

Murphy Reporter

Kline leaves, search starts

The School of Journalism and Mass Communication started the 1985-86 academic year with major changes in administration.

F. Gerald Kline's departure after seven years as director of the school, expected at the end of this year, was moved up when he was asked by President Kenneth Keller to lead a major fund-raising campaign for the university. Kline moved to an office in Morrill Hall to take his new post as a special assistant to the president in mid-September, although he will continue as a professor in the journalism school.

While a committee led by Professor Phillip Tichenor searches for a replacement, Professor Dan Wackman will serve as acting director.

Professor Donald Gillmor becomes director of graduate studies. Gillmor served as co-director last year with Arnold Ismach, who left SJMC to become dean of the School of Journalism at the University of Oregon.

Professor Irving Fang is the new Direc-

tor of Undergraduate Studies. He replaces Professor Walter Brovald, who is on leave.

The whole process sounds like a game of musical chairs, but Wackman explained that the transition actually went very smoothly because the faculty had been anticipating changes with Kline's resignation.

"The faculty was thinking about the process of doing a search this year already. When the opportunity for Jerry to join Ken Keller's staff came up in mid-August, he notified the dean and Dean Lukermann held discussions with the faculty to develop a plan for an acting director and for a director for the search committee," he said.

Wackman was named acting director Sept. 13 and started work the following Monday. He has taught at SJMC since 1971 when he joined the faculty as an assistant professor and director of the Communication Research Division. He became a full professor in 1978 and continued to direct the research division until

he received a Bush sabbatical in 1982-83. Wackman teaches courses in advertising, media management, and various seminars in the school's graduate program.

He holds master's degrees in political science and journalism and the Ph.D. in Mass Communication from the University of Wisconsin. He was a post-doctoral fellow at the Family Study Center at Minnesota and taught two years at Michigan State University. Wackman has written many books and articles on children and advertising, communication in marriage and family, and communication in business. He is currently co-authoring a book with Professor John Lavine on the management of media companies.

The director search committee was appointed soon after school started by Fred Lukermann, dean of the College of Liberal Arts. Seven university faculty members, including a visiting chaired professor, and two students will make up the committee.

Lukermann said the national search for SJMC's fourth director should be con-

cluded during winter quarter so a final recommendation can be given to the Board of Regents in late March.

"The director is viewed as a leader in the university and in the community as well," Lukermann said. "We expect that the search will attract a group of highly qualified candidates."

Nominations and applications may be sent directly to the search committee at the school. Deadline for submissions is Jan. 15. Finalists will meet with the committee, the faculty, SJMC students and members of the professional communications community.

Other members of the search committee are Dona Schwartz and Theodore Glasser, assistant professors; Jean Ward and Chin-Chuan Lee, associate professors; John Lavine, Cowles professor; Professor William Flanigan of the Political Science Department; Ann Brill, a Ph.D. student; and Beth Perro, an undergraduate in the school.

Keller taps Kline for fund campaign

Last spring, F. Gerald Kline told the SJMC faculty and alumni he was stepping down as the school's director to return to research and teaching. University President Ken Keller had other ideas.

Keller asked Kline to coordinate planning for a major university fund drive. He'll approach foundations for money and work with the campaign chairman and a volunteer committee to assess goals for the drive. While he'll retain his professorship in the School of Journalism and Mass Communication and teach seminars, most of his time will be devoted to the campaign.

"When the word got out (about the resignation), President Keller approached me and said 'Why don't you leave right now and be an assistant to the president on our capital fund-raising campaign?'" Kline said. "My position is really to coordinate the university planning that's been done over the past few years so we can make sure the campaign is tied to our policy goals."

He expects to work with the campaign for a year to 18 months.

Kline was only the third director of SJMC, which was founded in 1930. He leaves after seven years filled with accomplishment for the school, progress he credits to the faculty. (See text of his address to the alumni, page 3).

Under Kline, SJMC revamped its undergraduate and master's curriculum to help graduates better address an ever-changing field. A media management program got its start, the school won reaccreditation, the non-professional mass communications program continued its steady growth and the faculty went through something of a changing of the guard.

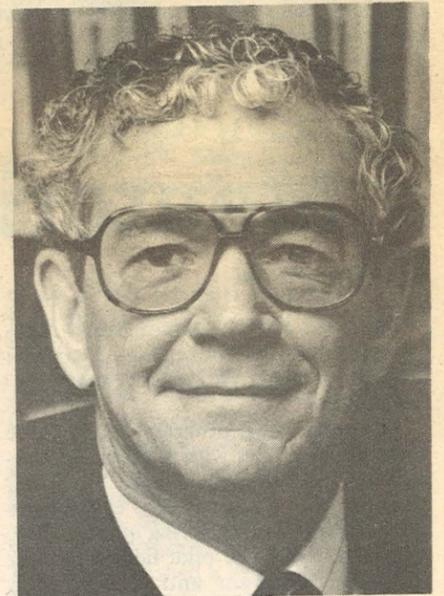
Kline was able to attract important sources of private support for the school, including major gifts to establish minority scholarship programs, update Seavreid Library and fill the chair in media management and economics, among others. The Legislature pitched in \$150,000 in

1982 by overriding the governor's request so the school could buy equipment. And the University pledged \$150,000 for the five-year Minority and Disadvantaged Student Scholarship program. Another major private gift from Otto and Helen Silha helped to establish a Media Ethics and Law Center at the school.

Kline's association with the university started in 1963 when he was accepted into the graduate program at SJMC. He became a lecturer and research director in 1968, earned his Ph.D. and became an assistant professor in 1969 and left in 1970 to teach at the University of Michigan.

He stayed at Michigan until 1978, advancing from assistant to associate professor and chairing the Interdepartmental Doctoral Program in Mass Communication there from 1972-78.

He returned to Minnesota in 1978 as a professor and director of SJMC, replacing Robert L. Jones.



F. Gerald Kline

Ismach will lead U of Oregon J School



Arnold Ismach

For the second time in three years, the University of Oregon has invited an SJMC faculty member to become dean of its School of Journalism.

Arnold Ismach left Murphy Hall for Eugene, Ore., in July after 12 years at Minnesota. He replaced Everette Dennis, who earned his Ph.D. here and left the SJMC faculty in 1982 to lead Oregon's program. Dennis is now executive director of the Gannett Center for Media Studies at Columbia University in New York.

Ismach joins one of the oldest schools of journalism in the country. Founded as a department in 1912, the School of Journalism now offers programs in news-editorial, broadcast news, magazine writing and editing, advertising and public relations. There are 15 full-time faculty members and 850 undergraduate and master's degree students.

Ismach, 54, worked 15 years as a reporter and editor on West Coast daily newspapers before he made the switch to college teaching.

He graduated from the University of

Oklahoma in 1951, served two years in the Army and then joined the Walla Walla (Wash.) Union-Bulletin as news editor. Ismach joined the San Bernardino (Calif.) Sun-Telegram in 1956 and eventually became executive city editor. He received a master's degree from the University of California at Los Angeles in 1970 and became a fellow in public affairs reporting for the American Political Science Association.

He joined the SJMC faculty in 1973 as an instructor and was promoted to assistant professor in 1975 when he earned his Ph.D. in communications from the University of Washington.

Co-author of three texts on reporting and mass communications issues, Ismach's teaching specialties were public affairs reporting, precision journalism and mass media issues. He chaired the news-editorial sequence at Minnesota from 1975-81, was editorial advisor to the Minnesota Daily from 1974-80 and was co-director of graduate studies last year.

On campus, he served in a number of posts outside the journalism school, including the University Senate Judiciary Committee, the CLA Assembly and the Urban Studies Advisory Committee.

Ismach was president of the Minnesota chapter of SPJ-SDX in the mid-'70s, was a consultant for several newspapers and worked as a political campaign consultant, specializing in public opinion measurement.

He leaves with fond memories.

"Leaving Murphy Hall is especially difficult now, when the school is moving into an exciting new phase to meet the changing communication landscape," Ismach said before school started this fall.

"The new Silha Center, the new media management program, and the Minnesota Journalism Center are some of the factors that make SJMC an exciting place for students, faculty and media professionals. I'm going to miss being part of it, but will look back on my 12 years here with satisfaction and gratitude."

From the acting director

SJMC faculty evaluates new curriculum

By Dan Wackman

During the past year and a half, the Curriculum Committee, of which I was chair, has evaluated the revised curriculum put into place 3½ years ago. The evaluation was done at this time because now is the first time when almost all of our students are under the revised program, and we have had a number of graduates of the new program.

To provide a brief review, the undergraduate curriculum was modified following a faculty retreat six years ago. At that retreat, we listed three goals for the modified program.

1. To maintain a high priority on a focused professional skills training program.

2. To increase the liberal arts opportunities in our programs generally, and to provide a common, broad understanding of the major approaches to mass communication.

3. To remove excessive rigidity in the structure of our undergraduate programs enabling students greater flexibility in selecting courses. For example, we hoped to make it possible for students to take courses from several professional areas in order to be able to make lateral occupational shifts as is frequently done in today's media.

The basic structure of the professional program has not changed substantially, as we can see in the table below.

	Old Program	Current Program
Intro courses	2	2
Professional	6-7	6-7
Enrichment	3-4	4-5
Total	12	13

Although the basic structure of the professional program has not changed in terms of the distribution of professional and enrichment classes, two of the professional courses are included among four courses taken by all pre-majors. The problem of excessive rigidity in the old program is illustrated by the fact that only two of the 12 courses students took were electives; fully 10 of the

courses were required. In contrast, only seven of 13 courses in the new program are required.

An additional option for students is the mass communication major, involving the six common pre-major and major courses plus an additional six enrichment courses. Mass communication majors take no intermediate or advanced professional courses.

We collected a variety of kinds of information in the evaluation: questionnaires from faculty, questionnaires from 190 majors enrolled in intermediate and advanced courses during spring quarter 1985, interviews and questionnaires from most of the students who had graduated under the new program, analysis of programs that students had completed, and analysis of data regarding student flow through the program.

Results indicated that the new curriculum was given high marks by both students and faculty. We asked students what their reasons for majoring in journalism were and, as expected, job preparation was the top reason cited by 35 percent of the majors. This was closely followed, however, by interest in writing (30 percent) and the fact that journalism/mass communication is an interesting major (25 percent).

When asked how well the program was doing in fulfilling the students' own goals, 63 percent answered that it was doing a good or excellent job. More than 80 percent of the students rated the school positive in terms of providing a strong liberal arts understanding of mass communication. Two-thirds gave the school a positive rating in preparing them for occupational roles in journalism and mass communication and in improving their specific professional skills. This indicates that the first two goals of our curricular change — to maintain the strong professional program and increase liberal arts opportunities — were being met.

The third goal, to increase flexibility of students' programs, is being met only partially. In terms of their own program area — such as reporting, copywriting, broadcast journalism, public relations, and the like — there is a wide variety of programs that students are completing. This indicates a high degree of flexibility within a single

program area. However, few students are taking courses across two professional areas, largely due to the credit limitations imposed by the general 75 percent liberal arts courses, 25 percent journalism courses rule that the school lives by. On the other hand, most students are taking enrichment courses that are not closely linked to their professional specialization, again indicating greater flexibility in course selection. Problem areas identified in the analysis include the following:

1. Advising and administration of the program. With 700 premajors and nearly 400 majors, administering the undergraduate program is difficult. We are taking a variety of steps to improve this situation including the hiring of Pat Gottschalk as coordinator of undergraduate advising placement and internships. (See story, page 9).

2. A number of minor problems were identified through these analyses, mainly concerning students' failure to take courses considered to be important in various parts of the program. We will be fine-tuning the program this year to deal with these minor problems.

3. Transfer students, both from outside the University and from other departments in CLA, are taking somewhat longer to complete their programs. Again, we are and will be taking steps to deal with this. The typical student takes longer now — an average of five years — than previously so we are trying to set an expectation of a somewhat lengthened program early. Also, we have asked teachers and counselors at other schools and within the University to encourage students to transfer to the school earlier. Our data indicate that students are coming to us a full quarter earlier than they did two years ago so our efforts have been somewhat successful. Alumni who have contact with students interested in journalism could help us in this respect by urging students to come to the University early in their programs. Several other steps regarding program flow are being discussed and will be acted on this year.

All in all, the evaluation indicates that students are responding favorably to the new program. The faculty itself is enthusiastic in its support of the revised program. Problems we did identify are being acted on which we think will make the program even better.

Alumni update

Mentoring program enters third year

By Lynn Levinson

The 1985 SJMC Alumni Board Mentoring Program will begin Nov. 25 with an orientation session for students and potential mentors.

The mentoring program began three years ago as a pilot with 15 working journalists/communicators and 15 SJMC students who shared ideas, experiences and questions during spring quarter 1983. Responses from the pilot helped to fine-tune the program and it was soon expanded to involve more students and Twin Cities professionals. Last year (1984-85), 70 students and professionals were paired in the volunteer-run program.

The SJMC program is the largest of four Minnesota Alumni Association-sponsored mentoring programs. The other three are offered through the university's veterinary

medicine, education and black alumni constituent societies. This year, the Journalism Alumni Society was cited for the best overall alumni program among all University constituent societies, and the mentoring program was cited as a significant factor in that award.

SJMC mentors and students are matched in the fields of print and broadcast journalism, photojournalism, graphic arts, advertising, public relations and mass communications law. Some of the participating mentors are SJMC graduates; others are not. In any case, participating mentors feel an equally strong desire to contribute their time and experience to SJMC students who are seriously interested in their work.

Following the Nov. 25 orientation meeting this year, interested mentors and students will be asked to complete ques-

tionnaires that will enable the mentoring committee to make the best possible matches.

Match-ups will be announced at a special meeting shortly after winter quarter 1986 begins, and students and mentors will be introduced to each other.

Students and mentors draw up their own schedules and working contracts. Each pair is encouraged to plan at least one meeting weekly during winter quarter. Participants usually meet over coffee or lunch, on campus or near the mentor's office.

The mentor is a counselor, a guide, an advisor. Before long, the mentor also becomes a valued friend. SJMC mentors have agreed to share what they have learned about "life after Murphy Hall" — realities of the work experience and the job

market, how to balance work and personal life, and professional issues facing them. Quite often, mentors introduce students to others in their profession and take them on "cook's tours" of their own offices, newsrooms and photo labs.

Students bring to the relationship their questions and concerns about their career choices and provide a glimpse of collegiate life, circa 1985-86.

At the end of winter quarter, a final meeting of all participants will be held and questionnaires distributed to determine how each student and mentor fared and how the program itself can be improved.

Professionals interested in participating in this year's SJMC mentoring program can call the SJMC office for more information (376-8615). Students interested in the program can talk with their professors or the SJMC office.

Germond calls '84 campaign 'total bummer'

America's press and broadcast media shouldn't aim their political reporting at the "lowest common denominator," said Jack W. Germond, national political columnist and TV political show panelist.

Germond spoke April 15 at the University's 1985 Frank Premack Memorial Lecture and awards program, an event sponsored by the Minnesota Journalism Center. His talk was preceded by presentation of the 1985 award and a \$1,000 check to Larry Oakes, reporter for the Duluth News-Tribune and Herald. Oakes, a former SJMC student, was honored for a series on plea bargaining in the court system described by the Premack award reviewing board as a "clear, lucid presentation of a complex subject."

Germond outlined his view of the successes and failures of the 1984 presidential

campaign and the American media's attempts to cover it. He described the campaign as a "total bummer" lacking enthusiasm, competition and substance.

Democrats, he said, nominated "the one candidate who was absolutely wrong for the times." Although well qualified to be president, Walter Mondale was "the perfect foil for Reagan." Instead of focusing attention on "the present versus the future," Democrats made the fatal error of reminding the public of the Carter administration, thus turning the contest into a choice between Reagan representing the present and Mondale representing the past.

Reagan, on the other hand, ran a campaign of "empty slogans," Germond said.

Press coverage of the process got a mixed but modestly positive review. On

more occasions than not, political reporters' stories covered reality, Germond said. But the media fell short in several areas:

- Television was allowed to set the agenda for daily campaign reporting;

- Democratic challenger Jesse Jackson was covered under a less demanding standard than other potential nominees because reporters feared negative stories would open them to charges of racism;

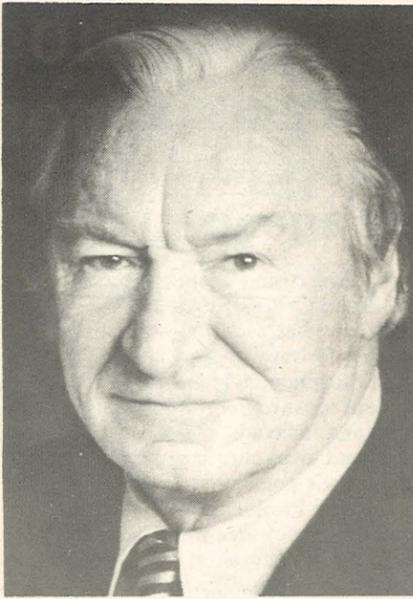
- The press never dealt candidly with the question of Alan Cranston's shortcomings as a potential nominee, resulting in an inflated impression of his chances fueled by "he just might" stories containing unrealistic speculation;

- The press failed to deal adequately with questions of Reagan's ties to religious fundamentalists and Mondale's ob-

ligations to interests including labor and the National Organization for Women;

- Newspapers placed too much value on pre-election polls, resulting in over-emphasis on John Glenn's potential and a failure to recognize important signs of Mondale's political weakness.

The goal of 1984 presidential campaign organizers was to develop "media events so carefully staged that they were indistinguishable from the television commercials that followed," Germond said. He called for American media to assign their most sophisticated reporters to political affairs, and then to trust their judgment about what to report. Reporters should write more for the elite who regularly read political news than for the general readership or TV audience, he added.



Charles Roberts

Charles Roberts discusses ethics, 'Daily' history

A former Minnesota Daily editor who spent 15 years covering the White House for Newsweek magazine reviewed a little Daily history and discussed media ethics during a visit to the university last May.

Charles Roberts (B.A. 1940), who was on campus to receive Minnesota's Outstanding Achievement Award, told students and faculty gathered at Coffman Memorial Union that he might not have been welcome there 45 years ago.

"It was exactly 45 years ago — it was in the spring of 1940, anyway — that the Minnesota Daily, in a page one editorial, demanded a greater student voice in running the Coffman Memorial Union, then on the drawing boards," Roberts told his audience.

"In our editorial, and a short subsequent campaign, we argued that students, then paying \$3 a quarter in compulsory Union dues, should at least have the power to investigate Service Enterprises (the university food service vendor in the old union) and the right to negotiate student grievances over food and prices.

"In words that I still remember . . . one high university official accused the Daily of stirring up venom and Bolshevism. But President (Guy Stanton) Ford . . . got our point. He pressured his constitution-writing committee into inserting two new clauses into their document, giving the Union Board of Governors (which included students) the powers we had suggested, and that constitution was then ratified in a student referendum."

Roberts said the campaign, conducted when he was editor of the paper, didn't cost him his job, but he recalled the expulsion of editor Harrison Salisbury over the issue of smoking in the library vestibule and Arnold (Eric) Severeid's effort to get compulsory drill abolished — a campaign that probably cost him the Daily editorship.

Roberts cited the efforts of a more recent Daily editor as a defender of freedom of the press.

"A plucky woman editor of the Daily maintained a clear perception of these truths a few years ago when others about her, I'm told, were losing their heads, or trying to save their skins, and I think the name of Kate Stanley should be cast in bronze on a plaque somewhere in Murphy Hall," he said. Stanley successfully sued the Board of Regents for trying to economically punish the paper over a "humor" edition.

"The paper was a sophomoric example of bad taste and editorial irresponsibility," Roberts told his audience. "But when, in its decision, that appellate court . . . found that the University had sought

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Journalism Alumni Society honors Joseph, Hovey at annual banquet

Two distinguished SJMC graduates were honored during the alumni banquet last spring.

A University Outstanding Achievement Award was presented to Graham Hovey (B.A. 1938 in journalism, M.A. 1953 in political science). The Alumni Society's Award for Excellence was presented to Geri M. Joseph (B.A. magna cum laude, 1946).

Joseph, now director for international program development at the Hubert H. Humphrey Institute of Public Affairs at Minnesota, has had two successful careers — one in journalism and one in politics.

After graduating from the university in 1946, she landed a job with the Minneapolis Tribune and developed a specialty in reporting health, education and welfare. She left in 1953, but returned in 1972 as a contributing editor and columnist, a job she held until 1978.

Between and around her years in journalism, Joseph became active in Democratic politics. Her years of public service included an appointment as U.S. Ambassador to the Netherlands, a post she held from 1978 until 1981.

Along the way, Joseph won several awards for journalism and citizenship, held a number of state and national political posts and was honored by two universities. Bates College awarded her an honorary doctor of laws degree in 1982 and the University of Minnesota presented her with its Outstanding Achievement Award in 1974.

As a journalist, she was the first woman to win the Sigma Delta Chi Award for a series of articles on Minnesota's mental hospitals (in 1952) and capture five American Newspaper Guild awards for writing.

Joseph has served as state chairwoman of the Minnesota Democratic-Farmer-Labor Party (1958-60), as member of the Credentials Committee at the 1964 and 1968 Democratic National Conventions, as Minnesota DFL National Committee-woman from 1960-72 and as a member of presidential commissions on mental health, youth employment and income maintenance programs.

She has served on the boards of several corporations including Honeywell, George A. Hormel Co., Northwestern Bell and Northwestern National Bank. She has also volunteered to serve on the boards of more than a dozen organizations and agencies including KTCA Twin Cities public television, the Center for National Policy, Carleton College, the Walker Art Center, the University of Minnesota Foundation

Kline says farewell at banquet

F. Gerald Kline announced his decision to resign as SJMC director at the school's annual alumni banquet, April 26.

The text of his address, which is a summary of the status of the school, follows:

As is usual at this time of year, and at this event I am privileged to present you with a message on "the state of the good ship Murphy."

As I look back on the year — and the years since I arrived as Director in 1978 — I tend to sort accomplishments out under the headings of Curriculum and Faculty, Support from friends and Alumni, and Outreach efforts. We have done a complete revamping of our undergraduate and MA curriculum to provide the necessary cohesion and flexibility for our students as they head into a dramatically changing journalism and media world. This curriculum revision, which will get another thorough re-evaluation during a faculty



Geri Joseph

and the university's alumni association.

She chairs the Rhodes Scholar Committee, sits on the selection committee for the Bush Foundation Leadership Awards and has served as president of the National Association for Mental Health.

Hovey, now a professor of communications at the University of Michigan and director of its Journalists in Residence Fellowship Program, is probably best known in Minnesota for his years as European correspondent for the Minneapolis Tribune in the early 1960s.

He started his reporting career with the Waterloo (Iowa) Daily Courier in 1938, but moved on to the International News Service in 1940. Hovey worked INS bureaus in Detroit, Kansas City, Dallas, Tulsa, Chicago and New York before being sent overseas to cover World War II in Africa, Italy and France.

After the war, Hovey became foreign affairs reporter for the Associated Press in Washington, D.C. In 1946, he became assistant editor for foreign affairs at New Republic Magazine, then left a year later to lecture at the University of Minnesota and work as a commentator on two local radio stations.

Hovey was a member of the journalism faculty at the University of Wisconsin from 1949 to 1956, taking two years out from 1953-55 to do research in Italy on a Fulbright grant.

From 1956 to 1959, he was a member of the editorial page staff and, later, United Nations correspondent for the Min-



Graham Hovey

neapolis Star and Tribune. And from 1959-1965 he was European correspondent for the Tribune. His articles from Europe were also carried on the editorial pages of the Des Moines Register and Tribune.

Hovey won the Overseas Press Club of America Award for interpretation with his U.N. coverage in 1958 and shared the National Headliners Club Award the same year for U.N. reporting.

His 1961 Minneapolis Tribune series "Report on Communist Europe" won the Page One Award from the Newspaper Guild of the Twin Cities.

Hovey left the Tribune in 1965 to join the editorial board of The New York Times. He specialized there in foreign policy and wrote signed columns periodically for the paper's Op Ed Page.

In 1977, Hovey moved to the Times' Washington bureau to work as a foreign affairs reporter. He concentrated on covering U.S. policy in Africa and Latin America.

Hovey moved on to the University of Michigan in 1980.

He has been a visiting professor at the universities of Wisconsin, Indiana, California-Berkeley, State University of New York Purchase, and Ithaca College. He's lectured at the School for Advanced International Studies at Johns Hopkins University, Syracuse University, the Graduate School of Journalism at Columbia University and at the University of Iowa.

retreat this fall, is now a model for journalism schools throughout the country. As one of the benchmarks along the way we have been resoundingly reaccredited by the national organization that sets standards for journalism education. Along similar lines the faculty is now beginning the arduous and complicated process of evaluating our doctoral program to be sure it meets the test of contemporary needs along with the criteria of excellence and intellectual rigor that has been the hallmark of our program from the beginning. As part of the change and growth we have made great strides in advancing our media management program under the able direction of John Lavine; we've seen our enrollment pressure continue — we still turn away large numbers of students from our professional program; we've seen steady growth in the non-professional mass communication studies program; and we've added new, young faculty to replace those eminent professors who have

retired. From my vantage point these new faculty members make up some of the most exciting changes in Murphy. One sad note, under this curriculum and faculty heading, is the demise of agricultural journalism at the University. Although a separate department on the St. Paul Campus, we were closely integrated and shared the same values of education and training. The deep retrenchments at the University took their toll in this program, a sad story in a state that is so dependent on agriculture for a large part of its economy.

Let me shift now to the second heading of support for the school. This is a success story that needs to be told. In this time of declining resources, the pinch of inflation, and recognition of the need for programs such as ours, we've found that state monies are not sufficient to maintain the essentials of the program as we've known over the years, let alone meet the growing demands

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Briefly

'Time' covers SJMC alumnus Garrison Keillor

Garrison Keillor, host of the nationally-syndicated radio show "A Prairie Home Companion" and author of the best-selling novel "Lake Wobegon Days," appeared on the cover of Time magazine's Nov. 4 edition.

A 1966 SJMC graduate, Keillor started "A Prairie Home Companion" in 1974 on Minnesota Public Radio and guided it to syndication with American Public Radio. Lake Wobegon is the mythical setting for Keillor's weekly monologue and for the novel, which reached the top of the New York Times fiction best-seller list in mid-September. His first book, a collection of short stories published in New Yorker magazine, entitled "Happy to Be Here," also was a best-seller.

Time describes Keillor as "this singular citizen — unprecedented and unlikely to be repeated — inventor, host, chief writer and principal song-and-dance man of the astonishing radio show called 'A Prairie Home Companion.'"

Students staff convention newspaper

Four SJMC students were the editorial staff of a daily newspaper published on the exhibition floor at the National Newspaper Association convention in Minneapolis this September.

Graduate student Mark Plenke was the editor of Convention Impact, a 12-page tabloid written, typeset, produced and printed on the convention floor with the help of equipment provided by convention trade show exhibitors. Grad student Joe Bensen shot photos for the issues. Undergraduates Tom Wilkowske and Grant Nelson, both staffers at the Minnesota Daily, reported on convention activities.

The convention attracted editors and publishers from across the country for three days of speeches, workshops and tours of the Twin Cities.

Stanford U libel expert visits SJMC

Libel expert Marc Franklin told a group of SJMC faculty and students during a recent campus visit that the U.S. Supreme Court appears to be chipping away at a landmark ruling that protects the press when it reports on public figures.

Franklin, a professor of law at Stanford University, reviewed legal trends in libel and privacy when he appeared at the university Oct. 10.

"The trend in the Supreme Court is not good in this area," Franklin said of libel law and the way it's applied in cases involving people with high visibility. "It is on track now, and has been for some years, to dismantling the New York Times rule."

The rule, part of the high court's 1964 decision in *New York Times vs. Sullivan*, sets a more difficult standard — a showing of actual malice — for public figures who sue for libel.

"The Supreme Court is calling more and more people private," Franklin explained, allowing the lesser standard — merely proving negligence — to become available to more plaintiffs.



SJMC photographer John Rehn gets information from a farmer at a rally outside the Capitol in St. Paul last year. Rehn and his classmates put together a magazine about the farm crisis called 'Winter Storm' and published it.

Massachusetts publisher wins Casey award

K. Prescott (Scott) Low, president and publisher of The Patriot Ledger in Quincy, Mass., is the winner of the 1985 Ralph D. Casey Minnesota Award for distinguished community service.

SJMC Acting Director Dan Wackman presented the award last month at the Inland Daily Press Association annual convention in Chicago. The award is named in honor of the university's first journalism school director and is presented to people who have made a distinguished contribution to community, state or nation through journalism over a long period.

"Scott Low has a unique record of professional accomplishment and service to the highest principles of journalism, free expression, and free inquiry. Moreover, in building that record, he has demonstrated an extraordinary commitment to the ideals which characterized not only Ralph Casey, but the heart of America's oldest and largest newspaper association, the Inland itself," Wackman said.

Low, 42, represents the fourth generation of his family to own and manage The Patriot Ledger, a suburban Boston daily newspaper. Under his direction, the paper has grown from 70,000 to 90,000 circulation, making it the largest evening newspaper in Massachusetts and the fifth largest paper in New England.

He has also expanded the paper's parent company, Prescott Publishing Co., to include weekly newspapers, magazine publishing and cable television interests.

Low has served on the American Newspaper Publishers Association and Massachusetts Newspaper Publishers Association board of directors, as president of the Massachusetts organization and as chairman of the ANPA government affairs committee. He has also been active in the Inter-American Press Association and the International Press Institute.

Skyway News owner pledges scholarship

News-editorial undergraduates of SJMC are eligible for a new scholarship made possible by a gift from Sam and Florence Kaufman of Minneapolis. Kaufman is the owner of Skyway News in the Twin Cities.

The Kaufmans have pledged \$10,000 for the endowed scholarship. Money from the fund will be awarded annually to majors in the journalism school.

Silha Center hosts ombudsmen, libel lecture

SJMC's new Silha Center for the Study of Media Ethics and Law hosted two conferences and published a lecture about an important new study of libel in its first few months.

Newspaper ombudsmen from across the U.S. and Canada met in Minneapolis June 16-19 and about 200 scholars and professionals attended the first Silha Lecture on campus May 15.

The Silha Center was established last year with a \$350,000 gift from former regent and Minneapolis Star and Tribune Co. President Otto Silha and his wife, Helen, and \$100,000 from the Minneapolis Star and Tribune Foundation. The center's mission is to focus on ethical and legal matters through research and educational projects on topics including media accountability, criticism, and ethical and legal inquiry and reasoning.

Director Don Gillmor said the Center plans to co-sponsor a symposium on media freedom and accountability next April at Columbia University in New York.

The symposium will be co-sponsored by the Gannett Center for Media Studies at Columbia.

Ad Club starts student-run ad agency

An advertising agency created by the SJMC Ad Club during the first months of 1985 now has a client list of five and is looking forward to more business.

The agency, which primarily serves student organizations on campus, designs print and radio ads, develops promotional ideas and gives club members a chance to fatten their portfolios.

Ad Club President Bob Nelson came up with the agency idea when he read about a similar organization at the University of Oregon, according to a story in the *Minnesota Daily*. The Women's Athletic Department and the Art Students' Coop heard about plans for the agency and the Ad Club Advertising Agency had its first clients.

The club plans to begin soliciting new clients as it becomes more established, according to the *Daily* story.

Pettit leads class through lively discussion

Tom Pettit, chief national affairs correspondent for NBC News, led a lively discussion about the role of reporters in Al Austin's Radio and TV Newswriting class at SJMC on Oct. 31.

Pettit was in the Twin Cities to address the Minneapolis Press Club.

Austin said Pettit put the class through a "Socratic exercise," asking them questions about their professional goals, journalistic ethics and what it takes to be a good news reporter. He spoke later in the day with students from the Minority and Disadvantaged Student Scholarship program.

Austin is a lecturer in the school this fall. He is a reporter for WCCO-TV's investigative reporting team.

SJMC receives gift in honor of Norman

The parents of LeeAnn Norman, a 1975 SJMC graduate, have given the school a \$10,000 endowed scholarship in her memory.

Norman died in a car accident in January 1982. She was the Twin Cities area training director for Storer Communication. Norman was 28 at the time of the accident.

SJMC juniors and seniors who are studying broadcasting are eligible for the scholarship.

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

Editor . . . Mark Plenke

Photographers . . . Eric Miller,
Kate Horgan

Adviser . . . Bob Craig

All correspondence should be addressed to:

Murphy Reporter

111 Murphy Hall

206 Church St. SE

Minneapolis, MN 55455

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Photos by Kate Horgan

At left, Marc Watts and cameraman Bill Kemplin wait for Minneapolis gang members to emerge from the Hennepin County Government Center after a hearing in the Christine Kreitz case. Right, Watts and a colleague in the WCCO newsroom.

Scholarship leads to news job for Watts

Minnesotans have gotten used to seeing the familiar faces of local WCCO-TV newscasters disappear and then reappear on CBS network news programs.

Sam Ford, Susan Spencer, Jerry Bowen and Karen Boros have all worked at Channel 4 before making the jump to network. Marc Watts may soon have the opportunity to join their ranks.

The 25-year-old newsman earned his master's degree in political science from the University of Minnesota last year with a minor in journalism and mass communication. Watts turned a 1982 WCCO Scholarship internship into a job as news dispatcher and he's been with the station ever since.

Just 10 months ago he won a CBS minority correspondent traineeship after a national selection process. The network will pay his reporter's salary at WCCO for

two years, then decide if there's room for him at a CBS-owned big-market station or in network news. Sam Ford used the same program as a step to his co-anchor job on Nightwatch, the CBS overnight news program.

If Watts is offered a chance to work for CBS, it will be one more indicator that his decision to quit the University of Washington football team in favor of a career in television news was the right one.

Watts was born in East Lansing, Mich., but grew up in Seattle and attended the University of Washington, where he earned a bachelor's degree in broadcast journalism.

He played on the Washington Huskies football team that went to two Rose Bowls, but quit the team his junior year to finish his degree "on time" — in four years.

"Before my senior year, I was so far

behind on credits that I quit football. I didn't start, but I played and did enough time to go on road trips with the team," he explained recently.

"I quit to graduate on time from school. I had to sit down with Don James and say, 'Coach. If I play another year I'll have to graduate (after) six years instead of four.' It turned out to be the right decision."

As a kid, Watts said, he'd wanted two things in his future: football and television. He figured he'd play football professionally for two or three years, then use his experience to get a job as a network announcer or commentator. But his plan to go what he called "the jock route" changed after he left the Huskies.

"When I quit football, I decided there are all kinds of former football players doing sports. Hard news is a lot more challenging than I think sports would be. I

decided to go study economics or political science. You don't see many black journalists covering political science. That's one of the reasons I chose news."

He chose Minnesota because of the WCCO Scholarship.

Northwestern, Columbia in New York and Minnesota all accepted his application to graduate school, but when Watts won a scholarship that included a chance for an internship at one of the best local news stations in the country — deciding was easy.

Watts majored in political science with a minor in journalism and mass communication — the only graduate student with a major outside journalism ever to be awarded the scholarship.

"The political science and journalism programs were really tough," he said. "I think I learned more about the world in those two years than I did in four years at Washington."

Watts spent his internship with WCCO's investigative reporting team, then worked as a dispatcher, an associate producer and a researcher before getting his shot at the correspondent trainee program.

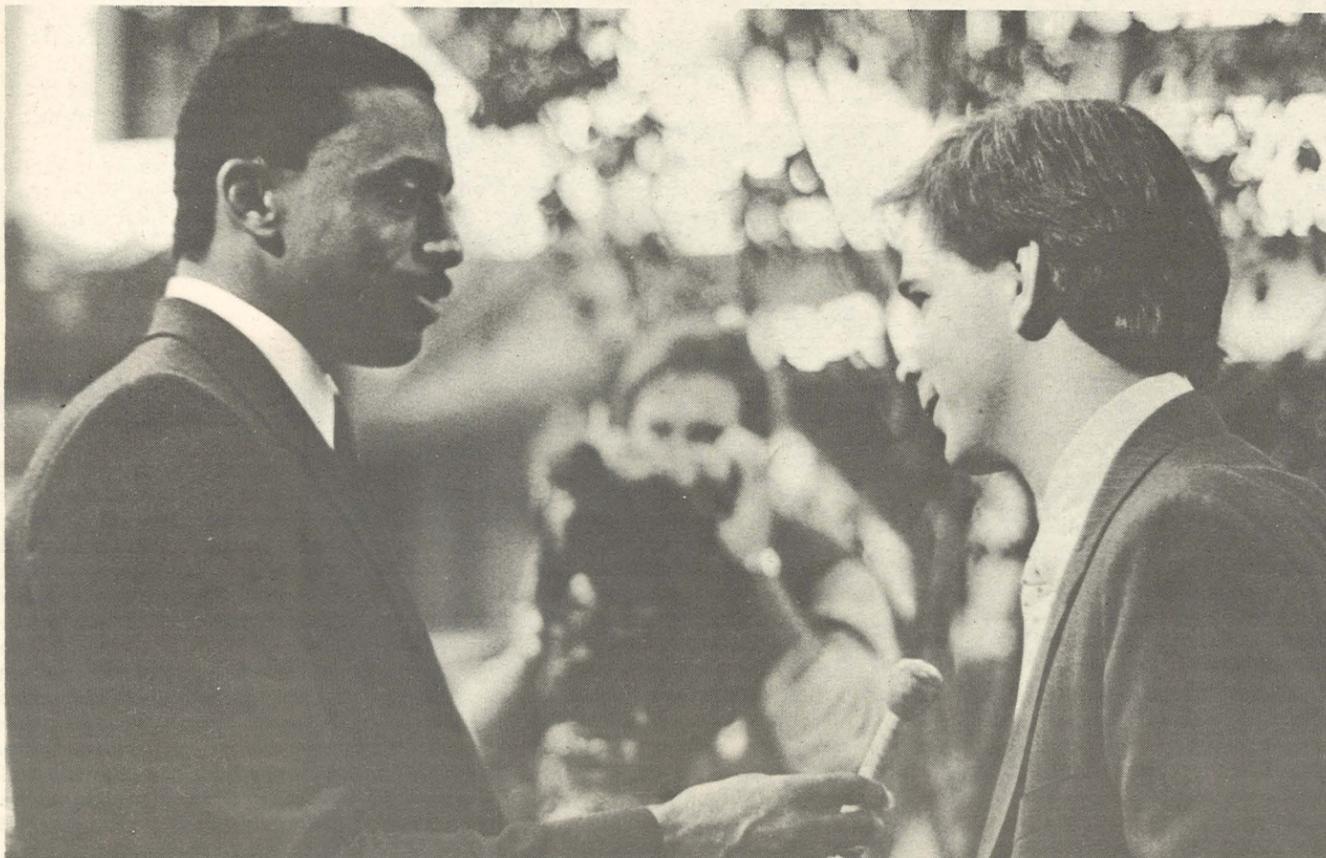
Being on camera and representing WCCO has caused major changes for Watts.

"I'm amazed that people recognize me on the street. They'll say things like 'Good report last night' or 'That was a biased report.'"

"A lot of people are asking me now to come and talk to them. I get calls from younger kids in the community to give talks. I try to do as much of that as I can. They're looking for someone they can identify with. They ask 'How did you make it, can I come down and look at the station.' I haven't refused one. I remember when I did it."

Being on camera also means Watts has to be conscious of what the public thinks about what he does off the job.

"A lot of my friends who see me on television know me as this happy-go-lucky, friendly guy and they see me on TV as this hard-hitting, series reporter talking about very serious things going on in the community and they wonder about it. I tell them: 'The fun's over. I have to do my job. It's a serious role I've taken on.'"



Watts interviews attorney Bob Rossi for a news story.

Laurie Anderson
Silver gelatin print
by Judy Olausen, B.A. 1969



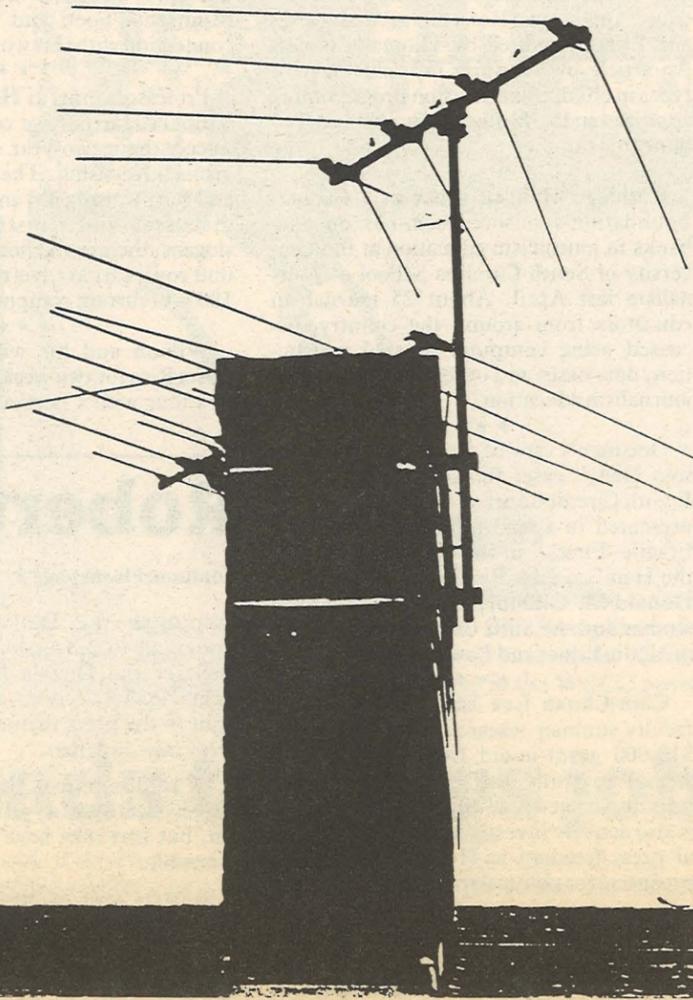
Untitled (Inez)
Silver gelatin print
Virginia Padden, M.A. 1977



Old Man #2
Xerox of B&W photograph
Roy Zalesky, B.A. 1966

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High Low Tech
Silver gelatin print
Mike Zerby, B.A. 1968

Helping Hand
Ektacolor "C" print
Gregory Ellis, B.A. 1975



er anniversary

hibit celebrating the 25th anniversary of the visual communica-
e University of Minnesota will be on display through Dec. 8 at
Museum in Northrop Auditorium on campus.
filmmakers and photographers, and one graphic designer, all
tojournalism graduates or teachers, make up the exhibit. The
Celebration includes more than 100 photo images and video
ich appear in a 40-page catalogue that has been published in
the exhibit.
lecture by American Photographer Art Director Will Hopkins
y-long symposium on visual communication Oct. 5, opened the
er SJMC faculty member R. Smith Schuneman and several
ed discussions and presentations for the symposium.
and symposium were made possible by grants from Cowles
is Star and Tribune and Hubbard Broadcasting (KSTP AM-
ege of Liberal Arts and the Graduate School. The symposium
ntly by the Minnesota Journalism Center and the University Art
otographs on this page, and on the cover, are part of the exhibit.

Faculty notes

Professor Emeritus George Hage is at work on a chapter about the media in Minnesota for a book tentatively titled, "Minnesota in the Twentieth Century," to be published by the Minnesota Historical Society. Also in process is a revision for the third edition of "New Strategies for Public Affairs Reporting," work Hage says makes him regret more than ever the "dispersion" of his co-authors, Arnold Ismach, Everette Dennis and Steve Hartgen, all former SJMC faculty members.

Hage is also mentioned in the preface to Garrison Keillor's best-selling book "Lake Wobegon Days."

The fourth edition of **Irving Fang's** "Television News, Radio News" has been published. It received a favorable review in the September issue of the RTDNA Communicator.

Jean Ward will be an outside evaluator for the School of Journalism graduate and undergraduate programs at Ohio State University in Columbus, Ohio. The review is scheduled for early next month.

The St. Paul Pioneer Press & Dispatch editorial staff has asked **Nancy Roberts** to critique three weeks of its efforts this fall while she takes a faculty single-quarter leave from the department.

Roberts is also working on an annotated edition of letters Eugene O'Neill wrote to drama critic George Jean Nathan from 1919 to 1949. Her co-author is her father, Professor Arthur Roberts of the English Department, State University of New York at Morrisville. The forward is being written by SJMC alumnus and lecturer **John R. Finnegan Jr.** Publisher is Associated University Presses, Cranbury, N.J.

Dona Schwartz, who also is on a single-quarter leave, recently presented papers at the National Conference of the Society for Photographic Education and at the International Conference on Visual Communication. Two articles on the social construction of photographic codes are

forthcoming.

Her article "Camera Clubs and Fine Art Activity: The Organization of Photographic Worlds" with Michael Griffin has just been published in "Natural Audiences: Qualitative Research of Media Uses and Effects," edited by Thomas Lindlof. An article by Schwartz on sexual stereotypes in children's television programming appeared in the Minneapolis Star and Tribune this summer.

Kathleen Hansen spoke at a Gannett Foundation-sponsored seminar on data banks in journalism education at the University of South Carolina School of Journalism last April. About 25 journalism educators from around the country discussed using computer-assisted instruction, data bases and other related tools for journalism education.

One man's view of the six-year "Minnesota Daily" case, finally decided by the Eighth Circuit Court of Appeals in 1983, is presented in a lead article entitled "The Fragile 'First'" in the May 1985 issue of the Hamline Law Review. The author is **Donald M. Gillmor**, director of graduate studies and the Silha Center for the Study of Media Ethics and Law at SJMC.

Chin-Chuan Lee has been awarded a faculty summer research fellowship and a \$10,000 grant-in-aid from the graduate school to study the Chinese-American press as an agency of Americanization. He is also actively investigating the conditions of press freedom in Hong Kong and its prospects for political transition.

Hansen and Ward wrote an article discussing the use of electronic data bases in news reporting for the WJR Director of Selected News Sources issue of the Washington Journalism Review published in August. The piece is entitled "Quantity In, Quantity Out: On-line With Electronic Information."

Schwartz is using her faculty single-

quarter leave this fall to complete a community study and photographic documentary concerning change in a farm town. She has received grants from the university graduate school and from the Minnesota Food and Values Project in connection with this work.

Professors emeriti **Harold Wilson** and **Virginia Harris** have completed and produced their two-year project on audio-visual advertising. The first unit of slides and script, using old and present-day ads, discusses and illustrates advertising slogans, themes and headlines. The second unit covers art in advertising from the early 1800s to current computer art.

Wilson and his wife, Vicki, visited Costa Rica for two weeks last March as part of a tour with a horticulture group. "The

trip began in the Monteverde where we tramped through deep forests and caught a fleeting glimpse of the elusive Quetzal bird," Wilson writes. "Single propeller planes moved our group to the Tortuguero and the tropical rain forest on the Atlantic Ocean."

Professor Emeritus **Ed Emery** and his wife, **Mary**, have returned from a year of teaching and traveling in the People's Republic of China. While there, Emery was named a distinguished scholar by the U.S. Academy of Science and the Chinese Academy of Social Sciences and its Institute of Journalism. He served as a consultant for Xinhua news agency and taught newswriting in English to a class of 19 master's degree candidates preparing to join Xinhua's staff.

Roberts: Daily days

Continued from page 3

to punish the Daily, and that this amounted to censorship and an abridgement of the Daily's First Amendment rights, in that decision, that court upheld a right of the press that needs reaffirmation every now and then.

"It held, in effect, that newspapers not only have a right to print news and opinion, but that they have a right to be irresponsible."

Roberts was harsher with two other First Amendment defenders — CBS and Time magazine.

In what he called "Topic A, the topic of the year in journalism, the problem of media ethics and the law," Roberts reviewed the Westmoreland and Sharon libel suits and declared lawyers in the cases the real winners and CBS, Time and the media in general the real losers.

"My own feeling is that Time and CBS

were far from vindicated, or even exonerated of the charges against them, and that as a result of the highly-publicized trials, the press of this country — a term in which I include all print and broadcast media — is in more trouble now than before the suits were filed," Roberts said.

He said real damage will occur if courts and legislatures decide the cases prove there is something wrong with our libel laws.

Roberts finished his address with an appeal for answers to the questions raised by the suits. He suggested the SJMC's Silha Center is the perfect place to pursue the study of ethics and the law.

The center should "put Minnesota where it belongs — in the vanguard of scholars and journalists seeking hard answers to the tough questions of law and ethics that confront, and perhaps threaten, the free, vigorous and vigilant press that we all want to preserve."

Kline: 'Special relationship beyond its walls'

Continued from page 3

that we, and the society in general, have placed on us to educate students for the future. Private support, and support in the way of "special help" from the University, has allowed me to have the flexibility to keep us in the forefront. Let me just mention the "special help" first because it provides a way for you to see how the University community recognizes, in a very concrete way, the high esteem the school is held in. In 1982 the Legislature overrode the governor's request and provided us with \$150,000 for desperately needed equipment; last year the University pledged \$150,000 toward our five year Minority and Disadvantaged scholarship program; additionally money was forthcoming last year for bringing Murphy Auditorium up to date; and this year they have agreed to support the refurbishing of the photo lab facilities — another \$150,000. This is a remarkable record when times are tough.

On the private side of the ledger the support has been heartwarming. Our alums have rallied to us with large and small donations. In some ways the most gratifying are the modest donations with a note attached that this is the best they can do now, but they will continue to repay some of the debt they feel to Murphy Hall. In a recent phone canvass nearly 75% pledged! It is because of these gifts we have the updated and thoroughly professional Severeid Library. We have also received gifts from the media throughout the state. The Capital Campaign of a few years ago raised over \$300,000 to re-equip the school

in conjunction with the state special monies. And the Gannett Foundation led the way with a \$135,000 gift to the minorities program I mentioned a moment ago. Joining with them was the Knight-Ridder Foundation with a gift of \$40,000 (thanks to the tireless efforts of John Finnegan), and the Hearst and Times-Mirror Foundation. Of course, laying the foundation for this new program, and allowing us to be the leader in minority journalism education, has been the generous and continued support of the WCCO stations which over 10 years have given us more than \$250,000. (A long-term supporter of this program has been Ron Handberg.) There have also been major private gifts that are allowing us to maintain our recognized national leadership. Helen and Otto Silha's recent gift, and matching gift in their honor by the Star and Tribune, has provided us with the only Media Ethics and Law Center in the country. With the archives of the National News Council and the intellectual leadership of Don Gillmor and Ted Glasser we have set a new course. Other major donors include Karen and Stanley Hubbard, Lorraine Malkerson, Harvey Goldberg, Ray Tarleton, Bob Eddy, Bob Wold, and John and Hazel Helgeson. Of course it would be a gross oversight if I didn't recognize the major support given by John and Elizabeth Cowles just prior to my arriving here in 1978. It is this latter gift that funds the Cowles Media Management and Economics Chair and the Minnesota Journalism Center. I also want to note the generosity of Hilma Eckstrand who endowed the Herbert Berridge Elliston Fel-

lowships which have proved to be so important to the school over the last 3-4 years. And, for many of you here tonight from an earlier era, Ralph and Lois Casey provided the endowment for our dissertation fellowship program. There are many more thanks that need to be said but I haven't enough time. Let me just say a broad and heartfelt thanks to all of you here tonight, and those afar, for your support and generosity. We appreciate it — and need it.

Finally, let me move to my last heading. When I speak of outreach, you have to understand that a school of journalism in a University has a special relationship with the world beyond its walls not found in the other departments. We stand as critics and defenders of how citizens obtain important policy information through the media. It can be an uneasy relationship on occasion, one I like to refer to as a "creative tension." As part of that mix of academic and practical activities we have an active and influential outreach effort in the school through the Minnesota Journalism Center. The 50th anniversary of Near vs. Minnesota, our economics and media management lecture series, our media ethics seminar with Augsburg College, our continuing speakers series covering everything from satellites to Chinese journalism and stress in the newsroom are all part of the outreach activities and experiences in Murphy. More recently we have taken on an active leadership role in the Frank Pre-mack Lectures series and only today the Silha Center co-sponsored a day-long seminar on First Amendment issues. At a different level we now have the only or-

ganization evaluating and critiquing college newspapers, a major national high school press service and the MHSPA that brings to campus each fall more than 1500 Minnesota high school journalists for a day of short courses and lectures. As you can see we are busy!

In closing these remarks about the Good Ship Murphy please allow me to look ahead. In the next 5-10 year period we need to be alert to the needs of the future as well as maintain the distinguished character of the past. I see our ship now in drydock, re-fitted and set to leave port on another cruise. And now is the time for a new navigator. I have had a great deal of personal satisfaction being the navigator and re-fitter over these last seven years. I have told the faculty and the Dean that as of June 1986 I will step down as Director and return to teaching and my writing and research. I have had tremendous support from the faculty and the successes I've noted above have been theirs. I have shared in those successes with them. I have had tremendous staff support, in particular from Mary Ann Lukanen and Linda Wilson and particularly from the Alumni Board who organized this evening. I have had tremendous support from the friends and alumni of the school. And I have had tremendous support from the College of Liberal Arts and the Central Administration of the University. I have appreciated it all — and needed it. And, of course, I must recognize the support of my wife, Linda — she put up with the most with the greatest patience. I want to take this moment to thank you all for that support.



Pat Gottschalk gives ad major Tom Mara advice on his resume for an internship.

SJMC adds advising coordinator

There's a new face in Murphy Hall this fall and it's a welcome sight to students who want help getting into, and out of, the journalism program.

Pat Gottschalk, SJMC's first coordinator of advising, internship and placement, explains that she will advise students as pre-majors, help them search for field experience and, when they're ready to graduate, help them find jobs.

"This job is a little wild because no one knows yet what can really happen here," she said recently. "Expectations are high and there's been pressure from the pent up need among students that is now bursting out."

The school has brought together pieces of advising, counseling, internship coordination and career placement that have been formally and informally parceled out to the SJMC faculty and staff over the years.

Former SJMC Director F. Gerald Kline said several factors went into the decision to hire Gottschalk.

"When Walt Brovald became ill, we realized that we had all the advising flowing through him. We brought back (Professor Emeritus) George Hage to help, but we knew we had to make an institutional change. So we decided to put together an undergraduate counselor.

"We'd never been able to put together our internship and placement processes, so she's picking them up as well."

Kline explained that Brovald will return to Murphy Hall this winter, but he'll play a policy role, rather than a direct advising role, to the undergraduate program.

Gottschalk is no stranger to academic and career planning.

She comes to the SJMC from Augsburg College where she developed internship placement and counseled students on career plans. She has taught business communications at the College of St. Catherine and done private consulting in business writing for Twin Cities firms.

Gottschalk has an M.A. in industrial relations from the University of Minnesota and an M.A. in English from the University of Chicago.

To start with, at least, the job is focused on undergraduates now in the Journalism School — advising, internships and placement of seniors.

"Right now, we're trying to maintain the services we have and do a good, consistent job with them while slowly expanding into wider areas. I fully assume the program will grow and develop," she said.

"When I meet (the students) as pre-majors, I have an opportunity to shape their thinking about their academic career right through to their professional career. I talk about pre-experience. I tell them 'Position yourself. You get everything organized so you're ready to take things when they come.'

"I see the connection between advising, internships and placement."

Gottschalk said the coordinator's role is not yet developed enough to be a full internship or placement service.

She does publish a placement bulletin of collected job openings that is sent to grads, but that's a long way from the quality of service she visualizes for matching students and jobs.

The alumni are welcome to play a positive role in the existing field experience placements process, she said, by thinking about how they can hire students.

"A lot of organizations think getting a student is a cheap way to get things done, but that's not always fair. Students are working very hard to stay in school and can't afford to do a volunteer job even if they would like to. We will solicit internships with an emphasis on the good organizations, the ones that can give real career exposure.

She emphasized that the alumni can have a role in moving the internship and placement programs along.

"My message is: I'm here, I'm very busy. I have some exciting ideas and plans. I'd like to hear the suggestions of the alumni. In six months things should be in a much better position to move into new programs. Let's establish ways to share ideas, energy and resources."

WCCO program starts 13th year

Andrew DiMiglio and Sandra One Feather are the two newest additions to the WCCO Broadcast Scholarship Program for Minorities, which completed its 12th year in 1985.

DiMiglio is a sophomore at the university who has made the deans list in the Institute of Technology three times and in the College of Liberal Arts once. He worked at WMMR during the 1984-85 academic year. He's from Mankato, Minn.

One Feather, who graduated from Red Cloud High School on the Pine Ridge Reservation in South Dakota, transferred to the university this year from Fort Lewis College in Durango, Colo.

The two new students join 51 others who were previously involved in the program, which is funded by Midwest Com-

munications, Inc., parent firm of WCCO-TV and radio and WLTE. The program provides up to two years of financial support for juniors, seniors and graduate students pursuing degrees that will lead to careers in broadcast media.

The students take a wide range of courses in the College of Liberal Arts and professional courses in the School of Journalism and Mass Communication and the Department of Speech-Communication. The scholarships include a one-quarter, half-time internship with a Midwest Communications station.

Special events are also part of the program. Last year, students attended a fall reception at the home of SJMC Director F. Gerald Kline where they had an oppor-

tunity to meet with managers from WCCO, WLTE and WTCN-TV.

The program also provided funds for students to attend the Northwest Broadcast News Association annual meeting and hear keynote speaker Richard Threlkeld, chief correspondent for ABC's "World News Tonight." Five SJMC-WCCO students attended the 14th annual Howard University Communications Conference last winter. And two students were offered summer internships at major newspapers, The Los Angeles Times and the Philadelphia Daily News.

The students also had an opportunity to meet with Neil Murray, consumer reporter for KSTP, who discussed journalism as a career and opportunities for minorities in the field.

Friendships key to scholarship success stories

When SJMC put together its Minority and Disadvantaged Student Scholarship Program two years ago, it faced a sticky problem. How do you introduce a handful of atypical kids to college life and a profession dominated by middle-class whites and hope to give them some chance of success?

The answer, in one student's eyes, turns out to be something the school set in motion, but couldn't have anticipated.

The program, funded with gifts from the Gannett Foundation, the university, the Hearst Foundation, the Times-Mirror Foundation and the Knight Foundation, provides tuition, fees, and room and board for up to two years. In the first year, the students also get a \$100 a month stipend for spending money. The students are not allowed to hold jobs during their freshman year.

The students also attend a five-week special summer session to acquaint them with the university and with college studies. They take three courses: rhetoric, composition and personal orientation.

"We recruited students two years ago," program coordinator Linda Wilson explained, "and selected 10 students. One didn't come. The following year we sent out recruitment information to schools and then selected seven more and five attended."

All of the program's nine first-year students are still on campus. Some are doing better than others. A few are struggling. But all are still in school.

One of the most important reasons, according to second-year student Sheryl Thomson of Brooklyn, N.Y., is friendship.

From the time the nine students were thrown together that first summer, Thomson said, they learned to help each other get used to the campus and the city and, later, to give each other a hand with studies.

"It's working because, in a way, we keep each other on our toes," she said. "Sometimes you feel you don't want to be

'It's working because, in a way, we keep each other on our toes'

bothered and want to stop for a while. But you see the others aren't stopping, so you know you can do it. Friendships really help. I think that's why it's working."

She said the first year on campus was fun.

"It was good. It was fun. I would guess we had a typical first year," she said. "It was easier than I thought. When you come out of high school the teachers say watch out and work hard because it won't be so easy."

A first-year scholarship winner, Clarice Nassif of Bismark, N.D., said the summer session was important for her, too.

"Coming from Bismark, which is only 60,000 population, I was overwhelmed when I first came here. This summer really helped me grow up. If it wasn't for the summer I don't know if I'd be as adjusted," she said.

Nassif said the summer course work really helped her get ready for her fall classes. But personal growth seems to be her strongest impression of her first few months on campus.

"I think it's a wonderful experience. It's been great to meet new people and it's a real learning experience. Even this last couple of weeks, my attitude toward life has changed. We met Tom Pettit, chief national affairs correspondent for NBC News, and he showed us how (journalism) is a way to make it.

"We've been given a chance. Now it's what we make of our chance."

Alumni notes

1930s

Harrison Salisbury, '31, was the subject of a Minneapolis Star and Tribune Sunday Magazine cover piece in late September. The former Minnesota Daily editor, United Press reporter, New York Timesman, Pulitzer Prize winner and author has written a history of Mao Zedong's Long March. It is scheduled to be published this fall.

1940s

Dave Farkell, '49, who has been teaching public relations at Metropolitan State University in the Twin Cities the past four years, is now working with other Metro faculty on a program called "Theory Seminars." The seminars are designed to teach the theoretical background of a discipline to students who have already acquired practical experience.

Otto Silha, '40, received the Minnesota Newspaper Association's Distinguished Service to Journalism Award during the group's annual banquet in February. Silha, former chairman of the board of Cowles Media and former publisher of the Minneapolis Star and Tribune, is president of Silha Associates, a consulting firm.

Ahdele (Berg) Young, '44, writing under the name Carrie Young, is the author of a short story published in the Autumn '84 issue of "The Yale Review." The story, "Bank Night," is about a 1930s North Dakota farmhand who wins the weekly cash prize at the movies.

1950s

Calder M. Pickett, Ph.D. '59, has been named the first Clyde M. Reed distinguished professor of journalism at the University of Kansas. He joined the journalism faculty there in 1951 after earning degrees from Utah State University ('44), Northwestern and Minnesota.

1960s

John R. Finnegan, M.A. '65, has been elected chairman of the World Press Institute. The senior vice president and editor of the St. Paul Pioneer Press and Dispatch has served as a member of the Institute's advisory committee and on its board of directors.

John R. Gabrielson, '64, was named Industrial Broker of the Year by the Minnesota Chapter of the National Association of Industrial and Office Parks. He's president of J.R. Gabrielson & Co., a real estate brokerage firm in Minneapolis.

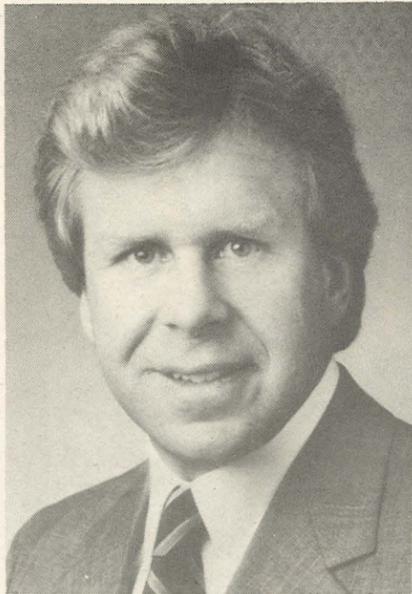
Carol James, '68, has joined the business consulting group of Food System Associates, Inc., in Washington, D.C. As a public affairs executive, she will specialize in consulting on corporate communications strategies. James has served in communications and management capacities with the Cooperative League of the USA, Midland Cooperatives, and Miller Publishing in Minneapolis.

1970s

Bruce Benidt, M.A. '75, has been hired as a general assignment metro reporter by the Minneapolis Star and Tribune. He worked as a reporter at the Minneapolis Star and at the Owatonna People's Press, and as a journalism teacher at Mankato State University before joining the Star and Tribune.

Stephen R. Bergerson, '70, has been elected to the Board of Governors of the American Advertising Federation's Eighth District (Minnesota, Wisconsin and the Dakotas). He will also serve as the board secretary. Bergerson practices advertising law with the Minneapolis firm of Kinney & Lange, P.A. and teaches at Metropolitan State University.

Timothy Browne, '72, former director of sales and marketing for Anheuser



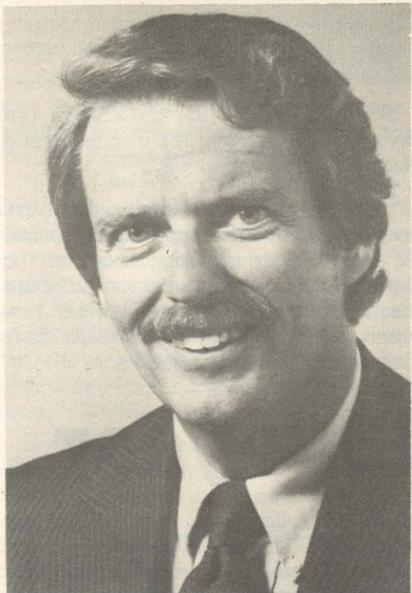
Timothy Browne

Busch's Sports Time Cable Network, has joined U.S. Communications, a Minneapolis-based promotional marketing firm, as an account manager. He has also worked as a marketing director with Home Box Office and for advertising agencies in New York and Minneapolis.

Sharon Deane, M.A. '74, has been accredited by the Public Relations Society of America. She is public relations manager for Methodist Hospital in Minneapolis.

LaRae (Heffron) Donnellan, B.A. '69, M.A. '75, is on a sabbatical from the University of Vermont where she is research editor and an extension associate professor in the College of Agriculture and Life Sciences. She's working on her dissertation for the Ph.D. in Rhetoric and Communication at Rensselaer Polytechnic Institute, Troy, N.Y.

Karen Doyno, '79, has been named press secretary to U.S. Sen. David Durenberger (R-Minn.) after stints as the senator's assistant press secretary and as press aide to the Subcommittee on Intergovernmental Relations, which is chaired by Durenberger. Before going to Washington, Doyno was a radio news reporter for KSTP-AM in the Twin Cities.



Don Gillies

Don Gillies, '79, has been promoted to senior vice president, management supervisor, at Campbell-Mithun Advertising in Minneapolis. He joined the agency in 1960, was named a vice president in 1972 and joined the company's board of directors in 1979.

Carol Smith Johnson, '74, is self-employed and living in Robbinsdale, Minn.

Nancy Sheridan Piga, '76, has moved from her job in public relations for Blue Cross and Blue Shield of Minnesota to

manager of employee communications for the Gelco Corporation in Eden Prairie, Minn.

Rhona Williams, '75, received the 1985 Kizzy Image and Achievement Award from the Black Woman Hall of Fame Foundation. The award, presented annually to career women, is named in honor of the Kizzy character from "Roots." Williams is an Adolph Coors Co. brand marketing assistant and a former WCCO Scholarship recipient. She worked in television news before joining Coors last year.

1980s

Lynn Ainsworth, '84, is a proofreader with Fingerhut Corp. working with direct mail advertising.

Laurie Arias, '84, is a photographer and feature writer with the Minnesota Department of Transportation.

Nancy Gayle Austin, M.A. '84, is a self-employed free-lance science writer. She lives in Roseville, Minn.

Michael P. Bailey, '85, prepares works for exhibition at the University of Minnesota Art Museum.

Barbara J. Barker, '84, does press and public relations for KMSP-TV in the Twin Cities.

Mary Battaglia, M.A. '82, is the director of public relations for Cleveland Metropolitan General Hospital.

Shelly Beaudry, '85, went to work Oct. 1 as a reporting intern with the Minneapolis Star and Tribune. She had been employed by the suburban Post newspapers for the past six years.

Brian Baysinger, '85, runs his own media relations/event management company, Carrera Communications, in Minneapolis.

Rochelle Bulov, '85, is a communications associate in the corporate human resource department for Honeywell, Inc. She is also free-lance writing and editing.

Barbara Calhoon, '84, is an advertising representative for Larson Publications, a weekly suburban newspaper group in the Twin Cities.

Karen Huat Chandler, '84, is press secretary for Congressman Gerry Sikorski (D-Minn.). Her husband, **Kevin Chandler**, '82, graduated in May from the Columbus School of Law, Institute for Communications Law Studies at Catholic University. He is working as assistant counsel and policy analyst for the House Subcommittee on Telecommunications, Consumer Protection and Finance.

Brenda Clardy, '84, has been working as a senior sales advisor for the Minneapolis Star and Tribune and as a dispatcher/researcher for WCCO-TV.

Belinda Cowdy, M.A. '84, is the associate producer for Newton's Apple, a Public Broadcasting Service science program, and works at KTCA-TV.

Richard Dillon, '84, is vice president of Cyrilla Beach Homes Inc., in Paynesville, Minn., where he takes care of sales, bookkeeping, loans and advertising.

Diane Egan, '84, purchases and plans media campaigns and assists in account work for Cuneo and Associates Advertising in Burnsville, Minn.

Pete Engebretson, '85, is a media analyst for Cash Plus Inc., a spot television buying service. He lives in Burnsville, Minn.

Sherri Erickson, '84, is a sales account representative for KJJO-KRSI radio in Eden Prairie, Minn.

Beth Ewen, '84, is an assistant editor for Hat Publications, publisher of oil and gas trade journals, in Denver.

Mike Gibbs, '85, writes copy in the creative department of Miller Meester Advertising in Bloomington, Minn.

Margaret Gislason, M.A. '84, is the assistant city editor at the Concord (N.H.) Monitor. She worked for the Maplewood (Minn.) Review after graduation.

Joan Grassel, '84, sells advertising for the Chippewa Herald-Telegram in Chippewa Falls, Wis.

John C. Hamilton, '82, is an associate editor in the publications department of the Industrial Fabrics Association International. He lives in St. Louis Park, Minn.

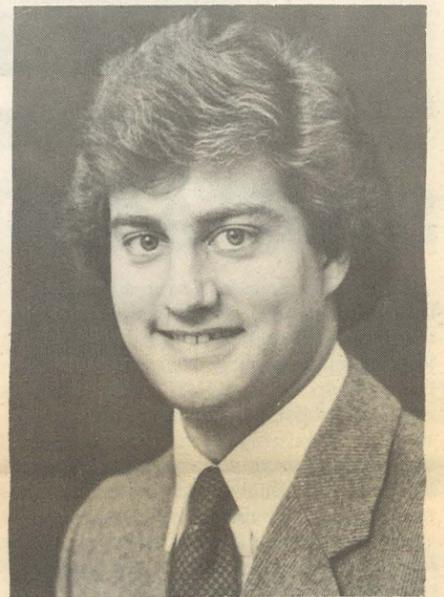
Dianne (Paulson) Henschel, '84, works as an editorial assistant for the Minnesota Real Estate Journal in Edina, Minn.

Thomas Jackson, '81, is an advertising account executive for KDWB AM/FM in the Twin Cities.

Kimberly K. Johnson, '84, is a copywriter for Concept Group, Inc., an advertising/collateral agency in St. Paul.

Jane Karlen, '84, is a general assignment reporter for KDLH-TV in Duluth, Minn.

Vince Kiernan, M.A. '84, covers science and health for the Tri-Valley Herald in Livermore, Calif. He covers the Livermore and Sandia national labs as part of his beat.



Douglas Killian

Douglas Killian, '82, has been promoted to deputy manager of public relations, Orient region for Northwest Airlines. He will relocate from the Twin Cities to Tokyo.

Naomi King-Smith, '84, is marketing communications supervisor for MSI Insurance in Arden Hills, Minn.

Julie Ann Knoernschild, '85, does in-house advertising for Xerox Corp. in Edina, Minn.

Mary Knippel, '84, is an editorial assistant/writer for Twin City Buylines.

Dan Knutson, '84, covers grand prix motor races all over the world as a free-lance writer and photographer. He lives in Bloomington, Minn.

Renee Kostner, '84, is advertising and public relations manager for international Office Systems in Bloomington, Minn.

Kathleen LaBonne, '85, writes features for the Stillwater (Minn.) Gazette.

Helen LaFave, '83, works as a media specialist in the cable television department of the City of St. Louis Park, Minn. She produces and directs government access cable programming and handles public relations.

Lynette Lamb, M.A. '84, is an editor with Health Science Public Relations at the University of Minnesota where she writes and edits Health Sciences magazine and other publications.

Michelle Lamb, '85, writes marketing materials as part of a traineeship with a laboratory equipment company in Helsinki, Finland. She plans to seek another traineeship in Europe.

Valeri Leritz, '81, is a broadcast buyer for the Campbell-Mithun advertising agency in Minneapolis.

Michale McIntee, '81, produces the 5 p.m. news at KETV-TV in Omaha, Neb.

Brad Madson, '84, works for Federated

Alumni notes



KSTP-TV anchorman Stan Turner (left) moderates a panel on career changes during last spring's annual dinner and awards celebration at the Radisson Metrodome. Panelists (from left): Dave Nimmer, former newspaper reporter now TV reporter and associated news director at WCCO-TV; Mary Bader Papa, former freelance writer now managing editor for Corporate Report; Steve Morawetz, former TV news editor now account manager for Paragon Public Relations; Phil Bolander, former minister now copywriter for Grey Advertising.

Mutual Insurance in Owatonna, Minn.

Suzanne Malich, '85, is a reporter for the Associated Press in Sioux Falls, S.D.

Jeffrey Meitrodt, '84, covers a Boston suburb for the Quincy (Mass.) Patriot-Ledger.

Stephen J. Menz, '85, edits company publications for the United Parcel Service. He lives in Minneapolis.

Randall Mikkelsen, M.A. '84, reports on agriculture for the Fargo, N.D., bureau of the Grand Forks (N.D.) Herald. He also writes for the paper's weekly Farm and Home Magazine.

Tom Minehart, M.A. '80, has left the Raleigh, N.C., bureau of the Associated Press to become the wire service's bureau chief in Charlotte, N.C.

Katherine Morgan, '84, is a staff writer for the American Jewish World, a weekly newspaper in Minneapolis.

Joseph Nabbefeld, '81, is a reporter for the LaJolla (Calif.) Light, a weekly newspaper. "If this goes in publication," he writes, "you must mention that when not reporting, we sit under a palm tree gazing out over the blue Pacific getting motivated for the next story."

David Nasser, Ph.D. '85, is vice-president and research director for Cargill, Wilson & Acree, an advertising agency in Atlanta.

Dan Ness, '84, edits The Mountaineer, a weekly newspaper in Big Sandy, Mont.

Debra Noll, '85, is a program coordinator for the March of Dimes Birth Defects Foundation in Albuquerque, N.M. She does public and professional health education and volunteer recruitment for the agency.

Michael O'Laughlin, '84, is the assistant editor at Electronics magazine, a monthly technical magazine published in Libertyville, Ill. He lives in Evanston, Ill.

Mary Ostlund, '84, is a media planner

for Martin Williams Advertising, an ad agency in Minneapolis.

Tunji Oyetosho, M.A. '81, is an administrator with the University of Ife, Ile-Ife in Nigeria.

Dwight Pallmeyer, M.A. '81, is the news director at WVIK in Rock Island, Ill. and an instructor at Augustana College there.

Tracy Penhollow, '85, has been working as a sports intern at WGRZ-TV, an NBC affiliate, in Buffalo, N.Y.

Thane Peterson, M.A. '84, moves from his job as Twin Cities bureau chief for Business Week to reporter in the magazine's Paris bureau.

Mary Pitzer, M.A. '84, is a reporter for Business Week's Twin Cities bureau.

Catherine Preston, '83, has completed her first year in the M.A. program in communication at the University of Pennsylvania.

Laura Rodeck, '84, works for Colle & McVoy Advertising Agency as an account coordinator in public relations. She lives in Minneapolis.

Dino (Diane) Salin, '84, is the box office manager for the Reston Community Center in Reston, Va.

April Saul, M.A. '79, was awarded the 1985 National Press Photographers Association/Nikon Documentary Sabbatical in photojournalism. She'll work on a documentary about America's new immigrants during the three-month, \$10,000 sabbatical, which is funded by Nikon. Saul is a photographer for the Philadelphia Inquirer.

Amy Severson-Howard, '81, is a media buyer for The Haworth Group, Inc., an independent media service in Minnetonka, Minn.

Karen Sirvatis, '85, is assistant news editor for the Skyway News in Minneapolis.

Anne (Edge) Sonnee, '83, works as a publicity and information specialist for the Family Support Center at RAF Alconbury, a U.S. Air Force base near Cambridge, England, where her husband is stationed.

Kathleen Ann Stoner, '84, is an editorial assistant for Lakewood Publications, a Minneapolis magazine publisher, and a staff writer for the Whittier Globe community newspaper.

Jay Michael Strangis, M.A. '85, is the new news editor at the Kanabec County Times in Mora, Minn. He spent the past two years as a writer/researcher for "The Hunting and Fishing Library" continuity book series.

Paul Strohm Jr., '85, edits three trade publications for Industrial Fabrics Association International, St. Paul.

Jane Strovass, '82, is an assistant editor on The Physician & Sportsmedicine, a McGraw-Hill publication. She lives in Edina, Minn.

Jill Swenson, '85, works as communications director for Computer Law Systems, a Richfield, Minn., company that develops computer systems for law firms.

Tan Soon Har, '84, is working as a volunteer at the Minneapolis Southeast Journal, a community newspaper, while waiting for acceptance of his application for U.S. permanent resident status.

Elizabeth Taylor, '84, is a reporter for KXJB-TV in Fargo and Grand Forks, N.D.

Ed Thoma, '82, covers city and county government and state politics for The Daily Independent, Ashland, Ky.

Becky Tighe, '84, is public relations and advertising director for Saturn Systems Inc., a business software computer developer in New Hope, Minn.

Kathleen Treichel-Winslow, '85, is a program assistant in the public relations

office of the National Committee, Arts with the Handicapped, in Washington, D.C.

Kathryn Trombley, '84, is a sales assistant in the continental division of Katz Communications in St. Paul.

Leslie Walters, '84, does community relations work for Inver Hills Community College in the Twin Cities.

Kenneth Waterman, '85, does convention management for 3M in St. Paul. Waterman finished a degree he started in 1955 but left uncompleted to establish UPI's bureau in Fargo, N.D. He joined 3M in 1963. He writes: "I hope I have not set a record in taking 30 years to get through college."

Ric West, '84, coordinates advertising production for the in-house advertising department at Coast to Coast Central Organization.

Stephen Winsenburg, M.A. '81, recently won an award for the "Best National Public Radio Service Announcement of the Year" from American Women in Radio and Television. He is the general manager of KNDR Radio in Bismark/Mandan, N.D.

Obituaries

Myron H. (Mike) Blanch, 62, of Minneapolis, died July 6. A 1950 graduate, he was formerly a captain in the Minneapolis Police Department.

Sidney Shear, 62, of Los Angeles, died March 19. He graduated from the School of Journalism in 1949. Mr. Shear became advertising manager for the Milwaukee Journal and Milwaukee Sentinel before moving to Minneapolis in the 1950s to found the Shear Advertising Agency.



Paul Martin Lester's photo 'Smash H Block' is part of the 25th Anniversary photo exhibit at the University Art Museum. Details pages 6 and 7.

Silver anniversary
Pages 6 & 7

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