

# Murphy Reporter

## Sevareid honored at SJMC

Eric Sevareid was honored at the special October 26 alumni reception to raise funds for the newly-established Eric Sevareid Library Endowment Fund.

More than 100 Twin Cities alumni and friends gathered in Murphy Hall to meet and talk with the former CBS commentator.

Professor Emeritus George Hage introduced Sevareid, who referred to Sevareid Library, saying, "It's nice to see your name on something tangible." The library was dedicated to Sevareid in 1980.

Sevareid focused his comments on the state of journalism. "Journalism, journalists and our country are all better than they used to be . . . Today the role of the newsperson is more critical.

"But students are becoming too concerned with the methodology of journalism," he warned. "They should get profoundly involved in subjects such as philosophy, religion and history. There are three things journalism students should study: the history of the press, the law of the press, and the literature of the press."

Sevareid, who said he never wanted to be anything other than a journalist, gave some advice to those starting out in journalism.

"They have to learn to use the language. People aren't less intelligent today, they're just not as well trained. To be a communicator you must have something to communicate and a means to communicate it," he said.

Sevareid concluded, "Journalism is the most frustrating and gratifying of professions."

Alumni Association President Terry

Randolph made a presentation to Sevareid on behalf of SJMC alumni.

Sevareid has donated a large monetary gift to the Eric Sevareid Library Endowment Fund.

Sevareid, 73, was born in Velva, N.Dak. He graduated from Minneapolis Central High School in 1930, then came to the University where he majored in political science, minored in journalism, wrote for the *Minnesota Daily* for three years, and was a student activist.

After graduating from the University, he spent the next ten years working on foreign assignments for CBS. He traveled to and reported from France, Germany and China. He served as the CBS war correspondent during World War II and reported on the course of the war through France and Germany.

After the war Sevareid returned to the CBS Washington Bureau and worked part of the time as chief Washington correspondent.

In 1964, Sevareid was appointed national correspondent for CBS news. He continued his regular analyses on the "CBS Evening News" and his involvement in CBS news coverage of major political events. After four decades of newswork (as newspaper reporter and editor, war correspondent, radio news broadcaster, and television commentator and columnist), Sevareid retired from network television in 1977.

He is the author of several books, the first of which he wrote at the age of 18. His most recent publications are *In One Ear*, *Small Sounds in the Night*, and *This is Eric Sevareid*.

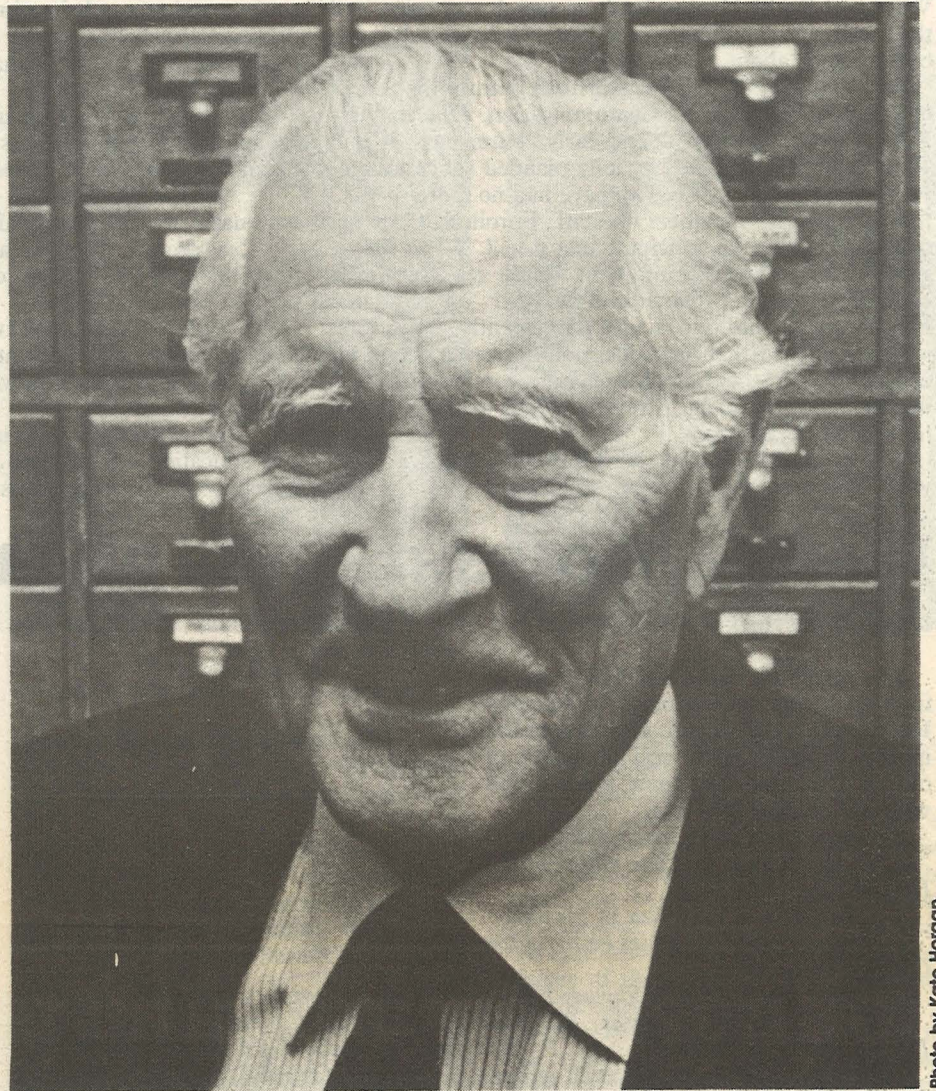


Photo by Kate Horgan

## Grads' paths cross and merger results



Clockwise from upper left: SJMC alumni David Mona, Scott Meyer and Dennis McGrath, with Executive Vice President Sara Gavin, of Mona, Meyer, & McGrath.

By Jackie Adams

Public relations? In their undergraduate years at Murphy Hall, David Mona, Dennis McGrath and Scott Meyer knew little about it. They knew less about one another.

But funny things happened on their way to becoming respected names on the Twin Cities business scene. They all gravitated into PR — and their professional paths kept crossing.

One day last spring, the three sat down to a seemingly inevitable conference. Over breakfast, they discussed pooling their talents.

The result is Mona, Meyer, & McGrath, the area's largest PR firm and the 18th largest in the nation, with expected 1986 net fee income of \$4 million. It was formed in September, when Mona & McGrath Public Relations merged with Dorn Swenson Meyer Inc., of which Meyer was president.

The three men arrived at the glassy elegance of 8400 Normandale Blvd. by circuitous routes. Mona wanted to be a newspaper reporter — and was. McGrath wanted to be a newspaper reporter — and was disappointed. Meyer wanted to go into politics — and did for a while.

"People of our vintage often went into public relations by happenstance," observes McGrath. "That's not the case today."

Mona, the catalyst in the whole thing, had a credible media job while he was still

in college. WCCO-TV gave him a scholarship, and he worked there for three years. He was, among other things, editor of a late-night 10-minute spoof of the news called "Bedtime Nooz," with dean of local newscasters Dave Moore. He was also sports editor of the *Minnesota Daily*.

In those days, Murphy Hall annually sponsored a dinner at which students could meet media managers and talk about jobs. Convinced that no jobs were to be had locally, students stayed away in droves. But Mona, about to graduate in 1965, went because "I had a suit and lived near campus."

He sat next to Daryle Feldmeir, then managing editor of the *Minneapolis Tribune*, and they became instant buddies. Before long, the *Tribune's* cityside and sports department were fighting over Mona. Eventually he worked for both.

Times changed at the *Trib*, and by 1969, "they quit telling me I was doing a good job," said Mona. "In our business, ego is a big factor." By then married and wanting more money and better hours, he joined the PR department of Lutheran Brotherhood.

"I missed my byline," he admitted, "but my skills transferred well."

But he discovered he was totally lacking in one skill he needed in the PR field; he knew nothing at all about business. He learned about it in eight and one-half

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From the director

# SJMC reviews past, prepares for future

Dear Alumni and Friends:

Since I arrived in July, I have had the opportunity to meet many of you and appreciate very much the warm welcome. This has been a very busy fall quarter, highlighted by the visit of Eric Sevareid to his library, the kickoff of the University's capital fund drive, plans for a student bus trip to visit nearby community newspapers, visits with a large number of media professionals from the Cities, publication of the Jean Ward and Kathy Hansen book on search strategies, and the invaluable contributions of 25 professionals talking to our students about media careers.

As you know, this is a very difficult year for the School of Journalism and Mass Communication. Due to Jerry Kline's death, faculty illness, early retirements of Bob Jones and Robert Lindsay; long-planned sabbaticals of Jean Ward and C.C. Lee, we have had no more than 12 full-time faculty members on staff. Enrollment has not declined, nor do we anticipate that it will. While we are grateful for the teaching help of at least a dozen community media professionals this year, we know that we need to rebuild our faculty permanently. Therefore, we were pleased that the College authorized a search for new faculty. At the present time, our Search Committee, headed by Irving Fang, is reviewing 223 applications for four available positions.

The faculty also worked hard this fall to prepare a five-year planning and position report for the College.

Because that was an occasion for reviewing the School's strengths and weaknesses, as well as its needs, we tried to summarize some of the important contributions of our faculty during the last six decades. I would like to share those with you. The School's faculty:

- ... established the first research division in mass communication nationally
- ... developed media law and ethics and media management as areas of curriculum and scholarship
- ... introduced international mass communication courses and research in a journalism school
- ... established a center for research and study of media ethics and law, enhanced by the first endowed professorship of its kind
- ... pioneered research in journalism history, media economics, effects of mass media messages and campaigns, and many other areas
- ... established one of the first M.A. programs nationally in science journalism
- ... educated, at the graduate level, journalists and journalism educators from dozens of countries throughout the world
- ... authored leading texts in nearly a dozen areas of mass communication education
- ... developed an innovative curriculum in visual communication
- ... provided leadership in the major national journalism education organization, the Association for Education in Journalism and Mass Communication, with seven

Minnesota faculty serving as president

... provides the current president and some members of the national council that accredits 81 schools and/or departments of journalism and mass communication in the United States

... educated Ph.D.s who have led other important schools of journalism in the United States and abroad.

We know that you share the faculty's pride in these accomplishments. But in order to remain a strong leader in journalism education, the School will have to meet a number of pressing financial and personnel needs. In addition to rebuilding faculty strength, we need to begin again the cycle of replacing worn-out equipment in the laboratories with a computer network so that students have an environment in which our professional educational objectives can best be achieved. In addition, our administrative services also need to be computerized. We continue to rely on our friends and alumni to support the Eric Sevareid Library. Space is at a premium in Murphy Hall and the situation becomes critical next year when space will be reduced even more by remodeling to permit handicap access to the building and by adding permanent faculty. This is compounded by the fact that the faculty wishes to keep the *Daily* nearby.

We will keep you posted on SJMC developments. I hope that those of you whom I have not met will take the first opportunity to stop by and say hello when you are on campus again.

## Media professionals offer expertise to students

By Pat Gottschalk

The program launched last year of inviting media professionals to Murphy Hall continues to expand. Fall quarter has included SJMC grads and a variety of others sharing from their background with our current students.

- Speakers from newspapers included:
- Don Haskin, associate editor of the *Philadelphia Daily News*
  - Leon Carter, an editor of *Newsday*
  - Jackie Combs, graphics editor of the *Chicago Tribune*
  - Tim Lyke, editor of *Skyway News*
  - Lucy Dalglish, reporter, *St. Paul Pioneer Press and Dispatch*
  - Mitchel Pearlstein, editorial writer, *St. Paul Pioneer Press and Dispatch*
  - John Henry, publisher, *St. Paul Pioneer Press and Dispatch*
  - John Ullman, *Minneapolis Star and Tribune*

— Peg Meier, feature writer, *Minneapolis Star and Tribune*

Speakers from radio and television included:

- Joan Steffend, anchor/reporter, KARE-TV
- Ray Niekamp, assignment editor, KARE-TV
- Steve Thaxton, vice president, advertising and promotion, KARE-TV
- Stan Turner, anchor, KSTP-TV
- Curt Johnson, morning anchor, Minnesota News Network

Magazine writers included:

- Margaret Nelson, freelance writer for *Newsweek*, *USA Today*, *People*
- Alan Oppedal, executive editor at Miller Publishing Company, Minneapolis
- Marcia Kelly, associate editor, *Mpls./St. Paul* magazine
- Jim Thornton, freelance writer for *Minnesota Monthly* and *Corporate Report*

— Terry Monahan, freelance writer for a variety of magazines

- Advertising/Marketing/Public Relations professionals have included:
- Larry Cabel, executive recruiter, Hayden Associates, Minneapolis
  - John Jarvis, copywriter, Martin/Williams Advertising
  - Shelly Sippl, assistant account executive, Fall McElligott, Inc.
  - Dick Getchell, marketing manager, 3M Company
  - Ellen Endo-Dizon, vice president, Embassy Productions
  - Bob Blake, advertising, General Mills
  - George Fulton, vice president of planning and research services, Ruhr/Paragon Advertising
  - Greg Linnemanstons, marketing research, Pillsbury Company
- Photojournalism professionals have included:

— Bob Levine, staff photographer, *Minneapolis Star and Tribune*

- Donna Terek, photographer, *Minneapolis Star and Tribune* and freelance photographer
- Public relations professionals included:
- Rita Simmer, manager of communications, Super Valu Stores, Inc.
  - Fred Johnson, assistant director, Hennepin County Public Affairs
  - Mary Small, public relations manager, Abbott-Northwestern Hospital
  - David Farkell, president, Farkell & French
- We are very grateful for the generosity of these guests. Their visits are stimulating to the faculty and staff of SJMC as well as to students.
- We invite and encourage alumni participation. Phone 612/625-0833 or write Placement Office, SJMC, 111 Murphy Hall, 206 Church Street SE, Minneapolis, MN 55455.

## Grads From page 1

years at Multifoods, where he earned a reputation as an innovative young PR manager.

In 1978, Mona left Multifoods to become vice president of communications at Toro, the prosperous Minneapolis manufacturer of lawnmowers and snow blowers.

"It didn't snow for two years," recalled Mona, "and I ended up writing the hardest news release I ever had to write." He announced his own firing, along with those of the president of the firm and 127 others.

Enter serendipity. Mona coped with joblessness by opening David L. Mona and Associates in Edina in 1981. McGrath, who was running midwest operations for Doremus, a New York PR firm, took note.

"I didn't want to be his competition," said McGrath. In 1983, the two formed Mona & McGrath.

McGrath had worked in a variety of high-powered public relations jobs before joining Mona. It was not the career he had planned in college, however.

"I didn't even know what PR was," he said. "And we viewed advertising as the black arts. All I wanted to do was work for the *Star and Tribune*."

When he graduated in 1963, McGrath had an interview with the Minneapolis daily. He was given to understand that the paper wanted graduates of Eastern

schools. He didn't get the job.

"It was one of the most depressing days of my life," he said.

Already a husband and father, he took a bottom-rung PR position with Mutual Service Insurance in St. Paul. ("What the hell, Dennis," he remembers Prof. Mitchell Charnley saying, "a person should be able to make \$100 a week.")

At the insurance company, McGrath originated "Buckle Up and Live," the first seatbelt safety campaign. Later he worked for Kerker-Peterson advertising agency (twice), Carmichael-Lynch Advertising, Padilla and Speer, and Gelco, all in public relations jobs.

Along the way, he felt the same lack of business knowledge as Mona had. He joined Dain, Kalman and Quail investment bankers, not only as a PR practitioner, but to go through the company's broker training program.

With his new-found knowledge and a still-unsatisfied itch to be a journalist, he took a big pay cut to spend a year editing *The Gold Letter*, a pricey and prestigious new weekly business newsletter. By the time he joined Mona, McGrath knew PR from both the business and the media perspectives.

Meyer had no interest in being a reporter at all. He wanted to be a high school journalism teacher and tournament-winning basketball coach. And most of all, he wanted to enter the political arena.

When he graduated from Murphy Hall in 1972, there was an oversupply of

teachers. So he parlayed his college job in the mailroom at Piper Jaffray into the beginning of a career; he proposed and started an employee publication there.

He also got elected to the New Hope City Council and helped in Rep. Bill Frenzel's congressional campaign. Frenzel offered him a job working for the House Ways and Means Committee in Washington. Newly married and concerned about security, Meyer reluctantly turned it down. By age 27, he was assistant vice president in charge of advertising and public relations at Piper Jaffray.

At the time, Mona was working for Multifoods, three floors above in the same building. One day Meyer got a phone call from Mona: "How would you like to move up?" Meyer joined Multifoods, and the association between the two men began.

Meyer subsequently went on to First Bank Minneapolis, and in 1980 to Control Data, eventually directing its worldwide public relations operations. In 1984, Bill Dorn talked him into joining his Minneapolis PR firm.

"The first and worst call I had to make was to Dave," said Meyer. "I didn't want to go into competition with him."

But a helpful Mona offered him advice instead of hostility. When Meyer became president of the reorganized Dorn firm, he began to think about a merger with Mona & McGrath.

What does the merger mean to the new firm, and to the local PR industry in

general?

Mona says the three men share a lot of common values, one of them being that "our credibility is more important than any one of our clients."

They also shared, he says, a frustration that a lot of the biggest local PR accounts were going to New York and Chicago firms. They hope to offer the services necessary to keep some of those accounts here.

The firm's services including producing business publications (currently for such giants as Honeywell and Pillsbury), media relations (symbolized by the news release), marketing support (helping make products known), and sports marketing.

This last area has been a big one for the firm. Its accounts include the Minnesota Twins and North Stars, and it handled the Twin Cities' successful bid to host the NCAA basketball Final Four tournament in 1992. Mona created the Kaiser Roll Wheelchair Championships. And he freelances a sports show for WCCO radio.

The trio directs operations from posh 12th-floor offices that boast an impressive view of Normandale Lake in Bloomington. The decor is by Mona's wife, Linda, who owns an interior design company in the same building. Another Mona, Meyer, & McGrath office is at Fourth Avenue and Seventh Street in downtown Minneapolis.

It's been quite a journey from Murphy Hall.

# Search is on for new faculty members



Irving Fang

By Mark Plenke

At least two and as many as four new teachers may be added to the SJMC faculty next fall. The search committee that will recommend interviewees for the tenure track assistant and associate professorships began reviewing applications Nov. 15.

The committee chair, Professor Irving Fang, said SJMC's first priority will be to fill a position in advertising.

The committee also will try to fill other existing vacancies, particularly in broadcast journalism, news-editorial, international mass communication, and theory and methodology.

College of Liberal Arts Dean Fred Lukermann has authorized searches for two positions with the understanding that four positions may be filled if superior candidates apply.

The vacancies have been caused by retirements and departures in recent years. Fang said that even hiring four new people won't bring the faculty back to full strength.

The committee placed ads in academic and trade journals last spring and summer

asking for "seasoned professionals who are in a position to contribute effectively to our educational mission in their fields and to carry forward the tradition of excellence for which our School is noted."

The ads invited both professionals and academics to apply and encouraged applications for a broad range of teaching specialties.

The school is looking for people to teach both graduate and undergraduate courses and do research. The ads asked for a bachelor's degree as a minimum qualification, with a preference for Ph.D.s in academic positions.

The search attracted more than 223 applications from across the country, according to Fang. He estimated that the committee would recommend 8 or 10 names to the faculty, depending on the number of positions the committee believes could be filled with qualified people.

Those finalists will be invited to the campus for interviews, a public lecture and meetings with members of the professional community.

The full faculty will then make its

hiring recommendations to Lukermann.

The call for applications points out that SJMC has a new director, MaryAnn Yodelis Smith, and "new challenges in journalism education." Fang said that while Yodelis Smith will not directly participate in the selection of new faculty, she has played a key role in recruiting applicants for the positions.

"She made a strong effort at the AEJMC (Association for Education in Journalism and Mass Communication) meeting this summer to bring our notice to the attention of potential applicants and we've had a significant response from around the country," Fang said. Yodelis Smith's role after the application process ends will be primarily as a facilitator in the hiring process, he added.

Five faculty members and two students comprise the search committee. They are: Fang, Professor Phillip Tichenor, Associate Professor Hazel Dicken-Garcia, Assistant Professor Kathleen Hansen, Professor Donald Browne of the Department of Speech Communication, graduate student Sandra Braman and undergraduate student Maureen Mulcahy.

## Tichenor heads grads

Professor Phillip Tichenor is the new SJMC director of graduate studies for the 1986-87 school year.

Tichenor, who has been active in the graduate program for a number of years, took over the position in the summer of 1986 from Professor Donald Gillmor.

According to Tichenor, the director provides leadership in helping to develop modifications and changes in the graduate program.

"Right now the possibility of restructuring the Ph.D. program is under very intense study and deliberation by the Graduate Affairs Committee," he said. "Present discussion is focusing on a more flexible (structural) arrangement."

Tichenor is also responsible for the administration and supervision of the graduate school's application and review

process.

"The graduate faculty annually reviews applications to the School and makes decisions about scholarships, stipends and assistantships. The graduate studies director presides over these deliberations," he said.

Tichenor is pleased with the continuation of the Student/Faculty Seminar program, begun by Gillmor and the Graduate Affairs Committee. The program is a series of presentations made by both faculty and graduate students. It offers an opportunity for interaction between students and faculty concerning their research.

At present there are 175 SJMC students actively pursuing degrees in the graduate program.



Phillip Tichenor

## Library given gifts, fund established

Some special and sizable gifts to the Eric Severeid Library have prompted the establishment of the Eric Severeid Library Endowment Fund.

The recent gifts have come from three sources. Thomas L. Thompson, a 1950 alumnus, pledged \$10,000 to the library.

Robert M. Jones, a 1940 alumnus, donated a number of journalism books from his personal library to be incorporated into the Severeid Library collection.

The third gift came from the Office of the Canadian Consulate-General, which donated a gift of more than \$1,000 in honor of Gerald Kline, who was a Canadian citizen. This memorial gift consists of a number of books on Canadian media, and a series of videotapes and documentation about Canada's government, titled "The State, Government and Politics," all published in Canada.

According to Kathleen Hansen, Eric Severeid librarian, "The library is supported entirely by alumni gifts and pledges. With them we buy books and serials and pay for student assistance help. We rely entirely on the generosity of our alumni to keep the library operating."

Said Hansen, "Over the past few years we have been able to add 1,200 volumes and 30 serials to the library (bringing those totals up to 6,200 and 180, respectively). I am astounded at the generosity of our alumni."

The Endowment Fund was started in September 1986, Hansen said. Its inauguration was announced at the October 26 Severeid reception in Murphy Hall. Both regular and adjunct faculty have already made personal contributions to the fund.

The fund will serve as a formal channel for large gifts given to the Severeid Library, explained Hansen.

"The Minnesota Foundation (the University-wide fund-raising campaign) will continue to coordinate fund-raising for the library, but it will be nice to now have a formal mechanism for funneling large donations into gifts for the library," she said.

Hansen hopes the fund will become large enough so interest from it will serve as the financial base for the library, with alumni support serving as a supplementary source of income.

"The Endowment Fund is an opportunity for alumni to contribute to the School," said Hansen. "It gives people a chance to add continuing value to what we're doing here."

## Ward/Hansen book published

Professors Jean Ward and Kathleen A. Hansen have co-authored *Search Strategy in Mass Communication*, published in October 1986 by Longman.

It is a unique book. As a matter of fact, there is presently no other book like it.

Ward writes, "The book, a first in the mass communication field, presents a model for information search strategies for journalism, advertising and public relations. It explains how to develop a strategy for a mass communication information search, employing informal sources, observation, public and private institutions, libraries, data bases, interviews and polls and surveys. Methods for selecting information and synthesizing it are covered, along with social, legal and ethical responsibilities inherent in information gathering."

According to Hansen, the book is unique because it represents the first merging of the two fields of library information science and mass communication. She said the information-gathering process in mass communication professions is a rich and fertile area for research and teaching.

"A book seemed one appropriate method for exploring the theoretical and applied aspects of information-gathering for communicators," stated Hansen. "The book basically addresses how to get information and what to do with it."

The theoretical basis for the book,

"The Search Strategy: An Intellectual Tool for Communicators," involves traditional library research strategies adopted into the field of mass communication. The book includes schematic diagrams to help illustrate the mass communicator's search process.

A three-year project, the book is a synthesis of work Ward and Hansen had been doing in scholarly journals. "We're already collecting material for the next edition!" said Hansen.



Jean Ward



Kathleen Hansen

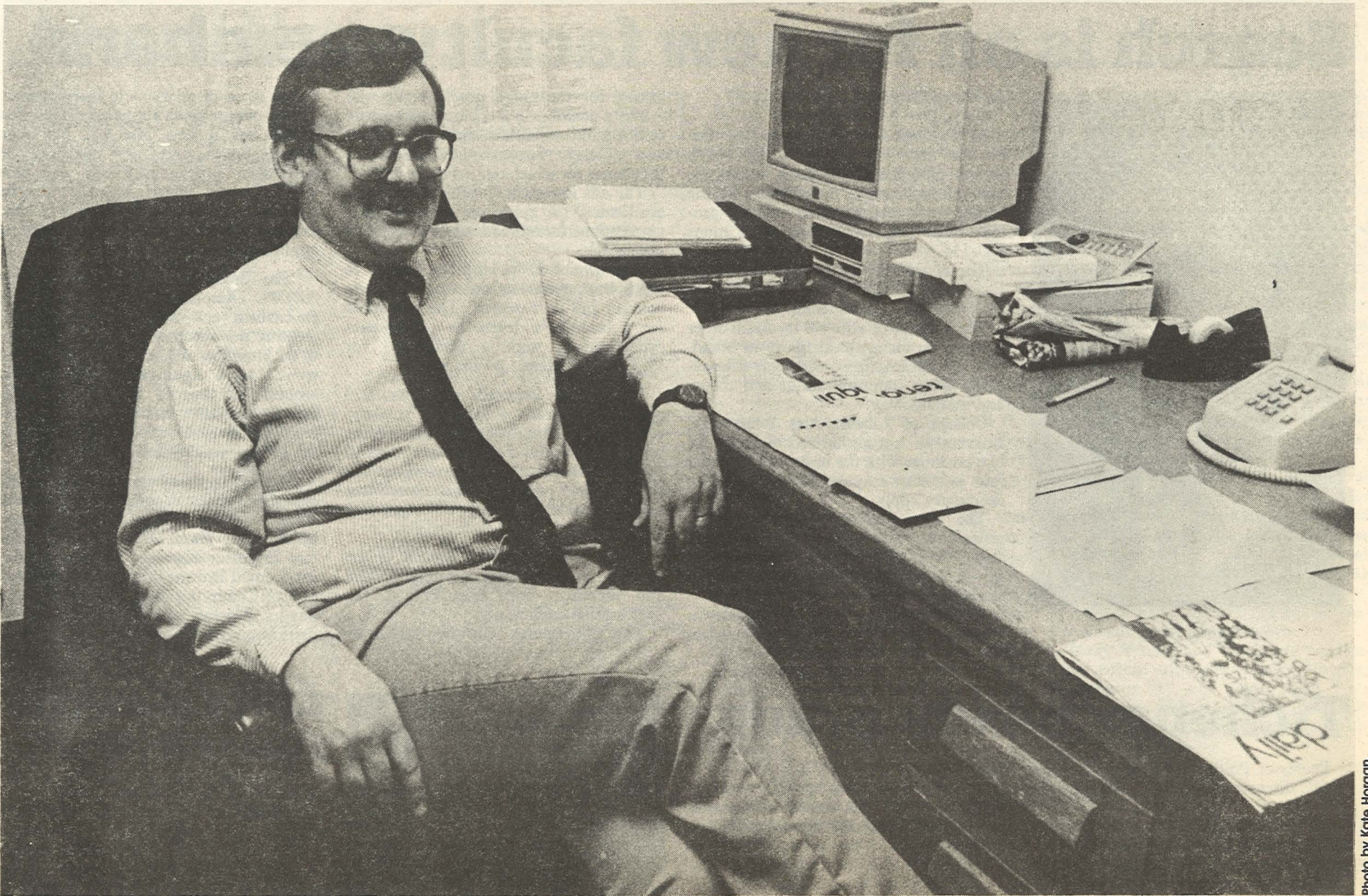


Photo by Kate Horgan

Jean-Luc Renaud is SJMC's visiting assistant professor in international communications this year.

## Renaud offers international outlook

By Laurie Kovach

He introduced himself on the first day of class as Jean-Luc Renaud, a visiting professor from Geneva, Switzerland. "If you can understand Inspector Clouseau, you can understand me," he told the class. And he does sound like Clouseau from the Pink Panther movies.

Renaud, whose official title is Visiting Assistant Professor in International Communications, is teaching classes previously taught by Professor Robert Lindsay, who has retired, and Professor Chin-Chuan Lee, who is on sabbatical in China.

When asked why he came to the University, Renaud said he knew the University has a very good journalism school and also has a history of international communications research, in which he is interested.

Renaud said he enjoys teaching and while he was looking for a job, he received a request to apply for Lee's position. A search committee chose Renaud from the 10 applicants interested in the position.

Renaud obtained his Ph.D. in the mass media Ph.D. program at Michigan State University in June of 1985. The program requires that no student leave MSU without teaching experience. Renaud taught four courses at MSU before coming to the University. His experience includes teaching International Communications and International Telecommunication Technology. His Japanese wife is continuing studies in International Telecommunication Policy and Economics at MSU.

Renaud has already published two articles and two book reviews since coming to the University. His other published works include articles in *Journalism Quarterly*, *Transnational Data Report*, *InterMedia*, a chapter in a book

published by the International Sociological Association, and *The Gazette* in Holland.

Renaud hopes to publish his doctoral thesis which focuses on how Third World countries joining the International Telecommunication Union has forced a change in ITU's agenda. He said he may have to restructure the thesis for publication before he seeks a publisher.

Renaud, whose native language is French, has been in the United States for six years. He also speaks some Italian and German, but does not consider himself fluent in either. He hopes to also learn Japanese but said his wife has tried to teach him with no success. "It's like trying to teach your girlfriend or boyfriend how to drive a car," it never works, he said.

When Renaud is not teaching or doing research, he likes to travel, to attend "good movies" and to cook. He said his wife is also a good cook and they often eat Japanese, Chinese or French foods. "When we're tired, we cook American," he said.

He enjoys watching all types of movies. "There are great and bad movies everywhere," but the U.S. is so rich, they can make more bad movies, he said.

Renaud misses the political atmosphere and intellectual debates that were a main part of European universities, but he is very excited about the resources available here to do research.

Renaud will apply for a full-time position at the University.

Renaud's long-term goals include bringing a new perspective and correcting commonly held assumptions about European media through teaching, research and discussions.

In 1976, Renaud was first able to visit the U.S. He backpacked and travelled

through 27 states and actually shook Jimmy Carter's hand in Washington one month before the election. "I like to think that because he shook my hand he was elected president," Renaud said jokingly.

In 1980, Renaud returned to the U.S. and entered Southern Illinois University-Carbondale. He obtained his master's degree there in 1982 within the radio and television department. He worked on some TV production, films and documentaries.

When he moved on to MSU, he continued his interests in film and worked

with the film club as a projectionist.

The Clouseau introduction is something Renaud said he uses because he realizes his shortcomings with his accent and hopes to preempt criticism by criticizing himself. "Foreign T.A.s have a tough time because their audiences are not getting the message" but Renaud sides with American students because minority groups "criticize Americans for being narrow-minded, but they (minorities) don't do much to invite them (Americans) into their groups," Renaud said.

## Minnesota Journalism Center gains new advisory board members

The Minnesota Journalism Center has taken on new vitality with the addition to its advisory board of three newsmen from local media: Steve Dornfeld of the *St. Paul Pioneer Press and Dispatch*, Robert Franklin of the *Minneapolis Star and Tribune*, and Lindsey Strand of KSTP-TV.

"Their willingness to serve adds a much-needed dimension to the work of the Center," according to George Hage, Center director. "Since the mission of the Center is to encourage interaction between media professionals and academics, we will find their help invaluable in planning the Center's programs."

Dornfeld, an alumnus of SJMC, is deputy metro editor of the *Pioneer Press and Dispatch* and a former national president of the Society of Professional Journalists/Sigma Delta Chi. Franklin, a graduate of Penn State, has happily returned to reporting after serving successively as city editor and state editor of the

*Star and Tribune*. He is president-elect of the Twin Cities chapter of SPJ/SDX. Strand covers top stories as a reporter on Channel 5. She has a B.A. from Washington University in St. Louis and an M.A. from Sangamon State University in Springfield, Ill., where she specialized in public affairs reporting.

SJMC faculty members of the advisory board are Professors Walter Brovald, Irving Fang and Nancy Roberts, newly appointed by SJMC Director MaryAnn Yodelis Smith.

The Center recently co-sponsored, with the Department of Rural Sociology and the Minnesota Newspaper Foundation, a two-day conference on "Community Change and Its Impact on Media" that was attended by more than 50 media representatives and opinion leaders from around the state. Also in October it sponsored a one-day conference for students on investigative reporting methods and resources.

## Briefly

# Remodeling of photography lab complete

By LuAnn Larson

The photo lab in room 20, Murphy Hall, has both a new manager and new look this quarter. Karen Girardeau, mass communication graduate student and manager of the renovated lab, said her first priority is to acquaint students with the new lab.

According to Dona Schwartz, associate professor of mass communication, the new lab has better facilities and space utilization. "We are better able to do what we do in a variety of ways, in terms of improving the technology that's in the lab," she said. "Not only do we have new plumbing and electrical facilities, but we've also purchased much new audiovisual and darkroom equipment. The kinds of permanent fixtures we have put in don't really change the nature of the work. It gets done because it is again so much more efficient and convenient to use."

Classroom facilities have been significantly improved by adding photo display areas, print finishing production space and audiovisual facilities for screening film, videotapes and slides. However, Girardeau said the projection booth in the classroom is not yet in use because they are waiting for some equipment to arrive. "By the start of winter quarter, we hope everything will be finished."

Another significant change is that a 12-station bay lab has replaced individual booths for darkroom processing. Although Girardeau said this new environment may be a radical change for students to get used to, it offers several benefits, said Jim Fridley, mass communication graduate student and former lab manager. "The bay lab is a lot more efficient in a number of ways," he said. "It's well-organized, it's clean and it saves on chemistry as they (students) all work out of one central sink instead of individual sinks. And the open area is more conducive to learning as students are working closer together and able to see each other's progress and mistakes."

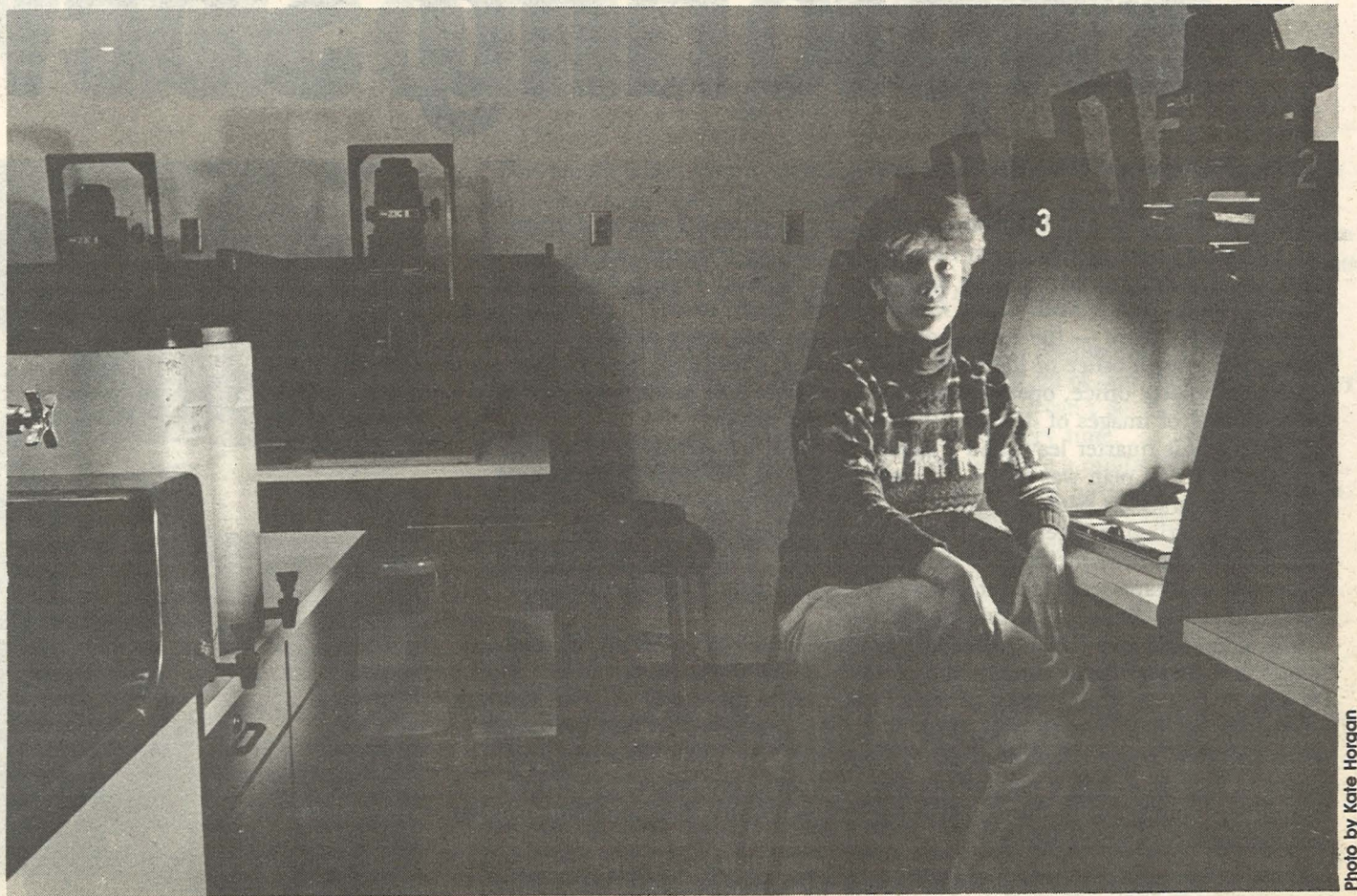
But not everyone feels that only negative things were eliminated with the new lab. Joe Bensen, mass communication doctoral candidate and former lab manager, said that a certain amount of character and tradition was lost when the old lab was demolished.

"It's going to take a while before this place develops character. The old place was heavy on character and low on efficiency. When you walked into the classroom, you immediately had a feeling that this place had been around for a long time and there had been a lot of people through this place. We had little mementos tacked up as reminders of things from the past."

Despite various memories and tales about the big, over-stuffed, worn chair and the sink in the middle of the classroom, the tradition that was lost seems to be offset by the benefits voiced by a number of interested individuals.

Schwartz said, "The physical environment is so superior that it's not even comparable. Students who used the old lab come in and look around and just feel better. They feel up instead of just sort of whizzing through and going about their business. So that's an important change — an attitude change that I suspect is kind of infectious when you come into a place that's bright, that's open, that has plenty of space, that you can work in well."

Girardeau said, "I don't think there are words to describe the comparison between the old and the new labs . . . this is heaven compared to the old one."



Karen Girardeau, the new lab manager, in Murphy Hall's newly renovated photo lab.

Photo by Kate Horgan

## Investigative journalists meet

By Tim Wolf

Bridging the gap between classroom and practical experience is what organizers had in mind for a conference co-sponsored by Investigative Reporters and Editors and the Minnesota Journalism Center at the University of Minnesota on October 25.

The conference featured several media professionals from the Twin Cities and surrounding areas who shared on-the-job experiences with students and introduced them to alternative methods of information-gathering.

Andy Greenspan, a WCCO-TV I-Team investigator from Minneapolis, gave an intriguing presentation of reporting techniques which facilitated the release of Steve Fossum from a Texas prison. Fossum was wrongly convicted of rape and sentenced. Greenspan's investigative reporting techniques exposed the dubious testimony of a key witness which resulted in Fossum's exoneration.

Mark Plenke, a graduate student in journalism at the University of Minnesota, organized the conference. Plenke contacted local IRE members and the Minnesota Journalism Center and received an enthusiastic response.

"IRE seminars usually focus on more narrow topics than were addressed at the University of Minnesota," Plenke said. "I wanted to put together a conference which would deal with a wider variety of topics to give students a taste of different reporting techniques."

Plenke also received support from the *Minnesota Daily*, the University of Minnesota newspaper. The *Daily* helped organize the project and paid the way for its reporters to attend.

"I hope we will see more of this," said Tom Wilkowske, editor of the *Daily*. "The conference provided a good connection for reporters between work at the newspaper and courses in a journalism education."

Wilkowske said the conference allowed students to interact with investigative reporters. It also helped students to think about sources as human beings rather than conduits of information.

Other topics featured at the seminar were covering business, with John Kostouros of *City Business*; projects at small newspapers, with Mike Vadnie, a St. Cloud attorney and reporter; techniques for radio reporters with Stephen Smith of Minnesota Public Radio; covering local government with Linda Kohl of the *St. Paul Pioneer Press and Dispatch*; reporting projects and privacy with Norton

Armour, general counsel for the *Minneapolis Star and Tribune*; project reporting for television by Mary Feidt, WCCO-TV; reporting in small broadcast markets by Bill Henderson, WJON/WWJO, St. Cloud; and editing the investigative project with Steve Dornfeld of the *St. Paul Pioneer Press and Dispatch*. The conference ended with a presentation on covering state agencies by Joe Rigert of the *Minneapolis Star and Tribune*.

Plenke said turnout at the conference, though not as high as expected, was good, and student feedback has been positive.

## Silha Center staff pursues research and sponsors new publications

By Karen Waters

The Silha Center for the study of media, ethics and law here at SJMC has accomplished some important work since its opening two years ago. According to Director Donald Gillmor, the short and long-term goals of the Center are to conduct research and to sponsor publication of research.

The most recent work is a completed manuscript, the result of a program co-sponsored by the Gannett Center for Media Studies. The program, "Media Freedom and Accountability: A National Conference," was held in New York City last April. At the conference, papers were presented by various media experts. The papers were then discussed by panels chaired by media professionals.

Gillmor cited the further goal of creating strong connections with the professional fields. Though sponsoring various seminars and publications has accomplished this, the sponsorship of Silha Fellows also contributes. This year two graduate students are Fellows. San-

dra Braman is studying the technicalities and regulation problems involved with international information exchange. Victoria Smith is completing a Mass Media Law bibliography.

Items of note for the Center this year include:

— Otto and Helen Silha have donated \$275,000 to the Center in addition to their original endowment.

— A Silha Center Lecture this spring, featuring Stuart Hall, of the sociology faculty of the Open University of London, as the guest speaker.

— A formal dedication of the Center this winter or spring.

Future plans include, "Mining the archives — we don't even know what's in there yet," said Gillmor in reference to the National News Council's archives which the Center received and catalogued once the Council folded in March 1984.

A longer-term study of privacy in the media also has been planned. "Privacy is a point at which law and ethics conjoin," said Gillmor.

# Exploring Social Change

By Dona Schwartz, SJMC Professor

The first time I visited Waucoma, Iowa, I felt as though I was on foreign soil: Growing up in an East Coast megalopolis had not prepared me for a farm town boasting 300 residents. "The town used to be much bigger, bustling with activity," many people said. Now, walking down "main street," I encountered a solitary grocery store — the surrounding buildings long since demolished — a tavern, the branch office of the State Bank Lawler, a feed mill, and Doctor Piper's optometry office, open Tuesdays nine to five. The quiet town provoked the conjuring of images of its past, its present and future.

With a single quarter leave and a camera in-hand, I returned to Waucoma in August 1985. My plan was to see if I could find a way to learn enough about Waucoma to trace its path from past to present, and share that understanding with others. Bringing together the traditions of documentary film and photography, and the methods of the ethnographer, I compiled photographs, fieldnotes, and tape-recorded interviews, to try and paint a comprehensive picture of social change in a rural community.

The Waucoma area (Eden township) was settled in 1855 by Irish, German, Scotch and English farm families and in 1883 the town was incorporated. The Davenport and St. Paul branch of the Chicago, Milwaukee and St. Paul Railway arrived for the first time in May 1880. Waucoma prospered — four passenger trains and two freight trains stopped in town daily. By 1900, Waucoma had grown to include a mill, a post office, four churches, two banks, two hotels, three livery stables, drug stores, hardware stores, grocery stores, schools, a town newspaper and an opera house.

Once a thriving farm community, Waucoma has steadily lost main street businesses since the 1920s. The town has experienced a continual decline in population, from 457 persons in 1920 to the most recent figure, 308. Waucoma residents often mention greater numbers in discussions of the town population at the turn of the century. Waucoma's railroad depot closed in 1972. By 1976 the number of businesses and professional people counted among Waucoma's population had shrunk. Waucoma has evolved from a self-sufficient agricultural community into a less clearly definable unit, economically and socially dependent upon surrounding larger communities and on more distant urban centers. The intermingling of traditional rural value systems with urban culture is clearly in evidence as Waucoma continues to undergo change.

## The American Legion

Many of the photographs I made showed the activities of Waucoma's American Legion. Organizations like the Legion play an important role in the community. While family ties establish the primary basis for informal interaction among community members, membership in organizations like the Legion binds different families together through community activity. Despite its importance, depopulation and cultural change threaten the Legion's viability.

Legion members attend the funerals of fellow servicemen throughout the year, and march in uniform (when possible) to the town cemetery for a well-attended service each Memorial Day. Once a month they hold a business meeting. When the formal business of the meeting is accomplished, members spend several hours together drinking and conversing. Legionnaires meet at the Belding-Fox-Slagle Legion Post. Before the Legion purchased it, the building was Waucoma's Opera House.

The number of Legion members has dwindled over the years. Other civic organizations like the Masons and Odd Fellows once had Waucoma chapters, and the Knights of Columbus has consolidated its chapter with a neighboring town. Because the town's population has declined, members' active participation in organizations like the Legion is crucial to these organizations' survival.

The following text and pictures offer a glimpse of both the continuity and change in worldview expressed by a retired farmer and his son. Bill is an active member of the American Legion. His son, Gene, a Vietnam veteran, has chosen not to join the Legion despite the importance Waucoma residents attribute to the organization. Their discussion suggests some of the broader changes occurring in towns like Waucoma.

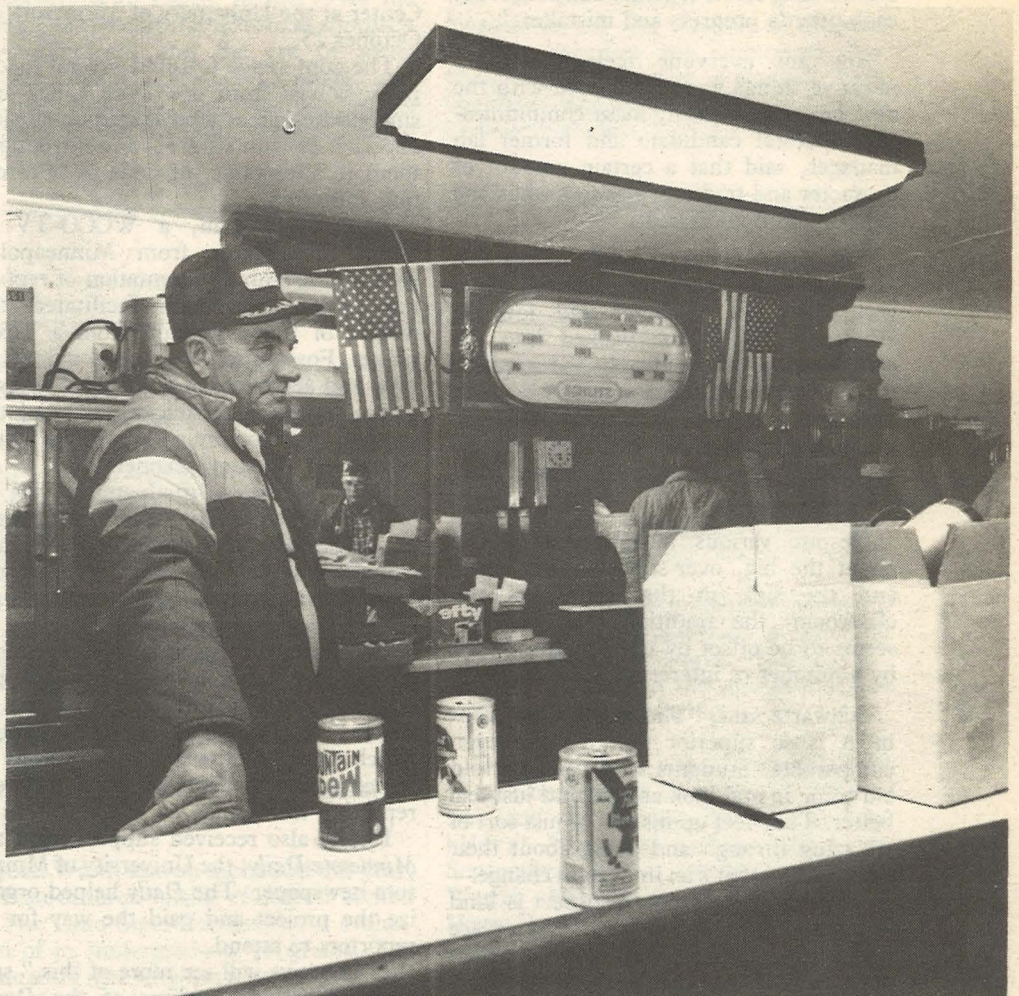
## Bill

When I brought out pictures of the Legion Hall, Bill began searching for the membership card in his wallet. "Member 35 Years," it read.

I asked "Why do you belong to the Legion?"

"Well you get buried, for one thing. Get a military funeral; but you get that anyway. . . . As long as I served my country I might as well support that, too. I mean, what the heck, once a year if you can't even pay, it was only \$12.50, now it's \$15. I mean like young kids, they don't figure it's important, I mean what the heck do you want to belong to the Legion for — you gotta pay \$15 and then you gotta work all the time. What would they want to belong to something like that for? I don't know."

"What kind of work do you have to do?"



with a Camera

# Life in Waucoma, Iowa



"This month is our month; anything goes on, we've got to tend the bar and if they don't clean it up, we've got to clean it up . . ." Legion members have to represent their posts at military funerals in nearby towns. "They have to have so many of 'em go and there's usually nobody who can go . . . Like last time, there was three posts up there at Lawler. Then you get three flags and three colors, and then different members come.

"But the same bunch goes every time, the same people every time . . . just a certain few, about four or five of 'em out of about 60 of 'em they gotta go every time. The rest of 'em say, 'Oh I don't have time, I can't go. I gotta go here today, I can't go.' So the same ones have to go every time. . . . And I don't think that's right, either because even when we have a military funeral up here, not many show up. . . . Memorial Day we don't even have a very good turnout. And everybody should come for that, you know . . . I don't know, people are different today, too much other stuff to do. You gotta go golfing today or I gotta do this or I gotta do that. So that's what they do."

"The Legion Hall seems to be an important place in Waucoma."

Bill responded, ". . . for every meeting it was always the Legion Hall. Like Fred had all his fertilizer meetings over there and everything, that low-housing (subsidized senior citizens' housing) meets in there. And summertime ain't so bad, but wintertime when you got to heat it, that costs the Legion some money but they give it to them, you know, for like Boy Scouts . . . and booster club and 4-H.

". . . But it's going downhill, too — we can't get our quota anymore. The old ones are all dying and the young people, they don't want to belong anymore. What do I get out of my money, that's what they figure out of it. See, Bob, he was a Legionnaire, now he died, and Bill died, and Johnnie and Fritz. That's four of 'em we lost this year, and we won't get 'em back. So the young kids, they won't join no more, so then we lose four new members again, you know, that makes it that much smaller a Legion."

I asked if there were a lot of young people who could join. "Oh, there's a lot of 'em out in the country that could join, like the Vietnam War, you know, and Gene could join if he wanted to from Vietnam, and there's a lot of them, but they're just not interested in it, I don't know why."

"Do you think they might join when they get older?" I asked.

"I don't know, I suppose the Legion will still be runnin' yet, I don't know if it will be or not. You know if you lose all the older members and the young ones don't (join) it'll just fall apart, I suppose."

## Gene

"Why did you decide not to be a Legion member?"

"The only reason I'd be a Legion member is for military funerals, because I want a military funeral for myself. But I could go up and march with them for any military funeral without being a member. They'd be glad to have somebody march. But if I join for whatever the dues are, it doesn't amount to that much, then I got to go up and work. I gotta go up and when they have a dance you have to take tickets or you have to go and be a bartender or you have to clean up the next day or that night or something like that; and I suppose if they don't start gettin' some young people in, it's gonna fold up, too. In the meantime I just never joined."

"So, why wouldn't you want to work?"

"Well, not all the time. I mean I could go up and I could tend bar or help anytime I want and nobody would care. If you want to volunteer to work, that's fine. But you'd be put on a schedule where you have to work this night or that night or what have you, and if you don't, something else comes up, you have to find a replacement. And I think you get a month of time. Well maybe in the wintertime you don't have hardly anything to do, but in the summer, maybe you'll have two or three wedding dances plus this or that, and you have to go up every Saturday night and maybe clean up on Sunday morning."

"Is it that you don't have the time, or you'd rather have control over your own time?"

"Probably I'd rather have my own time. Like right now, I know how much work I have to do outside that has to be done today and what could be done that I *can* put off, too."

"What if they really needed people to join, or they'd fold?"

"Oh, then I would (join), yeah. If they come out and asked me I probably would."

"Are there many people like you who could join but haven't?"

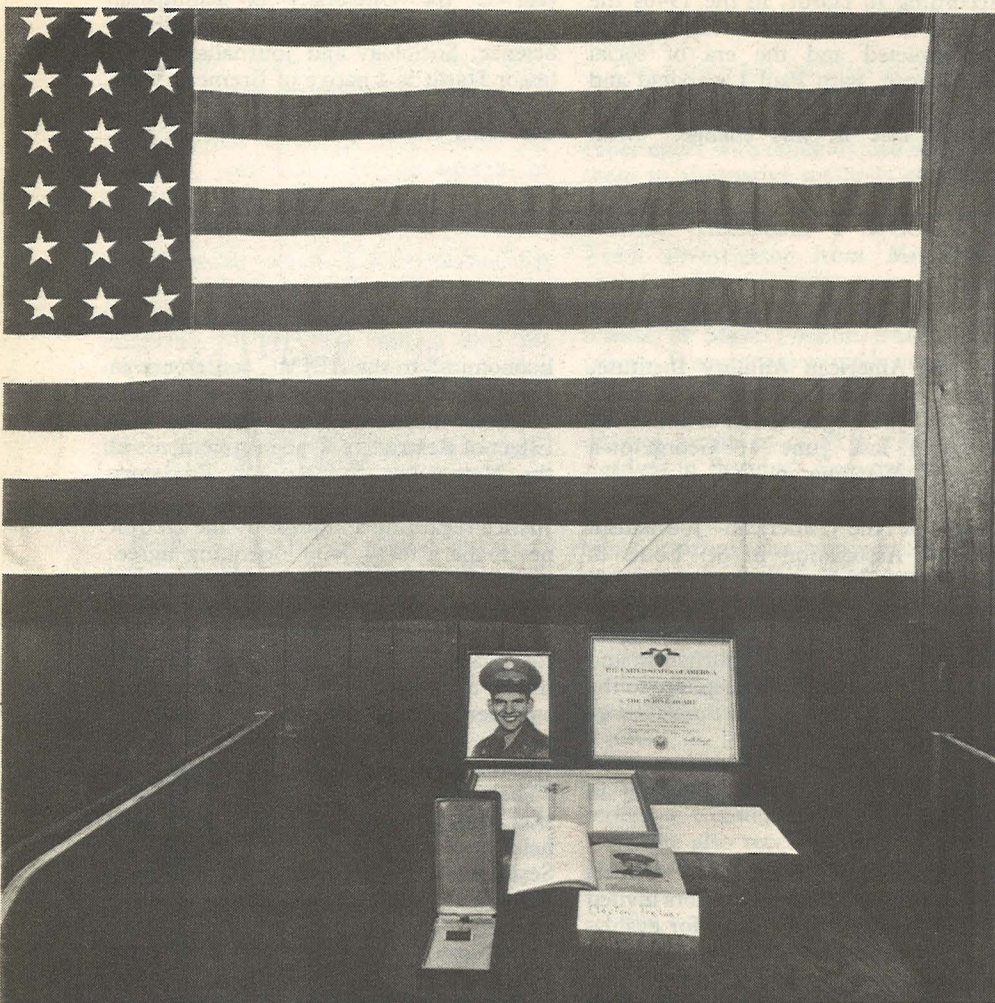
"Well, most of the kids that were around here all went to the service, but there isn't anybody my age in that group in there. A lot of them aren't here anymore, but it used to be that they'd have members from all over, like Jack in West Union, the way it used to be he would have belonged here. Belonged, but maybe inactive or whatever."

"Why would he belong here if he lives in West Union?"

"Because this is home."

"What about people who live close by?"

"I don't think there is any . . . Ed's about the only one I could think of. He's got two Purple Hearts. He says, 'They don't put food on my table. I don't need the Legion.' He's real sour on the war. So they just kind of let him alone. His wife belongs to the Auxiliary, though."



Photos by Dona Schwartz

# MJC sponsors two guest lecturers

## Schudson discusses how culture works     *Hardt traces history of Critical Theory*

Professor Michael Schudson, who has a joint appointment in communications and sociology at the University of California at San Diego, discussed "How Culture Works, Information and Reminder in Social Life" in his October 28 lecture sponsored by the Minnesota Journalism Center.

According to Schudson, his work is an attempt to look for a new vocabulary that will allow us to specify how culture works. "My task is to find language, categories or ways in which to look at and think about culture."

He explained that culture limits the creativity of individual choices. Culture gives us an array of choices and emphasizes some things over others. We do have choices, but we must make those choices within cultural parameters.

Schudson pointed out that we think about culture in terms of symbols — discreet symbolic objects. "We make cultural distinctions between people and these objects," he said.

He then outlined two extreme views of culture. The first, the "strong view," holds that culture manipulates people. "In this view, cultural objects are believed to be powerful in influencing and manipulating people. They make people deferent to powers that be."

The second view, the "toolkit view," holds that people manipulate culture. "This is a more optimistic, voluntaristic view," said Schudson. "Culture is seen as equipment for living. Cultural symbols are for our use, they are a resource for individuals, not an imposition. We choose among ideas, and meaning is at our service. Symbols, not people, are pliable."

Claiming that either of these views on its own is truly an extreme, Schudson proposed his view of culture, one which incorporates both the strong and toolkit views. He said situations represented by both views do occur.

He then described several dimensions that may be used to measure the power of cultural symbols. He labeled these criteria of how effective cultural symbols are "the four R's of cultural action — reach, rhetoric, resonance and retention."

Reach refers to the availability of the symbol. "A cultural symbol must be

available to be effective. We use what information and impressions are available to help us make decisions." Schudson illustrated the concept of reach by describing a businessperson advertising in appropriate magazines for an intended consumer audience.

"One problem with availability is that it is sociologically manipulatable. One cultural aspect may be more available than other aspects. For example, it may be more socially or economically accessible," he pointed out.

In describing the concept of rhetoric, Schudson said, "Rhetorical power has to do with the cultural object's placement in relation to other cultural objects. For example, the power of an ad depends upon its placement in relation to other ads."

Resonance with the audience is the third measure of a cultural object's power. "The object's relevance to and resonance with people determine whether a piece of culture works or not," because people tend to selectively choose pieces of culture.

Retention "is related to what we're somewhat expected to retain." Certain cultural objects are institutionalized, such as certain pieces of literature or information. "If we don't know a particular piece of information that is institutionalized, then we will face certain social sanctions. If a cultural object is institutionally retained, then sanctions are applicable for not being aware of that object."

Schudson added a fifth element to his "four R's of cultural action," resolution. "Resolution is how closely placed a cultural symbol is to the object to which it refers." He used advertising at the point of purchase as an example of this concept.

Having explained these different ways of looking at culture, Schudson concluded his presentation by saying, "Culture acts as a reminder, as features of a landscape, that makes us more mindful of some things than others. What acts as a reminder to some may be new information to others."

Schudson's most recent publications include *Advertising: The Uneasy Persuasion*, published in 1984; and *Reading the News*, co-edited with Robert Manoff, which will be available in early 1987.

Emphasizing that his present work is "an act of consciousness-raising," Dr. Hanno Hardt, John F. Murray Professor of Journalism and Mass Communication at the University of Iowa, explored Critical Theory and the intellectual history of mass communication in his October 9 lecture sponsored by the Minnesota Journalism Center.

Hardt titled his address "The Return of the Critical and the Challenge of Radical Dissent: Critical Theory, Cultural Studies, and American Mass Communication Research."

"The rationale of this project," he said, "is to develop an intellectual history of the

communication theory and research turned from cultural/historical explanations to social science explanations. The cultural/historical approach was relinquished for the social science perspective on communication and the media, and for Lazarsfeld's concept of critical research." During this period, mass communication started to become a multi-disciplined field, Hardt said.

A Marxist perspective came into play at this point and Critical Theory, "the mass culture critique of theorists such as Horkheimer and Adorno," emerged. "Critical Theory remains a theoretical approach, it offers no practical solutions,

*"You need to know your history before you know who you are . . ."*

field (of mass communication) based on a variety of intellectual disciplines, and ground it in theory." The central concern or focus of the project is "the concept of the critical."

He first stressed the importance of establishing an historical perspective for mass communication. He critiqued the field by saying it does not deal with or reflect upon its history. "We must be aware of our past. . . . You need to know your history before you know who you are, and then where you want to go."

Hardt then led his audience on an exploration through four decades of Critical Theory in the U.S., in order to trace "the concept of the critical" through the history of American social theory. He started with pragmatism and the work of John Dewey at the turn of the century, and the cultural/historical approach that characterized that period. "Dewey developed a new system in which the social became the new focus of philosophy . . . communication was seen as a vital integrative factor in society."

According to Hardt, in the 1940s the decline of the cultural/historical approach was completed and the era of social science began, with Paul Lazarsfeld and his mass communication research playing a pivotal role in this change. "Mass

no blueprint for action."

Critical Theory was then superseded by the British cultural approach, a brand of cultural Marxism. "This approach goes beyond an economic explanation of society — it enters into the realm of the social and the economic." He explained that the British cultural approach "has a practical side to it, it has an ideological/political commitment. There is a direct relationship between theory and practice (in this approach), and there is an attempt to produce relevant research."

Summarizing his presentation, Hardt said, "I have tried to clarify what the roots of these various usages and definitions of 'critical' are, from different perspectives such as Marxism and cultural approaches. I think that this is certainly one way one could develop an historical perspective of the whole field of theory and the media. Using this method could provide an intellectual history of the field."

In addition to his work in the U.S., Hardt has a Fulbright appointment this year at the University of Ljubljana, Yugoslavia, on the Faculty of Political Science, Sociology and Journalism. Professor Hardt is a native of Bremen, West Germany, and remains active in German university circles.

## Faculty Update

Professor Emeritus Mitchell Charnley had what he called "the extraordinary satisfaction" of presenting an award for professional distinction to one of his students of 40 years ago.

Bill Kruger, a '43 grad who retired in 1985 from his position as news director and editorialist for KDAL-AM-TV in Duluth, Minn., was presented the Northwest Broadcast News Association's Mitchell V. Charnley plaque at the group's convention last April.

Kruger had been Charnley's advisee in the early '40s and was the first reporter hired by Charnley and Sig Mickelson when they installed the WCCO radio newsroom in 1943.

Russell Thackrey, an SJMC faculty member from 1937-1940, has retired from the National Association of State Universities and Land-Grant Colleges, in Washington, D.C., with the title Executive Director-Emeritus. He and his wife now live in the Meadowlark Hills Retirement Center in Manhattan, Kan.

Walter Brovald, back to full-time status after more than a year on medical

leave, has been named Honors Program Representative for the School. As part of his preparation for teaching a new course called Newspaper Design, he attended the annual Society of Newspaper Design conference in San Juan, Puerto Rico, last fall. He also attended two Minnesota Newspaper Foundation workshops on editorial pages and newsroom management.

Kathleen Hansen has had two articles published recently. "The Effect of Pre-search Experience on the Success of Naive (End-User) Searches" was published in the *Journal of the American Society for Information Science*, and "Information Age Methods in a New Reporting Model," co-authored with Jean Ward, appeared in *Newspaper Research Journal*.

Hansen also chaired a meeting of the Monitoring Legislation Committee at the AEJMC annual conference in Norman, Okla., in August.

Nancy Roberts presented a paper, "Catholic Workers in the 1950s," to the annual joint meeting of the Society for Historians of American Foreign Rela-

tions, the American Military Institute, and the Conference on Peace Research in History (of the Organization of American Historians) last June at Georgetown University, Washington, D.C.

She judged papers at the annual meeting of the American Journalism Historians Association in St. Louis in October.

Roberts has also been writing for *Midwest Art*, *Salt*, and *Catholic Digest*, and had an article titled "Journalism and Activism: Dorothy Day's Response to the Cold War" published in *Peace and Change (Journal of Peace Studies)*.

Chin-Chuan Lee is on sabbatical in China this year.

Jean Ward, also on sabbatical this year, was one of three outside evaluators invited to The Ohio State University for evaluation of its undergraduate programs. The evaluators met with students, faculty and administrators and presented their report to the Provost's office.

John Busterna presented a paper titled "A Framework for the Study of Media

Economics" to the AEJMC conference in Norman, Okla., in August.

He submitted his comments on "The Effect of Restrictive Trade Agreements in the Newspaper Industry on Predatory Pricing" to the U.S. Department of Justice regarding a request by the Detroit newspapers for a joint operating agreement.

Busterna has also completed the manuscript "The Cross-Elasticity of Demand for National Newspaper Advertising," under a grant from the graduate school summer research program.

Donald Gillmor was a commentator at "The Constitution, Freedom of Expression and the Liberal Arts" conference held at Macalester College (Minn.) in September. Other speakers included Warren E. Burger, Norman Dorsen, Harry B. Gray, Robert Jay Lifton, Mary Beth Norton, Antonin Scalia, and John Edgar Wideman.

Gillmor also attended the annual communications law conference of the Practising Law Institute in New York City in November. CIA Director William J. Casey was a speaker at the conference.



# Adjunct faculty contribute to SJMC

By Karen Waters

Twelve talented professionals are offering their expertise and experience to students of journalism this year. The group of adjunct faculty complement the core of full-time faculty. According to SJMC Director MaryAnn Yodelis Smith, "We are faced with our smallest number of regular faculty ever; we could not survive without the adjunct faculty."

**Robert Collins** represents the arts with a course in reviewing for the mass media. Collins writes for many local publications and is theater critic for Minnesota Public Radio and *City Pages*.

**John Finnegan** wears many hats at the University. He is an assistant professor of public health and is media director for the Minnesota Heart Health Program. He has a Ph.D. in mass communications from the University of Minnesota and is teaching one of the required core classes this year. Finnegan says he enjoys the work and that, "I have the best of both worlds. I teach in my discipline, I'm an administrator, and I'm involved in research."

**Paul Froiland** is the instructor for the magazine writing class this year. For the past seven years he has written and edited for various publications including *Northwest Orient In Flight* magazine, *Corporate Report*, *Twin Cities* magazine, and is currently editor of *Midwest Art* magazine. He has a master's degree in journalism from the U of M. According to Froiland, "Teaching enriches my other job. It forces me to stay abreast of what's happening in the magazine world."

**Alen Gersten** may be new to the University, but is not new to the role of

teaching. He is involved with agency education and training at Campbell-Mithun and is in his second quarter as a lecturer for Advertising Media Analysis. "I enjoy channeling my professional interest into teaching. We have a good textbook and I have 14 years of professional experience. I enjoy the questions and look to follow tangents instead of always following the outline."

**Michael Griffin** and his wife, Dona Schwartz, a tenure track professor at SJMC, were originally in Pennsylvania but migrated west in 1982. Griffin has a Ph.D. in communications from the Annenberg School of Communications at the University of Pennsylvania in Philadelphia. "I enjoy teaching and have a real good time with the students." He would like to work full-time as a teacher when the appropriate position comes along. Griffin is currently teaching one of the core classes, Visual Communications.

**John Jarvis** received his B.A. and master's degree from the University in journalism and mass communications. He was first a teaching assistant for the advanced copywriting course, and now is the lecturer. "It is fun to work with people who are learning to think the way they are supposed to in advertising." Jarvis also said the teaching experience helps him stay in touch with the "big picture." "You are forced to crystalize your thoughts for people who question. What a professional considers to be a good ad and what a consumer considers to be a good ad are different."

**Judy Kirk** is another representative from the advertising world. She teaches advertising copywriting and also acts as an

adviser to students. This is her third year teaching at the University, and she currently acts as a freelance creative consultant for the Guthrie Theater. During her years as an agency vice president, Kirk was disappointed with the lack of preparation demonstrated by students in interviews. "As a parent and professional, I was angry with the schools for not preparing the students. This is my chance to help."

**Lester Metz**, director of printing and graphics here at the University, has lectured for the publications graphics course for over ten years. "I like it very much and that is one of the reasons I teach." Metz is able to bring day-to-day design and production problems to the class as examples. "It is easy to bring my experience into class. This discipline is best learned by seeing and doing." Metz received a B.A. in journalism from Northwestern University and a master's degree in communications from the University of Chicago. He was an assistant editor and reporter for a small newspaper chain and worked for *Esquire* magazine before coming to the University 20 years ago.

**Walter Parker** was teaching Interpretive Reporting of Science News fall quarter. He is a full-time medical reporter for the *St. Paul Pioneer Press and Dispatch*. Parker "loves teaching, no question about that." Parker appreciated the seriousness of his students and was able to get to know them well. "It's a pleasure to teach a class with only 11 students. We're teaching each other." Parker received a B.A. in journalism from the University of Montana and was a

graduate student here from 1979-80. His previous experience includes a stint as a general assignment reporter for the *Spokesman Review* in Spokane, Wash.

**Russell Tall** has been a lecturer in public relations courses for three years. Involved with the field for thirty years, he "enjoys public speaking and listening to the younger generation." Tall believes SJMC's employing part-time faculty from professional communication fields is an excellent idea. "Students need academic experience from faculty as well as hearing from the professional world." Tall received a B.S. degree in math and physical science from Moorhead State University. He began to work for a newspaper and later began graduate work in 1970.

**James Thornton** is teaching magazine writing this year. He graduated from the University of Iowa where he received a Michener Fellowship. Thornton has been freelancing for several local publications including *Twin Cities Magazine*, *Minnesota Monthly*, and *Corporate Report*. Thornton just started teaching this fall and said, "One of the nicest aspects was seeing the success of the students."

**John Ullmann** is teaching advanced reporting this year. He was an undergraduate at Butler University in Indianapolis and majored in journalism and economics. He has also earned a master's degree from the American University, and will soon receive a Ph.D. from the University of Missouri in journalism and environmental science. He has been teaching for ten years. "I'm committed to teaching and have a strong interest in journalism students' education."

## Research examines rural communities' media

By Tim Wolf

Community leaders, academicians and professionals in the media converged on the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota Oct. 17 and 18 for a conference on "Community Change and its Impact on Media." With current research in hand, speakers at the conference outlined changing rural structures, the evolving role of the small-town newspaper, and speculated on what new communication technologies will bring to rural Minnesota.

The conference was sponsored by the Department of Rural Sociology, the Minnesota Journalism Center and the Minnesota Newspaper Foundation.

George Donohue, a professor of sociology at the University of Minnesota, summarized current sociological trends in rural Minnesota. Despite the farm crisis, he said, rural areas in the state are not declining. "The farm crisis is not the focal point of what will happen to rural Minnesota in the next 25 years."

Donohue said population is increasing in the rural sector. The latest statistics say that 28 percent of the state's population live in rural areas, more than ever before. Rural areas don't necessarily have to be farming areas, Donohue said. Only 700 of the nation's 3,000 counties are dependent on farming and half of the 700 operate on a commercial farming basis.

Donohue also discussed the increase in manufacturing in rural areas since 1950. Today, rural areas have a higher percentage of people engaged in manufacturing jobs than in farming. But this trend is not problem-free. As this trend developed and many manufacturing jobs emigrated from urban to rural areas, many benefits of those jobs did not make the trip. Unions have a hard time getting a foothold in the rural sector, Donohue said. Manufacturing competition from Third World countries means trouble for manufacturing in rural Minnesota.

Donohue also said that over the last two decades, lawmakers have gradually disassembled the Labor Relations Act. This has diminished the power of organized labor. Weakened labor unions coupled with the emergence of numerous part-time workers contribute to the sputtering start of manufacturing in the rural sector.

Are the media of rural Minnesota equipped to deal with all these changes? To deal with increased manufacturing and increased professionalization, reporters, editors and broadcasters must adapt and educate themselves for new tasks. Phillip Tichenor, professor of journalism and mass communication at the University of Minnesota, outlined some current trends in rural media.

Many rural newspapers, both dailies and weeklies, have switched to centralized printing plants, Tichenor said. Also, absentee corporate chains have bought out many traditionally family-owned newspapers. Profit maximization joins information dissemination as primary goals of the new corporate owners.

Tichenor, Donohue and Clarice Oliien have studied what effects these structural changes have on the character of a small-town newspaper. One study dealt with conflict reporting. Conflict reporting applies to any issue on which there are two or more easily identifiable viewpoints of the matter. Tichenor said that as a rural area becomes more pluralistic, that is the more diverse an area becomes in regard to opinions and viewpoints, there is a greater amount of conflict reporting. This research also indicated that newspapers with corporate absentee ownership report less conflict. Also, small-town daily newspapers no longer report more conflict than do weeklies or bi-weeklies.

The small-town media face problems, Tichenor said. Often communities face a shortage of local interpretation about legislation which affects them. Tichenor said small-town reporters must make more intense efforts to make sense of the news that comes from outside the com-

munity.

As communication technologies move forward, rural Minnesota must brace itself for the leap into the future. Robert Regalbuto, vice president and general manager of KSTP-Television in St. Paul, gave an enlightening presentation on the impact of new communication technologies.

Satellites are moving the transmission technology ahead, Regalbuto said. Today, if there is going to be a debate between Gov. Perpich and Cal Ludeman, it no longer needs to be at KSTP. "We are no longer limited by distance," he said. "Now we can be instantaneous." The technology is here, Regalbuto said, now we need the programming to fill the void.

The technology of cable TV is about to be eclipsed by DBS, said Regalbuto. DBS refers to a higher powered satellite placed in a higher orbit that will be able to transmit pictures with a three-dimensional quality.

### Six students earn merit scholarships

Six SJMC students have each been awarded a \$1,000 Waller Merit Scholarship for 1986-87.

The six are: Susan Carlson (a senior majoring in news-editorial), Lorraine Cegla (senior, news-editorial), Ting Chen (junior, news-editorial), Teisa Knych (junior, advertising), Laurel Luth (junior, visual communication), and Joy Powell (senior, news-editorial).

This prestigious merit scholarship is the second largest scholarship given by the College of Liberal Arts at the University, and is awarded to students with excellent academic performance.

Waller Merit Scholarships are made available through the estate of Lucky Waller, a 1926 University graduate, and his wife, Dora Waller.

All of this means more goods and services in the rural sector, Regalbuto said. "I don't think we'll see a single community which won't be touched," he said.

### Students place in Hearst competition

Two SJMC students placed in the 1985 William Randolph Hearst Foundation Journalism Awards Program competition. Kathleen Hanzlik took ninth place and won a \$300 scholarship in the general news writing division, and Michael Norton tied for eleventh place and received a Foundation scroll in the editorial writing division.

The Hearst Foundation Journalism Awards Program offers scholarship assistance to college journalism students who are successful in the Foundation's annual nationwide writing and photojournalism competition.

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

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# Alumni Notes

**Richard West**, '84, has been promoted to advertising production manager for Coast to Coast Stores. He joined the company in late 1984 as an entry level production coordinator, after a summer internship with Carmichael-Lynch/Medtronic.

**Kristen Wingard**, '85, has joined TMP, Inc., in Edina, Minn., as an

account executive assistant. The company places yellow pages advertising for its clients.

**Dean Woodbeck**, M.A. '85, is alumni relations director for Michigan Technological University in Houghton, Mich.

**Judy Williams**, M.A. '83, has been named editor of *The North Hennepin Post*, a community newspaper that covers

Robbinsdale and Crystal, Minneapolis suburbs. Williams worked as a reporter at the paper before her promotion.

**Willis Wyokey**, '84, is a reporter and photographer for the *Austin Daily Herald* (Minn.). He covers the Austin City Council, the city utilities board, Mower County District Court and is the paper's darkroom technician. He also writes a

weekly column.

**Donna Wyttenback**, '85, works as an editor for the *Dakota County Tribune* and *Thisweek Newspapers* in Burnsville, Minn.

**Jerriann Young**, '86, is overseas producer in the international department of The Jimmy Swaggart Ministries. She handles post production work in Russian, Danish, and Mandarin Chinese languages.

## Obituaries

**Fred L. Kildow**, former SJMC faculty member and founder of the National Scholastic Press Association (N.S.P.A.), died August 13, 1986.

Kildow joined the faculty at the University of Minnesota as an instructor of journalism in 1928. He rose through the ranks of assistant professor and associate professor, becoming a full professor in 1959. He received his M.A. degree in journalism from the University of Minnesota in 1946.

Kildow was well-known for his contributions to the field of scholastic journalism. In 1928, he founded the N.S.P.A. and in 1933, he founded the American Collegiate Press (A.C.P.). He served as director of the Minnesota State High School Press Association for 35 years.

Kildow began the study of journalism at the University of Wisconsin-Madison, where he earned a B.A. degree in journalism in 1928. After college, he was a school principal in Phelps, Wis., and in Birchdale, Wis. He worked as a journalist for three years in Whitewater, Wis., serving as editor of the *Whitewater Register* for part of that time. Before joining the Minnesota faculty, Kildow taught at Kansas State Teachers College in Emporia, Kan.

Teaching was well suited to Kildow, according to SJMC Professor Emeritus **George Hage**. *Hage remembers Kildow as "a good man ... a very humane man" who connected well with his students because they trusted him.*

Kildow was interested in student publications because they gave students a chance to get involved in newspaper and magazine production, Hage added.

Kildow was the author of numerous publications designed to aid in the production of school publications, including the *N.S.P.A. Scorebook*, the *A.C.P. Newspaper Manual*, and the *Yearbook Guide*. He served as associate editor of the *Scholastic Editor* magazine from 1948 through 1950 and as publisher of the magazine until his retirement.

In 1962, the National Council of College Publications Advisers gave its first distinguished service award to Kildow. He was cited for guiding the nation's student publications and their advisers in maintaining standards of excellence in his capacity as director of the A.C.P. and the N.S.P.A.

A memorial fund has been established for the continuation of the Fred Kildow Memorial Scholarship.

SJMC alumnus **Julian B. Hoshal**, 64, died September 16, 1986, in Duluth. Hoshal was the former director of university relations at the University of Minnesota-Duluth (UMD) and news director of KSTP-TV and KSTP radio in the 1950s.

Hoshal earned a B.A. degree in journalism in 1946 and an M.A. degree in mass communications in 1959, both from the University of Minnesota.

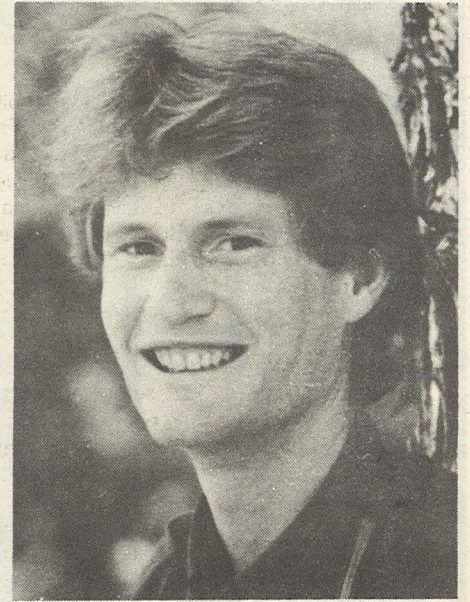
He worked at UMD from 1959 until his retirement in 1984. In addition to his duties as director of university relations, he taught public relations classes for several years at UMD. He also served on UMD's Board of Student Publications and was the adviser to the student newspaper, the *Statesman*, and to the former UMD yearbook, the *UMD Chro-*



Fred Kildow



John Stuart



David Shippee

nicle.

At KSTP-TV, where he worked from 1950 to 1959, Hoshal brought national recognition to the station by winning two major awards.

**Kathleen Orr Jones**, a 1944 graduate of SJMC, died July 6, 1986. Ms. Jones, 64, retired in March from her 14-year career as spokesperson for the Hawaii Department of Education. She had previously worked as a reporter for the *Honolulu Advertiser* from 1959 to 1964.

Jones graduated from the University of Minnesota in 1944 with a B.A. degree in journalism. She worked on the *Wisconsin Rapids Daily Journal* and the *Fargo Forum* before moving to Hawaii in 1951.

Jones taught at St. Andrew's Priory in Hawaii until she joined the *Advertiser* in 1959. She also taught in the Philippines in the mid-1960s while serving in the Peace Corps. In 1967, she was employed by the Hawaii Education Association and in 1974, she joined the Hawaii Department of Education.

In a message issued following her death, Hawaii Governor R. Ariyoshi remembered Ms. Jones as an "outstanding professional and an outstanding person."

"Kay Jones lived and worked in Hawaii for 35 years and contributed much to the people of these islands through her expertise, her conceptions and her understandings," stated the Governor. "Hawaii today is a better place because Kay Jones lived here and offered so much."

**Pierre Bowman**, an SJMC alumnus who became a well-respected Hawaiian theatre critic, died September 22, 1986, after a five-year battle with cancer. He was 42.

Bowman's journalism career took him from general assignment reporter to feature writer to movie and drama critic. His writings covered a gamut of subjects relating to the Hawaiian Islands and his personal experiences. During his career he interviewed such personalities as Liza Minelli, Joey Heatherton, Henry Mancini, Chubby Checker and Imelda Marcos.

Bowman's description of Charles Lind-

bergh's funeral in Kipahulu, Maui, was reprinted in *Reader's Digest*. More recently, his stories about dealing with cancer won him an award from the Hawaii chapter of the Freedom Foundation.

Bowman came to SJMC on a scholarship that paid for part of his freshman year. While here he met his future wife, Lee Ann Holmberg, another journalism student and now director of publications for Pahahou School in Hawaii.

Bowman's first job was with the United Press International (UPI) in Minneapolis where his stories were carried nationally. After two years with UPI, the Bowmans and their two children moved to Hawaii in 1971, where Bowman secured a position as a reporter on the *Honolulu Star-Bulletin*. In 1977, he became entertainment editor and in January, 1979, he left to become a reporter and assistant editor of the People section of the *Honolulu Advertiser*. He returned to the *Star-Bulletin* in 1982 to rejoin the newspaper's Today section.

**Mary Lou Sim**, wife of former SJMC Professor John Cameron Sim, died April 29, 1986, at St. Mary's Hospital in Minneapolis. Sim, 59, was diagnosed as having pancreatic cancer in March.

A native of Madison, Wis., Sim married John Cameron Sim in 1946 and returned with him to East Grand Forks, Minn., where he was co-publisher and editor of the *East Grand Forks Record*. In 1956, John Sim began teaching journalism at the University of Minnesota and the family moved to Minneapolis. John Sim retired from the school in 1979, after 23 years of teaching.

Mary Lou Sim worked as a safe-deposit clerk at First Bank Lake in Minneapolis from 1981 to 1986. She was editor of the bank's newsletter, *First Lake Newsbreak*, and took a special interest in Minnesota foodshelves, promoting donations from the bank and its employees.

**David Shippee**, a 1981 graduate of SJMC, died August 3, 1986, in Quinghai Province, China, while on a photography assignment for the Sino-American expedition which travelled the Upper Yangtse River in kayaks.

Shippee, 29, died of pulmonary edema, or fluid in the lungs. His illness was a complication of altitude sickness.

Shippee took a 2½-month leave of absence from his job as staff photographer at the *Idaho Statesman* in Boise to join the expedition, which left Portland, Oregon, for China on July 1. He became ill while the expedition was located on the high plateau of the Upper Yangtse. After two to three weeks of rest in Golmud, a city in Qinghai Province, Shippee believed he had recovered and rejoined the expedition when it returned from the Yangtse headwaters to Toutouheyuan River, a Yangtse tributary. He became ill again and died three days later. He was buried on the banks of the Toutouheyuan.

While at SJMC, Shippee worked as a photographer for the *Minnesota Daily*. After graduating with a B.A. in journalism in 1981, he worked as a press photographer on the *Corpus Christi Caller-Times* from 1982 to 1984. He then joined the *Idaho Statesman* as a staff photographer. While at the *Statesman*, he finished second in his region in the National Press Photographers Association Competition.

Shippee grew up in St. Paul and attended St. Paul Open School, where he became involved in Film in the Cities, a Twin Cities program for teaching photography and cinematography.

A memorial fund has been established in David Shippee's name at the School of Journalism and Mass Communication. Contributions may be mailed to the University of Minnesota School of Journalism and Mass Communication, 111 Murphy Hall, Minneapolis, MN 55455.

SJMC undergraduate student **John Wade Stuart**, 22, died accidentally on July 24, 1986, in Nevada.

A member of the University of Minnesota Honor Society, Stuart wrote sports articles for the *Minnesota Daily* and aspired to becoming a sports columnist for a major metropolitan newspaper. In 1982, he broadcast high school hockey games on local cable television.

Stuart, of Bloomington, Minn., worked at the Decathlon Athletic Club in Minneapolis for five years prior to his death.

# Murphy Reporter

Number 24 School of Journalism and Mass Communication Fall 1986



Photo by Dona Schwartz

Professor Dona Schwartz spent time in 1986 doing research in Waucoma, Iowa. Trained as an ethnographer, Schwartz collected photographs, fieldnotes and interviews to describe social change in this rural community of 300 residents. See story pages 6 and 7.

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