

The future of investigative reporting

Sharper data banks, blunter FOIA tool, predict professionals on SPJ/SDX panel



Left to right: investigative reporters Don Shelby of WCCO-TV, John Ullmann of the Minneapolis Star and Tribune and Linda Kohl of the St. Paul Pioneer Press-Dispatch.

Illustration by Eric Miller

By Patrick Conn

•It's getting harder to find out about government, but easier — thanks to computerized data banks — to get up-to-date information about almost everything else.

•TV "cops and robbers" stories will take a back seat behind "expository" reports that pull together information from diverse sources to highlight neglected social problems.

•Reporters, not editors, will inspire most projects - and will continue to find their work at times both tedious and prone to producing anxiety.

These observations surfaced during a lively discussion of the future of investigative reporting sponsored by the SJMC chapter of Society of Professional Journalists/Sigma Delta Chi. The group brought three Twin Cities-area investigative reporters in front of a roomful of journalism students and faculty Jan. 30 to suggest what's coming, tell what they're doing now and criticize what they've already done.

Panelists included Don Shelby of

WCCO-TV, Linda Kohl of the St. Paul Pioneer Press and Dispatch and John Ullmann of the Minneapolis Star and Tribune.

Shelby had clear ideas about his specialty's future. WCCO I-Team reports will focus less on the progress and outcomes of law enforcement investigations and more on pulling together the latest research and information on social, consumer, industrial and governmental problems, he said.

"I don't know whether it has been because of the public backlash against invasive kinds of reports -

Shelby: Television investigations will be more 'cerebral,' less 'blood and guts'

where the press seems to be making some kind of step into private lives of individuals — or whether it has been a maturing process, but I think that there is an effort to be a little more cerebral in investigations as opposed to going at 'blood and guts.'"

This new focus will emphasize background research more than what he called the classic investigative reporter's task of "telling something that somebody else was trying

desperately to keep from you."

Ullmann said the *Star and Tribune* has no master plan for future investigations, but rather depends upon reporters to convince editors that something merits in-depth scrutiny. "One out of every 1,000" good ideas for an investigative project comes from an editor, he said.

Kohl said she considers the term "investigative reporter" to be redundant. She described a trend encouraged at the *Pioneer Press and Dispatch* to allow all reporters to dig more deeply into the routine news stories they cover.

Ullmann disagreed sharply. If all reporters are investigative reporters, he said, "there sure is a hell of a difference among all of our work."

Reporters of all specialties will need to adapt to two current developments, the panelists said: the trend toward tighter restrictions on government information released under the federal Freedom of Information Act and the development of comprehensive, accessible com-

puterized data banks.

"There's no question that the door is getting narrower and narrower," Ullmann said about FOIA restrictions.

"A few years ago I got the DEA (Drug Enforcement Administration) forms for the loss and theft of drugs from a local VA hospital in a week, because they didn't know that the DEA in Washington didn't want them to be out. A later similar attempt "took me another nine months of hassling and arguing with the DEA in Washington to get them out, and I believe I'm the last one to get them. They summarily closed them, and nobody has taken them to court."

Nonetheless, he said, "no matter, what you read, it's still a very useful tool."

Shelby told about discovering through a FOIA request that a Soviet agent who had defected in the mid-'50s was living in St. Cloud. The former agent told him about espionage activities in the port of Duluth.

Both Shelby and Ullmann said they routinely make FOIA requests, but Shelby said he makes them frequent-

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In Lavine's first year as Cowles Professor Interest strong in media management, economics

It has been a busy first year for Prof. John Lavine, but not a lonely one.

"The faculty has been extraordinary, from my point of view," he said. "I've not tried anything that they have not been willing to listen to, help with and participate in. They've been very helpful in their criticism and very supportive."

Lavine, who is also head of the Wisconsin-based Lavine Newspaper Group, began his tenure in January, 1984 as John and Elizabeth Bates Cowles Professor of Media Management and Economics. Lavine's chair was established as part of a program resulting from a 1976 endowment of \$2 million from the Cowles family.

While remaining an involved publisher-editor, Lavine has spent the better part of the past year promoting the study of his specialty both within the SJMC and at other institutions.

This January he wrote a preliminary draft of a report that summarizes his first year's activities and accomplishments, including:

- Developing, with Prof. Daniel Wackman, a course on managing media organizations. Although unlisted in the 1983-84 course catalog, it drew more than 40 students.

Coursework included preparing and presenting a report on a media management problem to the class and to a relevant media manager — the latter an effort that led to the *Minneapolis Star and Tribune* and the Martin Williams advertising agency implementing student recommendations and to several students finding employment with the firms they studied.

Students rated the course highly. It was offered again this winter and attracted an even larger enrollment.

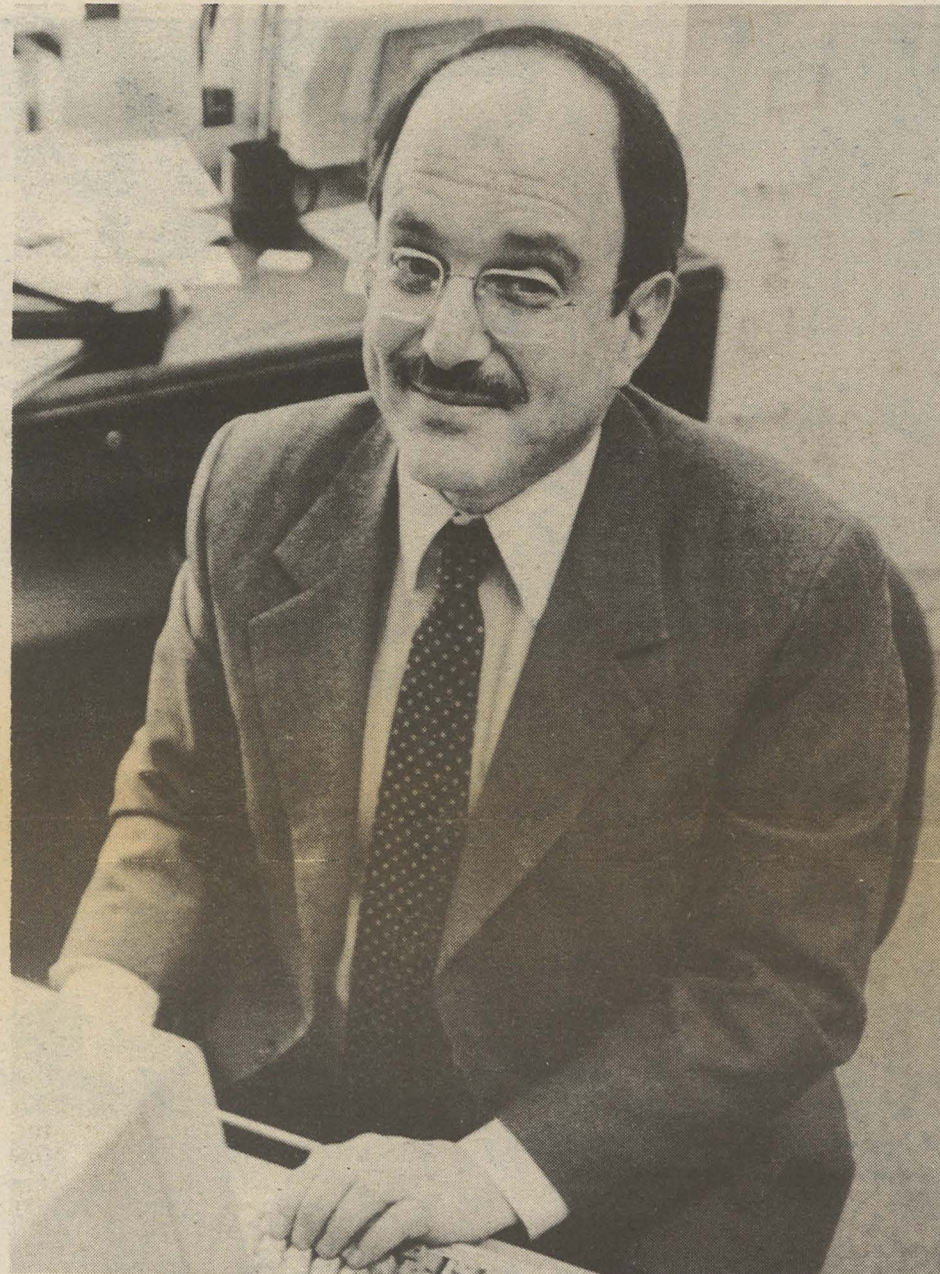
- Developing a course offered this spring centered on case studies in

management and economics of modern media organizations.

- Conducting a survey that discovered that only a few U.S. and Canadian journalism schools offer media management and economics

courses, and that more than 150 schools want to add courses similar to Lavine's and Wackman's.

- Forming a group to promote education in his specialty within the Association for Education in Jour-



John Lavine

Photo by Eric Miller

nalism and Mass Communication, a national journalism professors organization.

- Successfully proposing and obtaining a grant from the Gannett Foundation to write a media management textbook together with Wackman. The book will deal with both the fundamentals of media management and the problems and issues generated by rapidly changing technology.

- Organizing the first nationwide seminar for professors interested in the teaching of media management and economics. The seminar — which is funded by grants from the Gannett Foundation, the American Newspaper Publishers Association foundation and the Minnesota Journalism Center — will be hosted by the SJMC in Minneapolis June 10-12.

The seminar was organized to tell educators what media industries require for hiring, training, promoting and evaluating managers and to tell them "what's coming in the media," Lavine said. Participants will also focus on how to teach media management.

- Beginning development of a fellowship program for media professionals moving into management.

This spring Lavine plans to begin the pre-publication circulation of papers on media management and economics among interested educators across the U.S. His goal is to stimulate research and discussion in the field by circulating a variety of thought-provoking material.

He said the SJMC's efforts in media management and economics are "filling a vacuum" in the field, and have put the school in a leading position nationally.

"As a professional who has spent 20 years of his life running information companies, I'm tremendously impressed that Minnesota would take this on and make it possible," he said.

Ullmann: FOIA access is narrowing, but computer data bases open the world to any reporter with a terminal

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ly, often on impulse, to see if there is any basis for one of his story ideas.

"It's like gambling drunk," Shelby added with a grin. You wake up one morning and you just may have a Pulitzer on your desk."

The path to future Pulitzers may lead through comprehensive computerized data banks that make it much easier to develop background information quickly, the panelists said.

"They're great," Ullmann said. "We use them all the time."

He gave two examples.

- A two-hour data base search in January enabled *Star and Tribune* reporter Joe Rigert to prepare a detailed outline of the history and safety record of the Lockheed Electra

on the same day as the first reports appeared about a major crash of one of the aircraft.

- An earlier data base search enabled *Star and Tribune* reporters quickly to discover that government studies dating from the fifties indicated that hazardous carbon tetrachloride from grain fumigants was contaminating food supplies.

Compared with a manual background search, "it's the difference between knowing everything that was published about a topic in Indiana and everything that was published about a topic in the world," Ullmann said.

Shelby praised data bases as "a wonderful tool" to give reporters a sense of the content of their stories.

"We are oftentimes put in the situation of going with a very narrow focus in our stories," he said. "If you have access to a data base that can supply some of that material, and you con-

sume it, your story will gain breadth. If a reporter doesn't get needed background information, Shelby said, "You'll feel guilty and embarrassed and you'll hope that nobody else will find out what you've left out of your report that would so easily have cut in and made sense."

Kohl said the *Pioneer Press and Dispatch* had not yet gained access to any data bases, but that she had used them successfully through a local public library.

The panelists also traded comments about current and recent local stories, notably investigations conducted by all three of their employers into allegations and prosecutions involving sexual abuse of children in Scott County.

Shelby described that controversy as a classic situation in which the failure of government creates a moral requirement for further inquiry by reporters.

"Someone is going to have to go into that place and say what has not been said, what may never be said by the legal establishment. Was there or was there not sexual abuse in large numbers in Scott County?"

"I am chagrined," he continued "that we have to put people on television whom the evidence would indicate sexually abused children, saying that the system has harmed their lives and using our airwaves to make a case for themselves, at the same time as we are hog-tied because they are not guilty of anything."

Kohn asked Shelby if he didn't think reporters had already asked "every conceivable question" about the Scott County situation.

Shelby replied that the sex-abuse controversy required investigation rather than more questions.

"Is there a person who knows the

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Co-sponsored by Silha Center

Conference to study ombudsmen's problems, roles

The people who spend their days fielding readers' complaints about newspapers will get a chance to air their own views this June, with help from the SJMC's new Silha Center for the Study of Media Ethics and Law.

The center will help sponsor the annual conference of the Organization of Newspaper Ombudsmen, a group of about 40 Americans and Canadians, most of whom specialize in straightening out disputes with readers over the quality and accuracy of news coverage. The ombudsmen will meet June 16-19 at a Minneapolis hotel.

Before the participants (and interested journalism students) settle in for several days of talks on libel, ethical problems and related subjects, they'll hear about the results of a comprehensive census of ONO members currently being conducted by SJMC Asst. Prof. Ted Glasser who is associate director of the Silha Center. Glasser's presentation is scheduled for the morning of June 16.

Questionnaires scheduled to be mailed in mid-March will ask each ombudsman how he defines his role, what his structural relationship is to his newspaper and what he feels he has accomplished.

Key questions Glasser is trying to answer include:

•Are ombudsmen making genuine contributions to improving newspaper coverage, or only a token effort?

•Are they independent critics or public relations representatives of the



Ted Glasser

Photo by Eric Miller

newspaper?

•Do they truly advocate the reader's cause or defend the newspaper's coverage?

•Would they like to be more independent?

•Why are there so few ombudsmen?

Glasser is hoping for a 100 percent response. An earlier pre-test among 4

ombudsmen produced detailed and thoughtful comments on his questionnaire, he said.

"If all goes according to plan, this will be clearly the largest and most comprehensive census of American ombudsmen that has been done. I hope it sparks a lively debate at the meeting."

Ombudsmen scheduled to attend represent leading national and regional newspapers, including the *Washington Post*, the *Montreal Gazette*, the *Boston Globe*, the *Milwaukee Journal* and the *Minneapolis Star and Tribune*. The *Star and Tribune* and the Silha Center will be hosts for the conference.

Glasser will also moderate a panel discussion on stories about sexual abuse.

Reader's Digest donation aids students reporters

The price of a tankful of gas or a computer printout will no longer stand in the way of a good story for many SJMC students thanks to a \$1,500 fund donated to the SJMC in January by the Reader's Digest Foundation.

The fund was set up to reimburse students for travel and research expenses connected with a news or

feature product, according to Asst. Prof. John Busterna, SJMC scholarship committee chair.

Busterna said the fund is intended to provide numerous small grants to facilitate student journalism during the 1984-85 school year. Last year the foundation donated \$1,000 for the same purposes.

Kohl: 'Investigative reporter' is redundant; all 'Pioneer Press-Dispatch' reporters encouraged to probe beneath surface

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story and is about to trip? Can we push them to the point where they will finally say, 'I can't stand it any more, I don't want it on my conscience, and I'm going to tell the truth?' I think that we should never leave Jordan until the questions are answered," Shelby said.

Kohl replied that she thought Shelby was being "unrealistic."

"So what's new?" he responded.

A 1983 series of stories about a former St. Paul City Council president who sought (and eventually received) a sex-change operation drew criticism.

Kohl, whose newspaper broke the story, said she thought the *Pioneer Press and Dispatch* treated it "very sensitively." Not only did the subject agree to cooperate with reporters, she said, but her paper's story included extensive discussion with experts on sex changes and with St. Paul civic leaders.

"It was a terrific human interest story," she said.

Shelby disagreed. "It was newspaperism and TV at its most sensational, at its noisiest, at its most putrid," he said. The story should have been told "more softly."

"Everybody got rope-a-doped on this thing. Everybody knew St. Paul had the story and they had it ex-

clusively as far as anyone knew. They were just going to run with it and it scared everybody in Minneapolis. It got real crazy," he said.

The panelists found more agreement about the investigative reporter's lifestyle. It's often "really dull," Kohl said, a matter of tedious interviews and checking of records.

Compounded with the tedium, Ullmann said, is a high level of anxiety. "When we have a project going down, I lose 10 pounds."

Television, Shelby said, places an additional burden on the investigative reporter: the requirement that one "look like one has just stepped out of the pages of *Gentleman's Quarterly* or *Seventeen* magazine in front of the

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Gerald says credit For news council should be shared

Editor's note: Prof. Emeritus J. Edward Gerald submitted the following comment.

The article by Sara Saetre in the November *Murphy Reporter* ("New Center Focuses on Media Law and Ethics") is quite interesting and done with professional skill. It depends on reliable sources for its information, but one of the sources — while reliable — places the emphasis wrongly when it deals with the founding of the Minnesota News Council. I have been trying for a couple of years to get the emphasis placed properly.

Let's take the second paragraph in column 2. Sara's version reads:

"Today the Minnesota News Council, founded by Minnesota Professor Emeritus J. Edward Gerald and others, is one of just two news councils in this country."

My suggested redistribution of credit is as follows:

"Today the Minnesota News Council, founded by Robert M. Shaw (B.A. '50, M.A. '51) and others, including Professor Emeritus J. Edward Gerald..."

camera.

"Unfortunately, all of the stuff that you'd like to deny about television is fairly true," he said.

But once experienced in investigative work, the trio said, the journalist's skills compare well with those of other investigative professions.

"You have to be as good at finding information as a lawyer," Ullmann said.

"I'll take my credentials, and I'll take Ullmann's investigative credentials and Linda's and put them up against any cop I know," Shelby said.

Journalism Alumni Society column

Alumni dine, talk career change April 26

Editor's note: Journalism Alumni Society Board member Marshall Tanick here previews the group's activities for spring.

"Career Changes" and "Tricks of the Trade" will be the themes of the upcoming Journalism Alumni Association dinner and professional workshop the last weekend of April.

The annual dinner will be held on Friday, April 26, 1985, at the Radisson Metrodome Hotel in Minneapolis. The dinner is open to all alumni, guests, faculty, students, and friends of Murphy Hall. The program will feature a panel presentation titled "Changing Your Career: It's Never Too Late to Switch!" The panel will consist of several professional journalists in the Twin Cities who have made career changes.

Panelists will include David Nimmer of WCCO Television News, a former newspaper reporter and editor; Steve Morawetz, public relations account executive at Paragon Advertising Agency and former television news editor; Phil Bolander, copywriter at Grey Advertising Agency and former minister; and Mary Bader Papa, managing editor of *Corporate Report* magazine. Moderator will be Stan Turner of KSTP

Television.

Last year's dinner set a record for attendance, and a crowd of up to 200 is expected this year. The evening will start with a cocktail hour at 6 p.m., followed by dinner at 7 p.m.

Other highlights of the program will be two special award presentations. Graham Hovey, a 1940 Murphy Hall graduate, will receive the University's Outstanding Achievement Award. Hovey, a veteran *Newsweek* reporter and bureau chief, was the magazine's White House correspondent for 15 years.

In addition, Geri Joseph will receive the fifth annual Award for Excellence, given by the Journalism Alumni Association to an outstanding Murphy Hall graduate. Joseph, a 1946 graduate, has been an award-winning newspaper reporter, leader in state and national politics, and served as U.S. Ambassador to the Netherlands in the late 1970s. Previous winners of this distinguished award have been Harold Chucker, Robert Shaw, the Rev. James Whalen, and Ron Handberg.

Other features of the dinner meeting this year will include the State of Murphy Hall address by Jour-

nalism School Director Gerald Kline, award of student scholarships, and special presentation about the mentoring program.

The Mentoring program, now in its third year, consists of 36 students matched up with 36 professionals, who volunteer their time to assist in academic and career guidance and planning. The program, which ran throughout winter quarter this year, has been successfully coordinated by Alumni Board members Lynn Levinson and Judy Zerby.

Reservations for the annual dinner and program can be made by contacting Mary Hicks at the University Alumni office (373-2466).

The dinner will be followed by the annual workshop on Saturday morning, April 27, at Coffmann Memorial Union at the University. The program, titled "Tricks of the Trade," will include a panel discussion by leading Twin Cities journalists about their journalistic techniques, followed by small workshops sessions. The workshop sessions will permit individual discussion with panelists.

Panelists will include WTCN-TV reporter Mary Stucky; *Minneapolis Star and Tribune* business columnist



Gerri Joseph

Dick Youngblood; public relations man Dave Mona; and experts in advertising and news photography Dan Wascoe of the *Star and Tribune*. A past Alumni Board president, will moderate the program. Persons wishing to attend the program and workshop should call Linda Wilson (373-3565) to make reservations.

The Alumni Board will close out its activities for this year with a reception for the graduating Murphy Hall seniors in May. The program, coordinated by board member Terry Randolph, will honor the graduates and offer encouragement and advice to them as they embark on their professional careers.

Editorialist Jean Otto wins Casey award

Tain News, is the 1984 recipient of the annual Ralph D. Casey Minnesota Award for Distinguished Service in Journalism.

The award, sponsored by the SJMC in conjunction with the Inland Daily Press Association, was presented at IDPA's 1984 convention in Chicago. Recipients are chosen by SJMC representatives for distinguished service to community, state and nation.

The honor is named for Prof. Ralph D. Casey, SJMC director from 1930 to 1958. Casey is recognized for playing a key role in identifying the mutually supportive roles of journalism schools and the working media.

One nominating letter credited Otto with "outstanding contributions over the years to the profession and to journalism education, and in bringing all of us — educators and professionals — to a clearer understanding of our rights and responsibilities under the First Amendment.

"Through Jean, scholarly debate on First Amendment issues have been promoted in a number of professional organizations, particularly the Society of Professional Journalists. She has not permitted the debate to deteriorate into emotional name-calling or charges of irresponsibility on all sides.

"She has been a catalyst for First

Amendment conferences around the country and has participated in them, giving of her own time and funds to do so. There are conferences that would not have been possible without her support, simply because she has established credibility among the professionals."

Otto began her journalism career in 1960 as women's editor of the *Appleton (WI) Post-Crescent*. She joined the *Milwaukee Journal* in 1969 and served as a general assignment reporter (1968-72), editorial writer (1972-77) and op-ed page editor (1977-83). In 1983 she moved to the *Rocky Mountain News* as editorial page editor.



Jean Otto

Jean Otto, editorial page editor of the Denver, Colorado *Rocky Moun-*

Journalism education exchange program begins

Uruguayan sociologist to lecture, research at SJMC

Dr. Agustin Cisa, a distinguished Uruguayan sociologist and teacher in the mass media field, will visit the University of Minnesota for three months beginning in April.

Cisa, a professor of sociology and communication at the Catholic University of Montevideo will move into a Murphy Hall office at the beginning of Spring Quarter. He plans to work on establishing a research center at his home institution and to make preliminary arrangements to

conduct research with SJMC Prof. Roy E. Carter Jr.

He also plans to lecture on topics including the media, sociology, politics and education system of Uruguay, Carter said.

Cisa's visit is the first in a journalism education exchange program with Uruguay developed with the help of Carter and University Libraries Prof. Eugene Wiemers.

Carter received a \$47,000 grant in September from the United States Information Agency to develop the exchange, which will bring up to four more Uruguayan scholars here for 2- to 4-month stays before the end of 1987. In turn, Carter will teach at the Catholic University for six months in 1986 and Wiemers will go there to develop the school's library resources and teach library science.

Carter, who speaks Spanish with the fluency of a native, traveled to Montevideo for the third time in December to make arrangements for the exchange. He said the USIA grant was awarded with the goal of beginn-

ing a relationship between the institutions that will continue beyond the termination of the grant.

"I think we can learn a lot from them, and they from us," he said.

Carter has taught journalism and sociology at Latin American and Caribbean universities including the universities of Chile, Concepcion (Chile), Costa Rica and Puerto Rico and the Federal University of Pernambuco, Brazil.

Knight, Hearst gifts boost Minority scholarship fund

The Minority and Disadvantaged Student Scholarship Fund got a healthy boost from two recent donations by private foundations.

The Knight Foundation announced the second gift of \$20,000 to the fund in one year, and the Hearst Foundation announced a \$12,000 donation.

The fund, administered by the

Tarleton, '52 graduate, Pledges \$10,000 to school

Raymond J. Tarleton, an SJMC graduate who is currently executive vice president of the American Association of Cereal Chemists, has pledged \$10,000 to the School of Journalism over the next 10 years, beginning with a \$1,000 gift in December, 1984. The gift is unrestricted.

Tarleton received an M.A. in Journalism in 1952. He received a B.A. in Chemistry from Minnesota in 1948.



Roy E. Carter Jr.

Photo by Eric Miller

SJMC, pays school and dormitory expenses for selected minority and disadvantaged journalism students for their freshman and sophomore years. Currently nine students are being supported under the program which began last year.

A life of pacifism, Catholicism and activist journalism

Roberts' book, "Dorothy Day and the 'Catholic Worker,'" examines controversial editor and her publication

It began when a Catholic priest friend of hers pointed out the relatively unstudied but "extremely influential" pacifist publication and its controversial editor.

Eventually it became the subject of a dissertation. Finally, last October Asst. Prof. Nancy Roberts' book, *Dorothy Day and the 'Catholic Worker,'* was published by State University of New York Press.

The book is a "full-length" study of the *Catholic Worker* newspaper, a monthly which was founded in 1933 in New York and continues publishing today. The book also looks at Day's background and role as the paper's editor, publisher and chief writer, a role that lasted from the paper's beginning until her death in 1980.

Although it's too early yet to read the academic reviews, popular reaction to the publication has been favorable, Roberts said. The original *Catholic Worker* hasn't reviewed it yet, but the Los Angeles Catholic Worker House and the Catholic magazine *The Priest* liked it.

Catholic historian John Tracy Ellis wrote her a complimentary letter about the book, calling it a "balanced" account and praising her academic skills.

She inspired SJMC Prof. Emeritus Edwin Emery to add a discussion of Day to his journalism history textbook.

Her scholarship has also led to several presentations on Day, including a February West Bank Forum lecture at the University on Day's influence on the peace movement. In her talk, she made numerous points about Day and her newspaper, including:

- Day's influence was so widespread that whenever one traces the U.S. Catholic peace movement, one comes back to the *Catholic Worker*. The newspaper and the organization behind it inspired many, including peace activists Daniel and Philip Berrigan and author Michael Harrington, who wrote *The Other America*, a description of U.S. poverty. It also influenced former Minnesota U.S. Sen. Eugene McCarthy and Abigail McCarthy;

- The *Catholic Worker* is the only U.S. publication to maintain a consistent nonviolent and antiwar editorial position for 50 years. During the pre-World War II era and the McCarthyist period this was especially difficult, with Catholic Worker organization volunteers harassed on the streets and investigated by the FBI. Day, for example, was arrested six times in the 1950s for not participating in air raid drills;

- Day's advocacy and her daily life were also consistent. She lived in voluntary poverty in often dirty and grueling conditions among the poor New Yorkers she served. Issues of the *Catholic Worker* were sometimes

published behind schedule because the organization's staff was needed at the group's shelter for the poor;

- Although Day had been a secular radical with communist and socialist friends before becoming a Catholic in 1927, she was a theological and liturgical conservative and didn't consider herself a feminist. She quoted papal encyclicals and the Bible to support her pacifist positions.

"She never did anything that would allow the church hierarchy to consider her a heretic."

Day also said she considered feminism a movement of upper middle-class women, one that had little to do with the poor. But she never condemned Catholics who had abortions and she supported homosexual rights in the Fifties, in spite of her conservative convictions;

- Day's greatest achievement was "getting a church that had forgotten its peace tradition back on track. It's hard to imagine the courage it took to espouse absolute pacifism" in the Thirties.

Her book isn't the first one to look at Day's life, Roberts said, but it breaks new ground where it looks at her newspaper and at some biographical questions ignored by previous writers. "For example, what was it like in the Thirties to be a recent Catholic convert, a socialist, a single parent and a woman leading a radical movement in a church that was very conservative in the area of sex

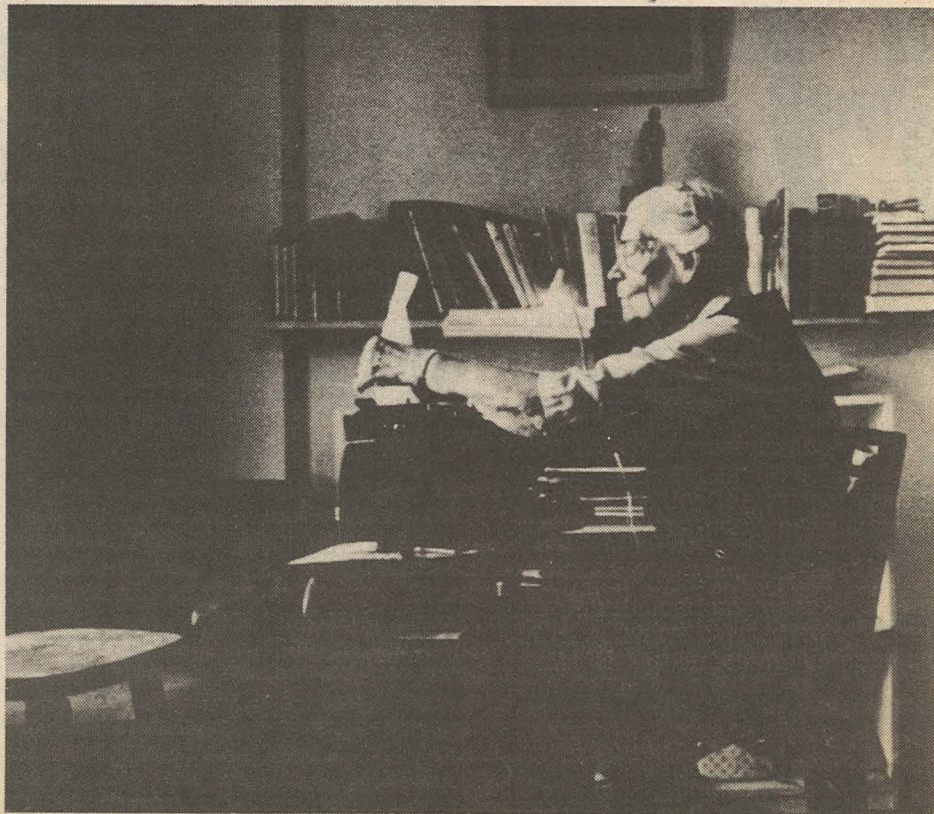


Nancy Roberts
roles?"

Day was an advocacy journalist, Roberts said. Her best work displayed a great concern for peace and social justice. She personalized oppressed people by writing profiles of them as individuals. She also was an outstanding labor reporter, capable of incisive reviews and political commentary. Roberts gave two examples:

- In the 1930s, Day was one of two reporters allowed to interview striking General Motors workers in a Flint, Michigan plant;

- In 1954 Day wrote an article



Dorothy Day

Photo by Bob Fitch

astutely tracing the history of foreign involvement in Southeast Asia, warning against American meddling.

Roberts described Day as "one of the U.S.'s greatest activist journalists," in a league with Henry David Thoreau, Eugene Debs and A.J. Muste. Yet ironically, "people didn't study the *Catholic Worker*

because it's a 'religious' publication.

"It was a perfect subject for a dissertation."
(*Dorothy Day and the 'Catholic Worker,'* by Nancy L. Roberts. Illustrations by Fritz Eichenberg and Ade Bethune. 276 pp. Albany, N.Y. State University of New York Press. \$12.95 paper. \$36.50 hardcover.)

faculty

Professor Walter Brovald, director of undergraduate studies, left Murphy Hall in the beginning of January for his 1985 sabbatical. Replacing him temporarily as undergraduate adviser is a former tenant of Brovald's second floor office, Professor Emeritus George Hage.

"As long as Karen Stohl (undergraduate services office head) is aboard to keep me on track, undergraduate rebellion should be kept to a minimum," Hage says.

When not in Murphy, Hage spends his time writing a newsletter for the state conference of the AAUP and, as president, helping to raise money for Actors Theatre of St. Paul, which will move downtown for the 1985-86 season.

Hage's abbreviated history of the *Minnesota Daily* and the Board of Publications appeared in the January issue of *The Observer*, quarterly publication of the Minnesota Newspaper Foundation.

Professor Roy E. Carter Jr.'s Latin American and Caribbean endeavors have added a cluster of new tags to his suitcase in the last few months. His activities include:

- Visiting Montevideo, Uruguay for the third time in December to arrange for an exchange of faculty between Minnesota and the Catholic University of Montevideo (see article elsewhere in this issue);

- A visit to consult on teaching, research and administration to the

school of communication of the University of Costa Rica in July and August, 1984. Carter once was a visiting professor at that institution;

- Delivering the keynote address at an international conference on mass communication in Monterrey, Mexico in November;

- Participating in regional meetings dealing with Latin America;

- Making a one-week visit to the University of Puerto Rico in February, 1985 to lecture on mass communication and plan for a lengthier visit in 1986;

- Traveling to Chile under a National Science Foundation research planning grant, planned for March, 1985;

- Beginning a three-year term on the U.S. national commission that helps select Fulbright scholars for overseas assignments in journalism and speech/communication.

Assistant Professor Ted Glasser's essay, "On the Morality of Secretly Recorded Interviews," is scheduled to be published in the winter issue of *Nieman Reports*.

Glasser also appeared, along with several SJMC graduate students, in a discussion of journalistic ethics aired Jan. 27 in the Twin Cities as part of the University of Minnesota "Matrix" TV series.

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CATHOLIC WORKER



HARDCORE KIDS

Photos/Text by Donna Terek

Editor's note: This picture story, originally published in the *Minnesota Daily*, won first place in the *National Press Photographers Association Region Five monthly clip contest for August*. Donna Terek, photojournalism graduate student and *Daily* photographer, here describes her experiences in preparing it.

The kids prowled around the uptown McDonald's in surly-looking groups wearing mohawks, black eye makeup and stubbed leather jackets. They smoked cigarettes. They sneered. In their bat-cave chic, they looked like extras from reruns of the *Addams Family*.

I felt conspicuously unhip in stone-washed jeans and tennis shoes. I wished I was a smoker. The reporter working with me smoked like a fiend and still felt out of place. We stood by awkwardly, at a loss for an appropriate approach. "Uh, excuse me, but how do you get your hair to stick two feet straight up in the air?" was not going to work. After an hour

we admitted defeat and went home feeling like reincarnations of 1960s parents, the ones who drove down the street, pointed and asked, "Which ones are the boys and which are the girls?"

The second time out we found some fliers for all-ages concerts — where no alcohol is served and no I.D. required — held at a South Minneapolis park. A few phone calls put us in touch with the high school kids who organized the events.

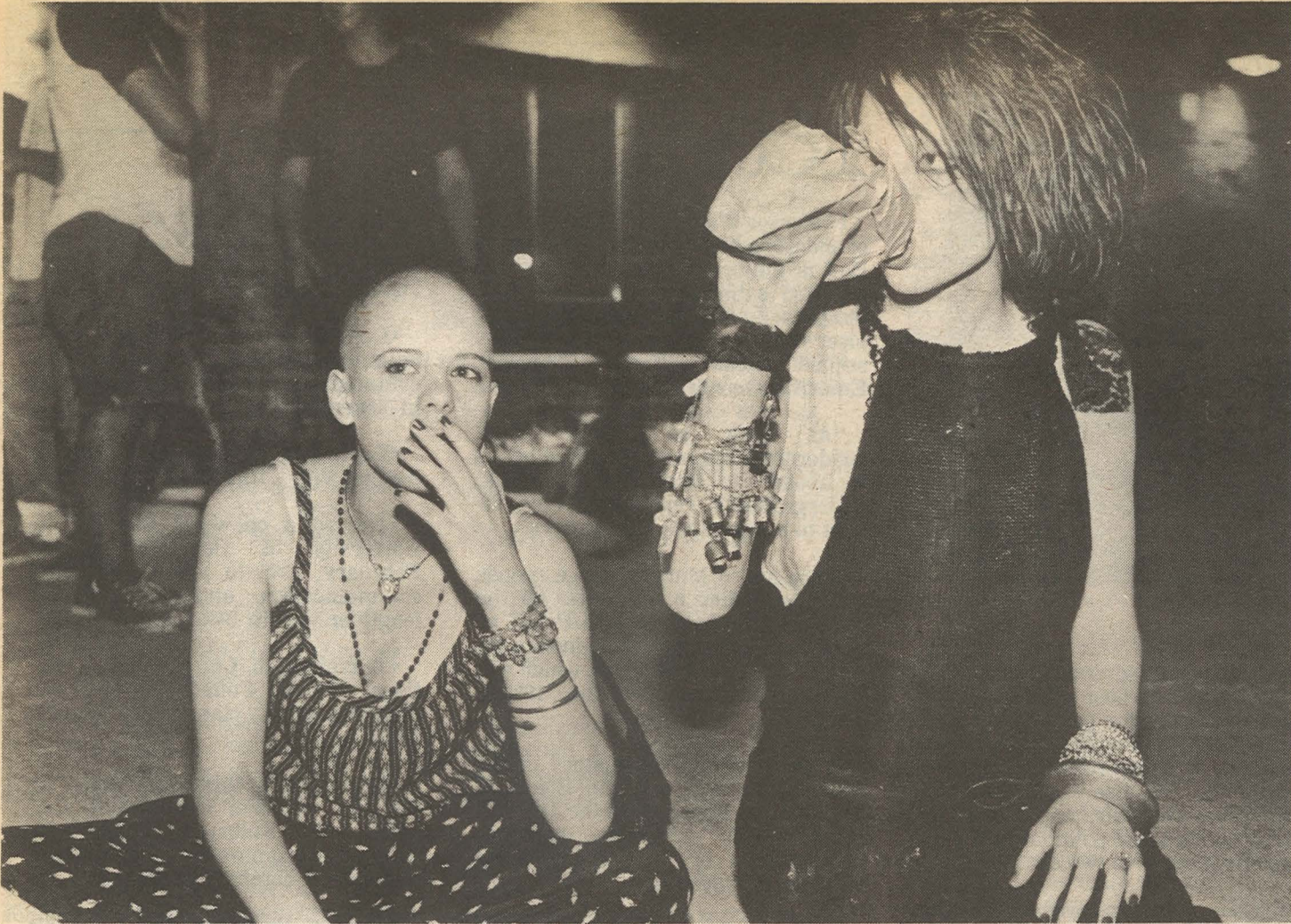
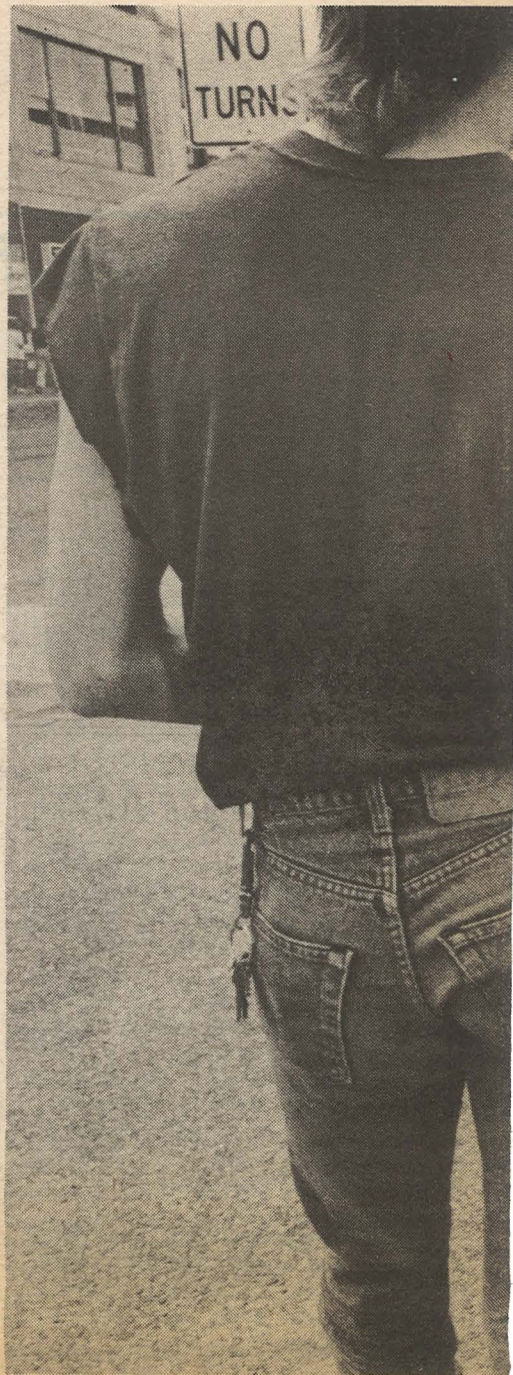
The people we met at the shows were just as curious about us as we were about them. While flattered by the attention, they were wary of our motives. Some felt they'd been burned by the press before. They didn't like being portrayed as violent or trouble-making. They resented being dismissed as mere slaves to a short-lived fashion. I said I wanted to get beyond the impression people picked up from driving by a bunch of scary-looking characters on the street corner. I wanted to find out who they were and show that photographically. They accepted me.

I began to find out who they were. Heather, who had drop-

ped out of high school to live with her boyfriend, worried about how she would comb out her dreadlocks when it came time to look for a job. Mark, the resident philosopher, could talk for hours about anarchy and the politics of art. When Cecily shaved her head her mother proclaimed it a creative art.

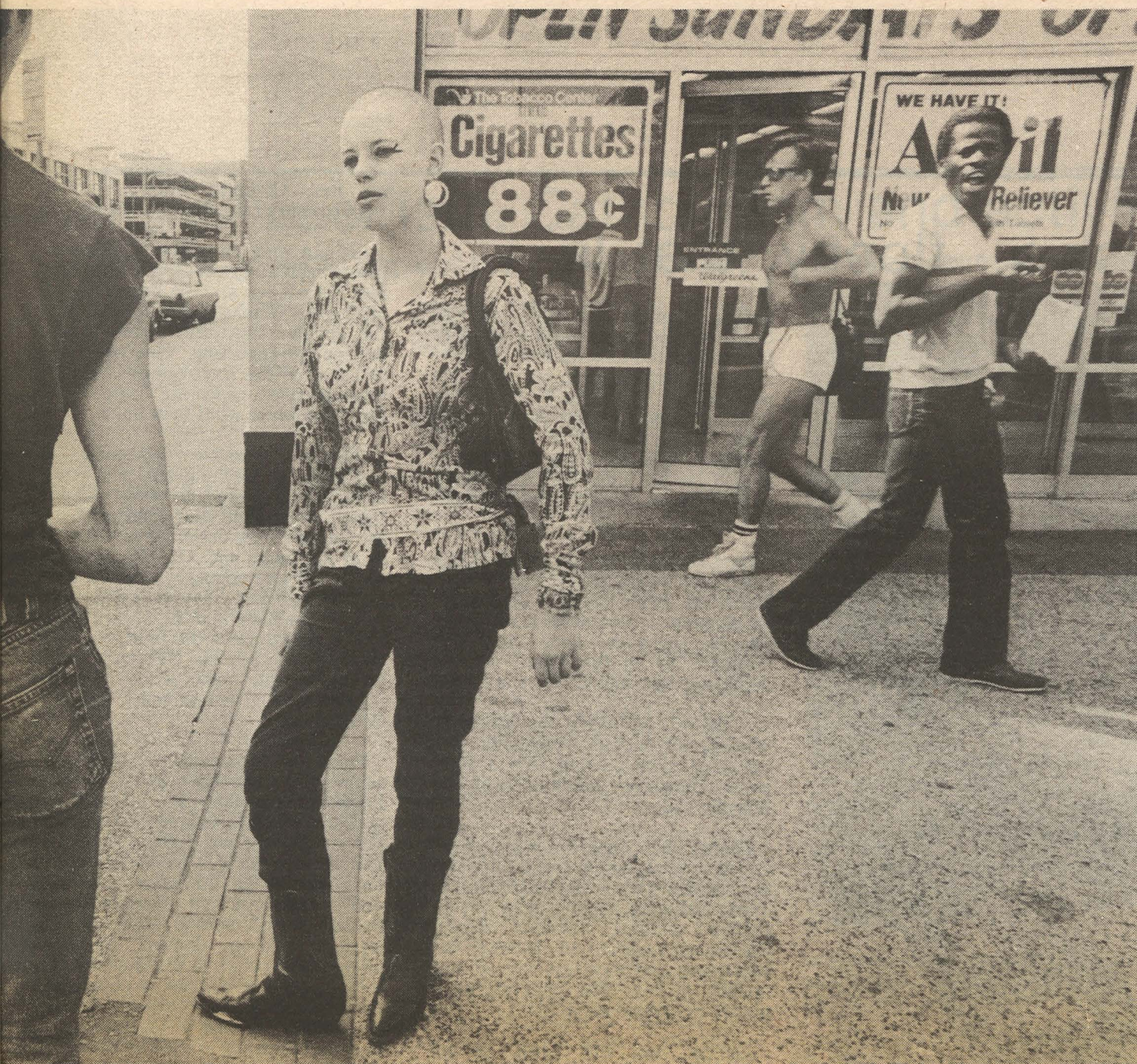
To Cecily, Heather and Mark, mainstream society is homogeneous and uncreative. As youngsters they began to feel different from their peers. They struggled to conform, then gave up, uncomfortable in the deception.

For all the chains and spikes in their style, they are not tougher or nastier than other teenagers. Sometimes they use that image to protect themselves, to dissuade "straights" who persecute them for being different. They treasure their individuality and consider their dress a creative outlet — not unlike my high school friends in the late 1960s who wore long hair and even longer leather fringes on their clothes. The kids agree with the comparison, but unlike that generation they're not out to change the world — just to make a place for themselves in it.



Above: "A lot of parents don't like it, but my mother thinks I'll turn out like her," said Helgesen-Lowe. Her companion LaFaye speculated, "I think people do this because they are bored." Right: Jeff Winter and Heather Mackereth belong to the band Fatal Myth. Mackereth's room is a bat-cave-style lair where she and her friends escaped the south Minneapolis mediocrity of her father's home during a party.





Left: Walking down Nicollet Mall, or any street, is an exercise in ignoring harsh comments from passers-by for Cecily Helgesen-Lowe. Below: "I almost like the dead roses better...they last longer," Heather LaFaye said.



Professors get PCjr's, software

Faculty goes disk-o - floppy, that is

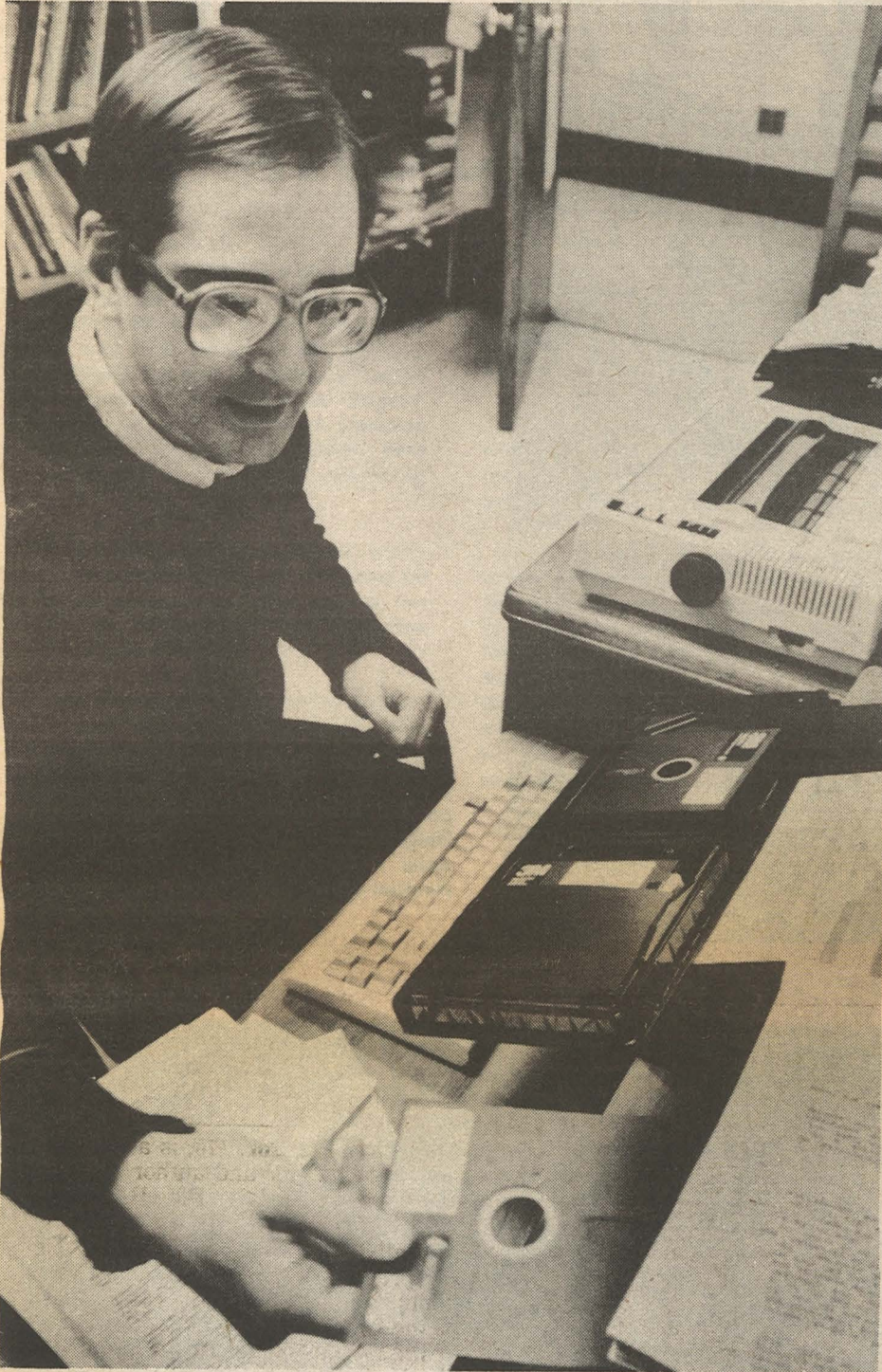


Photo by Eric Miller

Asst. Prof. John Busterna prepares to refresh his memory with a disk for his office IBM PCjr. Besides word processing, faculty can develop their own data bases, prepare sophisticated reports and tap the Dow Jones News Service.

If SJMC faculty are spending more time in front of a video screen these days, it's probably not because of an increased attraction to soap operas or Dan Rather.

Chances are they're facing the text of their latest paper or the contents of a remote data bank on the monitor of an IBM PCjr personal computer.

Some 26 of the computers moved into faculty offices in January as part of a test program involving IBM and Dow Jones, according to SJMC Prof. John M. Lavine.

Lavine, the John and Elizabeth Bates Cowles Professor of Media Management and Economics, made the principal arrangements for the program. He said the SJMC is one of the first journalism schools in the U.S. in which the entire faculty is involved in adopting the same computer system and in testing software and data banks.

In addition to word processing, professors can use the latest versions of IBM and Dow-Jones software to perform tasks including:

- *Developing graphic presentations;

- * Developing and filing the user's own data base;

- *Using a remote data base;

- *Preparing reports that integrate information from all four sources;

- *Using the Dow-Jones News Service;

- *Organizing Dow-Jones financial information in ways that allow the user to analyze the performance of entire industries.

The last two items aren't yet available on the PCjr to the public, Lavine said. He described the last software package as "a tremendously powerful tool for following the economic side of the country."

A grant from Northwestern Bell Telephone Co. helped give the computers access to the telephone system.

Lavine got the idea for the program last year, shortly after he moved into his Murphy Hall office. Along with assorted papers and books, he brought along his own IBM PC.

As the head of a group of Wisconsin

dailies, weeklies and other publications, he used his computer not only for writing and information-gathering, but also to keep up with his publications' activities by tying into their newsroom computer systems. After observing fellow professors' reactions to his electronic office companion, he concluded that other faculty would also benefit from personal computers.

Last June Lavine convinced IBM's entry systems division in Boca Raton, Fla. to set up the SJMC as test center for personal computers and software. He also persuaded Dow Jones and Company to let the school test its latest software and its news service.

In the fall, 26 PCjr's, four printers, telecommunications equipment and software were carried into a temporary classroom computer center in Murphy Hall.

During fall quarter, students in Lavine's interpretive reporting class had limited access to the machines. Then, following several brief but intensive training sessions during Christmas vacation for faculty, the keyboards and monitors moved into faculty offices. The printers were placed in several locations.

Lavine said the SJMC is an especially appropriate institution in which to evaluate computer hardware and software.

"We have the dual advantage of having people on the faculty, some of whom have years of computer experience, others of whom have none. All of them are, at least, editors. When they read the manuals, they can respond to how clear and effective they are."

Faculty will meet to evaluate their reactions to the system Spring Quarter and periodically throughout the year. The test program will continue for at least another year, Lavine said.

Faculty

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Associate Professor Arnold Ismach was a speaker at the midwinter conference of the National Association of Housing and Redevelopment Officials in Alexandria Jan. 24-25.

Assistant Professor Nancy Roberts' scholarship concerning controversial Catholic journalist and pacifist Dorothy Day led to a book published in October and several recent and planned presentations.

Roberts' book, *Dorothy Day and the Catholic Worker* was published by State University of New York Press. Roberts also lectured about Day to a women's studies class at Colgate University in December and to a West Bank Forum audience at Minnesota in February.

Roberts also organized a panel discussion of peace activism at mid-20th century for the April 25 meeting in Minneapolis of the Organization of American Historians. She plans to present a paper at the meeting.

James S. Ettema is on leave for the 1984-85 academic year. He is at Northwestern University, Evanston, Ill.,

in the Communication Studies Department of the School of Speech.

Ettema and Theodore L. Glasse have received grants from the Gannett Foundation and the University of Minnesota Graduate School to study the epistemology and ethics of investigative reporting. This research will look at the moral dimensions of investigative reporting and how reporters know what they know.

Glasse recently attended a workshop on teaching ethics in journalism, held at the University of Kentucky, Lexington, and sponsored by the Gannett Foundation, the University of Kentucky and AEJMC. He was one of 20 journalism educators who met to discuss the philosophy of teaching ethics and to review and assess literature in the field. He also participated in the National High School Press Association annual board meeting in Louisville, Ky., in October.

Phillip J. Tichenor participated in a seminar about science journalism in Bogota, Colombia, in September. Sponsored by Javeriana University, the conference was attended by 10 journalism teachers from Colombia, Peru, Bolivia and Ecuador. Tichenor and Manuel Calvo Hernando, a publisher and author from Spain, were invited to discuss teaching science journalism in South America, including the problems in reporting and interpreting science and technology, the role of the journalist in communicating scientific information in developing countries, and teaching techniques and approaches. One of the outcomes was a proposed course in science journalism in the participating schools.

Issue #90 of *Journalism Monographs*, scheduled to appear in November, is a study by C. Olien, G. Donohue and Tichenor entitled "Media and Stages of Conflict." The monograph reports the results of a longitudinal study from 1975 to 1978 of media coverage of and audience reaction to the conflict surrounding the construction of a powerline through Central Minnesota. A long-term study of communication and community issues being conducted by Olein, Donohue and Tichenor in the Department of Rural Sociology provided the data for this report.

Donald M. Gillmor delivered the keynote address at the International Broadcaster Symposium '84 in Seoul, South Korea, in October. Gillmor spoke on accountability of the media to about 100 broadcasting executives and scholars from developing countries around the world. The four-day conference, co-sponsored by the Korean Broadcasters Association and the Korean Society of Journalism and Communication Studies, examined ways to promote cooperation through

Faculty to page 9

Scottish Rite funds help Public relations students

Undergraduates seeking a career in public relations will get help from a \$5,000 scholarship donation made by the Ancient and Accepted Scottish Rite of Freemasonry. The award was announced by Louis K. Thompson, the organization's Sovereign Grand Inspector General in Minnesota.

Funds will be awarded beginning in the 1985-86 school year. The fund will be administered by the SJMC scholarship committee.

Faculty from page 8

broadcasting and to protect developing countries and philosophical and technological domination by advanced nations.

Gillmor attended the Communication Law Section meetings of Practising Law Institute in New York City in November.

The fourth edition of *Mass Communication Law*, co-authored by Gillmor and Jerome A. Barron, was released last year.

Gillmor will serve as the first director of the Silha Center for Study of Media Ethics and Law. The Center will be housed in Murphy Hall.

Arnold Ismach, on leave during the

fall quarter, did a pilot study of the background characteristics and personality attributes of journalists to determine which combination of them are related to superior performance. People working in reporting, copy editing and writing in the Twin Cities press surveyed. According to Ismach, while the characteristics of journalists have been looked at before, the relationship between those characteristics and the quality of journalistic performance has not been studied.

"Information Retrieval and Mass Communication Scholarship," by Kathleen B. Hansen, appeared in the July 1984 issue of *Communication Research*. This essay reviewed six books dealing with methods for tapping resources available to journalists.

The Hantzschels, who also have Fulbright grants, planned to teach in the University's German department.

Gillmor's late-March departure was earlier than necessary to meet his teaching obligations, he said, but neatly solved both his and the Hantzschels' problems in locating housing. Gillmor will teach during Munich's "Summer Semester," which begins in early May and ends in July.

The Munich exchange is part of an ongoing institutional exchange between the University of Minnesota and the University of Munich. It is open to faculty of any department.

Last year's Munich exchangee, Prof. Karin Bohme-Durr, came to the School of Journalism and Mass Communication. Minnesota's most recent participant was Reginald Buckner, associate professor of music and Afro-American studies.

Hansen and Jean Ward have been invited to consult with the faculty at the school of Journalism and Mass Communication at the University of Michigan about introductory courses they designed for the Minnesota curriculum and educational computer games the two have developed.

F. Gerald Kline gave an invited paper entitled "Pluralism, Commonality and New Media" in Berlin, Faculty to page 11

Student's 7th place brings Prize, grant to SJMC

Michael Norton, an undergraduate journalism student, won seventh place in the Hearst Foundation General News Writing competition, the foundation announced in December.

Norton was awarded a \$300 scholarship, and the SJMC received a grant of the same amount.



Don Gillmor

Photo by Eric Miller

Daily best paper In regional contest

The *Minnesota Daily* and its staff members won nine separate awards, including Best Student Newspaper, in the regional Mark of Excellence student journalism competition sponsored by the Society of Professional Journalists, Sigma Delta Chi. The competition involved about 300 entries from Minnesota, North Dakota and Wisconsin.

Awards were presented March 2 at the organization's regional conference. Winning entries go on to a national competition.

The Best Student Newspaper award, which the *Daily* has won in the past, was given for papers headed by 1983-84 Editor Victoria Sloan and current Editor Pamela Coyle.

Other awards included:

*Feature writing and non-fiction magazine article writing, Scott Dempsey, first place;

*Spot news reporting, Michael Norton first place and Leavett Biles second;

*Editorial cartooning, Leavett Biles first place;

*Editorial writing, Tamara Haneman first place, Pamela Coyle second and Karen Reid third.

Minnesota students Jeff Kelly, Lonnie Hartley, Robin Huebner, Chris Mattson and Lisa Taylor also won a first place award for the best television documentary.

Rob MacGregor, '70, is a full-time freelance writer and author residing in Fort Lauderdale, Fla. His byline has appeared in *Omni*, *Venture*, *Family Circle*, *Weight Watchers*, *Entrepreneur*, *Women's World* and other publications. With his wife Trish Janeshutz, he wrote a mystery novel, *Nine Strides to the Roses*, published by Ballantine this year. MacGregor, former editor of a Minneapolis community newspaper, is currently writing a how-to book on freelance writing.

John Frederick Nelson, '70, is president of Advertising Communications Inc., Bloomington, an agency involved in creative copy, design and media.

Mary Lynn Jartz, '71 is a financial and employee communications supervisor for Wisconsin Power and Light Co. in Madison. Jartz last year edited WPL's 1983 annual report, which won a second-place "best-of-industry" award in a competition sponsored by *Financial World* magazine. She has been employed by WPL since 1978.

Vernon A. Keel, Ph.D. '73, has been named director of the new School of Communication at the University of North Dakota in Grand Forks. The school brings together the existing departments of journalism and speech and the university radio and television production departments. Keel had been journalism chairman since 1976.

Kurt Kent, B.A. '63, Ph.D. '75, professor of journalism at the University of Florida, is Florida's new director of graduate studies. Kent first joined the Florida faculty in 1970. He briefly headed the college of journalism and communication's graduate division in

Alumni to page 10

Gillmor teaches at Munich this spring In annual Minnesota-Germany exchange

When Prof. Don Gillmor packed his suitcase for a four-month exchange visit to the University of Munich, he had to include at least two hats.

One was for a visiting professor at Munich's Institute of Communication and Amerika Institute, where he will teach courses on mass communication and society and problems in freedom of expression.

The other was for the house-sitter of Munich Professors Gunter and Hildrud Hantzschel, who were scheduled to arrive in Minnesota in time for the beginning of Spring Quarter.

The German couple, his exchange counterparts, planned to move into Gillmor's St. Paul home at about the same time Gillmor and Gillmor's wife, Sophie were hanging up their clothes in the closet of the German couple's own Munich residence.

Alumni

30's

Harold B. Swanson, B.A. '39, retired Dec. 31 from his position as professor of agricultural journalism at Minnesota. He had been a member of the University staff for more than 45 years.

Swanson, who received his M.S. in agricultural economics from the University and his Ph. D. in extension administration from the University of Wisconsin, is a past winner of the Gordon L. Starr Faculty - Staff Outstanding Contribution Award presented by the University of Minnesota Student Association.

Swanson joined the staff in 1939 as a bulletin editor. Later he served as a news writer; as head of agricultural journalism and program director for communications for the Agricultural Extension Service for 26 years; and as a communications specialist and teacher.

He is the author of more than 100 publications in the communications field; a book, *Looking Forward to a Career - Agriculture*; and a large number of journal and magazine articles. He has been editor of several professional journals and

40's

Charles Roberts, '40, is scheduled to receive the University's Outstanding Achievement Award May 21. Before his retirement in 1980, he served as *Newsweek* White House correspondent for 15 years; associate director of the Washington Journalism Center educational program from 1972 - 74; and information director of the National Wildlife Federation from 1974 - 80.

Jack B. Haskins, Ph.D. '59, professor of journalism at the University of Tennessee, will return to the University of Florida's college of journalism and communication this year to hold the Gannett Distinguished Visiting Professor's chair. Haskins held the chair for the first time in 1978 - 79, the year it was established.

Haskins, described by a Florida announcement as one of the nation's leading researchers into the psychological implications of "good news versus bad news," will teach and consult with faculty about implementing Florida's new Ph.D. program in mass communication.

60's

Graduates Shelley Singer and Nancy Smiler Levinson are looking for SJMC graduates and *Daily* staff members from 1959 to 1962 who are interested in a reunion. Contact Singer at 5117 Lawton Ave., Oakland, CA 94618, or Levinson at 1139 Coldwater Canyon, Beverly Hills, CA 90210.

Larry Teien, M.A. '67, has joined Miller Meester Public Relations in the new post of senior editor. He will oversee writing quality, direct staff writers and freelancers, and coordinate with account managers.

Teien, who has worked in public relations for several local agencies and major corporations, is also 1985 president of the Minnesota chapter of Public Relations Society of America.

Michael Emery, M.A. '64, Ph.D. '68, a professor of journalism at California State University at Northridge, was an invited speaker at the Conference on The Press and Public Opinion held in Bologna, Italy Nov. 30 - Dec. 2 under the sponsorship of UNESCO and the International Sociological Association. Emery presented a paper that traced the development of American journalism history writing and analyzed current research trends.

70's

Alumni

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the mid-Seventies and also served as director of the college's communication research center.

Within the Association for Education in Journalism and Mass Communication, Kent has been head of the international division, a member of the elected standing committee on research and is currently vice chairman of the committee on communication technology and policy.

Ernest Steck, M.A. '76, is a Minneapolis film editor specializing in television commercials.

Paula C. Kringle, '77, has been promoted to vice president at Dorn Public Relations, Minneapolis. She was formerly director of publications in the agency's custom publications group.

Kringle is responsible for the marketing and creative development and coordination of all client-sponsored publications produced by Dorn Custom Publications. She also supervises the agency's in-house art staff.

She is also president of Press Women of Minnesota.

Jane McCabe, M.A. '77, edits a newsletter and performs fundraising tasks for Cystic Fibrosis Research Inc., which she describes as "an all-volunteer group that raised more than \$70,000 last year." She is married to Mike McCabe, a former *Minneapolis Star* reporter now writing for the *San Jose Mercury News*, and the mother of infant son Nick and preschool daughter Claire. She can be reached at 3183 South Court., Palo Alto, CA 94306.

Jim Bayer, '78, is publications editor in the public affairs and marketing department of Methodist Hospital, St. Louis Park, MN. Before joining Methodist in September, Bayer was managing editor for six of Minnesota Suburban Newspapers' 22 papers and news editor of the *Burnsville Current*, among other positions.

Bayer and his wife, Sharon, have two children: Jennifer, nine and Matthew, two.

Grace Bliss, 30's grad, remembered with fund

An SJMC graduate whose distinguished career in New York government included writing speeches for Gov. Nelson Rockefeller inspired a \$10,000 gift to the school from a New York couple.

Harvey and Gail Dryer Goldberg established the Grace Bliss Quasi-Endowment Fund "to be a tribute to her life and professional contribution to the field of journalism." Through the fund the SJMC director may award up to \$2,500 per year to attract outstanding Master's students interested in becoming professional journalists.

Harvey Goldberg said Bliss was a 1930s classmate of SJMC graduate Eric Sevareid. Her New York career included managing public relations for the state government, as well as assisting the heads of state and city housing and mass transit agencies.

"She was always on the lookout for people who showed great promise. She would take them under her wing," Goldberg said.

Jane E. Bednar, who left the University in 1978 and finished the last 10 credits toward her degree at the University of California at Santa Cruz in 1983, is currently a law student at Monterey College of Law, Monterey, Calif. She is also a law clerk and office manager in the law offices of Melvin Belli Sr.

Before beginning her law studies, she worked as a reporter on the *Little Falls (MN) Daily Transcript* (1979); reporter and desk editor for the Associated Press in Bismarck, ND (1979-80); and copy editor, city hall reporter and assistant news editor for the *Santa Monica (CA) Evening Outlook*.

Debra Kelley, '78, has joined with graphic designer Michael Hall to form Hall Kelley Inc., a Minneapolis communications and design firm. Kelley formerly was director of public relations and marketing of Children's Hospital of St. Paul.

Terrance Ruane, '78, has been appointed media relations coordinator at Methodist Hospital, St. Louis Park, Minn. Ruane worked as publications editor at the hospital for more than two years before assuming the position.

Laura Aka, '79, is a news writer/producer for WBBM-AM, Chicago.

Mary A. (Molly) O'Brien, '79 is working for Dorn Public Relations, Minneapolis.

80's

Kathy Ahlers, '80, is director of space futures education for the Robbinsdale (MN) Area Schools.

James T. DePietro, M.A. '80, is a real estate sales associate for First Minneapolis Realty. He also teaches real estate at Anoka Ramsey Community College and other institutions.

Craig Gelderman, '80, is a copywriter for Colle McVoy Advertising, Minneapolis.

Tammy Karol-Reiter, '80, is an assistant editor for *Modern Purchasing* magazine, published by Maclean Hunter Publications, Toronto, Ontario, Canada. The former Tammy Karol married in June 1983.

Before joining Maclean Hunter, she freelanced for several newspapers, including the *Globe and Mail*, and worked as a television camera and video operator for Rogers Cable Television, Toronto.

Mark R. Kriss, M.A. '80, has joined SRI International, Menlo Park, Calif. as a senior consultant following a three-year stint with the Yankee Group, Boston. Kriss specializes in new media technology and future telecommunications-based services for consumers, office workers and professionals.

John P. O'Connor, '80, is a marketing representative in the insurance field in Connecticut. Previously he was an advertising representative and photographer for the *St. Peter New Times*.

Donna Ahrens, M.A. '81, is a senior editor for Control Data Corporation, Minneapolis. Before joining Control Data she was an editor for the University and Meadowbrook Press.

Karen Kohoutek, M.A. '81, is working in media at Campbell - Mithun

Callers to encourage gifts

If you receive a phone call during May from the University, it probably won't be about a long-overdue library book.

The University of Minnesota Foundation announced that during May students will call alumni from campus asking for contributions.

"These telephone calls give us the chance to discover more about our alumni and to keep you informed about what is happening at the University," the foundation's announcement said. "Donations received from these campaigns go directly to the SJMC to be used as you designate. You may earmark your gift for a specific purpose or permit the school to use it where needed most.

"Private contributions, made on an annual basis, help to ensure the quality of education at the School of Journalism. If you currently include the University in your annual contributions, thank you. If not, please consider making a pledge when you receive a call. You do make a difference!"

advertising, Minneapolis.

Beth Linnen, '81, is an associate editor at *Savings Institutions* magazine, Chicago, a publication of the U.S. League of Savings Institutions. She joined the organization as an assistant editor in 1982 after working as a reporter for the *St. Cloud (MN) Times*.

James S. Machowski, M.A. '81, is a freelance editor, photographer, slide show producer and communication and publication consultant in the Twin Cities. Until mid-1982 he was a producer, director and photographer for Media Loft, a firm founded by former SJMC faculty member R. Smith Schuneman.

Elissa M. Mizia, M.A. '81, is a communication specialist in technical instruction for Perkin-Elmer physical electronics division, Eden Prairie, Minn.

Virginia Robinson, '81, is studying for an M.B.A. degree with emphasis in arts administration. Previously she had toured for two years as a dancer in a touring company, performing in *Sesame Street Live*.

John Shaughnessy, '81, is a stock broker for First Preferred Securities Corp., Minneapolis.

Barbara Zimmerman, '81, is a local office training administrator for Peat, Marwick Mitchell and Co., a Minneapolis accounting firm. She writes a biweekly company informa-

Couple's \$5,000 gift sweetened by firm

An Edina couple's long-time interest in quality journalism motivated an unrestricted \$5,000 gift to the SJMC — supplemented by a \$1,500 grant from the Meredith Corporation.

John and Hazel Helgeson said they made the donation for several reasons. John, a journalism graduate from the University of Wisconsin, is interested in investigative reporting and has supported other journalism organizations in the past.

Daughter Ann graduated from Minnesota in 1961 with an English major, giving the couple a tie to the

tion letter and administers continuing professional education for employees.

John Baker, '82, is a field consultant specializing in process for Keit Stevens Inc., an Eden Prairie, Minn. management consulting firm. He trains first-line supervisors in communication, planning, follow-up reporting and taking proper corrective action.

Bonnie Caneff, '82, is a financial worker in economic assistance for Hennepin County (Minn.).

Eileen S. Deitcher, M.A. '82, operates her own communication services firm specializing in reports, proposals, grants, books, manuals, newsletters, promotional materials, news/feature articles and organizing special events.

Brian Devery, '82, is a proofreader and production coordinator for a Twin Cities typesetting company.

Betty McMahon, '82, is a staff writer for Conklin Co., Minneapolis, writing for the firm's three national-circulated and one in-house publications. Previously she was news editor of the *Apple Valley (MN) This Week News*. She can be reached at 15907 Lund Rd., Eden Prairie, MN 55344.

Philip Prowse, '82, says "things are going pretty well" as a Twin Cities area freelance photographer. Prowse worked as a freelance photographer after graduation, then joined Dorn Communications as a staff photographer, working on publications including *Twin Cities Corporate Report* and *Minnesota Business Journal*. He became a freelancer again in November, 1983.

David Simmons, '82, is a Twin Cities-area freelance writer and graphic designer.

Linda Strommer, '82, is an area director for Hoyle Products division of Brown and Bigelow, St. Paul. She works in product development, packaging and product design for the producer of in-house advertising retail toys, games and playing cards.

Rama Murthy Tunuguntla, Ph.D. '82, is a professor of journalism at Osmania University, Hyderabad, India.

Bill Van De Laarschot, '82, is an account coordinator for Bozell and Jacobs, a Twin Cities-area direct marketing firm.

Ann Zube, '82, is a marketing secretary for the Center Companies Inc. operation at Rosedale shopping center, Roseville, MN. Her activities include writing and producing a monthly newsletter.

Alumni to page 1

institution.

Finally, "we try to support education whenever we can," Hazel said.

Their supporting gesture got a boost from a matching grant program maintained by John's former employer. In his 30 years with Meredith he attained the position of Food Marketing Manager for *Betta Homes and Gardens*, a Meredith publication.

Under the program, Meredith supplements employee donations to educational institutions with matching gifts of up to \$1,500 per year.

Alumni
from page 10

thly newsletter, conducting mall promotions and performing other public relations tasks.

Wade Zweiner, '82, is an associate editor of *Fins and Feathers* magazine, Minneapolis, where he edits freelancers' stories, selects photos and writes headlines and cutlines.

Timothy James Corwin, M.A. '83, is an audiovisual manager for Durance Corporation, a Twin Cities area firm, where he works in all phases of video production.

Tom Deland, '83, works at Lake Ridge Health Care Center in the Twin Cities.

Joel Ernst, '83, is an account manager specializing in credit collections for Colortyme TV, Minneapolis.

Elizabeth Fuller, '83, is a video producer in the audiovisual department of 3M Co., St. Paul. Previously she provided electronic graphics for WTCN-TV's newscasts.

Doug Frattallone, '83, is a producer - anchor - reporter for KDUH-TV, Scottsbluff, Neb. Previously he worked as a general assignment reporter for the station.

Katie Hamilton, '83, is a marketing representative involved in sales for Xerox Corp., Edina.

Judy Harju, '83, works in account support for the government relations group of Ogilvy and Mather public relations, Washington, D.C. She writes press releases, makes media placements and organizes receptions and press conferences.

Kimberly J. Holman, '83, is a planning assistant in the Haworth Buying Group, a media buying group located in Minnetonka, Minn.

John G. Jarvis, B.A. '80, M.A. '83, is a copywriter for Chuck Ruhr Advertising, Inc., Minneapolis. Jarvis worked with colleague Doug Lew to develop a poster for the Minneapolis Institute of Arts that won best-of-show honors in a November competition among local ad agencies. Previously Jarvis had worked for Carmichael - Lynch.

Terri Joski, '83, works for the Minneapolis *Skyway News* bi-weekly newspaper. She writes and sells for an advertising column.

Marjorie Jost, '83, is a copy editor in the editorial services department of Matthew Bender and Co. Inc., a San Francisco legal publisher.

Dan Koeck, '83, is a photographer for the *Minot (ND) Daily News*.

Paul Lester, M.A. '83, is an instructor in journalism at the University of Texas at Austin. He teaches photojournalism and computer graphics for videotex.

Dan Mayasich, '83, is an account executive in TV sales for Petry Television Inc., Minneapolis, a national TV sales representative firm. He sells national spot television time for 60 stations.

Tami Silesky, '83, is a junior writer in the creative department of Campbell - Mithun advertising agency, Minneapolis.

Nancy Sjoberg, '83, is a work direc-

tor in data entry for Data Input Services Corporation, a Minneapolis data entry service bureau.

John Sterling, M.A. '83, is an associate editor of *Genetic Engineering News*, a monthly trade paper specializing in biotechnology, in New York city. He writes and reports his own articles and edits reporters' stories.

Tavier Chi-Kuen Lau, M.A. '83, is a reporter for the *South China Morning Post*, a Hong Kong daily. He covers Hong Kong city news.

Mary C. Youngquist, M.A. '83, is a self-employed management consultant in the Twin Cities area. "My consulting work is just gaining momentum and I love it," she says. Previously she worked for Hennepin County (MN) as a court information writer and juvenile court manager.

Karen W. Anderson, M.A. '84, is a freelance writer in the Twin Cities area. Her most recent project involved writing a community report and editing a book on corporate volunteerism.

Kate Cassady, '84, is an advertising and public relations manager for Alternative Pioneering Systems, an Edina (MN) manufacturing firm. Her activities include budgeting, media buying, copywriting and writing press releases and feature articles.

John W. Gessner, '84, is a reporter and photographer for the *Washington County (MN) Bulletin*, a weekly. He covers the school beat and performs darkroom work, among other assignments.

Art Hanson, M.A. '84, is a photography instructor, university photographer and yearbook advisor at Angelo State University, San Angelo, Texas.

Kay Kirscht, '84, is a keyliner, typesetter and designer for Associated Lithographers, St. Louis Park, Minn.

Linda Levitt, '84, is a graduate student at Northwestern University's Medill School of Journalism.

Chris Lommel, '84, is the graphics director and production manager of the *Monticello (MN) Times*, where his activities include photography, developing graphics, writing, reporting and management tasks.

Patric Montag, '84, writes that the November Alumni Note describing him as an administrative assistant at the University of Texas is inaccurate.

"I currently edit and write newsletters for research programs" he says.

Anne McClellan Obst, '84, is a publications assistant in the communications department of the Mounds View (MN) public school district. She writes, edits and takes photos in the production of two monthly district publications.

Karyn Terese Pierce, '84, is a public relations specialist in the corporate communications department of the First Bank Minneapolis.

Stephen J. Schneider, M.A. '84, is self-employed in editorial and advertising photography in Minneapolis, working out of his own downtown studio.

Carrie Schrofer, '84, is a customer service manager for People Express Airlines, Inc., Newark, N.J.

Linda Pratt Sharkey, '84, formerly Linda M. Pratt, is a buyer in the procurement department of a Honeywell Inc. office in the Twin Cities. "The communications skills I acquired were undoubtedly a help" in getting her present job, she says.

Faculty
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West Germany, in November. The paper was part of a symposium entitled "Mass Media and the Metropolis," and was sponsored by the Technical University of Berlin. Kline also gave a seminar on new technologies and the development of direct satellite broadcasting in the U.S. at the Hans Bredow Institute of the University of Hamburg. During his two-week trip, Kline met with government, business and mass media officials in London, Paris, Berlin, Hamburg and Frankfurt.

C.C. Lee has presented and served as commentator for several papers. He delivered "In Quest of an Alternative to Professional Journalism in the Third World" to the International Communication Association in San Francisco. In May he presented a

Kathryn Mary Susag, '84, is a staff writer and editor of the Living department of the *Savannah (GA) Morning News - Evening Press*, a daily newspaper with 80,000 Sunday circulation.

paper on media professionalism at a seminar on the impact of visual communication technology held in Montecatini Terme, Italy. In October Lee was a discussant at a conference at the University of Minnesota entitled "Exploring Mass Culture: The Role of Media in Transnational Popular Culture."

A chapter Lee co-authored with Joseph Chan, a Ph.D. student in mass communication, was published in *The Mass Media in National and International Conflict*. The chapter's title is "Journalistic Paradigm in Civil Protests: A Case Study in Hong Kong."

Lee has been named an external examiner for the Chinese University of Hong Kong.

New York TV and film festival gives top Honors to former faculty member's firm



Photo by Tom Schuneman

Former SJMC faculty member R. Smith Schuneman holds Media Loft's Grand Award trophy, surrounded by, left to right: Pat Schuneman, Ev LaBuda, former SJMC Master's student; Mary Ellen Mark, Bill Schuneman, festival director Gerald Goldberg and NBC's Edwin Newman, festival emcee.

Media Loft, a Minneapolis-based audio-visual production firm, captured top honors for 1984 at the 27th annual International Film and Television Festival of New York, the world's most comprehensive competition for visual communication. NBC's Edwin Newman awarded former SJMC faculty member R. Smith Schuneman, founder and president of Media Loft, the festival's Grand award during a ceremony in New York City November 2. Media Loft earned both Grand and Gold awards as well as a Silver award in the Multi-Image Production category.

The Gold and the Grand awards were presented to Media Loft for "The Searching Eye: with photographs and commentary by Mary Ellen Mark." The production is part of Media Loft's Educational Awareness Series, which is shown in more than 93 percent of all colleges

and universities in the United States and Canada.

The Silver award in the International Festival's Public relations category was for a multi-image show that recreates the Battle of Midway for the Sperry Corp.

The International Film & Television Festival of New York honors the world's best television and cinema commercials, television programs, music video, audio/visual presentations, and industrial film and tape productions. This year, the festival received 5,000 entries from 45 different countries.

Media Loft also received the Festival's Grand Award last year for its "On Assignment: The Photojournalist," a program that highlighted four nationally known Minnesota photographers.

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"Hardcore Kids:" Picture story by Donna Terek on pages 6 and 7.

SCHOOL OF JOURNALISM
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