

REPORTER



Edwin Emery

Prof. Edwin Emery receives two national teaching awards

Professor Edwin Emery arrived home this year after a year's sabbatical in Singapore to find two national honors in journalism research and teaching awaiting him.

One of the highest research prizes of the Association for Education in Journalism (AEJ), the Willard G. Bleyer Award "for unique and important contributions to the history of journalism and mass communication," was presented to him during the AEJ national convention in a ceremony at the Kennedy Memorial Library in Boston.

November 20 in Columbus, Ohio, the 1980 Distinguished Teaching in Journalism Award of the Society of Professional Journalists, Sigma Delta Chi (SPJ, SDX), will be given him at the national convention in recognition of his 35-year teaching career at Minnesota's SJMC.

The Bleyer research award, named for a pioneer Wisconsin journalism historian, recognized particularly Emery's history of the U.S. mass media, **The Press and America**, now in its fourth edition. Emery's son Michael (Ph.D. '68) is co-author. Professor Emery is the second recipient of the award, given occasionally.

The distinguished teaching award was the 15th given by SPJ, SDX. Emeritus professors Mitchell V. Chamley and J. Edward Gerald were previous Minnesota recipients. In making the award,

the society especially cited Emery's work with graduate students and training of journalism historians.

Emery previously had won two national research awards from SPJ, SDX—a Guggenheim Fellowship and a Social Science Research Council grant. The author/editor of seven books,

An around-the-world tour marked his 1972-73 sabbatical, with teaching duties in Taiwan, Afghanistan and Spain, as well as other lectures under State Department and Fulbright auspices. His younger daughter, Alison, accompanied her parents on that trip and on his latest jaunt.

He's the third Murphy prof to win SPJ teaching award

Emery served nine years as editor of the AEJ's research journal, **Journalism Quarterly**, and as 1975 AEJ president.

Back in his old office in 108 Murphy, Emery said he was looking forward to his four remaining years of teaching without administrative assignment. He was director of graduate studies from 1973 to 1979.

Emery's 1979-80 sabbatical was his third involving extensive travel. In 1959-60 he studied the U.S. press associations as a Guggenheim fellow, first in New York and Washington, and then for six months in 14 European countries. His wife, Mary, and their older daughter Laurel accompanied him.

While in Singapore last year, Emery held a visiting professorship in mass communication at Nanyang University, and worked with 11 graduate students seeking honors degrees. He also participated in Southeast Asian research meetings, visited media organizations and studied the extensive international foreign correspondents group.

Also during his sabbatical, Emery worked with two co-editors, Warren Agee (Ph.D. '55) and Phillip Ault, on the manuscript for a book of introductory readings in mass communication to be published by Harper & Row. The three are currently completing revisions for the seventh edition of their successful **Introduction to Mass Com-**

munications textbook.

After attending the SPJ, SDX convention in Columbus, Emery says he and his wife will fly to California to attend the 45th reunion of their Berkeley graduating class. Then Emery and son Michael, who is a journalism professor at California State University in Northridge, will "get their heads together" about the fifth edition of **The Press and America**, due in 1984. That is the year Emery plans to retire from Minnesota—30 years after the book first appeared.

"In the meantime," he says, "I'll be keeping in touch with Murphy Hall alumni like those mentioned in my 'Letter from Singapore'" (in the April **Murphy Reporter**).

And that isn't just a promise. After Emery's article appeared, he did in fact meet with numerous Murphy Hall alumni: Jo Law (M.A. '79) in Singapore; John Lee (Ph.D. '70) in Paris; Gregory Jensen ('52) at London UPI; Mike Anderson ('68) in New York; and many former students at the AEJ convention in Boston.

One was Sam Kuczun (Ph.D. '70) who, as AEJ history division head, presented Emery the Bleyer Award in Boston.

Three weeks later and appropriately enough, it was Russell Hurst (M.A. '53) who, as executive officer of SPJ, SDX, was the one to tell Emery about the 1980 Distinguished Teaching Award.

News About Alumni

1938

• **Chugo Koito** (M.A.) is professor of journalism at Sophia University, Tokyo. He has published **The World's Newspapers and News Agencies** re the Third World, France, Germany and the United Kingdom, to be followed by a volume on China, Russia and the USA, and still another on Japan and the World. • **Graham Hovey** (M.A. '53) has left the **New York Times** to head the University of Michigan's program for visiting newspaper persons supported by the National Endowment for the Humanities. Graham was the **Times'** State Department correspondent, and formerly editorial page staff member.

1939

• **Charlotte Crump Poole** is studying at the University of San Francisco (Jesuit) in the Fromm Institute for Lifelong Learning (for people over 50) trying, she said, "to exercise and revive my creative writing skills." She and her family have lived in the San Francisco Bay Area since 1946, where she has been active in civil rights and educational programs.

1940

• **Charles Roberts**, director of information for the National Wildlife Federation, has been named chairman of the Conservation Round Table of Washington, D.C., for 1980-81. Roberts, of Bethesda, Md., is a former **Newsweek** editor and White House correspondent.

1942

• **Marshall W. Johnston** (M.A.) has been elected president of the Ironwood (Mich.) **Daily Globe** and the Marinette (Wis.) **Eagle-Star**, following purchase of the two newspapers by the Janesville (Wis.) **Gazette**. Johnston is president and general manager of Gazette Printing Co. which also owns radio broadcasting stations in Janesville, West Bend, and Rice Lake, Wisconsin, Huron, S. D., and Dixon, Ill.

1945

• **Gerry Sohle** is associate director of public relations for the American Red Cross Blood Services, Los Angeles-Orange Counties Region.

1948

• **Jesse Lair** (M.A. '64) is working on his sixth book, **I Walk Most Safely When I Don't Know Where I Go**, to be published by Doubleday in the fall of 1981. His wife, Jacqueline Carey Lair, is author of **I Exist, I Need, I'm Entitled**, published by Doubleday, 1980.



Applebaum



Mishra

1949

• **June Ellen Austin Schmidt** has been serving on the Edina (Minn.) City Council since 1971, the first woman to be elected to that council.

1950

• **Gordon Greb** (M.A.), who taught reporting and editing courses at SJMC in 1948-49, is director of graduate studies in mass communications at San Jose (Calif.) State University. He took a group of American students to England, Wales, and Scotland during the summer of 1980 to study British mass media. Professor Greb returned as a visiting professor to lecture and serve as a consultant to the newly developing Diploma Program in Journalism at The City University of London for the Michaelmas (fall) term and to engage in further research into British journalism.

1951

• **Roy Erickson**, formerly vice president of public relations for Northwest Airlines, has been named vice president of public relations and a director of the Meredith Corp., Des Moines, Iowa. • **Peter Georgas** has been appointed director of the Salzburg Seminar, an American non-profit organization which holds international seminars on a variety of current issues. Sessions are held in the shooting location for the film "The Sound of Music." He will be in Salzburg for the next two years.

Progress report on the Big Idea

Thanks to tremendous alumni response, the SJMC "Big Idea" campaign—an effort to raise funds to update the Eric Severeid Library in Murphy Hall—is going strong.

The November phone campaign, conducted by the University of Minnesota Foundation on behalf of the SJMC, netted pledges of nearly \$6,500. Lynn Futter, associate director of annual giving for the Foundation, called the effort "very successful."

The "Big Idea" campaign was begun in 1979 after communications reference authority Eleanor Blum toured the library and found it lacking in basic reference materials, books, periodicals and security equipment. Blum cited the number one weakness of the library as being "inadequate funding."

And so, the fund raising began. The "Big Idea" was to ask each alumnus to contribute whatever amount possible to help the SJMC library once again become a nationally-recognized "idea resource center." In this way, alumni could help improve for others the foremost resource the alumni took with them when they left the SJMC—namely thoughts, intellectual notions, "Big Ideas."

Futter agrees, and emphasizes there is "a great need for alumni support" at all universities today.

"One of the interesting facts about

1952

• **Greg Jensen** presides over the automated news relay center for UPI in London and directs bureau activities there. He's lived in London since 1957.

1955

• **James H. Bowden** is professor of English and chairman of the Humanities Division at Indiana University Southeast. G. K. Hall will bring out a book by him, **Peter De Vries: A Critical Study**, next year.

1956

• **Hal Fruetel** is author of a novel **The Winds at Sundown**, which has been accepted for 1981 publication by Jove Books. He is a free-lance writer in Moraga, Calif.

1957

• **Richard L. Fjellman** was promoted to director of marketing for scholastic high school products at Jostens Inc., Bloomington, Minn.

1958

• **Jim Shoop**, **Minneapolis Star**, is on leave to be a visiting professor of journalism at the University of Wisconsin, Madison.

The First Amendment does include religion but . . .

You might have noticed our front page declaration in the July **Reporter** that we are the "School of Journalism and Mass Communication." Alumni Bob Sheldon ('70) certainly did. As he put it:

"When I was in J School, we had bread and wine, too...but after hours and in smaller groups."

Pardon our error. We are still the School of Journalism and Mass Communication. The only thing being "saved" in Murphy Hall is our humility.

And while we're at it, the ACP is the Associated (not the American) Collegiate Press. July was just one of those months.

The Editor.

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

Managing Editor—Walter H. Brovald.

Editor—Ellen Mrja.

Editorial Assistant—Melva Moline.

All correspondences should be addressed to: **Murphy Reporter**; 11 Murphy Hall; 206 Church St. SE; University of Minnesota; Minneapolis, Minn. 55455.

THIS is the BIG IDEA!

I want to be part of the all-alumni fund campaign to help replenish and expand student resource materials (books, periodicals, scholarly journals, film, recordings, etc.) in the SJMC Library. I have enclosed a check or make a pledge as detailed below and have checked the boxes appropriate to my gift.

CONCERNING MY GIFT:

- My check for \$ _____
- I want to give \$; enclosed is my check for \$; I will make additional payment(s) of \$ _____ on (date/dates) _____
- I am not sending a check at this time, but I pledge a gift of \$ _____, to be mailed to you by (date) _____
- Please add my name to the honor roll of contributors in this all-alumni campaign.
- Please designate this gift as a memorial to _____
- I prefer that this gift be anonymous.
- I would like this gift to be used for library materials relating to
- news-editorial sequence
- advertising sequence
- photocommunication sequence
- broadcast journalism sequence
- _____
- I have enclosed a letter providing special instructions for the use of my gift.

CONCERNING MY POTENTIAL GIFT:

- Please contact me with further information about opportunities for special library gifts.
- Please contact me with information about other needs of the School for which a gift might be useful.
- I would be interested in talking with you concerning a gift to the School in the form of
- an endowment
- a trust
- a bequest
- an investment account
- _____

CONTRIBUTOR INFORMATION

Name _____
Address _____
Telephone _____
Degree and Year Graduated _____
Journalism Sequence _____

MAIL TO: DR. F. GERALD KLINE, Director, SJMC, 111 Murphy Hall, 206 Church St., SE, Minneapolis, MN 55455

Emeritus prof Raymond Nixon remains close to journalism

by Ed Voeller

Professor emeritus Raymond Nixon has never been far from the classroom since his retirement from the School of Journalism and Mass Communication in 1971. He still retreats to the wood-paneled seminar room in his home where, formerly, he collected graduate students for sessions in international communication, and where he now continues research in journalism education and a career that has brought him international recognition for his scholarship.

Sitting in that sunlit room and surrounded by memorabilia from numerous trips abroad, Nixon recalled that scholarship was not always the vocation he had intended to pursue. College activities had included sessions with the saxophone and clarinet for the jazz orchestra and membership in the glee club. After graduation came professional singing on radio, and, then, the end of a potential music career with the decision to go to graduate school.

"I realized I couldn't be a good musician, a good singer and be a competent scholar and teacher at the same time, so I gave up professional singing."

Music became a hobby and remains an avocation today. Hiking and swimming are also spare-time activities.

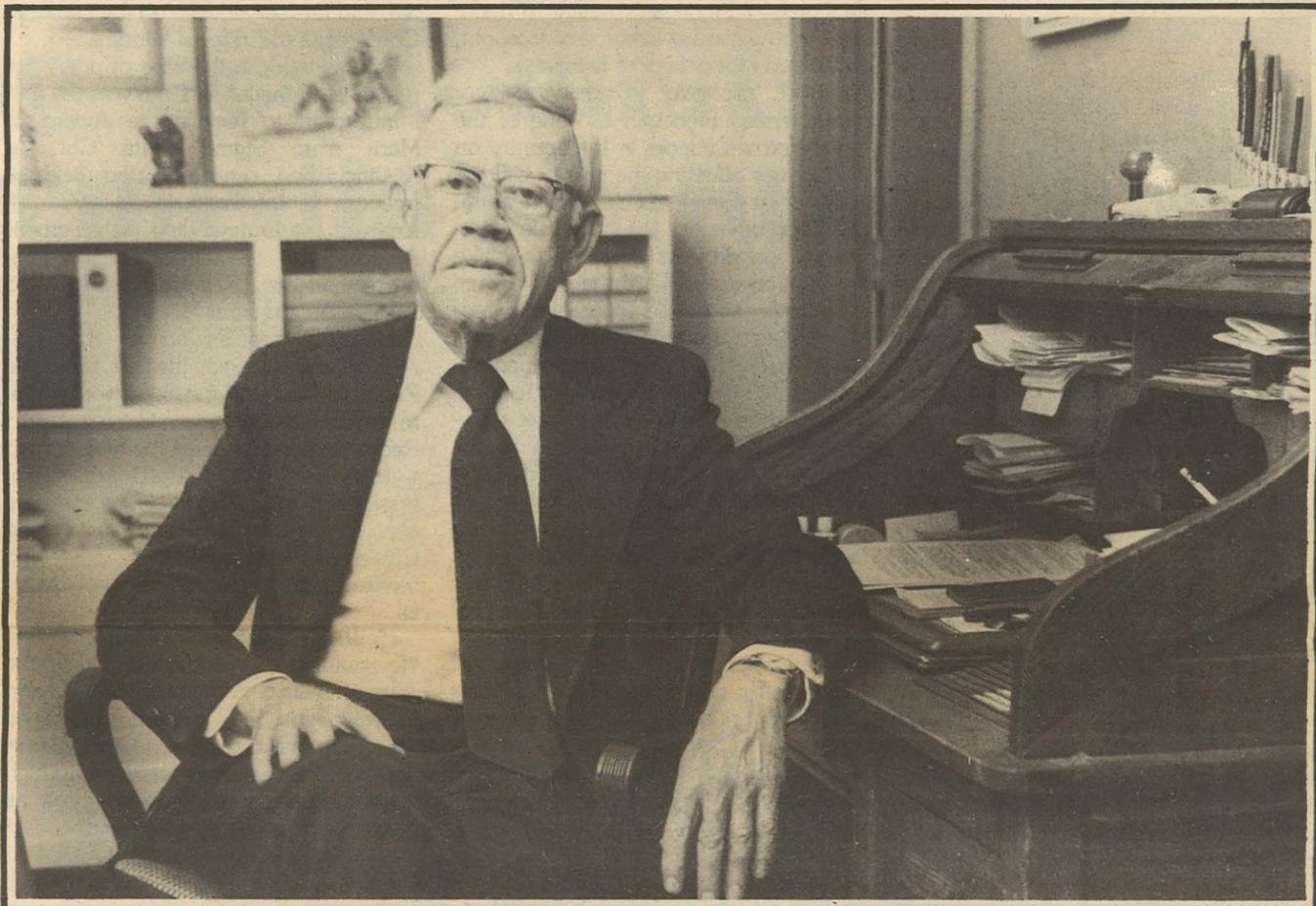
Curiously, it was his participation in musical activities that led to an interest in international journalism, an area he was to pursue in graduate school at Minnesota and Wisconsin. Two trips to Europe as publicity manager for the college glee club introduced him to a newspaper world he had not known as a journalist in Florida and Georgia.

"That was my introduction to European journalism, because I had to go around to newspaper offices and try to crash the columns of the papers and get publicity in any way I could."

Nixon attended Emory University in Atlanta in order to continue a family tradition, though he had been urged by the managing editor of a Tampa, Florida newspaper to enroll in the journalism program at the University of Missouri. Work on the newspaper during high school stimulated an interest in journalism in college, and while at Emory he was campus correspondent for the **Atlanta Journal**. Several years later Nixon was to teach English and journalism at Emory before going on to get his doctorate.

Two eminent scholars were other influences that directed Nixon toward international communication. Nixon studied under Ralph Nafziger at the University of Wisconsin while pursuing an M.A. in journalism. Nafziger was one of the pioneers in the international field, and was working on a bibliography of international communication at that time.

When Nafziger left Wisconsin for Minnesota, Nixon followed him to do a



Raymond Nixon

Photo by Ed Voeller

Ph.D. At the University of Minnesota, the young graduate student also met Ralph Casey, who had been studying British political propaganda under a Guggenheim Fellowship. The influence of both of these scholars led Nixon to choose international relations and comparative government as the two fields in his political science program.

"You couldn't get a Ph.D. in journalism in those days," he recalls, "so you'd take journalism as your minor, and take a Ph.D. in some related subject. Well, I took political science which is, I think, more closely related to journalism than almost anything else."

Among the awards and honors that have been granted Professor Nixon during his career is a certificate recognizing his important contribution to **Journalism Quarterly**. Nixon served as its editor from 1944 to 1964.

"I was elected in December of 1944 and took it over in December of 1945. Well, everything was at a low ebb then.... There weren't but about 200 members and very few subscribers outside of the membership. The dues back in those days were three dollars a year, and the **Quarterly** got two dollars of that. I had to get the magazine out on that amount of money."

The new editor of **Journalism Quarterly** set out to increase membership among journalism educators, newspaper editors and publishers. In

1957 a Ford Foundation grant to visit journalism schools around the world resulted in international promotion of the journal.

Souvenirs from the 1957 trip and subsequent journeys overseas bring back fond memories. An ancient armour shield from Iran was the subject of some controversy when an Iraqi customs officer discovered it in Nixon's baggage. It was finally determined to be harmless enough. But such was not the case with an issue of **Reader's Digest** which happened to contain an article about a former Iraqi leader. That was courteously withheld by customs until he was to leave the country.

A Latin American tour in the late '50s, on the heels of a trip by Vice President Nixon (no relation), was the beginning of his affection for that part of the world. The trip came shortly after the May 1958 visit to Caracas during which the vice-president was jostled, and the windshield on his limousine was shattered. Professor Nixon's interest and research continue to this day in spite of the "Go Home Nixon" signs he encountered during that trip.

In 1962 Nixon completed his first survey of journalism education in Latin America for the Ford Foundation. A similar survey was completed in 1970 for the Tinker Foundation, and these days are spent working on an update of

that research. Results indicate that "amazing changes are taking place" in mass communication in Latin America.

The survey update is one of the reasons why Nixon attended the August meeting of the International Association of Mass Communication Research (IAMCR) in Caracas. He hoped to use the opportunity to renew acquaintances and collect data. He was unaware that the organization would confer an honorary presidency on him.

International communication is every journalist's concern today, stresses Nixon. He asserts that, especially with the growth of instantaneous communication, "it is important for all journalists to have an international orientation."

"This sounds like heresy to some of my colleagues, but I've advocated in some schools that they shouldn't even have a separate course in international communication, that every course ought to be internationally oriented.... Instead of just talking about American newspapers, American television, American radio, there should be a certain amount of international flavor and a certain amount of comparative journalism in virtually every course in the curriculum."

Ed Voeller has completed his course work toward a Ph.D. in international communications. He lives in St. Paul, where he is currently writing educational textbooks.

Finnegan wins Casey Award

WOW!

As the **Reporter** went to press, John Finnegan was awarded the 1980 Freedom of Information top prize by the Associated Press Managing Editors Association. The award, the 10th given, was presented at the APME convention in Phoenix.

SJMC grants 125 BA's in 1979-80

Professor Walter Brovald, director of undergraduate studies, has announced the final tally of degrees awarded by the SJMC for the 1979-80 academic year, including both summer sessions.

Three doctoral degrees were conferred during the period, compared to six during 1978-79. According to Brovald, "It's normal for Ph.D. totals to show this fluctuation since many candidates are not in residence."

A total of 22 Master of Arts degrees were awarded, down substantially from the totals for the two years previous, 43 and 41 respectively.

However, the number of Bachelor of Arts degrees conferred, 125, is comparable to the 144 degrees of 1978-79 and the 131 in 1977-78.

Bachelor's degrees awarded, by quarter, were: Fall, 33; Winter, 24; Spring, 52; Summer I, 8; and Summer II, 8.

John R. Finnegan, executive editor of the St. Paul **Dispatch and Pioneer Press**, has been selected for the Ralph D. Casey Minnesota Award by the School of Journalism and Mass Communication.

The award is presented annually to an editor, publisher or newspaper person who, in the judgment of the senior SJMC faculty, has given distinguished service to the community, state and nation.

In nominating Finnegan for the award, Thomas Carlin, publisher of the St. Paul **Dispatch and Pioneer Press**, described Finnegan "as one of the country's most aggressive protectors of the First Amendment and an authority on Freedom of Information problems...across the nation." Carlin further praised Finnegan's ability to maintain "the necessary balance of freedom, rights and obligations of the press."

SJMC professor Donald Gillmor characterized Finnegan as "one of the best informed editors in the country on legal issues affecting the press." Gillmor added that Finnegan has "been a national force—and the force in Minnesota—on projects designed to make information available to the public."

Finnegan began his journalism career in 1948 as a reporter for the Rochester **Post-Bulletin**. In 1951, he joined the St. Paul **Dispatch and Pioneer Press**, and became the paper's executive editor in 1970. He has taught journalism for the University's extension division, and this year was one of four editors chosen nationally to serve on the faculty of the National Judicial College at the University of Nevada, Reno.

Throughout his career, Finnegan has worked at the state and federal levels to urge adoption of shield laws to protect reporters as well as for laws to open government meetings and files to public scrutiny.

Finnegan began working for freedom of information legislation in Minnesota in 1955. In 1973, he formed the Min-

nesota Joint Media Committee to work for open meeting laws in the state, and he remains that group's first chairman. He has served on the Freedom of Information committees of both the Minnesota Newspaper Association (MNA) and Sigma Delta Chi (SDX).

On the national level, Finnegan has appeared before Congress numerous times to urge adoption of shield and freedom of information legislation. He was the chairman of the Associated Press Managing Editors Association Freedom of Information Committee for 15 years, and also served on that group's board of directors. He was a two-year member of both the Freedom of Information Committee of the American Society of Newspaper Editors and the National Joint Media Committee, and has served also on the National Conference of Editorial Writers.

For his work in the area of press-law relations, Finnegan in 1976 was the first Minnesotan to receive the Award of Merit from Sigma Delta Chi for "distinguished service in the field of freedom of information." In 1974 he received the Outstanding Achievement Award from the University of Minnesota, and in 1972 the Distinguished Service Award from MNA.

Finnegan has served on the Minnesota News Council, the Fair Trial/Free Press Council, and the Governor's Commission on State Government Reorganization. He was the first layman to be named to the State Board of Professional Responsibility for Attorneys, is also a former board member of the Citizens' League of the Twin Cities and former chair of the Metropolitan Council.

He has served as president of the Newspaper Guild of the Twin Cities, the Alumni Association of the SJMC, and the Minnesota SDX chapter. In 1970 he helped establish the Twin Cities Urban Journalism Workshop for minority high school students, a program cited as model by The Newspaper Fund.



John Finnegan

The award is named for the late Dr. Ralph D. Casey, SJMC director from 1930 to 1958 and regarded by many to be the School's chief architect. Under Dr. Casey's direction, the School was the first in the nation to establish a mass communication research division and develop a graduate program leading to the Ph.D. degree.

Finnegan is the 34th recipient of the award.

In commenting on the selection of Finnegan for the award, Minnesota Supreme Court Justice C. Donald Peterson, who chairs the Minnesota News Council, said, "John Finnegan is a man of courage, fairness, integrity and high intelligence—qualities I admire in a journalist. He is also a warm and attractive human being whom I admire as a friend. The award with which he is honored is well deserved."

Bob Shaw, manager of the MNA, seemed to agree. "Let's put it this way," Shaw said. "John's done so much in the field of freedom of information that it would be hard to figure who else to give the award to!"

1959

- **Arlene Appelbaum**, a St. Paul freelance writer, has started a communications company called The Write Approach. The firm specializes in public relations, publications and photography.
- **David A. Nelson** (M.A. '62) is a U.S. representative to the Swedish Trade Fair Foundation in Washington, D.C.

1960

- **Nancy Smiler Levinson** has written three books for a teenage audience, all scheduled for fall 1980 publication. **Contributions of Woman/Business**, a nonfiction book of five biographies, is dedicated to SJMC Professor George S. Hage. The others are **Cindersara**, a short novel, and **A World of Her Own**, a novel about a deaf girl. Ms. Levinson lives in southern California with her husband and two sons.

1962

- **Bob Weaver** is creative director at Bradley Yeager, Brennand & Bennett Advertising, St. Petersburg, Fla.

1963

- **Sally-Jo Bowman** is an editor in the University of Oregon's publications office. She has completed about two-thirds of the work toward an M.S. in journalism there. In her spare time, she runs a T-shirt company known as the Ladies Sewing Circle and Terrorist Society.

1965

- **Clifford Leabo** (M.A. '72) has returned to fulltime teaching in the Department of Journalism at Texas A & M University. He previously served as director of the university's General Studies program, and as head of the Department of Journalism there.



Schmidt



Schachtman



O'Brien



Moeno

1967

- **David J. Vrieze** has been appointed vice-president of Paul Burke and Associates Inc., a subsidiary of Alexander & Alexander, an international insurance brokerage and consulting firm.

1968

- **Dick Hall** is in the advertising department of the Carlson Companies of Minneapolis.

1969

- **Steven Dornfeld** has been named Washington correspondent for the

St. Paul **Pioneer Press and Dispatch**. A longtime Minneapolis **Tribune** state capitol reporter, Dornfeld rejoined the St. Paul papers after returning for a year's fellowship study at the University of Michigan. He is national treasurer of Sigma Delta Chi, and is slated for progression to the presidency of SDX in 1982. **George Hage** recalls that, although Dornfeld attended Hage's reporting class only "occasionally," Dornfeld always turned in flawless copy. Much later Hage discovered Dornfeld's class stories had been going through the copy desk at the St. Paul papers! • **V. M. Mishra** (Ph.D.) is an Associate Professor in the College of Communication Arts and Sciences at Michigan State University. He directed a recently completed study of ABC, CBS and NBC television network news operations in relation to law enforcement. His current research work centers around communication and management information systems. • **Barbara George Lewis** is the advertising writing supervisor for Bedell Advertising in Santa Barbara, Calif.

1970

- **Garret De Mott** has joined Shegby Advertising as an account executive. Shegby Advertising specializes in business communication.

Ad prof first 'civilian' to get coveted award

It's been a long time coming—20 years, in fact. But finally there is public recognition for one of those rare academicians who is able to cross the bridge between what students deem "the real world" and the university.

Willard L. Thompson, SJMC professor and chairman of its advertising sequence, has been honored by colleagues in the local advertising industry as their choice for the 1980 Silver Medal Award.

The award is presented annually by the Minnesota division of the American Advertising Federation (AAF) to those individuals "who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern."

What makes Thompson's selection even more distinguished is that it's the first time in the award's 20-year history that it has gone to an academician.

Charles Carlson, president of the Advertising Federation of Minnesota, said that the award was an attempt to recognize the group's awareness "of all the contributions Tommy has made to the University as well as to the ad industry locally."

Since Thompson began teaching advertising and public relations for the SJMC in 1973, he has put concentrated effort into building solid ties between the advertising industry and the School. The Silver Medal Award seems to be proof

that his efforts have been appreciated.

Jack Mark, director of communication services for Minnegasco, emphasized that the award is given to the person in the community who has contributed the most to advertising over the years—that "it isn't an award you win after one year of furious activity, but for a contribution that has been cumulative."

Mark, who moderated the presentation ceremony at the Minnesota Alumni Club in October, added that Thompson "was the logical candidate" for the award. "Tommy's responsible not only for the primary education of the young people going into this profession," Mark said, "he's also the interface between the local advertising community and the University."

Thompson came to Minnesota in 1960 from the University of Oregon, where he had taught advertising for its School of Journalism and later served as director of university relations and development. While at Oregon Thompson worked with O. Meredith Wilson; when Wilson left Oregon to become president of the University of Minnesota, he asked Thompson to join him as his assistant.

In 1963 Thompson was named the University of Minnesota's dean of general extension and summer sessions, and in 1973 director of summer sessions, a position he still holds.

Thompson's active involvement in advertising is apparent. He currently is president of the 300-member American

Academy of Advertising, and has served also as that group's treasurer and vice president. He is adviser to the University of Minnesota chapter of the AAF, and formerly was regional vice president to the Advertising Association of the West, and Western vice president to Alpha Delta Sigma, the professional advertising fraternity.

But Thompson's devotion to the classroom is perhaps even stronger than his dedication to advertising. Nadine Malo, who has been Thompson's teaching assistant for the past two years, said of Thompson, "From the feedback I get from his students, he's one person who brings enthusiasm and dedication to the classroom."

"He really cares about helping his students understand what goes in to making advertising a profession, and not just a craft," she observed.

This sense of professional responsibility, and Thompson's desire to impart this ideal to students of advertising, are best expressed by Thompson himself.

"My greatest interest," he has said, "is in having the opportunity to work with young people. As Walter Weir said in his book, *Truth in Advertising and Other Heresies*, what is needed is a philosophy of advertising. I like to think that's what we're all about. We're not here to just teach them the mechanics. We're here to give them the basic philosophy of this profession."



Willard Thompson

Photo by Sai Skog

Can you help us find these alums?

How would you like to make a painless contribution to the School of Journalism and Mass Communication? You can do so by letting us know the whereabouts of the following alumni...people we've lost track of.

The problem is this: Every time we send our **Reporter** to these people, we get it back with 25 cents postage due. Add remailing costs and each returned **Reporter** costs us about 50 cents.

So if you recognize a name on this list, please let us know:

Edward G. Graves
Harvey D. Hagman
Delores Hanson
Glenn G. Hanson
Mrs. Van P. Johnson
Yvonne F. Reed
Robert Riggins
Janet F. Rimmel
Joseph W. Snorgrass
Mark J. Spartz



Photo by Dave Ballard, copyright 1980.

WORKING:

The photographs featured on these two pages are part of an exhibition entitled "Working," displayed in Coffman Gallery last spring. The exhibit was sponsored by the student chapter of the National Press Photographers Association.

Alumni may request prints from the SJMC's permanent collection of student work. To do so, contact Paul Lester in 111 Murphy Hall.

an nppa exhibit

Grants received for curriculum changes

The SJMC has received two grants totalling over \$25,000 from the University's Center for Educational Development to cover the costs of developing and implementing new courses in the School's graduate and undergraduate curricula.

At the graduate level, two new courses are being offered this year: "Perspectives on Mass Communication," an overview of the literature and theories in the field; and "Mass Communication: Research in Action," an introduction to the theoretical aspects of journalism research. The courses, intended primarily for M.A. candidates, are being taught by Professors Everette Dennis and James Ettema.

Dennis says he is pleased with what the new "Perspectives" course is offering students this fall. "Many of our Master's students have had no prior experience in journalism," he says. "If they have had any, it's been from only one perspective—from one area of five in the M.A. fields."

This lack of common background and knowledge in the field was identified by SJMC faculty last year as being one of the major problems in the M.A. program. Dennis believes the new course can help remedy this weakness.

"The course is a unique blend of material," he says, "that takes the students through an introduction to the field, to commentaries on how knowledge is organized in the field, to major points of controversy and professional consideration."

"It's giving students a perspective they would not get in other courses," he continues. "I would hope the course will give

Master's students at least a taste of the other subfields. And that will suggest further areas to pursue and help them decide on other courses to take in the program."

The second new graduate course, "Mass Communication: Research in Action," will be offered during winter quarter. Dennis says it will be based on the concept of "professional reality" by attempting to link social-scientific and humanistic theories to industry applications.

The SJMC faculty recommended last year that both new courses be required for all M.A. students. That recommendation is now under consideration.

At the undergraduate level, four new courses are being developed for implementation in the fall of 1981. Two of the courses would be considered "pre-entry"—that is, intended for prospective journalism majors and minors: "Information Gathering" and "Producing Mass Media Messages."

The other two will be required "core" courses designed to give all majors and minors a common knowledge background. One will take an historical-legal-institutional approach, and the other will be a mass communication process course.

Professor Donald Gillmor, who, along with Professor Jean Ward, is overseeing the undergraduate revisions, says that what the committee is doing is "actually developing two sets of majors."

One group, called the focused majors, already have professional goals firmly in

mind. The objectives of the curriculum review for this group are to provide the students with a common educational experience, more emphasis on information gathering and retrieval, and a more thorough background in basic professional skills.

The second group of students includes general mass communication majors, non-majors and minors. Here the objectives are a bit different: to provide an analysis of media institutions and an introduction to the basic skills of gathering information and producing media messages.

Gillmor and Ward are currently synthesizing the elements for the two pre-entry courses. To that end, Ward has contacted a number of communication organizations to learn how they gather and retrieve information. Gillmor says the next step is "to ascertain if our current resources will permit us to carry out these new courses."

Based on faculty recommendations, the overriding goal behind all of the proposed revisions to the undergraduate curricula is "to liberalize" the program by providing more flexibility and greater elective opportunities to SJMC students. However, the challenge, according to Gillmor, is in finding "to what extent we can have flexibility without sacrificing respectability of our program."

Compounding the situation, Gillmor says, is the realization that any changes in the SJMC program does affect the status of transfer students, a group which accounts for 42 percent of the School's pre-majors.

"The review," Gillmor concludes, "is very ambitious and complex."



Dan Oberpriller



Dean Oberpriller

1971

• **Dean R. Oberpriller** and **Daniel E. Oberpriller** have formed a new advertising agency, Rumsey, Knutson & Oberprillers Inc., Minneapolis. The agency will specialize in consumer goods and services advertising. The Oberprillers are two of six founding principals.

1973

• **Gail E. Gendler** has been named director of public affairs for Concept One, Minneapolis. • **Jeffrey A. Schachtman** has been appointed manager of merchandising and promotional services for Martin/Williams, Inc.

1974

• **Steve Krikava** is managing editor of the Midland Cooperatives newspaper, Minneapolis. He was elected this year to a three-year term on the board of directors for the Cooperative Editorial Association, which has more than 300 members in the U.S. and Canada.

1975

• **Mark Baker** is editor of the Alexandria Newspapers, publishers of the Lake Region Echo/Lake Region Press. He is not to be confused with the Mark Baker (also '75) who is with Red Barron Inc., Minnetonka. • **Kathleen Moriarty** has been named marketing services coordinator for St. Paul Risk Services.

1976

• **Sandra Shipshock** is working at the U.S. Embassy in Kingston, Jamaica. • **Lee Ann Leak Nelson** has moved to Heidelberg, West Germany where she is employed as a teacher at the Heidelberg American High School. She works with students who have learning disabilities in math, English and social studies. • **Barbara Reynolds** is director of public relations for University of Minnesota Hospitals and Clinics. She is president of the Minnesota Council for Hospital Public Relations.

Twelve Elliston Fellowships Given

Twelve SJMC students have received Herbert Berridge Elliston Fellowships for the 1980-81 academic year. The awards are made in memory of Herbert Elliston, editor of the **Washington Post** from 1946 to 1952.

Graduate fellows are Leola Johnson, Julio Munoz, Ikechukwa Nwosu, Cathy Packer, Barbara Paul and Mohammed Saghafi. Undergraduate recipients are Darlene Gorrill, Kevin Johnson, Scott Knickelbine, Mary Ostlund, Sheila Quinn and Diane Rawlings.

The Elliston fellowships were established last year by a gift of over \$300,000 from Hilma L. Eckstrand, a St. Paul woman. Eckstrand was a governess for the Elliston household until Elliston's death in 1957. It is believed that most of the gift to the SJMC came from a sum bequeathed to Eckstrand in Elliston's will.

Elliston began his long journalistic career in England, after having served in the British army during World War I. He never obtained a college education, which he often said was his greatest regret. For this reason, Eckstrand bequeathed the money to the SJMC in Elliston's memory.

Upon his return to the United States, Elliston landed jobs with the New York **Herald** and the New York **Sun**. His reputation grew in the 1930s as he wrote a highly-regarded financial commentary for the **Christian Science Monitor** and hosted a weekly radio program on financial topics for CBS.

In late 1940, Elliston was chosen as the **Washington Post's** editorial page editor. Six years later, he was named editor of the **Post**, but stayed active in advocating liberal and internationalist policies on the editorial page.

Scholarships set records

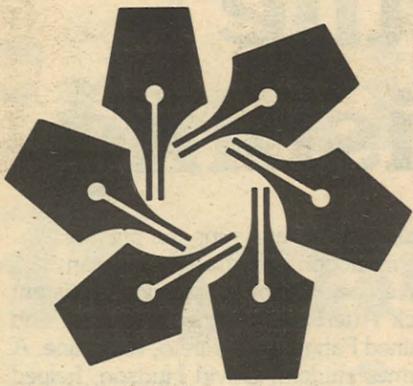
Fifty-three scholarships administered by the School of Journalism and Mass Communication, and amounting to more than \$66,000, were awarded this past spring to journalism students for the 1980-81 academic year. The average award was \$1,311.80.

The figures represent new records in all categories—the number of scholarships, total dollar amount, and average award.

SJMC scholarships, funded by 25 different corporations, trade associations, and individuals, are granted primarily on the basis of professional promise and academic performance. While financial need is an important factor, SJMC scholarships are seen as important incentives and rewards for excellent students who might not otherwise secure financial assistance.

The importance of scholarships to

students' financing their college work increases each year. Tuition, student fees, book prices and living expenses continue to mount. For example, in-state tuition for 1980-81 is estimated at \$987 and student fees over \$200. Total costs for a journalism undergraduate living on campus this year will be in excess of \$4,500—up more than \$500 from last year.



Minnesota Journalism Center First activities held; Near vs. Minnesota symposium being planned

New MJC Logo

This logo will appear on all stationery and publications put out by the MJC. The logo, created by Larsen Design, Minneapolis, represents six pen quills coming together to form a lens aperture.

by Mark Leitner

In its first year of existence, the Minnesota Journalism Center is actively pursuing its goal of "improving the practice of journalism."

The Center was established last year through a gift from the retired chairman of the Minneapolis Star and Tribune

Company, John Cowles, Sr., and his late wife Elizabeth.

Its general function is to coordinate the SJMC's outreach activities. To that end, the Center serves as a forum in which journalism educators and researchers can exchange views and information with practicing journalists and media industry managers.

The Center has planned a wide variety of activities for the current academic year. The **Near v. Minnesota** symposium, scheduled for May 28-30, 1981, will be a national commemoration of the 50th anniversary of that landmark case prohibiting prior restraint of the press. First Amendment scholars from across the nation will convene to discuss the implications of **Near** in 1981.

Major participants will include: Vincent Blasi of the University of Michigan Law School; Garry Wills, now professor of American Culture at Northwestern University; Paul Murphy of the U. of M.'s department of history; Erwin Knoll, editor of **The Progressive**; and Judge Hans Linde of the Oregon Supreme Court. Floyd Abrams of Cahill Gordon & Reindel, New York, will act as program moderator.

Discussants will represent Harvard, Yale, Berkeley, George Washington, Columbia, Stanford, the Universities of Chicago, Wisconsin, Washington and Texas in the fields of law, political science, journalism, philosophy and history. Also, staffers from the **New York Times**, the **Washington Star** and the **Chicago Tribune** will be present. An equal number of participants representing diverse fields of interest will be drawn from the Twin Cities and the surrounding region.

(A comprehensive story on the **Near** symposium will appear in the next **Murphy Reporter**.)

Leading economists discuss media's future

by Mark Leitner

Financial and economic aspects of the American press—topics rarely explored by contemporary journalism students and educators—were discussed by two leading media economics analysts in the initial lectures of the Minnesota Journalism Center's "Economics and Media Management" series.

In separate lectures, Stanford University economist James Rosse and newspaper securities analyst John Morton of John Muir & Co., Washington, D.C., offered their perspectives on the economic forces helping to shape the future of the press in America.

Rosse and Morton agreed that prevalent economic trends will affect competitive two-paper markets in such a way that only one paper will survive.

In his Oct. 14 lecture, Rosse cited the fact that larger operations are able to sell more of their products at lower costs. These "economies of scale," he said, will allow the larger papers to continue publishing, while eventually forcing smaller dailies in the same market out of operation.

Morton, who spoke Nov. 3, said he foresaw the demise of "weaker papers in large cities." He cited television as a major factor, especially in the decline of afternoon papers, "because of tv's monopoly of leisure time."

Neither man seemed pleased with the implications of his predictions. "I'm not pleased by the prospect of any papers folding," Morton said, "since the loss of any paper diminishes society."

However, Rosse and Morton disagreed about the future of newspaper chains and concentration of ownership. Rosse contended that "the trend toward chain ownership has largely spun itself out. Gannett has just about reached the limit. Chains will probably go the way of the Hearst or Scripps-Howard groups—they will be forced to sell papers."

On the other hand, Morton said that the owner of a single paper "does not possess the production and marketing skills that will be needed to survive. He doesn't benefit from the economies of scale." He forecast that "in 10 to 15

years, 8 to 12 companies will own most of the daily papers in the United States."

Despite their disagreement on the future of ownership, Rosse and Morton had similar ideas about the prospective character of the papers themselves.

"There will be a trend toward smaller papers," Rosse said. "The big-city press will become localized in both coverage and advertising." If smaller dailies in competitive two-paper markets wish to survive, he said, "they will have to develop specialities, so that with respect to their audiences they will be monopolies."

Morton said that although ownership will be concentrated, papers that survive will, out of necessity, give "serious consideration to journalistic quality."

"Good papers will be the ones that are skeptical of the status quo, aggressive and thorough in covering local events," he said. He added that the vehicles for newspaper growth in the 1980s would be "the smaller, often suburban, community-oriented weekly and daily papers."

Newsroom stress seminar topic

If you were an engineer, you might think of it as torsion or thrust. For most of us it's synonymous with strain, pressure or tension. It's stress...commonly defined as wear and tear on the body.

A seminar called "Managing Stress in the Newsroom" was the kickoff event of the Minnesota Journalism Center on Sept. 20 at the Spring Hill Conference Center in Wayzata. Keynote speaker was Dr. W. Walter Menninger, psychiatrist and clinical director of the Topeka State Hospital in Kansas.

"Stress is an omnipresent feature of life," Menninger said. In fact, not all stress is negative; a certain amount of stress is necessary for survival because it prepares our bodies for a "fight or flight" response.

However, there is no question that stress is one of the primary causes of numerous illnesses from migraine headaches and diabetes to cardiovascular, respiratory and gastrointestinal complications.

"The task then," Menninger said, "is not to totally eliminate stress, but to make sure it doesn't eliminate you."

Menninger cited four factors that contribute to stress: lack of control, un-

predictability, intense responsibility, and change. He said that all four are "certainly prevalent in journalism."

For example, journalists cannot determine in advance when a news event will happen. They feel intense responsibility because they believe what comes out of their typewriters does have an impact on society. Journalists are acutely aware of change, both in terms of the swiftly-moving world events they report as well as the more personal changes in the newsroom itself. All of these factors contribute to the stress level in any news organization.

A pre-seminar survey of some of the 40 persons attending revealed that 72 percent felt job stress was greater than any personal stress they were under. Identified specifically as stress contributors were: interpersonal relations with colleagues—dealing with newsroom "prima donnas"; the idea of the deadline itself; setting perfection as a goal and inevitably falling short, as in striving for absolute objectivity.

Menninger said the first part of conquering stress is knowledge. Become aware of stress signals your body may be sending. Headaches, shortness of temper, a change in sleeping habits,

sweaty hands, dwelling on the negative, smoking, eating or drinking too much are all signs that stress may be getting the better of you. You can increase your capacity to cope with stress by learning about it and then mastering it.

What else can you do to cope with the

daily pressure of life? Menninger offered the following suggestions:

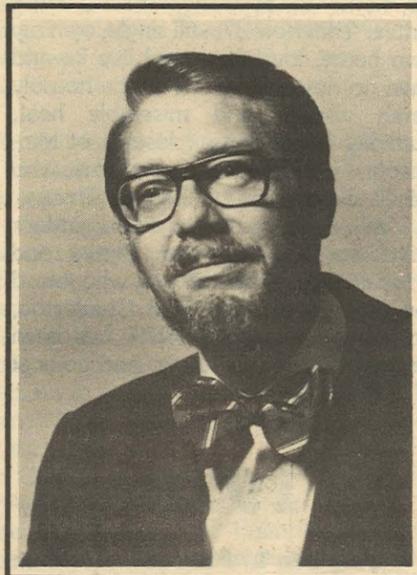
—Become sensitive to your stress signals as well as the stress signals of others. It's ironic that we need people the most when we're under stress, yet that's precisely the time we shut out others.

—Realize that sometimes the best option is "flight" and not "fight." Go AWOL, through a hobby, exercise or relaxation techniques such as yoga and deep breathing. As Menninger put it, we all have the periodic need "to recharge our sense of self."

—Look for opportunities for emotional release during the day. When tension is mounting, tell a joke. Humor is an important ingredient in controlling stress.

—Finally, keep things in perspective. Learn to step back from stressful situations and ask yourself, "Will I care about this five months from now? How realistic and reasonable are the fears I'm feeling right now?"

For a profession propelled by the deadline, it's a hard lesson to learn but, as Menninger pointed out, "There is something to the 'manana' philosophy."



Dr. W. Walter Menninger

Murphy Reporter

Irv Fang: Stepping into the world of textbook publishing

What would you do if you were a mild-mannered professor of broadcast journalism who was just trying to make some spare change from textbook sales but...your publishing house consistently "forgot" to send you your royalties?

And what would you do if, after repeated phone calls and letters to this same publishing house, you finally said in exasperation, "Enough already! I want back the rights to my book," and you were told, "Sure, guy. All ya' gotta' do is take the 1,200 copies left of your second edition off our hands."

By this point, the faint of heart would crumble. But if you're of the right mettle, you would meet the challenge. "Load them up, send them out and I'll market them."

And so Irving Fang, SJMC professor, entered the world of textbook publishing.

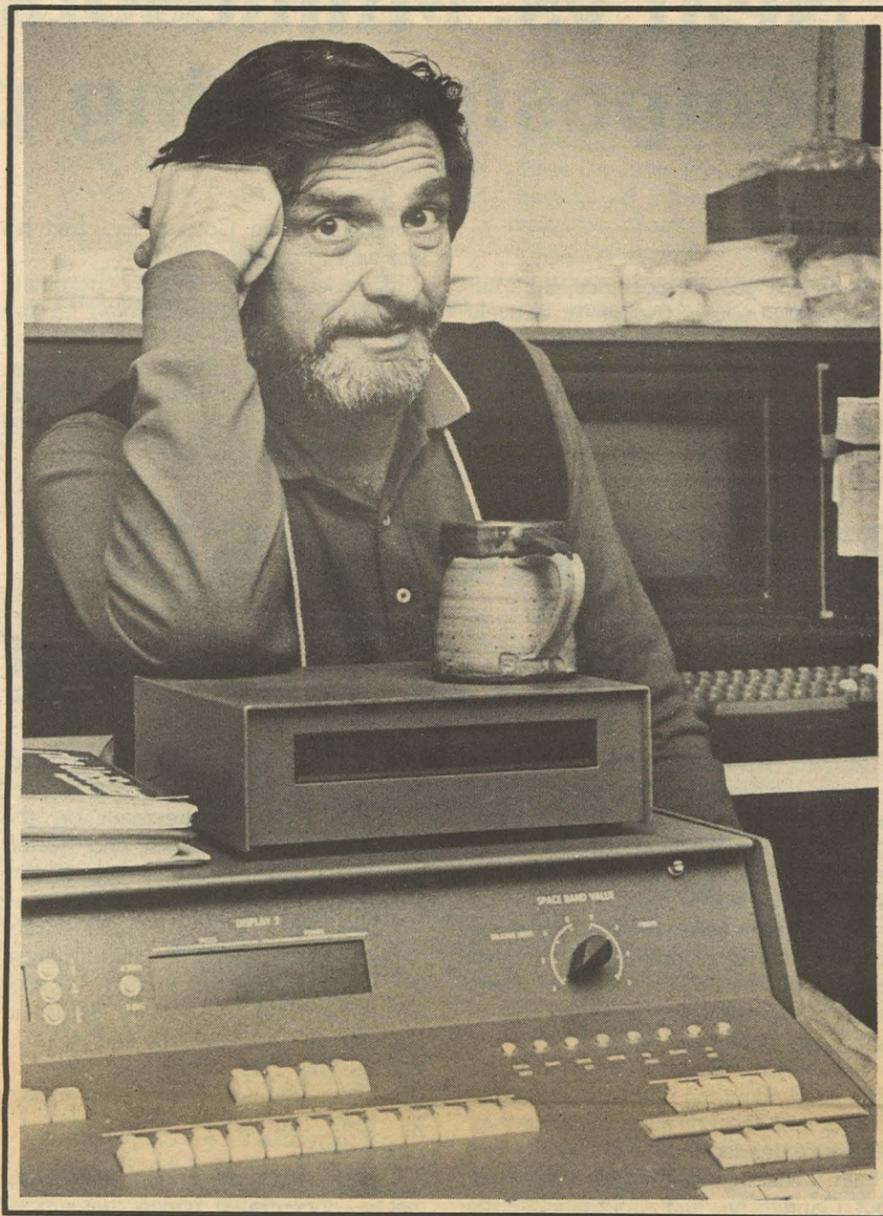
"So now I've got a truck with 1,200 books on the way," Fang recalls. "I begin reading everything I can on book publishing and marketing."

It was about this time Fang realized if he could market his second edition himself, he could publish his revised third edition as well...a realization met with disbelief from some quarters. ("You mean to tell me," the dispatcher at the St. Paul trucking company delivering the ton of Fang's second edition asked incredulously, "you don't have a loading dock? I suppose you don't have a fork lift, either.")

"I've found publishing is a series of small steps," Fang says. "There is no great magic to it. The writing, editing, design, layout, printing, binding, marketing...each is just one small step."

Small steps they may be; yet it is impressive to realize they have led to the production of 5,000 copies of **Television News, Radio News**, copyright May 1980 by Rada Press, St. Paul.

Rada Press is an acronym for Fang's daughters, Rachel, 19, and Daisy, 13. Daisy says she is in charge "...of washing the company car." Fang formed Rada Press in 1975 when, based on a personal interest in hypertension, he wanted information on the salt content in foods. When he couldn't find a good source for this information, he formed Rada Press and put out his own booklet.



Irving Fang

Photo by Sal Skog

Since then, Rada Press has published the recordings used as a supplement in Fang's **Those Radio Commentators!**, winner of a 1978 Broadcast Preceptor Award; a 76-page Instructor's Manual for **Television News, Radio News**, co-authored by Fang and Ph.D. student Patrick Parsons and a 168-page manual called "Put That in Writing: A Programmed Writing Guide to Business Communication."

Rada Press operates out of the base-

ment of Fang's home. The room is systematically crammed with drafting and light tables, mailing cartons, plastic "popcorn" stuffing, and just 400 copies of that second edition of his television and radio news book.

Dominating the room are two Compu-graphic phototypesetters, which Fang purchased second-hand for \$5,000. Fang and his staff typeset and keyline the pages so they are camera-ready. The pages are then sent to a printer, who

makes plates and runs the presses.

Production of the text began last December. Graphics teaching assistant Rick Atterbury designed the book and trained Fang's wife, Junko, to keyline. A former student, David Hudson, helped edit and keyline, and former SJMC secretary Carol Egan did the majority of typesetting. Two of Fang's broadcast journalism students posed for the cover of the text. The last type was set in mid-April, and in May **Television News, Radio News** became a 414-page reality.

To date, 36 schools have adopted the text and another 17 intend to do so. Fang recently sent a mailing to the schools for their reactions to the text and is pleased with the reviews it's received. "I have every confidence this will be successful," he says.

Fang has found the worst part of publishing to be the paperwork involved. "Bookkeeping, payroll, taxes, government forms...everything else is fun." Fortunately, Linda Campbell, a family friend, now oversees most of this work.

One benefit to doing-it-yourself: Because overhead is less, Fang hopes the production will be in the black on the first printing, which is not common for traditionally-published texts.

But Fang says the greatest benefit of all is the satisfaction of taking a project from start to near finish. His newest venture, as he puts it, "is making the blood course through my veins faster now than it has for many years."

In October, Fang took one step farther down the road of publishing when he acquired a small, rebuilt offset press, a used plate-maker and a hand-operated GBC binder. The new equipment will make it possible for Rada Press to do almost everything independently of outside sources. This new step might prove to be more than Fang can handle, but...

"It's like the old joke," Fang laughs. "One fellow walks up to another and says, 'I'll sell you this elephant for \$50.'"

"What do I want with an elephant," asks the other. "I have a one-bedroom apartment."

"Ah...I see you drive a hard bargain," replies the first. "Tell you what I'll do. I'll sell you two for \$60."

Answers the second fellow, "I'll take 'em."

1977

- **Steve Kircher** is finishing an M.A. at the University of Wisconsin and will begin a job with the Des Moines **Register** in December in the research department. He will be in charge of the Iowa Poll in the **Register** and the Metro Poll in the **Tribune**.
- **Camilla Carr** (M.A. '77) has moved to Washington, D.C., to become co-host of "PM Magazine."
- **Lynn Culbert** is a publications editor for Carlson Companies.
- **John Holten**, reporter for the Mankato **Free Press**, won a first-place award in the Minnesota Associated Press newswriting competition.
- **David Wold** is communications coordinator for the Anoka Cooperative Power Association.
- **Jeannie Kitchen Hanson** (M.A.) is co-author with William C. Rogers of **The Winter City Book** published by Dorn Books in November. The book examines winter city lifestyles and includes ideas and pictures from cities around the northern world.
- **Jeff Hess** has been a sales representative for Minnesota

Mining and Manufacturing Co. (3M) since July, 1977. With a gentle apology to his advertising professor Virginia Harris, Hess said he "decided to go for the money a sales career can offer." From his home in Spokane, Wash., Hess writes, "I am now 27, still single, own my own home, love the area I live in, and have no desire to return to the horribly harsh winters and miserable heat, humidity and insect explosions of Minnesota."

- **Dennis Anderson**, who joined the St. Paul **Pioneer Press** two years ago, has been named outdoor writer for the **Pioneer Press** and **Dispatch**.
- **Judi Moen**, who joined the staff of WCBD-TV in Charleston, So. Carolina in July, 1979, has been named associate producer and co-host of "PM Magazine."

1978

- **Stephen L. Paulus** writes from New York City that he is now an assignment editor for WCBS-TV News.

- **Mary Jane Smetanka** is a reporter for the Grand Forks (N.D.) **Herald**.
- **Richard B. Kielbowicz** (M.A. '78), a doctoral candidate at the University of Minnesota, is the first recipient of the Postal Rate Commission's doctoral dissertation grant award. He is an assistant professor at Iowa State University's Department of Journalism and Mass Communications.

1979

- **Mark Bakkum** is a beat reporter covering Rock Island, Ill., for WOC-TV in Davenport, Iowa.
- **Mary Alice O'Brien** has been named account executive with Edwin Neuger & Associates, a Minneapolis-based public relations firm.
- **Michael Flaherty**, a reporter for the Mankato (Minn.) **Free Press**, won a second place award for outstate writing on agriculture in the Minnesota Associated Press 1980 newswriting competition.

1980

- **Michael Martin** (M.A.) is a broadcasting instructor at Winona (Minn.) State University and director of the college's radio station KQAL-FM.
- **Janel Conrow** is a staff supervisor in advertising for Northwestern Bell/Corporate Advertising in Minneapolis.
- **Lynnette McIntire** is a reporter for the Owensboro (Ky.) **Messenger-Inquirer-Reporter**.
- **Todd Glasenapp** writes from Seneca, S. C., that he has accepted a job as general assignment reporter for the Seneca **Journal-Tribune**.
- **Suzanne Yeng-Yotti** reports she is the editor of two in-house publications for Northwestern National Life Insurance Co., Minneapolis.
- **David Bissonnette** is working for WCCO-TV, Minneapolis, as a production assistant on the "Moore Report."
- **Wendy Jan Monson**, Minneapolis, is press secretary for U.S. Sen. David Durenberger.

News About the Faculty

• **Walter Brovald** served as a panelist on "The Church's Future: Communications" in connection with the dedication of the Billy Graham Center at Wheaton College. He was also a workshop leader at the Medium and Message Workshop for Continuing Education for Women, and attended an American Press Institute seminar on newspaper management in Reston, Va. in October.

• **Roy Carter** attended the annual meeting of the Latin American Studies Association at Indiana University, where he participated in program sessions dealing with technical assistance to oppressive regimes and with Latin America's role in the international political system.

• **Everette Dennis** was a visiting Nieman Fellow at Harvard University during the summer studying organizational behavior and administrative practice. He was appointed to the advisory board for the Institute of Democratic Communication at Boston University and to the national panel of judges for the George Polk Memorial Awards at Long Island University. Dennis also published articles in the autumn 1980 **Nieman Reports** and in **Small Voices and Great Trumpets**, a book edited by Bernard Rubin.

• **Donald Gillmor** served as a judge for the AEJ's National First Amendment Theory Paper Competition at the Boston convention. In his role as principal coordinator for the **Near** Symposium, he has been successful in getting grants from the National Endowment for the Humanities and the Robert R. McCormick Foundation (Chicago **Tribune**) to support the program. He was also the keynote speaker at the Associated Collegiate Press Convention in Chicago October 23-25.

• **George Hage** reports he had a thoroughly satisfactory summer and fall—even managing to beat **Daily** editor Jeff Goldberg at tennis—until the **Tribune** strike September 13. He said his picket-line stunts gave him the pleasure of extended visits with his son David as well as a number of former students. But he said he was sobered by the thought that "everyone loses in a newspaper strike, the public perhaps most of all."

Director represents SJMC in Europe

F. Gerald Kline, director of the SJMC, spent November in Europe on a three-week tour sponsored by the United States International Communications Agency.

Before leaving on tour, Kline emphasized its significance to the School. "I think the trip highlights SJMC as an important international as well as national institution," he said. "Anytime our faculty travels abroad it is a positive statement about our impact."

Kline's itinerary took him first to Brussels to discuss the role of the mass media in the American presidential election. From there he traveled to the London School of Economics to discuss the use of the media in health campaigns.

Mid-month, Kline visited the University of Mainz in Germany, then traveled to Hamburg and the Allensbach Institute in Constance. He discussed the American elections at all three institutes, and found "...the American view of media analysis is often quite different from a European academic view."

• **Virginia Harris** was awarded a fellowship to the Basic Direct Mail Institute held October 19-22 in Oakbrook, Ill.

• **Arnold Ismach** completed work over the summer on a reporting textbook, co-authored with Everett Dennis, **Reporting Processes and Practices**. The book will be published in February 1981.

• **Robert Lindsay** attended the conferences of the Inter-American Association of Broadcasters in Washington, the International Association for Mass Communication Research in Venezuela, and the Intentional Institute of Communications in Ottawa, as well as the Second World Communication Encounter in Acapulco and the Third Annual World Media Conference in New York. He published several scholarly articles, and was named to the Committee on Freedom of Information of the Inter-American Association of Broadcasters and to the Editorial Advisory Panel for the World Encyclopedia of the Press.

• **Jean Ward** published "The War of Words" in the October 1980 **Quill** and "Check Out Your Sexism: A Quiz for Journalists" in the May/June **Columbia Journalism Review**. She is completing study of the economic basis of the newly-developing neighborhood newspaper in American central cities. She also spoke to the ACP convention in Chicago.

• **Harold Wilson** has received framed plaques of appreciation from the Association for Education in Journalism for 14 years as treasurer and business manager of publications, and for distinguished service from the Minnesota High School Press Association. He also received a bound book of letters of appreciation from the directors of the American Association of Schools and Departments of Journalism and a letter of appreciation from the directors of the American Society of Journalism School Administrators.

• **Hazel Dicken Garcia** attended the AEJ convention in Boston, and spent the remainder of the summer working on a research project, "Breach of Legislative Privilege in Early America."

On Nov. 17, Kline was in Munich for a three-day world-wide conference called "International Information Week 1980: Health Education by Television and Radio." The tri-lingual conference attracted 100 persons who are experts in international health and development organizations, communications researchers and broadcast executives. Kline addressed the group on the ways adolescents acquire health information from the broadcast media.

From Munich, Kline traveled to the University of Aarhus in Denmark, and the University of Lund in Sweden.

Kline was particularly pleased that his itinerary included addresses to both academic and public centers. As he put it, "It allows me to convey the reasonable notion that academic studies can be insightful and useful."

He added, "A trip like this also allows me to find out what others are thinking, both critically and positively, and keeps me alert to other viewpoints."

Ad student wins first place honors

A 1980 advertising graduate of the SJMC has been awarded first place honors in the John H. Crichton national advertising competition sponsored by the Educational Foundation of the American Association of Advertising Agencies (AAAA). John Jarvis received \$2,500 and an expense-paid trip to the AAAA's November meeting in Chicago to receive a commemorative plaque.

The prizes are awarded on the basis of four criteria: academic performance, demonstrated interest in advertising, faculty recommendations and the submission of a hypothetical advertising campaign to improve the image the public has of the industry.

Jarvis' proposal, entitled "Advertising in the '80s: Providing the Information America Wants," was based on convincing the public that: the advertising industry is aware of the public's concerns; that "things are going to be different in

the '80s" and the public should be encouraged to throw out its old opinions about advertising and form new ones; and finally, that the advertising industry is concerned about the public's perception toward it and is seeking to establish itself as a professional industry.

As an undergraduate, Jarvis was a member of the American Advertising Federation student chapter and worked for the **Daily** as a retail display ad representative and copywriter. He has begun work this fall on his M.A. in advertising at the SJMC.

The prize is named in honor of the late John Crichton, president of the AAAA for 15 years. Before joining the AAAA, Crichton worked for "Advertising Age," and was its editor from 1958 to 1962.

The Crichton awards were set up to recognize students who have demonstrated excellence in the pursuit of advertising studies.

SJMC enrollment has slight increase from '79

Despite predictions at the national level of projected enrollment decreases in the '80s, enrollment in the School of Journalism and Mass Communication is up again this year. As of October, there were 686 pre-majors, up from 660 one year ago, and 401 majors, up from 388.

The number of transfer students is also ahead of fall 1979—132 compared to 97 last year. The majority of these students transfer from within the Minnesota state university system, but a large portion are transferring from Wisconsin colleges, as well.

The number of special program students, including those enrolled in the Inter-departmental Individualized Major, the Inter-College Program or the

Bachelor of Individualized Studies program, remains essentially the same—89 this fall compared with 93 one year ago.

The most significant increases in enrollment are in the news-editorial and advertising sequences. The news-editorial sequence accounts for 40.4 percent of the total, and advertising 35.7 percent. The photocommunication and broadcast journalism sequences enrolled 11.8 percent each.

The October census breaks down as follows: News-editorial: 298 pre-majors and 161 majors; advertising: 254 pre-majors and 159 majors; photocommunication; 96 pre-majors and 48 majors; and broadcast: 104 pre-majors and 36 majors.

'Courts and the Media' tapes available to alumni

Videotaped highlights of the annual "Courts and the Media" symposia are available to alumni groups or individuals through the SJMC Graduate Club. "Courts and the Media" is a series of advanced workshops on media law and court procedures for lawyers, journalists, and media students, designed to improve the quality of court coverage as well as the understanding of legal issues.

The symposium is an annual event sponsored by the SJMC, the Minnesota Trial Lawyers' Association, the Society of Professional Journalists (Minnesota chapter), and the Minnesota Supreme

Court Information Office.

The symposium workshops available in this series include: Covering Civil Cases; The U.S. Supreme Court—The Media and **The Brethren**; **Gannett v. DePasquale**—Closing Courts to the Public; Issues in Libel; and Broadcasting and the Law. The tapes provide excellent supplementary information for mass communication courses.

For further information about the series, write: The Graduate Club, 111 Murphy Hall, U. of M., Minneapolis 55455.

B. Paulu is first American broadcast teacher in USSR

Burton Paulu, who retired in 1978 after 40 years as director of radio and television at the University of Minnesota, received a Fulbright-Hays grant to lecture at Moscow State University in the USSR this fall.

In Moscow, Paulu is conducting a seminar on American and British broadcasting for English-speaking students of journalism. He is the first American scholar to teach a full-length course on the western broadcast media in a Soviet university.

During his years at the University, Paulu directed the operation of KUOM

Radio as well as its television activities. He taught survey courses on American and comparative world broadcasting in the SJMC.

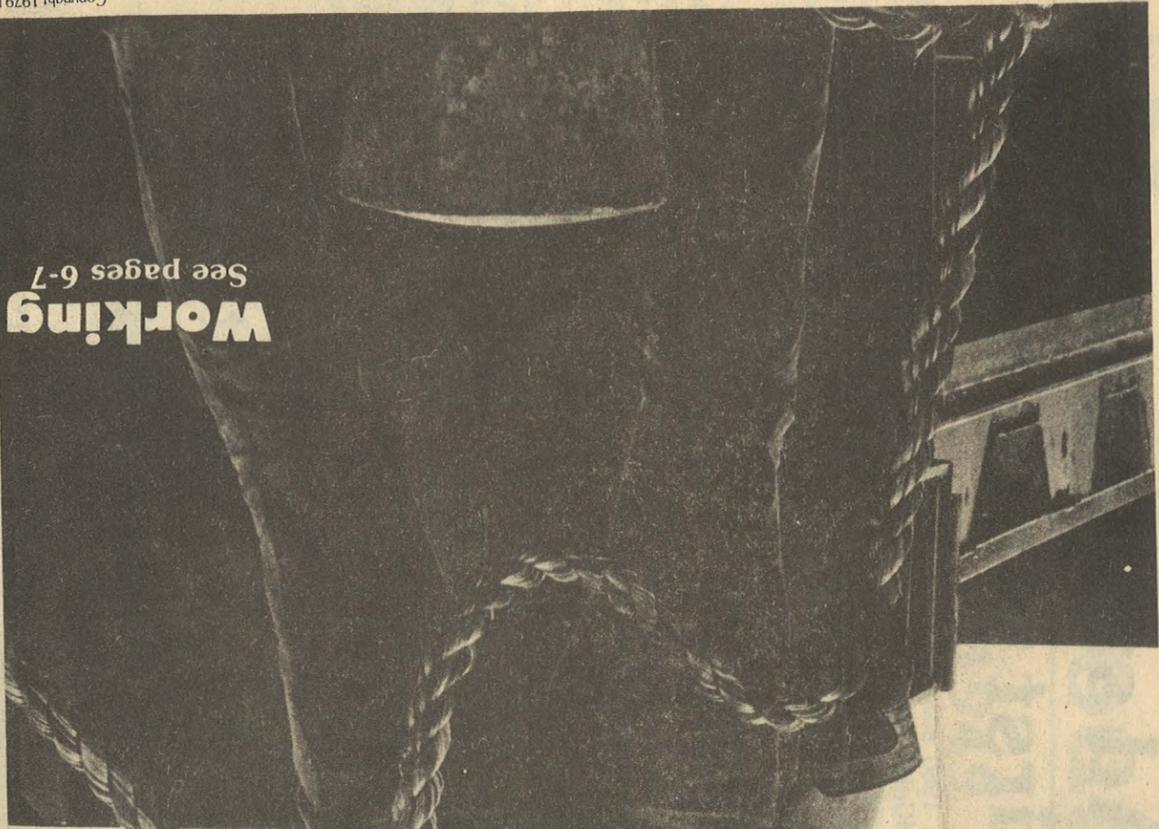
He is the author of four books and numerous articles on broadcasting. Early in 1981, the University of Minnesota Press and Macmillan in London will issue his fifth book, **Television and Radio in the United Kingdom**. For 15 years, he has written a bimonthly column for the publication of the European Broadcasting Union, reporting on American broadcasting for European readers.

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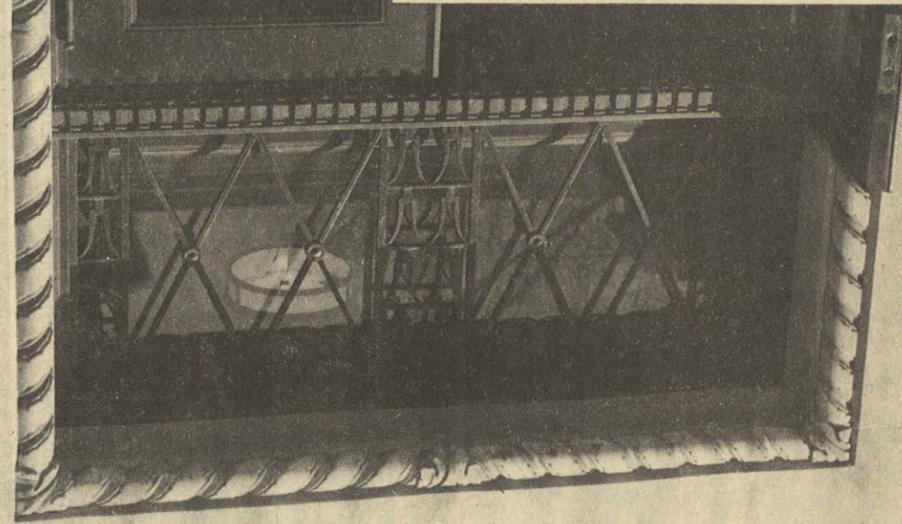


Working
See pages 6-7

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MURPHY HALL!
in
STUDENTS
And
THE STAFF
From

Season's
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JOURNALISM

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