Hartwell.

What makes documentary work good enough to distribute or hang and how

'Old rags, copper and brass!'

Donna Mulcahy's photo essay described the lives of an elderly couple, Henry and Dorothy Chase. Henry, pictured here at work in his garage, fixes and sells discarded objects to cope with the high cost of living, just as his father before him sold junk during the Depression years. The challenge of this work keeps Henry alive, both physically and mentally, while the income allows him and his wife to maintain their own home.

that is determined were issues of contention for the panel.

Richards described the gatekeeper function as a matter of timing, which he referred to as "the editor's baggage," and editorial policy. For example, he described how a friend's chronicle of her bout with breast cancer wasn't published in Ms. magazine because stories on cancer could jeopardize the magazine's revenue from tobacco advertising.

Documentary photography for magazines is returning to a simple, naturalistic style, Howe said.

Hartwell explained it in somewhat different terms.

"Work that rings the truest or is most intelligent gets published or hung," he said.

But Leo argued that the gatekeeper's criteria set the tone because the success of a photographer is often determined by the degree to which he or she adopts the "extremely formally innovative style" by which museums judge and evaluate photography.

"TV provided an audience which is totally visually acclimated," Howe said. "What documentary can do that TV news can't is to slow it (the news) down, to allow a deeper and more personal relationship with it than papers or TV can. Documentary is very strong, and I feel it's gaining."

Student photographers whose work was displayed in the exhibit include Carol Cleere, Alison Cummings, Chris Filzen, Steve Kuchera, Kathleen Kuehnast, Donna Mulcahy, Melissa Rivard and Jennifer Sobetzer, in addition to Waselchuk and Haselmann.

Symposium sponsors included the Minnesota Journalism Center, Coffman Gallery, Minnesota Student Association, Film in the Cities, Center for Arts Criticism, CEE Program Innovation Fund, Cultural Activities Grant, University Studio Arts Department, Coffman Issues and Ideas Fund, Photos Inc., West Photo, Photomaker, Procolor and the Department of Professional Development and Conferences. □

Tough questions confront participants at conference on ethics of media mergers

By Stephanie Schueler
SJMC undergraduate

The merger of Time, Inc., and Warner Communications and the long-delayed joint operating agreement between the two Detroit dailies provided the backdrop for a conference on the ethics of media mergers and acquisitions that took place March 31 and April 1 at the Radisson University Hotel in Minneapolis.

Attended by about 70 media professionals and academicians, the conference was sponsored by the Silha Center for the Study of Media Ethics and Law, the Media Management and Economics Resource Center, the Minnesota Journalism Center and the Mass Communications and Society Division of the Association for Education in Journalism and Mass Communications.

"We're dealing today with two very complex concepts," said Prof. Donald Gillmor, director of the Silha Center.

"Management on the one hand and ethics on the other. When you put them together, that complexity is squared."

Assoc. Prof. Theodore Glasser, associate director of the Silha Center, raised the issue of accountability by asking whether decisions about media ownership should be left entirely to the marketplace, or should involve participation by groups such as media workers and media consumers.

"It is clearly no longer a strictly domestic question," said Glasser. "There are global implications — implications not only of interest to American entrepreneurs, but of interest to journalists and citizens throughout the world."

The global marketplace has set the stage for the continued growth of media conglomerates, according to David Lieberman, media and entertainment editor at Business Week and keynote speaker at the opening night dinner.

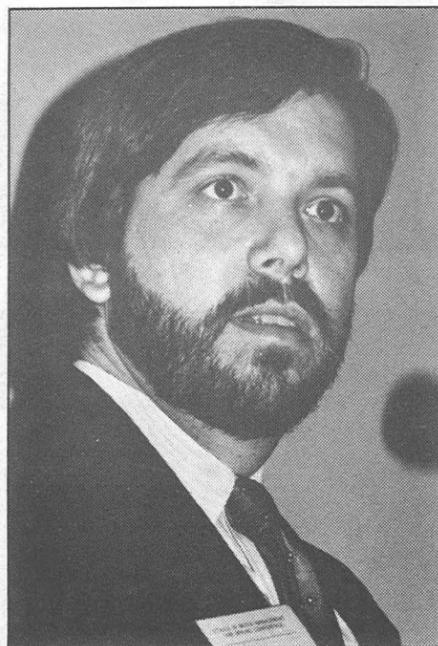
Lieberman said the actions of media moguls have overwhelmed critics of the media business, and noted that in the past few years, Rupert Murdoch alone has spent over \$6 billion to combine newspapers, magazines, books, databases, television stations, a movie studio, a television network and satellite broadcast systems.

"What's left to say?" he asked. The trend toward conglomeration is spiraling, he noted. In the past five years, all three major television networks have changed hands.

Reasons for this trend include high fixed-costs that cause media owners to constantly try to increase market share. Media are also risky businesses with little anticipated growth in audiences, he added.

Lieberman said media businesses feel the need to be big to compete, and he predicted that they may get their opportunity for growth soon if the government further lowers the barriers to ownership.

Does any of this growth serve the public interest? Lieberman said he couldn't think of a single merger that did.



Photos by Tim Walker

David Lieberman

According to Lieberman, most media businesses in the process of a merger defend the move by claiming economic necessity and the creation of diversity. The chief executive officers of Time, Inc. and Warner Communications made such claims to Congress in their bid for approval of the largest media merger in history.

The search for diversity, Lieberman said, has turned into a search for synergies, or joint ventures. The public is offered more options but not necessarily fresh options.

Nevertheless, "small isn't always beautiful," said Lieberman. Bigger operations tend to be more reliable and entertaining.

"Those who want to work within the present system to resolve the media problems have to take into account the new realities," Lieberman said.

"It's a global business and there are few ways to resolve capital flight. Those who want to change the system ought to consider whether the media business is the most fruitful place to start."

Lieberman suggested that the lack of a public outcry of indignation over media mergers reflects the absence of public perception of an obvious abuse of power.

Although the public may not approve of corporate raiders and large conglomerations in principle, he said, if the local paper and evening news aren't drastically changed, the general population does not usually take an active stand against these mergers.

The complexity of newspaper mergers was explained by Robert Giles, vice president and executive editor of the Detroit News.

Giles said the situation in Detroit has been tense since April 1986 when the Gannett-owned Detroit News and Knight-Ridder's Detroit Free Press announced plans to merge their non-news departments.

Employees worry about losing their jobs and about the possibility that only a single editorial voice will emerge after the merger, Giles said. But without the JOA the Free Press will have to shut down operations.

According to Giles, the Free Press has been overly zealous in its support for the JOA and as a result raised ethical concerns.

Giles said the Free Press treated former U.S. Attorney General Edwin Meese very gently during court proceedings over the proposed JOA and on one occasion withheld from publication a critical cartoon. In addition, he said a consultant who was hired by both newspapers to counsel employees about JOA-related stress breached the confidentiality of a Free Press employee.

Giles said the situation became even more stressful when, after the merger had been approved and over 500 employees had been terminated, a citizen's group convinced a federal judge to issue an order that suspended the merger pending further appeals. As a result, all 500 employees had to be called back to work and the proposed merger faced additional delays.

This raised questions about why corporate decision-makers decided to move ahead with the merger before all legal avenues for appeal had been exhausted, said Giles. In February, the merger was again approved, only to be stalled again by another court order.

The events in Detroit raise a number of issues with ethical implications, according to Giles, including competition, the need to dominate, consequences for employees and the impact of corporate decision-making on the community.

All of these changes weren't necessarily bad, added Giles. By joining forces, the two Detroit papers will be better able to utilize their resources while offering their readers a choice.

Managing change requires stability, and Giles offered some rules for success. He suggested giving lots of information and being accessible to employees and audiences, telling the truth and accepting all feelings as expressions of how the other side feels. He also recommended responding to rumors with fact.

Lack of control, or the feeling of it, can hamper successful change. Giles implied that if managers can effectively give their staff some control over their fates, a merger can work to their benefit.

The outcome of a joint operating agreement in Detroit will set a precedent for other mergers.

Media mergers and acquisitions can also affect communities in a variety of ways that were discussed by panelists at the conference.

University of Minnesota political science professor Terence Ball questioned whether there can be experts on ethical matters.

Pointing to Aristotle's argument that all people are political and ethical by nature, Ball suggested that this view is in keeping with the democratic principle that ordinary people have the ability to wrestle with the large questions of society.

Both William Blankenburg, a journalism professor at the University of Wisconsin-Madison, and John Busterna, SJMC associate professor, pointed out that many people tend to forget that newspapers are businesses which exist to make profits for their publishers. Without these profits, they argued, newspapers wouldn't be in a position to serve the public's need for information.

Busterna attempted to clear up some of the confusion over the ethics of economics by suggesting that how good or bad a merger is depends on whether the merger contributes to or subtracts from the total welfare. Harm to a community in the form of a price increase must be weighed against benefits in terms of a better product, he said.

Mergers are often the only way to keep two or more newspapers alive in

the same market, and Prof. John Lavine suggested competition is healthy for communities because a variety of voices and concerns can be heard and competitive media establish a sense of truth and credibility with their audiences.

As Blankenburg noted, both the public and the economics of business must be served.

According to Ball, some decisions — such as Gannett's phasing out of unprofitable businesses — may be ethically difficult to justify but are often the only choice for a profit-making operation.

Research papers on the ethics of media management were also presented at the conference.

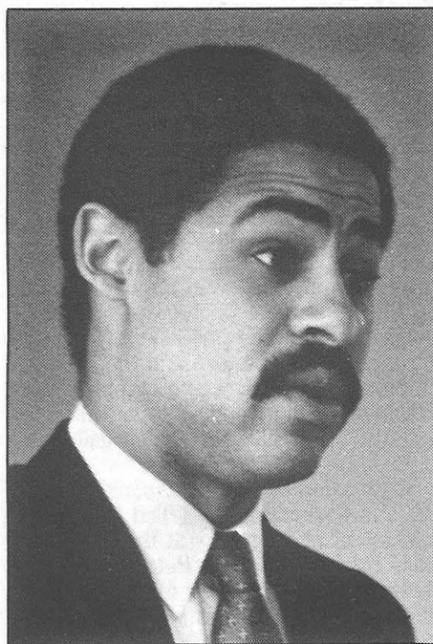
Jay Black of the University of Alabama and Ralph Barnet of Brigham Young University presented a paper that asked whether journalists can be considered professionals and concluded that journalists do not meet the criteria for professionalism.

Although Black and Barnet maintain that journalists have to decide whether they want a code of ethics, they contend that journalists embody a professional spirit. However, this is found in individuals, rather than in the industry as a whole.

Cathleen Endres of the University of Akron examined the influence of advertisers on the business press and suggested that ethics come into play when staff writers are asked to produce "advertorials" for these publications.

Joy Franklin of the University of South Carolina at Columbia suggested that owners who request that a story be toned down or threaten editors' decisions can affect basic journalistic integrity.

"Owners have influenced editorial decisions based on their personal and financial interests since the beginning of newspapers," said Franklin.



Luther Jackson

With editors now partially responsible for bottom-line profits, a new breed of editor is being created, she added.

Robert Logan of the University of Missouri argued in his paper that the rapid advancement of technology cannot be ignored.

Logan predicted that in the future all media and entertainment will be dispersed from a single delivery center, which he termed the "knowledge tablet."

Logan saw this trend resulting in ethical issues involving diversity of information, differentiation and governmental control of the delivery systems.

John Webster of Purdue University criticized the present business climate in the media and observed that managers have fallen into a trap of doing

continued on page 15



Robert Giles

MURPHY REPORTER

From Murphy Hall to Mpls. St. Paul

Alumni team produces city magazine

By Brenda van Dyck
SJMC undergraduate

Abundant windows let the spring sunshine stream into the downtown offices of the new Mpls. St. Paul magazine, where the talents of SJMC graduates Burt Cohen, Brian Anderson and Marcia Appel were merged with the January sale of both Mpls. St. Paul and Twin Cities magazines to Adams Communications.

While the three have different backgrounds and different jobs, they have pooled their skills and experiences in hopes of creating a city magazine more successful than either of the publications prior to the merger.

At different times, all three walked the corridors of Murphy Hall, and all three still have strong ties to the SJMC.

"All three are generous about appearing before classes," said Prof. Jean Ward, who invited Cohen to speak to her winter quarter class in Mass Media in a Dynamic Society. Cohen was also a guest this year in Prof. John Lavine's class in Case Studies in Media Management.

Mpls. St. Paul publisher Cohen graduated in 1954. His father published Modern Medicine, and Cohen grew up with talk of publishing around the dinner table.

"I always assumed I would go into publishing," Cohen said.

Although his interest leaned toward the writing side of journalism, Cohen has "done everything except for writing" over the years and jokes about his writing being limited to a five-by-three-inch column in Mpls. St. Paul. "It's a pathetic and sad story," he said.

After graduation and a tour of duty in the U.S. Army, Cohen moved to New York City to work as a promotion manager and "local handyman" for a liquor trade publication. After leaving that job to sell advertising for Modern Medicine in New York, he moved back to Minnesota to become more involved in the headquarters operation. Cohen said he did a "variety of things, primarily on the business side," but including some editorial work.

When Modern Medicine was sold to Look magazine in 1967, Cohen continued to manage the business and run the magazine. When Look folded, Modern Medicine was sold to the New York Times Co., and Cohen became vice president and director of the New York Times Media Co.

He continued to oversee Modern Medicine, along with a group of other publications owned by the New York Times Co. until 1977, when Modern Medicine was again sold, this time to Harcourt Brace Jovanovich. Cohen then left Modern Medicine and in 1978 bought Mpls. magazine, which at the time was "hanging on by a thread."

With a small staff that included Anderson, Cohen said, they turned the magazine around. Cohen has nothing but praise for those who worked at the magazine, and said Anderson did an "extraordinary" job.

"Brian is a brilliant editor," he added. "I've been terribly lucky to be able to work with him."

Mpls. changed its name to Mpls. St. Paul magazine, and with other changes in place, it started its climb to success.

Definitions of success vary, however. During the first four years he owned it, Mpls. St. Paul lost money, according to Cohen.

"From the first issue, I knew it was going to work," he said. "If I didn't know that, I would not have risked as much as I did."

Mpls. St. Paul made its first and last



Photo by David Gandrud

Brian Anderson (left), Marcia Appel and Burt Cohen.

direct mail solicitation during the first year Cohen owned the magazine. Cohen said this is rare for magazines, since most magazines have to continuously work at maintaining or increasing circulation. Eventually, the magazine's circulation grew to 50,000 "without our doing anything except produce a good magazine," Cohen said.

While Cohen was managing Modern Medicine for Look, Mpls. St. Paul editor Anderson was graduating Phi Beta Kappa from the journalism school. Anderson, who graduated in 1966, worked on the Minnesota Daily during his senior year and had an opportunity to intern at the Minneapolis Tribune in the fall of 1965. After graduation, he was hired as a Tribune reporter.

Anderson started as a general assignment reporter and eventually covered higher education and the anti-war movement. He found it "ironic" to be covering the University of Minnesota so soon after graduating.

Three years after going to work for the Tribune, Anderson took a leave of absence to join the Teacher Corps, a program that placed teachers in inner-city schools. Anderson spent the next nine months teaching American Indian students at Phillips Junior High School in south Minneapolis.

At about the same time, Sen. Walter Mondale was looking for a staff writer for a Senate subcommittee on Indian education. He contacted Malcolm Moos, then president of the University, who recommended Anderson.

Anderson accepted the position and moved to Washington, D.C., where he eventually became a legislative aide and speech writer for Mondale.

In 1970, Anderson returned to the Tribune, resumed his college beat for a while and eventually became a feature writer.

After three more years at the Tribune, Anderson "decided to try something else" and went to work in the public relations department of International Multifoods. From there he went to the Carl Byoir agency, where he worked on the Honeywell account.

In 1977, Anderson decided that he missed writing for general audiences and joined Mpls. magazine as editor. At the time, Mpls. was struggling to turn the corner.

A year later, Cohen purchased Mpls. and, as Anderson described it, brought the "publishing knowledge" that turned the magazine around.

"The situation and magazine improved," said Anderson.

Anderson said his job now entails things that weren't necessarily taught in journalism school. As editor, his job is to mold the new magazine and make it stronger and better than either the former Mpls. St. Paul or Twin Cities magazines.

"It's a different kind of job," said Anderson, who described his role as one of administrator, communicator and motivator. "There are different kinds of satisfaction than one gets from writing."

In 1974, a few years before Anderson's move to the magazine, Appel, Mpls. St. Paul editor-at-large, was donning her own cap and gown for graduation. Appel knew she wanted a career in journalism from age 12, and with her graduation from Murphy Hall in 1974 she was on her way to achieving that goal.

Before graduation, Appel had been working at the St. Paul Dispatch, where she was hired after she showed up begging for a job in the newspaper world. The St. Paul Dispatch gave her a job as receptionist in the advertising sales department, and she eventually worked her way up to news clerk on the business news desk. There, she tried her hand at business writing and helped produce a financial market column.

Appel stayed at the Dispatch after graduating. It was the era of Ralph Nader and consumer advocacy, and although business reporting wasn't as trendy as it is now, she loved it.

"It was real interesting to work with business reporters in an anti-business time," she said.

Appel's business reporting experience paid off when in 1974 she joined Corporate Report as a business reporter and editor. Appel described it as "a wonderful experience" that made her realize she enjoyed the business of magazines more than newspapers.

Eventually, Appel became editor of North Central Airline's In Flight magazine, where she discovered an interest in editing, planning, and packaging magazines.

In 1977, Appel became the editor of Twin Cities Woman, one of the first regional women's magazines in the country. She described it as a new and exciting concept, "Unusual stuff for 12 years ago."

Her work on Twin Cities Woman solidified Appel's interest in magazine editing. "I knew how to put together a package," she said.

In 1979, Twin Cities Woman ran out of money and folded, and Appel learned that outward success is not as important as inner success.

"You need to feel good about your work without outside acclaim," she said. "The things that count the most in life are family and friends."

Appel joined Northwestern Bell as an assistant advertising manager, but left after six months to take a job with Control Data in its public relations department. She describes this time of her life as wonderful and thrilling.

"I thought I had already peaked for exciting work," she said.

Control Data encouraged her to stretch and to see her world in new ways, according to Appel.

"Anyone who worked at Control Data felt passion. Work without passion is depressing," she said.

Through the years, Bill Dorn of Dorn Communications, which owned Corporate Report and Twin Cities magazines, had kept in contact with Appel, and encouraged her to return to Dorn Communications. In 1986, after Appel had remarried and had a child, Dorn convinced her to return by offering her the flexibility she needed at that time.

Appel became editor of Twin Cities, a magazine that Appel characterized as being "dead in the water" at that time.

Appel found it more difficult to change an existing magazine than to start a new one, and she continued at Twin Cities until its sale in January.

"I'm proud of the work we did at Twin Cities, for the recognition and loyalty it generated," she said.

When Adams Communications merged the two magazines, Appel went to work for Mpls. St. Paul.

Appel, Anderson and Cohen all have a strong commitment to the new Mpls. St. Paul magazine.

"The excitement is starting again,"

continued on page 15

THREE REMARKS SJMC grads make t

Fung's pioneering work for the Gannett Center

By Margaret Trostel
SJMC graduate student

Finding a scoop is one of the more exciting things a journalist does. Revealing something new, something nobody ever suspected, can bring on a rush of adrenaline. It is the journalist's duty to tell the truth, to inform the public.

But what about a scoop that has been around for a while that nobody has dared to approach?

As a fellow at the Gannett Center for Media Studies from 1987 to 1988, and in the first study of its kind, Victoria M. Fung (MA '78) explored the careers of 452 network TV journalists, comparing women's career development to that of men. In the October 1988 issue of the Washington Journalism Review, Fung reported that her study revealed evidence of sexism in network news in hiring and promotion practices and in salaries.

Although women appear in anchor positions, they are conspicuously young, attractive and inexperienced in comparison to their male counterparts, and their longevity on camera is uncertain.

Fung sent a survey to 887 network

TV journalists around the world, asking about their career history, age and salary, and exploring personal stories and feelings about the state of the industry and the women in it. The study generated a great deal of interest because of its originality yet Fung had a difficult time at first collecting names for the survey. "The networks are fairly private . . . and protective of their own," she said.

Once she had obtained the names and mailed out the surveys, however, Fung received an impressive response rate of 51 percent, giving her data considerable weight.

Fung guaranteed anonymity to all respondents, and in return she received many frank answers.

"It was just remarkable what she got people to reveal," said Shirley Gazsi, Associate Director and Communications Manager at the Gannett Center. Gazsi said the study was "illuminating not only from the raw data but from comments that people have made."

Fung found that there are men who are sympathetic to the difficulties that women face and men who resented the fact that some women put in much less

time than men as correspondents before rapidly ascending to anchor positions.

Among the women, the concern is prevalent that older women are excluded from prominent on-camera positions and that younger women are not being cultivated to endure past the onset of wrinkles and gray hair.

"I think we all have, as women, experienced instances of discrimination," said Fung. "The study was an eye-opener, in some ways disillusioning, disenchanting."

Her disappointment was relieved at times by the "pioneering stories" that many women had to tell.

"They can only go upward from here," she said.

The study, with its disappointments and revelations, was a personal journey for Fung.

Said Gazsi, "The idea and Victoria kind of grew together during the year."

According to Gazsi, this kind of journey is in keeping with the nature of Gannett Center fellowships, during which media professionals take time away from deadlines to look more closely at some issues that they may not have had time for in their jobs.



Victoria Fung

Luck and talent brought Baumann a three-year stint at Time Inc.

By Kris Pranke
SJMC graduate student

Mary Kay Baumann's biographical sketch might look just a little too perfect to skeptical eyes.

The second job she landed — just a few years after graduating from the SJMC in 1973 — was as assistant art director at Life magazine. She's won numerous awards since then, lives in a high-rent district in Manhattan and is happily married to someone equally successful.

But Baumann hasn't forgotten her Roseville, Minn., roots. She still fishes for walleyes, forages for wild mushrooms and takes walks around Como Lake when she travels to the Twin Cities to visit her family. Although her life sounds like a journalism graduate's dream, Baumann has had her share of setbacks and struggles.

"I spent three years at Time Inc., and not one of the projects I worked on developed. And that's upsetting to me," she said.

During her 1984-87 stint at Time's

magazine development division, Baumann served as managing editor. One of the bigger projects that fell through was a new magazine called Quality, a lifestyle quarterly aimed at affluent baby-boomers.

Even though Time Inc. abandoned the project, Baumann said she learned a lot from being involved with it.

"You learn more from the things that don't work," she said.

After she left Time Inc., Baumann decided it was time to take a break. "I wanted to explore my own ideas," she said. The time off led her toward starting her own business.

Baumann now heads up a graphic design firm with her husband/partner, Will Hopkins. Hopkins, a former art director for Look and Mother Earth News, has also redesigned such magazines as Sports Afield, GEO, Horizon, Science 80 and Money. Their business, Hopkins/Baumann, opened in February. With stellar reputations and numerous New York connections, they expect to be busy with work.

Baumann met Hopkins while she was a SJMC student studying photojournalism with R. Smith (Smitty) Schuneman, the former director of the SJMC's photojournalism program. Hopkins was a visiting lecturer. At the time, Hopkins had absolutely no idea that Baumann would eventually become his wife.

Schuneman, who left the SJMC in 1976 to form a multi-media production company, has maintained contact with the couple. He describes Baumann as "one of the brightest" students he taught, and as someone who had a knack for combining text and visuals to make a strong graphics statement.

After graduating from the SJMC, Baumann took a marketing job at 3M, where she quickly distinguished herself by receiving the company's most prestigious "Society of Imagineers" award. But, she said, her goal was to work for a

magazine, specifically Life magazine. She did not have to wait long.

Hopkins introduced her to Bob Ciano, then Life's art director (now at Travel & Leisure), and she got an interview.

"I was so shaky," she recalls. But Ciano took a chance and hired her.

Baumann says that luck played a big part in her first break.

"You can be lucky in terms of being in the right spot at the right time, and I think that happened to me," she said. But, she added, she was ready to be lucky, in that she had worked hard and had talent.

Since then, Baumann has demonstrated that talent repeatedly. Money magazine (a publication which Baumann recently helped to redesign) called her one of the "most distinguished graphics designers in the country; American Photographer magazine voted her one of "Photography's Essential 60" in 1983; she has a pile of gold awards from the Art Director's Club of New York and the Society of Publication Designers.

"I'm known as an editorially-strong art director . . . I just do that naturally," Baumann said. "I try not to be very heavy-handed typographically."

Instead, she said she likes to solve graphics problems from a photographic point of view, using photos to help unfold a story for readers. Photos are "what people recall first," she said.

Although putting a publication together is a collaborative process, somebody has to call the shots. While she believes in a generally open shop, Baumann said she has "always demanded that the photo editor report to me" wherever she's worked.

Paige Rense, her supervisor in 1982 at the now-defunct GEO magazine, said of Baumann, "She follows her own vision . . . She is influenced very little by what other art directors are doing. She has her own distinct approach and understands photography and photography."

Adweek described Baumann's style as "bold, clean, stunning."

Baumann describes her design approach as "operating between extremes — I use the big picture and small picture, light type and bold type. I like to hit the reader right between the eyes."

At Hopkins/Baumann, they like using desktop publishing programs to create their designs.

"You've got the words back again," she said. Baumann added that with desktop publishing the designer can more fully integrate a layout, using images, words and graphics at the same time.

Hopkins said it's rarely difficult living and working with his wife/business partner. Before, when they had separate jobs, they'd discuss the day's activities over dinner.

"Now, we don't have to wait until nighttime to talk," he said.

Baumann said she's content with what she's doing now, building a business with her husband.

"We're very lucky," said Baumann. "We've got work, and people like our work."

Baumann said her Minnesota roots play an important part in the way she lives her life in New York City. It affects the way she thinks and the way she approaches problems, she said. When pressed, Minnesotans have "a down-to-earth quality, a curiosity quality," she added. "There's a solidness there, but also wanting to go out of yourself."

Of her time spent here at the SJMC, Baumann says she remembers it as a period when she "learned how to do things, and also how to think."

She credits Schuneman for helping to establish "a feeling of warmth, camaraderie," within the department, which she described as a group of "sincere people working together to move something forward." □



Mary Kay Baumann

MURPHY REPORTER

KABLE WOMEN

their mark on media

r examines network sexism



"[Victoria] had the opportunity to think through questions she had on her own mind," Gazi said.

"I always thought that we lived in a more equal world," Fung said. Fung grew up with what she calls "fairly egalitarian views," believing that anybody could accomplish anything. As time passed, however, she began to detect instances of subtle discrimination.

"Being a woman has worked as much against me as for me," she said.

Fung expressed some concern that her study has the potential to work against her. She is aware that many people in the industry have read her article, and she also knows that she took a risk by delving into a subject that a great number of people find threatening.

She guaranteed her subjects anonymity so that they could express themselves openly without the fear of being blacklisted within the industry.

Fortunately, there is little indication that she herself has alienated anybody. In addition, Gazi said that there was "strong support from all over that things should be more fair."

"I have a tendency to take on challenges and take risks," Fung said of her decision to conduct the study.

At a time when the industry was contracting, she left a job as senior producer and anchor at KCTS, the Seattle public television station, to take the fellowship at the Gannett Center.

As she worked through her decision, she considered the impact the fellowship would have on her career.

"I don't think academic kudos benefit broadcasters," she concluded, but nevertheless headed for New York.

Fung's career in broadcasting began with a similar sense of challenge and uncertainty. Right after graduating from Reed College with a bachelor's degree in literature, she began graduate study at the SJMC.

Journalism was "what fell in place at the time," she said. When she finished at the SJMC, she worked for a bit in TV news, but decided she didn't like it. She then worked for three years for newspapers in Minnesota and in Portland, Oregon.

In Portland, she began to work again in television, producing and reporting for public television mini-documentaries.

"I was well aware of the rivalry between print and television, and I wanted to do television well," she said. She set before herself the challenge of producing work in a medium that she said tends to "leave you hungry."

Fung spent two years with CBS in Yakima, Wash., before moving to Seattle, where she won an Emmy award as senior producer of a nightly current affairs program on public television. The program was cancelled when she left for the Gannett Center. She also was the first person from KCTS to contribute regularly to the MacNeil/Lehrer News Hour.

Back in Seattle now, Fung has worked as a freelance journalist for KCTS, producing and anchoring a pilot for a news and information program on Asia that will be based in Tokyo and aired in the U.S. She may very well be on another threshold, as she puts out her feelers for a new challenge and a new job.

"Hopefully, I'm making a positive influence in informing people and bring-

continued on page 15

Kees sees community involvement as crucial to newspaper leadership

By Emily Brauer
SJMC graduate student

Beverly Kees is undeniably one of the most successful women to graduate from the SJMC.

As executive editor of the Fresno Bee, she is one of only seven women who are top editors at daily newspapers with circulations over 100,000.

A mixture of hard work and a little luck has gotten Kees where she is today.

"I kind of backed into a lot of jobs," she said.

As a woman in the world of journalism, Kees has faced many of the same prejudices that plagued other women in the field, including confinement to the "women's page," as the feature section was called in an earlier time.

"People believed that women didn't belong in regular news," said Deborah Howell, executive editor of the St. Paul Pioneer Press Dispatch.

Like Howell, Kees has proven them wrong.

"Bev is a good journalist. She knows what people want out of a newspaper," said Howell. "She's very confident, works hard, has integrity, and is tough. I really admire her."

Kees received her bachelor's degree from the SJMC in 1963. Although she had wavered between English and journalism as a major, her stay at the University of Minnesota included "four years of glorious crusading on the Minnesota Daily."

While enrolled at the SJMC, Kees took most of her journalism classes from George Hage, who was also her advisor. In addition, she studied under Mitchell Charnley and Ed Emery.

The most valuable part of her education, Kees said, was the variety of classes she had to take.

"I was pushed into taking some things I would not have taken on my

own," she said. "I used something out of every course I ever took. I hope that's still true of journalism education — that the emphasis is on a broad background."

Hage remembers Kees as an outstanding student who was interested in everything.

"She was so obviously superior in ability and drive that she had no trouble," he said.

After graduation, Kees went to work for the Minneapolis Star and Tribune, ending up 10 years later as editor of the special sections. Kees was eventually chosen as one of the first participants in a lateral movement program, which resulted in her moving to the Research Planning Department.

Kees said the move to the Research Planning Division was a "wonderful" opening.

"It gave me a lot of management experience," she said.

It was there that Kees first realized that she liked the management end of the newspaper business and decided she might like to be an editor. Nine months later, she became the assistant managing editor of the Minneapolis Tribune.

"A newspaper begins with blank pages," says Kees. "We need to expand the idea of what news is."

In 1981, Kees realized there was little room for further advancement at the Minneapolis Tribune, and set herself a six-month period in which to

explore her options.

"On the first day of my six-month plan, I talked to Steve Isaacs, who was then the editor of the Minneapolis Star, and on the second day I talked to Deborah Howell, who was then the assistant managing editor of the St. Paul Pioneer Press," said Kees.

"And on the third day, the publisher of the Grand Forks Herald called both Steve Isaacs and Deborah Howell and said, 'I'm looking for a woman to hire up here — do you have any names?'"

And so, in 1981, Kees left Minneapolis to become part of the Knight-Ridder family as executive editor of the Grand Forks Herald. She remained there until 1984, when she left to become editor of the Post-Tribune in Gary, Ind.

Kees left Gary in April of 1988 to join McClatchy Newspapers, Inc., as executive editor of the Fresno Bee in Fresno, Ca.

Now in Fresno, Kees tries to put into action her ideas about the role a newspaper should play.

"A newspaper begins with blank pages . . . We need to expand the idea of what news is," she said.

Crucial to her job is an involvement with the community. Kees believes a good editor needs to be aware of what people want and flexible enough to keep up with the changes in what people are concerned about.

An editor needs to decide what the important issues are, what stories to pursue and how the community can solve the problems it faces, she explained.

Kees' long-term goal is to make the paper vital to her community by providing information that is critical in the people's lives.

The Fresno Bee is currently trying to move beyond the single story, and even beyond a series format. To keep community issues in the public eye, Kees is assigning reporters to follow an

issue, rather than a beat.

"I think we have to look beyond the traditional setups and sometimes build something around the (strengths of) the people we have at the moment," she said.

The greater diversity of news rooms is also changing the way newspapers look today.

"When you have more women in an office, when you have more minorities, we all will bring attitudes and sensitivities with us that news rooms might not have otherwise. An all-male news room sometimes forgets that most people are women," she said.

Kees has these recommendations for other women in the field: "Speak up. Take your courage into your own hands and let people know what you want."

It is important to figure out what you want and what steps are involved in getting there, she added. Once you know the facts, you can make a realistic assessment of the situation and figure out what you need to do.

This advice has certainly seemed to work for Kees. □



Beverly Kees

Photo by David Gandrud



Photo by Yow-Huei Hwang

John Soloski

SJMC grads told to prepare for change

By Bob Monzelowsky
SJMC undergraduate

SJMC faculty and staff bid farewell to the 1989 graduating class at a reception in Murphy Hall on May 30. The guest speaker was Tom Culligan, senior vice president of marketing for the Minneapolis Star Tribune.

Culligan told the small gathering of the dramatic changes that today's communicators face, most importantly the shift in economic forces and an increasingly multinational world.

He said these trends, linked with new technologies, will continue to dramatically alter our way of living and working.

"Speed of communication today is phenomenal," said Culligan. "This element, linked with the increase of daily 'big' events, will allow this and upcoming generations to experience the most change ever in world events."

Culligan questioned what it will mean to communicators when the majority population shifts to middle age.

"The implications of this shift will mean a new age in educating people through the media, with a tremendous expansion of knowledge and a broadening of people's world views," he said.

Culligan said the greatest challenge faced by communicators today is balancing the factors between local views and world issues.

Switching to contemporary topics, Culligan said one of his biggest concerns is the way the media subject political actors to "non-news nonsense." He added, "there is a fine line to scrutinize

between what is news and what isn't."

Although he believes strongly in ethics and integrity, Culligan said he doesn't think politicians should be expected to possess the integrity of Girl Scouts.

Culligan said the greatest challenge faced by communicators today is to be aware of new trends, respect audiences and build trust with the public.

He added that journalists must, as always, press upon themselves the idea of good writing.

"In today's highly competitive market, good writing will make you stand out," he said.

School is only the start of the journalist's education, Culligan warned.

"When you leave work at night, you cannot leave your work behind. In this sense (professional) work is just like school work, he said. "One vital element in our fast world is to keep up with one's contemporaries."

In closing, Culligan urged graduates to enjoy the work they do or risk losing their perspective, both personally and professionally. Students must also appreciate the complexities of issues and always realize the importance of the impressions they can make on their audience.

Fortunately, said Culligan, (SJMC) graduates today "are leaving a school that has the reputation of producing good professionals."

Following the speech, graduates shared their plans for the future with faculty and staff over cake and coffee provided by the department. □

Soloski says libel law threatens press freedom

By Tim Walker
SJMC graduate student

The evolution of libel law over the past 25 years represents "a serious threat to freedom of the press," according to a University of Iowa professor who was the featured speaker at the Silha Center's Feb. 17 symposium, entitled "New Directions in Defamation."

John Soloski, an associate professor of journalism and mass communication at the University of Iowa, believes the current state of libel law amounts to "government-imposed journalistic standards for the press."

In his lecture, Soloski described the evolution of libel law in the 25 years since the landmark 1964 U.S. Supreme Court decision in *Times vs. Sullivan*, in which the court ruled that public officials cannot recover damages for a report related to official duties unless they prove actual malice.

In Soloski's opinion, *Times vs. Sullivan* and the current state of libel law are threats to press freedom because the outcomes of libel suits are turning not on questions of truth, but of fault. This results in the courts formulating definitions of reckless or negligent press conduct.

"The constitutional privileges provided to the press by *Sullivan* and its progeny have made judges and juries the ultimate arbiters of editorial judgment and press responsibility," Soloski said.

It is surprising that the United States press has tolerated these court-imposed standards, according to Soloski, especially considering publishers' traditional resistance to standards imposed by even their own organizations and their hostility to the National News Council. Soloski said the press perceived the News Council as a body trying to impose standards of performance and accountability.

"Under current libel law," said Soloski, "the media have to open their editorial process to the scrutiny of the courts." The media have been slow, he added, to recognize the danger that this situation poses to their editorial freedom.

In addition, the cost of libel litigation is very high. Although the media win most libel cases, the cost is typically \$175,000 in legal fees and expenses for a suit that is seriously litigated.

The high cost of defending a libel suit is believed to have a chilling effect on the press, leading to self-censorship and a reluctance to run controversial stories, Soloski said.

Such a result, he said, is not what the Supreme Court had in mind when it decided *Times vs. Sullivan*. The decision was intended to provide the press with more freedom, not less, to avoid hindering the "free and robust discussion of issues of public importance."

For these reasons, Soloski believes libel law reform is needed. He described the Iowa Libel Dispute Resolution Program initiated in May 1987 by him and two other professors at the University of Iowa, Randall Bezanson, a law professor, and Gilbert Cranberg, a journalism professor. The libel resolution program grew out of the Iowa Research Project, a study by the same three of libel suits filed from 1974 to 1984.

Soloski reported on the findings of that project in the first Silha Lecture, entitled "Libel and the Press: Setting the Record Straight," in 1985. That study revealed great dissatisfaction with the libel suit process by both plaintiffs and defendants and led to a change in the way the media deal with complaints.

According to Soloski, the study showed that the media could reduce the number of libel claims by changing the way they handled complaints. Many plaintiffs reported that the lack of attention the media gave their com-

plaints led them to take legal action, he noted.

The Iowa Libel Dispute Resolution Program is operated in cooperation with the American Arbitration Association and is intended to be an alternative method of resolving libel disputes, Soloski said. In this alternative process, fault-related questions are not considered. Instead, the two main issues examined are reputational harm and the underlying truth or falsity of the alleged libel.

The Iowa project is a voluntary, non-litigation process that does not result in monetary awards to plaintiffs. Unless the parties agree otherwise, the plaintiff must prove that the statements that were reported are false.

In the afternoon session of the Silha Symposium, Soloski participated in a panel discussion on the present status of libel law and the Iowa project's proposals for reform.

Panelist Carol Rieger, former attorney for ABC television who has taught media law at the University law school, said that most plaintiffs seek vindication. Since the Iowa project does not allow any money awards, she said, it is very "defense oriented" and it would be difficult to get plaintiffs to participate.

Soloski said that it is hard to get both sides to agree to participate in the project and that getting the two sides to agree on his process before tempers get too heated is an important factor in its success.

Moderator Marshall Tanick, a Minneapolis attorney with extensive media law experience, said legislative action may be a way to reform libel law.

"Removing punitive damages, as some states have done, may solve many of these problems," Tanick said. Soloski agrees that legislation may help, but he is worried that in the process some legislatures might force the media to give up their hard-won constitutional privileges.

Panelist Franklin Knoll, Hennepin County District Court Judge, disagreed with restricting the plaintiffs' ability to receive damage awards. Before taking money from plaintiffs, Knoll said, an attorney had better be sure that the libel problem is really out of control. To do otherwise, according to Knoll, would ignore the fact that damage to an individual's reputation can be very serious and an individual has a right to be compensated for that.

Knoll was concerned that this right might be forgotten during the discussions on libel law reform.

All of the panelists were concerned about the "chilling effect" that the libel process has had on the media. Fear of being sued for libel causes self-censorship and results in the media limiting their roles as watchdogs.

Panelist Joe Rigert, an investigative reporter and columnist for the Star Tribune, said the threat of libel has a greater effect on smaller media organizations with fewer resources to defend against libel suits.

He added that there were some positive effects as well, since the chill has made reporters more cautious and thorough in their research. As a result, news reports are more accurate, he said.

Panelist Linda Kohl, reporter and columnist for the St. Paul Pioneer Press Dispatch, said the fear of libel suits has increased concern and awareness about the issue in the newsroom. She said company lawyers talk with the news staff regularly to make sure they follow procedures to avoid libel lawsuits.

Panelist Seymour Mansfield, a Minneapolis defamation attorney, was satisfied that the current libel process prevents extraneous lawsuits from being filed.

"There is a ruthless screening process that goes on with a plaintiff's lawyer," he said, "and a lot of hoops

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'Mr. First Amendment'



John R. Finnegan

Photo courtesy of St. Paul Pioneer Press Dispatch

SJMC recognition caps long, distinguished career as Finnegan retires from St. Paul paper

Editor's Note: John Finnegan was honored at the SJMC annual alumni banquet in April. The following article by Professor Emeritus George Hage appeared in the St. Paul Pioneer Press Dispatch on Dec. 25, 1988. Both the article and the photo are reprinted here with the permission of the St. Paul Pioneer Press Dispatch.

By George Hage

A justice of the state Supreme Court calls him "the conscience of the courts."

A University of Minnesota professor who is an expert on media ethics and law calls him "Mr. First Amendment" and adds, "that's his reputation nationwide."

The former manager of the Minnesota Newspaper Association calls him "the one indispensable man" in the recurrent battles for the public's right to know the public's business.

His oldest son says, "Essentially, he's a teacher."

John R. Finnegan, senior vice president and assistant publisher of the Pioneer Press Dispatch, retired on Dec. 31 after 37 years with the paper, first as reporter, then successively as editorial writer, editor, assistant executive editor, executive editor and assistant publisher.

The day I visited with him in his office at the paper, he was trying to fit Band-aids to fingertips cracked by evening carpentering on a doll house for granddaughters Erin and Kelly Deeney.

Those of us who value his enormous contribution, not only to journalism but also to the larger community (and there are a lot of us), need not worry that he is withdrawing to the sidelines at age 64. The red hair is graying, but it's still red, the manner is still feisty, the wit is still quick, sharp and punny, and the interest in news is still avid.

So why retire now?

He has a number of reasons, and Finnegan-fashion, he marshals them succinctly in this order: "We now have an excellent staff, the paper is strong, I'm in reasonably good health, I have a number of projects I want to work on, and Knight-Ridder has a very good retirement program for senior executives. It's a good time to go."

Then he adds reflectively, "I had a bout with prostate cancer a while ago, but after my last checkup, the prognosis was very positive."

The projects?

He has just been elected president of the First Amendment Congress, a national umbrella organization of all the major media associations, in which Finnegan represents the American Society of Newspaper Editors. The mission of the organization is to increase the public's understanding of their First Amendment rights — "all their rights," Finnegan explains, "not just press freedom rights."

The congress currently is developing an educational program about the First Amendment that will be appropriate for all school grades. A three-year fundraising effort will be necessary to finance the program.

Finnegan cites a number of First Amendment issues that need continuing study and reassessment: the extent of privacy; what is pornography; limits on commercial speech — how much freedom advertisers should have and how specific product labels should be.

A recent study sponsored by the congress recommended no change in the wording of the First Amendment, a recommendation that Finnegan found heartening.

"What I find most frightening is the attitude we find repeatedly in surveys, the attitude that 'I, myself, should have these freedoms, but not you, not everyone.' There's a tremendous lack of tolerance in the public's thinking about the First Amendment."

Cynics would question whether the public thinks about the First Amendment at all, but Finnegan is undaunted. His son John Jr., who holds a doctorate in mass communication and is an assistant professor of epidemiology at the University of Minnesota, says his father is "driven, but not obsessed, by the desire to leave the field of journalism better than he found it. One way to better it is to increase the public's understanding of the press and the importance of its freedom."

It was with this purpose that the elder Finnegan brought together an ad hoc group that called itself the Joint

Media Committee back in 1973. It consisted of Peter Popovich, now a state Supreme Court justice but then a lawyer lobbying for the broadcasting industry; Robert M. Shaw, then manager of the First Amendment Rights Committee of the Star Tribune; and Professor Donald M. Gillmor of the School of Journalism and Mass Communication at the University of Minnesota.

"We used to meet in Jack's living room," Popovich recalls. "I wrote the new Open Meeting Law with Jack looking over my shoulder. It was Jack who proposed the section on penalties for violation of the law. If a public official violates it once, the penalty is \$100. But for three violations, the offender forfeits the right to serve on a public body for the period of the term of his or her office."

"There have been some prosecutions for a second violation, but none for a third."

Popovich admires Finnegan's writing style ("very succinct, very clear") and his personal manner ("never offensive.") "When he used to testify at the Legislature in support of open meetings or open records or the shield law, some of the legislators could get pretty rough in examining him. Maybe they were sore about something the newspapers had said about them. But Jack never, ever lost his cool."

Popovich thinks Finnegan has been a great spokesman for the media "as one segment of the public." Popovich continues, "He has shown great insights. I call him the conscience of the courts, causing judges to think about the implications of an issue. No doubt about it, he has had a very salutary effect on the courts."

For Shaw, Finnegan was "a different kind of editor who cared personally about openness and was willing to spend his own time to head off efforts to shut out the public. Jack was always there. He had a consistent value: Meetings and records must be open so the public can know how business is conducted."

Shaw attributes the Minnesota Newspaper Association's continuing legal battles for access to information to Finnegan's presence on the MNA board of directors. "He pushes the issue."

And from the academy, Gillmor, now director of the University's Silha Center for the Study of Media Ethics and Law, notes that Finnegan has chaired Freedom of Information Committees of the Associated Press Managing Editors and American Society of Newspaper Editors more often than any other editor. "He really deserves the title of Mr. First Amendment," Gillmor says.

While Finnegan was fighting First Amendment battles, the paper he helped run was gaining muscle, largely through the merger of the Knight and Ridder groups. In recent years, the Pioneer Press Dispatch has won two Pulitzer Prizes for in-depth reporting: John Camp's "Life on the Land" in 1986 and Jackie Banaszynski's "AIDS in the Heartland" in 1988.

Finnegan is proud of the awards, but more proud of the building of news staff strength that made winning the awards possible. In the Knight-Ridder system, managers plan by objective, and Finnegan's five-year plan, articulated in 1980, was to expand the news staff so that it would have the capacity for a Pulitzer winner by 1985.

"I missed it by one year," he says of the first Pulitzer. "The second one proved the first was no fluke. It demonstrated our depth of staff, that we had the people to cover the day-to-day news while freeing up a writer-photographer team for the extended reporting necessary to make a strong impact."

A news staff with such capabilities is not built overnight on a shoestring, and Finnegan had to fight for the essential budgeting. Tom Carlin, publisher emeritus of the St. Paul papers, whose relationship with Finnegan goes back many years, gives Finnegan high marks as a team player.

"When Jack moved into top management, he had a new role, had to make hard personnel decisions, hard budget decisions. Jack was always an effective advocate for the news side."

"An editor has a tough line to walk. He wants to improve the quality of the news operation, but he has to recognize the needs of the business side. There used to be a sort of parochialism among

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FACULTY UPDATE

Professor Don Gillmor is the first SJMC faculty member to be awarded a Senior Fellowship at the Gannett Center for Media Studies at Columbia University in New York City. Gillmor, who is director of the Silha Center for the Study of Media Ethics and Law, plans to spend the 1989-90 academic year studying applications of free expression theories to professional journalistic issues.

Associate Professor Theodore L. Glasser has been nominated to run for president of the International Communication Association. In March, *Critical Studies in Mass Communication* published a study he co-authored with James S. Ettema of Northwestern University entitled "Investigative Journalism and the Moral Order." Another study, "The Influence of Chain Ownership on News Play: A Case Study of Knight-Ridder Newspapers," is scheduled to be published this fall in *Journalism Quarterly*. Doctoral students David S. Allen and S. Elizabeth Blanks, both fellows in the Silha Center for the Study of Media Ethics and Law, also contributed to the latter study.

Professor Emeritus George Hage has a chapter in a history of Minnesota in the 20th century, which was published last spring by the Minnesota Historical Society. Hage's chapter is on the media in Minnesota since 1900.

Adjunct Lecturer Bill Huntzicker's biographical essay of 19th century publisher Frank Leslie appeared last winter in the *Dictionary of Literary Biography*, Vol. 79.

Adjunct Professor Marilyn Jackson-Beeck has written and produced a one-hour documentary on the evaluation of high school education. After the documentary's first broadcast on KTCA-TV in Minneapolis, Jackson-Beeck participated in a live panel discussion and took phoned-in questions on WCCO's Jim Rogers Show.

Associate Professor Nancy Roberts has been awarded a Bush Sabbatical Fellowship for 1989-90, as well as several grants, to support her research on a history of U.S. peace journalism. The awards include a \$2,000 grant from the University's Human Rights Center to develop an honors seminar on "The Role of Journalism in Movements for Human Rights and Peace," which she will be working on during her sabbatical. She has also been awarded travel grants from the American Philosophical Society and the National Endowment for the Humanities to fund a research trip to the Swarthmore College Peace Collection, and has signed a contract with Greenwood Press for the book. In addition, Roberts received a Poynter Institute for Media Studies Teaching Fellowship for the Teaching of Ethics and attended the Institute June 4-11 in St. Petersburg, Fla. Roberts wrote a chapter entitled "The Nineteenth Century U.S. Peace Reform Press: Some Research Issues and Directions," for *Perspectives on Nonviolence*, which is being published in New York this year by Springer-Verlag. Next year, she will become book review editor for *American Journalism*, a publication of the American Journalism Historians Association. Roberts served as a commentator at a May 20 symposium entitled "The Minnesota Radical Press, 1910-1920, an Open Forum."

Professor Emeritus J. Cameron Sim underwent surgery in April for long standing medical problems.

Professor Jean Ward and Associate Professor Kathleen A. Hansen received a graduate school grant-in-aid for their project, "Electronic Technologies as Contributors to News Reporting Practices." The grant will fund a research assistant and equipment purchase for a project which will investigate news reporters' use of electronic information technologies in their award-winning reporting.

Associate Professor Lawrence Soley has been awarded a \$4,000 Summer Research Fellowship by the University of Minnesota Graduate School to support his research on political advertising and promotions. Soley plans to examine the effects of Minnesota campaign spending laws on electoral results. The purpose is to determine whether or not the spending limits have increased or decreased the advantages that incumbents have in being elected and raising funds; whether the limits are being observed; and whether there has been a change in the effects that spending has had on electoral outcomes over the past 12 years. The project continues research on the topic that Soley began in 1981. Soley also served on a task force that looked at development of short-term and long-term goals for minority recruitment for the SJMC. Soley has also published "Radio Warfare, OSS and CIA Subversive Propaganda," which examines U.S. radio propaganda during World War II and analyzes the impact of this propaganda on U.S. post-war strategy. The book is based on recently declassified documents from the U.S. National Archives and the British Public Records Office.

Cowles Professor John M. Lavine has resigned from the SJMC to become director of the newly-created Newspaper Management Center at Northwestern University.

Lavine, who became the first holder of the John and Elizabeth Cowles Chair in Media Management and Economics in 1984, played a major role in developing the SJMC's media management program.

He is leaving the SJMC to take charge of a new program intended to educate newspaper executives on the latest advances in management. The Newspaper Management Center is a joint effort of Northwestern's J.L. Kellogg Graduate School of Management and the Medill School of Journalism. Established with a \$2 million gift from the Knight Foundation, the center will also conduct research on major issues facing U.S. daily newspapers.

As a member of the SJMC faculty, Lavine worked with Director Daniel B. Wackman to develop a trio of courses in media management, and the two co-wrote a widely-used textbook on the subject.

Fulbright award sends Carter to Argentina

By Emily Brauer
SJMC graduate student

Professor Roy Carter of the SJMC has received a three-month Fulbright award to lecture in Argentina. He will take a leave of absence from the University of Minnesota during the fall 1989 quarter.

Beginning in August, Carter will spend three months at the University of Argentina.

"I plan to teach one or two of the courses I teach here," said Carter, who teaches communication theory, public opinion and research methods.

He will also arrange a seminar with the faculty members of the University of Buenos Aires during his visit.

After his teaching duties are over, Carter will spend a month in Uruguay and will lecture on research methods at the Methodist University in Sao Paulo in Brazil, returning to the SJMC for winter and spring quarters.

While in Argentina, Carter hopes to initiate a research project similar to one on which he worked previously in Uruguay. His interest is in studying the work life of journalists on daily newspapers and the problems they face as a result of changes that occur when the government shifts from military to civilian rule.

"Both Argentina and Chile have been under both types of rule, although there are differences between the two," said Carter. "Uruguay has had long periods of civilian rule, while Argentina has had frequent intrusions."

Ultimately, Carter would like to combine the studies conducted in the two countries.

Carter is no stranger to Latin America. In the last half of 1987, he taught research methods at the Catholic University of Uruguay. He has also been a visiting professor twice in Puerto Rico, twice in Costa Rica, and once in Brazil. His most extensive experience, however, was in Chile, where he taught both sociology and communications four times at the University of Chile and the University of Concepcion, for periods of time ranging from two months to two years. In addition, Carter said, "My research in Chile took me back even when I was not teaching."

Finnegan continued from page 11

the departments of the paper — circulation, advertising, promotion, news. We needed to knock down the walls and look at the whole. Jack responded beautifully to that need, while still being an articulate advocate for the news operation."

Carlin likes to remember, as well, the imp in Finnegan. It's never far from the surface.

He recalls the day in December 1980 when they broke ground for the new printing plant across the river.

"This was an investment of \$50 million by corporate Knight-Ridder, and corporate Knight-Ridder was very concerned that the site we had chosen had enough elevation so we wouldn't get flooded out. We made a number of careful studies, brought in the Corps of Engineers, and finally got the corporate go ahead.

"Well, on the big day, all the brass and the invited dignitaries were gathered at the site, and I was all ready to turn the first shovel, when Jack came up to me real quiet, pulled me aside and said, 'Tom, maybe you shouldn't go ahead. Look what I just found,' and he opened his hand on a clamshell. I nearly died."

More often the Finnegan imp is evidenced in outrageous puns — groaners, the family call them, and the

innumerable examples are perhaps best forgotten. Ozzie St. George, a copy editor at the paper whose friendship with Finnegan goes back to their first jobs on the Rochester Post Bulletin, says, "I always try to put'em out of my mind."

But St. George will never forget Finnegan's first car, a used Studebaker, and Jack's pride on the winter mornings when it would start — until the morning the steering wheel shattered in his hands. One of Jack's boasts, according to St. George's wife Mimi, is that he has paid cash for every car he has ever owned.

St. George also remembers that Jack, as a new reporter in St. Paul, first impressed his editors when he covered by phone a fire at the Chase Hotel in Walker, Minn. "They couldn't believe the amount of detail Jack worked into his story. They didn't know until later that the hotel had been owned by Jack's grandfather and then by his father, and that Jack had practically grown up in it."

St. George also recalls that Finnegan got his start in Newspaper Guild activity in Rochester ("a very slim unit") that eventually led to his becoming president of the Newspaper Guild of the Twin Cities at the time of a strike against the Pioneer Press and Dispatch in 1957. "He was a very take-charge kind of guy, an ideal trade union leader," says

John Carmichael, at that time executive secretary of the Guild.

Finnegan himself says of those days: "One of the things I fought for then, as now, is equal pay for women for the same work."

The Chase Hotel episode suggests the depth of Finnegan's roots in the state, and the Walker home town perhaps explains his enthusiasm for outdoor activity. He's an ardent (but high handicap) golfer and an even more ardent fisherman.

"There's not a state park in the state that he hasn't taken the family camping in," John Jr. attests, "and he's good at it."

But Finnegan's wife, Norma, remembers that after a couple of boating mishaps, family speculation ran high as to what lake Finnegan Sr. would fall into next.

Several Finnegan offspring and spouses share with their parents the possession and use of a bass boat. "It's sort of a consortium," Norma explains. "There was a time when John and I worried about a son and a son-in-law who were riding motorcycles. We thought it would be healthier for them to share ownership of a boat."

Given the demands of Finnegan's "free time" (he has given countless speeches; chaired the parish council of

St. Luke's Catholic Church; chaired the Metropolitan Planning Commission, which preceded the Metro Council; served as the first lay member of the State Board of Professional Responsibility, which enforces lawyers' ethics code; and many, many more), one might expect his sons and daughters (three of each) to feel some resentment at the time taken from family. But John Jr. will have none of it.

"I think we understood the high value both Mother and Dad put on education, and these jobs were all part of his role as teacher," the younger Finnegan said.

And he's won lots and lots of awards. Forgive my prejudice if I mention just one: the Outstanding Achievement Award of the University of Minnesota in 1974. (He earned the B.A. in journalism, magna cum laude, in 1948, and a master's degree in 1965).

"He's a man of fine principles and the will to stand by his beliefs," says Bernard H. Ridder Jr., chairman emeritus and the publisher who helped advance Finnegan's career through the ranks.

So, welcome to retirement, John. You are indeed leaving the newspaper immeasurably better than you found it. And the community — local, state and nationwide — will be better for your continuing service to it. □

ALUMNI NOTES

1920s

Eleanor McLaughlin, '28, wonders if she is "the last on the tree" of the class of 1928. She retired in 1972 after 41 years as an editor at the Mason City, Iowa, *Glove-Gazette*. She has been a resident of the Foley Nursing Home in Alabama since 1988.

1930s

Elinor Mouer Perlin, '35, has retired as law librarian for the Northwestern National Life Insurance Co. in Minneapolis.

Lillian Christie Johnson, '38, participated in a WCCO tour of New Zealand and Australia in November 1988.

Phyllis Dolan Justice, '38, was inducted into the South Dakota Newspaper Hall of Fame in the fall of 1988. Her father had previously been inducted posthumously, making them the first father-daughter members. She is editor and publisher of the *Grant County Review* in South Dakota.

Robert L. Anderson, '39, retired in January 1988 from his second career as president of the Minnesota Safety Council. He continues to serve the organization as a consultant and researcher and writes informational news releases for the organization's newsletters.

Sylvia (Rasnick) Char, '39, is a retired public relations volunteer for the St. Paul Red Cross.

1940s

Victor Cohn, '41, has published "News & Numbers: A Guide to Reporting Statistical Claims and Controversies in Health and Other Fields." The book is the result of a joint project with the Harvard School of Public Health. Cohn is discussing the book at seminars at several universities and visited the University of Minnesota's Medical Center in May. Other stops on his tour included the National Academy of Sciences, the National Institutes of Health and the Federal Center for Disease Control. He is presently a senior writer and columnist for the *Washington Post's* weekly health section.

Robert B. Piler, '41, recently published his second novel, "Crisis Every 15 Minutes," about the advertising business.

Raymond B. Nixon, Ph.D. '42, has been awarded a gift membership in the Citizens League.

Herbert C. Morton, '42, has been awarded a National Endowment for the Humanities fellowship for 1989 to work on a book about Philip Gove and the making of the controversial Webster's Third International Dictionary. He is also co-author of the "ACLS Survey of Scholars," which was scheduled to be published in April by University Press of America.

Raymond A. Lee, M.A. '49, was with IBM for 27 years as regional communications and community relations manager, in addition to working as a freelance writer and editor.

Hy Hoffman, '49, is regional program director for the African American Labor Center (AFL-CIO) in west and central Africa.

1950s

Burt Boersma, '50, has been named vice president and publishing director for business development at Meredith Corp., a diversified media company based in Des Moines, Iowa. Boersma will continue as publishing director of SAIL and Metropolitan Home magazines.

Leo S. Anderson, '50, is a consultant for Telephony, where he had served as both publisher and editor before retiring in 1987. He also does consulting work for the Telecommunica-

tions Industry Association, writes and travels.

Duane A. Rasmussen, '51, has retired from the Minnesota Newspaper Association, where he most recently served as past president. He was the only Minnesota newspaper representative on the first U.S.-China Joint Session in Industry, Trade and Economic Development, having visited China in June 1988.

Burt Erickson Nelson, '52, is completing work on a new play, "Willi Wagner's Awakening," which deals with the corruptive effects of the Boss Hague regime in 1930s Jersey City. His newspaper comedy, "Play It Again, Lulu," had its second production in a two-week run last summer.

Richard Helgerson, '53, is chief executive of the American Swedish Institute in Minneapolis. Helgerson is a former journalist and retired Foreign Service officer who served as senior director of communications for the Mortgage Bankers Association of America before accepting the job with ASI.

Gerry Nelson, '54, has been appointed communications director for the Minnesota Community College System in St. Paul.

Dwayne Netland, '54, is a senior editor at *Golf Digest*. He previously wrote "Confessions of a Hooker" with Bob Hope, and is presently negotiating to do another book.

Roger Dunnette, '56, is manager of broadcast services in the Land O' Lakes corporate communications department. He produces and hosts the "Land O' Lakes Report" for WCCO Radio and "Headlines in Agriculture" which is broadcast over a network of 140 Midwest radio stations.

David Pfankuchen, '58, has been a business and labor reporter and copy editor at the *Racine, Wis., Journal Times* for the past 28 years.

Jack B. Haskins, Ph.D. '59, is a marketing and advertising research consultant and describes himself as in training to become the world's first senior citizen astronaut.

1960s

Sylvia Allen, '60, a journalism minor, is president of The Allen Group, a full service marketing, public relations and advertising firm in Hazlet, N.J. She is also an adjunct assistant professor at New York University, where she taught a course earlier this year in sports and special events public relations.

Fred Webber, '60, is senior vice president of account services for Blaisdell & Westlie Advertising in Minneapolis.

Todd Hunt, '60, has been elected president of the New Jersey chapter of the Public Relations Society of America. Hunt is a professor of communications at Rutgers University and co-author of the text "Managing Public Relations" and serves on the state Supreme Court's Committee on Attorney Advertising. He is also host of the weekly New Jersey Network quiz show, "The Rutgers New Jersey Bowl."

Mark L. Johnson, '60, produces a newsletter for the New York State Office of Mental Retardation and Developmental Disabilities.

Dennis Nustad, '62, is vice president, account supervisor and director of public relations for BBDO Advertising in Minneapolis. He is also active in the Minneapolis Youth Trust and the Buddy System.

Mohamed Benaissa, '64, is Minister of Culture in the Moroccan government. He is also mayor of his home town of Asilah and since 1978 has organized an international art festival annually in that community.

Richey D. (Rich) Adams, '65, is editorial director for W*USA, the Gannet-owned CBS affiliate television station in Washington, D.C., and has received four Emmy awards over the past 13 years for community service

and excellence in news and political commentary. He is a volunteer emergency medic and writes a national column on emergency medical services for a fire service magazine. He also serves as a consultant on media relations to the Federal Emergency Management Agency, and is owner of RDA Associates, Inc., a production and emergency management training company.

Paul Peterson, M.A. '54, Ph.D. '66, retired in September 1988 from his teaching position in the School of Journalism at Ohio State University. He was appointed professor emeritus.

Carol Pine, '67, has been named vice president of business communications-publications at Yeager Pine & Mundale, which was created when Wallace Public Relations, a subsidiary of Rurh/Paragon Inc., acquired Pine & Mundale Inc., a Minneapolis-based business communications firm. Pine was formerly a partner in Pine & Mundale.

David Fyten, '69, has been appointed director of University Relations at Northeastern University in Boston, Mass. He was previously director of periodicals at Tulane University in New Orleans.

Patricia Goodwin, '69 (M.A. '78 in Speech Communication) has formed a new public relations agency, Goodwin Communications Group, Inc., in Minneapolis. Goodwin, who is president of the new agency, was formerly vice president of Financial Services marketing for the First Banks.

1970s

Lloyd Sieden, '70, has published a book, "Buckminster Fuller's Universe."

Judith J. (Chappie) Allen, '70, has purchased a supper club with her husband in Minocqua/Woodruff, Wis., which opened in May as "Ma Bailey's."

Riff Yeager, '71, is president and chief executive officer of Yeager Pine & Mundale, which was created when Wallace Public Relations, a subsidiary of Rurh/Paragon Inc., acquired Pine & Mundale Inc., a Minneapolis-based business communications firm. Yeager was formerly president and chief executive officer of Wallace Public Relations.

Carl L. Harstad, M.A. '71, is managing editor of the *Chisago County Press*.

George D. Faas, '71, is in Irvine, Ca., after having lived and worked in Tokyo as foreign correspondent for *Lightwave*, a fiber optics journal published in Boston.

Tom Youness, '73, recently opened an advertising office in St. Paul after five years of freelance advertising. His clients include Hart Skis, Super 8 Motels and Griffin Cos.

Kathryn McConnell, '73, is serving as public affairs officer for the Peace Corps area office in Minneapolis.

Dennis A. Herzig, '74, is assistant news director for WPLG-TV in Miami, Fla.

Marc Meltzer, M.A. '75, has been appointed deputy business editor at the *Philadelphia Daily News*.

Bruce E. Johansen, M.A. '75, is an associate professor in the department of communication at the University of Nebraska at Omaha. He has been working on school curricula regarding Native American contributions to democracy in several states, including New York, Pennsylvania and Alaska.

Bruce Benidt, M.A. '75, is a senior account executive for Mona, Meyer & McGrath.

Larry Anderson, '75, is owner of Starship Enterprises, a public relations and media productions firm, and executive director of the John Beargrease Sled Dog Marathon.

Joyce Dahlen, '75, has left her position as an editor of in-house publications at Control Data Corp. She is presently a full-time mother interested in part-time work editing a newsletter.

Susan Busch Nehring, '76, was

honored by the International Association of Business Communicators for public relations campaigns she planned and implemented as an account manager at Colle & McVoy Public Relations in Minneapolis. Nehring was honored for her work on an Anchor Hocking Plastics campaign and for design of a new logo to support fund raising efforts for Clean Water Day.

Edward Yi Chao, M.A. '77, is teaching at Cheng Chi University and hosting Good Morning Taipei, an early morning live television program in Taiwan. He also serves as advisor to the *China Times* in Taipei.

Fred Johnson, '58, M.A. '77, was promoted to director of public affairs for Hennepin County, where he previously served as assistant director.

Kathryn Kahler, M.A. '77, was recently re-elected chair of the Board of Governors of the National Press Club in Washington, D.C.

Steve Morawetz, '77, has been named vice president at Padilla Speer Beardsley, Inc., a Minneapolis-based national public relations counseling firm.

Rosie O'Brien, '79, recently resigned as editor of the *Grand Gazette*, a St. Paul Community Newspaper, to become a publicist for Red House Records in Minneapolis and assistant editor for Graywolf Press.

Terry Graham, '79, received a commendation from California Senator Milton Marks and the San Francisco Board of Supervisors for her work on behalf of neighborhood businesses. Graham, a principal of the San Francisco public relations firm Scott/Graham Associates, served as executive secretary to the San Francisco Council of District Merchants Association and is chair of the organization's Legislative Committee.

1980s

Susan Sherry, '80, has been appointed senior editor at *Family Circle* magazine. Sherry is responsible for the magazine's increased editorial content on marriage and family, as well as the car beat and Vicki Lansky's new "HELP" column. She will also oversee various special editorial projects.

Susan Mindrum, '80, is an attorney with Moore, Costello and Hart in St. Paul.

Michael Martin, M.A. '80, is director of production, chief operator and afternoon drive announcer at KWNO Radio in Winona, Minn. He is also chief operator at KQAL Radio at Winona State University and adjunct faculty at Winona State, where he teaches mass communication issues.

Craig McNamara, '81, is a senior copywriter at Blaisdell & Westlie in Minneapolis and president of the Minneapolis Art Directors/Copywriters Club.

Pat Ryan Greene, M.A. '81, was elected president of the Minnesota Press Club in January and later became chair of the organization when a vacancy occurred.

John H. Beck, M.A. '81, is pastor of the Zion Lutheran Church in Atalissa, Iowa, and a full-time Ph.D. student in marital and family therapy at the University of Iowa.

Pamela R. Lary-Harstad, '81, was recently promoted to business manager for adult education at the Hennepin Technical Institute.

Jane Friedmann, '83, is a senior artist in the advertising art department of the *Star Tribune* in Minneapolis. She also does freelance ad work and continues to take courses in art.

Tim Fletcher, '83, is a medical malpractice claims adjuster for the St. Paul Companies.

George L. Markfelder, '83, is working for the U.S. Navy, writing their advancement examinations for enlisted journalists.

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ALUMNI NOTES

Nan Richards, '83, is an account executive for Turner Broadcasting in New York City.

John Sterling, M.A. '83, is managing editor of Genetic Engineering News in New York City, and an assistant vice president at Mary Ann Liebert, Inc., Publishers.

Diane Hellekson, '83, works in the food section at the St. Paul Pioneer Press Dispatch.

Janell M. Gabor, '83, is a producer in the consumer/investigative unit at KSTP-TV in Minneapolis.

Steve Homan, M.A. '83, is an assistant managing editor for a mass market retailers' trade journal in New York City.

Anne (Edge) Sonnee, '83, has joined Western Life Insurance Company as a communications specialist.

Laura Holte, '84, was honored by the International Association of Business Communicators for public relations campaigns she planned and implemented as an account executive at Colle & McVoy Public Relations in Minneapolis. Holte was honored for her communications work in changing the name of a department store from Donaldson's to Carson Pirie Scott, and for her work on an Anchor Hocking Plastics campaign.

John McMillan, M.A., '84, is working as a reporter at the El Campo Leader-News, near Houston, Texas.

Ann Herzog, '84, has been promoted to senior account executive at Colle & McVoy in Bloomington, Minn. She is a member of the Minnesota Advertising Federation and chair of the 1989 Advertising Career Day at the University of Minnesota.

Jeffrey Meitrodt, '84, is a senior staff writer at New Orleans City Business, one of the 19 newspapers and magazines published by Minneapolis-based MCP Inc.

Mzyh-Fong Effie Sun, M.A. '84, is a staff writer for the business page of the China Post in Taipei, Taiwan.

Mark D. Blunt, '84, is a copywriter for Fingerhut Corp. in Minneapolis.

Barbara Barker, '84, is a copy writer for the Hazelden Foundation.

Mark Karavakis, '84, is an account executive for the Blue Ridge Business Magazine in North Carolina.

Caroline Anderson, '85, has joined the Grant & Palombo advertising agency in Minneapolis as a public relations account executive.

Tim Averbeck, '85, is an executive assistant at Minnesota Citizens for the Arts in Minneapolis.

Ahmad Murad Merican, M.A. '85, is a lecturer and chair of the Department of Journalism in the School of Mass Communication, MARA Institute, in Malaysia.

Elizabeth Perro, '85, is an account executive for Martin/Williams Advertising in Minneapolis.

Deb Noll, '85, is working for the University of Minnesota Extension Service in Sibley County, Minnesota, as the 4-H Youth Development Extension Agent.

Jody Olson, '85, has joined the Sun-Current as a reporter for the Bloomington and Richfield papers.

Bill Collins, '85, is a senior systems analyst at Adcom Communications in New York City, and teaches computer graphics at the Pratt Institute and the New School.

Jim Foster, '86, is a news assistant and staff writer in the Star Tribune's St. Paul bureau.

Lisa Lillebo, '86, is an account coordinator for John Ryan & Co. in Minneapolis.

Maribeth Weber, M.A. '86, works in film music and sound track production with Columbia Pictures/MCA Records, Warner Bros. Films/Warner Bros. Records and the Weintraub Entertainment Group in Los Angeles. She is also a freelance composer and piano performer.

Cherie S. Lewis, '86, spent the 1988-89 academic year as an assistant professor at the School of Communica-

tion at Penn State University, where she produced a weekly public radio show on the arts, "Creative License." During the 1989-90 academic year, she will serve as a Fulbright Scholar at the National Chengchi University in Taipei, Taiwan, where she will teach graduate courses in mass communication.

Michelle Frederick, '86, is a staff writer and promotional writer for the Conklin Company in Shakopee, Minn.

Dave Merk, '86, is a staff reporter for a daily newspaper in Manitowoc, Wis. He plans to be married in December and buy a farm house.

Suzanne Nelson, '86, is a reporter for the Yuma Daily Sun in Yuma, Ariz.

Jeriann K. Young-Severson, '86, moved to California in 1988 with her husband and has started her own video business producing industrial videos for small to medium businesses.

Jay P. Rowland, '86, is a production assistant for CVN Companies, Inc., in Plymouth, Minn.

Jennifer Inglis, '86, has started her own information graphics business, Alpha Information Graphics. She won second place for best concept and execution of a special section from the Florida Press Club in 1988.

David Chanen, '86, is a staff writer for the Star Tribune in Minneapolis.

Patricia K. (Roper) Brooks, '87, is a continuity/script supervisor for Home-time, a PBS television show.

Michael Schachner, '87, is an associate editor for Business Insurance Magazine in New York City.

Sher Stoneman, '87, is a staff photographer for the Minnesota Daily.

Linda Cooke, '87, is an administrative assistant for the International Alliance for Sustainable Agriculture in Minneapolis.

Paul DeMarchi, '87, is a freelance photographer in Hopkins, Minn.

Patrick Mangan, '87, is working as a bus boy at the New French Cafe in Minneapolis.

Cathy Packer, M.A. '82, Ph.D. '87, is a professor of mass media law and ethics at the University of North Carolina at Chapel Hill.

Bernie Laur, '87, is promotions director for WML/WOKY in Milwaukee.

Mary A. Steffl, '87, is an editor and designer with Williams Publications in Deephaven, Minn., which produces and distributes newspapers for the beauty industry.

Mary Koski, '87, is a sales representative for the Rick Kline Olds/Isuzu dealership in St. Paul.

Gail Cannon, '87, is a project development specialist at the Carlson Companies in Minneapolis.

Janet Jessup, M.A. '87, is editor of communication resources for Honeywell Systems and Research Center in Minneapolis.

Cheryl C. Pipkin-McCallister, '87, is a production assistant for the Belo Broadcasting Co., WFAA television in Dallas, Texas.

Brian D. Arich O'Sullivan, '87, is a Jerusalem-based correspondent for Israel Radio, and a stringer for United Press International.

Lynn Drake, M.A. '87, is vice president of the Fratelli Group, a public relations firm in Washington, D.C.

Stephanie Oliver, '87, is an account executive for Edwin Negert Assoc., a public relations firm in Minneapolis.

Tracy Nelson Welper, '87, recently received the Midwest Direct Mail Association Bronze Award in the Art-Response-Copy Competition for business-to-business print advertising. She also received a finalist award in the multi-media advertising category. Welper is an advertising copywriter at Duncan, Nelson, Lambert in Bloomington, Minn. She was featured in the April 3 issue of Advertising Age for her work in the Minnesota FoodShare poster campaign.

James M. Schwarz, '87, is a legislative assistant for the Washington

office of the Milbank, Tweed, Hadley and McCloy law firm, and is pursuing a master's degree in legislative affairs at George Washington University.

Paul Litewski, '88, is a reporter for the St. Cloud Times.

Steve F. Thomas, '88, is a media analyst for Martin Williams Advertising.

Nancy A. Ott, '88, is a writer and editor for the Weekly News, Inc., in Prescott, Wis., and edits Equine, a small animal quarterly newspaper in Lakeville, Minn.

Kim Klisch-Baudoin, '88, is an associate editor for the Minnesota Women's Press.

Sarah V. Kyllonen, '88, is a sales assistant for WDG radio in St. Paul.

Elizabeth Stawickl, '88, is a news anchor and reporter for KDAL radio in Duluth, Minn.

Cynthia Dickison, '88, is an assistant news editor for the Star Tribune in Minneapolis.

Linda Elwell, '88, is an account coordinator for the John Ryan Co. in Minneapolis.

Jennifer Frame Smith, '88, is a public relations consultant for General Mills.

Francoise Willems, '88, is working as an assistant director of advertising and public relations at the Royale Hospitality Group in Bloomington, Minn.

Debra K. Erickson, '88, is an assistant media planner at Fallon McElligott advertising agency in Minneapolis.

Jennifer (Pate) Lijewski, '88, is an office coordinator for Robert Half of Minn., Inc., a financial placement service.

Sylvia Lutz (now Jennings), '88, is an anchor and special assignment reporter for KUSA-TV in Denver, Colo.

Heather Griffith-Tesch, '88, is a weekend reporter for WEAR television in Pensacola, Fla.

Sandra One Feather, '88, is a news director for KDGO radio in Durango, Colo.

Michael Leville, '88, is an office manager of Liberty Press, Inc., a print shop in Minneapolis.

Stephanie Kwo, '88, is a traffic coordinator for the Carlson Companies in Plymouth, Minn.

John A. Adams Jr., '88, is a media assistant at Cohen Okerlund Smith in Minneapolis.

Eric Pehle, '88, is a reporter for KAAL television in Austin, Minn.

Niquita Butler, M.A. '88, is a production assistant in the Capitol Hill unit of the MacNeil/Lehrer News Hour.

Tina Burnside, '88, has accepted a job at the *Milwaukee Sentinel*.

Cheryl Brandner, '88, is working as a reporter at the Spring Valley

Tribune in Spring Valley, Minnesota.

Sharon Christopherson, '88, is coordinating plans for the grand opening of the Meyerson Symphony Center in Dallas, Texas, on a freelance basis.

Jin Abe, '88, is a sales representative for IBM in Osaka, Japan.

Lynne Lande, '88, is a marketing communications administrator and consultant at 3M in St. Paul.

LisBeth LaBreche, '88, is an account assistant at Yeager Pine & Mundale in Minneapolis.

Donna D. Turpin, '88, is a sales account representative for AJ Enterprises in Minnetonka.

Jodi L. Williamschen, '88, is sports agate editor for the St. Paul Pioneer Press Dispatch.

David G. Anderson, '88, is a technologist at The Pillsbury Co., where he is responsible for quality support of Green Giant products.

Sheila Gregory, '88, is a senior secretary at the University of Minnesota and is writing three newsletters for the College of Veterinary Medicine.

Donna Turpin, '88, is working for a small advertising agency in Minnetonka that specializes in restroom advertising.

Susan Eckstrom, '88, is a copywriter at the Duncan Nelson Lambert advertising agency in Minneapolis.

Lynne Beneka, '88, is a part time reporter and publisher's assistant for Larson Publications, Inc., in Osseo, Minn.

Leanne Wirkula, '88, is an administrative assistant for the Minnesota Timberwolves.

Debra Erickson, '88, is an assistant media planner at Fallon McElligott advertising agency in Minneapolis.

Patrick Brettingen, '88, is a sports reporter for the Burnsville Current.

Jacqueline C. Gustner, '88, is an assistant account executive for Kolesar and Hartwell, Inc. in Minneapolis.

Elisabeth Hedlund, '88, is an assignment editor and reporter for KAAL-TV in Austin, Minn.

Suzette Kaercher, '88, is an associate editor and advertising representative for the Ortonville Independent, a weekly newspaper in Ortonville, Minn.

Sheryl Thomson, '88, is a researcher for Policy Research Associates in New York City and is planning to attend law school in September.

Kathleen Crandall, a former SJMC student, was honored by the International Association of Business Communicators for a public relations campaign she implemented as an assistant account executive at Colle & McVoy Public Relations in Minneapolis. Crandall was honored for the design of a new logo to support fund raising efforts for Clean Water Day.

Bosch Foundation offers graduates a chance to study in Germany

The Robert Bosch Foundation Fellowship Program enables young American professionals to participate in an intensive work/study program in Germany.

Candidates for the program are competitively chosen from the fields of business administration, economics, public affairs, political science, law, journalism and mass communication.

The following qualifications are required of all applicants to the program.

— A graduate degree or equivalent work experience in business administration, economics, public affairs, political science, law, journalism or mass communication.

— Evidence of outstanding professional performance and/or academic achievement.

— The ability to communicate well in German. (For candidates who are outstanding in other respects but lack sufficient knowledge of German, the Robert Bosch Foundation will fund required language training in the U.S., and also, if necessary, intensive courses in Germany prior to entering the program.)

— Active participation in community/public affairs.

— U.S. citizenship.

The application deadline is Oct. 15 for the program running September 1990 through May 1991.

Instruction and application materials may be obtained by writing to the Robert Bosch Foundation Fellowship Program, CDS International, Inc., 425 Park Ave., 27th Floor, New York, N.Y., 10022. □

OBITUARIES

Ralph Thornton died March 24 at the Metropolitan Medical Center in Minneapolis. He was an award-winning sports writer and a columnist for the Minneapolis Star Tribune.

Thornton, 67, graduated from the University of Minnesota with a minor in journalism in 1946 after serving as a navy pilot during World War II. He went to work for North American Life and Casualty Company writing sales bulletins and within a year joined the Minneapolis Star and Tribune as editor of employee communications. He won first place in the Northwestern Industrial Editors Association contests of 1948, 1949 and 1951, and served as personnel director at the paper from 1954 to 1961.

In 1962, Thornton left the Star and Tribune to become vice president and editor of the Minnetonka Newspapers. In his 18 months there, he succeeded in doubling the circulation of the Minnetonka Herald, the Deephaven Argus and the Mound Pilot. In June 1963, he returned to the Minneapolis Star.

Thornton served as a suburban columnist and then as business editor before moving to the sports department. During his years with the paper

he covered numerous major sporting competitions, including the Winter Olympics of 1968, 1976, 1980 and 1984, the Kentucky Derby and the America's Cup races. He was named U.S. Ski Writer of the Year in 1973 by the U.S. Ski Association. He was awarded the Best Soccer Story of the Year award in 1978 by the U.S. Soccer Writers Association, and Best Special Section for his coverage of the 1980 Winter Olympics by the Minnesota Associated Press.

A man of diverse talents and interests, Thornton was a member of the Society of Amateur Chefs and an accomplished jazz pianist. He was active in the community, serving at one time as chair of the Wayzata Board of Education, and also as chair of the Minnesota Arts Forum. He was an active supporter of the Minneapolis Symphony and the Walker Art Center.

Thornton was originally from Alexandria, Minn. He is survived by his wife, Bernice Klobe Thornton of Wayzata; a daughter, Susan Thornton Rogers of Piermont, N.Y.; a brother, Joseph of Alexandria; a sister in Plymouth, Minn.; and two grandchildren. □

Thomas Frederick Barnhart Jr. died in August.

Barnhart, 59, was the son of SJMC professor Thomas F. Barnhart, and served in the 82nd Airborne Division at the close of World War II. He returned to Minnesota and graduated from the SJMC in 1950.

Barnhart began his career as a journalist at the Wayne Herald in Wayne, Neb. He then went to another small paper in Norfolk, Neb., where he covered city hall, the police and Little League baseball. From there he moved to the Arlington Times, and then to the Phoenix, Ariz., Gazette.

While in Phoenix, Barnhart went to work for the Phoenix Chamber of Commerce where he managed the publications and public relations department. He was soon hired by Carl Byoir & Associates, a large public relations firm, to work on accounts such as Honeywell and Bulova Watch. Barnhart spent 12 years with the firm, living and working in New York.

In the 1960s Barnhart moved with his family to Seattle, where he attended graduate school at the University of Washington and served as the public

relations officer for Highline Community College.

Not long after that he set up an in-house advertising agency for Marine Construction and Design Company, where he worked for six years before deciding to become a freelancer.

At the time of his death, Barnhart was the features editor for Pacific Maritime Magazine, and freelanced for Stevedoring Services of America, Washington Trucker and Fatigue Technology.

Barnhart is survived by his wife, Aledwin Leuerner Barnhart; four children; and 12 grandchildren. □

The Murphy Reporter has also learned of the recent deaths of: **Marjorie Luethi** of Longville, Minn., B.A. '29.

Herbert W. Peterson, of Duluth, Minn., B.A. '47, on Nov. 6 in St. Cloud, Minn.

Hy Zimmerman, 74, B.A. '48, a Seattle Times baseball reporter and sports columnist.

Frank A. Dvoracek, 75, B.A. '36, died April 21. □

STUDENT UPDATE

Graduate student **Marian Douglas** helped organize Minnesota's first Women of Color Day banquet to recognize contributions of minority women around the state. Douglas is a board member of the Washington, D.C.-based National Institute for Women of Color, a non-profit organization which conducts research on issues affecting minority women.

Teresa Scalzo, a SJMC junior, was one of nine students selected to receive a College of Liberal Arts internship grant in the amount of \$750 for field work during the Winter 1989 quarter. Scalzo was assigned to intern at the Abortion Rights Council of Minnesota, where her responsibilities included edit-

ing a bimonthly newsletter, preparing press releases and acting as a media liaison.

The SJMC chapter of the **Public Relations Student Society of America** earned the Midwest District Chapter Development Award for 1989 in recognition of the work done by chapter members in organizing a fall conference, administering an internship program and publishing a newsletter. Citations were also awarded to five members for their individual contributions: **Lara Prokop**, president; **Melissa Breyette**, public relations director; **Stephanie Schueler**, national liaison; **Richard Dobinski**; and **Lora Ledermann**. □

continued from page 6

ees faced with a media merger or acquisition and concluded that employees should build strong alliances within the community and with local government in order to protect their interest.

Luther Jackson, a business reporter for the Detroit Free Press and a member of The Newspaper Guild, suggested that the proposed Detroit JOA is motivated by corporate greed. □

Mpls. St. Paul

continued from page 7

said Anderson, noting that in April the magazine was honored with the Gold Award for General Excellence, recognizing its achievement as the best city magazine in the country in its circulation category.

Appeal echoed his sentiment, saying the new magazine has a huge responsibility.

"I've made a commitment to Mpls. St. Paul to make it even a stronger and better magazine," she said.

All three maintain ties to Murphy Hall. "Brian, Marcia and I all feel close to the school," Cohen said. "We all had positive experiences."

Cohen said the three are grateful for the help and education they received, and try to "repay it in a small way" by lecturing and hiring journalism students as interns.

Appel, who has co-taught a magazine publishing class with Prof. Michael Griffin for the past two winter quarters, said that the school has been "a wonderful resource" throughout her life. □

Silha lecture continued from page 2

fact and fiction, blurs our critical acuity by using associative argument, or calls up powerful memories and emotional responses, Jamieson said.

And audiences are accustomed to advertising; they seldom question it, even when it advocates political candidates rather than soap.

"It doesn't say 'think about it' . . . That set of strategies involved — the voice-over narrator, the quickly intercut visuals and the music — are inviting you to say, 'Relax, somebody has the world in control; just trust me,'" she said.

To undermine the power of misleading advertising, the opposition must try to get the audiences to step back, to think and to reframe the ad.

"We have an alternative to legislation . . . ads to counter ads . . . but it only works if you're telling the truth," said Jamieson.

"My fear is there will be further sleaze — not gas warfare anymore, but escalation to create nuclear weaponry."

Founders of the Silha Center, Otto and Helen Silha, and Jamieson's parents were among the audience of about 125 people.

Jamieson will become dean of the Annenberg School of Communications at the University of Pennsylvania in September, which Gillmor said was a welcome surprise because of SJMC's close relationship with that institution.

"We got Kathleen Jamieson at the peak of her powers and I hope administration doesn't detract from her scholarship," Gillmor added in an interview.

Libel continued from page 10

that a potential client must jump through before being accepted as a client by an attorney."

Although the panelists agreed that reform is needed, they were skeptical that the Iowa project is the right way to reform libel law.

"Is the cure worse than the disease?" asked Mansfield.

So far, no parties have gone through the Iowa project in its entirety. However, many have agreed to the process and then settled their differences before it was completed.

According to Soloski, the future success of the project depends on convincing both parties early on of the hidden costs of libel litigation and focusing on the issue that should be most important to both parties — the underlying truth or falsity of the alleged libel. □

Media Mergers

without thinking. As an example, he pointed to the rush to conform to the graphics format popularized by USA Today.

The conference concluded with a panel that examined the ethical implications for media employees of mergers and acquisitions.

SJMC doctoral student Victoria Smith outlined the options available to employ-

Director's Note

continued from page 2

oriented and professionally oriented faculty.

In the third area, despite the University's difficult financial situation, the College and University have provided an attractive funding package to us. We were put at the top of the College's priority list in allocation of new funds, and central administration has approved the equipment funds we so desperately need. These commitments are a clear expression of the College and University's confidence in our ability to build a strong future.

I want to thank all the alumni and friends of the School who rallied behind us. We needed your help, and because of that help, we won a major victory.

We will need more help in the future. But before we ask for that help, we will do a better job of informing you about the School and its program, and we will listen to you about your concerns regarding the School. In short, we will work hard to continue to earn your support and restore your confidence in the School. □

Fung

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ing things to light," Fung said. She reaped a great deal of valuable information from her study but points out that society is just beginning to see the results of the influx of women into broadcasting prompted by the FCC's prohibition of sexual discrimination in the industry.

Fung hopes that as the population ages, we will find older women on television more often, and that as women become more prevalent on camera, they will serve as role models for young women entering the profession.

For Fung, women like Marlene Sanders of WNET and Barbara Walters are role models. These are the "women who have been around," she said. "Veterans who had to deal with so much more sexism and obstacles," they nonetheless had "tenacity and perseverance and success."

Fung's own perseverance is evident in her hope that the opportunities for women will improve.

Sexism in network news, she said, "is not something we should be bitter about but work to correct." □

Ad careers

continued from page 4

Louis Baratto, a senior in advertising at the University. "It's something every prospective advertising professional should take advantage of."

Advertising professionals who attended also had a positive and encouraging attitude.

Lou Schottelkotte, account executive at KSTP-TV, summed up the optimistic attitudes shared by his colleagues in a session on media sales. "The more creative you are, the more successful you'll be," Schottelkotte said. "There's no top end." □



Confronting the Image

Documentary photography by SJMC photojournalism students was featured at the Coffman Memorial Union Gallery April 10-21. See Page 5 for a story about the exhibit. This photo is one of a series by Donna Mulcahy that describes the lives of an elderly couple who survive by repairing and reselling discarded junk.

Let us know what you're doing

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

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- Equipment
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