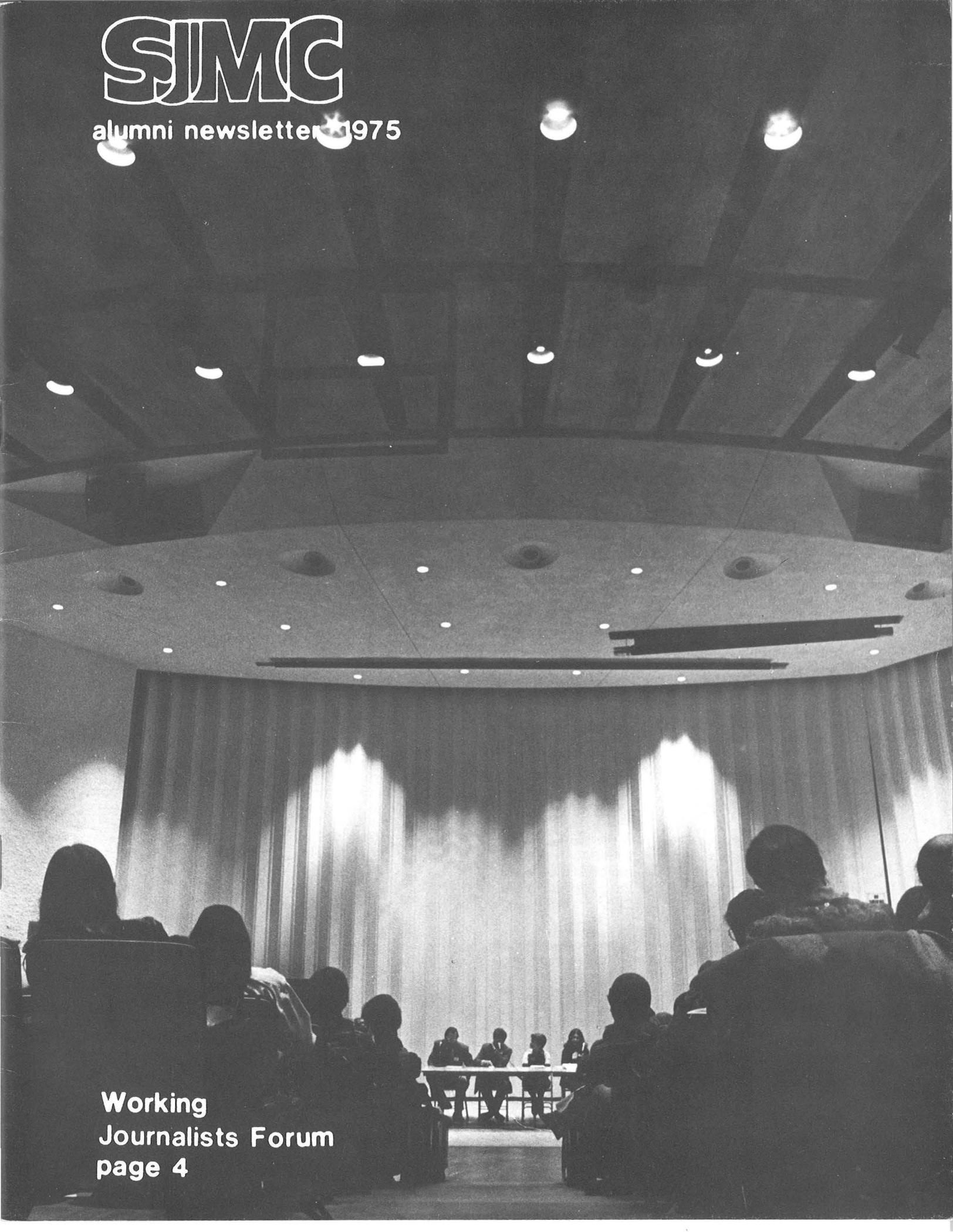


SIMC

alumni newsletter 1975



**Working
Journalists Forum
page 4**

School ties for No. 1 rating in follow-up survey

Winter was brightened for the School of Journalism and Mass Communication staff, and Director Robert L. Jones' office fielded congratulations from all parts of the country, as word spread Minnesota was "Number One" in professional journalism education.

Specifically, here is what happened.

The national educational journal, *Change*, commissioned the Comparative Organization Research Program at Columbia University to make a second survey on the status of the nation's professional schools. A 1973 survey had aroused some criticism (in that survey Minnesota had ranked third among J-schools).

Standard for measuring professional quality was to ask representative groups of deans and directors of professional schools in the 17 academic areas studied to each name the five highest quality professional schools in the area (excluding their own).

In journalism, 30 deans and directors were polled and 23 responded, making 22 the highest number of selections possible for an individual school. The results were: 1. University of Minnesota and the Pulitzer School at Columbia University (14 each); 3. Medill School, Northwestern (13); 4. Missouri (12); 5. Wisconsin and Illinois (11 each); 7. Nebraska (5); 8. Michigan and Stanford (3 each).

Broadcasters meet in Rarig Center

The first joint seminar for the Radio and Television News Directors Association and the Northwest Broadcast News Association, was held here January 31 and February 1 in cooperation with the University of Minnesota School of Journalism and Mass Communication.

About 90 broadcasters from the Midwest area, along with students and faculty of the School of Journalism participated in the seminars and dining functions.

ABC's Herbert Kaplow addressed over 150 people at the annual banquet; RTNDA president, Tom Frawley, spoke before a lunch at the faculty club.

Seminars included: Open meeting laws; Radio/T.V. election coverage; newsroom expansion; legal questions in broadcasting; consultants; other sources for news.

Analysis of the rankings indicates that two "images" prevailed in the voting. One, of the schools historically focusing heavily on professional news training including the M.A. level (Columbia, Northwestern, Missouri). The other, of the schools maintaining topflight professional training of undergraduates across a wide spectrum of mass communication areas and also recognized as leading graduate research and teaching centers (Minnesota, Wisconsin, Illinois).

Dr. Jones said that Minnesota's faculty and students were especially gratified to come out at the top of the list.

Also cheered were heads of professional sequences: George Hage, news-editorial; Willard Thompson, advertising; Irving Fang, broadcast news; R. Smith Schuneman, photojournalism.

In the other 16 areas, Minnesota professional schools which won top 10 rankings were Forestry, 4th; Pharmacy, 5th; Dentistry, 7th; Public Health, 7th; Veterinary Medicine, 8th; Education, 9th; Architecture, 10th. Unranked were University schools in law, medicine, nursing, music, library science, social work, engineering and business.

The article appeared in the winter 1974-75 issue of *Change*.

Student advising put on centralized system

When it reached the point last year that nearly 900 College of Liberal Arts undergraduates had declared journalism as their major, the SJMC finally put into effect a long-talked-of Central Advisory system. Prof. Walter Brovald has been detached from some of his teaching duties to set up the system and operate it for the first two years.

The new system was set up at the same time that the College of Liberal Arts discontinued the terms "lower division" for freshmen and sophomores and "upper division" for juniors and seniors omores and "upper division" for juniors and seniors. Therefore SJMC installed a classification of "pre-journalism major" for students until they complete specified prerequisites.

Brovald, as Central Advisor, maintains grade and course records for pre-journalism majors and counsels with them regularly as they move through the prerequisites. He also handles a pre-registration system to assign places in limited-enrollment skills courses as equitably as possible, taking the needs of advanced transfer students and seniors into consideration.

And, after that, in his spare time . . .

The whirlwind named Dennis which struck Minnesota in 1972 has reaped one Ph.D. in mass communication, an assistant professorship, one book with two others on the way, and a welter of student-related and faculty activities which have made Everette E. Dennis a household name in Murphy Hall.

Dennis started out as a printer's devil on an Oregon weekly during high school, worked summers for three Oregon dailies and was editor of the University of Oregon student daily while winning his B.S. in journalism in 1964.

He then won an M.A. in mass communication at Syracuse in 1966, became director of public information for the Illinois state department of public health 1966-68, and an assistant professor of journalism at Kansas State University 1968-72 (with a two-quarter leave to teach at alma mater Oregon).

Named a half-time instructor in 1972 at Minnesota as a Ph.D. candidate, Dennis specialized in the law and social institutions field, with supporting work in mass media history. He completed his course and dissertation requirements in two years, and was named assistant professor in fall 1974. He is teaching seminars in mass media and society, classes in reporting of public affairs, lecturing in journalism history, and handling the honors seminar.



Known for his 1971 edited book on the New Journalism from Oregon seminars, "The Magic Writing Machine," Dennis co-authored "Other Voices: The New Journalism in America" in 1974 with Stanford professor W.L. Rivers. He is one of four Minnesota faculty co-authors of a reporting of public affairs text scheduled for fall 1975 publication, and is completing publication plans for a history of American political cartooning -- a Dennis research specialty.

Add four chapters in books, and about 20 articles published or pending, and you have the Dennis record. He is also known in the school as its leading bon vivant bachelor with wide knowledge of the city's cultural and night life.

N. Y. Timesman speaker for Alumni dinner

Harry Schwartz, a member of the editorial board of the New York Times since 1951, will speak at the sixth annual dinner meeting of the School of Journalism and Mass Communication Alumni Association Tuesday, May 13.

Schwartz, an economist, educator and author, will consider United States foreign policy in light of recent events in Vietnam, Cambodia and the Middle East.

The meeting will be held at the Town and Country Club, 2279 Marshall Avenue, St. Paul. A social hour will begin at 6 p.m., followed by dinner at 7 p.m. Admission is \$8 per person.

Also on the agenda for the meeting are the nomination and election of alumni officers for the coming year.

Schwartz, a native of New York City, received a B.A., M.A. and Ph.D. from Columbia University. He has written numerous books, including "The Red Phoenix: Russia Since World War II," "Eastern Europe in the Soviet Shadow" and "Mandarins and Commissars: A History of Chinese-Russian Relations."





Salisbury keynoter at 2nd journalists' forum

Faculty and students of the SJMC were actively involved in the Second Midwest Working Journalists Forum, held April 12 on the campus.

The forum, jointly sponsored by the Twin Cities Journalism Review and the SJMC, featured Harrison Salisbury as keynote speaker. Other out-of-town speakers included Tom Gish, controversial publisher of the Witesburg, Kentucky, Mountain Eagle, which was fire-bombed earlier this year; and Tom Hall, publisher of the Rainy Lake Chronicle in Rainier. Hall was formerly with Time and NBC News.

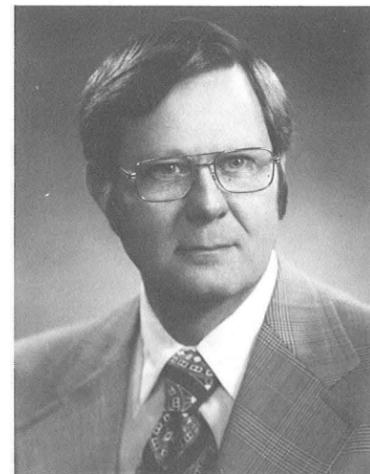
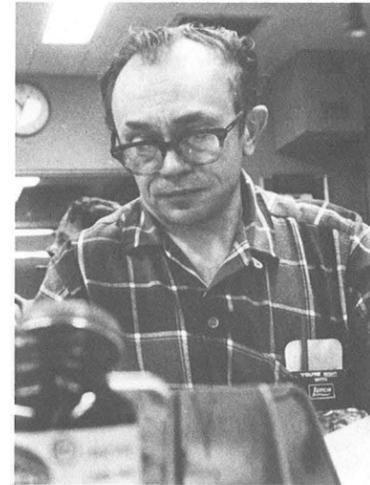
Members of the faculty involved in the program were Steve Hartgen, general chairman and president of the Review; Everette Dennis, Review board member; George S. Hage who chaired a panel and Robert L. Jones.

Focusing on "Journalism: The State of the Art," the forum probed media coverage of the media, community news, the legal process and the arts. The legal process panel featured an adversarial proceeding in which attorneys argued the case against the press while other attorneys responded with a defense. Justice C. Donald Peterson of the State Supreme Court offered a summation.

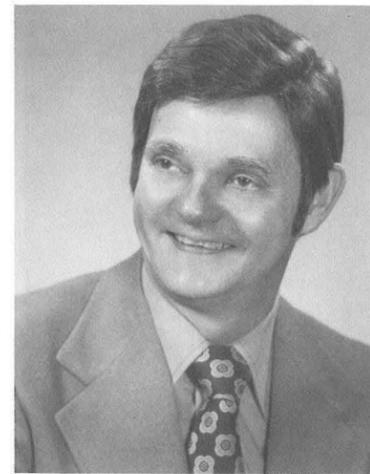
Nearly 400 journalists, students and interested citizens attended the sessions.



CHARLES SWENINGSEN '47



RAY FOLEY '48



PAUL A. ANDERSON '49

Alumni News

1934 James P. EMERSON, 61, former agriculture official for the Federal Agency for International Development, died on Jan. 8, 1975. Jack SMITH, formerly director of public relations for Northwestern University, Evanston, Ill., writes a twice-weekly column for senior citizens for National Newspaper Syndicate.

1937 Winifred MURPHY Feyder died in August. Her two children, Joseph and Susan, are recent graduates of the University of Minnesota School of Journalism and Mass Communication. Theodore SCHUSTER died on Dec. 13, 1973, from pneumonia. He was associate director of Employment Service for the Employment Security Commission of New Mexico.

1939 Joseph TONER is USAID (U. S. Agency for International Development) director in Dacca, Bangladesh.

1940 Bob EDDY, (M.A. 1948), editor and publisher of the Hartford Courant, retired last November from that position, remains active in civic and educational work.

1941 Thomas HEGGEN was one of the subjects of a recent book, "Tom and Ross: Two American Tragedies," by John Leggett. Ferne NOREEN, since 1962 advertising promotion supervisor of the Minneapolis Star and Tribune promotion department, joined the research planning department of the newspapers on a temporary assignment. Lois HARMON Prentice and her husband, Henry, who now live in Italy, will be spending the summer traveling in the United States.

1942 Jack SCUDDER is director of public relations (research) for Scripps League of Newspapers, Nampa, Idaho.

1943 Betty ALEXANDER is a reporter for the East Central Minnesota Post-Review, Rush City. She formerly wrote for the St. Petersburg (Fla.) Times. Faith FOSTER Christianson Medlin is author of "A Gourmet's Book of Beasts" published in April by Paul S. Eriksson, Inc., New York. Her first book was "Centuries of Owls in Art and the Written Word." She lives in Houston, Tex. Courtland PETERSON, advertising director of Gannett Newspapers' Rochester Democrat & Chronicle and Times-Union, died on Sept 1 at the age of 53 of pneumonia complicating acute leukemia. Russell ROTH (ex) is news editor of Modern Medicine, Minneapolis, and was one of the authors of an article entitled "The War Between the Veterans Administration and the Vietnam Veterans" for which the magazine received the 21st annual Jesse H. Neal Editorial Achievement Award.

1946 Paul J. CUNNINGHAM is Reporter at Large for NBC's Today Show and produces specials. Remarried, he has two young children, 3 and 1. Geri Makiesky HOFFNER Joseph was elected to the board of directors of George A. Hormel & Co., Austin meat packing and processing firm. She has been a contributing editor of the Minneapolis Tribune since 1972.

1947 Herm SITTARD has been named midwest regional chairman of the government section of the Public Relations Society of America. He was also appointed to the executive committee of the Government Section, PRSA. Charles SWENINGSEN continues as news editor of the Chicago Sun-Times, not the Chicago Daily News as we reported last year.

1948 Ray FOLEY (U.C.) was named president of Colle & McVoy



GORDON R. PETERSON '49



GENE LAVAQUE '50



DONNIE CARR '51

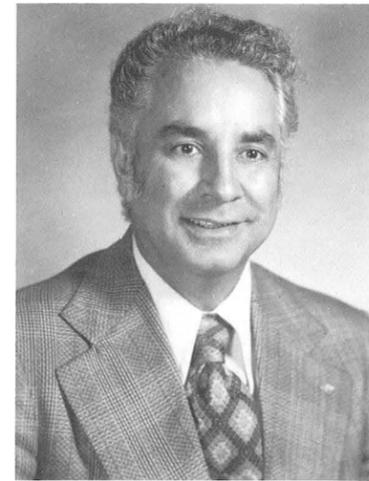
Advertising, Minneapolis. He was formerly executive vice president of the firm. Jess LAIR (M.A. 1964) has written another book, "I Ain't Much Baby but I'm All I've Got", and is working on a third one while on leave from the faculty of Montana State University, Bozeman. His first book, "Hey, God, What Should I Do Now?" is about his experiences and the philosophy he developed following a heart attack at the age of 35. Russell MILLER is on the advertising staff of 3M Co., St. Paul. He formerly worked in the advertising department of Brown & Bigelow, St. Paul.

1949 Paul A. ANDERSON was named vice president and group publishing director in Miller Publishing Company's merchandising publication area. He has been with the Minneapolis firm since 1956. William CHARNLEY (ex) is information director of the Florida Education Association, West Palm Beach. Kathleen DORNON died in March, 1973. Henry W. Kelly, editor and publisher of the Walsh County Press, Park River, N. D., was honored as author of the "best weekly column" in the state at the 88th annual convention of the North Dakota Press Association. The column, entitled "Kelly's Corner" has appeared regularly since 1956. Richard KOBAK died in May, 1974. Gordon R. PETERSON has been named marketing services manager for 3M Company's Industrial Mineral Products division. He joined 3M in 1965 as an advertising coordinator in the visual products division. Todd THOMAS, senior vice president and general manager of the St. Paul office of D'Arcy-MacManus & Masius, Inc., has been elected vice-chairman of the Twin City Council of the American Association of Advertising Agencies.

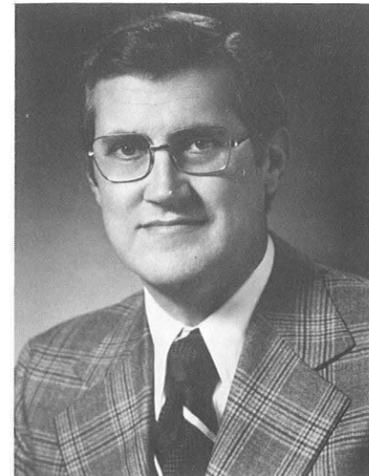
1950 Thomas DEKKO, general director of retail services for Super Valu Store, Inc., Hopkins, was appointed to an additional position, general director of sales. Martha DOAN Hogshead died in 1973. Virginia HUCK is a public information officer for the State Department of Education. She is also writing a history of Ellerbe Architects/Planners on a free-lance basis. Jim KLOBUCHAR of the Minneapolis Star was first place winner for sports feature in the 1974 Newspaper Guild Page One awards. Gene LAVAQUE was named executive vice-president, client service, at Stevenson & Associates, Inc., Minneapolis. This year he was elected to the Board of Directors of the National Advertising Agency Network (NAAN), an affiliation of 42 advertising agencies in 50 major U. S. and Canadian markets.

James MCGOVERN has joined Dorsch, Risdall & Associates, Inc., St. Paul, as account supervisor and copywriter. He was formerly with West Publishing Co., St. Paul. Richard ROBERTSON (M.A. 1954) has been appointed director of public affairs for Sperry Rand Corp., where he will be responsible for worldwide corporate communications activity in the areas of investor, community, and employee communications and corporate identity. He will be based at the firm's executive offices in New York. He was formerly director of communications for the Sperry Remington Office Systems and Machines division in suburban Philadelphia, Pa. Donald C. WRIGHT was promoted to director of communications for Reserve Mining Co., Silver Bay.

1951 Donnie CRONIN Carr, reporter-photographer for the Dakota County Tribune, Farmington, is listed in the 1975-76 edition of "Who's Who of American Women." She is president of Minnesota Press Women. Roy ERICKSON, vice president public relations of Northwest Airlines, Inc., was elected a director of the Minnesota Federal Savings and Loan Association. Reynold MALMER, director of the American Optometric Association's Public Information Division, received the Public Relations Society of America's Silver Anvil Award for the association with the most outstanding public relations program during 1973 in the special events and observances category. Jo Anne SMITH (M.A. 1957), associate professor of journalism, University of Florida, was chosen Teacher of the Year for the second time in a row. Joyce COUNTRYMAN Sprain is the owner of Sprain Associates advertising and public relations agency, Seattle, following the death of her



EDWARD GONZALES '52



EIVIND HOFF '53



ROBERT MOLITER '55

husband in an auto accident in 1973. During 1973-74 she was president of the Seattle Professional Chapter, women in Communications.

1952 Edward GONZALES, president of Master Publications, Inc., and editor and publisher of Northern Hardware Marketing, Minneapolis, is included in the 13th edition of "Who's Who in the Midwest" which recently was published. Ralph H. JOHNSON (M.A. 1956), teaches journalism at the Southern Illinois University, Carbondale. Burt NELSON is chief of the copy desk of the Buffalo Courier-Express and editor-publisher of Buffalo Volksfreund, a weekly German-language newspaper. The Nelsons have three children. Patrick STAFFORD was appointed director of public relations at Burlington Northern Railway, St. Paul. Since 1970 he had been assistant director, public relations.

1953 Arne HED (ex) is president of Creative Communications, Chaska. Eivind HOFF was re-elected president of the Minnesota Chapter Public Relations Society of America (PRSA). He is executive director of the Minnesota Medical Foundation. Marvin WEINER, St. Paul Pioneer Press copy desk, was first place winner for news headlines in the 1974 Newspaper Guild Page One awards.

1954 Donald AFFOLTER was promoted to regional editor of the La Crosse Tribune. Dwayne NETLAND, a sports writer for the Minneapolis Tribune for 18 years, left to join the writing staff of Golf Digest magazine, published in Norwalk, Conn. In the 1974 Newspaper Guild Page One awards he was first place winner for sports series and received second place for sports news. Marcia KOTH Paredes (M.A. 1957) is executive director of the Fulbright Commission office in Peru.

1955 Gordon P. MACDOWELL was appointed vice president - sales and marketing of the Northland Hockey Stick Division of Larson Industries, Inc., Edina. Robert MOLITER was appointed manager, Dental Systems Operation, at General Electric Company's Medical Systems Division, Milwaukee, Wis. He is responsible for all engineering, manufacturing, marketing and sales activities for dental products. He was formerly manager of Market Operations with the Medical Systems Division of GE.

1956 Roger DUNNETTE was named communications specialist at Land O' Lakes, Inc., Minneapolis. Since 1971 he has been with the company's agricultural services branch.

Jim LOVDAHL, Colle & McVoy Advertising copywriter, was writer of an Olaf-winning ad under the consumer campaign category in the 1974 awards of the Minnesota Advertising Club. David MILLS has joined Chuck Ruhr Associates, Inc., Minneapolis, as an account executive. He had been an account manager at Midland Associates for six years. Richard PLAISANCE, vice president and general manager of Mono-Trade-Mono-Lith Cos., Minneapolis, was elected first vice president of the International Typographic Composition Association.

Peter VANDERPOEL was one of a team of three reporters for the Minneapolis Tribune who won first place in the investigative story category in the 1974 Newspaper Guild Page One awards. (Robert) Blaine WHIPPLE was elected to the Oregon State Senate last November. He is in his second term as Oregon's Democratic National Committeeman and his third term on the Washington County School Board and was chairman of the Oregon delegation to the 1972 Democratic National Convention in Miami Beach. He is president of a real estate brokerage and building firm in Portland, Whipple Development Corp. He and his wife have two sons and a daughter.

1957 Frank ANTON, formerly manager, advertising and sales pro-

motion for Northwestern National Life Insurance Co. (NWNL), Minneapolis, was recently named director, advertising and sales promotion for the company. Richard AUNE is national sales manager for WCCO-TV, Minneapolis. He was formerly a media buying supervisor for Campbell-Mithun, Inc., Minneapolis. Stephen FRANZMEIER has his own public relations firm. Pauline BJERKE Gough is working toward a Ph.D. degree at Indiana University, Bloomington. She also teaches at the University Elementary School and is a free-lance editor for National Instructional Television.

Janet KOEHN Muellerleile is on the Association of Junior Leagues Area IV council and has been assigned as liaison to the Leagues of Winnipeg, Canada, Des Moines, Ia., Indianapolis, Ind., and Louisville and Lexington, Ky. She is immediate past president of the St. Paul Junior League. Jim RAMSBURG (ex), formerly program director for KSTP radio, has been appointed director of broadcasting for KSL radio, Salt Lake City. Joanne GREEN Ray edits a magazine for the Minnesota Horticultural Society, of which her husband, Glenn, is executive secretary. She has also written five career books for elementary school children and is author of "American Assassins," recently published by Lerner Publications Co., Minneapolis. Joy WINKIE Viola (M.A. 1958) is senior editor of the International Encyclopedia of Higher Education which is being produced by Northeastern University, Boston, Mass.

1958 Charles HOLMES, vice president for public relations for the Minneapolis YMCA, was elected vice president of the Minnesota chapter, Public Relations Society of America. Carol JOHNSON Olson is assistant city editor of the Honolulu Advertiser. Robert PIRSIG (M.A.) was awarded a 1974 Guggenheim Fellowship to continue his writing. His best-selling book, "Zen and the Art of Motorcycle Maintenance," was published last year by William Morrow & Co. Donald WALCZAK is sales and marketing director for Pedro's Manufacturing, St. Paul. Terry WILSON heads his own firm, Wilco Marketing Projects, Minneapolis.

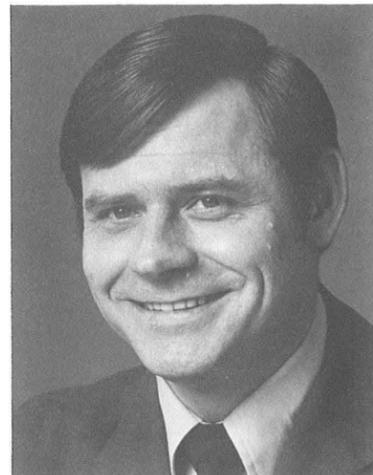
1959 Jim FULLER (ex) of the Minneapolis Tribune won first place in the spot feature category in the 1974 Newspaper Guild Page One awards. He was also first place winner for family feature. Jerry HURSH (Ph.D. 1966) is director of UNICEF in India and lives in New Delhi. Curtis NELSON is a salesman for the Wickes Corp. He lives in Forest Lake. Fritz PALAS is deceased. Richard TRAFAS (ex M.A.), previously director of advertising and merchandising for the B. F. Goodrich Tire Co., had been named director of market development for BFG brand replacement sales.

1960 Terry FISHER is internal communications manager at Oscar Mayer & Co., Madison, Wis. He joined the company as communications editor in 1966. His publication, the Oscar Mayer LINK, placed first in the 1974 Pacesetter awards competition sponsored by the Wisconsin Association of Business Communicators. Peter GILLQUIST has written a third book -- "Let's Quit Fighting About the Holy Spirit." He and his wife have five children -- Heidi Lou, Terri Beth, Ginger Ann, Wendy Jo and Gregory Ray. Pete is a part-time consultant in Development at Memphis (Tenn.) State University and besides writing spends some time as a guest speaker each month. Allan LAMKIN was a candidate for the office of Minnesota attorney general on the American Party slate in the last state election. He is a lawyer in Waconia.

Conrad RAZIDLO was the copywriter for an Olaf-winning ad in the Consumer Campaign category in the 1974 awards of the Minnesota Advertising Club. He has been named to head a new subsidiary of Carmichael-Lynch Advertising, Inc., Minneapolis -- CLR, Inc., which will handle accounts in the retail, arts and public service areas. John ROSS (Interdepartmental) is editor of a sports magazine



FRANK ANTON '57



RICHARD TRAFAS '59



ROGER SCHOENECKER '60



JERRY RINGHOFER '61



DARRELL KOEHLER '62

for the blind, "Feeling Sports." He taught speech and English and was wrestling coach at Comfrey high school for four years. Roger SCHOENECKER is publisher of the Isanti News. He was formerly conservation information and education supervisor for the State of Minnesota. Judy WITTMAYER Wade is a free-lance advertising copywriter and has recently started writing screenplays. She and her husband live in Van Nuys, Calif.

1961 Mary BARWISE is recording secretary of the Twin Cities Chapter of Women in Communications. Jean FRAZIER Geist is an associate professor of Health Ecology in the University of Minnesota School of Public Health and a Ph.D. candidate in the School of Journalism and Mass Communication. Daniel MARTIN (ex) was elected vice president - sales and marketing for the Waterous Co., subsidiary of American Hoist and Derrick Co., St. Paul. James MOFFET (ex), formerly vice president and assistant secretary for Padilla and Speer public relations agency, Minneapolis, is now corporate public relations director at Fairview Hospital, Minneapolis. Jerry PATTERSON is author of a book on consumer frauds, "Been Taken Lately?" and has been writing another, an adventure story about East German refugees. He is on the public relations staff of Chicago Bridge & Iron Co. Jerry RINGHOFER, editor of the Owatonna People's Press, was elected first vice president of the Minnesota Associated Press Association last year. John SCHWEITZER is a staff writer for the Associated Press in Bismarck, N.D. He was formerly managing editor of the International Falls Journal.

1962 Gretchen DEMEULES (M.A. 1964) is a writer (short stories, poems and a play) and lives in So. Burlington, Vt. Dennis FARRINGTON and Marlene Alfaro were married on Nov. 29. They are living in Ladysmith, Wis. where Dennis is public relations director of Mount Senario College. Susan HOLMGREN Everhart is working toward an M.S. in Education at Bemidji State College. Her husband, Charles, died last June. Richard KING is sales manager of Johnson Printing Co., Minneapolis. Darrell KOEHLER is city editor of the Grand Forks Herald. Mr. and Mrs. William Pratt (Sally BOURGOIS) announced the arrival of a fourth member of their family Feb. 8, 1974 -- Susan May. Susan's older sister is Beth.

1963 Marianne BEAUDOIN was promoted to the position of editor of the IGA Grocergram, Chicago. Edward BENSON is deceased. Waleta (Peg) JOHNSON Hamerston (M.A.) is publications director of the Twin Cities chapter of Women in Communications. Beverly KEES was promoted to assistant managing editor of the Minneapolis Tribune. She was formerly editor of the Minneapolis Star's food section, Taste. This year she served as a member of the Pulitzer Prize jury. Dennis MCGRATH is associate editor of Corporate Report magazine, Minneapolis. He was formerly vice president in charge of public relations for Carmichael-Lynch Advertising, Minneapolis. Gene SCHNASER, recently a free-lance writer for agricultural and recreational publications, joined the staff of Webb Publishing Co., St. Paul, as managing editor of a Webb publication, Farm Industry News.

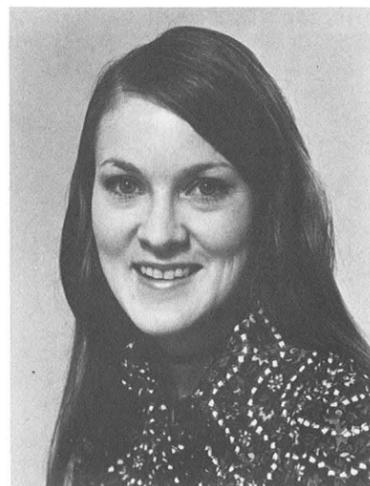
1964 Dean COLEMAN was named marketing services director at DeZurik, Sartell, a unit of General Signal. He was most recently manager - market planning and promotion for the firm. Dennis LOWRY (M.A. 1966) is with Daystar Communications, Nairobi, Kenya. Janet MANDELSTAM (ex) (Mrs. Gail Holden) is Sunday editor of the Middletown (N.Y.) Record. Mary Ann PETERSON Meidinger is Medical Center information officer at the University of North Dakota, Grand Forks. She formerly edited a magazine for Montana-Dakota Utilities Co., Bismarck. Mary Ann and her husband, Robert, have a new son, Erik Todd, born Nov. 28, 1974, as well as another son, Trent, 4 years old. Aaron and Maggie HUNTER PETERSEN announced the arrival of a daughter, Kirsten Hunter, on March 25, 1974. Maggie is on the copy desk of the St. Paul Pioneer Press.



ROBERT SYLVESTER '65



RICHEY ADAMS '65



CATHERINE WATSON '66

1965 Richey ADAMS (M.A.) is news director for WTOP Radio and Television, Washington, D. C. Carmen LAUBE Dimmel is public relations director of the United Way of the St. Paul Area. George REKELA, manager, employee communications, is editor of Burlington Northern News, monthly employee publication which was named the best railway publication of the year by the Association of Railroad Editors, at the ARE's annual conference in Kansas City last September. He was also elected ARE's 49th president. Robert SYLVESTER was elected to the St. Paul City Council last November. He was formerly news editor of the Catholic Bulletin, St. Paul.

1966 Barbara BEERHALTER is assistant commissioner of un-employment compensation for the Minnesota Employment Services Department. She had been a public relations writer for the Department of Organization of the AFL-CIO, St. Paul. Gerald BERG is director of publications for a publishing company in Madang, New Guinea. John BERG is a newspaper representative for Cresmer, Woodward, O'Mara and Ormsbee, Inc., Chicago. He and Eileen Rea were married May 26, 1973 in Chicago. Don BOXMEYER, environmental reporter for the St. Paul Dispatch and Pioneer Press, was one of 14 Minnesotans to receive a U. S. Environmental Protection Agency (EPA) award at a luncheon on Oct. 9. The award was in recognition of his environmental coverage, particularly the year-long Reserve Mining Co. trial. He was also first place winner in the breaking news category in the 1974 Newspaper Guild Page One awards. Blair CHARNLEY (ex) is editor of Column One in the Minneapolis Star. Tom DUPONT, formerly national accounts manager for Miller Publishing Co.'s Agricultural Research Services, was appointed assistant sales manager of Farm Store Merchandising and Home & Garden Supply Merchandising Magazines. Mark FELLNER is an account executive for Collateral, Inc., Minneapolis. He formerly held a similar position at Carmichael-Lynch Advertising, Minneapolis.

Neal GENDLER, Minneapolis Tribune copy desk, was first place winner for feature headlines in the 1974 Newspaper Guild Page One awards. Harold GLICKEN, formerly assistant county editor of the Riverside (Calif.) Daily Enterprise, is on the copy desk of the Long Beach (Calif.) Press-Telegram. Gary KNUTSON (ex) of Batten Barton Durstine and Osborn Advertising, Minneapolis, was writer of an Olaf-winning ad in the trade campaign category in the 1974 Minnesota Advertising Club awards. Hans KNOOP is a graduate student and teaching assistant at the College of Journalism of the University of South Carolina, Columbia. Michael LARSON is managing editor of the New Ulm Journal. Previously he had been managing editor of the Libertyville Herald, one of the Paddock Circle Newspapers in Libertyville, Ill., where he and a co-worker won first place in the feature writing classification in the 1974 editorial awards of Suburban Newspapers of America, Inc. Mary Kay SCHMID Cutler is a lieutenant in the Air Force and assistant information officer at McDill Air Force Base in Tampa, Fla. The Cutlers have two children.

Rudolf SCHNASSE is managing editor of a new 24-page, tabloid-sized magazine entitled Ag World published by the Webb Co., St. Paul. The magazine will reprint articles from general press of interest to farmers and others in the agri-business community as well as carrying original articles and commentary. Michael VON ENDE is news director of WTIC-TV, Hartford, Conn. Mr. and Mrs. Dan WASCOE (Joyce SCHUBERT) became parents of a daughter, Tracy Michelle, on July 10. Their eldest child, Nicole Anne, is three. Catherine WATSON, who has been with the Minneapolis Tribune since 1966, has been editor of the Tribune's Picture magazine since Dec., 1972. Picture has just won the Sunday Newspaper Magazine Picture Editor's award in the Picture-of-the-Year contest sponsored by the National Press Photographer's association and the University of Missouri's school of journalism. Holder of a Master of Arts in teaching degree from St. Thomas College, St. Paul, she has taught at St. Thomas and was a lecturer at SJMC during the winter term '75.



STEPHEN UPTON '68



BRENDA HAMLIN '68

1967 John BUSHER died last year. William BUSHNELL is an associate at Blanchard & Associates, Inc., Minneapolis advertising agency. He was previously a copywriter and account executive with Colle & McVoy Advertising, Minneapolis. Richard CHAMBERLIN, formerly managing editor, was named editor of Miller Publishing Co.'s magazine, Farm Store Merchandising. Joan HALGREN is a part-time writer and photographer for the free-lance writing firm, Good Company. She was formerly an editor for the University of Minnesota Extension Division. Irene HESSE is an editorial assistant in the Continuing Education department of the University of Minnesota. Carol KERNER (M.A.) is second vice president of the Twin Cities chapter of Women in Communications. Kent KOBERSTEEN (ex), Minneapolis Tribune photographer, was first place winner for color photographs in the 1974 Newspaper Guild Page One awards. Dennis LYNARD is a sales promotion writer for the McQuay Co., Minneapolis. Brian MCNEE and Mary K. Hinds were married on July 27, 1974. Brian has a free-lance copywriting business, B. McNee/Studio B, Minneapolis. Ron OSTMAN (M.A.) (Ph.D. 1974) is an editor for the Model Cities program, Minneapolis.

Joan OSTRIN, former copywriter for Campbell-Mithun Advertising, Minneapolis, was co-winner of a Push Pin certificate presented at the 20th annual Minneapolis Art Directors Club show for a piece of collateral work and brochure last year. Randi RINGHAM and Dennis Luoto were married Aug. 19, 1972. Randi is in the market research department of St. Paul Insurance Cos. Judith SISSEWINE Anderson, who is a free-lance writer and photographer, was elected to the Hennepin County Park Reserve District Board last fall. Linda SMITH is now Mrs. Dan Konopatzke, and the mother of two children, Kurt and Brett. She is attending the University of Puget Sound working toward a Master of Education degree in counseling. John STYVE has his own freelance advertising business. Larry TEIEN (M.A.) joined the staff of Bill Dorn Associates, Minneapolis communications agency, as an account executive.

1968 Stephen UPTON is an account manager at Martin/Williams Advertising, Minneapolis. He was previously manager of marketing services for National Car Rental Systems, Inc., Minneapolis. David VRIEZE was named second vice president at Paul Burke and Associates, Inc., Minneapolis insurance firm. Prior to joining the firm in 1973 as director of marketing communications, he was director of advertising and public relations with the Minnesota Mutual Life Insurance Co., St. Paul. Michael ANDERSON (M.A. 1974) has a three-year fellowship at the East West Center, University of Hawaii.

Ellen ARCHER is working in the communications area of Brande Department Store in Omaha. Brenda HAMLIN Buzza is state public relations coordinator for the Minnesota Heart Association, Minneapolis. Thomas COSTELLO, formerly media director and account manager of Martin/Williams Advertising, Minneapolis, was named general manager of Collateral, Inc., Minneapolis advertising agency. Ronelle EWING is publications editor and director of special areas for the Girl Scout Council of St. Croix Valley.

Michael Chris FORSLAND is creative director for Sturbridge Yankee Workshop, Sturbridge, Mass. He had formerly been associate creative director for John Plain Mail Marketing, Minneapolis. Cornelius GUENTER (M.A.) (Ph. D. Educ. Adm. 1974) is principal of Lethbridge (Alberta, Canada) Collegiate Institute. He was formerly director of special services for Mounds View School District, St. Paul. Carol CHRISTIAN James, managing editor of the Midland Co-operator and Cooperative Builder for Midland Cooperatives, Minneapolis, won awards for news writing and black-and-white feature photography in a competition sponsored by the Cooperative Editorial Association at its annual institute in May in Kansas City. She was re-elected secretary of the board of the Association. James KANE works



ROBERT PHILLIPS '68

for HIRE (Helping Industry Recruit Ex-offenders) as a writer. James KESSLER is a copywriter for Colle & McVoy Advertising, Minneapolis. Jody LEGENDRE is a copywriter for Grey Advertising, Los Angeles. She was formerly with Bozell and Jacobs, Los Angeles, and had been a copywriter for Campbell-Mithun, Minneapolis. Sharon MARRINSON Farsh and her husband have two sons - Daniel, 2 and Stephen, 5. Sharon is a free-lance writer.

Leonard MITSCH and Barbara Jean Pearson were married last fall. They are both employed by D'Arcy-MacManus and Masius, Inc., advertising agency, St. Paul. Patricia JOHNSON Adams is a senior editor for the Finney Co., Minneapolis. Robert PHILLIPS is associate creative director of Foote, Cone & Belding in Sydney, Australia. Ronaele SAYRE, formerly a reporter for the Grand Forks (N.D.) Herald, is an information representative for the University of Minnesota News Service. David SCHUH is on the advertising staff of Northrup King, Minneapolis. William SWANSON and Elizabeth Anderson were married on Oct. 5, 1974. He is managing editor of Corporate Report magazine, Minneapolis. Charlene TOLKIEN Hobson was promoted to staff development coordinator in the Personnel Department of the Federal Reserve Bank, Minneapolis.

1969 Myrna GRUNWALD Ahlgren is an account executive for Padilla and Speer public relations agency, Minneapolis. She was previously director of public relations for the St. Paul United Fund. Abraham (Avi) BASS, on the journalism instruction staff at the University of Northern Illinois, DeKalb, was invited and awarded a grant to participate in a three-week seminar on prejudice, persuasion, violence and defenses at Tel Aviv University in Israel during August and September last year. Donan BERG is a consultant in the area of labor relations for the Thomson Newspaper, Inc., in their U. S. headquarters at Des Plaines, Ill. He received a law degree from the University of Minnesota Law School last June. Rosemary CAMP is editor of an employee magazine, World of DQ, for International Dairy Queen, Minneapolis.

Steve DORNFELD of the Minneapolis Tribune was co-author with Bernie Shellum of the first place entry in the spot news category in the 1974 Newspaper Guild Page One awards. Steve is regional director for the Society of Professional Journalists. James GAGNER is a partner in the real estate firm of Burnet-Gagner Realty, Inc. with offices in Minneapolis and St. Paul. Patricia GOODWIN is an agricultural extension information systems specialist, University of Minnesota St. Paul campus. She was formerly assistant advertising manager for Butler Manufacturing Co., Minneapolis. Leonard HARDWICK was promoted from account executive to account group head at Carmichael-Lynch Advertising, Minneapolis. The accounts he supervises include Gedney Pickles, NPC, Tony's Pizza, Pemtom Homes and Bellanca Aircraft Corp. Jean HASKELL (M.A. 1972) was promoted to editor of area news for the St. Paul Dispatch. Doris KARASOV is director of speakers and tours at the United Bay Area Crusade, San Francisco. Barbara GEORGE Lewis is a copywriter for Donaldson's department stores. She was formerly a copywriter for Brown and Bigelow, St. Paul. Suzanne NESS (formerly Chuchel) is working toward an M.A. degree in the Department of Journalism at Texas A & M University, College Station, Tex. Glenn OTTE was promoted to associate media director at Campbell-Mithun Advertising, Minneapolis.

Steven REIDELL was named director of public relations for Carmichael-Lynch, Inc., Minneapolis advertising and public relations firm. Dennis SLATER is advertising manager of Thermo-Serv Co., Anoka. He was formerly on the staff of Advance Floor Machine Co., Minneapolis. Scott WINNICK and Karen Singer were married last year.

1970 Cynthia BOYD and Roger Donald Buoen were married in December. Cindy is a reporter for the St. Paul Pioneer Press and Dispatch. Martin BRANDT is an account executive for Campbell-Mithun Advertising, Minneapolis. Ivy CHANG Baillie, formerly editorial



HELEN GOLDBERG '71

assistant for Burlington Northern, Inc., developed a two-day course for company employees across the country on "Better Letters and Reports." Ivy was one of the three editors responsible for Burlington Northern News which was named the best railway publication of the year by the Association of Railroad Editors at its annual meeting. She is now a personnel assistant for Burlington Northern in Fridley.

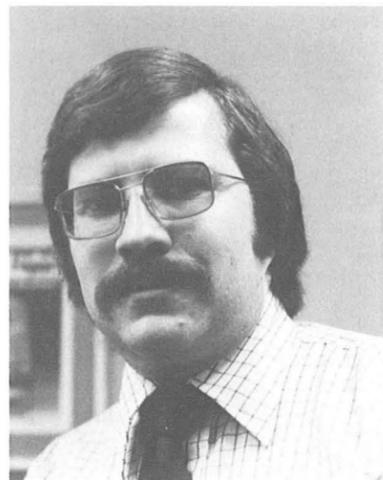
Garret DEMOTT joined the marketing services staff of Borchert-Ingersoll, St. Paul. Elise KULVER is public relations director for Weight Watchers, Twin Cities. Diane (Muffy) MATACEK and Douglas Robinson were married on June 23, 1973. John MIKSICH (M.A.) and Karen Huggins were married in June, 1973. John is supervisor of information services for Northern States Power Co., Minneapolis. Michele O'KANE is a production coordinator for National Catalog Production, Inc., Minneapolis. Richard OLSENIUS (ex), Minneapolis Tribune staff photographer, won the sweepstakes award in the 1974 Minnesota Associated Press Photo Contest for his series, "Spanish Shepherder." He was also first place winner in the news photo and the series categories, black and white, in the 1974 Page One awards of the Newspaper Guild of the Twin Cities.

Nancy PAULL (ex) is community relations director for Methodist Hospital, St. Louis Park. David POPLAU (ex) is a copywriter and photographer for Owatonna Tool Co. He was formerly assistant advertising manager for Maico Hearing Instruments, Edina. Nicole VICK is a publications writer-editor for the National Environmental Research Center, Corvallis, Ore. She formerly did writing and research work for the University of Minnesota Environmental Health department. Richard WESTLUND (ex), editor of the East Central Minnesota Post-Review, and Leah Marie Parker were married Oct. 26, 1974.

1971 Helen GOLDBERG Ackerman was promoted from account assistant to account executive at Martin/Williams Advertising, Minneapolis. Richard CHRISTISON (M.A.) is a writer for the public relations and advertising firm of Coleman-Goff, St. Paul. He is owner of the L'Anse, Mich., Sentinel and recently acquired Henry Ford's summer home. Valerie CUNNINGHAM and Roger BERGERSON (1967) were married last year. Valerie, formerly on the University of Minnesota News Bureau staff, is now a writer for David Hozza, St. Paul councilman. James ETTEMA (M.A. 1973) is a Ph.D. candidate in visual communication at the University of Michigan, Ann Arbor. Tom GAHM is a public information specialist for the U. S. Soil Conservation Service, St. Paul. Michael HANNAHER is a lawyer with the firm of Thysell and Gjevre, Moorhead. He was awarded a law degree by the University of Idaho. Mark HIER has been named manager of public relations and advertising at Minnesota Mutual Life Insurance Co., St. Paul.

The magazine edited by Mary Lynn JARTZ, Inside CNA, for the CNA Financial Corp., Chicago, received an honorable mention award in the photojournalism, black and white, section of the International Association of Business Communicators annual contest. Joseph JUDD is an advertising assistant for Investors Diversified Services, Minneapolis. Fred KNIGHT received an M.A. degree in public administration from Syracuse University, N. Y. and is working for the Inter-City Management Association in Washington, D. C. Bennett KRELITZ is a copy aide for the Minneapolis Star. Carla LEPORTE and John Peter Paulson were married on June 1, 1974. Carla is now assistant advertising manager for the transportation equipment division of Butler Manufacturing Co., Minneapolis. She was formerly on the writing staff of Minneapolis Honeywell. Gregory LOFFHAGEN (ex) was named an account executive at Martin/Williams Advertising, Minneapolis. He was previously an account executive at Johnson Livingston Advertising, Minneapolis.

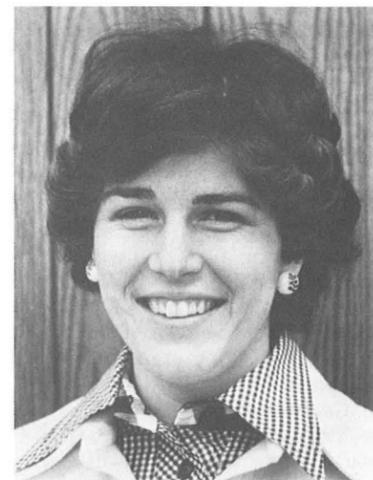
Julianne RAYMOND Moen is a reporter for the Rangeley,



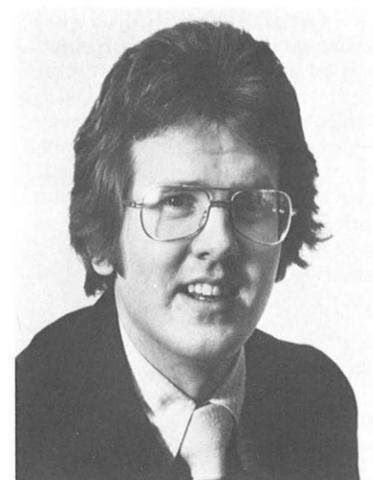
WILLIAM SWANSON '68



MYRNA GRUNWALD '69



CARLA LEPORTE '71



GREGORY LOFFHAGEN '71

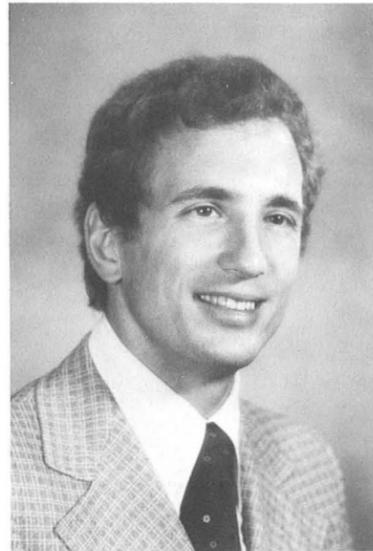
Colo., Times. Sandra NELSON (M.A. 1975) is teaching advertising at Southern Illinois University, Carbondale. Dean OBERPRILLER is an account executive for Campbell-Mithun Advertising, Minneapolis. James OFFERMAN is a booking agent for Marsh Productions, Minneapolis. A new arrival last November 25 was Catherine Mary Paslawski, daughter of Cindy (KINNING) and Steve Paslawski. Her mother works part-time on the editorial staff of The Wanderer, weekly Catholic publication in St. Paul. Nancy HOFFMAN Wrubel and her husband, Michael, became parents of a son, Jeffrey, on July 7, 1974. Jim ROBINSON is advertising and promotion director for Big Save Furniture, Inc., Twin Cities based operators of furniture stores and furniture departments in 11 stores throughout the state. Nancy HOFFMAN Wrubel and her husband, Michael, became parents of a son, Jeffrey, on July 7, 1974.

1972 Susan ALNES is working for the American Broadcasting Co., New York City. Steven BICKEL is working toward a graduate degree in cinematography at the University of Southern California. Harold CANTOR (M.A.) died on Oct. 18, 1974. He was a North St. Paul high school journalism teacher and a leader in his field. Tom CHMIELEWSKI, copywriter for Paragon Advertising, Minneapolis, was the copywriter for two Olaf-winning ads in the annual Minnesota Advertising Club contest -- one for radio, any length ad, and the other in the consumer campaign category. Barbara GOODMAN is assistant to the advertising manager for Pako, Minneapolis. Deborah GRAFSLUND and David Rist were married on April 19, 1974. Debbie is a copywriter for Carmichael-Lynch, Inc. advertising agency, Minneapolis. Richard HAMES is publications editor in the public relations division of Cenex, South St. Paul. He was previously a public relations assistant for Arctic Enterprises, Inc., Thief River Falls.

Carolyn HILL is advertising coordinator for Woolworth's, Minneapolis. Helen DORR Holzer is associate editor for Bell Publishing Co., lawbook publishers, Denver, Colo. Tom HULTING is a salesman for Productivity, Minneapolis machine tool distributorship. Martha MERTZ is assistant editor of Contact magazine, published by Control Data Corp., Minneapolis. Marie NAGENGAST Castle is publisher and part owner of Country Music News Scene. Regene RADNIECKI (ex), Minneapolis Tribune photographer, was first and second place winner for photo feature black and white in the 1974 Newspaper Guild Page One awards.

1973 Karen ALNES does production and layout work for Group 7 Graphics, Minneapolis. She formerly did promotion work for the Minnesota Dance Theatre, Minneapolis. Carol BANNERMAN (ex) is a writer for Museum News magazine and Washington Report newsletter for the American Association of Museums, Washington, D. C. Kathleen BARRETT is a technical writer for Control Data, Minneapolis. Stephen BATSON is on the marketing staff of the Peavey Co., and is presently representing the company in Lewistown, Mont. Norma BEISWENGER and Eric Rivkin were married last year. Norma is a media buyer for National Car Rental, Minneapolis. John BOHMBACH is manager of national advertising accounts for Sun Suburban Newspapers, Minneapolis and St. Paul. Steven BRANDT is a reporter for the Red Wing Republican. He was formerly editor of the Prior Lake Times.

Peggy BROWN (ex M.A.) is a reporter for the Beverly (Mass.) News-Times. Eric BUNDLIE, formerly a staff writer for Feedstuffs magazine published by Miller Publishing Co., Minneapolis, is now assistant managing editor of the publication. Jeanette CARLBOM edits an employee magazine for the Sheraton-Ritz Hotel, Minneapolis, and contributes articles to the national employee publication of the Sheraton hotel chain. Amelia CHAN is a production assistant for Martin/Williams Advertising, Minneapolis. Julianne CORTY (formerly Johnson) is a reporter for the Racine Journal-



ERIC BUNDLIE '73



AMELIA CHAN '73



NANCY ABELN '74



SHELLEY SIMAK '73

Times. Paul FORSBERG is a general assignment reporter for the Thief River Falls Times. Steven GANGELHOFF is working toward an M.A. degree in public relations at Boston University.

Steven HEDLUND is an advertising salesman for Zenith Publishing Co., Minneapolis. Nancy HINSCH and Robert Hartzler were married on May 31, 1974. Richard HUMLEKER is a writer for Ralph Turtinen Public Relations, Wayzata. Terry JOPKE is director of educational material development for the Kenney Institute, Minneapolis. David KARPINSKI (ex) is a public relations writer for the Democratic Farmer Labor Caucus at the State Capitol. Joanne KOLTES is creative director for Dynamic Communications, Inc., Minneapolis. Steven KOPPERUD is a staff editor for Feedstuffs magazine, publication of Miller Publishing Co., Minneapolis. Gail MARKS is a writer for the News and Publications department of the University of Wisconsin in Milwaukee. John MARQUESEN is a graduate student in the School of Business Administration, University of Minnesota. He and Kim ROBINSON (1972) were married in 1972.

Joy MATTOCKS is a media buyer for Miles Homes, Minneapolis. Louise NATHE is a writer for James A. Hamilton Associates, Inc., Minneapolis hospital consultants. Peggy NESS is an editorial assistant for the University Relations department of the University of Minnesota at Morris. Kerry NOYES (ex) director of publications for Twin City Federal Savings and Loan Association, received first place award for mailers in the special communication section of the International Association of Business Communicators annual contest. James L. OLSON is on the advertising and account staff of National Catalog Production, Inc., Minneapolis. Merrilee OVERMOEN is a public relations writer for the Minnesota Nurses Association, St. Paul. Lawrence RATAY is a copywriter for Cenex, South St. Paul.

Peggy ROGERS and Dennis Dingman were married on Dec. 27. Craig SABATKA is a writer for Tack and Togs, horse equipment dealer magazine published by Miller Publishing Co., Minneapolis. Cynthia SAMUELSON is a market analyst for Carmichael-Lynch Advertising, Minneapolis. Shelley SIMAK was appointed staff editor of Home & Garden Supply Merchandiser magazine, publication of Miller Publishing Co., Minneapolis. She was previously a copy editor for the Minneapolis Tribune. Charlene STANGLAND (ex) is a technical writer for Kay Stevens Management Consultants, Minneapolis.

Lee SWANSON is a reporter-photographer for KELO-TV, Sioux Falls, S. D. Kirby TITUS (ex) is on the public relations staff of Summit Light House, Santa Barbara, Calif. Thomas YOUNESS was named advertising director of the Hart Ski Manufacturing Co., a division of Beatrice Foods Co., St. Paul. He was formerly an account executive at Hagglund & Associates, St. Paul. Charlene ZAMANSKY is on the writing and editing staff of Long Publishing Co., Minneapolis.

1974 Nancy ABELN is a media assistant for Stevenson and Associates, Minneapolis. Ilene APPELBAUM is assistant personnel director and newspaper editor for Lakeside Industries, Minneapolis. Mary Kay BAUMANN is doing advertising and photography work for 3M Co., St. Paul. She has taught two photo classes the past year at Murphy Hall. Robert BECKER is a salesman for Northwest Process Supply Co., Minneapolis. Bruce BENIDT (ex M.A.) is a reporter for the Owatonna People's Press. Majorie BORCHARD (ex) is an editorial assistant for Minnesota Mutual Life Insurance Co., St. Paul. Marcia BRINKMAN is on the editorial staff of Corporate Report magazine, Minneapolis. Paul BRISSET is a reporter for the Duluth News-Tribune. Kathleen FRANK Chesney is a public relations writer for the Courage Center, Minneapolis. John CROSS is a photographer for the Lawrence, Kans., Journal-World.

Marianne DIEFENTHAL (Cooper for on-the-air work) is co-anchor and producer for noon news, WEAV-TV, Eau Claire,

Wis. Sharon DEANE (M.A.) teaches journalism at the Northern Illinois University, De Kalb. John DILLON (M.A.) is a copy editor for the Richmond (Va.) Times-Dispatch. Sandra DORR is a reporter for the Maverick, Lake Minnetonka weekly. Gregory DOSE is an investigative reporter for a community action newspaper in Columbus, Ind., The People Yes. Marilyn Arradondo EGNER (ex) is a research coordinator for the St. Paul City Council. Lawrence FELDMAN is manager of a new Radio Shack store in Cottage Grove. Joseph FEYDER is doing market research and media work for Colle & McVoy Advertising, Minneapolis. Ed FINLEY does free-lance advertising work for 3M Co., St. Paul.

Jeanne SITTLow Fogelberg (ex) joined the marketing and advertising department of Northwestern National Bank, St. Paul. Gail GIBSON is a trainee for Dayton's, Minneapolis, on the merchandising and sales training program. Russell GOOLD is a staff writer for the East Central Minnesota Post-Review, Rush City. Carolyn GANZ and Gary Urban were married on March 8. They are living in Rochester, Minn., where Gary is a business and labor reporter for the Rochester Post-Bulletin. Sue GREGOIRE is a copywriter for Dayton's, Minneapolis. She and Richard MORIARTY will be married April 25. Robert GROSSMAN is sports editor of the Owatonna People's Press. Philip HAGE is a reporter for the Fergus Falls Journal. Patricia HAMILTON has held a 1974-75 scholarship at the Centre de Formation des Journalistes in Paris, including extensive European travel. Kevin HAMM is a copywriter for Gamble Skogmo, Minneapolis.

Robyn HARTZELL is assistant production manager for The Creative Center, Minneapolis. Marlyce HELM is assistant public relations director for the Minnesota Hospital Association, St. Paul. Kevin HORROCKS is on the advertising department staff of 3M Co., St. Paul. James JARVELA has been attending school in Sweden since graduation. Bethilda JARVIS is manager of ladies clothing for Shoppers City, St. Louis Park. Carol SMITH Johnson does market research and media analysis for Retail Marketing Services, Minneapolis. Dennis JOHNSON is on the staff of the Ely Echo. Harold JOHNSON is director of development for Holy Angels Academy, Minneapolis. Neota JOHNSON is a staff writer for Lutheran Brotherhood, Minneapolis. Susan KELLEY is an editor for North American Insurance Co., Minneapolis.

Paul KINDEM (M.A.) is a copy editor and reporter for the Mason City Globe Gazette in Iowa. Kenard KNUTSON is on the advertising department staff of Superior Products Co., Minneapolis. Steven KRIKAVA is production editor for Midland Cooperatives, Minneapolis. Robert MARKUSEN, reporter, and Gordon Spielman, editor of the Union Advocate, won first place in the news feature category in the 1974 Newspaper Guild Page One awards. Terri MCDONALD Nye and her husband, Bill, became parents of a son, Aaron, on Sept. 11. Terri works part-time in the Community Relations department of St. John's Hospital, St. Paul. Deborah NORDSTROM (ex) is a writer for the Bemis Co., Minneapolis. Howard POLSKI is in graduate school in Northwestern University's School of Journalism.

Gregory PROKOP is a copywriter for Campbell-Mithun Advertising, Minneapolis. Darryl STECKELBERG (ex) is a writer for Gurney Seed Co., Yankton, S. D. Constance STUMPF is an editorial assistant for Corporate Report magazine, Minneapolis. Phillip TAPLIN (M.A.) is a photographer for the Atomic Energy Commission, Washington, D. C. Herbert TERRY (M.A.) is an instructor in the Department of Telecommunications, Indiana University, Bloomington. Lisabeth WEINER is a general assignment reporter for the Greenup County Sentinel, Greenup, Ky. Mary WIEMER is an information writer for the Hennepin County Public Relations Office, Minneapolis.

1975 David WICKSTROM (ex M.A.) is advertising director for



SHARON DEANE '74



H. KENNETH HANSEN '50

Llewellyn Publications, St. Paul. Dennis JOHNSON is on the editorial staff of the Ely Echo.

...too late to classify

Robert Lee JOHNSON, '50, was promoted to division public relations services supervisor for 3M Co., St. Paul.

Fannie HOFFER Kahan, '47, is editor of publications of the Canadian Schizophrenia Foundation, Regina, Sask. She edits the international quarterly Huxley Institute-CSF Newsletter and is assistant to the managing editor of the quarterly Journal of Orthomolecular Psychiatry.

Carol PINE (ex), '67, until mid-January, assistant managing editor for the southwest suburban group of Sun Newspapers, is now doing free-lance writing and photography in the Twin Cities area. She is also editor of this spring's issue of the Twin Cities Journalism Review.

Douglas M. SWANSON, '68, joined Batz-Hodgson-Neuwoehner, Inc., St. Louis advertising and marketing services agency, as an account executive.

Richard SHEEHAN (M.A.), '70, is a public relations consultant and a teacher at Twin Cities Opportunities Industrialization Center, Minneapolis.

Eui Bun LEE (M.A.), '73, is a graduate student at the University of Texas School of Communication, Austin.

Christopher LEGROS, '74, is a sports and special events broadcaster for KCMT-TV, Alexandria, Minn.

H. Kenneth HANSEN, '50, communications department, FMC Corp/Northern Ordnance division in Fridley, Minnesota, has been named to the Intersociety Liaison Committee of the Society for Technical Communication.

James HANNASCH, '48, formerly assistant vice president and director of marketing services for the First National Bank of Minneapolis, is now assistant vice president and director of product management and research for Midwest Federal Savings and Loan Association.

Wallace NEAL, '50, formerly president and principal owner of the W.E. Neal Slate Co., Minneapolis, is now an independent professional writer specializing in writing for trade magazines, and a business consultant and researcher.

Donald OPDAHL, '54, is in charge of sales for IAS Advertising and Industrial Art, Minneapolis. He was formerly associated with K & K Art.

Nancy HINSCH Hartzler, '73, was promoted to account assistant at Collateral, Inc., Minneapolis advertising agency.

Sue PERRY, '74, is a reporter for the Mesabi Daily News, Virginia.

Kaye PULLEN, M.A. '68, has been a speech writer for President Ford at the White House since last year.

Kenneth MOEN, '67, who was awarded a Bachelor of Laws degree by the University of Minnesota last December, is an editor for West Publishing Co., St. Paul.

Robert COOPER, '75, is a film editor for KROC-TV, Rochester, Minnesota.

Ron OSTMAN, Ph.D. '74, will join the faculty of the School of Journalism, Southern Illinois University, Carbondale, in August. The Ostmans have a new son, Andrew Thomas, born on April Fool's day!

Newsletter staff: Perry Ketchum, Joan Bowman, Edwin Emery, Julie Green, Nola Anderson, Rick Atterbury, J.C. Sim, Maureen Steventon, and Harold Wilson. Photos by Brad Mattson and Nancy Pierce.



ALEX EDELSTEIN, Phd '58



WILLIAM A. HACHTEN, Phd '61



JIM RICHSTAD, Phd '67

MA and PHD column

Four Ph.D. degrees and 18 M.A.'s in Mass Communication have been awarded since the report made in the 1974 Alumni Newsletter on the Office of Graduate Study and the activities of its alumni.

The doctorates, with dissertation title and adviser, are: June 1974, Ronald E. Ostman, "Systems and Communication Control: An Analysis of the Process of Evaluating Films on Drug Abuse" (Tichenor); December 1974, Everette E. Dennis, "Purloined Papers and Information as Property: A Study of Press-Government Conflict," (Gillmor), and David L. Martinson, "News Images of Presidential Candidates, 1920-1924: A Survey of Three Major Newspapers" (Emery); June 1975, Thomas W. Reilly, "American Reporters and the Mexican War, 1846-1848" (Hage and Emery). There now have been 62 doctorates awarded in Mass Communication.

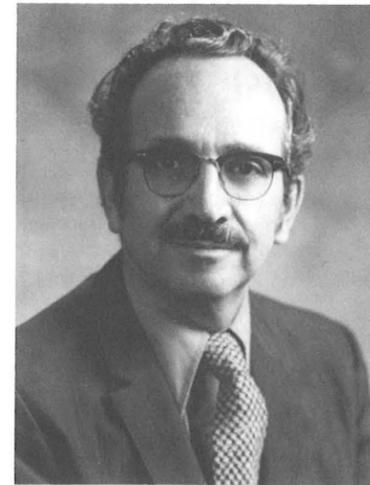
M.A. degrees awarded in Mass Communication: June 1974, Michael H. Anderson, John S. Nichols; July 1974: Sharon L. Deane, Cecile Gaziano, William P. Hamm, Paul I. Kindem, Lonnie T. Morgan. August 1974: Bruce J. Cole, Gary F. Soldow, Herbert A. Terry, Joseph Wai-chung Wong; December 1974: Nancy Moll Baker, Richard A. Bergwall, John A. Dillon, Shing-wah Ho, Carlos I. Sanchez, Richard A. Kulischek, Neil A. Lavick.

Passing Ph.D. preliminary exams since last report: Herbert Terry, Leo Jeffres, Ellen Wartella, Charles Whitney, Joseph Wong, Tony Nnaekema, Amde Habte, Frank Ugboajah, Robert Ellis.

Passed M.A. oral for March or June 1975 degree: Duane Ebnet, Sandra L. Nelson, Yiu Chi Ngai, Raphael Chude Okonkwo, Marc Meltzer, Rosalind Ford, Kenneth Salikof.

Hachten succeeds Nelson: William A. Hachten, Ph.D. '61, has been named the fifth director of the University of Wisconsin School of Journalism, following a decision to return to teaching and research made by Harold L. Nelson, Ph.D. '56. Nelson had served as director since 1966, and Hachten had been assistant director the past two years. Previous directors were Willard Bleyer, 1905-35; Grant Hyde, 1935-49; and Ralph O. Nafziger, who returned from Minnesota to Wisconsin in 1949 to serve until 1966.

News notes: Calder M. Pickett (Ph.D. '59, Amer. Studies) was one of 21 recipients of George Foster Peabody Awards for 1973, given for his program "The American Past" on the University of Kansas FM station. . . Alex Edelstein, Ph.D. '58, director of the School of Communications, University of Washington, has a newly-printed edition of his international communication research. . . Sharon L. Deane, M.A. '74, is a 1974-75 journalism instructor at Northern Illinois University; Sandra L. Nelson, M.A. '75, is instructing in advertising at Southern Illinois University, and Herb Terry, M.A. '74, is an instructor in telecommunications at Indiana University. . . Mike Anderson, M.A. '74, won a three-year fellowship at the East-West Center to study for a Ph.D. in political science and concentrate on research in Southeast Asian mass communications. Also at the Center is Jim A. Richstad, Ph.D. '67, associate professor. . . Hari N. Dam, Ph.D. '68, is chairman at Texas A&I University. . . J. Laurence Day, Ph.D. '66, is in Buenos Aires during 1974-75 on a Fulbright appointment, while Randall L. Murray, Ph.D. '73, took a six-month exchange assignment in February at Bathurst, Australia. . . Tom Reilly, Ph.D. '75, assistant professor at California State University, Northridge, has won plaudits and official AASDJ financial support for the research journal he founded, Journalism History. Michael Emery, Ph.D. '68, is associate editor. . . Jerry Hursh, Ph.D. '66, is in New Delhi as UNICEF director for India, while Dennis Lowry, M.A. '66 (Ph.D. Iowa), is with Daystar Communications, Nairobi,



CALDER M. PICKETT, Phd '59

Kenya. . . Patricia Hamilton, M.A. candidate, won a \$4,000 fellowship to attend the Centre de Formation des Journalistes special seminar on European media and socio-political organizations, living in Paris 1974-75 and traveling through the European Community countries. . . Syed Bashiruddin, M.A. '68, head of the Journalism Department at Osmania University, India, is one of seven members of the executive committee of AMIC, Singapore, whose secretary-general is Y.V.L. Rao, Ph.D. '63. Associated in AMIC conference activities this year was Crispin Maslog, Ph.D. '67, director of the School of Journalism, Silliman University, the Philippines. . . See story on AEJ for additional news of alums.

Deaths: Condolences were extended to Vishwa M. Mishra, Ph.D. '69, whose wife died in April 1974 at Michigan State University hospitals. . . and to the family of Harold Cantor, M.A. '72, nationally-known secondary school educator and longtime journalism adviser at North St. Paul High School, who succumbed to cancer last October at age 64.

Foreign students: An informal survey indicates SJMC has 1974-75 graduate students from the following foreign countries, trust territories or emirates: Canada, Ethiopia, Ghana, Honduras, Hong Kong, India, Korea, Malaysia, Nigeria, Spain, Taiwan and West Germany. Undergraduates are from Canada, Ethiopia, Ghana, Nigeria, and Trinidad-Tobago.

KTA Awards: Michael C. Emery, Ph.D. '68, and Ted C. Smythe, Ph.D. '67, won the Frank Luther Mott-Kappa Tau Alpha Research competition for the best edited research book of 1974, the second edition of their "Readings in Communication: Concepts and Issues in the Mass Media." Both are with California State University, Emery an associate professor at Northridge and Smythe a professor at Fullerton. Burton Paulu, Minnesota faculty member, won an honorable mention certificate for best book for his "Radio and Television Broadcasting in Eastern Europe."

Speakers Visiting Murphy Hall this Year Included:

- Richard Salant, vice president for news at CBS
- Dana Adams Schmidt, former New York Times correspondent in Beirut, now with the Christian Science Monitor in Washington
- Leota Pita Alailima, West Samoan editor and Member of Parliament
- David Dellinger, pacifist, who spoke on press coverage of radical politics
- The White Roots of Peace, a group of Mohawk Indians from New York State, publishers of the Akwesasne Notes, a Native American journal
- Rachel Scott, labor reporter for the Baltimore Sun, author of the bestseller "Muscle and Blood"
- Australian journalist Helen Adam
- Victor Cohn, science editor of the Washington Post
- Bill Stewart, WCCO-TV investigative reporter
- Howard Fibich, news editor of the Milwaukee Journal
- Donald Wright, operations director of the Minneapolis Star and Tribune
- Austin Wehrwein, Minneapolis Star editorial writer and columnist on the law
- Steve Dornfeld, Minneapolis Tribune Capitol reporter and regional director, Society of Professional Journalists
- Harley Sorenson, Minneapolis Tribune staff writer
- Lewis Cope, Minneapolis Tribune science and medical writer
- Harold Chucker, Minneapolis Star editorial editor
- Bruce Nelson, St. Paul Pioneer Press writer



Sweden's media ombudsman studies press council here

Two distinguished visitors from Sweden stopped at Murphy Hall in February--Lennart Groll (left), press ombudsman of Sweden, and Herbert Soderstrom (right), editor-in-chief at Swedish television in Malmo. They lunched with the faculty at the Campus Club, met University President C. Peter Magrath, joined a seminar of graduate students in the Heggen Room and spoke to Professor Robert Lindsay's class in world communication systems. Accompanying them were Ingmar Lindmarker, press counselor for the Swedish Embassy, Washington, and Per Olof Forshell, consul general of the Swedish Consulate, Minneapolis.

WCCO-TV minorities-aid plan places first graduate

The WCCO-SJMC Minorities in Broadcasting Scholarship Program is now in its second year.

The program's first graduate, Rhona Williams, was placed with a television station in Saginaw, Michigan in March; and the first M.A. graduate, Sam Ford, who will take his degree in the fall, has been awarded a CBS Internship and will continue work at WCCO-TV in Minneapolis in preparation for a career with the network.

Five additional students are supported by the program and two others will begin studies in fall 1975. The program has been expanded to include applicants from the business side of broadcasting as well as news.

A May 9 symposium on "Minorities in Broadcasting: Ten Years Since Watts," has been planned. Speakers will include network news personnel and professionals from the Twin Cities area.

Richard Salant, president of CBS News, visited the program in December 1974 and spoke to students at the school as well as participating in a graduate seminar.

WCCO provides \$25,000 of support money for the program each year.

Program director for the first year was Bill Thorn. Recently Everette Dennis has been designated as faculty coordinator.

Ad Sequence plans Seminar

Experts in the Twin City creative scene will participate in an advertising seminar planned by ad sequence faculty and the Minnesota Advertising Club for May 16. Presentations will be made by Ron Oakland, Bozell and Jacobs; Ned Tieche, Ned Tieche Co.; Rob Brown, WCCO-FM; Don Bajus of Bajus-Jones; Herb Pilhofer, president, Sound 80.



RICHARD SALANT

4 faculty members write text for advanced reporting

Initial manuscript reviews of a new reporting textbook by four members of the SJMC faculty have been highly favorable. Publication by Prentice Hall is expected by late this year or early 1976.

The textbook, "New Strategies for Public Affairs Reporting," emphasizes research methods and investigative techniques as resources for interpretive reporting. The authors are George S. Hage, Everette E. Dennis, Stephen Hartgen and Arnold H. Ismach.

Research, service continue as enrollment doubles

Faculty members continued their usual busy schedules of service activities in addition to teaching and research during the past year.

Walter Brovald's slide presentation "99 Ways to Make Your Newspaper Newsier" continued traveling, with presentations at the annual state press association conventions of Iowa and Wisconsin. Walt has had to turn down some invitations because of the pressures involved in setting up the SJMC Central Advisory system, described elsewhere in this issue of the Newsletter.

James W. Brown, instructor in the film and photo sequence, has been devoting himself almost exclusively to finishing his dissertation, hoping to complete requirements for his Ph. D. at Indiana University late this summer.

Roy Carter traveled to Chile and Costa Rica during the summer of 1974 in connection with research in the two countries and to pave the way for his arrival in summer, 1975, with a group of Minnesota students participating in SPAN (Student Project for Amity Among Nations). In February, Carter delivered an address on "Mass Communication and Social Change" at a symposium held in Monterrey, Mexico. Closer to home, Roy participated in a press-medical meeting held at the Mayo Clinic in Rochester and in a conference on radio and society at Winona. He has represented Minnesota on two task forces of MUCIA (Midwestern Universities Consortium for International Activities), and will chair the non-U.S., non-Europe portion of the World Association for Public Opinion Research convention in Switzerland at the end of August.

Everette Dennis joined with colleagues Hage, Hartgen and Ismach in writing a public affairs reporting text, and contributed articles to Journalism Quarterly, Journalism History, Journalism Educator and the DePaul and Villanova Law Reviews. He prepared a paper for the Association for Popular Culture at St. Louis and attended an Agenda-Setting Conference at Syracuse University.

Edwin Emery is currently engaged, in the limited time he can get away from his duties as Director of Graduate Studies for SJMC, in planning revisions for the fourth edition of his history of journalism "The Press and America," now the standard text in the field. With co-authors Warren Agee and Philip Ault he is also planning revisions for a fifth edition of "Introduction to Mass Communications."

Irving Fang is now writing a history of the radio commentators of the 1930's and 1940's. He completed and published through Hastings House a "Television/Radio News Workbook" to accompany his text written a couple of years ago.

Donald M. Gillmor and wife, Sophie, spent the late summer in Eastern Europe traveling unguided through Poland, Czechoslovakia and Yugoslavia, with a brief and restful pause in Vienna, once imperial capital of many of the lands they traveled through. They met Polish professors, anti-communist Czech students, and Yugoslavian journalism professors, although business was meant to be only a peripheral part of the trip. Its main purpose was to celebrate their 25th wedding anniversary in Sophie Gillmor's ancestral home (her parents came to Canada in 1921 from East Galicia, now USSR). The second edition of the Gillmor & Barron text "Mass Communications Law" (West Publishing Co.) appeared in July. Don is co-author of a study, "Chain Newspapers and Editorial Freedom as Reflected in Presidential Candidate Endorsements" which will appear in August issue of Journalism Quarterly. Don continues as vice chairman of the Minnesota Free Press-Fair Trial Council.

George Hage continues on the Board for Student Publications and collaborated with Dennis, Hartgen and Ismach on the new text in reporting of public affairs. At the end of winter quarter George and Ann Hage took a short sun break in Hawaii.

Virginia Harris was requested by the AEJ's Journalism Council, Inc., to outline a national plan for 13 regional-area cooperative teams of educators and professionals to develop endowment funds for journalism education. She continued as consultant to various civic and professional groups, and found her artistic outlet playing the mother's role in Theater in the Round's production of "Glass Menagerie."

Steve Hartgen, lecturer, is president of the Twin Cities Journalism Review and divided his time during the year teaching at SJMC and the Department of Journalism at Mankato State College. He is co-author with Hage, Dennis, and Ismach of "New Strategies for Public Affairs Reporting," textbook to be published by Prentice-Hall, Inc.

In addition to his efforts as co-author of the textbook, Arnold Ismach is serving on the board of directors of the Southside Newspaper, successor to the Model City newspaper, The Paper.

Robert Lindsay has had another year of much travel. He was in West Africa to attend the World Conference of the Society for International Development held in Abidjan, Ivory Coast; conferred in Paris with officials of UNESCO and the Federation pour le Respect de l'Homme et de l'Humanite; read a paper on communication development at Leipzig at the meeting of the International Association for Mass Communication Research; and in October participated with Abraham Moles, Marshall McLuhan, Wilbur Schramm and John K. Galbraith in the week-long World Communication Encounter at Acapulco, Mexico. He has been named

Last December the journalism program at the University of Minnesota tied for first place with Columbia University in a wide-ranging study of the quality of professional education in the U.S. (see page 2). This was exhilarating news for the School's faculty, staff and students.

State of the Murphy

But there was disturbing news, too, for Murphy Hall, which was pressured by growing enrollments and budgetary retrenchments. Since 1970 journalism majors have increased by at least a third, a trend reflected at almost every major journalism school in the country. It is no secret that journalism has become a popular field of study. Perhaps the role of journalists in investigating Watergate has attracted greater numbers of students to the field. Perhaps the tightening job market has cast journalism as a practical, job-oriented field. Whatever the reason, the numbers are clear: last fall, there were 830 journalism majors in Murphy Hall, compared with 751 the year before.

The School's budget is unable to keep up with the growing enrollment. Since 1970, the School has undergone retrenchments in the real dollar value of its budget, as part of the austerity situation of

Students Publish Magazine

A new magazine, produced by journalism students, will be on sale at local newsstands this spring. Buy it!

It's a picture-and-text look at the Minneapolis Indian community, and it's called "Closing the Circle."

It was produced by 12 students in an experimental project course during winter quarter. The staff was recruited from Harold Wilson's advanced graphics course, Smith Schuneman's advanced photojournalism course, and George Hage's magazine writing course.

Editor Betty Binkard, an M.A. candidate in the school, explains the title: "We learned more than magazine editing and production this quarter -- we learned a lot about the local Indian community."

the whole University. In four years of national economic inflation the total Murphy budget has increased a total of 8.5% or an average of slightly over 2% a year.

"The School faces a crisis in the maintaining of excellence," says Director Robert L. Jones. "It has too few faculty members, too few graduate teaching assistants, and too few supply and equipment dollars to enable it to maintain its program and to keep pace with technological change. Moreover, Murphy Hall itself now is 35 years old and is in need of renovation on many of its floors."

"There is genuine hazard to the School's current levels of performance and in the longer run, to the reputation highlighted in the Change article," says Jones.

It is to alumni that the J-School will look for increasing support during this frustrating period. The School needs more scholarships, assistantships and equipment.

As Jones puts it, "If we hope to keep Minnesota at the level it has been in more prosperous times, we are going to have to depend a good bit on the understanding and generosity of our former students."

One of the things we learned was the significance of the symbolic circle in the Indian culture. We discovered that Indians' efforts to restore wholeness to the circle are not limited to the widely-publicized confrontations."

Layout and photocomposition were done in Murphy Hall's third floor graphics lab by, and under supervision of, senior Rick Atterbury, art director of the magazine. Printing costs were met by income from the fund established by friends in memory of Milton Kaplan, a 1943 journalism graduate who was president of King Features Syndicate when he died in 1972.

Wilson, Schuneman and Hage, who team-taught the course, hope that it can be repeated annually. "We have badly needed a magazine editing course ever since Mitch Charnley's retirement closed out the old J-74," Hage said. "This combination of student talents in the school really puts it together."

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