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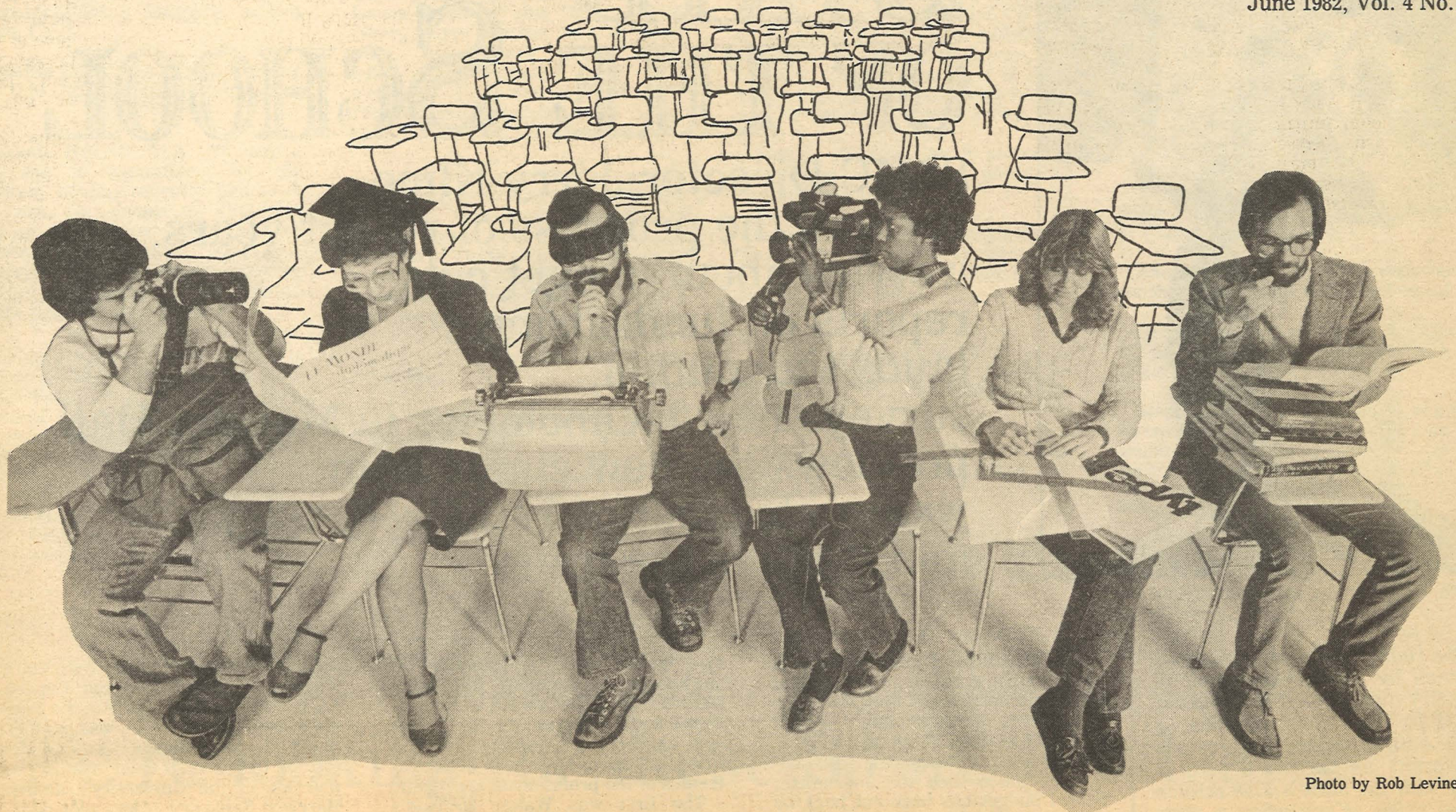


Photo by Rob Levine

With new mass comm major, SJMC isn't just for journalists anymore

Liberal arts, professional program compatible in new curriculum

by Stacy Richardson

Some folks around these parts used to think Murphy Hall wasn't big enough for the both of 'em.

The efforts of journalism schools to provide both professional training and a broad-based liberal arts education in communication traditionally have been the source of friction -- ranging from civilized discussion to bloody battle -- among those who tend to favor one orientation over the other.

As much as a university is categorized by its social life (we all know the difference between a "party school" and a "study school"), an academic department is categorized by its curriculum. In journalism, the stereotypes have pitted "nuts 'n' bolts" against "ivory-tower theorists" -- "green eyeshades" versus "chi squares."

To be perfectly honest, the University of Minnesota School of Journalism and Mass Communication has been accused of operating with each of these biases, and, to be sure, the curriculum includes elements of all of them. By and large, however, journalism at Minnesota has had a reputation for including a balance of professional and liberal arts education. That balance has never been more apparent than in the development of a new SJMC curriculum that will be implemented next fall.

The new curriculum includes both "professional" and "mass communication" emphases. Far from competing with one another, the programs are designed to complement each other and provide a broader communications background for all SJMC students. And incidentally, to no one's particular surprise, no blood was spilt during the planning stages and the faculty are promoting the new program enthusiastically. Words like "innovative" and "exciting" crop up regularly in discussions of the new courses.

Curriculum Committee Chairperson Donald Gillmor explained that the two programs will have six courses in common, including four "premajor" or preparatory courses and two "core courses." The premajor courses include *Introduction to Mass Communication*, *Visual Communication*, a writing course that "cuts across all media" called *Producing Mass*

Media Messages, and the one Gillmor calls "the most exciting course," *Information for Mass Communication*.

The "information" course, taught by Professors Jean Ward and Kathy Busterna, will "provide a broad understanding of and skills in information retrieval," Gillmor said. The course deals with information resources such as public records, libraries, research institutions, data bases and interviews.

The Media in History and the Law and Mass Communication Processes and Structure will be required as core courses for students in both programs. In addition, the requirements for writing courses have been increased to include freshman composition plus two writing courses in English.

Beyond these "entry requirements," Gillmor said, "the program is largely elective. We expect that students will consult very closely with advisers, and programs can be highly individualized."

As always, students in the professional major will take supporting classes in economics, history, political science, composition, psychology and speech, depending on the program. There will be less emphasis on the traditional "sequence" divisions of news-editorial, photographic communication, advertising and broadcast journalism, however, and students will be able to design programs that "cross sequence lines," Gillmor said.

"We don't think our old sequences reflect anymore the reality of the communication world," he said. "We think that in terms of training, employers will be looking more and more for people who are capable in more than one area."

The mass communication major and minor "will contain a wide variety of courses dealing with the economic, political, legal and social aspects of communication," Gillmor said, with no professional skills work beyond the preparatory courses.

He noted that a major advantage of the new organization is that the advanced-level professional skills courses will be saved for students who actually plan to pursue journalism as a career.

"We've had the perception for a long time that we've been wasting these expensive, small class-

number, professional writing and editing courses on students who never planned to apply them," he said. "By the same token, we've come to realize that large numbers of our students will find themselves in a wide variety of positions in communication and probably will need a broader perspective on communication and will need only minimal skills.

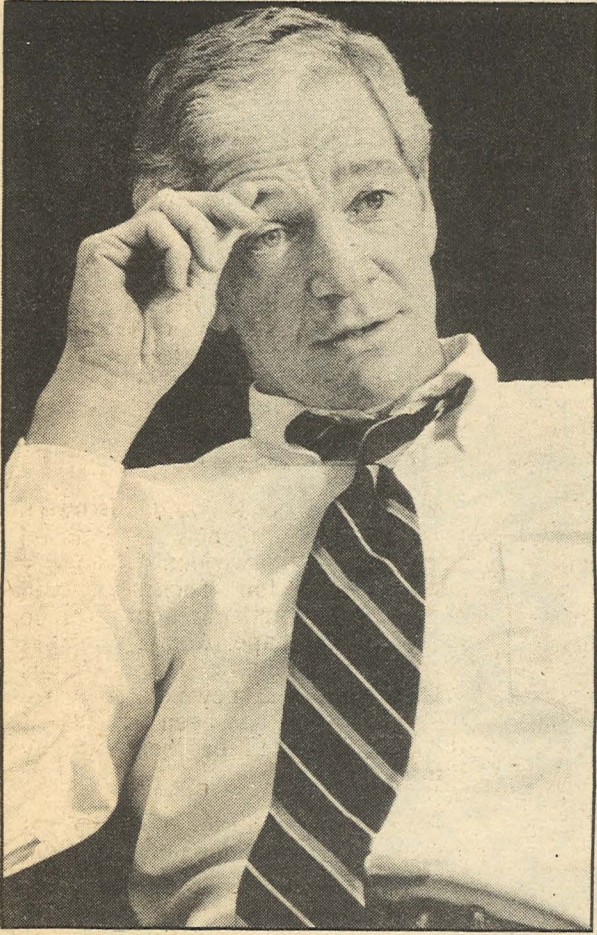
"In all cases," he added, "people get more professional training in jobs than they could get at the university. We expect that professional training continues, whereas liberal arts training ends with the university experience... There's an advantage to having a broad liberal arts education which could carry you into many fields of endeavor."

Do not look at your neighbor's paper

Remember the days when you actually were capable of answering questions like this one from the mid-term examination for Journalism 3007? The course is *The Media in History and the Law*, and is taught by Professors Donald Gillmor and Hazel Dicken-Garcia.

Write your own "coherent essay" (using blue or black ink, of course, and writing on only one side of the paper) and let us know if you still think J-students today have it easier than you did.

One way to discuss the Kentucky Relief War is in terms of structural failure. That is, the institutions created by the new nation to solve problems of society's existence -- courts, legislatures, executive powers, election process, the press -- failed to function as intended. To what degree do you believe the press' socio-political role had been defined by this time? What degree of autonomy did the press have? Was it a distinct entity in relation to other institutions, or did it overlap other institutions too much to display independence and separate identity? In effect, what was the press' role in the societal structure? What role did it play in the structural failure that culminated in the Kentucky Relief War?



Photos by Sal Skog

STATE OF THE SCHOOL

SJMC Director Jerry Kline reviews the progress of recent years, worries about budget cuts, reports on fundraising, lauds the alumni, surveys new technologies in Murphy Hall, previews the new curriculum, waxes eloquent on retiring faculty and looks to the future.

The University community was stunned by an announcement in January that Minnesota Governor Al Quie was recommending a \$63.7 million budget cut for the University as part of a plan to deal with the state's \$768 million fiscal crisis. Even when a compromise figure of \$26.6 million was assigned, the cuts were called "crippling," and University programs and departments began gearing up to absorb the shock. President C. Peter Magrath announced that entire programs would be eliminated and up to 400 University employees would lose their jobs. On March 12, the Board of Regents approved a 22 percent tuition hike to be imposed next fall.

While the School of Journalism and Mass Communication will not be hit as hard as some other departments, Murphy Hall is already adjusting to cuts in support services and funding for graduate assistantships, along with a possible loss of faculty positions as several SJMC professors retire over the next few years.

Not all the news is bad, however. Fundraising for the School continues to go well and a new curriculum that has been in the planning and experimental stages for three years will be implemented in the fall. New facilities and communications equipment are in place, thanks largely to the contributions of alumni and professional constituents of the School.

All in all, it's a time for making adjustments, examining the current situation and reassessing plans and goals for the future. In a recent interview with the Murphy Reporter, SJMC Director F. Gerald Kline did just that.

As we're talking now, we're probably in the greatest recession this state has seen since the '30s. The University's biennial budget has been cut by \$25 million. There was an internal rebudgeting within the University, and since then the Journalism School budget has been cut back by about \$20,000. This cut was offset, however, by the fact that the College (of Liberal Arts) has agreed with us that the State should be paying for faculty and civil service positions that had been covered by our endowment funds for several years. This has taken some of the pressure off us.

On Fundraising

We know the University is financially strapped, and we're fortunate in that we've received a tremendous amount of support from our professional constituents. When I arrived here in 1978, our professional relations had drifted somewhat, so they became a focus of attention. We didn't want the professional community to feel they had to come out and tell us what to do, but we did feel it was important for them to be involved in what we do in education.

Our professional constituents have been very supportive in helping us bring the building up to date technologically. By the same token our individual alumni have helped provide the intellectual refurbishment through scholarships and books, and by generally helping us to do things we wouldn't otherwise be able to do on the limited state budget.

The Cowles Endowment

The support we receive from John Cowles, Sr. and his late wife, Elizabeth, is the financial cornerstone of our constituency support. In 1977, the family endowed the University with a gift of \$2 million. We now have the principal in hand, and there are three primary ways in which the interest it bears will be spent: the Minnesota Journalism Center, the John and Elizabeth Cowles chair in media economics and management, and the Cowles Fellowship program, which will bring working journalists to campus.

The Minnesota Journalism Center provides a great outreach opportuni-

ty. We've held a number of workshops, conferences and symposia on topics that we felt were of interest both to journalists and to our own academic community. The two most successful have been at the extremes of the professional spectrum.

The first was Walter Brovald's workshops for community weeklies, designed to improve their agricultural reportage and coverage of community conflict. These were enormously successful. I get mail from all over the state; the weekly editors love them. There's a sense that we care about them, and in fact, we think we are doing something that will help improve their overall performance.

At the other end of the spectrum was the extremely successful 50th anniversary of the Constitutional landmark case, *Near vs. Minnesota* -- a conference Professor Donald Gillmor was instrumental in organizing. That, by any stretch, is going to be hard to top. We had the cream of the crop of First Amendment philosophers, theorists, historians and lawyers. It was a great celebration for the *Near* case.

(Editor's note: The Near vs. Minnesota case, which originated in Minneapolis, was decided by the Supreme Court in 1931. The decision was the first to enunciate firmly the principle that prior restraints on the press would not be tolerated except in "exceptional circumstances.")

'The workshops for community weeklies were enormously successful. I get mail from all over the state; the weekly editors love them.'

We've had a number of other successful Minnesota Journalism Center programs, including a business journalism seminar, a seminar on stress in the newsroom and a 4A's advanced advertising seminar for working professionals. We're planning a series of workshops on how to find information using new computer-based searches and we're actively pursuing a conference on the economics of information.

In April, David Broder of the *Washington Post* was a Minnesota

Journalism Center visitor. And Yuan Xian-Lu -- the Washington bureau chief of the *People's Daily* in the People's Republic of China -- was another guest, as were Henry Shapiro, the former UPI bureau chief in Moscow, and one of the University's alums, Harrison Salisbury. Alexander Ginzburg, the Russian emigre journalist, was here, and I could go on. The opportunities provided by the Minnesota Journalism Center and the money that the Cowles Endowment gives to it allow us to be involved deeply with all ranges of professional journalism.

The appropriate utilization of the Cowles Chair is something we're now struggling with. I say struggling in that we are trying to educate ourselves as to where the emphasis should be -- on media management or economics or on some combination of the two. Ultimately, we'll be looking for a senior faculty member who will help set our curriculum direction with respect to such crucial issues as media management and how the mass media are financed -- and the relationship of that financing to the editorial process.

On Scholarships

One of the great strengths of the School is that each year we give away between \$60,000 and \$75,000 in scholarship money. This comes from a number of sources: some of it is income from endowment money, but

some of it is money that comes to us each year from various donors.

For example, the WCCO minority scholarship program is approaching its 10th year. Over that 10-year period, the WCCO stations will have given the School of Journalism more than a quarter of a million dollars for minority support. It is by far the most successful minority scholarship program in the country, both in terms of the number of recipients who have completed their degrees and in terms of the number who have gone on to

very successful careers.

We were very surprised a few years ago when a woman who passed away in St. Paul left us the bulk of her estate. Her name was Hilma Eckstrand. She had been the housekeeper for Herbert Berridge Elliston when he was the editorial page editor of the *Washington Post*, and she left her estate to the School of Journalism in his memory. The interest on that money provides scholarships for seniors and graduate students in the School.

We get a number of heartwarming scholarship gifts from firms. We give money to 40 or 50 students a year -- numbers we're proud to say rank with the highest in the College and in the University as a whole.

In addition to those scholarships, we have a number of internships that provide our students with experience in the field. Still, the major field experience students get in the School is through working on the *Minnesota Daily*.

On the Daily

We're continually concerned about the need to keep the *Daily* physically close to the School. Because they've grown over the years, they're hard-pressed for space, and there's always a threat that they will move out of Murphy Hall. We're very concerned that the University understand that the *Daily* is not only one of the great student newspapers in the country, but a major adjunct to our curriculum. The University will grab any spare space if we're not careful.

On Murphy Hall: the Building and Its Contents

The struggle to maintain workspace for the *Daily* is a symptom of a more basic problem -- the need to upgrade the School's physical plant to insure our ability to teach the professional courses in a manner that is "20th-century." When I was appointed, the economic downturn was still ahead, but it was clear that we were lucky to get what we did get from the Legislature -- a \$150,000 special appropriation. We also raised close to \$300,000 from the capital fundraising campaign.

'We've been faced with a 40 percent growth in the number of majors and virtually no growth in faculty resources.'

These two chunks of money are allowing us to make some rather radical changes in the support we can give to the professional sequences through audio-visual, word-processing and computer resources. These gifts have produced the VDT editing laboratory, the broadcast studio, the film and video-editing/audio-editing lab and a refurbishing of the graphics lab. And Murphy Auditorium will soon be first-rate.

In the visual communication area, the Alumni Constituent Society is taking it upon itself to help raise the additional funds to make ours a first-class photo facility. What that means is raising another \$100,000 to \$200,000 to move it, make it safe and make it modern.

Sevareid Library

When I arrived, the library was in pretty dismal shape, mostly because budget erosion had taken its toll in limiting acquisitions over the years. One of the ways in which we drew attention to the refurbishing of the library was to rename it to honor Eric

Sevareid. Now, one might wonder whether you "honor" any person with a decrepit library, but since that time, I think we've improved it 10-fold and we'll improve it more and more each year.

We have added a professor-librarian, Kathy Busterna, to the faculty and we've increased the acquisitions budget each year. We've also put in equipment to protect the books. The money for this comes from two sources: internal rebudgeting, and more importantly, gifts from our alumni. The ongoing alumni fundraising campaign has been enormously successful, yielding \$15,000 to \$20,000 a year.

During the next year, we'll clean up the library, paint it, fix it up and air condition it. So I think it can be said that we've improved the library to the degree that Eric Sevareid would be proud of it -- and we're not done yet.

On the New Curriculum

The most exciting changes in my three and a half years as director have involved the challenge of bringing our curriculum into conjunction with the future. The revolutions in technology and telecommunication and the changing character of newspapers, magazines and other media have restructured the job market and altered the shape of the profession itself.

Pressures on our curriculum were two-fold. We did not have sufficient faculty resources to teach all the students we wanted to get in, and we needed to adapt the curriculum to the changing communications environment. A faculty retreat at Wabasha produced a series of principles, which were subsequently, through an enormous amount of work by a dedicated faculty, translated into a new curriculum. We now have a double-track major, one part of which places less emphasis on professional training.

We have about 1,300 undergraduates; 900 to 950 are pre-majors and the rest have been admitted to major status. At the moment, however, we have only 165 seats open each year in the traditional areas of news-editorial, photojournalism, broadcast journalism and advertising. One consequence of this is that

now the student entering as a major has an average grade point of about 3.2 -- we've really got almost an honor's program going. But a more unfortunate consequence is that a



'We're in danger of losing momentum... the national reputation our faculty has established could be eroded.'

number of students aren't going to be able to get into the professional-track program.

On the other hand, we also have a number of students who don't want to be journalists, but who do want to be educated about the media. The non-professional program will serve that purpose. It's akin to political science, where you study the political institutions in a society. Here, we study the media institutions of a society.

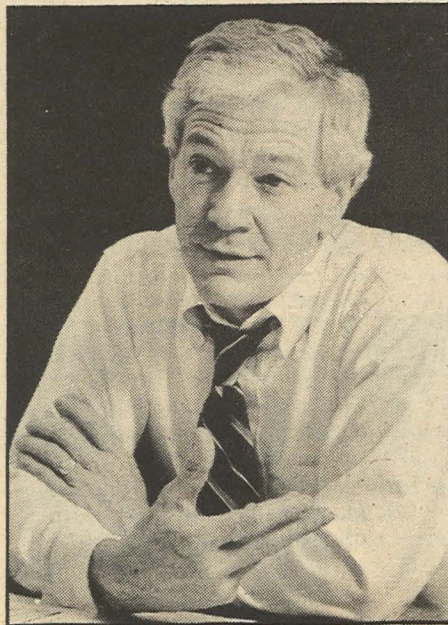
One of the gains of the new curriculum is that this allows us to concentrate sharply on a high-quality professional program. Only 12 persons are allowed in each editing class -- no more than 16 in a writing class. In general, we think this focus will allow us to maintain the high level of our national ranking.

On Losing--and Regaining-- Faculty Positions

Of course, the high regard in which the School is held has been jointly due to the national stature of our faculty -- past and present -- and to the success of our alumni. One of the most serious issues we face in the future is whether we will have the faculty resources to keep up the size and quality of the program we've established. It's quite clear that we can't let everybody in, even with the faculty we have, and we're on the verge of some potential faculty depletion.

In the last 8 to 10 years, we have been faced with a 40 percent growth in the number of majors and virtually no growth in faculty resources. Now we're at a point where we'll have about a 40 percent turnover in faculty over the next three years. As a result of economic pressures on the University, not all of these positions are reallocated to us automatically or immediately.

Professor Virginia Harris will retire this spring, and we will search for her replacement in 1982-83. Professors George Hage and Tommy Thompson will retire next year, and we have been given permission to search for a replacement for Professor Hage. Professor Ev Dennis has resigned to become the Dean of the College of Journalism at the University of Oregon, and that position has not been given back to us yet. Professors Dick Foushee and Jim Brown, both in the photographic communication area, resigned this spring, and it's not clear that those positions will come back to us immediately. The year



after next, Professors Hal Wilson and Ed Emery retire.

Because of the enormous budgetary crunch in the College, it's conceivable that these positions will not be reallocated to us within the next three years, but rather, if at all, over a five, six or seven-year period. But we really must, I would argue, replace them over a three-year period.

With Foushee's and Brown's resignations, we're now left with no photo faculty. If we don't get early replacements for Thompson and Wilson, the advertising faculty will be in desperate shape. And if we don't get replacements for Hage, Dennis and Emery, our news-editorial sequence -- which has been the core of the School -- will be tremendously diminished.

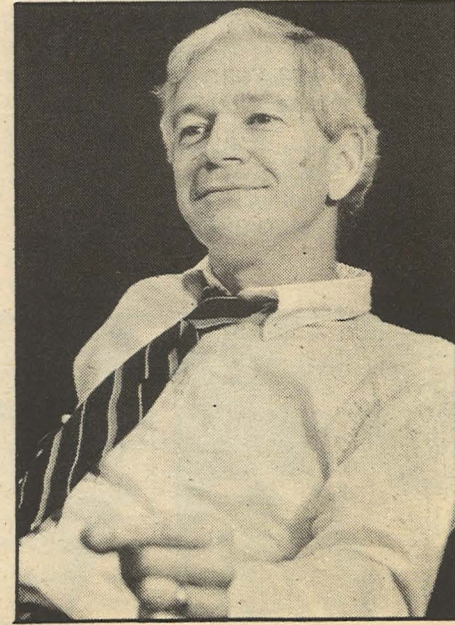
My fear is that if the College feels it cannot quickly replace our lost faculty, we're going to slide from our number-one position, we're not going to be able to do the quality job that we're now doing -- certainly not for the same number of students. We're in danger of losing the momentum generated by our new curriculum, and in general, the national reputation our faculty has established could be eroded.

I'm continually talking to the deans about this. They've indicated very strong sympathy and concern; what we need to do is try and get them to translate that sympathy and concern into commitments.

Although I'm sympathetic with the problems the College has, one has to be alert to the fact that if you do not have quality departments in a University -- and we are one -- what you have -- ultimately -- is a mediocre University.

On an Optimistic Note

All of this is bittersweet. We're looking at the retirements sadly because the people who are leaving have made us great. On the other hand, the changing times and changing faculty are presenting us with the opportunity to adapt and meet future issues with a fresh view. The issue of getting faculty to reinvigorate themselves, to institute self-appraisal relative to the curriculum, is very challenging. But we're optimistic because we can make the changes that allow our curriculum to adapt.





Students to examine Star and Tribune merger

The fall of the *Minneapolis Star* and the accompanying merger of the *Star* and *Tribune* have been big news around this town. Local media have devoted extensive coverage to the *Star's* decline and the reasons for it.

While a few writers have insisted that the *Star* deserved to die, most have mourned its passing, if for no other reason than for the loss of

another "voice" from the Twin Cities media scene.

In any case, the merger provides a rare opportunity for in-depth study by SJMC faculty and students. Under the direction of Professor Arnold Ismach, several students have begun independent study projects to examine the ramifications of the merger. Their findings will be covered in the summer issue of the *Murphy Reporter*.

Wheeler wins Hearst contest

On the cover of this issue is a photo by *Minnesota Daily* photographer Jeff Wheeler, who won the award for best photographer's portfolio in the Minnesota Newspaper Association College Better Newspaper Contest for 1981.

As this issue went to press, we learned that Wheeler has since gone on to win first prize in the William Randolph Hearst Foundation Photojournalism Championship Competition in San Francisco.

MJC visitors discuss press in U.S., China and U.S.S.R.

An impressive line-up of visitors to the School marked the Minnesota Journalism Center (MJC) spring calendar.

In early April, David Broder of the *Washington Post* and Yuan Xian-Lu of the *People's Daily* of Peking were MJC visitors, and, together with the University Gallery, the Center sponsored a major conference on "Intellectual Life in the Soviet Union: A Look at Contemporary Soviet Culture," April 16-18. The list of luminaries in the field who were guest speakers at the conference included Alexander Ginzburg, Harrison Salisbury, Henry Shapiro and Colette Shulman.



Minnesota
Journalism
Center

David Broder, political correspondent and columnist for the *Washington Post*, gave the Frank Premack Memorial Lecture, "Can Our Political System Survive the Press?" at the University Law School on April 5. Broder answered his own question by saying "obviously it can," but cautioned that the press must guard against overrating its own importance or abusing its power.

The mass media are often guilty of "a restless urge for quick answers to complex problems," he said, and a tendency to be careless with facts or to present them out of context.

He added that journalists also need to be "more modest about what's in papers and on TV," and realize that the best the media can present is usually a "partial, hasty, inaccurate, necessarily flawed version of some of the news that's fit to print... Our ignorance is dangerous," he said. "We fall as far short of telling the truth about what's going on as the government does of achieving justice."

Yuan Xiang-Lu, Washington bureau chief of the *People's Daily* in Peking, visited the School on April 14 and talked with students about the press in the

People's Republic of China. Yuan noted that the *People's Daily* of years past practiced "distortions of the truth" and consequently suffered a lack of public trust.

"The situation has changed gradually but tremendously," since the fall of the Gang of Four, he said, adding that the current paper has published "corrected" reports of news from as far back as four years ago. Although the *People's Daily* is the organ of the Central Committee of the Communist Party in China and, as such, is expected to follow the "Party line," Yuan said, "the Party doesn't interfere in daily decisions." A policy of publishing letters to the editor, even those that are critical of the government and Party officials, he said, has helped to rebuild trust in the paper.

Harrison Salisbury, former editor and Moscow correspondent for the *New York Times*, described the plight of the artist in the Soviet Union in his talk, "The Russian Revolutionary Spirit Lives on in Art and Culture," on April 16.

Salisbury, who won a Pulitzer Prize for his reporting on the U.S.S.R., traced the history of the "conflict between the artist and the State," that has existed since Catherine the Great "first opened," and then, out of fear of revolution by Russian peasants, "closed the door to European influence."

Soviet "tools of repression" are employed, he said, to channel the talents of the "sensitive souls" who are "writers, creators and intellectuals," into "safe" occupations that serve the interests of the State — a situation that has forced many artists to leave the Soviet Union. He added that those who have defected to the United States aren't here out of any great love for the American government or way of life, but "because they cannot live in their own country — they were kicked out... They have to export with them the memory and sadness of their own country."

Among the "remarkable people" Salisbury mentioned who are forced



Photo by Jean Pieri

to live outside the Soviet Union was Alexander Ginzburg, who spoke, assisted by an interpreter, at a panel on "The Communication of Political Symbolism," on April 18. Ginzburg, a writer, journalist and human rights activist, was exiled from the U.S.S.R. in 1979 after nine years in prison. He now lives in Paris.

Educated in journalism at Moscow State University, Ginzburg said he got his "true education" from an American correspondent in Moscow. In the Soviet press, he said, his articles were "corrected" and censored, and he was allowed to write freely "only about the ballet."

He was first arrested in 1960 when he and a group of friends published an underground poetry magazine. Between prison terms, he continued to write in support of the dissident movement, and in 1974, he helped administer the Russian Social Fund for the families of political prisoners (organized by Alexander Solzhenitsyn). The magazine Ginzburg helped start is still being published, he said, and the writers are still being imprisoned.

As he concluded his talk, Ginzburg spoke in English the watchword of the Soviet dissident movement: "nonviolence."

Ginzburg's co-panelists, Henry Shapiro and Colette Shulman, both have worked as journalists in the Soviet Union and gave their impres-

sions of the role media play in Russian life.

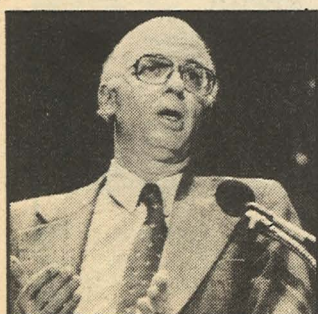
Shulman noted Soviet citizens are extremely interested in international news, and the "elite" have their own closed-circuit communication networks for news from outside the U.S.S.R.

Shapiro described two kinds of objectivity as defined by the Soviet press: "bourgeois objectivity," which is "for the birds, the *New York Times* and maybe for the *Minneapolis Tribune*," and the preferred "Soviet objectivity" which promotes "agitation by means of fact. News must be organized," he said, "didactic and instructive... The function of news is not to inform, amuse, entertain or sell pantyhose — that would be bourgeois."

He added that while the Soviet press does not present a lot of "deliberate disinformation" about the United States, the pictures of American life are selective and negative, emphasizing "strikes, labor trouble and civil rights demonstrations."

As a result, one would expect the Soviet reader "to be narrow and anti-American," Shapiro said, "but they're not. They're fairly sophisticated. They've learned to read between the lines and to distrust the Soviet press." The Soviet people know from foreign radio broadcasts, including the Voice of America, and "from their own experience that much of what the government says is not true."

Photos by Dave Ballard, Steve Dzubay and Jean Pieri



Broder



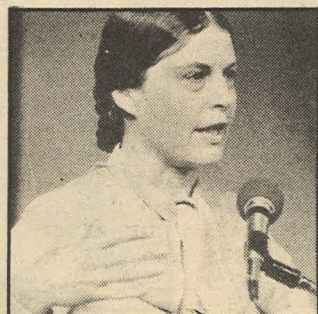
Yuan



Salisbury



Shapiro



Shulman



Ginzburg

Bob Shaw

The recipient of the 1982 Journalism Alumni Society Award for Excellence 'likes to think of himself as an ornery cuss.' Indeed, those who know Bob Shaw and his work with the Minnesota Newspaper Association haven't always agreed with his positions on media issues, but supporters and opponents alike respect the man's conviction and laud him as a 'dynamic activist.'

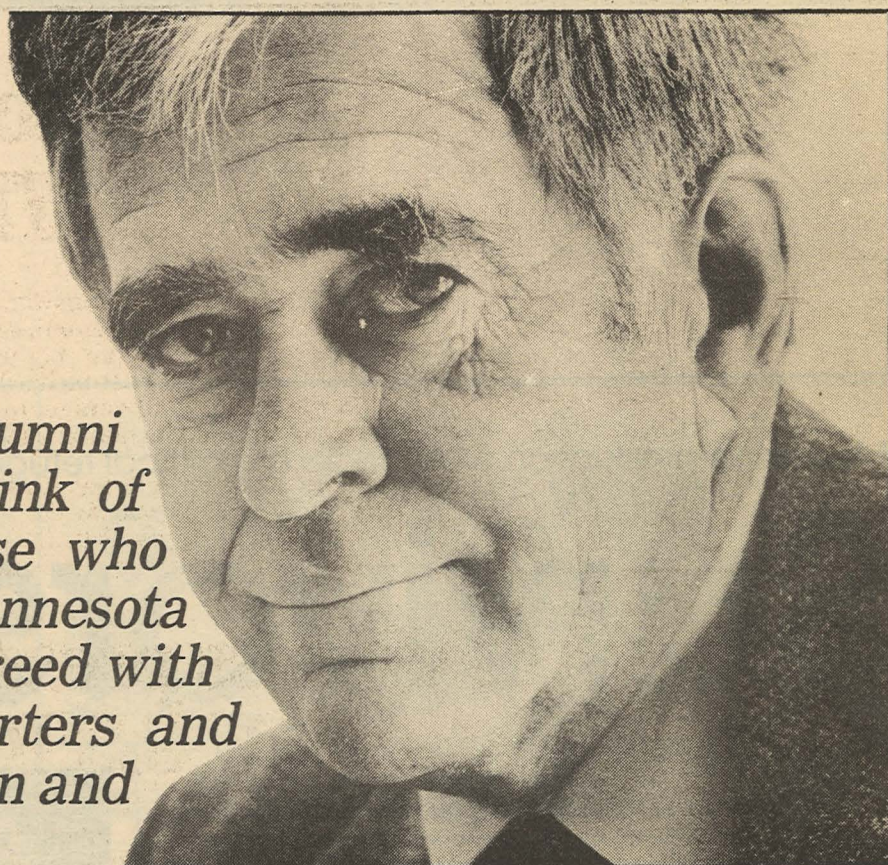


Photo by Sal Skog

by Neal Kielar

Robert Shaw has garnered a reputation for being a no-holds-barred defender of First Amendment Rights. But he has a sly suggestion for one addition he would make to that amendment. All newspaper publishers and editors, he proposes, should be forcibly, albeit politely, separated from their newspapers at the age of 45.

"Journalism is something for young people," Shaw maintains, because of both the rigor of the work and the need to infuse the gathering, writing and selection of news with new blood.

But it's hard to take Shaw's suggestion seriously. Although he claims to have taken his own advice, having retired in March after 18 years as manager of the Minnesota Newspaper Association (MNA), it's unlikely that many young newspaper professionals could exceed his vigor, commitment to ideals and devotion to the newspaper business.

Shaw's career has been the embodiment of those characteristics, especially as a watchdog and advocate of First Amendment rights. In Minnesota, his adherence to an almost libertarian view of the press has been translated into concrete advances. The Minnesota News Council, the Minnesota Newspaper Foundation, the Free Press-Fair Trial council and the adoption of the state open-meeting laws have been either originated or advocated by Shaw.

He continues his fight in the face of what he perceives as a growing anti-news-media sentiment among the public and continued threats on the media's access to public documents and meetings.

Access to public records is one of Shaw's most formidable ongoing battles. He charges that "public officials have moved in to close public records with great glee" by attempting to include more stringent provisions in the Minnesota Government Data Practices Act. As the chief lobbyist for newspapers in the state legislature, he objects to what he terms the "wholesale closing of records kept by the government.

"In Minnesota, privacy has been mixed up with access to public records," he said. "The state classification system for public documents has quadrupled the (investigative) work of the media, and therefore the effort of the MNA to keep records open."

The upshot of this privacy-public records confusion is a suspicion among the general public that newspapers are just after sales, Shaw said, with public service as a secondary enterprise at best. "It's part of a general cynicism reflected in many places," he added, citing public opinion polls from recent years that have shown the news media to be held in low public esteem.

"But 'The Press,' 'The Media' don't really exist in an organized way, he said. "It comes down to individual newspapers -- some are responsible and others are not."

Shaw admits that the trend toward concentration of ownership and chain ownership of newspapers might contribute to this public lack of faith in the news media. But he says he's not convinced that chain ownership is all bad -- especially for small papers. In many cases, he says, chains have brought more money into small papers and improved them.

Shaw does worry that the decreasing number of individually-owned newspapers might spell a "loss of pluralism" -- that the many voices in the marketplace of ideas could be replaced with only a few.

Despite his concern about possible restraints on a free press, Shaw says he's optimistic about the future of the media in Minnesota. When he took his MNA post in 1964, he cited the healthy climate for the press in Minnesota as one of the attractions of the job. That climate still exists, he says, because of Minnesota's progressive tradition.

He calls Minnesota a "beautiful place for an innovator," citing the success of the Minnesota News Council as an example of the news media's ability to adapt to changing public attitudes. The council, established by the MNA in 1971, is an independent body that serves as a watchdog over the news media while protecting First Amendment rights. The Minnesota council is one of only two statewide news councils still existing in the United States, and it served as the model for the National News Council.

Shaw received his master's degree in journalism from the University of Minnesota in 1950 and is known and respected by many of the SJMC faculty. Some of his colleagues have frankly disagreed with his positions on media issues, but admire his conviction, nonetheless.

SJMC Professor Walter Brovald observed that although Shaw likes to think of himself as an "ornery cuss," his contentiousness is borne out of principle. Shaw holds his beliefs dearly, Brovald said, and defends them vigorously.

Brovald added that Shaw's tremendous energy is probably responsible for his many successes. "He makes you tired simply contemplating his energy -- both physical and intellectual."

Friends and colleagues from his years at the MNA and its Washington state counterpart, where Shaw served as manager for three years, agree with this assessment. Those who have written about him have portrayed him as dramatic and futuristic, an agitator about "what's right and what's wrong", a passionate defender of individual liberty, and simply a nice guy.

SJMC Professor Donald Gillmor agreed that Shaw has made important contributions to journalism as a vigilant overseer of the public's interest in a free press. "Bob Shaw is an activist in every sense of the word," he said. "In fact, he is more than just an activist, he is a dynamic activist!"

SJMC Director F. Gerald Kline predicted that Shaw will have to stay involved in Minnesota journalism, noting that he brought needed wisdom to the profession.

Although he has retired from the MNA, Shaw says he doesn't anticipate taking a long rest. He'll stay involved, he says, because he's an optimist.

"I have great hope for the human race and great hope for journalism," he says. "Newspaper journalism is a helluva lot of fun, and the intoxication with it will always be there."

announcements

Girouard featured speaker at SJMC alumni banquet

Robert L. Girouard, assistant to the publisher of the *Minneapolis Star and Tribune*, was the featured speaker at the journalism alumni banquet Thursday, May 20.

The banquet was held at the Minneapolis Hilton Inn, 1330 Industrial Boulevard, and was co-sponsored by the Journalism Alumni Society and the Society for Professional Journalists/Sigma Delta Chi (SDX).

Girouard, who was formerly opinion pages editor at the *Minneapolis Star*, spoke on the topic, "So you want to start a board of contributors. . ." The SDX Page One awards for excellence in newspaper, radio and television reporting in Minnesota also were presented at the banquet.

In addition, the Journalism Alumni Society Award for Excellence was presented to retiring Minnesota News Association Manager Bob Shaw. The award was given for the second time. Last year's recipient was Harold Chucker of the *Minneapolis Star and Tribune*.

(The alumni banquet will be covered in the summer issue of the Murphy Reporter.)

Classes of '32, '42 and '57 invited to Open House June 7

In conjunction with the Minnesota Alumni Association, the School of Journalism and Mass Communication will hold an open house for alumni attending the June reunions of the classes of 1932, 1942 and 1957. The open house will be from 9:30 to 11 a.m., Monday, June 7, in the Heggen Library in Murphy Hall. Alumni will have a chance to meet with SJMC faculty, students and professors emeriti Mitchell Charnley, J. Edward Gerald, Raymond Nixon and Cam Sim.

Journalists to 'run for freedom' at annual spring picnic June 5

The annual journalism spring picnic held in honor of graduating seniors will be Saturday, June 5, from noon until 7 p.m. at Minnehaha Falls picnic site #2 on the north side of Godfrey Road.

The second annual SDX "Run for Freedom" 3 kilometer race will begin at 11 a.m. at the corner of Lake St. and West River Road. The race ends at the picnic. Each runner should have at least \$15 in pledged support. Proceeds go to the SDX Legal Defense Fund. Contact John Pavlik, 15 Murphy Hall, 373-3369, for more information.

Magazine-production class looks at political refugees

Survivors of Exile

"People in flight from their governments, from war, from racial or religious persecution, or from certain political punishment," are the subjects of *Survivors: Political refugees in the Twin Cities*, the winter-quarter magazine-production course project.

The course was taught by Professors Jim Brown, George Hage and Hal Wilson. The 12 students in the class wrote, edited, photographed, designed and produced the magazine.

Editor Kim Lacy Rogers noted the idea for the magazine grew out of the realization that communities of political refugees are a local phenomenon. Their experience is different from that of immigrants, she said, because "unlike immigrants, who are pulled to a new land by the promise of a more prosperous future, refugees are pushed out of their homelands."

The magazine examines several refugee populations in the Twin Cities, including East Europeans who settled here after World War II, Indochinese who came here after the withdrawal of American forces in 1973, and more recently settled Russian Jews. Their common experiences are revealed through individual stories about escape from their homelands, arrival in America, adaptation to a new culture and preservation of their own identities and cultural traditions.



Photo by Donna Terek

"She's very lonely — no family, no friends, no English...nothing."



Photo by Steve Schneider

Above: Anna Faynstein, left, and Sofya Elyshevich get together at the Jewish Community Center of Greater Minneapolis. Though most of the elderly Russian immigrants take English classes at the center, they speak Russian as soon as their textbooks are closed. Sofya, like most of the "new Americans," comes to the center for companionship. "She's very lonely — no family, no friends, no English, nothing," says Helen Jurevich, head of the older-Americans program.

Left: Ieva Rozenburgs and Eliza Spolans celebrate their homeland with hymns and folksongs on a Latvian culture night.



Photo by David Gilmore



Photos by Donna Terek

"This reminds me of the hard times — to remind me that when you are in a difficult situation, just try hard and pray and someday somebody will help you."



Photo by Sal Skog

Above: Chi Nguyen, right, was a colonel in the South Vietnamese army before the government collapsed. He and his family escaped from Vietnam in one of the last planes to leave the country. His first job in the United States — factory work — hurt his pride, but his Buddhist faith helped him accept it. He now works as a computer technician for Control Data.

Right: Dung Van La, a Vietnamese refugee, studies English in an English-as-a-Second-Language class at Redeemer Lutheran Church in Minneapolis.

Above right: A sewing circle of Hmong women is one of the social-adjustment groups organized for Southeast Asian refugees by the Community-University Health Care Center.

Former Washington Post editor

J. Russell Wiggins headlines Elliston Fellowships celebration

James Russell Wiggins, former executive editor of the *Washington Post*, was the featured speaker at a celebration of the Herbert Berridge Elliston Fellowships May 6-7. Elliston, who died in 1957, was editor of the *Post* from 1946 to 1952.

The Elliston Fellowships were established in 1980 from a bequest to the School of Journalism and Mass Communication by Hilma Louetta Eckstrand. Eckstrand was a governess for the Elliston household in Washington, D.C., and, upon her death in 1979, she bequeathed more than \$300,000 to the School in Elliston's memory.

Fifty-two fellowships have been awarded since the fall of 1980. Wiggins talked about Elliston at a dinner for the Elliston fellows and SJMC faculty on May 6.

Wiggins is well-known to Minnesotans for his newspaper work here before he achieved national pro-

minence in his 21-year career with the *Washington Post*. He served as Washington correspondent for the *St. Paul Pioneer Press and Dispatch* from 1933 to 1938 and as managing editor from 1938 to 1946.

Wiggins left St. Paul in 1946 and became assistant to the publisher of the *New York Times*. Eugene Meyer named him managing editor of the *Washington Post* in 1947, and executive editor in 1955.

A vice president of the company, Wiggins played a major role in the *Post's* news and editorial decisions. His book, *Freedom or Secrecy* (1956), put him in the forefront of the battle against government secrecy -- a battle he helped lead as president of the American Society of Newspaper Editors.

Wiggins was named Ambassador to the United Nations by President Johnson in September, 1968. He retired the following January to a



J. Russell Wiggins

farm near Ellsworth, Maine, where he became editor and publisher of the weekly *Ellsworth American*.

Hilma Eckstrand's niece, Norma Miggler, and her husband, Robert, also were honored at the Elliston Fellowship dinner.

NSPA, ACP to merge, form EPA, including PPA (got it?)

Two press associations that have served high school and college publications will be reorganized this summer under a new blanket organization, Educational Press Associations (EPA), according to Tom Rolnicki, executive director of the National Scholastic Press Association (NSPA) and Associated Collegiate Press (ACP).

Currently, NSPA serves high school publications and is incorporated in Minnesota, while ACP serves college publications and is incorporated in Wisconsin. Rolnicki noted that both organizations are administered from the University of Minnesota, however, and since both provide similar services, the reorganization will help "streamline" the operations and cut accounting expenses.

Both associations sponsor national meetings and provide critiques of publications and access to journalism resources. Scholastic Editor magazine also goes to members of both groups.

The new EPA will include NSPA and ACP as divisions, along with the Professional Publications Association (PPA).

Four receive WCCO grants

Four SJMC students were awarded scholarships fall quarter for the 1981-82 academic year through the WCCO scholarship program for minorities in broadcasting.

Lynette Moore-Adams, a junior from Minneapolis, has attended the Minneapolis Business College and held a clerical position at the *Minneapolis Star and Tribune* for five years. She also has worked for an industrial-film production company and has been involved with 4-H, the National Independent Black Political Party and God's Ambassadors.

Janie Pollard, a transfer student from San Angelo State University in San Angelo, Tex., began classes at the University this summer. She entered San Angelo on an intercollegiate track scholarship. As a sophomore there, she was entertainment editor of the school newspaper and sports editor of the yearbook. She was a member of the Student Association for Black Unity and the press society.

Paul E. Stewart entered the University as a sophomore last winter. He has attended Kennedy-King College in Chicago and Chicago State University where he studied business marketing and wrote for the school newspaper. Stewart is currently a feature writer and reporter for *Insight Communications* and *Jazz* magazines and for "Ethnic Perspectives" in the *Minnesota Daily*.

Juan L. Turner, a June graduate of Metropolitan Community College, is working toward a double major in journalism and music at the University. She was a reporter for the MCC school newspaper and was active in the Black Student Union and the Black Women's Support Program. Last spring she was listed in the Talent Roster of Outstanding Minority Community College Graduates for 1981.

Three students, Marcia Connor, David J. Taylor and Gregory Tessier, are continuing with the second year of the WCCO scholarships they were awarded last year.

The WCCO scholarships program, now in its eighth year, provides up to two years of financial support for undergraduate and graduate minority students who are seeking education and training in broadcast journalism. The program includes an internship with WCCO radio or television in Minneapolis.

Recipients of WCCO scholarships for the 1982-83 academic year will be selected this spring.

Fundraising update

*For the fourth year in a row, the School of Journalism and Mass Communication has received an unrestricted gift from ABC through Miller Publishing in Minneapolis. The grant is for \$2,500 and was contributed to the SJMC Capital Fundraising Campaign, directed by Miller President Bill Lingren.

*A telephone fundraising campaign conducted for the School of Journalism in November resulted in pledges of almost \$1,500 over the goal of \$4,775. The \$6,078 total was pledged by 294 alumni and friends of the School. The average pledge was \$20. The phone campaign was conducted by the University of Minnesota Foundation.

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

Managing Editor--Walter Brovald

Editor--Stacy Richardson

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

Letters

Dear Mr. Kline:

Your student publication, "... and a time to die," has renewed my faith in journalism schools.

As an "old-timer" who was raised in the backshop of a newspaper and trained by award-winning editors, I have been discouraged by the lack of professionalism in today's journalism school graduates.

However, the quality of your publication indicates that my harsh judgments may have been over-generalized.

Please continue to uphold your standards of excellence, and also encourage your students to polish their social graces, as well as their appearances! Notebooks and cameras do not excuse bad manners or inappropriate dress for newsworthy events.

Sincerely,
Martha A. Corkrin
Corporate Communications Manager
Graniteville Company
Graniteville, S.C.

Dear Professor Kline:

I was touched by your letter appealing for financial assistance to the School of Journalism. I've enclosed a

check, with my employer's matching contributor forms. I wish I could give more, and I plan to in the future.

Yet I'd like to take this chance to tell you why your letter really got to me. After all, you've written me before for money, and there's nothing new in an alumnus making a contribution to his alma mater. But this time your letter made me think about the people who have made a marked difference in my journey through life. I don't think about that very often, so I'd like you to know that you, and your colleagues at the School, are clearly one of my milestones.

Of course, when I look back at my student days two decades ago, I'm still impressed with the devotion to professionalism I picked up in your classes. It has stuck like superglue. But there was more. Now at least I'm beginning to appreciate the patience, intelligence, sensitivity and love for learning I experienced in the School of Journalism. It was all a gift that will be tough to repay.

Good luck on your campaign. Please let me know if I can be of any other assistance.

Cordially,
Gerald M. Knox
Editor, *Better Homes and Gardens Books*
Des Moines, Iowa

On the cover: Jeff Wheeler's photograph of passengers waiting for their flights at the Minneapolis-St. Paul International Airport during the air-traffic controllers' strike last August was part of the portfolio that won Wheeler the award of "Best Photographer's Portfolio" in the Minnesota Newspaper Association (MNA) College Better Newspaper contest for 1981. Wheeler is a photographer for the *Minnesota Daily*. Other *Daily* staff members and SJMC alumni who won MNA awards are listed on page 12.

faculty

Hazel Dicken-Garcia organized and chaired two international communications history sessions at the International Communication Association (ICA) meeting in Boston on May 4. The sessions were co-chaired by Jurgen Wilke of the Universitat Mainz, Germany.

Two books of which Edwin Emery is co-author have been published by Harper & Row. The books are *Perspectives on Mass Communications*, a new collection of readings on the media, and the seventh edition of *Introduction to Mass Communications*, both by Emery, Warren Agee (SJMC Ph.D. '55) and Phillip Ault. Emery and his books were honored at a reception April 19 at the Campus Club.

Emery also attended the AEJ Midwest regional history conference in Madison, Wis., April 23-24 along with SJMC doctoral candidates Mary Barwise, Betty Clapp, John Finnegan, Jr., Nancy Roberts and Mary Silverman.

James S. Ettema and D. Charles Whitney (SJMC Ph.D. '78), University of Illinois, are editors of *Individuals in Mass Media Organizations: Creativity and Constraint*, Volume 10 of the Sage Annual Reviews of Communication Research. The book was published in February by Sage Productions.

Irving Fang will take a leave of absence during fall quarter to be a consultant to ABC News for the 1982 Congressional elections. He was the keynote speaker at a May 1 workshop on writing for audiovisual media, sponsored by the Twin Cities chapter of Women in Communications. On April 3, Fang spoke on broadcast news writing style at the annual meeting of the California Associated Press Television and Radio Association in Santa Barbara.

Two articles by Theodore L. Glasser are scheduled for publication this spring. "Resolving the Press-Privacy Conflict: Approaches to the Newsworthiness Defense" will appear in *Communications and the Law*, and "Pluralistic Programming and Radio Diversity: A Review and a Proposal," co-authored with Roger J. Desmond and Harvey C. Jassem of the University of Hartford, will be published in *Policy Sciences*.

Willard L. Thompson, chairman of the SJMC advertising sequence, has been named to a national task force to explore curricula for students preparing for careers in advertising. The first meeting of the group was held on January 21 in New York City. Thompson also was in Lincoln, Neb. in March to attend the annual conference of the American Academy of Advertising and meetings of the board of directors of the Journal of Advertising, of which he is a member. As director of summer sessions for the University, Thompson attended the annual meeting of the North Central Conference of Summer Sessions in early April in Chicago.

Sven Windahl and Elias Hedinsson of the University of Lund, Sweden, presented a paper, "Enculturation Theory and Cultivation Analysis, A Swedish Illustration," at the World Conference on Cultural Indicators in Vienna, Austria, in February. Windahl also presented a paper he prepared with Alan M. Rubin of Cleveland State University, "Uses and Dependency: Towards a Merger of Models," at the International Communication Association (ICA) conference in Boston in May.

students

Graduate student Karen Anderson has been selected to receive the 1982 Northstar scholarship from the Northstar Chapter of the International Association of Business Communicators. She is an intern with National Car Rental, Edina, Minn.

John Finnegan, Jr., Ph.D. candidate, is the 1982 recipient of the Ralph D. and Lois O. Casey Dissertation Award. The annual grant for \$2,000 supports dissertation research for SJMC graduate students.

Tom Krattenmaker, news-editorial senior, won 14th place in the October competition (General News Writing) in the Hearst Foundation journalism awards contest.

Doctoral student Ellen Mrja will have two entries published in the forthcoming *American Newspaper Journalists* volumes, to be published by Gale as part of the *Dictionary of Literary Biography* series. The entries concern the contributions made to American journalism by A.N. Kellogg and Joseph B. McCullagh.

As a winner of an Inter-American Press Association scholarship, graduate student Kirk Nielsen is in Costa Rica for a 6-to-9-month research project on the mass media.

Jerry Zgoda, news-editorial senior, has been named the recipient of a Newspaper Fund internship for the summer of 1982. He will attend a two-week preparatory program at Ohio State University before beginning work as a copy editor the the *Sharon (Pa.) Herald*.

deaths

Word has been received of the death of John Kay Adams, 52, a former editor, reporter and government information specialist in the United States and abroad. Adams died in Washington, D.C., following a long illness.

A native of Sycamore, Ill., Adams was a 1948 SJMC graduate. He began his career as a reporter for the Austin, Minn. *Times*, and two years later became an editor with the Associated Press bureau in Dallas, Tex. He joined the Chicago *Sun-Times* in 1954 and was an assistant city editor there when he left the paper in 1961 to join the U.S. Civil Service. From 1961 until 1970, he was a public information specialist with the U.S. Information Agency, serving as the press attache in Athens, Greece, from 1964 to 1966.

Adams also served as a public affairs specialist for the U.S. Office of Economic Opportunity and as special assistant to the director of information for the U.S. Department of Labor until his retirement in 1974.

Marie (Didelot) Ford, widow of the late Professor Emeritus Edwin H. Ford, died in March after a long illness. In recent years, she had been confined to her home in Prospect Park.

She was graduated from the University of Minnesota with a major in journalism in 1931, and later earned a master's degree in Public Health. Before her illness, she had been chief of the public health education section of the Minnesota State Department of Health. Her late husband, Edwin Ford, taught journalism history and critical writing in the then department of journalism.

awards

Four SJMC alumnae received nine of the 47 awards in the annual Minnesota Press Women journalism contest.

Marilyn Roth, '55, of the *Brooklyn Park Post*, won five awards, including first place in the columns category. Roth also took second place in the news story, editorial, community service and photography categories.

Dorothy Casserly, '48, former editor of the *Belle Plaine Herald*, won first-place honors for a "newspaper regularly edited by a woman." Casserly also took first place in the interview category. She is now with the *Current Newspapers* of Burnsville.

Mary Jane Gustafson, '42, of the *Brooklyn Center Post*, took second place in the feature story category, and Margaret Chuba, '55, of the *North Hennepin Post*, took second place in the category for a "department or page regularly edited by a woman."

The *Minnesota Daily* picked up two "all-around best college newspaper awards" — one for the nation and one for the region — at the Society of Professional Journalists/Sigma Delta Chi (SDX) conference in Madison, Wis., April 16-17.

The *Daily* won the SDX Mark of Excellence award for the best college newspaper in the nation, 1980-81, and also was named best college newspaper for Region 6 for 1981-82. *Daily* writers and photographers collected 13 individual awards at the regional conference.

(Awards continued on page 12)

alumni

'30s

Herman Berlowe, '38, (his classmates knew him as Berlovitz), recently gave up his work as publisher of the Democrats of Greater Tucson newsletter. He retired from many years of service with the U.S. Post Office in Tucson in 1972, and reports that his life since then "has been mainly occupied with politics."

'40s

Otto A. Silha, '40, retired March 31 as chairman of the Minneapolis Star & Tribune Company. He will retain his title as chairman of the board of directors and chairman of the executive committee and is continuing to work with the company on a consulting basis. Silha, 63, began working as a copy editor at the *Star* after graduating from the University of Minnesota, where he was managing editor of the *Minnesota Daily*. He became publisher of both the *Star* and *Tribune* newspapers in 1968 and was named president in 1973. He has been chairman of the company since 1979. In 1978, the School of Journalism and Mass Communication and the Inland Daily Press Association honored Silha with the Minnesota award for distinguished service in journalism.

Donald G. Neth, '45, retired Jan. 1 from his position as executive vice president of Miller Publishing Company in Minneapolis. Neth joined Miller as an editorial staff member in 1951, after previously having been managing editor of *The Redwood Gazette*, Redwood Falls, Minn. He became managing editor of the Miller publication, *Croplife*, and in 1957 was elected to the board of directors and executive committee and also was named corporate secretary. He became executive vice president in 1964 and was in charge of production, circulation, data processing, personnel and administration.

Herm Sittard, '47, is the director of the newly created department at St. Francis Hospital in Shakopee, Minn. He joined the St. Francis staff as marketing director last August.

John Lundquist, '49, won the 1981 George H. Moses Award given by the Associated Press to Twin Cities staffers for excellence in reporting and writing. His entry was an analysis of the tactics of defense counsel Ron Meshbesh in choosing jurors for the Ming Sen Shiue murder trial in Anoka. Moses, B.A. '37, M.A. '69, for whom the award is named, is a former AP bureau chief in Minneapolis.

Pat Maloney, '49, is managing editor of the Decorah (Iowa) Newspapers. He has served for the past two years as president of the Decorah Quality of Life Committee, which won Iowa Community Betterment awards in 1980 and 1981. U.S. Vice President George Bush was a special guest at the November luncheon honoring Iowa communities for

(Alumni continued on page 10)

Joseph F. Kane, '51, a staff member of the Associated Press since his graduation from the University of Minnesota, died April 4 in Dubuque, Iowa, of cancer. Kane, 61, was a longtime AP news supervisor in Washington, D.C., and New York, and covered major news beats, including the Supreme Court.

Born in Waterloo, Iowa, in 1921, Kane worked for the *Telegraph-Herald* in Dubuque as a copy boy, reporter and photographer before leaving for the Navy in 1942. He joined the AP in Minneapolis in 1951 and transferred to the Washington bureau as an editor six years later. In 1967, he left his job as Washington's early day supervisor to head a special investigative task force.

Kane was named a General Desk supervisor in New York in 1967, where he worked until he moved to Dubuque earlier this year to be near his family.

A writer for the *AP Log* newsletter noted that Kane had once described himself as "the grand old sumbitch of the desk,"... but to newcomers on the General Desk, he was infinitely patient, nearly unflappable, a reserved man of warm spirit and deep love for things Irish."

Lee Ann Norman, the Twin Cities area franchising director for Storer Cable Communications, died January 16 in Duluth of injuries suffered in an automobile accident.

Norman, 28, was born in St. Paul and received a bachelor of arts degree in journalism from the University of Minnesota in 1975. Before joining Storer, also known as Northern Cablevision, she worked for Capitol City Cablevision in St. Paul and was a writer for Northwestern Mutual Life Insurance Co. and the *Twin Cities Reader*.

The family requests that memorials be sent to the School of Journalism and Mass Communication.

(Alumni continued from page 9)

local betterment programs and volunteer work. Before moving to Decorah in 1968, Maloney worked for newspapers at Springfield and Owatonna, Minn.

'50s

Reynold W. Malmer, '51, was elected 1982 chairman of the Public Relations Society of America's Association Section at the organization's annual meeting in November. Malmer is director of communications for the American Optometric Association in St. Louis, Mo.

David Frishberg, '55, wrote the lyrics to David Shire's music in the Burt Reynolds movie, *Paternity*, and also sings the song at the outset of the film during the running of the screen credits. Frishberg is living in Van Nuys, Calif.



Carolyn DeWitt Koenig, '59, has been appointed managing editor of *Graduating Engineer* at McGraw-Hill Publications Company in New York. *Graduating Engineer* is published six times a year and goes to 75,000 college engineering seniors who are about to enter the job market. Koenig joined McGraw-Hill in 1959 as desk editor of *National Petroleum News*. She left the company in 1965 to work for several children's and fashion publications including *Women's Wear Daily*. She rejoined McGraw-Hill in 1973 as copy chief of *National Petroleum News* and was appointed managing editor of that publication in 1976.

'60s



Mary Gardner, Ph.D. '60, is one of 11 recipients of the Distinguished Faculty Award at Michigan State

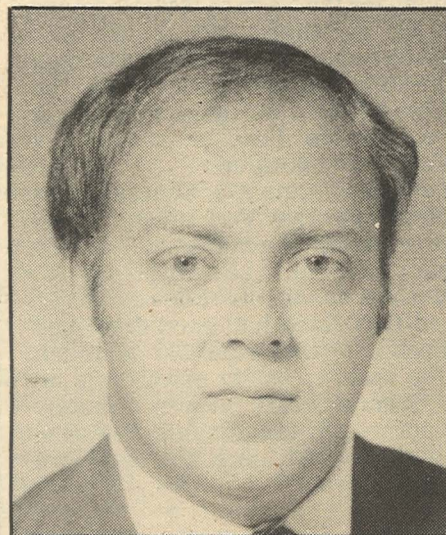
University, Lansing, where she is a professor of journalism, specializing in the press in Latin America.

Rhoda Lewin, M.A. '61, is a contributing editor to the *Minneapolis Star* and editor of the *Hill & Lake Press*, an award-winning community newspaper. She writes that she has given up teaching in the University of Minnesota Program in Continuing Education for Women in favor of freelance writing.

R. Smith Schuneman, Ph.D. '66, president of Media Loft, Inc. in Minneapolis, accepted three awards on behalf of his firm at the International Film and Television Festival of New York in November. The awards included a first-place gold medal for the program "A Return to Elegance," a nine-projector computer-controlled multi-image product presentation created for Vassarette, Inc., New York and Minneapolis. Schuneman taught photojournalism in the University of Minnesota School of Journalism and Mass Communication from 1960 until 1971. Other SJMC graduates working at the Media Loft include Greg Ellis, '75, Ev LaBuda, M.A. candidate '76, and Jim Machowski, M.A. '81



Carol A. Kerner, M.A. '67, is director of public relations for First Bank Minneapolis. She was formerly vice president for public relations at Hamline University and director of community relations at Normandale Community College.



Daniel E. Carlstrom, '68, has begun new duties as advertising/merchandising supervisor for the COM and Engineering Products Department, Micrographic Products Division at 3M in St. Paul. Previously, he was merchandising supervisor in 3M's Copying Products Division.

Thomas R. Brettingen, '69, is the Miami chief of bureau for the Associated Press. He directs a staff of 25 in covering Florida and parts of the Caribbean and Latin America.

Steven Dornfeld, '69, Washington correspondent for the *St. Paul Pioneer Press and Dispatch*, is the new president-elect of Sigma Delta Chi, the Society of Professional Journalists. He is the first reporter in more than 40 years to become president elect of the society, which includes 28,000 print and broadcast journalists, students and academicians. He will succeed the current president, Charles Novitz, next November. Dornfeld worked at the *St. Paul papers* from 1966 to 1970 when he joined the *Minneapolis Tribune*, and was named an investigative reporter for the *Pioneer Press* in 1980.

Patricia Goodwin, '69, has joined First Bank of Minneapolis as a public relations specialist responsible for employee and specialized-customer publications. She was most recently customer communications specialist with The Toro Company. Prior to that, she was director of information services with the Minnesota Analysis and Planning System at the University of Minnesota.

'70s

Kathryn Kopacz Hand, '70, is the creative designer for Marketing Publications and Beauty Industry Publications in St. Louis Park. Rosalie Berman Kiperstin, '47, is the firms' owner and publisher.

Vic Stoner, '72, is production chief for Marketing Publications and Beauty Industry Publications in St. Louis Park. He heads the five-member production department for the companies, which publish about 30 national trade and consumer newspapers.

Vernon A. Keel, Ph.D. '73, professor and chairman of the department of journalism at the University of North Dakota (UND), Grand Forks, is one of four UND faculty members being honored this year as part of the school's 1981-82 Faculty Lecture Series. His lecture, presented on February 4, was on "The Mass Media and Nationalism in Canada and Quebec." Keel visited the Twin Cities and Murphy Hall in December while conducting some preliminary research for a comparative study of journalists in the United States, English Canada and French-speaking Quebec.

Betsy Campbell Sedio, '73, has been named marketing manager for the American Association of Cereal Chemists and The American

Correction Don't call Vic for wash and set

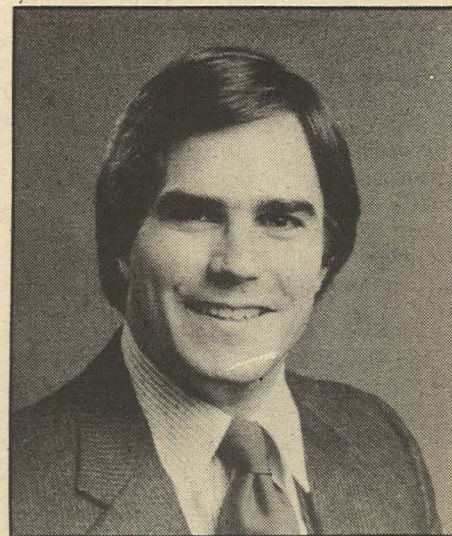
Boy, was our face red when Rosalie Joyce (Kiperstin) of Marketing Publications in St. Louis Park called in a correction upon receiving her copy of the November *Murphy Reporter*.

The "Alumni" section of the issue reported that one of Joyce's employees, Vic Stoner, was working for her as a hairdresser. Turns out Stoner isn't a hairdresser at all, but the company's media production chief, and he graduated in 1972, not 1947.

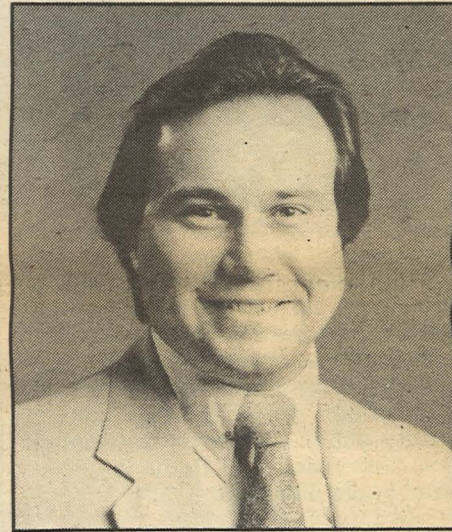
How the misinformation got to us in the first place, and how it slipped through the cracks is still a mystery, but we're hoping Stoner hasn't been plagued by too many calls for Friday afternoon comb-outs.

Phytopathological Society. She joined the societies in February after working as marketing services coordinator at the Minneapolis Star and Tribune Company. She also is serving on the board of directors of the Midwest Direct Marketing Association for 1982-83.

Michael H. Anderson, M.A. '74, has joined the U.S. Foreign Service International Communication Agency and is working in Manila, the Philippines.



Guarnera



Johnson

James Guarnera, '74 and Robert Johnson, '75, have received President's Circle Awards for 1981 in recognition of outstanding sales achievement at Adhouse Communications, Inc. in St. Paul, where both are employed. Guarnera has been an account manager at Adhouse since 1980, and Johnson, a senior account manager, has been with the company since 1977.

Keith S. Swenson, '74, has joined the Actuarial and Benefits Consulting Department of Touche Ross & Co. in Chicago as a manager. Previously, he was a senior account executive with Reed Stenhouse, Inc., Chicago.

Gary North, '75, is a freelance writer in St. Paul and works as a counselor and resource-and-information coordinator at Youth Emergency Service, Inc.

Barbara Schmidt, '75, was chosen as the St. Paul Business and Professional Women's Association Young Careerist in January. She is the marketing officer/division manager at Northwestern National Bank of St. Paul, where she has worked since 1978.

Elaine Budde, '76, has been named a communications assistant for the United Way of Minneapolis Area. Prior to beginning her new position on March 1, Budde had worked as a public relations assistant at St. Joseph's Hospital in St. Paul.

'80s

Les Edwards, M.A. '76, is a producer for CBS's "60 Minutes" in New York City.

Michal Ruth Sadoff, '76, is an installation director with Shared Medical Systems, a hospital computer-systems company in San Diego, Calif.

Camilla Carr, M.A. '77, is working for "P.M. Magazine" in Washington, D.C.

Jeanne Hanson, M.A. '77, writes that she is capitalizing on her children, having recently published her book, *Gameplans for Children: Raising a Brighter Child in Ten Minutes a Day* (Putnam). The book is a series of five-minute learning games for children from babyhood to kindergarten or first grade.

Carol Lee Hilewick, Ph.D. '77, is managing the office of Policy, Legislative and Regulatory Issues, Business Market Management, at American Telephone and Telegraph, Basking Ridge, N.J. She is living in Morristown, N.J.

Jane Welte, '77, is associate editor of the *Snowmass Sun*, a weekly newspaper in Snowmass Village, Colo.

Margo Ashmore, '78, and Kerry Ashmore, SJMC student 1976-77, are owners and publishers of the

Northeast, a community newspaper published twice monthly at northeast Minneapolis. Both are active in the Neighborhood Press Association.

Mary Gardner, '78, has been assigned to county government and court issues at the *Winona* (Minn.) *Daily News*, where she has covered Goodview, the Winona County court system and business news since February 1981. She worked as a reporter-photographer for the *Antigo* (Wis.) *Daily Journal* from 1978-81.

Jeanne Reinhart, '79, is editor of a bi-monthly internal newspaper for the Celanese Chemical Company in Dallas, Texas. The publication won the Best of Texas award at the winter meeting of the Texas Public Relations Association in Houston. The company also received a Certificate of Merit from the Texas Medical Association for excellence in medical and health reporting.

Alice Bledsoe Warren, M.A. '79, has joined the faculty of Maryville College-St. Louis as director of communications. Prior to that, she was public affairs director at KSD AM/FM (Gannett Radio Group) where she produced and was host of a weekly public-affairs talk show, "Alice Warren's Journal." She recently received an award for Excellence in Public Affairs Reporting from the Greater St. Louis Association of Black Journalists.

Ron Bygness, M.A. '80, is a freelance sports writer and sports information director for Bethel College in St. Paul. He recently edited the *Minnesota Basketball Yearbook and Preview 1981-82*, a preview of Minnesota high-school and college teams, with Bethel coach George Palke.

Jody L. Johnson, '80, is attending law school at Southern Methodist University in Dallas, Tex.

George Jordan, '80, is a reporter for the *Cleveland Plain Dealer*. Previously, he was a reporter/intern at the *Minneapolis Tribune*.

Nancy Ann Carroll, '81, is a freelance stylist and coordinator for Dayton's advertising photography in Minneapolis.

Michele Hedlund, '81, is a city reporter for the *Daily Republic* in Mitchell, S.D.

Cindy Karp, M.A., '81, went to El Salvador last fall as a photo stringer for UPI, and also has sold pictures to *Newsweek* and *Black Star*.

Ikechukwu (Ike) E. Nwosu, Ph.D. '81, is teaching in the department of

communication and languages at IMT, PMB in Enugu, Nigeria. He is also doing research and part-time media consulting.

Gwen Ostlund, '81, is a media assistant for Red Barron, Inc. advertising agency in Minnetonka. She works as a traffic coordinator and buyer for small radio markets.

Sheila Quinn, '81, is working at Prudential Insurance Co. as a writer in the public relations and advertising department.

Terrence N. Thomas, '81, is the stage manager at the Carlton Celebrity Room in Bloomington.

Anne Tyler, '81, is a news reporter for the *Olivia* (Minn.) *Times-Journal*.

Benedict Welter, '81, is a copy editor for the *Virginia-Pilot* daily newspaper in Norfolk, Va.

Stephen Winzenburg, M.A. '81, is an instructor in the department of communications at Florida Southern College at Lakeland, Fla. He teaches courses in radio and television broadcasting.

Sheila O'Hara, '82, is an information officer for the State of Minnesota Water Planning Board in St. Paul. She is editor of *On The Waterfront*, a publication dealing with water-related issues.

We're looking for these SJMC graduates

Please contact Karen Stohl, Office of Student Services, Murphy Hall, if you can provide an address for any of these alumni.

Aanerud, Ronald	1978	Cumbey, A.A.	1935	Hockstedler, Earl		Maul, Warren		Remarcke, Michael George ..	1977
Aarestad, Ethel	1935	Cusack, Myron G.	1981	Holm, Stanley	1938	May, Marjorie	1940	Rieser, William H.	1944
(Mrs. W.S. Beadell)		Cutler, Mary Schmid	1966	Houser, Wilmer	1938	McCaffery, Helen	1969	Rimmel, Janet	1979
Aborisade, Adebisi	1980	(Mrs. Rich Cutler)		Howard, Ralph M.	1938	McClure, Kendall B.	1922	Roberts, Betty Vestal	1945
Adesigi, Babatunde	1978	Dachis, Hanna Harris	1933	Howe, Joyce Fay	1975	McDonnell, Lynda	1972	Robinson, Virginia	1981
Ajibade, Alawande	1977	(Ms. Irving Dachis)		(Mrs. Robert Howe)		(Mrs. Steven Brandt)		Rosch, Gertrud C.	1949
Alch, Jerome	1951	Dahl, Stephen Carl	1972	Hubbard, Robert F.	1938	McIntee, Michael	1981	Rudd, Garry William	1976
Alford, Howard	1949	Daley, Adeline Sumi	1943	Hudak, Rachel	1979	McKusky, Teresa Maki	1977	Rydhalm, Mary Conklin	1978
Anderson, Jane D.	1938	(Mrs. Walter Daley)		Huntington, George	1929	McMillan, George	1943	Schleicher, Dwight	1975
(Mrs. W.H. Walker)		Daly, Thomas	1957	Hurley, Charles S.	1947	Melander, Judith Fastner	1979	Schenker, Noel	1975
Anderson, Norman R.	1959	Daniels, Virginia E.		Ingber, David Seth	1978	Merrifield, Juanita	1947	Salmela, Ronald	1979
Anderson, Richard E.	1952	Davis, Robert W.	1952	Irani, Kashmira	1977	Meyer, Aila	1979	Schwartz, Robert T.	1954
Andrews, Robert D.	1950	Dean, Charles	1935	Jackoway, Marcia	1978	Midtmoen, Harue Oyama	1961	Scott, Myra	
Arbogust, Jane	1941	Dennis, Lawrence	1957	Jacobs, Jerald	1952	(Mrs. Forrest Olson)		Seafarth, Roberta	1948
Bailey, Stanley E.	1935	Devany, Guy S.	1936	Jenkins, Geo. III	1980	Monson, Wendy	1979	Seamans, Michael	1972
Baker, Debra	1978	Devany, Philip M.	1947	Johnson, Mrs. Donald		Mooney, Bernard L.	1958	Seitzer, Steve L.	1976
Beadell, Walter S.	1928	DeVany, Robert	1937	Johnson, Margaret	1966	Munroe, Alden H.	1949	Severson, Mary	1981
Beck, Phyllis Wiegand	1960	Dimmel, Carmen	1965	(Mrs. Wayne Johnson)		Munroe, John H.	1923	Shamir, Jacob	1979
(Mrs. John Beck III)		Dobak, Merton M.	1934	Johnson, Owen	1937	Nazy, Janet		Shemer, Sara	1979
Beeson, Lewis	1939	Donaghue, Mary	1936	Johnson, Scott	1979	Nelson, David A.	1962	Shillock, Alice	1971
Beerhalter, Barbara	1966	(Mrs. A.J. Walters)		Johnson, Thomas G.	1958	Nelson, Lynn S.	1979	Shockley, Robert A.	1939
Berglove, Alden F.	1948	Dudrow, Janet	1977	Kampa, Richard D.	1977	Nelson, Uno	1945	Sigal, Judith Cohen	1968
Bergquist, John R.	1963	Ealkin, Ruth Wishnisk	1939	Kanthlener, Marguerite	1926	Neudecker, Mark A.	1940	Silber, Peggy	1980
and Kathleen (Siltberg)		Erickson, E. Walfred		Karol, Tamara	1980	Nicol, Lawrence	1976	Silvers, Robert S.	1936
Bick, Leslie H.	1964	Everett, Eileen	1981	Kees, Beverly	1963	Niess, Daniel G.	1971	Skoloda, David M.	1963
Binkard, Eliz	1975	Federman, Richard	1951	Kelly, Justine D.	1942	Nolin, Thomas	1948	Skouge, June	1953
Birchard, Bruce	1945	Ferguson, Carol	1976	Kipp, Bruce	1948	Norman, Mrs. F.		Smith, Cynthia	1974
Bjorklund, Cynthia	1965	Ferring, John P.	1939	Klatte, Marvin	1961	Norman, Lorraine A.	1959	Smith, Jack	1943
Blum, George H.	1938	Ferris, William	1937	Knight, Bruce D.	1973	Oehler, Audrey	1952	Smith, William A.	1940
Bolstad, Helen C.	1930	Fiskett, Anthony	1962	Kolb, Billi H.	1944	(Mrs. Virgil Conway)		Stillman, Lawrence Alan	1964
Bosworth, Francis Geo.	1929	Fitz, June Richardson	1948	Krueger, Agatha	1921	Ogren, Susan Ona	1969	Stoltman, Kathleen	1977
Boyle, Margaret	1938	Fortier, Edward J.	1938	Kruse, Megan	1979	O'Hare, Jeanne C.	1978	Strauss, Guy	1980
Brady, Catherine	1963	Fosdick, Dean	1980	Lacy, Chester O.	1938	Okolie, Eziuche	1981	Stuart, Vicki Lindeen	1969
(Mrs. D. Conner)		Franz, Adele	1925	Leah, Marjorie Harris	1938	Olschlager, Richard	1979	Svendsen, Helen Salisbury	1938
Brandt, Marlin	1954	Freeman, Christine Kegler	1975	Leatherman, Jerry	1966	Olsen, Marjorie Lea	1942	Terin, Robert	1947
Brandt, Steven	1973	(Mrs. Michael Freeman)		Lee, Bernard	1940	Olson, Edna D.	1938	Thompson, Mrs. Horace	
Brewster, Margaret Meyer	1959	Fritz, Debra	1980	and Isabel (Tuomey)	1939	Olson, Patricia	1968	Underdahl, Melvin	1953
(Mrs. James Brewster)		Garcia, Mario	1947	Leisner, Betty Alexander	1944	Onah, Oke	1980	Vaugh, Roxanne	1981
		Gardiner, Llewellyn	1937	(Mrs. Abraham Leisner)		O'Neill, Luanne Finch	1979	Vessel, Edward	1936
Bridgeman, John Henry	1958	Garron, Barry	1977	Leppanen, Sandra	1977	Oppegard, Allen	1953	Vincent, Sally	1979
Brunsell, Robert	1952	Gehlon, Suzanne	1979	Levenson, Lynn	1971	Orr, Sally Young	1950	Wagner, Annie	1975
Brunton, James	1950	Gillis, William	1945	Levy, Donald	1981	(Mrs. Michael Orr)		Wagner, Stephen O'Brien	1968
Burke, Roland D.	1936	Gold, Gloria Weinberg	1945	Levy, Eileen C.	1981	Otto, S. James	1970	Warren, Alice	1979
Burnett, John	1933	Gompertz, Kenneth	1961	Lindgren, Kenneth	1948	Park, Chang Keun	1959	Warren, Janice Horne	1969
Butorac, Geo. Joseph	1956	Goodwin, Patricia Anne	1980	Lorsung, Lee John	1954	Pearson, Gene	1980	Warren, Margaret J.	1944
Calahan, Marcelle	1942	Gottwerth, Sylvia	1928	Lucas, Jean Dixon	1948	Peterson, C. Kyle	1953	Weber, Ruth	1968
(Mrs. High Bernard)		Graves, Colin W.	1950	(Mrs. Daniel Lorsung)		Peterson, Lois Ellen	1945	Welsh, Robert F.	1949
Callahan, Thomas P.	1949	Greiner, Ralph C.	1921	Lundberg, Kenton	1975	Phail, David Harrison	1961	Wenker, John W.	1981
Carlson, Marilyn Jean	1973	Gullickson, William D.	1949	MacDonald, Archie	1924	Phillips, Barbara	1938	Wheat, Janis Knudsen	1959
Chandler, Doris	1937	Hamerston, Waleta Johnson	1963	Machado, Fernando	1947	(Mrs. R.J. Tommearas)		Whitaker, Kenneth	1950
(Mrs. D.R. Cowell)		(Mrs. M.A. Hamerston)		MacStay, Frances	1936	Pi de la Serra, Miguel		White, David J.	1968
Chen, Fong	1971	Hamley, William	1948	Malmo, Deborah M.	1979	Pikal, Constance	1981	Whited, Edwin Frost	1947
Clement, Marvin	1928	Hanson, Marilyn Staubly	1969	(Mrs. Lowell Maloney)		Plante, David	1975	Whitmore, Lois Schenck	1924
Coe, Bruce	1960	(Mrs. John Hanson)		Maloney, Etta Bjerke	1952	Poole, Dee J.	1928	(Mrs. Eugene Whitmore)	
Conrow, Janet Lynn	1980	Hanson, Wallace G.	1963	Manders, Patrick	1979	Pratt, Corny B.	1981	Williams, Gwen	
Cortes Rivera, Jose	1980	Harris, Ellis	1937	Mansoor, Audre	1966	Quealy, Catherine	1931	Willette, Kathleen Michels	1961
Cowell, Donald R.	1937	Hartig, Walter	1949	(Mrs. Jim McGranahan)		Randolph, Helen	1936	(Mrs. E. David Willette)	
Crimmins, Mrs. Margaret Belden	1957	Heath, Dorothy	1944	Margolis, Irving	1936	(Mrs. W.C. Eldridge)		Williams, Rhona	1975
Coyne, Thomas W.	1977	Hedman, Nancy	1981	Marks, Allan D.	1979	Rauner, James G.	1975	Wilmes, Monica	1977
Crawford, Maybelle		Helm, Marlyce	1974	Marti, Dr. Jorge	1947	Raynter, Loren H.	1949	Winkler, Patrick	1952
Cross, John L.	1974	Hesse, Irene	1967	Mattson, Wallace		Reed, Yvonne Thayer	1969	Woolen, Richard	1942
						(Mrs. Randolph Reed)		Yao, Chai-Wei Foo	1979



Murphy Reporter

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(Awards continued from page 9)

Daily staffers, alumni collect MNA awards

Jeff Wheeler, a photographer for the *Minnesota Daily*, was judged to have the best photographer's portfolio in the seventh annual Minnesota Newspaper Association (MNA) College Better Newspaper Contest for 1981. (see cover photo).

In addition to Wheeler's first-place award, *Daily* staff members collected 19 awards in the contest, and several SJMC alumni won MNA Better Newspaper Contest awards for work on Minnesota weekly and non-metropolitan daily papers.

Jerry Ringhofer, '61, of the *Owatona People's Press*, received the first-place award out of 84 entries in the competition for the Herman Roe Editorial Writing Award. Other winners in the MNA contests were:

College Better Newspaper Contest winners -- Minnesota Daily staff

Sheri Venema, first place, investigative reporting;

D. Hayne Bayless, first place, general reporting;

Delores Lutz, second place, general reporting;

Jerry Zgoda, second place, sports reporting;

Bill Loving, first place, best editorial;

Mary Pitzer, second place, best editorial;

Michael Phillips, first place, arts/entertainment reporting;

Billy Goodman, second place, arts/entertainment reporting;

Jeff Reid, first place, column writing;

Dave Thomas, honorable mention, column writing;

Glenn Osmundson, first place, news photography; first place, sports photography; second place, feature photography;

Jeff Wheeler, first place, feature photography; second place, news photography; second place, sports photography;

second place, portrait and personality photography;

Leavett E. Biles, first place, best editorial cartoon;

Kevin Siers, second place, best editorial cartoon.

Better Newspaper Contest winners -- SJMC alumni

Brad Kissell, '80, *Shakopee Valley News*, first place (weeklies 2,501-4,000), feature photography;

Dick Knaeble, '76, *Hibbing Daily Tribune*, second place, best photographer's portfolio;

Larry Larson, '73, *Sherburne County Star*, first place (weeklies 2,501-4,000), best column;

Michael L. Larson, '66, *Mankato Free Press*, second place (suburbans, non-met dailies), best column;

Jim McCartney, '80,

Rochester Post-Bulletin, first place (suburbans, non-met dailies), best investigative reporting;

Mary McGarry, '79, *McLeod County Chronicle*, first place (weeklies 1,201-2,500), best investigative reporting;

William Petroski, '74, *Rochester Post-Bulletin*, second place (suburbans, non-met dailies), best investigative reporting.

The *Hastings Star Gazette* was the Sweepstakes Award winner in the Better Newspaper Contest for the fourth time in four years. First place General Excellence winners in the College Better Newspaper Contest were the *Mac Weekly*, Macalester College, in the four-year division, and the *Echo*, Rochester Community College, in the two-year division.

Awards to the winners of the Better Newspaper Contest were made at the 116th MNA Convention on March 7.

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