

Murphy Reporter

Number 16

School of Journalism and Mass Communication

January 1984

Gannett donates \$120,000 for SJMC minority education

The SJMC will receive a \$120,000 grant from the Gannett Foundation to establish a five-year program for recruiting, tutoring, and financing the education of minority and disadvantaged students.

The grant is part of a slightly more than half-million dollar program now being established by the School with the expressed aim of providing support for minority freshmen and sophomores with an interest in mass communications, but who are not yet accepted into the journalism school.

The money will be used primarily to fund two-year scholarships for freshmen and sophomores. Some money also will go toward a 5-week freshman-preparation program and toward teaching assistantships for minority graduate students who would tutor the scholarship recipients.

Twelve freshmen each year will receive \$5,000 scholarships, with the stipulation that they not take jobs. With an anticipated two-student drop-out rate, the remaining 10 sophomores each will receive \$4,000. Forty-eight students will have received scholarship assistance over the duration of the program.

The first two years of college are of critical importance in attracting minority and disadvantaged students to SJMC, according to a grant proposal drafted by school officials.

"Because students usually are not admitted to SJMC until their junior year, many minority students are not given the attention they need to sus-

tain them over that two-year period," the proposal said. "Thus, the pool of qualified students that is brought to major status is very small. Until there is more concern for students at the freshman/sophomore level this pool will not increase."

Financial support is difficult to obtain in the first two years, before students have declared majors, and other financial and educational concerns contribute to the underrepresentation of minorities at SJMC, the report said.

The stated goals of the program are to correct the lack of attention paid to students between their last year of high school and their junior and senior years of college, and to obtain a "critical mass" of minority and disadvantaged students who can lend each other social and psychological support.

As more minority students study journalism, chances improve that they will help correct a serious underrepresentation of minorities in journalism, said Gerald Sass, Gannett Foundation vice president for education.

"The position of minorities in journalism is a very difficult one," he said. "There are very few minorities working in journalism, especially in print journalism, and those you find are usually at a lower level, working as reporters and photographers."

The foundation has appropriated about \$720,000 for various minorities-in-journalism education programs, but the SJMC grant is larger than usual, Sass said. The reputation of the SJMC, the nature of the program, and the



Photo by Bill Beatie

Joe Franzgrote, president and general manager of Gannett Corporation's WTCN-TV, announced the \$120,000 Gannett Foundation grant to the SJMC. With him is SJMC Director F. Gerald Kline, who drew up the grant proposal.

need to begin the program next fall led to the large grant, he said.

The SJMC program is slated to begin with the 5-week preparation session next summer. During the session, students will live on campus and spend their mornings attending academic skills workshops and lectures led by SJMC faculty members. Guest lecturers from Twin Cities media organizations also will speak.

The new program will complement an existing SJMC minority scholarship program for broadcast majors that is funded by Midwest Communications Inc., the parent company of WCCO-TV and radio. The SJMC also operates an Urban Journalism Workshop for high school minority students.

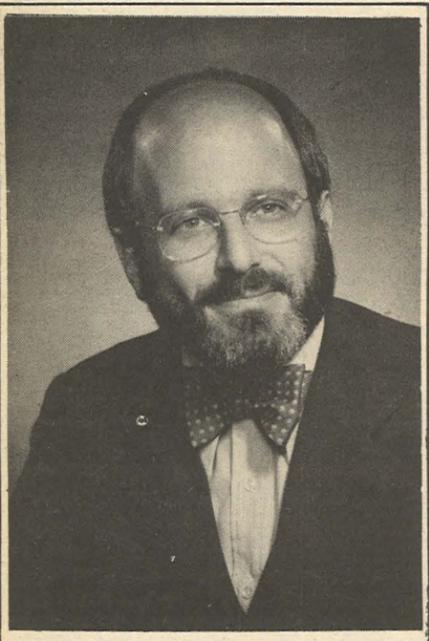
Flo Wiger, coordinator of the University Office of Minority and Special

Student Affairs, praised the program and Gannett's contribution. "I think it is an extremely positive move on the part of the foundation. We need to have more ethnic people in the field of journalism, and this will be one way of achieving those ends."

The Gannett Foundation was established in 1935 by Frank Gannett, the late founder of the Gannett newspaper chain, and it contributes to charitable causes in the more than 100 communities served by the Gannett media outlets. Locally, Gannett owns WTCN-TV and the St. Cloud Daily Times.

The University of Minnesota's central administration will contribute \$150,000 over the duration of the program, and additional money is being sought from the McKnight Foundation, the Times-Mirror Foundation, and the Hearst Foundation.

John Lavine is first Cowles Professor



John Lavine

John M. Lavine, the 42-year-old head of the Lavine Newspaper Group in Wisconsin, has become this winter quarter the first person to hold the John and Elizabeth Bates Cowles Chair in Journalism and Mass Communication at the SJMC.

The Cowles Professorship is the focus of the school's efforts to develop a new curriculum in mass-media management and economics.

During his career, Lavine has been involved with various media, ranging from weekly newspapers to motion pictures. He is president-elect of the Inland Daily Press Association, the largest and oldest regional association of U.S. daily newspapers. His Lavine newspaper group includes four Wisconsin dailies and a national printing operation.

Academically, Lavine is a leader of what is recognized as the most sophisticated management survey of daily newspapers in the United States — the IDPA Cost and Revenue Survey.

He has been publisher/editor-in-residence at a number of prestigious journalism schools, as well as at the American Press Institute. He also has served on the governing boards of several colleges, including the University of Wisconsin Board of Regents.

"We knew we had to find a professional who was a nationally recognized expert on media management. At the same time, we wanted someone who understood the academic setting for an endowed chair," said Walter Brovald, SJMC acting director. "When we convinced John Lavine to be our first Cowles Professor, we knew that we had fulfilled our goal."

During his time at the SJMC, Lavine will serve in several capacities. Among them are:

- Teaching a winter-quarter course on media management and organization. The course will be taught along with Professor Dan Wackman, who developed the course along with Lavine;

- Leading faculty seminars on media management. Lavine will conduct one seminar monthly and has arranged for professional media managers to conduct seminars using their own experiences as case studies;

- Writing a case-study media management textbook for undergraduates. The book will be based on Lavine's experiences conducting seminars for media managers, and will use the book as the basis for an undergraduate course at the SJMC next fall; and

- Working on two national research projects. In one study, he will investigate management decision-making in large media groups. In the second, he will study characteristics of spouses of mass-media executives. A preliminary study of the topic showed "there are a whole lot of concerns and interests that are unique to mass-media spouses," he said.

Please see "Lavine," p. 4

Pros, cons of communications revolution debated at new-technologies conference

Will an information-based society mean new opportunities for wealth and well-being for the world's population, or will it mean new avenues for oppression and a loss of humanity?

That question and others relating to the explosion of new communication technologies were vigorously debated over three fall evenings by a collection of scholars and industry representatives assembled by the University of Minnesota Journalism Center, the Minnesota Humanities Commission, and Macalester College.

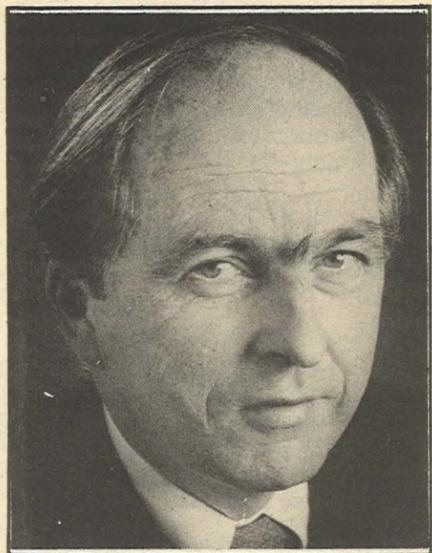
The conference, titled *The Communications Revolution: Issues and Choices for Society*, treated the overall relationship between technology and society, the impact of new communication technologies on human values, and issues of power and control.

The first evening: Technology and Society

Despite extensive talk in academic and popular circles, the communications or information revolution has not yet arrived, said Arthur Norberg, of the University of Minnesota's Babbage Institute for the history of computer science.

"We seem to be more on the threshold of a revolution than in one," he said. Society is still based on the values and production and economic systems established during the industrial revolution, he said.

He acknowledged that the development of technology has changed the use patterns of societal systems, which he calls "primary characteristics." Among such changes are the transformation of money from hard currency to electronic communication, the use of television sets in two-way communication, and changes in information-flow in businesses.



"We seem to be more on the threshold of a revolution than in one."

— Arthur Norberg

But "secondary characteristics," changes in societal structure and values that would signal the arrival of a revolution, are yet to be seen in any quantity, he said.

Examples of secondary characteristics would be new power structures evolving in the workplace and different family relationships shaped by the new technologies. "When we can identify those changes for information tech-

nology on a broad basis then we will have the right to say we are in a communication revolution."

But Nelson Otto, who heads a future-consulting company in the Twin Cities, argued that an information revolution is well under way, that it is a natural movement, and that the changes will be substantial. "If you think the Model T changed society wait 'til you see what the microchip does."

And he predicted that a rosy future will grow out of the application of new technology, providing it is used wisely. "Technology doesn't enslave people... it liberates people," he said. "It gives them time to do what they'd rather do."

The key to wise use is to assess and interpret the implications of the technologies before utilizing them, he said. For example, public-policy makers probably will need to consider information subsidies for poor people once much information becomes widely available only at a cost.

Otto drew several gasps by his answer to a question from the audience relating new technologies to nuclear weapons. Maybe the control of the nuclear button is too important to be left to inherently irrational humans, he suggested, "Maybe we should leave it to the microchip."

"In the 60's parents were concerned with their kids playing with guns; in the 80s maybe they should be concerned about their kids playing with their computers."

— Peter Rachleff

Borrowing the name of a group of 19th century Englishmen who destroyed labor-saving machines in protest, Macalester College history professor Peter Rachleff presented himself as the "token Luddite." He offered a view of the dark side of the new technologies and a preface of Herbert Schiller's arguments two nights later.

The driving motives behind the technological changes, Rachleff said, are "to increase profit, to increase control over the workplace, and to increase control over the workforce."

The quality of one's job declines when computers enter the scene by centralizing managerial control over the worker, he said. When an employee is linked to a computer, he said, "a manager of thousands of miles away knows every time you get up to go to the bathroom."

Society should keep a closer watch on the dangerous implications of computers and their applications, he said. "In the 60s parents were concerned with their kids playing with guns; in the 80s maybe they should be concerned about their kids playing with their computers."

The Second Evening: New Communications Technologies and Human Values

Possible harmful influences on children of new communication technologies also were cited by Lillian Bridwell, a University of Minnesota composition and women's studies professor who studies the use of computers in instruction.



Photo by Bill Beattie

"It's a short hop from the typing pool to the word-processing pool."

— Lillian Bridwell

Bridwell deplored the violent themes of many video games and some educational computer programs. "Violence and conquest are not motifs that the human race can afford much longer in education," she said.

Bridwell and Jane Boyajian, a consultant on work ethics, responded to the opening speech of Joseph Pelton, an official with the International Telecommunications Satellite Organization (INTELSAT).

Advances in the transmission of information made possible by satellites could cause major changes world economic and social order, Pelton said.

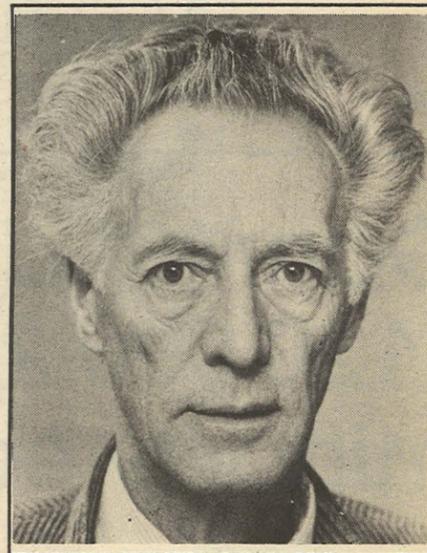
Today, a page of information can be transmitted 10 million times faster than was possible 200 years ago, Pelton said. A satellite, he said, can transmit in seven seconds all the information a human needs to know in a lifetime.

But rapid growth of the amount of information available raises the specter of "information overload," in which people lose the ability to rationally restrict the amount of information they must process. "There is a small increase the amount of information humans can use, as opposed to an exponential increase in the amount that can be produced," he said.

The rapid transmission of information makes possible the export of data-processing labor to countries with lower pay rates, Pelton said, citing already-existing keypunch operations in the Philippines and Australia being run by American companies and using low-paid labor. Such work, he said, greatly increases the influence multinational corporations can exert over local societies.

But third-world countries probably won't be able to make the economic leap into their own information-based economy without first establishing an industrial economy, he said.

The use of transmission technologies probably will increase the control of central-power holders, leading to a



"How is it that with all this incredible instrumentation and technology, we know so little about what happened in (the U.S. invasion of) Grenada?"

— Herbert Schiller

homogenization of social and government systems, Pelton said. "I seriously do believe that localism as we know it is very much under the gun of the new technology."

Bridwell and Boyajian said they doubted computers and other new machines could automatically improve equality in society or the workplace. "It's a short hop from the typing pool to the word-processing pool," Bridwell said.

Centralization of power, combined with a classification between those who can and cannot use new technologies will lead to an erosion of the middle class, with gloomy consequences, Boyajian said.

While decrying the possible dangers of a computer-based society, Bridwell voiced confidence that humanists will be able to employ the powers of the microchip. "I will remain optimistic if we use technology for humanistic purposes," she said. "The power to effect social change will depend increasingly on technology to solve these problems."

"I'd like to see the day when the distinctions between humanists and technologists, these artificial distinctions, are blurred," she said. "There are some glimmers of hope."

She cited recent educational advances that brought computer-assisted lessons in such fields as art and music out of simple stimulus-response exercises and into some fairly complex simulations, "that allow people to develop new approaches to the concepts."

The key, she said, is using computers for "preserving the human race rather than destroying it or surveilling it."

The Third Evening: Power and Control in an Information Economy

"How is it," asked Herbert Schiller, "that with all this incredible instrumentation and technology, we know so little about what happened in (the U.S. invasion of) Grenada?"

With that question, Schiller, a communications professor at the University of California at San Diego, opened a strongly worded critique of government and corporate control over the development and use of new information technology, and he called for increasing social debate regarding the technology.

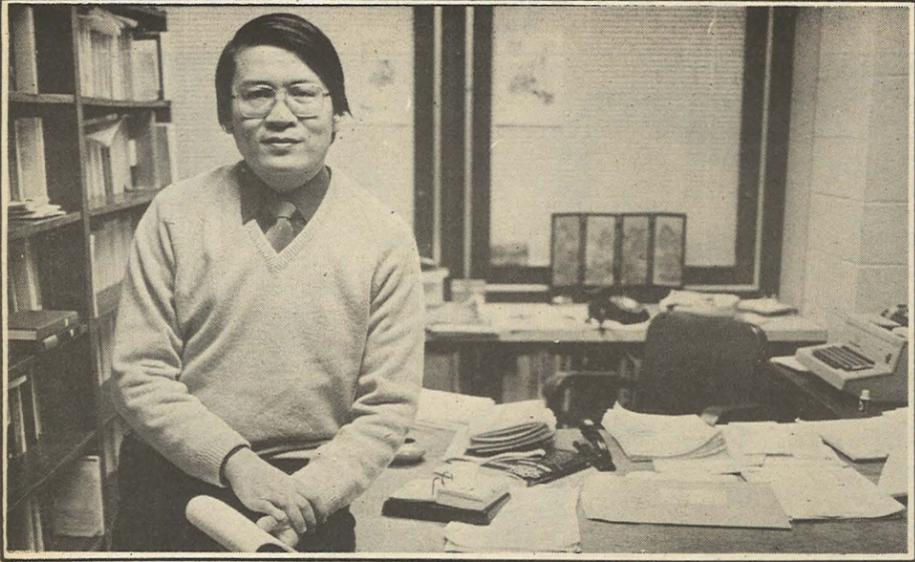


Photo by Bill Beattie

"Schiller may be right some of the time, but I need more proof, and I hope he's wrong."

— Chin-Chuan Lee

"It's application is a social construct; its implementation is a social decision; and its employment is a social policy," he said.

Information technologies initially were perfected for use in the military, he said, and "that parentage has never been disavowed and that relationship has never been discontinued." Such a parentage, he said, means the technology has inherent capabilities for socially destructive use.

The main computational power in society still lies in the hands of the military, large corporations, and a few other government agencies, dwarfing the recent impact of personal computers, and giving those institutions tremendous control over society, Schiller said.

Regarding industry, Schiller echoed Pelton's argument of the previous evening in saying that information technologies have increased the ability of multinational companies to circumvent national sovereignty.

Domestically, the advent of electronic automation and faster data transmission and processing has given management an upper hand in its continuing power struggle with organized workers. The labor force in high-tech industries is "extremely unorganized," and companies can make use of new technologies to move their operations to cheaper sources of labor if unions get too demanding for the companies' taste, he said.

Schiller condemned what he saw as a strong trend toward pricing communication channels out of the reach

of many people and treating information as "an item for sale like a bar of soap or a new suit."

"If you want to go into one of the new libraries you're going to pay. It'll be a magnificent search, but you're going to have to pay for it," he said. The social principle of universal telephone service, he said, "is coming apart at the seams."

In short, the social implementation of the new technologies has ignored equal-opportunity values previously dominant in U.S. society, he said.

The solution? "The notion, just as a principle, of public control, has got to be revived," he said. He rebutted skeptics who say the less government regulation, the better. "We are the government, that's what a democratic society is."

SJMC professor Chin-Chuan Lee said he was skeptical of Schiller's analysis. It was too narrowly focused, he said. "As long as you insistently quote selective examples, you probably have a good chance of constructing whatever system you like."

Schiller frequently reinforced his theories by citing corporate declarations of intent to increase their power or control, Lee said. But those declarations usually are only public relations gimmicks, he said, and at any rate, not every corporation succeeds in its attempt to extend influence around the world.

In contrast to the malaise presented by Schiller, Lee said new communication technologies offer a faster evolution and broader free flow of ideas, increased diversity of messages, and the reduction of location as a consideration in determining who can receive what messages.

The fallacy of Schiller's theories can be seen in a tremendous diversity of small companies begun to develop new technologies and in the diversity

of the nation's mass media, argued Robert Fransen of the United States Satellite Broadcasting, a direct-broadcast venture begun by the Twin Cities' Hubbard Broadcasting.

"Technology doesn't enslave people . . . it liberates people. It gives them time to do what they'd rather do."

— Nelson Otto

Much of the world is under the control of government-dominated communication agencies, to the detriment of their societies, he said, a point Schiller disputed by pointing out the success of the British Broadcasting System and similar systems in other European countries.

The claimed diversity of the media is a false one, Schiller argued. There may be numerous wire services and television stations, he said, but they all provide the same information. "That's abundance, but not abundance that gives way to diversity."

Schiller was correct, Lee said, in raising the question of public accountability in the implementation of new technologies. But strict public control over technology development and application conflicts with the free-market-place-of-ideas principle, he said.

"This question is of critical importance to the survival and growth of democracy," he said. "Schiller may be right some of the time, but I need more proof, and I hope he's wrong."

Sevareid Library to offer Dow Jones news retrieval

Virtually everyone engaged in mass communication in the coming years, from reporters to public relations agents, will need to become familiar with computerized information data bases, according to SJMC Assistant Professor Kathy Hansen.

And to help introduce students to the electronic services, the Dow Jones Company has given the SJMC a free year's subscription to the Dow Jones News Retrieval Service.

The service, which is reached through a computer installed in the Sevareid Library, provides a host of information sources for the communication professional, Hansen said. Up-to-the-minute news reports from UPI and the *Wall Street Journal* and equally timely stock quotations are available for those who need the latest information.

And someone who needs background information can delve into an encyclopedia written especially for electronic distribution, corporate disclosure reports filed with the Securities and Exchange Commission, and a five-year electronic morgue of the *Wall Street Journal*. News service users also can read electronic copies of movie reviews, sports scores, and weather reports.

With installation bugs on their way to being eliminated, the service should be ready for class use winter quarter, Hansen said. Introductory classes will run through a demonstration of the service; students in beginning skills classes will be able to conduct some limited searches; and students in advanced classes probably will be given wide freedom to use the service for their projects, Hansen said.

Knowing how to use the service should give students valuable training for later jobs, she said. "I think the case is becoming more and more apparent that all of the major news outlets have some on-line system available to them."

Already, she said, *The Wall Street Journal* subscribes to a data-base system for its reporters to use, and the *Detroit Free Press* has established its own electronic library which is serving as a model for regional data bases everywhere.

Hansen said she drew up a proposal to receive the free subscription after meeting with Dow Jones officials who were interested in discovering how their service could be used in academic curricula. The SJMC and a business college then were selected for the experiment.



Assistant Professor Kathleen Hansen helps student Wren Rivard learn to use the Dow Jones News Retrieval Service.

Make news fun, says Winona publisher

Winona Daily News publisher Ronald J. Semple said the decision to radically alter the appearance and content of his newspaper was motivated by one chief concern.

The paper needed the money.

But the change has prompted a debate within the journalism community that delves into the roots of journalism philosophy, Semple told a group of students, faculty members and journalism professionals assembled in the Heggen Room of Murphy Hall Dec. 1. His talk was sponsored by the Minnesota Journalism Center, and is part of the Center's year-long Economics and Media Management lecture series.

Last April, the Winona Daily News hit the newsstands and subscribers' porches with broad splashes of color, hordes of short, lively news stories from around the world and within the community, and an increased price tag.

"Most American newspapers as far as I'm concerned are long-winded bores."

Semple said he made the move after looking at balance-sheet predictions that the paper would fall into the red if it did not increase its revenue base. The market for selling ads was saturated, he said, and filled with competitors, as was the less-profitable market for distribution of pre-printed advertising. The only source left was circulation revenue.

But raising prices in the face of already declining circulation is traditionally viewed as suicide, Semple said. So he began to ask himself why newspapers were vulnerable to price resistance, especially since they had a monopoly on local news. He then realized that residents were not getting the news they wanted. If the newspaper better served its readers, price would cease to be a factor, he said. So he turned to a consultant, who recommended that Semple should make the newspaper once again fun to read.

"The public has an infinite capacity for gee-whiz stories."

Hence the new look, which Semple described as "Easter Egg" journalism — "colorful on the outside, and very substantial on the inside."

The new paper is characterized by its color, a front page filled with "gee-whiz" stories, and inside filled with news digests and charts of all sorts on the inside, but still plenty of local news. The paper has a minimum size of 24 pages and a 70-percent news hole (compared with an industry standard news hole of 40 to 50 percent). Although many stories are only a few paragraphs long, the generous news hole means "we never have to say 'I'm sorry, we have to leave that out,'" Semple said.

The paper averages 2,000 stories weekly. On some days, the paper uses all the Associated Press and Los Angeles Times wire stories, plus news from other wire services and syndicated columns, Semple said. And local coverage has increased by 250 inches daily.

"High story count is probably the most important thing we did to attract readers," he said.

Guiding the change is an editorial philosophy stressing interest over importance, which means the paper's reporters must compete with wire-service stories for the front page. "You'll still see the sewer-bond story, but it'll be on the inside," he said.

"High story count is probably the most important thing we did to attract readers."

The philosophy counters theories that proximity often takes precedence over other news values, Semple said. "We thought that there was a concentric circle," of news value, diminishing as the source of the story got farther away, he said. Rather, local value in news stories is defined almost exclusively by city or county borders, he said. "Local news, unless it has intrinsic interest, dies at geographic borders, he said.

But when it comes to colorful, quirky news "the public has an infinite capacity for gee-whiz stories," he said.

Other elements in the Semple formula are color, which "works however you use it," and a simple, small-prize game based on readers' social security numbers. With a circulation of 17,000, the paper has attracted about 135,000 contest entries, he said. Readers "are looking for that identification (with their newspaper) again," he said. "They're looking for a little fun."

Apparently the strategy is working. Circulation rose gradually after April, contrary to previous experience, then dropped when the area's three colleges let out for summer. But in September and October the circulation rose by 300 and 500 respectively, Semple said. "I could be telling you a trend that's short lived, but my tum-tum tells me no."

The paper has shown some ability to attract first-time readers, he said, and he has received some reports that readers' evening habits now include reading the paper in between dull moments on the television set. Even a few teenagers have been reading the Winona Daily News, he said.

But the new newspaper also has its critics. Traditional journalists say the short stories lack depth, the features are not important news, and the games are frivolous, he said. A solid core of opposition to the change formed in the liberal-arts departments of the area colleges, he said.

Semple's answer is that newspaper editors should be less concerned with putting out a newspaper for other editors and more concerned with putting out a paper for readers. "As we get more professional . . . the yawns of our readers get wider," he said. "Most American newspapers as far as I'm concerned are long-winded bores."

"As we get more professional . . . the yawns of our readers get wider."

The prescription? "The world has enough journalists," he said. "What we need are a few good story tellers."



Ron Semple

The change is nothing short of a revolution, Semple said. He cited among the revolution's leaders papers like *USA Today* and those in the Rupert Murdoch chain.

"The suffering of a lot of our readers may soon be at an end," he said. Editors should assert more control over story content and style, use more color and more interesting stories, and provide a much bigger news hole. Readers will have to help finance the revolution, but they will "pay more for more, if we give what they want," he said.

Reporters too, will have to change, by sharpening their writing skills, he said. Many were skeptical about the changes at the Winona paper, he said, but new they seem to like them, and reporters from other papers have submitted applications after seeing the paper, he said.

UPCOMING LECTURES ON MEDIA MANAGEMENT

This winter's and spring's speakers in the Minnesota Journalism Center's Economics and Media Management series will be:

James Burgess, executive vice president, Lee Enterprises, Davenport, Iowa (January 17).

Loren Ghiglione, editor and publisher, *The News*, Southbridge, Mass., and board member of American Society of Newspaper Editors (February 2).

James Shaffer, vice president and chief executive officer, *Los Angeles Times* (March 1).

Peter R. Kann, associate publisher, *Wall Street Journal*, New York (April 18).

Ronald Bornstein, director, Telecommunications Division at the University of Wisconsin-Madison and former acting president of National Public Radio (May 22).

All lectures will be at 3:15 p.m. in the Heggen Room.

"The world has enough journalists. What we need are a few good story tellers."

The circulation department and production facilities experienced some kinks in the change, Semple said, but they seem to be ironed out by now.

The newspaper industry can remain healthy, Semple said, if its leaders remember what their greatest asset is — an ability to cover local news. "If we protect that local news monopoly against all comers . . . we are going to survive."

Lavine, from 1

Mass-media management is moving into an era in which "the lines between electronic and print, broadcast, and cable are blurring," Lavine said. Principles of management in one medium frequently apply to other communications media, he said. "Media managers realize that they all run communication institutions."

The chair will not be a permanent position, Borvald said. "Rather than permanently fill the chair, it is more appropriate to initially ask a series of experts on media management and economics to spend a period of time with us, after which they would return to their regular professional posts."

The professorship stems from a 1976 endowment of \$2,000,000 from the late John Cowles, Sr., former president and chairman of the Minneapolis Star and Tribune Company, and his wife, the late Elizabeth Bates Cowles. The fund also will help support the Minnesota Journalism Center and a journalists' mid-career fellowship program.

A note to SJMC alumni

— from Walter Brovald, acting director

We continue to be much concerned about resources here in Murphy Hall to maintain our excellent program for journalism students. All of our alumni are aware of the needs and many of you respond regularly to our fundraising appeals to help do the job. Others provide scholarships and some in the Twin Cities area make interships available as a way to help students directly. So it turns out that our alumni and their loyalty to the School are important resources in several ways. As alumni president Dan Wascoe makes clear in his letter in this issue of the *Reporter*, the society is seeking to make these resources even more numerous and vital.

I am going to ask you to help make the annual alumni banquet this coming spring an occasion for celebration and commitment. The banquet, to be held on April 6, will be back on campus for the first time in many years. It will

once more be exclusively an alumni society affair. It will be an opportunity for all alumni, from the oldest to the youngest, to help us take measure on where we have been and to influence by their spirit and interest where we shall go in the 80's and 90's.

There will be ambitious planning for the event about which you will hear more in the next couple of months. We want to make it an event which you will enjoy and remember, but integral to that will be **your** presence, so that all of our graduating classes, all of our diversity of interest and vocation will be represented.

Please mark April 6 on your calendar now while you think of it and make plans to visit Murphy Hall and then to attend the evening banquet and program. We want it to be a grand reunion, and we want you to be a part of it.

Alumni-award nominations open

The Journalism Alumni Society on April 6 will present for the fourth year in a row its Award for Excellence at its annual meeting and banquet.

Nominations for the award should be received by Feb. 15 and should include a letter describing the nominee's qualifications. Nominees must be graduates of the School, and must have established a record of distinguished service or have made a single contribution having great impact on the field of mass communication. Winners will be selected by the Journalism Alumni Society board.

Nominations should be sent to: **Linda Viemeister; School of Journalism and Mass Communication, 111 Murphy Hall, 206 Church St. S.E.; University of Minnesota; Minneapolis, MN; 55455.**

Previous recipients of the Award for Excellence have been Father James Whalen, of the College of St. Thomas; Robert Shaw, Minnesota Newspaper Association Manager Emeritus; and Harold Chucker of the *Minneapolis Star and Tribune*.

For more information and banquet reservations, contact **Mary Hicks, Minnesota Alumni Association Office, (612) 373-2466.**

Reader's Digest grants student travel money

The *Reader's Digest* Foundation this year has donated \$1,000 to the SJMC to fund undergraduate travel and research leading to the writing of an article.

According to foundation wishes, the money will be broken into smaller grants for individual students. "We like to see small grants allocated to many students and to note where the student went and what the story was about," said **Kent Rhodes**, in a letter to the SJMC. "... in this way they get experience not only in keeping an expense account, (but also) training in interview methods, planning their trip, organizing and writing an article — and trying to get it published."

"We especially like to see the student's stories published in the college newspaper or local papers," he said.

The money will be distributed through the SJMC scholarship committee to applicants for use in meeting travel or other costs related to the production of a mass-media message, according to **Kathleen Hansen**, committee chairwoman. Students wishing to produce a television or radio documentary probably would be eligible, she said.

One student, **James Butty**, has received grant money so far. He used the money to pay for long-distance telephone calls to the Institute for Liberian Studies in Pennsylvania, as part of a magazine-writing class project. Butty is an editor of the magazine *Inside Liberia* and was writing an article for that publication.

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

Managing Editor — Arnold Ismach
Editor — Randall Mikkelsen
Photographer — Bill Beattie
Production Assistant — Kay Kirscht

All correspondence should be addressed to:

Murphy Reporter
111 Murphy Hall
206 Church St. S.E.
University of Minnesota
Minneapolis, MN 55455

Phone Numbers:

Main office	(612) 373-3565
SJMC acting director	376-3492
Editor	376-9347
	or 227-3980
Placement	373-4445

Career days and mentoring fill alumni society plans

With this issue, the *Murphy Reporter* begins a series of columns by board members of the Journalism Alumni Society. This one is by **Dan Wascoe, Jr.**, president of the society.

Call it happy coincidence: Just when the Journalism Alumni Society began expanding its programs and services, membership jumped.

The latest tally shows 596 members, up 32 percent from 452 last year.

But, alas, we can't claim a cause-and-effect relationship. Not yet, anyway. The increase is the fruit of someone else's work — an ambitious recruiting campaign by our parent organization, the Minnesota Alumni Association. Its dragnet snared some journalism grads, who automatically became members of the journalism society.

As it happens, however, the society's board is working hard to enlarge its repertoire, which is aimed at three targets: alumni, students and the School.

Mentoring Program

First priority is expanding last spring's mentoring program. During spring quarter, the society brought together more than a dozen journalism students in Murphy Hall with working professionals in the news, advertising and public relations. After conducting an evaluation among the participants, the society expanding the program and improving the matchup process. Mentoring will resume during winter quarter, under the direction of board members **Carol Pine**, **Patricia Huntington Svendsen**, and **Lynn Levinson**.

Word-Processing Workshop

Next is the society's first attempt to keep graduates up to snuff on the fast-moving journalistic world. We're planning a half-day workshop on word-processing computers that will tap the experience of working journalists who have bought their own. It also will round up studies on how processors affect writing and will offer hands-on opportunities to try out hardware and software. Although the workshop will be open to all journalists, we're hoping to offer free admission to Murphy Hall alumni who belong to the society. You'll be hearing about this soon.

Career Day

Another in-the-works alumni program is a career day that will provide a meeting ground for Murphy Hall students and graduates. It will import living, breathing examples of people performing a wide variety of jobs on the strength of their journalism training — and not all of the jobs are in journalism. For students and alumni alike, such a get-together could nourish the networking that often leads to opportunities later on. **Hal Johnson**, last year's board president, is leading this effort.

Recruiting

Also under study is a proposal by acting School Director **Walt Brovald** to help recruit Minnesota's best high school journalists to the University of Minnesota. The society's nearly 600 members ought to provide a wide-ranging network of contacts for this effort. And if it works, we may sell our services to the Gopher football team. Board members **Dan Olson** and **Brian Anderson** are huddling on this one.

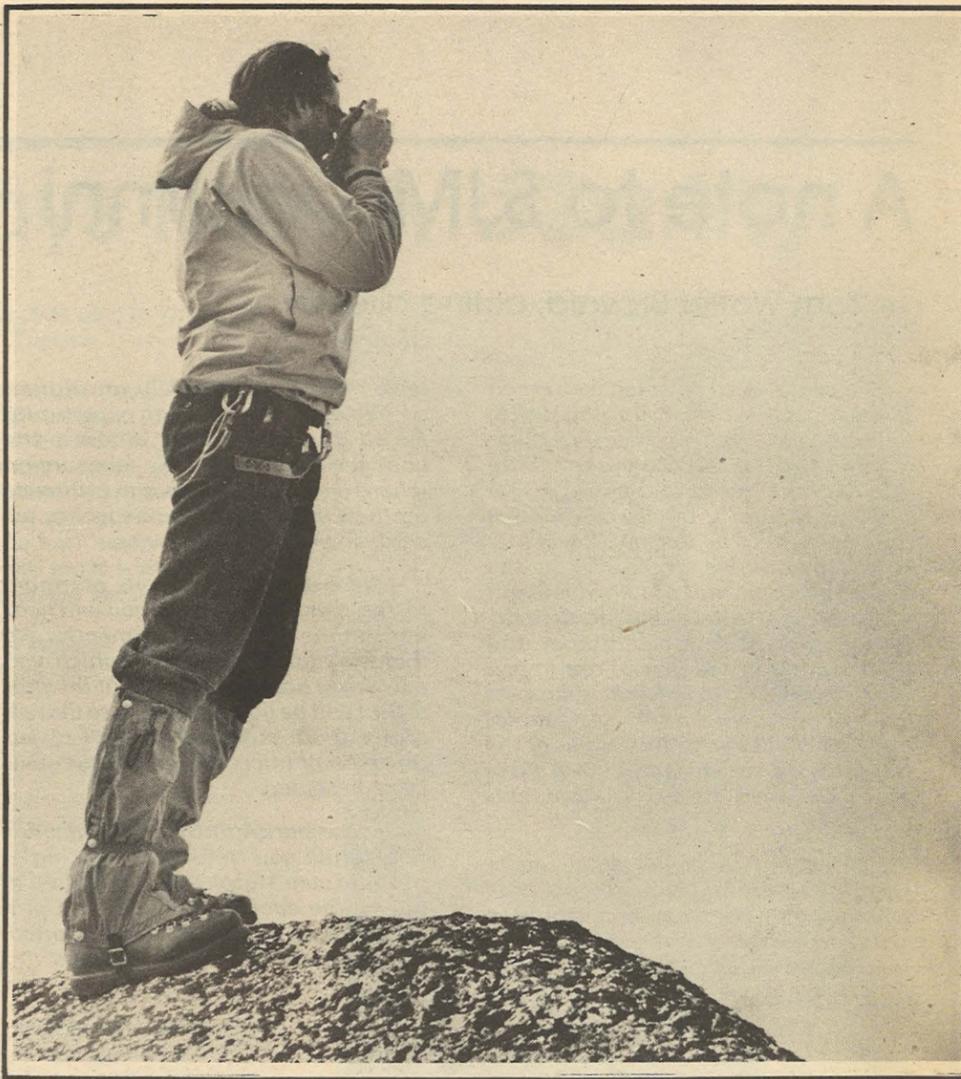
Annual Meeting

For the fourth year, the society will be seeking nominations for its outstanding alumni award. As usual, the award will be made to a distinguished Murphy Hall graduate at the society's annual meeting.

The format of the meeting will shift gears a bit in 1984. The Alumni Society will be going it alone, after several years of organizing its dinner in conjunction with the awards ceremony of the Society of Professional Journalists, Sigma Delta Chi. This year, the meeting will be the focal point for several alumni activities — the mentoring program, the computer workshop and career day. Board members **Marshall Tanick** and **Jan Apple** are making the arrangements.

You can see how the society's menu is growing. The aim is to provide enough appetizing and meaty items to make the alumni society worth its dues. And if along the way alumni are reminded of their links to the School, then Murphy Hall ought to get its just desserts.

A good camera, good map,
and a good plan are the
tools needed to begin . . .



Tracking the wild American

Editor's Note:

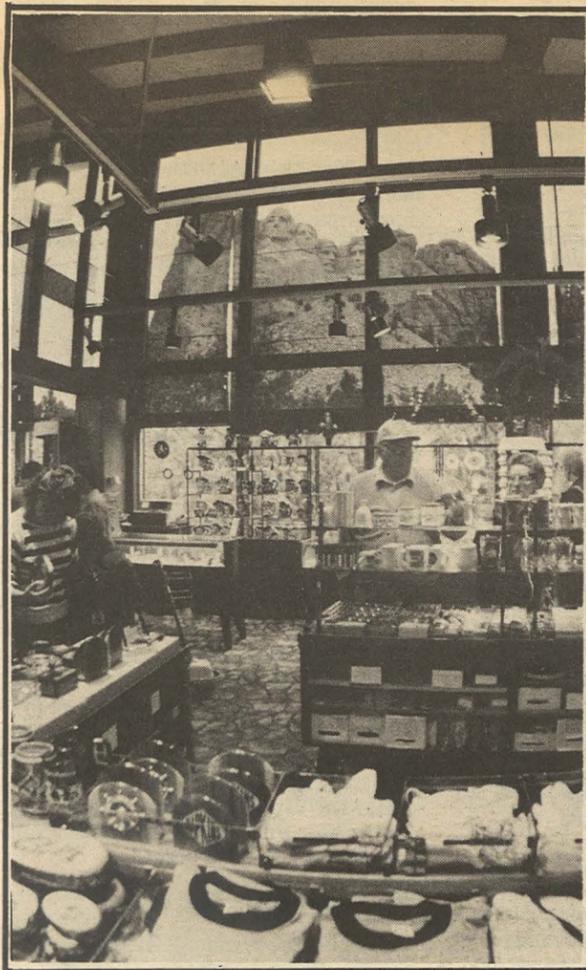
Joe Bensen, a second-year master's degree candidate in the photo sequence, began his plan B project last summer touring North America and photographing a subject he found everywhere — tourists. In the following account Bensen explains the approach to photojournalism he followed while trying to understand the behavior of those who roam the highways in search of adventure.

While much academic research on tourism has been done in the fields of sociology, psychology, history, and economics, and while occasionally picture books are published about amusement parks and other tourist attractions, photo-graphers have yet to treat comprehensively the many phenomena of tourism.

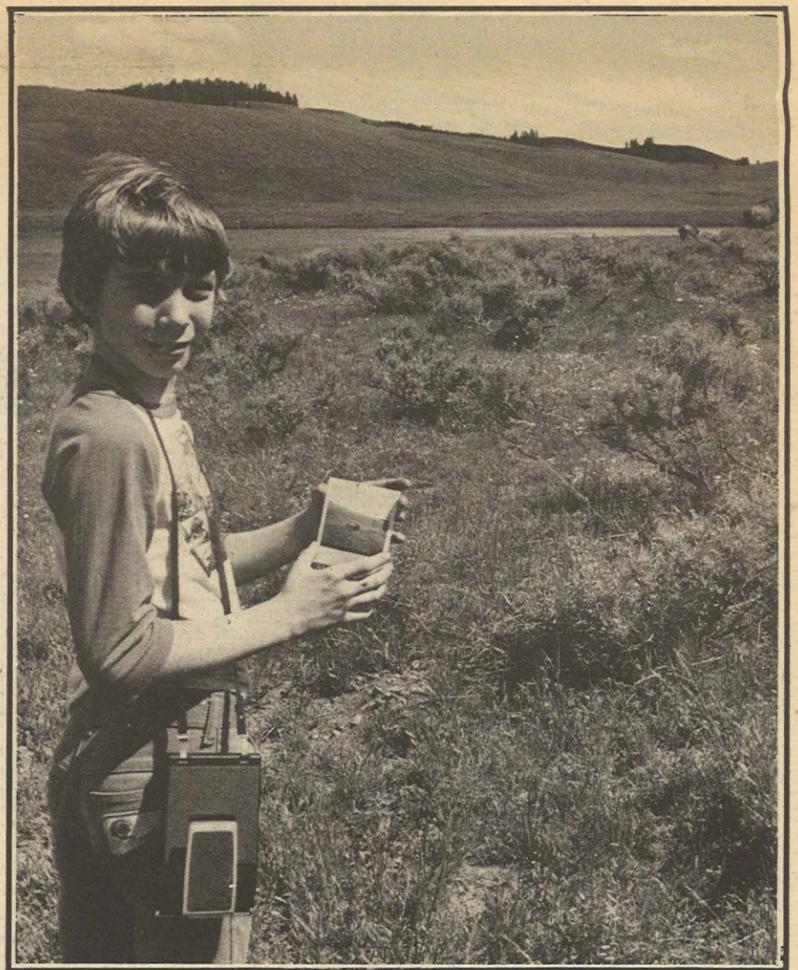
This project will consist of both a textual and a visual narrative. One of the major challenges is to come up with a structure that will allow the photographs to convey meaning, independent of the written text. This means devising a visual grammar based on sequence, metaphor, and visual interplay. In this sense, the project has as much to do with how we construct and interpret photographic messages as it does with the specific topic of American tourism.

Tourism is a highly visible activity. Of all types of behavior, it is perhaps the most easily observed and photographed. No one questions a photographer at a tourist sight. Tourists are typically good-natured, and willing to communicate with their fellow travelers.

For me, photographing tourists is not only convenient, but tremendously interesting in terms of underlying motives and implications. Finally, it amuses me beyond all other activities.



Left: Travelers' predictable visits to shops such as the one at Mt. Rushmore indicate that "souvenirism as a specific function of tourism is important," Bensen said.



Right: "You see those buffalo, they're leaving, but I'm taking this one home with me." With that sort of attitude, this youngster at Yellowstone National Park can end his vacation but still possess part of it.

Tourism often is visually humorous but this project is not meant to be a derisory exercise. I do not intend to ridicule tourists, but I will not ignore the ridiculous. As a photographer I still tend to look toward the ironic, the dramatic, and the amusing. Not only do I expect this tendency to inform my imagery, I depend on it.

But the project represents a change in the way I view myself as a photographer. During previous years of making photographs, I had watched my style develop from somewhat crude attempts at exploring scenes and activities that interested me, to a more controlled "capturing" of the dramatic, the ironic, the amusing, and the beautiful. The

process was one of visual idealization, in which my personal feelings about a subject took precedence over their true nature.

Like many other photographers, I thought I could capture the essence of exotic places or events through accumulating enough images of them. But



tourist

Essay and photos
by Joe Bensen



The adventurer at Pigeon Spire in the Canadian Rockies' Bugaboo Peaks and the guest at the Chateau Lake Louise represent two ways of being a mountain tourist, "but it is important to remember that these people are all tourists," Bensen said.

those images said very little about what it is like to visit these places, and even less about what it is like to live there.

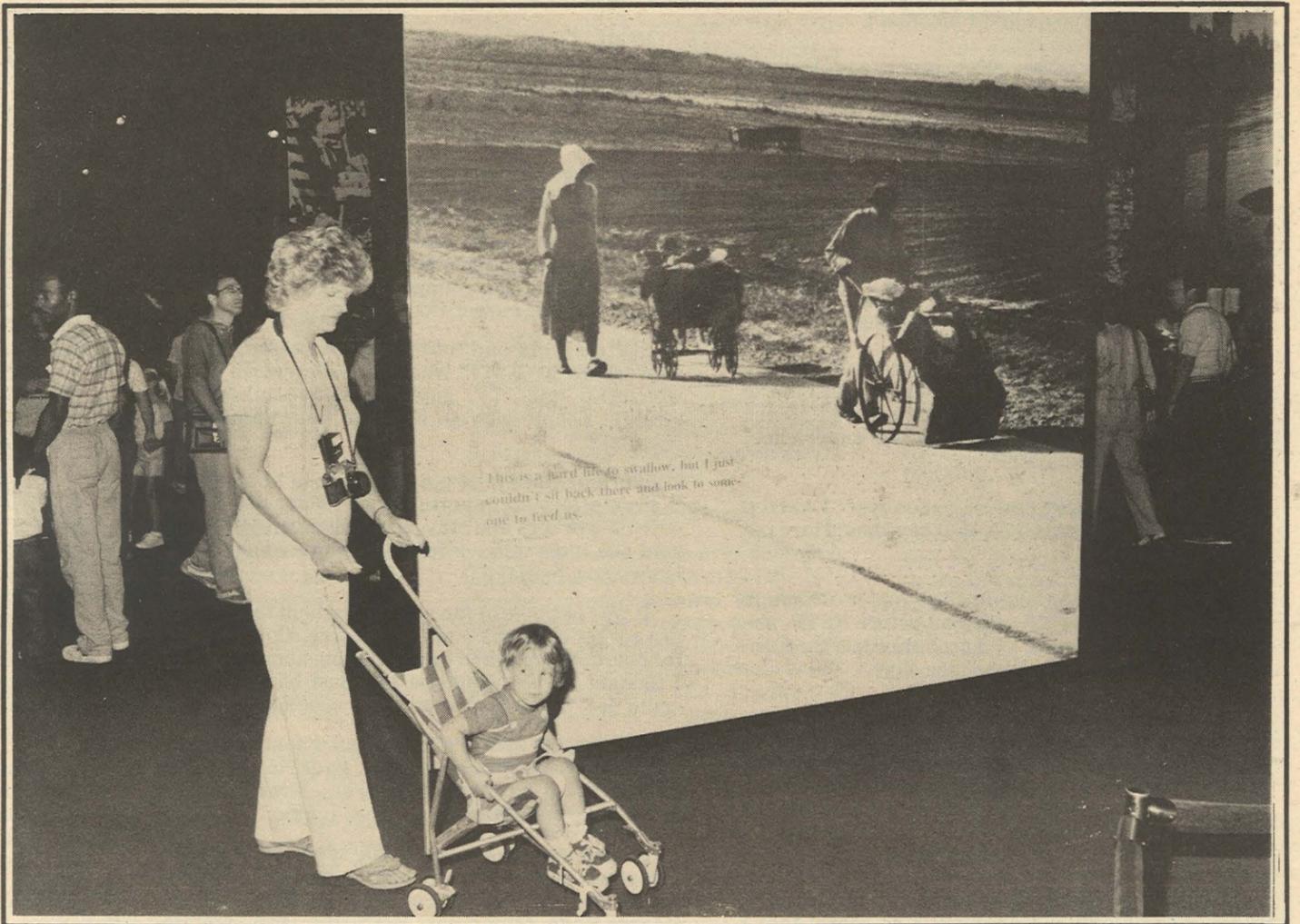
I am not able to get away with that sort of imagery here. The beautiful, the exciting, and the ironic, while valuable still, are not enough. I have been learning to look beyond surface appearances and individual scenes to try to understand that which I photograph. Here I am learning to look for ways to explore underlying values and construct meaningful visual messages that go beyond mere impression.

And what I learn here might give me the tools to photographically explore other kinds of human activity.

Academic research I undertook before I started making the photographs showed me the value of careful planning and thorough inter-disciplinary research. As understanding of the subject increases, ideas about the final structure of the message become more complete.

But scholarship can go only so far in shaping a project such as this. I hope to discover that point at which scholarship and photography might merge into a meaningful and compelling message.

The photographs seen here are out of context. Isolated as single images, depending entirely on intra-pictorial and caption information, they lose much of the meaning they were intended to convey via sequence and juxtaposition. Still, these are some of the points on which I tried to focus while following the American Tourist Trail.



Records of those who passed before us, like the migrants depicted at the Westward Expansion Museum, in St. Louis, are a major attraction for tourists, Bensen said. "American cultural heritage is one of the major focal points of American tourism."

Print's ok, TV's better, says Kate McCarthy

by Anne Edge

It's 10 p.m. and work has slowed down in the KSTP-TV newsroom. Only a few reporters, photographers and producers still remain as the Eyewitness News Update begins in the studio down the hall. They relax and watch the newscast — a product of their day-long effort — and feel a sense of accomplishment. A chaotic day of events has come together into an orderly and attractive broadcast as a result of organized teamwork.

Suddenly the bells go off on the UPI wire service. Like an alarm clock jerking her awake, Kate McCarthy responds to the racket and quickly tears the copy from the machine. It's 10:05 and McCarthy, an associate producer at KSTP, moves automatically to her type-writer. After consulting with a producer and deciding that the story warrants air time, she begins typing furiously in an effort to rewrite the story within the newscast's time constraints. She must have the story written, delivered to the studio and into the hands of anchor Cindy Brucato before the first commercial at 10:10. The hands of the big clock on the wall are racing by, egging her on, trying to beat her to the deadline.

When she finishes the last line of the copy, she quickly runs down the hall and slips quietly into the studio. Brucato is waiting for her and while the camera focuses on a visual, McCarthy hands over the copy. Brucato scans the copy and, seconds later, calmly reports the latest developments in Lebanon to the viewers in the Twin Cities.

McCarthy voices a sigh of relief. Now she is done for the day. Not all days provide such excitement, but McCarthy (SJMC '78) says she loves every minute of it. The tension that late-breaking stories can bring are just a part of the business and something McCarthy has grown used to.

"I'm fairly laid back for a producer," she says convincingly. "There's a lot of them who hyperventilate on a regular basis and I just don't."

Her co-workers agree. "Kate is very easy to work with. She doesn't get riled," says Ian Logan, a KSTP photographer. Although tempers may flare occasionally, McCarthy acts as a liaison between the producers and the talent, he says.

McCarthy only recently discovered the benefits of her calm composure, upon joining the ranks of the KSTP team last March. Beginning a job in broadcast journalism after spending eight years on newspapers might make some people a little apprehensive. But McCarthy had no qualms about it.

At the time, the *Minneapolis Star and Tribune* had merged and she felt the outlook for jobs in the Twin Cities was hopeless. Exuding self-confidence and carrying a portfolio of journalism experience, she marched over to KSTP.

"I'm a fairly verry person," she says. "I walked in and told them I could do it and they should hire me and they did."

McCarthy said she couldn't be happier. Although she always liked the jobs she had before KSTP, she "adores" her work now. "I'd probably dust the furniture to be around the place," she says.

McCarthy, 29, works within a "huge" organization of behind-the-scenes people co-producing the 6 p.m. and 10 p.m. newscasts. She had been writing and re-writing local, national and international news, but a recent promotion has given her the chance to do more field producing, which involves going out and getting the story as well as writing it.

Field producing is most similar to reporting, a position she avidly admires. "It's no secret that I want to be a reporter," she says. But the Twin Cities is not a market in which one can start as a beginner on camera, she acknowledges, especially when the

area is crowded with "all sorts of people with five years experience in Minot or Topeka."

But McCarthy said she hopes to avoid Minot and Topeka and wants to work her way up the KSTP ladder. On-the-air people require different skills and attributes than those behind the scenes, however. McCarthy is aware that a reporter's appearance is important but is confident that she can fit the bill. Tall and thin with dark blonde hair and a pleasant personality, McCarthy said she must work mainly on her vocal delivery and television presence.

"I wish I could get Dennis Bounds to throw his voice into my body and I'd be set," she says of KSTP's 5:00 anchor

McCarthy is a cheerleader for both Bounds specifically and KSTP in general. "I think for pure talent, Bounds is the hottest thing in town," she says. Bounds has a "nice voice," is credible and a good reporter, McCarthy believes but adds that an anchor doesn't necessarily need reporting experience to be effective. For example, she has "a certain affection" for Dave Moore because she grew up watching him. "There's nobody who is as loveable," she says of Moore.

Although Moore receives compliments, McCarthy has mixed feelings about his employer, WCCO-TV. "There's a certain opinion in this town that WCCO is far superior (to KSTP) and I shared that until I worked here... but KSTP is just as good and in a lot of areas, we're really good," she says proudly.

McCarthy's pride in her work sometimes conflicts with her journalistic values. "There are clearly frustrations with being in television," she says. Using accident and fire stories irritates McCarthy and is something "television should be ashamed of."

"It's just as tragic when a man dies of a heart attack in the airport," she says.

Television can cover some events better than print, McCarthy said. "Each medium has the crafts to do some things better. I don't think a newspaper story can do justice whatsoever to the space shuttle Challenger. That's a story for broadcast."

McCarthy recalls that she recently prepared a piece on Lillian Carter's death. "It was so much more effective to be able to show her face and use her voice telling Billy to 'Go to hell' and saying she'd like to kill the Ayatollah Khomeini."

Print is a better medium for covering in-depth subjects, she says. "I've never been the kind of person that really wanted to do a six-part series on the budget, and that stuff needs doing. I'm really glad there's people who want to do it."

Full of energy and enthusiasm, McCarthy said she would rather putter around her old home on Lake Calhoun than sit and watch soap operas all day. She describes herself as a "domestic sensualist" who enjoys cooking and fresh flowers as well as snow skiing and swimming. Keeping busy is a part of her life and her career fits right in.

She respects and admires the diversity of her co-workers at KSTP whom she describes as "a wonderful mix... gay people and bikers and straight people who go home to their families in Richfield."

Working the 2-to-10 p.m. shift doesn't bother her. It even offers an opportunity to go out after work with co-workers and stay out until dawn. McCarthy said she likes to have fun, and more importantly, knows how to make it.

It was her love of fun and excitement that led her to a career in journalism. "I have a real low capacity for boredom and when I was thinking about a career, I thought, 'What would be the least boring thing I could do?' and it was news," she recalls.

Growing up in St. Paul, she found her first media job at 17 as a copy aide at the *St. Paul Pioneer Press*. She thanks a hard-boiled veteran editor there for developing her status as a "news junkie."

After a year in Colorado, she returned to Minnesota and began her formal journalism training within Murphy Hall. One of her favorite professors, George Hage, remembers McCarthy as an "aggressive reporter with lots of good ideas." Her assignments reflected "a very engaging sense of humor," Hage recalls.



Kate McCarthy

Hage was someone else she respected "a great, great deal and learned a lot from. He's a very elegant, learned, kind person," she says. She also learned the nuts and bolts of newspaper work while at the *Minnesota Daily*. It was a valuable experience, she says, but even more importantly, it was "one hell of a lot of fun."

An internship at the *Star and Tribune* led to a job with The Associated Press in Sioux Falls, S.D.. The job was drudgery, McCarthy says, but good for her speed and accuracy. After six months she moved on to the *Sioux Falls Argus Leader*, a Gannett paper. There, as a "Gannettoid," she had the opportunity to write features on everyone from Joan Kennedy and Ann Landers to Mr. Frederick of Frederick's of Hollywood fame. She worked for someone who ruled by intimidation, she said, which made the job very difficult. She left the *Argus Leader* with no job prospects but found the position at KSTP three weeks after returning to Minnesota.

McCarthy was never hesitant about applying to KSTP, even though some people have said that Hubbard Broadcasting (KSTP's parent company) can be a difficult employer. "Mr. Hubbard clearly has his idiosyncracies, but they are not so cumbersome as to hamper the dissemination of the news every day," she said.

Working with local celebrities such as anchors Stan Turner and Cindy Brucato is no problem either, McCarthy says. "That isn't to say that often the ego per-square-inch in there isn't stultifying, it is."

Although she hasn't reached celebrity-status yet, McCarthy has the ambition, talent and determination which may someday make her a familiar face in the Twin Cities. Regardless of her position at KSTP, McCarthy is thrilled to be a part of it all, she said. Compared to her jobs in print, broadcast journalism is "simply more fun."

'Give a grad a hand'

The SJMC each year graduates more than 140 bright, well-trained students who are eager to learn and concerned about the careers awaiting them.

The competition for jobs is stiff, and graduates must adapt their learning to skills required by the job market. The placement office in Murphy Hall helps students integrate their learning with experience, but your help also is invaluable in getting graduates off on the right foot.

Whether your experience is in advertising, public relations, photo-communication, broadcasting, or print media, you can help students get started toward a bright future by helping them obtain critical beginning professional experience or sharing your own experiences with them.

Following is a list of ways in which you can help. Please choose at least one and return the coupon:

Career Education Information. By donating material to our placement office, you can provide valuable information to students interested in your particular career. Trade journals, articles, or suggestions of current relevant literature would be welcomed. Or a videotape of your place of work might provide a student with a stimulating look at your line of work.

Area Career Consultant. Our students often seek advice and information concerning their career planning. You could consult with interested students near where you live regarding your career and appropriate ways to prepare for it. What better place exists to get information than from "one who's been there?"

On Campus Career Counseling. Two ways exist in which alumni can re-enter Murphy Hall to help out those students who follow in your footsteps. We currently are planning a series of career days in which professionals come to discuss their careers with students. More information on this program will come at a later date. And you can volunteer to give a guest lecture on opportunities in your line of work.

Internships. By gaining work experience in their areas of interest before graduating, students make valuable advances in their eventual marketability and can make better-informed career decisions. Internships can be offered either full- or part-time during the summers or other parts of the year, and can be tailored both to the organization and to the student.

Summer Jobs. Our students have a wide variety of skills which could make

them perfect substitutes for employees on vacation or extra hands during seasonal business peaks. By informing our placement office of these opportunities, you can possibly find just the right person for the job.

Employment After Graduation. Do you have the authority to hire or recom-

mend prospects? Or do you know college recruiters within your organization? Make sure they know about the University of Minnesota School of Journalism and Mass Communication and include it on their itineraries or mailing lists.

If you are interested in helping the SJMC in career planning and placement, please complete this form and return it to:

Linda Viemeister; School of Journalism and Mass Communication; 111 Murphy Hall; University of Minnesota; Minneapolis, Minnesota; 55455.

Your cooperation will be greatly appreciated.

I would like more information on:

- Internships
- Campus Career Counseling

Name _____ Graduation Year _____

Address _____

Home Phone _____ Office Phone _____

Employer _____ Position _____

Employer's Address _____

_____ Area Career Counseling

I am willing to consider:

- Sending career and job outlook information
- Advising students in the area in which I live
- Speaking to students on campus or giving a guest lecture
- Helping develop an internship
- Helping students find summer jobs
- Helping graduating students find jobs

Daily funding change illegal, appeals court rules

The University's Board of Regents acted illegally in changing the *Minnesota Daily's* funding structure, according to an October ruling of the Eighth Circuit U.S. Court of Appeals.

In overturning a ruling supporting the regents' action by U.S. District Judge Robert Renner, a three-judge court panel held that the regents failed to prove their action was not motivated by a desire to punish the *Daily* for its editorial content. Therefore, the action violated First Amendment freedom-of-press protections, according to the court decision.

And the full court in December upheld the panel's ruling by rejecting a regents' petition that the entire appeals court hear the case.

The ruling means that, barring an appeal by the regents to the U.S. Supreme Court, the U.S. District Court must give "injunctive relief" to the *Daily*. *Daily* lawyer Marshall Tanick said the paper will ask that the mandatory fee be reinstated, that the University pay the *Daily's* attorney's fees, and that the roughly \$16,000 withheld under the illegal funding system be repaid.

The regents have until mid-March to appeal to the Supreme Court. It was not known at the time of this writing whether they had decided to do so.

The original suit was filed in 1980 by the Board of Student Publications in response to the regent's decision to make voluntary the *Daily's* previously mandatory student-service fee. At the time the fee was \$2.00; it now is \$2.81.

The *Daily* argued that the decision was made in response to public and political protest following publication of a 1979 humor issue. The issue, called the *Daily Inquirer*, contained religious, sexual, and racial satire.

The regents have held that their decision was motivated by a concern for students who did not want to be

forced into supporting views found in the *Daily*.

The appeals court held that the regents had failed to prove that their action was not in response to the humor issue, and that 14th Amendment protections of equal protection and due process were violated because the regents did not change the funding plans of newspapers at other University campuses.

The regents also had argued that they were acting in their capacity as lawmakers and were therefore immune from civil suits. The appeals court rejected that argument in its decision.

Murphy Reporter needs your news

The alumni notes column is probably the best-read section of the *Murphy Reporter*. But to keep it full we need to hear from you. If you enjoy reading about your classmates, they probably also would like to hear about you. Please send your notes to:

Murphy Reporter, School of Journalism and Mass Communication; 111 Murphy Hall; University of Minnesota; Minneapolis, Minnesota; 55455.

Name _____ (Maiden) _____

Graduation Year _____

Street _____

City _____ State _____ Zip _____

Employer _____

Would you like your address printed in the *Murphy Reporter*? (Y/N) _____

Line of work: _____

Other news I'd like to report (please feel free to attach a sheet if necessary): _____

Please also help us out by letting us know if you hear of any jobs SJMC alumni might be interested in. _____

Daily alumni group formed

Former *Minnesota Daily* hands who still have ink in their veins and want to keep track of the new crops of journalists can now do so through the newly formed Minnesota Daily Association.

The association, which was established through the Board of Student Publications, will include *Daily* editorial, business, and production employees and alumni, in addition to former and current publications board members, said Terry Brault, board president.

The association was founded to support the present *Daily* staff in their efforts to exercise and maintain their rights as journalists, and to provide a social and professional meeting grounds for association members, according to the group's constitution.

Among projects the association is considering is a foundation which would lend financial support for such projects as minority internships or reporting internships in Washington. A member newsletter also is being planned.

The association also could lend financial, moral, or legal support to the *Daily* should the newspaper become embroiled in another lawsuit, Brault said. But the group would at all times keep its fingers out of the editorial pie. "We will not interfere with educational rights," Brault said.

Retired SJMC Professor George Hage was elected association chair, and vice chairs are Kate Stanley, editorial writer for the *Minneapolis Star and Tribune* and Randall Mikkelsen, SJMC graduate student.

With a current list of about 350 names culled from the Board of Publication files, the group has obtained about 30 members and currently is looking for more names and more members, Brault said.

Those interested in the association's activities can write to: Minnesota Daily Association of Student Publications; 10 Murphy Hall; University of Minnesota; Minneapolis, Minnesota; 55455.

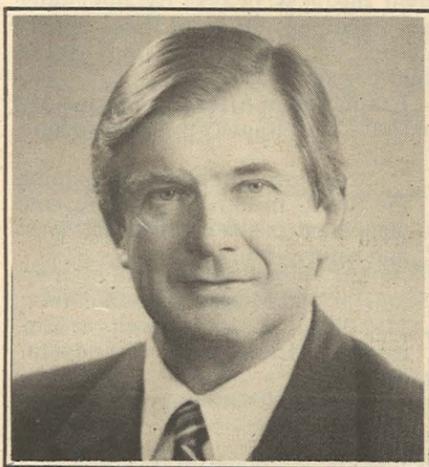
ii alumni alumni alumni alumni a

'30s

Herschel H. Hutsinpillar, '39, submitted to the *Murphy Reporter* the following retirement announcement:

Ring the bells, sound the chimes and blow the horns! Herschel H. Hutsinpillar is packing it in at the end of February after 22 years with the Army and another 20 with the State of New Jersey. This includes 27 years in technical writing.

By the way, would someone please make sure that I get the scoop about any plans for a 50th homecoming of we old timers. I missed the 25th by being in the hospital, but all systems now are "go."



Frank L. Anton, '57, director of advertising and sales promotion for the individual insurance division of Northwestern National Life Insurance, has been elected president of the Life Insurance Advertisers Association (LIAA).

He has since designated this year's LIAA scholarship, worth \$2,500, to the SJMC. The association consists of about 800 executives representing 300 Canadian and U.S. life insurance companies.

'40s

Ahdele (Berg) Young, '44, is writing about her Scandinavian heritage and her North Dakota Pioneer parents, and has published two stories about prairie life in *Gourmet* magazine. "A Prairie Cook" was published in the March issue, and "A Scandinavian Thanksgiving in North Dakota" appeared in November.

Young, who writes under the name Carrie Young, has lived on a Welsh-pony farm in Ohio since 1957. A book she wrote about life on a pony farm, *Green Broke*, was published in 1981 by Dodd, Mead and received an award from the Ohio Library Association for its portrayal. She lives at R.R. 2, Tipp City, Ohio, 45371.

Clayton Kaufman, '49, has been promoted from station director to general manager of WCCO-AM radio in Minneapolis. He has worked with the station since his graduation.

'50s

James Bowden, '55, is a professor of English and Chairman of the humanities division at Indiana University Southeast. A book he wrote, *Peter DeVries: a Critical Study*, was published by GK Hall last summer. His address at the university is 4201 Grant Line Road, New Albany, Indiana, 47150. Tel. 812-945-2731.

Wayne Webb, '56, is an English professor at Mt. San Jacinto (Calif.) College.

'60s

Burton Anderson, '61, has become a noted author of books on Italian wines.

Anderson worked as a reporter for a year at the English-language *Rome Daily American* after graduation from the University. He then worked two years as a reporter for the *Minneapolis Tribune* before returning to Europe. After a stint as news editor for the *Rome Daily American*, he took the same job at the *International Herald Tribune*.

During long vacations earned after putting in repeated overtime at the *Herald Tribune*, Anderson returned to the winemaking Tuscany area of Italy, where he owned a home. He studied wines there as a hobby, then quit the *Herald Tribune* in 1977 to write books full-time.

Since then he has written two books of his own, *Vino*, a critical and sales success, and *The Simon and Schuster Guide to Italian Wines*, which has been translated into several languages. He also is working with other writers on guides to world wines.

John C. Berg, '66, has recently been appointed manager of the Minneapolis office of newspaper advertising representative firm Cresmer, Woodward, O'Mara & Ormsbee. The firm has headquarters in New York and 11 regional offices.

Kent Kobersteen, '66, has resigned from the *Minneapolis Star and Tribune* after 18 years as a photographer and *Picture Magazine* editor to take a job as illustrations editor with *National Geographic* magazine in Washington.

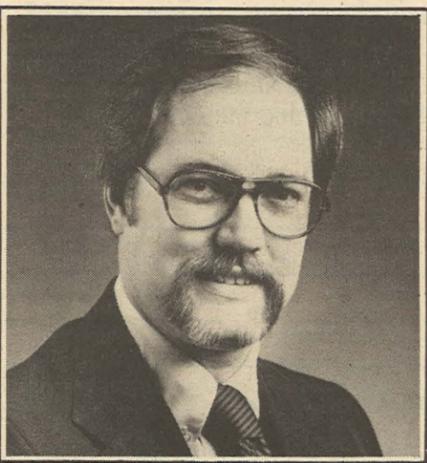
Daryl Moen, M.A. '66, has been named chairman of the news editorial program at the University of Missouri, Columbia, Mo., after serving several years as editor of *The Columbian* newspaper at the school.

He will continue to be involved in the editing internship program of the Newspaper Fund, and Prentice Hall is publishing *The Writing Book*, which he wrote with two colleagues. The book is geared towards intermediate to advanced reporting classes and professional reporters. Iowa University Press will also publish *Newspaper Layout and Design*, another book written by Moen.



Syed Bashiruddin, M.A. '68, professor and head of the Department of Communication and Journalism at Osmania University, Hyderabad, India, has been appointed India's ambassador to Qatar. He also has served on the editorial board of *Media Asia*, and has been an executive committee member of the Asian Mass Communication Research and Information Centre in Singapore.

'70s



Steven R. Bergerson, '70, an attorney and associate professor at Metropolitan State University, has been appointed chairman of the American Advertising Federation's Advertising Standards Committee. The committee, formed in 1979, is responsible for establishing policies, procedures, and standards for use across the country for advertising self-regulation.

David Klassen, '71, has joined Miller-Meester Advertising in Minneapolis. He previously worked as an anchor for Channel 3 in Duluth and for Westmorland, Larson and Hill Advertising there.

Julianne R. Moen, '71, director of public relations at St. Luke's Hospital in Duluth, Minn., has been elected to a second term as president of the Lake Superior Ad Club.

Tony Minnichsoffer, '73, is now an assistant director of communications for Harvest States Cooperative, a Twin Cities grain marketing, supply, and processing cooperative.

David A. Hest, '73, is associate editor of *The Farmer/Dakota Farmer* magazine, where he writes and edits stories on agricultural economics and production practices.

Sharon Deane, M.A. '74, has been named public relations manager in the department of public affairs and marketing at Methodist Hospital in the Twin Cities. Prior to her new job, she ran her own public relations firm, Communication Concepts, in St. Cloud, Minn. and taught public relations at St. Cloud State University.

Ajibade Ogunfowo, '76, is a product group manager for Reckitt & Colman (Nigeria) Ltd., a household goods manufacturer.

Dennis Hanna, '78, submitted to the *Murphy Reporter* the following "alternative class notes" update:

In September, 1982 Dennis Hanna resigned his sales promotion position with the San Francisco insurance company he'd been with since 1979. Taking a self-imposed-slightly-early-and-hopefully-temporary retirement, he spent last fall and winter finally reading some books he'd been meaning to get to, seeing many bargain matinees and doing a lot of long-distance running. He left in April for London to compete in the London Marathon and explore Great Britain. Then the midwestern work-ethic got the better of him and he returned to San Francisco to look for work in advertising or sales. In the meantime, he's training for his sixth marathon.

Lisa Dolinger, '79, has begun work as a fashion copywriter for Macy's department store in New York. She previously worked in Minneapolis as a copywriter for Dayton's.

Chike Tasie, M.A. '79, is a correspondent for the News Agency of Nigeria.

'80s

Mary T. Antolak, '80, is a publications editor for Lieberman Enterprises, a Twin Cities merchandiser. She is responsible for writing and production of the corporate newsletters.

Gail H. Brown, '80, is a producer for WHBF-TV, a CBS affiliate in Rock Island, Ill. She previously has worked as a news writer for the Satellite News Channel, and as a producer, reporter, and anchor for WAOW-TV in Wasau, Wisconsin.

ni alumni alumni alumni alumni a

Robert E. Drechsel, Ph.D. '80, joined the faculty of the University of Wisconsin-Madison this fall, as assistant professor there in the School of Journalism and Mass Communication.

Prior to the Madison appointment, he was head of the news-editorial concentration for the Department of Technical Journalism at Colorado State University. He also has worked as an editor and reporter at the Fergus Falls (Minn.) *Daily Journal* and for the Minneapolis financial newspapers.

Patricia Goodwin, M.A. '80, has been promoted to director of corporate communications and assistant vice president at First Bank Minneapolis.

Bruce C. Hannum, '80, is an advertising copywriter for Brandt-Stewart Advertising in Minneapolis.

Lilliam Pancorbo, '80, is manager of internal communications for Dayton's subsidiary J.L. Hudson in Detroit.

Joel A. Rippel, '80, is the head sports news assistant at the *Minneapolis Star and Tribune*, where he edits and prepares sports results.

Susan Sherry, '80, has been named second-vice president for Capitol Press Women, the Washington affiliate of the National Federation of Press Women. She is an assistant editor for *Changing Times* magazine.

Terrence L. Blake, '81, is a reporter and sports columnist for the *Mille Lacs, Minn. County Times*.

Claudia Eggan, '81, is an assistant sales representative for Sun Newspapers of the Twin Cities.

Anthony Kulesa, '81, is a technical supporter in the front center customer relations department for Intran, a Twin Cities electronic printing and software firm. He deals with Xerox 9700 users worldwide.

Beth Morgeson, '81, is working as a legal clerk while studying in law school.

David C. Coulson, Ph.D. '82, began serving this fall as associate professor and interim director of graduate studies at the School of Journalism, West Virginia University. He spent the summer on the staff of the Rochester, N.Y. *Democrat and Chronicle*.

Kathleen Deveny, '82, works as an editorial assistant in the Minneapolis bureau of *Business Week* magazine. She reports on local industries for national stories and writes some stories.

Leann Marie Johnson, '82, is a marketing and sales coordinator for Kapak Corporation of the Twin Cities. She writes a consumer market magazine and advertising copy, and works also in direct sales.

Leslee LeRoux, '82, is a general-assignment reporter and photographer for the Superior, Wisc. *Evening Telegram*.

James Andreen, '83, is enrolled in Hamline University Law School.

David Ballard, '83, is chief photographer for the *Owatonna Minn. People's Press*. He takes photographs, edits photos, and does layouts.

Ellen Dorothy Carroll, '83, is a secretary in the Immunobiology Research

Center at University of Minnesota Hospitals. She performs clerical duties and prepares technical manuscripts.

Don Clark, '83, is a reporter for the *St. Paul Pioneer Press and Dispatch*. He began as an intern in 1980 and now reports on business and financial affairs for the business desk.

David Fantle, '83, is an assistant account executive for Dorn Public Relations in Minneapolis.

Clark Hughes, '83, is a reporter for the Saginaw, Michigan *News*.

Chris Ison, '83, is a reporter for the *Duluth Herald and News Tribune*, where he covers the city of Superior, Wisc..

Lori Johnson, '83, is working as an assistant media planner for Charmichael-Lynch Advertising in the Twin Cities.

Richard Kollodge, '83, is an editorial assistant for the *Journal of Public and International Affairs* at the University of Pittsburgh, while he studies in graduate school there.

Tom Krattenmaker, '83, is a general assignment reporter for *The Register* in Orange County, Calif.

Connie McCaffrey, '83, is a consultant in the public relations department of Control Data Corporation. She writes for corporate executives and special clients.

Deborah McNeely, '83, is a typesetter for Century Design Co., a Twin Cities graphics and printing company.

Alex M.H. Mpinda, M.A. '83, is a lecturer and head of the public relations department at the Tanzanian School of Journalism.

James Nelson, '83, is a reporter in the Key West bureau of the *Miami Herald*.

Rekha Saxena, '83, works as an account executive for Edelman public relations firm in its Chicago office. Her accounts include Beech-Nut Nutrition Corp. and The National Livestock and Meat Board.

Sharon Segal, '83, is an advertising administrative assistant in charge of the co-op advertising program for Allen Arthur, Inc., a Twin Cities manufacturer.

David Vinge, '83, is a media research assistant for Cash Plus, Inc., a Minneapolis media buying service.

Shih-fan "Steve" Wang, M.A. '83, is an associate professor in the Graduate School of Journalism at National Cheng-chi University in Mucha, Taipei, Republic of China.

faculty

Roy Carter Jr. attended the September convention of the Latin American Studies Association in Mexico City. There, he chaired a session and presented a paper on "Inter-American Collaboration in Sociology: Historical Tendencies and Current Changes."

Earlier in the summer, he spent five weeks in Montevideo, Uruguay serving as a consultant in curriculum development at the University of the Republic and teaching at a private university. He also participated there in discussion groups, lectures, media interviews, and a press conference.

Hazel Dicken-Garcia participated in a conference titled "The Role and Functions of the Media in Eastern Europe: Perspective Over Time." The conference was sponsored by the joint committee on Eastern Europe of the American Council of Learned Societies and the Social Science Research Council. It was held Nov. 9-11 at Indiana University in Bloomington.

Edwin Emery will be working this year on updating the American Newspaper Publishers Association history, in anticipation of the organization's 100th Anniversary in 1987.

In addition, Professor Emery has been invited by the Chinese Academy of Social Sciences' Institute of Journalism and Xinhua news agency to teach for a year in Beijing.

He will lecture on Western journalism, teach English-language news-writing to future Xinhua staff members,

and hold seminars with institute scholars and Xinhua staff members.

During his stay he will live with Mrs. Emery at the Friendship Hotel and enjoy a month's tour of the country.

George Hage, who retired last year after 37 years of teaching in the SJMC, received the Journalism Teacher of the Year Award from the Society of Professional Journalists, Sigma Delta Chi (SPJ,SDX).

The award, presented at the organization's annual conference in San Francisco, was given for outstanding contributions to the teaching and journalism professions.

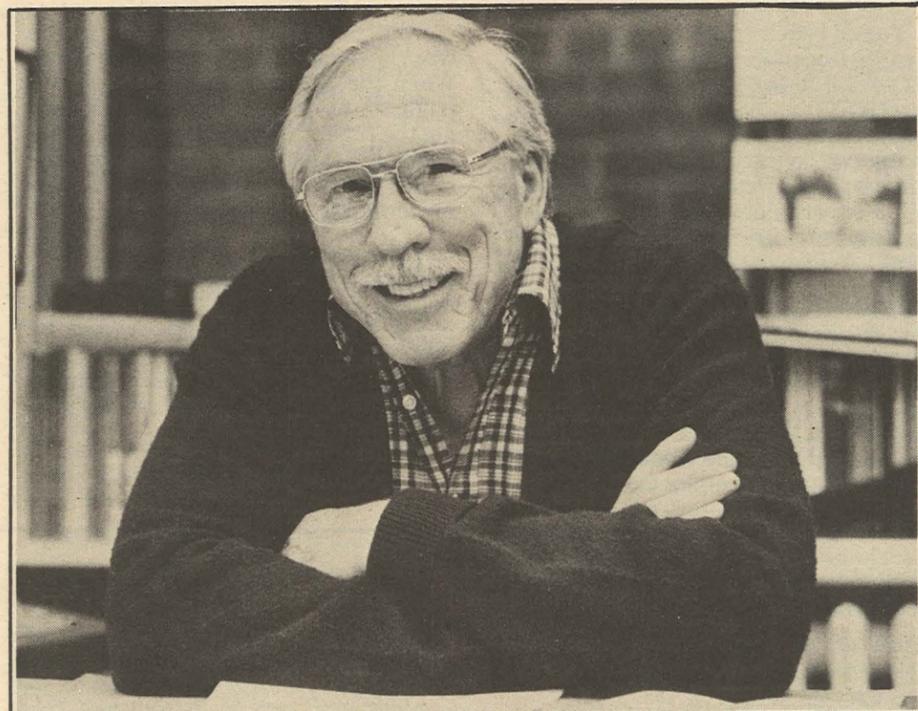
"Throughout his many years in the classroom, George Hage has impressed those who knew him as a demanding but caring teacher committed to accuracy, fairness, and, above all, good writing," said SPJ,SDX President Steven Dornfeld, a Washington correspondent for Knight-Ridder Newspapers and a former student of Hage's.

"Professor Hage also was a force for journalistic excellence as a long-time member of the University's Board of Publications, as the co-author of one of the nation's leading texts on public affairs reporting, and as a link between the campus chapter of SPJ,SDX and the Minnesota Professional Chapter," Dornfeld said.

Three other SJMC professors have won the award since it was established in 1966. Other winners have been Mitchell V. Charnley (1968), J. Edward Gerald (1975) and Edwin Emery (1980).

Kathleen Hansen and Jean Ward have published an article in the November/December issue of *Research Strategies* magazine titled "Journalism and Library Research: Combining Methodologies in a New Search Model."

Nancy Roberts wrote a cover story for the Nov. 2, 1983 issue of *Christian Century* magazine on Fritz Eichenberg, a woodgraver whose themes deal with peace and social justice.



George Hage



January 1984

School of Journalism and Mass Communication

Number 16

Murphy Reporter

12

J-student graduates after 55-year delay

If he can find a clear spot on his office wall, 81-year-old Mike Fadell now has a University diploma to add to his collection of posters, memorabilia, and calendars.

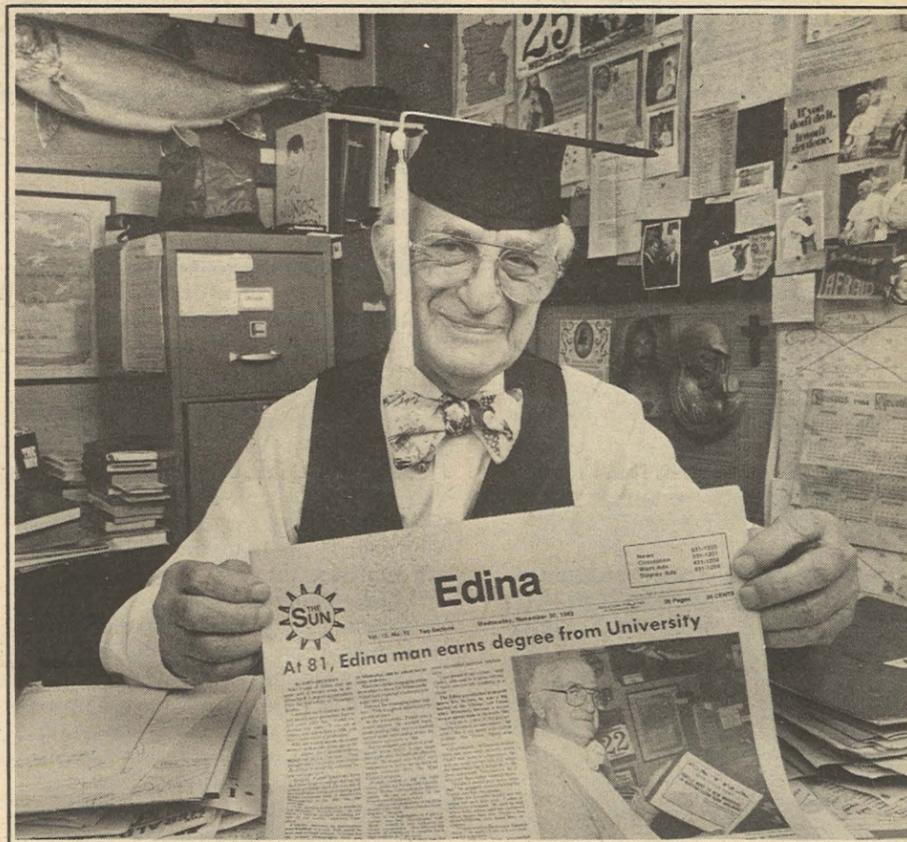
Fadell received his journalism degree in December, 55 years after he left school to take a job with the fledgling KSTP radio. Fadell earned the nine credits he needed to graduate by taking two courses and writing a 1,000 word paper for Professor Robert Jones on his experiences teaching advertising and public relations at Hennepin County Vo-Tech.

During his first stint at the University, Fadell was active in both the journalism school and the rest of the University. He was a sports editor for the *Daily*, wrote two sports stories daily for the Associated Press, organized the first Welcome Week, and raised money for the marching band.

As sports editor, Fadell said, he had to endure regular upbraiding from his English teacher who said he was wasting his talents and helping to ruin the language by writing in news style.

And he helped rescue the paper from a close brush with insolvency. When the *Daily* was reduced to a 4-page, 8½-by-11 inch publication, Fadell got the regents to endorse a plan under which the *Daily* would publish the official University bulletin in exchange for a mandatory student fee.

After the Depression forced KSTP to dissolve the news operation Fadell helped establish, he began his own public relations business, which he still runs. At one time, Mike Fadell Advertising Agency employed up to 40, but he now is the company's sole employee.



SCHOOL OF JOURNALISM
AND MASS COMMUNICATION

University of Minnesota
111 Murphy Hall
206 Church St. SE
Minneapolis, MN 55455

ADDRESS CORRECTION REQUESTED
3rd CLASS UP TO 2 OZ.

Non-Profit Org
U.S. POSTAGE
PAID
Minneapolis, MN
Permit No. 255