

Murphy REPORTER

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School of Journalism and Mass Communication

December, 1979



Herbert Elliston, former editor of the *Washington Post*, in whose memory a substantial donation was bequeathed to the SJMC by St. Paul native Hilma Eckstrand.

SJMC receives large gift

The School of Journalism and Mass Communication has received a gift in excess of \$300,000 from the estate of a St. Paul woman.

The money, which will be used primarily for senior and graduate scholarships, was left by Hilma L. Eckstrand, who died last April. She bequeathed it in the memory of Herbert Berridge Elliston (see accompanying story), who was editor of the *Washington Post* from 1946 to 1952.

Eckstrand was a governess for the

Elliston household until Elliston's death in 1957.

According to Eckstrand's niece, Norma Migler, Elliston was disabled from 1952 until his death in 1957 by a heart attack. Eckstrand took care of him during those years.

It is believed that most of the gift to the SJMC came from a sum bequeathed to Eckstrand in Elliston's will.

Migler said her aunt bequeathed the money to the journalism school because Elliston had often said his greatest regret was not having more educa-

tion.

Like Elliston, Migler said her aunt was self-educated. She was born in North Branch, Minn., in 1912, and moved to St. Paul to become a housekeeper when her mother died in 1930. Several years later she moved to Washington, D.C., and joined the household of Joanna Shaw, who married Elliston in 1941.

Migler noted that Eckstrand was always an avid reader throughout her tenure in Washington, D.C. She also accumulated a sizeable stamp collec-

tion.

After Elliston's death, Eckstrand became a governess for the household of Philip and Katherine Meyer Graham, publishers of the *Post*. The Grahams lived next door to Elliston on Massachusetts Ave. in Washington's Georgetown neighborhood.

When the Graham children were grown, Eckstrand left domestic service and became an electronics timekeeper for a Bethesda, Md., firm. She moved back to Minnesota in 1978.

Editor shaped *Post's* global reputation

Washington Post editor Herbert Berridge Elliston, who was called by the rival *New York Times* "one of the outstanding editors of modern American journalism," got his start in the rough-and-tumble arena of British journalism.

Born in 1895, Elliston passed up the chance for a college education in order to fight for the British during World War I. After the armistice, he enlisted in another war, this one waged over circulation, by joining the *Midland Daily Telegraph* as a reporter.

Moving quickly up in the ranks, Elliston joined the *Portsmouth Evening News* and then the *Manchester Guardian*, soon landing the prestigious post of China correspondent.

In the Far East, he began to file stories for the *New York Herald* as well. And when it came time to sail home, he headed for New York instead of England and landed a job as a cable editor for the *New York Sun*. Soon he was back with the *Herald* as an editorial writer.

Furthering his reputation as a young man with vast experience, he joined the Chinese government as an economic adviser in 1925 and then became an editor for the American Council on Foreign Relations in 1927.

Besides being noted as an expert on China, Elliston gained a reputation as a top flight financial writer. The *Christian Science Monitor* regularly printed his economic observations and he hosted a weekly program on financial matters over CBS Radio.

His *Monitor* financial columns were noted by many people including the staff at *Time* magazine which wrote in 1936, "Probably read in more corners of the earth than any other financial editor is the *Christian Science Monitor's* Herbert Berridge Elliston."

Elliston's expertise in international affairs wasn't overlooked at the *Monitor* either. Space was saved regularly on the front page for his column, "This Changing World."

It was the column that led Elliston to Finland in 1940 to report on Europe's neutral nations. During his visit, Finland's neutrality was violated by an invading Soviet army and Elliston was the first American journalist to file a story. He stayed throughout the siege, broadcasting and writing about the events for an anxious world.

Back in the United States, he wrote a book on the Russo-Finnish war, *Finland Flight*, which was the first book published about World War II.

Late in 1940 he was chosen by *Washington Post* publisher Eugene Meyer to head the paper's editorial page. Immediately, he endorsed President Franklin Roosevelt's Lend-Lease program and urged America to speed up its preparations for the impending war.

In 1946, he was appointed editor of the paper, but continued to make sure that the *Post's* editorial page voiced clear support for liberal and internationalist policies.

Elliston was quoted as saying, "A newspaper will infallibly be untrue to itself if its editorial pages try to please everybody and offend nobody." He strived to live up to those words at the *Post*, where he campaigned for the United Nations, a united states of Europe, and recognition of mainland China. Elliston was also a champion of civil liberties and gave controversial commentators like Herblock and Alan Barth a free reign.

A heart attack in 1952 forced Elliston to retire from the paper, but he continued to write occasionally as a contributing editor. The *Post* carried an article of his urging the U.S. to adopt a more enlightened role in world affairs on Jan. 21, 1957, the day before he died.

In an obituary, his peers at the *New York Times* succinctly summed up his achievements by noting, "Mr. Elliston made the editorial page of the *Washington Post* a force whose influence was felt not only in Washington and the nation, but abroad."



Linda Viemeister

Photo by John W. Peterson

Assistant to Kline 'still adjusting' to duties, school

Linda Viemeister's new job requires that she wear several hats. And she admits that she's still adjusting to their fit.

Viemeister was hired in September as assistant to SJMC director F. Gerald Kline, coordinator of the new Minnesota Journalism Center (MJC) and coordinator of the WCCO Scholarship Program for Minorities in Broadcasting.

"It's hard right now to tell which of those jobs will take the most of my time," Viemeister said. "At the moment, the WCCO program is."

She said, that was because a project under the auspices of the WCCO program—sending an SJMC student, Irene Norman, to Alabama to work on minority recruiting—was waiting for her when she arrived at her new job.

Viemeister said she sees her job as that of facilitator—a person who helps carry out academic decisions made by faculty members and committees. An example of this, she said, is her work with the Minnesota Journalism Center. MJC is an outgrowth of an endowment by Mr. and Mrs. John Cowles Sr. to SJMC, aimed at bringing the national professional community and the school closer together.

"I am not qualified to make academic decisions in this area. I am not a journalist," she said. "My job is take the decisions of the school's faculty and make them work."

A major area of Viemeister's responsibility is recruitment of new students, and this is another area where she wants to utilize faculty and students.

One of Viemeister's goals is to examine and possibly revise the school's recruiting literature and to step up recruiting, but probably only on a regional basis.

"I don't want to get 100 applicants only to accept five. That's just frustrating," she said. "I think we have enough of a base just within the region."

Viemeister grew up in Connecticut and attended Indiana University where she graduated in 1967 with a degree in Latin.

She remains a strong advocate of the liberal-arts philosophy in education. "There is a quality side of life. A person must have interests in something, be it sports or the arts."

Viemeister and her husband, Neal, an associate professor of psychology at the University, moved to Minneapolis permanently in 1972.

Prior to her appointment at SJMC, Viemeister was assistant to the dean of the University's College of Liberal Arts, a position she had held since 1974.

Briefly

SJMC establishes fellowship with gift from former director

The School of Journalism and Mass Communication has established a graduate fellowship in the memory of Ralph D. Casey, director of the school from 1930-1958.

The fellowship was made possible by a gift of \$40,000 from the estate of Ralph and Lois Osborn Casey. It will be awarded each year to a SJMC doctoral student who has finished his or her preliminary examinations and is beginning dissertation research.

Casey is regarded as the "architect" of the SJMC, and a pioneer in the field of journalism education. Under his guidance,

SJMC became one of the nation's first journalism schools to blend professional courses and social science studies into a unified curriculum.

He is also a noted figure in the history of mass communications research, having done seminal work in the areas of propaganda and public opinion.

Prior to coming to SJMC, Casey worked for the **Seattle Post-Intelligencer** and the **New York Herald** and studied at the University of Washington and the University of Wisconsin. He died in Seattle in 1977.

High enrollment closes courses early

Undergraduate enrollment in SJMC programs has remained high through the fall quarter, with introductory courses in journalism proving particularly popular.

A school survey of student enrollment as of Sept. 15 indicated 1,048 pre-majors and majors were then registered. Meanwhile, two SJMC introductory courses, "Introduction to Mass Communication" and "Visual Communication," had over 300 students each.

Several SJMC courses with limited enrollment had standby lists even before formal student enrollment began Sept. 17.

Three courses—"Reporting," "Magazine Writing," and "Problems in Current Advertising Development"—had more

students file course enrollment estimate (CEE) forms last spring than could be accommodated in the courses.

Late enrollees also resulted in standby lists this fall for three other courses—"Photojournalism," "Basic Cinematography," and "Interpretive Reporting."

Continued high enrollment mean advising duties for faculty members will continue to be heavy, in spite of the addition of two new faculty members. Average advisee load per faculty member as of Sept. 15 was 20.4. However, Professors Robert Jones and Virginia Harris in the advertising sequence were assigned as many as 44 and 43 advisees respectively.

Murphy Hall hosts college teachers

Journalism teachers from Minnesota's universities, private colleges and community colleges gathered in Minneapolis Oct. 5-6 for a conference sponsored by the Minnesota Newspaper Association and hosted by the SJMC.

About thirty-five educators were on hand for the workshop, discussions, and

banquet speeches by Donald Smith, publisher of the **Monticello Times** and Kate Stanley, editor of the **Minnesota Daily**.

Panel discussions on placement programs, literacy problems, curriculum coordination and skills testing were all on the program.

Judge addresses alumni luncheon

Ramsey County District Judge Joseph Summers was the keynote speaker at the SJMC Alumni Society's annual homecoming luncheon 11 a.m., Oct. 27 at the UM Campus Club.

The judge discussed "Are the Courts and Press at War?"

In addition, SJMC director F. Gerald Kline filled the alumni in on recent accomplishments of the school.

The University of Minnesota's homecoming football game against Illinois followed the constituent society's luncheon.

School press association reorganizes

Judy Schell has been appointed executive director of the Minnesota High School Press Association and Journalism Advisors of Minnesota (MHSPA/JAM).

SJMC director F. Gerald Kline will serve as MHSPA/JAM director.

Schell and Kline replace SJMC professor Walter Brovold.

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

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Daily humor issue draws protest

The annual humor edition of the **Minnesota Daily**, published during spring finals week, backfired this year, and the **Daily** staff found itself straddled with a summer full of not-so-funny legislative hearings, demonstrations, regents' investigations, and threatened lawsuits.

The furor centered around charges that the June 4-8 humor edition of the **Daily**, called the **Daily Inquirer** was "anti-Christian" and in poor taste.

Many of the objections involved a mock interview with Christ that was published as part of a parody of the **Today's Student** publication. **Today's Student** is a Christian-oriented weekly newspaper distributed free on college campuses nationwide including Minnesota.

In the mock interview, the writer portrayed Christ as having sexual problems as well as a fondness for drugs and alcohol. Critics charged that the article was a malicious attack on the Bible, the Roman Catholic Church and Christian beliefs in general.

Other articles in the issue satirized nuclear energy, the military draft, discos, rock musicians, the **Minneapolis Star** and the **Daily** itself. The cover was a parody of the national newsweeklies' coverage of the Jonestown massacre titled "Horror on the Mall."

Reaction to the issue was quick and fierce with a number of off-campus residents speaking out or writing letters to the regents, state government officials and legislators.

In a signed editorial, Bernard Casserly, editor of St. Paul's **Catholic Bulletin**, called the humor edition "The latest and worst example of journalistic excrement to belch forth from the bowels of Murphy Hall."

On June 9, a crowd of about 70 persons, including some students, gathered on the mall to protest the humor issue. One of the demonstrators, Kathy Sackett, a graduate student in social work, told the group, "This is a typical example, only less subtle of the **Daily's** abuse of journalistic privilege and power."

Sackett was the organizer of a group called the Ad Hoc Anti-Defamation Committee that is pressing the University to cut off funding for the **Daily** through mandatory student fees. Sackett said the committee felt that there should be no student-subsidized newspaper on campus.

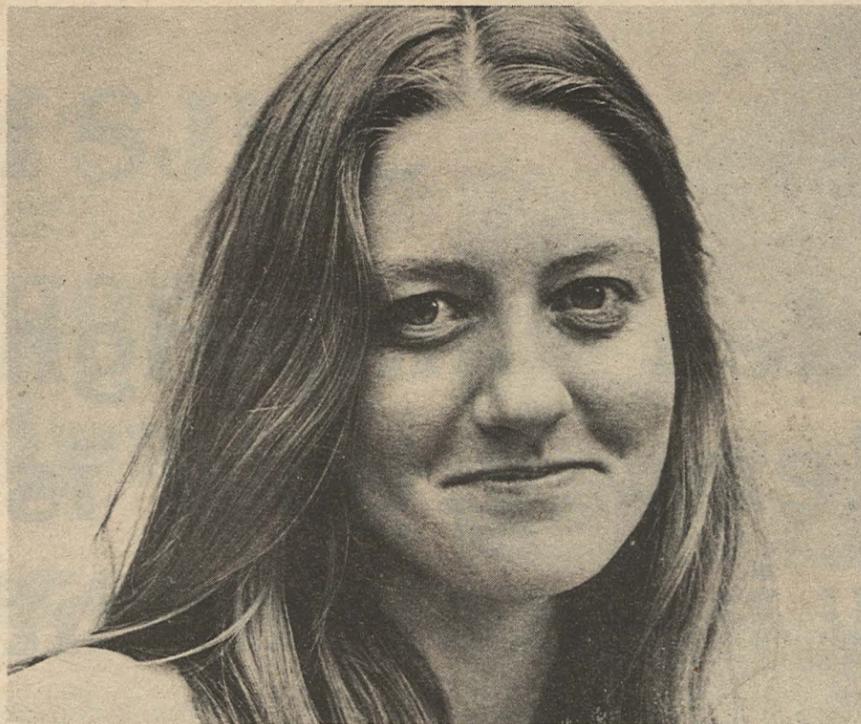
Each quarter, the **Daily** receives \$1.75 in fees from each student, who in turn gets the paper free. The fee allotment accounts for 14 percent of the newspaper's operating expense.

The **Daily** is also provided free space in Murphy Hall, as well as light, heat and janitorial services, but in return it publishes University announcements for no charge. The newspaper contributed some of the funds to help pay for the construction of Murphy Hall in the 1930s.

The University administration took no action against the newspaper, but the University's Board of Regents drafted a resolution critical of the **Daily**. The resolution read in part, "We feel it (the humor edition) is in extremely poor taste and inconsistent with the high principles that the regents, administration, and students have established for the University of Minnesota."

In response to a number of complaining letters, the **Daily** printed an apology on June 15. The apology, which appeared on the opinion page read in part, "Too often the **Daily Inquirer** resorted to a bludgeon when a scalpel would have sufficed. This excess is evidence of inexperience in humor writing, not of religious bias against some religious belief or ethnic group."

The humor issue did not go by un-



This year's **Daily** editor Kate Stanley inherited a burgeoning controversy when she took charge of the paper in late June.

noticed at the state capitol. Senator Jerome Hughes (DFL-Maplewood), chairman of the Senate Education Committee, began an informational hearing into the **Daily's** relationship with the state and the university on June 25.

The committee heard testimony from

itself, the **Daily** staff slipped out from under the spotlights and concentrated on the business of putting out a newspaper. At least for a while.

Then on July 13, the Board of Regents announced an ad hoc committee had

publish important announcements in any other manner. Several SJMC professors said cutting mandatory fees solely due to the humor edition might be a violation of the First Amendment. And Gov. Al Quie said in a letter to university officials that the mandatory fee should be dropped.

"In a signed editorial, Bernard Casserly, editor of St. Paul's Catholic Bulletin called the humor edition, 'The latest and worst example of journalistic excrement to belch forth from the bowels of Murphy Hall'."

Sackett, current **Daily** editor Kate Stanley, former **Daily** editor Brian Howell, (who was editor at the time of the humor edition), University president C. Peter Magrath, Board of Regents chairwoman Wenda Moore and Board of Publications chairman Jim Clark. The Board of Publications oversees the newspaper.

Because the hearing was only informational the Education Committee took no action.

So, after two weeks of being news

been formed to study the **Daily's** governing and funding. And the mandatory \$1.75 quarterly student fee was the subject most on the mind of the committee members.

The investigating committee heard from all sides on the controversy. Kathy Sackett and Ad Hoc Defamation Committee members said they were being forced to subsidize a newspaper they disapproved of. The University administration said it would be too expensive to

In response to the Regents' hearings, the SJMC faculty drafted a resolution urging the Regents to suspend their investigation because the proper channels were not being utilized. The resolution noted that the **Daily** is governed by the Publications Board and several student organizations, and they should be undertake any investigations.

The Regents' committee heard arguments that the **Daily** should be funded by an optional student fee (under one plan each student would check a box on his or her student form if he or she wanted to support the newspaper), but voted to take no official action.

Although the **Daily** was not removed from the list of student organizations receiving funding from mandatory student fees, the humor edition did cost the newspaper at least \$250.

The United Features Syndicate and Charles Schulz, creator of the "Peanuts" comic strip, threatened to take the **Daily** to court for copyright violations unless the newspaper paid them a sum of \$2,000. The humor edition had contained a parody of the Peanuts strip with a Lucy Van Pelt-like character uttering a profanity.

Schulz, a St. Paul native, had been informed of the incident by the Ad Hoc Defamation Committee.

After negotiations, the **Daily** and United Features Syndicate settled the matter for \$250, which the **Daily** paid.

With the beginning of the fall quarter, controversy over the **Daily** humor edition has faded somewhat. But the Ad Hoc Defamation Committee is still lobbying to cut off student fees to the paper, the Education Committee of the Minnesota House of Representatives has opened an investigation into the **Daily's** funding and the Board of Regents' hearing on **Daily** funding are expected to resume in January.

Faculty resolution

On July 19, the SJMC faculty met to discuss the controversy over the **Minnesota Daily's** humor edition. After extended discussion, the following resolution was proposed and unanimously accepted:

"WHEREAS, the Regents' investigation of the **Minnesota Daily's** governance, funding, and relationship to the University is occurring in an atmosphere of public pressure that carries with it the threat of punitive and intimidating action, and

WHEREAS, the Regents' investigation, undertaken before the responsible agencies, the Board of Publications, the Assembly Committee on Student Affairs and the Twin Cities Assembly have had time to act, clearly constitutes a breach of due process, and

WHEREAS, offensive or merely unpopular utterances have created similar pressures that have historically threatened freedom of expression, and

WHEREAS, freedom of expression, whether in print or in the classroom, is indivisible, and

WHEREAS, proposals for changes in governance and funding of the **Daily** have been hasty in contrast to exhaustive studies by earlier commissions (Lockhart in 1964 and Lewis in 1971), which strongly reaffirmed support for the current supervision and funding of the **Daily**, and

WHEREAS, the **Daily**, as currently supervised and funded, and by reason of its long history of responsible publication and national reputation for excellence, provides an invaluable and unique educational experience for students.

THEREFORE, BE IT RESOLVED that the faculty of the School of Journalism and Mass Communication urge the Regents to suspend their current investigation and allow due process to take its course."

'Big Idea' campaign underway; goal is library improvement

As we are putting this first 1979-80 edition of the **Murphy Reporter** to bed, the second phase of the Big Idea is underway.

All SJMC alumni should have already heard through the mail about the Big Idea project to expand the holdings of the Murphy Hall library. And by the time the **Reporter** makes it to print, they should have heard from a representative of the school by phone.

Student, faculty and alumni volunteers have been lined up to man the phones at the **Minneapolis Star** office on the evenings of Oct. 15-18 and 22-28. They were to call every SJMC alumnus to explain the Big Idea project as well as to inquire if the graduates have had any problems or complaints with the school.

Mary Small Kiheri, a 1975 SJMC grad and director of the Big Idea campaign said, "This personal contact is very important because it gives the alumni the chance to talk about the school. Problems like a lost transcript or changed address can be cleared up."

Kiheri said the project to raise funds for new library books and materials is going well. As of Sept. 30, \$9,651.88 had been raised through mail donations, even before any phone pledges had been taken.

"That's really good for a direct mail appeal," Kiheri said. "I know one person gave \$5,000, but even the balance of \$4,500 is good."

Kiheri added that the school is very grateful for every donation, and for all pledges yet to come in.



Three of the volunteers who called SJMC alumni from the newsroom of the **Minneapolis Star** for the school's Big Idea campaign.

Photo by John W. Peterson

'76 Murphy Hall grad is Big Idea strategist

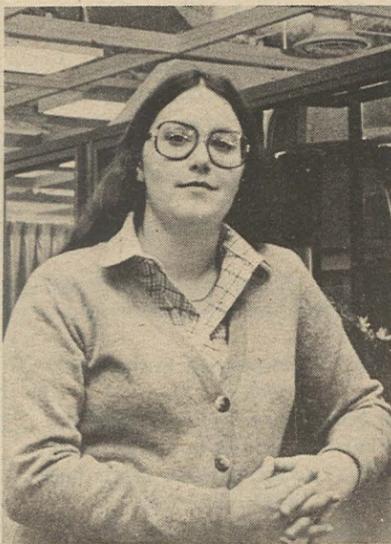
The important person behind the scenes of the SJMC Big Idea campaign is Mary Small Kiheri, a 1976 graduate of the school.

Kiheri is the director of the Minnesota Foundation's Annual Giving program, which is a yearly fundraising campaign for the University of Minnesota.

About the Annual Giving program, Kiheri said, "Our goal is to communicate well enough with our alumni that they make the good choice of giving to the university each year. And we think it is a good choice."

Kiheri has applied several aspects of the Annual Giving program to the Big Idea effort, including the use of people closely connected to the school to make phone calls.

Kiheri joined the Minnesota Foundation on a full-time basis after receiving a degree in journalism and political science. She had worked there part-time while at SJMC.



Mary Kiheri

Photo by John W. Peterson

A native of Duluth, Kiheri attended the University of Minnesota campus there until transferring to SJMC in 1975.

Eddy donation largest

The largest contribution to the library fund, so far, is that of \$5,000 by Robert Eddy of Glastonbury, Conn.

Eddy is a 1940 summa cum laude grad, who came back to Murphy Hall and earned a MA in 1948. He is the retired publisher of the **Hartford Courant** and former managing editor of the **St. Paul Dispatch**.

Eddy's journalistic career began at age nine with a paper route for the **Sioux City Journal** in his hometown of Lake Benton, Minn. While in college, Eddy covered the campus for the **St. Paul Pioneer Press**. After graduation and World War II, he returned to the **St. Paul papers** and worked in various capacities—copy desk, reporter, telegraph editor, editorial writer, assistant city editor and **Dispatch** managing editor—until 1962.

At that time he was named assistant to the publisher of the **Hartford Courant**. In 1966, he assumed the editor's post and two years later became publisher.

Eddy was invited to study a year at Harvard in 1950 as a Nieman Fellow and he spent much of 1956 writing and studying in Europe under an Ogden Reid fellowship. He also served as director of the AP Managing Editors Association and president of the SJMC Alumni Association.



Robert Eddy

tion.

Throughout his career, Eddy has always maintained a strong interest in journalism education. He was a lecturer at the SJMC for several years and spent 1975 teaching at Osmania University in Hyderabad, India.

Eddy is now officially retired from journalism, but still does some writing and consulting work from his Connecticut home.

State press women hear Elmer Andersen

Former Minnesota governor Elmer L. Andersen, publisher of the **Princeton Union-Eagle** was the featured speaker at the Minneapolis Press Woman (MPW) fall newswriters' workshop Oct. 12-13.

Andersen spoke on future problems and challenges facing the community press at the group's banquet meeting Oct. 12 at the downtown Minne-

apolis Radisson Hotel.

The two-day workshop was co-sponsored by the MPW and the SJMC around the theme, "Newspapers—Past, Present and Future."

As part of the workshop program on Oct. 13 at the Murphy Hall Auditorium, SJMC professor Hazel Dicken-Garcia, whose field of historical research has included an examination of newspapers

as part of the early pioneer movement in the United States, spoke on "The Press Moves West."

Later, professor George Hage reported on a year's research on early Minnesota newspapers. Professor James Brown also presented a slide show of photographs taken in Hampton, Minn., by one of his photojournalism class.



Former Minnesota Governor Elmer Andersen talks with Jan Mittelstadt of the Owatonna People's Press at the Minnesota Press Women's fall newswriters workshop Oct. 12 in Minneapolis.

Young journalists question Quie

The annual Minnesota High School Press Association's statewide fall convention went off without a hitch, according to convention coordinator Judy Schell.

"The weather was great, the kids had a valuable learning experience and received good exposure to the University," she said.

The convention, traditionally scheduled for the week before the beginning of fall quarter classes, was Sept. 18 at Murphy Hall and adjacent buildings. The SJMC played host to about 1,650 high-school students from various locations around Minnesota.

Schell said exact registration figures were unavailable as of early October, because two schools' registration were still "tangled in bureaucracy."

The highlight of the convention was a press conference arranged for the students with Minnesota Governor Al Quie. Schell said she received favorable comments from students and advisers about Quie's press conference, and was considering inviting him back to next fall's convention.

"I talked to one of his aides after the press conference and she said he had a good time with it," she said.

The students also heard Russ Tomabene, director of public relations for NBC News, discuss the future of television news as an institution.

Students spent most of their time at the convention in individualized lectures and workshops geared toward students

with interests in one of three areas—newspapers and newsmagazines, year-books, or literary magazines. These sessions were conducted by high school advisers, area working journalists and SJMC faculty.

The convention also offered schools a chance to have their publications critiqued, and Schell estimated at least 20 publications were critiqued at the convention.

Student documentaries aired

Two documentaries produced by SJMC broadcasting students have been televised over Twin Cities commercial television.

The documentaries, "Losers of a Lost War" and "Today I'll Live," were produced last spring by students as a part of the final requirements for professor Irving Fang's "Television and Radio Documentaries" class.

"Losers of a Lost War" was produced by Bonnie Usan and Sally Vincent, and was aired by KTCA-TV last July. The

documentary concerned Vietnam War veterans incarcerated at Stillwater State Prison.

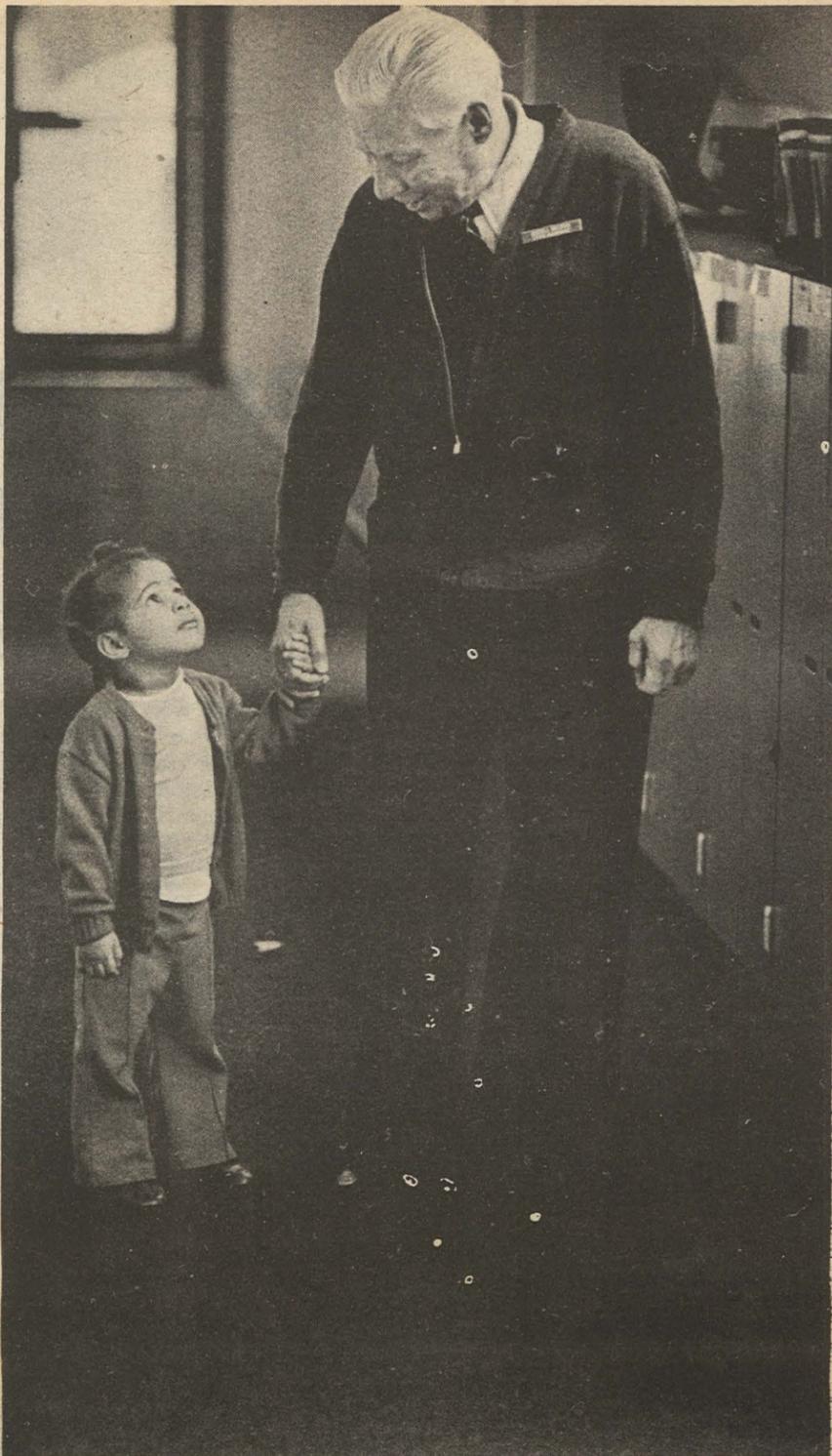
The other documentary, "Today I'll Live," focused on the life of a woman dying of terminal cancer and how she copes with it. The documentary was produced by Laura Aka, Robert Lisowky and Nancy Reid.

It was televised by KTCA-TV in late September, and has been purchased by North Memorial Medical Center for use in its cancer ward.

Magazine class
project:

Accent on aging

Photo by Mike Muller



Above: Foster grandparent Russell Meldrum, 71, provides the extra loving that some kids need. Right: "I don't worry is my art has meaning for other people," says Katie Nash, "because basically I do it for myself."

Design by Georgia Dunn



Photo by Gale Zucker

A client of Friendship Center, a program for seniors, brings her accordion once a week and pumps out waltzes and schottisches for listening and dancing.



Ken Haan, a member of the St. Paul League believes vigorous exercise is important in a nursing home.



Photo by Steven Greene



Photo by Theresa Aubin

Old Timers' Hockey
keeps him out of the



Photo by Steve Zerby

Dr. William Andberg, 67, skis and jogs to stay in shape. He competes in the 34-mile American Birkbeiner cross-country ski-race at Cabel, Wisc., runs ten miles a day in season and has finished the Boston Marathon four times.



Photo by Steve Zerby

Edith Borseth is a violinist with the Senior Citizens' Orchestra. "We never have time to practice, we're always playing," says orchestra leader Gerhard Lee.

Illinois newspaper VP gets 1979 Ralph Casey Award

This year's Ralph D. Casey Minnesota Award was presented to Byron C. Vedder, vice president of planning for the Lindsay-Schaub newspapers of Decatur, Ill. The presentation was made Oct. 15 at the Inland Daily Press Association meeting in Chicago.

The award is presented annually by the School of Journalism and Mass Communication to an editor, publisher or newspaper worker who has contributed greatly to his community and country.

Vedder is the first winner of the newly renamed award to receive a medallion with the likeness of journalism scholar Ralph D. Casey.

Casey, a pioneer in the field of mass communication research, was director of the SJMC from 1930-58. He died in 1977.

Prior to this year the award was simply known as the Minnesota Award.

Byron Vedder's newspaper career spans

nearly fifty years, beginning as business manager of the **Michigan Daily** at the University of Michigan. In 1934, he joined the Lindsay-Schaub newspapers as a business manager for the **Champaign-Urbana (Ill.) Courier**.

Vedder became general manager of the **Courier** in 1946 and was named publisher in 1960. He was promoted to vice president of the Lindsay-Schaub newspaper group in 1964.

Besides his duties with Lindsay-Schaub, Vedder has served the journalism profession as president of the Central States Circulation Managers Association chairman of the Audit Bureau of Circulation Review and Development Committee and board chairman of the Inland Daily Press Association.

Outside of newsroom and boardroom, Vedder has contributed his energy and experience to the President's Committee for Traffic Safety, the Kiwanis Club,

the Boy Scouts of America and other civic organizations. He is also considered one of the nations most sought-after masters of ceremonies.

Previous winners of the award include: Harry J. Grant, **Milwaukee Journal**; Alberto Ganza Paz, **La Prensa** (Buenos Aires, Argentina); Harry E. and Gerald Rasmussen, **Austin (Minn.) Herald**; John Cowles Sr., **Minneapolis Star and Tribune**; Irwin Maier, **Milwaukee Journal and Sentinel**; Vernon M. Vance, **Worthington (Minn.) Globe**; J. Howard Wood, **Chicago Tribune**; John H. Colburn, **Wichita (Kan.) Eagle and Beacon**; James Kerney Jr., **Trenton (N.J.) Times and Times-Advertiser**; Philip D. Adler, **Davenport (Iowa) Times-Democrat**; B. H. Ridder Jr., Ridder newspapers; and Otto Silha, **Minneapolis Star and Tribune**.

Library joins 'U' system

The SJMC journalism library in Murphy Hall officially became a unit of the University library system July 1.

According to Linda Dries, journalism librarian, the consolidation means the University system will assume administrative duties for the library.

"They will be taking over the technical aspects," Dries said, "the binding, the cataloguing, the actual ordering. Those things take a lot of time."

The journalism library's holdings of books and periodicals will remain in Murphy Hall. Dries said that some of the older, outdated volumes might be transferred to Walter Library in the future to make way for new acquisitions.

Because of the journalism library's new status, the titles in its collection are now listed in the University system's card catalogue.

Andrea Hinting, the unit head of Walter Library, said the School of Journalism and Mass Communication retains funding of and control over the library.

Hinting said, "The library will just be plugged into the University's centralized system which is designed to save time and money."

She said this step will lessen many of the journalism librarian's duties so she can spend more time helping students and keeping up with developments in the field.

The University system has also offered some part-time student help to enable the journalism library to expand its hours to include evenings and weekends.

Consolidation of the journalism library into the University system was suggested by Eleanor Blum, a noted expert on communications libraries from the University of Illinois, who visited Murphy Hall in October 1978.

At that time, Blum called the library "inadequate" and noted the librarian was so busy with administrative chores she didn't have time to meet student needs.

Another of Blum's suggestions for improving the library—an electronic security system to prevent thefts is being implemented by the school with funds from SJMC equipment funds.

An alumni fund raising campaign, the Big Idea, is underway to increase the book, audio-visual material and periodical collections, which Blum said were much too small.

Two SJMC grads earn honors

Lynda McDonnell, a 1972 SJMC graduate, has been awarded a Nieman Fellowship to study at Harvard University this year.

To pursue her studies, McDonnell took a leave of absence beginning in September from the business desk of the **Minneapolis Tribune**, where she is a labor reporter.

McDonnell said, "I'm interested in studying a trend among the larger corporations to adopt a more paternalistic attitude toward their workers. I also intend to dabble in many other fields."

She mentioned that the Nieman fellowships are designed to offer the recipients a chance to take a wide range of courses. Besides economics, McDonnell said she planned to take classes in philosophy, history, Chinese, art and music.

The Nieman award, one of the most prestigious in journalism, is awarded to 12 working journalists each year. The recipients may take courses in any part of Harvard University.

The fellowship was initiated in the late 1930s by Mrs. Lucius Nieman in memory of her husband, publisher of the **Milwaukee Journal**.

Prior to joining the **Tribune's** business desk, McDonnell had worked for the **Rochester Post-Bulletin**, the Center for Auto Safety in Washington, D.C., **Dental Survey** magazine, and as a general assignment reporter and feature writer for the **Tribune**.

Her six-part series on unemployment last year won a state AP award and the Amos Tuck award for "increasing economic understanding," which is given by the Dartmouth College School of Busi-

ness.

About her awards, McDonnell said, "It's been a good year for me. Plus my son, Benjamin Patrick McDonnell Brandt, was born this June."

McDonnell is married to Steven Brandt, a 1973 SJMC graduate, who also is a reporter for the **Tribune**.

"We met on my first day at the journalism school and worked on the **Daily** together," she said.

Brandt accompanied McDonnell to Boston where he plans to study at Harvard's John F. Kennedy School of Government.

Also on leave from the **Tribune** is 1969 SJMC graduate Steven Dornfeld, who is at the University of Michigan studying political science under a National Endowment for the Humanities Fellowship.



Lynda McDonnell



Steven Dornfeld

Murphy Reporter

Part of SJMC grant goes to equipment purchase

Some of the money from a recent \$150,000 grant to the SJMC from the Minnesota legislature will be used to purchase needed new equipment for the photojournalism and broadcasting sequences.

About \$30,000 went for the purchase of television equipment and the photojournalism faculty is in the process of ordering equipment for the photo lab with the \$20,000 it was allotted.

The most important priorities for the rest of the grant are being determined by a faculty committee.

According to Irving Fang, head of the SJMC broadcasting sequence, the new equipment will offer students the chance to work with the kind of materials used in commercial television.

Fang said the new equipment purchases include:

- a 3/4-inch cassette tape editing system to replace the school's seven-year-old 1/2-inch black-and-white system;
- two new cameras and decks for field work;

- ten new audio cassette recorders; and
- a character generator, which allows captions to be added to film.

Fang said the new equipment should enable students to produce more sophisticated and better programs.

"In the past," he added, "many of our best student productions were made with borrowed equipment. And that's a real shame for us."

Jim Brown, head of the SJMC photo sequence, said that department's priorities are for new enlargers and multi-media equipment.

Brown noted that the school's current enlargers are so old that parts are no longer available for them.

"In the past," Brown said, "we've had to scrounge equipment from other sources, even to teach classes. This meant a real backlog sometimes developed, particularly when students began their final projects."

Top Right: SJMC student Jeannie Dolezal demonstrates the new editing system purchased by the school. Right: Professor Irving Fang poses for Robert Lisowsky who is using one of the broadcast sequence's new cameras. Below: Professor Jim Brown (far left) and teaching assistant Nils Jensen (far right) watch a sales presentation of new equipment the photo sequence is considering buying.



Photos by John W. Peterson

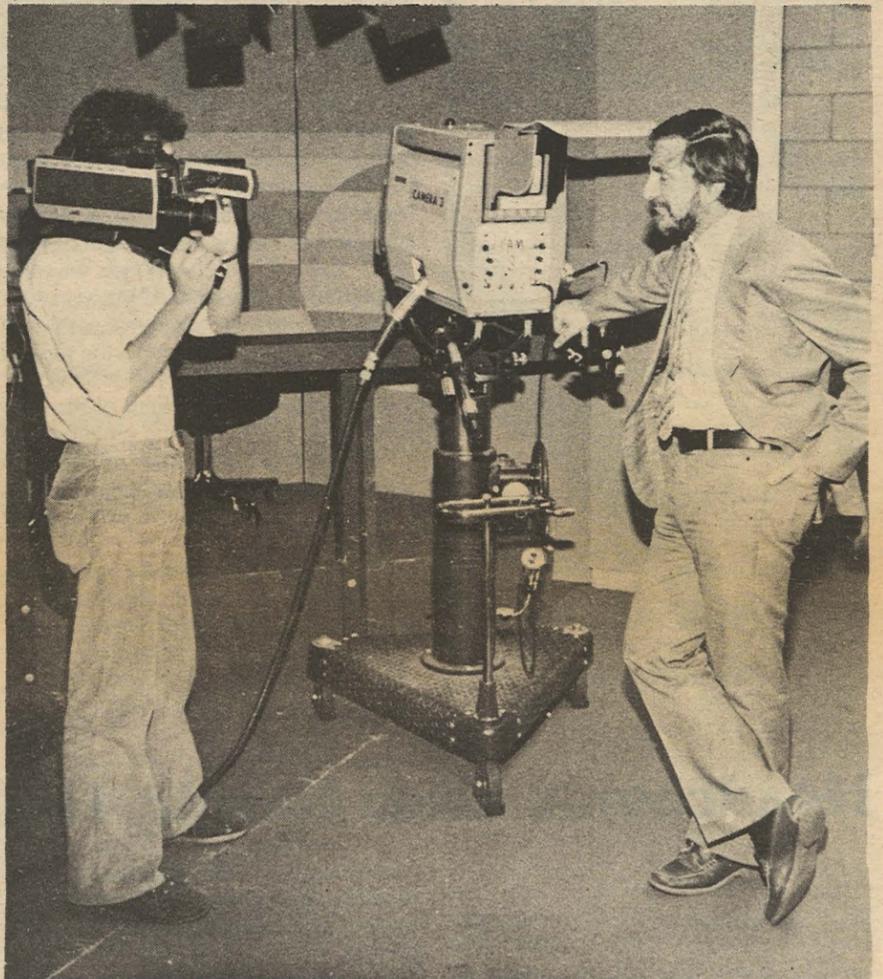




Photo by John W. Peterson

Karen Morgan

SJMC fares well in Houston

Awards, commendations and graduate paper prizes brought credit to the SJMC at the Association of Education in Journalism (AEJ) Convention in Houston Aug. 5-8.

Emeritus professor J. Edward Gerald received the Deutschman Award for scholarly research. Two former students of Gerald's presided at the session—Richard Cole, dean of the School of Journalism at the University of North Carolina, and Paul Peterson, a professor in the School of Journalism at Ohio State University.

AEJ president Mary Gardner, a professor at Michigan State University and SJMC graduate, presented the award.

SJMC professor Harold W. Wilson received an award for leadership, service and support for the AEJ Graphics Division. Included in the honor was the establishment of a Harold Wilson Award to be presented to individuals who offer outstanding contributions to the field of graphics education.

Wilson was the first head of the AEJ Graphics Division, helping organize it in 1966. He has held every office of the organization and has organized workshops and roundtables for nearly every session.

AEJ president Gardner also commended Karen Morgan, AEJ office manager, for her eight years of work for the organi-

zation. Morgan is now adviser and secretary of the SJMC undergraduate office.

SJMC graduate student Richard Kiebowicz presented two research papers and was a discussant for a third. Graduate students Kermit Netteburg and Nancy Roberts received awards for research papers. SJMC faculty members James

Brown, Richard Foushee, Hazel Dicken-Garcia and Harold Wilson also participated in division programs.

In all, 25 SJMC Ph. D.-holders participated by presenting research papers or performing leadership roles in the convention programs.

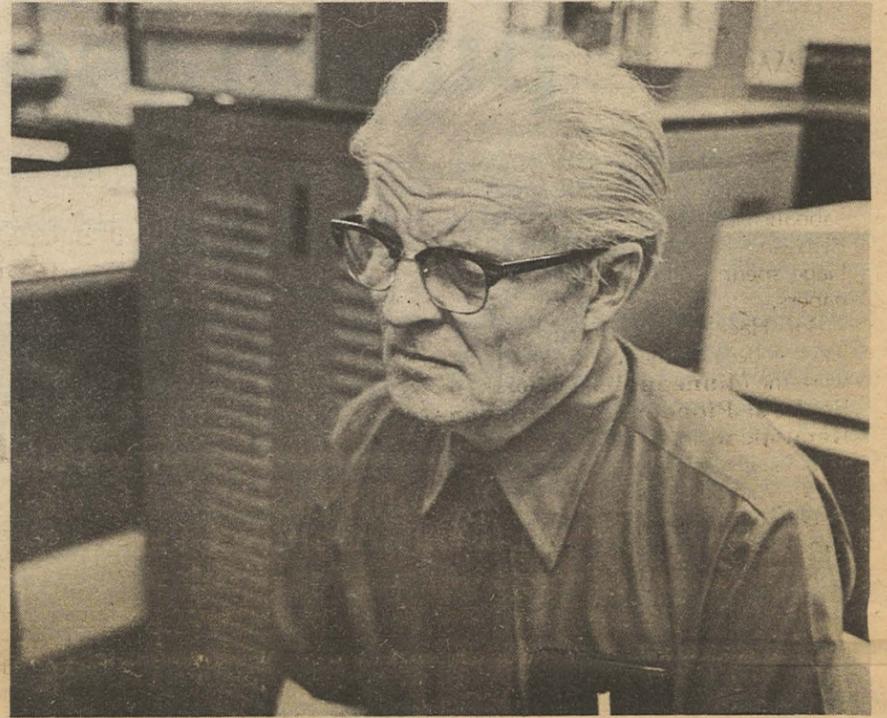


Photo by John W. Peterson

Professor Harold Wilson

Headcounts show Murphy Hall population continues climb

Enrollment of undergraduate majors and pre-majors in the SJMC program remained high going into the fall 1979 quarter.

The "perpetual census" of journalism students as of July 30 showed a total of 995 majors and pre-majors. This is the highest July 30 level since the perpetual census began in 1975.

The perpetual census includes students who graduated during the summer session, however, it does not include students transferring to SJMC for the fall quarter. The census showed 495 active majors in the program, and 570 active pre-majors. About 41 per cent of the active pre-majors were transfer students.

Transferring students down

More than a hundred students enrolled as journalism pre-majors in the SJMC fall quarter on transfers from other colleges and universities.

The number was down slightly from recent years, but transfer students continue to make up a major segment of the SJMC student population.

Minnesota community colleges provide about one-quarter of all transfer students, with Normandale providing the greatest number (nine this fall), followed by Lakewood (White Bear Lake) and North Hennepin.

St. Cloud State University was the major school of origin among state universities for SJMC transfer students; six students transferred from there. Three transferred from Bemidji.

The University of Minnesota, Duluth, and private four-year schools in Minnesota provided 11 and 13 transfer students respectively.

Always the major source of SJMC transfer students, out-of-state schools provided almost exactly one-third of the total transfer students this fall. Forty per cent of those came from schools in the University of Wisconsin university system.

Most of the transfer students enroll in the SJMC as sophomores. About a third bring no journalism course-work on transfer, nearly 50 per cent offer from one to 12

credits of journalism coursework on transfer.

Journalism coursework on transfer is evaluated during the students' orientation session with the Director of Undergraduate Studies to determine whether it has SJMC equivalencies. On the average, about three-quarters of transfer students' coursework is accepted.

SJMC fall enrollment breakdown

Sequence	Pre-majors	Majors	Total	% of Total Majors
News-Editorial . . .	225	175	400	40.2
Advertising . . .	184	163	347	34.9
Photo-journalism . . .	76	49	125	12.6
Broadcasting . . .	81	38	120	12.1
Totals . . .	570	425	995	

Leaves put to diverse uses . . .

Hage writes history of newspapers

While his colleagues, SJMC professors Roy Carter and Ev Dennis, spent their sabbaticals in faraway places like Puerto Rico and Harvard, professor George Hage spent his in St. Paul reading the papers.

But Hage shouldn't be chided for laziness because the newspapers he read were the **Minneapolis Tribune**, the **St. Paul Pioneer** and the **Winona Republican** for the years 1860-1900. This meant thousands of hours bending over a microfilm viewer, as part of the research for a sequel to his 1967 book, **Minnesota Newspapers on the Frontier, 1849-1860**.

About the new book, Hage said, "This is a different kind of history. I didn't want to just make it a bibliography of the papers, their dates and owners. So I am focusing in on those three newspapers."

"In the papers," he continued, "I was looking for reflections of dominant intellectual currents of the area, especially evolutionary thought and social Darwinism. But I didn't find much."

What he found instead were newspapers preoccupied with the details of government and politics. There was very little coverage given to cultural events, religion, or even sports.

"They published long accounts of legislative proceedings in the state capitol and Washington. There wasn't much about city or county government. There was a lot of reporting about railroads and river traffic, and columns and columns of market reports," he said.

The newspapers of the era portray a young state that was shedding its pioneer image and pushing for prominence as an industrial and financial power.

He added that the newspapers had more than a little boosterism. "They saw this place as a garden spot and always talked about the healthful climate. In fact, places like Illinois and Indiana were always referred to as malarial swamps."

Although flocks of Scandinavians were settling in the state by the 1880s, the newspapers still reflected the attitudes of the New England and Ohio Yankees who staked out the original claims in Minnesota. "The Scandinavians were praised for their industriousness," Hage mentioned, "but never their intellectualism."

Hage is still researching the new history, so no publication date has been set.



Photo by John W. Peterson

Three SJMC faculty members, (l. to r.), Roy Carter, George Hage and Ev Dennis, took sabbaticals last year that carried them to farflung places — Massachusetts, Puerto Rico and a microfilm reader here in Minnesota—to study, teach and write.

Dennis' law study at Harvard highlighted by Burger interview

Professor Everette Dennis is back at Murphy Hall after a year that could only be called "busy" at the Harvard Law School.

Dennis was one of four professors from various fields selected to participate in the school's Liberal Arts Scholars in Law program. He was the first researcher from the field of journalism and mass communication ever invited to the program.

The program, Dennis said, "involves a mixture of coursework in the law school, doing one's own research and just utilizing the resources of the school."

The highlight of his year was an interview in July with U.S. Supreme Court Chief Justice Warren Burger. Dennis and Burger talked for two hours one afternoon in Washington, discussing a variety of subjects.

"He was extremely forthright," Dennis said. "I was able to ask a lot of questions about how the Court worked and we also discussed the issues before it."

Besides Burger, Dennis was able to speak extensively with Gilbert Seldes, a noted press critic who wrote the widely-read **Lords of the Press**, and Edward L. Bernays, who is considered the founder of modern public relations.

Through his meeting with Bernays, Dennis was able to arrange a talk by Bernays to SJMC public relations students via a phone hookup Oct. 19.

While at Harvard, Dennis also attended seminars at the Kennedy School of Government and the Danforth Center for the Improvement of Education. In addition, he studied at the school's information policy program and its Nieman fellows program, as well as doing research at the Edward R. Murrow Center for Public Diplomacy at Tufts University.

"I really kept trotting around," Dennis said. "I also stopped in at the **Christian Science Monitor**, the **Boston Globe**, the **Wall Street Journal** and **Newsday**."

Dennis was enthusiastic about Harvard's visiting scholars program. "The law school is a tremendous resource," he added, "and the university has tremendous depth in many areas. If you plan your time you can get so much done."

While in Boston, Dennis said his two primary research interests were studying the Burger Court's record on First Amendment issues and researching the relationship between the legal concept of representation and the First Amendment.

About representation, Dennis said he was examining the legal obligation of the press to be representative of society in the areas of publication content and staffing.

"It's a very controversial area," he

noted, "and is gradually becoming a legal issue. The press has always said it was representative in content and staff, even calling itself the fourth estate, like a part of the government."

"And the press argues that it represents the public. But it wants certain rights the public doesn't have, like going into prisons. If the press gets those rights there are corresponding duties. And those duties are the dangerous spots," Dennis said.

Such issues of press responsibility and duty are among the major legal problems facing the Burger Court, Dennis said. Recently, the Court has ruled on a number of cases involving First Amendment issues.

"There is tendency to think that anything that limits the press is against the press. I don't think that's necessarily so," Dennis said.

In addition to researching media and law, Dennis was able to observe firsthand the teaching methods at the law school, which were made famous by the movie "The Paper Chase."

"It's a rigorous instruction that helps people to think and talk like lawyers," he said. "It doesn't necessarily form scholars or creative thinkers. So I don't think I would want to apply many of those methods to Murphy Hall."

Carter teaches in Puerto Rico, observes island politics

SJMC professor Roy Carter returned to Murphy Hall in June after spending a year on the island of Puerto Rico.

During the summer and fall of 1978, Carter was on leave from SJMC, teaching at the University of Puerto Rico in Rio Piedras, just outside of San Juan. He occupied the Angel Ramos Chair of Public Communication and taught research methods, communications theory, social psychology and precision journalism.

For the winter and spring of 1979, Carter was on sabbatical, teaching part-time at the university and pursuing research on the relationship between Puerto Rican politics and the media.

The Puerto Rican political scene was quite exciting, Carter said, due to a planned 1980 plebiscite to decide whether the island remains an American colony or becomes a state or independent republic.

Of the two major political parties, Carter said, one supports statehood and the other prefers to retain the present commonwealth status. Each of the parties controls one of the two important Spanish-language dailies in the capital city of San Juan.

In addition, San Juan has an English-language Scripps-Howard newspaper which maintains a neutral stance on the question. A prominent left-wing weekly paper is the chief proponent of statehood.

In the broadcast media, the public TV and radio stations are controlled by the ruling party, which favors statehood. The stations claim neutrality on the issue, but statehood opponents claim they are partisan. Most of the Puerto Rico's commercial broadcast stations, Carter said, have stayed away from the issue.

Carter said most of the current public opinion polls show neither statehood, commonwealth status nor independence will receive a clear plurality in the vote.

About the Puerto Rican press, Carter said, "It tends to be more impartial than, say the French press, but it doesn't feel the need to be all things to all people like the press in the U.S."

Murphy REPORTER

December 1979

School of Journalism and Mass Communication

Vol. 2 No. 1



Photo by John W. Peterson

Neighborhood press to meet

The School of Journalism and Mass Communication is hosting Dec. 1 what is believed to be the Midwest's first conference on neighborhood newspapers.

The conference, which is being sponsored by the SJMC in conjunction with the **West Side—West St. Paul Voice** and the Twin Cities' Neighborhood Press Association, will run 9:30 a.m. to 4:30 p.m. at Murphy Hall.

Workshops will be offered in editing, design and writing, as well as more theoretical issues, such as the role of the neighborhood newspaper in journalism and the relationship of community journalism and community activism.

Invited to the conferences will be the staffs of Minneapolis-St. Paul's 35 neighborhood newspapers as well as neighborhood journalists in other cities.

The Twin Cities are generally considered to be leaders in neighborhood journalism. SJMC professor Jean Ward said, "I've been studying them for five years and I know of no city with even half as many as Minneapolis-St. Paul. We have 35-37, and the next largest one that I know of is Boston with 12."

Ward said the neighborhood press came into existence in the late 1960s and early 1970s for a variety of reasons including:

- the new offset printing technology

that made it simpler and cheaper to produce a paper;

- a trend toward political decentralization in urban areas;
- a rise in community activism on the neighborhood level;
- shifting political alliances in urban areas;

• a reaction among many city dwellers against a recent trend where many decisions affecting them are made on the

state or federal levels rather than on the local level; and

- local movements to preserve the environmental, architectural and historical character of city neighborhoods.

Anyone interested in more information on the conference should contact Jim Lenfestey 1925 Girard Ave. S., Minneapolis, Minn. 55403. His phone number is (612) 374-2238.

Correction

Our apologies to Eivind Hoff, head of the SJMC alumni association, whose name we misspelled in the June edition of the **Murphy Alumni Reporter**.

Yes! I would like to receive issues of the "newsnotes" editions of the Murphy Alumni Reporter. Please mail them to the following address (I'll be sure to let you know of any changes):

Name _____ Degree/Yr. _____

Street Address _____

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(Attach a brief note telling us of your recent and present personal or employment activity so that we will have a good representation of alumni items.)

Mail to: Alumni Newsnotes, c/o Jay Walljasper, 111 Murphy Hall, 206 Church St. SE, University of Minnesota, Minneapolis, MN 55455.

Each returned copy of the **Murphy Reporter** costs the SJMC 25 cents in handling plus the additional charge of remailing. If you would like to make a small contribution to the school, please notify us of any change of address. Thanks.

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