

# Library to be named for Sevareid

The Murphy Hall library, which has undergone a series of improvements in recent months, will be renamed the Eric Sevareid Library.

Sevareid, a consultant to CBS News and a former SJMC student, will be on hand at the dedication ceremony April 11. Prior to the 4 p.m. dedication, to which all alumni are invited, Sevareid will meet with the staff of the **Minnesota Daily**, lunch with SJMC faculty, and answer questions from University students at Coffman Memorial Union.

He is also scheduled to deliver this year's Guy Ford Stanton lecture at 3:15 p.m. April 10 at the University's Bell Museum Theater. The annual Ford lecture series was established in 1942 to

honor Guy Stanton Ford, president of the University of Minnesota from 1938 to 1941. Distinguished speakers who have recently taken part in the series are psychologist B. F. Skinner, medical authority Louis Thomas, writer C. P. Snow, sociologist Max Kaplan and psychiatrist Robert Coles.

Sevareid graduated from the University of Minnesota in 1935 with a minor in journalism and a major in political science. He was a staffer on the **Minnesota Daily**, and only narrowly missed being selected editor in 1934, primarily because of his outspoken political stands.

After leaving the university, Sevareid joined the staff of the **Minnesota Journal**, and later made his way to Paris,

ending up as the city editor of the Paris edition of the **New York Herald Tribune**. On the eve of World War II he became the French correspondent for the CBS radio network, and it was there that he made his name. Sevareid's careful reporting, along with that of Edward R. Murrow and William Shirer, was instrumental in getting the broadcast media accepted as a legitimate source of news.

Sevareid recorded his wartime experiences along with memories of his North Dakota and Minnesota boyhood in a 1946 autobiography, **Not So Wild A Dream**, which is still available in print. He stayed with CBS after the war working in its Washington bureau. In 1959 he became a roving European correspondent, and five years later began his regular analysis segment on the "CBS Evening News."

His commentary on national and international events which was characterized by somber, earnest and often-unique approaches to the day's issues, was a nightly feature of the CBS newscast until 1977.

At that time he wrapped up a journalism career that had included reports from Vichy France, Saigon, London, the People's Republic of China and the war-torn streets of Santa Domingo in the Dominican Republic. He has stayed on with the network as a consultant.

Sevareid is a winner of the Emmy award, along with the Overseas Press Club award, the George Peabody Foster award, the Freedom Medal of Norway and numerous other journalism honors. He also has been granted honorary degrees from eight colleges.

The ceremony on April 10 will be the culmination of a full year's effort to refurbish the journalism library in Murphy Hall. In that time, the staff has been increased and the collection of both printed and audio-visual material has expanded. In addition, the library has joined the University's library system, and plans for the installation of an electronic security system have been made.

Much of the money for these improvements has come from alumnus and industrial contributions to the school.

## Murphy REPORTER

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## Faculty ponders curriculum changes

In late November, the SJMC faculty retreated en masse to Wabasha, Minn. for three days of discussion, relaxation and evaluation of the school's journalism program.

For the weekend of Nov. 16-18, the old Anderson Hotel replaced Murphy Hall as SJMC headquarters and the Wabasha Public Library became the faculty seminar room.

There were three major items on the agenda for the SJMC retreat — changes in the undergraduate curriculum, revising the M.A. program and a proposed new policy on internships.

Professor Walter Brovald, head of the school's internship committee, stated that the committee was working at coordinating policy and selection procedure on all the internships the school is involved with. He also mentioned that the possibility of journalism credit for interns was being discussed.

Professor Don Gillmor presented a plan for altering the undergraduate program for journalism students, based on research done by the school's curriculum committee.

The curriculum committee had studied the findings of a number of review groups, both internal and external, that had appraised the undergraduate program at the school. The evaluations of these other committees as well as the curriculum committees own findings had pinpointed three weaknesses in the SJMC undergrad program: a lack of opportunity for students to gain a well-rounded liberal arts education; inflexibility in the program due partly to its rigid sequential nature's and too much emphasis on professional training, even for students whose career goals don't include work in the media.

### Choices offered

After evaluating both the strengths and weaknesses of the program, the curriculum committee drew up a proposed plan for the school that would include two different styles of journalism and mass communication training as well as the re-establishment of a journalism minor.

Under the new program, which was conditionally accepted by the faculty at Wabasha, students would have the choice of a general education in mass communication or a more focused program with emphasis on professional training in a certain area. According to Gillmor, the focused program would most likely appeal to a student with his sights on a specific career in journalism or advertising while the general program would be suited to students with aspirations like law school or advanced mass communications research.

Under the new program, focused majors would have more leeway in preparing themselves for a specific career in the media rather than being channeled into one of the school's five sequences (news-editorial, advertising, broadcasting, photo, agricultural communications). While the sequences would continue in some form, students would have more opportunity to jump back-and-forth to prepare themselves for different sorts of careers like book publishing or information systems management.

Besides having more options to plan a program, incoming journalism students would also share a common set of core courses at the beginning of the program to give them a similar background in mass communication and information gathering.

### Planned for '81

The proposal was tentatively planned for implementation in Fall of 1981. But the faculty is still discussing certain issues, such as how many credits the initial core courses should carry and what kind of student distribution there would be in 3000- and 5000- level courses.

Everette Dennis, the new director of graduate studies, presented a proposal for revising the school's M.A. program.

The master's program had been criticized for some of the same problems as the undergraduate program, including a lack of flexibility in the professional area and absence of a common core introduction to subject matter. Other weaknesses found in the program's self-study, which every department in the University is supposed to undergo soon, were fragmentation of material and lack of orientation.

### Graduate program

Dennis' proposal was similar to the undergraduate proposal. He suggested that M.A. students should undergo a series of two core courses at the beginning of the program. One course would be an overview of mass communications

and the other would focus on mass communications research and problems. This would give even students who had decided on a specific career an opportunity to view the breadth and depth of the field. With this early background, there would be fewer students leaving the program with only a fragmented understanding of one aspect of mass communications, he said.

Like the undergraduate program, the new M.A. program would offer both a focused and a general approach to the study of mass communications.

Dennis said a review of the school's Ph.D. program is expected in the future. The faculty gave a tentative go-ahead for the M.A. revisions and its implementation is being explored.

Summing up the three-day retreat, which involved bowling and parties as well as meetings and proposals, Everette Dennis said, "It was kind of fun."

## Growing up in Hampton, Minn.

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Photo by Mona Neeley

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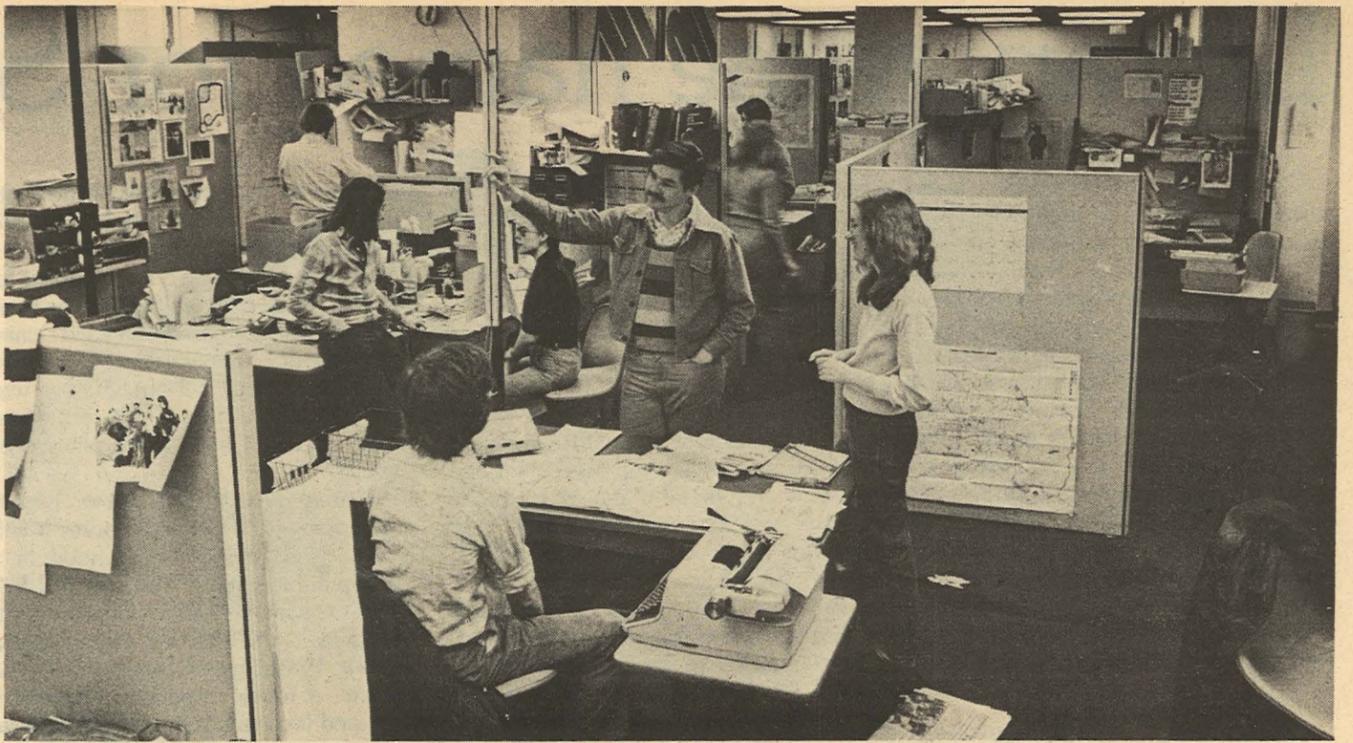


Photo by Dave Ballard

Right: Kate Stanley, Minnesota Daily editor, Jeff Goldberg, managing editor, and Tom Minehart (seated), news director "talk shop." Fallout from last summer's humor issue hasn't yet abated—a campus group is pushing for optional funding for the Daily, and Stanley says advertising profits this year are down.

## 'Daily' forced fee dispute still going strong

The controversy over the **Minnesota Daily's** humor edition, published last June, continues in the form of a debate whether mandatory student fees should be used to finance the student-run newspaper.

Critics, from both the student body and the community, charge that the humor edition was "blasphemous", "anti-Christian" and "tasteless". And several groups mounted campaigns to prevent the paper from receiving the student fees collected by the university and distributed to 22 campus organizations.

Last June, the fees amounted to 14 per cent of the newspaper's total budget. But a recent decline in advertising revenues, attributed to a slump in the economy and -- some say -- a backlash to the humor edition, have made the **Daily** more dependent on the university-distributed money.

"Right now the **Daily** is losing money," editor Kate Stanley told the

university Board of Regents in early January. "If the mandatory fee were eliminated, the number of students we would be able to educate would go down."

The student service fees committee of the Twin Cities Student Assembly recently approved a hike in fee money given to the **Daily**, but recommended that the paper refund money to students who dislike paying for the newspaper.

Opponents of the **Daily** are pushing for a positive check-off system for funding the paper, which means that students who wish to support the paper would indicate that by checking a box on their registration form.

That proposal, along with several others, was explored at a public hearing November 14 by the House education committee chaired by Ken Zubay (R-Rochester). After hearing several

points of view on the issue, the committee recommended that individual students be allowed to withdraw their mandatory student fees from the paper.

In a survey of students taken during winter quarter registration, 50 per cent supported the present funding system for the **Daily**, while 42 per cent preferred an optional funding system.

The entire body of the Twin Cities Student Assembly is scheduled to make a recommendation on funding for the paper and several state legislators have mentioned that there may be even more hearings on the subject.

Jim Clark, president of the board of publications which oversees the **Daily**, told the Board of Regents that the newspaper has implemented a management plan to avoid any future controversies like the humor edition.

### 1931

- **Russ Waller**, publisher of several newspapers in Algona Iowa, was recipient of highest honor awarded by the Iowa Press Association — the Master Editor and Publisher Award. He publishes the Algona Upper Des Moines, Kossuth County Advance and North Iowa Shopper, which have won 37 state and national awards under his guidance.

### 1932

- **Winfield Deahoff** (M.A. 1936) is legally blind but still takes courses at St. Thomas College in St. Paul.

### 1934

- **Jack H. Smith** writes a syndicated column on aging and retirement, "Time Of Your Life", for United Features. He also does some public relations work in El Paso, where he lives.
- **Hedley Donovan** was named senior advisor to the President by President Carter in July. He was formerly editor-in-chief of Time, Inc.

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### 1936

- **Arvo Haapa** (M.A. 1947) has retired as owner and editor of the Newport Harbor (Calif.) Ensign, which he founded in 1948. He also worked for the Columbus (Ohio) Citizen, taught at SJMC and did Finnish language radio broadcasts for NBC.

### 1937

- **J. Avery Witenberger** has retired after a long career as a reporter and writer for the Milwaukee Journal.
- **George Moses** (M.A. 1969) is planning to retire as a professor of journalism at Macalester College in St. Paul. He joined the faculty there after 30 years with AP.
- **Don Braman** has just completed a term as a member of the board of directors of the Friends of the Minneapolis Public Library.
- **Richard C. Davids** has moved back to Minnesota after decades in Philadelphia and is "tuning out magazine articles as never before". He has been a free-lance writer for many years.

### 1938

- **Lillian Christie Johnson** works as a writer, copyreader and proofreader on the Kanabec (Minn.) Times.

### 1939

- **Elwood Maunder** has retired from the Forest History Society and is living in Aptos, Calif. His work with oral history from foresters has been commended by many historians and conservationists.
- **Camille Romig Boyd** retired as a senior caseworker for the Westchester County (N.Y.) Department of Social Services and moved to Gulf Breeze, Fla. where she intends to pursue free-lance writing.

### 1940

- **Bob Eddy** (M.A. 1948) has left the journalism faculty of Syracuse University to do consulting and free-lance writing. A recent piece of his on spelling appeared in the Quill magazine and he plans another spelling article for Writer's Digest.
- **Dean Boyd** retired in June as a humanities and English teacher in Greenwich and moved to Gulf Breeze, Fla. where he plans to work as a free-lance writer.

### 1941

- **John Truax** has closed his sculpture workshop on the California coast and is now pursuing wood sculpture as a hobby while he works on a book.

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- **Frank Perrin** retired after years of ghosting travel articles and taking spectacular photos for the Burlington Northern and Great Northern railroads.
- **Edmund E. Johnson** (ex) is part editor and publisher of the Kanabec (Minn.) Times and the Braham (Minn.) Journal.

### 1942

- **William Whitbeck** is advertising manager for the Advance Machine Co. in Spring Park.
- **Mary Jane Skolowski Gustafson** is editor of the Brooklyn Center Post and was recently one of twelve women recognized by a national Polish-American organization for distinguished service.
- **Virginia Buterbaugh** is a copy chief for the Ballard Cannon ad agency in Seattle.

### 1943

- **Mary Jane Sweeney Plunkett** is a consultant for the Coffman Memorial Union.

### 1944

- **Marjorie Twedt Benson** has been public relations director for the American Collectors Association for six years and now is managing editor for the association's magazine, The Collector.

### 1946

- **Kay Stickney Huber** is a specialist in aging and senior planner for the GLS Health Systems Agency in Flint, Mich.

### 1947

- **Carlos Whiting** has been in Washington for nearly 30 years working as an information officer, ghostwriter and consultant. He has done writing for a number of environmental projects and other groups concerned with the planet's future.
- **Charlotte Greenfield Karlen** is the audience development manager for the

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# MNA sessions cover news theory, practices

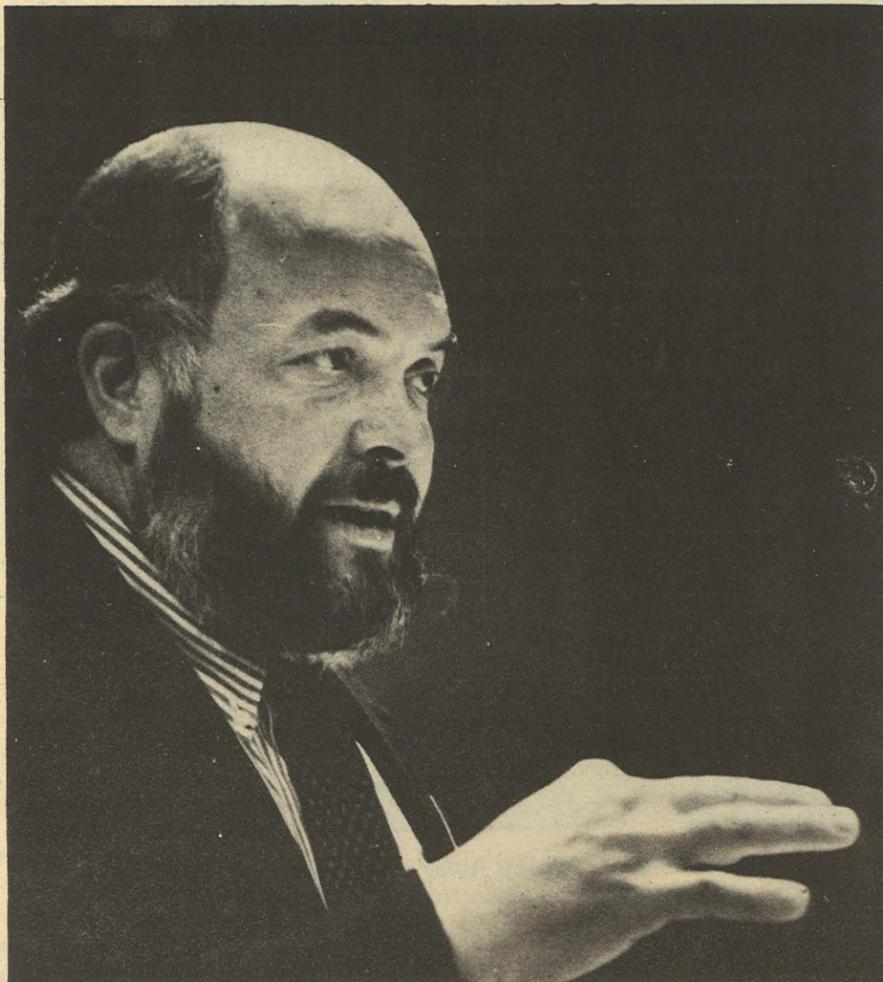


Photo by Dave Ballard

Above: Erwin Knoll, editor of *The Progressive*, defended his attempt to publish information about nuclear weapon technology, and discussed governmental prior restraint efforts on publications in general at last month's Minnesota Newspaper Association convention.

Right: A student attending MNA "For Young People in Journalism" Conference listened intently. Besides Knoll, speakers included publishers and writers from several Minnesota newspapers and the director of the Minnesota Poll.

Minnesota Daily editor Kate Stanley was among the scheduled speakers at the Minnesota Newspaper Association's "For Young People in Journalism Conference" Feb. 15.

The conference was part of the MNA's 114th annual convention Feb. 14-16 at the Radisson South Hotel in Bloomington.

Stanley's speech, "The Humor Issue -- It Wasn't So Funny", was a review of the legal and legislative problems that have resulted from the *Daily's* controversial humor issue last June.

Other scheduled features of the Young People in Journalism conference, which was sponsored by SJMC, included:

- A speech by Mary Ziegenhagen, publisher of the *Burnsville Current*, on finding and keeping a journalism job.
- Roundtables on various aspects of journalistic work, such as reporting on a daily newspaper (with 1975 SJMC grad Suzanne Perry, reporter for the *Minneapolis Star*), reporting on a weekly newspaper (with Owen Heiberg, publisher of the *Herman Review*), news photography (with Steve Woit of the *St. Cloud Daily Times* and Germain Langer of the *New Ulm Journal*), and advertising (with Dave Simpkins of the *Elbow Lake-Grant County Herald*).

• A speech by Erwin Knoll, publisher of *The Progressive*, about governmental prior restraint on publication and his decision to publish information about nuclear weapons technology.

• An examination of media coverage of the Cambodian famine by 1962 SJMC grad Dave Ziegenhagen, managing editor of the *Burnsville Current*, who recently returned from a visit of several weeks' duration to Cambodia.

Awards were also presented to the winners of the annual MNA-sponsored college Better Newspaper Contest during the conference.



Photo by Dave Ballard

## Press/court films to be marketed

Grad club expects little profit; 'basically public service'

Videotaped highlights of last December's SJMC-sponsored symposium on the press and the courts should be available to college journalism schools late this spring.

The symposium was designed to examine current controversies involving media law and press coverage of the court system. It was co-sponsored by SJMC, the Minnesota Trial Lawyers' Association, the Minnesota Supreme Court's information office, and the Twin Cities' chapter of Sigma Delta

Chi/Society of Professional Journalists.

John Finnegan, an SJMC graduate student overseeing the editing, said five workshops were selected to be videotaped because they dealt with issues of national interest. Those sessions were:

- A discussion of press coverage of the civil court system;
- An analysis of the recent book on the Supreme Court, *The Brethren*, with SJMC professor Ev Dennis, who completed an in-depth interview with

Chief Justice Warren Burger last year, and Nina Totenberg, National Public Radio's Supreme Court reporter;

• A speech by the chief counsel for Gannett Newspapers, Robert Bemius, who argued before the U.S. Supreme Court last year a case involving the legality of closing pretrial and trial hearings to the public and press;

• A speech by SJMC professor Donald Gillmor about the current status of libel law; and

• A discussion of the broadcast

Fairness Doctrine by a panel of broadcast lawyers and television news directors.

The sessions were videotaped by SJMC professor Irv Fang, and are being edited by broadcasting graduate student Bob Lisowsky. When the tapes are completed, Finnegan will be in charge of marketing them.

Any profits from the sales of the tapes, after reimbursement of the broadcast lab's expenses, will go the SJMC Graduate Students' Club.

Finnegan said the Club wasn't expecting much profit. "This is basically a public service," he said.

"We've found there's a lack of visual material for media law courses. We hope this will start to fill the gap, and form the basis for a library of material," he added.

This was the school's second "Media and the Courts" conference. The first was in December 1978, and Finnegan said plans are underway for a third one next December. "We hope for this to become an annual event," he said.

Preliminary market-testing of demand for the videotapes was done by SJMC last year after the first conference with some rough, unedited videotapes of that session. Finnegan said the results of that test indicated a strong desire for such visual material.

## Faculty attend legal conference

SJMC director F. Gerald Kline and professor Everette Dennis were members of the Twin Cities delegation to the First Amendment Congress in Philadelphia Jan. 16-17 along with John Finnegan of the *St. Paul Pioneer Press* and *Dispatch*, Curtis Beckmann of WCCO-radio and Steven Dornfeld of the *Minneapolis Tribune*.

The congress, which was sponsored by 12 national news organizations, convened in a building near Independence Hall to discuss and draw attention to issues concerning the freedom of expression guaranteed in the U.S. Constitution.

After a keynote address by CBS newsman Dan Rather, pollster George

Gallup greeted the delegates with some depressing findings on a survey he conducted about the public's awareness of the First Amendment. Although the First Amendment is the cornerstone of American liberties and insures the public freedom of speech, religion, assembly, and press, only 24 per cent of the adults in Gallup's survey could explain what the amendment covered.

Gallup also revealed that 37 per cent of those responding to his survey said there ought to be stricter curbs on press freedom, while only 17 per cent felt that present curbs were too strict. Thirty-two percent said they thought that present press restrictions were about right, and 14 percent had no opinion.

One issue that was vigorously debated by the journalists, educators and lawyers attending the conference was how serious a threat recent rulings by Justice Warren Burger's Supreme Court pose to freedom of the press. Dan Rather of CBS criticized the recent Supreme Court rulings, which have limited journalists' rights of access and privilege, while Jerome Barron of the George Washington Law Center defended the Court.

A second congress, to be held in Williamsburg, Va., is scheduled for March. While the Philadelphia event involved primarily lectures, the second congress will concentrate on workshops to discuss specific problems dealing with the First Amendment.

# 1967 grad earns broadcast honor

Curtis Beckman, a 1967 SJMC graduate, was awarded the Northwest Broadcast News Association's Mitchell V. Chamley Award at the association's annual convention Feb. 1-2 at the Minneapolis Sheraton-Ritz Hotel.

The Chamley award is given annually to an outstanding area broadcaster, on the basis of career achievement, by the NWBA. The award has been made annually since 1968.

Beckman has been news director at WCCO-AM, Minneapolis, since 1969, and was first elected to the RTNDA Board of Directors in 1972.

At SJMC, he majored in the news-editorial sequence with an emphasis in broadcasting. His minor was in political science.

Beckman is a native of Wells, Minn. Before enrolling at the University of Minnesota in 1965, he served in the U.S. Army for three years, editing army newspapers.

Beckman was selected from nominations made by NWBA members and judged by a three-member panel. The panel consisted of the immediate past recipient of the award, a NWBA board member, and F. Gerald Kline, SJMC director.

The Chamley award is named for SJMC professor emeritus Mitchell V. Chamley.

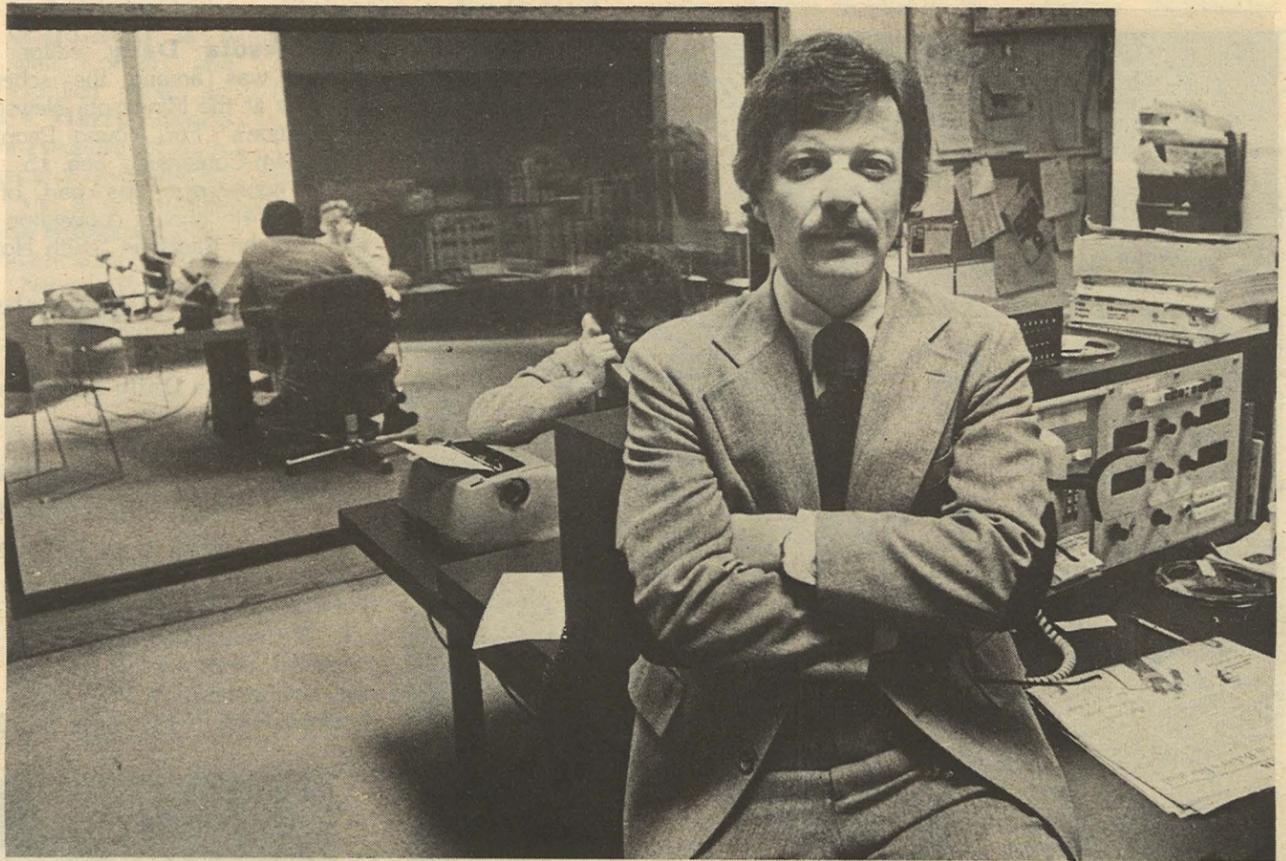


Photo by Dave Ballard

**Curtis Beckman, winner of this year's Mitchell V. Chamley Award, oversees production in the WCCO-AM newsroom. Beckman, a 1967 alumnus, is news director at the station.**

SJMC held a series of short courses for Northwest Broadcast News Association (NWBA) members during this year's annual NWBA convention Feb. 1-2.

The courses were co-sponsored by NWBA and the Radio-Television News Directors Association (RTNDA).

The four short courses dealt with various issues of concern to broadcasters and were headed by political staffers, professors, and media workers from the Twin Cities.

The specific short courses were in:

- **Energy policy for the '80s.** This short course examined the role of state and local governments in making a transition from oil importation to energy conservation and reliance on renewable energy sources. The course was led by Mary Trigg, a research consultant with the DFL Caucus research staff at the state House of Representatives. Her areas of concern at the caucus are

energy, environment, natural resources and agriculture. From 1972 to 1979, Trigg was on the staff of the University of Minnesota All-University Council on Environmental Quality, where she worked on environmental and energy projects.

- **Nuclear power.** This course was a summary of arguments for and against greater reliance on nuclear power as an energy source, a review of the history of nuclear fission development, and a history of the development and mobilization of anti-nuclear opposition. Dean Abrahamson, a professor at the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota, conducted the session. He is also a member of the Nuclear Regulatory Commission's special inquiry group investigating last April's Three-Mile Island nuclear accident.

- **Public attitudes toward**

**nuclear power.** This workshop featured Steven Coombs, director of the **Minneapolis Tribune's** Minnesota Poll, discussing the poll's recent findings on Minnesotans' attitudes toward nuclear power development. Coombs is a former assistant professor of political science at Washington University of St. Louis. He received his Ph.D. from the University of Michigan, where he taught in the Institute for Public Policy Studies and the Institute for Social Research.

- **Stress in the broadcast newsroom.** This course was an overview of the social and behavioral problems that accompany newsroom stress, and an examination of methods for dealing with it. This session was led by Everette E. Dennis, SJMC professor of journalism and director of graduate studies.

## SJMC sponsors courses at NWBA conference

### 1947

Minnesota Orchestra. • **E. Richard Schlattman** died in December. He was a prominent member of the local theater community and had acted in productions at the Guthrie, the Cricket, and the Theater in the Round, as well as in national road shows of "Damn Yankees", "Pajama Game", and "Guys and Dolls". He was past president of the Twin Cities chapter of the American Federation of Television and Radio Artists and was a partner in Beyond Words Inc., a talent agency for actors in Minneapolis.

### 1948

• **John Obert** has become a speechwriter for U.S. Secretary of Agriculture Bob Bergland. • **George Christie** is co-editor and co-publisher of the Kanabec Times and the Braham Journal.

### 1949

• **Stanley Finsness** died in June. As director of classified advertising for the Providence (R.I.) Journal-Bulletin he had launched many innovations in newspaper advertising.

### 1950

• **Eugene LaVaque** has been elected chairman of the National Advertising Agency Network, which consists of 35 advertising organizations in the U.S. and Canada. He is also chairman and chief executive officer of Stevenson Associates in Minneapolis.

### 1951

• **Lee Irwin** is publisher of the Gresham Outlook, a thrice-weekly newspaper in suburban Portland, Ore. • **Gordon Greb** (M.A.) is a professor at San Jose State University and

is writing a book based on his genealogical research of his family. • **Gerry Markley Drewry** (minor) is public relations assistant for Honeywell's Residential Group.



**Gerry Drewry '51**

### 1952

• **Don Fischer** (ex-grad) is manager of public information for the 3M company in St. Paul. • **Elizabeth Kane Lyons** is working on a graduate degree in criminal justice at the University of Nebraska at Omaha and has done some free-lance writing for the Archdiocese of Omaha. • **Keith Felcyn** is chief of correspondents for Business Week magazine. • **Richard Rundle** (M.A.) has been elected to the board of directors of the Cereal Institute, Inc. He is a division vice-president for International Multifoods Corp. of Minneapolis.

### 1953

• **Louise Anderson Pardee** owns a typesetting service in White Bear Lake. • **Mayer Stiebel** retired from journalism several years

ago to head his own food service firm in the Chicago area. But while vacationing in Afghanistan in February 1979 he was witness to the assassination of the U.S. ambassador by rebels. He filed a story for the AP Delhi bureau which ran in papers around the world. • **Lowell Ludford** (M.A. 1956) is with 3M in the public relations department. He also serves as a correspondent for a fire engineering magazine.

### 1955

• **Fran Compton** is director of blood donor resources development for the central district region of the American Red Cross Blood Services. • **Dick Compton** is communications director for the Franklin County (Ohio) United Way in Columbus. • **Joan Murphy Pride** started an advertising firm with her husband, Bob Pride, in Min-

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# Byron Barnett:

## News work keeps grad involved in politics without compromising

By Hope Atterbury

It was just after 8 a.m. and Byron Barnett, a reporter for KSTP-TV's "Eyewitness News" program, was sitting in a brightly-decorated lounge near the newsroom entryway. While talking to me about how he became interested in journalism, he would occasionally call out greetings to his fellow workers as they hurried in from the cold morning air.

"Journalism is something that keeps me in touch with the world," Barnett said. "I just like the idea of constantly studying things and covering different events. Many times it's a good history lesson."

"In college I was leaning toward politics and political science," he added, "but as I studied I became turned off by the nature of politics—the constant compromising. I guess I had idealistic ideas like any other college student of wanting to get into politics to change the world, but the idea of all this compromise didn't seem like my thing. I didn't like the idea of playing politics. Journalism gave me the chance to stay involved in political issues without being forced to compromise any of the things I felt."

Barnett, 24, is a soft-spoken man who pauses often to consider carefully what



Photo by Dave Ballard

**Byron Barnett at city hall: "Frankly, after covering politics . . . I know politicians would attempt to do many more things that might be considered illegal, unethical, or improper if there weren't reporters around."**

## Two SJMC students earn recent award

Murphy Hall's long tradition of achievement is being carried on by the current crop of student scholars, two of whom have earned awards in recent months.

Gil Mann, a student in the broadcasting sequence, won a scholarship awarded by the National Association of Television Program Executives. He also was a recipient of a KSTP-TV scholarship in 1977.

Mann will graduate this June with a double major in journalism and political science. While in school, he has worked part-time as a production assistant for the consumer affairs portion of KSTP's news broadcast.

Ben Welter, a student in the news-editorial sequence, has won an internship through the Newspaper Fund of America and will spend next summer on the copy desk of the **Columbus** (Ohio) **Dispatch**.

In hopes of the same success, the SJMC chapter of the Public Relations Student Society of America (PRSSA) has entered one of its community service committee projects in a national PRSSA competition.

The project, which is called the Foster Care Program, was initiated last year in cooperation with the Ramsey County Welfare Department to promote foster parents programs.

he has to say. He grew up in Minneapolis and studied broadcast journalism at SJMC. In 1977, the year he graduated, Barnett interned at KSTP-TV. When the internship ended he was asked to stay on as a full-time reporter. Since January, 1979, his beat has been Minneapolis and Hennepin County governments.

"Acting as a watchdog for government is something I do while covering City Hall," he explained. "There are constant rumors, and scandals are always in the offing. Frankly, after covering politics for a while, I know that a lot of politicians would attempt to do many more things that might be considered illegal, unethical or improper if there weren't reporters around. I've seen the very direct effects of what happens when a reporter breaks a story; it can change an entire course of action."

Barnett said keeping an eye out for the public interest is only one of the rewarding aspects of his work. Covering events that make history, like the death of Hubert Humphrey, and interviewing people with a place in history are others.

"I interviewed Rosa Parks when she was in town," Barnett said. "She started the Montgomery, Ala., bus boycott and more or less the whole civil rights movement when she was arrested for refusing to move to the back of the bus in 1950s. Things like that are fun and fascinating."

Barnett maintains an air of relaxed professionalism. While he is a neat and stylish dresser, he is not polished to the point of impenetrability. He leaned back in his chair and laughed when recalling how he has changed in the two and a half years he has worked at KSTP.

"I can certainly say that I am less naive about a lot of things now than I was before. I guess when you're covering government you can learn to be more skeptical. I don't mean that all politicians are bad, because they're not. But oftentimes it is difficult to tell which ones are less ethical than others. You always have to learn to detect when a politician is out to use the media for publicity. I don't believe everything I hear."

Barnett is black, and he grew serious again when asked if his race has affected his career. He feels the media have not provided as many opportunities for minorities as they should. But being black can cut both ways for a journalist, he said. Blacks have an advantage over white applicants if a newsroom happens to be looking for a black to increase the minority representation on its staff.

However, Barnett pointed out that "Once they get enough blacks in an area they tend to stop hiring. They don't want to get too many blacks. Once they get a few they'll tend to sit back and say, 'Well, we don't have to worry about it now because we've got some.'"

"One good example is anchormen," he continued. "My understanding is that researchers and consultants say a black anchorman in the Twin Cities wouldn't do well, so I think it will be a long time before we see a black anchorman here. It's one of those things like having a Black President of the United States. There are many people who could do it, but there's a psychological barrier people have to get over."

There are times when Barnett is sent to cover controversial stories involving issues which are emotional and critically

important to blacks. It is then that Barnett must struggle with a desire to throw over objectivity in favor of advocating the black cause. Many reporters face similar dilemmas when they encounter situations which are close to their hearts.

"I feel the best thing I can do," Barnett says, "is to just do the best job I can in reporting accurately and bringing out the point of the story as well as I can. In a situation like that, I think I work much harder to make the story as accurate and as clear and as fair as I am able."

His race has been an asset for Barnett in some reporting situations. During a recent uprising at the Red Lake Indian Reservation the Indians were generally more willing to talk to black reporters than they were to white reporters, Barnett said.

Barnett believes his work has improved greatly since the days, two and a half years ago, when he wondered how all the other reporters at KSTP seemed to be able to do everything with such ease. Every situation was new to him then and he spent a lot of time trying to figure out how to handle each story. Now, with some of the wisdom and confidence that experience brings, Barnett said he is concentrating on digging more deeply into stories and doing them in a more creative way.

"Because everything isn't new I can extract more out of a story," he says, "I can communicate more. I can see more things in a story as opposed to seeing only what is on the surface and it is in this direction that I hope to grow more in the future."



## Growing up in a small town

Spending the evening in the bar with parents or relatives is part of life in Hampton, Minn.

Free time is split between softball and "goofing around" with the guys and used tires.

School brings increasing responsibility. At St. Mathais, children progress from needing help, to assisting Father Blaise at mass, to studying on their own in a homey corner of the classroom.

Finally, school is over and it's time to help with the chores; chores which become a life's work for those who follow their parents into farming.

These photos are part of an in-depth photographic examination of life in Hampton (pop 369) conducted by the SJMC's documentary photography class during spring quarter 1979.

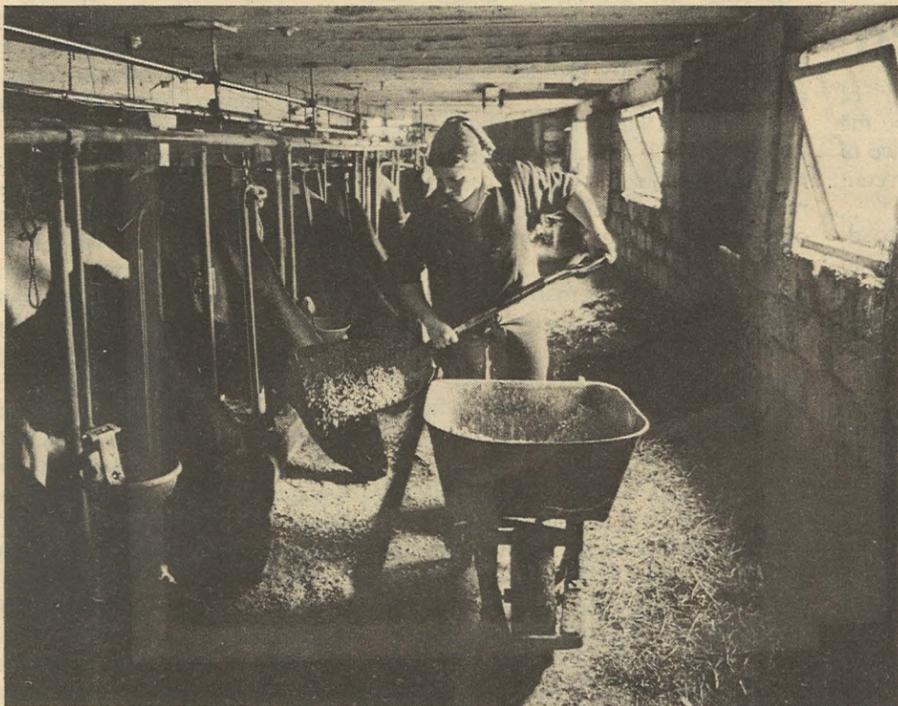


Photo by Cindy Karp

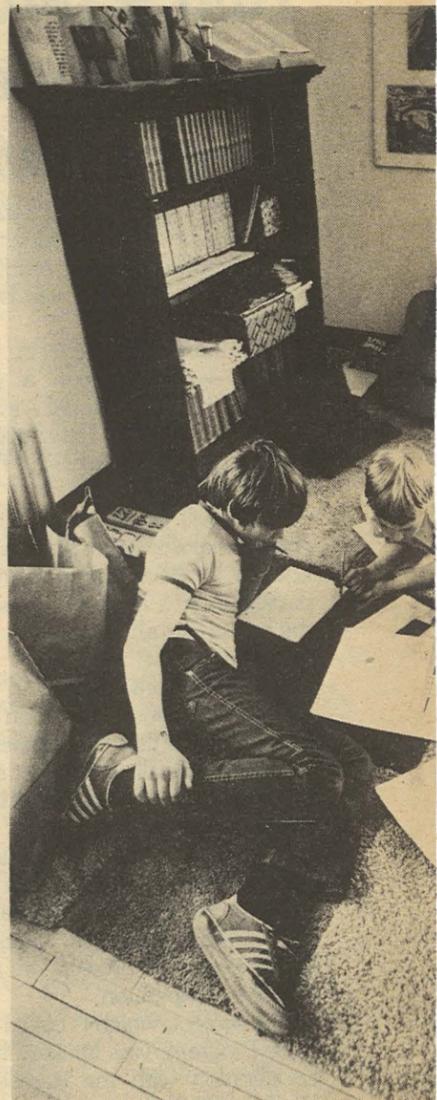




Photo by Mona Neeley

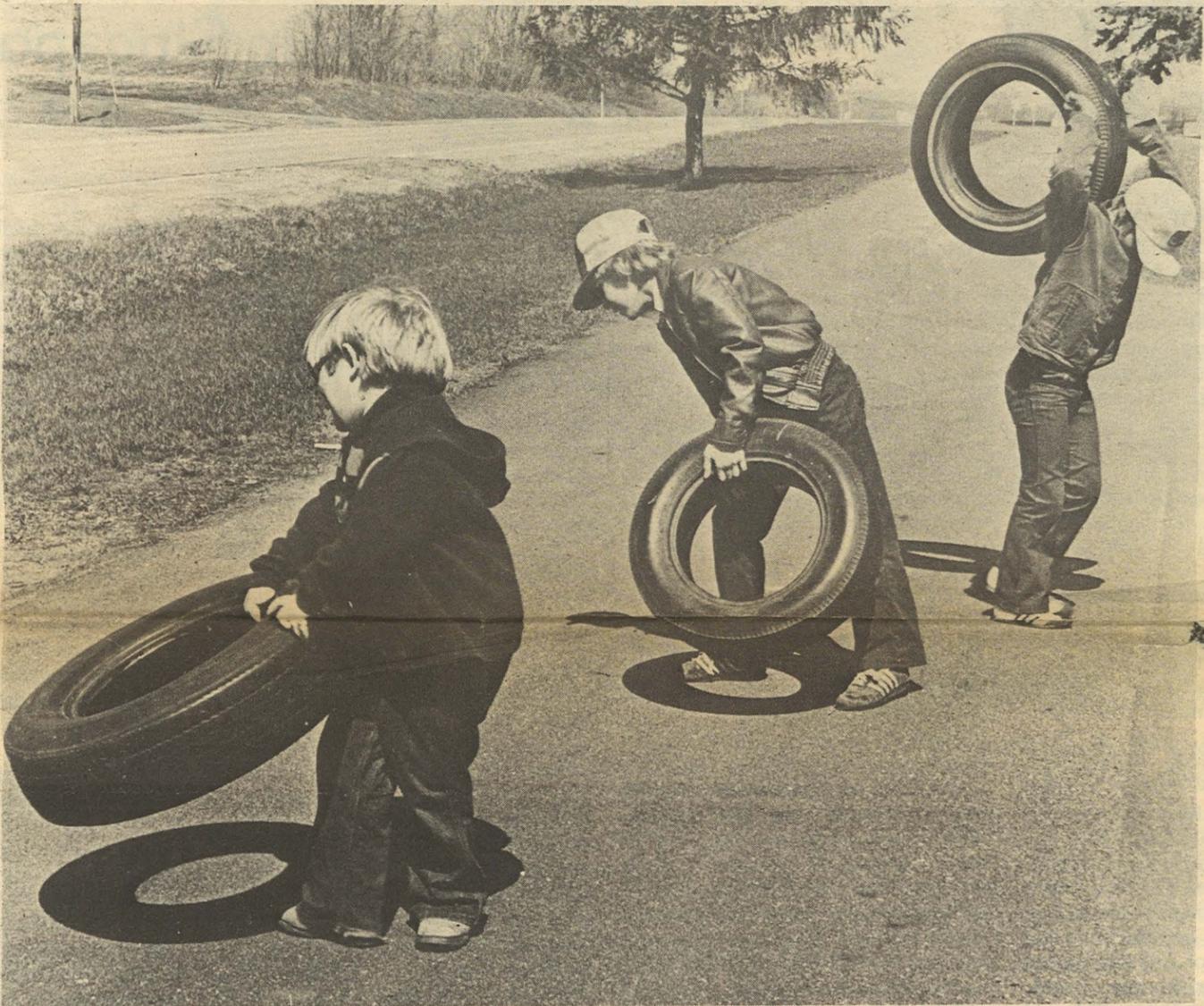


Photo by Mona Neeley



Photo by Mona Neeley

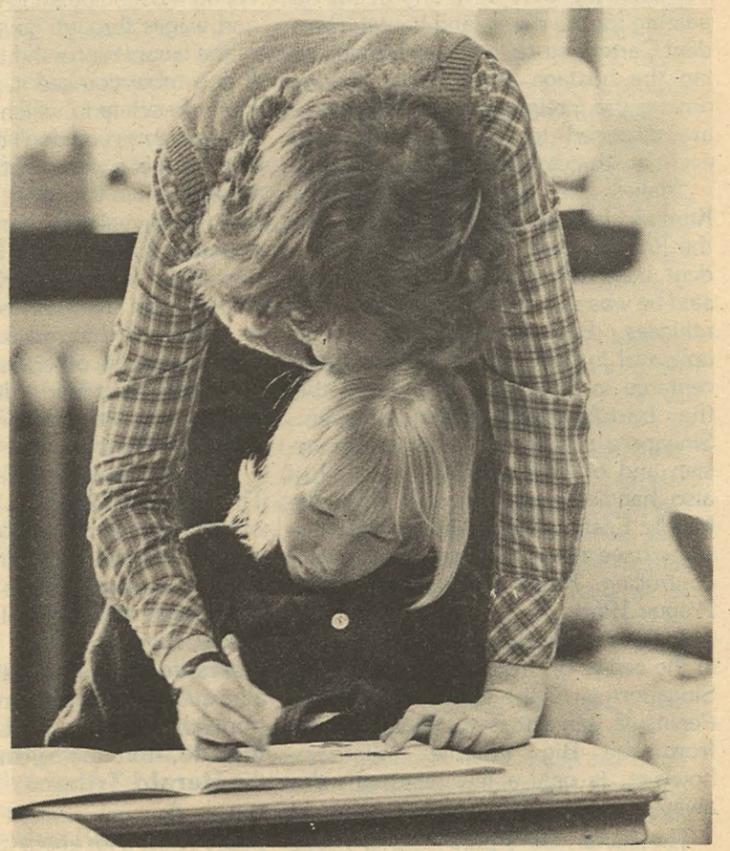
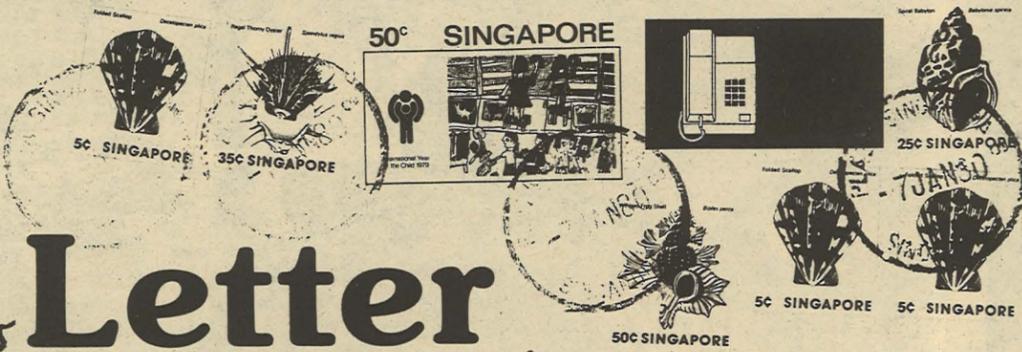


Photo by Mona Neeley

Photo by Cindy Karp

Photo by Art Hanson

Prof. Edmund Emery  
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# Letter

School of Journalism  
University of Minnesota  
Minneapolis Mn 55455  
USA

POST OFFICE  
EXPRESS



from Singapore

**Editor's Note: Dr. Emery left Murphy Hall last June on a year's sabbatical to teach, write and pursue research at the Nanyang University campus in Singapore. Accompanying him to Asia were his wife and daughter. He will return to Minnesota in August.**

by Prof. Ed Emery  
Far East correspondent

SINGAPORE -- As a member of the Singapore Press Club, I'm glad to have an assignment from such a reputable journal as the **Murphy Reporter**. Each Tuesday we gather at one of the better Chinese restaurants and eat ten to a table in an international mix of Singaporeans, British, Americans, Australians, Germans, Russians, Japanese, Indians, French, New Zealanders, Tawianese, Indonesians, Thais, Filipinos and Malays. During December the sympathies of the gathering were clearly with the Americans whose countrymen were held hostage in Teheran; even the Muslims from Malaysia and Indonesia denounced Khomeini. But with the bombshell of the Russian occupation of Afghanistan the focus changed. Our Russian friends from TASS, Novotny, Soviet TV, and the embassy were very shy about appearing for the drinks and banter. President Carter's stock, going up rapidly during the hostage crisis, took a slump among the foreign correspondents who are disposed to view such dramatic events with cold analysis.

"Makes the trouble on the Thai-Kampouchea border look trivial," said the Reuters man. The BBC correspondent, back from the Cambodian frontier, said he was sickened by the plight of the refugees. But the potential for an upheaval in world power politics is not centered in Southeast Asia but rather the Iran-Afghan-Pakistan crescent. Singapore refines and markets Indonesian and other Southeast Asian oil; it also handles great amounts from the Middle East, which suddenly the Russians have taken a great stride toward controlling. Kabul is Budapest 1956, Prague 1968.

A lot of people have thought we were in the center of "trouble" but fortunately Singapore is at the tip of the Malayan Peninsula, far across the Indian Ocean from the Big Trouble. (Vietnam, however, is only a few hundred miles away.)

The name "Singapore" has a magic ring ... founded in 1819 by Sir Stamford

Raffles as an East India Company bastion in the Straits of Malacca, Singapura became a British military base and shipping center, complete with the Raffles Hotel, the cricket field, Robinson's store, Chinatown, bumboats on the river, and stately mansions on the Tanglin Road. The Japanese conquest smashed the colonial mold; in post-1945 Singapore, a socialist left developed among the Chinese, led by Lee Kuan Yew, the future prime minister. When Malaya went through a bloody "emergency" in which the British beat back the communist movement in the 1950s, Singapore developed an anti-communist stance. Out of it came a one-party "consensus" society in which policies are announced by Lee Kuan Yew and his PAP party, rather than being debated in press and political arenas.

Singapore became a republic of 2.4 million people in 1965. It is socialist in its policies; the government controls most all activities, has built high-rise public housing for two-thirds of its citizens, imposes tax penalties on those who have more than two children, forbids anyone to own more than three percent of the stock in a newspaper, and sets wages, prices, taxi rates etc. Yet it is a "big business" metropolis, dedicated to the expansion of the Singaporean economy, manipulating labor availability and wages through government control of the labor unions and the business life. It is a "now you see it, now you don't" kind of society in which you are free to act as long as you don't organize opposition to the government, use drugs, or throw trash in the street. (Chiangi prison for troublemakers; hanging for drug pushers; \$500 fine for littering). In this part of the world Hong Kong is probably a little more free than Singapore as far as politics and journalism go; both are far ahead of the other Asian countries of Malaysia, Thailand, Indonesia, and Philippines, with freedom decreasing in the order listed.

Actually I'm very well-informed here. The **Straits Time** has good coverage of international news, a lot of interpretation of international politics, and much Asian coverage. Radio and TV are heavy with international news and update you on all crises. We get **Time**, **Newsweek**, **Asiaweek**, and can buy almost any great international paper from the **Times** of London to **Le Monde**, from the **Sydney Herald** to the **Herald Tribune**.

When the government announces a policy I hear a lot about it. What I miss is investigative digging by the press into

developing situations, (like the current one involving reorganization of the universities). It isn't done, only on the edges; so the rumors fly until the Prime Minister makes the decision. In the meantime, the bureaucracy can have a lot of leeway in making decisions in the dark. If this sounds like (UM) President Magrath and the Regents running a policy decision through without the faculty getting wind of it, it only proves that human nature is the same everywhere, and that power corrupts.

"Minnesota" is a big name out here in Southeast Asia, in mass communication and journalism circles. SJMC alumni have played leading roles: Dr. Jim Richstad, Dr. Tony Nnaekema and Dr. Michael Anderson at the East-West Communications Institute in Honolulu, where Asian mass communication scholars gather for seminars and research; Dr. Y.V.L. Rao, who founded the Asian Mass Communication Research and Information Centre in Singapore in 1971 and also served at the East-West Center; Dr. Crispin Maslog in the Philippines, Dr. Chungwoo Suh in Korea and Dr. Kenneth Leung in Hong Kong, all directing journalism schools; Dean Chia-shih Hsu (M.A.), J.C. Pan (M.A.) and Dr. Shih-min Chen of Taiwan's Chengchi University journalism faculty; Mansor Ahmad (M.A.), deputy dean of University Sains, Malaysia's school of humanities, and mass communication program head; S. Bashiruddin (M.A.), head of Osmania University's journalism department in India; and Joe Wong (Ph.D. candidate), head of Chinese University's journalism department in Hong Kong.

There have also been Minnesota visitors: Mike Anderson cut a swath through Malaysia and Singapore for years before going to Hawaii for his Ph.D. Dr. Duane Ebnert has been in Thailand, Malaysia and for the past three years at Nanyang. Dr. Alex Edelstein, University of Washington J-school director but a Minnesota Ph.D., comes to Malaysia and Singapore on a commuter basis. Currently, Nanyang has added Dr. Lorin Robinson, a Minnesota Ph.D. in speech communication and mass communication, to its mass communication staff for two years. In earlier years it was Dr. Raymond Nixon who came by from the Minnesota faculty; two years ago Dr. Robert Lindsay; Dr. Irving Fang did most of the area on his sabbatical two years ago.

Minnesota is known for its books and its research in mass communication by those who have never met a SJMC am-

bassador. On the library shelves are the work of older faculty including Ralph Casey, Ralph Nafziger, Tom Barnhart, and Mitch Chamley. Right up front today are such books as the Tichenor-Kline Sage communications series, Emery's history of journalism and intro to mass communications texts, Gillmor's law casebook, Dennis' **The Media Society**, Fang's television newswriting book, the public affairs reporting text by Hage, Dennis, Ismach and Hartgren. Minnesota's role in the Journalism Quarterly, AEJ, and other mass communication activities adds another dimension.

What is it like to be here? Once you get accustomed to the racial differences, it is quite the same in class. My news editing labs have handled the programmed teaching units developed at Minnesota with great aplomb...just about the same curve from A plus to C minus as found in Murphy Hall. The 11 members of our honors group are quite well-informed about the world's journalism, about American affairs, and about how much freer American journalism and political life is than theirs. They have been educated in English-language classes, have read English-language books and papers, talk and take notes in English. This is the bond that makes them "Singaporeans". They also have their racial heritages; for Singapore as a whole is 75 percent Chinese, 15 percent Malay, and 7 percent Indian. But they make it clear to you that they are Singaporeans, not Chinese—that is the goal of Lee Kuan Yew's government, to create a racially-integrated society. As of now, Singapore is an oasis of racial tolerance in Southeast Asia. My good friends among the men and women honor students even tolerate me at their chopstick lunches!

How good are the students? The best are very good. Of the 11 honors students (cream of two graduating classes, taught in special seminars by four faculty), three are clearly Ph.D. caliber, four others could hold their own in U.S. graduate seminars and easily earn M.A.s and two more would probably do okay. At the other end at Nanyang are the "Chinese stream" students who prefer Chinese to English, publish a Chinese section of the school paper, and, of course, are not candidates for overseas study. Where do the best Singapore students go? England if they can; Australia; of late, more to the United States. Especially in mass communications, of course!

## SPJ meeting Metro editors study, confront readership drop

### By Suzanne Nelson

in 1927, Baltimore newsman and press critic H. L. Mencken said, "Any managing editor in the land, if he has the will, can carry his own paper out of the old slough."

But today's managing editors face one problem that will alone may not be enough to conquer-- declining circulation.

At the February meeting of the Minnesota Chapter of the Society of Professional Journalists held at Minneapolis' Calhoun Beach Club, the managing editors of the four major Twin Cities dailies spoke about the changes their papers have made to increase readership.

The four editors, Tim McGuire of the **Minneapolis Star**, Bill Cento of the **St. Paul Dispatch**, David Hall of the **St. Paul Pioneer Press**, and Frank Wright of the **Minneapolis Tribune** pointed to a larger number of feature stories, variations on the traditional inverted pyramid form of news writing, and a greater emphasis on personal issues and the daily tasks of living.

Twin Cities newspapers are not moving in sync, but there seems to be a trend toward developing a more responsive relationship with the reader. David Hall of the **Pioneer Press** noted that many people feel uncomfortable with a daily newspaper. "They feel a newspaper is aloof," he said.

This new sensitivity to readers needs is gained primarily by means of surveys. The **Star's** Tim McGuire said, "Readers tell us they're not being served."

All four papers have undertaken readership surveys to study the effectiveness of their changes. Research studies are used as "one guideline that we mix with our instincts as newsmen," according to Bill Cento of the **St. Paul Dispatch**.

The downward trend in readership seems to affect the afternoon papers more than the morning papers. Hall said most readers won't keep taking two daily newspapers in the future.

Frank Wright of the **Minneapolis Tribune** said people use the morning papers to "plug into the day." This prac-

tical consideration of the morning newspaper makes its future more certain. Wright did not mention any content or format changes but said the **Tribune** has moved toward a narrative style in an effort to increase readership of typically little-read articles.

McGuire said the viability of the afternoon paper would be tested in the next decade. He predicted a dramatic change in the newspaper business and its responsibilities. He said the **Star** has its future in the form of a "daily magazine."

McGuire said afternoon papers are looked at to be rewarding. The **Star**, by examining issues that are important to people, "will be able to serve that function-- one that is neglected by morning papers," he said.

The scheduled topic at the meeting at the Calhoun Beach Club was the quality of coverage by newspapers in the Twin Cities, but it was examined only briefly. Hall said the metropolitan area is too diverse for a newspaper to cover well by itself. Newspapers, he said, work in complement with television and radio to produce a better composite picture.

### 1955

neapolis. • **Richard Elsberry** is manager of General Electric's industrial news bureau in Stamford, Conn. He also has recently freelanced articles to *Quill* magazine and the *Fairfield County magazine*.

### 1956

• **Richard Kulisheck** is assistant to the managing editor of the *St. Paul Dispatch/Pioneer Press*. He was formerly coordinator of editorial systems. • **Charlene Petersen Follett** recently received her Ph.D. in counseling psychology from the University of Minnesota and has left the University's Student Counseling Bureau to begin private practice. She is with Minnesota Human Development Consultants and does career development and personal growth counseling.

### 1957

• **Charles Aronson** resides in the Bay Area where he is manager of public relations for the Bechtel companies. The Bechtel companies are involved in engineering and construction. • **Bob Gruber** is vice-president for corporate relations for Dutch Boy Inc. in New York. • **W. Dean Moran** has been appointed deputy assistant U.S. Secretary of Commerce for International Commerce. • **Larry J. Anderson** is public affairs director at Methodist Hospital in St. Louis Park. • **Lee Fremstad** (ex) is capitol bureau chief for the Sacramento Bee. He was recently in Minneapolis covering California governor Jerry Brown's cam-

paign for the presidency.

• **Pauline Bjerke Gough** is assistant editor of the *Phi Delta Kappan*, an educational journal with a circulation of 130,000. Prior to that appointment, she was an elementary teacher in Bloomington, Ind.

### 1958

• **Rose Webber** is an advertising copywriter for United Stationers Supply Co. in the Chicago area. • **Mary McLaughlin Hill** died in August. She was associate director of development for grants at Macalester College in St. Paul. • **Betty Smith Patterson** heads up Shoreline Communigraphics, a publication and graphics agency, with her husband in Largo, Fla.

### 1960

• **Fred Webber** is president of the Advertising Federation of Minnesota. He works for the Campbell-Mithun agency in Minneapolis. • **John Fineman** (ex), formerly Sunday editor of the *Racine (Wis.) Journal Times*, has been named an associate director of the National Press Institute in Reston, Va.



Donald Gillies '61

### 1961

• **Donald Gillies** has been elected to the board of directors of Campbell-Mithun advertising in Minneapolis. • **Harlan Stoehr** (M.A.) has been named vice-president for communications for the Federal Intermediate Credit Bank in St. Paul.

### 1962

• **Darrel Koehler** is farm editor of the *Grand Forks (N.D.) Herald*. • **Judith Westendorf** is state coordinator and executive director of the Minnesota special olympics. • **Gayle Hendrickson** is director of communication services for the University of Minnesota's Continuing Education and Extension programs. • **Charles Hoag** was promoted to sales manager for display advertising on the *Minneapolis Star* and *Tribune*. • **Mary Lou Aurell** is editor of *Items*, a publication of the University of Minnesota's Institute of Technology.

### 1963

• **Dennis McGrath** is vice president of communications for Gelco Corporation of Eden Prairie. Gelco is a transportation and corporate management services company. • **Kathryn Sederberg** is director of the Crain Books division of Crain Communications Inc. She was formerly features editor for *Advertising Age* magazine and before that, a senior editor for the *World Book* encyclopedia yearbooks.

### 1964

• **David M. Herman** is a vice president for marketing of Northwest Teleproductions in Detroit, as well as on the board of advisors of the U.S. Industrial Film Festival.

### 1965

• **Rich Adams** is editorial director of WDVN-TV in Washington D.C. He recently traveled to Nigeria to help prepare that country's press for coverage of the first free elections there in 13 years. • **Barbara Chapman Beerhalter** (ex) was reappointed to the post of assistant commissioner, unemployment insurance for the state department of economic security. • **Nancy Moll Baker** (M.A. 1974) is teaching journalism at California State University in Northridge. She is also at work writing two books-- one on midlife career changes for the *Vanguard Press* and another on displaced homemakers for *Anchor Press/Doubleday*. On top of that, she does some freelance writing and has articles in recent issues of *Glamour* and *Self* magazines.

### 1966

• **James Roberts**, founder of *Mpls. magazine* (now *Mpls.-St. Paul*) died in September. • **Dean Fosdick** is with the Associated Press in Nashville, Tenn. • **Donna Hasleich Halvorsen** is a reporter for the *Maine Sunday Telegram* and the *Portland Evening Express*. She recently won a UPI award for feature writing. • **Peter Niemczyk** is with West Publishing, as a manager of their mailing and packaging division.

### 1967

• **John S. Nichols** is an assistant professor of journalism at Penn State. • **Michael Shadick** is doing a series on quality of life subjects for *Grit* newspaper. Among the titles are "Recipe for a homemade diet" and "Let's take laughter seriously". • **Joan Ostrin** is copywriter for radio and television at Dayton's. • **Carol Kerner** (M.A.) is vice-president for public relations at Hamline University in St. Paul. She is in charge of the university's news, publications, and alumni, parent and community relations departments.



Carol Kerner '67



Michael Shadick '67

## 1968

• **Judy Wardwell O'Donnell** edits educational texts on a free-lance basis. • **Jim O'Donnell** is a manager with Coopers and Lybrand, certified public accountants. • **Harry Engel** is an account executive for an in-house agency of Diversified Industries of Minneapolis. • **Patricia Robertus**, along with two other Hibbing Tribune reporters, **Neota Pustovar** and **Pam Leschak**, received second-place honors in the national Media Awards for Economic Understanding for their series, "The Iron Range: Prosperity in the Pits". The award is administered by the Amos Tuck School of Business at Dartmouth College. • **Ellie Archer** is co-campaign manager for Mike Albert, a candidate for Congress in Omaha. • **Michael Emery**, professor of journalism at California State University at Northridge, is on sabbatical this year. During the fall he was consultant for a media history exhibit at the Chicago Museum of Science and Industry. He is a visiting professor of journalism in Adelaide, Australia, this spring.

## 1969

• **Robert Abbott** moved to the sports desk of the Dallas Times-Herald in 1977 after eight years of sportswriting for the Rochester Post-Bulletin. He covers golf and hockey for the **Rivens** (M.A.) is editor of Evaluation and Change, and Headway, two publications of the Program Evaluation Resource Center, which is supported by the National Institute of Mental Health. He also edits newsletters for Minneapolis Jewish Family and Children's Service and the Minnesota Committee for Gay Rights. • **Richard Struck**, director of corporate-foundation relations for Western Illinois University in Macomb, has become an accredited member of the Public Relations Society of America. • **Barbara Haugen** is an assistant to Sarah Weddington of President Carter's White House staff.

## 1970

• **Mary Pickard Snitkey** is community relations officer for the St. Paul Companies. • **Joan Anderson Scheppeke** worked in commercials production, ran her own ad agency in Boston for several years and now lives in Houston. • **Alan Benson** is mass marketing sales director for Northwestern National Life Insurance Co.

## 1971

• **Pam Montgomery** is doing free-lance writing and photography. • **Bruce Lindquist** has been promoted to managing editor of the Austin (Minn.) Herald. He was formerly city editor. • **Dann** and **Dean Oberpriller** have both been hired as vice presidents and account supervisors for the Minneapolis Advertising Agency. • **Bennett Krelitz** is a reporter for the Twin Cities Sun newspapers. • **Loren Chamberlain** (M.A.) is vice president and director of marketing services for Long, Haymes & Carr in Winston-Salem, N.C. • **John Moon** is editing Format magazine for the Ad Federation of Minnesota. He is also creative director of T.E. Loken Advertising in Plymouth.

## 1972

• **Laurel Kleven** works for the Hennepin County Public Affairs Department editing Family, an employee newspaper that goes to 7,000 county workers. • **Martha Mertz** publishes a newsletter and does administrative work for Chadashchay, an interdenominational Christian organization based in Cambridge, Minn. • **Mary Vitcenda** of the Rochester Post-Bulletin won third place for a news story in competition sponsored by the National Federation of Press Women. • **John Federick** is one of the founding directors of Investment Search Inc., an investment consulting firm in Annapolis, Md.

## 1973

• **Robert Prow** is an engineering writer for the Control Data Corporation. • **Donita Youngren Johnson** produces a television series for the American Lutheran Church which is aired in 110 cities throughout the country. • **Deborah Odell Moss** has been doing advertising and public relations for the Great Plains Supply Company. Recently she moved to Huntsville, Ala. with her husband. • **Lynn Schwartz** is an information officer for the State of Minnesota Department of Economic Development. She edits a monthly magazine sent to community planners, businesses and industry. • **Peggy Ness Palmer** has been named acting director of university relations at the University of Minnesota-Morris. • **John Hollenhorst** is a reporter for KSL-TV in Salt Lake City. His speciality is court coverage and recently he covered the Theodore Bundy murder trial in Miami for KSL and other stations in Seattle and Denver. • **Christine Kegler Freeman** has been named communications manager for Upper Midwest region of the Chamber of Commerce of the United States. • **Bonita Luhman** has been named assistant product

manager for books in the areas of geology, chemistry, history and life sciences for Burgess Publishing Co. in Minneapolis.

• **Pamela Brew Smith** is public relations director for the Recreational Sports Department at the University of Minnesota. • **Bruce Johnson** is in California working for the Campus Crusade for Christ as director of their Creative Studio. • **Roger Hammer** is with Honeywell Inc. as a public relations specialist. Part of his duties is to produce a monthly television communications program for employees at Honeywell manufacturing facilities.

## 1974

• **Shelley Holl** has joined Concept One, a Minneapolis public relations firm, as associate producer/director in the company's audio-visual division. She was formerly involved with Shelleywood, a free-lance audio-visual firm in Minneapolis. • **Kathy Frank Chesney** writes feature stories about agricultural research and rural communities for the University of Minnesota in her post as an extension service communicator. • **Melissa Cohen** spent two years reporting for WFRV-TV in Green Bay, Wisc. before becoming publicity director for the Guthrie Theater in 1976. • **Chris Legeros**, under the name "Chris George", is a reporter for WMT-TV in Cedar Rapids, Iowa. • **Herb Terry** (M.A., Ph.D. 1976) spent part of 1979 working in Washington for the National Association of Broadcasters in the general counsel's office. He is now back at Indiana University in the Department of Telecommunications. • **Neota Johnson Pustovar** is a reporter for the Hibbing Tribune. She recently won a national media award for economic understanding for helping write a series on the iron range. The award which was presented by Dartmouth College's Amos Tuck School of Business was shared by **Patricia Robertus** and **Pam Leschak**. • **Terrence Randolph**, publicity director at Campbell-Mithun, won national awards for his Super Dairy Workshop concept. The workshop brought together a number of experts on dairy production and received good media exposure. The awards were presented by the Agriculture Marketing Association.



Shelly Holl '74

## 1975

• **Susan Ayers** has been added to Stevenson Associates' creative department as a copywriter and producer. • **Marcia Sebold Kemen** is a copy editor for the Worcester (Mass.) Telegram. • **Janice Young** is a flight instructor and charter pilot in Anoka. • **Barbara Schmidt** is now marketing coordinator for the Northwestern National Bank of St. Paul after serving as promotional coordinator for the Augsburg Publishing House in Minneapolis. • **Mark Baker** began with the Alexandria Newspapers as a reporter/photographer and was promoted to news editor in June. Alexandria Newspapers publishes the Lake Region Echo and the Lake Region Press. • **Cheryl Cosimini** is a production coordinator for Coulter and Associates, an advertising and publishing firm based in Northeast Minneapolis. • **Bruce Hall Nelson** is public information coordinator for the Minnesota Shade Tree Program. He was formerly a publications editor for the Minneapolis Planning Department. • **Byron Barnett** covers city and county government for KSTP-TV in St. Paul. • **Larry Carolla** is a sales representative for the Wrangler sportswear in Albuquerque. • **Marc Meltzer** is a business writer for the Decatur (Ill.) Herald and Review.

## 1976

• **Barbara Reynolds** has been named director of public relations for the University of Minnesota hospitals and clinics. • **Laurie Wichelman Anderson** is publicity manager for the Potato Board, for which she edits two publications and does other public relations work. She lives in Kiowa, Colo. • **Richard Frase** is with the Grain Terminal Association in St. Paul as a retail marketing manager. • **Steven Metzler** (M.A.) is employed by Harvard University as a coordinator of promotions for the school's Department of Continuing Education. • **Annie Griffiths** is free-lancing full-time for National Geographic magazine as a photographer. • **Rich Junger** is news director for WAKX AM-FM in Duluth. He was recently honored by the



Susan Ayers '75

## 1976

Minnesota Society of Professional Journalists for a story on Sen. Edward Kennedy's visit to Eveleth during the 1978 campaign. • **David L. Jones** has joined the Luis Palau Evangelistic Team as a publications manager. Palau is a South American Protestant religious leader who has broadened his focus to include North America and Europe. • **Lee Ann Leak Nelson** was a second-grade teacher in Junction City, Kan., prior to the birth of her first child in January. • **Perry Ketchum** (M.A.) is the U.S. editor for Mideast Markets, a bi-weekly survey of business developments in the Mideast published by the Financial Times of London. He is based in Washington, D.C., and recently addressed the annual convention of the National Association of Arab Americans on the topic, "U.S.-Arab Trade: Problems and Prospects." • **Susan Tracy** is an information officer for the Minnesota Department of Transportation. • **Patrick Larkin** is with the Jackson (Miss.) Clarion-Ledger. • **Malcolm Ritter** is an environmental reporter for a newspaper in Rapid City, S.D.

## 1977

• **Susan Busch** is creative promotions administrator for Paul Burke and Associates in Minneapolis. In the past she is responsible for all the firm's creative promotions and publications. • **Sharon Helene Meyer** is in Jerusalem working for a travel agency. • **Kimberly Roden** is director of public relations and information for the Minnesota affiliate of the American Heart Association. • **Leslie Herman** is with the D'Arcy-MacManus and Masius agency working as an assistant account executive. • **Lynn Culbert** is enrolled in the William Mitchell College of Law in St. Paul. • **Carol Lee Hilewick** (Ph.D.) is a communication policy officer with U.S. International Communication Agency in Washington D.C. • **Peggy Weller** is in the Twin Cities with F&M Savings Bank as a marketing services coordinator.



Laurie Anderson '76

• **Nancy Mosier** (M.A.) is an educational psychologist for the St. Paul-Ramsey Medical Center. • **Nora Leven** (M.A.) works as a marketing assistant for the Minneapolis Star and Tribune Company. • **Wendy Dede Chase** is an administrative assistant for the Fingerhut Corp. in Minnetonka. • **Kathy Bernu** was formerly head housekeeper at the Alta Peruvian Lodge in Alta, Utah. • **Michael Flaherty** is an agricultural and environmental writer for the Mankato Free Press. • **James C. Early** is district executive of the Lake Superior Council of the Boy Scouts of America in Duluth. • **David Gullickson** was a clerk for the Minnesota Revenue Service in St. Paul. • **Steven Velaski** is chief photographer for the Wahpeton (N.D.) Daily News. • **Kathleen Holmay** (M.A.) serves as a public information officer for the American Psychological Association in Washington D.C. • **Toni Schutta** is an advertising research analyst for the Minnesota Department of Economic Development. • **Susan Jespersen** is a photographer for the Minneapolis Tourism and Convention Bureau. Before that she was supervisor of Dayton's Portrait Studio. • **Kevin Moorhead** teaches and coaches track at St. Louis Park High School. • **Margo Ashmore** is editor of the West Side-West St. Paul Voice, one of the Twin Cities' most active neighborhood newspapers. • **D. Charles Whitney** (Ph.D.) is at the Institute of Communications Research at the University of Illinois in Urbana. • **Pat Larsen** copy edits and proof reads for a New York City research council. • **Raleigh Savitt** is a photographer for the Colorado Springs Sun. • **Jim McGregor** is managing editor for the Lomita News, a weekly newspaper in suburban Los Angeles. • **Dennis Hanna** is a sales promotion specialist for the Industrial Indemnity Company based in San Francisco. • **Edda Bjornson** handles the Knox Lumber Co. account for the Robert Platt advertising agency. • **Suzanne Lampson** is a program director with the National Practice Institute, a continuing education program for lawyers.



Barbara Reynolds '76

## 1978

• **David Woodworth** is an overnight reporter and producer at KSTP-TV in St. Paul. • **Jennifer Hamlin** is a feature writer for the publications office at Adrian College in Adrian, Mich. Prior to that she was an English and journalism instructor at the college. • **Lisa Dolinger** is a copywriter in the advertising department of Powers department store in Minneapolis. • **Katherine Marks** is employed by the St. Paul Dispatch/Pioneer-Press as a retail advertising layout designer. She started with the paper as a classified layout designer. • **David Henry** is a reporter for the Miami Herald. • **Vaman Pai** (M.A.) is pursuing a Ph.D. in the University of Minnesota Department of Speech-Communication. • **Mary McGarry** is a regional editor for the Little Falls Daily Transcript. • **Cathy Janson** is on the staff of the International Falls Daily Journal as a general reporter. • **Cynthia Hill** is a reporter for the Duluth News-Tribune. • **Jeffrey Leppink** is in the Peace Corps working as an agricultural information officer in the West Indies. • **John R. Peterson** is wire editor for the Fort Dodge (Iowa) Messenger. • **Jane Peterson** is studying at the Fletcher School of Law and Diplomacy. She also does occasional interviews for National Public Radio. • **Chikezie Tasie** is doing graduate work at SJMC. • **Mark T. McCary** is assistant manager of American Heritage Outfitters in Minneapolis. • **Cameron Skold** is in Aix-en-Provence, France working as a telephone technician. • **David Freed** is sports editor of the Little Falls Daily Transcript. • **Ramona Neeley** is with Larson Publications in Osseo working as a reporter and photographer. • **Valorie Schroeder** is working in New Zealand. • **Elizabeth Bass Mack** is coordinating the Carlson Companies' performance incentive program. • **Ruth Hamel** covers the police beat for the Sioux Falls Argus-Leader. • **Karen Doyne** is a reporter and anchor for the Gopher State Radio Network. • **Lucy Kragness** is a city hall reporter and business editor for the Williston Daily Herald. • **Wesley Michaelson** works for Midwest Federal Savings and Loan Association in Minneapolis as a savings consultant. • **Jeanne Reinhart** is in Dallas working as an account executive for KCBN Inc.

## 1979

• **David J. Steen** is with Minneapolis' Carmichael-Lynch ad firm as an account coor-

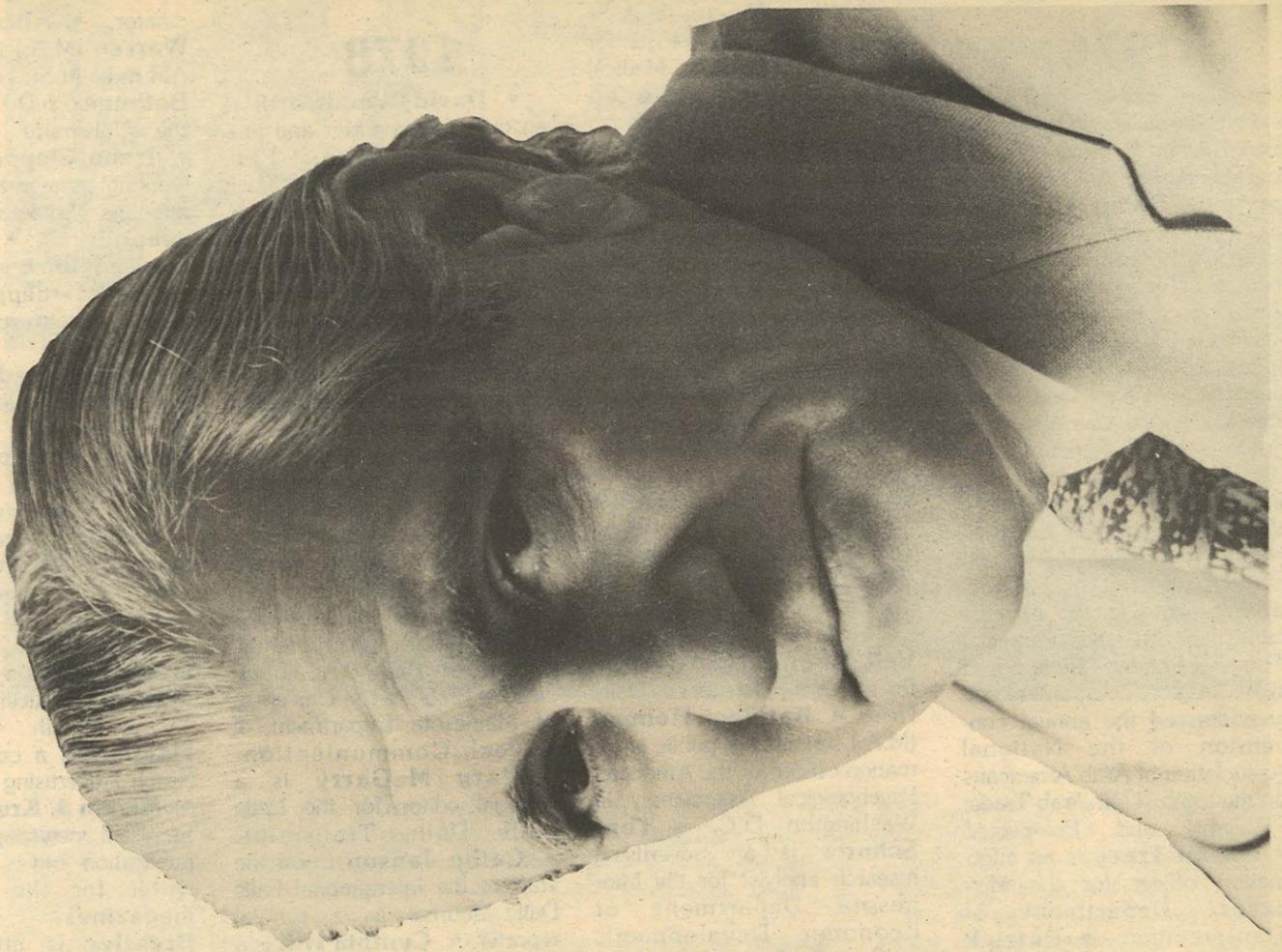
dinator. • **Alice Bledsoe Warren** (M.A.) is with KSD-AM radio in St. Louis. • **Bev Bethune** (Ph.D.) is teaching at the University of Georgia. • **Irene Clepper** (Ph.D.) is working as a free-lance public relations photographer in Minneapolis. • **Barbara Gaasedelen** is working in the insurance department of Schaak Electronics as an administrative assistant. • **Robin Hedden** is a copywriter for Donaldson's in Minneapolis. • **Kathleen Lund** is a media planner for C, M&B advertising, a subsidiary of Campbell-Mithun. • **Chuck Laszewski** is a reporter for the Little Falls Daily Transcript. • **Joe Lancello** is with KSTP-TV as a sports producer. • **Steven Goodspeed** is a reporter and weekend producer for WDIO-TV in Duluth. • **Gregory Haupt** is a copywriter for Notch Advertising in St. Paul. • **Megan J. Kruse** edits the St. Paul newspaper carrier's publication and is a free-lance writer for the local city magazines. • **David Bressler** is attending the Loyola University law school in Chicago. • **Katie MacEachern** is in law school at the University of Minnesota. • **John Erickson** is editor of the Wells County Free Press in Fessenden, N.D. • **Sang Chul Lee** (Ph.D.) is at the East-West Communication Institute in Honolulu as a research assistant. • **Andy Garon** is with the Fingerhut Corporation in Minnetonka writing advertising copy. • **Judith Walthers von Alten** (M.A.) is reporting and doing a consumer action line column for the San Luis Obispo (Calif.) Telegram-Tribune. • **John Blake** is a news photographer at KSTP-TV. • **Mark Bakum** is with KCMT-TV in Alexandria as a news reporter and anchor. • **Dixon Dahlberg** is with the 3M Company as a medical products sales representative in Pittsburgh. • **Julie Jensen** is a sportswriter for the Amarillo (Tex.) Globe-News now, after spending the summer as a temporary copy editor for the Minneapolis Tribune. • **Donald Gillies** is an account executive with Campbell-Mithun. • **Sharon Hershleder** is a sales assistant for the John Blaire Co. • **David Erickson** is a research analyst for the Minnesota State Department of Public Welfare at Cambridge State Hospital. He was formerly an editor for the Cambridge Star. • **Patty Walters** works for WCCO-TV as an assistant public relations director. • **Le Ann Ottenstroer Talbot** is a copywriter at KYCU-TV in Cheyenne, Wyo. • **Jo Law** (M.A.) has returned to her home in Hong Kong via Europe, and stopped in Singapore to visit the Minnesota delegation at Nanyang University.

# Murphy REPORTER

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School of Journalism and Mass Communication

April, 1980



CBS News Photo

**Sevareid  
Library  
see page one**

## '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.

## Library fund nears \$20,000

The Big Idea campaign to raise funds for an overhaul of the Murphy Hall library has netted nearly \$20,000, according to SJMC director F. Gerald Kline.

The June mail appeal brought in \$4,599 from 110 contributors. Mary Small Kiheri of the Minnesota Foundation, who is overseeing the Big Idea campaign, said that makes an average donation of \$41.81, which is quite high for a mail campaign.

The phone campaign in October netted \$4,250 in donations from 263 alumni for an average donation of \$16.16.

The remainder of the \$20,000 has

come from the industry fund-raising campaign and large private donations, including one of \$5,000 by Robert Eddy of Glastonbury, Conn.

Security equipment for the library will be purchased with money from industry donations, including a grant from the American Broadcasting Company. Security equipment was pointed out as a necessity by communications library authority Eleanor Blum of the University of Illinois when she toured Murphy Hall in October 1978.

A \$3,750 grant was given to the SJMC through the Miller Publishing Co.

of Minneapolis which is owned by ABC. Each year ABC offers money to be distributed to educational institutions by its subsidiaries.

Wilfred Lingren, president of Miller Publishing, said the grant was given to SJMC because, "we have had a long and cooperative relationship with the school and many of our employees graduated from there."

In addition to the electronic security system, Kline said that some of the Miller grant money will go for support of scholarly conferences sponsored by the school.

## Correspondent Ford is WCCO Day guest

Sam Ford, a former SJMC graduate student, was scheduled as the featured guest at SJMC's annual WCCO Day Feb. 22.

Ford worked on his masters' degree at SJMC in 1974-75. He is now a correspondent for the "CBS Evening News," and has covered several foreign assignments in that capacity.

At SJMC, Ford was a WCCO scholar and a teaching assistant in the WCCO

Scholarship Program. Laurens Pierce, a cameraman for CBS, will accompany Ford.

Ford's activities were set to include:

- A meeting with University minority students interested in journalism as a career, 10:30-11:30 am;
- A lunch with SJMC faculty and broadcasting sequence students at the Campus Club;

- An hour-long meeting with SJMC WCCO Scholarship Program students; and

- A lecture and presentation open to the public at 616 Rarig Center on the West Bank campus, from 2:30-4 pm.

The WCCO program is a six quarter scholarship program designed to assist minority students interested in studying broadcast journalism at SJMC.

SCHOOL of JOURNALISM  
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