

Curriculum changes now underway

The proposed revision of both the graduate and undergraduate curricula first discussed by the faculty at last November's Wabasha retreat, is now several steps closer to implementation.

SJMC has received tentative approval for two grants from the University's Educational Development Program (EDP) to cover the costs of developing and implementing new courses.

One of the EDP grants will be used to cover part of the salaries of SJMC professors Everette Dennis and James Ettema, who are devoting time to revising the school's M.A. program.

For the undergraduate program revision, the school is releasing professors Donald Gillmor and Jean Ward from part of their teaching duties next year, so they can work out curriculum changes. The second EDP grant will be used to cover the expenses of the revision.

Ettema and Dennis have already received faculty approval for two new graduate courses, which are now being appraised by the graduate school's social science policy and review council. The council must approve all new

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graduate-level courses.

The two new courses--"Perspectives on Mass Communication" and "Mass Communication: Research and Action"--will be lecture courses designed primarily for master's degree candidates. They were developed as beginning "core" courses for all M.A. students. Development of such core courses was suggested by the faculty at Wabasha.

"Perspectives on Mass Communication," which is planned to start next September, is an overview of the entire mass communications field.

"It will attempt to provide a context for all master's students," Dennis said, "especially those who did not study journalism as undergraduates, by discussing the important literature and theories in the field."

The follow-up course, "Mass Communication: Research and Action" is planned for winter quarter, 1981, and

will be an introduction to the theoretical aspects of journalism research. Dennis said the course would use a case-study approach to the field, similar to that used at Harvard's business school and would examine all methods of communications study.

Dennis and Ettema will share teaching duties in the two courses and are planning to develop an entirely new text for the courses.

The two new "core" undergraduate courses proposed at Wabasha retreat are still in the planning stages. A committee of nine professors and one graduate student are discussing what direction the new courses should take.

"We're meeting every two weeks," Gillmor said, "and right now we're in the middle of an expanded discussion of undergraduate education goals, philosophy and balance. When we've gotten over that hurdle, we'll be ready to

talk about courses and credits and such.

"We're very much concerned," Gillmor added, "about how to balance liberal arts and mass communications courses against the professional training."

Gillmor said another major concern of the committee is how much flexibility students will be given to take an array of courses.

Four new undergraduate courses are planned for the fall of 1981. Two will be pre-entry courses for prospective journalism majors and the others will be "core" courses designed to give all majors a common background.

"Our big efforts right now," Gillmor said, "are the two pre-entry courses. One is 'Information Gathering,' and the other is called, at least for the moment, 'Producing Mass Media Messages.'"

The undergraduate "core" courses are still on the drawing board, but Gillmor said one would take a historical-institutional approach to the field, covering ethics and law, while the other would concentrate on the process of mass communication.



Photo by Steven Greene.

Front cover: Chicago blues musician James Cotton clowns with his harmonica backstage at Minneapolis' Cabooze Bar. Above: A wall is about to crumble during a fire at a South Minneapolis warehouse. Below: Steven Greene, who won awards for the two mentioned photographs, stalks an outdoor shot.

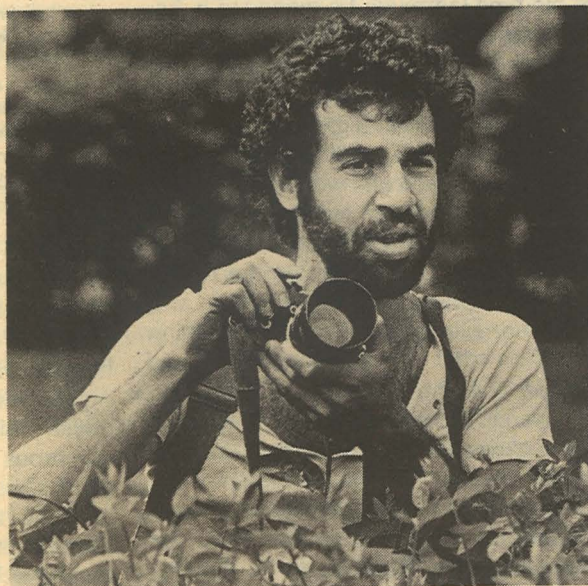


Photo by Dave Ballard

'Daily' student fee made refundable

The University of Minnesota Board of Regents voted May 9 to make the student publications fee, which finances the **Minnesota Daily** along with other campus publications, refundable beginning next fall.

Although it was not mentioned in the resolution, the action was generally considered a response to protests over the **Daily's** controversial humor issue printed last spring.

The humor edition, which raised the ire of religious and other groups, sparked a full year of debate and hearings on the newspaper's relationship with the university.

Under the regents' action, students would be able to receive a \$2 refund on their mandatory quarterly student fees if they did not wish to pay for the newspaper. No refunds would be available on the part of the student fees allotted to numerous other campus organization.

To receive a refund, students will have to go to a designated spot on campus, probably one of the bursar's offices, and pick up the money. Frank Wildreson,

the university's vice president for student affairs, said the program would cost \$5,000 to implement.

Many members of the **Minnesota Daily** staff and SJMC faculty fear that students will demand a refund for the paper and then continue reading it since it is distributed free on campus. Right now, 14 percent of the **Daily's** yearly budget comes from the student fees and another fear is that a decline in fees funding will cause a decline in the quality of the newspaper.

A group of students and non-students calling themselves the Ad Hoc Anti-Defamation League had been pushing for a check-off system where students would indicate on their registration material whether they wanted to fund campus publication. In student surveys the **Daily** has always been one of the most popular beneficiaries of the student fees.

The full impact of the regents' decision on the **Daily** will not be known until next September when it is clear how many students will ask for the refund.

'Daily's' Steve Greene awarded prizes in photo competition

Steven Greene, a graduate student studying photography at SJMC, won two prizes in the 35th annual National Press Photographers Association collegiate photo competition.

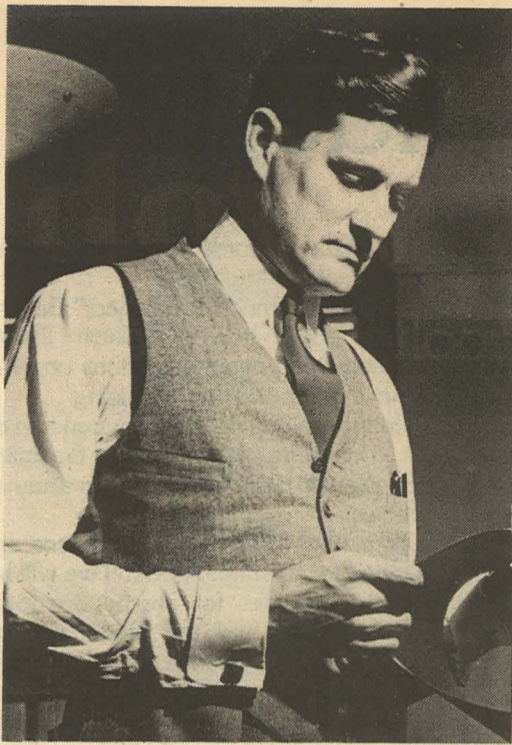
He won second in the contest's portrait/personality category with a shot of Chicago blues musician James Cotton which was taken for the **Minnesota Daily's** weekly **Arts and Entertainment** supplement.

In the news category Greene earned third place for a photo of a burning warehouse which appeared in the **Min-**

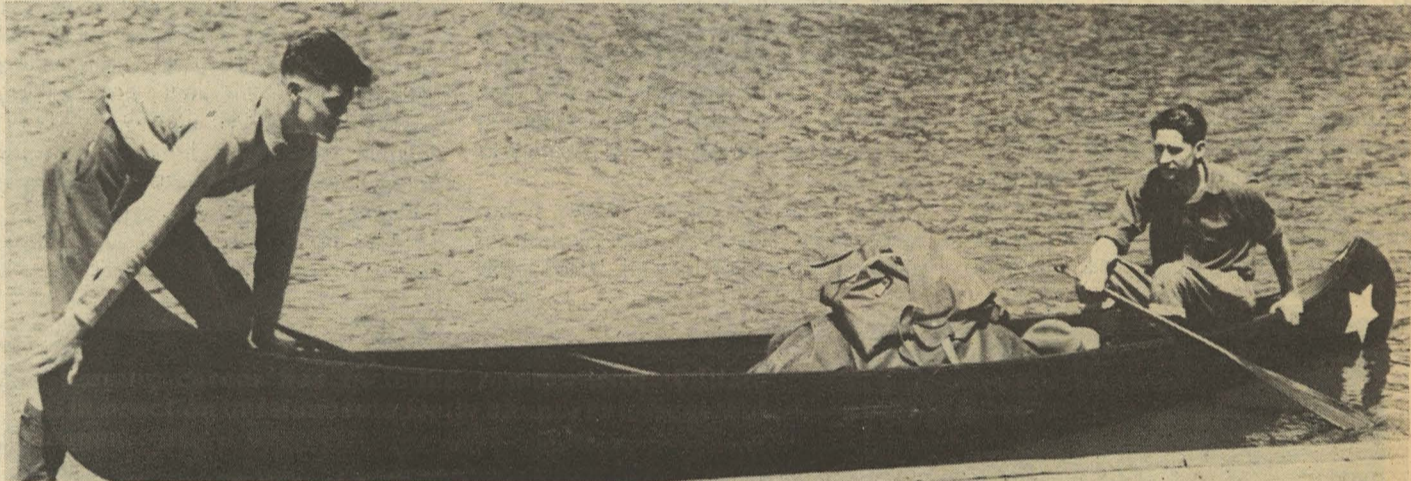
nesota Daily.

Greene has been a staff photographer for the **Daily** since June 1979, and also works as a photo lab assistant at the **Minneapolis Tribune**. His work has appeared in the **St. Paul Pioneer-Press**, the **Minneapolis Tribune** as well as in other papers using AP and UPI photos.

A native of Dallas, Greene holds a B.S. in psychology from the University of Wisconsin at Madison. He expects to have his M.A. in December and plans to look for a newspaper job.



Above: A young Eric Sevareid looks over some wire copy. Above center: Sevareid in Burma during World War II covering the Asian Theater for CBS radio. Above right: SJMC director F. Gerald Kline with Sevareid at library dedication in Murphy Hall. Right: The budding journalist and a companion on their epic canoe voyage from the Twin Cities to Hudson's Bay.



Memoirs detail Sevareid's Minneapolis years

Arnold Eric Sevareid was born in the tiny town of Velva, N.D., which sits on the plains of northern North Dakota surrounded by miles and miles of wheat fields. His father, the son of Norwegian immigrants, was a banker and his mother was an immigrant of another sort—a reluctant newcomer to the empty plains from the greener, lusher domain of Iowa.

The Depression struck North Dakota years before it reached Wall Street, and the faltering wheat market in the late 1920s forced the Sevareid family to move to Minneapolis.

Eric finished high school at Minneapolis Central in 1930. His journalistic debut came shortly afterward when he convinced an editor of the **Minneapolis Star** to subsidize a canoe trip from the Twin Cities to Hudson's Bay via various rivers and lakes, in return for a snappy account of the adventure.

Sevareid, who was not then even 18, and a friend completed the voyage, and the articles that came out of it offered him enough notoriety in local journalistic circles that he secured a job as an office boy for the **Minneapolis Journal**.

He fell in love with newspaperwork at first glance, as he narrates in his 1946 autobiography, **Not So Wild A Dream**:

"I was unaware that its (the **Journal's**) directors were in, hand and glove, with the potentates of railroad, timber and milling, who for a very long time dictated, as if by kingly right, the political and economic affairs of this civilization. I was unaware that the men who wrote for its pages were aware, bitterly so, of the paper's true function. To me at eighteen it was the most remarkable, most fascinating of all human institutions, a daily newspaper, peopled with the glamorous, incomparable men known as reporters and editors, actually there, alive, touchable, knowable. The ceremony of the 'ghost walking' with the

pay envelopes on Saturday afternoon was merely one of the more delightful moments of the week, a necessary bit of the engrossing ritual that preceded the ceremony of drinking beer down below at the 'Greasy Spoon'. The paycheck, of course, was not really essential, these superhuman creatures being above anything so prosaic as the need for food, but was merely a kind of token and badge to signify that one Belonged.

There was a positive sensual pleasure when one hurried from below-zero weather, so early it was scarcely light, into the warmth and smells of the city room where the telegraph editor was already waiting for the first yellow strips from the press association machines, into the warmer, noisier, greasier composing room upstairs where the limp, moist galley proofs of overset matter were piled and waiting for distribution below. The movement and noise built up with every hour, with the ordered cacophony of improvised symphony to the thundering finale by the great presses below the street, followed by the quiet aftermath of triumph when I would stagger into the city room with fifty fresh, pungent copies in my arms for the relaxing virtuosi who waited there, feet upon their instruments, gifted fingers lighting cigarettes."

In a short time he was promoted to reporter, largely because, as he points out in his autobiography, the newspaper could pay him much less than it would a family man. After just a short time as a full-fledged reporter, Sevareid decided that more than just reporting experience was needed to get ahead in journalism, so he began attending evening classes at the university.

"A journalist is a jack-of-all-trades and master of none—except his own, which is being a jack-of-all. I had to know not only how to write a sentence with beginning and end, but something of history, government, economics, science, languages, and art in its various forms.

We had no gay campus life. In the dusk, when we arrived for class, we passed the fraternity boys in their slacks and sweat shirts lolling on the verandas of their stuccoed houses. From our windows in Folwell Hall we could see the lights burning in these places, faintly hear the shouts and

laughter and the phonograph music. It was a distant, impenetrable world of the specially-chosen which I never expected to enter. For a long time I felt myself to be an interloper, a trespasser on other's property. I hated it, but we worked—God, how we worked in night school! And we learned."

After several months of journalism by day and school by night, Sevareid found himself nearly exhausted. To regain his health, as well as satisfy a curiosity, he spent that entire summer hoboing through the Western states by freight train and thumb. He covered thousands of miles and even spent a few weeks panning for gold dust in Northern California.

When he returned to the university the following fall, it was as a full-time student. But schoolwork didn't occupy all of his time (although he managed 5 As, 2 Bs and a C in SJMC coursework), because political activity captured his imagination. Once back in school, he aligned himself with a group calling itself the Jacobin Club, a lively coalition of liberals and radicals who sought fundamental changes in both campus and American society. During the remainder of his years at the university, he was a staunch reporter of labor unions and Governor Floyd Olson, while remaining a tireless critic of mandatory ROTC and the Greek system.

Sevareid's political stances made him a controversial figure on campus and eventually cost him the editorship of the **Minnesota Daily**. While in college full-time he had written for both the **Minneapolis Star** and the **Daily**, and at the end of his junior year was the obvious choice for **Daily** editor. But certain agents of conservatism on campus persuaded the existing editor to vie for re-election to the post, a move that was unprecedented at the time. The editor's position became the goal of a heated contest, with the Board of Publications having the final decision.

"The military officers, we found, had been working for months on two or three members of the publications board to prevent my election, and the president (of the university) did something he had never stooped to before—he ordered his own faculty representatives on the board to vote as he desired regardless of that gentleman's convictions. After all, he had to keep his job. In sum, the administration in his own behavior betrayed all the principles of political uprightness that it insisted we be taught in our classes.

As I later learned from my friends, some of the men and women in the Greek houses, who saw their chance to begin breaking down the power of the Jacobins, deliberately spread a rumor that I needed the editor's salary because I was in trouble and 'had to get married.' (I was engaged to a girl in law school, an influential nonconformist herself.) The ferocity and vindictiveness of the campaign reached unbelievable heights. In the election by the board I lost by one vote.

When the news got out, there was an uproar. Although I was doing my major studies in political science and not in the journalism department, all the members of the journalism faculty protested the decision, and about 25 of the 30 or so students on the newspaper staff signed an objection."

Sevareid finished out his senior year at the university and got a B.A. in 1935, after which he joined the **Minneapolis Journal** again. There, he distinguished himself with an expose about a fascist organization in Minneapolis called the Silver Shirts, but left the paper after numerous conflicts with the management about news coverage. From Minneapolis he made his way to Paris, and became city editor of the Paris edition of the **New York Herald-Tribune**. As the war approached, he joined CBS radio at the request of Edward R. Murrow, and became a voice of authority, truth, and reason for millions of Americans listening on the home front. And it is in that capacity that he has stayed ever since—in print, on radio, on television and in person.

ERIC SEVAREID LIBRARY APRIL 11, 1980

Photo by Dave Ballard

Library dedication caps Sevareid visit

The Eric Sevareid Library in Murphy Hall was officially dedicated April 11 in ceremonies attended by Sevareid, alumni, faculty and students.

The event capped a two-day visit to the campus by the distinguished television and radio newsman, who graduated from the university in 1935.

Sevareid was the graduate school's annual Guy Stanton Ford lecturer this year and delivered an address, "The Media—Message, Mediator, Monster" before a standing-room-only crowd at the university's Bell Museum auditorium April 10.

From his vantage point of over 40 years in journalism, Sevareid spoke on the issues confronting the media today.

He began with a few thoughts on his own instruction in journalism at the SJMC. "Some quite good writers of both fact and fiction—'faction' was not then in vogue—he said, "came out of Pillsbury Hall (then the home of the Journalism school). Perhaps as many came out of Folwell (then the seat of the English department) Hall. No doubt journalism per se is beer to literature's wine. It is not an art...But there was once a inspiring, warm-hearted professor in Pillsbury Hall named Edwin Ford—no relation—who showed us that journalism could be infused with artistry from time to time as well as with artfulness. Some of it does last, and given the fierce pressures under which so much of it is produced, that is no small thing.

"I happen to like journalists as a breed," he continued, "print and electronic. Art Buchwald says people are reducible to three categories: the lawnmowers, the well-poisoners and the life-enhancers. I think journalists are often life-enhancers, occasionally well-poisoners but rarely lawn-mowers."

Rather than trimming their yards, Sevareid said, the best journalists are engrossed with new events and ideas.

"They are not terribly interested, therefore," he said, "in the status quo; what's new is news. It is this that tends to make so many of them liberals in the political sense; that is, people who, in the dominant American tradition, see problems to be solved, and not conservatives who see ineluctable conditions to be accepted as the nature and fate of man."

While praising the species of journalist, Sevareid mentioned a number of problems within the profession that needed to be solved.

"There have come about, I must admit, alterations in television journalism that I won't even try to defend," he said. "One is the spectacle each night, on a good many local stations, of teams of news personalities who seem to feel they must act the news. Even if they could act, the approach would be wrong, and most of them are such dreadful actors."

He went on to say that the immense power of the media in the scattered American society is inevitable, but along with the problems this power creates, it also offers the chance for national unity.

"When I am told that television has

altered our political techniques and processes, I must agree," he added. "But I find it hard to believe that it has altered the fundamental substance of politics, improved or diminished the quality of our elected officials or the laws we live by.

"I read that TV has a contagious effect and is responsible for the spread of violence including riots and terrorism," he continued. "Contagion is inherent in communication, a partial definition of communication.

"But in the past other means of communication have done quite as well in spreading violence—in the wave of political murders in Europe and here eighty and ninety years ago, for example; in the real American race riots of the World War I period, far worse than those of the sixties, and spread by the oldest form of communication, word of mouth. In any case, if modern mass media help spread violence they also help spread concern with an efforts in behalf of peace and human rights."

The power of the press, according to Sevareid, is one of influence, not direct control. And about TV he said, "It is pervasive—not all that persuasive."

About the claim that mass media, led by TV, are turning the American populace into a nation of zombies, he commented: "How do we explain the huge increases in the college population, in adult education courses, in travel abroad, in every type of participant or spectator athletics, in hunting and fishing, hiking and jogging? There is just more of everything in America since I was in school. . . More people, more money and leisure; more wastrels and more of the studious, the responsible, the high-minded."

After the Ford lecture, Sevareid was the guest of honor at a banquet given at the University of Minnesota alumni club in downtown Minneapolis. The event was emceed by SJMC director Gerry Kline and featured talks by District Court Judge Earl Larson, Tom Ford, UM President, C. Peter Magrath and Graduate School Dean Warren Ibele.

Larson, a college buddy of Sevareid's, spoke about Eric's (he was known as "Arne" at the time) days at the University of Minnesota. Tom Ford, another friend of Sevareid's and the son of former University President Guy Stanton Ford, in whose memory the lecture is sponsored, reminisced about his father.

The next day's activities began with a meeting with the staff of the **Minnesota Daily** followed by a luncheon at the University's Campus Club where Sevareid's old political theory professor, Benjamin Lippincott was on hand with a few observations about his former pupil.

After the meal, Sevareid met with students in the Coffman Union Theater for an informal discussion moderated by **Minnesota Daily** editor Kate Stanley.

The library dedication was at 4 p.m. in the newly refurbished Heggen Room, followed by a wine and cheese reception.

1934 grad Jack H. Smith wins NAMP seniors' service award

Jack H. Smith, a nationally syndicated columnist and 1934 SJMC graduate, has received a national distinguished service award from the National Association of Mature People (NAMP).

The award, called the Evergreen, was also given to actor George Burns and President Carter's advisor on aging, Nelson Cruikshank, at the recent NAMP convention in Oklahoma City.

Smith, who lives in El Paso, Texas, writes a twice-weekly column on aging called "Time of Your Life" for the Gannett newspaper group. In addition, it appears in 25 other newspapers through the United Features Syndicate.

Last year, Smith devoted one of his columns to the SJMC magazine production class, 1979 publication **Age: A Minnesota Perspective**. About the magazine, Smith wrote, "It is a grade - A job and I do not think that my class of '34 could have brought it off because understanding of older people was something we didn't often worry about. Maybe wondering how to get a newspaper job in the midst of a depression was worry enough."

Smith, however, was lucky enough to find a newspaper job in those harsh

days of the depression, at the **Ortonville (Minn.) Independent** where he was editor for five years.

In 1939, he joined the promotion department of the **Daily Oklahoman** and **Oklahoma City Times** where he stayed for two years before moving on to a similar position with **U.S. News and World Report**.

Smith moved on to the National Association of Broadcasters as director of public relations in 1951 and later handled public relations for the Chrysler Corporation.

Further broadening his already diverse career, he became public relations director for New York's McCann-Erickson agency in 1956. From 1959 to 1968 he was public relations director and vice president of Howard Chase, Associations in New York, and then spent six years as director of public relations for Northwestern University.

After three more years as director of publications for the Chicago Transit Authority, Smith "retired" to Texas where he spends in excess of 40 hours each week researching his columns in addition to free-lance writing and PR jobs.

SJMC hosts history conference

Journalism history's long separation from other subfields of history "just isn't going to be forever," University of Minnesota history professor John Modell told the Midwest Journalism History Conference April 12.

About 35 journalism historians and graduate students attended the conference at the Minnesota Historical Society in St. Paul. This marked the first time in regional conference's seven-year history that it had been hosted by SJMC.

The theme of the conference was research methodologies in mass communication research.

In his keynote speech, Modell, said history and journalism are facing two similar crises.

The first is a fragmented audience. Modell said the current development of specializations in history—urban history, immigration history, family history, journalism history—mean a "general audience is hard to find."

Modell dismissed this fragmentation as useless, saying journalism history intersects with subfields like urban history or immigration history. "These parochialisms are created for institutional, not intellectual, reasons," he said.

Within the mass media, Modell said, this fragmentation trend is reflected by the rise of specialized publications. "The audience for the mass media isn't as 'massy' a mass as it once was," he said.

The second crisis, he said, is a growing tendency in both disciplines to doubt traditional surface interpretations of events. This takes the form of either "seeking artfully-written image accounts or seeking a larger truth through looking at structural contexts."

In this sense, he said, the work of revisionist historians is much like the work of investigative journalists.

In trying to dispute surface interpretations, Modell said, both the revisionist

historian and the investigative journalist remain "wedded to the surface." By doubting everything, their structuring of truth remains merely a reverse image of the traditional views.

SJMC graduate student John Finnegan Jr. was among students presenting papers to the conference. Finnegan's paper was an examination of Boston dailies' reporting of the burning of a Ursuline convent in Boston in 1834. The paper advanced a conceptual model for analysis of the innovations in reporting styles used to cover the burning.

Other student papers presented were a study of the economic effects of the introduction of the telegraph on 10 Wisconsin newspapers, and a content analysis of coverage of individual newsmakers in three Wisconsin newspapers in 1890 and 1970.

The papers were critiqued by Robert Hudson, a journalism professor at Michigan State University and 1970 SJMC Ph.D. graduate.

A final session covered philosophical implications of quantitative research in journalism history. William Thorn, assistant professor of Journalism at Marquette University and 1977 SJMC Ph.D. recipient, reviewed attempts to isolate elements of writing style using computer analysis.

He concluded results could be obtained using computer technology in this area only through a long and expensive process. The results the process yielded, he said, were only of marginal value.

Thorn's co-speaker during this session was Carolyn Dyer, journalism professor at the University of Iowa. She outlined a research agenda for journalism historians interested in using quantification.

SJMC professor George Hage and assistant professor Hazel Dicken-Garcia organized the conference.

Dicken-Garcia publishes textbook

Dicken-Garcia, SJMC assistant professor, is co-author of a mass communication history textbook that was scheduled for publication in May.

Dicken-Garcia wrote the book with John D. Stevens, a professor of communication at the University of Michigan.

The book, **Communication History**, introduces social science methodology and information diffusion theories to the study of journalism history, with the goal of developing a process-oriented approach to the subject.

Brown displays photos at campus exhibit

Selected photos by SJMC professor Jim Brown, spent March in the public spotlight. A retrospective of Brown's photography was on exhibit March 3-27 at Coffman Union's Gallery II at the University of Minnesota.

Included in the display were photos Brown took in Sleepy Eye and Two Harbors, two rural Minnesota communities he visited with his documentary

Intern program to be expanded

As part of an effort to expand internship opportunities for SJMC students, the school's department of undergraduate studies has developed a cooperative program with two Twin Cities trade organizations for the placement of undergraduates into temporary work situations.

The Northstar Chapter of the International Association of Business Communications (IABC) is urging its members to offer internships for this summer and in succeeding quarters. The program will be administered by SJMC, and the school's internship committee will screen applicants and recommend finalists for the positions. The ultimate selection will be left to the firms involved.

A similar agreement has been made with the Northwest Council of Advertising. Some advertising internships there may be ready by this summer.

Any alumni knowing of other potential internships for SJMC students in the fields of print journalism, broadcasting, agricultural journalism, communications research, advertising or public relations should contact Walter Brovald in the Office of Undergraduate Studies at (612) 376-3492.

Correction

Our apologies to Curtis Beckmann of WCCO radio whose name was misspelled in the April edition of the **Murphy Reporter**.

photography classes three and two years ago, respectively. Those photos had never before been exhibited.

Brown said most of the photos were shot within the last three years, but some dated back to 1966, when he was an undergraduate majoring in photography.

The biggest problem in developing the exhibit, Brown said, was finding time to complete the prints.

"This had been the first time I'd printed the photos of Sleepy Eye and Two Harbors. There was never time, and that really bothers me," he said.

"You spend time teaching classes, advising students, writing research, doing research, serving on committees, and then you have family commitments, and there isn't a lot of time left to actually do photography.

"And that's something you must do to keep your credence with the students. You can't talk about something in class without doing it. There's that old saying, 'Those that can, do, and those who can't, teach.' Well, I want to be both a doer and a teacher."

Brown said that last Christmas, "I finally realized I had to get this done, and I spent every spare minute printing."

The exhibit was a costly one for Brown, who spent about \$1,300 making the 60 prints. "It certainly ate up this year's pay raise," he said. "It's not something you could afford to do every year."

Brown said he has been asked to exhibit the prints by several galleries outside the Twin Cities since the Coffman exhibit closed. So far, he has declined those offers because they would add to the production costs -- the prints would need to be shipped in wooden shipping crates. But Brown said he is on the lookout for galleries in the Twin Cities.

Because the audience at Coffman was predominately composed of students and faculty members, he now wants to find a Twin Cities gallery where a more diverse audience can see the prints.

However, Brown said the reaction he's received from the Coffman exhibit -- both through the gallery book and from personal comments -- has been gratifying.

"Some artists are concerned with art

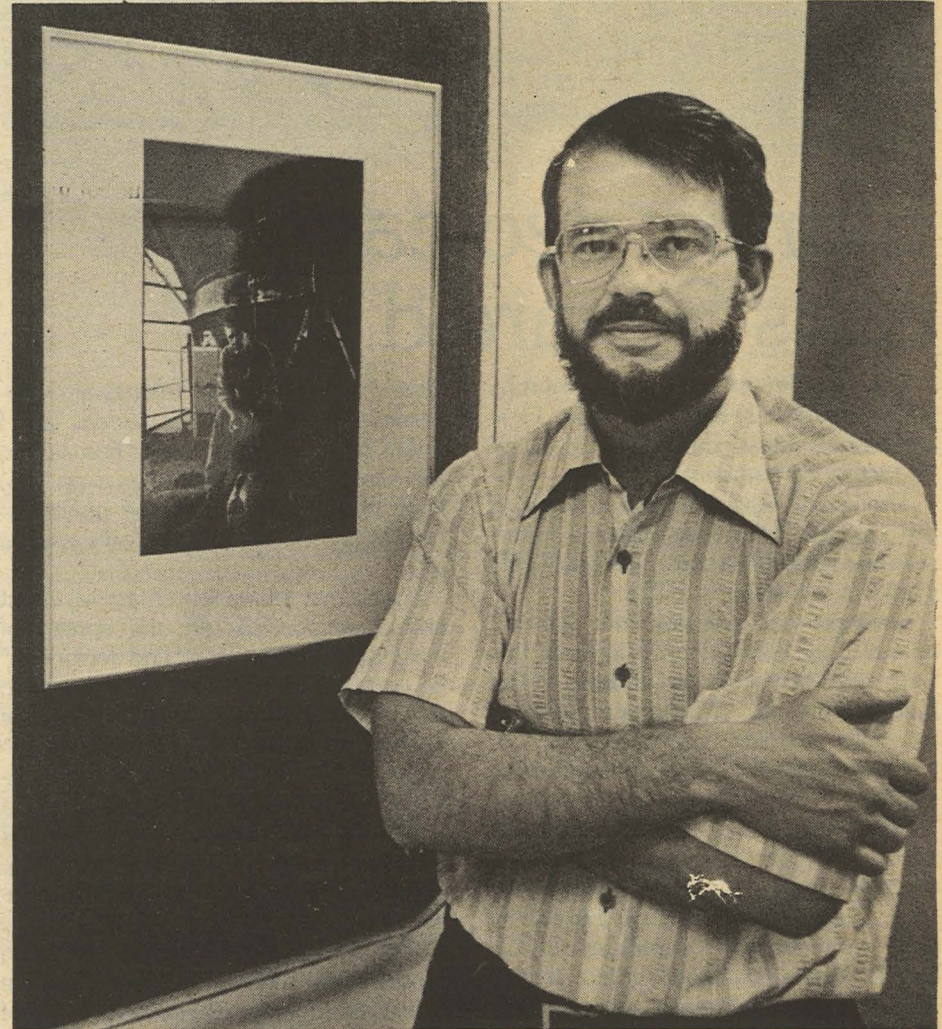


Photo by Dave Ballard

James Brown looks over one of the photographs that was in his Coffman Galley exhibit. Selected photos from the exhibit are now on display on the first floor of Murphy Hall.

as an extension of something inside them. As long as it means something to them, it doesn't matter if it does to anyone else," he said.

"But I approach it from a mass communication perspective -- I even do research into the cognitive effects of photography. And the comment book then becomes very important in learning what is being communicated by those notes. I'm interested in both the cognitive and affective communication," he said.

"Some people were quite moved by the exhibit. One man told me he came into it feeling depressed, and left feeling elated. That was my purpose."

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Alumni Newsnotes

1942

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

1946

• **Charles E. Anderson** moved from Minnesota to Fort Meyers, Fla., in 1977 and is now a consultant on matters of

advertising, public relations and marketing. He is also pursuing a career as a free-lance writer.

1948

• **Ray Foley** is president of Colle McVoy advertising as well as president of the American Lung Association of Hennepin County, director of the executive committee of the Minnesota Arthritis Foundation, and director on the executive



Ray Foley '48

committee of the Indianhead Council of the Boy Scouts of America.

1950

• **Ed Peffer** heads an advertising and publicity service in Cypress, Calif.

1951

• **Joel C. Mickelson** is a professor of English at the University of Wisconsin-Stevens Point. He is the author of two books, "Images of the American City in the Arts" and "American Personality and the Creative Arts." • **Gordon Greb** (M.A.) is coordinator of graduate studies in mass communications at San Jose State University.

1953

• **Mike Wagner**, has been sales manager for KWHY television in Los Angeles for the last ten years. He also is involved with radio and TV producing, directing and writing. On top of that he has had acting parts in numerous TV shows and several films. He has appeared on "Love American Style", "The Monkees", "The Beverly Hillbillies", "All In The Family", "Marcus Welby M.D." and "The Carol Burnett Show" along with parts in Clint Eastwood's recent movie "Every Which Way But Loose" and a film on solar energy produced by Robert Redford. • **Ralph Ermatinger** retired in 1979 after 20 years of public

relations work with the United States Brewers Association. He now manages a summer resort in Jim Falls, Wis.

1954

• **Thomas D. Near** is a private investigator in Santa Rosa, Calif. • **Dwayne Netland** has been promoted from associate editor to senior editor of Golf Digest magazine. The publication is headquartered in Norwalk, Conn. and owned by the New York Times.

1955

• **Norman T. Monson** is leaving the opinion page of the Racine (Wis.) Journal Times to

Brovald granted full professorship

SJMC professor and director of undergraduate studies Walter H. Brovald was named a full professor by the University of Minnesota Board of Regents at its May meeting.

Brovald came to Murphy Hall as an M.A. student in 1966 from Cadott, Wis. where he published a weekly newspaper. He was named an instructor in 1967, and joined the faculty in 1969 as an assistant professor.

Besides administering undergraduate admissions, advising, placement, and curriculum, Brovald also teaches the introductory communications course required of all journalism students, a class in community newspapers and publications editing.

Community journalism is one of Brovald's keen interests since he spent 20 years editing and publishing Wisconsin weeklies. Currently, he writes a monthly column for the Minnesota Newspaper Association's newsletter on community newspapers.

After receiving his English degree from the University of Wisconsin in 1949, he became editor of the **Stanley** (Wis.) **Republican**. While still in college, he gained experience as an advertising copywriter and public relations specialist.

After several years at the **Republican** and a stint as assistant news editor of WEAU radio in Eau Claire, Wis., he purchased the **Cadott** (Wis.) **Sentinel**.

Under Brovald's hand the **Sentinel** won 54 major state and national awards for everything from typography to public affairs. He also served as president of the Wisconsin Press Association in 1962.

Besides community journalism, another of Brovald's research interests is newspaper history. He is currently working on an annotated bibliography of the more than 5,000 Minnesota newspapers that were published between 1860 and 1980.

Outside of the academic realm, Brovald's chief interest is printing. Since his youth he has maintained a print shop in his home. For many years, he has published his own monthly journal, **The Gryphon**. He has also printed eight volumes of his own poetry and meditations, and occasionally other people's works such as an upcoming history of the Northern Baseball League.

Through the Minnesota Newspaper Association, he is also distributing a collected volume of his columns on community journalism, and is now at work on a memoir about his experiences on rural weekly newspaper.

Explaining his reason for shifting from newspaper publishing to teaching, he says, "I thought I could encourage students to consider community newspapers as a career. I think community newspapers need college-trained journalists."



Photo by Dave Ballard

Students in Walter H. Brovald's "Community Newspaper" class award him a "Number One" card upon hearing of Brovald's promotion to full professorship. The card, which was based on an advertising campaign for Harley-Davidson motorcycles, was signed by all the students in the class.

Scholarship committee makes awards for 1979-80

Twenty-seven students have been designated 1979-80 scholarship winners by the SJMC scholarship committee and will soon receive awards totalling over \$14,000.

Winner of the **Minneapolis Star** award for having the best undergraduate grade-point average is Susan Lenfestey, who maintained a perfect 4.0 average.

Kate Stanley, editor of the **Minnesota Daily**, won the E.M. Baron award which is presented to a student who is judged to have made a major contribution to university publications.

Five students -- Kevin Johnson, Kay Nagel, Dave Wood, Mary Haywood and Becky Morris -- won Curtis Erickson awards. And three more -- Kenneth Der, Ike Nwosu and Muhammed El Waffey --

won the Carroll Binder award.

Three of the awards are endowed by former faculty members. The Barnhart award, in the memory of the late Thomas Barnhart, went to Anthony Lonetree. The Lois and Ralph Casey award, endowed by the late SJMC director and his wife, went to Steven Komula. And the Fred and Lucille Kildow award (see profile this issue) went to Lisa Ringhofer.

Norah Neale and John Pavlik both were awarded Harold Roitenberg awards and the Raymond O. Mithun award winner was Kimberley White.

The David Silverman award was received by Diane Davidson and the James S. Barden award was received by Julia Bantes.

Catherine Gabe won the Gannett Foundation award and KSTP awards went to David Taylor and Steven Borgwardt.

The Miller Publishing award went to Laurel Eldredge, while Marguerite Agkulian earned the Colle & McVoy award and Kathleen Lally earned the Advertising Federation of Minnesota award.

Mary Gustafson won the 3M award. Mary Dayhuff won the Northwest Council of Advertising Agencies award. Dave Thomas won the North Star Chapter of the International Association of Business Communicators award.

Darlene Gorrill and Joan Johnson were named as alternates for further awards that might be presented.

become a feature writer. • **David Sauer** is editor and publisher of Qualified Remodeler, Inc. of Chicago, which publishes three magazines--Qualified Remodeling, which serves the residential remodeling business; Commercial Remodeling, which is published for renovation contractors; and Buyers' World.

1960

• **Emmert H. Dose** has replaced 1955 SJMC grad **Norman Monson** as opinion page editor of the Racine (Wis.) Journal Times.

1961

• **Karen Loechler** is the new administrator for the Department of Natural

Resources in Region Six which includes the Twin Cities metro area. She was formerly executive director of the Minnesota Environmental Education Board.

1962

• **Theodore H. Chiao** was elected vice-president of marketing services for United Vinters Inc. of San Francisco. United Vinters is the second-largest winery in the United States.



Michael Nickolay '63

1963

• **Michael Nickolay** is the author of a novel, "Brother and Sister", which was published by Lippincott. He follows in a tradition of SJMC novelists which also includes **Thomas Heggen, Max Shulman, Harry Reasoner, Bud Nye, Norman Katkov, Martin Quigly, Robert Pirsig, and Ozzie St. George.**

1964

• **Jack Marr** is in charge of electronic media production for Red Barron, Inc. of Minnetonka. • **David M. Herman** is a vice-president for marketing of Northwest Teleproductions which is based in Chicago.

1967

• **Joan E. Ostrin** is manager for broadcast advertising at Dayton's. She is involved in planning, scheduling, and advising other departments within the store about radio and television ads.

1968

• **Mike Anderson** (M.A. 1975), formerly of the East-West Communication Institute in Honolulu, is now in New York City as a consultant for UNICEF. • **Jack McKeon** (M.A. 1971), vice-president of Northstar Industries in Minneapolis, was an instructor at a recent seminar for business

owners sponsored by Corporate Report magazine. • **Kay Putnam Dillon** finished a M.A. in library science in 1977 at Minnesota and headed to Hawaii where she is now in the marketing department of the University Press of Hawaii.

1969

• **Anne Morrow** is a lawyer with the Wright, West and Dressner firm in Minneapolis.

1970

• **Nancy Felger Gustafson** is a public relations writer for the Fairview-Southdale hospital. • **Ivy Chang** is a writer for the St. Paul Public Schools. • **Stephen R. Bergerson** is an associate

Cont. on page eight

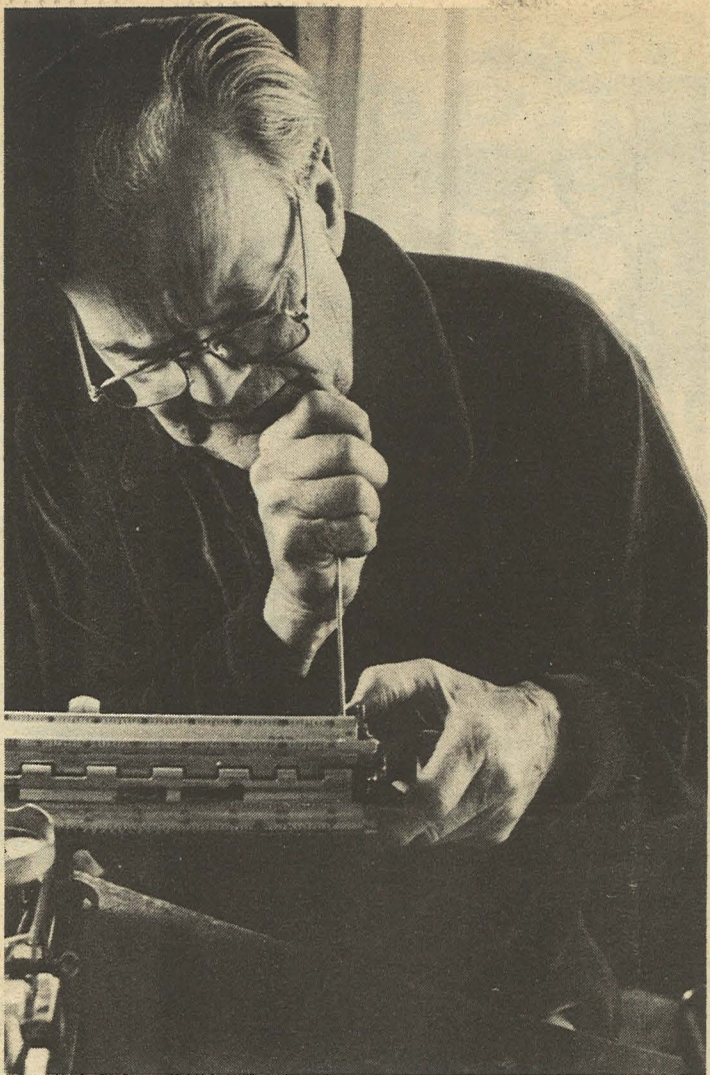


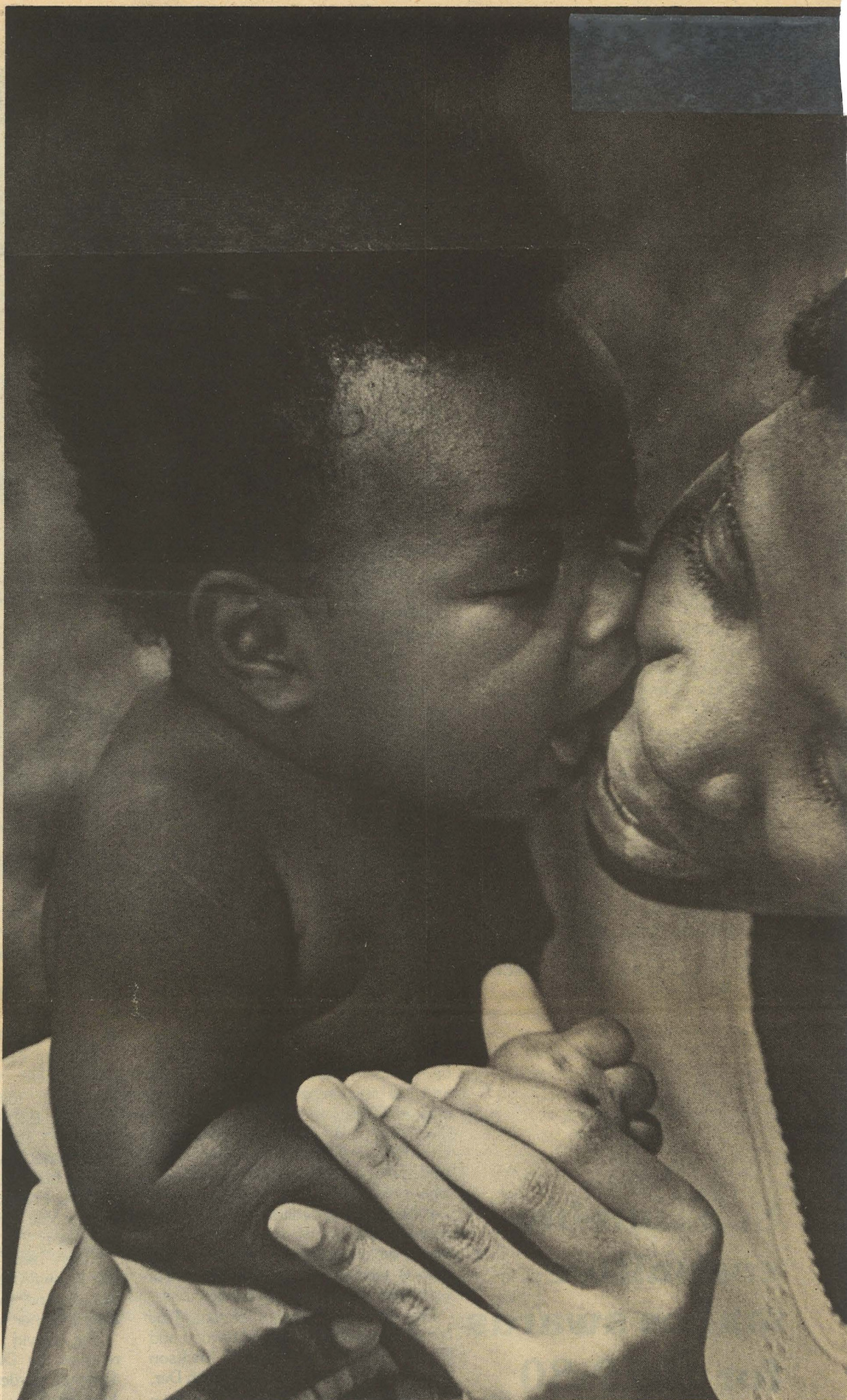
Photo story assignment (Photo by Judy Chiu)

The best of beginning photojournalism

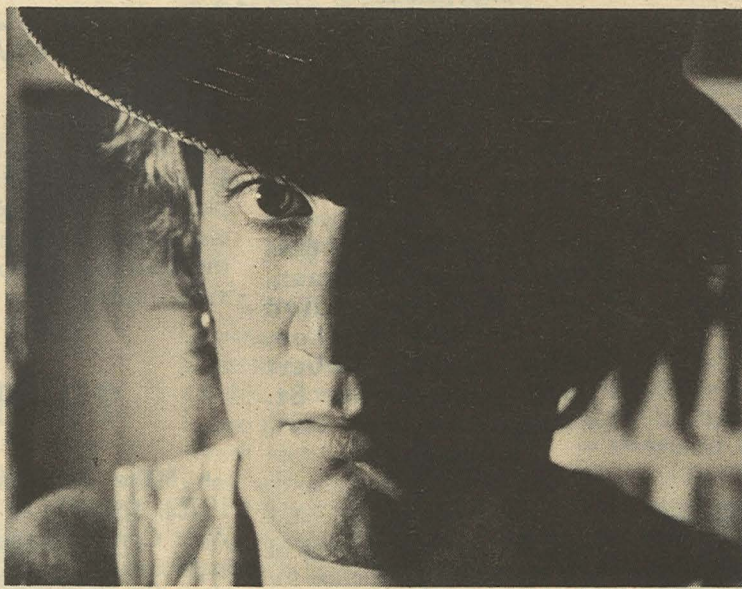
Journalism 3301 is not simply a course in basic photography. It is a course which teaches basic photojournalism. Students learn to master the camera and dark-room techniques necessary to take technically good photographs. They also learn to perceive the difference between mere technical excellence and editorial usefulness.

The assignments are designed to give students experience in dealing with technical problems and exposure to situations that give them a chance to sharpen their visual perception. They learn to evaluate a person or an event and to photograph it in a way that communicates important information to the viewer.

The photographs on these pages were submitted by students in the beginning photojournalism class during fall quarter 1979.



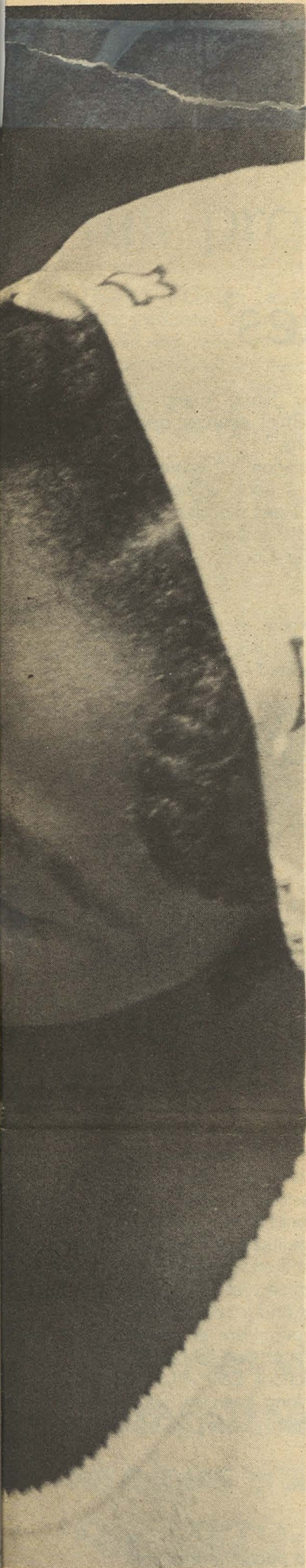
Honest emotion assignment (Photo by Jean Pieri)



Artificial light assignment (Photo by Peggy Welsh)



Photo story assignment (Photo by Donna Terek)



Interaction assignment (Photo by Jean Pieri)



Photo story assignment (Photo by Carl Allen)



People without people assignment (Photo by Donna Terek)



Environmental portrait assignment (Photo by Steve Komula)

The media vs. the courts

Totenberg: Chief Justice 'just simply lies'

Chief Justice Warren Burger "just simply lies about the press," Nina Totenberg, National Public Radio's legal affairs reporter, told SJMC faculty and students May 1 at a discussion in the Heggen Room.

Totenberg said the chief justice of the United States is "paranoid" about the press.

Totenberg said Burger has formally denied statements he has made in tape-recorded interviews and once denied attempting to close to the press a "meet-and-greet" session he had with a group of small-town newspaper publishers in the Court's chambers.

"I'm here to tell you that's a damned lie," she said. "I was in contact with the Court's press secretary a dozen times the day, and I know Burger ordered it closed."

Totenberg has covered the legal

system for 12 years. She has reported for NPR for the past six years. Before that, she covered the U.S. Supreme Court for the **National Observer**.

The American Bar Association has commended her reporting five times.

She said reporters are now viewed with more suspicion than ever at "the most closed institution in Washington."

Reasons for that suspicion vary among the Justices, she said. "With Burger, it's just a bias. If he took the same view toward black people, we'd say he's prejudiced."

Burger sees reporters as "pipsqueaks" who cut their teeth only on the Vietnam War," she said.

She added that this bias creeps into the Court's verdicts in press-related cases. In cases involving access to trials and confidentiality of reporter's sources, the press has "sought balancing of in-

terests and accommodation every time."

"And the Court rejects accommodation every time."

The U.S. Supreme Court now accepts more press cases than any other type of case except criminal ones, Totenberg said. She sees this as "an obvious effort to try to cut back (press liberties)."

"Those justices don't know much about the news business and probably never will, no matter how many seminars the Ford Foundation sponsors for them."

The justices' mistrust of the press, and of Totenberg in particular, intensified after she broke a story charging Burger was improperly attempting to influence the other justices to hear the appeals of convicted Watergate defendants after they had decided to deny a hearing.

After that story aired, many of Totenberg's confidential sources dried up for several months.

Conversely, publication last winter of **The Bretheren**, a book written by two **Washington Post** reporters purporting to expose the embarrassing inner workings of the Court's decision-making process, did not dry up her sources.

Unlike the Watergate appeals story, the justices "knew the book was coming," and were prepared for its critical comments.

This mistrust makes aggressive investigative work at the Court almost impossible now, she said. "They've been so burned this year, you don't even try. I'm going to be around for a long time—they're going to have to learn to live with me."

Dennis: Press-court skirmishes cheat public

Reckless and unwarranted attacks by the news media on the courts are cheating the public, according to SJMC professor Everette Dennis.

Dennis addressed the Conference of Metropolitan Chief Judges of the United States at its annual spring meeting in Charleston, S.C.

"The news media's self-serving war on the Supreme Court and much of the rest of the judiciary has compromised their ability to deliver accurate and believable information to the American people," Dennis told the judges. Dennis criticized the press for jeopardizing its credibility in news coverage by becoming a "shrill and noisy advocate for its own claims—at all costs."

"Hysterical and largely misleading coverage of press cases and a McCarthyistic attack on the Supreme Court are

interfering with the public's confidence in otherwise-improving press coverage of the courts and law," Dennis said.

Ironically, Dennis said, the press has generally upgraded its coverage of legal affairs. He said the coverage has moved from ridicule and sensationalization in early times to its present thoughtful examinations of legal trends and stories that help citizens use legal services.

But there is still a gap between what the press wants to disseminate and what the public needs to know, he said.

"The press can do part of the job in fostering public understanding of justice, but it cannot do the whole job. It simply does not have the resources to fully and adequately watch and report on the vast and growing network of legal issues and entanglements in American society."

Dennis reserved criticism for the

judiciary, too. The courts, he said, have often erected barriers to press coverage. Judges are often insensitive to the needs of the news media.

"Judges are sometimes hostile, often inaccessible, and even incomprehensible, and this behavior leads to muddled and distorted press reports. When this happens, the public loses by missing out on essential information," Dennis said.

He proposed a truce between national leadership of the judiciary, bar and media as a potentially effective means of fostering better press coverage. He also proposed a national center to encourage public understanding of law with an active public information program, publications and broadcast programs, and seminars and internships.

"The job of providing citizens with a social survival kit so they can cope with

an increasingly-litigious society is probably beyond either the judiciary or the press. Neither can devote the time nor resources for full coverage," he said.

The center would serve both journalistic and legal professionals, seeking to acquaint the legal professionals with mass media processes, and the communications professionals with legal issues. Programs would be planned and developed by a coalition of lawyers, judges, journalists and educators.

Dennis has written several books and articles on the press and legal subjects. He was the first journalism educator selected to serve as a visiting scholar at the Harvard Law School. Last year he completed an hour-long interview with Warren Burger, chief justice of the United States.

Cont. from page five

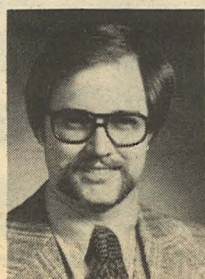
professor and acting director of the Center of Public and Business Administration at Metropolitan State University. He is also an officer of the Advertising Federation of Minnesota.

1971

• **Bruce Gefvert** is a salesman for the medical equipment division of 3M.

1974

• **Susan Kelley Lang** is an



Stephen Bergerson '70

account executive with Burkholder, Flint, Nichols Inc. of Columbus, Ohio. • **James M. Jarvela** has been appointed associate director of public relations for Martin Williams advertising of Minneapolis. • **Cindy Anderson** is a writer and editor for the Hennepin County Public Affairs Department.

1975

• **Mark Baker** is with Red Barron, Inc., of Minnetonka as an account executive.



James Jarvela '74

1976

• **Kathryn Wardrop** (M.A.) manages the news-bureau for the GCA corporation in Bedford, Mass. Prior to her move east, she was a public relations specialist for the Minnesota Department of Highways.

1977

• **Larry Etkin** (M.A.) is employed by the Minnesota Department of Public Safety as a public information officer. He is also the co-author of a book, "Work and Family: Friends or Foes" which was published by the Minnesota Council on Family Relations. • **Laura Weber** is back at the University of Minnesota working on a graduate degree in American History after spending two years editing employee publications for the St. Paul Companies. • **Jeff Hess** is living in

Spokane, Wash. where he is a salesman for 3M over a four-state area.

1978

• **John Iacovino** is with Minnesota Mutual Life publications as an associate editor. He was formerly editor of the Ely Miner and the Long Prairie Leader.

1979

• **Bruce Behonnek** is editor of the Ely Miner. • **Rosie O'Brien** is freelancing as a copy editor around the Twin Cities. • **Cynthia Hill** (M.A.) is working at the Duluth newspapers. • **Sang-Chul Lee** (Ph.D.) is at the East-West Communication Institute in Honolulu working as a research intern on a policy and planning project. • **Janet Botnen** is Vista worker in the Twin Cities

1980

serving as a public information specialist for an organization of nursing home advocates. • **Karyl Ann Bradford** is with Salkin and Linoff of St. Louis Park as a layout/keyline artist. • **Deborah Malmo** is a copywriter for Richard Stebbins and Associates in Wayzata. • **Cynthia Braa** is a marketing communications coordinator for 3M in St. Paul.

• **Magne Anders Roe** (M.A.) has been hired by Norsk Hydro A.S., a Norwegian industrial firm, to edit Norsk Hydro, a full color magazine put out by the firm. The magazine is bi-monthly and has a circulation of 40,000 in Norwegian and English editions.

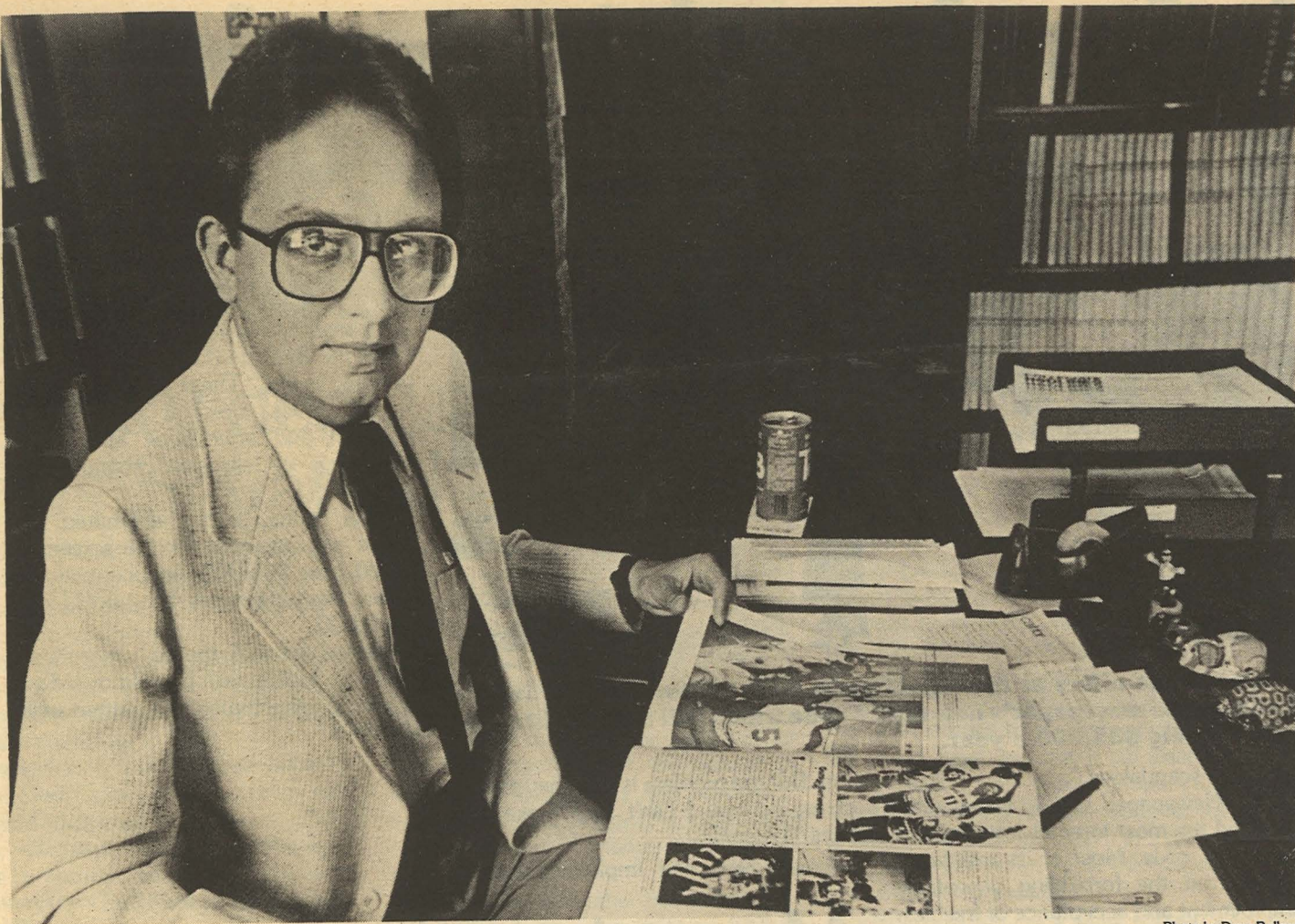


Photo by Dave Ballard

Tom Rolnicki is the new executive director of the National Scholastic Press-American Collegiate Press. This fall, he will also direct the Minnesota High School Press Association and teach an SJMC course in editing high school publications.

Ex-student wins business reporting prize

Who says journalism doesn't pay?

Anthony (Tony) Bianco, who was studying for his M.A. here a couple of years ago and worked on the **Daily**, has been awarded a first-prize in the Media Awards for Economic Understanding program. The prize carries a \$5,000 cash award.

Bianco left the Twin Cities and worked for two years for the **Williamette Weekly**, an urban affairs newspaper in

Portland, Ore. While there he did a lengthy series on the Georgia-Pacific Corporation. The series earned a lot of attention, especially in an area where Georgia-Pacific has considerable power and where it was rarely covered with any thoroughness.

While in Portland, Bianco was also a frequent stringer for **Business Week**, and is now working in the magazine's San Francisco office.

The Media Awards for Economic Understanding are administered through the Amos Tuck School of Business at Dartmouth College. Bianco won in the class of publication with circulations from 10,000 to 50,000.

Another SJMC graduate, Lynda McDonnell of the **Minneapolis Tribune**, won one of the awards in 1979.

'Knowledge gap' team considers town conflict

The researchers who earned worldwide recognition for coining the phrase "knowledge gap" ten years ago say the phrase—standing by itself—was never meant to be the most important part of their work.

The conceptual and methodological implications of their work far outweigh the value of the knowledge gap hypothesis, SJMC professor Phillip Tichenor and University of Minnesota sociology professors George Donohue and Clarice Olien told about 25 SJMC students and faculty members April 3 in Murphy Hall's Heggen Room.

The SJMC Graduate Students' Club sponsored a panel discussion with the three.

"When you apply for funding, they're always looking for relevance," Tichenor said. "Even NSF (the National Science Foundation) is placing more emphasis on applied research. The knowledge gap thesis fills that need for research you can use, yesterday rather than tomorrow."

The hypothesis maintains that people who had a high level of education remembered details they read in newspapers more often and more accurately than people with lower levels of education. In addition, persons with high education levels were more apt to use the remembered details in everyday life.

The researchers suggested that information is not distributed evenly among all social and economic classes in a society that is increasingly dependent on media explanation of detailed and com-

plex issues and processes.

This led to the researchers' finding that the print media serve the needs of some social and economic classes—those with the most education—much better than they do others. (Very little of the team's research to date has dealt with the broadcast media.)

The researchers have been testing and replicating the hypothesis in urban, suburban and rural communities faced with difficult and potentially-controversial political decisions, like the building of a nuclear power plant, the building of a powerline or the regulation of industrial pollution.

Much of that research forms the basis for the team's new book, **Community Conflict and the Press**. The book is concerned with the role of the local press is provoking or neglecting local conflict in issues of public policy, and the reverse effects of that conflict on the local press.

Donohue predicted the lasting contributions of the research team's work would be methodological and conceptual.

Methodologically, the team is notable for its testing of a single thesis over a 20-year time span, systematically constructing experiments and replicating them in different circumstances to suggest an overall theory of the role of the press as a community institution.

"This is almost a casework approach," Donohue said.

The conceptual contribution of the

team's research, Donohue said, was its emphasis on the press as a member of the community—a "perspective" of the press as a social institution, acting and reacting in a larger social context.

Sociologists studying the media, Donohue said, have often been concerned with the internal dynamics of the newsroom, looking at individuals adjusting to the newsroom structure, or they have been concerned with the effects of the media on individual news consumers.

This research differs from the Tichenor, Donohue and Olien work because it deals with individuals, rather than with the news organization as a single social unit, interacting with other social units.

"We differ from other researchers in our unit of analysis," Donohue said. "We're looking not at the individual, but at the entire social system."

The value of this perspective, he said, was that it provides "many hypotheses and insights not contained in the 'atomistic' approach." In this respect, Donohue said, the team traced its ideological roots to the community press studies conducted by Morris Janowitz at the University of Chicago in the 1940s and 1950s.

The team is perhaps unique in the longevity of its working relationship. The three began working together in the late 1950s, Tichenor said, when he was doing research in agricultural journalism and Donohue and Olien were teaching

Rolnicki named NSPA director

Tom Rolnicki was appointed executive director of the National Scholastic Press Association-American Collegiate Press May 1.

He will also succeed Judy Schell as executive director of the Minnesota High School Press Association in September.

SJMC director F. Gerald Kline said Rolnicki will also teach a course in high school publications advising at SJMC in spring of 1981.

Before his appointment to the NSPA-ACP directorship, Rolnicki was an editor at the University of Minnesota Office of Admissions and Records. In that position, he was responsible for "about 45" newsletters and other regular publications produced by the office.

Rolnicki served as vice-president of the National Journalism Educators' Association (JEA) from 1977 to 1979, and is now directing a teachers' seminar for JEA.

He has taught and advised students at the collegiate level and directed an annual journalism workshop at Iowa State University for five years.

Before that, he taught high school journalism in Wisconsin and Iowa for six years.

Rolnicki holds an M.S. in journalism from Iowa State University and a B.S. in journalism and secondary education from the University of Wisconsin at Madison.

Editor defends ethics code

"I want my reporters and my paper to be clean, and I'm willing to take a lot of crap to make sure they are," **Minneapolis Star** editor Steven Isaacs told SJMC students April 29.

Isaacs defended the implementation of a strict reporters' ethics code at the **Star**. The code was scheduled to take effect in early May.

Isaacs was questioned about the code, and particularly newsroom dissent to the code, by undergraduate students enrolled in an honors ethics course and graduate students in a seminar on media as social institutions.

The regulations do not affect staffers at the **Minneapolis Tribune**, the other Minneapolis daily owned by the same company.

The four-page conduct code regulates investments and outside employment for **Star** reporters, and forbids the acceptance of any freebies, including free admissions to events, offered by news sources.

The conduct code also limits involvements in outside organizations, and strictly regulates misrepresentations or surreptitious coverage in newsgathering.

Isaacs said the code would be printed in the newspaper when it takes effect, and any waivers granted would be published as they are granted.

Enforcement would be provided by Isaacs' power to fire staff members for insubordination.

An ex-reporter at the **Washington Post's** New York bureau, Isaacs recited a laundry list of instances of conflicts of interest he has observed during his career.

These included journalists telephoning press agents during the morning to find one willing to take them to lunch, selling advance copies of new books sent to reviewers, and chairing—and then reporting on—precinct political caucuses.

But he found a conflict at the **Star** particularly upsetting when he took over as editor two years ago—sportswriters were employed as scorers for the Minnesota Twins baseball team.

"This sort of thing in journalism is standard, and I find it disgusting," Isaacs

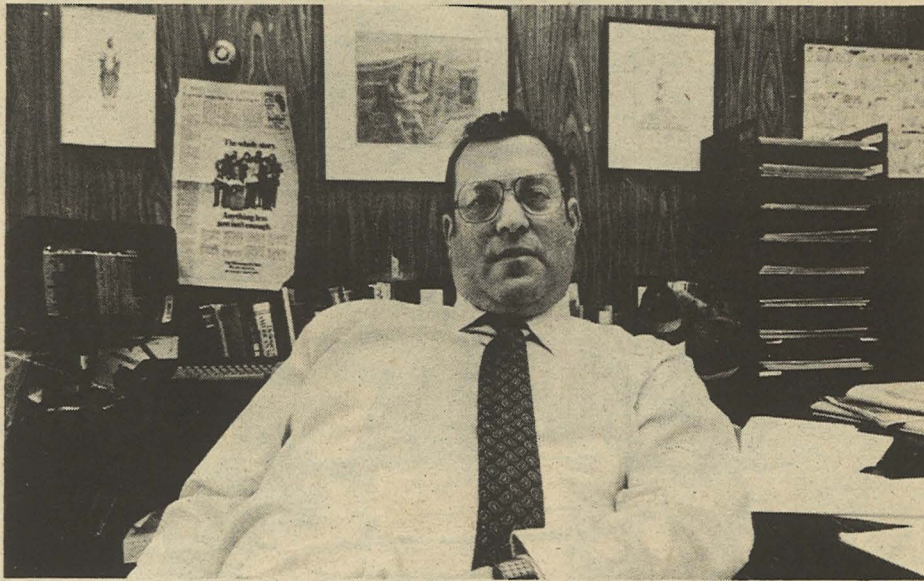


Photo by Dave Ballard

Sitting in his office at the Minneapolis Star, editor Stephen Isaacs outlines the newspaper's new ethics code which will cost the Star approximately \$35,000 a year.

said. "It's scandalous."

The Newspaper Guild, Isaacs said provided the most internal resistance to the ethics code. Most of its resistance focused on the forbidding of outside employment and acceptance of freebies.

"Ethics are a big problem for freelancers. Often they can't afford to be ethical," he said. "One way publishers who are on the cheap side have traditionally paid reporters is by letting them take freebies."

Management at the **Star-Tribune** provided resistance to the section of the code forbidding reporters from covering organizations they belong to.

Isaacs defended that section, saying, "The press has a great deal of power, and he or she who enters this profession must give up certain rights."

"It's an issue of reputation, and you have to earn (reputation) every day."

However, Isaacs admitted the newspaper's reputation would never be totally "clean" as long as top management at the **Star-Tribune** retain memberships and directorates in organizations and private companies in the Twin Cities.

"This is a big enough city and a big enough newspaper that it shouldn't hap-

pen. But the problem is that they are out of my control. I can't stop those conflicts," he said.

Isaacs estimated implementation of

Magazine class examines liberal arts

The latest edition from the SJMC magazine production class is hot off the press and ready to hit the newsstands.

In this issue, the students explored a topic very close to home: the state of liberal arts. Using the University of Minnesota as an obvious starting place, the staff examined the nature and future of liberal arts education nationally from the point of view of students, graduates and professors.

The project, titled **Liberal Arts: Making the Grade** was managed entirely by students from SJMC's news-editorial, photography and graphics program. Faculty members Harold Wilson, Rick Atterbury, George Hage and James Brown were on hand to help the class members, but all the decisions were

the code would cost the **Star** about \$35,000 yearly, since all books and records reviewed, and tickets to all cultural and sporting events, would be purchased with funds from the **Star's** expense budget.

Two practices Isaacs regards as conflicts were allowed to continue because "even the **Star** can't afford to be ethical in some areas." These were use of the sports press box at Metropolitan Stadium and attendance at advance screenings of television programs and movies.

After study, Isaacs estimated purchase of equipment for the screenings would cost \$65,000, and construction of an alternate press box would cost \$300,000.

Instead, he said, the newspaper's use of these freebies will be acknowledged, accompanying the stories written utilizing them.

made by editor Ted Pease, photo editor Art Hanson, Art Director Nancy Fall and their staffs.

Liberal arts education has been under siege recently from groups who claim it is "irrelevant", "too intellectual" or "not economically worthwhile." **Making the Grade** took an in-depth look at the strengths, weaknesses and problems of liberal arts schooling at Minnesota and elsewhere.

Specific articles focused on the "publish or perish" syndrome, the effect of professors' tenures on education, minorities in the liberal arts, self-designed degrees, and the phenomenal success of University of Minnesota College of Liberal Arts (CLA) faculty members in winning Guggenheim Fellowships. Profiles of liberal arts students and a 1976 survey of CLA grads was also included.

CLA's survey was of 977 members of the Class of 1973. While most of the respondents embraced liberal arts education as a concept, they were found to be dissatisfied with their own educations in eight of twelve categories. As for their experience at Minnesota, 66 percent said their education had helped them to think more clearly but only 28 percent were pleased with the way it had prepared them for a career.

Overall, the magazine pointed out that lack of vocational career training is the biggest complaint students have about the liberal arts. In his introduction, editor Ted Pease noted, "This mounting vocationalism has a lot of people worried, and some have even speculated that the liberally educated person may be headed for extinction."

"But career consciousness has not taken over completely," Pease added. "In many parts of the College of Liberal Arts, the traditional enthusiasm for the arts and humanities is flourishing, undaunted by the conventional wisdom that the future will bring only more retrenchments to the liberal arts."

The magazine production class has been offered each winter quarter since 1975. Publication expenses are paid for by a fund established in the memory of Milton Kaplan, a 1943 SJMC grad and former president of King Features Syndicate.

SJMC MAGAZINE ORDER FORM

Please send the following magazines in the quantities indicated. Price includes postage and handling. Allow three to four weeks for delivery.

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Fred Kildow:

Emeritus professor got in on ground floor of journalism education

SJMC profesor emeritus Fred Kildow has been on hand for most of the changes in journalism education over the last 60 years, and has had an active hand in many of them.

After teaching in rural Wisconsin and Minnesota schools for several years following graduation from Whitewater Normal School (now the University of Wisconsin at Whitewater), Kildow enrolled at the University of Wisconsin in 1917 and got in on the ground floor of the academic study of journalism.

"Schools of journalism were pretty new at that time," he remembers. "Wisconsin and Missouri were arguing who was first and who was best. It was a new field in college and I thought it was a good possibility."

While at Wisconsin, he studied under professor E. Marion Johnson, an important figure in the development of journalism education. Johnson was the founder of the Central Interscholastic Press Association, an organization of college and high school newspapers. Kildow was one of the student directors.

Working with ICPA interested Kildow in teaching on the college level, so after graduating from Madison in 1923 he joined the faculty at Kansas State College at Emporia.

In addition to teaching the school's journalism courses, Kildow was in charge of public relations for the college. And in that capacity, he had a run with one of the nation's more famous non-college journalism teachers—William Allen White, editor of the **Emporia Gazette**.

"He taught me a few things," Kildow says. "As director of public relations, I once sent out a story about a person on campus who had a copy of a very rare newspaper. A lot of newspapers across the state ran my story, but the **Emporia Gazette** didn't. 'I wondered why,' Kildow continued, 'and found out a few days later when White ran an editorial that said some young guy was

trying to pull the wool over his eyes with a press release about a rare newspaper. He said there were only two or three copies of this newspaper in existence and this was obviously a fake. He was right. I should have done my homework."

After several years in Emporia, Kildow decided to get an M.A. in journalism and applied to the University of Minnesota where he discovered, to his surprise, that E. Marion Johnson, his old mentor, was director of the program. And Johnson had brought the ICPA (by then renamed the National Scholastic Press Association—NSPA) to Minneapolis with him.

"He told me to come up to Minnesota and help out with NSPA," Kildow recalled, "so I found myself doing the same thing in Minneapolis that I had done in Madison."

Several years later, after he was on the faculty at Minnesota, Johnson left SJMC but the NSPA stayed under Kildow's charge. The organization grew tremendously under Kildow and he eventually was forced to create a separate organization for college newspapers - the American Collegiate Press.

Kildow was also instrumental in forming the Minnesota High School Press Association and throughout his long career he was recognized as a national authority on the scholastic press.

Looking back on the development of student publications, Kildow says, "Take the yearbooks when we started and compare them to the ones today. The ones today are so much better. The same with newspapers. Many of them used to be stupid insipid things, and now many of them are first-rate newspapers in every way."

Kildow was able to test some of his theories about student newspapers firsthand on the **Minnesota Daily**, of which he was faculty advisor for many years. In that capacity, he instructed many students who went on to become standouts in the field. Two of them he remembers best are Eric Sevareid and Thomas Heggen.

About Sevareid, he said, "He was a forceful sort of kid. And he lost the editorship of the paper because of it. He was too much of a liberal."

During his years with the **Daily**, the staff often dealt with backlashes to humor editions, just like the 79-80 staff hashad to.

"It's not a new problem," he notes. "We always had flaps about things in the humor edition. And the student funding issue has come up before, too. There were always threats about cutting off funding."

Kildow taught at SJMC for 37 years until his retirement in 1965. During that time, he saw journalism education grow from an unwanted child of the newspaper business and step-brother to the humanities, to a full-fledged academic discipline taught at most major universities.

"It moved beyond just teaching reporting and editing," he says "and reached out to encompass research and social science. I saw it really takes its place in the educational world."



Photo by Dave Ballard

Fred Kildow's lengthy career has included run-ins with William Allen White and instruction of Minnesota Daily alumni Eric Sevareid and Thomas Heggen.

Gerald lecturer:

Law should recognize dual press function

The social role of the press is actually a dual one, and the law should treat each role differently, according to this year's J. Edward Gerald lecturer.

Robert Meister, assistant professor of politics at the University of California at Santa Cruz, said legal treatment of the press should depend on whether the press is protecting the public or protecting an individual in the case at hand.

In each case, he said, the role of the First Amendment should be to safeguard the fragile individual interests against societal intrusion.

"The old public-private dichotomy is outdated," he said. "There is a clearer way to distinguish the First Amendment than the 'sanctity of the press' argument."

Sometimes, the press plays a governmental role, Meister said. An example would be a case where the press actively attempts to uncover incriminating information about a criminal suspect, as was the case in the classic Sam Sheppard prejudicial pre-trial publicity case.

In such an instance, a law enabling reporters to keep their sources confidential would amount to what Meister called an "unofficial secrets act." It would undermine the rights of the accused, since information the press uncovered would not need to be turned over to the defense. (In criminal trials, the prosecution is required to make all of its in-

criminating evidence available to the defense, as a legal safeguard.)

However, the press can act as a protector of individual interests, when it functions as a watchdog—as the "champions of the downtrodden."

Government can also act as a champion of minority interests, when it communicates ideas that would not otherwise be expressed. An example, Meister said, would be the public statements public officials have made opposing "Proposition 13" budgetary cutbacks in California.

The law should protect such statements, he said, because the government is expressing its individual interests in such a situation.

Meister said he thought at least three current U.S. Supreme Court justices—Thurgood Marshall, Byron White and Potter Stewart—were gradually adopting this "social interests" perspective.

The Gerald lecture series honors SJMC Professor Emeritus J. Edward Gerald. Gerald was an SJMC faculty member from 1947-74, and was a founding member of the Minnesota Press Council.

Meister has taught at Santa Cruz since 1973. he holds an A.B. from Princeton and a Ph.D. from Harvard Law School.

Dennis awarded Bush grant

SJMC professor Everette Dennis will be spending the summer at Harvard University studying educational administration and management. He will be traveling to Boston under the auspices of St. Paul's Bush Foundation which awarded him a Summer Leadership Grant.

At Harvard, Dennis will be affiliated

with the Nieman Foundation as a visiting Nieman Fellow. In addition to studying and research, he plans to visit a number of New England colleges on behalf of the SJMC graduate program, which he directs.

Dennis spent the 1978-79 school year at the Harvard Law School as a visiting scholar.

Goldberg named new 'Daily' chief

Jeff Goldberg, a 28-year-old SJMC graduate student from Duluth, was elected editor-in-chief of the **Minnesota Daily** at a meeting of the Student Publications Board on May 6.

Prior to assuming the post of managing editor in May 1979 under former editor Kate Stanley, he was a general assignment reporter for the **Daily**. He also has experience as a reporter and associate editor of the **Northfield News**.

While managing editor, Goldberg won two journalism awards for an investigative article he did on the safety of depo provera, a new contraceptive. The in-depth story received first place honors in the investigative reporting category of the Minnesota Newspaper Association's Better College Newspaper Contest and second place in the Region VI Sigma Delta Chi Mark of Excellence contest.

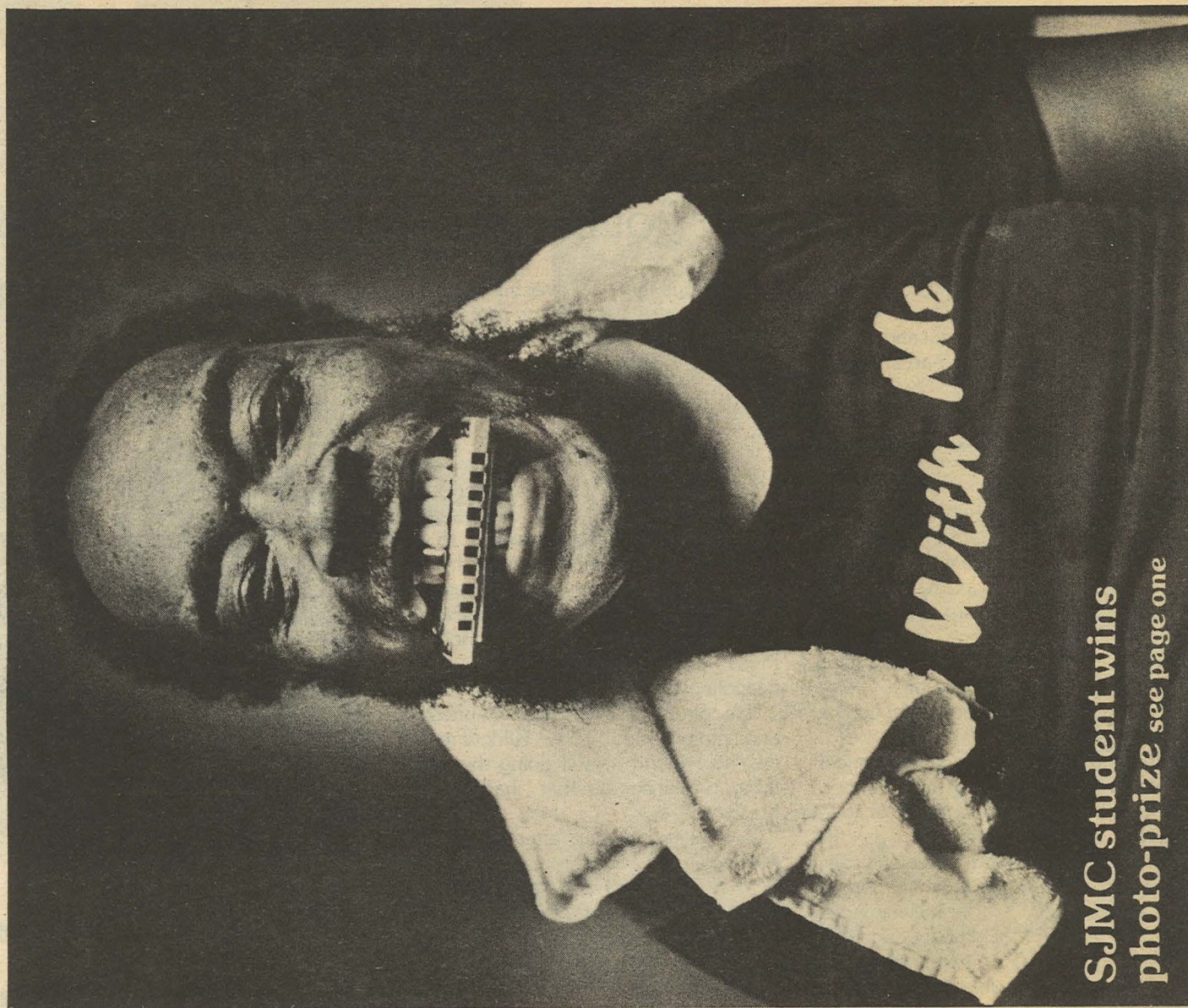
Goldberg was the choice of the **Daily** staff in a vote taken on editor preferences.

Murphy REPORTER

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'We're waiting
to hear
from you'

We hope to hear from every graduate who hasn't mailed in newsnote material since the establishment of the **Murphy Reporter**. All you need to do is jot down several sentences about your career, in or out of journalism, and send it along with a recent photograph to Alumni Newsnotes, c/o Jay Walljasper, 111 Murphy Hall, 206 Church St. SE, University of Minnesota, Minneapolis, Minn. 55414.

We also want to keep abreast of any alumni career and address switches, so we can send the **Reporter** to the correct households (it is expensive to have the paper returned by the post office) and mention the new positions in our newsnotes.

'The days of the newspaper hack are gone'

Visitor praises students

Richard Thien, managing editor of the Sioux Falls (S.D.) **Argus-Leader**, made a spring recruiting trip through the Midwest. Upon his return, he offered his readers this evaluation of SJMC students in an April 12 editorial called "They want more than 'raising hell':"

This newspaper has been fortunate the past three years in being able to send editors each spring to the University of Minnesota's journalism school.

They go there to recruit promising young journalists for the Gannett Company, which owns the **Argus-Leader**.

This past week, two editors went to Minneapolis and found this year's class to be bright, alert and eager to get on with the business of newspapering.

That's good news for readers.

The days of the newspaper hack are gone, and it's because the young people studying journalism today are not the same as students 20 and 30 years ago.

They are still curious why things are the way they are, which they must be. They still believe newspapers can inform people well enough to allow them to make intelligent decisions, whether at the polls or the grocery store.

Sure, the Lou Grants of the world still wonder why some can't spell, or why

their grammar too often gets mixed up—just as earlier Lou Grants wondered the same things 30 years ago.

But that broad brush stroke isn't fair. There's been a gradual change in journalism school students. It's been a good one for newsrooms and, in turn, readers.

Youngsters today are smarter, no question about it.

They're a bit more humble, and not just because the job market has been tighter the past several years.

They are aggressive, but not obnoxious—and they recognize the difference between the two.

Most important, they are terribly honest, which is the base of the business.

They can pinpoint their weaknesses, rather than hide them. If they are inexperienced, they say so. No bluffing from this year's class.

If they need more work on their writing skills, they say so, rather than moan and groan about the faculty.

If they believe they are solid in the fundamentals, and well-rounded because of their education, they say so, with confidence, not cockiness.

Most noticeable is that students today want to improve the flow of information to the public.

They want to help readers understand rads and rem's, GNP's and the constant new stream of governmental gobbledegook that pollute the airwaves and the news columns.

They no longer blindly salute the well-intentioned Wilber Storey when he stated the aim of the Chicago **Times** in 1861: "It is a newspaper's duty to print the news, and raise hell."

That's not all bad, but to each newspaper, reporter, editor and journalism student their own forte.

Erwin Canham, a newspaper editor, told journalism students why their chosen profession is as important in June 1980 as it was 119 years ago in Chicago.

"The day of the printed word is far from ended," Canham said. "Swift as is the delivery of the radio bulletin, graphic as is television's eyewitness picture, the task of added meaning and clarity remains urgent.

"People cannot and need not absorb meanings at the speed of light."

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