

3 Charnley friends gather for birthday party

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8 Alumnus recalls young writer Thomas Heggen

# Murphy Reporter

University of Minnesota School of Journalism and Mass Communication

spring 1988

## The MITHUN CHAIR

\$500,000 donation opens up creative possibilities for advertising program

By MARGARET ROG  
SJMC graduate student

If Ray Mithun were a runner he'd be into marathons, not the 100-yard dash. Mithun's a golfer; he doesn't run. But the athletic analogy helps explain why the co-founder of Campbell-Mithun Inc. recently donated \$500,000 to the SJMC's advertising program. The money, matched by the University's Permanent Fund for a \$1 million total, is earmarked for a new faculty position. With his gift the retired advertising executive, characteristically, is taking the long view toward benefiting the School.

A 1930 graduate of the SJMC, Mithun hopes the contribution by him and his wife, Doris, will lead to selection of a faculty member who can draw national attention to the School.

"When you have a great person at a school, he or she in turn attracts students who want to learn from the best," he said.

The Mithuns' contribution also fulfills the SJMC faculty's intent to emphasize the School's advertising program, SJMC Director MaryAnn Yodelis Smith said. The School now has four full-time advertising professors: John Busterna, Ronald Faber, Lawrence Soley and Dan Wackman.

Long-term thinking has guided Ray Mithun's actions as far back as he can remember. Launching Campbell-Mithun at a time when Minneapolis was a small dot on the national advertising community's map, Mithun says his company gained respect by taking on whatever small accounts it could and doing such a bang-up job that it slowly got the big companies' attention.

"We set our minds on the long haul," Mithun said. "We decided to run the marathon."

A former member of the University Foundation's board of trustees, Mithun started considering a major donation to his alma mater three or four years ago.

"I floundered around for a while, considering what to do," he said. "(Former) President Keller had a lot of suggestions for the whole University, but I wanted to see the money go toward an area I knew something about, an area in which I had substantial interest."

While no formal guidelines yet define who can fill the chair, Mithun knows what kind of person he'd like to be hired.

"I'd put some emphasis on a practical background," he said. "Most instructors — and I respect this fully — slant toward research. That's the way it is. Those of us in business, however, slant the other way. A balance is advisable."

Some Minneapolis ad professionals agree.

"From the viewpoint of someone in the field, it's important to have both emphases," said Jack Griffin, creative director at General Mills in Minneapolis.

"What happens at the University of Minnesota no doubt has an effect on what happens in the professional advertising community, including this endowed chair. If it were possible for me to endow a chair, I'd make sure the

person was a specialist, someone who knew a lot, say, about copy writing," Griffin said. "You want people with a good, solid background, but you also want them to be a little bit special."

Account services executive Fred Senn of Fallon McElligott and Rice Inc. also sees a connection between the University and the Minneapolis ad community.

"This will definitely impact the professional community in a positive way," he said. "I see it as an opportunity to get resources at the University thinking even more about the same problems professionals do. Selfishly, I look at it as their working on problems to help solve my problems. For everyone involved, a stronger link between problems and solutions makes sense."

SJMC advertising and management professor Dan Wackman says the

selection process will be exhaustive. The School does not expect to fill the post before 1990.

"We'll be inviting people from all over the country who are experts in advertising and advertising education," he said. "We'll be looking wherever the best people are — in business schools, marketing departments and advertising research. We'll invite these people to come and speak to the School, with an eye toward who is and who isn't a potential candidate."

Wackman said the SJMC advertising faculty has been in contact with the School of Management, brainstorming ways the Mithun professor could benefit both departments.

That interdisciplinary approach should comfort Mithun, who says he was

Ray and Doris Mithun recently donated \$500,000 to the School's advertising program.

Jeffrey Grosseup photo



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At right, Ruhr/Paragon President Bob Jones talks with SJMC instructor Judy Kirk at a breakfast meeting of advertising faculty and professionals in March. Below, Professor Dan Wackman discusses the Mithun Chair with ad professionals. From left are SJMC Director MaryAnn Yodelis Smith, Donaldsons Copy Director Joan Ostrin, Associate Professor Ron Faber and Star Tribune Marketing Vice President Tom Culligan.



## DIRECTOR'S NOTE

MaryAnn Yodelis Smith

(The following is excerpted from remarks given at Mitchell Charnley's birthday celebration April 16.)

I think you would like the School today and what it is doing if you had the time to spend a few days observing on campus. Our students include 375 majors, about 750 pre-majors waiting for admission, about 100 master's degree candidates, 50 Ph.D. candidates and about 20 full-time faculty — a smaller group of faculty than we had when Bob Jones was director. We had to limit admissions.

Because of our small faculty, we utilize the services of nearly 20 media professionals every year from the community. These professionals are a very integral part of our program; without their help, we simply could not continue the School at its present level of service.

About a half-dozen years ago, the faculty — led by Jean Ward — developed what we still refer to as the new curriculum, which provides a common mass communication framework for all journalism students and increased flexibility for students to prepare themselves for a rapidly changing world of communication. Undergraduates pursue professional specializations in news-editorial journalism, broadcasting, advertising, media management, visual communication, public relations, magazine journalism, as well as in even more personally tailored programs.

The undergraduate curriculum continues to be cited nationally as a model for journalism education. In February 1989, we will experience our first reaccreditation visit under the new curriculum, and faculty, staff and students, headed by Professor Brovald, are busy preparing the pre-visit documents. The graduate faculty, too, has, during the past few years, revised the master's degree program and is revising the Ph.D. program.

However, I do want to remind you that because of the loyal support and generosity of alumni and the professional community, the School also enjoys the privilege of some very special programs. John and Elizabeth Bates Cowles established the Cowles Professorship of Media Management and Economics, held by John Lavine. He, Dan Wackman and other faculty have developed a sequence of courses to educate undergraduate and graduate students in the structure and process of managing information companies. The Media Management and Economics Resource Center, headed by Professor Lavine, has become a national leader in this area.

Through the generosity of Otto and Helen Silha, the Silha Center for the Study of Media Ethics and Law was established nearly four years ago. Under the direction of Professor Don Gillmor, the center has gained high visibility in dealing with legal and ethical questions related to media and society.

Ray Mithun has pledged to establish the Mithun Land Grant Chair in advertising. Also, on December 1, I will be privileged to announce that Mr. Chi-Chung Yu is establishing the *China Times* Center for Media and Social Studies, under the direction of Professor Chin-Chaun Lee.

And, of course, with your help and the generosity of countless alumni, the School has established the Mitchell Charnley Chair. This chair will enable us to insure that a working professional journalist in print or broadcast will be available to teach our students for some period of time each year. The School always has prided itself on maintaining a good balance between theory and

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Chriss Filzen photos

# Mithuns fund new advertising chair

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discouraged from crossing over to management in his years at the University.

"I wanted to take business classes," he said. "I felt at the time that it was

absolutely necessary to understand something about business in order to understand advertising, and I was discouraged from that."

Despite his inexperience with University business classes, Mithun has lived by a motto that is very businesslike indeed.

"The job is the boss," he said. "The work you perform will be your own reward and your own judge."

Mithun has other words of wisdom for students entering the professional world: Take your time.

"The economy in the United States has done such that too many people are looking for instant gratification," he said. "Most graduates want to make a bundle overnight, to be a big shot in 15 minutes. Overnight sensations don't work out. You ought to have your eyes on where you'll be 30, 40 or 50 years from now, and plan your life accordingly."

Mithun, 79, must have planned well. He spends his winters playing golf in California with Doris. He has been a generous donor to several University causes, including the SJMC scholarship fund, the Williams Fund and University cancer research. Most recently, he says he "literally gave away" Campbell-Mithun to its employees.

"I owned 80 percent of the agency at the time," Mithun said. "I wanted to perpetuate an independent agency in Minneapolis. I was tired of seeing agencies fold up after their founders left the agency, so I gave it to the employees with the understanding that

it would remain independent."

That agreement didn't pan out; the agency was sold last year.

"I think back on it, and I may be disappointed, but regret's the wrong word," he said. "Something I wanted to accomplish just didn't work out."

Now the Mithuns have channeled their money into the University, Ray Mithun says, because of the major impact it can have on the professional advertising community, promoting business and research alike.

"My hope is that the University of Minnesota's School of Journalism and Mass Communication will become the No. 1 school for advertising in America," Mithun said in a letter outlining his ideas for the chair.

The SJMC faculty has had several meetings with local advertising executives to discuss plans for the chair.

Mithun understands, he says, that the money he donated is no longer in his hands.

"The faculty is fully involved in the needs of the School and fully aware of its strengths and shortcomings," he said. "Any voice from the bleachers is probably unneeded."

"Of course, I hope someone will try to extend the ideas I have into the future of the chair. We all have dreams and ideas we like to extend beyond ourselves. Just like parents have a dream for their children, and only the children have the power to turn those dreams into reality," he said. "It's the same with the business community and the University." □

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# Charnley & friends

## Former students, colleagues gather to say thanks, happy birthday

By ARLENE WHEATON  
SJMC graduate student

"The most satisfying thing about teaching is not the students' success, but the fact that they remain my friends," said Professor Emeritus Mitchell Charnley at his 90th birthday celebration April 16.

About 300 friends, alumni and faculty gathered at the Radisson University Hotel in Minneapolis to honor Charnley's long teaching career as well as his birthday. The event kicked off a fund-raising campaign for the new Mitchell V. Charnley Chair, which will be filled on a rotating basis by distinguished journalists.

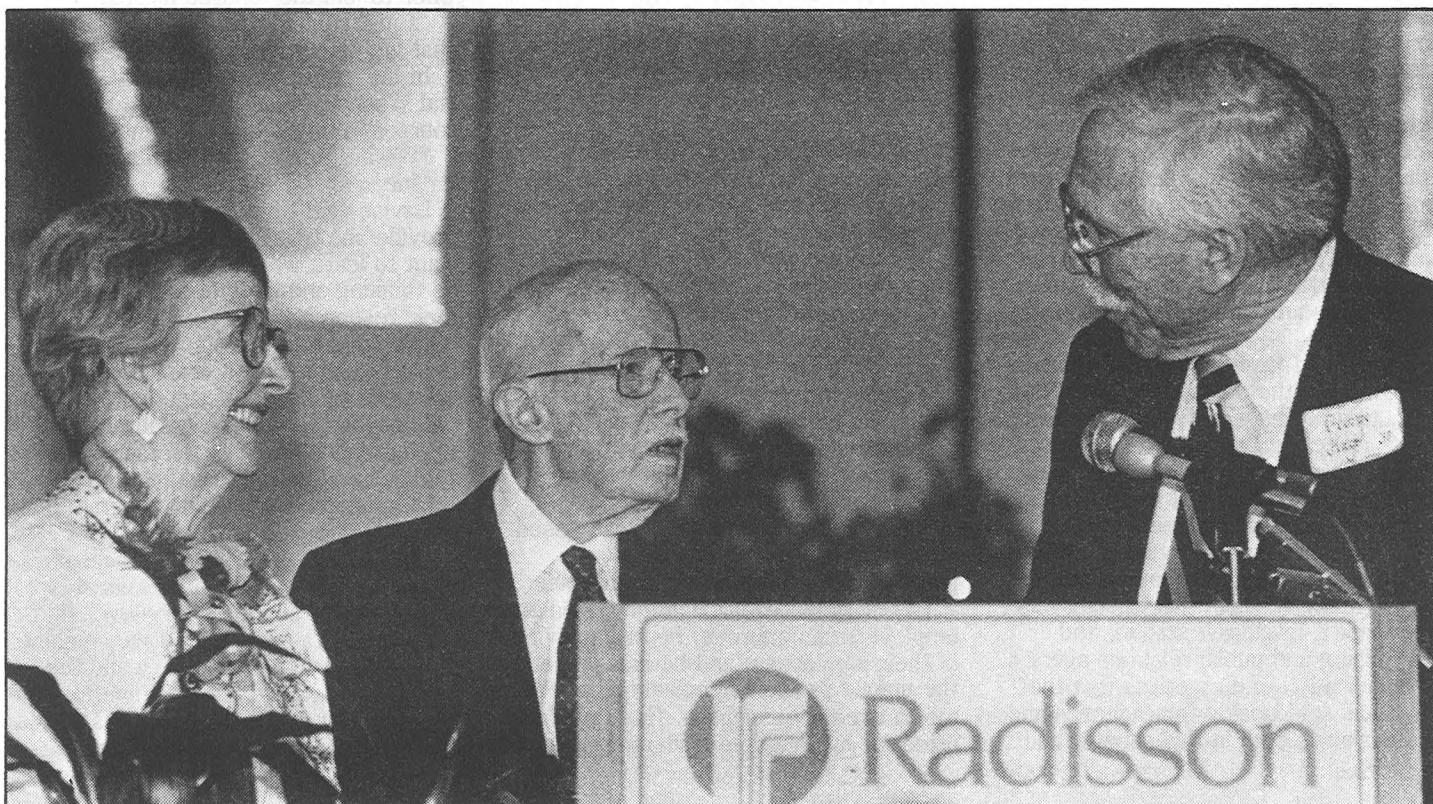
The evening began with a social hour, which gave guests an opportunity to chat with Charnley and his wife, Jean. Most alumni attending the dinner were Twin Cities residents, but some traveled from as far as New York, Hawaii, California and Florida.

After dinner, the class of 1938, celebrating its 50th anniversary, was recognized. The group also watched a videotape of an informal interview with Charnley by Dan Wascoe, '67. Wascoe, a *Star Tribune* business writer, produced the video with his wife, Joyce. His conversation with Charnley touched on the professor's early career, teaching methods and plans for the new Charnley Chair.

Asked what qualities lead to inspired journalism, Charnley recounted how he knew Harry Reasoner was going to be a good journalist.

"He wrote entertainingly, perceptively and with feeling for the audience. He believed that words should be used wisely. And he had a sense of humor," Charnley said.

Reasoner and eight other former students and colleagues roasted and toasted Charnley, with introductions by master of ceremonies George Hage, professor emeritus, director of the Minnesota Journalism Center and long-time friend and colleague of Charnley. Hage also introduced Charnley family members and read birthday messages from alumni who couldn't come to the party. He announced that Gov. Perpich had declared April 16 "Mitchell Charn-



Kate Horgan photos

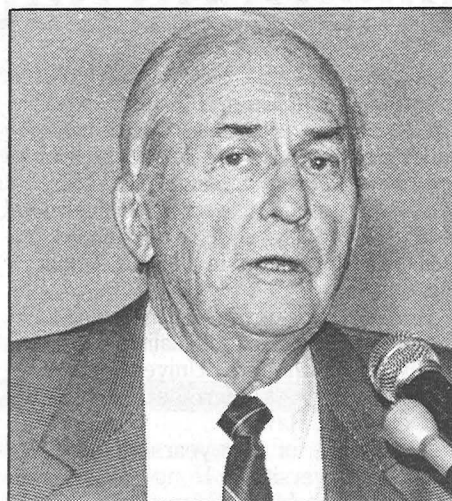
Above, Professor Emeritus Mitchell Charnley, with his wife, Jean, is welcomed by Professor Emeritus George Hage April 16. At right are former Charnley students Sig Mickelson, Harry Reasoner and, below, Graham Hovey.

ley Day."

The first speaker, Carl Hamilton, chair of the journalism department at Iowa State University in Ames, reminisced about the four years Charnley spent at Iowa State in the early '30s before coming to Minnesota.

"He was big on the two P's — parties and picnics," he said. A favorite Charnley event was "Mitch's weekend," a reunion of former students, which has become an annual tradition.

"I wish to recognize and thank him," said Hamilton. "He has influenced in positive ways hundreds of young people."



Sig Mickelson, M.A. '40, CBS News's first president and chief executive for CBS News and Public Affairs from 1951 to 1961, said he had trouble recalling the number of times Charnley retired from his teaching and administrative posts at the University. He said Charnley should be listed in the Guinness Book of World Records for the most attempts at retirement — was it 23? After encouraging Charnley to build his own chair in his woodworking shop, Mickelson said he hopes the Charnley Chair will serve as "a symbol of professionalism in journalism education."

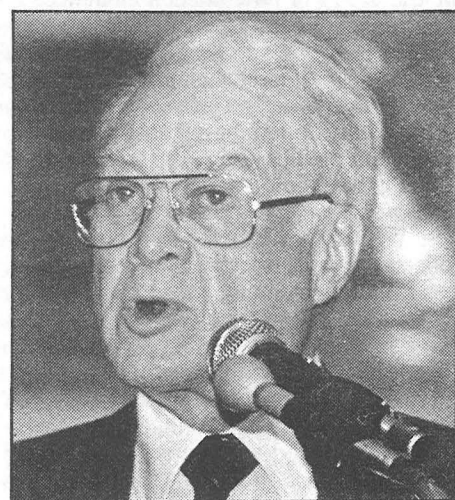
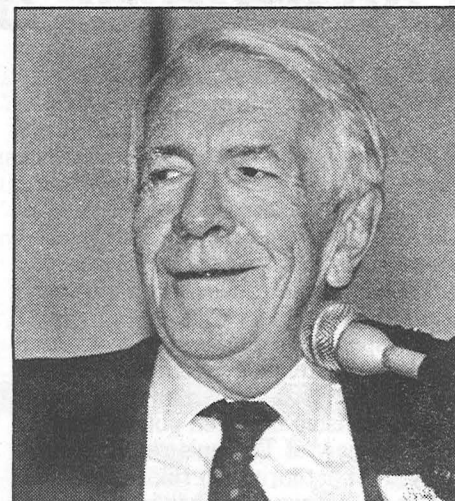
Ted Peterson, '41, dean emeritus of the School of Journalism at the University of Illinois at Champagne-Urbana, praised Charnley's rapport with students.

"He made each one of us feel that we were his only students, that we were very special," he said.

Blair Charnley, former reporter for the *Minneapolis Star*, co-author of a reporting text with his father and news editor of the *Orange County (Calif.) Register*, said he became immersed in journalism in his mid-teens. He recalled his father's most influential advice: "Reporting is a craft, and it is an art, and it is much more. Don't be consumed by the art and the craft."

Graham Hovey, former member of the *New York Times* editorial board and World War II correspondent for the *Minneapolis Tribune*, said he has been "skewered" by Charnley for 50 years. He recited a poem about Charnley's admonishments to use words precisely and sparingly.

Paul Gruchow, a freelance writer and former news director for Minnesota Public Radio, said he still worries



whether his essays will "fail to pass muster" with Charnley.

"He taught me that nothing less than the best could ever be satisfactory," said Gruchow.

Jean Charnley, a psychiatric social worker and former journalism student, revealed her husband's secrets of longevity. After 54 years of close observation, she has concluded that Charnley's "good health, vigor and charm" will last another 10 years or more.

"Mark your calendars for April 1998," she said. "We'll be expecting you."

Harry Reasoner, CBS News correspondent, didn't use his allotted 60 minutes. He commented briefly on his experience as a student at the University, recalling that his first news story drew an F from Charnley, but he passed that first reporting class with an A. Citing Charnley as one of the four most influential people in his career,

## One alum's tribute to Charnley

I'm a little surprised to be here tonight — because the first paper I turned in to Mr. Charnley for J-13 earned me an F. (I had forgotten the end-mark.)

The high standards he set for his students have served me well in my professional life. However, I've chosen to focus tonight not on his peerless talents as a wordsmith, an editor and a teacher of ethics — but on the important role he played for the females in his classes. Mitch Charnley was a feminist long before Betty Friedan noted and named the feminine mystique.

During my undergraduate days — and I think that I was typical — he repeatedly reassured me that I could have it all: family and career. And when things went awry, he was there with support, encouragement — and lots of sympathy.

I still remember the day in the spring of 1957, when Stanford responded to my application for a fellowship for graduate study in journalism. "We do not give money to women, on grounds that they do not use their professional training," the letter said. I sat in Mitch's office and shed bitter tears. He listened, he reaffirmed my worth — and he

sent me out more confident than I had come.

At every setback that followed — and there were plenty — Mitch was ready with a gentle prod, an encouraging word, a letter of recommendation. He was patient, and he never lost faith.

It took me 15 years to find my voice as a writer. It took me 23 years to wend my way back from my first "real" job — on a women's page, of course — into full-time journalism. When I did return to the flock, as assistant editor of the *Phi Delta Kappan*, Mitch sent warm congratulations. He added: "You should be the editor."

Now, eight years later, I am the editor. And when I wrote to Mitch last October, to tell him of my promotion, his response was vintage Charnley: "I don't need to admonish you to do a good job," he said.

I know that I speak for many of the rest of you — and especially you women — when I say that so much of what I am professionally, I owe to him. Therefore, it gives me great pleasure to thank him publicly tonight for being a master teacher, a steadfast mentor and a very special friend.

— Pauline Gough

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# Lavine chosen for Cowles Chair

SJMC staff

John M. Lavine, a media executive and an experienced academic, has been named by Dean Fred Lukermann to fill the John and Elizabeth Bates Cowles Chair in Media Management and Economics. Lavine will be a full professor with tenure.

"It is exciting to have a dynamic person like John Lavine on our faculty," said SJMC Director MaryAnn Yodelis Smith. "He is a senior media professional with 25 years of experience. He still owns and runs four award-winning daily newspapers in Wisconsin. He's done important research on management and is an outstanding classroom teacher."

Lavine and Professor Dan Wackman have written the definitive book in their field, titled *Managing Media Organizations: Effective Leadership of the Media*. The book is particularly useful because it looks not just at media management as it has been practiced, but it sets the stage for those who will lead the media in the future. It focuses on the many changes that affect every newspaper, broadcast station, and advertising and public relations agency. One indication of its merit is that the book has sold briskly to academics and professionals both in this country and

abroad.

Lavine held the first training session ever for journalism and mass communication professors who want to teach management courses. He began an

*'It makes no sense for journalism schools to be the only professional schools that train only entry-level staff members.'*

Cowles Professor  
John M. Lavine

interest group in the Association for Education in Journalism and Mass Communication for management professors, and he founded and directs the Media Management and Economic Resource Center. The center is housed at SJMC and serves academics and professionals across the United States.

Lavine does research on how media employers can improve the productivity of their employees, and he has studied the unique problems encountered by media executive spouses. He is recognized for his longtime leadership of a

management study of U.S. and Canadian daily newspapers, the Inland Daily Press Association's Cost and Revenue Study.

Lavine said he couldn't resist the offer to join the tenured faculty.

"I just couldn't turn away from all that we've started," he said.

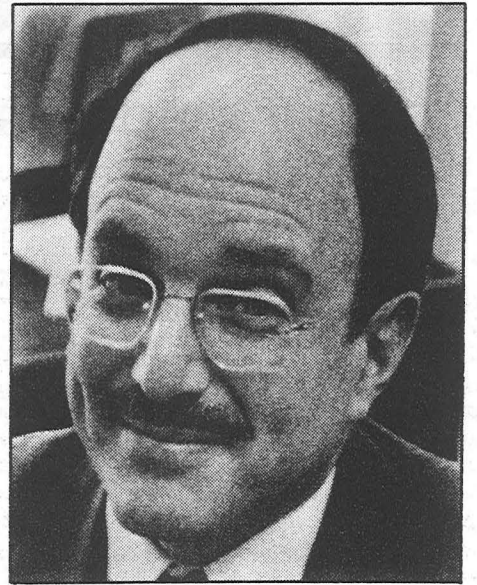
In his four years at the SJMC, Lavine and Wackman have developed three courses in media management.

"We are just flooded with students," Lavine said.

Lavine said the management courses provide an opportunity for students who want to learn what their bosses might be thinking and how media firms use their resources. The classes also are helpful for professionals who want to explore media executive careers and learn the basics of management.

Now that Lavine has established a strong foundation in media management studies at SJMC, he said he plans to start an executive training program for mid-career professionals.

"It makes no sense for journalism schools to be the only professional schools that train only entry-level staff members," Lavine said. "If we combine the resources of the industry and the University, we can offer a powerful education for media professionals with a minimum expenditure of time and



Lavine

money."

"With the support we've received from the Cowles endowment, from SJMC, from media foundations and from professionals who have looked at our book and our work," Lavine said, "you cannot escape the excitement that there is in being here and in building this program. I'm grateful for the opportunity to be part of it." □

## Lee studies delicate tie between press, government

By KIM KLISCH-BAUDOIN  
SJMC undergraduate

"The kinds of writing I did could've put me into jail three years ago."

SJMC Associate Professor Chin-Chuan Lee looked across his large, paper-laden desk and smiled slightly as he talked about his advocacy of a free press in Taiwan last year.

Lee spent his sabbatical year at the Institute of Ethnology Academia Sinica in Taipei, writing articles and a book on the relationship between politics and the press in view of Taiwan's recent shift away from authoritarian rule.

Lee calls Taiwan a "living laboratory" for the study of how politics influences the press and the press influences politics.

"The society is changing so vastly and rapidly, you can really observe it," Lee said of the link between the news media and politics.

His latest book is *The Politics of Journalism and the Journalism of Politics*. Written in Chinese, it is a collection of Lee's political commentaries on a longstanding press ban in Taiwan and other media-related concerns in the country.

Lee originally had planned to do research in Hong Kong during his sabbatical, but a visit he made to Taiwan coincided with an important political change: the 1987 lifting of martial law and removal of the press ban.

"I was both a participant and an observer," Lee said of the effort to remove the ban, in effect since 1949, on publication of any new newspapers in Taiwan. The Kuomintang Party, the Taiwanese government and the military had controlled half of the newspapers, all three television stations and most of the radio stations, said Lee.

As state control of the press diminishes, he expects to see more balanced and objective press coverage, more political criticism and a more diversified mass media ownership structure.

"This is a critical time for us to gain understanding," Lee said. Several SJMC graduate students are examining similar transitions in South Korea, Brazil and Spain, he said.

A professor of mass communication at the University since 1982, Lee has specialized in international communication. His research in such areas as the

exportation of U.S. television programs to foreign countries and the effects of foreign ownership and control of media outlets led him to write *Media Imperialism Reconsidered* (Sage, 1980). The book drew on ideas from his University of Michigan doctoral dissertation and focused on problems in Taiwan, China and Canada.

Born in Taiwan, Lee earned his bachelor's degree in journalism there at the National Chengchi University, then earned a master's degree at the University of Hawaii.

Lee taught for four years at the Chinese University of Hong Kong, where he met Joseph Man Chan, a graduate student who later became his research collaborator. (Chan earned his doctorate at the SJMC in 1986.)

For 10 years, Lee has been a freelance columnist for newspapers in Taiwan and Hong Kong. Opinions that would have stirred trouble a few years ago — mainly, advocacy of a free press — are now acceptable in Taiwanese newspapers.

"The kinds of things I say in America I can say in Taiwan — no difference now," Lee said.

Lee and Chan are both interested in the political changes brewing in Hong Kong. On July 1, 1997, the British colony will be returned to Chinese sovereignty. Hong Kong will become a capitalist region of communist China, as agreed upon in 1984 by China and Great Britain, making China a country of two economic systems.

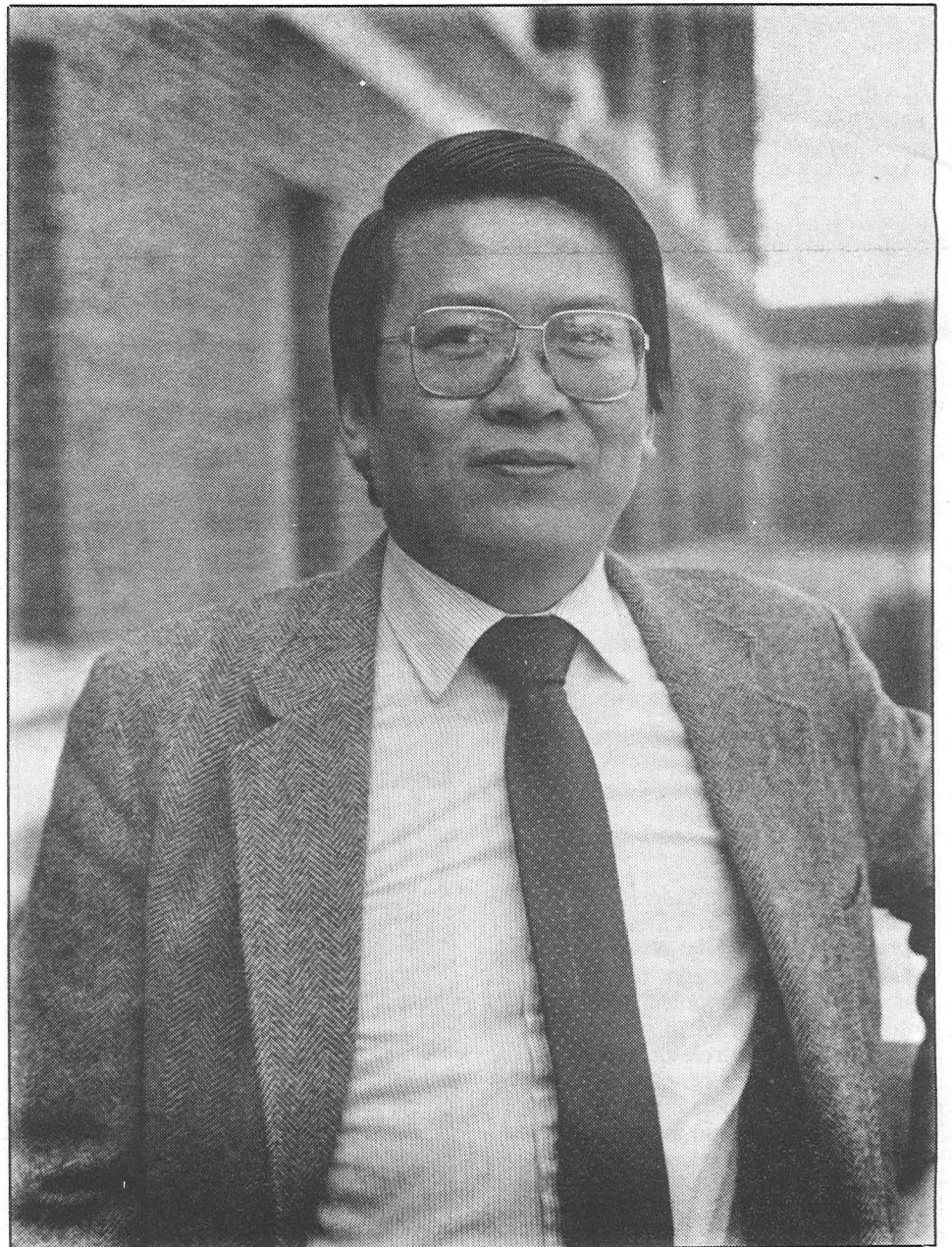
"Hong Kong is a microcosm of modern Chinese politics," Lee said. The newspapers have reflected the country's polarized politics, with communist propaganda papers at one extreme and anti-communist papers at the other.

As a result of the gradual political restructuring of the region, however, the party newspapers have changed editorially, and the tone of their reporting has changed, too.

"The communist press used to be blasting the colonial regime," Lee said. "Now it has toned down anti-colonial sentiment in the interest of preserving a peaceful transition."

"The centrist, market-directed papers have reduced their criticism of the People's Republic of China," he said. "The entire ideological field has narrowed."

Besides taking more trips to his "living laboratories" in East Asia, Lee



Kate Horgan photo

Associate Professor Chin-Chuan Lee spent his sabbatical in Taiwan.

would like to establish a media research center in Minnesota to promote understanding between Chinese and American journalists.

"We would invite mid-career journalists to study and reflect, to do special projects," Lee said.

Meanwhile, Lee reads about events in Hong Kong and Taiwan in foreign newspapers that arrive five days late, and he wakes up to answer long-dis-

tance calls in the middle of the night.

Although his research subjects are far away, Lee has chosen to live in Minnesota because "it is tempting to work in a big American university."

Lee will travel to Taiwan again this summer, taking with him his wife and two children.

"(The Taiwan project) combines my personal concern and my academic interest," he said. □

Take a short quiz on Minnesota political history:

1. True or false: Prohibition was heartily supported by those who considered themselves Progressives.

2. True or false: Political veteran Harold Stassen's brand of Republicanism was a forceful, innovative movement that has been underplayed by historians.

3. True or false: Today's DFL party is more a product of a power struggle in the late 1940s than it is of the merger of the Democrats and the Farmer-Labor Party in 1944.

The answer in each case is true, said John Haynes, a historian who spoke to local journalists at the Minnesota Connection conference February 25 and March 5. The annual conference sponsored by the Minnesota Journalism Center (MJC) is aimed at "the many people in newsrooms in the state who aren't natives," said Professor Emeritus George Hage, who directs the MJC. The conference covered four aspects of Minnesota history: politics, culture, labor and media.



## POLITICS

The conference's first speaker, Haynes now works with the Library of Congress as a specialist in 20th-century U.S. history. He was assistant commissioner for tax policy in Gov. Rudy Perpich's administration until the fall of 1987 and perhaps is best known as the architect of the "Minnesota Miracle" of school finance and tax strategy under Gov. Wendell Anderson. He is the author of a history of the DFL Party.

In his 90-minute talk to local journalists, Haynes emphasized the evolution of the Progressive movement in the state. A significant theme in both parties, Progressivism was suspicious of the powerful saloon interests and thus felt comfortable with Prohibition.

Haynes also described the rise of Harold Stassen as a new kind of Republican — a moderate, liberal politician who helped defuse class conflicts and brought a global view to Minnesotans. "Stassen Republicanism dominated this state from 1935 into the '60s," Haynes said, calling it a "powerful, creative movement that has not gotten proper historical attention."

Today's DFL Party emerged from a battle for control of the fledgling party from 1946 to 1948, Haynes said. The party's direction was set when young liberals — among them, Orville Freeman, Walter Mondale and Don Fraser — coalesced around DFL leader Hubert Humphrey. The resulting party was a more unified, purposeful group than that formed by the merger in 1944.



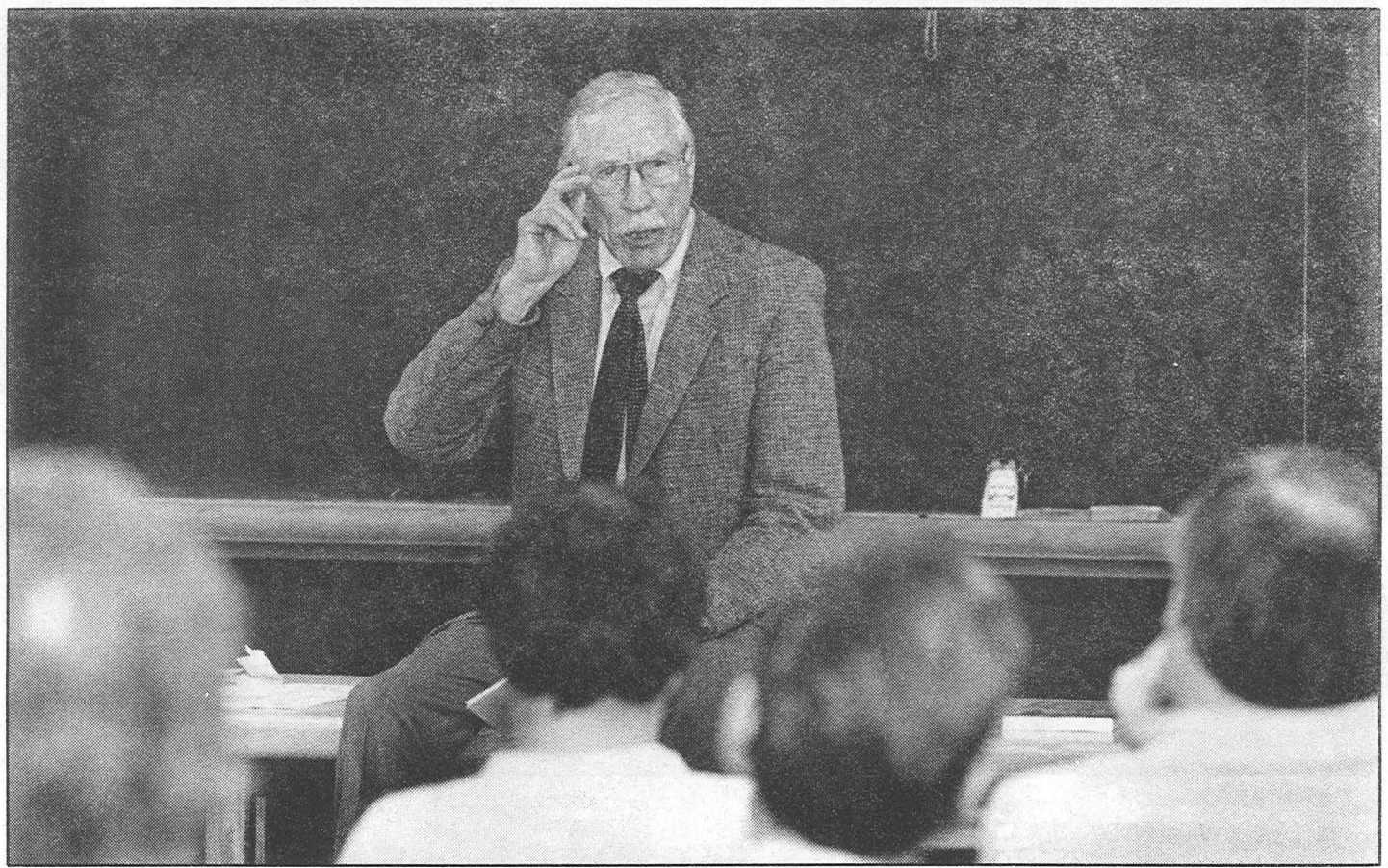
## CULTURE

Karal Ann Marling tells a great story (perhaps apocryphal, she warns) about Minnesota's own Jessica Lange when she talks about the state's cultural history.

A few years ago actress Lange visited her native Cloquet with her companion at the time, Mikhail Baryshnikov. After shopping for sneakers, the story goes, the two stopped at a cafe and some old acquaintances of Lange came by their table to chat. "What do you do?" a former classmate of Lange asked Baryshnikov. "I'm a great dancer," he was said to reply. Said the man from Cloquet, "And you make a living at that?"

The story is illustrative, Marling said. Too often, people think of culture as the Baryshnikov variety — as "imported, splendid, extraordinary." But if Minnesotans look beyond the Walker Art Center and the Guthrie Theatre, they can see a different kind of culture in their state, she said. Homegrown and enduring, the less obvious culture Marling discussed in her lively presentation is "a rich mixture — not purist — that takes in the outside world and a core of everyday life."

Marling sees the heart of Minnesota culture not in ballet and chamber music but in state fairs, Jell-O salads made with miniature marshmallows and the



Kate Horgan photo

Professor Emeritus George Hage traced Minnesota's media history for journalists in March.

# MINNESOTA: Who, what, why, where, when

## Experts on the state bring journalists up to speed

colossal statues of wildlife adorning the town squares of small communities.

Marling is a University of Minnesota professor of art history and American studies. She is the author of *Wall-to-Wall America: A Cultural History of Post-Office Murals in the Great Depression* and of *The Colossus of Roads: Myth and Symbol Along the American Highway*.

People who doubt Minnesota's unique cultural appeal should consider the response to Garrison Keillor, "Mary Tyler Moore" and a 1973 *Time Magazine* cover featuring former Gov. Anderson and "The Good Life" in Minnesota, she said.

"Between *Time* magazine and 'Mary Tyler Moore,'" said Marling, "people were led to Minnesota."

Three elements of the Minnesota cultural impulse identified by Marling are self-deprecation, lack of pretention and "deliberate hyperbole." The mindset was evident in the travels in 1987 of a group from Madison, Minn. To celebrate the bicentennial of the U.S. Constitution, the group drove to all U.S. communities named Madison, with their town's giant lutefisk statue in tow, on a flatbed truck. Their effort clearly was a cultural exercise, said Marling, because it was "funny and interesting — not to mention, a hoot."



## LABOR

On Saturday, March 5, journalists met for the second session of the Minnesota Connection. Professor Hyman Berman of the University's Department of History traced the development of labor unions in the state.

"Minnesota has a historic tradition of labor activism," said Berman, author of *Era of the Protocol: A History of the Ladies Garment Workers* and of *American Workers in the Twentieth Century*.

Some Minnesota workers looking to improve their lot entertained political ideas often considered radical.

"Socialism, anarchism, syndicalism — every one of these political themes has played itself out among Minnesota workers," he said. Leftist ideologies influenced unions, and unions, in turn, influenced the mainstream political parties, Berman said.

In the late 19th century, Minnesota labor groups such as the State Federation of Labor (SFL) and the Knights of

Labor were broad-based groups with revolutionary ideas. Within the SFL, in particular, some wanted to dismantle democracy and remake the U.S. political system. The early labor unions were "coalitions to effect major sociological changes" in an era of social Darwinism, said Berman.

From 1877 to 1892, the state and the nation at large erupted in a series of violent upheavals among workers. Fair wages and decent working conditions were the rallying cries of a hodge-podge of angry labor groups.

But as the forces of growing corporate capitalism began to seem too strong to battle, arbitration replaced the strike as the favored tactic of unions. By the 1890s, said Berman, the SFL and others began to take the stance of Samuel Gompers, who felt that "workers can function as an adjunct to the system of capitalism, not a challenge to the system of capitalism." With this development came the resolve of many unions to resist the lure of third-party politics and the pull of any one political party. In addition, the influence of Eugene V. Debs led many small, specialized unions to band together for greater effect.

As a result, Minnesota unions emerged from the early 1900s, the Great Depression and the New Deal a consolidated, more moderate force in state politics. The state has a "unique history of worker institutions in Minnesota that has become part of our mainstream political process," said Berman.



## MEDIA

The history of newspapers in Minnesota, like the history of labor unions, is a story of consolidation and gradual moderation. At the Minnesota Connection conference, the character of newspapers in the state was highlighted by SJMC Professor Emeritus George Hage. Currently director of the Minnesota Journalism Center, Hage is author of *Newspapers on the Minnesota Frontier* and of a chapter on 20th-century Minnesota media history in a book soon to be published by the Minnesota Historical Society.

In 1920, 761 newspapers were published in the state; 45 were dailies. Also in the early part of the century, newspapers in 20 different languages

were published in Minnesota. By the 1980s, however, just 374 newspapers were published in the state, of which 24 were dailies. And no foreign-language newspapers exist anymore, following the sale in 1984 of a Finnish paper published in New York Mills.

In the early 1900s, newspapers were very gray, said Hage. They went without illustrations and appeared in a rigidly vertical format jammed with multi-deck headlines.

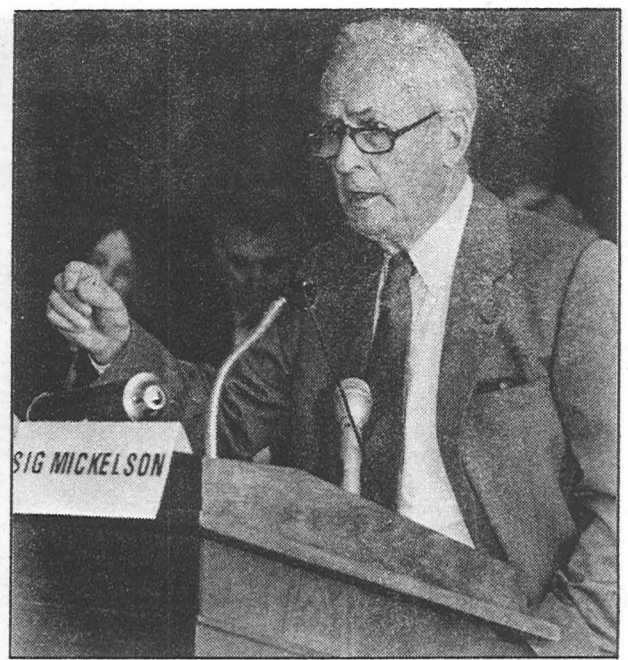
The biggest papers at that time in Minneapolis were the *Journal*, the *Tribune* and the *Times*. St. Paul was dominated by the *Pioneer Press*, the *Globe* and the *Dispatch*. The old newspapers featured no consumer columns and no analyses of current events. They did run society columns, and more business news was offered as cities grew and industrialization continued.

Many Minnesota newspapers were run by interesting characters. But, said Hage, "by far the most colorful newspaper owner was W. J. Murphy," early owner of the *Minneapolis Tribune* and SJMC benefactor.

Murphy, from a large Irish family in Wisconsin, was "a bit of a tyrant," Hage said. When his son, Kingsley, who worked at the family paper, complained about the heat in the pressroom, his father was said to have responded, "You little socialist, mind your own business." W. J. Murphy died in 1918, and his brother Fred took over the paper.

In the 1930s the Cowles family emerged in local media. John Cowles, Sr., bought the *Minneapolis Star* in 1935, the *Journal* in 1939 and the *Tribune* in 1941. The Cowles formula, Hage explained, was to seduce readers by sensationalizing the news and then, when the competition had been eliminated, to begin to publish a responsible newspaper. "The 1930s were not a proud period for newspapers," said Hage.

The contemporary newspaper evolved from lessons learned by the nation at large, Hage suggested. News was redefined in the wake of McCarthyism in the 1950s, he said. There was a new wariness: Demagogues like McCarthy could exploit newspapers, journalists realized. Fairness became a new ideal, and traditional concepts of news were questioned and gradually refashioned. □



Chris Filzen photos

At left, media subjects William McCutcheon, Tom Foley, Kathleen Morris, Lou Nanne, Kathryn Worre and Wally Hilke. Above, former CBS News President Sig Mickelson.

By ALISON CUMMINGS  
SJMC graduate student

"Let's not have the media be afraid to say they were wrong and do it in a public forum that is meaningful, not on the sixth page on the lower left-hand corner," said Ramsey County Attorney Tom Foley at Murphy Hall this spring.

Foley was one of six prominent newsmakers given the opportunity to return fire at the third annual "Targets of the Media" program April 15 at Murphy Auditorium. Panelists commented on coverage of the events that made them media "targets."

Panelists included Foley, St. Paul Police Chief William McCutcheon, former Scott County prosecutor Kathleen Morris, outgoing Minnesota North Stars General Manager Lou Nanne, Pat Robertson's Minnesota campaign chairwoman Kathryn Worre and University Regent Wally Hilke. Media attorney and alumnus Marshall Tanick moderated the discussion. Sig Mickelson, M.A. '40, former president of CBS News, delivered opening and closing remarks.

Tanick introduced Mickelson as a "pioneer in the process of bringing together journalists, lay people and others to evaluate and criticize the role of the media in covering controversial topics."

Mickelson discussed the media's rights and its responsibilities to the people and events it covers. He described a "wave of media-bashing" that he said has become increasingly intense over the last five years.

The public is intimidated by the media's sheer size as well as its

## Newsmakers debate media coverage

arrogance, he said. A person who wants to lodge a complaint about a news report is confronted with a corporate structure. And if he is able to get a correction from a daily newspaper, for example, it may run on back pages two or three days after the offending story ran.

Mickelson said that mass communication is further complicated by the many sets of standards that operate within the public.

"The public is not a monolith. Mass communication must do the best it can for all these many publics, these many segments within the public. In doing so, it risks offending some of those elements within the public," he said.

In defense of the media, he pointed to the public's "overwhelming support" of the Pentagon's exclusion of the press in Grenada.

"If the press can't cover these events, and we're still finding things that went wrong, maybe if the press had been involved earlier, not much would have gone wrong," he observed.

In closing, Mickelson struck a balance, stressing the "need for a media that is free, not restricted from reporting, yet a media that has the full will and intent to be objective."

Panelists then responded to questions

from Tanick and the audience.

On the issue of arrogance and accountability in the press, Foley challenged the "absolute right" of the press associated with the First Amendment. He said that the media should be forthright about admitting errors of fact and judgment.

Yet Nanne said he finds that printed and verbal retractions by the press only "prolong and highlight the situation." He prefers to confront reporters directly.

"I'm not for retractions. As I recently told a reporter, 'You people constantly tell us how to do our jobs better; sometimes we're going to tell you how to do your jobs better,'" Nanne said.

Several of the panelists said reporters and editors make mistakes because they don't know enough about the subjects they cover.

Morris questioned how accurate press coverage of the courts can be if reporters don't understand the legal system.

"I don't think the press understands the finer points of the criminal justice system, so how can they explain it to the public?" she asked.

Morris, who came to prominence as the prosecutor of controversial child sexual abuse cases in Jordan, Minn., no longer reads newspapers or watches

TV news.

Worre attributed poor coverage of Robertson's campaign to the press's conscious choice to ignore his candidacy as well as to "predetermine the story before it's written."

According to Worre, staffers at a *Time Magazine* editorial meeting were asked to consider whether they would cover Robertson's campaign differently if they believed he could be the Republican Party's nominee.

"The report of the story is the room fell silent and one man said, 'Yes, I think we would cover it differently,'" she said.

Hilke also addressed the ethics of media coverage. While he conceded that the University's fiscal management problems, including Eastcliff cost overruns, deserved coverage, he said, "The major problem I had was (that) many things which weren't scandalous or even true were reported as such.

"The University now faces a horrible problem of trying to restore public confidence," Hilke said.

Mickelson offered this final observation on the day's discussion:

"I think what most of us have discovered here is there are no hard and set, fast rules to this business. This is not an exact science like physics, chemistry or mathematics . . . A set of facts is seen differently by different people."

"Targets of the Media" is an annual program sponsored by the First Amendment Fund, the School of Journalism Alumni Association and the Minnesota Journalism Center. □

## Sevareid librarian keeps the books in order

By ALISON CUMMINGS  
SJMC graduate student

Kathleen Hansen's office is immaculate. Missing is the familiar clutter of books and papers on most professors' desks. Here, every book is in its place.

Hansen, an SJMC associate professor, has the benefit of experience. She has been the School's Sevareid librarian for six years.

Hansen, who developed and teaches the SJMC's information strategies course, is in charge of the journalism library collection.

One of her main responsibilities is purchasing books for the library. Each academic quarter a list of new library acquisitions is produced and distributed to faculty and students.

Students who toss the list in the back of a locker or the trash may be unaware of the skill, research and imagination that go into each purchase.

When Hansen came to the University

in 1981, the library was, in her words, "understaffed and had little material." Books and other publications weren't catalogued in a consistent fashion, she said. And the library wasn't part of the larger University library network.

One of Hansen's first tasks was to set up a system for ordering books from the Walter and Wilson libraries and arrange for cross-references in the other libraries.

The cooperation between the libraries has helped them avoid duplication of material.

"I may decide we don't need a second copy, and we'll have more money to spend on something else," she said.

Hansen thoroughly researches the publications faculty members and students request, consulting publishers' catalogues, book reviews and academic journals. She tries to ensure that each book she orders is the best of its kind and will be useful to faculty.

Hansen has master's degrees in both



Hansen

English and library science from the University of Wisconsin-Madison. Her research combines the two fields.

Hansen teaches an honors seminar, "Current Communications Problems,"

which explores the relation of communication and information sciences, in addition to her other courses.

Hansen says her routine of researching book requests helps prevent departmental politics from influencing purchasing decisions.

"It's never been a problem," she said. "Everyone is aware of the limitations this kind of collection has.

"We are able to meet people's expectations most of the time," she said. "Actually, I think the library has improved so much over what it was (that) they don't dare complain!"

The book-acquisition budget is funded entirely by journalism school alumni. There are no "hard" funds allotted to Hansen. "Hard" funds are budgeted departmental funds; "soft" funds are the gifts of alumni.

"That's why we have to be careful what is spent. Funds aren't unlimited. We can't dip into another fund if we go over," Hansen said. □

# Disillusioned Time photographer prefers teaching, solo work

By GILLIAN JUDGE  
SJMC undergraduate

Harry Mattison, an internationally recognized documentary photographer, didn't come to the University to teach photographic technique.

"That can be learned from a book," he said. Instead, Mattison asked his students to spend 10 weeks exploring "who they are and what they want." Photographers need to develop a knowledge of themselves as a foundation for their work, because "that's where good photographs come from," he said.

Mattison, whose work on El Salvador earned him an award from the Overseas Press Club in 1982, taught an extension class on documentary photography at the School of Journalism and Mass Communication winter quarter. In the class he tried to help students understand themselves better and avoid working according to formula. While formula photography may produce marketable pictures, it stifles creativity, Mattison says.

In the last 10 years, Mattison has learned that it is difficult to remain true to the inner awareness he tries to cultivate in students. As one of only a few foreign witnesses to the turmoil in Central America in the late 1970s, Mattison was eager to relay what he had seen.

"I really thought that if I did my best, if I kept pushing and kept getting better that in some way I could get at the reality of what I had experienced . . . and I could give it to people, and they would publish it in the mass media. Silly me."

His disillusionment with news organizations was the subject of two slide presentations by Mattison on campus in February. They illustrated what Mattison calls the electronic curtain behind which we live, a barrier of fabricated media images that obscures the

truth of events.

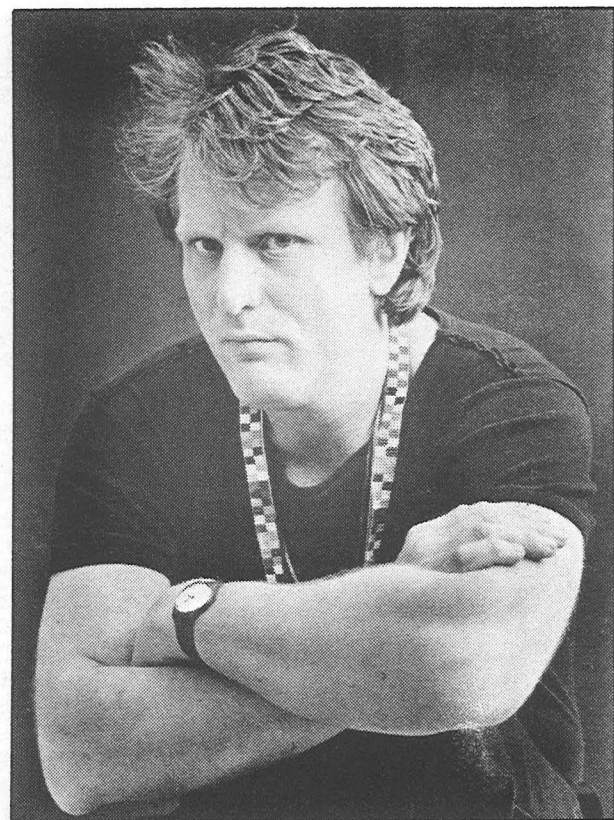
"Reality is not what we're getting. What we're getting is a constructed reality," he said.

Mattison said some publications "construct reality" by manipulating news photographs in order to promote advertisements. His slide presentations included examples of color coding and juxtaposition designed to lead the eye directly from an editorial photograph to an advertisement, a common practice among publications, Mattison says.

Another reason media photographs may obscure rather than reveal reality is the structure of the profit-minded organizations that handle news and news photographs, said Mattison. Media competition in a market economy has led news organizations to fragment the job of producing stories for greater efficiency, resulting in assembly-line products. When information is sent from various foreign correspondents to a New York desk where a story is pieced together, for example, news may be decontextualized and reality distorted.

As a result of what Mattison views as the manipulation of his photographs, he has told *Time Magazine*, still his official employer, that he will work for the publication only if he retains control of the context of his work, choosing the pictures and writing both captions and accompanying stories. And while *Time* has asked to keep Mattison's name on the masthead, it has been a year and a half since he worked for the magazine.

In Mattison's eyes, his estrangement from *Time* is not a problem. Most recently, in addition to teaching at the University, he has worked directly with community groups on photographic projects. Rather than simply extracting images of people on film without their input, Mattison discusses with groups how they see themselves, a documentary approach



Carol Cleere photo

Harry Mattison was an SJMC lecturer winter quarter.

he calls "less interventionist."

His latest projects are low-budget, often sponsored by universities. But they may be truer to the sort of inner knowledge that Mattison tried to bring out in his students this winter.

"I am earning half the amount I made before, but my integrity has increased twofold," said Mattison. "And the difference is worth it." □

# Ethical questions send reporter back to school

By DAVID ALLEN  
SJMC graduate student

Reprinted with permission from the SPJ. SDX Ethics Report.

When someone asks why I left the day-to-day job of journalism, one incident always flashes into my mind. It epitomizes my awakening as a reporter and triggered my desire for a closer examination of what it was I was doing for a living.

The incident occurred while I was working as a courts and county government reporter for a small daily in Wisconsin. I was covering the trial of a man accused of sexual assault, a trial that was entering its third day. The case had received big play in the local press, complete with pictures of the defendant being led to and from the courtroom in handcuffs.

As I sat near the front of the courtroom on that day, the defendant's mother walked by. She stopped and glared at me. "Do you have any idea what it's like to sit up there?" she asked, motioning to her son. "Do you know what it's like to have your family's name in the paper every night?"

My initial reaction was to ignore her comments as the irrational comments of a distraught person. As time has passed, however, I have begun to realize that in more ways than I cared to admit, she had a point.

No, I had not given much thought to what it would be like to be a man accused of sexual assault. And I certainly had given little concern to how the press' coverage of such a trial would affect the lives of that man's relatives in a small community. It was just too good a story. And on top of all that, it was an easy story. Everyday, all the juicy information I needed was carefully laid out for me.

It would be easy for me to say that the incident saved me from a life as a sleazy, unethical reporter and, now that I have seen the light, I have become a fellow at the University of Minnesota's Silha Center for the Study of Media Ethics and Law. It's not that simple, nor that dramatic. Nevertheless, that

incident, and numerous others like it during my six years as a reporter, helped convince me I needed a greater understanding of what it was I was doing.

The Silha Center is providing me with that opportunity. How does it do that? First, and perhaps foremost, it is helping to finance my education. Fellowships help defray costs for two doctoral students each year. And while this interest in finances may seem trite, it is nonetheless a necessary concern.

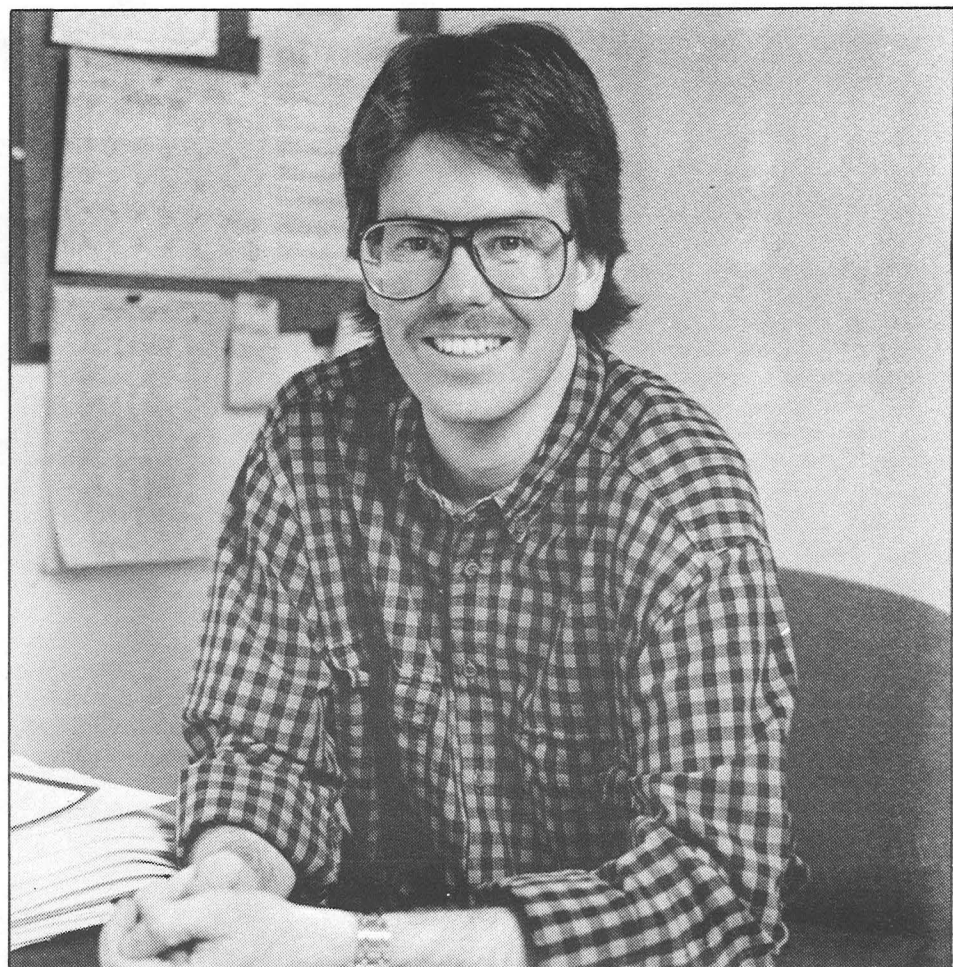
While there is little doubt that its financial contribution is much needed, the reasons for my interest in the center are greater than mere financial security.

I think my interest in the center can be traced to the potential it represents and its expressed mission. It is interesting to note that ethics comes before law in the Silha Center's formal title. I do not know whether that was done on purpose, but I wish to believe that it was. I believe that many of the press' problems would be solved if it concentrated more on the ethics of newspapering before seeking a legal solution.

Often, the search for a legal solution to problems seems to bring out the worst in journalists. This seems to be especially true when it comes to the bitter chill of libel suits. For example, when one attorney was asked how the newspaper she represents deals with libel threats, she responded, "We say we've never lost a libel suit and don't intend to, and that we can put lawyers on this full time while you, the plaintiff, cannot. We don't even talk to the other side courteously."

That attitude is fine if the news media were error-free. Unfortunately, they are not. We make mistakes, and we should be willing to admit it when we do. The constant deadline pressure does not help the situation, but to a person who has been wronged, that is hardly an adequate excuse.

It seems that, all too often, in the battle between ethics and deadlines, it is the latter that wins the battle. As *Chicago Tribune* columnist Bill Granger



Chris Filzen photo

David Allen is a Silha Center fellow.

once wrote, there are only two rules of newspapering: Get the story, and get it out. "If you go to journalism seminars, if you listen to learned profs and pompous editors debate the ethics and morals of modern journalism, you get the wrong idea. That stuff has nothing to do with breaking a story and getting it in the paper."

And perhaps that is what the Silha Center is all about. It provides a place away from that deadline pressure for journalists to think about what it is that they do.

Much like a concerned mother's lecture in a Wisconsin courtroom opened the eyes of a young reporter, perhaps the work of the Silha Center will turn a few heads and help develop a greater understanding of the news media.

During the past several years, a number of studies have detailed the news media's decline in credibility with their audiences. However, never in the history of the press has so much technology and probably never so much talent been at the press' disposal.

That apparent contradiction is only one of the reasons that stands behind the formation of the Silha Center for the Study of Media Ethics and Law at the University of Minnesota.

The center was formed in 1984 through gifts from Otto and Helen Silha and the Minneapolis Star and Tribune Foundation. Otto Silha, a graduate of the SJMC, is a former publisher of the Minneapolis Star and Tribune and former board chair of its parent Cowles Media Co. □

**I**n 1949 Victor Cohn, '41, wrote an essay about his friend and classmate, Thomas Heggen, a gifted, introspective young writer whose career ended tragically. Heggen, author of the novel and stageplay *Mister Roberts*, was found dead, drowned in his bathtub, May 19, 1949. A room in the Eric Sevareid Library in the School of Journalism and Mass Communication is named for Heggen.

"I wrote it rather spontaneously immediately on hearing of Tom's death," said Cohn recently of the essay. Cohn is a former science editor, now senior writer and columnist for *The Washington Post*.

"I was just back from five weeks in Great Britain on an assignment, sitting in a little borrowed office at the *Minneapolis Tribune*, working on a series," Cohn said. "I'd seen Tom in New York before leaving.

"Harold Chucker, another alumnus, then copy desk chief of the *Minneapolis Star* ... came in and said, 'Tom is dead.' After he left, I wrote the piece."

The essay also was published by the *Saturday Review*, which, Cohn said,

"kindly omitted the last sentence as it appeared in the *Tribune*. I think that said, 'I think Tom Heggen was a genius.' That was the passion of the moment — we never got to find out whether or not it was true.

"The only small additional point I'd make is this," Cohn said. "I said I felt *Mister Roberts* was printed just as he wrote it on first attempt. I know now he did make at least some revisions. I'm sure not many. His way was to think a long time, then write, with few changes. And I know I have an original typescript by Tom, some of it on obvious Navy stationery. But there was probably more than one 'original,' as some of his chapters were printed in *The Atlantic* before he completed the book."

In April Cohn made a gift to the School of the four chapters of the *Mister Roberts* manuscript that Heggen gave him in 1945, along with some clippings about Heggen, some correspondence and remarks Cohn made at a memorial service in 1950. The 50-page typescript is on display in the Heggen Room, along with other items from Heggen's brief career.

The School already has an original

*Mister Roberts* typescript on several different kinds of paper; much of it Heggen wrote during World War II aboard his Navy ship, where he apparently used whatever paper was available.

In addition, two original framed posters from the Broadway production of *Mister Roberts* hang in the Heggen Room, along with the Tony award the young writer won.

According to the *Saturday Review*, "the 29-year-old writer had experienced remarkable success since resuming civilian life after the war. His novel had already sold some 850,000 copies, and the play (on which he collaborated with Joshua Logan) was still attracting large audiences after more than 500 performances on Broadway." Heggen's book eventually was made into a film starring Henry Fonda, James Cagney, William Powell and Jack Lemmon.

A combination of alcohol and sleeping pills may have killed Heggen. The *Saturday Review* said the explanation for Heggen's tragic death "may be simple, or it may be complicated — and it may never be known." Cohn's essay, said the *Review*, provides "one small clue to the puzzle."

## REMEMBERING

# MISTER



SJMC alumnus Thomas Heggen, author of the novel *Mister Roberts*, jokes with Henry Fonda, who played the title role in the Broadway play adaptation. *Theater Arts* magazine said the "attitude" of *Mister Roberts* the play "is pure Heggen." That attitude, said the magazine, involves "a tendency to laugh at what is inescapable, to accept no authority without reservation and to avoid an after-dinner speech."

By VICTOR COHN

From a 1949 issue of the *Minneapolis Tribune*, the essay also appeared in *Saturday Review* and was reprinted in an anthology of *Saturday Review* articles. Reprinted with permission.

**W**hen I first saw Tom Heggen he was slouched and wearing an old green corduroy jacket. That was in the fall of 1939, and he was a junior at the University of Minnesota. During the next two years he was seldom without the jacket or the slouch. He was hollow-cheeked and hollow-chested and more sensitive to the truth about the people around him than anyone I have ever known.

We sat together every afternoon on the rim of the copy desk of the *Minnesota Daily* in the basement of worn, old Pillsbury Hall. It was a place full of memories and traditions, but Heggen did not care about clothes or tradition or journalism classes or anything else that most of us took somewhat seriously.

Studies and grades meant nothing to him, but he would skim a text and listen in on a bull session, and pass an examination the next morning. Drawing partly on a few library books but mostly on his imagination, he would produce a long term paper in a single four- or five-hour session at a *Daily* typewriter.

Heggen took journalism because he considered writing and newspaper or magazine work the easiest way he knew to exist and do what he pleased. He gave the subject as little attention as anything else — except the informal study of people, serious fiction and serious carousing — yet he was easily expert at headline writing, editing, makeup and typography. He thought most of his teachers and most of his classmates were fools, but he had tremendous respect, even reverence, for anyone or anything he considered intelligent and honest. The best works of Ernest Hemingway were in this class. Arthur Koestler was in it. So were Thomas Wolfe, F. Scott Fitzgerald,





Kate Horgan photo

Victor Cohn presented SJMC Director MaryAnn Yodelis Smith with a Thomas Heggen manuscript in April.

# HEGGEN

ald, the Marx brothers, a bottle and a brief romance (never a very long one) with an attractive woman.

He spent much of his time in silence, either watching and listening or simply immersed in what was partly deep thought and partly almost a trance. He had great black moods. He was greatly concerned with people and their pitiful little attempts to lead simple, reasonably happy lives in a confusing world. Heggen never said or wrote a word on this subject except after long pondering.

And he could write. You hear it said of many writers that their "words flow," but I have personally never known it true of anyone but Heggen.

I never knew him to write about anything but tragedy. The story I remember most clearly was about a boy on the bum. The boy's close friend was killed by a freight train, or in some similar way, and the story was about this boy's terrible, wordless sorrow. If Heggen had a feeling for any human emotion, it was pain. He could brood over other people's little troubles, seldom his own, for days.

His great work, *Mister Roberts*, is a tragedy. It has funny passages — and the play made from it emphasizes these — but if it had included funny things alone, it would have been just another profitable war book. The real story in *Mister Roberts* is the story of a young man whose life and dreams were shattered by the war, who had a large and precious chunk of time snatched irretrievably out of his life — and who therefore suffered infinitely from the long boredom of war because he kept this painful knowledge pent up, never letting it become a surface thought for an instant, and even developing the remarkable facility of standing silent for hours on end (during watch on a Navy ship) without thinking a single thought of any kind.

The humor in *Mister Roberts* — and there is not much more hilarious reading anyplace — is all cruel humor, funny because it is tragic. The men on the ship are all heartsick and unhappy, and their escapades are like hysterical laughter at a funeral. It is the eternal



University Archives photos



Above, Heggen confers with Joshua Logan, who collaborated with Heggen on the stage adaptation of *Mister Roberts*, on the Broadway set. At left is Heggen with Lee Hayward, the play's producer.

humor of the drunken porter in *Macbeth* or the sad clown of Charlie Chaplin.

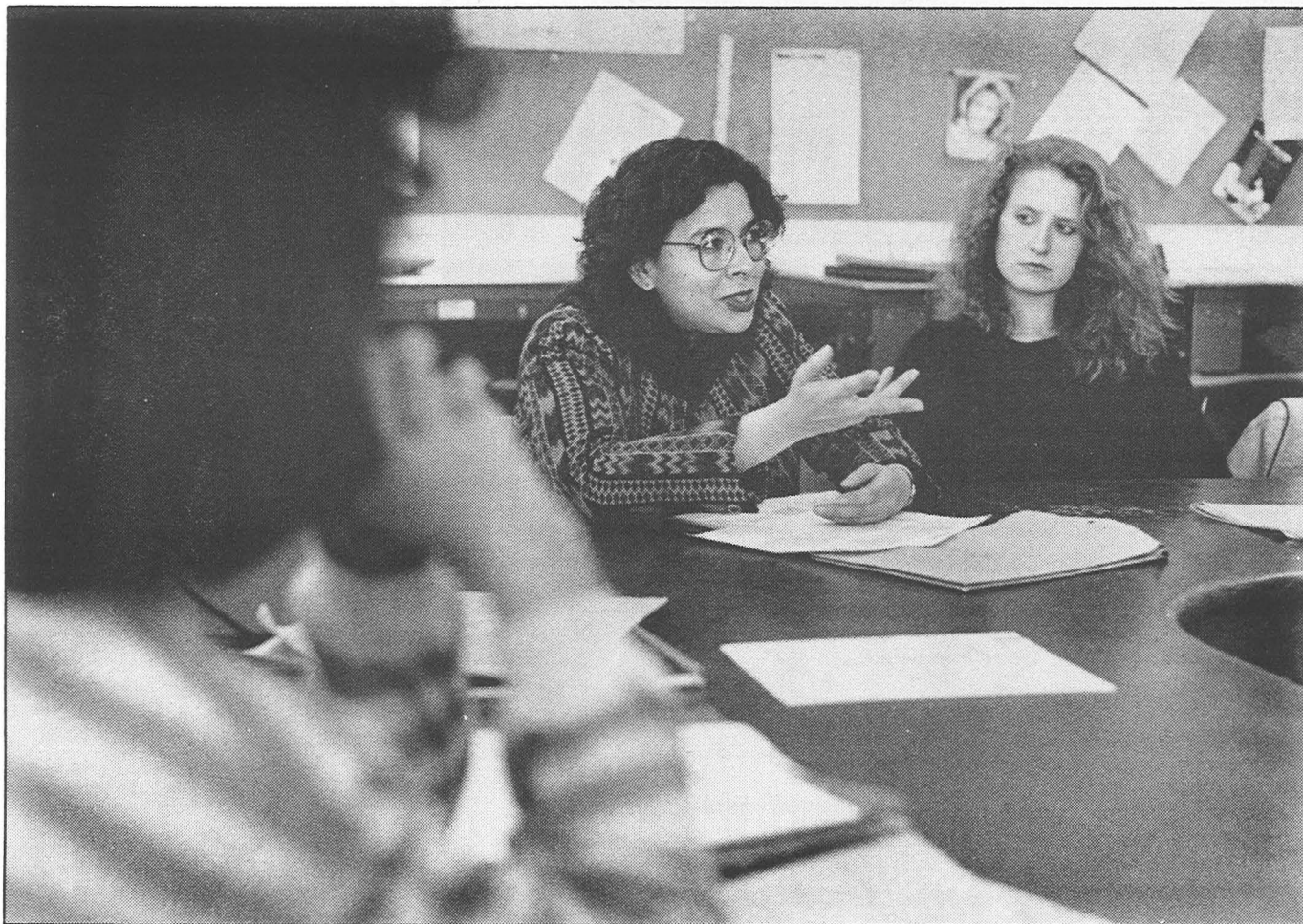
*Mister Roberts* was itself the result of months at sea. During four years in the Navy Tom Heggen was on one ship or another most of the time. I think he must have thought the book out over a long, long period, one thought at a time, then one day sat down and started writing, in as much comfort as one can achieve in a lieutenant's little cabin.

He gave me the manuscript of much of *Mister Roberts* just before it was published and said, "Here's a half-assed novel I've written." The book was printed just as he set it to paper on first writing, with only a small penciled change here and there.

During the entire war Tom was concerned with the problem of expressing the war's whole spirit in one novel —

a sort of *A Farewell to Arms* of World War II. He said often that he did not think it could be done. There were too many men in this war with too many different experiences. I don't think he ever changed this opinion. Yet I felt the first time I read the book that he had succeeded. The one feeling common to every man in the service — expressed either in Heggen's deep introspection or in the average sailor's and GI's lonely letters home — was the feeling of losing out on the good life you had coming, of being caught hopelessly in powerful events. The feeling was common to those who stormed the atolls and those who never heard a shot.

Heggen does not say this specifically, but his whole book cried it. I think it is the only book of either war that does, and I think that by Tom's own standard it is painfully intelligent and honest. □



Kate Horgan photo

Wall Street Journal reporter Dianna Solis talked with SJMC students in February.

## School eases Journal reporter's shyness

By LESLIE H. COLE  
SJMC graduate student

Dianna Solis has a job most print journalists would envy: staff reporter for the Houston bureau of *The Wall Street Journal*.

Solis' two-day February visit to Murphy Hall may have seemed a calm respite from her usual beat, which includes covering electric utilities, immigration, trade, U.S.-Mexico relations and social policy issues. Her Murphy "beat" was a full day of classroom discussions, including an informal question-and-answer session with the *Minnesota Daily* staff.

Solis said students frequently ask why she chose to pursue a master's degree in journalism.

"I grew up in Fresno," Solis said, "the youngest daughter in a protective Hispanic family, and I was sheltered. I was very shy . . . now I'm just shy. Intellectually I wanted a master's degree."

She received her bachelor's degree in journalism from California State University, Fresno, in 1979. Solis was given a Gannett fellowship and attended a special mid-career mas-

ter's program at the Medill School of Journalism at Northwestern University in Evanston, Ill. Fascinated by politics in Chicago and Washington, D.C., Solis said the Medill program gave her an introduction to both. She said the experience changed her in fundamental ways.

"It enhanced me. I needed to get out and see the United States," she said. "I'm now a gypsy; I don't want to go back to California. I want to go to Miami, New York, Boston, Santiago, Chile . . ."

A job with *The Wall Street Journal* took Solis to Houston. The bureau editor recruited her, she said, and they had similar goals. About 40 percent of the *Journal's* reporters are female. Mid-management positions at the paper are still dominated by men, Solis said.

In addition to her professional print experience on *The Fresno Bee*, the *Visalia* (Calif.) *Times-Delta* and *The Wall Street Journal*, Solis spent 2½ years as a TV news writer while she was still in college and working as editor of the student newspaper. Solis said that, although television is a powerful medium, she thought she would grow more as a journalist with

a career in print.

"Because I wrote to visuals, I developed an eye for details," she said. "When I write now, I always ask myself how I can provide visuals. I try to present a visual image for the reader on the gray pages of *The Wall Street Journal*."

Solis said she hasn't disregarded television completely. She is writing a script for an art documentary and also trying to get funding for a documentary about U.S.-Mexico relations, a project sponsored by the Public Broadcasting Service's Houston affiliate.

Solis' advice to journalism students?

"Get published now as much as possible. Practice the craft, work on the student paper and get internships. Big may not be best; I started on a small paper with a staff of 10 and got to do all kinds of things I might not have done on a larger paper."

Solis' visit to the School of Journalism and Mass Communication was part of the American Society of Newspaper Editors' editor-in-residence program and was sponsored by the Minnesota Journalism Center. □

## Ad professionals describe careers to students

By KAREN WATERS  
SJMC undergraduate

On April 12, almost 300 students from the Upper Midwest learned how to "become the least trusted people in America" at the sixth annual Advertising Career Day sponsored by the SJMC and the Advertising Federation of Minnesota. Posters with the slogan, "You can learn how to become one of the least trusted people in America," announced the event.

"I'm terrifically excited about the results of Career Day 1988. This is the highest attendance ever," said Tom Whelan, chairman of the event's planning committee.

The seminar consisted of 11 programs presented by local advertising industry experts. A keynote address was given by Gail Heller, manager of

print media at Target Stores Inc., and a luncheon pep talk by Tom Culligan, vice president and director of marketing for the *Star Tribune*.

Students from 15 different universities, colleges and vocational schools were introduced to advertising careers in media, sales, market research, direct marketing, creative direction, account services, public relations, production and traffic. Seminars on portfolios, resumes, career avenues and the printing industry also were given.

Whelan said the committee wanted to provide a real-world view of the advertising business to students.

"Advertising is not as glamorous as it seems to be," said Whelan. He said that message seemed to sink in.

"One student from Eau Claire said he learned more today than in the past four years of school," said Whelan.

Linnea Solem, an SJMC senior focus-

ing on marketing, said the event offered practical information that put things in perspective for her.

"I gained so much from this opportunity to see the application of what my classes and textbooks have been covering," said Solem.

Some of the Career Day specialists were alumni. They included Susan Busch, account manager, Colle & McVoy; Jim Kessler, founder and president, JFK Search Inc.; Sherri Loney, print production coordinator, Ruhr/Paragon; Carol Mledik, communications director, Printing Industry of Minnesota; Karen Murray, media supervisor, Campbell-Mithun; Joe Nagy, copywriter, Carmichael Lynch; Patrick Rickert, account executive, Naegele Outdoor Advertising, and Shelly Sippl, account executive, Fallon McElligott. □

# German professor balances research, teaching

By NANCY A. OTT  
SJMC undergraduate

Teaching in a foreign country is a task many would find impossible, but to visiting professor Petra Dorsch-Jungsberger, it's "a nice break from ordinary routine."

Yet this German woman's ordinary routine must be vastly different from that of most people.

The average person doesn't earn even one doctorate in a lifetime, yet Jungsberger has earned two: one in communications and one in social science.

One might expect someone facing a group of students whose primary language is different from her own to be anxious. But Jungsberger appears confident and relaxed.

She praised her students here but noted some differences between her German students and her American ones.

"Here, the students want to know exactly what is expected of them," she said. In Germany, the students learn more theory and are freer to choose the materials they will learn from.

Jungsberger, here through a faculty exchange program with the University of Munich, West Germany, taught a spring-quarter class at the School of Journalism and Mass Communication on the communication systems with Western Europe.

When not teaching, she often could be found in one of the campus libraries doing research for one of her three projects.

On one project, which makes use of her expertise in international communications, she is examining the effects of privatization on European broadcasting. The trend toward private broadcasting in European countries began in the early 1980s.

In a second study, she is examining the economic operations of Twin Cities radio stations. The marketing techniques employed by the stations hold special appeal for her, as they relate to her privatization study.

For her third project, a book on entertainment, Jungsberger is investigating why people are fascinated by the same structures in various media. For example, both evening soap operas and detective shows earn high TV viewer ratings, but the shows within each genre have the same basic storylines.

The campus libraries, ideal for carrying out her research, are one reason Jungsberger likes the University of Minnesota.

The Twin Cities also drew her praise. She called them "fantastic!"

Amazed by the number of activities available, Jungsberger said, "I'm seeing the area through the eyes of my 5-year-old, which is really a new way for me to view a city."

One thing she didn't like initially was her unfamiliarity with the area.

"Sometimes I'd like to go for a two-hour walk, but I don't know where to walk," she said.

She has since found a solution.

She decided to fit in one more activity during her Twin Cities stay — besides her teaching, her research projects and adventures with her 5-year-old: golf lessons. □

# A journalist and a scholar

## Alumnus Emery's sabbatical finds him switching roles

By JOHN NEVILLE  
SJMC graduate student

It has been a big year for Michael Emery, M.A. '64, Ph.D. '68, a journalism professor and department chairman at California State University, Northridge.

During a six-month sabbatical beginning in summer 1987, Emery made two trips as a freelance foreign correspondent to Nicaragua and Costa Rica. He attended an Arab-sponsored seminar and the Arab Summit Conference in Jordan. He traveled to news hot spots in Israel, the Persian Gulf and Korea during a two-month study of foreign correspondents. And he visited major media outlets in London.

Between trips, Emery finished editing the manuscript for the seventh edition of *Readings in Mass Communication: Concepts and Issues in the Mass Media* for Wm. C. Brown Co. His co-editor on the project was Ted C. Smythe of California State, Fullerton, Ph.D. '67.

Before he left for London at the end of October, Emery completed revisions for the sixth edition of *The Press and America: An Interpretive History of the Mass Media*. Published in February by Prentice Hall, the 800-page book lists Michael Emery's name above that of his co-author father, Edwin Emery, SJMC professor emeritus, who began the book in 1954.

For the younger Emery, the year's climax came in January, when he flew to Costa Rica on a freelance assignment from the *Los Angeles Times* to cover the conference of five Central American presidents to evaluate progress on President Oscar Arias' Nobel Prize-winning peace plan. Emery teamed with Martha Honey, British Broadcasting Co. and *London Times* correspondent, to write an in-depth analysis of the conference. The *Los Angeles Times* devoted a Sunday opinion section cover to the project.

The prominent play of the article would have been "an exhilarating experience for any freelancer," Emery said.

As an SJMC undergraduate, he wrote for the *Minnesota Daily* sports pages and received a bachelor's degree in history in 1962. He then began a 31-month stint with United Press Interna-

tional's Minneapolis bureau, covering the Twins one season. He taught at Wisconsin State University in Whitewater after finishing his master's degree at the SJMC in 1964. He returned to work on a doctorate in mass communication, with Professor George Hage as his adviser. In 1968, Cal State, Northridge, recruited Emery for its faculty.

In the next 20 years he helped found the West Coast Journalism Historians' Conference, served as consultant to the "Newspapers in America" exhibit in Chicago's Museum of Science and Industry, worked on the *Los Angeles Times* editorial pages, taught at the University of California, Berkeley, and took his wife and three daughters around the world in 1980 to Australia, where he was a visiting journalism professor.

Emery first helped his father with a revision of *The Press and America* in 1972, drawing on research for his book of readings published that year. He became co-author for the 1978 and 1984 editions.

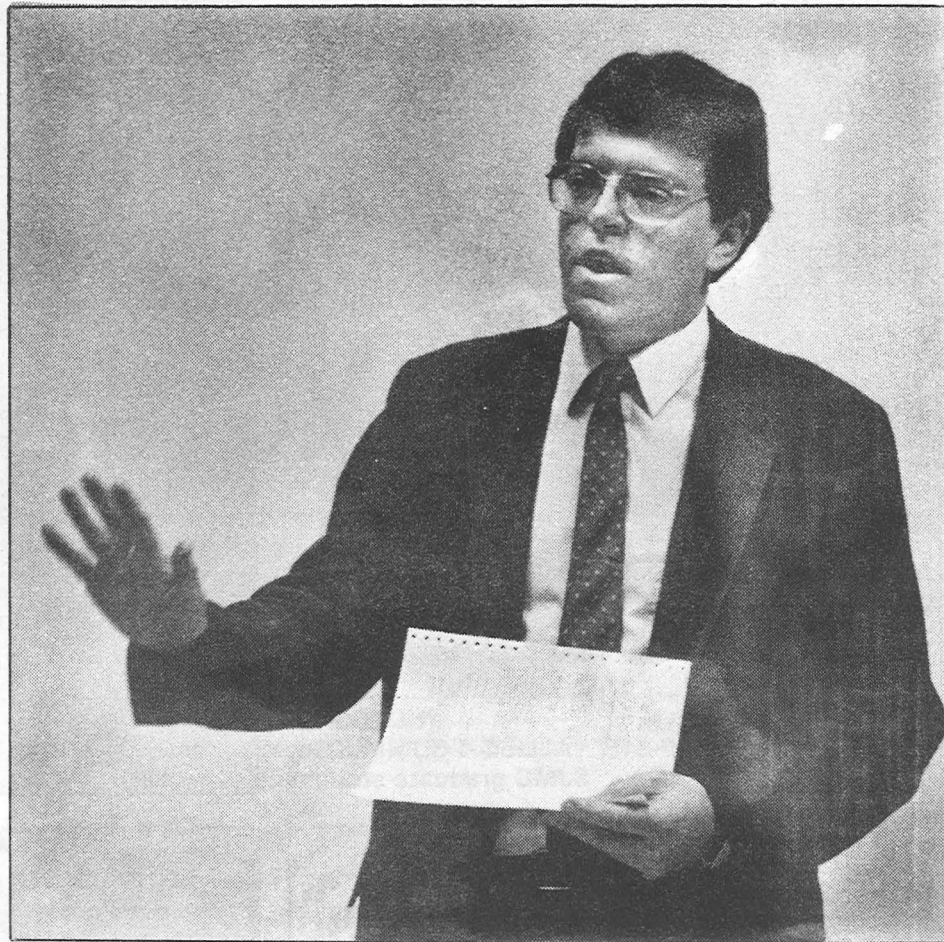
The 1988 foreword explains how father and son operate:

"As previously, the authors pooled their thinking in planning this edition's organization and illustration and jointly edited the entire manuscript to ensure unity of agreement. But Michael Emery continued to oversee such especially crucial areas as the new technology, the broadcast media, alternative journalism, foreign correspondence, the wars and the crises since the 1930s in domestic politics and foreign affairs, especially those in Central America and the Middle East.

"Edwin Emery concentrated upon the print media, film, advertising, public relations, media economic trends, media law, China and the Pacific Rim and the extensive bibliography."

Michael Emery relied on his research from five trips to Central America and his 1987 travels in the Middle East to write in depth about modern turmoil in those areas. That set the stage for his review of U.S. media coverage and the current efforts of foreign correspondents. Those pages led into an analysis of the Iran-Contra scandal and President Reagan's media relations.

Emery spoke about his research and travels in February at Marquette Uni-



Bill Barella photo

Michael Emery is a professor and foreign correspondent.

versity, College of St. Thomas, the Minnesota Press Club and the SJMC.

In a crowded Heggen Room, Professor Emeritus George Hage described Emery as "that rare bird, a freelance foreign correspondent as well as a research scholar of foreign correspondence and international news flow, an interest that began with his Ph.D. dissertation."

In a slide presentation, Emery interspersed portraits of leading correspondents with action shots of major news events they covered and the newspaper covers on which their stories ran.

He showed his own photos of the Central American presidents signing their historic January agreement, of Yasir Arafat at the Arab Summit Conference and of millions of Koreans thronging Seoul streets to hear pres-

idential candidates speak. He accompanied Associated Press, *New York Times* and *Los Angeles Times* correspondents at such events.

One haunting moment of Emery's sabbatical, he reported to his SJMC audience, came on Thanksgiving Day 1987 in the Persian Gulf when he overheard on short-wave radio a warning from an Iranian frigate captain to a Kuwaiti tanker moments before the tanker was attacked. The *Los Angeles Times* ran an account of the incident in late November.

This summer Emery will present papers at academic journalism conferences and work on a book about foreign correspondents. He recently won a grant to do research in a Jerusalem library. □

## FACULTY UPDATE

Associate Professor **Jean Ward** has been awarded a 1988 Horace T. Morse-Minnesota Alumni Association Award for Outstanding Contributions to Undergraduate Education. The annual award is given by the University's Senate Committee on Educational Policy to



Ward

"individuals who have made a distinguished contribution to the instructional programs of the University." As one of nine University faculty members honored, Ward will receive a numbered edition of a Katherine Nash sculpture, a certificate and an honorarium.

Professor Emeritus **Mitchell V. Charnley** has been awarded a 1988 Distinguished Service to Journalism Award by the Minnesota Newspaper Association (MNA). The award recognizes his contributions to both professional journalism and journalism education. Charnley, who began his teaching career at the SJMC in 1934, was honored April 16 at an alumni dinner

marking his 90th birthday. (See page 3.)

Professor **Walter Brovald** is also a recent recipient of an MNA award. Brovald was presented the group's President's Citation honor for his "very active role" in the creation of a state letterpress museum. Brovald volunteered as managing editor of the *Maynard News*, published at the Minnesota Newspaper Foundation's Letterpress Museum during the Minnesota State Fair in 1987.

Associate Professor **Lawrence Soley** and Assistant Professor **Robert Craig** are partners in a study that links campaign spending with successful election campaigns. The professors' research shows that spending by political action committees (PACs), in particular, can make the difference in an election. "Simply put, the results indicate that an election can be bought," Soley told the *Star Tribune*, which reported on the project in February. The study is uniquely revealing in that it isolates the effects of PAC contributions by allowing for the effects of incumbency, party affiliation and other factors. The research is based on 1984 elections

for the U.S. House of Representatives.

Associate Professor **Chin-Chaun Lee** has been invited to take part in the World Academic Conference in Seoul, Korea, to be held in conjunction with the Summer Olympics in September. In their letter to Lee, conference organizers and the president of the Korean Olympic Organizing Committee said, "We firmly believe that your expertise on the conference topic of 'Continuity and Change in Communications in Post-Industrial Society' will contribute to the solution of many problems the world family is likely to encounter on the threshold of the 21st century."

Associate Professor **Ronald Faber** presented papers this year on compulsive consumption at the International Association for Research in Economic Psychology conference in Ebeltoft, Denmark, and the American Marketing Association conference in Ebeltoft, Denmark, and the American Marketing Association conference in San Diego. An article based on his research will appear in a forthcoming issue of the *Journal of Consumer Policy*. He also recently presented a paper on the impact of ethnicity and television

viewing on sex role norms at the American Marketing Association's Conference on Cultural Values in Chicago. He is completing a project, funded by the National Association of Broadcasters, on the perceptions of different advertising media by retailers and media buyers.

Associate Professor **Kathleen Hansen** was the invited guest of the City College of New York Department of Communication, Film and Video in February. She led a faculty workshop on curriculum development and spoke to several classes, in which the book she wrote with Associate Professor Jean Ward, *Search Strategies in Mass Communication* (Longman, 1987), is being used. Hansen, Ward and graduate student Douglas McLeod wrote an article that appeared in the winter 1987 issue of *Journalism Quarterly*, "The Role of the Newspaper Library in the Production of News."

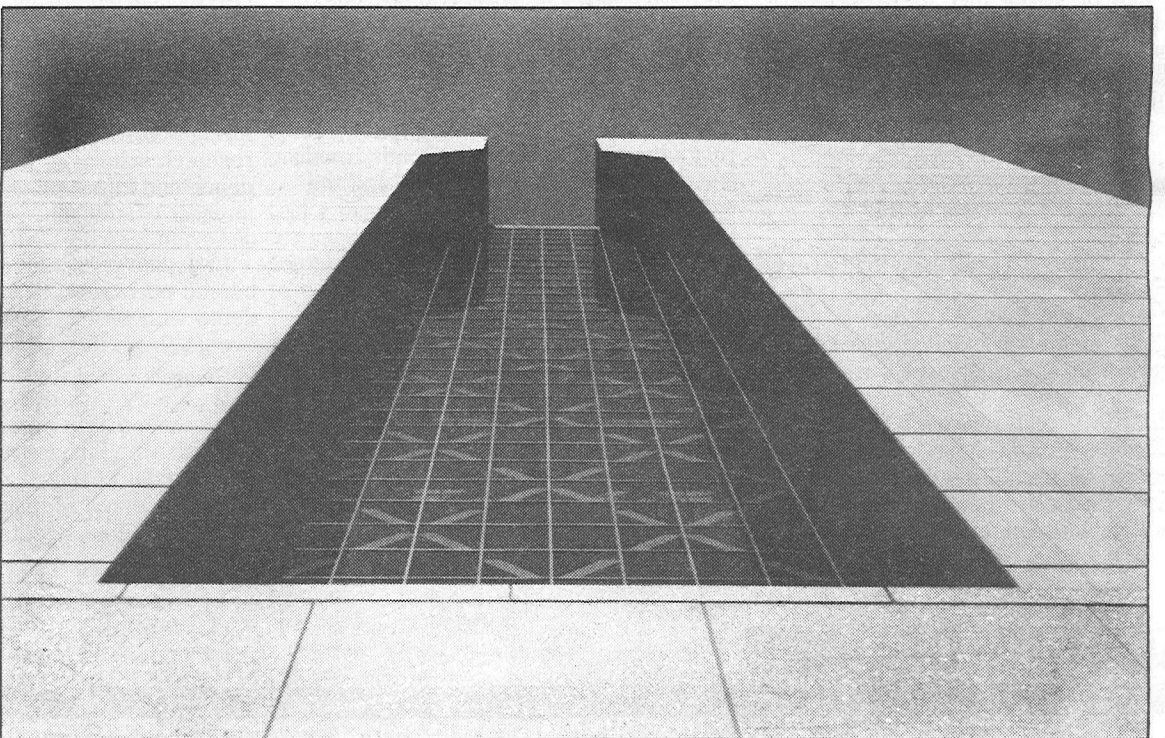
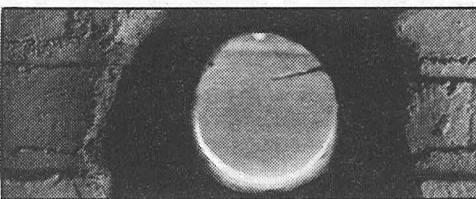
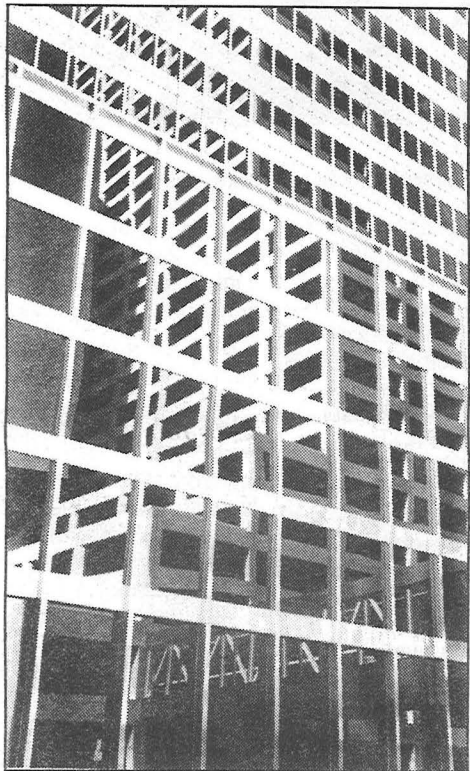
Assistant Professor **Nancy Roberts** presented a paper on Eugene O'Neill and George Jean Nathan to the Northeastern Modern Language Association in March.

# City scenes

PHOTOS BY  
ALLISON CUMMINGS,  
SJMC graduate student



Above, a couple escapes down an alley in downtown Minneapolis. Far left, the reflection of The Pillsbury Center in a skyscraper. Left, a hole in a wall at a deserted parking lot looks like a lunar image. Below, an unusual camera angle transforms the Hennepin County Government Center into geometric patterns.



## Charnley friends gather to honor professor's 90th birthday

continued from page 3

Reasoner said, "Nothing I have done would be quite as good without Mitchell Charnley."

"You see how much we love you and how much you have done for us," Reasoner said to the professor.

Charnley was called to the podium to

receive a "volume of love," a book of birthday greetings from former students.

"I can think of no other lifestyle that could be so satisfying to a man than having been a teacher," said Charnley.

The evening served as the annual gathering of SJMC alumni, as well as Charnley's birthday party. Journalism Alumni Board President Louise Jalma conducted a brief business meeting. Nominees for alumni board offices were announced, and the slate was accepted for election. The new officers of the Journalism Alumni Society are James Kessler, president; Mary Pitzer, vice president; and Kevin Deshler, secretary-treasurer.

Carol Pine, chairwoman of the alumni communications committee, presented Past Presidents' awards to last year's board president, Terry Randolph, and to current president Jalma. The two were given certificates of appreciation and plaques from the Journalism Alumni Society.

Tim Lyke, managing editor of *Sky-*

*way News*, presented the alumni Award for Excellence to Marshall Tanick of Tanick & Heins for his outstanding public service in media law. His legal representation of the *Minnesota Daily* in its 1983 First Amendment lawsuit against the University Board of Regents resulted in the establishment of the First Amendment Fund. Tanick often speaks to media law classes, edits the *Hennepin Lawyer* newspaper and serves on the editorial boards of *Bench & Bar* and *Litigation* magazines. Accepting the award, Tanick attributed his success to three principles he learned from Charnley — accuracy, fairness and integrity.

Margaret Carlson, director of University Alumni Relations, reported that the University's capital campaign has been successful. She presented a President's Club Plaque to Graham Hovey for his generous gift to the Charnley professorship, which was matched by the New York Times Foundation.

SJMC Director MaryAnn Yodelis Smith gave a State of the School

address, citing enrollment figures of 375 undergraduates, 100 M.A. and 50 Ph.D. candidates. The biggest problems facing the School today, she said, are a faculty shortage, inadequate space and a lack of state-of-the-art equipment. Alumni help is desperately needed to correct these deficiencies, she said. □

### Ode to Charnley

"Shun 'fine' writing," says Mitchell V.

"If you hope to write effectively.

"Write it simple, write it clean,

"Write it terse and write it lean,

"Try to leave a legacy

"That reflects exposure to old Prof

C.

"And remember, when you think of me,

"One key rule is, 'sparingly!'"

— *Graham Hovey*

### Class of 1938

Several alumni marked the 50th anniversary of their graduation from the SJMC at the Charnley birthday party.

Those members of the class of '38 are Vivian Andrist, Mark Forgette, Marjorie Forgette, George Hage, Graham Hovey, Lillian Christie Johnson, Phyllis Dolan Justice, June Kelly, Martin Quigley, Jay Richter, Irv Rose, William Rounds, Falsum Russell, Barbara Tommeraas and Roger Verran.

# Wascoe's efforts honored

The Minnesota Alumni Association (MAA) wasn't going to name a runner-up after they awarded Mary Lou Christianson their National Volunteer of the Year honor early this year. But MAA Executive Director Margaret Carlson made a point recently to honor Dan Wascoe, '67, for his contributions over several years to the Journalism Alumni Society and the MAA. At a February meeting of the SJMC alumni board, Carlson presented Wascoe with a desk clock, designated him runner-up and thanked him for his efforts on several projects of importance to students and alumni.

In recommending Wascoe for an MAA award, SJMC Director MaryAnn Yodelis Smith cited Wascoe's contribution to the creation of the School's mentoring program and the annual Targets of the Media event. The mentoring program each year matches journalism students with outstanding media professionals to enhance the education of the students. The Targets event provides a forum for people who have faced the glare of negative media attention.

Yodelis Smith said, "Although we could enumerate countless other ways in which Dan Wascoe has, since his graduation, contributed to the School of Journalism every year, it will suffice to stress the importance and significance of these two major programs that he developed for us. These have been invaluable to the School." Wascoe, a business columnist for the *Star Tribune*, remains an active contributor as an ex-officio member of the Journalism Alumni Society board. □

## OBITUARIES

**Michael J. Fadell, Sr.**, who in 1982 finished the SJMC bachelor's degree he started in 1922, died December 26, 1987. He was 85.

Fadell, one of the creators of the Twin Cities' annual Aquatennial celebration, ran his own public-relations business for 40 years. When he gave up the business 12 years ago, he remained active in other work.

He began teaching at the Hennepin County Technical Institute when he was 70 and continued until 1986. He volunteered for the Service Corps of Retired Executives/Active Corps of Executives, an organization that helps fledgling entrepreneurs with their ventures.

Fadell was born in New York City to Lebanese immigrants. His father ran a jewelry store and steered Fadell into trade school and the watch-repair business. But Fadell preferred journalism.

He began his news career as a sports writer for the *Gary (Ind.) Post*, leaving to attend the University. He worked as a sports editor for the *Minnesota Daily* and covered sports for the Associated Press, earning extra money repairing watches. He helped rescue the *Daily* from insolvency when he got the regents to endorse a plan under which the paper would publish the official University bulletin in exchange for a mandatory student fee. He also organized the first Welcome Week at the University and raised money for the marching band.

He left the University 19 credits short of graduation to help build the news operation at fledgling KSTP radio. The job ended when the Depression took hold. In 1934 Fadell began his own public relations and advertising firm, the

Mike Fadell Co.

His first project was publicizing the international Shrine convention. Eventually Fadell, whose company came to employ 40 people, managed promotions and advertising for major Midwest corporations. He liked to refer to himself as the Twin Cities' first PR man.

When he was 81, he returned to the SJMC, took a few courses and finished his bachelor's degree. He won many friends in the business community and at the University.

**Bob Eddy**, who received his SJMC bachelor's degree in 1940 and his master's degree in 1948, died January 4 at his home in Glastonbury, Conn. He was 70.

He was editor and publisher of the *Hartford Courant* from 1968 to 1974.

A native of Lake Benton, Minn., Eddy began his news career in 1938 as a night reporter and copy editor at the *St. Paul Pioneer Press* while an SJMC student. He also was city editor of the *Minnesota Daily*.

He became an editorial writer for the *Minneapolis Star* in 1940 and was managing editor of the *St. Paul Dispatch* from 1957 to 1962.

Eddy began at the *Courant* in 1962 as assistant to the publisher. He was named editor in 1966 and became editor and publisher in 1968.

After he retired in 1974, Eddy became a Fulbright lecturer in journalism at four India universities. He was an associate professor at Syracuse University in New York.

He was a Nieman fellow at Harvard

University and twice served as a juror for the Pulitzer Prize competition.

In 1976 he received the Outstanding Achievement Award of the SJMC Alumni Association.

**Larry Davenport**, who earned his SJMC degree in 1973, died January 17 after a long illness.

At the time of his death, Davenport was chief photographer of *Post Publications* in the Twin Cities. He joined *Post* as a part-time photographer in 1971 while still a journalism student. He became editor of the *New Hope Plymouth Post* in 1973 and photographer for all the *Post* newspapers in 1977.

He received the Minnesota Newspaper Association's Herman Roe Editorial Writing Award in 1977 and won both writing and photography awards for coverage of fires from the Minnesota Fire Chiefs Association.

The *Murphy Reporter* recently learned of the following deaths.

**Paul Stanley Behl, M.A. '76**, former publisher and owner of *Starbuck Times*, died November 28, 1987.

**Raymond Schneider, '28**, longtime business manager of the *St. Paul Catholic Bulletin*, died July 13, 1987.

**Jack Wagner, '55**, printer for the *Aitkin Independent Age*, died May 16, 1987, at age 66.

Editor's note: In the winter 1988 issue, the *Murphy Reporter* reported the death of **Virginia C. Bryngelson, '47**, in June 1987. Bryngelson's maiden name was Caldwell.

## ALUMNI NOTES

### 1930s

**Joe Hendrickson, '35**, retired as editor of the *Pasadena Star-News'* award-winning sports section in 1980. He hopes to have the new edition of his book, "Tournament of Roses — 100 Years," in print by November. Hendrickson was sports editor for the *Minneapolis Tribune* and *Esquire* magazine, as well as director of the Joe Hendrickson Associates public relations agency in collaboration with General Mills. In 1979 he was the subject of a *Long Beach (Calif.) Independent* story about his adventures as a result of his nickname among sports colleagues — "the Senator." He reports that he's a "pathetic golfer" but recently made an official hole-in-one.

**Edward W. Harding, '37**, lives in Minneapolis and retired in 1981. Since then he has been publishing an investment newsletter aimed at people of retirement age.

**Joyce Ireton Lund, '31**, edited the *Wabasha County (Minn.) Herald* after graduation and then became a correspondent for newspapers in Rochester, Winona and Red Wing and for the Associated Press and United Press International. She served as a representative in the Minnesota Legislature in 1955 and '56.

**Martin Quigley, '38**, is author of *The Crooked Pitch: The Curveball in American Baseball History*. The book, published by Algonquin in 1984, recently was reissued in paperback. A recent review of the book calls it "a classic of its kind" that "no baseball library should be without."

### 1940s

**Warren K. Agee, M.A. '49**, was awarded the 1987 Distinguished Teach-

ing in Journalism Award by Sigma Delta Chi, Society of Professional Journalists. Agee, dean emeritus of the University of Georgia's School of Journalism and Mass Communication, was honored in November at the society's national convention in Chicago for his "dedicated work in the classroom and for maintaining the highest professional standards," according to *The Quill*. Agee, dean of Georgia's journalism school from 1969 to 1975, recently retired as a journalism professor. He was presented the University of Minnesota Outstanding Alumnus Award in 1973. He is the editor of two books and co-author of another text, *Reporting and Writing the News*, which was recently translated into Chinese. He has a doctorate in American studies, earned in 1955.

**Marjorie Twedt Benson, '44**, retired recently from her job as editor of a monthly magazine for an international trade association. She was director of public relations for the association for a time. Benson also has freelanced and worked on a daily newspaper and a magazine. A Bloomington resident, she'll do part-time work for the association now.

**John Broberg, '42**, is retired but "going great guns at freelancing and fiction writing." Broberg began his career at the *Minneapolis Star-Journal*, doing everything from general-assignment reporting, book reviews and editorials to photography and rotogravure. He switched to WCCO Radio, helping produce the "Noontime News." In 1944, he headed for California and a job at NBC News. Then he worked at KABC for a number of years as a writer, assignment editor and producer.

**Robert E. Enlow, '48**, is author of a genealogy, "A Family Happenstance Tree," published in 1987 as a hard-bound book by him and his wife, Helen. Since graduation Enlow has written

about agriculture and the biological sciences for newspapers and magazines. He was the second graduate of the University's agriculture journalism program. He is a past editor of *Agricultural Research* magazine, published in Washington, D.C.

**Max Guttman, '48**, lives in Rehovot, Israel, where he is a volunteer magazine editor. He emigrated to Israel in 1984, after 30 years in his family's business in Minneapolis and a stint as news editor for the Fargo, N.D., radio station WDAY.

**Robert W. Hefty, '41**, is a public relations consultant to Detroit Edison and the Detroit Strategic Planning Office. He retired from Ford Motor Co. in 1982 after 30 years in public relations there. He was director of creative services for Detroit Edison before becoming a consultant.

**E.O. (Bill) Hockstedler, '48**, reports that he's spending his retirement teaching journalism at Western Kentucky University in Bowling Green. He's teaching basic reporting and editorial and feature writing.

**Robert J. Hohman, '48**, resigned in January as managing editor of the Minneapolis Heart Institute's *Heart Bulletin*. Before his five years in that job, Hoffman was executive vice president of the Minnesota affiliate of the American Heart Association for 25 years.

**Dorothy Kincaid, '49**, retired from the *Milwaukee Sentinel* in 1983 and returned to Minneapolis in 1985. She's enjoying retirement, which includes occasional writing assignments for *The Milwaukee Journal* (where she also was on staff), travel, cross-country skiing and flute lessons.

**Neil Mattson, '48**, publisher of the *Warren (Minn.) Sheaf*, celebrated the SJMC graduation of his son, Duane, in 1987.

**Roy L. McGhee, '46**, worked for the *Jefferson City (Mo.) Post-Tribune* and United Press International in the Midwest and Washington, D.C. He worked 22 years for the wire service. Since 1972, he has directed the U.S. Senate Periodical Press Gallery. Now he's busily preparing for magazine coverage of the Democratic and Republican national conventions.

**Robert B. Pile, '41**, has retired as senior vice president and executive committee member at Campbell-Mithun Inc. Two books by him have been published: *Letters from a French Windmill*, a collection of travel letters originally published in the *Minneapolis Tribune*, and *Panic in the Morning Mail*, a novel about the advertising business. The latter was reviewed and excerpted by *Advertising Age* magazine. His latest novel, *Crisis Every Fifteen Minutes*, is to be published this year.

**Gerry Sohle, '45**, recently retired after 26 years in public relations for the American Red Cross, Los Angeles chapter. She was editor of the *Minnesota Daily* in 1944 and '45.

**Sigurd B. Vikse, '49**, recently retired after 36 years with the Naval Systems Division of FMC Corp., where he was technical writer, supervisor of technical writing, assistant manager of technical publications and manager of customer training. He was an executive-on-loan to the United Way of Minneapolis during its 1985 and 1987 campaigns.

**Carlos S. Whiting, '47**, is "semi-retired" after 40 years of ghost-writing in Washington, D.C. He lives in Silver Spring, Md., and Los Altos, Calif.

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# ALUMNI NOTES

## 1950s

**Curtiss Anderson**, '51, is the editorial director of Hearst Magazines' development division and also serves as assistant to William Randolph Hearst III, editor and publisher of the *San Francisco Examiner*.

**Frank Anton**, '57, has become a consultant for Northwestern National Life, having taken early retirement from his job as advertising and sales promotion director for the company. Anton served as president of the Minneapolis Aquatennial Association in 1986, national president of the Life Insurance Communicators Association in 1984 and chairman of the Minneapolis Community College's Citizens Advisory Board from 1984 to '86. Currently he's a member of the University's Women's Intercollegiate Athletics Scholarship Fund Council.

**Marilyn Bailey**, '54, is topics editor and wire feature news editor of the *Star Tribune*. She recently was honored by the Herbert Hoover Presidential Library Association of West Branch, Iowa, for an October 1987 story on the Hoover Presidential Library-Museum in West Branch. The award, given to journalists for excellent stories that focus on Herbert and Lou Henry Hoover, included a \$100 cash prize.

**Thomas F. Barnhart, Jr.**, '50, is "semi-retired" and living in Seattle. He serves as editor of a monthly magazine for Washington Trucking Associations and feature editor for *The Pacific Maritime Magazine*. He also writes advertisements, brochures and reports. He takes time out for sailing.

**William E. Gilbertson**, '52, recently retired after 32 years with the Foreign Broadcast Information Service (FBIS), a government press-monitoring organization. He spent 20 years overseas in Asian, European and Middle Eastern bureaus, working as a translator, radio monitor, editor and bureau chief. Before he joined the FBIS, he worked for the Associated Press and the *Appleton (Wis.) Post-Crescent* as a reporter.

**Pauline Bjerke Gough**, '57, recently was promoted from managing editor to editor of the *Phi Delta Kappan*. The *Christian Science Monitor* recently referred to the publication as "the most prestigious of the education journals."

**Edward L. Peffer**, '50, is in his 34th year at the Los Angeles Archdiocese weekly, *The Tidings*. He lives in Cypress, Calif.

**Richard E. Reed**, '58, is an author and publisher. He owns Prasad Press, which specializes in self-help books. Books by Reed and his wife, Janet, include *How to Create Love in Your Life* and *52 Unique and Exciting Ways to Meet Your Lover*. He also recently produced an audiocassette, *The Prasad Love Tape*.

**Mitchell Rukavina**, '52, has been promoted from associate editor to technical editor for Rock Products Magazine, a leading trade journal in the non-metallic mining industry. He lives in Kenosha, Wis.

**Joe Sullivan**, '54, has accepted the position of vice president and account supervisor at Carmichael Lynch in Minneapolis. He is heading up the McDonald's Restaurants account at the advertising agency. Before he made the switch, Sullivan spent 15 years in marketing, advertising and public relations at National Car Rental.

## 1960s

**Mary M. Abell**, '65, has been recovering from eye surgery performed in October. She lives in Duluth.

**Sylvia Allen**, '60, is an adjunct management professor at New York University and the author of *How to Prepare a Production Budget for Film* and *A Manager's Guide to Audio-Vis-*

*uals*. The marketing, advertising and public relations firm she founded in 1980, The Allen Group, recently acquired Stanley G. House and Associates, a public relations firm. Allen continues as president and creative director of The Allen Group, which in March was named one of the 10 fastest-growing private companies in New Jersey by *Business Journal of New Jersey*.

**Don Boxmeyer**, '66, has written a column for the *St. Paul Pioneer Press Dispatch* for five years. Boxmeyer began with the paper in 1966 and has served as general-assignment reporter, City Hall reporter, legislative reporter, environmental and science specialist, and feature writer and editor.

**The Rev. Peter E. Gillquist**, '60, serves as publisher of Conciliar Press in Mount Hermon, Calif., and of award-winning *Again* magazine. He also is director of missions and evangelism for the Antiochian Orthodox Christian Church of North America.

**Patricia Goodwin**, '69, has been named vice president of marketing for First Bank System's Financial Services Division, which includes the company's mortgage, insurance, trust and brokerage services. Formerly she was vice president of public relations for the First Bank System.

**Beverly Kees**, '63, recently was appointed executive editor of the *Fresno (Calif.) Bee*. She was vice president and editor of the *Gary (Ind.) Post-Tribune*, beginning in 1984. Kees began her career at the *Minneapolis Star* and had various jobs at the *Star* and the *Minneapolis Tribune* before becoming assistant managing editor of the latter in 1974.

**Carol A. Kerner**, M.A. '67, has been promoted to senior vice president of communications at IDS Financial Services Inc. in Minneapolis. She also is a member of the IDS senior management group and the company's board of directors. Her professional experience includes several other corporate and higher educational communications positions, college teaching and sports broadcasting, all in the Twin Cities. She is a member of the Citizens League board, the Downtown Council of Minneapolis board, the Hamline University board of trustees and the Women's Economic Roundtable.

**Hans H. Knoop**, '66, has been named assistant vice president for university relations at the University of South Carolina. He was editor-in-chief of the *Minnesota Daily* and worked on daily newspapers in Minnesota and South Carolina before switching to educational public relations in 1972.

**Les Layton**, '69, has expanded his direct-response advertising agency, Layton Communications Inc., and moved to new corporate headquarters. Before he launched his firm in 1983, Layton was an award-winning business and investigative reporter for the *St. Paul Pioneer Press Dispatch* and the *Miami Herald*. He also did advertising work, direct marketing and public relations for 3M, IDS and others.

**Daniel E. Martin**, '61, was the focus of a July 1987 cover story by *New Times*, a weekly news and arts journal published in Phoenix, Ariz. In 1980 Martin and his wife, Elaine, became owners of Parr of Arizona, a Phoenix business that markets custom-made male undergarments and swimsuits worldwide. The enterprise also markets women's swimwear.

**Dave Mona**, '65, **Scott Meyer**, '72, **Denny McGrath**, '63, saw their Minneapolis public relations firm, Mona, Meyer & McGrath, named in the pages of *INC.* magazine recently as one of the fastest-growing privately held compa-

nies in the United States. The firm showed a 551 percent sales growth from 1982 to 1986. Over that period, the firm went from five employees and \$250,000 in net sales to 22 employees and \$1.6 million in net sales.

**Dennis Nustad**, '62, is a vice president and account supervisor at BBDO in Minneapolis. Accounts he oversees include Hormel & Co., Spam Luncheon Meat, Cargill Corporate Advertising, Minnesota Public Radio, Minnesota Special Olympics and Film in the Cities.

**Jerry Schmidt**, '60, is director of marketing for Serenity Lane, a chemical dependency treatment center with offices in several cities in Oregon. He was president of Advertising Services, a full-service agency, from 1969 to 1982. He served as an adjunct professor at the University of Oregon School of Journalism in 1985 and '86.

**Stone K. Shih**, M.A. '67, has been named president of the *Central Daily News*, official paper of the Kuomintang party in the Republic of China. Shih, a media researcher, had been head of TTV network.

## 1970s

**Betty V. Beier**, '77, a financial marketing communications specialist at IDS, has been named president of the Twin Cities Chapter of Women in Communications Inc.

**Greg Breining**, '74, is a freelance magazine writer and book author, editor and designer. He reports that his "travels during the past year have been ill-timed — Iowa during a July heat wave and Siberia in January."

**Greg Carlson**, '70, has been named executive director and alumni director of District 287 Foundation for Hennepin Technical Institute.

**Pam Stadther Carlson**, '77, recently was promoted to director of advertising and promotion for United Way of Minneapolis Area. With United Way since 1978, Carlson is now responsible for advertising, special events and major meetings.

**Catherine Nierengarten Cleary**, B.A. '63, M.A. '79, has been appointed Menomonie bureau chief for the *Eau Claire Telegram*. For 5½ years she was a section editor for *The Country Today*, a statewide Wisconsin farm weekly. In 1987 she won first place in a Wisconsin Newspaper Association feature-writing competition.

**Karen Doyme**, '79, has been promoted to vice president at Fleishman-Hillard Public Relations in Washington, D.C. She joined the firm in 1986, leaving her job as press secretary to U.S. Sen. David Durenberger (R-Minn.).

**Bruce Gefvert**, '72, recently was promoted to new business development manager in the Home Products Division of 3M. His job is to identify business opportunities for the division. He lives in Hudson, Wis.

**Boyd Hagen**, '71, lives in New York City, where he owns his own photo studio. He does work for advertising, corporate and editorial clients. His photographs have appeared in *Time Magazine*, *Fortune*, *Rolling Stone* and other magazines. He's working on his first book project.

**Roberta Henrikson**, '75, works as a manager of advertising and promotion for Control Data Corp.

**Bruce E. Johansen**, '75, is an associate professor of communication at the University of Nebraska at Omaha. In December he testified to the U.S. Senate Select Committee on his book, *Forgotten Founders*, at the request of the committee. The book's latest edition was published in 1987. He has contributed to *The Progressive* and other national magazines.

**Kathryn S. Kahler**, M.A. '77,

recently was elected chairwoman of the Board of Governors of the National Press Club. Kahler is a national correspondent for Newhouse Newspapers, for which she covers the Justice Department, Supreme Court and national legal affairs.

**Monica Kelly Kovalchuk**, '77, has emerged from 18 months of "semi-retirement, which I spent remodeling my home and learning to golf," to take a job selling advertising for *Minnesota Home & Design* magazine. The magazine is published by MCP Inc.

**Stephen J. Larson**, '71, is advertising manager for Nifty Nickel Publications, which publishes six specialty publications and two weekly shoppers. He lives in Las Vegas.

**Thomas P. Lowe**, '77, is a 1984 graduate of William Mitchell College of Law. He's practicing law with the firm of Hauge, Eide & Keller, P.A., in Eagan.

**Sara M. Meyer**, '77, works for Minnesota Public Radio as an FM network news editor.

**Steve Morawetz**, '77, has joined the Minneapolis office of Padilla, Speer, Burdick & Beardsley Inc. as a senior account executive. Before he took the job in 1987, he was senior account executive for Wallace Public Relations, managing editor at WTCN-TV (now KARE-TV) and director of news operations at KDLH-TV in Duluth.

**Jane Muschamp**, '77, ended her six-year account executive's career at Benton & Bowles and Young & Rubicam to start her own New York City video communications consulting firm in 1979. Before she made the jump, she took a 13-month trip around the world.

**Susan Busch Nehring**, '77, has been awarded accreditation by the Public Relations Society of America. She is an account manager with Colle & McVoy Public Relations in Bloomington.

**Barbara L. Schmidt**, '75, was promoted in 1987 to director of banking group public relations for Norwest Corp. She recently was honored by the United Way of the St. Paul Area as outstanding board member in the area of organizational advancement.

**David C. Truax**, '74, has been appointed worldwide marketing manager for Pako Inc., Graphic Products Division. He supervises domestic and international marketing of automatic film processors. He lives in Maple Plain.

**Renee F. Wilson**, '78, recently was named deputy director for programs of the Health Promotion Program for Urban Youth. The Boston City Hospital program is designed to reduce major health problems among adolescents through outreach and education. Wilson formerly was a managing editor for the Women's Educational Equity Act Publishing Center, funded by the U.S. Department of Education. She lives in Dorchester, Mass.

**David A. Zarkin**, '70, lives in St. Paul, where he writes news copy, takes photographs and organizes communications training programs for the Minnesota Department of Jobs and Training. Recently his work won awards in the Northern Lights contest of the Minnesota Association of Government Communicators.

## 1980s

**Stuart P. Aase**, '80, joined the *Sacramento Union* in 1986 as an assistant city editor. Before that, he worked for four years as a reporter for the *Quad City Times* in Davenport, Iowa.

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Kerner



Schmidt

# ALUMNI NOTES

**Gail Anderson**, '87, is a foster care counselor for the Nekton Family Network, which serves the mentally retarded and mentally ill, in St. Paul.

**Lawrence Arturo**, M.A. '87, lives in Subjaco, W.A., Australia, and is seeking work in the development field.

**Dan Barnes**, '80, is director of operations for Electronic Publishers Inc. (EPI), a Twin Cities developer of cable television graphics systems. He was assistant systems editor at *The Miami Herald* before he helped found EPI in 1985.

**D. Hayne Bayless**, '83, is a copy editor at the *New Haven* (Conn.)

*Register* after four years there as a reporter. A year ago he went on a two-week reporting and photography assignment to Nicaragua. He spends his free time making pottery and teaching the craft at a local art school.

**Julie Bantes Berg**, '81, is working toward a master's degree in training and development at the Vo-Tech Education Department at the University. She hopes to work as a training designer and instructor. Before going back to school, she trained various clients to use personal computers.

**Greta Hesse Bowden**, '84, is a writer and researcher for the Minnesota Senate and handles public relations for 12 state senators. Earlier she worked for two years as a reporter and editor for the Associated Press and for six months as a speechwriter for U.S. Rep. Gerry Sikorski (D-Minn.).

**Susan M. Carlson**, '87, is an editor in the marketplace division of MSP Publications in Minneapolis. She writes, edits and supervises production of eight publications.

**Ellen Carroll**, '83, is a technical writer for SAI Comsystems in San Diego. She writes about computer software and hardware. Earlier, she developed training courses for software and hardware consumers for Courseware Inc. in San Diego.

**Katherine A. Morgan Chang**, '84, is a staff writer in the marketing division of United Way of Minneapolis. She writes and produces newsletters and brochures.

**Marsha Connor**, M.A. '83, is a systems support analyst at US West in St. Paul. She manages telephone service for federal markets in five states. She also has worked as a supervisor of advertising and promotion.

**David C. Coulson**, Ph.D. '82, is an associate professor and director of graduate studies at the Reynolds School of Journalism at the University of Nevada-Reno.

**Jean Marie Courtemanche**, '87, is a copywriter for Fingerhut Corp. in Minnetonka. She writes direct-mail catalogs and advertisements.

**Kendell Cronstrom**, '87, works as editorial assistant to the executive literary editor of *Vanity Fair* magazine in New York City.

**Jackey Gold**, '87, is a U.S. Peace Corps volunteer in Cameroon, West Africa.

**Judy Harju**, '83, is a marketing communications specialist for the Center for Corporate Health Promotion in Washington, D.C. She coordinates public relations and advertising activities for the company.

**Tom L. Hoffa**, '85, is director of student affairs at the School of Communication Arts in Minneapolis. He edits two school publications, *The Communicator* and *Career Focus Magazine*.

**Kathleen Holm**, '87, is managing editor of the Youth News Service, a cooperative news service for the high school press nationwide based in Washington, D.C.

**Steven D. Homan**, M.A. '83, is a

copy editor for *Star Magazine*, a weekly celebrity magazine. He lives in Connecticut.

**Fran Howard**, '87, is an editor for the University of Minnesota, St. Paul campus.

**Kathy Barrett Huston**, '81, works as an account executive at Hedstrom/Blessing in Minneapolis, where she oversees the design and photography of corporate advertising materials for Pillsbury and General Mills. "The [Pillsbury] Doughboy and I have become great friends!" she writes.

**David Jacobson**, '87, is an assistant editor for *Inside Tennis*, a monthly regional magazine. He lives in San Francisco.

**Livi A. Juonuma**, Ph.D. '87, is an assistant professor of journalism at Keene State College in Keene, N.H.

**Stephen Kirscht**, '87, is a reporter at KOTA-TV in Rapid City, S.D.

**Christine Evans Kirstukas**, M.A. '87, is an assistant in the public affairs department of Contel in St. Paul.

**Susan M. Kohlbrand**, '87, works as a marketing intern at Northwest Airlines Credit Union, writing copy for various promotional publications.

**Steve Kurtz**, '86, is an ad copywriter at Miller Meester Advertising in Minneapolis.

**LuAnn E. Larson**, '87, is a major in the U.S. Army, stationed at Fort McPherson, Ga. She is a plans and policy officer in the Office of the Director of Public Affairs.

**Mary Larson**, '87, is a communications specialist for Domain Inc., an animal nutrition and service company in New Richmond, Wis.

**Paul Lester**, M.A. '83, is an assistant professor at the University of Central Florida Communications Department in Orlando, Fla. He teaches visual communication and photojournalism courses.

**Lori Lever**, '87, is a research assistant for the Quester Communication Development Co., a market research firm in Des Moines, Iowa.

**Jeffrey Litvak**, M.A. '87, is an editorial product manager at CText Inc., a newspaper software producer. Previously he was the technology studies coordinator at the Gannett Center for Media Studies in New York City.

**Durwin Long**, '83, recently joined Foodmaker Inc., owner of Jack in the Box restaurants, as a public relations manager. He lives in La Mesa, Calif.

**Crystal Lund**, '87, is a freelance reporter for the Post Publishing Co. in New Hope.

**Charlotte A. Lundstedt**, '82, was recently promoted to vice president of Griffin Real Estate Co. She will oversee marketing communications, corporate planning, administrative services and sales information systems for the firm. She lives in Apple Valley.

**Amy Y.C. Mak**, '85, is an editor for *World Importer*, a trade journal in Hong Kong. Before she took the job in December 1987, she was a public relations officer for a stock exchange and a charitable organization.

**Thomas Mara**, '87, is a traffic coordinator for The Haworth Group Inc., a media service agency in Minnetonka.

**Jill Reilly Mau**, '86, is an advertising sales account executive for Rainbow Foods Advertising Distribution. She

lives in Eden Prairie.

**Craig R. McNamara**, '81, has been a copywriter for Bozell, Jacobs, Kenyon and Eckhardt in Minneapolis for 4½ years. His advertisements have won several local and national awards. He recently helped plan an event honoring local advertising professionals.

**Terry Mancel**, '87, does reporting and photography for the Minnesota Suburban Newspapers.

**Mary Mihelich**, '85, recently was named assistant athletic director for promotions and marketing at Northern Illinois University in DeKalb. Before she took the job, she was executive assistant in promotions and marketing at the University and, prior to that, promotions director at KTCZ-FM/KTCJ-AM radio in Minneapolis.

**Bill Mintz**, '80, is a marketing director for Hawaii's 137 credit unions. He founded the AIDS Foundation of Hawaii, the state's only AIDS service organization.

**Lisa Munsell**, '87, is a media planner for Campbell-Mithun Inc. and works on the 3M account. She lives in Minneapolis.

**Christine Murakami**, '86, is a publicity manager for the Ordway Music Theatre.

**Cynthia Osborn**, '85, recently wound up four years at 3M Corp. to spend some time writing fiction. Besides her work in marketing communications management at 3M, Osborn has worked at Sea Grant as a communications specialist and at KUOM Radio as a newswriter. She expects to return to marketing and says hello to friends.

**Claire Caroline Olson**, '86, is finishing her second year at the University of Minnesota law school and working at the Minneapolis City Attorney's Office.

**Steve Pennas**, '86, was named executive director of the North American Fishing Club and promoted to managing editor of its new national fishing magazine, *North American Fisherman*. He recently completed his first book, *North American Hunting Adventures*.

**Sherry Peters**, '87, lives in Hartford, Conn. She is a freelance photographer for *The Hartford Courant*, the Associated Press and various publications and public relations agencies.

**Kate Peterson**, '87, is a news assistant for Minnesota Suburban Newspapers in Burnsville. She covers local government.

**Ellen Smith**, '87, does general-assignment and medical reporting for *The Duluth News-Tribune*, where she has worked for about a year.

**Caryn Challengren Salmon**, '83, is a marketing specialist for Meriter Health Services in Madison, Wis. Earlier she worked as a public relations account executive with advertising agencies in Atlanta and Minneapolis.

**Randa Nabeel Shaath**, M.A. '87, is a photographer for a children's books publisher in Cairo, Egypt.

**Patrice Piper Siefert**, '81, now works as a marketing associate for AAA Minnesota, after six years in media planning at Twin Cities advertising agencies.

**Jill A. Smith**, '87, is a Westlaw data administration coordinator at West Publishing Co. in St. Paul.

**Anne Edge Sonnee**, '83, works as a corporate communications coordinator for Short-Elliott-Hendrickson Inc., a St. Paul engineering consulting firm.

**Mary Steffl**, '87, is an information officer for the Minnesota Department of Transportation. She writes and edits employee publications, produces slide shows and does graphic design and keylining.

**Jane Strovass**, M.A. '82, is an associate editor of *The Physician and Sports Medicine*, published by McGraw-Hill. She lives in Edina.

**Kathryn M. Susag**, '84, has joined the Independent Republican Caucus of the Minnesota House of Representa-

tives as a media writer. She was formerly the assistant managing editor for features at the *St. Cloud Daily Times*.

**Jill K. Swenson**, '85, is marketing director for the management consulting division of Touche Ross. She lives in Chicago.

**Becky H. Tighe**, '84, is a staff writer in the creative department of Fingerhut Corp. in Minnetonka.

**Greta Berg Wedell**, '86, is an account executive for John Risdall & Associates Advertising Inc. in New Brighton.

**Tom Wilkowske**, '87, reports on education issues and outdoor recreation for the *Winona Daily News*.

**Pam E. Wolf**, '87, is a producer for City Post Inc., a film post-production house.

**Karen Wright**, '87, has been hired as a general-assignment news reporter for KEYC-TV in Mankato. Following graduation, Wright toured with the National Band and Chorus USA to Australia, New Zealand and Hawaii; she also worked as a communications assistant at the Minnesota Farm Bureau Federation.

**Terri Yablonski**, M.A. '87, is a staff writer for *American Jewish World*, a weekly newspaper published in Minneapolis.

**Barbara Zimmerman**, '81, is a training administrator for the Minneapolis and St. Paul offices of Peat Marwick Main and Co., certified public accountants. She also works as a photographer for the Minnesota Women's Political Caucus. She's a board member of the Cystic Fibrosis Foundation and editor of the organization's *CF News*. Also, her poetry has been published in the *Madison Review*, *Warm Journal* and *Loonteather*.

## IN BRIEF

Tom Larson won a national award in the best spot-news reporting category for a report in the *Minnesota Daily* on the acquittal of three former University basketball players who had been charged with criminal sexual conduct. Larson's story was entered in the 1986-87 Society for Professional Journalists, Sigma Delta Chi Mark of Excellence Contest. Professional journalists around the nation evaluated more than 2,500 entries by college students; awards were announced in October. Larson was awarded a \$100 prize. □

## Yodelis Smith

continued from page 2

practice, and the Charnley Chair will enhance that balance. We are gratified that Graham Hovey kicked off the drive for the Charnley Chair with a most generous gift. We will continue our active campaign to raise funds for the Charnley Chair and for other needs of the School.

Although your very generous support has helped the School maintain its national leadership in journalism education, I would be remiss if I did not also share with you our own problems. We are drastically short of faculty. Murphy Hall was built for a student body of 200. We have far exceeded its capacity. The last capital fund drive in 1981 and '82 provided the School with state-of-the-art equipment. After six years of daily student use and normal wear and tear, the equipment is worn out and obsolete. We do not expect our laboratories to be state-of-the-art, but we do need to provide students with a reasonable facsimile of what they will find in the professional world. We will be continuing to ask you for help. □



Bayless



Lester



Lundstedt



Gary Murphy of Cork, Ireland, competes in a "Best Irish Tenor" singing contest in St. Paul. Murphy later won the contest. The photograph by Kate Horgan is part of her M.A. Plan B project, focusing on the experience of Irish immigrants in the Twin Cities.

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