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Murphy Reporter

University of Minnesota School of Journalism and Mass Communication

winter 1988

Happy birthday, Mitch Charnley

By ARLENE WHEATON
SJMC graduate student

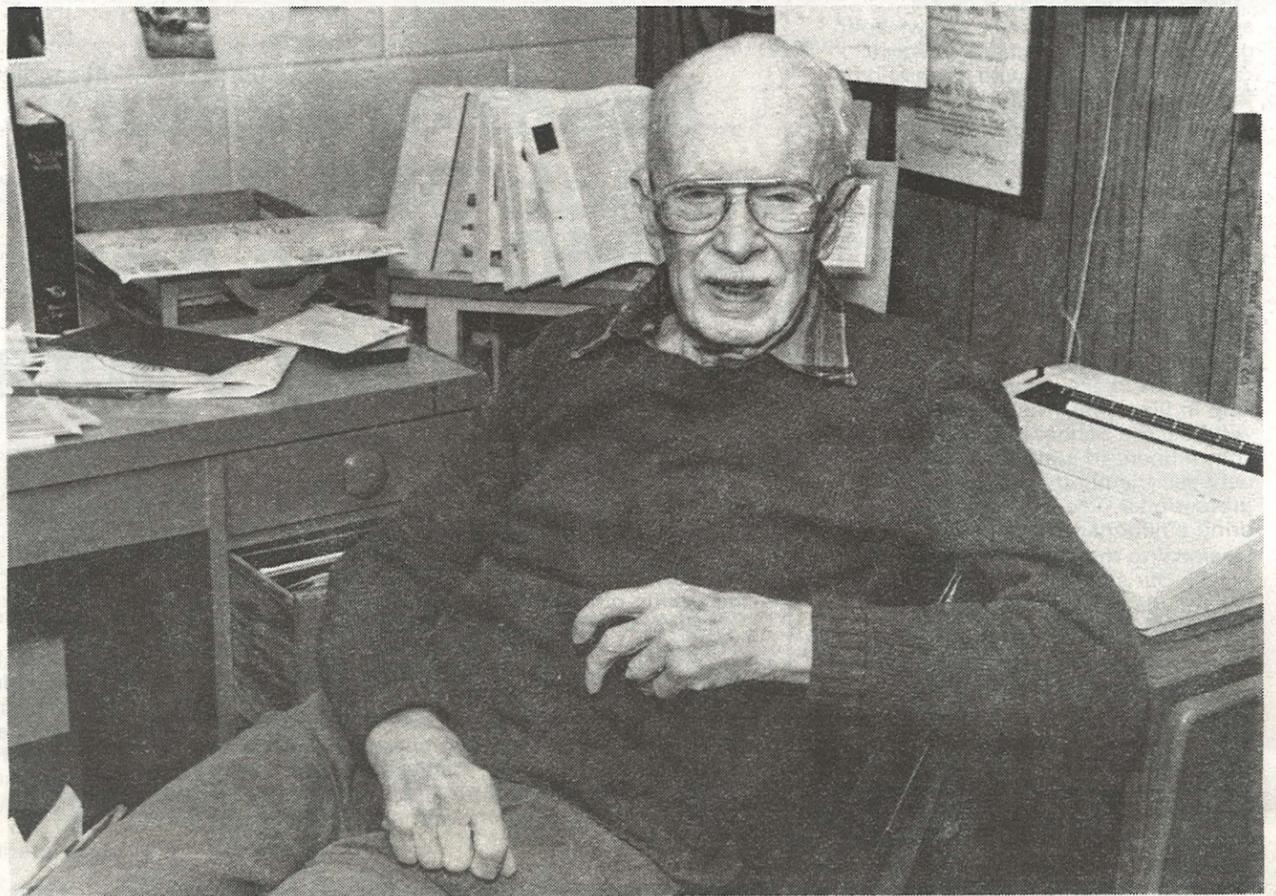
'As far as my career goes, he probably made it," Harry Reasoner, CBS News correspondent and University of Minnesota alumnus, responded when asked about the influence of retired journalism professor Mitchell V. Charnley. "I think many students would say he was the best teacher they ever had," said the veteran newsman.

Reasoner will tell more when he speaks at a special School of Journalism and Mass Communication 90th birthday dinner for Charnley, April 16 at the Radisson University Hotel in Minneapolis. He'll be joined by other Charnley friends and longtime colleagues in a roast of the journalism professor they've never forgotten.

All SJMC alumni are invited to help celebrate Charnley's birthday at the dinner and in individual birthday messages to be mailed to the SJMC before the event. The alumni messages will be compiled in a birthday book to be presented to Charnley at the dinner. In addition, alumni are encouraged to send in photographs of Charnley for a display board. The photographs, which will be returned, should be dated, if possible. To attend the dinner or add to the Charnley birthday book or display board, please complete and return the form below before April 1.

Many of Charnley's former students have gone on to success in media careers. John Finnegan, Sr., senior vice president and assistant publisher

continued on page 2



Kate Horgan photo

Professor Emeritus Mitchell Charnley will be honored at an SJMC birthday party April 16. Former Charnley student Harry Reasoner will be among those on hand to celebrate the event at the Radisson University Hotel in Minneapolis.

Chair to honor Charnley's career

On the eve of his 90th birthday, Mitch Charnley has lent his name to an SJMC chair. The Mitchell V. Charnley Chair was established this fall to fortify the school's professional program.

The chair will be occupied, on a rotating basis, by professional journalists of national distinction. Both print and broadcast journalists are

expected to fill the post, reflecting Charnley's accomplishments in both professional arenas.

The SJMC's goal for the Charnley Chair is \$1 million. One alumnus already has pledged \$30,000 toward the chair.

SJMC Director MaryAnn Yodelis Smith said the chair will "strengthen the professional side of the undergraduate program by allowing us to hire, on a rotating basis,

distinguished professional journalists, both in print and broadcast. In addition, our graduate professional program will be enhanced by giving those students an opportunity to work closely with someone who is renowned in his or her field."

The SJMC will hire the first journalist to fill the Charnley post as soon as funding becomes available.



SJMC alumni and friends are cordially invited to a 90th birthday dinner for Mitchell V. Charnley, professor emeritus, Saturday, April 16, 1988
6 p.m. cash bar
7 p.m. dinner
at the
Radisson University Hotel
615 Washington Ave. S.E.
Minneapolis

Please return the form at right to Linda Wilson, SJMC, 111 Murphy Hall, 206 Church St. S.E., University of Minnesota, Minneapolis, MN 55455-0418. A check for the correct amount, payable to the Minnesota Journalism Center, must be included with reservations.

____ Yes, I will attend the dinner. Please make ____ reservations, at \$30 each, for me and my guest(s). A check for ____ is enclosed.

____ I'd like to add to the SJMC alumni birthday messages to Professor Charnley. My personal message is attached.

____ I'm sending you ____ photograph(s) of Charnley, with the understanding that they'll be returned to me. Wherever possible, I have dated the photographs and identified those pictured.

____ I'd like to contribute to the Mitchell V. Charnley Chair. My check for \$____ is enclosed.

____ I'd like to pledge \$____ to the Charnley Chair, payable over ____ years (maximum of three years).

Name _____ Degree, year _____

Address _____

City _____ State _____ Zip code _____

Daytime telephone _____

Professional affiliation _____

Return to Linda Wilson, SJMC, 111 Murphy Hall, 206 Church St. S.E., Minneapolis, MN 55455-0418, no later than April 1, 1988.



Director's note

MaryAnn
Yodelis Smith

The faculty and staff join with me in wishing you the very best for the new year. May it be personally and professionally exciting and rewarding for you!

Because of the gracious invitation a few weeks ago of Emeritus Professor George Hage and his wife, Anne, I was able to enjoy a luncheon with nearly all of our professors emeriti. As I told them, never before have I experienced so much wit and wisdom gathered around one table. It was a real pleasure to visit with them about the School and its history.

All of you soon will have the same opportunity. I want to extend a special invitation to each one of you to join with us in celebrating Professor Mitchell Charnley's 90th birthday. You have noticed, I am sure, the registration form on the first page of the paper. It indeed is a great honor for us to be able to join with Mitch in celebrating on April 16. It also is our privilege to establish a special chaired professorship in his name. The professorship will help the School in its continuing commitment to maintain a balance between the purely academic and professional. The Charnley Chair will bring a nationally distinguished professional to the School to work directly with our students. We hope you will like the idea as much as we do and contribute accordingly.

It is difficult to express just how much Mitchell Charnley has meant to this School and to journalism education in general. About the first week after I assumed the directorship here, Mitchell was at my door. He extended his hand and softly inquired whether I had ever heard of him. Of course, I can't think of anyone in journalism education who has not heard of Mitchell Charnley. Tens of thousands of journalists today were reared professionally on his textbook. But many of you have had even more special ties with him because you were able to have Mitch as a teacher. That, indeed, was a privilege!

Even if you can't be here for the April 16 celebration, it would mean a lot to Professor Charnley, I am sure, if you would send a note. Nevertheless, I do hope to visit with most of you at the dinner. Also, please feel free to look around Murphy Hall on Friday. Although no special program is planned for that day, we want you to visit with old friends and teachers, see classrooms, and talk with current students. I hope as many of you as possible will stop at Murphy Hall. We look forward to it. □

The **Murphy Reporter** is a publication of the University of Minnesota School of Journalism and Mass Communication.

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Murphy Reporter



Ted Peterson, '41

"He's been practicing blowing out 90 candles ever since late October."

SJMC plans April celebration of Charnley's 90th birthday

continued from page 1

of the *St. Paul Pioneer Press Dispatch*, says Charnley was "an excellent teacher, one of the best. I remember he always managed to spot the unnecessary words in the editing of my magazine articles. He is a creative man . . . always improving his students' writing style."

Charnley's career at the University of Minnesota SJMC began in 1934 when he was hired to teach reporting, public relations and magazine and editorial writing. He recalls with pride the School's evolution from teaching the five W's to its current emphasis on the role of journalism in society. He credits department head Ralph Casey, Charnley's first journalism instructor at the University of Washington, with making Minnesota's journalism program one of the best in the country.

A favorite Charnley recollection relates to the transformation of Eric Severeid from newspaperman to radio personality

Charnley played a key role in upgrading professional journalism and journalism education in his 40 years at the University of Minnesota. He helped found WCCO Radio's first full-scale newsroom in 1943. His pioneering in broadcast journalism earned him the 1963 Distinguished Achievement Award of the Radio-TV News Directors Association.

In 1968 he was awarded Sigma Delta Chi's Distinguished Teaching in Journalism Award. A former student, Carol Pine of the Minneapolis business communications firm Pine and Mundale Inc., says, "Mitch gave me . . . a real respect for the discipline of journalism. I'm sure many students remember getting a news story back from him with two grades — one for content and one for accuracy. He taught me a lot about responsible journalism . . . how essential it is to represent subject matter fairly."

For more than 20 years, Charnley served on the University of Minnesota Board of Student Publications, acting as editorial adviser for the *Minnesota Daily* and other student publications. Retired SJMC professor George Hage recalls that Charnley "encouraged my writing and reporting and insisted that I go to work for the *Daily*. He was an important influence in my life." Hage says their friendship, "which began when I was an undergraduate, has continued all these years." (Hage joined the University's journalism faculty in 1946 and for 40 years taught reporting, magazine writing, interpretive writing and literary aspects of journalism.)

From 1935 to 1945, Charnley was managing editor of *Journalism Quarterly*, and he was one of the editors of the *Observer*, until recently issued quarterly by the Minnesota Newspaper Foundation. He served as president of the Association for Education in Journalism in 1958 and 1959.

He also served as a writing critic for the *Minneapolis Tribune*, doing critiques and holding personal conferences with staff. "My special field of interest has always been the newspapers," Charnley admits. "I would have liked to be a managing editor of a newspaper in a midsize city if I hadn't gone into teaching."

Brian Anderson, editor of *Mpls. St. Paul*, recalls that students welcomed criticism from Mitchell Charnley. He continues to give feedback to one-time students well into their careers. "I got notes from him while working for the *Star* and *Tribune* and after I began working at *Mpls. St. Paul* . . . suggestions on stories and issues. He's no longer getting paid," added Anderson, "but his red pencil is still at work."

Charnley tried to retire in the mid-'60s but was persuaded to devote another decade of service to the University. In 1966, at "compulsory" retirement, he continued as a full-time professor, filling the newly established William J. Murphy Chair. He served as assistant dean of the University's College of Liberal Arts in the mid-'60s and as special assistant to the dean from 1972 to 1978. Following his formal retirement he served as interim director of University Relations for a year.

Charnley says the ongoing relationships with his former students are important to him, and he meets with a group of University of Minnesota alumni annually. "There are astonishing payoffs in seeing students grow to leadership in their fields," he says, adding that he feels lucky to retain the friendships of so many students.

Geri Joseph, former U.S. ambassador to The Netherlands and now a senior fellow at the Humphrey Institute for Public Affairs, remembers the encouragement Charnley gave her when she was a journalism student and, later, a *Minneapolis Tribune* reporter and feature writer. "He really cared about his students. He gave you all the time in the world. You could go to him with personal as well as school-related problems."

A favorite Charnley recollection relates to the transformation of "Arnie" (Eric) Severeid from newspaperman to radio personality. Severeid was working for the *International Herald Tribune* in Paris in 1939, when Hitler's troops began marching in Europe. He was offered a job in radio news by Edward R. Murrow, the CBS commentator. When Severeid solicited Charnley's advice — sitting at a cafe table on a Paris boulevard — Charnley advised him to make the switch to radio. Severeid hesitated. But a few weeks later, Charnley remembers he was surprised and pleased to hear, "This is Eric Severeid in Paris," when he switched on his radio. □

Accommodations in the Twin Cities

Those traveling from out of town to attend Mitch Charnley's birthday party may wish to contact one of the following hotels for accommodations.

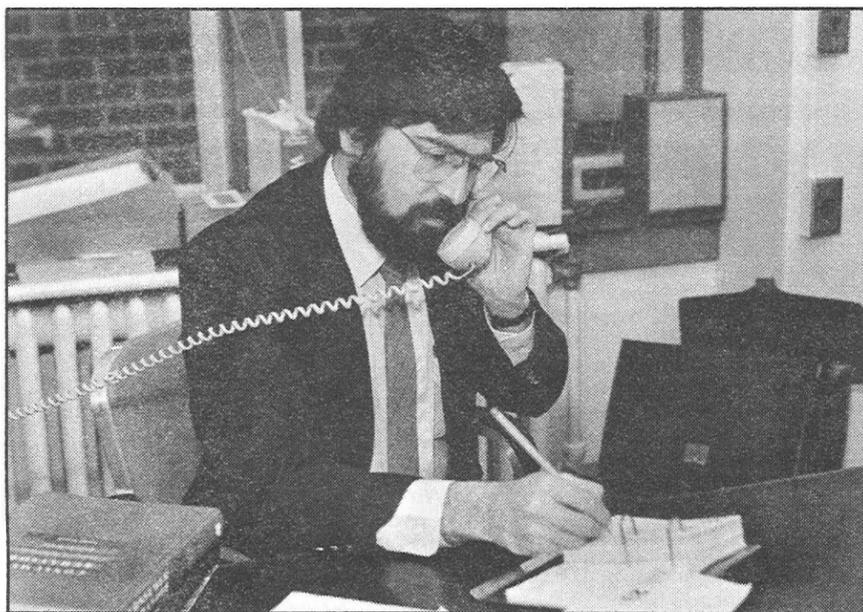
Hyatt Regency
1300 Nicollet Mall
612-370-1234
\$59.00 single
\$94.00 double

Marquette Hotel
IDS Center at Marquette
Avenue
612-332-2351
\$110.00 single
\$125.00 double

Holiday Inn Crowne Plaza
1500 Washington Ave. So.
612-333-4646
\$65.00-\$75.00 single
\$75.00-\$85.00 double

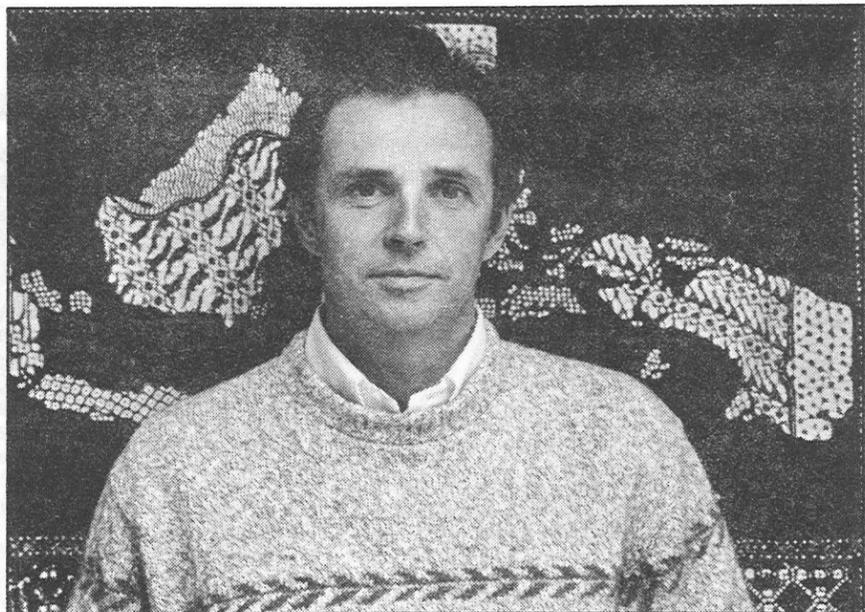
Best Western University Inn
2600 University Avenue
612-379-2313
\$43.00 single
\$49.00 double

Days Inn
2407 University Avenue S.E.
612-623-3999
\$45.95 single (includes tax)
\$52.64 double (includes tax.) □



Faber

Kate Horgan photo



Gunther

Kate Horgan photo

RONALD FABER

Professor Ron Faber discovered his interest in journalism by way of a research project on advertising and children he did with a Harvard University professor.

Faber worked on the study for Scott Ward for about three years and decided to pursue graduate work in mass communication. Faber earned his doctorate in the field from the University of Wisconsin-Madison. Before that he earned bachelor of science and master of science degrees in economics and education from the University of Pennsylvania.

Faber spent eight years teaching advertising history at the University of Texas at Austin.

He continues to study children and TV advertising but also researches compulsive consumers, political advertising and the acculturation process. He spoke on the topic, "Compulsive Consumption and Credit Abuse," this fall at a conference in Denmark.

During winter quarter, Faber is teaching an upper-level course in the psychology of advertising and a graduate seminar in mass communication theory. □

AL TIMS

Assistant Professor Al Tims taught Public Opinion I this fall and will conduct graduate seminars in communication theory in future quarters. He is co-directing SJMC's Communication Research Division with Associate Professor Ron Faber this year.

Tims said he enjoys asking questions and is involved in several research projects. He is working on studies about adolescent socialization to news media as well as research about the roles mass media play in shaping opinion in foreign countries.

Tims has been interested in the media in foreign countries for some time and for three years worked in Washington, D.C., as a foreign affairs specialist for the U.S. Information Agency.

He earned a bachelor of arts degree in psychology and communication from the University of Kentucky at Lexington. He earned his master's and doctorate degrees in mass communication from the University of Wisconsin-Madison.

He has taught at the Department of Telecommunications at Indiana University and was a visiting professor for one year at Stanford. □

NEW IN SCHOOL

SJMC welcomes four professors

STORIES BY KAREN WATERS

AL GUNTHER

Al Gunther has been around — around the world, that is, in his career as a journalism scholar and teacher.

Gunther joined the Peace Corps in 1972 after he had earned bachelor's and master's degrees in journalism from the University of Wisconsin-Madison.

He was in Malaysia from 1972-1975, teaching journalism. "It was fairly easy to do," said Gunther, "because the Malaysians speak British English."

When Gunther completed his tenure with the Peace Corps, he took the long way home and traveled the globe. He returned to the United States in the summer of 1975 and found a job teaching journalism at Black Hills State College in Spearfish, S.D. "I only meant to stay one year, but it turned into seven," said Gunther. "By then, I had spent a lot of time in crowded cities, so I enjoyed the national forest, prairies and buffalo herds," he said.

In Spearfish, Gunther advised the award-winning student newspaper *Black Hills State Today*. "That weekly became a great student newspaper," said Gunther. During his tenure, Gunther not only advised the paper but became the journalism department head.

In 1982, Gunther left Black Hills State to pursue a Ph.D. at Stanford. During the course of his doctoral studies, he was awarded a Fulbright fellowship for a year of study in Indonesia. His Fulbright projects

focused on censorship and its effects on readers and on the political impact of traditional forms of communication.

While Gunther was overseas, he was able to attend a reunion of his first journalism students in Malaysia. "It was one of the most satisfying aspects of my career," said Gunther, "to see my former students doing so well and seeing them become proud of themselves." Gunther said that some of his students had become leading journalists in Malaysia.

As Gunther completed research for his fellowship project, he had friends in the state help him find a new teaching position. "The U is a pretty good school. I like to teach reporting and writing courses and about the mass media and its audiences," he said. □

LAWRENCE SOLEY

Associate Professor Lawrence Soley returns to Minneapolis as a noted expert on propaganda and teacher of advertising.

The native Minnesotan attended college at California State University in Northridge, where he earned a bachelor of arts degree in political science. In 1977 he earned his master's degree in mass communication there. His adviser was Tom Reilly, who received his Ph.D. at the SJMC.

At Cal State, Soley worked as a radio and film technician. He later taught at that university. Soley left California to pursue a doctorate in mass media at Michigan State University. He earned the degree in 1981.

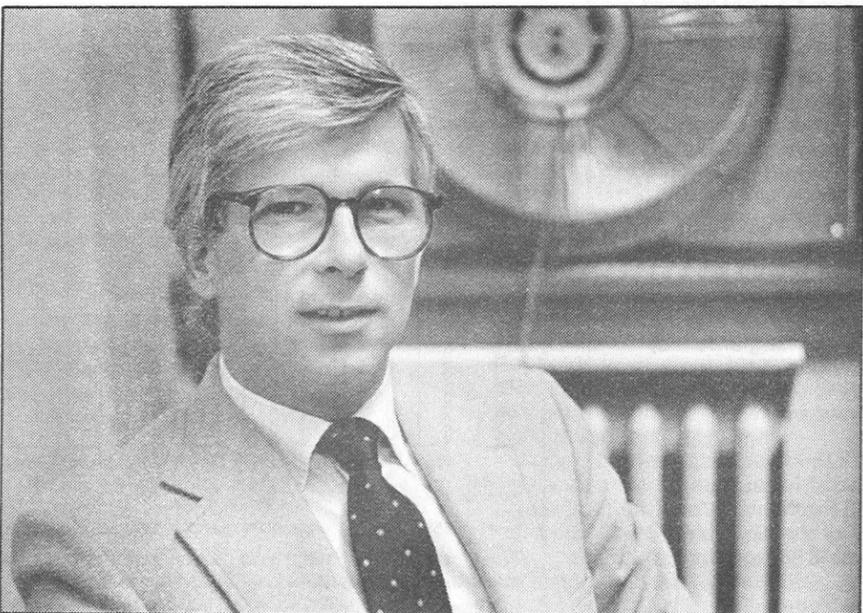
Soley has taught at Pennsylvania University, University of Georgia at Athens and the Baruch Business College at the City University of New York.

Soley is a prolific author and lecturer. He shares his expertise by writing for many magazines and journals. He has published 60 articles and papers on advertising, mass communication and propaganda.

His articles are not the only way Soley has drawn attention to his area of study. His most recent radio interview was part of a special series about propaganda on National Public Radio.

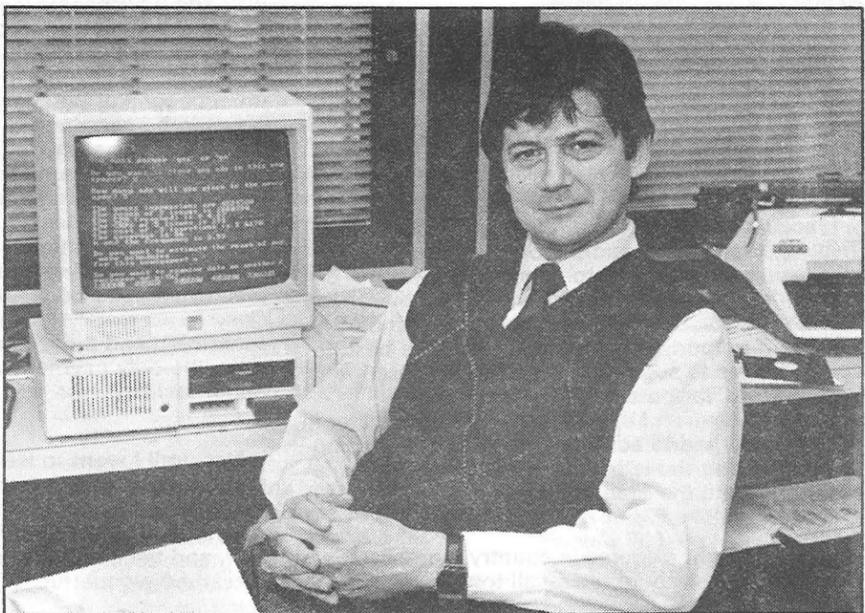
Soley also has served as an advertising consultant in New York, prior to his return to Minneapolis. And his book, *Clandestine Radio Broadcasting*, which explores counterrevolutionary electronic propaganda, was published in 1987.

In winter quarter, Soley is teaching the course, Advertising: Media Analysis. □



Tims

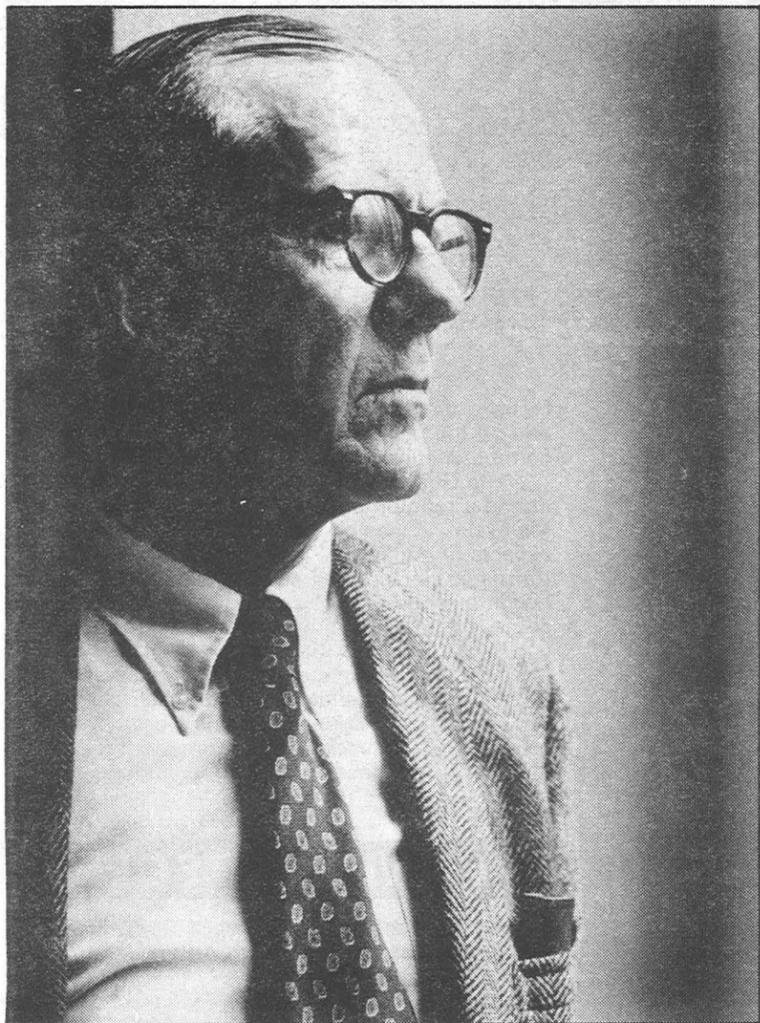
Kate Horgan photo



Soley

Kate Horgan photo

The early days at SJMC:



W.A. Swanberg in 1972

Christopher Lukas photo

W.A. Swanberg, '30, noted biographer and historian, has been presented the prestigious 1987 Outstanding Achievement Award by the University of Minnesota Alumni Association.

Swanberg is the author of countless articles and several acclaimed books. In the 1950s he wrote *Sickles the Magnificent*, a Civil War biography; *First Blood: The Story of Fort Sumter* and *Jim Fisk*. In the next decade he wrote *Citizen Hearst*, *The Rector and the Rogue* and *Pulitzer*, a biography. In the '70s he won a Pulitzer prize for his book, *Luce and his Empire*, and a National Book Award for *Norman Thomas: The Last Idealist*.

Swanberg has written many other biographies, "all meticulously researched and splendidly written," according to a colleague. He is widely regarded as "one of the United States' most distinguished biographers," according to book editor Henry Kisor of the *Chicago Sun-Times*.

He was awarded the Christopher award in 1959, the Frank Luther Mott Research Prize in 1962 and the Van Wyck Brooks award for non-fiction in 1968.

Swanberg was appointed to a Guggenheim fellowship in 1969 and has been a member of several literary and historical societies.

Recently, Swanberg recollected life as an undergraduate in the late '20s at the University of Minnesota School of Journalism.

Distinguished alumnus Swanberg looks back

Journalism then had only a room or two in old Pillsbury Hall. Dr. E. Marion Johnson had just been appointed department head, and the three instructors under him — I think none had more than assistant professorial rank — were the veteran Tom Steward, young Clarence Cason and Bruce McCoy. Steward, the senior of them, brought in professional newspapermen from the *Minneapolis Tribune* and the *Minneapolis Journal* to give us special instruction in such things as news leads, headline-writing and captions. We were given a brief history of American journalism, with emphasis on the leading papers and such storied characters as Greeley, William Allen White and Hearst.

Television was unborn then, and even radio was fairly undeveloped, though the Twin Cities had a few small stations. I don't recall that the journalism program at that time paid any attention to radio or advertising, either.

I recall being sent to the *Minneapolis Star* (the *Tribune*, the *Journal* and the *Star* were then competing newspapers) to handle a news story or two under the instruction of rewrite men there. The *Star* city editor, however, was so busy — and so lacking in rapport with Steward — that the best he could do was to suggest that I write a 'subscriber's' letter to the *Star* on some subject of local controversy, which I did. I was embarrassed later in class when I had to admit before all those aspiring journalists that the letter-to-the-editor was my sole contribution to the *Star*.

McCoy taught a course in country journalism, devoted exclusively to the small-town weekly. He

sent four or five of us to Shakopee, where we hunted up board and room and were allowed by the owner to put out one issue of the local *Argus-Tribune* — great fun, and I still have a tattered copy of that paper dated March 28, 1929.

The *Minnesota Daily* was going strong, of course, Harrison Salisbury being one of its editors, but I was doing part-time subsistence work and unfortunately could not spare extra hours for the *Daily*.

Few now recall personally that in 1930, when I graduated, the Great Depression was well under way and newspapers were laying off experienced hands. Advertising and other enterprises involving writing were in similarly catastrophic shape. You could not — I say this in perfect honesty — buy a job. I begged at the *Star* and at the *St. Paul Daily News* to be permitted to work for them without salary just to get my foot in the door but was refused on the ground that this would cause ill feeling among the regulars.

I worked intermittently as construction laborer, railroad freight handler and other pickup jobs. Meanwhile I did book reviews for the *Star* and the *Daily News* simply for the pleasure of writing something and the exaltation of getting a byline, since the only payment was the gift of the book under review.

Not until I went to New York in sheer desperation did I get (after two months of hazardous freelancing) a job with the Dell Publishing Company. I was an editorial flunky of the scrubbiest sort, and the starting salary was \$120 a month, but it seemed wonderful." □

President's report



Louise Jalma

As president of the 1987-88 SJMC Alumni Board of Directors, I'd like to take this opportunity to introduce members of the board. They are Jim Kessler, Sathe & Associates, vice president; Mary Pitzer, *Business Week*, secretary-treasurer; Terry Randolph, Randolph Ltd., past president; Scott Meyer, Mona, Meyer & McGrath; Kevin Deshler, Harris & West; Tim Lyke, *Skyway News*; and Laura Anders, consultant. The board's ex-officio members include Dan Wascoe, *Star Tribune*; Marshall Tanick, Tanick & Heins; Carol Pine, Pine & Mundale; and Lynn Levinson.

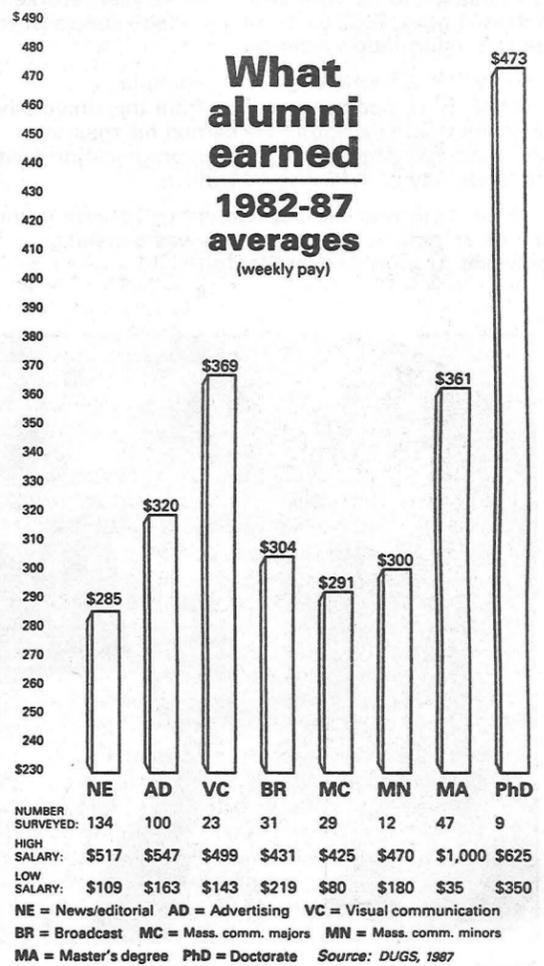
These dedicated people volunteer their time and talent to serve on a board committed to maintaining strong ties with alumni and encouraging involvement. We further hope to meet with journalism students and respond to their needs throughout their academic experience. We are looking forward to a busy and exciting year, with the following highlights.

- **Mentoring program:** This highly successful program has entered its sixth year with the largest number of student applications to date. Upward of 100 journalism students have expressed interest in a professional mentor. Through the program, a senior or graduate student is able to become acquainted with a seasoned professional. The mentors are a specially selected group of people outstanding in their fields and dedicated to sharing time with students who have demonstrated initiative and enthusiasm for their chosen field. This annual program runs through winter quarter. A brochure about it is available in the Murphy Hall office.

- **Annual alumni dinner:** This year's annual meeting is scheduled for Saturday, April 16, in honor of Mitch Charnley's 90th birthday. The event promises to be exciting. Please plan to attend. □

For further information about joining the SJMC Alumni Board or taking part in board activities, please call Louise Jalma, director of practice development, Dorsey & Whitney law firm, (612) 340-2870.

Advanced degrees may be linked with higher pay



Minnesota team's contributions span 30 years

By LESLIE H. COLE
SJMC graduate student

He prefers not to be called doctor. Phillip J. Tichenor, professor of journalism and mass communication, considers "doctor" a status term inappropriate to his occupation. Perhaps that's not surprising of a man one colleague described as "fair, ethical, a gentleman in the field of mass communication."

Tichenor began his teaching career in 1956 as an instructor and extension information specialist at the University of Minnesota's Institute of Agriculture. In 1965 he earned a doctorate in mass communication research from Stanford University. Tichenor joined the University of Minnesota journalism faculty the same year and accepted a joint appointment in Rural Sociology.

He is the first to point out that his research is part of a highly successful collaboration. Tichenor's partnership with Rural Sociology professors Clarice Olien and George Donohue is well known in mass communication research circles. The three have worked on many projects together, contributing volumes of published material to the field over 30 years.

"His reputation is first-rank," said Arnold Ismach of Tichenor. Ismach is dean of the School of Journalism at the University of Oregon. "The body of work he has built, together with Olien and Donohue, is remarkable," Ismach said. "They have systematically and exhaustively built a body of knowledge that has spawned other people's work in the field by producing a useful theoretical approach to the study of mass communication." Ismach worked with Tichenor for 12 years on the SJMC faculty.

The approach of Tichenor, Olien and Donohue to the role of mass media in social change is perhaps most widely recognized in their "knowledge-gap" studies.

The knowledge-gap theory has been the subject of several of their publications since 1970. The theory is based on the assumptions that knowledge is the basis of social power and that widespread coverage of public issues is vital to informed citizen participation in society.

Several hypotheses have emerged from the Olien-Donohue-Tichenor research in the area of information distribution. One hypothesis is that increasing the amount of information in a social system, previously thought to reduce knowledge disparities between different socioeconomic groups in society, actually will increase the knowledge gaps between the groups.

The knowledge-gap research is characterized by a "macro" approach to communication research. Many communication researchers in the United States take a "micro" approach and concentrate on how individuals respond to a stimulus such as televi-

sion, according to Doug McLeod, a Ph.D. student who has been Tichenor's research assistant for more than a year.

McLeod said he thinks the current broader view of media effects among researchers can be credited to the work of Olien, Donohue and Tichenor over the past 25 years. McLeod described theirs as a "wholistic" approach to the role of mass media in social change.

John Nichols, a professor at Pennsylvania State University, received his doctorate from the University of Minnesota in 1978. Although his field is international communications, he said he considers himself a disciple of Tichenor.

"My own work is based on the body of knowledge Olien, Donohue and Tichenor developed," he said. "I've used some of their principles of community systems and applied them to international systems . . . It's refreshing to have the kind of stuff Tichenor puts out."

The team's work includes research on the effect of metropolitan daily newspapers on knowledge gaps in rural communities. Part of that research appeared in a recent issue of *Journalism Quarterly*.

Communities that were once self-sufficient are now heavily dependent on the resources of metropolitan centers, according to the study. Consequently, much of the information vital to small communities originates in distant metropolitan centers.

Tichenor described the marked withdrawal of metro daily newspapers from less populous areas of Minnesota. In the early 1960s half of the households in those regions subscribed to a daily newspaper; in 1980 the figure was about 20 percent. One possible consequence of the metro daily pullback is a bigger knowledge gap between and within communities, said Tichenor. Such gaps do not appear to be offset by TV news.

Tichenor said the team doesn't know all the research questions, but one is the changing role that smaller regional newspapers play in rural communities. He said part of their field research involved interviews with editors of 78 Minnesota newspapers. The interviews were conducted in 1965 and again in 1985 with the same newspapers. An additional 39 newspapers recently were added to the study from regions in North Dakota, South Dakota, Iowa and Wisconsin.

McLeod said the current data base for this study alone involves 1,000 variables.

"This project is the most prolific media project in the U.S. during the last 20 years," said McLeod.

The group intends to add a cross-cultural dimension to the study. Tichenor will be on leave from the University during spring quarter to interview non-metropolitan editors in five western European nations.



Kate Horgan photo

From left, George Donohue, Doug McLeod, Clarice Olien and Phillip Tichenor.

"To date," said Tichenor, "study of the community press has been limited largely to the U.S. and to urban sectors on national political issues."

The information collected from about 30 European editors will provide data for direct comparison with the Minnesota findings, according to Tichenor. The study will help determine whether media patterns in community development are universal or if the media role varies with culture.

Donohue, Olien and Tichenor are the subjects of a chapter in an upcoming book about mentors in journalism. The chapter on journalism education mentors, by Professor James W. Tankard of the University of Texas at Austin, will appear in *Mentors of the Media*, to be published in 1989 by R.J. Berg and Co. of Indianapolis.

Tichenor suggested his research interests reflect his views about how journalism students should be trained at the University of Minnesota.

"My position essentially is to have a faculty with a research orientation," said Tichenor. "I have not been an advocate of emphases on mechanical skills."

"The common assumption is that it has to be one or the other and that research is not relevant. Journalism education at Minnesota is not training

in skills alone; it is a liberal arts orientation."

Many journalism schools have made conscious choices, Tichenor says. Some specialize in professional training, some in research and some have moved away from professional training entirely. Tichenor said the debate over which approach is best occurs throughout the University community, not just at the SJMC. He pointed to similar debates in the medical school, the Institute of Technology and the business schools.

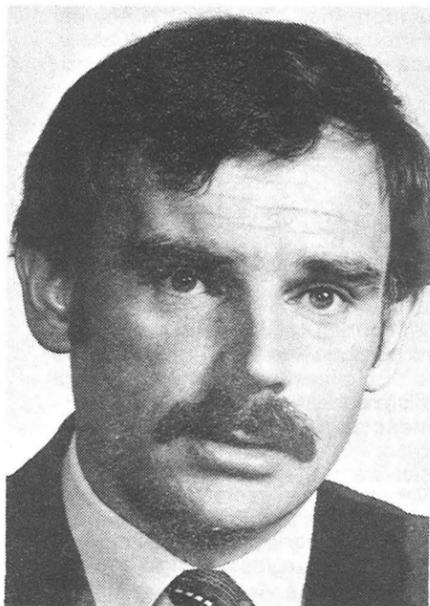
"The criticism we get is that we're not sufficiently in touch with the professional community. There is a certain amount of merit to that . . . It's important in a professional education to point out the necessity of a continuing dialogue with the professional community," he said.

Tichenor said the current dialogue is insufficient and that he doesn't think he participates enough in it. McLeod disagreed about Tichenor's and his colleagues' contributions.

"I think they have developed a good balance of research, teaching and service," he said.

Not only Tichenor's work but his character and approach draw praise: "There are few more decent in the field of communications," Nichols said. □

For today's journalist, insular professionalism is not enough



Dennis

Everett E. Dennis was an SJMC professor from 1972 to 1981, serving as director of graduate studies from 1979 to 1981. When he left Minnesota, he became dean of the school of journalism at the University of Oregon, Eugene. Currently Dennis is executive director of the Gannett Center for Media Studies in New York City.

The following remarks by Dennis appeared in the May 1987 issue of *Communique*, a Gannett Center publication and are reprinted with the center's permission.

By EVERETTE E. DENNIS
Executive director, Gannett Center

If there was ever any doubt about the meaning of an information society for the news media themselves, it was abundantly clear at the Gannett Center's recent national conference on "The Changing Economics of News." And it came not so much in speeches and formal presentations as

in conversation between people from different parts of the communication industry.

People from the leadership and middle-management ranks of media industries met each other, some for the first time. There were prominent broadcast and advertising executives talking with newspaper and magazine editors; media scholars and critics were also in our midst, asking questions that cut across traditional boundaries.

Perhaps the conference only pointed out the comparative isolation of people in the media fields. They tend to know their own field or medium best, with only cursory knowledge of their most immediate competitors, and there has been little incentive to learn about and understand other media. Now that has changed.

While there are still distinctly different roles for those who deliver the news and those who sell the advertising, several things are clear:

First, there is one media system,

and the old divisions between print and broadcast are mostly irrelevant and immaterial. They are governed by the same forces and subject to many of the same pressures. What affects one affects the other.

Second, the editorial-advertising separation is breaking down. News executives in all media need to better understand audience data, market penetration, circulation problems and other factors that affect the journalistic enterprise. This means not only understanding the "news" and "business" sides of the communication industry, but also the way that advertisers and advertising agencies maneuver in the marketplace.

Some critics have lamented the coming of MBAs to the media industries, arguing that while they may know business they may not know newspapers, magazines, broadcasting or cable operations. Similarly, new

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Publisher finds way to honor favorite professor

By SUE CARLSON
SJMC alumna

Thanks to Mark and Muriel Wexler of St. Louis Park, each year a student of visual communication at the University of Minnesota School of Journalism and Mass Communication will get a scholarship check that will help him or her to have a "real college career."

That's what Mark Wexler, founder of the successful Medical Arts Press in New Hope, said he would have missed if his journalism professor, Thomas Barnhart, hadn't made it possible for Wexler to procure a graduate scholarship and internship at Northwestern University in Evanston, Ill. The internship provided Wexler with enough money to stay in school and ease up on his workload. And it enabled him to enjoy greater involvement in college-related activities. "In fact, I had such a good time that I never did get my MBA," Wexler says. "I never wrote my thesis. After finishing the scholastic part, I went to work in a mail-order house in Chicago and cut my teeth on catalog writing and production."

But an unfinished graduate career hasn't lessened Wexler's gratitude to Barnhart for making the experience possible.

Wexler's and Barnhart's relationship dated back to 1938, when Wexler enrolled in the professor's typography class. One of the first class assignments was to write and design a 2/3-page newspaper ad from start to finish. Professor Barnhart took a look at Wexler's work, told him he didn't need any more instruction and asked him if he'd like to assist with the class, which Wexler did for the rest of the quarter. Later Barnhart encouraged Wexler to apply for the Northwestern grant and wrote a letter of recommendation.

"Ever since that time I've felt indebted to him, because that year-and-a-half I spent at Evanston opened up a new 'aura' for me," Wexler explains. "While I was a University of Minnesota student I was one of those who had to work a lot. My father had a little 'bedroom' print shop I helped him with, and I had to arrange it so my classes were in the mornings and then I went home to work at 1:00 or 1:30 in the afternoon. It wasn't until I got away from the home print shop environment that I really began to live."

Wexler recently asked University of Minnesota officials how he could express his gratitude for what Professor Barnhart made possible and make

the financial burden of college easier for other students. He learned that others who felt grateful to Barnhart, including friends, university alumni and members of the Minnesota Newspaper Association, had established a scholarship fund in Barnhart's name in 1956. The fund now has been enriched by a \$10,000 gift from Mark and Muriel Wexler, increasing its size by almost 50 percent. Now a grant of \$1,500 is available each year to a talented visual communication student in financial need.

What kind of man inspires such loyalty that his name will be commemorated for as long as there's a University of Minnesota? Though Professor Barnhart died in the late 1940s, two SJMC professors recall him well. Professor Emeritus Harold Wilson remembers that Barnhart was a big man, "probably a foot taller than most people," he says, "a big-boned, football-player type. People looked up to him," both literally and figuratively, he said.

Retired professor George Hage adds that though Barnhart was physically large and impressive, he was a "quietly amiable" man. Hage also remembers that Barnhart was known in the Minnesota newspaper community as "Mr. Newspaper": "At that

time, he was the faculty member who was closest to editors and publishers of weekly newspapers around the state," Hage says. "He was hired as a consultant by a number of papers to redesign their typography and makeup. I remember most notably the *Rochester Post-Bulletin*, which, after it adopted his designs, won a number of prizes."

According to Wilson, Barnhart taught in such areas as advertising and graphics, but his specialty was community newspaper education. A book he wrote was used as a textbook in the field for many years. "He was interested in the total community paper and its relation to its community, as well as its production," Wilson says. Hage recalls that Barnhart regularly sent teams of students to towns around the state during spring vacation to work on community newspapers.

Wexler remembers Barnhart as an outstanding person in the fields of advertising and graphics, a person someone like Wexler, who grew up in a print shop, could appreciate. Now future Barnhart scholarship recipients will appreciate Wexler as an outstanding person in his field who helped to make the financial strain of college a little easier. □

In brief

Several School of Journalism and Mass Communication faculty members took roles in the annual convention of the American Journalism Historians Association, held Oct. 1-3 at the Radisson Hotel in St. Paul.

Professor MaryAnn Yodelis Smith, SJMC director, appeared on a panel whose subject was "Women and the First Amendment" and presented a paper, "The Delicate Balance: Feminism and the First Amendment."

Assistant Professor Nancy Roberts spoke to the national group about her research project, "The American Peace Reform Press." She also served on a panel discussing "Research and the Classroom: How Good Teaching Grows from Good Research."

Professor Thomas B. Connery, head of the journalism department at the College of St. Thomas, was a panel moderator and organizer of the event. Connery is vice president of the journalism historians' group.

The *Minnesota Daily* was named best-around college newspaper in the region in May. Several *Daily* staff members also won individual awards in the Mark of Excellence competition sponsored by the Society of Professional Journalists.

Among individual winners were Peter J. Kizilos, for best editorial writing; Kevin Siers, for best editorial cartooning; Tom Larson, best spot news reporting, with John Engen winning second and Ellen Smith winning third; and Blaise Schweitzer, best non-fiction magazine article. Larson also won third place for best in-depth reporting. Engen won the top feature-writing award, a category in which Ellen Smith took second place.

The *Daily* competed with college newspapers in Minnesota, Wisconsin, North Dakota and South Dakota in the annual contest.

Pierre Bowman, a 1968 SJMC alumnus and reporter who chronicled his fatal struggle with cancer in a first-person series, was named a winner in the JC Penney-University of Missouri Newspaper Awards program for excellence in journalism in April. Bowman, who died in September 1986, told of his four-year battle with cancer in a *Honolulu Star-Bulletin* series, "Slogging Through Cancer." "We do not make this award out of compassion, although we feel much of that," a spokesman for the University of Missouri said. "We make it out of admiration." It was the first time the award had been given posthumously.

SJMC Director MaryAnn Yodelis Smith welcomed participants in the National Scholastic Press Association fall convention Nov. 20 in Kansas City, Mo. Executive director of the non-profit school press group is Tom Rolnicki, whose office is on the University of Minnesota campus. At the event Judy Knudson, an Albert Lea High School teacher of journalism, won a Dow Jones award for excellence in teaching. Knudson is a regular participant in the association's two-week summer journalism workshop for high school students and teachers. Yodelis Smith also spoke to young journalism students at the Sept. 22 conference of the Minnesota High School Press Association. □

Murphy Reporter

Alumnus launched desktop publishing

By JANE SERBUS
SJMC undergraduate

Desktop publishing has become one of the most significant new uses of personal computers. Much of the credit for its development goes to SJMC graduate Paul Brainerd.

Brainerd's Aldus Corporation developed PageMaker, a software program that allows people to design, edit and produce printed reports, newsletters and other documents on computer. PageMaker is cheaper and faster than conventional publishing because it eliminates the intermediate steps of typesetting, layout and paste-up.

Brainerd, 39, received his bachelor's degree in business administration from the University of Oregon before coming to the SJMC for graduate work. He earned his master's degree in journalism in 1975.

Brainerd was the *Minnesota Daily's* production manager in 1971 and 1972, supervising conversion from hot-lead composition to cold type. The following year he became editor-in-chief.

Brainerd left the *Daily* in 1973 to join the *Minneapolis Star and Tribune*, where he was responsible for computerizing the papers' editorial operations.

In the late 1970s he joined Atex, a computer supply company. At Atex Brainerd was a vice president for product management and customer

service; later he managed Atex's Redmond, Wash., plant. But in January 1984 Eastman Kodak Company bought out the Redmond plant.

Brainerd decided to form his own company, hoping to create a personal version of the large-scale software used by newspapers. Four of Atex's top high-tech engineers joined him in the venture. They named the new company Aldus.

In the fall of 1984, Brainerd coined the term "desktop publishing" to describe the new micro-computer-based print production process his company was developing.

In July 1985, PageMaker for the Apple Macintosh was released. A version of PageMaker for other personal computers was released in January 1987.

PageMaker is only the beginning for Brainerd and Aldus. Industry analysts predict Aldus sales will double to \$20 million next year. □



Brainerd

Professionalism

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owners of some media companies also come from outside, and the increasing role of Wall Street in the industry makes it clear that the old media family has to live with a new kind of external scrutiny. Critics often assume that these forces, even if inevitable, are bad, that they will demean and diminish our mass media.

But if the conversations at our conference are any indication, these factors may in fact give the media industries a broader view of themselves and of their role in society. They may also curtail the natural isolation of individual media and media people. The implications of this idea are many.

For media leaders, the notion of a single media system may mean that they need to spend less time with their immediate peers and more time learning about advertising and other media.

Perhaps there will even be a time when there are diplomatic relations between, say, the National Association of Broadcasters and the American Newspaper Publishers Association. Imagine new organizations of executives and professionals that cut across the traditional divisions.

Media executives cannot lead in isolation. For middle managers and younger professionals, there must be a clear incentive to have greater knowledge

about the "other" media industries. We were told at the recent conference that young media buyers in advertising agencies know how to use *Standard Rate and Data* and other audience information sources but rarely read newspapers.

We suspect that these young professionals probably have little substantive understanding of other media, how they work and what they do. If our media are to be more than cold statistics, the people who work in them ought to have a broad-based knowledge of the media system and media world.

For educators in the journalism and communication schools, the need for connections between and across the many interests and subfields is also crucial.

The narrowly trained reporter, editor or advertising copywriter will be only a technician, incapable of real leadership and will likely (and perhaps deservedly) lose out to the MBAs.

Universities, of course, have the wherewithal to provide perspective and to teach context in their many fields and disciplines. Whether communication and journalism education can establish real diplomatic relations on their own campuses remains to be seen.

The conference and other recent Gannett Center activities reveal that a narrow slice of the communication field is not especially satisfying to individual professionals, to their organizations or to society itself. But a more expansive view is especially valuable to everyone. □

By KIM KLISCH-BAUDOIN
SJMC undergraduate

I think I named Superwoman," says Minneapolis author and SJMC Ph.D. student Arlene Rossen Cardozo. "I can't prove I did, but I wrote about it in a previous book, *Woman at Home* (Doubleday, 1976), and I remember Ellen Goodman picking up on it immediately after interviewing me."

Superwoman is, of course, the woman who successfully balances a full-time career with family responsibilities. Superwoman's children are happy to go to an excellent, affordable day care center so she can express her creativity in a respectable, well-paying profession. After work, Superwoman has the energy to spend quality time with her children, and after they are tucked into bed, she gets quality time for herself and her husband. Superwoman never gets calls from day care that say, "Your child just threw up. When can you be here?" Superwoman never gets tired. She never feels guilty. She never feels crazy. And Superwoman is a lie, Cardozo says.

Superwoman evolved because feminist leaders like Betty Friedan (who had grown children at the beginning of the women's movement) and Gloria Steinem (who has no children) did not consider the situations of women with young children when they made work outside the home a top priority, says Cardozo. As a result, when *Women at Home* appeared in 1976, asserting that remaining at home with children was still respectable, it caused an uproar. *Time* wanted an interview, and Cardozo appeared on talk shows like "Donahue" and the "Today Show."

"This was really news that women were at home raising their children — as if they hadn't been doing it for centuries and centuries," she muses.

Cardozo began leading "Woman at Home" workshops to inform and support women who had made or were making the choice to stay at home with their children.

Woman at Home and Cardozo's newest book, *Sequencing* (Atheneum, 330 pages, \$16.95) deal with a dilemma many women face: how to balance career and children. The subtitle of *Sequencing* is "Having it All but Not All at Once . . . A New Solution for Women Who Want Marriage, Career and Family."

Although Cardozo says she is appreciative of many of the advances made by the feminist movement, she is sharply critical of what she calls "a new establishment based on a male norm." The movement created more demands than choices, she says.

Cardozo, 49, is an energetic woman with dark eyes and neatly styled black hair. She is intelligent and articulate, speaking her mind with a focused passion and a slight edge of anger. The anger shows when she talks about the social pressure she and other women ("as the first generation of the women's movement") felt to work outside of the home. "We were told we were wasting our lives away if we stayed home with the kids," she says. She saw many mothers go off to work solely because of this pressure. "We were the rats in the mazes, and the victims were the children."

A 1958 University of Minnesota psychology honors graduate, Cardozo turned down job offers to stay at home with her two daughters. She wrote her first book, *The Liberated Cookbook* (1972), during her daughters' naptimes and at night. She continued to be a *Woman at Home* when she and her husband, a School of Management professor at the University, added



Kate Horgan photo

Author Arlene Cardozo, left, and her 16-year-old daughter, Rebecca.

What's a mother to do?

Ph.D. student's latest book explores ways women can enjoy both career, children

another daughter to the family.

"I couldn't see why anybody was going to dump their kids and go to work if they didn't have to," she says. "I was having too wonderful a time with my kids."

After 22 years, Cardozo returned to the University to earn a master's degree in journalism and to teach non-fiction writing through the English department. She is currently completing course work for her Ph.D. through the School of Journalism and Mass Communication.

Cardozo wrote a third book, *Jewish Family Celebrations*, in 1982. Four years later she was seeing a need for another book like *Woman at Home*. While lecturing on college campuses, she talked to young women who were worried about how they were going to handle both a career and children. "My daughter is in law school now, and she says this is all the women talk about — the fact that there are only the few years that you can have children, and those are the career-planning years as it has been set up," she says.

In addition, Cardozo says that there is a whole generation of women who did try to do it all and found they could not. "At first these women felt like failures, but then they began to see it wasn't just them; the whole thing was never meant to work."

She initially had proposed to write a book about why these women were deciding to leave

careers. She planned to interview women who had left to see what they were experiencing, but in the early stages of the research, she discovered that women were doing "something much more exciting."

And that was sequencing, the name she gives to a three-stage process of "having it all but not all at once": education and career, then full-time mothering and, later, re-integration into the paid work force in a new way that will complement family life.

Making the decision to be a full-time mother is the first, and often the most difficult, step. Financial considerations enter in at this point, as does the woman's basic sense of identity. If a woman's career is one of the primary sources of her self-esteem or if she really loves the work she does, it will be more difficult for her to give it up.

One woman, a successful and well-known television producer, told Cardozo that she had fully intended to stay at her job after the birth of her baby. But a series of painful events made her change her mind. She missed seeing her baby's first steps, and one night she came home apparently looking like a stranger to her son. He cried and clung to the baby sitter, which the mother realized was "not manipulative behavior." She said, "This was a tired, teething, 10-month-old little boy who wanted the person who could best comfort him. I was not that person."

The pain the woman felt about missing important events and not being the primary caretaker of her child is typical, Cardozo discovered.

So where do the fathers belong in all of this? Don't they long to stay home, too? Although Cardozo affirms the value of the father-child relationship, she views the woman as the "primary actor" and the man the "reactor" in the decision to "sequence." Besides the biological fact that only women can carry, bear and nurse children, Cardozo's research revealed a difference in how women and men feel about leaving their young children in other people's care. As one woman, a former executive, described it, "Before I left my job I was amazed that when my husband and I went to work together each morning he simply kissed the baby, got his hat and walked out the door with complete ease while I left each day feeling empty and miserable."

Cardozo writes, "The woman who succeeds in her career and enjoys the work before she becomes a mother often changes radically toward it when she has a baby, enjoying it far less because of the time it takes from her child." But the husband usually feels the same about his work after he becomes a father, she says.

Cardozo calls the second stage of sequencing "the golden years." These are the full days spent in close contact with the children, watching them grow and helping them develop. Cardozo addresses the change in identity a woman feels after leaving a career setting and recommends finding or creating a support system. She advises women to keep up with their professions through reading, classes and workshops.

When to return to the paid work force is a personal decision based on many factors, she writes. The most important thing is to feel comfortable and balanced in both roles. In the last stage of sequencing, re-entry, Cardozo found that more than 90 percent of the women she interviewed were creating new ways to balance careers with family life. These women were starting their own businesses, consulting, becoming entrepreneurs, sharing jobs, utilizing "flexiplace options" (doing the work at home or in another location) and more.

An attorney who told Cardozo she wants to make people more aware of the "needs, existence, and primacy of children" says that she has told a client she could not meet on a certain day because she was taking her children to the zoo. "If I told a client I'm booked solid, even that I'm having some heavy dental work done that day, the client would automatically understand," she said. "So why can't 'I'm taking the children to the zoo' be programmed into our understanding of other priorities, too?"

Sequencing was recently reviewed for the *Star Tribune* by Margaret O'Connor, a sociology instructor at the University. She called the book "thoughtful and well-documented" and "a must for any woman who has made or is considering making the choice to stay at home to raise her own children but does not intend to be there the rest of her life."

Cardozo says she is pleased with the responses *Sequencing* has drawn. Women often tell her they wish they would have had the book sooner and that they will recommend it to their daughters.

"Sometimes the pendulum swings take a long time, but with the women's movement, things have happened very quickly," Cardozo says. "I'm happy to see it (sequencing) happening in my lifetime so my daughters don't get caught in the crunch." □

EFFECTIVE WRITING

It's not what you say*



Chriss Filzen photo

The most ordinary information can have impact if it's well written, said Peter Jacobi, magazine consultant and Indiana University professor. At the Minnesota Journalism Center's Professional Writing Conference in October, Jacobi discussed a witty hotel room placard to make his point.

What's the key to a snappy lead, an enthralling story, a sparkling newscast?

Leaders of Minnesota Journalism Center (MJC) workshops this fall had some ideas. At the Center's Professional Writing Conference October 24, veterans of newspaper, magazine and television journalism disclosed a few secrets. Around 70 journalists took advantage of the event at the Humphrey Institute of Public Affairs, co-sponsored by the MJC, the Society of Professional Journalists, the Minnesota Newspaper Foundation and the National Conference of Editorial Writers.

Half-day workshops explored effective writing for newspapers, magazines, television and newspaper editorial pages.

Over lunch Peter Jacobi, an Indiana University professor, implored news writers to take a few cues from poetry. "The job of the journalist is the job of the poet," he said. Vivid images and a compelling rhythm are as important to good prose as to good poetry, he explained; but the best thing poetry can lend journalism is the creative approach.

Good writing relies on a fresh approach, Jacobi said. He told a story about 19th-century traveling preacher Henry Ward Beecher to make his point. Beecher was in Death Valley, W. Va., on a sweltering summer day to preach on his favorite subject, blasphemy. But the man who was to introduce him droned on for so long that Beecher sensed his audience falling asleep in the heat. When he finally got to the podium, he heaved a sigh and began his talk, "It's a god ----- hot day." When a stunned silence fell over the crowd, he continued: "That's what I heard a man say outside, and if you ever talk like that . . ." And that's how he got their attention.

Writers need to remember that they can't take an alert, interested audience for granted, said Jacobi. Two things should be kept in mind. First, there's no such thing as a captive audience; readers' minds always can wander. And, second, the writer's message is never as important as *he or she thinks* it is. So it's incumbent on the writer to draw the reader in and sustain interest.

The journalism professor and author believes the life of the broadcast, news story or magazine issue is not in the communication itself but in the memories of what writers and editors gave. "So continue to give lots of yourselves," he said.

Good writing for magazines

"Be pompous and obscure, because the main thing is to confuse our readers."

That was advice for magazine writers from Peter Jacobi, author of *Writing with Style* and *The News Story and the Feature* and a steady contributor to such publications as *Saturday Review*, *Highlights for Children* and the *Christian Science Monitor*.

Jacobi, who's taught courses in reporting and magazine writing in his 18 years at Indiana University, wasn't entirely serious when he advocated confusing readers during his workshop on magazine writing.

But he made a point with his bluff: It's easy for writers to bewilder their audiences; they forget their purpose is to simplify and enrich readers' lives, not to complicate them.

And because magazines are not the habit for readers that newspapers and newscasts are, writers cannot afford to turn readers off with anything but the clearest, and most captivating, prose.

"There are no boring subjects, only bored writers," he said. And to prove it he read two intriguing passages from recent magazine stories — one describing an apple and another on belts. The most ordinary subject can

be interesting, he said. "Bored writers lead to bored readers," said Jacobi; "that's what we have to prevent."

The first step, he said, is to see your readers as they really are. "There's no mass, no plurality; readers are individuals," he pointed out. The singular reader doesn't know any others exist, and he doesn't care, said Jacobi. Good writing is as absorbing as a good talk between friends in front of a cozy fire.

The same impulse that drives people to travel drives them to read, he said. Writers and editors are like travel guides, and their task is to create an inviting scene for the reader. The raw material of scene building is descriptive detail, Jacobi said. Detail is best conveyed with nouns and verbs, not adjectives, he said. Instead of describing an event as "terrible," a writer should describe the scene with nouns and active verbs to show just how terrible it was. Adjectives mean a lot to the writer, but nothing to the reader, he said. The editor's adage — show me, don't tell me — goes double for magazine writing, he said.

Magazines are in the business of "humanizing" information, Jacobi said. The best writing brings the reader new, memorable experiences.

Good writing for radio, television

By LESLIE H. COLE
SJMC graduate student

Ed Murrow put a No. 2 pencil right through adjectives, Ed Bliss told a group of television-writing workshop participants.

Bliss worked for CBS News for 25 years. He was a writer, editor and producer for Edward R. Morrow and an editor for "The CBS Evening News" with Walter Cronkite.

Distilling the wisdom of the masters of broadcast journalism into a few key points, Bliss discussed the fundamentals of good newscast writing.

Good broadcast writing is rich in detail, he said, and doesn't overdo the adjectives. Bliss described a story about the scene following a bombing in Beirut. A reporter recreated the stark detail: "One of the dead was a girl who appeared to be about 5 years old; she held a toothbrush in her hand."

A simple vocabulary is essential to broadcast copy. "There is power in simplicity," Bliss said, pointing out that one striking biblical passage is just three words — "And Jesus wept."

Don't use words of two or three syllables if shorter ones will do, Bliss advised. He recited a favorite Irish proverb that begins, "May the road rise to meet you . . ." "It tastes so good, it sounds so good. I could spend the rest of the session saying it," he said of the passage.

Broadcast writers should strive for originality, said Bliss. Bliss gave an example of one writer who may have tried too hard. His report of Ray Bolger's death began, "The strawman went over the rainbow . . ."

The best broadcast writing is conversational as well as vivid and spare, said Bliss. He encouraged TV and radio news writers to read their copy aloud, to check its rhythm and tone.

"Broadcast writing is the simplest writing in the world," because you are yourself," Bliss explained. "Be natural."

Good writing for newspapers

By KEITH FANNING
SJMC undergraduate

Paula LaRocque, assistant managing editor of the *Dallas Morning News*, was breezing through the newsroom one afternoon when she overheard her copy editors disagreeing.

"We can't use that word in our paper," one copy editor said to another. "LaRocque said so."

Alerted by her name — and curious about what was being attributed to her — LaRocque turned around to investigate.

It turned out that, months earlier, LaRocque had asked the copy editor to remove the word "posh" from a lead describing the office of a successful and allegedly shady Dallas businessman. Her reasoning: "Posh" might sound like an editorial comment in the lead of a controversial news story. The copy editor, however, interpreted this as a hard-and-fast rule; thus the discretionary use of "posh" became the forbidden use of "posh."

Newsroom drama it wasn't; Lou Grant at the *Los Angeles Tribune* probably wouldn't even have stopped. But LaRocque's experience illustrates that there are few "always" rules in newsroom English — a point she emphasized to the 30 educators and professional journalists who listened to her two-hour talk about newswriting.

LaRocque, a former college instructor and former reporter for the *Morning News*, told the group to put aside rules in favor of hard work and knowledge of themselves and their responsibility to the reader.

Hard work — including diligent rewriting — is the key to lively, accurate and intriguing stories, LaRocque said. "If the words just leap from our fingertips as we're writing, they can't be that good."

Some journalists treat their audiences like slaves, she said, expecting them to shovel through dull, endless copy. Specialized writers are especially prone to this attitude. ("My readers will understand it. They'll read my 50 inches — they're totally devoted to my work.")

Fact is, LaRocque said, most readers aren't that devoted, and they just don't have the time.

"Many readers, if they get through the lead, will leave you then. If they stick with you, they'll leave at the sixth or seventh graph. And most (of

the remaining) readers will leave at the jump."

Editing one's own stories becomes easier with self-knowledge, LaRocque said. If journalists understand their own quirks and assumptions, they'll write more clearly and critically.

And they won't be so personally attached to their own writing, she suggested. "Writers alone among creators believe that their work is the same as they. If that is your misconception, get rid of it. You have to see writing as black marks on paper," LaRocque said.

Poorly written stories aren't misunderstood masterpieces, LaRocque said; they're merely tables with wobbly legs that need a few turns of the screwdriver.

"Precision is the key; people don't want poetry. An artist can afford to say, 'You don't like my work? Fine! I did it for a select group.' But we can't afford to have that narrow, arrogant view of our work. We need to think of ourselves as craftspeople rather than artists," she said.

□

Jacqui Banaszynski, staff writer for the *St. Paul Pioneer Press Dispatch*, led a second session on newspaper writing. Banaszynski described the delicate art of relations with news sources. A few years back, *Rolling Stone* offered some good advice to reporters, she said: When you're interviewing, treat your source as you would like your own mother to be treated; but when you're writing, forget he or she ever had a mother.

Approach your story with a purpose, she said. If you're not sure why you're doing a story, ask your editor or decide yourself, she said.

Banaszynski has found success by taking an unusual approach. In 1983 she wrote a yearlong series on the graduating class at a small town in southern Minnesota. And her goal was to recreate in her prose the sort of rambling adolescent chatter she heard all around her in the halls; she wanted the reader "to hear the bubble gum cracking" in the stories.

Sometimes she has "gone to the edge" with a good story, something she says a dedicated reporter must do. A story she did about a gay priest coming out of the closet is an example; a newspaper writer must be willing to take some flak and face some opposition to the more dramatic stories, she said.



Chriss Filzen photo

Jacqui Banaszynski, award-winning staff writer for the *St. Paul Pioneer Press Dispatch*, disclosed some of the secrets of her success at the news-writing workshop. A newspaper is not an information vehicle only, she said; "it can be something that enlightens."

*it's how you say it



Chriss Filzen photo

Paula LaRocque, assistant managing editor of the *Dallas Morning News*, spoke at the conference on effective writing for newspapers.

Effective writing at a glance

Paula LaRocque offers these tips for effective news-writing:

- Avoid words like "moot," with multiple meanings and in transition. You can find other suitable terms.
- Cut out qualifiers such as "almost," "quite" and "very"; force yourself to find the one right word.
- When you're stuck with a blank computer screen, write a headline or short sentence to get the focus of the story.
- Know your subject well to write about it effectively. ("... like the professor who understands his material better every day: 'I can't wait to hear what I say today.'")

— KEITH FANNING

MJC coming events

The MJC plans more events for journalists and others this year:

- The Minnesota Connection: Two Saturday morning sessions, February 25, March 5. Background for journalists on the state's economic, political, cultural and media history.
- The Premack Lecture: May 2. A presentation by Norman Ornstein, in memory of the distinguished public affairs journalist, Frank Premack. Ornstein is a resident scholar at the American Enterprise Institute for Public Policy, election analyst for CBS News and commentator for the MacNeil/Lehrer NewsHour.
- Targets of the Media: Afternoon of Saturday, April 16, at Murphy Hall. An opportunity to hear from people who have figured prominently in news of controversy. More information will be mailed to SJMC alumni in February or March.

For more information on MJC events, call Linda Wilson at 625-8095 or George Hage, 625-0742.

Good writing for editorials

By NANCY A. OTT
SJMC undergraduate

The editorial page workshop was led by Steve Alnes, former editorial page editor for the *Minneapolis Star* and current editor of the *Minnesota Journal*.

Alnes began the session by saying opinion pages are not an indispensable part of a newspaper. Instead, opinion pages are a bonus, designed to attract a special audience.

He asked that papers examine their editorial pages to see if the issues covered could fit elsewhere in the paper. Some papers might benefit from cutting down, or cutting out, their opinion pages.

As he passed out recent examples of good and bad editorials from Minnesota papers, he described the major problems he finds among Minnesota editorials.

He complained that outstate papers rely too much on the metro dailies in their choice of editorial topics. He finds fault with editorials that don't get right to the point and with editorials that are "after-the-fact," expressing a view on an issue already settled.

To improve editorials, Alnes urged writers to do more of their own reporting. He also suggested that editorial writers pick subjects they have a firm opinion about. He said, "You've got to care for someone else to."

A good editorial should urge a course of action or express a value judgment," Alnes added. "There are other places in the paper for commentary on autumn leaves."

Following Alnes' discussion, the group divided for a critique of editorials composed by workshop participants.

Wisconsin publisher wins Casey award

By KAREN WATERS
SJMC undergraduate

J. Martin "Murph" Wolman, retired publisher of the *Wisconsin State Journal* in Madison, has been named recipient of the 1987 Ralph D. Casey Minnesota Award for Distinguished Service in Journalism.

The Casey Award, sponsored by the University of Minnesota School of Journalism and Mass Communication, is the highest honor given by the Inland Daily Press Association. The Inland is the oldest and largest regional association of daily newspapers.

The Casey Award, named for a former director of the SJMC, is presented to an editor, publisher or newspaper staffer who has given distinguished service to the community, state and nation over an extended period.

Wolman was presented the award at the Inland's annual convention in Chicago on October 26. Professor MaryAnn Yodelis Smith, SJMC director, presented the award.

Wolman, in his tenure at the *Journal*, had been very active in Madison as a charity fund-raiser and volunteer. He has been involved with the Empty Stocking Club, sponsored by the *Journal*, for 50 years. He still buys all of the toys for the charity gift-giving. He also created Young Services Inc., a companion charity that supports 82 Wisconsin youth organizations.

Wolman's most active community effort was the disaster relief he organized for Barneveld, Wis., after the village was devastated by a tornado on June 8, 1984. Wolman came out of retirement to mobilize *Journal* readers to raise more than \$300,000 to aid victims.

At the award ceremony, Yodelis Smith said, "If the Ralph D. Casey Award stands for anything, it stands for a leader of an Inland newspaper who was an agenda setter over a long period, who forwarded the best in newspapering in the U.S. and who set not just a routine, but a benchmark example in his industry, his community and his state. Certainly such a person is J. Martin Wolman."

Wolman said in a letter to Yodelis Smith that the honor was a surprise and a thrill. "Having rubbed shoulders with Ralph Casey over many past years, this award has much personal meaning as well as pleasure," said Wolman. □

WPI welcomes foreign journalists

By JANE SERBUS
SJMC undergraduate

About 20 SJMC faculty and graduate students welcomed eight World Press Institute (WPI) fellows at the University of Minnesota Coffman Union's Campus Club October 28.

WPI, headquartered at Macalester College in St. Paul, works to improve international understanding of the United States. Fellowships are awarded annually to outstanding foreign journalists throughout the world.

This year's 10 fellows arrived in the United States in June and spent six months traveling across the country, participating in seminars, working at media organizations and interviewing such opinion leaders and newsmakers as Ted Koppel and Jerry Falwell. They also observed American culture and the operations of government, business and public and private institutions.

"I've gained a deeper awareness of the diversity of the United States," said Abia Fiadjo, an editor for the Ghana News Agency in Accra, Ghana.

Since WPI was founded in 1961, 325 professional journalists from 83 countries have completed the program. □

Murphy Reporter

Roberts, father team up in book

The warm, enduring friendship between Eugene O'Neill and critic George Jean Nathan comes alive in a new book edited by Assistant Professor Nancy Roberts and her father, Professor Arthur Roberts of the State University of New York College at Morrisville.

As *Ever, Gene* reveals the friendship the Nobel Prize-winning playwright and the dean of drama critics nurtured over 30 years through hundreds of letters. The collection of 130 letters written by O'Neill to Nathan is divided into four chronological sections, each introduced by an essay providing background on the two — their



Roberts

Often, O'Neill reveals the creative

triumphs and failures, their inspirations and worries.

The book's publisher, Fairleigh Dickinson University Press, says of the 248-page book: "O'Neill's letters to Nathan are a fascinating revelation of the magnificent and the mundane in his growth as a dramatic artist.

process of his mind as he is writing such masterpieces as *Anna Christie*, *Mourning Becomes Electra* and *Long Day's Journey into Night*."

As he aged, O'Neill's tremor made his handwriting practically illegible. Yet in the Roberts' collection all of the handwritten letters to Nathan are completely transcribed, with detailed annotations.

Nancy Roberts is the author of *Dorothy Day and the "Catholic Worker"* (1984), as well as articles for many newspapers and magazines. Arthur Roberts is a professor of English. □

Faculty update

Professor Emeritus John Cameron Sim underwent heart surgery on September 5 at the University of Minnesota Hospital. At presstime he was recovering nicely at home after a short stay at a rehabilitation center. □

Theodore Glasser, associate professor, was named 1987 winner of the Hillier Kriehbaum Under-40 Award for outstanding achievement. The award, given by the Association for Education in Journalism and Mass Communication (AEJMC), recognizes excellence in teaching, research and public service by an AEJMC member under 40 years of age. Glasser received the \$750 prize at the AEJMC annual convention in San Antonio. Glasser, who is on sabbatical this year, will edit the Guilford Communication Series, along with Howard Sypher of the University of Kentucky. The series will include volumes on interpersonal, organizational, intercultural and mass communication. □

Two SJMC scholars won awards for their doctoral dissertations recently. Joseph Mann Chann won the International Communication Association Dissertation Award honoring the memory of K. Kyoong Hur. The award commended his study of the Hong Kong press at a time of political transition. Chann now teaches at Chinese University in Hong Kong. John R. Finnegan, Jr., won the Nafziger-White Dissertation Award from the AEJMC. His dissertation was a historical study of defamation, politics and the social process of law in New York between 1776 and 1860. Finnegan now directs communications for the University's Minnesota Heart Health Program and teaches SJMC courses. Chann's adviser for his dissertation was Professor Phillip Tichenor, and Finnegan's was Associate Professor Hazel Dicken-Garcia. □

Assistant Professor John Busterna presented a paper on newspaper antitrust issues at the 1987 conference of the AEJMC in San Antonio, Texas. Also in the summer, Busterna was appointed to the editorial board of *Newspaper Research Journal*; to the board of a new publication, the *Journal of Media Economics*; and to the 1987-88 teaching standards committee for the Mass Communication and Society division of the AEJMC. He has had nine articles published recently. He continues to consult on media-related antitrust cases in several states and is updating the University's newspaper ownership studies. □

Assistant Professor Nancy Roberts has been named contributing editor of *Midwest Art*, published by Dorn Communications in Minneapolis. She edits stories for the magazine and writes an artist profile every month as well. Her latest research explores how social reformers use communication. She is a member of the research committee of AEJMC's History Division and recently was elected to the board of directors of the American Journalism Historians Association. □

Associate Professors Jean Ward and

Kathleen A. Hansen were honored at the AEJMC convention for their book, *Search Strategies in Mass Communication* (Longman, 1987). The Mass Communication Bibliographers Special Interest Group praised the authors' approach to information concepts. Indiana University's journalism library director Frances Wilhoit said to Hansen and Ward: "I am stunned by the wide range and the depth of topics covered in your book. The imagination and energy of you both is evident throughout the book."

At the San Antonio meeting, Hansen chaired the meeting of the Monitoring Legislation Committee. She manages the Eric Sevareid Library and teaches courses on search strategy. She was a recent guest on the KSJN-AM radio talk show, "Take Out," in September and spoke on "Demystifying Political Polls and Surveys." □

Professor Roy E. Carter was on sabbatical in Uruguay during fall quarter, teaching at the University of Montevideo. □

Cowles Professor John M. Lavine is coordinating a cost-and-revenue study of 27 Latin American newspapers under the auspices of the Inland Daily Press Association and the School's Media Management and Economic Resource Center. Arrangements for the study are being made by the Inter-American Press Association in Miami. □

Associate Professor Lawrence Soley, with John S. Nichols of Pennsylvania State University, has published *Clandestine Radio Broadcastings: A Study of Revolutionary and Counter-revolutionary Electronic Communication*. The book, published by Praeger, traces the role of broadcasting in U.S. political history and explores sensitive communications in other parts of the world. It has been pronounced "ambitious and impressive" by the periodical *Foreign Affairs*. □

Professor Irving Fang spoke to journalists and educators in Rome last spring. Fang was asked to speak on combining a liberal arts education with practical training in journalism in a university program. In Italy, Fang explained, the study of practical journalism is limited to schools such as Centrostudi. The universities teach only theory. Fang rehearsed the portion of his speech in Italian with a University of Minnesota Italian department faculty member. Fang also gave Italian journalism school officials a copy of "No Place to Call Home," an award-winning documentary produced by SJMC students. Fang, in charge of the SJMC broadcast journalism program, is on sabbatical this year in Rome, South Africa, Japan and Hong Kong. □

Professor Walter Brovald volunteered as managing editor for letterpress editions of the *Maynard News*, revived during the summer's Minnesota State Fair at the Minnesota Newspaper Foundation Letterpress Museum on the fairgrounds. Fair officials donated land for the enterprise, which

Book focuses on media management

Managing Media Organizations: Effective Leadership of the Media is the title of a new book by Professor Dan Wackman and Cowles Professor of Media Management and Economics John Lavine.



Lavine

The 391-page book, published by Longman, gives an overview of media management practices and media organizations in the United States. It examines the contemporary roles of media organizations and industries and considers their social responsibilities.



Wackman

Wackman's and Lavine's study takes a look at the work of media decision makers, the managers who determine work flow and budget priorities and shape staff relations at a media outlet. The factors involved in effective media leadership are examined in a case study of a contemporary urban radio station.

Managing Media Organizations also analyzes the economics of media management, in such practices as marketing, promotion, distribution, production and pricing. □

involved more than 200 journalists during the 12-day fair. Brovald learned the tricks of the hot-type trade as editor and publisher of several Wisconsin weeklies in the 1950s and '60s. □

Professor Don Gillmor moderated a panel, "Liability for Letters to the Editor and Syndicated Columns" with Judge Lois Fore of the Court of Common Pleas, Philadelphia, and Meg Greenfield, editorial page editor of the *Washington Post*, in November. The panel was part of a libel conference sponsored by the Institute of Bill of Rights Law at the College of William and Mary in Williamsburg, Va. Gillmor was a member of another panel in October at the Minnesota Press Club, "Reportable Fact or Libel?" □

Media Loft, a full-service, Minneapolis multi-media company founded in 1974 by former SJMC faculty member R. Smith Schuneman, earned an international award for excellence in November. The International Film and Television Festival of New York honored Schuneman's firm with a silver medal for a motivational production, "Catch the Spirit," produced for a national client, Coast-to-Coast Hardware Stores.

Alumni notes

1920s

Arville Schaleben, '29, retired in 1972 as executive editor of *The Milwaukee Journal*, where he began as a cub reporter. In the course of a reporting and photography career that took him around the world, Schaleben shared in a Pulitzer prize in 1967 for a *Journal* story on pollution. He has taught or lectured on 55 campuses, including several stints as editor-in-residence and visiting professor at top U.S. journalism schools. He was named "journalist of the decade" by the government of Venezuela for promoting U.S.-Venezuelan press understanding. He's led many press and professional organizations, including his local Sigma Delta Chi chapter, the Wisconsin Associated Press, Milwaukee Press Club and Associated Press Managing Editors. He's the author of the best-selling *Your Future in Journalism*, along with magazine articles and other books. His biography appears in both *Who's Who in America* and *Who's Who in the World*. And he began as a sports editor for the *Minnesota Daily* in 1927.

1930s

Lillian Christie Johnson, '38, has retired but "keeps cobwebs at bay" by writing the newsletter of the Kanabec County Historical Society, for which she is also a board member. She lives in Mora.

Eleanor Shaw Meagher, '34, retired in 1977 from her position as manager of public relations at a 640-bed hospi-

tal. At her home in Cincinnati, she is now researching and writing a family history.

Arthur Naftalin, B.A. '39, Ph.D. '48 (political science), was named Regional Citizen of the Year by the Metropolitan Council, Sept. 30. Naftalin, who retired from the faculty of the Humphrey Institute of Public Affairs in 1986, was selected from among 25 nominees. Council spokesman Ken Reddick remarked, "He's educated two generations of people in the Twin Cities area and, as the mayor of Minneapolis from 1961 to 1967, he was one of the first people to advocate strongly a regional approach to solving area problems." He was the *Minnesota Daily's* managing editor in 1938 and '39, before becoming a reporter for the *Minneapolis Tribune* for two years. He began teaching in the university political science department in 1947. He was deputy mayor to Hubert H. Humphrey before he was elected mayor in 1961. He now is host of the Humphrey Institute's "Minnesota Issues" TV program.

1940s

Stephen Alnes, '49, continues as editor of the *Minnesota Journal*, a public policy digest he founded in 1983 and sold to the Citizens League in 1984. Alnes is also a public policy consultant, researcher and writer for corporations and government agencies. He has worked for the United Press, the *St. Paul Pioneer Press Dispatch* and was executive director of the Upper Midwest Council, a non-

profit economic and social policy research organization.

Ralph Backlund, '40, retired in April as executive editor of *Smithsonian* magazine, which he helped found in 1969. Before that he was a special assistant in the U.S. State Department's Bureau of Educational and Cultural Affairs, managing editor of *Horizon* magazine and executive producer of public affairs programs for CBS Radio in New York. He will continue to work for *Smithsonian*, published in Washington, D.C., as a contributing editor.

Robert E. Black, M.A. '48, is semi-retired. He says he hopes now to find time to work in journalism again. He lives in Milford, Conn.

Jack Garske, '49, retired from general insurance sales in 1986 after selling both his Minneapolis and Ely insurance agencies. He formed Ely Realty Inc. in 1972 and still sells recreational real estate. In the '60s he led a statewide professional insurance group and redesigned and edited the group's monthly magazine. He reports he is "63 years old, still using an old Royal upright and still can't type!"

Mary Jane Gustafson, '42, retired last year after 27 years as editor of the *Brooklyn Center (Minn.) Post*. She inaugurated the *Post's* food section, along with several feature columns. Gustafson helped found the Brooklyn Historical Society in 1970 and now serves as its president. She's served in many other civic and education groups. She plans to keep writing on a freelance basis.

Robert Hammes, '47, edits the

Gazette Record in St. Maries, Idaho, as he has for 29 years. He also operates a book, office supply and computer store and has "become obsessed with writing computer software."

Joseph T. Hannasch, '48, is manager of the St. Paul City Council's policy analysis group, after 13 years on the mayor's and council's staff. While still in the private sector, Hannasch spent many years at public relations and advertising agencies.

Park H. Irvine, '48, retired in 1984 from a position as a public relations and advertising manager for Northrop Corp. in Los Angeles. He worked in corporate communications at Bendix Corp. and Rockwell, as well as in general and trade news. He's now enjoying yachting and travel.

Alexander R. Lyness, '40, has retired and lives in Duluth. He wound up his career at the *Duluth Herald and News Tribune* as news editor. Earlier he worked at the *Minneapolis Tribune*, the *Fargo Forum* and an Elmhurst, Ill., newspaper. He also did public relations work.

Douglas H. Lyness, '41, has retired as a rear admiral in the Navy. He lives in La Jolla, Calif.

Robert W. Naughton, '47, retired in 1983 after 35 years in the advertising and public relations fields. He keeps busy practicing the journalistic art by editing a newsletter for a statewide jazz society. He lives in Scottsdale, Ariz.

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Obituaries

Anita Beck, '43, died of cancer Nov. 10 in St. Louis Park. She was 67.

Beck was creator and owner of Anita Beck Cards and Reindeer House, a Minneapolis handcrafts shop.

The southwest Minneapolis block of bright red buildings Beck made into Reindeer Square in 1966 housed Reindeer House, a restaurant called Molly's Kitchen and a print shop and offices. Reindeer House has two other Twin Cities locations.

Through her businesses, Beck sold millions of greeting cards each year, 80 percent of which she designed. Her line of cards is sold across the nation and in Canada and Japan.

Earlier in her career Beck worked as a reporter for the *Virginia (Minn.) Daily Express* and sold advertising for the *Eveleth (Minn.) newspaper*. After graduating from the University, she began her first card company. After five years the business failed, and Beck spent the next 15 years as a freelance artist for Munsingwear, General Mills, 3M and other companies. She reopened the card company in 1966 and turned it into a nationally recognized business.

Gardiner B. Jones, a 1947 SJMC graduate, died June 22 in New York City after months of kidney and heart problems. He was 65.

Jones retired in March as public affairs director of the John A. Burns School of Medicine at the University of Hawaii, a post he held from 1973. Before that he was associate editor of *The Honolulu Advertiser* and won many press awards in his 15 years as political reporter, feature writer, travel editor, city editor and Sunday news editor at the newspaper.

He joined *The Advertiser* in 1951. In 1958 he left to work with the Hawaii Visitors Bureau, returning to the paper in 1959. He left his job as associate editor in 1963 to join the Peace Corps. On his return in 1966, he was named public information officer at the Hawaii's East-West Center in 1966. In 1967 he returned to *The Advertiser* as associate editor. In the late '60s, he was president of the Honolulu Press

Club. In 1970 he left the paper to work as an aide to state Senate President David McClung. In 1970, Jones was named editor and general manager of Pacific News Service. In 1972 he was hired by the University of Hawaii as a consultant on publications and press and community relations.

Arnold Cavers Aslakson, who earned a SJMC bachelor's degree in 1932, died in October 1986.

Aslakson worked on newspapers in Minneapolis and Milwaukee. He spent 25 years at Campbell-Mithun Inc. and was vice president of the Minneapolis advertising agency when he retired and moved to San Diego in 1970.

Aslakson was editor of the *Minnesota Daily* in 1932.

Elizabeth Ann Swenson Lemmer, a member of the SJMC class of 1938, died June 14 in Paris. She was 70.

A native of Golden Valley, she had retired as editorial supervisor of special projects for Betty Crocker Foods & Publications at the Minneapolis headquarters of General Mills.

Sheldon W. "Pete" Peterson, '34, died of congestive heart failure Oct. 19 in Denver. Peterson was news director of WTCN-TV (now KARE-TV) and WTCN-Radio from 1957 to 1962.

A native of Atwater, Minn., Peterson worked at newspapers in Stillwater and Granite Falls, Minn., before he joined the staff of the *Denver Post*. He later became news director at KLZ-Radio in Denver. In 1942, he joined NBC's WMAZ-Radio in Chicago. He went to work for KLZ-TV, a Time-Life Broadcasting station, in 1947.

In 1957, he was transferred to Time-Life's stations WTCN-Radio and TV in Golden Valley. After moving to the company headquarters in New York in 1962, Peterson returned to Denver as assistant to the president of KMGH-TV when Time-Life sold its broadcast properties in 1970. He retired in 1976 but kept working as a communications consultant until his death.

He was a founder of the Minnesota

Press Club and was its second president.

Russell B. Waller, an SJMC graduate, died March 13 in Crosslake of an apparent heart attack. He was 79.

Waller was night editor of the *Minnesota Daily*. After graduation, he took jobs as a reporter in Ortonville and Bemidji and then joined the *St. Paul Pioneer Press* as a sports writer.

In 1932, Waller moved to Algona, Iowa, where he edited and published the *Algona-Upper Des Moines* weekly. He purchased a competing newspaper, the weekly *Kossuth County Advance*, in 1970.

That same year Waller's newspapers won the Iowa Newspaper of the Year award. He was inducted into the Half-Century Club of the Minnesota Newspaper Association in 1976. In 1979 he was given the Iowa Master Editor and Publishers Award from the Iowa Press Association.

In 1985 Waller retired and settled in Crosslake. There he wrote opinion pieces for the *New York Times*. He had begun work on an autobiography at the time of his death.

Waller was the first president of the SJMC's alumni association.

Joan Keaveny Scott, a 1947 graduate of the SJMC, died of cancer July 14 at her home in Independence.

Since 1973 Scott had worked as a realtor for Robert Scott and Associates, selling luxury homes in the western suburbs.

Under the byline Joan Keaveny, she was a reporter for the feature pages of the *Minneapolis Tribune* and the *Minneapolis Star* from 1949 until 1956.

Scott also wrote an "About People" column and covered horse shows. Later she wrote freelance articles for *Better Homes and Gardens* and similar magazines.

In the 1960s, she was active in the College of Liberal Arts Alumni Association and served as its president for a year.

Virginia C. Bryngelson, who gra-

duated from the SJMC in 1947, died June 28 at her home in Prairie Village, Kan. She was 61.

Bryngelson was former director of the Veterans Bedside Network, which coordinated the production of stage plays for the Veterans Administration hospitals in Kansas City and Leavenworth, Kan.

She was a volunteer for several education, political and charitable groups.

In the 1950s she was a resident of Edina and was elected to the Edina School Board.

Joseph William "Jay" Snorgrass, who earned his master's degree in 1973 at the SJMC, died of cancer Sept. 6 in Atlanta.

He had been a member of the journalism faculty at Florida A & M University in Tallahassee, Fla., since 1979. He was named co-winner of the university's Teacher of the Year award in 1987.

An expert on the black press, he was a frequent contributor of historical articles to scholarly journals. He co-authored a book, *Blacks and Media: A Selected Annotated Bibliography 1962-1982*.

He was active in the American Journalism Historians Association and served as president and board member of the organization. He also was active in the Association for Education in Journalism and Mass Communication, along with Tallahassee Blacks in Communications.

Florida A & M University has established a loan fund for journalism students in Snorgrass' name.

The Murphy Reporter recently learned of the following deaths:

Frank H. Epp, M.A. '60, Ph.D. '65, died in January 1986. He was affiliated with Conrad Grebel College in Waterloo, Ontario.

Lynn A. Carlin, who earned a master's degree at the SJMC in 1979, died December 31, 1986.

Harald Jay Bly, '61, died of a heart attack in April 1983 in Imperial County, Calif. He was 56. □

Alumni notes

William Over, '48, brings 40 years in marketing and advertising and 15 years as a licensing agent to his latest project, the 1988 bicentennial celebration of the city of Cincinnati. The city's bicentennial commission chose Over and a partner to handle all merchandise in connection with the anniversary. Over is president of Over & Associates Inc., an advertising agency.



Over

Ted Peterson, '41, retired from the faculty of the University of Illinois at Urbana-Champaign in May. A professor there since 1948, he was dean of the College of Communications from 1957 until 1979, when he returned to full-time teaching as a professor of journalism and research professor of communications. In his final year on the faculty he won an award for excellence in undergraduate teaching.

Arnold B. Sawislak, '49, was recently appointed news editor for the Washington bureau of United Press International. His novel about a newspaper, *Dwarf Rapes Nun, Flees in UFO*, was published by St. Martin's Press and Dell Paperbacks.

Eleanor Rothenberger Smith, '46, is art editor for the *Journal of Women's Ministries* in Tulsa, Okla. The publication is affiliated with the Episcopal Church.

1950s

Robert Brekken, '51, was honored at a surprise open house last year at the *Hawley Herald*, published in western Minnesota. Brekken has been publisher of the *Herald* for 35 years.

Robert S. Burger, M.A. '54, spoke June 22 at the American Society for Training and Development Exposition in Atlanta on the subject, "Effective Writing: Eliminate the Badnesses and What's Left Will Be Good." Burger lives in Pennsylvania and is president of Burger Associates, consultants to industry on effective writing.

William S. Caldwell, B.A. '43, M.A. '54, is an adjunct professor of American Pacific University in Costa Mesa, Calif., and a consultant on education. He has been awarded a "superior service" award by the Navy for excellence in teaching college courses on board the guided-missile cruiser USS Vincennes in its 1986 deployment in the area of the Persian Gulf. Caldwell directs the Centre for Geopolitical Studies, a research institute he founded to explore relations among world powers. He recently established the Centre for Ethical Studies in El Toro, Calif., to analyze issues of media ethics. He has taught at the universities of North Carolina and Minnesota, in addition to the University of California at Los Angeles and the University of Southern California. He's been listed several times in *Who's Who in the World*.

Marcia Koth de Paredes, B.A. '54, M.A. '57, is executive director of the Fulbright Commission in Lima, Peru. She is slated to teach Latin American politics and public administration courses at Hobart and William Smith colleges this year. The commission conducts teaching and research in communications.

Barbara Lenmark Ellis, M.A. '54, was recently awarded the Burlington Northern Foundation faculty achievement award for excellence in teaching. She is an assistant professor in the technical journalism department at Oregon State University and is working on a doctorate in English education. She spent about 25 years on newspapers before becoming an academic.

Richard B. Elsberry, '55, a full-time freelance writer, has sold his second "About Men" essay to the *New York Times Magazine*, along with opinion pieces to the *New York Times*, *Hart-*

Murphy Reporter

ford Courant and *Stamford Advocate*. In the past year he has had published articles in *Business Marketing*, *Advanced Imaging*, *American Banker*, *Meetings & Conventions*, *New Age Journal*, the *Maranto Memo* and the *Dow Jones National Employment Weekly*. His first "About Men" essay, published in January 1987, is to be reprinted in the second edition of *The Writer's Craft*.

Eivind O. Hoff, '53, retired June 30 after 28 years at the University of Minnesota, where he was senior consultant to the Minnesota Medical Foundation (MMF). Before he assumed that post in 1985, he spent 26 years as MMF's executive director. Hoff writes that he "expects to find comfort in the ranks of early retirees, walleye fishermen, grandparents and part-time workers."

Lola M. Jaap, '54, retired in September 1986. She was a radiology and nuclear medicine secretary in Miami hospitals and a medical records transcriber in the St. Petersburg, Fla., area. Jaap now works as a volunteer in the security department of Bay Pines (Fla.) Veterans Administration Hospital.

Frances Van Cleave Killpatrick, M.A. '58, writes from Hybla Valley, Va., that she's jubilant about "my first sale of my second career." After years as a full-time mother, she began writing again and sold an essay, headlined "On the wing," to *The Christian Science Monitor*. The essay was published in the *Monitor's* February 24, 1987, edition.

Donald E. Maxam, '55, is a proposal document administrator for the writing services section of the space and strategic avionics division of Honeywell Inc. in Clearwater, Fla.

W. Dean Moran, '57, recently celebrated the fifth anniversary of WDM Consulting Company, a consumer-goods marketing firm he founded. Before launching his company in New York City, Moran worked in marketing management with General Mills in Minneapolis and in general management with Lever Brothers in New York City and Westclox in Atlanta. In 1977, between stints in the private sector, Moran was national export expansion coordinator and director of the Bureau of International Commerce.

Scott Nelson, '59, teaches English and journalism at Mankato High School, where he has been on the faculty for 24 years. He is adviser to the school newspaper. In 1986 he wrote two books, a family history and a history of sports at Mankato high schools.

Anne Oriol-Peterson, '56, works on conflict resolution projects with the Peace Committee of River Road Unitarian Church in Bethesda, Md. The committee's most recent project is raising funds for a Soviet Union tour by a U.S. high school performing group. She works at Bradley, Woods and Co., a Washington, D.C., public policy firm.

Arthur W. Sear, M.A. '58, is self-employed as a consultant in the field of technical marketing and documentation. He used to work for Aerojet Electro Systems.

R. Blaine Whipple, '56, is a real estate broker in Portland, Ore., specializing in the sale and exchange of commercial property. He has led seminars on real estate exchanges in seven western states. He serves as an officer on several county services boards, and he's finishing up research for a book, *350 Years of Whipples in America*.

Donald C. Wright, '50, has been named public affairs director for the Seaway Port Authority of Duluth. For 21 years, Wright was a public relations executive for Reserve Mining Co. in Silver Bay, five of which he spent as the company's corporate director of public



Wright

relations. Earlier in his career he was a newscaster and news director at TV stations in Minnesota and Wisconsin, as well as a reporter for Duluth newspapers. Wright also has earned recognition in the Midwest as a writer on military history.

1960s

Sylvia Allen, '60, is president and creative director of The Allen Group, a marketing firm founded in 1979 and headquartered in Hazlet, N.J. The firm has offices in Fort Myers, Fla., and Washington, D.C., as well. Before she launched the firm, Allen was a marketing executive for AT&T.

Burton Anderson, '61, writes about Italian wines from his home in Oliveto, Italy, where he has lived for 20 years. In 1962 he won a scholarship for a year's employment at the *Rome Daily American*. He next worked at a newspaper in Tehran, Iran, and then at the *Minneapolis Tribune*. He has published several books on the wines of his adopted country. He was the subject of a *St. Paul Pioneer Press Dispatch* story in July.

Mohamed M. Benaissa, '64, is minister of culture in his native Morocco, a position he accepted in 1985. In the '70s Benaissa was a member of the Moroccan Parliament. In the '60s, he produced a black and white film on the New York City subway system with the help of a Rockefeller fellowship. He then served the United Nations in New York City, Africa, Latin America and Europe and was appointed a U.N. divisional director in Rome in 1974.

Donald F. Brod, Ph.D. '68, won Northern Illinois University's Excellence in Teaching award in April. In July, he was reappointed chairman of NIU's department of journalism, a post he held from 1976 to 1981. He's been on the faculty there since 1969.

Paul Chaffee, '69, has been metro editor of the *Saginaw (Mich.) News* since 1981. He was project editor of a six-day 17-story series, "Saginaw's Vanishing Neighborhoods." The series on urban blight won top awards from the Associated Press, United Press International, University of Detroit Press Club and three awards from national professional associations.

David M. Herman, '64, was recently named director of marketing for the newly formed NBC Business Video Division. The division of the National Broadcasting Company has its headquarters in Chicago.

Karli Jo Webber Hunt, '62, has been named director of editorial pages for *The Home News* in New Brunswick, N.J. She had been chief editorial writer for the newspaper. In 1986 she was president of the National Conference of Editorial Writers.

Todd Hunt, '60, is on sabbatical from Rutgers University, where he is a professor of communication. He was a recently appointed editor of *Teaching Public Relations*, a new publication of the PR Division of the Association for Education in Journalism and Mass Communication.

Tom Jackson, '65, won an Award of Excellence from the Twin Cities Chapter of the Society for Technical Communication for his *Style Guides for Writers*. His publications are now entered in international competition. He is senior technical writer at MTS Systems Corporation in Eden Prairie, where he has worked for 22 years.

Susan Elizabeth Kimberly, '65, was recently reappointed a member of the Metropolitan Waste Control Commission by the Metropolitan Council of the Twin Cities Area. She is employed as an assistant to St. Paul Mayor George Latimer.

Rhoda Greene Lewin, B.A. '49, M.A. '61, works as a freelance writer and editor. She is a book reviewer for the *Oral History Reviewer*. She presented a paper, "Eyewitness to the Holocaust: Using Oral History in the Classroom," at the annual convention of the Oral History Association, held Oct. 15-18 in St. Paul.

Michael F. McCalley, '69, has been elected president of the Twin Cities chapter of the Society for Technical Communication. He is manager of technical communications for Central Engineering Company in Minneapolis.

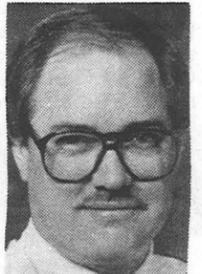
Dave Mona, '65, is a partner in Mona, Meyer & McGrath, a Twin Cities public relations agency, and co-host of the "Sunday Sports Huddle" on WCCO Radio. He was the subject of a *Star Tribune* story in July, when much of his collection of 1.5 million baseball cards, valued at \$125,000, was destroyed by flooding after torrential rains in the Cities July 23.

Carolyn Bloese Thompson, '65, has worked for three years as editor of the *Blaine-Spring Lake Park LIFE* newspaper, an Anoka County publication. She was a reporter for the Pease family chain before she became editor.

1970s

Rae Baymiller, '71, lives in New York City, where she designs a line of high-fashion dresses. Her designs have been marketed across the country for three years.

Stephen R. Bergerson, '70, was made an officer of the American Advertising Federation at its National Advertising Conference in Orlando, Fla. Bergerson practices advertising law with the Minneapolis firm of Kinney & Lange Bergerson and is an associate professor of law and marketing at Metropolitan State University. He has been active in several area advertising professional groups.



Bergerson

Loren L. Chamberlain, M.A. '71, has been appointed vice chairman and chief marketing officer of Long, Haymes & Carr, an advertising agency in Winston-Salem, N.C. A native of Clinton, Iowa, Loren came to LH&C in 1973 from Leo Burnett in Chicago.



Chamberlain

Edda Bjornson Connell, '78, director of advertising for the Met Center in Bloomington, was selected as Outstanding Young Woman of 1986 for the state of Minnesota. The OYWA program is designed to honor exceptional young women who have distinguished themselves in a wide range of community and professional activities. She joined the Met Center in 1980.



Connell

Tim Connor, M.A. '76, works as a freelance writer in New York City, where he moved in 1981. Before that, he taught journalism and photojournalism for five years at the College of the Redwoods in Mendocino, Calif.

Dave Daley, '77, covers politics for *The Dayton (Ohio) Daily News* and *Journal Herald*. Daley began with the Dayton paper in 1984, after reporting jobs at the *Winona (Minn.) Daily News*, *St. Cloud Daily Times* and the *Rockford (Ill.) Register Star*.

Timothy Dehn, '77, has been named editor of *Archery Business Magazine*. Dehn joined the staff of the bimonthly magazine in 1985 as assistant editor.

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Alumni notes

He also serves as managing editor of *Archery World Magazine*. Both magazines are published in Minnetonka by Wintersports Publishing.

Mark Dienhart, M.A. '78, was recently promoted to executive director of public affairs at the College of St. Thomas. He served as head coach of the college's highly ranked football and track and field teams for six years before that.

Larry A. Etkin, M.A. '77, works for the University of Minnesota Extension Service as an editor III. He has done freelance journalism and public relations work and directed the public information division of the Minnesota Department of Human Services. He contributed a chapter, "The Work-Family Connection in the Year 2020," to the book, *Marriage and the Family in the Year 2020*. He also has co-authored a book, *Work and Family: Friends of Foes?*

Lawrence Falk, '77, is chief photographer at KMSP-TV in Minneapolis.

Samuel D. Finazzo, '78, was named managing editor of the *Rice Lake* (Wis.) *Chronotype*, a 9,200-circulation weekly. For eight years Finazzo was a reporter for the newspaper.

Carolyn J. Ganz, '74, was recently promoted to project manager at the Milwaukee office of Springstad Inc., a public finance consulting firm. Ganz earlier was a company vice president and manager of the analytical department in Springstad's St. Paul office.

Stephanie Haack, '76, lives in Maynard, Mass., works in product marketing for Data General Corporation, after 10 years in public relations at an agency, a museum, Polaroid and Data General. She hopes to move back to Minneapolis soon.

Roger Hammer, '73, of Golden Valley has written and produced *My Own Book!* The acclaimed 128-page children's book about the 50 states commemorates the 20th anniversary of Reading Is Fundamental, the nation's oldest program advocating reading among children.

Carl L. Harstad, B.A. '71, M.A. '76, has been employed as an information services coordinator for Angiomedics, a Plymouth subsidiary of the Shiley Division of Pfizer, since March 1986.

Terry Hennessy, '74, is special projects editor for *The Sacramento Bee* and has produced special sections on health and political issues. He left the *Minneapolis Star and Tribune* in 1982.

Patrick Hirigoyen, M.A. '76, joined the public relations department at the St. Paul Companies Inc. in September 1986 as senior communications specialist. Before that he served as information officer at the Minnesota Waste Management Board and as a speechwriter for the Minnesota Legislature.

James M. Jarvela, '74, is vice president and founding partner of Campus Crossroads of North America, a national media relations and admissions outreach firm in Keene, N.H. He lives in Munsonville, N.H.

Ellen C. Johnson, '71, of Mahtomedi recently opened Stiles/Bradley/Johnson, an advertising and public relations agency that works exclusively in health care. The agency is affiliated with Stiles/Bradley of Chattanooga, Tenn. Previously Johnson was a marketing executive for HealthOne, a health care management company in Minneapolis.

Hal Johnson, '74, is director of resource development for the Diocese of Palm Beach, Fla. He is directing two fund-raising campaigns with goals in excess of \$13 billion.

Nancy J. Johnson, M.A. '78, works as publications manager for the Association for the Advancement of Medical Instrumentation in Arlington, Va. She serves as editor of the magazine, *Biomedical Technology Today*. The magazine's readers are primarily clinical engineers and biomedical equipment technicians.

Hattie Kauffman, '77, joined the staff of ABC's "Good Morning America" as a special correspondent in May. Kauffman earned her bachelor's degree in political science and took journalism courses with the help of a WCCO scholarship.

She has worked as a producer and anchorwoman for TV stations in Tacoma, Wash., and Seattle. While on the staff of King Television in Seattle, she won four Emmy Awards, one for Outstanding Achievement in News Writing (1986) and three for feature news reporting (1984, '85, '86). She also has earned six awards from the Society for Professional Journalists-Sigma Delta Chi. In 1981, she won the Best General Assignment Reporter award from Sigma Delta Chi.

Curtis A. Kregness, '77, has been a promotion manager for an evangelical book publisher in Sao Paulo, Brazil, for about three years. Before that, he spent a year studying Portuguese in nearby Campinas, where he met his wife, Eulalia.

Sherry Liess Levin, '78, is a freelance copywriter in suburban Milwaukee. Having spent two years at an advertising agency and eight at a corporation, Levin enjoys the flexibility of freelancing.

Ann McKinsey, '71, is a partner in the Minneapolis office of the law firm of Robins, Zelle, Larson & Kaplan. After her SJMC undergraduate work, McKinsey attended law school at American University in Washington, D.C., worked for Rep. Les Aspin (D-Wis.), was law clerk to a U.S. District Court judge and was assistant U.S. attorney for the District of Columbia for 5½ years.

Ann Miller, '77, had her second novel, *Wild Nights*, published by Warner Books in the summer. Miller, who lives in Minneapolis, is working on her third book, *Guilty Pleasures*, to be published in summer 1988.

Molly O'Brien, '79, has returned to school after seven years in public relations. She is pursuing a master's degree in journalism at the University of Iowa.

Regene Radniecki, '77, a news photographer at the *Star Tribune*, is taking a nine-month leave of absence to teach photojournalism at the University of Missouri.

Kimberly Marie Roden, '77, earned a master's degree in 1986 through the Humphrey Institute of Public Affairs and the University of Minnesota department of political science in December 1986. She works as an administrator of community relations at Minnegasco Inc. and heads a national professional group.

Mary Lee Slettehaugh, '72, is the founder and chief executive officer of I-Zone Associates, a communications consulting firm providing writing, photography and public relations services.

Don Stacom, '79, became the assistant state news editor at the *Waterbury* (Conn.) *Republican* in January 1987. He was the paper's Torrington bureau reporter for three years before becoming an editor.

Chike Tasié, '79, reports on government for the News Agency of Nigeria in Lagos, Nigeria. He is assigned to cover the activities of Nigeria's president, with whom he frequently travels.

Hal Tearse, '75, is a vice president and branch manager of Dean Witter Reynolds in St. Paul. He says he has used SJMC-acquired skills to write articles for agri-business and banking publications.

Craig Thompson, '78, works in New Orleans as the commissioner of the American South athletic conference.

Donald K. Wright, Ph.D. '74, is chairman of the Department of Communication at the University of South Alabama in Mobile. He is president of the local chapter of Sigma Delta Chi-Society of Professional Journalists. In



Kauffman

1986 he was named South Alabama's Phi Beta Kappa scholar of the year. He has published articles on professionalism and ethics in journalism and public relations.

Jaе Cheon Yu, M.A. '73, is a professor in the Department of Mass Communications at Sogang University in Seoul, Korea, and director of the Institute for the Study of Media and Culture at the university.

David Zarkin, '70, won recognition for black and white photographs he took for the monthly publication of the State Department of Jobs and Training, where he works as an information officer. He recently won awards for a brochure and an audio-visual presentation. Before joining the department in 1984, Zarkin for KUOM Radio and two University of Minnesota programs.

1980s

Jacqueline L. Adams, M.A. '87, had an article published in the October 1987 issue of *Presstime*. It was headlined, "For many newsrooms, training comes on the job though often at considerable inconvenience." Adams is city editor of *The Daily Inter Lake* of Kalispell, Mont. The *Presstime* article was based on a report Adams prepared as an SJMC graduate student.

Ann Andersen, M.A. '83, won a second-place 1987 National Federation of Press Women award for her feature story headlined, "Plymouth's last dairy farm bows to buyout." Andersen is editor of the *Plymouth* (Minn.) *Post*.

Nancy G. Austin, M.A. '84, lives in Roseville and has been working as a freelance science writer since January 1986.

Jennifer S. Baker, '86, is a managing editor for the Minnesota division of the Professional Golf Association, based in Edina. She edits and oversees production of an annual magazine for the organization.

Richard Bard, '86, is employed as an editor II for the University of Minnesota Student Support Services Publication Center. He writes and edits newsletters, manuals and other materials.

Brian R. Baysinger, '83, is in his third year of law school at the University of Michigan. He is editor-in-chief of the school's *Journal of International Legal Studies*. He worked as a law clerk in a Washington, D.C., law firm last summer.

Susan Bonne, '81, is a senior writer with Donaldson's in Minneapolis.

Tom Borgman, '82, works as an account executive for Trademark Communications. Before he took the job in 1987, he was a sales promotion manager in Northrup King's U.S. Agriproducts Division.

Valerie Bork, '84, is a sales promotion specialist in the promotion department at Atwater Group Inc. in St. Paul. She writes and edits company publications, brochures, press releases, scripts and promotion materials for the company, which specializes in novelty advertising products.

Natalie Brobin, '82, is an administrative assistant at The Zimmerman Group, a Minneapolis advertising agency.

Lane Bunkers, '85, lives in Chevy Chase, Md., and is a marketing assistant for Corporate Images International.

Mary Kathryn Bursch, '82, works as a nightside reporter for WTOG-TV, an independent station in Tampa, Fla. She used to work as producer and anchorwoman of the weekend newscast at WDAZ-TV, an ABC affiliate in Grand Forks, N.D.

William H. Carson, Jr., '85, has been an advertising director for Soccer Minnesota for about a year.

Ingrida Cazars, '83, lives in Munster, West Germany, and works as a reporter and assistant editor for *Free Latvia*, an international weekly newspaper.

Before she took the job in 1986, she worked on the copy desk of the *St. Paul Pioneer Press Dispatch*.

JoAnn Cismoski, '87, is an executive assistant and consultant for Partyline Enterprises, a special-event-planning firm in Minneapolis.

Thomas S. Cleland, '83, now works as a computer programmer for a risk management company in Amarillo, Texas. Before he changed jobs in January 1987, he was an advertising agency copywriter.

Patricia L. Collen, '86, works in the public affairs division of Care Providers of Minnesota. She lives in St. Paul.

Bill Collins, '85, has been appointed marketing manager for Grambsch & Druckman. He recently was elected to the National Computer Graphics Association's Minnesota board of directors.

Belinda J. Cowdy, M.A. '84, is a producer for New Atlantic Productions, a TV and film production firm she co-founded in New York City. From 1984 to 1986 she was an associate producer for KTCA-TV in the Twin Cities.

Kendell Cronston, '87, is an editorial assistant for Conde Nast Publications in New York City. Cronston will be working with the editors of 10 magazines, including *Vanity Fair*, *Traveler* and *Gentleman's Quarterly*.

Ross Daly, '85, has left his reporting job at the *Northfield* (Minn.) *News* to become news editor at the *Fridley* (Minn.) *Focus*.

Paul DeMarchi, '87, is a photographer at the *Fairmont* (Minn.) *Sentinel*. He does darkroom work and layout for the newspaper as well.

Beth Miskowicz DePoint, '76, lives in Fridley and for 10 years has worked as the public relations manager for a non-profit rehabilitation center for adults with handicaps. She recently had published two books on programs for the mentally ill.

Steven Dubbels, '86, says he's got the "greatest job I could've imagined!" For a year, he's been an account executive for Christal Radio, a Twin Cities radio representative firm.

Siddharth Dube, M.A. '87, lives in New Delhi, India, and has become the public health correspondent for *Business India*, the country's leading corporate magazine. He also had an article published in the January-February 1987 issue of *Science for the People*. As a graduate student, Dube published articles in both U.S. and Indian publications on the Bhopal chemical disaster. He had internships at *The Nation* and *The Progressive*.

Diane E. Dixon Eagon, '84, has worked for several organizations as a graphic artist and designer. She's now pursuing a secondary education certificate in English and journalism at the University of Massachusetts in Boston, in addition to freelance work and a part-time job as a designer.

Julie Ellingboe, '87, is an advertising manager for the Ordway Music Theatre in St. Paul.

Michael J. Fadell, '83, has founded Mike Fadell Co. Inc., a Minneapolis advertising and public relations firm. He used to work as a bureau director for KSTP Radio.

Susan Farrell, '87, is a benefits administrator at the law firm of Fredrickson & Byron in Minneapolis.

Michelle Frederick, '86, is communications coordinator for International Dairy Queen in Bloomington.

Carol Frey, '87, works as a balancing clerk for Traveler's Express in Minneapolis.

Denise Gagner-Robert, '87, works as a traffic-media coordinator in the advertising department of Donaldsons in Minneapolis.

Karl Gardarsson, M.A. '86, is a reporter for an independent radio station in Reykjavik, Iceland.

Jacqueline S. Gold, '87, is a volunteer coordinator of women's activities for the U.S. Peace Corps in Cameroon.

Art M. Hanson, M.A. '84, lives in Muncie, Ind., and is an assistant professor at Ball State University.

Pamela R. Lary Harstad, '81, is a youth programs coordinator for Hennepin Technical Centers' job training division.

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Alumni notes

Laura Hedlund, '87, is a reporter and weekend anchorwoman at KIMT-TV, a CBS affiliate in Mason City, Iowa.

Lori J. Hilger, '85, lives in St. Cloud, where she is an account executive for Thelen Advertising. She used to work as a public relations coordinator for Carlson Companies Inc. in Plymouth.

Marshall Danger Hoffman, '86, is a staff writer for *The American Jewish World*, a weekly newspaper with an office in St. Paul.

Elizabeth F. Holm, '87, is a reporter for the *Marshfield (Wis.) News-Herald*. She writes news and feature stories.

Jane E. Hosmanek, M.A. '80, was recently promoted to staff director, writing services, for the office of the president of the American Bar Association. She lives in Kenosha, Wis., and supervises a staff that writes documents, speeches and articles on legal issues.

Deborah Hudson, '80, is an arts reporter for the *St. Cloud Daily Times*, where she's worked since 1982. Last year she wrote a daily column for the paper.

Robin M. Huebner, '84, is a reporter for KTHI-TV in Fargo and Grand Forks, N.D. Before she joined the station in 1985, she was a producer and reporter for KSTP-TV in the Twin Cities.

Clark Hughes, '83, is a political reporter for *The Saginaw (Mich.) News*.

Jennifer Inglis, '86, is a news graphics artist for the *Ocala (Fla.) Star-Banner*. She is enthusiastic about advances in computer graphics that will enable her to share art with other papers affiliated with the New York Times.

Sarah Janacek, '84, is in law school at the University of Minnesota after a stint as correspondence director for U.S. Sen. Rudy Boschwitz (R-Minn.) in Washington, D.C.

Rosemarie Janshen, '86, is a production coordinator at J.T. Mega & Associates, a Minneapolis advertising agency.

Niels R. Jensen, M.A. '87, is a vice president and producer at Brown, Jensen and Garloff Inc. in Minneapolis.

Gregory P. Johnson, '86, does graphic design and typesetting for Alpha Graphics in Minneapolis.

James L. Johnson, '87, has been working as an intern sports reporter for the *Miami Herald*.

Siri M. Johnson, '87, is the managing editor of *Pro Trail Magazine*. She works for Tele-Sports Productions Inc. in St. Paul.

Joe Kane, '80, left his job at the University of Minnesota's Biomedical Graphics division in 1985 to accept the position of medical photographer at the Mayo Clinic in Rochester.

Nancy C. Keating, M.A. '84, is an advertising copywriter at Campbell-Mithun. She lives in St. Paul.

Dawn Keebler, '87, is a media buyer for BBDO Advertising Agency in New Brunswick, N.J.

James W. Keeler Jr., '82, graduated from William Mitchell College of Law in 1986 and now practices with the law firm of Schwartz & Associates in Minneapolis.

Annette Meissner Keller, '86, works for the University of Minnesota Hospital and Clinic as an editor in the community relations department. She edits a weekly newsletter for employees, among other duties.

Catherine Klima, '86, is an assistant buyer in the print division of The Haworth Group Inc., an advertising agency in Minnetonka.

Karen Kloser, '84, has joined Randolph Ltd., a marketing communications firm in Edina, as a public relations account executive. She's won

magazine writing and photography awards. She used to do public relations work for the Automobile Club of Minneapolis.

Ann S. Kochendorfer, M.A. '87, is a reporter for the *Fairmont (Minn.) Sentinel* newspaper.

Dawn M. Loberg Kraskey, '82, works as a promotion and research associate at *The Star-Ledger*, a New Jersey daily newspaper.

Randy Krebs, '87, is a copy editor for the *St. Cloud Daily Times*.

John Kuhne, '87, is a graphic designer for Bonestroo, Rosene, Anderlik & Associates, an architectural and engineering firm in Brooklyn Center, Minn.

Martin Lackner, '83, is a stock options trader with Securities Options Corp.

Christiana L. Laederach, '84, lives in Minneapolis and is a special events coordinator for the Children's Home, a social service agency.

Lynette Lamb, M.A. '84, is production manager of the *Utne Reader*, a nationally distributed digest of the alternative press published bimonthly in Minneapolis. She does a variety of editorial tasks for the magazine.

Dave Larson, '86, works as an advertising and public relations manager for the University of Minnesota Student Activities Center.

Bernard Laur, '87, is a promotions assistant and program producer for WISN/WLTO Radio in Milwaukee. Before Laur took the job in July, he was a programming assistant at WLOL Radio in the Twin Cities.

Patricia C. Leaf, '83, lives in St. Paul and has been a self-employed public relations representative for about two years.

Georgia Lee, '87, is an administrative assistant at Hegg Property Management in Minneapolis.

Darren Leno, '87, is a customer service representative for Patient Communications Systems, a medical software company, in Norcross, Ga.

Cherie S. Lewis, Ph.D. '86, lives in Santa Monica, Calif., and has been conducting cultural affairs interviews on the Pacifica public radio network since 1984. Among those she has interviewed are actor Ed Asner, psychiatrist Bruno Bettelheim and novelist Carlos Fuentes. She recently was interviewed on Costa Rican television as a visiting journalist.

Jeffrey Litvak, M.A. '87, is a technology studies coordinator for the Gannett Center for Media Studies in New York City.

Durwin Long, M.A. '83, works as an editorial director for Berkman & Daniels, a public relations and advertising firm in San Diego.

Allison D. Magid, '86, is publicity coordinator for network television at Paramount Pictures in Hollywood, Calif. Earlier she served as assistant to the executive producer of "Entertainment Tonight."

George L. Markfelder, '83, lives in Alaska and works as a news director for the U.S. Navy.

Diane Nelson Marpe, '84, is an account executive with MRCA Information Services, a market research firm, in Des Plaines, Ill.

John F. McGarhwaite, '86, is a general assignment reporter for the *Marquette (Mich.) Mining Journal*, a daily newspaper.

Deborah M. McNeeley-Goodell, '83, lives in Hopkins and works as a manager at Bachman Printing.

David J. Mark, '86, says he's having lots of fun as a sports reporter and columnist for the *Herald Times Reporter*, a daily newspaper in Manitowoc, Wis.

Randall A. Mikkelsen, M.A. '84, is a Washington correspondent for *Agweek*, a weekly magazine. Before he took the job in July, he was the agriculture reporter for the *Grand Forks (N.D.) Herald*.

Theresa Musil-McClellan, '86, is a personnel supervisor for Kelly Services in Minneapolis. She used to work as a communications coordinator for Faegre & Benson, a law firm.

Bob Nelson, '86, lives in Minneapolis and does freelance ad copywriting.

Larry Oakes, '87, is a reporter for the *Star Tribune*. He covers the Ramsey County courts and the U.S. District Court in St. Paul.

David P. O'Connell, '87, is an administrative assistant for the Creative Communications Group in Carrollton, Texas.

Sheila Evertz O'Keefe, '86, is a reporter for the *Skyway News*. She lives in Minneapolis.

Patrick O'Leary, '86, has left his job as manager of the Rib Tickler Comedy & Magic Club in Minneapolis. He now works as a freelance photographer and has several Twin Cities corporate clients.

Anne Ostberg, '84, works at KTCA-TV as an associate producer of public affairs programs. In her two years at the station, she has worked on both the "Almanac" and "MacNeil/Lehrer NewsHour" programs.

Mary K. Ostlund, '84, works as an account executive at Grant Communications, an advertising agency. She lives in Minneapolis.

Arieh Brien O'Sullivan, '87, is a stringer for United Press International in Jerusalem. O'Sullivan is also editor of the World Zionist Organization's *Jerusalem Update*, a monthly newsletter.

Cathy Packer, M.A. '82, Ph.D. '87, is an assistant professor at Boston College in the department of speech communication and theater.

Patrick Parsons, Ph.D. '84, has had his dissertation published as a book, *Cable Television and the First Amendment*. Lexington Books published the book in 1987.

Kelly L. Pearson, '86, covers police and government issues for the *Owatonna (Minn.) People's Press*.

Thane E. Peterson, M.A. '84, lives in Paris and works as a correspondent for *Business Week* magazine.

Susan Pickarski, '83, is the merchandising and promotions director for WAYL-KMFY Radio. She lives in Minneapolis.

Laura Chisholm Pioske, '84, lives in Lakeville and is an assistant vice president at Miller/Schroeder, an investment firm.

Mary Pitzer, M.A. '84, was lead writer on a major story on health maintenance organizations in the March 2, 1987, issue of *Business Week*. Contributing to the story were Kathy Deveny, '82, and Emily T. Smith, M.A. '78.

Joy Powell, '87, is a researcher in the investigative and legislative units at KARE-TV news.

Marie Pramann, '86, is a journalist intern for the U.S. Forest Service in Superior National Forest near Duluth.

Barbara Pribyl, '86, is an outreach coordinator for an adult literacy program in Bloomington.

Janine Pung, '86, is a traffic manager at KSTP-TV in the Twin Cities. She also writes for *The Southeast*, a Minneapolis community newspaper.

Kathleen Pyne, '85, is a marketing specialist for Minneapolis Technical Institute. She produces the school catalog and other materials.

Margaret Pyzdrowski, '85, is a sales and advertising assistant at the Larsen-Olson Company, a Plymouth distribution firm.

Scott A. Rickhoff, '87, is a buyer in the grocery department of Super Valu Inc. He lives in Billings, Mont.

Jodi Rudick, '83, has opened a branch of the Advisors Marketing Group in Scottsdale, Ariz. In addition to her work with the Minneapolis-based agency, Rudick is on the board of local United Cerebral Palsy and Big Brothers/Big Sisters organizations.

Joseph M. Ruff, '86, is covering the police and politics beats as an intern at the *St. Cloud Daily Times*. He has worked for the Associated Press in Bismarck, N.D., and Montgomery, Ala.

Stephen J. Schneider, M.A. '84, has had his own photography business in Minneapolis for more than three years.

Susan Sherry, '80, is associate articles editor for *Redbook* magazine in New York City. She also had a freelance story published in the Janu-

ary 1987 issue of *Working Woman*.

Ann Jenny Simonson, '82, is a direct marketing manager at Ashton-Tate, a software publishing firm based in Torrance, Calif. In November she spoke on jobs trends at a meeting of the American Marketing Association.

Scott Sims, '86, is a sales consultant at Comprehensive Graphics & Marketing, an advertising agency in Stillwater.

Shelly Sipp, '85, was promoted in May to the position of account executive at Fallon McElligott, where she has worked for 18 months. She oversees the Federal Express account.

Jana Shaff Spath, '86, is an agency administration clerk in the sales department of Northwestern National Life Insurance Company in Minneapolis.

Lori A. Stephenson, '84, lives in Sioux Falls, S.D., where she is an anchorwoman and producer for KELO-TV.

Lisa M. Strombeck, '87, is a media buyer and production coordinator for Razidlo Advertising in Minneapolis.

Mike Subialka, '84, is an advertising copywriter for Holiday Companies in Bloomington.

Lori Goulet Taff, '84, is a copywriter with Chandler Communications, an advertising agency in Olympia, Wash.

Karin Teder, '80, earned a certificate in computer programming and operations from Control Data Institute and now is writing a user manual for a new law enforcement software package.

Donna Terek, M.A. '87, took a job as a staff photographer at *The Detroit News* in July.

Barbara Tezak, '86, is a public relations assistant with the Minnesota Certified Public Accountants Society and is assistant editor of the society's monthly magazine, the *Footnote*.

Becky H. Tighe, '84, is a learning management paraprofessional with *Minnesota School District 281*. She also does freelance copywriting, illustration and graphic design.

Laurie K. Klinkner Trombley, '83, is a production coordinator for Kolesar/Hartwell, a Twin Cities advertising agency.

Carol Van Ornum, '85, is a copy controller at the *Star Tribune*. She reviews classified advertising and is administrator of the paper's "Get Acquainted" personals column.

Sally Lincoln Vogel, M.A. '86, is a general assignment reporter for the *North Shore Weeklies*. She lives in Ipswich, Mass.

Lorie J. Wald, '85, is a graphic communications specialist at Intian Corp., a computer software firm in Minnetonka.

Pamela Waitrovich, '86, is a marketing communications administrator for the dental products division of 3M. She lives in St. Paul.

Shih-fan Steve Wang, Ph.D. '83, presented a paper, "Personal Interaction and Political Tolerance," in May to a conference of the International Communication Association in Montreal. He is a journalism professor at National Chengchi University in Taipei, Taiwan. His North American engagement was sponsored by the National Council of Science, Republic of China.

Elizabeth A. Warner, '87, is a promotional director for T.K. Gray, a Minneapolis graphic arts supplier.

Lynnae Waskosky, '87, works as assistant manager for Scandihus Inc. at Riverplace, a Minneapolis import-export company.

Marilyn Weller, '85, is advertising manager for *Format* magazine, published in Minneapolis by the Advertising Federation of Minnesota.

Tracy Nelson Welper, '87, is an account executive and copywriter for Duncan Nelson Lambert, a Bloomington advertising agency.

Ric West, '84, is an advertising production manager for Coast to Coast Stores Inc. at company headquarters in Denver.



Hudson

Alumni notes

Janie S. Pollard Westbrook, '83, is a medical sales specialist for Mead Johnson. She lives in Minneapolis.

Wendy Wiberg, '83, has been named senior producer and project manager of KTCA-TV's "Survive Project." She produces statewide "Almanac: Extra" documentaries and oversees statewide community outreach projects. She was named Outstanding Adult Educator of the Year and recently won two national Public Broadcasting System awards for a program on literacy.

Carmen Mina Rollin Will, '80, is an account executive for Arnold Design

Group, a Twin Cities graphic design and communications firm. Earlier she spent three years as a reporter and anchorwoman at WEAU-TV in Eau Claire, Wis.

Judy Williams, M.A. '83, won a second-place National Federation of Press Women award for her editorial headlined, "District 281: Open up 'Open Mike.'" Williams is editor of the *North Hennepin Post* and lives in Plymouth.

Lori Winger, '87, is an account executive at *Twin Cities Sports Magazine* in Minneapolis.

Stephen Winzenburg, M.A. '81, has

joined the faculty of Florida Southern College as an assistant professor of communications. He has written a book about Jim and Tammy Bakker, to be released this year. His research on how top TV preachers use their air time has been published in *USA Today*, *The Washington Post*, the *Miami Herald* and more than 40 other daily newspapers.

Karen Wright, '87, was a summer communications assistant for the Minnesota State Farm Bureau Federation in St. Paul. She wrote for the organization's bimonthly newspaper and produced radio spots and video pro-

grams.

Mary G. Yero, '83, lives in Minnetonka and owns Prism Communications, a marketing services firm.

Patricia Ytzen, '87, is a sales assistant and copy writer for KSTP Radio in the Twin Cities.

Mary E. Zilverberg, '83, is a customer service representative for Data Services, a Twin Cities computer firm.

Julie Zimmerman, '83, opened a retail store, Private Parts Inc., in the Uptown area a year ago. The Minneapolis store sells wallpaper, window coverings and accessories for the contemporary bed and bath. □

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Lauren Rajtar, 5, anticipates a traditional Polish Easter brunch at her aunt's house in Columbia Heights. The photo by Kate Horgan is from "A Sense of Heritage," a photo

documentary of Polish-Americans in northeast Minneapolis, by Horgan, Karen Girardeau and Randa Shaath. The three are graduate students in visual communication.

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