

Murphy Reporter

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School of Journalism and Mass Communication

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New center focuses on media law and ethics

by Sara Saetre

A center for the study of media ethics and law has been established at the University's School of Journalism and Mass Communication with gifts totaling nearly \$500,000. Otto Silha and Helen Silha of Minneapolis endowed the center with a gift of \$350,000. In addition, the Minneapolis Star and Tribune Foundation donated \$100,000, in recognition of Otto Silha's long association with the *Star and Tribune* and its parent organization, Cowles Media Company.

The center has been named the Silha Center for the Study of Media Ethics and Law. Its director is Donald Gillmor, one of the nation's leading scholars in mass communication law, and a faculty member of the Minnesota School of Journalism and Mass Communication since 1965. Theodore Glasser, who joined the school in 1981 and who has published widely on privacy, media ethics and broadcast regulation, is associate director of the new center.

F. Gerald Kline, SJMC director, praised Otto and Helen Silha's foresight in establishing the center. "No facet of the media has engaged the public's attention to a greater degree than ethics and the legal issues that grow out of them," Kline said. "We are elated that the Silhas have chosen to support this vital enterprise, and have chosen us to direct it."

The Silha Center will continue Minnesota's tradition of study of media law, and enhance a more recent interest in media ethics. "This school has been a center for the study of media law since the tenure of J. Edward Gerald," Gillmor said. "The center will provide us with an opportunity to explore more deeply some of the theoretical questions inherent in constitutional and legal issues....So our study of legal questions will continue, but in a richer sense.

"What's new--what puts us on the crest of a wave--will be the study of media ethics." According to Gillmor, interest in media ethics was high during the 1920s, then waned--and nearly disappeared--for nearly half a century. Today a renewed concern for ethical issues has occurred in many fields, he said, especially in mass communication.

Gillmor said the center will sponsor research and education projects on a variety of legal and ethical issues. These include media accountability, criticism, and modes of ethical and legal inquiry and reasoning.

Plans include the recruitment of several graduate students to aid in research projects. "At least one will be recruited to begin next fall," Glasser said. The participation of media professionals and faculty members of other departments who will serve as fellows will also be sought.

The Silha Center also will take charge of the archives of the National News Council, which closed its doors last April. "Working with the archives will be one of the major projects of the center," Glasser said.

The National News Council had been one of the few organizations in the country raising questions of media law and ethics. It was hoped that it would provide a forum for public discussion of media accountability, accuracy, fairness, and other issues.

"The very idea of the National News Council arose out of a study of accountability," Glasser said. "It didn't work....It's significant that it existed for 10 years and had virtually no impact. There's been a very fundamental resistance to the idea of accountability on the part of journalists."

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

The Silha Center may help fill the gap left by the absence of such organizations. "I hope it can become influential," Glasser said. "Perhaps the Silha Center can raise accountability higher on the public agenda and on the journalism agenda."

The center will be housed at the north end of Murphy Hall's fourth floor. Remodeling of the space will provide offices for the center's director and associate director, the National News Council archives, and a meeting area. Work on the remodeling should begin this winter, according to Glasser. "It will be a place where people can gather," he said, "to create a sense of community around these issues."

The Silha Center will sponsor lectures, symposia, and produce publications, films and other visual presentations. Plans include a conference on the right to know in the spring, which the center will present in cooperation with the Minnesota Newspaper Association and the First Amendment Fund (established as part of the *Minnesota Daily's* settlement with the University in the lawsuit over the 1979 humor issue).

A major activity of the center will be to sponsor a symposium in New York City, probably in 1986. "It will bring together legal scholars, ethicists, philosophers, historians, and leading media practitioners to evaluate the roles that various institutions may play in assessing press performance," Gillmor said.

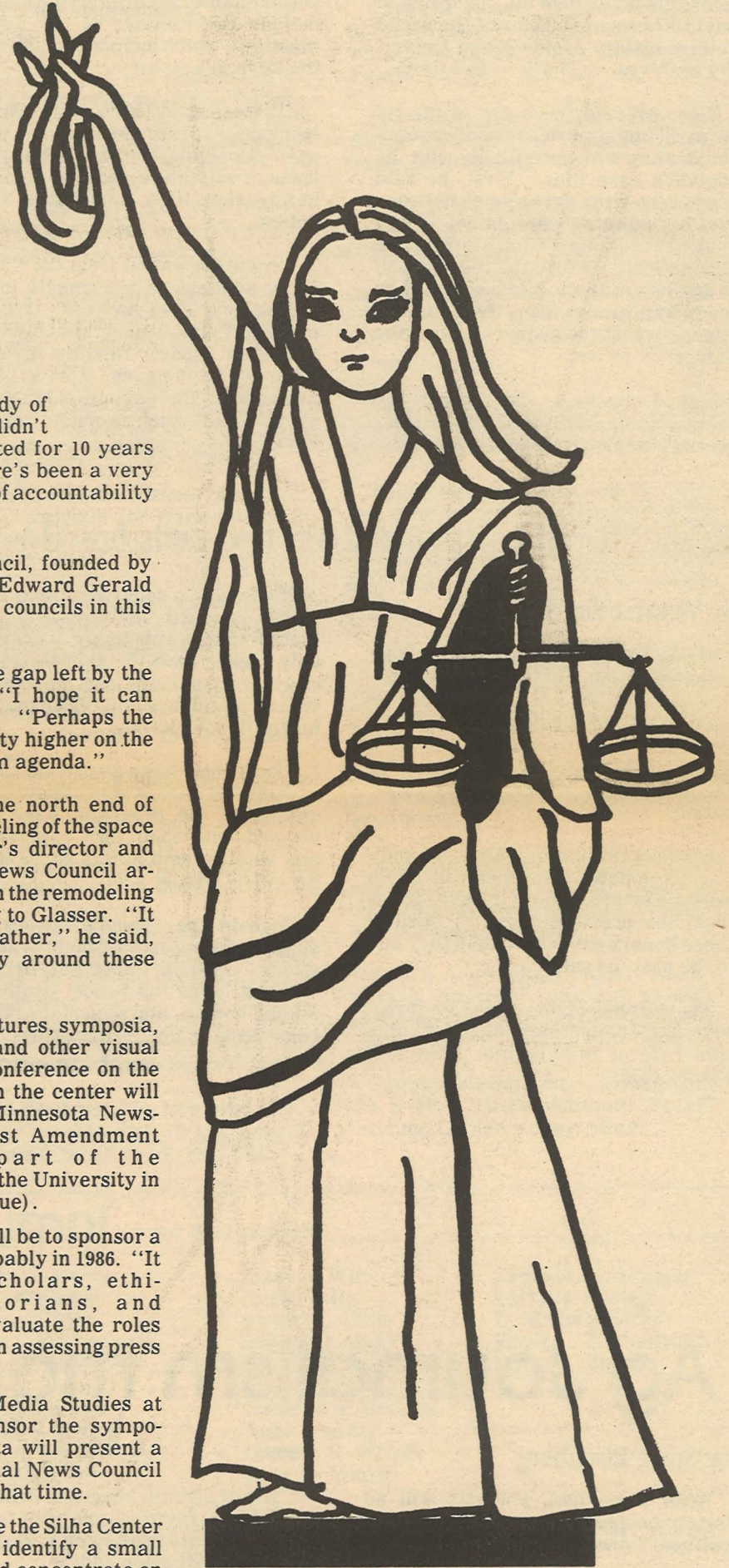
The new Gannett Center for Media Studies at Columbia University will co-sponsor the symposium; the University of Minnesota will present a microfilmed version of the National News Council archives to the Gannett Center at that time.

Glasser and Gillmor characterize the Silha Center as a "think tank." "We hope to identify a small number of intellectual projects and concentrate on those," Glasser said.

Gillmor explained, "Our primary obligation is to the academic community. But this does not mean we're not going to reach out."

For example, the center could provide a link between academic issues and the public agenda by establishing what Gillmor calls "an ethical roundtable"--a discussion group including news people, community leaders, minority group leaders, and others.

The Silha Center is the second independent unit in the SJMC. The first, the Minnesota Journalism Center, was endowed in 1979 by the late John Cowles and Elizabeth Bates Cowles. Its emphasis is media management.



Silha Center

for the
study of
media
ethics
and law

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Access to archives delayed

by Jeff Litvak

Although the archives of the defunct National News Council have arrived at the University, access to many of the records is being held up, according to David Klaassen, curator of the social welfare history archives and University archives.

Klaassen said there are primarily two problems in the releasing of information dealing with specifically with the Council's case files. First, he said there were often agreements between parties bringing complaints to the Council absolving it from any possible libel actions. Before the records will be made available, Klaassen said he needs assurances from the Council's attorneys that the waivers protect the University as well.

Second, he said, the records are being held up because in the last few years of the Council's existence, there

had been numerous subpoenas of the Council's files. Klaassen said he needs to know the specific access requirements. Other records which are not yet available, according to Klaassen, include the minutes of the Council meetings, which include discussions of the Council's status.

Klaassen said that after receiving instructions from the Council's attorneys clarifying which records to release, it will take three to four months before they'll be accessible to the public.

Some information from the Council is now available, Klaassen said, including summaries of each of the 240 decisions the Council made, which are contained in reports ranging in length from two to 10 pages. Also available are reports the Council published on media topics, such as crime and court coverage.

SJMC fundraising exceeds goals for '84-'85

by Victoria Smith

If recent trends continue, the School of Journalism and Mass Communication (SJMC) can expect to meet or exceed its fundraising goal in the coming fiscal year, according to Jack Fistler, Director of Annual Giving for the University of Minnesota Foundation.

Fistler said that in 1983-84, 696 individuals donated an average of \$35 to \$40 for a total of \$24,191, up over \$3,000 from the previous year. A third of those donors gave more than they had in the past, he said.

The number of donors is at a three-year high, reflecting a 45% participation rate of individuals contacted, Fistler said.

The School's donor retention rate--62.6%--is "extremely significant," Fistler said. "This figure is considerably higher than the overall University retention factor, and represents a vote of confidence and reaffirmation" for the School, he said.

"The School has a good solid base of alumni and friends who believe in the quality of the program, have been pleased with their own experiences and want to help others share in the benefits," Fistler said.

He said the School's donors also show "a strong commitment to annual giving." This is important, first, because it helps the School project its annual budget, and second, because it costs less to get contributions from

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Helen and Otto Silha were honored at a reception held at the University Alumni Club, Minneapolis in August. At that time, plans for a center to study media ethics and law were announced.

Silha Center cont. from page 1

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Otto Silha has been a leader in journalism for many years. He began as a managing editor of the *Minneapolis Daily*. In 1940, while still a senior, he got a job as a copyreader at the *Minneapolis Star*. Except for a four-year stint with the Air Force, Silha never left the *Star* until his retirement earlier this year. He has been promotion director for the *Minneapolis Star* and Tribune Company, personnel director, business manager, general manager, vice president, publisher, president, and chairman of the board of the company, now called the Cowles Media Company. Today Silha heads Silha Associates, a consulting firm.

Silha also is chairman of the Newspaper Joint Postal Task Force. He has been a leader of other professional

organizations, including president of the Research Institute of the American Newspaper Publishers' Association (1967-69); chairman of the board of the Newspaper Advertising Bureau (1976-78); director of the Associated Press (1978-84); and co-chairman of the Newspaper Readership Council (1977-83).

Helen Silha graduated from the University with a bachelor's degree in education. She taught school at Tracy, Minn. and married Otto in 1942. During World War II, she worked in the University's Student Activities Bureau. She has been active in Third Church, Christ, Scientist, in Minneapolis, and has chaired the board of directors of Minnesota *Early Learning Design*. She now serves on the board of the statewide organization Compas, and on the advisory board of the MacPhail Center for the Arts.

The Silhas emphasized their commitment to the study of media ethics and law. "These two subjects have occupied more and more of my time and thoughts," Otto Silha said. "They go to the heart and core of both the profession of journalism and the business."

"Helen and I are hopeful that a center dedicated to these concerns will serve as a bridge between the academic and professional worlds for the creative study of media ethics and law--matters that are vital to our society."

Ag Journalism major put out to pasture

by Steve Eisenberg

After June 1986, students will no longer be receiving degrees in Agricultural Journalism.

Although the department was terminated on July 1, 1983, the program will allow currently enrolled majors to complete their degrees, said Don Wells, professor of agricultural journalism.

"We have an obligation to our students," he said. The program now has 10 majors and premajors and that, coupled with the department's small faculty size, were the reasons it was cut last year.

"It was a low priority," said Keith Wharton, associate dean of the College of Agriculture. Wharton was acting dean when Agricultural Journalism was axed from University depart-

ments.

"It was a small program (with four part-time faculty members) and would need strengthening if it were to continue," Wharton added.

A degree program in Agricultural Journalism was originally offered by the College of Liberal Arts in 1945. Students took most of their courses in the School of Journalism and Mass Communication (SJMC) while taking some courses in the College of Agriculture.

In 1972, however, the program's focus shifted more toward agriculture. Thus, the program itself was moved to the College of Agriculture, said Harold Swanson, professor of agricultural journalism, who is retiring in December after 45 years at the University.

Swanson said that he wasn't sur-

prised by the University's decision to end the program.

"I expected it over the years," he said. "(Former dean of the Institute of Agriculture, Forestry and Home Economics) William Hueg was for breaking up the department, and the College of Agriculture never gave it support. Here was a chance to cut a small program, but they didn't realize that it had cross-University ties."

Students now in the program had to be accepted into the SJMC before they could major in Agricultural Journalism and are required to take two-thirds of their courses in the School, said Walter Brovald, SJMC director of undergraduate studies.

Brovald has met several times with agricultural journalism professors to discuss the possibility of incorporating their courses into the SJMC. But that would require the School to carry

more salaries and also to supply support services for the professors, and Brovald said that's not feasible.

"The only way the department could have been saved was if agribusiness had helped by lobbying," Brovald said.

Swanson even asked several business and ad agencies to write letters to Ken Keller, vice president of academic affairs. The letters were written, but apparently they had no influence, Swanson said.

Those same firms, however, will not have a problem when hiring new employees. They could train SJMC graduates or recruit graduates from agricultural journalism programs at the University of Wisconsin-Madison and Iowa State. Soon they may be able

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SJMC fights old problem...

by Douglas McLeod

The School of Journalism and Mass Communication has taken a bold step to combat what has been a major problem. The problem is a high attrition rate of minority and disadvantaged students as prospective journalism majors during their freshman and sophomore years.

It is the general belief that at the heart of this problem is the fact that these students have not been given sufficient attention to maintain them in the program to achieve major status as juniors.

This academic year, a comprehensive program has been initiated to rectify this situation. Nine students

have been chosen to participate in a two-year scholarship program aimed at preparing them for the journalism major.

This program provides the students with room and board, tuition and fees. In addition, a \$100 per month stipend is included for their freshman year so that the students will not have to be distracted from their educational goals by seeking outside employment. This represents a total scholarship of \$5,000 for their first year and \$4,000 for their second.

This pilot program is scheduled to operate for five years and will aid nearly 50 students.

This year's students are Tina Burnside from Roosevelt High School, Min-

neapolis; Alicia Burton, St. Paul Central; James Collier, Enid High School, Okla.; Ashley Culp, Racine St. Catherine High School, Wisc.; Yolanda Nelson and Nikki White, Burnsville High School; Toya Stewart, North Community High School, Robbinsdale; Jamiela Taylor, Washington Preparatory High School, Los Angeles; and

Sheryl Thomson, Midwood High School, Brooklyn, N.Y.

Students were selected on the basis of high school performance, standardized test scores, high school rank, letters of recommendation, and a demonstrated interest in journalism. The

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WCCO program still shines after 11 years

by Douglas McLeod

The success of a scholarship program can be judged on its longevity, graduates it has supported, or what participants think of it. The greatest testament to the success of the WCCO Scholarship Program for Minorities in

Broadcasting after 11 years of existence is that it shines based on these criteria.

The scholarship, sponsored by Midwest Communications, Inc. (WCCO-TV, WCCO-Radio and WLTE-FM), provides two years of financial support for juniors, seniors and master's students in broadcast journalism. The program includes an internship at one

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Group atmosphere proves successful

by Douglas McLeod

The newly-developed scholarship program for minority and disadvantaged journalism school candidates already appears successful in attracting talented and enthusiastic participants in its first year. The program is providing financial and academic support to nine freshmen from California, Minnesota, New York, Oklahoma and Wisconsin.

Three of the students, Alicia Burton from St. Paul, Ashley Culp from Racine, and Toya Stewart from Minneapolis, are particularly enthusiastic in their endorsement of the program.

Not only has the program supplied tuition, room and board, it has provided the social and academic support to ease the transition from high school to a large university.

"Attitude and atmosphere are very important. I think people need incentive to learn. In a big school, you need some personal input to succeed," Stewart noted.

When asked if the scholarship has helped in this respect, she stated emphatically, "It has already. We're a group. We had a chance to get to know each other this summer, so that helps."

The group enjoys doing things together such as studying, shopping, going to movies, going out to dinner and eating together at the dorms.

Culp is enjoying the opportunities that going to school in an area the size of the Twin Cities provides. "There are a lot of things to do. I like seeing all different sorts of people. The people here are really cool. I like the campus and the variety of people it attracts."

But a campus this large has its drawbacks as well. One problem with the Twin Cities campus that Culp noted was that sometimes people aren't as friendly as they would be at a smaller campus and because it is a commuter campus it can be hard to meet people.

Finding people with similar interests is often difficult. "I think that since the University is so big, and

there are so very few minority students, and they are so spread out, that it's hard to get close to them," Culp observed.

Minority students face the added setback of not knowing if they are welcome at some campus activities or parties. "A lot of the things that attract a mixed crowd are at clubs where the drinking age is a problem for us," Culp said.

These are some of the barriers that non-minority students often do not understand. The students emphasize the importance of their group's closeness in circumventing these difficulties.

Stewart and Burton are both interested in working for the Daily. Culp's affinity for music and news broadcasting have made the student radio station, WMMR, an attractive opportunity.

This quarter, the students are taking American history, composition, and French or Spanish. Next quarter, they will begin their journalism coursework by taking Journalism 1001.

The students are enthusiastic about taking journalism courses. "I heard that 1004 is kind of hard," Stewart groaned. "When they tell you that you are going to have a lot of trouble, it psyches you out."

In addition to providing students with the reward for good academic performance in high school and further incentive to succeed in college, the students see the scholarship as having greater social significance. There is a feeling that such programs are a step toward breaking the cycle of poverty and discrimination.

Burton stressed that if you don't have such programs, "the poor people will always stay poor." She added that it is important to give the disadvantaged a chance. Otherwise, society becomes polarized. "It's all about preventing class differences."

Stewart said that the lack of spending money also curbs extra-curricular activities. "I never had a chance to save money for school because I had to pay for myself through high school. Money is still a problem because we only get \$300 a quarter for living expenses and they don't want us to work. I've been working since I was 15 and it's hard to stop now."

The Martin Luther King (MLK) Program, which has worked with the journalism school to create this program, has continued to help the students. Its purpose is to help minorities get through college. The program provides advisors, tutors, counselors and computers for student use.

More than just the money to attract talented students, this program takes care of its recipients once they arrive here.

"I had already decided to come here, but the scholarship was an added incentive," Stewart said. Without this aid, she would have had to seek other sources of financial support. "I would have studied journalism anyway, but this is more important for my career, in terms of meeting people."

Burton, however, was not set on the University of Minnesota until she received the scholarship. "It made my decision for me."

"I didn't want to go to a small college," Culp remarked. He liked Minnesota because of its size and had originally considered the University because of the reciprocity agreement with his home state of Wisconsin. In addition, he wanted to be farther away from home than the University of Wisconsin at Madison. Because he has an interest in broadcasting, the job opportunities in this metropolitan area are particularly appealing to him.

The scholarship is a major step toward achieving Burton's professional goals as well. She likes print journalism and would eventually intend to be on the editorial staff of a newspaper. Feature writing, particularly fashion journalism, is especially appealing to her. Another area of journalism which she likes is broadcasting.

When asked why she is interested in journalism, Stewart quipped, "The glamour...the money...the power." She would like to work on a feature news program such as PM Magazine.



1984 minority scholarship recipients: (left to right) Nikki White, Alicia Barton, Sheryl Thomson, Ashley Culp, Yolanda Nelson, Tina Burnside, and Toya Stewart. Not pictured are James Collier and Jamiela Taylor.

Photo by Douglas McLeod

Alum Society plans ahead for year

Your Alumni Society is working on a number of programs and activities to build on past successes or break new ground this year. No matter what the activity, the goal is to provide a link between the School, its students and alumni which offers benefits and ongoing interaction for those who have chosen careers in mass communication and journalism.

Mentoring program enters its third year winter quarter

For two years the Mentoring Program, coordinated by the Journalism Alumni Society, has matched aspiring J-School students to their alumni counterparts in print and broadcast journalism, advertising and public relations to show students what life is really like after Murphy Hall. In our first-year pilot program, we matched 16 students and mentors. Last year our program more than doubled in participation. This year we're taking the suggestions of last year's poll of participants to fine tune what we believe is a valuable and innovative program. Information and registration information will again be distributed by faculty members in classrooms. Journalism seniors will have preference in this year's program, but juniors majoring in journalism also are invited to apply. An information and get-acquainted session for Mentor Program registrants and mentors will be held Thursday, November 29, at 4:30 p.m. in Murphy Auditorium. Attendance by registrants is required to qualify for the program. Deadline for applications is Dec. 15. Match-ups

will take place Saturday, Jan. 12. For more information contact Linda Wilson in the J-School office.

Annual meeting and dinner tentatively set

The annual Journalism Alumni Meeting and Awards Dinner is tentatively set for Friday, April 26, at a yet to be determined location. The dinner, open to journalism students, alumni and friends, features presentation of the Distinguished Service Award in Journalism to a J-School alum who has made significant achievements or meritorious contributions in journalism. Other dinner highlights include presentation of scholarships and a panel. A skills workshop for students and professionals will be held the next day at a minimal charge. We'll offer the dinner and workshop at a package price to encourage participation in both.

Market research comes to journalism alumni

The Journalism Alumni Society has obtained a grant from the Minnesota Alumni Association that we'll use to establish a data base aimed at serving and reaching our alumni more effectively. Dan Wascoe, past Society president (and our most computer literate board member), is coordinating the program that will provide information on where our J-School graduates go to work after graduation, what jobs are growing in journalism and mass communication, and basic statistical information about jour-

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Ag cont. from page 2

to go to other Minnesota colleges which start similar programs, Swanson said.

Even though the curtailing of Agricultural Journalism will not have a major effect, Brovald maintains that the state of Minnesota still has an obligation to it.

"It's ludicrous that the University with an original commitment to agricultural communication decided to cut it," Brovald said.

The University charter contains a provision requiring that agricultural communication be taught on a regular basis, he added.

Austin cont. from page 12



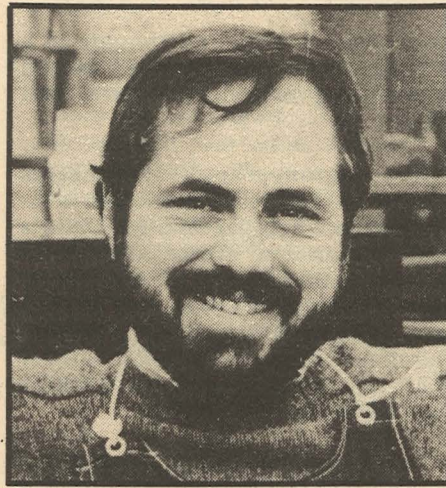
examples of broadcast writers who can "put more useful information in fewer words than most newspaper reporters."

It's mainly a question of having the time to both develop and present the news. Again, Austin does not believe the problem is insurmountable. "We (WCCO) tried an hour newscast but we didn't have the horses to pack the necessary stuff. That's what did it in more than the expanded length. If

we'd had more newscasters and the time to develop our stories into nice pieces of work, then an hour newscast would have worked."

There's no question in Austin's mind that it could work. Consequently, he grows tired of what he considers the "jaundiced view" of some local television critics. "It seems strange that you have people, in the Trib for instance, like Mike Steele who likes dance and theater, and Peter Vaughan who likes theater, and Bob Lundegard who likes the movies, and...they may write critical reviews but with at least some respect for the medium. But the TV critics at the Trib evidently hate television.

It may prove in the long run, however, it is gadflies like these that help keep television journalists like Al Austin running to realize the potential of the medium. At any rate, Austin says he has no plans of abandoning his present career for teaching. "I still enjoy reporting so much, I don't foresee giving it up. Even half-and-half (reporting and teaching) is a strain."



Craig joins SJMC as graphics specialist

by Bob Roos

For a graphics teacher, Bob Craig seems to spend a lot of time thinking about issues weightier than typefaces and layouts.

Or maybe it would be more accurate to say that Craig, Murphy Hall's new graphics specialist, sees typefaces and layout as inseparable from some serious press issues.

Craig, 34, has replaced Harold Wilson, who retired last spring after 38 years in the SJMC.

Craig joined the SJMC after teaching at the University of Iowa and in a journalism program in Dublin, Ireland. He also has worked as a graphics designer and hand printer.

As a teacher, Craig said he wants to "integrate new notions of graphics, photography and writing to recognize the new needs of the media, and to treat those areas from an academic perspective."

The primary need of the media, in his view, is to explain to people what's going on in the world so they can keep it from sliding into chaos.

That means that the press has to report what's happening, not just what the government and other power structures say is happening, Craig said.

Fundraising cont. from page 2

annual givers than first-time donors, Fistler said.

In the coming year, the Foundation hopes to increase participation, maintain or even increase the already high retention rate, and get individuals to give a little more, Fistler said.

University retrenchment in the 1980s makes individual donations even more critical than in the past, Fistler said.

"Without that support, several important activities simply wouldn't be possible under normal budget allocations," he said.

According to Linda Wilson, Assis-

And to help with that, graphics people have to be full-fledged journalists, not just decorators adept at producing lovely food and entertainment pages.

Craig said his initiation to teaching at Minnesota has been smooth. "They've started me with just one course, and are stair-stepping me up slowly."

While positive about the SJMC, Craig said the School's size—twice that of Iowa's journalism program—presents some problems. In particular, he wants to open graphics classes to non-journalism majors, but at Minnesota that's easier said than done.

"At Iowa in graphics you had a good mix of students from different disciplines. Here there are so many journalism students that I can't let art students into classes. I'll have to deal with that somehow and find a way around the bureaucracy to let some of those students into the class."

Thanks partly to USA Today, newspapers have a growing appetite for graphics specialists with a combination of art and journalistic skills, Craig said. He welcomes the trend.

"Information graphics is a burgeoning area—I think the media are looking for people with combined art and journalism backgrounds....Now, graphics people are out there gathering information and becoming a vital part of the news force. I think it's important that art students get into journalism and learn to write in journalistic style, and learn to see the information visually as well."

Craig says the movement has a danger, too—mainly that aesthetics will overshadow substance.

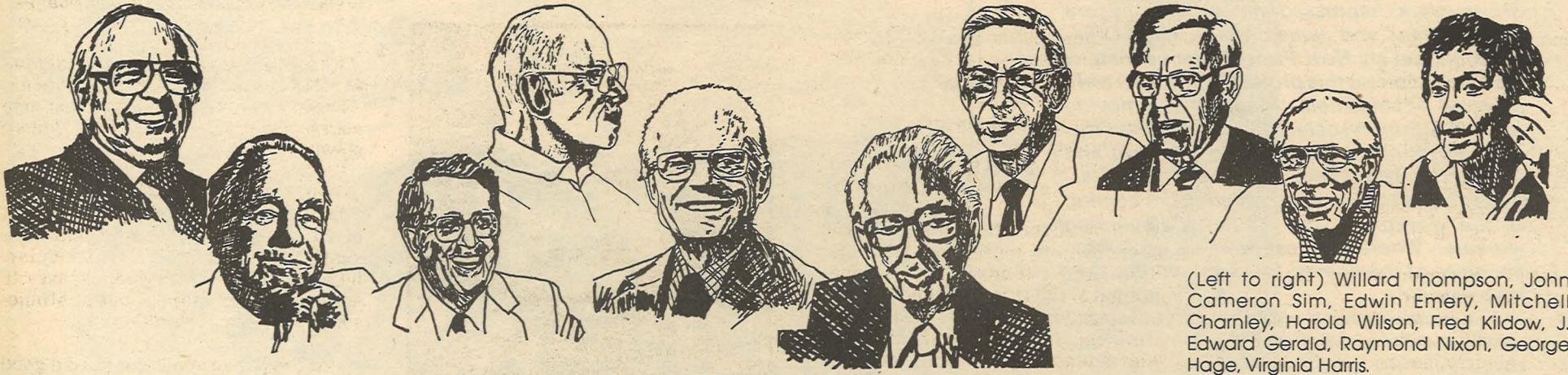
"Newspapers are the main line of defense against what scholars have labeled 'instrumental reason' or 'technical rationality,'" Craig said. The phrases mean the tendency of institutions and power structures to do what serves their own interests, without really considering what's good for the rest of the world.

Newspapers encourage people to participate in social decisions, he said. They "are in large part responsible for helping find what's valuable to build into their societies. That comes back to what I like about Minnesota—I think it's trying to do that."

tant to the Director of SJMC, the School uses the money primarily for the Severeid Library and scholarships.

"Severeid Library is completely dependent on alumni contributions," Wilson said. The money goes mainly toward purchasing new books, continuing subscriptions, and paying support staff, she said.

"We also have a number of very nice endowed scholarships," Wilson said, but added that the School would like to offer more help to offset rising tuition costs. She said it takes a one-time contribution of \$5,000 to \$10,000 to create an endowed scholarship.



(Left to right) Willard Thompson, John Cameron Sim, Edwin Emery, Mitchell Charnley, Harold Wilson, Fred Kildow, J. Edward Gerald, Raymond Nixon, George Hage, Virginia Harris.

Emeriti prove, yes, there is life after Murphy

by Tim Lyke

Life is supposed to slow down for the retiree. To confirm that notion, just talk to any of the SJMC's 10 professors emeriti—if you can find them.

Most of the School's former faculty are busier than ever, traveling, writing, serving on boards, teaching, attending conferences, and much too infrequently, checking up on Murphy Hall friends.

That being the case, the Murphy Reporter set out to do a little checking on the ten professors who have followed in their students' footsteps to prove, emphatically, that there is life after Murphy Hall.

After a distinguished writing and teaching career, Ed Emery is now considered a "foreign expert" by his students and colleagues at the Institute of Journalism in Beijing, Peoples' Republic of China. Emery is teaching journalism to students who he's pleased to report "have all read *Press in America*, translated into Chinese (1978 edition)."

Back in the States, J. Edward Gerald is proving to be as prolific as ever with the publishing last January of *News of Crime: The Courts and the Press in Conflict*. When not attending meetings of Sigma Delta Chi, the Uni-

versity of Minnesota Retirees' Association and the Minnesota News Council, Gerald works on his newest book, *Social Responsibility of the Press: The Press Council Solution*. Gerald was disturbed by the National News Council's recent dissolution, but said, "I wasn't surprised. It didn't get the support it needed or deserved."

Cam Sim's latest project has found him frequenting several Minnesota libraries and historical societies in search of his roots. The genealogical journey has taken him as far back as the 1750s, Sim said.

After a 10-day trip to Nova Scotia in October with the Minnesota Historical Society, Sim took off on another historical visit closer to home. He and Harold Wilson spent a day in Monticello, Minn., examining former Monticello Times publisher Lynn Smith's wood-type collection.

Wilson, too, has been on the go. A three-week tour of China and Japan kicked off his summer. The Visual Communication Division of the Association for Education in Journalism and Mass Communication (AEJMC) gave him the Division's award at the AEJMC convention in August; Wilson helped to found the Division in 1960.

At home now, for awhile anyway, Wilson is busy tinkering with his basement typesetters and his and wife Vicki's latest "printer"—an Apple

computer.

Wilson has also been working with Virginia Harris on a series of slide shows tracing the development of advertising slogans and art. Harris writes the shows' narrations (the first one is titled, "You Push the Button, We Do the Rest"), while Wilson selects the featured ads from a clip file he started in 1947.

Raymond Nixon has developed a slide show of his own using pictures taken of the collection of 16th-century German and 19th-century Japanese newspapers he donated to the University's East Asian library. He presented the show at the AEJMC convention in August.

George Hage finally used his retirement gift from SJMC alumni and students to travel to Europe. The trip's highlights included a visit with son Dave who was studying at York through a Rotary Club fellowship, and attending theatrical productions in London.

Closer to home, the Actor's Theater of St. Paul has kept Board President Hage busy negotiating for the Company's new location in downtown St. Paul. A recently established advisory committee for arts criticism has tapped Hage's time. Funded by the Jerome Foundation, the Northwest Foundation and the Minnesota Humanities Commission, the committee hopes to establish a center to promote

criticism of the arts. Hage has also done some editing and writing for the Minnesota Newspaper Foundation's paper, the *Minnesota Observer*.

One of Hage's colleagues on the *Observer's* advisory board is Mitchell Charnley. When not building "everything under the sun" in his wood shop, Charnley submits articles to *Profile*, the community newspaper for Minneapolis' Seward neighborhood. He has yet to write of his recent invasion of Grenada—as well as Venezuela, Guadeloupe, Martinique and Barbados—during a Caribbean cruise last March.

After a quarter of "decompressing," Willard Thompson will return to academia in January as a guest professor at the University of Missouri-Columbia (UM-C) where he'll teach classes in advertising research and the social and economic effects of advertising. Thompson emphasized that he is not following in the footsteps of former Minnesota President C. Peter Magrath, who will assume the UM-C presidency in January.

Fred Kildow continues to live at the Lillian Kerr Nursing Home in Phelps, Wis., 55434. He would appreciate hearing from former students and colleagues.

Alumnus returns to Murphy in different role

by Jean Olson

If Dennis Craff ever feels that he's suffering *deja vu* while teaching classes in Murphy Hall, it's with good reason. Eleven years ago, Craff graduated from the University of Minnesota in broadcast journalism. Craff has managed to avoid being what he calls a white collar migrant worker; he's been working in the Twin Cities broadcast market since 1973.

"When I left here, I felt I was ready to be a professional broadcast journalist," Craff said. "But there were a lot of things I didn't know, things I couldn't have known. Interviewing people, being there with a camera, seeing how people react, that first live report. You can only get a sense of that while you're here. You don't understand the pressures of the business and how that affects professional judg-

ment and ethical conduct. You have to put those on the line every day."

Craff says his students now are trying to be as prepared as they can be when they graduate. "One of the pleasant surprises has been how enthusiastic and idealistic the students are," he said. "They're intense and eager to learn."

But the reality of the classroom itself has proved to be something Craff didn't expect. In the 11 years since he graduated, broadcasting technology has advanced greatly. But, in some respects, the situation in the classroom has not changed.

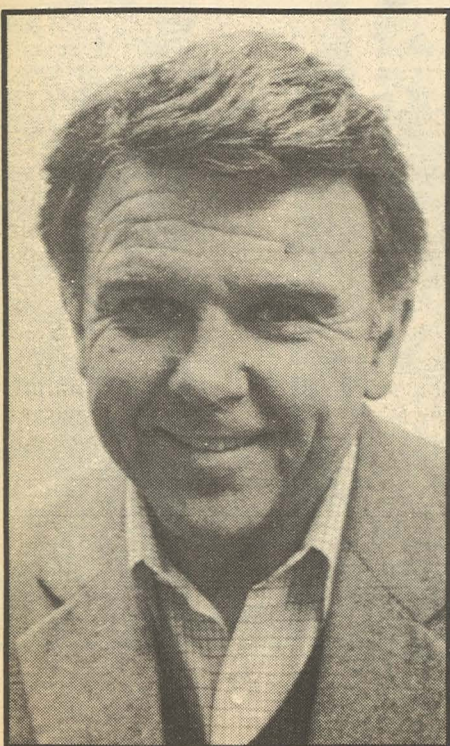
"I remember Irv Fang telling us to read our news in front of him, imagining that his nose was the microphone," Craff said. "We had no equipment whatsoever." Now Craff has equipment; the problem is its condition and adequacy.

"This equipment is in woeful condition," Craff said. "We started the quarter with four cameras and four decks. We're down to half that now." While this has caused frustration this quarter, Craff is anxious about what will happen next quarter when three classes, all requiring substantial use of equipment, will be offered. Craff will be teaching electronic news gathering; Fang will be at the helm for the advanced television news and documentary film classes.

"The University is not a technical school," Craff said. "I end up teaching more about equipment rather than the things I really want to teach—the ethical questions and professional problems in broadcast journalism."

The shortness of an academic quarter has also surprised Craff. "I thought I would have enough time to talk about what this business and pro-

cont. on page 10



In the summer of 1983 I went to Silver Bay, Minnesota. I rented a house and moved in for the months of June, July, August and September.

During my coursework in photojournalism, I have been exposed to the work of many different photographers and writers. Two whose work impressed me profoundly are Walker Evans and James Agee. Their collaboration, *Let Us Now Praise Famous Men*, is the inspiration for this project. The 1930s were a period of transition. America was moving from an agrarian society to an industrial one. Mechanization was coming to the farm and displacing thousands of tenant farmers. Today computers and information are coming to the workplace and similarly displacing workers. Where do these workers go? What becomes of the homes, the communities they leave behind?

A second concern was the difference between contemporary photojournalism and documentary photography of the type produced in the '30s by the Farm Security Administration. The photojournalist is constantly wrestling with the constraints of deadline. In the face of this time pressure, meaning often suffers because understanding hasn't had time to mature. Documentary photography, on the other hand, takes its own sweet time. Meaning is developed slowly, through an accumulation of many different readings, conversations and feelings.

I also wanted to know what it was about to move into a new environment and attempt to understand what was happening there. This, then, is what I learned of Silver Bay, Minnesota.

A personal view
of life on
the iron range

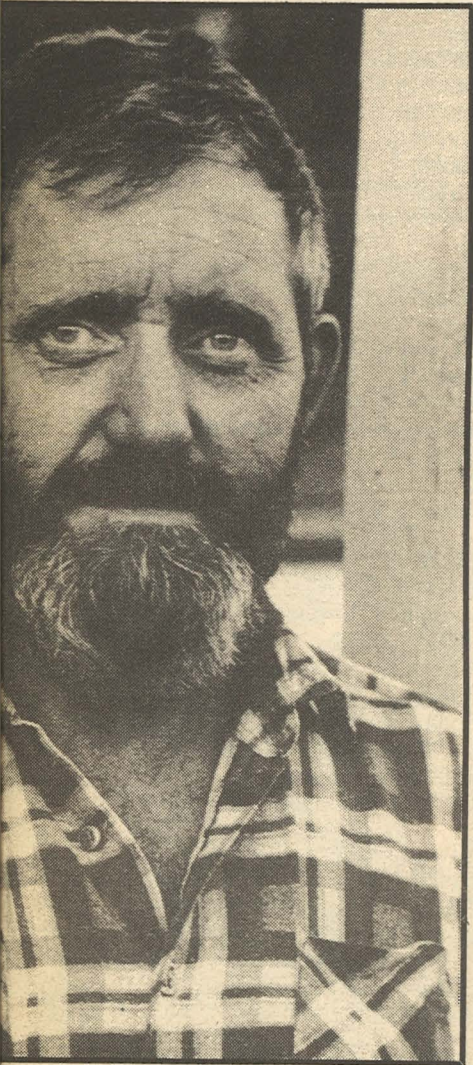


Mining the American dream





Mining the American Dream, an exhibit of 44 photographs by Steve Schneider is on display in the Weyerhaeuser Room of the Minnesota Historical Society until January. For more information, please call (612) 296-6126.



--by Steve Schneider

The SJMC would like to recognize those people who have generously contributed to the School's fundraising program. The following are people who have donated during the past year.

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Craff cont. from page 5

fession are really about," he said. "I've had to limit my scope." Another surprise was the make-up of the class. "I expected a 50/50 split between women and men," Craff said. "I have eight women in a class of 11." While that doesn't concern him, he is concerned about the number of women in management in broadcasting. "I've told the class they'll probably be dealing with a male news director," he said. "That may change, but right now it's the reality of the business."

A year ago, Craff left KSTP-TV. "I wanted to change my focus, step back and look at things," he said. Craff and a photographer have done freelance work for the networks, and covered Walter Mondale on election day for Cable News Network. "There are

times when I miss it," Craff said, "but after working those long hours on election day, I remembered, this is what I don't miss."

There are things about teaching that Craff will miss, too. "I don't have any humorous anecdotes," Craff said. "I guess the humor comes when you've had time to reflect." For now, Craff said he is experiencing the personal satisfaction of trying to pass on some of the things he's learned over the years. "That's what I was looking forward to," he said.

Scholarship cont. from page 3

selection committee consisted of journalism faculty, a representative of the Martin Luther King Jr. Program and the coordinator of the WCCO Minority Broadcast Scholarship Program.

Financial support is not the only feature of this program. "You need to do more. You need an emotional and cultural support system," program overseer Linda Wilson said.

The students became acquainted during the second summer session when they underwent an intensive five-week preparatory session. At this workshop, the students were instructed in such skills as speed reading and comprehension, English composition, time management, and studying and test-taking techniques. They were also treated to a series of lectures surveying the field and discussing its current issues by the journalism faculty and members of the local media.

WCCO cont. from page 3

of the company's three stations.

"When it was begun ten years ago, we thought that this was the most important way that this station could contribute to minorities in this business," Ron Handberg, general manager and vice president of WCCO-TV, said. "We think that it is important to make the most minority students possible available to this industry."

The recipients are awarded \$2,500 to \$4,000 for an academic year. Selection is based on academic achievement, professional promise, financial need and commitment to broadcasting as a career.

The students have been as enthusiastic as Handberg about the program. "I don't know if I would be in school right now if it weren't for my scholarship," Michele Norris, a scholarship recipient, explained. "The scholarship gives the student a chance who might not otherwise have the opportunity to get involved in journalism."

The program provides other activities to prepare the participants for careers in broadcasting. The students maintain regular contact with the re-

The course of study is designed to meet CLA and journalism prerequisites.

The scholarship program was funded by a \$150,000 grant from the University's central administration. The Gannett Foundation donated \$120,000. Other donations included \$20,000 from the John S. Knight Foundation, and \$5,000 from the Times-Mirror Foundation.

Further information on the scholarship program can be obtained from Linda Wilson, School of Journalism and Mass Communication, 111 Murphy Hall, 206 Church Street SE, Minneapolis, MN 55455 (tel. 612/376-8615).

porters, producers and managers of the three stations. There are also special events including guest speakers and short-term internships at regional stations.

Graduates who have been supported by the program include Les Edwards, producer of the CBS Weekend Evening News; Sam Ford, a correspondent with the CBS Washington bureau; Robert Hernandez, senior photographer for PM Magazine at WCCO; Patricia Arnold, special projects producer for WLS-TV (ABC) in Chicago; Rhona Williams, reporter for KOA-TV (NBC) in Denver; Rick Sanchez, reporter for WCKT-TV (NBC) in Miami; and Camilla Carr, reporter for PM Magazine in Washington, D.C.

More information on the program can be obtained by contacting:

WCCO Scholarship Program
SJMC
111 Murphy Hall
206 Church St. S.E.
Minneapolis, MN 55455

alumni

The Murphy Reporter would like to invite you to let your classmates know where you are and what you're doing. Please send your notes to SJMC, 111 Murphy Hall, 206 Church St. S.E., Minneapolis, MN 55455. Please inform us of your name, previous surname if married since graduation, graduation year, degree, address, whether you would like it published, and information about your employment or whatever you'd like to share. Thanks.

40's

Herbert C. Morton, '42, M.A. '50, has been named director of the Office of Scholarly Communication and Technology of the American Council of Learned Societies. The office is headquartered in Washington, D.C. After receiving a Ph.D. in business administration from the University of Minnesota in 1964, Morton worked with the Brookings Institute, the Ford Foundation and the Russell Sage Foundation. He has authored or co-authored numerous books and articles.

The American Council of Learned Societies is devoted to "the advancement of humanistic studies in all fields of learning and the maintenance and strengthening of relations among the national societies devoted to such studies." The office that Morton heads will initiate studies on how the scholarly communication system works, examine the role of technology in scholarly communication, foster closer relationships among participants in the system, and disseminate information about changes in the system.

50's

Arvilla (Arvy) Hansen, '50, has retired as editor of the Crosby-Ironton Courier. Hansen has spent 23 years as editor of the Courier, with another 11 years spent as regional editor of the Brainerd Daily Dispatch.

Richard E. Reed, '58, has left advertising for a career in screenwriting and novel writing. His latest movie, *Fear of Darkness*, was in production as of July. Reed's address is 17941 Karen Drive, Encino, CA 91316.

David Shama, '58, has been named marketing director for Met Center. Before taking this position, Shama was employed by the Human Growth Foundation, Minneapolis, and the Greater Minneapolis Chamber of Commerce.

Alumni cont. from page 4

nalism alumni. This is a prototype program that may help other alumni groups from University of Minnesota departments.

Your Alumni Society board members this year are:

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F. Gerald Kline
Lynn Levinson

Please feel free to contact any one of them with program suggestions or questions about our activities.

Terry Randolph
Board Member



Harvey West, '58, director of communications for Owatonna Tool Co., has been elected president of the Automotive Advertisers Council. West, a member of the Council since 1972, has held several advertising positions in OTC's marketing department since joining the Owatonna company in 1961.

60's

Beverly Kees, '63, has been named editor of the Gary Post-Tribune in Gary, Ind. Kees formerly was at the Grand Forks Herald.



Mary Ann Meidinger, '64, recently was promoted to vice president of community services and corporate communication for Medcenter One (formerly Bismarck Hospital); Bismarck, N.D. She formerly was director of community relations at the hospital. Her address is 2711 Mercury Lane, Bismarck, ND 58501.

Roy D. Conradi, '64, is the editor/publisher of *Southern Jeweler*, a trade magazine published by E.H. Abernethy Publishing, a division of ASM Communications. Conradi is active in the American Society of Business Press Editors, a board member of the Southern Jewelers Travelers Association and the 24 Karat Club, as well as a consultant to the Printing Association of Georgia. His address is 3371 Cardinal Lake Drive, Duluth, GA 30136.

Michael H. Shadick, '67, with Sallie Stephenson, is co-authoring a book tentatively entitled *Mississippi Misery*, or "what happens when two people who don't know what they're doing (and who don't know it!) attempt to take a computer down Old Man River."

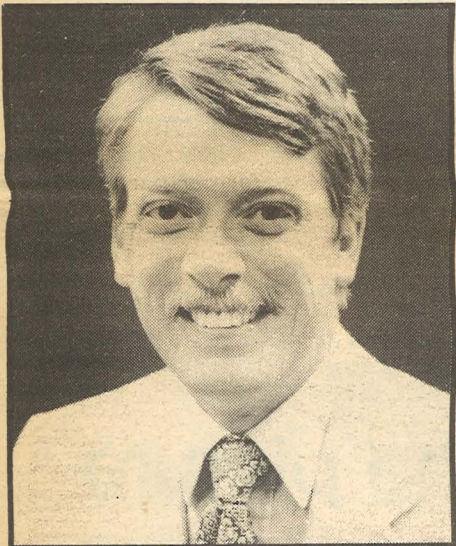
Linda Lou (Smith) Konopatzke, '67 (M.A., criminology, University of California), is the women's editor at the Alamogordo (N.M.) *Daily News*. She and her husband, Lt. Col. Daniel Konopatzke, have two sons. Their address is 1818 Crescent Drive, Alamogordo, NM 88310.

Gregory Gordon, special investigative reporter for United Press International, has been named to head a newly formed UPI investigative reporting team based at the agency's World Headquarters in Washington, D.C.

Gordon, a 13-year veteran with UPI, won the 1983 Raymond Clapper award for a year-long investigation into activities and policies of the Environmental Protection Agency. He has covered the Justice Department and law enforcement agencies.

70's

Everette E. Dennis, Ph.D. '74, ended his term as president of AEJMC. Dennis assumed his duties as executive director of the Gannett Center for Media Studies at Columbia University, New York, in August.



Steven Krikava, '74, was awarded the Michael Graznak award of the Cooperative Editorial Association. The award honors a young communicator (under 35) for achievements, sustained excellence and creativity.

Krikava is an editor and governmental affairs specialist for Land O'Lakes in Minneapolis. He has held various positions in the communications departments of Land O'Lakes and Midland Cooperatives. He also is a director on CEA's board and a past president of the association.

Charley Walters, '75, has been named the Sportswriter of the Year for the state of Minnesota for the second straight year. The award is given by the National Sportscasters and Sportswriters Association. Walters is a sports columnist for the *St. Paul Pioneer Press-Dispatch*, and is going for three in a row. Walters' address is 1789 Saunders Ave., St. Paul, MN 55116.

Nancy Pierce, '76, is a freelance photographer covering the southeastern United States for *Time*, *USA Today*, *Fortune*, *People*, *Business Week*, the *New York Times*, and corporate clients. She left a staff position on the *Charlotte Observer* in 1980 to become self-employed.

Ellen Wartella, M.A. '76, Ph.D. '77, received the 1984 Kriehbaum Under-40 Award at the AEJMC Convention in Gainesville, Fla. in August. The

award recognizes and encourages excellence in teaching, research and public service by mid-career AEJMC faculty members.

Wartella is known for her development of new approaches to studying children's television behavior. She is a research associate professor at the Institute of Communications-Research at the University of Illinois, Champaign-Urbana.

Robert E. Halzbacker, '79, is an account executive for Marketing Showcase, Inc., New York. His current position follows jobs with Miller Publishing and in the Chicago office of Marketing Showcase, Inc. Among other accounts, Halzbacker supervises General Accounts Corp. and Pepsi-Cola. His address is 1574 1st Ave., New York, NY 10028.

Scott J. Koch, '79, is an attorney with Robert W. Johnson, P.A. Law Offices, practicing in personal injury, family law and real estate. He is married to Carolyn Budnicki, '80. The address is 1450 Knoll Drive, Shoreview, MN 55112.

80's

Angelo Gentile, '80, has joined the staff of the William Mitchell College of Law in St. Paul. He will serve as director of public relations and publications. He came to William Mitchell from the Department of University Relations at the University of Minnesota, Duluth.

Jane E. Hosmanek, M.A. '80, graduated from St. Louis University School of Law. She is now a staff attorney at the Illinois Association of School Boards, specializing in student rights and school labor law.

Ann (Jenny) Simonson, '82, moved to San Francisco in 1983. She is a communications specialist in the advertising department of GTE Sprint. Her address is 66 Crestline, #11, San Francisco, CA 94131.

Lisa (Katherine) Ringhofer Renaldo, '82, is an information developer in publications editing at IBM in Rochester, Minn. She is the mother of Katie, born Aug. 10, 1983. Renaldo's address is R.R. 1, Box 131A, Rochester, MN 55992.

James Anderson, '83, is an editorial reporter at the *Jamestown Sun*, Jamestown, ND.

Cindy Jackson, '83, is assistant news director at Mankato State University.

Terri Joski, '83, is an account executive at Skyway News in Minneapolis. She is working as a copywriter and sales representative.

Jon Levy, M.A. '83, is the voice of the *Badger Sports Report*, a weekday morning and afternoon drive show at WMAD-FM, Madison, Wisc. Levy is also an account executive at WMAD-FM/WERU-AM, Madison. His address is 2222 Independence Lane, #19, Madison, WI 53704.

Sue Mazanyi, '83, is a graphics assistant for Sundstrand Mobile Controls, an engineering firm in Plymouth, Minn.

Catherine Preston, '83, is a retoucher/photo technician at ROB Studios in Minneapolis.

Lisa J. Proctor, '83, is a production assistant at KTCA-TV, St. Paul. She is working on production of Live Auction, the station's fundraising program.

Der-Hwa Victoria Rau, M.A. '83, is enrolled in a Ph.D. program in linguistics at Cornell University. She is teaching Chinese and doing research in linguistics.

Donna Seese, '83, is a reporter for a new newspaper being started by Robinson Communications, Federal Way, Wash. In fact, Seese is the sole reporter for this new publication.

Lynn Ainsworth, '84, is a proofreader in the creative department of Fingerhut Corp. in Minnetonka.

Robert Balderson Jr., '84, is a technical and publications writer for Century Design, a contractor in Arden Hills, Minn.

Laura Chisholm, '84, is an underwriter for Miller & Schroeder Municipals, Inc., in Bloomington.

Kathleen Ann Dickinson, '84, is an editorial assistant for *Workstation*, a publication of I.T. Publications, Minneapolis.

Brian L. Dockter, '84, is a junior accounts executive for Edwin Neuger & Associates, Minneapolis.

Ann Fraedrich, '84, is a member of the media staff for the Independent Republican Caucus of the Minnesota State Senate.

Cecilie Gaziano, Ph.D., '84, is employed by Minnesota Opinion Research, Minneapolis, doing data analysis and report writing as well as coordinating research projects.

Ann E. Herzog, '84, is an account coordinator in the consumer division of Colle & McVoy Advertising, Minneapolis.

Gretta A. Hesse, '84, is a reporter for the *Associated Press* in Sioux Falls.

Robin Huebner, '84, is a producer, reporter and anchor in the sports department of KSTP-TV, St. Paul.

Sarah Janecek, '84, is an assistant press secretary in the Minneapolis office of U.S. Sen. Rudy Boschwitz (R-Minn.).

Nancy Keating, '84, is a copywriter in the creative department of Cohen Okerlund Smith, Inc., Minneapolis.

Karen M. Koser, '84, is an assistant to the director in the community service department of the Minneapolis Automobile Club (AAA).

Tami Loney, '84, is an account coordinator at Markgraf & Wells Advertising, Minneapolis.

Patric Montag, '84, is an administrative assistant for the University of Texas.

John Muher, '84, is a Chyron operator and electronic graphics compositor for Twin Star Productions sports presentations.

Pamela A. Perkowski, '84, is an assistant account executive for Martin Williams Advertising, Minneapolis.

Thane Peterson, M.A. '84, is a correspondent in the Minneapolis bureau of *Business Week*. After working in Toronto as a correspondent, Peterson returned to Minneapolis as bureau chief.

John Petraitis, '84 is a teaching and research assistant in the applied social psychology program at Loyola University of Chicago. He is researching media effects.

Mary Pitzer, '84, is an assistant in the Minneapolis news bureau of *Business Week*.

Amy Remington, '84, is a public access coordinator in the programming department of Group W Cable, Inc., Columbia Heights.

Laura A. (Sachse) Shiue, '84, is a media research analyst at Carmichael-Lynch Advertising, Minneapolis.

Lori Stephenson, '84, is a disc jockey at KQRS Radio/Hudson Broadcasting, Golden Valley, Minn.

Alumni cont. from page 9

William F. White
Wendy Wildung
Dorothy Willey
James J. Williams
Richard J. Williams
James F. Wilson
Quintus C. Wilson
Thomas H. Wilson
Estate of John T. Withy
Edward Witt

Mary A. Witt
Annie Witta
Robert C. Witte
Robert N. Wold
Jonathan Wolman
James S. Womack
Deborah A. Wondra
Anne Woolsey
Carolyn D. Wright
Joan M. Young

Kristi M. Youngdahl
Larry A. Zavadil
D. Michael Zerby
Kevin C. Zimmerman
David R. Zunker

Alum award nominations open

The Journalism Alumni Society on April 26 will present for the fifth year its Award for Excellence at its annual meeting and banquet.

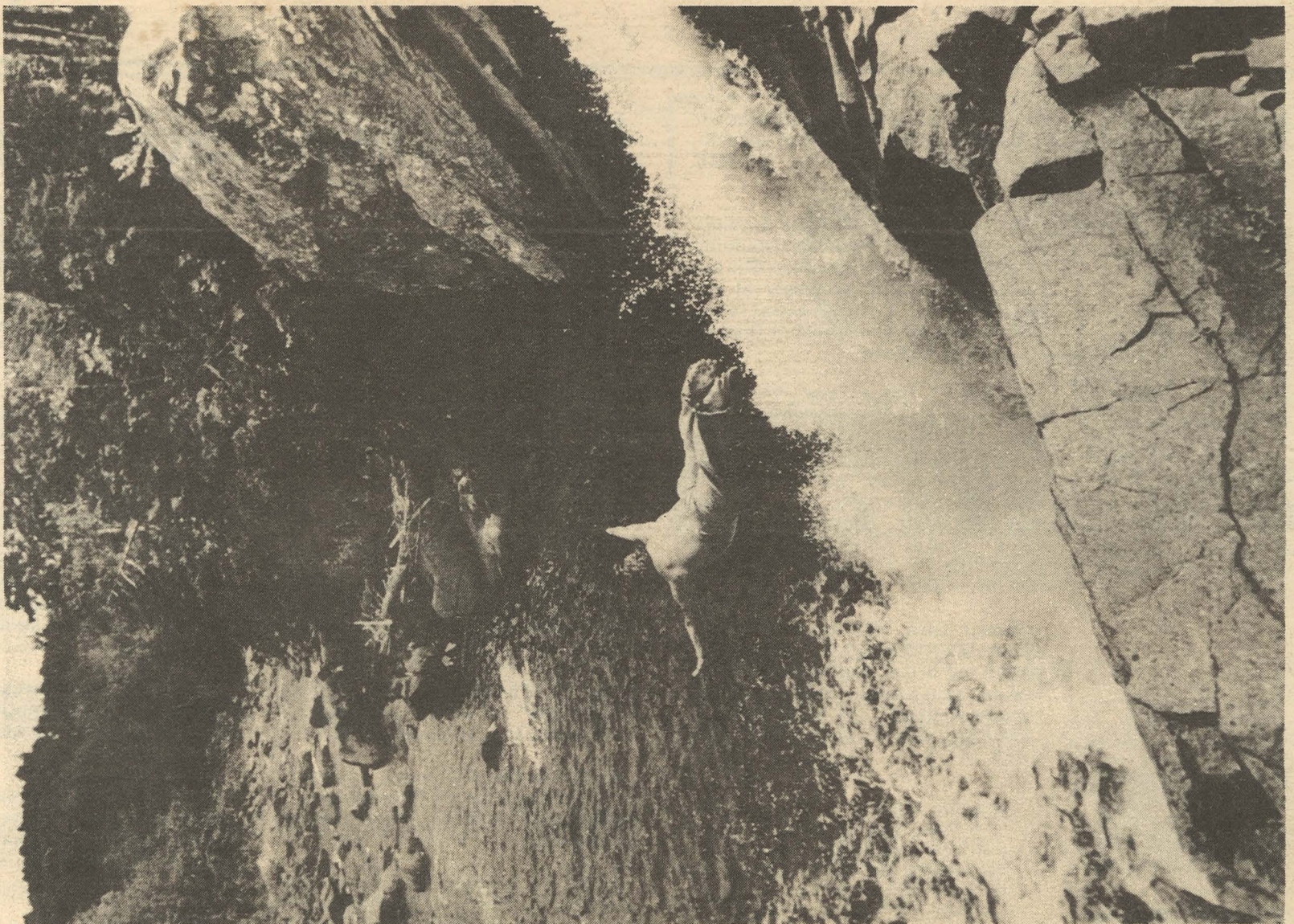
Nominations for the award should be received by March 1 and should include a letter describing the nominee's qualifications. Nominees must be graduates of the School, and must have established a record of distinguished service or have made a single contribution having great impact on the field of mass communication. Winners will be selected by the Society board.

Nominations should be sent to Linda

Wilson, SJMC, 111 Murphy Hall, 206 Church St. S.E., Minneapolis, MN 55455.

Previous recipients of the Award for Excellence have been Father James Whalen, College of St. Thomas; Robert Shaw, Minnesota Newspaper Association Manager Emeritus; Harold Chucker, *Minneapolis Star and Tribune*; and Ron Handberg, general manager and vice president of WCCO-TV.

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



Mining the American Dream-- Essay by Steve Schneider, pages 6 and 7

12

WCCO reporter helps TV news class get the picture

by Kevin Scattum

Al Austin will admit now that his first attempts at teaching back in the fall of '82 were as much a learning experience for him as for his students. When Irving Fang first approached Austin with the notion of taking over his radio and television news class in the fall, his first reaction, Austin recalls, was to "jump and run. I really had little idea how to teach and had never graduated from college myself. I had some confidence in that I knew how to do my work and write for broadcast, but I wasn't sure I could tell anyone else how to do it."

Fang, however, was less skeptical. He was familiar with Austin's investigative reporting and documentary work for WCCO television, and had brought Austin in as a guest lecturer several times over the years. "It did intrigue me," Austin says. "It was a challenge."

He prepared that summer by reading several books, including Fang's

Television and Radio News and Ray Bliss' Writing News for Broadcast, among others. In addition, he talked with Fang, studied syllabi from previous quarters, and, finally, "just did a lot of thinking."

Despite his thoughtful preparation, however, Austin found the first session "nervewracking." "I forgot all my carefully planned comments and gave them a lot of gibberish. Jim Ettema had advised me to tell a lot of war stories the first class, and I even forgot those." After "fumbling along" the first few sessions, Austin says he "got the hang of it--by paying attention, by watching and listening to what the students produced, and before long, the interplay became natural."

From the beginning, Austin says, he had a good sense of the pressure both he and his students would be under in simply meeting the requirements of the course. "There's so much to learn, to get from zero to producing radio documentaries and television reports in twenty lessons is a long journey, a fast journey."

Along the way, he encountered another difficulty he hadn't anticipated: "Grading," Austin says, "is almost impossibly hard. I hadn't expected that, but, boy, drawing the line between an A and a B, or a B and a C, was awfully hard. Even with a semi-scientific point system, it still comes down to a lot of subjective decision making."

Appraising his own efforts that fall and the spring of '83 when he taught again, Austin feels he must have done "a pretty good job. The students got better. At least I must not have got in their way."

He finds that perhaps the hardest thing to teach students is how to overcome language that is too formal, vague and euphemistic. The goal in broadcasting is to get students to write as though they were talking rather than writing, to discard "brochure language," words like "implemented" and "utiized."

"Take Hemingway, for example. Wouldn't he have been a great broad-

cast writer?" Austin postulated.

It is just this need for straightforwardness and simplicity that, paradoxically, makes broadcast writing considerably harder in some ways than other forms of newswriting. Moreover, "You have to do more less time and work within the difficult limits imposed by pictures."

Though Austin will concede that the limitations currently imposed by television often result in writing that is "short it ends up being superficial," he does not agree with critics who maintain television reporting is, by nature, doomed to inadequacy.

"I think right now there's some very good stuff going out. A lot of news, a lot of facts crammed in a short period of time. I think that what the I-Team does is not at all superficial, and the Moore Report has done some profound work both in pictures and writing."

He cites such writers as Dave Niemer, Alan Cox and Andy Greenspan

cont. on page

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

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