

F. Gerald Kline

Robert L. Jones

Kline to be new director

F. Gerald Kline, associate professor in the Department of Journalism at the University of Michigan, will become the new director of SJMC, July 1.

Kline, holder of a Minnesota Ph.D and former director of the school's Research Division, will replace Robert L. Jones, SJMC director for 20 years.

Jones will remain on the faculty and return to full-time teaching.

Kline said he has no plans for drastic changes at the school. His first concerns will be to set up a program to raise money for badly needed new equipment for the school and to get to know faculty, students, and

professional journalists in the state, he said.

Kline traveled to Minneapolis before accepting the directorship to meet with professional journalists and found them "very supportive--it was very gratifying. They were interested in meeting me and very interested in what plans are afoot for the school."

His father-in-law, Franklin Vikan, is owner of Thirteen Towns, a weekly newspaper in Fosston, Minnesota, which Kline has edited twice during summers, the last time in 1973.

Kline earned a Ph.D at Minnesota in 1969 after having received a Ph.B from the University of North Dakota in 1963 and doing pre-doctoral work at Michigan.

He went to Michigan from Minnesota in 1970 to set up the Interdepartmental Doctoral Program in Mass Communication there and has served as the program's director since 1972.

His primary area of interest at Michigan was mass communication research and how it affects the media. He is editor of the Sage Annual Reviews of Communication Research and of Communication Research magazine.

Kline is 41. His wife, Linda, holds a master's degree in psychology from the University of North Dakota at Grand Forks. They have three children.

Faculty: Burning the midnight oil

Despite a tight budget and heavy teaching loads, members of the SJMC faculty continued to be productive last year. A summary of the activities of each of them follows.

Walter Brovald will step down as SJMC's central undergraduate advisor July 1, although he will continue to advise pre-majors and help with processing of applications and registration. He has been central advisor for four years. Diane O'Brien, his assistant for the last two years, will take over the position. Brovald continues to write his regular critiques, "The View From Murphy Hall," distributed with the confidential bulletin of the Minnesota Newspaper Association.

James Brown continues his imaginative attempts to broaden the school's photojournalism offerings on a limited budget.

Last spring Brown took members of one of his classes to photographically document life in Sleepy Eye, a small town in southwestern Minnesota. He showed a presentation of photos from the trip to professional photographers at a National Press Photographers Association short course late last year and has received a loan from the University Foundation to publish a book based on the trip. This year's class recently traveled to Two Harbors, Mn. Brown hopes to establish a permanent publishing fund with proceeds from the book.

Brown also co-authored two research proposals with the University's Laboratory of Physiological Hygiene to begin a long-term community effort to help members of the public recognize and reduce their risk of heart disease.

Roy E. Carter, Jr., will spend the 1978-79 academic year at the University of Puerto Rico, where he will serve as Angel Ramos Visiting Professor of Public Communication. Ramos was a distinguished Puerto Rican journalist who died in 1960. Carter will also continue his work on the writing and analysis of a series of studies conducted in Chile, Costa Rica and El Salvador.

Everette Dennis will be on leave next year as Harvard Law School's first liberal arts fellow in mass communication. Dennis had a banner year last year, publishing three books: **The Media Society**, **Enduring Issues in Mass Communication** (co-edited with Donald Gillmor and Arnold Ismach) and **Justice Hugo Black and the First Amendment** (co-edited with Gillmor and David Grey of California State University-San Jose). He has nearly finished work on another book, **Understanding Mass Communication**, co-authored with sociologist Melvin DeFleur.

Dennis will travel to the Department of Mass Communication at the University of Nigeria in June to serve as external examiner there for the third consecutive year. He will travel in Africa and Europe before returning to Minnesota.

Dennis also was elected to the board of directors of the Minnesota Press Club this year.

Edwin Emery is celebrating the appearance of the fourth edition of his journalism history

book, **The Press and America**, the most popular history text in the field. His son, Michael Emery, a professor at California State University-Northridge and Ph.D '68 Minnesota, was a co-author of this edition. The sixth edition of **Introduction to Mass Communication** will appear in 1979 (co-authored with Warren Agee and Phillip Ault).

Emery continues as director of graduate studies and as advisor to the student chapter of the Society of Professional Journalists.

Irving Fang has spent the last academic year on leave in Taiwan, where he studied Chinese news broadcasting techniques and worked on a third edition of **Television News**. Fang also traveled extensively in Asia and met with journalism professionals and educators there.

His new book, **Those Radio Commentators!**, came out at the end of the year. Lowell Thomas wrote the introduction and Walter Cronkite contributed a laudatory quotation for the jacket.

David Freund finished work last year on his Ph.D from Southern Illinois University. His thesis concerns the relationship of personality to the degree of consistency between a person's values and attitudes.

Freund also coordinates a community-issues-ascertainment project and has done some audience research for Twin Cities radio and television stations.

Donald Gillmor co-edited two books, **Enduring Issues in Mass Communication** and **Justice Hugo Black and the First Amendment** (mentioned earlier), and worked on revisions for the third edition of his textbook in mass communications law, scheduled to come out in 1979. He also published "Freedom to Communicate: An American Perspective" in Harms and Richstad, **Evolving Perspectives on the Right to Communicate**, wrote an article about libel law for the law school newspaper (reprinted in the University of Virginia law school's newspaper), and wrote an article about "Radio, TV and the Camera in the Courtroom" for *KTCA-TV's Scene Magazine*.

Gillmor served as chair of the 12-person search committee seeking a new director for the school and continued to serve on the Minnesota Joint Media Committee, the Minnesota Fair Trial-Free Press Council, the Minnesota State Privacy Commission and on numerous campus committees.

George Hage plans to be on sabbatical leave next year. He will spend most of his time in Minneapolis working on a textbook about reviewing for the mass media in collaboration with William Thorn of Marquette University, and a history of Minnesota newspapers during the 1860-1900 era.

Virginia Harris continued her acting career by performing in several Earplay radio dramas. The plays are aired by many National Public Radio stations and are written by well-known playwrights such as Edward Albee and Tom Stoppard. She continues to record radio and voice-over television commercials.

Harris served as a discussion participant for the American Women in Radio and Television

and was a panelist for an Upper Midwest Direct Marketing Club meeting. She serves on the University Telecommunications Corporation board.

Arnold Ismach, who continues as head of the news-editorial sequence and advisor to the Minnesota Daily, recently began work on a new textbook in reporting. He was co-editor of **Enduring Issues in Mass Communication** (mentioned earlier), and has begun to write a series of occasional columns with Everette Dennis examining local media for The Minneapolis Star's new Saturday magazine.

Robert L. Jones, who steps down as SJMC director this summer, was elected vice-chairman of the Accrediting Committee of the American Council on Education in Journalism and continued to serve on several ACEJ committees.

Jones and Everette Dennis traveled to Northwestern University during alternating weeks of winter quarter to teach a course on Public Opinion Theory and Methods. Jones visited Marquette University's College of Journalism as a member of an external examining review committee, and made several accrediting trips for ACEJ.

Robert Lindsay spent several weeks in South East Asia last summer, lecturing and consulting at universities and training centers in Hong Kong, Malaysia, Thailand and Singapore. He was the author of a chapter in a book, published in French, on public relations and several journal articles on international aspects of communications research and development and presented papers at the annual conference of the International Institute of Communications meeting in Washington, D.C. and a conference on the International News Media and the Developing World held in Cairo, Egypt. He visited journalism training centers in six Mexican cities. He accepted invitations to address communications conferences in Santiago, Chile and La Paz and Santa Cruz, Bolivia, and will spend several weeks in a number of West and East African countries during the summer. He was named Principal Investigator for a U.S. Department of State - University of Minnesota research project concerning mass communication development in the Third World. He spoke before journalism students at St. Cloud State University and the aforementioned countries. He consulted with colleagues at the Edward R. Murrow Center of Public Diplomacy and in Washington with officials of the U.S. Department of State, Agency for International Development and International Communication Agency.

John C. [Cam] Sim will soon be preparing the program, assisted by Eileen Everett, for the last annual convention of the Minnesota High School Press Association at which he will preside before retiring in June, 1979. The convention will be held September 19. Sim represented MHSPA at the National Scholastic Press Association convention at Kansas City last year and at the Association for Education in Journalism Secondary School Division meeting at Ohio State University in January.

Phillip J. Tichenor is involved in a research project on community differences and media use and preferences in Rural Sociology at the University which has received a \$10,000 grant in additional support from the American Newspaper Publishers Association's News Research Center. Tichenor is joined on the research team by George A. Donohue and Clarice N. Olien in Rural Sociology.

The project is a study of citizens' use and preferences for newspapers, television and other sources of information in metropolitan, suburban and rural communities and the consequences of use and preference patterns for knowledge about public affairs. The grant supplements a long-term project in which Tichenor and the others have cooperated for a number of years.

Tichenor also has been elected to the National Council of the American Association of Public Opinion Research.

Because of a shortage of money for production costs, this year's newsletter is shorter than usual and only deals with school activities.



Ralph Casey at a visit to the school, mid-1970s.

Ralph Casey, remembered by generations of journalism students as SJMC director for 28 years, died July 16, 1977 in Seattle. He was 87.

Casey was a nationally-known scholar in public opinion and propaganda and was a pioneer in journalism education. Under his direction, the school developed masters and Ph.D programs and became the first journalism school in the country to establish a research division.

"His associates vividly remember Casey's relentless push of the school and of his colleagues toward top performance, and his Irish humor which made the stiff pace tolerable and memorable," said Robert L. Jones, his successor as director. "He was widely recognized by educators and professionals as a major pioneering figure. He built the base for the

Willard Thompson, who has served as treasurer of the American Academy of Advertising, was recently elected second vice president of the academy. He also serves on the executive board of the Minnesota Chapter of the Public Relations Society of America as ex-officio advisor to the University Chapter of PRSSA.

Thompson continues as head of the Advertising Sequence and as director of the University's Summer Sessions program.

Daniel Wackman continued his research into the ways that children process information from television advertising and their development of consumer skills. He and research assistants in the Research Division, which Wackman heads, have developed several education programs to help children in kindergarten and third grade develop better buying habits. Wackman also chaired the school's budget review committee this year.

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Ralph Casey, director for 28 years, dies at 87

school's present high national ranking." Casey was born in Aspen, Colorado on May 8, 1890, and received bachelor's and master's degrees from the University of Washington in 1913 and 1924, and a Ph.D in political science from the University of Wisconsin in 1929.

Before becoming a professor, he was a reporter for the Seattle Post-Intelligencer and the New York Herald. He taught at the University of Washington and the University of Oregon before coming to Minnesota in 1930. After stepping down from the Minnesota directorship in 1958, he taught at Stanford University and the University of California at Berkeley.

Among his many honors, Casey won both the Sigma Delta Chi and the Kappa Tau Alpha research awards in 1946 for his co-editorship of bibliographies in the field of public opinion

and propaganda with Harold D. Lasswell and Bruce Lannes Smith. In 1951, he was named an honorary member of the American Society of Newspaper Editors, one of only four educators to be honored with membership up to that time.

He edited *Journalism Quarterly* from 1935 to 1945 and was co-editor, with longtime friend Frank Luther Mott, of "Interpretations of Journalism." He was president of the American Association of Schools and Departments of Journalism in 1931 and 1957, and was a founding member of the American Council on Education for Journalism.

Casey was buried at Queen Anne's Cemetery in Seattle. He had no immediate survivors. Memorials may be sent to the Ralph Droz and Lois Osborn Casey Scholarship Fund at the School of Journalism and Mass Communication.

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The award-winning Mr. Seifert (and other success stories)



SJMC students racked up awards in several contests for college newspaper writing and photography last year, many of them for work published in the Minnesota Daily.

Dan Seifert, a Daily photographer, whose photographs are shown here, is one of ten finalists in the Hearst Foundation's photojournalism competition this year. If Seifert wins the national competition, he will receive \$1,500 and a matching grant will go to the school.

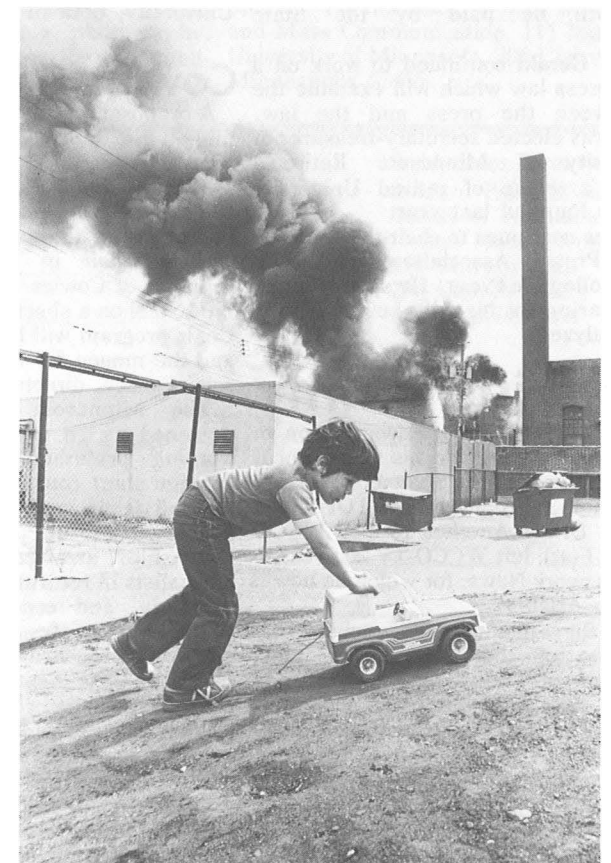
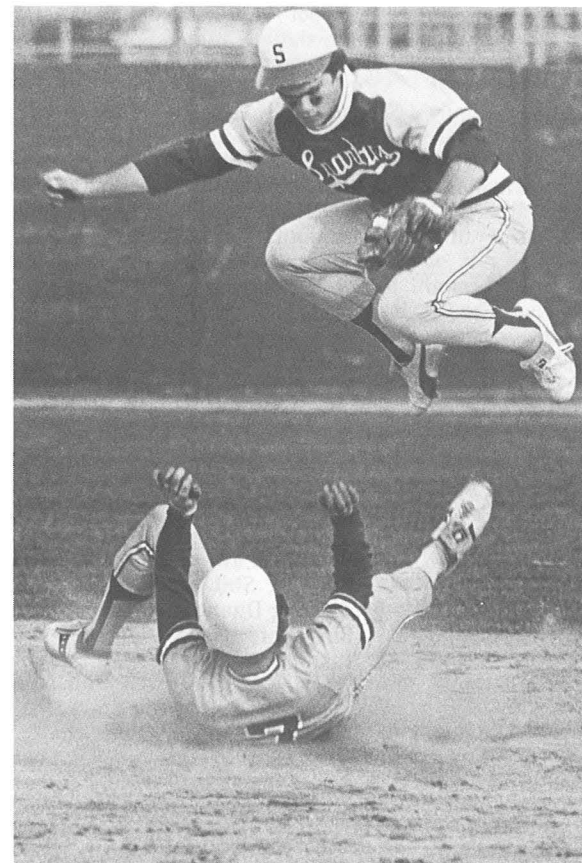
Phil Schermeister, a 1977 photojournalism graduate, was named College Photographer of the Year in a contest sponsored last year by the journalism school at the University of Missouri, the National Press Photographers Association, and Kappa Alpha Mu, the photojournalism honorary society. Schermeister is now a photographer at the Topeka (Kansas) Capital-Journal.

In other Hearst competition, Jeff Thomas, senior in journalism, tied for eighth place in the October competition and Chuck Laszewski, a junior, won an award scroll, for stories that appeared in the Daily. K.J. Peterson, a senior, also won a scroll for spot

news coverage in the March competition last year.

The Daily was named the best college newspaper in Minnesota, Wisconsin, and North Dakota in the Mark of Excellence awards competition of the Society of Professional Journalists this year. Steve Voeller, senior, won first for news photography and second for feature photography; Thane Peterson, graduate student, and Jim McAvoy, senior, took first and second in depth reporting; and graduate student Sue Barker won the magazine writing contest.

The Daily also won the Sweepstakes Award and six of eight photography awards in the Minnesota Newspaper Association's College Better Newspaper Writing contest this year. Larry Falk, extension student, took first in sports news and personality and portrait and second in spot news photography; Steve Voeller took first in spot news; April Saul, graduate student, won first in feature and tied for second in personality and portrait photography; and Phil Hernandez, senior, tied for second in personality and portrait photography. The Daily also won first place for typography and design.



Retired profs, a foot in the door

When journalism professors leave their field for retirement, it's a wonder most of them don't trip on the way out because most of them leave with one foot still firmly planted in the door.

SJMC professors emeriti provide a case study of the phenomena.

When **Mitchell Charnley** retired last year at 79 from his half-time position as special consultant to the dean of the College of Liberal Arts, it was his fourth retirement from the University. He had already retired twice as a journalism professor and once as acting associate director of University Relations.

Despite his fourth retirement, however, Charnley returned to the University this spring to teach a course in magazine writing and continued to work with his son Blair on the fourth edition of **Reporting** which remains one of the most widely used textbooks in its field. Charnley is planning to take a vacation from his retirement later this year when he will travel to Europe with his wife Jean.

Raymond Nixon also can't seem to retire and is planning to do a little globe-trotting. He is one of five journalism educators chosen to attend meetings of the International Association for Mass Communication Research in Warsaw late this summer. One day of the meetings will be dedicated to Nixon, who was IAMCR's first president. After the meetings in Warsaw, Nixon will travel to Moscow for a series of meetings between American and Russian educators and professionals. His expenses will be paid by the State Department.

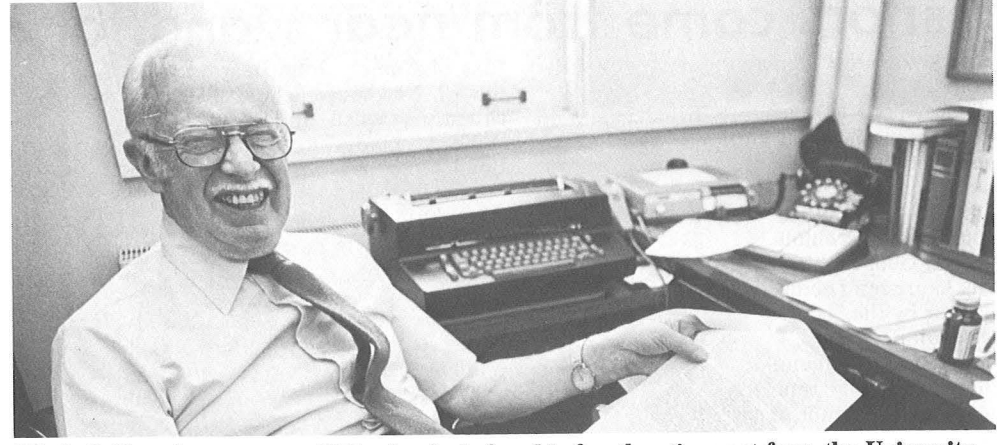
J. Edward Gerald continued to work on a book about press law which will examine the conflict between the press and the law. Gerald also was elected secretary-treasurer of the University of Minnesota Retiree's Association, a group of retired University professionals founded last year.

Fred Kildow continues to chair the National Scholastic Press Association and the Associated Collegiate Press. He spends much of his time caring for his wife Lucille who is partially paralyzed.

Grad wins emmy

Former WCCO scholar Les Edwards won an Emmy award last year for his news documentary, "The Last of the Scottsboro Boys." Edwards is now a producer at WTOP-TV in Washington, D.C. Another former WCCO Scholar, Sam Ford, left WCCO-TV last year to go to CBS Network News, for which he now is a reporter in Atlanta.

Funding for the WCCO scholarship program, one of the largest and most successful aid programs for minorities in broadcasting, has been guaranteed support for the 1978-79 academic year by the company that owns the WCCO radio and TV stations. The new commitment will support two students already in the program and provide support for five new students. The program is administered by Everette Dennis.



April Saul--Minnesota Daily

Mitchell Charnley, summer 1977, shortly before his fourth retirement from the University.

News Notes

Photo Prof

Richard Foushee, an assistant professor at the University of Denver, will join the SJMC faculty in the fall as an assistant professor of photojournalism. He will fill a position left open by the retirement of R. Smith Schuneman, who is now in private business ventures.

Foushee taught at several colleges before going to the University of Denver in 1975 and has worked as a freelance photographer for the last five years in addition to teaching. His documentary film about reconstruction of a fort as an historic site on the Santa Fe Trail, won first place in the National Trust for Historic Preservation's national film and video competition.

Foushee holds an M.A. from the University of Sussex, England, and Ph.D from St. Louis University, both in American Studies.

Cowles Gift

A proposal for use of the Cowles family's \$2 million gift to SJMC was announced late last year.

The proposal calls for the establishment of a Minnesota Journalism Center at SJMC, the institution of the John and Elizabeth Bates Cowles Chair in Journalism, and for a program of Cowles Fellows to be brought to the school on a short-term basis. The Cowles Chair program will be delayed for two years, and the money for it will be used to pay the school's new director.

The Minnesota Journalism Center is designed as an outreach program to serve working professionals. The center will arrange short courses and workshops, assist journalists in using the University's resources, set up and supervise student internships, arrange faculty internships, aid journalists in returning to campus for periods of study, and conduct studies of current problems in professional journalism.

The Cowles Chair will extend teaching of media management and economics at the school. It will be occupied by a distinguished professional or educator in management, economics, publishing, media technology, or a related field.

The Cowles Fellows program will bring specialists in various fields of communication to the school for short periods of time.

SDX Lecture

Norman Isaacs, chairman of the National News Council and nationally known as an editor at Louisville and St. Louis, delivered the Sigma Delta Chi Foundation lecture at Murphy Hall, April 20. SDX awards only three lectureships each year to college chapters.

Building & Equipment

Building and equipment logjams were broken this year with announcements by the College of Liberal Arts that it had approved a joint SJMC - Minnesota Daily proposal for a Daily move to Ford Hall and a complex equipment-sharing arrangement between the school and the newspaper; a \$150,000 legislative request for school equipment, representing a very large percentage of the college's total 1979-80 biennial equipment request; and a reasonable allocation to the school of equipment depreciation funds.

SJMC will continue to seek equipment and building resources from diverse sources for its continuous needs. Alumni could greatly assist by notifying the school when "slightly used" equipment might be available on a gift or loan basis.

Ph.Ds

Eight Ph.D degrees in Mass Communication have been awarded since the report made in the 1977 Alumni Newsletter, raising the total to 80. Seven other students have passed preliminary examinations. Names of advisors are in parentheses and current teaching locations are given.

Ph.D.s awarded: Hiley H. Ward (Emery) Temple; Shih-min Chen (Carter), Chen Taiwan; Duane M. Ebnet (Lindsay), Nar. Singapore; Isaac Obeng-Quaidoo (Carter) Institute, Ghana; Carol Lee Hilewick (Carter), Ohio; Kent R. Middleton (Gillmor), Texas; Fred K. Paine (Lindsay), Drake; John S. Nichols (Lindsay), Penn State.

Passed Ph.D prelims since last report: Peter J. Donaghue (Gillmor), Kisun Hong (Wackman), Sang-Chul Lee (Emery), Kenneth Leung (Carter), Yiu Chi Ngai (Emery), Jacob Shamir (Wackman), Sara Shemer (Wackman).

Visitors came from near... and far

Visitors to SJMC since the last newsletter include:

Colin Seymour-Ure, leading British communication researcher and author of **The Political Impact of the Media**.

Frank Wright, managing editor of the Minneapolis Tribune.

Thomas Abercrombie, a photo editor at National Geographic magazine, delivered the Neils Lauritzen Lecture awarded to the school last year by the National Press Photographers Association.

Bernie Shellum, member of the Minneapolis Tribune's special reporting team.

Sao Kao Hpa, editor of the Working People's Daily, Rangoon, Burma.

Henry Shapiro, former UPI Moscow bureau chief.

David Nimmer, managing editor, The Minneapolis Star.

Steve Johnson, The Minneapolis Star's police reporter.

Max McCombs, John Bear Snow professor at the S.I. Newhouse School of Public Communication, Syracuse University.

Wilfred Lindgren, president and David Bennett, director of marketing, Miller Publishing Co., Minneapolis.

John Finnegan, executive editor, St. Paul Dispatch and Pioneer Press.

William Kobin, general manager, KTCA-TV, Minneapolis.

Kris McGrath, director of marketing research, Minneapolis Star and Tribune Co.

William Dean, state representative.

Jan Falstad, reporter at KSJN, Minneapolis.

Steve Dornfeld, political reporter, Minneapolis Tribune.

Robert Franklin, city editor, Minneapolis Tribune.

Alan Neuharth, president, the Gannett Company.

Rudy Boschwitz, candidate for the U.S. Senate.

Dan Wascoe, reporter, Minneapolis Tribune.

Staff

Writer and Editor:
Thane Peterson
Production:
Dennis Hanna
Birgit Wassmuth
Janet Rimmel

Schuneman retires

R. Smith Schuneman, instructor and professor in photojournalism since 1960, retired in 1977. During his years at SJMC, Schuneman enlarged and strengthened the photojournalism program until it was made a full sequence, which he headed. The sequence was accredited in 1976.

Schuneman also founded a visual communication symposium held in Minneapolis each fall which has a world-wide attendance. He will follow private business interests as owner of Media Loft, a visual communication firm in Minneapolis.

Students publish book, magazine

Journalism classes produce two publications each year--a book of photographs by students (which will come out for the first time this summer) and a magazine devoted to a different theme each year.

Last year, students in James Brown's documentary photography class traveled to Sleepy Eye, a small southwestern Minnesota town, to document life there with photographs. The students took more than 9,000 photos during the two-and-a-half days they were there.

Brown recently received a loan from the University Foundation to publish a book based on the trip which will be available this summer for \$5. This year his class traveled to Two

Harbors, Minnesota and proceeds from the Sleepy Eye book will be used for a book based on the Two Harbors trip.

Students in magazine production, a class in which students write, edit, design and produce one issue of a magazine for sale on newsstands, have begun work on the fourth magazine put out by the class. This year's magazine will deal with the meaning of the Mississippi River to Minnesota.

The class is jointly taught by George Hage, Harold Wilson and James Brown. Students specialize in graphics, writing, photography, business or art. Seed money for the publication is provided by a fund set up by friends

of Milton Kaplan, the late president of the King Features Syndicate, who graduated from SJMC in 1943.

Previous issues of the magazine dealt with Closing the Circle; The Indian in Minneapolis, a New Era (1975), Crafts in Minnesota (1976), and The Discerning Eye: Innovators in Minnesota (1977).

Student publications may be purchased by filling out the coupon included here, and sending it with a check or money order to: Student Publications, School of Journalism and Mass Communication, 111 Murphy Hall, University of Minnesota, 206 Church St. S.E., Minneapolis 55455.

Student Publication Order Form

Name _____
Address _____
City _____ State _____ Zip _____

Send order form to:
Student Publications
School of Journalism
and Mass Communications
111 Murphy Hall
206 Church Street SE
Minneapolis, MN 55455

Magazines	Price	Number of Copies	Total Price
1978 Minnesota's Mississippi [in press]	\$1.50	_____	_____
1977 The Discerning Eye Innovators in Minnesota	\$1.50	_____	_____
1976 Crafts in Minnesota	\$1.50	_____	_____
1975 Closing the Circle The Indian in Minneapolis, a New Era	\$1.00	_____	_____
Documentary Photography Book Sleep Eye, Minnesota (pre-publication offer, to be published during summer, 1978)	\$5.00	_____	_____
		Postage & Handling	\$.75
Total:			\$ _____

Please make checks payable to University of Minnesota - SJMC.
All proceeds go to a revolving fund for future student publications.

One of the photos taken for the Sleepy Eye book, a book of photographs taken by students to document life in Sleepy Eye MN. See Page 7 for story and order form.

Mike Epple



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