

Murphy Reporter

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Journalism meets Business at MJC seminar

The relationship between the worlds of business and journalism traditionally has been a rocky one. Representatives of each profession have accused one another of shabby ethics, self-serving motives and questionable methods of operation.

On October 30, about 60 journalists and business executives had an opportunity to exchange gripes, defend positions and generally come to a better understanding of how the other half thinks at a seminar sponsored by the SJMC Minnesota Journalism Center (MJC) and the St. Paul Chamber of Commerce.

The seminar, titled "Profit: How Much Is Enough?" was set up as a program for "journalists and executives to explore areas of mutual concern in the reporting of corporate financial matters."

SJMC Professor Arnold Ismach, coordinator of the seminar, noted that business news has become a more important area of media coverage, but that "many reporters don't have the training or technical knowledge of business subjects."

Two major objectives of the seminar, he said, were to present information on important business subjects and to "get news people and business people together so they can better understand each others' problems."

Mark Willes, executive vice president and chief financial officer at General Mills in Minneapolis, and Leonard Silk, economics columnist for the *New York Times*, were the keynote speakers for the seminar.

Willes, who was president of the Federal Reserve Bank of Minneapolis before his move to General Mills in 1980, has a Ph.D. from the Columbia Graduate School of Business and in 1979 was named by *Time* magazine as one of "50 Faces for America's Future."

Willes called his luncheon talk "Money Goes Where the Profits Are," and maintained "when we ignore that very simple statement, we end up making some very bad mistakes."

Willes: 'We're greedy. Instead of complaining about it, let's find a way to make it work to our advantage.'

The statement can be used to explain "two almost profound developments taking place in the United States economy today," he said, namely what he sees as bipartisan support of tax relief and profit incentives for business and for deregulation, or "reduction of government's involvement in the specific decisions of business."

Willes said he sees some "fundamental changes in the direction of some basic national economic policies," and believes "they can be explained at least in part by the fact that people are understanding more and more that money goes where the profits are and are willing to act on the implications."

He contended that through government intervention in business, "we've taken this tremendous economic engine of ours and we've managed to stop it dead in its tracks." Citing rent

control, the minimum wage and price controls on energy supplies as examples of this intervention, he maintained that it has resulted in inflation at "almost historic highs," and in reduced saving and investment on the part of consumers.

When prices are controlled, he said, mentioning the examples of rent control and price controls on milk in Mexico, people will invest in other areas where profits can be made.

The profit motive is so powerful, he said, because "we're greedy... We can lament that we aren't all saints, but given the fact that we're not, somehow it seems prudent to me to acknowledge what drives many of us and instead of complaining about it, find a way to make it work to our advantage."

Willes conceded that the profit motive has led to injustice in the past and that we can't ignore the damage greed can do, but that competition for profit can lead to socially-desirable results. Problems of environmental pollution and storage of toxic wastes, he said, could be solved by selling "rights to pollute," or rights to bury waste under agreed-upon conditions rather than by governmental regulation.

"As these ideas work themselves out," he said, "in my judgment, they will lead us to a more market-oriented, more profit-oriented and more economically and socially-viable world in which to live."

As the dinner speaker, Leonard Silk challenged Willes's assessment of the "profit story," calling the claim that "money goes where the profits are," a "pretty vulgar, pretty meaningless aphorism."

"If you were working on the *Miami Herald*," Silk said, "the lesson you ought to learn from that is to resign from the *Miami Herald* and go into the heroin business. There's a hell of a lot more money in the heroin business than in being a reporter for the *Miami Herald*."

"Greed is as common as dirt and as ancient as history," he said. "We're

all born with it, and what you try to do is to civilize it, limit it and infuse it with other values rather than to make it hyper to the point of lunacy."

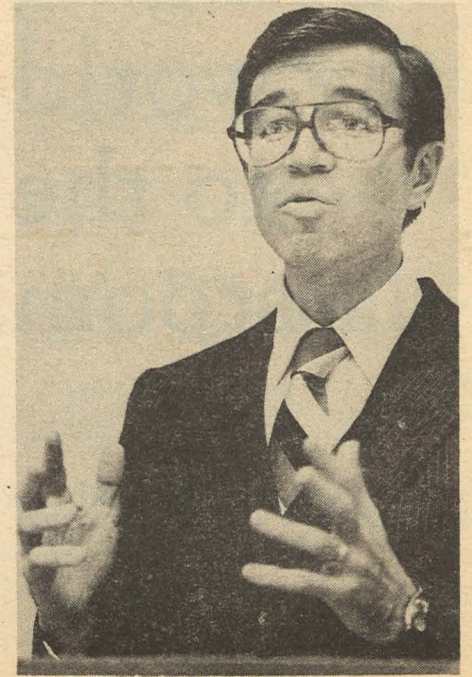
A different "package of pleasures" drives people like journalists, university professors, scientists, artists and Nobel Prize winners, Silk argued, "and I hate this cheap view of the world that reduces the world to a market."

Social values, civic concerns and creative rewards are as important as the profit motive, he contended, and added that "if people want to do things their own way and pay a price, they have a right as a democratic people to pay that price for a particular social objective."

Silk advised journalists who are covering business news to remember that it is the business reader who reads business news, and it's not necessary to "drag Mrs. Whosis into



Leonard Silk, *New York Times*



Mark Willes, *General Mills*

Silk: 'I hate this cheap view of the world that reduces the world to a market.'

the financial section kicking and screaming." A certain amount of jargon is necessary, he said, to avoid getting bogged down in explanations of "what a stock is, what a bond is."

He added, however, that more business writing should be included in the rest of the paper in order to bring "financial understanding" to political and public affairs stories. "A business section that only writes for the business part of the paper is not doing its job."

On covering profits, Silk maintained "business doesn't always want an accurate report... business wants things in its favor, just like the rest of us... I don't think one should have a sense of horror if some PR man or chairman of the board leads you up the garden path or covers up or whatever. It's like everybody else. But that's no excuse for you to take it or to oblige. Your job is to give an honest report. If they don't like it, tough."

Reporters shouldn't have to worry about making money for the newspaper or offending advertisers, he added. For reporters who write an accurate story and are prepared to back it up with documentation and careful notes, there are "rewards in heaven, and sometimes there are even rewards on Earth."

Panelists for other seminar sessions were Harold Chucker, consultant to the *Minneapolis Star*; Edward M. Foster, associate dean of the School of Management; David Hall, managing editor of the *St. Paul Pioneer Press*; Beverly Kees, executive editor of the *Grand Forks Herald*; Charles Mundale, editor and publisher of *Corporate Report*; Peter Vanderpoel, director of communications for Northern States Power Company; and Dick Youngblood,

business/financial editor for the *Minneapolis Tribune*.

Another business-reporting seminar is planned for next spring.

SJMC enrollment up 6% for 1981

SJMC enrollment was up about 6 percent for fall quarter 1981, compared to fall 1980 figures provided by the student Services Office.

Of the four SJMC program sequences, broadcast journalism had the greatest increase, with 16 percent more students than last year at this time. The number of advertising students increased by about 8 percent. Enrollment in the news-editorial and photocommunication sequences was virtually unchanged.

Total enrollment for the four sequences and special-program students is 1,151, including 376 majors and 775 pre-majors. Almost 41 percent of the pre-majors are transfer students.

Just over 68 percent -- 160 of 233 -- of students applying for SJMC major status during the 1980-81 academic year were accepted, admissions committee data shows. The admissions accounted for 97 percent of the School's quota for the year.

The number of 1980-81 SJMC graduates is expected to be about the same as for last year. As of the end of the first summer session, 116 B.A. degrees, 14 M.A. degrees and five Ph.D. degrees had been awarded.

The five students who received the Ph.D. degree are Adebisi Aborisade, Robert Drechsel, Ike Nwosu, Cornelius Pratt and Joseph Wsi-Chung Wong.

Six new faculty: Bringing the world to the classroom

Photos by Sal Skog

Allen

Martha Allen's career is the stuff *Lou Grant* episodes are made of. As a reporter for the *Minneapolis Tribune*, she covers the City Hall beat, reporting on elections, court battles and budget problems. As a part-time SJMC instructor, she spends two mornings a week in front of a public affairs reporting class in Murphy Hall, telling students what it's really like out there.

"It fits nicely," she said. "I get to go do it, then I get to go teach it."

She explained students are assigned to do 10 stories during the quarter, covering different public agencies including county and metropolitan government agencies, the courts, elections and law enforcement. "They're learning how to make public agencies readable and relevant," Allen said, "whether they're writing about parks or sewers or elections."

Allen has worked at the *Tribune* since 1976, first as a copy editor and then as the night assistant city editor. She is now the City Hall reporter because she was "getting tired of sitting in a desk."

Prior to coming to Minnesota, she had worked as a reporter on small papers in Kansas and Iowa, received her master's degree in journalism

from Columbia University and taught journalism for three years at the University of Missouri.

At Missouri, she was a faculty supervisor for the student-published daily city newspaper. While she enjoyed teaching in a situation that allowed for a lot of individual attention for the students, the job gave her the itch to go back into newspaper work.

"I wanted to work at a good newspaper," she said -- an ambition that led her to the *Tribune*. "I like the *Trib* very much. I respect what we try to do there on a daily basis."

The *Tribune* editors, she added, "have a clear sense of what they think the paper ought to be, but they still allow reporters as much freedom and professional responsibility as we need to do a good job."

The editorial philosophy of the *Tribune*, Allen said, is basically to "always keep the reader in mind, and ask 'what does this mean to the reader? What difference will this make in readers' lives?'" The policy applies whether a story is "entertaining, instructive or helpful. It might be something the reader needs to know or may not even want to know, but it should be there anyway."

She noted that teaching that philosophy to students is a good way of reminding herself of it when she's on the job at the paper. "I come over here and tell the students the way it ought to be done," she said. "Then when I get back and try to do it myself, the lectures stick in my mind. It's good to have it theorize about what you do."

Busterna

Before Kathy Busterna took the job as SJMC reference bibliographer and head of the Eric Severeid Library, she says, her mind "was turning to mush."

With master's degrees in English and library science and a background as the journalism librarian at the University of Wisconsin-Madison, Busterna found her job as assistant acquisitions librarian for serials at UW-Milwaukee to be "less than intellectually stimulating."

"I had about reached the end of my rope working with serials," she said, when she saw the job description for the SJMC position and "couldn't believe a job actually existed" that was so ideally suited to her background. "And I couldn't believe it existed in as nice a place as the Twin Cities."

In her new position, Busterna is overseeing the operation of the Severeid Library and making changes in the library's book and serials collections. "We're weeding the collection and adding material," she said, "trying to fill in gaps and also keep up with current materials."

The library is undergoing reclassification, as well, she said, so that eventually the entire collection will be classified under the Library of Congress system.

She noted the collection apparently was well taken care of "30 or 40 years ago," but that in recent years, "a tremendous amount of material that's important for teaching and research," has been neglected.

She is currently going through "important bibliographies in the field to find out what we need that's not there," she said, and plans to fill in the "classic studies" that are missing from the collection as well as purchase new works.

In addition to her duties as head of the Severeid Library, Busterna will team-teach a new course, "Information for Mass Media," with Professor Jean Ward beginning winter quarter.

Busterna explained the new course will cover the use of library materials and resources such as indexes, abstracts and computer data bases, but also will involve more general instruction in methods of conducting "sophisticated research for papers, theses and dissertations." Students will work with a variety of methods gathering information, she said, including interviewing, working with documents and becoming aware of research centers in other places.

"As far as we can tell, a course like this is not being taught in any other journalism school in the country," she said. "So we're breaking ground."

One-third of Busterna's appointment is based at Walter Library, where she conducts computer-data base information searches for patrons. She has been doing some data-base searches for journalism faculty members who are working on papers, a service she expects will "grow in popularity over time."

She added she is especially happy to be working with the Minnesota SJMC faculty, many of those works "we had on reserve in the library at Wisconsin."

"I'm enjoying myself immensely," she said. "Compared to what I was doing, this is heaven."

Glasser

He yearns for hot dogs in Yankee Stadium and an egg cream ("the world's most delicious drink, found only in New York City and its environs"), but otherwise, Ted Glasser is adjusting very well to life in Minnesota.

Glasser, a transplanted Long Islander, is a visiting SJMC professor from the University of Hartford, Conn., where he is an assistant professor and director of graduate studies. He is teaching fall-quarter SJMC courses in mass communication law and interpretive reporting.

Because of the reputations of the journalism school, faculty and the Twin Cities, Glasser said, the opportunity to come here for the 1981-82 academic year was one "I just wasn't willing to pass up."

Glasser received his Ph.D in mass communication from the University of Iowa. He spent last year at the Yale Law School under a part-time visiting faculty fellowship studying issues of privacy and abridgement of free speech by private organizations. He also has worked as an editor for a trade-magazine publishing company in New York and published a weekly newspaper in Stillwater, Okla.

During the school year, Glasser will continue writing in the areas of law and ethics, particularly on privacy issues and questions involving the Federal Communications Commission (FCC). He and colleagues have presented papers on the possibilities for decentralizing the FCC into a series of local broadcasting boards and on the impact of the FCC lottery-system for random allocation for initial broadcast licenses.



Left to right: Sven Windahl, Kathy Busterna, Ted Glasser

He has written an article focusing on the quality of the news-reading experience, as opposed to the functional value of newsreading, that will be published in the spring.

Glasser will teach a graduate seminar on "communication agencies as social institutions" during spring quarter. He noted the content is likely to be influenced strongly by his own interest in European scholarship in communications, which he says is "so much richer than American scholarship in this area."

He is particularly interested in the European school of "critical theory," he said, which "raises fundamental economic and political questions... questions about the relationship between the economy and the quality of communication."

In the United States, he explained, because newspapers are supported by "marketplace forces, including advertising," a "fundamental conflict exists between news as a journalistic ethic and profit as a business ethic." The tendency to run newspapers as businesses, he said, "influences fundamental things like human dignity and freedom."

Glasser noted that while European educators tend to be politically active, American professors generally feel obliged to be impartial. He maintained it's important that American issues in mass communication -- such as concentration of ownership -- are discussed in a political context in order to understand the relationship of politics, economics and communications industries.

"The biggest challenge for journalism educators," he said, "is to get students fired up about these issues."

Lehew

Even the advertising business has its hazards. Harry Lehew has the scars to prove it.

As a member of the Campbell-Mithun agency team that developed the campaign for General Mills' Nature Valley Granola Bars, Lehew was on the set of one of the "outdoor, family-activity" commercials for the product. He sustained injuries to his elbow while taking part in a between-takes race to see who could slide down an Alpine slope fastest on little plastic sleds.

He noted the campaign, "Take a Nature Valley break," is the most successful to date for the product, and that it was developed out of careful research into the market for a granola product, the attitudes and lifestyles of consumers and the most appealing attributes of the product.

Now the advertising manager for retail marketing with Control Data Corp., Lehew is bringing his experience in the field to the classroom as a part-time instructor of an SJMC course in advertising campaigns.

Lehew's own background includes a blend of the academic and the "real world." Before coming to Minneapolis to work for Campbell-Mithun and subsequently Control Data, he taught advertising for six years in the school of journalism at Pennsylvania State University. Before that, he worked for eight years in account management for two Chicago agencies, Foote, Cone & Belding, and Needham, Harper & Steers.

It was at Needham, Harper & Steers that Lehew first worked as an account manager on the General Mills account, and he "jumped at the chance" to come to Minneapolis

in 1978 and renew the association at Campbell-Mithun.

The story of Snackin' Cake, a General Mills campaign Lehew worked on in Chicago, is another he relates to students to emphasize the importance of market research. The new product was destined to be either a brownie or moist cake mix, until evaluations of consumer reactions revealed a market for a snack cake, which ultimately was "one of the major marketing successes of the 70s," he said.

"Being in the professional community gives you some insight into the processes," of deciding "what will sell, what will work," Lehew said, but added that his years of teaching and background in marketing theory and communication research have been important to his understanding of the advertising business, as well. "You need to integrate the theory and the practical decision-making process."

He noted his current teaching experience is "bringing back memories -- both good and bad." He cited the fact that "schools everywhere are operating on tight budgets," as one of the bad memories. On the other hand, he said, training provided by advertising curricula today is "far more advanced than it was 10 years ago," and "the professional community can make good use of these graduates."

"I think it's important for the academic and professional communities to work together," he said. "It's important for the professional community to provide whatever resources it can for programs like this."

Wilhide

Doug Wilhide is a rather literary chap. He taught writing and literature at the University of Iowa for three years; he's an actor, partial to Shakespearean roles ("I usually play a king or a prince"); and his Ph.D. dissertation is titled "The nature of characterization in later Arthurian literature," ("something I use every day").

It's no wonder, then, that he views advertising copywriting, his current profession, as "an extension of writing as a liberal art -- not just a skill that will help you get a job."

Now a writer for Colle and McVoy Advertising Agency, Wilhide is teaching a copywriting course part-time in the School of Journalism and Mass Communication. He also writes for various publications that serve the advertising profession.

Before moving to Colle & McVoy, he worked as an advertising manager for the energy products center at Honeywell, and as a writer/editor for Investors Diversified Services (IDS). While he originally came to the Twin Cities looking for a teaching job, Wilhide frankly admits that advertising "offered the big bucks and I got out of teaching."

He's back in the classroom again, however, because of "this personal defect I have -- I always feel like teaching whatever I'm doing." The experience is a valuable one, he said, because "it forces me to crystallize my own ideas on copywriting."

He noted "the discussions we have at work pop up in class," giving him a chance to give the students "a feel for the way things really happen."

A student recently asked him, for example, if a professional copywriter "ever has to compromise?" Compromise is often the name of the game, Wilhide explained, which is why it's important for copywriting students to learn to develop solid ideas and support their positions.

He added that his own bias holds that "the copywriter is the most important person in the whole advertising process."

He is particularly interested in industrial, or "business-to-business" advertising, an area he said students often don't learn about in school.

As a teacher, Wilhide has had the opportunity to bring in other professionals in the advertising field as guest speakers for his class. "One thing I've noticed is that many of them are very nervous," he said, "but they give tremendous presentations" that do a lot to "build students' interest in advertising."

The students themselves, he added, "are better, more mature, more concerned. They're developing into very good critics."

Windahl

Sven Windahl is from Sweden, so of course he's right at home in Minneapolis.

"There's an American Swedish Institute right in the Twin Cities," Windahl said. "There are five Swedish-speaking people on our block -- you can get anything here! What more could I ask for?"

On a year's sabbatical from his position as a senior lecturer at Hogskolan I Vaxjo, a branch of the University of Lund, Windahl is team-teaching an SJMC public opinion course with Professor Jim Brown and continuing work on a Swedish research project.

A sociologist by training, Windahl noted the courses he teaches in Sweden have a broader theoretical base and are less skills-oriented than journalism courses are here. A big part of a Swedish communications student's coursework is in "public campaigning," he said, or techniques for promotion and education about public issues such as health, safety and taxes.

(Faculty continued on page 4)



Left to right: Doug Wilhide, Martha Allen, Harry Lehew

Mondale advises: be skeptical, not cynical

If Walter Mondale had it all to do over again, he'd probably follow pretty much the same career path, the former vice president recently told a group of journalism students at a Murphy Hall press conference — except that he's always harbored a secret desire to be a foreign correspondent.

Mondale issued a challenge to "gifted reporters" to "take on the responsibility of learning another culture and reporting on it," during a discussion with students and faculty in Murphy Auditorium Oct. 22.

In his first visit to the University this year in his role as a "Distinguished University Fellow in Law and Public Affairs," Mondale emphasized his own belief in the importance of the press, offered advice to young journalists and answered questions about his views on local, national and world issues.

He suggested the world press would be better served if more journalists would strive to master the language, history and culture of another society and to communicate about that culture "with depth, sensitivity and understanding."

He also advised journalists to have confidence in their work and its importance, but to approach subjects with "skepticism" rather than "cynicism."

He emphasized that the process of "journalistic inquiry" must be protected, and that both the press and politicians have an obligation "to arm the public with the essential information that makes public policy making a meaningful process."

"Everything we do must be measured against this standard," he added. "Neither politicians nor the press can inform the public unless the government is open to question... The risks and occasional embarrassment and even occasional release of secrets" are outweighed by the "right to know, which is the fundamental guarantor of American freedom."

He cautioned against what he sees as a growing attitude of cynicism among journalists, however, and maintained that a feeling of the "omnipresence of human mendacity" has

affected the profession for the worse. "I don't believe a constant diet of cynicism, mistrust and doubt in the face of honest, caring people (in government) is a good diet for the American people," he said. Nor is it "an accurate reflection of what is generally the case in government and other institutions."

Mondale stated his own opposition to any efforts to restrain the press from gathering information and questioning the government "in the interest of protecting security." These efforts have included frequent proposals for an "Official Secrets Act," he said, and more recently, the Reagan administration's proposal to weaken the Freedom of Information Act.

In other recommendations for young journalists, Mondale maintained he had "never seen a journalist who doesn't understand the subject who write a good story." He also advised the audience members to resist pressures to participate in "pack journalism."

"There's a tendency for people to follow the leader," he said. "I don't think that's good for the country... Have confidence in your own judgment. Write the story the way you saw it and stand by it."

He also criticized the tendency for political reporters to cover "the color and not the substance" of political campaigns and politicians, and the "grabber news" orientation of television news that allows "18 seconds" for coverage of major news stories with worldwide significance. "Somehow television has to come to grips with how it deals with the headline treatment of news and still give depth to the coverage," he said.

During a question-and-answer period following his talk, Mondale — a potential although unannounced presidential candidate — noted he recently participated in a strategy council in Baltimore with about 60 Democratic party leaders to discuss questions of reform within the party. An issue of major concern, he said, was how to deal with single-issue voters and pressure groups — including the "moral majority."

he observed, seems to run counter to the spirit of cooperation he thinks is more characteristic in Sweden. The air traffic controllers' strike was one of the first news events he heard about when the family arrived in the United States, and Windahl suggested a similar strike would be unlikely to occur in Sweden.

"In Sweden we're very concerned about unions," he said, "and there's a balance between workers and employers, Sweden is typically a country of negotiation and compromise."

Referring to a recent call for more major cuts in the University budget, Windahl said, "I find it very strange that this country is not more concerned about education. Any economy considers education to be an investment, and you shouldn't cut back on investments."

He noted he was concerned at first that he didn't have the same "frame of reference," that his American students do, "but I think it can be worthwhile to have someone from another country express different ideas."

"The students are very kind," he said. "They overlook my linguistic disability."

Windahl is the author, with Denis McQuail of the University of Amsterdam, of *Communication Models for the Study of Mass Communications*, to be published early next year.

"The country suffers" from single-issue divisions, he said, and suggested that the Democratic Party needs to form a "coherent, persuasive vision of where we want to go... A spat with one leader neither elevates the debate nor moves the country."

In response to a question about his role as a director and consultant for Control Data Corp. in Minneapolis and charges that he may have used his influence as vice president to promote the City Venture Metrodome project, for which Control Data is the major stockholder, Mondale said he was proud of his record of having done everything he could "to help any Minnesotan who asked for help."

"At the same time," he said, "I was very careful never to confuse my role in public with any private gains." He added that he is proud of his association with Control Data because of the company's efforts to combat poverty by providing job training in disadvantaged areas of the country.

"We need more corporations that will try to figure out how to make a profit and grow and also try to help people," he said.

Mondale noted that throughout the year he will be teaching classes on the University of Minnesota campus as well as at Macalester College and the College of St. Thomas, and will be conducting seminars in foreign-policy decision making.



Photo by Sal Skog

Second summer Literacy Project to attack writing problems

The Minnesota Literacy Project, a one-week summer course offering intensive training in journalistic writing techniques for high school English teachers, will be conducted again in June 1982, according to project director Ann Goodwin.

The project was offered for the first time last July, and Goodwin noted the response from participants was "very positive." "I think the teacher participants enjoyed looking at a new way of writing and felt it would be possible to apply it in their own classrooms," she said.

She added that the project staff has recently drafted a survey that will be sent to the teachers to find out if and how they are using the journalistic methods in their English classes.

The project was inspired by reports that high school students' writing skills have been declining in recent years. The organizers believed that many writing problems could be helped through a journalistic approach.

"The intent is not to produce journalists," Goodwin said. "The intent is to make people more effective at written communication — at getting information, getting at the heart of a subject and communicating clearly and effectively."

She noted the July project included a "glorious slop session," during which participants picked out works of literature they were likely to be using in their classes, and discussed ways to approach the material with journalistic techniques.

For example, she said, if students were reading a novel with a central

event, they might be assigned to plan an interview with the main character — a technique that teaches students about gathering and organizing information and about "framing questions to get the best possible answers... a story will be not better than its preparation," Goodwin said.

She added that participants did express some concern that the project was promoting the replacement of traditional methods of teaching writing with journalistic methods. "We had to clarify that we do not think this is the only way to teach writing," she said. "It's not the way, the truth and the light, but it is one very good, very interesting way to teach writing."

The teachers who participated in the project were "highly motivated and original," Goodwin said, and offered many good suggestions that will be incorporated in the planning of the second sessions.

Thirty-seven teachers participated in the July project — 60 had applied for the original 30 spaces. This year's project is already funded for 30 participants, Goodwin said, but added she is hoping for additional funding that will allow 90 teachers to attend.

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Language skills are emphasized, he said, because in Sweden, as in the United States, students' writing abilities are deteriorating.

In addition to teaching, Windahl is spending part of his time at the University evaluating data gathered last spring in a Swedish study of media use by children and adolescents. The study deals with the development of media use over the years, and the way children's media use relates to their perceptions of the world and their roles in it.

The study is hitting home, he added, as he sees his own sons, Par, 12, and Nils, 8, becoming fascinated with American TV. Television in Sweden is more like American public TV, he said, and "we only have one cartoon a week." He said his sons "went crazy" when they were introduced to Saturday morning cartoons here. "We still can't drag them out of the house on Saturday morning."

While Windahl said he loves the Twin Cities and hopes to come back to do a study of the Swedish immigrant press in America, a few things have struck him as rather strange "about the ideology of this country."

The American obsession with "individualism—the man on the horse,"

CLA Distinguished Teacher

Charnley would make a few changes

When Mitch Charnley recently read a letter from SJMC Director Gerald Kline supporting Charnley's nomination for the College of Liberal Arts Distinguished Teacher Award, he said, "I see Jerry lied about me here. He says I used all the ways of teaching journalism, but I've thought of so many new ways since I quit teaching!"

At 83 and after 38 years of teaching journalism, SJMC Professor Emeritus Mitchell V. Charnley is still evaluating journalism education, still thinking about writing another book, and still challenging young reporters to become "thoroughly well-informed and socially-minded citizens." His conversation is animated and his opinions are frank.

Charnley insists that his own *Reporting* textbook, now in its fourth edition and the most widely used text in the field, is "beginning to be passe," and that new reporting texts should be "devoted to the new world" and the role of journalism as a social institution.

"For many years, reporting texts were simply who, what, when, where and why, how many words to use in a sentence and how to do an interview," he said. "I'd like to go beyond that -- forget all about the mechanics and how-to-do-its." Instead, he would like to see journalism texts "establish a context for the reporter," by discussing, for example, changing trends in mass media law, libel, access to information and attitudes of consumers.

Charnley also maintains he would do a few things differently if he were teaching journalism today.

The disputed passage in Jerry Kline's letter to the Distinguished Teacher Award Committee reads: "Professor Charnley knew that there were many ways to teach journalism, and he used all of them. He was a lucid, stimulating and frequently witty lecturer. He was a particularly astute critic of writing, whether by students or professionals, and his lectures were larded with specific examples of good and bad writing, good and bad news handling... He was intensely interested in ethical problems as they became apparent in daily newshandling by the press and by broadcasters, and he taught journalistic ethics along with writing because he found them inseparable."

But although Charnley says he figures he was a "pretty good teacher," he still wishes he had done more. "I always taught introductory reporting and loved it," he said. "Now I don't think I did it very well."

"I would do a great deal more with having students analyze and criticize the work of newspapers -- both

the technical work and how well they meet social needs."

He added he would emphasize the importance of "knowing about what you write about... I would try to have every kid be a specialist in some field -- just study the hell out of it."

Charnley's thoughts on changes he would make in his own teaching methods have shown up in recommendations for changes in the journalism curriculum, as well. He said he would "get rid of quite a lot of the mickey-mouse requirements for a degree," including many advanced skills courses in journalism.

"I would like to see a great deal of leeway and a more relaxed attitude toward what students take," he said. "I'd like to see degree requirements broadened. I've constantly advised students to take courses in history, political science, economics -- the social sciences. I would release any kid who could present evidence of competence from the requirements for technical courses."

One reason Charnley wants to see a shift away from skills courses, he said, is that "I hold you can't learn to be a reporter in a classroom, even though I spent 40 years trying to teach it. You learn reporting in a newsroom."

Even so, he added that he became a journalism teacher because "I thought I got such a lousy journalism education and I always said I could do it better."

He is encouraged by the changes that are being made in the journalism curriculum. "The School has moved about 50 percent of the way to where I want it to be," he said.

Despite his own modesty about his teaching accomplishments, Charnley continues to receive letters of appreciation from former students and colleagues who write in glowing terms about how he has enriched their lives. One former student, John Pavlik, wrote: "It is to your teaching, and to that of my other journalism instructors at Minnesota, that I attribute whatever success I may have achieved or may yet achieve in this field."

He has been honored by broadcast news associations for his work in broadcast journalism instruction, and in 1968, after teaching on a special appointment for two years beyond his "first retirement" in 1966, he received the Sigma Delta Chi Distinguished Teaching in Journalism Award. He was honored with the CLA Distinguished Teacher Award last spring.

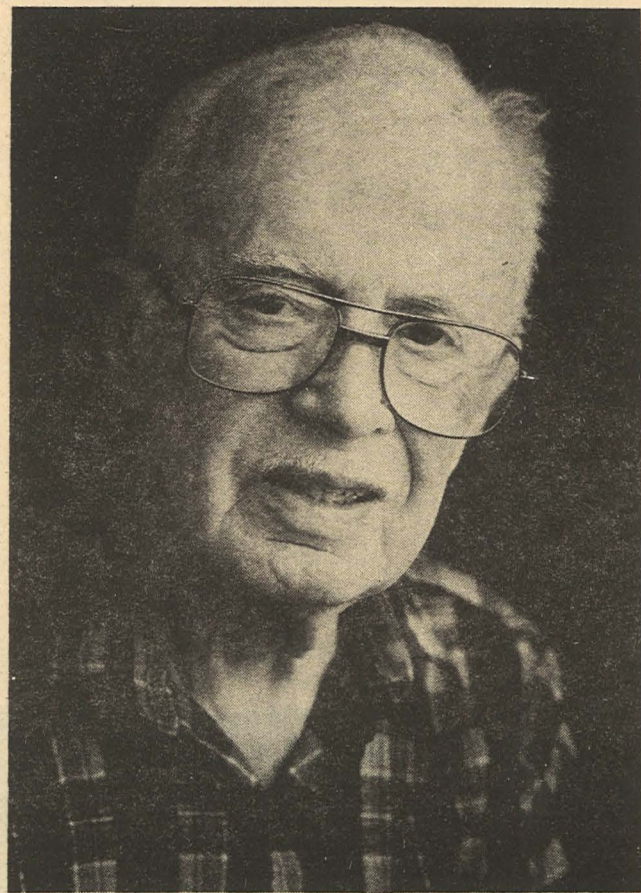


Photo courtesy of Minnesota Magazine

Today, Charnley and his wife Jean are at home in Prospect Park where he's "doing a great deal more work around the house." He's doing more yardwork, he says, swimming every day, doing a little writing and "monkeying around with an idea for a book."

His greatest love, though, is woodworking. He's made everything from desk organizers to dining room tables, and is currently at work on Christmas presents for several friends and relatives.

Last year, Charnley worked with the University again as coordinator of a three-week INTERPLAY program of mini-courses on "The World between the Wars -- 1919 to 1939." He calls INTERPLAY a "wonderful program" and says he will continue to serve on the program committee.

At 83, Charnley claims "in all honesty, I don't have quite the energy I had at 52." With all his projects, plans and ideas, that's a little hard to believe. Thirteen years after his official retirement, Charnley is clearly not ready to retire from what he calls "the most satisfying career a man could ask."

Argus Leader's Yeager wins Casey Award

Anson A. Yeager, associate editor of the *Argus Leader* of Sioux Falls, S.D., has been selected for the Ralph D. Casey-Minnesota Award by the School of Journalism and Mass Communication.

The award is named for the late Dr. Ralph Casey, director of the School of Journalism from 1930 to 1958. Casey is regarded by many to be the chief architect of the School. The award is presented annually to an editor or publisher who, in the judgement of the senior SJMC faculty, has given distinguished service to the community, state and nation.

Yeager received the award at the annual meeting of the Inland Daily Press Association in Chicago, Oct. 18-21.

Yeager joined the *Argus Leader* staff in 1947, serving as a reporter until he was appointed executive editor of the paper in 1961. During his career with the *Leader*, he has written about every facet of South Dakota life, from reports on its legislature to observations on its citizenry, sharing what Larry Fuller, publisher of the *Leader*,



Sioux Falls Argus Leader photo

calls an "incredible understanding of our state."

In a letter nominating Yeager for the Casey Award, Fuller wrote, "Anson's journalistic leadership through the years has produced a reasoned viewpoint that pierces issues and overrides parochialism. He has, for example, championed the rights for American Indians, sought statewide cooperation on water development, and from time to time, taken on the governor when he felt that his comments or actions were not in the best interests of the state."

Apparently bearing no grudges, South Dakota Governor William Janklow also wrote to support Yeager's nomination. "I can be very critical of the press when I know that

printed or broadcast information is inaccurate or misleading," he said. "Politicians and reporters should strive to achieve the highest levels of excellence in their professions... Anson Yeager of the Sioux Falls *Argus Leader* has attained that level of excellence and deserves special consideration."

In 1975, Yeager was named an ambassador in the South Dakota Diplomatic Corps. He is a member of the American Society of Newspaper Editors and has served as chairman of the Associated Press Managing Editors Association and as president of the Eastern South Dakota chapter of Sigma Delta Chi, the professional journalism honor society. He has been a director of the Sioux Falls Chapter of Commerce and the Sioux Falls Development Foundations and was a member of the executive board of the Sioux Council of Boy Scouts.

Yeager has been honored as Boss of the Year by the National Secretaries Association (1970) and the American Business Women's Association (1972). He received the Sigma Delta Chi award for outstanding editorial contribution to professional journalism and the William Allen White Foundation Award for editorial excellence (1976). He was named South Dakota Associated Press Newsmen of the Year in 1978.

Yeager's writing awards include state awards for best editorial in 1978, 1979 and 1980. He received a Distinguished Alumni Award from South Dakota State University at

Brookings, from which he was graduated in 1946.

He served in the armed forces during World War II and was a member of the South Dakota Army National Guard for 17 years. He retired as a lieutenant colonel in 1964.

Yeager is the 35th recipient of the Casey Award. Other recipients in recent years have included B.H. Ridder Jr., *Ridder Newspapers*; Robert J. Burrow, *Danville (Ill.) Commercial-News*; James Kerney Jr., *Trenton (N.J.) Times and Times-Advertiser*; the late Joe W. Seacrest, *Lincoln (Neb.) Journal*; Philip D. Adler, *Davenport (Iowa) Times-Democrat*; Richard L. Blackledge, *Kokomo (Ind.) Tribune*; Peter MacDonald, *Harris Enterprises*; Hutchinson, Kan.; John F. Dille Jr., *Elkhart (Ind.) Truth*; Otto Silha, *Minneapolis Star and Tribune*; Byron C. Vedder, *Lindsay-Schaub newspapers*, Decatur, Ill.; and last year's recipient, John R. Finnegan, *St. Paul Pioneer Press and Dispatch*.

BELFAST

The

Last summer I lived in Belfast, Northern Ireland, the torn heart of the troubled Emerald Isle. Having spent almost 10 years as a photographer and photojournalist, I wanted to see for myself what the situation was like over there.

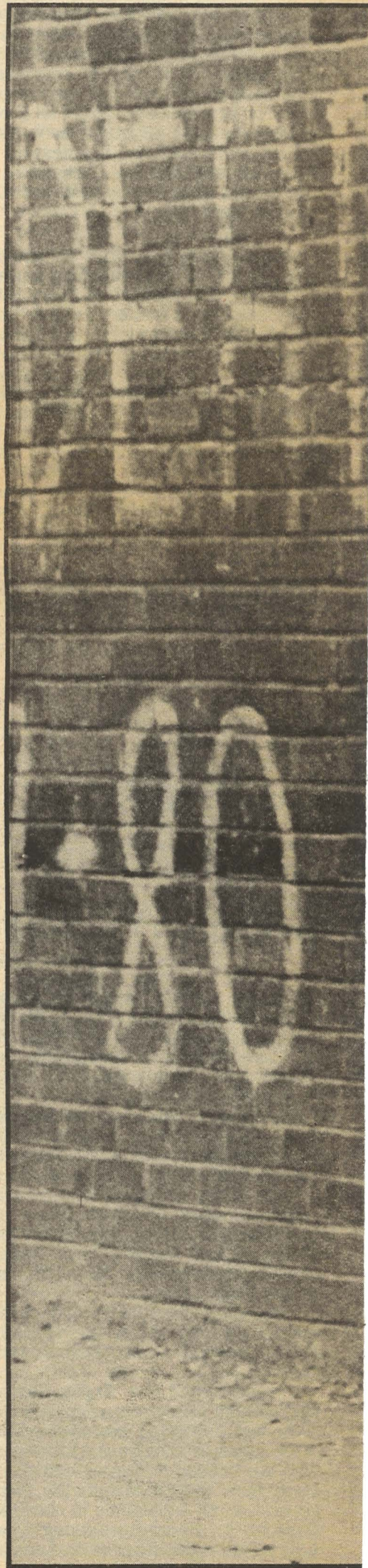
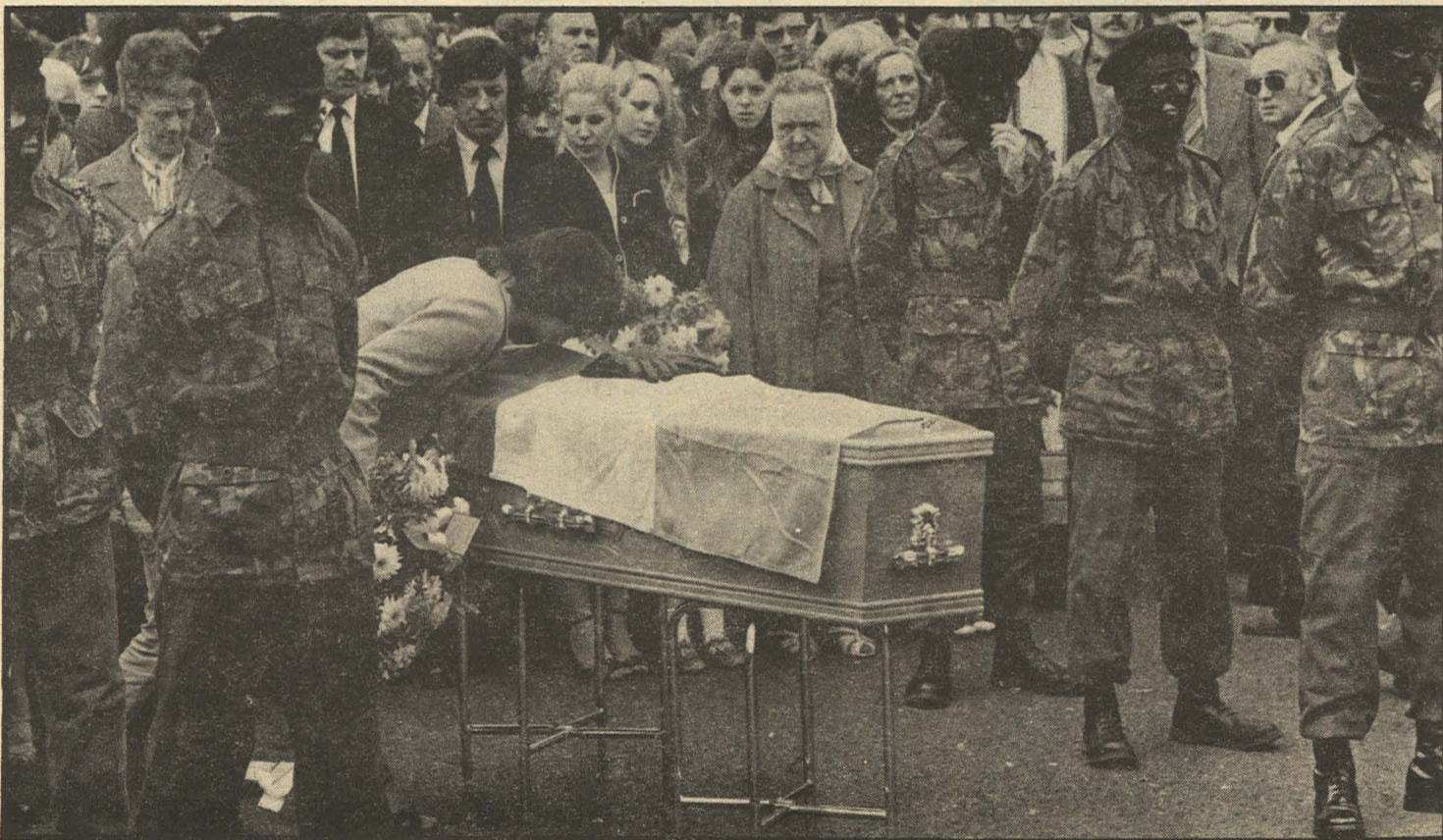
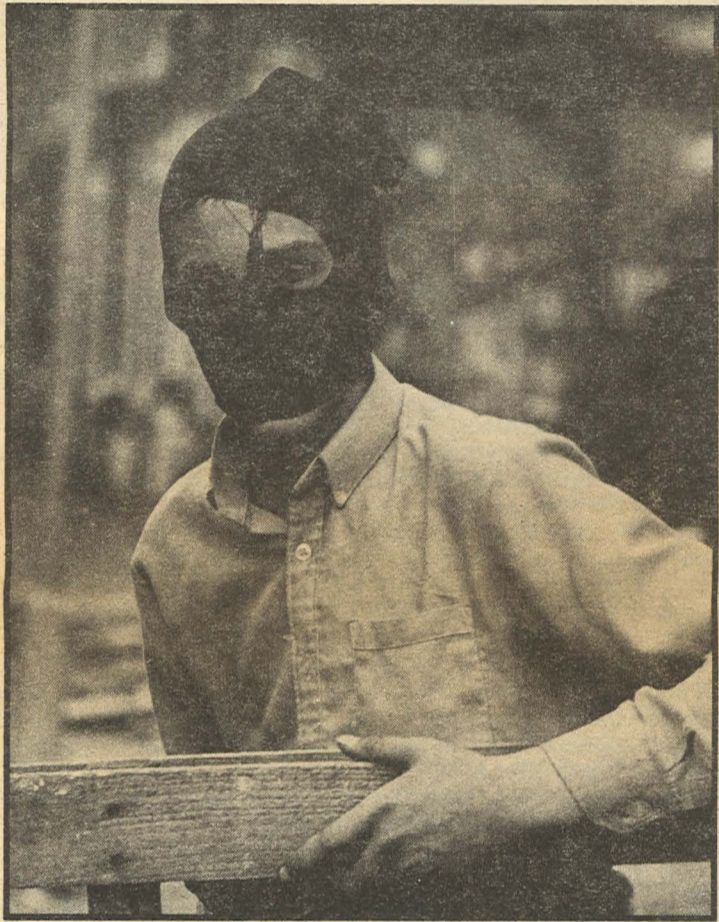
After two-and-a-half months in Belfast, I became accustomed to the forever-moaning drone of green-painted British army helicopters hovering overhead while I ate my lunch on the grass of Botanic Park near Queens University. I became accustomed to constant body searches by security police when I shopped downtown. I became accustomed to seeing flak-jacketed, riot-helmeted army soldiers carrying long, black automatic rifles as they rode in land rovers that passed me on the street. I became accustomed to the everyday pressure of not really knowing whom to trust and to the fear of being hurt as I traveled in the most dangerous sections of the city.

But in all my travels and in all my experiences, I never became accustomed to seeing children -- some as young as 3 years old -- involved in rioting... children with adult faces who have grown up with rioting... children who are pawns of war and have no clear-cut reason for throwing stones and bottles at British troops except for a deeply ingrained, blind hatred of them... children who have lost their youth, who talk tough and look mean... but children who also ask me what the army is like in America and who dream of a peace we take for granted.

A community worker in one of the most troubled neighborhoods in west Belfast asked with frustration "How can our pool tables and disco dances ever hope to compete with the excitement the kids get battling the British army in the streets?"

But despite tremendous odds against them, there are several groups working for peace in Belfast. The Peace People, an organization begun by Nobel Prize winners Mairead Corrigan and Betty Williams, although not as active as in previous years, continues to bring children from Protestant and Catholic neighborhoods together for rural retreats and football matches. It is one of the Peace People's goals to break the cycle of violence by introducing children to each other. For it is seeing children playing real war games that is the most frightening sight in Belfast.

Paul Martin Lester is an SJMC master's student and teaches courses in photojournalism.



Children's War



Far left: A masked youth imitates the costume of Irish Republican Army (IRA) members. Bottom left: IRA members wearing green wool masks and fatigue jackets to protect their identities stand guard over the coffin of dead hunger striker Joe McDonald while McDonald's sister pays her last respects. Center: A mother and daughter flee from a riot. Below: Irish children throw rocks at a passing British army troop carrier.

Cover photo: Three Belfast lads pose for the photographer before an angry wall message that refers to hunger strikers dying in the Maze prison.



Text and photos by Paul Martin Lester

New technology moves in

Irv Fang's days of standing in back of the classroom pretending to be a camera are over.

For years, the broadcasting program in the School of Journalism and Mass Communication has had to make do with make-shift facilities, acquiring equipment a piece at a time and accepting hand-me-downs that often were not in A-1 condition.

This year, after a seven-year residency in Rarig Center on the West Bank, broadcasting will come home to Murphy Hall, an audio-visual editing room, a television control room and studio and several new pieces of professional equipment.

The changes are part of several technological advances taking place in the Journalism School, including the installation of a computer-editing system and new typesetting equipment.

While it's been a few years since Professor Fang actually had to imitate a television camera, he explained that when he started broadcast classes here in 1969, "there was nothing" in the way of equipment except for two audio tape recorders "that were soon stolen." Students practicing their on-camera delivery had to focus on a spot between Fang's eyes instead of a camera lens.

Fang also used his office as a studio for several years, with cameras set up in the hallway, until the broadcast courses were moved to a Rarig mailroom where there was "hardly room to swing a cat."

Later, broadcasting moved into a large room in Rarig where students taped egg flats to the walls and nailed used carpeting to the floor in order to deaden the room. "Each class has pitched in and made it a little better," Fang said.

For the moment, broadcast students are still using "three very old, somewhat broken-down black-and-white cameras that were donated by Mankato State," Fang said, and classes are still being held in Rarig. The move to Murphy will take place at the end of fall quarter, however, at which point students will have access to "audio equipment that's as good as most radio stations have," and "a fairly complete laboratory for teaching techniques for broadcast journalism that are actually used in the profession."

The old radio lab in 305 Murphy has been converted to a television-studio control room with complete audio/video production and editing facilities. New video equipment includes special-effects and chromakey generators, two 3-tube color video cameras with remote-control units, a time-base corrector and two three-quarter-inch videotape decks linked to a remote editing unit. An eight-track studio mixing board, a half-track open-reel recording deck and a simul-sync quarter-track recording deck have been added to the inventory of audio equipment.

The adjacent classroom, 302 Murphy, is being converted to the actual studio for television production. Another classroom, 207, will be used as an editing room for 16mm and super-8mm film, audio tape and three-quarter-inch video tape.

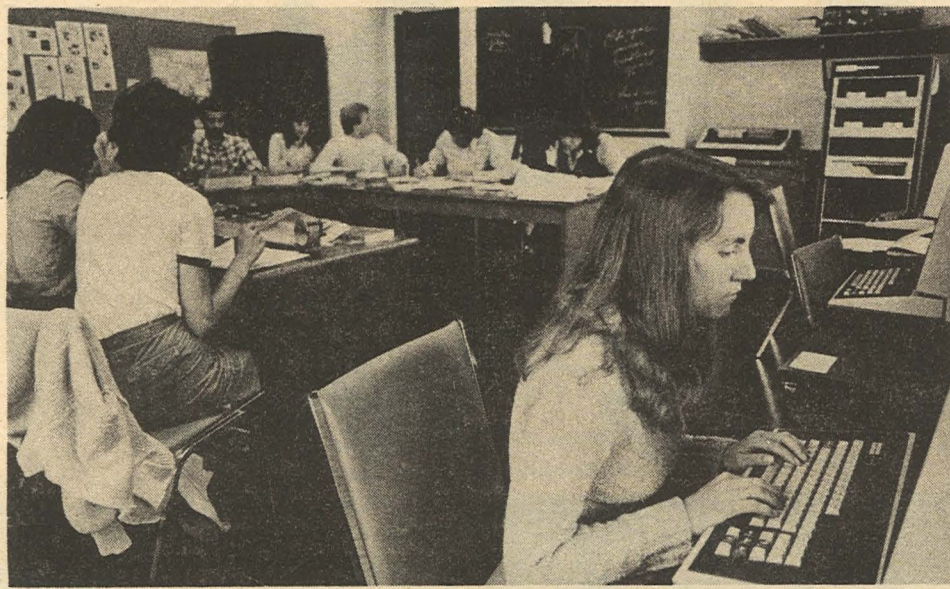


Photo by Sal Skog

A computer-editing system is part of a package of new equipment and facilities being made available to students in broadcasting, editing and graphic design classes. Editing students will spend half their time at VDTs and half at the familiar horseshoe.

Fang noted the new equipment and facilities will be used for regular lab assignments for TV newscasts in the studio and for presentations of a student-produced program, *Newswatch*. *Newswatch* is a closed-circuit TV newscast that is broadcast to classrooms where students are waiting for video-taped lectures and to some dormitory lounges. Student teams in radio and TV-documentary production classes also will be able to use the new facilities.

"We're eager to move in," Fang said. "There's nothing like seeing students use the equipment to arouse and maintain interest. I'm hoping the old excitement will bubble up again."

Enrollment in the broadcast program includes 116 premajors and 33 majors.

Support for the new broadcasting, editing and typesetting equipment and facilities has come from four areas, including the \$500,000 SJMC capital fundraising campaign that is still underway, renovation funds from the College of Liberal Arts, a \$150,000 special allocation from the Minnesota state legislature in 1979, and a research project being conducted by the University Lab of Physiological Hygiene and the School of Journalism and Mass Communication.

SJMC Director F. Gerald Kline noted that as part of the capital fundraising campaign, \$150,000 is being sought from the broadcast industry. Thus far, major gifts of \$50,000 each have been pledged by Hubbard Broadcasting, Inc. (KSTP/TV and Radio) and Midwest Radio-Television, Inc. (WCCO/AM/FM/TV). Two other major media organizations, Northwest Publications, Inc. (*St. Paul Dispatch* and *Pioneer Press*) and the *Minneapolis Star* and *Tribune* Company, also have contributed \$50,000.

The gifts are part of a total of \$240,000 raised so far toward the campaign goal of \$500,000.

Students in print-media editing classes also will have an opportunity to get to know the new technology in their field via a new Compugraphic unified-terminal editing system. Professor Hazel Dicken-Garcia explained students will be able to "do everything from editing exercises in class to putting out a newspaper."

The system has its own computer and hence does not rely on computer systems elsewhere in the University. It also includes six video display terminals (VDTs) and a lineprinter. Students are able to write and edit copy at the terminals, and to set type through a hook-up with a typesetting machine in the graphics lab.

Dicken-Garcia noted that editing by computer will not mean the end of copy-editing symbols for journalism students. In fact, she said, an equal amount of class time will be devoted to editing on the VDTs and editing on paper.

Copy-editing symbols are still important, she said, because students should not be restricted to looking for jobs with publications that have computer-editing systems, and because "chaos" would result if a computer system broke down and editors didn't know how to edit on paper.

Sentimental alumni will be relieved to know "we do not intend to get rid of the rim," she added. "The horseshoe will stay."

Dicken-Garcia pointed out that the emphasis in editing classes will still be on "the correct use of language -- the intellectual skills rather than the mechanics. The technology is simply an aid."

She noted that students have responded enthusiastically to the new system. "I was concerned that the students might be reticent to use the machines, but they're not," she said. "I also thought they might lose respect for editing with pencil and paper, but if anything, it's increased their respect."

Currently, only editing students, in classes of 12, are using the computer-editing system. Reporting students will begin to use the machines at the end of the quarter, and eventually, Dicken-Garcia said, students will have almost round-the-clock access to the machines.

The capabilities of the graphics lab have been expanded by the addition of an AM Varityper typesetting machine that arrived in January.

Professor Harold Wilson noted the new machine has "all kinds of potential" because it can hold an "infinite" number of type faces in every size from 4 to 74 points.

Wilson explained the new machine will be useful to students in graphic design and publications editing courses. It will allow in-house typesetting of class projects such as the magazine produced by students each winter.

Carter new head of grad studies

Being the director of graduate studies is an "exciting, stimulating experience," says SJMC Professor Roy Carter, but his enthusiasm is dampened somewhat by his concerns about the effects of budget cuts throughout the School and the University.

"The strength of the graduate program is especially dependent on our ability to accept and help a substantial portion of the large pool of well-qualified applicants we have each year," Carter said. "We feel terribly handicapped by budgetary cuts."

Carter was elected to the graduate studies post last spring, succeeding Everette Dennis, who left the University of Minnesota to become dean of the journalism school at the University of Oregon.

The SJMC graduate program now includes 169 students -- 144 in the master's program and 25 doctoral students. Carter noted that out of 200 applicants last year, 75 to 100 students were admitted into the graduate program and 50 to 75 actually enrolled.

The current graduate students are "a gifted group of people," he said, but added he is concerned about the School's ability to continue to attract good students when "we don't have as much assistantship and fellowship aid as we would like."

Budget cuts in recent years have limited the amount of clerical support available to the graduate studies office, he said and added that proposals for more "drastic cuts" in the University budget are "very distressing."

"We have right now an extraordinarily good student body," he said. Among the graduate students, he is convinced, there is "the accumulated wisdom and genius to solve the problems of the University of Minnesota and the state of Minnesota and to deal with the problems of a small country or a unit of the United Nations."

Fortunately, he added, the reputation of the SJMC graduate program and faculty continues to be a drawing card, despite financial problems. "I think there's general agreement that Minnesota is one of the top two or three schools in the country in terms of the Ph.D. and master's programs."

In addition to overseeing graduate admissions, the graduate studies office is responsible for conducting an orientation program in the fall and for processing M.A. and Ph.D. programs, grievances and petitions.

Carter also serves as chairman of the Graduate Affairs Committee, which "plays a major role in developing, reviewing, and we hope, improving graduate programs and offerings." Last year, the master's program was revised to eliminate the requirement for an outside project under the Plan B program. Plan B students now are required to do one larger-scale project within the journalism school.

A major task for the committee this year, Carter said, will be to review the Ph.D. program and recommend additions to Ph.D. course offerings.

Carter emphasized the need for more student participation in graduate activities and said recommendations to representatives on the graduate affairs committee are welcomed.

"One thing we need here is more cohesiveness among the grad students," he said. "I would like to see them organized -- a little bit militant, if you will -- playing an active part."

"I can be sympathetic and helpful, but I can't make changes. They can."

Alumni Board tours the Dome

Members of the Journalism Alumni Board got an early look at the new Metrodome in downtown Minneapolis (before the dome was inflated) at their monthly meeting in September. On a tour of the stadium, the board members learned that the dome and surrounding land are worth about \$75 million, that the man who designed the system for moving 6,000 seats onto the stadium floor in an hour and a half is "a genius" who "lives next door to Angie Dickinson in Hollywood," and that stadium officials have already applied for a cold-weather Superbowl in the dome. Pictured left to right are: Alumni Board President Frank Schneider, BBDO Advertising; Michelle Juntunen, Northern States Power Co.; Curtis Beckmann, WCCO Radio; tour guide Jerry Bell, assistant director of the Metropolitan Sports Commission, freelance writer Carol Pine; Hal Johnson, Archdiocese of St. Paul and Minneapolis; Marshall Tanick, Tanick and Heins law firm; Dan Olson, Minnesota Public Radio; and Jim Day, associate director of the Minnesota Alumni Association.



Photo by Paul Martin Lester

MHSPA honors Kildows, Sim

The Minnesota High School Press Association (MHSPA) is 60 years old this year. As part of the anniversary celebration, three of the organization's guiding lights were honored with special recognition awards.

Fred Kildow and John Cameron "Cam" Sim, both SJMC emeritus professors, and Lucille Kildow were given the awards "to honor all three of them for their work with MHSPA," according to MHSPA Executive Director Tom Rolnicki.

Rolnicki noted that MHSPA was founded in 1921 at Carleton College and later "found a home" in the journalism school. Kildow, who began teaching at the University of Minnesota in 1928, was one of its first directors. He directed the group until 1964, when Cam Sim took over the directorship. Throughout his career, Kildow was recognized as a national authority on the scholastic press.

Kildow was also one of the "founding fathers" of the National Scholastic Press Association and the Associated Collegiate Press, Rolnicki said, and "his wife Lucille was his assistant all those years." Lucille was known as a thorough editor and judge of high school and college yearbooks and newspapers. Kildow retired from teaching in 1965.

Sim, an SJMC professor from 1956 until his retirement in June of this year, was the director of MHSPA from 1964 to 1978. He also served as conference manager and board member for the National Scholastic Press Association and the Associated Collegiate Press (both based on the University campus) throughout most of his teaching career.

Rolnicki added that Sim was "instrumental in two important areas" in the growth of MHSPA, having founded the Minnesota High School Press newsletter and started the summer journalism workshops for high school students that continue to be held today.

"They were national figures," Rolnicki said of the three. "They really influenced so many high school journalists and teachers who went on to be professional journalists. They established the standards that in many cases are still in effect."

Fred and Lucille Kildow are living in the Lillian Kerr Nursing Home in Phelps, Wis., 54544. Cam Sim is at home in Minneapolis.

faculty

Walter Brovald served as a judge in the general excellence conference for the Washington Newspaper Publishers' Association in June and for the Miller Publishing Company "Gryphon Awards" in July. Brovald also spoke at the Association of Business Press Editors convention in Minneapolis and from August through October has been coordinating conferences on farm news coverage for the Minnesota Journalism Center. He will be a judge at the Evangelical Press Association/Associated Church Press competition and will speak at the group's annual convention in 1982.

Edwin Emery attended the national conventions of the Association for Education in Journalism (AEJ) and the Society of Professional Journalists (SDJ) over the summer. He reports he is in "fine shape" after three rounds of corrective surgery in 1981, with one final date in December.

Arnold Ismach was cited as the "most influential educator" by a former student who recently won the 1981 Golden Quill Award of the Minnesota chapter of the National School Public Relations Association. Sally Thompson, '75, named Ismach to share the award in appreciation of his "encouragement and support" and "high standards in class for building the professional skills that newspapers editors expect from reporters." The Golden Quill Award is presented annually to a journalist whose work makes "a significant contribution to the improved understanding of public education." Thompson was recognized for her work as education reporter for the *St. Cloud Daily Times*.

Willard L. Thompson, in his role as director of summer sessions for the University, recently attended the annual meeting of the Association of University Summer Sessions in Chapel Hill, N.C. In November, Thompson will chair a panel at the annual conference of the North American Association of Summer Sessions in Montreal and will attend a meeting in Chicago of the Executive Committee of the American Academy of Advertising.

students

SJMC doctoral candidate Rama Murthy Tunuguntla is one of three recipients of fellowships for journalism educators offered by the

American Press Institute. An assistant professor of journalism at Grambling State University in Louisiana, Tunuguntla has been awarded the Minority Journalism Educators Fellowship for 1981-92. He is a native of India and worked as a reporter and senior copy editor on three Indian newspapers including *The Times of India*, Ahmedabad.

Trish Van Pilsum, SJMC senior, has been named this year's winner of the National Newspaper Foundation Theodore A. Serrill Scholarship. The scholarship consists of a \$1,000 stipend. Serrill, for whom the scholarship is named, was the executive vice president of the National Newspaper Association for 16 years until his retirement in 1977.

deaths

Civil rights champion Roy Wilkins dies

Roy Wilkins, executive director of the NAACP from 1955 until he retired in 1977, died Sept. 8 at the age of 80 after a long illness. He was a 1923 graduate of the University of Minnesota with a major in sociology and a minor in journalism.

Known as "Mr. NAACP," and called a "civil rights statesman," Wilkins was admired for his gentle but steadfast determination to secure "civil and human rights legislation for minorities and the disadvantaged of all races." His death was noted in tributes in newspapers across the country.

Born Aug. 30, 1901, Wilkins was 4 years old when he, his brother and sister were orphaned and moved to St. Paul to live with relatives. At the University, he was the first black journalist to work for the *Minnesota Daily*, where he was night editor during his senior year. He also worked as a redcap, a slaughterhouse worker and a Pullman car waiter. Later, he worked on the *Kansas City Call*.

While on campus, he was among the charter members of Xi chapter of Omega Psi Phi Fraternity and throughout his life he urged greek organizations to fight for justice and equality for all citizens. He was awarded an honorary Doctor of Laws degree by the University in 1976.

The following is an excerpt from a tribute to Roy Wilkins by Dennis Graves, opinions editor of the *Minnesota Daily*.

Roy Wilkins, whose half century in the NAACP ushered in the the most dramatic civil rights advances since the Emancipation, was one of those few individuals whose character, forged in a furnace of prejudice and racial intolerance, nevertheless rose above the radical iniquities and reactionary excesses advocated by some in the name of equality. In transcending the base alloy of violence and vengeance, Wilkins chose to work through the system -- to carry the fight for voting rights, school desegregation, fair housing, and increased job opportunities -- through Congress and the nation's courts.

His moderate demeanor and unwavering belief that social justice and political power cannot grow out of the barrel of a gun recall something out of Kipling: He kept his head when all about him were losing theirs.

Wilkins was neither reticent nor circumspect, however, in stepping forward to articulate the courage of his convictions. Soon after he joined the fledgling NAACP staff in 1931, he was arrested while picketing in Washington to protest the U.S. attorney general's failure to place lynching on a national crime conference agenda. Wilkins said simply: "We had to stop lynching because they were killing us. We had to provide physical security first."

...Great Americans happen along, it seems, in far too puny a proportion to the number of problems that plague society... Indeed, leaders of the stature and caliber of commitment that Wilkins exhibited are all too rare. Thus, it is with a special sense of poignancy that those of us at the *Daily* eulogize Roy Wilkins... His legacy is a great source of pride for us.

Raymond L. Anderson, 72, died at Two Harbors, Minn. on July 13. A 1931 SJMC graduate, he was the retired editor and publisher of the *Lake County News-Chronicle* at Two Harbors.

A friend, M.W. Downie, writes that Anderson became the "editor and sole employee" of the *Crow Wing County Review* in Brainerd, Minn., after graduation, "during the depths of the Depression." He was editor and publisher of the *Lake County News-Chronicle* from 1952 to 1957 and again from 1963 until his retirement in 1970.

alumni

'30s

Kenneth Ruble, '33, has just published *The RAYOVAC Story*, his sixth nonfiction book since he retired as vice president and account supervisor for Campbell-Mithun, Inc.

'40s

John R. Wilhelm, '41, dean emeritus of the Ohio University College of Communication, played host to 23 World War II correspondents at a reunion in Athens, Ohio, June 6 -- the 37th anniversary of D-Day. Wilhelm, himself a WWII correspondent for the *Chicago Sun*, explained he wanted to get his old colleagues together before he retired last June. Those who attended the reunion dedicated "Normandy Park" in Athens to the memory of deceased war correspondents. The occasion also marked the dedication of a memorial collection of author Cornelius Ryan's WWII papers to Ohio University.



Ahdele Berg Young, '44, published her first book, *Green Broke: Life on a Midwestern Pony Farm*, in May. Friends from the *Minnesota Daily* may remember her as Peggy Berg, and her book is published by Dodd, Mead & Co. under the name of Carrie Young. She writes that she got into the business of raising ponies through no choice of her own in the late 50s when her husband, Witt, sold their dream home in a Dayton suburb and bought an Ohio pony farm. Young had three offers to publish *Green Broke*, an outcome she says "should be encouraging to younger writers who sometimes think that all doors are closed to them if they don't have agents or 'know' someone."

Margaret Chant, '46, is the wife of the new premier of Greece, Andreas Papandreou, who was a professor of economics at the University of Minnesota from 1947 to 1955. They were married in 1951 and have four children.

Geri Joseph, '46, former U.S. ambassador to the Netherlands, and her husband Burton M. Joseph received the National Civic Commitment Award of the National Society of Fellows of the Anti-Defamation League of B'nai B'rith in June. The couple received the award in recognition of "their outstanding and continuing service to the community and the nation." As a journalist, Joseph has specialized in health, education and

welfare reporting. In 1972 she became a contributing editor and columnist for the *Minneapolis Tribune*. She has served on a number of presidential commissions and has been active in Democratic politics at the state and national levels.

Vic Stoner, '47, is working as a hair dresser for Rosalie Kiperstin.

The American Bar Association awarded its national 1981 Silver Gavel Award to the St. Paul *Dispatch* in August for a series by Dorothy Lewis, '49, Nancy Livingston, '71, and Bruce Nelson. The award is in recognition of the writers' "sensitive examination of a once taboo subject" in a series titled, "Incest -- the Silent Crime." The stories ran March 19-21, 1980.

'50s

Jane Davison Harsh, '50, is an assistant librarian at the Allegheny Campus Library, Community College of Allegheny County in Pittsburgh, Pa.

Gordon Greb, M.A. '51, took a sabbatical leave from teaching the history of journalism at San Jose State University last fall to study British journalism in the United Kingdom. The highlight of the trip was an invitation to lecture at Cambridge. He returned to England, Scotland and Wales over the summer with a group of American students for a "two-week crash course" on British mass media. A slightly more frivolous highlight this time -- Greb and his wife Darlene met in London on July 26 "to see Prince Charles link up with Lady Diana."

Joel Mickelson, '51, is a professor of English and director of the Program in American Studies at the University of Wisconsin-Stevens Point. He has published two books in American studies, and a third, *These United States*, with Irwin Unger and Maury Klein, will be published in its second edition in December by Little, Brown & Co.

Thomas C. Bodin, '54, is the director of U.S. news, Radio Free Europe/Radio Liberty, Inc. in Washington, D.C.



Joy Winkie Viola, B.A. '57, M.A. '58, has been appointed dean of the new Office of International Affairs at Northeastern University in Boston. Prior to her appointment, she served as coordinator of international affairs for the university and director of the Center for International Higher Education Documentation of the university library.

Zita Lichtenberg, '58 has been named director of corporate communications at CPT Corp., Eden Prairie, Minn.

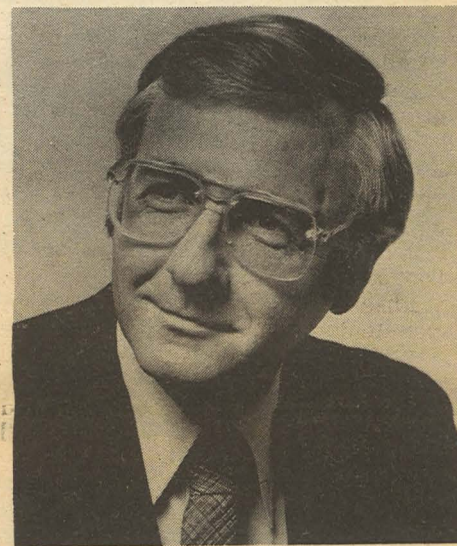
Allan Hietala, '59, agricultural group supervisor, is one of four senior vice presidents elected to the board of directors of Colle & McVoy Advertising Agency, Inc., Minneapolis.

'60s

Phil Schrader, '60, is the information director for the Southern Minnesota Municipal Power Agency in Rochester.

Peter Clarke, M.A. '61, Ph.D. '63, is the new dean of the Annenberg School of Communication at the University of Southern California. His appointment was effective Sept. 1, and he succeeds Interim Dean Richard B. Byrne. Prior to his appointment at USC, Clarke was chairman of the Department of Communication at the University of Michigan.

James S. Womack, '61, president and chief executive officer of Sheldahl, Inc., Northfield, was elected in June to the board of directors of St. Jude Medical, Inc., Arden Hills, Minn.



James Bostic, '63, is the vice president of marketing for the Agricultural Equipment Group's North American Operations of International Harvester. He is responsible for all marketing and sales of International Harvester farm equipment and parts in Canada, Mexico and the United States. Before he joined the Agricultural Equipment Group last January, Bostic was vice president and general manager of the International Harvester sport/utility line.

Michael Donner, '65, is a portrait photographer in Chicago, specializing in portraits of children. He has recently rekindled an interest in older Americans and spent some time in the Twin Cities last June covering the Mid-America Gray Panthers meeting.

David L. Mona, '65, has formed a new public relations agency, David L. Mona & Associates in Bloomington, Minn. For the past three years, he has been vice president of communications for the Toro Company. He is a regular columnist for *Mpls./St. Paul Magazine* and is the co-host of a WCCO radio sports show.

Shih Yung Kwei, M.A. '67, has left his post as publisher of the *Shing-Shen Daily News* and has been appointed general manager of Taiwan Television.

Michael H. Anderson, '68, is leaving his information post with UNICEF in New York City this month to join the U.S. Foreign Service. After four months in Washington, D.C., he will begin working as an information/cultural affairs officer. Anderson and Jim

Richstad, Ph.D '67, of the East-West Communication Institute, are co-authors of *Crisis in International News: Policies and Prospects*, recently published by the Columbia University Press.

Thomas P. Costello, '68, has been promoted to national accounts manager of Litton Microwave Cooking Products, Minneapolis.

Carol (Christian) James, '68, has joined the Cooperative League of the USA, a nationwide organization of all types of cooperatives, in Washington, D.C., as vice president for communications. Prior to joining the league, she was vice president and general manager of the St. Paul Cable Cooperative, the first U.S. cooperative to seek a major urban cable television franchise. She has been managing editor of Midland Cooperatives newspapers in Minneapolis and director of communications for the St. Paul Bank for Cooperatives.

Len Hardwick, '69, is vice president of marketing for the Claire Burke division of Minnetonka, Inc.

Thomas Hennek, '69, has been named a vice president of Colle & McVoy Advertising Agency, Inc., Minneapolis.

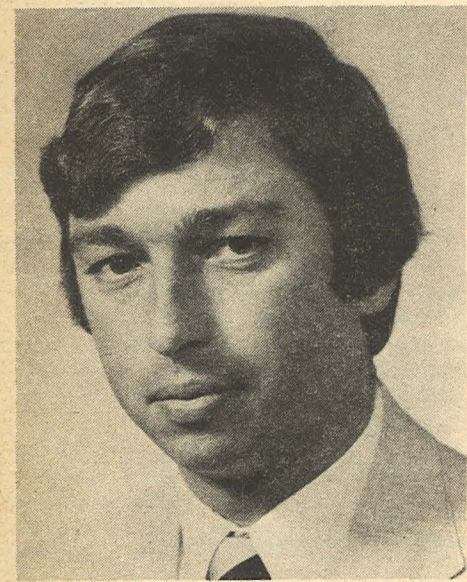
David C. Kistle, '69, senior writer for 3M in St. Paul, won two Gold Four Awards in the International Association of Business Communicators District Four competition on Oct. 8 in Madison, Wis. He won the awards of excellence in the newspaper and newspaper design categories.

Steve Robb, '69, has been promoted to account supervisor for Campbell Mithun Inc., Minneapolis.

'70s

Alan B. Benson, '70, mass marketing sales director for Northwestern National Life Insurance Company, has been designated a Certified Employee Benefit Specialist by the International Foundation of Employee Benefit Plans and the Wharton School of the University of Pennsylvania.

Joan C. Christensen, '70, is completing a Ph.D. in Slavic languages and literatures at the University of Virginia.



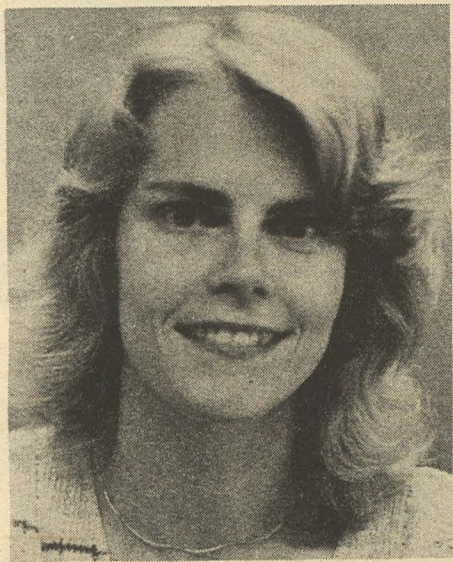
Thomas G. Gerlach, '70, has been named marketing communications manager for the agricultural products project at 3M. He will build and manage the new marketing communications department for agricultural products. Gerlach has served as a supervisor of advertising/marketing services in the inter-

national and commercial chemicals divisions at 3M.

Brad Nordgren, '71, has joined Miller Meester Advertising, Inc. Minneapolis, as account executive for Holsum Foods.

Mary Pickard Snitkey, '71, has been elected human relations officer of The St. Paul Companies, Inc.

Gail E. Gendler, '73, has been appointed vice president of Counterpoint Communications, Inc., St. Paul.



Catherine B. Madison, '73, has been named executive secretary of the Advertising Federation of Minnesota, a 625-member professional organization. As one of her duties, she edits the monthly magazine, *Format*. She was formerly associate editor of the monthly *Park Bugle*, a 12,000-circulation community newspaper in St. Paul.

Charles F. Wetherall, '74, has written a new best-selling "pocket guide to permanent weight loss," titled *Diet: Read this Book and Stay Slim Forever*. The new mini-paperback follows the 1980 publication of another best-seller, *Quit: Read this Book and Stop Smoking*.

Scott Carlson, '75, was sworn in as a member of the Minnesota State Bar May 22. Currently a staff writer for the St. Paul *Dispatch*, Carlson was graduated in January from William Mitchell College of Law with a juris doctorate degree.

Doris Egesda, is an editor in corporate public relations for Honeywell in Minneapolis.

Sharon M. Foster, '75, has been named an account executive for Northwest Airlines, Inc. at Grey Advertising Inc./Twin Cities, Minneapolis.

Marc Meltzer, '75, is a business reporter for the *Memphis Commercial Appeal*.

Lee Norman, '75, has been named to head the suburban St. Paul franchising efforts for Storer Cable Communications, Bloomington.

Jim Pumarlo, '76, became executive editor of the *Republican Eagle* in Red Wing, Minn., in July. He had worked at the *Republican Eagle* earlier in his career as a reporter from 1976 to 1978, and in 1978 became managing editor of the International Falls *Daily Journal*.

Malcolm Ritter, '76 is a staff writer for the Rapid City, S.D., *Journal*.

Betty V. Beier, '77, assistant manager of public relations and advertising for Piper, Jaffray and Hopwood, Inc., won a Gold Four award in the International Association of Business Communicators District Four competition on Oct. 8 in Madison, Wis. Her entry won the

award of excellence in the shareholder annual report category.

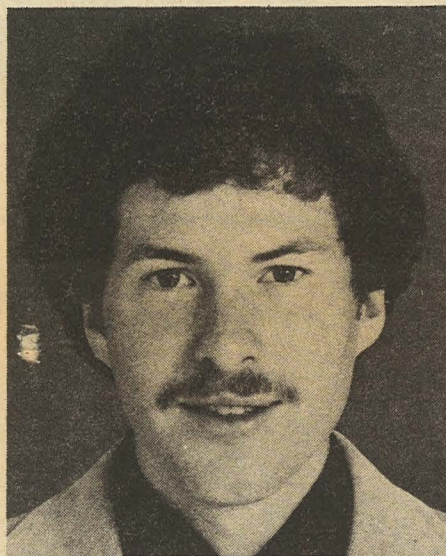
Larry A. Etkin, M.A. '77, won a fourth-place award for a brochure on fire safety in mobile homes in the national Blue Pencil Awards competition sponsored by the National Association of Government Communicators. Etkin is a public information officer for the State of Minnesota Department of Public Safety.

Nancy Johnston Hall, '78, is working as a science writer with the Minnesota Heart Health Program, a research project at the University of Minnesota. She also freelances for print and audio-visual media.

Jay Novak, M.A. '78, has been named editor of *Commercial West*, a weekly banking and financial magazine published by Financial Communications, Inc., Edina, Minn. Novak has been a news editor and business and farm writer for the Worthington, Minn., *Daily Globe*.

Joe Silbert, '78, is a general assignment reporter for WLWT-TV, the NBC affiliate in Cincinnati.

Emily T. Smith, M.A. '78, is a bureau chief for *Business Week* magazine in Boston.



Paul Hertig, '79, has begun a three-year assignment in Seoul, South Korea, with Campus Crusade for Christ International as an international news correspondent for the organization's monthly magazine, *Worldwide Challenge*.

Mary McGarry, '79, is a staff writer for the St. Peter, Minn., *Times-Herald*. She had been a staff writer at the *McLeod County Chronicle* in Glencoe.

Jeanne A. Reinhart, '79, is the editor of six bimonthly inhouse "magapapers" for Celanese Chemical Company in Dallas.

'80s

Katherine Billings, '80, is an associate producer for development at KTCA-TV in St. Paul. She is responsible for co-producing major fund raising events such as the Action Auction.

Mark Cain, '80 is the publications manager for the Cooperative Power Association in Eden Prairie, Minn.

Mary Cosgrove Hoffman, '80, is working on press coverage and graphics for the office and campaign of Assemblyman David Schwartz in New Brunswick, N.J.

Deborah Hudson, '80, is the editor of the Little Falls, Minn., *Daily Transcript*.

Susan Klinger, '80, is the editor of the *Burlington Northern News* in St. Paul.

Gil Mann, '80, is the producer of *On Your Behalf* for the consumer information division of the KSTP-TV news department in Minneapolis.

Lynnette McIntire, '80, is a bureau reporter for the *Memphis Commercial-Appeal* in Greenville, Miss.

Tom Minehart, '80, is a newsman for the Associated Press in Raleigh, N.C.

Kermit Netteburg, '80, is teaching journalism at Andrews University in Berrien Springs, Mich.

Carmen G. Rollin, '80, is a general assignment news reporter for WEAU-TV in Eau Claire, Wis.

Susan J. Sherry, '80, is a research associate for *Changing Times* magazine in Washington, D.C.

Lynn C. Studley, '80, is a personal banking officer at the Wells Fargo Bank in Corona del Mar, Calif.

Carol Stuttgen, '80, is an advertising coordinator for Northrup King Company in Minneapolis.

Julie A. Bantes, '81, is a receptionist and marketing assistant for Computer Maintenance and Leasing Corp. in Wayzata, Minn.

Bruce Bildsten, '81, is a copywriter for Ryter Advertising in Edina, Minn.

Julie C. Buckvold, '81, is an assistant buyer for Chuck Ruhr Advertising in Minneapolis.

Reed L. Carpenter, '81, is a graduate student in the School of Journalism and Mass Communication at the University of Minnesota.

Elizabeth Wildberge Eggers, '81, is an advertising assistant and keyliner for Chicago Cutlery in New Hope, Minn.

Gordon Gilbert, '81, is a reporter for the *Washington County Bulletin* in Cottage Grove, Minn.

Darlene Gorrill, '81, is a reporter for the St. Cloud, Minn. *Daily Times*.

Michele C. Hedlund, '81, is working in the sports department of the *West Central Tribune* in Willmar, Minn.

Richard Hoops, '81, is a general assignment reporter for the *Duluth Herald and News-Tribune*.

Li-Ming Huang, '81, is the confidential secretary to the president of Taiwan Television Enterprise, Ltd.,

Mark Johnson, '81, is a writer, photographer and substitute editor for *Sun Newspapers* in the Twin Cities.

Sara Libby, '81, is an advertising representative for *Homes Illustrated* in Aurora, Colo.

Kathleen Lally Lindstrom, '81, is organizing an art department at Rubenstein & Ziff, Inc. in Minneapolis. She also produces news releases and direct-mail materials.

Jeffrey Litt, '81, is the advertising manager for the *Minnesota Daily* at the University of Minnesota.

Christopher Miller, '81, is a sports editor for the *Mesabi Daily News* in Virginia, Minn.

(Alumni continued on page 12)

Murphy Reporter

School of Journalism and Mass Communication

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(Alumni continued from page 11)

Marnie Moran, '81, is working in sales promotion, marketing and advertising at Carlson Companies/Curtis Homes in Minneapolis.

Jeffrey J. Nalezny, '81, is a program director for KTCR-AM/FM radio in New Hope, Minn.

Mark Nesse, '81, works in multi-level direct sales for Bon Del, Inc. in Mesa, Ariz.

Margaret Kaeter Oleson, '81, is doing writing, editing and photography for an employee publication for Super Valu stores in Minneapolis.

Jarl Olsen, '81, is a copywriter for Grey Advertising in Minneapolis.

Carrie Lee Orfield, '81, is a secretary/bookkeeper and does typesetting and proofreading for *New Homes Magazine* in Minneapolis.

Cynthia Ostrem, '81, is a secretary, production coordinator and media buyer for Razidlo Advertising in Minneapolis.

Cori Scarbnick, '81, is an account executive with S&S Public Relations, Inc., in Chicago.

Sharon Schmickle, '81, is a reporter for the *Minneapolis Star*.

Patrice Ann Siefert, '81, works for the Northwest Airlines account executive at Grey Advertising in Minneapolis.

David Siegel, '81, is a reporter for the International Falls, Minn., *Daily Journal*.

Sandra Snider, '81, is a freelance writer for *Twin Cities Magazine*.

Rebecca Stack, '81, works in marketing with the Carlson Companies/Motivation Division in Plymouth, Minn.

Randall M. Stiles, '81, is in aviation training in the U.S. Navy.

Mark D. Strobel, '81, is the advertising director for Fargo Electronic Services in Eden Prairie, Minn.

Farm writers meet

Editors and farm writers from Minnesota weekly and daily newspapers discussed how to improve coverage of farm news at a series of three conferences co-sponsored by the Minnesota Journalism Center, the Minnesota Newspaper Foundation, and the School of Journalism and Mass Communication this fall.

The conferences were held at Fergus Falls, Marshall, and Owatonna. University of Minnesota agricultural economist Wilbur Maki keynoted each conference with an update of current state and regional agricultural trends.

Maki maintained that while the number of farms in Minnesota has declined, the economic importance of farming to the state is increasing. He also predicted that Minnesota will be in a good position to "bounce back" from the effects of the current recession because of its farming industry.

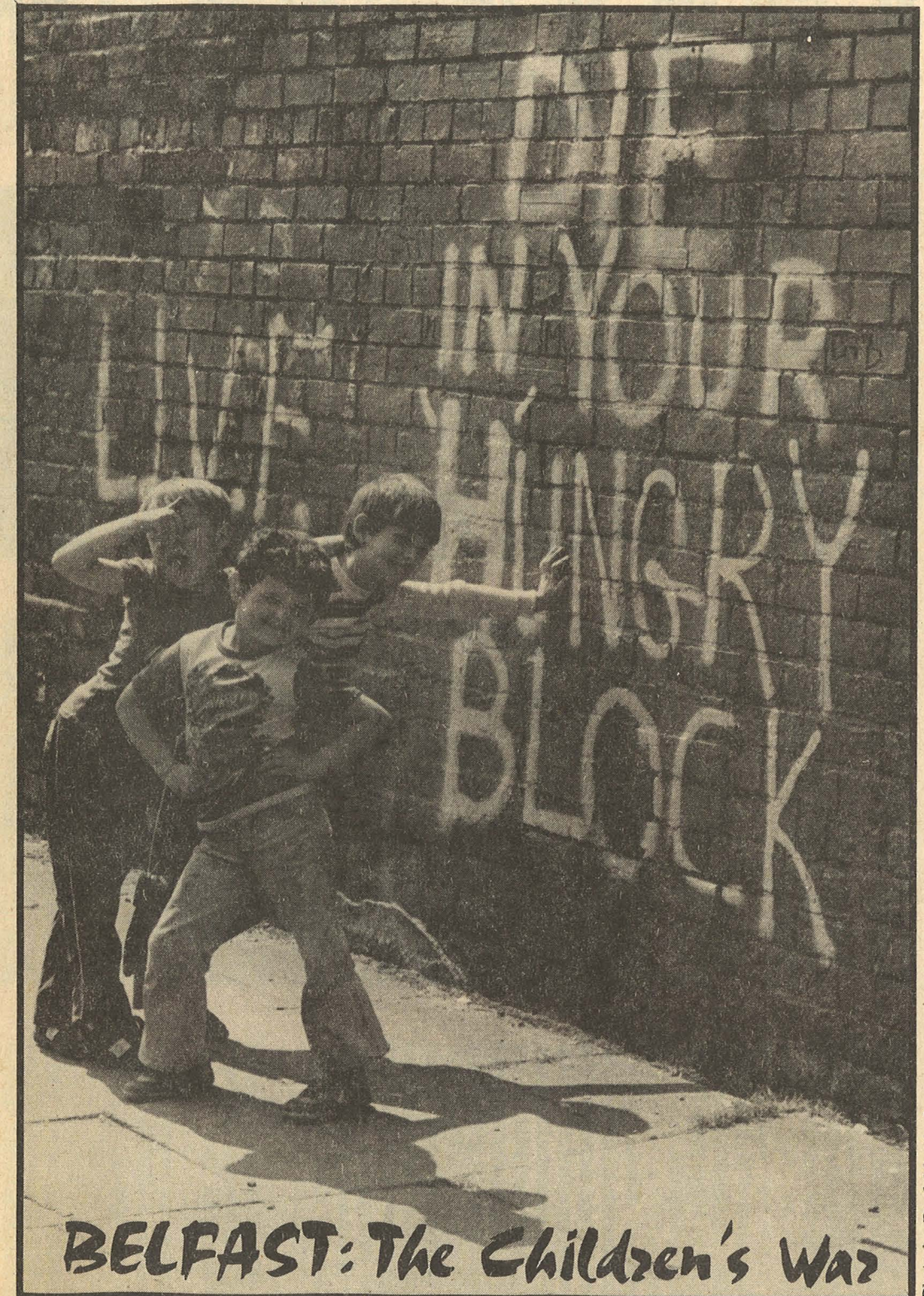
Maki noted the state has undergone a "triple whammy" in the current economic decline: industry has been affected, farming has been heavily hit, and constriction of export business done by the state has had a major impact.

In a follow-up session, Professor Jack Sperbeck of the University of Minnesota department of agriculture journalism and extension directors and farm writers from each of the conference areas led a discussion of resources available for newspapers to develop more and better farm stories.

Recognizing that time and limited staffs are the major handicaps to expanded farm news reporting, the speakers suggested that knowledge of people and secondary sources of information could help editors and writers to use their time and resources most efficiently. They also stressed the importance of relating national agricultural stories to community newspaper readers.

All the resource people and conference registrants participated in a "story idea roundtable," during which story ideas, sources and published stories were discussed.

This was the second annual series of Minnesota Journalism Center conferences designed for community newspaper representatives. The conferences were coordinated by Professor Walter H. Brovald.



BELFAST: The Children's War

Photo by Paul Martin Lester

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