

# Murphy Reporter

Vol. 5

School of Journalism and Mass Communication

Winter 1983

The search is underway for candidates who someday may fill the

## Cowles Chair

An ambitious goal established by publishing leader John Cowles Sr. nearly eight years ago is about to be realized.

The School of Journalism and Mass Communication has begun an extensive search for the first holder of the Cowles Chair in Journalism, a faculty position that will serve as the focal point for a new curriculum in mass media management and economics.

Over the next several months, a number of "leading lights of the industry" are being invited to visit the School, said SJMC Director F. Gerald Kline, "to give us their perceptions as to what's going on in the management of newspapers."

Thus far, John Lavine, president and publisher, Lavine Newspaper Group, Chippewa Falls, Wis.; William Marcell, president and publisher, Forum Publishing Co., Fargo N.D., and current president of the American Newspaper Publishers Association (ANPA); and Donald Carter, former group vice president/news, Knight-Ridder Newspapers, Inc., have given informal seminars in Murphy Hall and have talked with SJMC faculty and students. (See story on pages 4-5.)

Future visitors include: Donald Wright, president and chief operating officer, *Los Angeles Times*, Feb. 28 and Mar. 1; Vincent Spezzano, executive vice president, *USA Today*, April 28-29; Don Rice, vice president, *Washington Post*, May 12-13; John Harrison, president, New York Times Affiliated Newspaper Group, Lakeland, Fla.; Peter Kann, associate publisher, *Wall Street Journal*; C.K. McClatchy, chief operating officer, McClatchy Newspapers, Sacramento; and Mark Meagher, media-management consultant and former president, *Washington Post*.

Kline described the lecture series as a "self-education process," and explained that the seminars will deal with several aspects of media management, including human resources, production and new technologies, sales and marketing, the editorial process and regulation. The emphasis on mass media management and economics developed out of a "realization that there is a closer relationship between editorial and marketing decisions in modern newspaper management than there was in the past," he said.

The Cowles Chair is a major component in a three-way allocation of the earnings on a \$2-million endowment given to the School in 1976 by John Cowles Sr. and his late wife, Elizabeth Bates Cowles. The other two portions of the endowment support the Minnesota Journalism Center and a mid-career fellowship program for journalists interested in media management. The Minnesota Journalism Center sponsors workshops and conferences for working journalists as well as lecture series in the School, including the Media Management Lecture Series.

When the gift was announced, Cowles said he hoped it would "strengthen the University's role in journalism and journalism education" and would aid the University "in elevating the standards of journalism in Minnesota and the nation."

Cowles, retired chairman of the Minneapolis Star and Tribune Company, is well-known in the newspaper industry for having bought the struggling Minneapolis Star in 1935 and turned it into the largest of the three Minneapolis evening papers within five years. A series of mergers left the city with two papers in 1948 — the afternoon Star and the morning and Sunday Tribune — both owned principally by the Cowles family.

In a 1951 interview in *Time* magazine, Cowles maintained that the non-competitive situation created a "deeper feeling of responsibility" for the papers. "Nobody has a monopoly on responsibility," he said. "Competitive or not, all newspapers must be more responsible than they are. (They) must demonstrate by their daily performance that they deserve their freedom."

The two papers merged to become the Minneapolis Star and Tribune last April.

Cowles also was chairman of the board of the Des Moines, Iowa, Register and Tribune Company. He retired as chairman of the Minneapolis company in 1973.

Elizabeth Bates Cowles, who died in 1976, was an active and influential civic leader. One of the founders of the Iowa organization now known as Planned Parenthood, she eventually served as director of the Planned Parenthood Federation of America. She also was active in efforts to improve race relations and was a life member of the National Association for the Advancement of Colored People (NAACP).

The Cowles gift is one of the largest single gifts to be presented to the University of Minnesota in its history. "There is no doubt," Kline said, "that this is an opportunity that will allow the School to take another leadership role in journalism education."



John Cowles Sr.



Elizabeth Bates Cowles

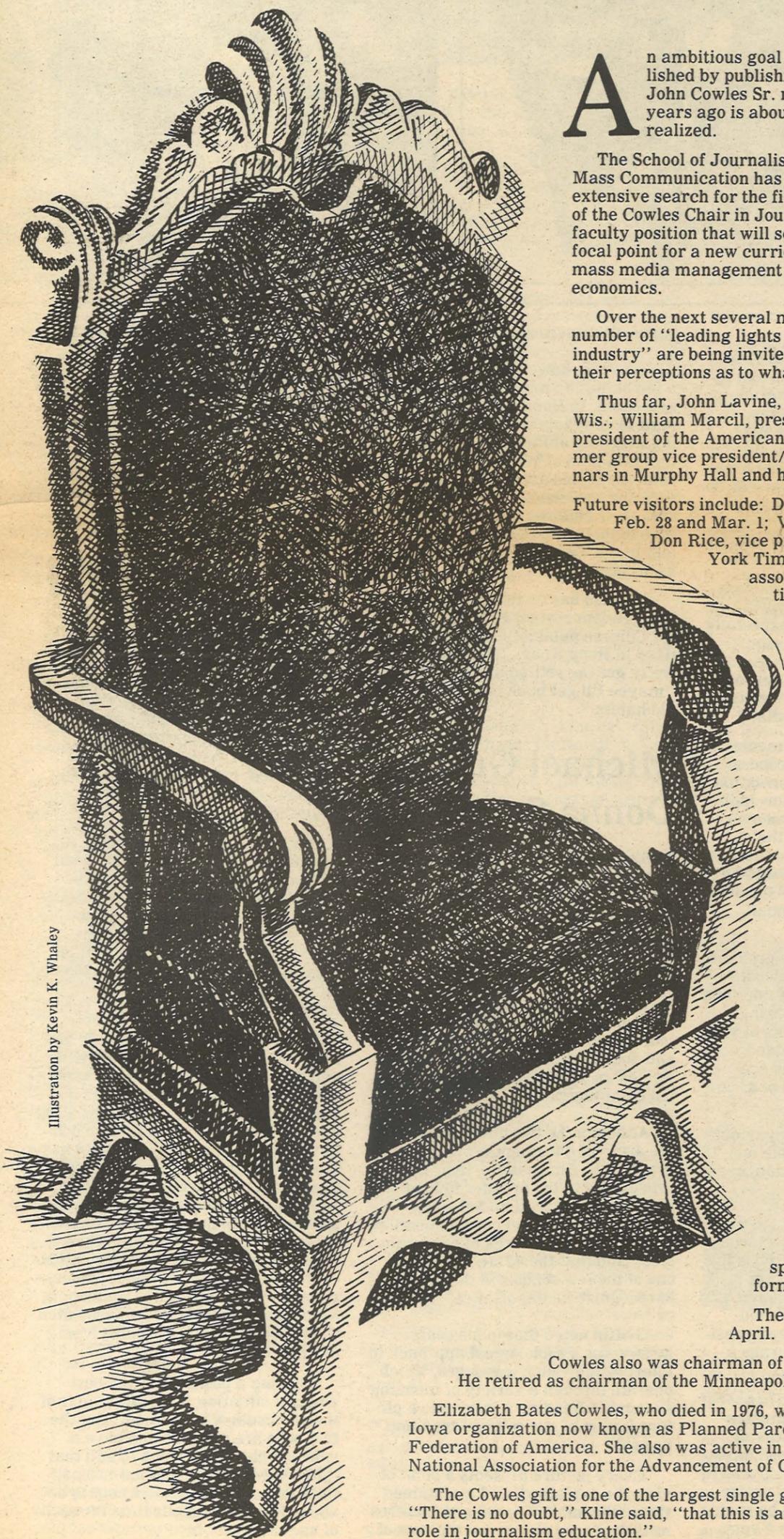


Illustration by Kevin K. Whaley

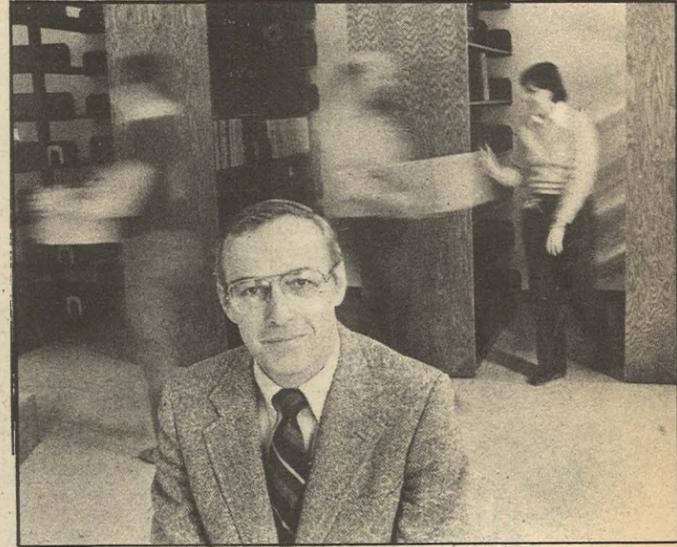


# New Faces in Murphy Hall



Photos by Donna Terek

Left to Right: C.C. Lee, Michael Griffin and Donna Schwartz, Al Austin, Gary Gilson, Jan Nyberg and Ted Glasser.



## C.C. Lee

Starting from experience as a working journalist in Taiwan, C.C. Lee has traveled around both vocational and geographic worlds to academia and the University of Minnesota School of Journalism and Mass Communication. Fall quarter, Associate Professor Lee became the most recently tenured member of the SJMC faculty. He is teaching in the fields of international communication and theory and methodology.

Born in Taiwan, Lee received his bachelor's degree from the National Chengchi University, where he was editor of the student newspaper.

After college, he went on to add other types of journalism experience to that of editing a newspaper. He reported for several newspapers, wrote a column for the Hong Kong newspaper *Ming Pao*, and was an editor with the Central News Agency, a wire agency.

Lee said the chain of events that shifted his direction — at least temporarily — to academia started with a one-line newspaper notice. The U.S. Government-funded East/West Center was recruiting students from Asia to study at its school in Hawaii.

He responded, and wound up with a master's degree from the University of Hawaii in cooperation with the Center. He originally had intended to follow graduate school by returning to work with the Central News Agency, reporting from England or the United States. But, he said, he found academic work so enjoyable he stayed with it, going on for a doctorate from the University of Michigan at Ann Arbor.

After graduate school, Lee returned to Hong Kong where he taught at the University of Hong Kong for four years before coming to the University of Minnesota. It was a small university of about 5,000 students, he said, and provided a valuable experience for the "formative stages" of his academic career because he was able to interact with colleagues from so many other departments. "I could talk politics and gossip with historians, philosophers, political scientists and social scientists," he said. "That kind of thing just isn't possible at a huge

university."

As he readjusts to life in the United States, Lee also is readjusting to American attitudes about international communication problems. American students, scholars and journalists traditionally "are not very interested in international problems," he said, "and for those who do care, there's a very strong commitment to the free flow of information. They don't always seem to be able to defend that commitment very well."

The Western view of communication has been met "with growing resentment," Lee explained, especially from Third World countries who charge that the images of their nations that are seen by the rest of the world are controlled by Western news and entertainment media.

This sentiment against "media imperialism" has led to a proposal for a New International Information Order (NIIO) that would allow individual nations greater control over the information that leaves their borders. Lee said he sees the proposal, which is being considered by UNESCO, as a "focal point" for discussion within the international community.

"The way I approach the problem is to be open-minded about the different schools of thought," he said, "and to be persistent about comparing them." Each of the two points of view has "partial validity," he added, depending on the history and economic and social conditions of a country.

"We need to empathetically understand how Third World people feel," he said, "but on the other hand, one can't confuse ideology with research."

A careful comparison of international views of communication is the foundation of Lee's most recent book *Media Imperialism Reconsidered*, and of his teaching. "I try to give students as many perspectives as possible," he said, "and to encourage a critical spirit."

Lee's appointment in the School of Journalism and Mass Communication, which he credits with having one of the oldest and strongest international communication programs in the country, is a "very good professional opportunity for me," he said. "This is a good challenge in a very

supportive environment."

He noted, however, that there are a few things he misses from his homeland. In Hong Kong, he said, he read 10 newspapers a day representing a variety of ideologies, adding that that kind of selection is hard to come by in this area. And Lee and his wife are concerned about making sure their children get enough exposure to their own culture — a problem in the Twin Cities where the Chinese community is quite small.

Lee also has an itch to get back to the free-lance writing he was doing for Chinese publications when he lived in Hong Kong. "But now that we're getting settled in," he said, "maybe I'll get back to some of those old habits."

## Michael Griffin Donna Schwartz

Any medium of mass communication — television, advertising, movies, magazines, newspapers or signage — involves visual messages, say Donna Schwartz and Michael Griffin. The two are sharing a one-year appointment in the School for the 1982-83 year. Between them, they're teaching advanced photojournalism, history of photojournalism and documentary film, and documentary photography, as well as an introductory course in visual communication.

Although the two have worked in the areas of documentary photography and filmmaking, their interests extend to the broader field of visual communication. Schwartz explained that visual communication is a relatively new area of academic study and that the SJMC has been one of the few schools in the country to recognize its importance.

Griffin noted that in his courses, he stresses a sociological approach to interpreting visual messages, which operate through a variety of meaning systems. "Reading a story into a picture is part of our cultural tradition," he said.

Every picture presents a point of view, he explained, and maintained that, "the habit of looking at pictures as if they are just representations of

reality gets in the way of people's ability to see pictures clearly."

Because of the great manipulative power of visual communication, Griffin believes people should be trained to read images just as they are trained to read words. He pointed out that, historically, visual images have been used for propaganda purposes. He cited an increase in images that glorify war and others that seem to be returning women to positions of inferiority as recent examples.

Knowing how to read visual messages, Schwartz said, "is useful to anyone who wants to be able to exercise some control over his visual environment." And for media producers, she added, this knowledge can contribute to more effective messages. People should participate actively in the formation and communication of visual images, she maintained, rather than simply be "passive receivers" of visual stimulation.

Both Griffin and Schwartz emphasized that the study of visual communication requires a multi-disciplinary approach. They suggested that students might draw from supporting academic fields such as the psychology of visual perception and of communication development, anthropology and linguistics.

In addition to their academic and research backgrounds, both Griffin and Schwartz have practical experience. Schwartz has worked as a free-lance photographer in New York and Philadelphia, and has done documentary photography. She also has made documentary films, including one produced with Griffin for the Frankfurt Redevelopment Authority, a Philadelphia neighborhood redevelopment group. Griffin also has made a documentary film on graffiti wall-writers. Both are about to complete doctorates from the Annenberg School of Communication, associated with the University of Pennsylvania in Philadelphia.

Sharing a position is "the best possible situation," says Schwartz of their unusual arrangement. But the two, who are married and have a year-old child, are quick to add that "job-share" does not equal two half-time jobs. "It really works out to be about 80 percent of our time for each of us."



## Al Austin Gary Gilson

An investigative reporter who exposes corruption in business and government and a television program host who covers everything from karate to veteran's issues are taking on new professional roles this year.

Al Austin and Gary Gilson are teaching SJMC broadcast courses while Professor Irving Fang is on leave.

Gilson is teaching advanced television news winter quarter, while Austin taught television and radio news fall quarter and will again spring quarter.

Austin, an investigative reporter and member of the I-Team (that's "I" for "investigative") at WCCO-TV in Minneapolis, hadn't taught before his fall quarter experience. "I thought the most difficult thing would be to fill 40 hours of lecture," he said, but added he found there wasn't enough time for everything he wanted to cover, especially in his two areas of particular expertise, investigative reporting and editorials.

Although students were curious about his work with the I-Team, Austin said he attempted to keep the focus of the class on "the basics."

"The quarter was an opportunity for students to put their feet in the water and see if they like it," he said. He added that although students gain knowledge while in school, they can't really experience all aspects of a job until they're working professionally.

Austin's background in broadcasting included positions as anchor and general-assignment reporter before he became an editorialist at WCCO for 10 years. He said he had been eager for a change and joined the I-Team when it was formed.

Austin stressed to his students that it is important for a broadcast journalist to have thorough general knowledge of current events because often a reporter is forced to ad-lib while on the air. "There is a danger to the reporter who starts guessing because of lack of time," he said.

Gary Gilson, host of "NightTimes Magazine" on KTCA public television, agreed that the pace of standard daily broadcasts doesn't always

About the photos: Photographer Donna Terek and Assistant Editor Sandra Braman saw a parallel between personnel additions that are enhancing the SJMC faculty and staff and the physical remodeling that's helping to upgrade Murphy Hall. The people and the facilities are all part of the infrastructure — the supporting framework of the School. The photos were shot in Severeid Library — now a much more inviting place than it was a month ago — and a nearby stairway. The extras in the pictures, including the men on our cover, are workers and staff who were busily trying to put the Library back together again.



allow enough time to prepare. But, for better or for worse, the camera masks the superficiality of many stories, he said.

Although Gilson is enthusiastic about his profession and the teaching of it, he expressed concern that cameras and other equipment may get in the way of good journalism.

"Equipment seduces students . . . but it's a teaching tool only," Gilson said. Students should be careful not to get caught up in the glamour of cameras and microphones, he said, adding that he emphasizes to his students that they are training to be "reporters, not artists."

"We're here to serve the audience," he said. "I believe in public service journalism which should inform and explain. Stories should touch people's lives and help them learn more about a subject."

Gilson's high standards and expertise in broadcast journalism have won him five Emmy awards throughout his career, which has included positions from sports announcer to executive producer.

He taught broadcast journalism at Columbia University in New York for five years. From this experience, he said, he learned that there is nothing better for students than to do a story and make a mistake. "Then there is no excuse for making it again," he said.

Gilson's class will look for others' mistakes, too, as they observe professional newscasts.

Interviewing, the skill Gilson calls "the basics of the business," will be another major emphasis of the class. It's important to know not only what information to get, he explained, but how to get it. Despite technical changes in the industry, "going out and getting the story" is still the television reporter's main responsibility, he said.

Gilson's commitment to the idea that broadcast news "is more than just reading the wire" leads him to encourage students to "develop their own approach, but still know the rules."

## Jan Nyberg

Jan Nyberg says she's "always been interested in journalism."

But she can't have been prepared for the confusion that greeted her when she became the new librarian for Murphy Hall's Eric Severeid Library at the end of December. She found: books and periodicals scattered all over campus, one four-chair study table tucked away in a basement room and students who had no idea how to find it, file cabinets referencing materials she'd never seen, book requests to be scouted out one by one.

Nyberg had the guts to join the SJMC while Severeid Library was undergoing the remodeling that was completed this month. If she "had only known," she laughs.

Even the order that finally came out of the chaos is unfamiliar. The library collection is still being reclassified from the Dewey Decimal system to Library of Congress numbering, according to Kathy Busterna, reference bibliographer and head of the library.

The 5,000-book collection is being expanded at the rate of 175 to 200 books a year, plus serials, Busterna said. The purchases are funded largely by alumni donations.

The physical remodeling project involved a paint job, a new floor, and better use of window space. More compact newspaper shelving and expanded bookshelves house the growing collection. New chairs and an air-conditioning system will address the comfort needs of students, Busterna said.

With the addition of Nyberg and Busterna, who joined the SJMC at the beginning of the 1981-82 year, the School now has two librarians for the first time in its history.

Nyberg's degree in English with a minor in library science from Bemidji State University has led her into both teaching and library positions. Most recently, she taught English at Fridley Junior High School. She also has worked at Hennepin County Library in St. Louis Park and the Bemidji State University Library, and said she is glad to be returning to a library, particularly one in a university environment.

In addition to doing research and reference work, Nyberg is in charge of library organization, daily library operation and record-keeping. There

is another item in her job description — "miscellaneous duties" — that she hopes involves different responsibilities from those she had as a junior high school teacher.

She'll "remain steadfast in this position," she explained, "until 'miscellaneous duties as assigned' includes lunchroom supervision, listening to oral book reports, and grading semester projects."

## Ted Glasser Faculty search

In these times of massive budget cuts and University hiring freezes, hanging onto faculty positions can be a precarious proposition.

But as several SJMC faculty retire, Director F. Gerald Kline said the School is "doing well, considering the times," in gaining authorization to search for their replacements. "The College (of Liberal Arts) has been very supportive," he said.

In addition to C.C. Lee, the new associate professor in international communication and theory and methodology, Theodore Glasser and John Busterna have been hired as fulltime members of SJMC faculty.

Glasser's position fills the line vacated when Everette Dennis left to become dean of the College of Journalism at the University of Oregon. Glasser, who teaches courses in media as social institutions and in interpretive reporting, was a visiting professor in the School for the 1981-82 academic year. Busterna will join the staff next fall and will teach courses in advertising campaign strategies, advertising psychology and principles of advertising.

A search is in progress for a faculty member to replace news/editorial professor George Hage who is retiring this spring, and two professors in visual communication will be hired over the next two years to replace Richard Foushee and Jim Brown.

Kline explained that next year, the School will make new requests to search for replacements for Willard Thompson, who is retiring this spring, and Edwin Emery and Harold Wilson, who will retire next year.

Photo by Donna Terek



by Stacy Richardson

John Finnegan

It wasn't so very long ago that newspapers were being called a dying medium.

Circulation and readership were on the decline, production and delivery costs were skyrocketing and the idea of "electronic home information centers" seemed to be catching on. Media researchers and marketing experts warned that newspapers had better dust themselves off and get in touch with the changing times . . . or resign themselves to becoming "paper dinosaurs."

More than a few newspapers ignored those warnings of 20, 10 and even 5 years ago and did, indeed, die. Others were lost despite final-hour rescue attempts; a few are still floundering; but a good many appear to have successfully weathered the storm.

Daily circulation of the American newspaper has never regained its 1973 peak of more than 63 million, but it has stabilized at a respectable level between 60 and 62 million. Computers are helping cut costs at some papers, and so far, the videotext display screen on the breakfast table has

posed no serious threat to the morning paper.

Readers in the Twin Cities area have witnessed first-hand the changes that are affecting the newspaper industry nationwide. After a bold experiment with a "daily news magazine" package, the Minneapolis *Star* is now not much more than a memory, with few of its features retained in the merged *Star and Tribune*.

In St. Paul, the *Pioneer Press* and *Dispatch* have tried out several special sections targeted at particular segments of the audience — sticking with several that seem to be attracting readers. The St. Paul papers also are being printed at a brand new, state-of-the-art, \$44-million plant that has an almost miraculous capability of stuffing sections for zoned editions.

In recent interviews and talks at the School, Charles Bailey, former editor of the Minneapolis *Star and Tribune*; John Finnegan, vice president/editor of the St. Paul *Pioneer Press* and *Dispatch*; and the three newspaper publishers who have visited the School as part of the Cowles Media Management Lecture

# Is the newspaper ind

Media Watchers around town and around the School answer with an unequivocal

# Not really

Series — John Lavine, Bill Marcil and Don Carter — shared their views about the future of the newspaper business and where their own papers fit in.

### Still a need for newspapers

"If you believe everything you hear on the radio or some of the headlines you read, you might think the newspaper industry is in deep trouble," said Bill Marcil, "but rest assured that it's well and healthy."

Marcil, who is president and publisher of the Forum Publishing Company in Fargo, N.D., and president of the American Newspaper Publishers Association (ANPA), maintained that "newspapers are changing and growing, not dying." He cited as an example the number of new suburban dailies that have claimed much of the old audience of the *Washington Star*.

Don Carter has worked on newspapers, including the *Atlanta Journal* and the *National Observer*, for 45 years and recently retired as vice president for the City Group, Knight-Ridder Newspapers. He corroborated Marcil's claim with statistics from a recent national readership survey.

Nine out of 10 Americans still read a newspaper at least once a week,

Carter said, but readership patterns have changed. He explained that while it was common in the mid-1950s for a person to read as many as three newspapers a day, today "more people are reading, but people aren't reading as many newspapers."

### Changing trends in management

Changes in newspapers have involved both the editorial product — changes in format, content and packaging — and the management end of the business. John Lavine, president and publisher of the Lavine Newspaper Group in Chippewa Falls, Wis., noted that newspaper management has evolved somewhat haphazardly "from family-owned, seat-of-the-pants management to a 'management science' with measurable objectives," which, he said, "has been almost as bad as when they didn't have any serious objectives at all."

He added that ideally, newspaper management involves a "balance of the human factor and sophisticated management — a team."

Not surprisingly, all three of the media-management series speakers — Carter, Lavine and Marcil — agreed that the team approach, involving both the editorial and busi-

## 'Excellence' nominations due Mar. 30 Roach to speak at banquet May 25

For the third year running, the Journalism Alumni Society will present the Award for Excellence to a distinguished graduate of the School at the annual alumni meeting and awards banquet. The banquet is scheduled for May 25.

Nominations for the award should be received by March 30 and should include a letter describing the nominee's qualifications. Nominees must be graduates of the School, have established a distinguished professional record over a period of years or have made a single contribution of great impact and continuing influence in the field of mass communication. Send nominations to:

Frank Schneider  
SJMC Alumni Board President  
BBD&O Advertising  
900 Brotherhood Building  
625 4th Ave. S.  
Minneapolis, MN 55415  
Phone: (612) 338-8401

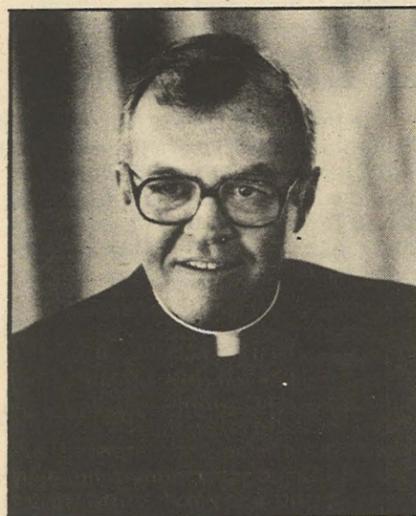
The Alumni Society Award for Excellence has been given twice before, last year to Minnesota Newspaper Association Manager Emeritus Robert Shaw and in 1981 to Harold Chucker of the Minneapolis *Star and Tribune*.

Archbishop John Roach of the St. Paul-Minneapolis archdiocese will be the keynote speaker for the alumni meeting and awards banquet May 25. Roach, who is president of the U.S. National Conference of Catholic Bishops, will speak on the topic of press coverage of the nuclear arms limitation issue.

The U.S. Catholic bishops recently proposed a "Pastoral Letter on War and Peace" to the Reagan administration in which they stated a strong moral opposition to a policy of nuclear deterrence. The proposal also calls for a freeze in deployment of nuclear weapons and a more active pursuit of disarmament.

The banquet will be held at the St. Paul Hotel, 350 Market St. in St. Paul. A cocktail hour will begin at 6 p.m., followed by dinner at 7 and the awards program at 8. In addition to the Alumni Society Award for Excellence, the SDX Page One Awards will again be presented at the banquet.

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



Archbishop John Roach

## Alumni group starts Mentoring Program

SJMC students will have the opportunity to benefit from the accumulated wisdom of those who are already making it out in the real world through a new program sponsored by the Journalism Alumni Society (JAS).

The Journalism Mentoring Program is being set up to provide 10 students with "personal mentors" during spring

quarter. Each student will be matched with a journalist or advertising or public relations specialist from the Twin Cities area who will serve as a "trusted counselor, a guide, an adviser, and perhaps a friend," according to the JAS Projects Committee.

Students and their mentors will meet once a week, possibly in on-the-job settings, for 10 weeks.

JAS board members will be contacting area professionals to recruit mentors to serve in the volunteer program.

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

Managing Editor -- Walter Brovald

Editor -- Stacy Richardson

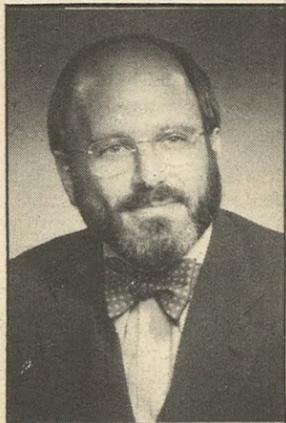
Assistant Editor -- Sandra Braman

All correspondence should be addressed to: *Murphy Reporter*; 111 Murphy Hall; 206 Church St. S.E.; University of Minnesota; Minneapolis, MN 55455.

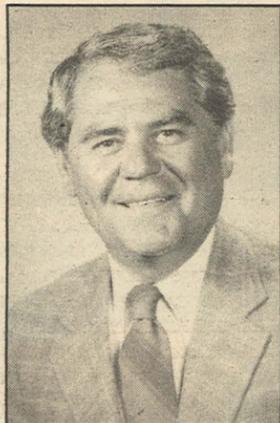
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Editor	376-9938
Placement	373-4445

# ustry in big trouble?



John Lavine



Bill Marcil



Don Carter

ness sides of the paper, is essential in modern newspaper management.

### Bailey: Editor has more important things to do

But being part of a "management team" is one of the aspects of the editor's changing role that Chuck Bailey dislikes the most. Bailey resigned as editor of the Minneapolis *Star and Tribune* last October to protest a second round of layoffs after the April merger of the two papers. He spoke at the Journalism School shortly before his last day at the paper, and talked about what he enjoyed and what he regretted about the job.

"Of course an editor does need to understand the budget," he said, "but I don't think most editors are specially qualified in matters of business and finance."

Besides, he added, an editor has more important things to do. "There will always be plenty of people around to tell a publisher how he can do things more cheaply, more profitably, less controversially. He needs someone to tell him, from time to time, why something should be done more expensively, less profitably and

in a way that creates rather than avoids controversy."

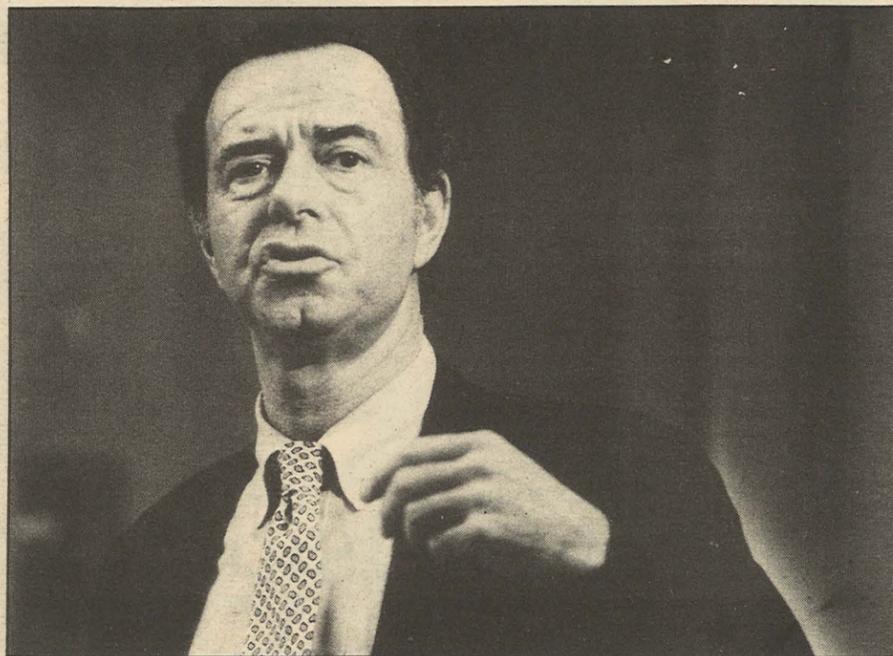
### Finnegan: Practicality, quality are both important

John Finnegan says he "almost fell off his chair" when he heard Bailey say he sees the "management team" approach as a threat to editorial independence of an editor.

"You start from the base that editorial quality and integrity is the most important consideration," he said. "What it means (to be a part of a management team) is that you're concerned about whether your product is economically feasible. You can give me the best product in the world, but if you can't get it to the corner by 3:30, what good does it do?"

Practicality and compromise are important to newspaper management, Finnegan contended, "as long as they don't destroy the quality of the product."

At the St. Paul *Pioneer Press* and *Dispatch*, that practicality has been the force behind the development of a "total marketing concept" that has involved representatives of the circulation and advertising departments



Charles Bailey

in "designing the newspaper package," Finnegan said.

And so far, he noted, the teamwork has paid off. "We've been on a roll for the past three or four years. We feel very upbeat and optimistic."

Specifically, the new package at the St. Paul papers has included an expanded news hole, more local news, more "news to use" and more special-interest sections.

### Role of videotext will be "limited"

All five representatives of the business emphasized that they don't expect videotext to replace newspapers. Marcil noted that the Forum Company has experimented with videotext in a joint venture with First Banks Systems. "People do seek out certain kinds of information on the wire," he said, "like restaurant menus, sports scores, movies . . . But it's very limited. People aren't going to sit down and read a news story on a screen."

### More troubles ahead?

Despite the generally bright

future they see for newspapers, the five acknowledged that there still may be hard times ahead. Afternoon papers truly are dying, they observed, victims of the "big city evening paper disease" brought on by changing lifestyles that no longer leave enough time for reading a paper in the evening.

And more small papers are likely to be bought out by chains, the implications of which Bailey predicted would be "all bad . . . the more voices, the better." But Marcil disagreed. "Chain or not," he said, "the paper will survive because of the quality of the product. It's not who owns it, it's the product."

Carter pointed out that economic pressures are forcing all papers to increase their productivity, and in most cases, that means cutting back on staff. Mergers of morning and afternoon papers are having the same effect.

"I'm confident that there's a niche for the newspaper in this complex world of the 1980s," Carter said, "but I find myself heavy on nostalgia for the old days . . . the big staffs and afternoon papers."

## Hage, Thompson retirement plans set

A theater party and reception on Sunday, May 1, will mark the retirement of SJMC Professor George S. Hage.

Former students, colleagues and friends who would like more information or reservation forms should contact Prof. Arnold Ismach, 111 Murphy Hall, 206 Church St. S.E., University of Minnesota, Minneapolis, Minn. 55455, by March 25.

Friends and alumni who would like information on plans to honor retiring SJMC Professor Willard L. Thompson should contact Prof. Robert Jones, 111 Murphy Hall.

## Award established to honor Joe Kane

SJMC senior Donna Seese has been named the first recipient of a new annual award established in memory of Joseph F. Kane.

Kane, longtime Associated Press news supervisor in Washington, D.C., and New York and 1951 SJMC graduate, died April 4, 1982, of cancer in Dubuque, Iowa. The award in his name has been established by Jim Klobuchar, '50, of Minneapolis, and Michael L. Soffin, '51, of Richmond, Va.

The \$100-cash award will be given annually to a top SJMC junior or senior.

Klobuchar and Soffin are encouraging fellow alumni to contribute to a \$5,000 endowment for the award, the interest from which will be used to extend the award to more students.

Contributions may be sent to:

Linda Viemeister  
School of Journalism and Mass  
Communication  
111 Murphy Hall  
206 Church St. SE  
University of Minnesota  
Minneapolis, MN 55455

## Charnley award to Dave Moore

Twin Cities television news celebrity Dave Moore received the Mitchell Charnley Award for Outstanding Contributions to Broadcast Journalism at the Northwest Broadcast News Association (NBNA) 35th anniversary awards banquet Feb. 5.

Moore, news anchor for WCCO-TV in Minneapolis, also was master of ceremonies for the banquet. Charnley, for whom the award is named, is an SJMC Professor Emeritus.

Guest speaker for the banquet was Sig Mickelson, SJMC MA '40. Mickelson was the first president of CBS News and its chief executive for news/public affairs from 1951 through 1961. He left CBS to direct and develop the international broadcast operations of Time, Inc. He was the 1971 recipient of the

Charnley award.

The awards banquet was part of a two-day seminar and short course held Feb. 5-6 and sponsored by NBNA, the SJMC Minnesota Journalism Center and the Radio and Television News Directors Association (RTNDA).

## Journalism ethics subject of seminar

"Ethics in Journalism" is the subject of a two-day seminar to be held March 3-4 at the University of Minnesota and Augsburg College.

Paul H. Weaver, head of the Washington, D.C., bureau of *Fortune* magazine, will present the keynote lecture, "The Idea of a Responsible Press," Thursday, March 3 at 8 p.m. Weaver's address will be in the Theatre/Lecture Hall of Coffman Memorial Union, University of Minnesota, Minneapolis campus.

All lectures on Friday, March 4, will be held in Sateren Auditorium, Music Hall on the Augsburg College campus in Minneapolis. The Friday schedule is as follows:

8:30-10 a.m. "Objectivity and the Ideology of News," an examination and critique of journalism's "naive empiricism" and analysis of the bias of objective reporting. Theodore L. Glasser, University of Minnesota SJMC.

10:30 a.m.-noon "Economics and the Morality of Journalism," an examination of the relationship between news as a journalistic ethic and profit as a business ethic. Ben Bagdikian, Graduate School of Journalism, University of California, Berkeley.

1:30-3 p.m. "American Journalism from Alternative Perspectives," an exploration of the cultural, political and economic supports of the possibilities of the "social responsibility" model for American journalism. Milda Hedblom, Augsburg College.

3:30-5 p.m. "Professionalism in Journalism," an analysis of professional privileges and journalism's commitment to the larger society. James W. Carey, Dean of the College of Communication, University of Illinois.

Participants from area news media and universities will serve as moderators and respondents for the programs. Each lecture session will include a 30-minute forum for questions and comments from the audience.

The seminar is sponsored by Augsburg College, the SJMC Minnesota Journalism Center and the Minnesota Humanities Commission in cooperation with the National Endowment for the Humanities. All lectures are free and open to the public.

# from laurels to lawsuits . . . making news at the

# minnesota daily

Everybody agrees students should have a choice about whether or not they want to support the *Daily*, says the University, so what's all the fuss about?

That's not the point, *Daily* backers counter. They say the decision to change the *Daily's* funding system was an attempt to punish the paper for publishing an offensive and controversial humor edition in 1979. And, they say, that's a violation of the First Amendment.

The debate goes on as the *Minnesota Daily* takes the University of Minnesota to court . . . again.

by Stacy Richardson

*Minnesota Daily* Editor Chris Ison says he thinks the paper has changed "a lot" in recent years.

"We're less irreverent than they were a few years ago," he said. "Students are thinking differently about issues and we treat things a little more seriously. I think the *Daily's* more responsible, but drier, too."

Indeed, while the *Daily* of 20 years ago may have been a little tamer, more "tasteful" than its modern counterpart, the *Daily* of 10 years ago was probably a little bolder and more controversial.

And then there was that famous *Daily* of four years ago — the 1979 humor issue that was so outrageous it inspired a storm of protest letters from

all over the state, demands for retribution, and swift revocation of advertising by several *Daily* regulars.

The 1979 humor edition rears its ugly head in a new controversy

According to Ison and the three other students who have edited the *Daily* since 1979, that now infamous humor issue may have affected the editorial tone of their products. The four, Ison and former editors Kate Stanley, Jeff Goldberg and Michael Douglas, claim their staffs felt the "chilling effect" of a decision by the University Board of Regents to change the system by which the *Daily* is funded — a decision that some say was prompted by public reaction against the humor edition.

The Regents' decision to make the *Daily's* portion of the student services fee refundable has been the subject of renewed controversy at the University since the *Daily* filed suit against the Regents last October. The suit charged that the change in funding was implemented as punishment for the humor issue, and as such, violated the paper's First Amendment freedom.

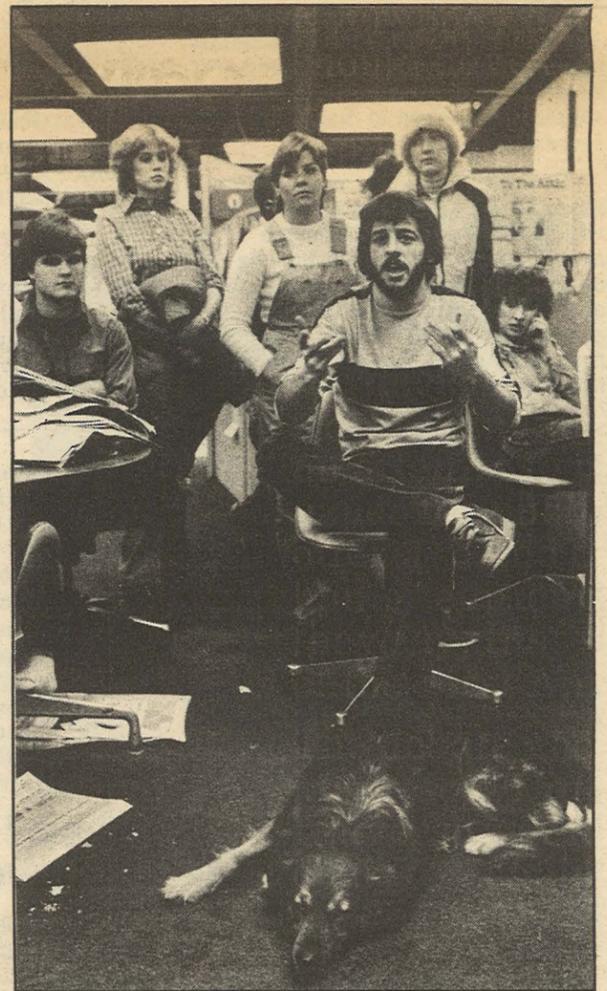
The University countered that no punishment was intended — that the decision was made in response to general complaints from students who objected to paying for a paper whose opinions they didn't support.

U.S. District Judge Robert Renner ruled at the end of December that the Regents had *not* acted to punish the *Daily* and that in fact, the Regents' "good will" had been demonstrated by the fact that they have increased the amount of student fees allotted to the *Daily* each year since the funding structure was changed in 1980.

Renner noted in his decision that the *Daily's* revenues actually had increased since the funding change, even though about \$13,000 (less than 1 percent of the *Daily's* total operating income) had been refunded to students. The fact that the paper had not been hurt by the change, he said, was another indication of the Regents' good intentions.

Ison used the *Daily* lawyers' analogy to counter Renner's argument. "It's like saying that if somebody robs a bank, but he only takes \$1,000 and the bank still has \$100,000, the bank hasn't been hurt, so it wasn't really robbed."

*Daily* lawyers Marshall Tanick and Samuel Heins have appealed Renner's decision and the case is expected to come up before the 8th Circuit Court of Appeals within the next few months.

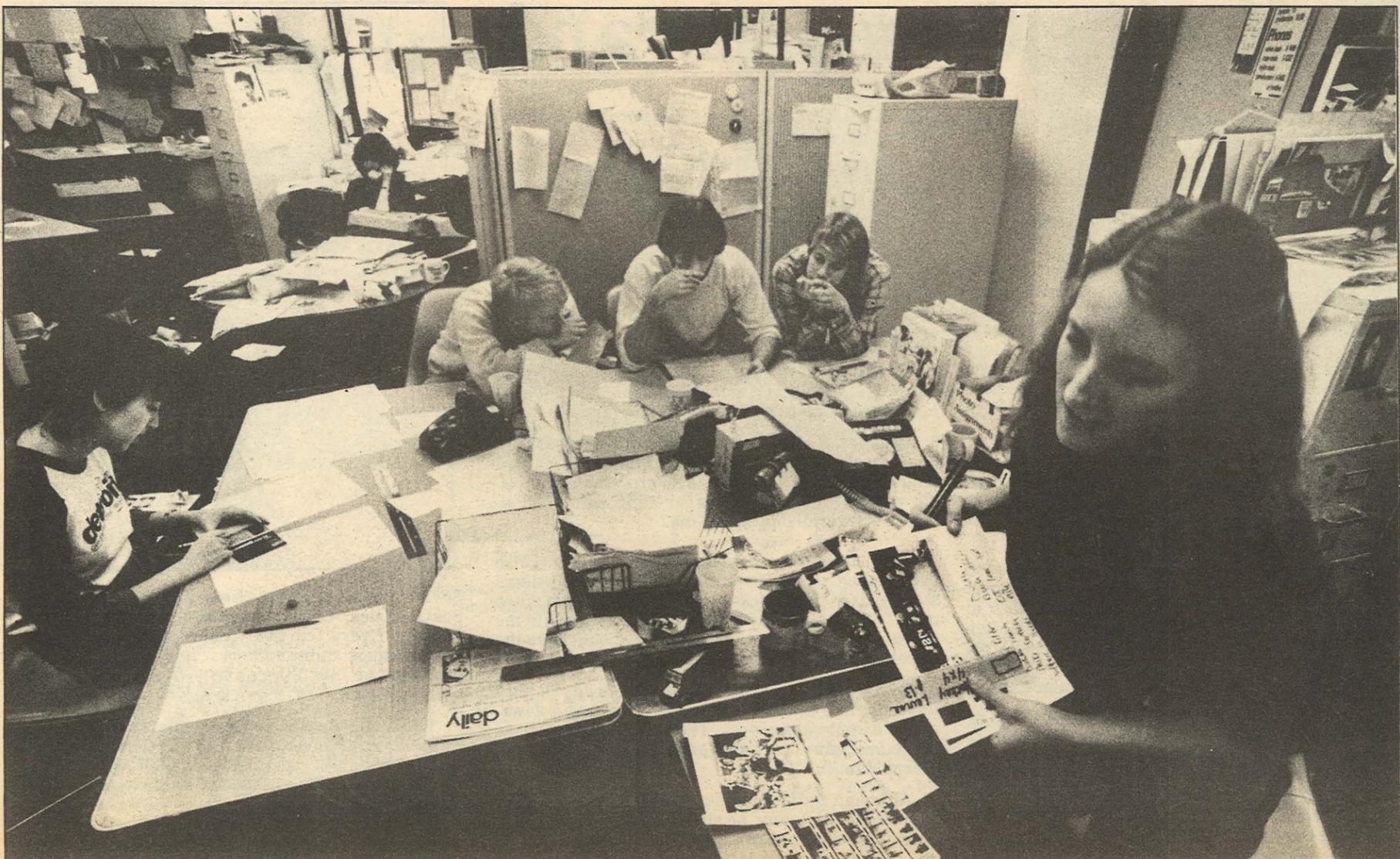


*Daily* Editor Chris Ison and staff

At issue: the substance of the decision . . . or the way it was made?

Throughout the case, members of the Board of Regents and Judge Renner have maintained that the *Daily's* constitutional right to publish the humor edition was not in question. "Much of the contents of the issue can best be described as scurrilous, sacreligious (sic), vulgar, insulting and, in general, sophomoric," Renner wrote in his decision. "The publication, however, was within the protective shield of the First Amendment."

Backers of the *Daily* position, on the other hand,

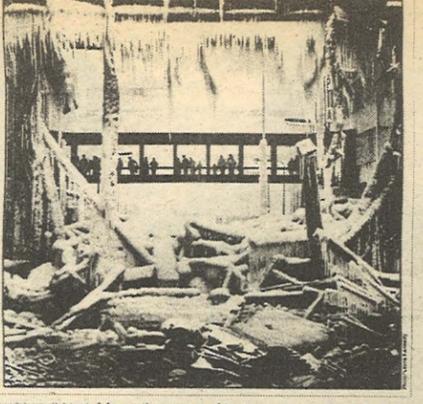


# minnesota daily

Monday, November 25, 1987 Volume 14, Number 71 Minneapolis St. Paul

## Ice-coated reminders of fire remain downtown

Remnants of the fire that destroyed the downtown Minneapolis office building of the *Daily* remain in the basement of Murphy Hall. The remains of the building are covered in ice and snow, a stark reminder of the fire that occurred in 1983.



## U lobby machine gears up for another bout of cuts

The University of Minnesota's lobby machine is gearing up for another round of budget cuts. The machine is working to influence the state legislature to reduce funding for the University.

## Mounting use of kerosene space heaters ignites dramatic increase of fiery injuries

The use of kerosene space heaters has increased significantly in recent years, leading to a dramatic increase in fiery injuries. The heaters are often used in homes and dormitories, and their use has become a major cause of fire-related accidents.

## Stearns County board, fearful of promoting sin, nixes VD clinic funding

The Stearns County Board has voted to nix funding for a venereal disease (VD) clinic. The board is concerned that the clinic might promote sin and immorality, and therefore decided to cut off funding.

manner in which the decision was made and not the decision itself is the issue at hand. "To change the fee in circumstances in which this was done offends the First and Fourteenth Amendments," he said. "I'm sure the 8th Circuit Court will understand that." The timing of the decision, he added, is a key to the Regents' motivation.

"This was a policy issue that should have been up to the governing boards of the University," he said, "not just the Board of Regents. No minority of students can enlist the power of the State to punish a newspaper."

Gillmor noted that the issue of *Daily* funding had been discussed at the University several times in the past, and that the governing bodies each time had decided to stay with the mandatory funding system. In this case, he said, the decision to "correct" the system was "clearly related to content."

Ison said he was "surprised that Renner saw fit to quote extensively from the humor issue (in his decision). He maintains that content wasn't the issue, yet he seemed to dwell on it a lot."

In a memorandum accompanying his decision, Judge Renner described the humor edition as having been designed "to malign, titillate, and in general, offend the sensibilities of the faculty, fellow students, Jews, Christians, feminists, homosexuals, heterosexuals, legislators, Regents, liberals, conservatives, the clergy, President Carter, Governor Brown, Ronald Reagan and others too numerous to name." He also quoted a lengthy excerpt from the issue's "interview with Christ."

### Supporters emphasize freedom of expression

The *Daily* case has attracted the support of many University faculty members, as well as that of national media figures. Harrison Salisbury, former associate editor of the *New York Times* and a former *Daily* editor himself, testified in the *Daily's* behalf during the trial. And Nat Hentoff, well-known writer for the *New Yorker* and *Village Voice* magazines, talked about the *Daily* case at a recent University symposium on censorship.

Hentoff maintained that it was "stupid" for the *Daily* to publish the humor edition, but added that "the whole idea of the First Amendment is that stupid people are protected, too."

"I cannot understand the court . . . saying that this was not punishment," Hentoff said. "Of course it was punishment. Why else would they do it?"

Ison noted that "a lot of very respected professors

from the University were adamantly supportive of our appeal. I think that says a lot for the importance of this case. The faculty feel the threat to their own freedom to teach what they want," he said. "If the Regents can punish a paper for taking a controversial stand, why not punish a professor for saying something controversial?"

Gillmor agreed that the decision against the *Daily* constitutes a dangerous example of public reaction triggering the Regents to act in a "legislative capacity." "We've got to watch every little inroad of the State as a potential disaster for freedom of expression," Gillmor said, "whatever form it takes."

### Still "the best college paper in the nation"

Effects of the Regents' action aside, Ison said he thinks the *Daily* has changed for other reasons, as well. And in many ways, he said, it's changed for the better.

"I like to think that we're looking at more issues that are of importance to the University community," he said. "I think we're covering the University better and giving people the information they need in order to know how the University spends its money."

And if "the writing is a little straighter, a little more boring" than before, Ison continued, that's a reflection of a change in students' attitudes, as much as anything.

"Students aren't protesting anymore," he said. "They're not vocal. Even those who are active have conformed to quieter means of expression. We have student lobbyists now — people who wear a coat and tie and go to legislative meetings — instead of 200 kids who block off Washington Avenue."

The *Daily* has a "great tradition of high standards," Ison said, that makes it an ideal training ground for young journalists. "When you step in here as a reporter you can't help but acquire those standards of quality."

*Daily* writers and photographers consistently win major national and state journalism awards, and over the last two years, the paper has received SPJ,SDX awards for "all-around best college newspaper" for the region and the nation.

"We're a good training ground because our goal is to put out the best newspaper our resources will allow," Ison said. "I think we're the best college paper in the nation."

Top: The *Daily's* cluttered quarters in the basement of Murphy Hall.

Above: The *Daily* of the Eighties: "more responsible, but drier" than before.

(Photos by Donna Terek)

concede that students should not have to pay for a paper they don't want to support. But, they say, that's not the point.

"I can understand why students would think they shouldn't have to pay for the *Daily*," Ison said. "It's the way the decision was made that's the issue."

The *Daily's* funding structure was changed 11 months after the humor issue was published. Only one month after the humor issue, an ad hoc committee had been established to review the *Daily's* "journalistic standards."

SJMC Professor Donald Gillmor agreed that the

# Duff wins Casey Award

by Anne Edge

"He's devoted his life to editorial excellence. It's likely that no other small community editor has his wide grasp of issues... He has an unusual ability to translate these issues in terms which make them real to the full range of readers."

So wrote Arlin Albrecht, publisher of the Red Wing *Republican Eagle*, in a letter nominating the paper's retired editor, Phil Duff, for the Ralph D. Casey Minnesota Award. Duff is the 36th recipient of the Casey award, joining a group of fellow editors and publishers who have given distinguished service to the community, state and nation. He received the award at the annual meeting of the Inland Daily Press Association held in Chicago last October.

The award is named for the late Dr. Ralph Casey, director of the School of Journalism from 1930 to 1958. The recipient is selected by the SJMC senior faculty. Last year's recipient was Anson Yeager of the Sioux Falls *Argus Leader*.

The "wide grasp of issues" Albrecht referred to has been the foundation of a well-respected editorial page — Duff's hallmark since he became editor of the *Republican Eagle* in 1960. His editorials often tackled controversial issues, such as Mississippi River pollution and the need to control government spending, even before they became popular causes.

Duff's commitment to issues also led him into an early, if brief, political career. He was elected state senator from Dodge and Mower counties in 1950 and served in that position until 1953, the year he joined the *Republican Eagle*. "But as time went on," he said, "it became harder to combine being an independent editor and a politician."

Even so, Duff was and continues to be involved in community organizations and concerns — a policy he advocates for other editors, as well. "In small papers, the editor needs to be involved," he said. "A small town editor should be a champion of the community." The 10-year effort that went into getting a

vocational school for the Red Wing area is one major battle Duff helped to win.

Looking back on his career, Duff pointed out that although he is "full of perspective on smaller papers," he wishes, in retrospect, that he had worked on a larger daily "for the experience."

In addition to community issues, Duff has always been concerned with the quality of journalism in the state. When he was a board member of the Minnesota Newspaper Association (MNA), Duff and Robert Shaw, now MNA manager emeritus, established the Minnesota Press Council. They believed, Duff recalls, that it was important for newspapers to have an informal and non-legal organization where aggrieved readers could state their claims.

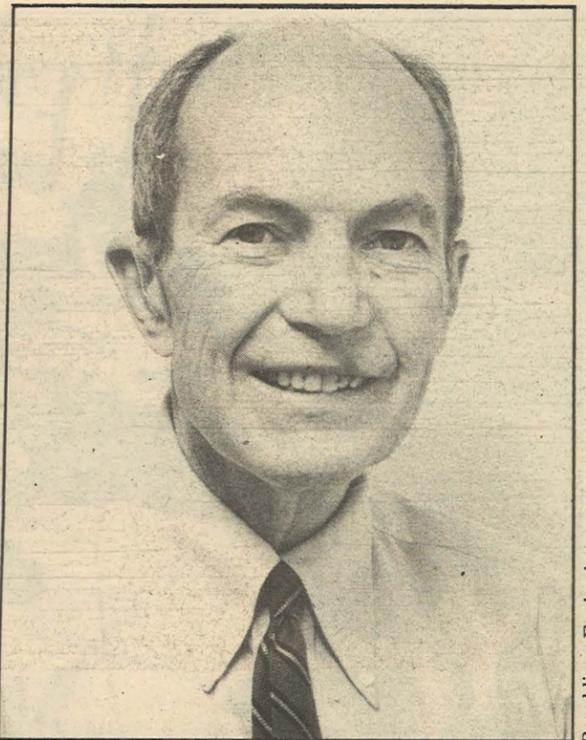
In his letter nominating Duff for the Casey award, Shaw wrote, "I looked to Phil to support me on all kinds of initiatives which had no proximate 'payoff' but which, I felt, were good for Minnesota journalism. He never disappointed me."

Publisher Albrecht, in his nomination letter, also commented on Duff's commitment to the ethical standards of the profession, "He believes that when news/editorial integrity comes into conflict with the profit motive, it's not the last which should have the upper hand."

Duff's own view on the subject, he said, "is that it's a terrible mistake to approach owning a newspaper as only a business. There is an obligation to the community and the principles of American journalism."

Although Duff remains co-owner of the Red Wing Publishing Company, he stepped down last April as editor of the *Republican Eagle*, the position now held by Jim Pumarlo, SJMC '76. But, Duff says, "I haven't retired." He will continue to contribute to the editorial pages, especially about "state issues and world peace."

Over the years, Duff has brought the world to his readers through reports of his travels to India, the



Republican Eagle photo

Soviet Union, Norway, Kenya, the Middle East, South Africa, China, and most recently, Eastern Europe. Every trip has yielded stories combining "travelogues, human interest and serious political probing," he said. "Once you go to a place and see it with your own eyes, it quickens your interest."

When asked to write his remembrances of the *Republican Eagle* over the past 30 years for the paper's 125th-anniversary edition, Duff wrote, "The underlying *Republican Eagle* philosophy, as through all the decades past, was that good hometown journalism is a calling as well as a career, an occupation that requires a commitment to goals of community services above and beyond a paycheck."

Bob Shaw summed up the respect and admiration so many have expressed for Duff: "If we had 400 publishers like him we'd not only have a different newspaper field in this state; we'd have a different state."

# Casserly style goes beyond luck

by LeeAnne Engfer

For all the hard work and talent that must have contributed to his long and successful journalism career, Bernie Casserly is unassumingly modest about his achievements. "I feel lucky," he says, "incredibly lucky."

After 25 years as editor of the *Catholic Bulletin* in St. Paul, Casserly (Bernard, but his friends call him Bernie) retired last August. He is now editor emeritus of the weekly Archdiocese paper and still goes into the office one day a week.

At their home overlooking Lake Nokomis in Minneapolis, Bernie and Dorothy Casserly reflected on a life full of exciting and sometimes difficult work, many journalism awards and the task of raising six children. Both are SJMC graduates, Bernie in 1939 and Dorothy in 1948.

Casserly, who had wanted to be a journalist since he was in grade school, recalled that his journalism classes at the University were small.

"I go back so far that I never had any classes in Murphy Hall," he said. "My classes were in Pillsbury Hall in the basement, where the *Daily* was also located. Bats competed for our attention at night when we were working getting out the paper... Magnificent old building!"

Following graduation and World War II, Casserly worked for the *Minneapolis Star* as a general-assignment reporter for 10 years until he quit to become editor of the *Catholic Bulletin* in 1957.

After working for the *Star* where there were "as many as five deadlines a day," he said, "I thought going on the *Bulletin* was going to be a breeze." But editing the *Bulletin* at a time when the Vatican II Council was shaking things up in the Catholic Church wasn't quite the easy job he had anticipated.

In the 25 years of his editorship, several issues came into prominence both in the Catholic Church and the country at large, including birth control and abortion. Through it all, Casserly said he tried to emphasize "open discussion of issues that are important in the Church today... Everything changes."

The challenge was "incredible... exciting," he says. "To record that history was my duty."

Of course, the issues that were exciting were often controversial, as well. Some of Casserly's writings on the subject of abortion were labeled "inflammatory" by critics.

One of the *Bulletin's* greatest achievements, he believes, was its successful battle to gain public access to State records of hospitals and physicians who were performing State-funded abortions.

While the Minnesota State Medical Association and the Minnesota Civil Liberties Union fought to prevent the release of the abortion records, arguing that patients' privacy was at issue, the *Catholic Bulletin*, the Minnesota Newspaper Association (MNA) and the Minnesota Broadcasters Association (MBA) all emphasized the "open-records" issue in the case. The State Supreme Court handed down its decision requiring release of the records in November, 1978.

He also took a strong stand against the Minnesota *Daily* publication of the now-notorious humor issue of spring quarter 1979. The issue was widely regarded as being in poor taste and offensive, and in the first editorial written about it, Casserly pronounced the humor issue to be, "the latest and worst example of journalistic excrement to belch forth from the bowels of Murphy Hall."

Even those who have on occasion disagreed with Casserly's views admire his spunk. In an editorial marking Casserly's retirement, Archbishop John R. Roach wrote: "Bernie and I have not always agreed on a particular issue... But I bow to no one in the very high regard I have for the quality of his writing and his great good sense."

It was while he was a reporter for the *Star* that Bernie met his wife, Dorothy. She was handling publicity for the Radisson Hotel and he was assigned to cover a Radisson event.

"That was the beginning of a beautiful friendship," he says. "We've been married for 31 years now."

Dorothy, too, comes from a long journalism tradition. Her grandfather, J.E. Townsend, founded the



Photo by LeeAnne Engfer

*Belle Plaine Herald* in 1882. Both her father and brother worked on the *Herald*, and she joined the paper as a reporter and columnist in 1969 after a 20-year leave-of-absence to raise the six Casserly children.

She said she especially enjoyed writing a column on the *Herald*. As a strong supporter of the Equal Rights Amendment, she says, "I was kind of the feminist of Belle Plaine."

In 1981, Dorothy joined the staff of the *Current Newspapers*, a group of weeklies that cover the Burnsville, Lakeville, Apple Valley and Eagan areas. Her job as a news reporter and editor there, she says, is "very full-time," but enjoyable, nonetheless.

"It's a form of creativity," she said. "The quality of weekly newspapers has improved greatly. I think people expect more — and are getting it."

Both Casserlys recommend a thorough knowledge of "the basics" of good writing, photography and darkroom skills and an understanding of government and economics for young journalists just entering the field.

Now that Bernie has retired, he said he plans to do some work in radio and television and to write a column for the *Bulletin* — "aimed at older folks" — about his years as a reporter and editor.

Looking back on those years, he says his "greatest satisfaction" was in "bringing an openness to the Church in a time of growth and difficulty... Open reporting of the Church when all too many people would like to cover up the problems."

## Dornfeld new head of SPJ,SDX

by Sandra Braman

Former St. Paul *Pioneer Press* investigative reporter and Minneapolis *Tribune* political writer Steven R. Dornfeld has been elected president of the Society of Professional Journalists, Sigma Delta Chi (SPJ, SDX), for the 1982-83 year. He is the first Minnesotan ever to hold the post.

A 1969 SJMC graduate, Dornfeld now is a Washington correspondent for Knight-Ridder newspapers. In his SPJ, SDX post, he succeeds Charles Novitz of NBC News.

Dornfeld is the first reporter in 40 years to become president of the professional organization — the first in “modern memory,” he laughs. In 1973, Dornfeld and a reporter from the Chicago *Tribune* broke the invisible barrier to reporter representation on the elected national board.

Until then, he said, the 28,000-member society had been almost exclusively comprised of news executives — largely white males in the 40-to-60 age range. He added that the board has changed dramatically since the early 1970s, noting that now there are “even a couple of women.”

The increased involvement by reporters has resulted in several changes within SPJ, SDX, Dornfeld said.

First, he said, the Society has become more aggressive in the freedom-of-information area. With the hiring of a full-time First Amendment counsel, SPJ, SDX is able to devote increased effort to lobbying in Washington. The Society also is able to file its own amicus curiae briefs with the Supreme Court, rather than just adding its name to briefs of others.

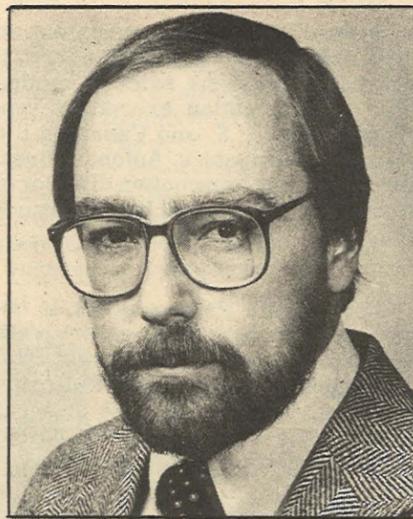
Dornfeld himself has fought actively throughout his career for the open flow of information, an effort that has included testifying before congressional committees on freedom-of-information matters. The Reagan administration, he

said, “has made an almost unprecedented effort to restrict the free flow of information in almost every area.”

Dornfeld noted that the society played a key role in last year's successful battle against President Reagan's attempt to expand the range of government documents that are protected from public scrutiny for reasons of “national security.”

The Reagan order on classification of documents “reversed a 30-year trend under Eisenhower, Nixon, and Carter to narrow and sharpen the procedures under which documents are classified for security reasons,” he said.

Another area of change within SPJ, SDX is in the realm of mid-career education, Dornfeld said. The Society has broadened its range of support for continuing education for persons other than those at the managerial level previously emphasized. The change reflects greater activity on the part of campus chapters, Dornfeld said, as



well as the increased involvement of reporters.

Dornfeld looks back fondly at his own journalism education, saying, “I learned an awful lot at Murphy Hall. I treasured the opportunity to have professors like Mitch Charnley, Ed Gerald, and George Hage. It was excellent preparation for the field I was preparing to enter.”

McEachern worked for years in various public relations and editorial capacities for Northwest Airlines, the *Catholic Bulletin*, *Modern Medicine*, and the American Rehabilitation Institute.

## deaths

Anson H. (Bud) Gordon, business instructor at Normandale Community College, died suddenly Oct. 6 at the age of 61. A retired naval officer, Gordon received a master's degree from the School of Journalism and Mass Communication in 1969. Before entering the field of communication, he taught distributive education at North Hennepin Junior College and at the Minnesota School of Business.

Herbert Legg, publisher and editor of *The Creston Review* for more than 42 years, died June 21 in Creston, British Columbia. Legg graduated from the School of Journalism and Mass Communication in 1937.

Word has been received of the death of Margaret McEachern, a free-lance travel writer. A 1931 SJMC graduate,

## students

SJMC grad student Sandra Braman's third book of poetry will be published in August, 1983, by the University of Alberta's Longspoon Press. Called *spokesheards*, the book was written with Paul Dutton of the Toronto performance group, the Four Horsemen.

Jerry Szkodga, a senior in the School of Journalism and Mass Communication, will participate in the internship program at the United States Olympic Training Center this spring. Szkodga will be involved with the center's broad-scale hometown news release program.

## faculty

Walter Brovald served as a judge for the annual Washington Newspaper Publishers' Association newspaper contests. He also attended an American Press Institute conference on Management of Community Weekly Newspapers at Reston, Va., Jan. 23-28.

Roy E. Carter spent the last three weeks of December at the University of the Republic, Montevideo, Uruguay, where he helped develop a new curriculum in mass communication.

Ed Emery had a bout with heart fibrillation in November but after four days in intensive care, his pulse snapped back to normal. He is currently working with son Michael Emery (Ph.D. '68) on the fifth edition of *The Press and America*. Harper & Row bought out *Reporting and Writing the News*, co-authored with Warren Agee (MA '49) and Phil Ault, in January.

Theodore L. Glasser is co-author with Harvey Jassem of the University of Hartford, Conn., of “Children, Indecency, and the Perils of Broadcasting: the Case of ‘Scared Straight.’” The article will appear in the Autumn 1983 issue of *Journalism Quarterly*. Glasser also will present a paper, “Competition and Diversity among Radio Formats: Legal and Structural Issues,” to the Mass Communication Division at

the May meeting of the International Communication Association in Dallas.

The second edition of *New Strategies for Public Affairs Reporting* by professors George Hage and Arnold Ismach, former SJMC instructor Stephen Hartgen, and Everette E. Dennis of the University of Oregon, was published in January by Prentice-Hall.

Arnold Ismach, a member of the national Ethics Committee of SPJ, SDX, has become chairman of a subcommittee which seeks to develop grievance procedures for violations of the society's ethics code.

SJMC Director F. Gerald Kline presented a session on “Identifying Social Trends” at an American Press Institute series of Seminars on Improving Newspaper Content Jan. 12 in Reston, Va.

Raymond B. Nixon, SJMC professor emeritus, has been awarded the Eleanor Blum Distinguished Service to Research Award by the Association for Education in Journalism and Mass Communication (AEJMC). This award, which has been presented only once before, is designed to honor a recipient who has devoted a substantial part of his or her career to creating unusual conditions or circumstances that have enabled or inspired mass communication researchers to be more productive and the field to advance. Professor Nixon is being honored for his 20 years as editor of *Journalism Quar-*

terly (1945-64), his role in the establishment and growth of the International Association for Mass Communication Research and presidency of that organization from 1960 to 1964, for his work with the UNESCO Conference on Education of Journalists in Latin America and the International Center of Higher Studies in Journalism for Latin America (CIESPAL), for his leadership of the AEJMC when it was the American Association of Teachers of Journalism, for his own research on media ownership and control, and for his counsel and guidance to numerous students — especially graduate students — at the University of Minnesota for the 20 years between 1952 and 1971.

Phillip J. Tichenor, Clarice N. Olien, and George Donohue authored “Metropolitan Dominance and Media Use,” issued as American Newspaper Publishers Association Research Report No. 36. The paper analyzes the extent to which the dominant power of a regional metropolitan center over surrounding suburbs and towns is illustrated by both use and preference for metropolitan newspapers and electronic media as news sources. It is one of a series of reports from the mass communication research project in rural sociology, a long-term study of structural factors influencing mass communication processes. Copies of the report are available from Professor Tichenor, who is also editor of *Sociology of Rural Life*, a quarterly publication on rural sociology.

## alumni

If you would like your address and/or phone number published along with your alumni news, please make note of it in the information you send us. Send alumni notes to:

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

## '30s

Donald Braman, '37, has retired from Doremus & Co., the international public relations firm. Braman was named vice president and regional manager of the Minneapolis office of Doremus in 1977, following the company's entry into Minnesota through acquisition of Don Braman & Associates, Inc., the public relations firm he established in 1958. Braman was a founder of the Minnesota Chapter of the Public Relations Society of America and served as a director and president of the chapter. He also has been president of the Journalism and Mass Communication Alumni Association at the University of Minnesota, where he taught as a part-time instructor in the SJMC for many years. Prior to opening his own public relations office, Braman worked at the Olmsted & Foley advertising agency in Minneapolis, as a reporter for the Minneapolis *Tribune*, and for the Toni Company in St. Paul, where he coined that immortal phrase, “Which twin has the Toni?”

Dorothy Yeats Fox, '38, and her husband, Winton, have retired and moved to Fort Dodge, Iowa, where they are closer to their family. They're using their new home as a travel base.

Chris Finsness, '39, has retired as second vice president, advertising and public relations, of Northwestern National Life Insurance Co. (NWNL) of Minneapolis after a 42-year career with the company. After a year as advertising manager of the *Willmar Journal*, Finsness joined the home office of NWNL in 1940, serving in various communications capacities over the years. He was named director of NWNL's advertising and public-relations department in 1967, becoming second vice president in 1969 in charge of all of the company's communication activities.

## '40s

Robert E. Hillard, '40, has retired from Fleishman-Hillard, Inc. Hillard was a co-founder of the public relations firm, which grew from its formation in 1946 to become the seventh largest independent public relations firm in the country. He will continue to serve as a consulting partner to the firm, which he created after earlier serving as a reporter for the *Des Moines Tribune* and as an editor for the *Des Moines Register* and the *St. Louis Star-Times*.

Robert W. Hefty, '41, is the new director of creative services for Detroit Edison. This responsibility for all Edison advertising and editorial services follows his years of work in these areas with Ford Motor Company.

John R. Wilhelm, '41, Dean Emeritus of Ohio University, spent much of

(Alumni continued on p. 10)

(Alumni continued from p. 9)

1982 teaching at the East/West Center in Hawaii and at Mara Institute of Technology in Kuala Lumpur, Malaysia. He also lectured to professional groups, including staff at the *China Daily*, on his specialty, foreign correspondence. He and his wife, Peggy, are now back home at 190 Longview Heights, Athens, OH 45701.

**Harry Reasoner**, '44, currently of CBS-TV's *60 Minutes*, was rated the country's most-trusted network journalist in a survey conducted by *TV Guide* magazine and released last fall.

**Ahdele Berg Young**, '44, writing under the name of Carrie Young, received the 1982 Florence Roberts Head Memorial award presented by the Ohioana Library Association and the American Association of University Women. The award for the best book of the year written by an Ohio author on an Ohio scene was given for Young's book *Green Broke*, a humorous account of life on a Welsh pony farm in Ohio, published by Dodd, Mead.

**Robert A. Mullen**, '47, has retired as president of Mullen Advertising & Public Relations, Inc., of Phoenix, Ariz. He remains chairman of the agency, and currently is involved with an extensive fiction project, as well.

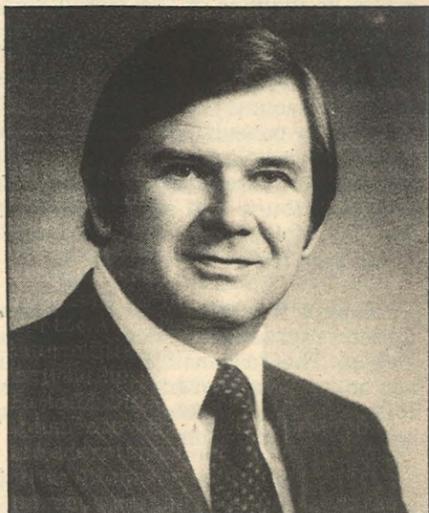
**Herbert J. Coleman**, '49, managing editor-bureau for *Aviation Week & Space Technology* magazine at McGraw-Hill, is completing his third year as a governor of the National Press Club. Coleman has been with the magazine for 25 years and would enjoy hearing from people at Suite 710, 1777 N. Kent St., Arlington, VA 22209, (202) 624-7575.

**John Lundquist**, '49, was co-winner with Martha Malan of the 1982 George Moses Award for excellence in reporting-writing given by staff members of the Minneapolis-St. Paul Associated Press bureaus. Lundquist and Malan collaborated on a five-part series dealing with the state's farm outlook last spring. The award is named after Moses, '69, former chief of bureau for the AP Minnesota-Dakotas operation.

**Robert N. Wold**, '49, of Los Angeles, has joined the University of Minnesota Foundation Board of Trustees for a three-year term. Wold is chairman and president of Robert Wold, Inc., which provides satellite broadcast services for networks and cable companies.

## '50s

**Gerry Nelson**, '54, has been appointed communications director by Minnesota Governor Rudy Perpich. Nelson had long been an Associated Press state capitol correspondent.



**Frank Anton**, '57, has been elected national vice president of the Life

Insurance Advertisers Association, an organization made up of 800 advertising, public relations, sales-promotion and communication executives representing 300 U.S. and Canadian life insurance companies. Anton is advertising and sales-promotion director of Northwestern National Life Insurance Company.

**Betty Smith Patterson**, '58, is observing her tenth anniversary with Shoreline Graphics in Largo, Fla. Together with husband Jim, Patterson provides complete in-house services which range from writing and design through audio-visual production.

**Howard L. Seemann**, '59, professor at Humboldt State University, has been named Outstanding Journalism Educator by the California Newspaper Publishers Association.

## '60s

**Sylvia Allen**, '60, continues as president of the marketing firm of Allen Consulting, Inc. in Holmdel, N.J., a position she has held for several years.

**Judith J. Westendorf**, '62, received a Master of Divinity degree from Candler School of Theology at Emory University, and has taken a ministry at United Methodist Church in McGregor, Minn.

**Patrick Connolly**, '64, has caused a stir in Sweden with his coverage of the visit by Swedish King Carl and Queen Sylvia to Seattle, Wash., where Connolly is a reporter for the Associated Press bureau. In an interview with Connolly, the King professed a belief that men have an easier time than do women being monarchs. "There will always be difficulties for a woman," said the King, "because she is more emotional and has more family ties." Response from liberated Sweden, where succession laws were changed to include women in 1980, was immediate as the story became front-page news all over the country. Connolly is welcome at any time in Sweden.



**David Floren**, '64, has been named president of Minneapolis advertising firm, Martin/Williams, Inc. Floren joined the firm in 1968 as an account manager and has worked in various capacities in the intervening years. Prior to joining the firm, Floren was with Knox Reeves Advertising in Minneapolis and the General Electric Company in Schenectady, N.Y. and Cleveland, Ohio.

**Crispin C. Maslog**, Ph.D. '67, director of the Silliman University School of Communication in Dumaguete City, Philippines, will be on sabbatical and traveling in the United States during

1983. Maslog also serves as a director of the University's Office of Information and Publications. He helped to establish a Philippine News Agency Bureau at the school, and continues in a wide range of professional and teaching activities in the field of mass communication throughout Asia. Maslog can be reached at Silliman University, Dumaguete City 6501, Philippines.

**Carol Pine**, '67, and co-author Susan Mundale recently have published *Self-Made: The Stories of 12 Minnesota Entrepreneurs* with Dorn Books. The book includes the stories of such successful state businessmen as Jeno Paulucci, Earl Bakken, William Norris, Curt Carlson, Richard Schaak, and Rose Totino. "At an age when most children were playing sand-lot baseball or make-believe," say the authors, "these 12 were already involved in what would become their life's work. Some were already turning a profit." Pine is active in the area as a free-lance writer, and serves on the School of Journalism Alumni Board.

**S. Bashiruddin**, MA '68, head of the Department of Communication and Journalism, Osmania University, in Hyderabad, India, has become a director of the Asian Mass Communication Research and Information Center.



**Leonard T. Mitsch**, '68, has been promoted from creative director to vice president of Clarke Livingston Associates, a Minneapolis advertising agency. Prior to joining the firm, Mitsch served as art director for Paragon Advertising and D'Arcy, McManus and Masius Advertising.

**Daryl Royster Alexander**, '69, has been an editor with *The New York Times Magazine* since July, 1982, specializing in law and health. "All of us are a bit driven," she comments. Alexander moved to the magazine after several years at *Essence* magazine, where she started as associate editor, handled a series of editorial responsibilities, and finally became editor-in-chief.

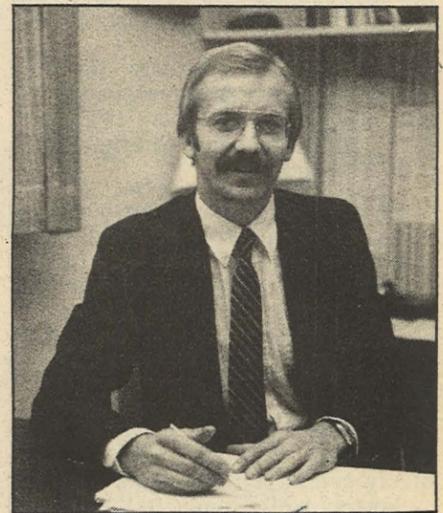
**Mike McCalley**, '69, is advertising and sales-promotion administrator for Cardiac Pacemakers, Inc. of Arden Hills, Minn., in charge of media buying, ad copywriting, sales-promotion items and point-of-sale pieces.

## '70s

**Robert V. Hudson**, Ph.D. '70, professor in the School of Journalism at Michigan State University, is author of *The Writing Game: A Biography of Will Irwin*, recently published by Iowa State University Press. Work on the book began while Hudson was studying journalism history in the SJMC under Edwin Emery.

**Michael Sweeney**, '72, has been named assistant city editor for the St. Paul *Pioneer Press*. He is responsible

for planning and producing the Sunday and Monday editions, and takes part in long-range planning. Sweeney joined the paper in June, 1973. He started as a general-assignment reporter covering energy and environment issues before becoming weekend city editor in September, 1980. Before coming to the *Pioneer Press*, Sweeney worked for the *Fairmont Sentinel* and for Associated Press in Bismarck, N.D.



**James Jarvela**, '74, has joined Gehring Associates of Keene, N.H., university-relations counselors, as a consultant. His position is in the science and technology division, which provides consulting and communications services to the nation's schools of engineering and to such major technology centers as those at Cornell, Lehigh, Rensselaer Polytech, and Princeton's Forrestal Center. Before joining Gehring Associates, Jarvela was a public relations account executive for Martin/Williams Advertising in Minneapolis.

**LaRae Wales Donnellan**, MA '75, has been promoted to extension associate professor at the University of Vermont in Burlington, where she continues as research editor with the Vermont Agricultural Experiment Station. Donnellan's talents don't stop with technical writing — she performed as a dancer and singer with the Green Mountain Volunteers Dance Company on the 1982 *Andy Williams Christmas Special*.



**Dennis A. Johnson**, '75, has assumed editing responsibilities of *The Leader*, published by the National Wildlife Federation in Washington, D.C. Johnson worked for several weekly papers in the state before moving to Alaska in 1976. He was a reporter for the *Anchorage Daily Times* and later edited the *Kodiak Daily Mirror*. In 1980, he was named editor of *Minnesota Out-of-Doors*, a magazine published by the Minnesota Conservation Federation, a non-profit sportsmen's group. Johnson also has written for numerous magazines, including *Audubon*, *National Parks*, *Environment*, *Alaska Journal*, and *Agribusiness Worldwide*.

**Tunji Oseni, MA '75**, is international editor for OPECNA (OPEC News Agency), headquartered in Vienna, Austria.

**Frank Ugboajah, Ph.D. '75**, has been appointed head of the Department of Mass Communication, University of Lagos, Nigeria.

**Robert Wirkkula, MA '75**, has been promoted to Director of Marketing for Carl Pedro & Sons, Inc., a St. Paul firm which manufactures and retails luggage, business and industrial cases, and leather accessories. Wirkkula was formerly advertising manager for Pedro's.

**Duane M. Ebnet, Ph.D. '77**, is an international-communication consultant based in Rockville, Md.

**Curt Kregness, '77**, will be moving to Sao Paulo, Brazil, this summer as a missionary with the Conservative Baptist Foreign Ministry. In Sao Paulo, Kregness will be a production manager for the ministry's publishing house.

**Kirsten Mogensen, MA '77**, covers economics for *Jyllands-Posten* in Copenhagen.

**Fred K. Paine, Ph.D. '77**, is head of graduate studies, School of Journalism, Drake University, Des Moines, Iowa.

**Kimberly M. Roden, '77**, has been named administrator of community projects for Minnegasco, Inc., in Minneapolis. Previously, she had been director of campaign promotion for United Way of Minneapolis.

**Paul Battaglia, '78**, is staff photographer on the media staff of the House Republican Caucus for the Minnesota House of Representatives, where he does some writing, as well.

**Nancy J. Johnson, MA '78**, is associate editor of *Alcohol Health and Research World*, the official quarterly of the National Institute on Alcohol Abuse and Alcoholism, where she also reports on research and coordinates the development of a series of curriculum guides. She'd enjoy hearing from other alumni at 18237 Lost Knife Circle #303, Gaithersburg, Md. 20879, (301) 926-5886, (301) 468-2600.

**Cherie Rollings Peck, '79**, is promotion coordinator for International Study & Travel Center, a non-profit organization that provides assistance to students studying and traveling abroad.

**Christine Perovich, '79**, is media consultant to the DFL Caucus in the Minnesota State Legislature.

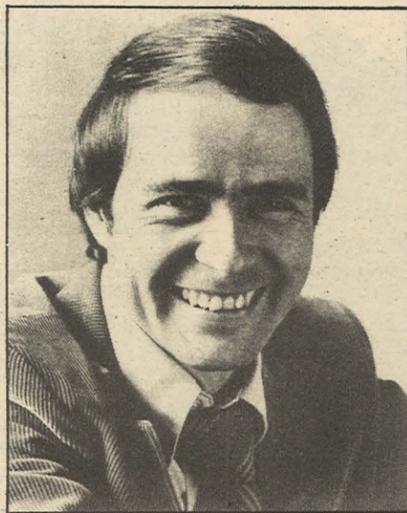
**Jeanne A. Reinhart, '79**, is an editor for Celanese Chemical Co. in Dallas, following earlier positions in public relations in both Minnesota and Texas. She writes that she hopes retiring SJMC Professor Willard Thompson "knows he is appreciated by all of us who were interested in PR. He really . . . knew what PR was all about, made valid suggestions on other courses . . . and held PRSSA together. . . . He deserves a royal farewell."

**Don Stacem, '79**, has joined the staff of the *Darien News-Review* in Darien, Conn. Previously, Stacem was advertising manager for the trade magazine *Catalog Showroom Merchandiser*.

**William Stieler, '79**, is senior office assistant, medical records in the Radiology Department of the University of Minnesota Hospitals.

## '80s

**J. Michael Flanigan, '80**, is a senior analyst/consultant for Control Data Corporation, acting as a staff consultant for internal computer systems.



**John Kerans, '80**, is news director of WOI-TV, the ABC affiliate in Des Moines, Iowa. While at the University of Minnesota studying part-time, Kerans worked as news director of WWTC-AM radio, assignment editor of KMSP-TV, newscaster of WIND-AM in Chicago, and at WCCO-TV as a producer and "Midday" news anchor.

**Kristen Bergstrom McCarthy, '80**, is an advertising copywriter specializing in product management for Burgess Publishing Company, a college textbook publisher in Minneapolis.

**Susan D. Rowland, '80**, is production coordinator for *The Family Handyman*, a Webb Company publication. Previously, Rowland was an advertising assistant for *Minneapolis-St. Paul* magazine.

**Chikezie Tasie, MA '80**, is an editor with the Nigerian News Agency.

**Joseph W. Wong, Ph.D. '80**, has returned to full-time teaching in the Journalism Department, Chinese University of Hong Kong.

**Tom Borgman, '81**, is the new sales-promotion manager for Northrup King Co. Previously, he had held a position as account manager with the agricultural advertising-marketing agency, Agmart Corporation.

**Eugene Frazer, MA '81**, is a project director in the creative department for Business Incentives agency in Edina.

**Pat Greene, MA '81**, is employee-communications specialist for MSI Insurance, where her duties include involvement with all phases of editing and production of employee publications.

**Perry Groten, '81**, is working in the News Department of KEYC-TV, a Mankato station, anchoring and producing the "Six O'Clock Report."

**Loralee Holdahl, '81**, is copywriter and promotion writer for Campus Crusade for Christ in San Bernardino, Calif.

**Eileen C. Levy, MA '81**, while a second-year law student at Cornell University, is working as assistant city editor at *The Post-Standard* in Syracuse, N.Y. Earlier, Levy worked stints as a reporter for the Lexington, Ky., *Herald* and the Glen Falls, N.Y., *Post-Star*.

**Steven L. Miller, '81**, is a general-assignment reporter with the Waseca, Minn., *Daily Journal*.

**David M. Parry, '81**, handles ENG videography and editing as photo-

grapher in the news department of WTCN-TV in Minneapolis.

**Paul Riemerman, '81**, is a reporter and photographer for the *Valley Journal* in Halstad, Minn.

**David Shippee, '81**, is staff photographer for the Corpus Christi, Texas, *Caller-Times*.

**Dennis M. Sullivan, '81**, is working as a chemical engineer in the process department of Cargill, Inc., Dayton, Ohio.

**Patricia Bowes, '82**, is working as coordinator/assistant for client services with Jack Carmichael Advertising, in St. Paul.

**Stuart James Bullion, Ph.D. '82**, is an assistant professor in the School of Journalism, Southern Illinois University, Carbondale.

**Elna L. Campbell, '82**, is executive secretary to the chairman of the board of Midwest Communications, Inc., a broadcast ownership firm.

**Kevin M. Chandler, '82**, is studying law at Hamline University.

**Margie Daimo, '82**, is doing freelance writing and photography for the monthly newspaper *The Twin Cities Christian*.

**Stephen N. Dzubay, '82**, has both reporting and photography responsibilities with the Little Falls, Minn., *Daily Transcript*.

**Diane Ethier, '82**, has taken a position as media buyer for Duffy, Knutson & Oberprillers advertising agency in Minneapolis.

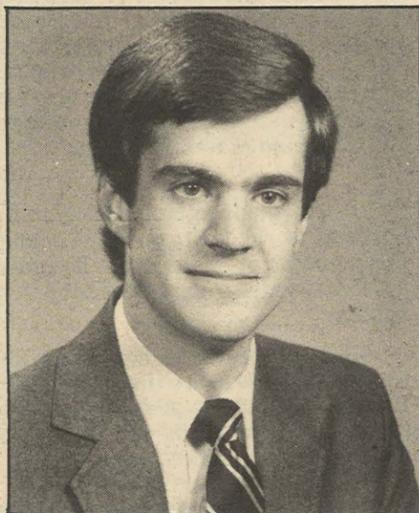
**Mary T. Frie, '82**, is office coordinator for Kroy, Inc. Sales Center in Bloomington.

**Catherine A. Gabe, '82**, is education reporter for the Dubuque, Iowa, *Telegraph Herald*.

**Karen Herzog, '82**, is advertising manager for the monthly *Grand Gazette* of St. Paul.

**Mary A. Hoppe, '82**, is copywriter for Breen & Porter, an advertising/creative services company in Miami, Fla. Regarding her successful job-search process, Hoppe writes, "I never realized the service you all really do perform. Thanks."

**Laura Johnson, '82**, is assistant broadcast buyer for Carmichael-Lynch Advertising in Minneapolis.



**James William Keeler Jr., '82**, was campaign manager for the Sabo for Congress Volunteer Committee during the 1982 Minnesota campaign.

**Doug Killian, '82**, is working as a public-relations representative with Northwest Orient Airlines in St. Paul. Killian has primary responsibility for internal employee publications, following more than a year editing the employee newsletter for American

Hoist & Derrick.

**Cheryl Knoernschild, '82**, has become automotive manager in the GM Automotive Department with the Minnesota Better Business Bureau in St. Paul. She handles GM automotive complaints from mediation through arbitration.

**Robin G. Kreibich, '82**, is anchor and general-assignment reporter for KOTA-TV, owned by Duhamel Broadcasting in Rapid City, S.D. "I credit the University of Minnesota, and particularly the J-School, for the position I hold . . . The coursework I completed at the U has helped me make that big first job a smooth transition out of school," Kreibich writes.

**Dawn M. Loberg, '82**, is working in the advertising department of the Minneapolis *Star & Tribune*.

**Bryan Keith McKenzie, '82**, is working as a traffic reporter for Metro Traffic Control in Denver, Colo.

**C. David Messman, '82**, is enrolled in the University of Minnesota Law School.

**Debbie Metz, '82**, is executive secretary/administrative assistant for Harris & Associates, Inc. advertising agency in Minnetonka.

**Alex Mpinda, MA '82**, has rejoined the faculty of the Tanzania School of Journalism.

**Gervas Moshiro, MA '82**, is senior lecturer in broadcast journalism at the Tanzania School of Journalism in Dar-es-Salaam.

**Tamara Munsterman, '82**, is an account executive with Sheggeby Advertising in Minneapolis.

**Katherine O'Hara, '82**, is an inside salesperson in the Advertising Department of the Minneapolis *Star & Tribune*.

**Lisa R. Renaldo, '82**, is a publications editor for IBM Rochester, which specializes in computer publications.

**Nancy L. Roberts, Ph.D. '82**, is an assistant professor in the Department of Journalism at the University of Rhode Island, Kingston.

**Sal Skog, '82**, is doing free-lance photography following a period as photographer for the editorial department of the Spokane, Wash., *Daily Chronicle*.

**Anne M. Spitz, '82**, is performing a variety of graphics functions in the art department of *TV Dispatch*, a weekly magazine in Bloomington, Minn.

**Jane Stender, '82**, is advertising manager for Northern Hydraulics of Burnsville, a direct-mail industrial wholesaler.

**Kira M. Glass Swedberg, '82**, is an account executive in advertising sales for KQRS radio in Minneapolis.

**Rama Murphy Tunuguntla, Ph.D. '82**, is news director of the *Deccan Chronicle* in India.

**Kay Nagel, '82**, is working in classified advertising sales for the Minneapolis *Star & Tribune*, as well as freelancing for Pillsbury Company's Research and Development Division newsletter.

**Susan M. Webber, '82**, is working as an artist for Sailor Newspapers, headquartered in Excelsior, Minn.

**John C. Williams, '82**, covers the police and court beats as a reporter for the New Bern, N.C., *Sun-Journal*.

**Julio E. Munoz, Ph.D. '83**, has become head of the technical center of the Inter-American Press Association, Miami, and assistant to the association director.

Photo by Donna Terek



Winter 1983

School of Journalism and Mass Communication

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# Murphy Reporter

12

## 'The Best' in advertising

### A room full of 'precious ideas'

In a business that's sometimes accused of crass commercialism and cut-throat competition, creativity is often an under-recognized commodity.

But creativity had its day on Nov. 4 when hundreds of Twin Cities advertising folk gathered at Coffman Union to display their "best."

"The Best," in fact, was the name of the "first annual" event that brought writers, art directors, artists and photographers from the local advertising community together to view each others' work. The show was sponsored by the Advertising Agency Council of the Northwest and the SJMC Minnesota Journalism Center. SJMC Professor Dan Wackman was co-chairman of the event.

Advertising professionals from agencies and media throughout the Twin Cities were invited to display their "personal best," with "no judging, no competition." Nearly 200 ads were on

display, including 35 television and radio commercials that were played continuously throughout the four-hour show.

Co-chairman Bob Jones of Paragon Advertising noted that in the advertising business, there are often "hundreds of people trying to 'help'" by offering advice. "You have to live in this world and really react," he said, "not ignore and not placate. To be able to keep creativity in that environment takes a different kind of temperament.

"It's difficult to be creative in the business world and to be tough enough to hang onto a precious idea," he added. "A marvelous thought is usually very fragile."

All the ads in the show are being displayed, several at a time, in Murphy Hall throughout the year. In addition, slides of the print ads will be used as visual aids in SJMC courses.



Photo by Donna Terek

SCHOOL OF JOURNALISM  
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