

Alumni Newsletter

School of Journalism and Mass Communication, Murphy Hall, University of Minnesota, April, 1973



Charles B. (Chuck) HOLMES, '58, moved up from vice president to the presidency of the Journalism Alumni Association following the resignation of Rhoda GREENE Lewin early this year. Holmes is director of public relations for the Minneapolis YMCA. Mrs. Lewin cited pressures involved in completing final work for her doctorate in American Studies as the reason for giving up the alumni presidency.

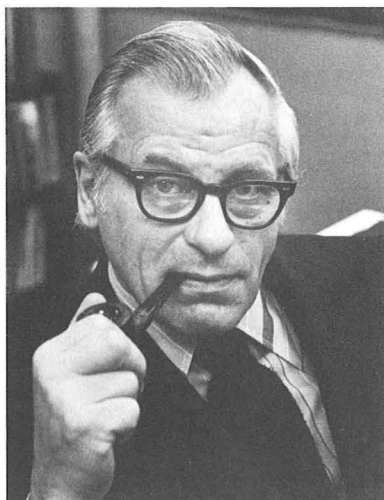
Alumni achievement awards go to three J-School directors

Directors of three of the nation's most distinguished schools of journalism will receive Outstanding Alumni Achievement awards from the University of Minnesota at the annual dinner meeting of the School of Journalism and Mass Communication Alumni Association Friday, May 18. The meeting will again be held at the Town and Country Club just off the 2200 block of Marshall Ave. in St. Paul.

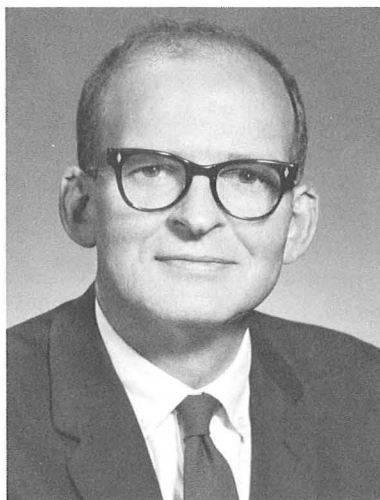
Those to be honored are Warren K. Agee, dean of the Henry W. Grady School of Journalism at the University of Georgia; Harold L. (Bud) Nelson, director of the School of Journalism and Mass Communication at the University of Wisconsin-Madison; and Theodore Peterson, dean of the College of Communications at the University of Illinois, Urbana. They were nominated by a committee of the Journalism Alumni Association and recommended to the Board of Regents by the University Honors Committee.

Dr. Agee received a B.A. at Texas Christian University, Fort Worth, then took M.A. ('49) and Ph.D. ('55) degrees at Minnesota. Dr. Nelson took his B.A. major in journalism at Minnesota in 1941, completed the M.A. here in 1950 and was the first to complete the Minnesota Ph.D. in mass communication in 1956. Dr. Peterson also got his B.A. in journalism here in 1941, but took an M.S. at Kansas State University ('48) and a Ph.D. in Communication at the University of Illinois in 1955. All three men have distinguished records as authors and in service to journalism education associations.

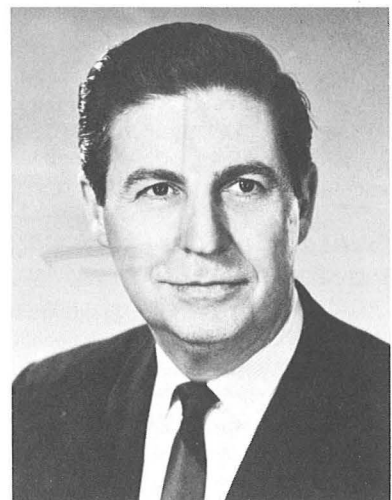
The program for the dinner is still being worked out. A short business meeting, with election of officers for the Alumni Association, will be held. A mailing giving the details, along with a reservation form, is planned for the latter part of April.



DR. THEODORE PETERSON, Dean, College of Communication, University of Illinois, Urbana.



DR. HAROLD L. NELSON, Director, School of Journalism and Mass Communication, University of Wisconsin, Madison.



DR. WARREN K. AGEE, Dean, Henry W. Grady School of Journalism, University of Georgia, Athens.

Faculty members spend busy

In addition to their usual duties in Murphy Hall's classrooms, School of Journalism and Mass Communication faculty manage to keep busy on a host of other projects and public service activities.

Associate Prof. WALTER BROVALD has, in the past year, traveled to such exotic places as Calgary, Toronto, Okmulgee, Okla. and Shakopee in a round of speeches, editorial critiques and workshops. Among these were speeches to the state press associations of Arkansas, Michigan, Minnesota, Ontario, Oklahoma, Alberta, Wisconsin, Washington, Idaho, Missouri and Colorado.

Assoc. Prof. IRVING FANG has continued his examination of political balance in network newscasts for the American Broadcasting Co., and a new edition of Fang's Television News textbook was published by Hastings House this past summer. Fang also led a Murphy Hall project to develop screening procedures for entering journalism students.

Prof. ROY E. CARTER Jr. has returned to active duty in Murphy Hall after a years sabbatical in Latin America, where his work included research on public affairs opinion leadership, television effects and modernization in Chile; functions of the mass media in the lives of teen-agers in San Jose, Costa Rica; and problems in the evaluation of educational TV's effectiveness in literacy and adult education programs in northeastern Brazil. Carter held a Fulbright-Hays fellowship in Costa Rica, served as a consultant to the Organization of American

States in Brazil, and directed a seminar for working journalists in Honduras.

Prof. J. EDWARD GERALD is a secretary of the Grievance Committee of the Minnesota Press Council. During the past summer, Gerald assisted officers of the Association for Education in Journalism in a tax dispute with Internal Revenue Service. For the service, AEJ President Hillier Kriehbaum awarded Prof. Gerald, a past AEJ president, a McGovern-Eagleton button. In addition, Gerald presented a critical appraisal of changes in libel law before the Iowa Daily Press Association in September.

Prof. GEORGE HAGE spent the past summer working on the editorial page of the Minneapolis Star with J-school alumni Harold Chucker, Frosty Jenstad, Steve Alnes and Chuck Whiting.

Associate Prof. VIRGINIA HARRIS and her students assisted the student American Indian Movement (AIM) and the American Indian Studies department in an advertising campaign to keep Indian students in school.

Prof. ROBERT LINDSAY wrote six chapters of Television Today: Information and Education for the Future, published in Spanish in Ecuador last year and attended a Department of State Scholar-Diplomat Seminar in April. He continued research on communication satellites and served as a resource specialist at a communications development in Ecuador in February of 1972.

He returned to Quito as a lecturer in August and September at the Center for Higher Studies in Journalism for Latin America (CIESPAL) and advised research for UNESCO, OAS and CIESPAL on communication among marginal groups. He also attended conferences on

Jones given NBNA Award for contributions to broadcast journalism

Robert L. Jones, Director of SJMC, was awarded the Mitchell V. Charnley Award for outstanding contributions to broadcast journalism, at the 25th anniversary radio-television seminar of the Northwest Broadcast News Association (NBNA), Feb. 2.

Gerald wins Meritorious Service to Education Award

J. Edward Gerald, journalism professor at the University of Minnesota, was honored at the ninth annual Journalism Education Administration Workshop March 1-2 at Southern Illinois University at Carbondale. He received the annual Citation for Meritorious Service to Education in Journalism presented by the SIU School of Journalism. Previous winners of the SIU Citation for Meritorious Service to Education in Journalism have been Frederick S. Siebert, Michigan State; DeWitt C. Reddick, Texas; Wilbur L. Schramm, Stanford; Ralph Nafziger, Wis.; Charles Sandage, Illinois; and Curtis MacDougall, Northwestern.

Schuneman returns from year in Europe

Prof. Smith Schuneman resumed his teaching duties in Murphy Hall at the beginning of fall term following a year's sabbatical leave. Dr. and Mrs. Schuneman and their two sons, Thomas, 9, and William, 4, spent nine months in Western Europe while Dr. Schuneman lectured at European universities and completed research for a book on the history of the photograph in newspapers and magazines.

Newspaper field trip tradition continued

Prof. Walter Brovald is again matching student's expressions of interest with newspapers' invitations for the annual spring field trips, continuing a tradition dating back to the early days of the late Prof. Thomas F. Barnhart's community journalism courses. The students, usually in teams but sometimes individually, spend a week working in news operations at weekly and small daily newspapers around Minnesota.

year in service activities

graduate-level training and research in mass communication in Peru and Colombia in September and attended the 1972 meeting of the InterAmerican Press Association.

Associate Prof. JACK PETERMAN presented a paper and research report at the annual convention of the American Psychological Association in Honolulu in September. He also presented a day-long guest seminar on advertising at Dakota Wesleyan College in October.

Prof. JOHN CAMERON SIM continued in his ninth year as director of the Minnesota High School Press Association, a position he inherited upon retirement of Prof. Emeritus Fred L. Kildow. Sim is president of the campus chapter of Phi Beta Kappa for 1972-73 and is editor of the Newsletter for the Minnesota Conference of the American Association of University Professors.

Prof. HAROLD WILSON participated in the production of a filmstrip on the function of advertising agencies sponsored by 3M and produced by Studio One, Inc. Wilson also won the National Scholastic Press Association's Pioneer Award for continuing interest in student publications and he organized a business and industrial journalism class in which each student gets on-the-job assignments from area publications.

Prof. W. L. (Tommy) THOMPSON is now the chairman of the Advertising Sequence for SJMC, while continuing to devote half of his time as Director of the Summer Session. He took a single-quarter leave from winter, 1973, and has been studying advertising education at leading universities. During the summer he conferred with the staff of the Institute for Practitioners in Advertising in England and studied the British Independent Television Authority. He also visited with the staff of the Communication Advertising and Marketing Education

Foundation which was established to work with colleges throughout England in developing instructional programs in advertising.

Prof. DONALD M. GILLMOR is at work on a second edition of the authoritative "Mass Communication Law" (West Publishing Co.) he co-authored with Prof. Jerome Barron of the George Washington University Law School. He continues as Director of Graduate Studies for SJMC.

In addition to his continuing research in mass media in communities, Prof. PHILIP TICHENOR delivered the division head's address for the Theory and Methodology division of AEJ at Carbondale, Ill., in August.

Assistant Prof. DANIEL WACKMAN served as a consultant for the state Office of Consumer Services in a study of new car owners' experiences with their cars and warranties and with the Edina Youth Task Force in a study of the problems of Edina junior and senior high school students.

Wackman was elected to the executive committee of the Theory and Methodology division of AEJ. In addition, his research on television advertising and children has led to several papers included in the U.S. Surgeon General's Report on Television and Social Behavior, a speech on TV advertising and its impact on young children and testimony before the Federal Trade Commission on TV advertising and its impact on young children and teenagers.

Asst. Prof. JEAN W. WARD, who holds a joint J-school and communication program appointment, spent the past summer producing a series of five video tapes entitled "Search and Report: Students and the Communicating Process" to assist students in seeking information searches and writing of research reports.

Minority H.S. students study urban journalism

Minority high school students interested in journalism careers spent four days working with professionals in the Twin Cities media as part of the three week Urban Journalism Workshop held in Murphy Hall in August.

Students selected for the workshop spent one full day working one-on-one with reporters from the newspapers and broadcast news operations to get the feel of a reporter's daily work, and to get a chance to talk with a reporter directly about his profession. Following the one-day experience students were put into newsrooms for three days as part of the news operation.

Sponsored jointly by the Newspaper Fund, the Minneapolis Star and Tribune, and the St. Paul Pioneer Press-Dispatch, the workshop tried to provide a broad view of journalism careers, including a realistic stint in the newsrooms.

Wright to teach in Wyoming

Donald K. WRIGHT, a Ph.D. student at Minnesota, has accepted a teaching position with the University of Wyoming.

Lockwood is Sections Editor

George LOCKWOOD (M.A. 1957) was named to the newly created position of Special Sections Editor of The Milwaukee Journal. He was previously editor of The Journal's Sunday magazine, Insight.

Magazine art director to teach spring course

William P. Hopkins, formerly art director of LOOK and most recently art director of the new SATURDAY REVIEW, has accepted an appointment as visiting lecturer in the School for the spring term. Hopkins will teach a class in photo editing and another in documentary photography.

Ostman heads Bemidji communications department

Ronald OSTMAN, MA'67, a Ph.D. candidate at Minnesota, began his duties in September, 1972, as acting chairman of the new Department of Mass Communication at Bemidji State College.



SJMC to have share in new building space

A striking new building on the West Bank at 4th Ave. S. and 21st St., diagonally across from Middlebrook Hall dormitory, is not exactly "Murphy Hall II", the long-awaited new home for Journalism. But the new Performing Arts Center will provide much-needed studio and classroom space for broadcast journalism and film aspects of the photo communication sequence. Hope for the once-scheduled new journalism building has evaporated with the general budget-slashing mood of the governor and legislature.

The six-story stone structure still rattles with the sounds of jackhammers and drills. But, by next fall, the top two floors will be whirring with the sounds of film reels as SJMC cinematography students work in the 18-bench editing room. And a visitor to the fifth floor television studios may well hear the muted tones of broadcast journalism students presenting newscasts in the soundproofed studios.

Construction strikes and some building changes have moved completion date for the new building to fall of 1973, six months late. But Assoc. Professor Irving Fang, head of the Broadcasting sequence, expects to move equipment in during the summer and to teach in the two 45-seat classrooms during fall quarter of 1973.

"The Broadcast sequence is bursting at the seams" in Murphy Hall, Professor Fang says. "Students are jammed elbow-to-elbow, editing film in what was ori-

ginally to be a professor's office." The new facility will give broadcasting students a more realistic professional setting.

Broadcast students have been using Professor Fang's office as a makeshift studio to present television newscasts and view their performance on videotape for critiques and comments. In the new facility SJMC will share one black-and-white TV studio with Speech and Theatre Arts. Another which has not yet been funded for equipment will be added soon with color equipment installed later. SJMC will also use radio studios in Eddy Hall after the Department of Radio-Television moves its operation to the Performing Arts Center.

J-Day picnic revived

"Finger-lickin' good" chicken, beer flowing from the tap, and frisbies whizzing by, set the scene for a revival of the J-Day picnic last spring at Sucker Creek Park, north of St. Paul.

Struggling with his accordion, Steve Bickel, graduating senior, provided background music while Murphy Hallites consumed the chicken and potato salad.

After the entertainment George Hage managed to persuade the picnickers to migrate to the softball field. Teams were selected and the game began. Professor Donald Gillmor retreated to a corner of the field to drink beer and discuss Mass Communication Law.

Director R. L. Jones, who was in Munich at the time, donated the beer. Picnic arrangements and ticket sales were credited to Beatrice Thompson, Murphy Hall librarian and part time box office attendant.

Emery teaches quarter in Taiwan, then goes on around the world

Dr. Edwin Emery, professor of journalism and editor of the Journalism Quarterly, spent the fall quarter teaching at National Chengchi University, Taiwan. He has taken a year's sabbatical leave and is traveling around the world after finishing the term in Taiwan in January. He is accompanied by his wife, Mary, and daughter, Alison.

Prior to going to Taiwan he gave the keynote speech on "Mass Media In an Age of Social Change" at a seminar in Seoul, South Korea, Sept. 12-14. He is delivering lectures at several other points in Asia, including a series at Kabul, Afganistan in the period March 5-13.

As part of his sabbatical year, he will visit journalism education and research centers and mass media agencies with the cooperation of the Asia Foundation and the USIA. The Emerys visited New Zealand, Australia, the Philippines, Korea and Japan, before going to National Chengchi University.

The Emerys then will travel to Hong Kong, Malaysia, Singapore, Bangkok, New Delhi, Kabul and Teheran. They will tour in Turkey, Lebanon, Israel, Greece, Yugoslavia and Italy before spending the month of May at the University of Navarre in Spain, where he has a teaching assignment. Then they will visit in France and Britain before returning to Minnesota in August.

Fang researches 'Dial News'

An experiment to develop an on-demand news service has begun under the direction of Dr. Irving E. Fang, who heads the broadcast journalism sequence.

Paper tape from the AP Minnesota wire is being fed into a computer. Each story is numbered and both its dateline and slugline are placed in a table of contents. Fang hopes that eventually a news reader sitting in front of his television set will be able to use his touch-tone phone or similar device to dial up those stories which interest him.

Mpls-Star reporter on staff

Stephen A. Hartgen, formerly a reporter for the Minneapolis Star, is teaching reporting courses full time during the winter and spring quarters. He is also a candidate for the Ph.D. degree with a major in American Studies. Hartgen filled the vacancy created by the resignation of Mrs. Kristin McGrath at the end of fall quarter.

Elston on ASNE board

Three Minnesota graduates were among the candidates for positions on the board of directors of the American Society of Newspaper Editors (ASNE) and one made it. Wilbur Elston, '34, for many years with the Minneapolis Tribune and now associate editor and editorial page director of the Detroit News, was elected. Other candidates were Bob Eddy BA '40, MA '48, publisher of the Hartford (Conn.) Courant, and Paul Veblen, executive editor of the Santa Barbara (Calif.) News-Press.

Alum commands Navy SE Asia supply force

Rear Adm. Douglas H. Lyness '41, has served as commanding officer of one of the key support activities for the U.S. Navy during its period of involvement off the Southeast Asia coast, the big Naval Supply Center at San Diego.

Admiral Lyness was promoted to flag rank in September, 1968, following a long series of assignments in the supply services in three wars. Prior to his present command he directed the Navy's Exchange and Commissary system from a headquarters in New York. This required supervision of 35,000 civilian employees and 2,500 military personnel in 650 stores throughout the world. The stores comprised the 17th largest retail chain in the United States with more than \$1.26 billion in yearly sales.

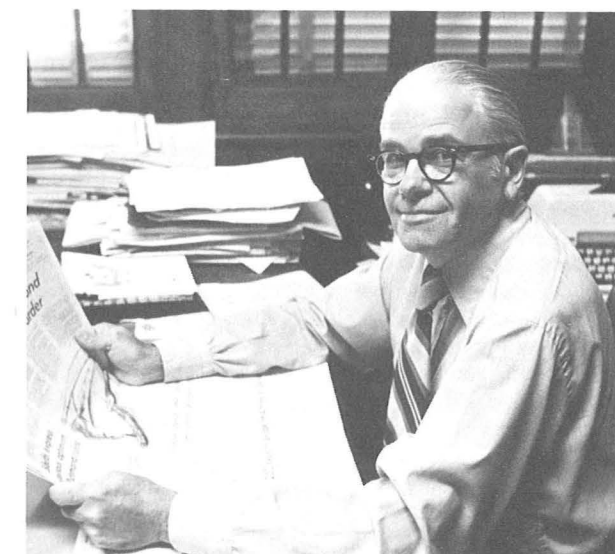
The admiral was named "outstanding male journalism graduate" when he finished with Phi Beta Kappa honors in 1941. Following graduation he was a reporter on the St. Paul Pioneer Press & Dispatch before receiving a commission as ensign and going on active duty with the Navy in the summer of 1941.

Member of first J-class dies

Norman A. Holen, a member of the first class to graduate in journalism at the University of Minnesota in 1917, died July 23, 1972 in a Minneapolis hospital after a stroke several days previously. He was 78. A native of Argyle, Minn. he studied under Prof. W. P. Kirkwood when the latter instituted journalism courses at the University.

Dennis compiles 15 year report

Everette E. Dennis, formerly acting head of the Department of Journalism at Kansas State University, who came here in September to seek a doctorate in mass communication, is working this spring with Dr. Robert L. Jones in compiling a 15-year report to the University on the School.





Daily remodels office space

Minnesota Daily alumni wouldn't recognize the north-east corner of the Murphy Hall basement these days. Gone are the newsroom, the darkrooms and the cubby-holes that editors used to call offices.

In their place is one room divided into smaller work areas with space-age office furniture.

The Daily moved back into its offices on Jan. 3 after spending fall quarter spread around Murphy Hall--the editing lab became the newsroom, reporters wrote their stories in the typing labs, and the business office moved to the fourth floor, as did the staff for the paper's new minorities page.

University workmen began knocking out the walls for the \$92,000 project in September, but planning for the facility began in late spring.

Editor Paul Brainerd, a School of Journalism graduate student, said the remodeling was required because the old offices were "becoming unworkable. We are

expanding the paper rapidly and will probably double the staff size. There was just no place to work."

Last year's staff numbered 90, but this year, about 150 people work for the Daily, Brainerd said.

The price tag includes a \$54,000 construction fee, used to rip out the old walls, build new darkroom facilities and replace flooring and lighting; \$29,000 for modular furniture and room dividers which can be rearranged at any time; an \$8,000 contingency fee which may be partially refunded if no damage to the building was incurred during the remodeling; and \$6,000 in new library equipment.

The remodeling was financed entirely through Daily and Board of Publications funds, with no state or all-university funds allocated, Daily business manager Jim Wittich said. Much of the money is from Daily profits since the paper shifted to student-operated cold type production, last year, he said.

Alum leaves \$53,000 for scholarship fund

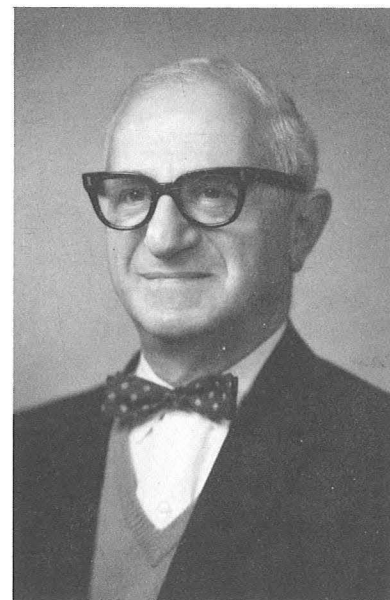
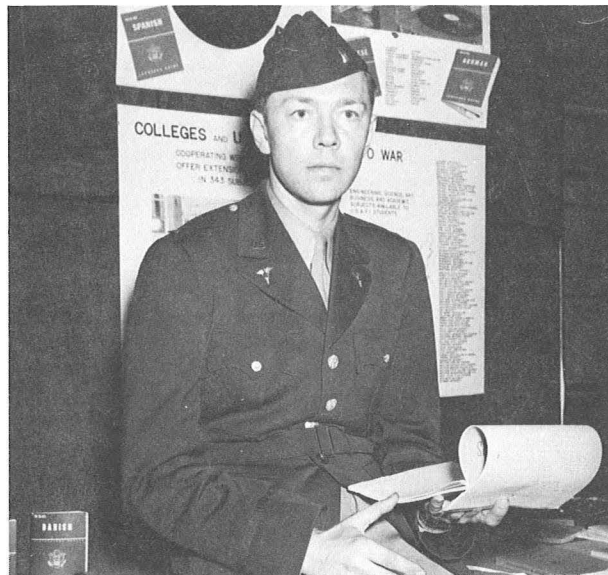
Many journalism students in the years to come will benefit from the thoughtfulness and concern of the late Curtis L. Erickson '38, whose will has established the Curtis L. Erickson Scholarship Fund, bequeathing the residue of his estate in the amount of \$52,940.71. This has been deposited with the University and interest will be used to award scholarships, beginning in 1973.

Although the will did not stipulate conditions under which the scholarships are to be awarded, saying only that they are "for deserving students interested in the editorial phase of journalism," the committee will take into account an interest his attorney said Erickson had in having some Japanese-born students receive some of the scholarship money. Erickson lived in Japan for seven years following World War II, engaged in writing a history of the military occupation.

Prior to entering military service in 1941 he was on the picture desk of the Minneapolis Star-Journal. At the same time he was engaged in writing several books, "The Army in Review" and "Civil Service Careers for Boys", both published in 1941, and "The Navy in Review" published in 1943.

After returning to Minneapolis in 1952 he devoted

himself to free lance writing, although he did serve for a period as editor of the Minnesota Alumni Magazine.



MIKE FADELL, '28

Alumni News

1917 Norman HOLEN, member of the first journalism class at the University of Minnesota, died July 30. He was a retired city editor of the Thief River Falls Times.

1928 Michael J. FADELL, president of his own advertising and public relations agency, 6101 York Ave. So., Minneapolis, was honored by his six children and his 24 grandchildren at a triple celebration, his 70th birthday, his 50 years in advertising and public relations, and his 20 years of Junior Auction, the syndicated television show which he franchises. Mike was sports editor of the Gary (Ind.) Post-Tribune before he enrolled at the University of Minnesota in 1922 where he became sports editor of the Minnesota Daily. James SUTHERLAND, who retired last March as manager of copy production and control, public relations department, The Goodyear Tire & Rubber Co., Akron, Ohio, has established his own public relations counseling and feature writing operation in Southern Pines, N.C. where he now lives.

1932 William T. HARRIS, Jr., formerly assistant director of University Relations for the University of Minnesota, is public relations officer of the University National Bank of Minneapolis.

1934 Wilbur ELSTON, associate editor and editorial page director of the Detroit News, was elected to the Board of Directors of the American Society of Newspaper Editors. Philip POTTER, chief of the Baltimore Sun Washington bureau, Harry REASONER (1944), ABC evening news co-anchor man, and Eric SEVAREID (1935), CBS News commentator, were among the 89 newsmen who traveled to China with President Nixon. Daniel K. STERN, San Jose (Ca.) Mercury and News public relations and promotion director, has retired because of poor health. He was president of the International Newspaper Promotion Association in 1963 and received the organization's highest honor, the Silver Shovel Award for service to the newspaper industry in 1966.

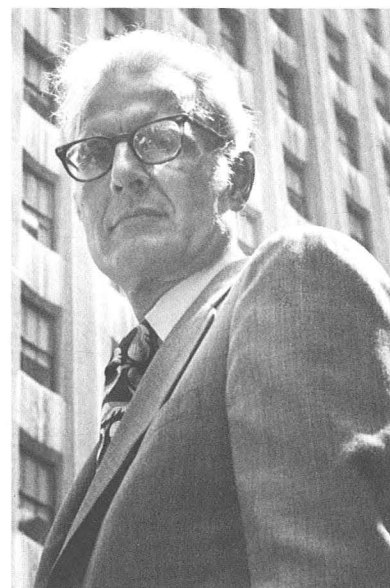
1936 Earl KIRMSER is president of a new public relations and advertising agency, Earl Kirmsers, Inc., with offices in the Time and Life Building, New York. Previously he was executive vice president of T. J. Ross and Associates, New York public relations firm.

1937 Richard DAVIDS of Bagley, is author of a book, "How to Talk to Birds."

1939 Bernard CASSERLY, Catholic Bulletin editor, won first place in the editorials category of the 1972 Twin Cities Newspaper Guild Page One Awards. Elwood MAUNDER has signed two cooperative agreements with the United States Forest Service to do research and writing in its history. The first is a three-year project which will produce a full history of the Service which is to be published in the Bi-Centennial Year 1976. The other is a one-year study of the history of the Northeast Forest Experiment Station of the USFS which will celebrate its 50th anniversary next June. The projects will be carried out as a part of the work of the Forest History Society of which he is the executive director.

Joseph S. TONER, director of the U. S. Agency for International Development (AID) Mission for Turkey, was interviewed on the radio program Mission Overseas, in Washington, D. C.

1940 Harold CHUCKER, editorial editor of the Minneapolis Star, was named one of six winners in the 1971 Awards for Excellence program sponsored by the John Hancock Mutual Life Insurance Co., for a group of articles dealing



EARL KIRMSER, '36

with Minnesota farm credit operations. Bob EDDY (M.A. 1948), publisher and editor of the Hartford (Conn.) Courant, was nominated to the Board of Directors of the American Society of Newspaper Editors. Sig MICKELSON (M.A.), chief of Encyclopedia Britannica's Educational Corporation and president of the International Broadcast Institute, is author of a new book, *Electric Mirror*, published by Dodd, Mead and Co., which outlines some of the problems television newsmen face. He is also a visiting lecturer at Medill School of Journalism.

Otto SILHA, executive vice president and publisher of the Minneapolis Star and Tribune, was awarded the American Advertising Federation's Silver medal at a May 11 luncheon. Paul VELEN, executive editor of the Santa Barbara News-Press, was nominated to the Board of Directors of the American Society of Newspaper Editors. He also received a School of Journalism Outstanding Journalism Alumnus award last spring.

Melvin G. LARSON died Oct. 28. He had been editor of the Evangelical Beacon, Minneapolis.

1941 John T. WITHY and Stuart W. Gang merged their separate advertising agencies to form the advertising and public relations firm of Gang and Withy, Inc., St. Paul.

Louis M. BENEPE III died Feb. 15. He was publicity and promotion director for the Minnesota Department of Economic Development.

1942 Jack KELLY, reported for the Portage (Wis.) Daily Register, won the 1971 Wisconsin United Press International news writing competition for newspapers with a circulation of 30,000 and under for the third time. His son, Mike, was first place winner in the feature category for a series of articles dispatched during a six-weeks civilian tour in South Vietnam. Mary Jane SOKOLOSKI Gustafson, news editor of the Brooklyn Center Post, won a first place award in the interview category and the Carol Marx Memorial Award for an article or series on health in the 1971 Minnesota Press Women Annual Writing and Photography Contest.

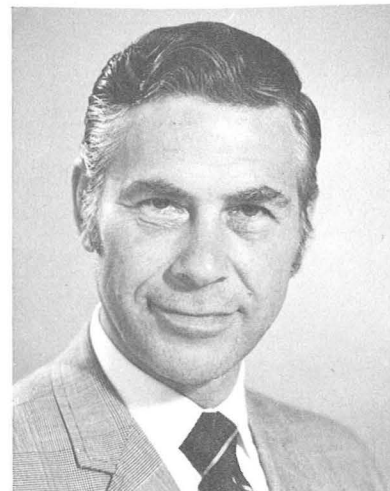
1943 Edwin C. BRAMAN (M.A. 1951) has been elected president of Dain Tower, Inc., Minneapolis, a subsidiary of Dain, Kalmen and Quail, Inc. He was previously a vice president. He will direct all the firm's property operations. Milton KAPLAN, 53, president and general manager of King Features Syndicate, died as a result of a heart attack on a ski slope in Windham, N.Y. on Dec. 29.

Russell ROTH is feature editor of *Modern Medicine*, Minneapolis. 1944 James RICHARDSON, formerly managing editor of *Commercial West* magazine, a banking weekly, is now assistant managing editor of *Sun Newspapers*, Twin Cities.

1946 Geri HOFFNER Joseph is a contributing editor to the *Minneapolis Tribune*. She was elected to the Minnesota Alumni Association board of directors last fall, and was elected first woman board member of Northwestern National Bank of Minneapolis.

1947 Stanley MANDEL is bureau chief of Associated World Public Relations Pty. Ltd., with offices in Sydney, Australia. He and his wife and two children, Mark, 9, and Alison, 6, arrived in Australia last December. He had previously been a public relations consultant in California. John MCDONALD was awarded the Administrator's Blue Ribbon Award for trade analysis articles and for contributions to *Foreign Agriculture* magazine as agricultural attache for the United States Department of Agriculture in Brazil. He was recently transferred to Guatemala in a similar position where he will also have responsibility for reporting on Honduras and British Honduras.

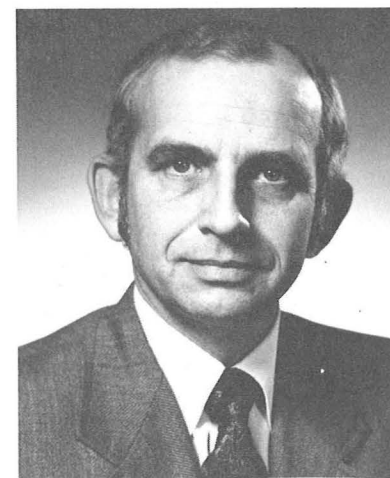
Vern BLIKSTAD may be the nation's largest single distributor of Bibles, according to an article in the *Minneapolis Star*. He is an insurance broker. Milton NESVIG (M.A.) assistant to the president of Pacific Lutheran University, Tacoma, Wash., was awarded a citation for 25 years of service by the University at commencement and a citation for distinguished service by the alumni at Homecoming.



ROBERT WITTE, ex '44 V.P. - Administration, Minneapolis Star & Tribune



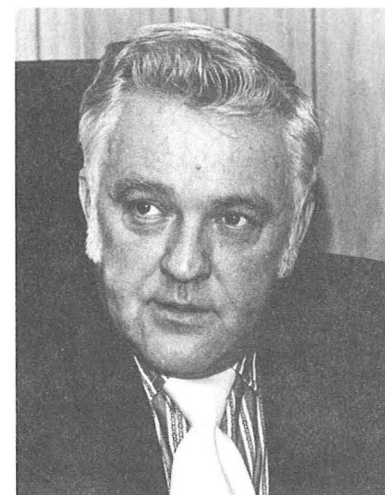
SERGE E. LOGAN, '50 Communication Director, S. C. Johnson & Sons, Racine, Wis.



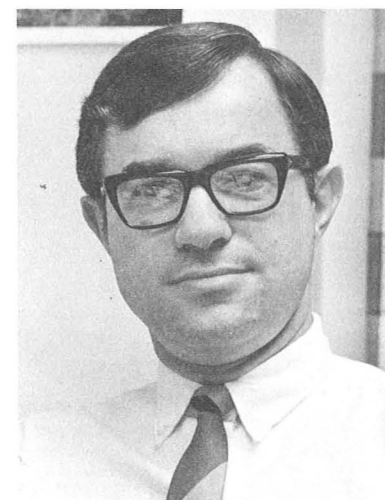
G. DAVID FARKELL, '49



CAL OLSON, '48



WILLIAM H. OVER, '48 President, Crescent Newspapers, Inc.



FRANK WRIGHT, grad. student '54

1948 Gordon COWAN purchased the outstanding shares in the public relations agency formerly known as Cowan & Wollan, Inc., Minneapolis. It has been renamed Gordon Cowan & Associates. Robert E. HARRIS is an account executive for Padilla and Speer, Inc., Minneapolis public relations counseling firm. He was formerly director of communications for the C. G. Rein Co., St. Paul real estate firm, and previous to that was public relations director of Farmers & Mechanics Savings Bank of Minneapolis. John K. HARTMAN joined the staff of Faber Advertising, Inc., Bloomington. He had formerly been with Colle-McVoy Advertising, Minneapolis. Cal OLSON was promoted from city editor to managing editor of the Fargo (N.D.) Forum.

William OVER, formerly with Pioneer Publications, Berwyn, Ill. has moved to Paddock Crescent Publications, Downers Grove, Ill., as publisher. Milton SHIEH (M.A.) is ambassador of the Republic of China in El Salvador. Donald WERNER is president of Werner & Werner Corp., Santa Monica, publishers of *Plane & Pilot* magazine, of Werner Book Corp., Santa Monica, publishers of *Golf & Club* magazine and *Travel World* magazine, of Coronado Book Corp., Los Angeles, publishers of *Cars International*, *Popular Cycling* and *Trail Bike* magazines and of *Delta Magazines, Inc.*, Los Angeles, publishers of *Model Car Science*, *Model Railroad* and *Model Airplane* magazines. Marye DECKER Hubbard Gannett is a computer systems analyst for General Services Administration, Washington, D.C. and is a candidate for an M.A. degree at George Washington University. She and Arthur C. Gannett were married on April 4, 1970.

Duane ANDREWS is an account executive for Kaufman, Spicer advertising, Minneapolis. John FINNEGAN (M.A. 1965) is chairman of the national Associated Press Managing Editors Freedom of Information Committee.

G. David FARKELL was elected vice president of Don Braman & Associates, Inc. Minneapolis public relations counseling firm. He continues as a director of the Minnesota Chapter of the Public Relations Society of America. Robert FRANKLIN died last year. Fred KOROTKIN's stamp news column, *Keeping Posted*, appears every Tuesday night in the *Minneapolis Star*. He is a member of the Philatelic Advisory Panel to the American Revolution Bi-Centennial Commission. Dorothy LEWIS, St. Paul Dispatch reporter, was a member of a team from the St. Paul Dispatch and Pioneer Press that placed second in investigative story in the 1972 Twin Cities Newspaper Guild Page One Awards for the edition of Issues on "Dope." She also won second place for news feature.

Harold ROITENBERG, president of Modern Merchandising, Inc., Minneapolis, announced the company had acquired Standard Sales Co., Jacksonville, Fla., and King Distributors, Tampa, Fla., and merged with Jafco, Inc., Seattle. Leo STOCK is director of public relations for Group Health, Minneapolis. He was formerly with the Farmers Union Central Exchange, South St. Paul.

1950 Les BELDO (M.A.) is president of a market research firm, Les Beldo and Associates, Evanston, Ill. Arvilla HANSEN, regional editor, *Brainerd Daily Dispatch*, won a first place award for her daily column in the 1971 Minnesota Press Women Annual Writing and Photography Contest. H. Kenneth HANSEN was reappointed chairman of public information for the International Society for Technical Communication. At the Society's international conference in May at Boston he won the "award of excellence" as editor of *Tech Talk*, Twin Cities chapter newsletter. Donald ITTNER was promoted from account supervisor to management supervisor in the Minneapolis office of Campbell-Mithun advertising. Serge LOGAN was promoted to communications director of S. C. Johnson & Son, Inc., Racine, Wis. Donald J. OLSON, formerly owner-publisher of the *Marshall (Minn.) Messenger*, is now general manager of the *New Iberia (La.) Daily Iberian*.

Richard ROBERTSON (M.S. 1954) was promoted to director of communications for the Sperry Rand Corp.'s Remington Rand division. He was former manager of worldwide user relations for the company in Philadelphia.

1951 Shirley KYLE was named by Secretary of the Interior Rogers C. B. Morton to be his special assistant for District of Columbia affairs, where she also assists resources planning officials in the Department in community relations aspects of land and water development. She was formerly information and community relations officer with the National Capital Planning Commission. Reynold MALMER, public relations director of the American Optometric Association, St. Louis, Mo., was appointed to membership on the President's Committee on Employment of the Handicapped.

Curtiss ANDERSON has been named an editorial director for Hallmark Editions/ Springbok by Hallmark Cards, Inc., Kansas City. He will be in charge of Hallmark's three gift book lines and the editorial operation of Springbok Editions, a division of Hallmark. Lawrence ANDERSON is executive secretary of the Minnesota Public Service Commission, St. Paul. He was formerly news and publications director for Hamline University, St. Paul.

1952 John CROFT, Minneapolis Tribune photographer, was third place winner for sports photo, in the 1972 Twin Cities Newspaper Guild Page One Awards. Robert J. R. JOHNSON, St. Paul Sunday Pioneer Press Capital Magazine editor, was coordinator of a team from the St. Paul Dispatch and Pioneer Press that placed second in investigative story in the 1972 Twin Cities Newspaper Guild Page One Awards for an edition of Issues on "Dope." Robert J. JOHNSON (M.A. 1955) was promoted from account manager to account supervisor of the Minneapolis office of Campbell-Mithun advertising. Mr. and Mrs. Patrick STAFFORD announced the birth on May 4, 1971 of Thomas Paul Stafford. Harmon STANCH is a stock and insurance salesman for Investors Diversified Services, Minneapolis.

Jack MARK (M.A. 1956), advertising manager of the Minneapolis Gas Co., is second vice president of the Public Utilities Advertising Association.

1953 Bert CUNNINGTON and his wife have a daughter, Christine, born March 22, 1968. Eivind O. HOFF, executive director of the Minnesota Medical Foundation, was elected a director of the Minnesota Chapter of the Public Relations Society of America. Lowell LUDFORD is senior staff publicist in the public relations department of 3M Co., St. Paul. Frank SCHNEIDER (M.A. 1957), Batten, Barton, Durstine & Osborn, was elected first vice president of the Advertising Club of Minnesota for 1972-73. Earl WETTSTEIN, president and creative director of Wettstein Advertising, Inc., Tucson, Ariz., announced that the agency had been elected to membership in the American Association of Advertising Agencies.

1954 Michael LYONS is head of the history department of North Dakota State University, Fargo, N.D. Dean SCHOELKOPF (M.A. 1959) is assistant managing editor of the Detroit Free Press. Frank WRIGHT, ex grad student, is chief of the Washington bureau for the Minneapolis Star and Tribune. He received the Worth Bingham award for distinguished investigative reporting for his 1971 articles on the dairy lobby's financial contributions to the Republican Party and also won the runner-up prize in this year's Raymond Clapper Memorial Competition for distinguished Washington reporting.

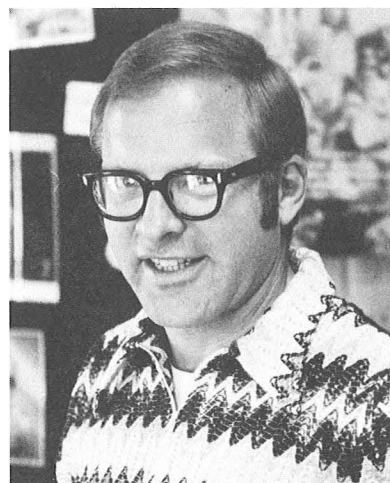
Joseph F. SULLIVAN, Jr. joined National Car Rental System, Inc., as director of advertising and public relations. He had been vice president and director of public relations for Kaufman, Spicer and Co., Minneapolis.

Richard GETCHELL heads visual products advertising for 3M Co., St. Paul.

1955 Robert L. JOHNSON was promoted to new products manager for International Multifoods, Inc., Minneapolis. A knee injury during a company softball game the night before put Jim LUTHER on crutches when a 10-speed bicycle was presented to him at his last meeting as president of the San Francisco Ad Club. He is general manager and senior vice president of D'Arcy-MacManus Advertising, San Francisco, and lives in Tiburon. He and



SHIRLEY KYLE, '51



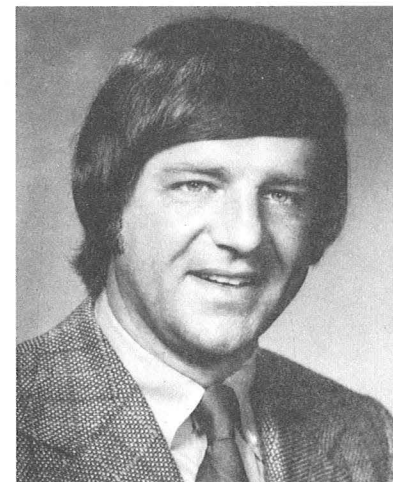
EARL WETTSTEIN, '53



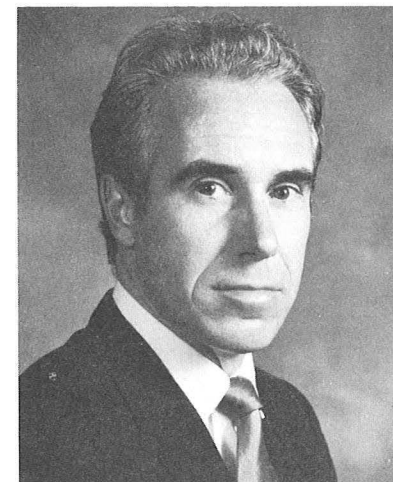
JIM LUTHER, '55



LAWRENCE TRACY '55



STEVE SCHUSTER, '58



MICHAEL J. LYONS, '54 History professor at North Dakota State University.

his wife have five children--Karen, 18, Dave, 16, twins Allison and Melanie, 3, and Chuck, 1. Lawrence TRACY was promoted to advertising and sales promotion manager for 3M Company's industrial special products department. Douglas WEYH and Lois Johnson were married on April 8th.

1956 Mr. and Mrs. Frank Winker (Virginia LINGUIST, M.A.) became parents of a daughter, Jeanne Elizabeth, last year.

Gary HARM has been elected a vice president of Kerker & Associates, Inc., Minneapolis advertising and public relations agency. He is media director. Peter LINDBERG (M.A. 1960) is senior editor of Modern Medicine Magazine, Minneapolis. Previously he was a senior department head of the features department of Better Homes and Garden, Des Moines, Ia. Robert ZCHUNKE has been appointed to head the Atlanta (Ga.) office of Henderson Advertising Agency, Inc.

1957 James BRATTVET is advertising and public relations manager of the Tennant Co., Minneapolis. John COYNE was appointed director of marketing and communications for Ellerbe, St. Paul architectural-engineering-planning firm. He was previously public relations director of the same firm. Ralph INGERSON of the St. Paul Dispatch copy desk was second place winner for news headlines in the Twin Cities Newspaper Guild 1972 Page One Awards. Commander Jerry PAPE, ex grad student, is director of the Navy Public Affairs Office Midwest stationed in Chicago and the Navy chief of information's representative for the 19 central states. He and his wife have a daughter, Gretchen. Richard RAINBOLT is author of "Gold Glory," a book about Minnesota football stars of the "golden years," published by the Ralph Turtinen (1951) Publishing Co., Wayzata. He had previously written "The Goldy Shuffle," the story of Bill Goldsworthy. He now operates his own business, RR Enterprises, which specializes in public relations, books and promotional pieces. Jim READ is a consumer investigator for the Office of Consumer Services, Minnesota Department of Commerce, St. Paul.

Murray APPELBAUM, formerly promotion director for Sun Newspapers, Twin Cities, is director of advertising and public relations for the North Central Companies, St. Paul. William RIEMERMAN, formerly a reporter for the St. Paul Dispatch and Pioneer Press, is an investigative researcher for the Minnesota Senate.

Harold BORDEWICH was promoted to sales coordinator of the Tennant Co., Minneapolis.

1958 Lawrence HADDAD was named a vice president of Shelter Development Corp., Minneapolis. He is in charge of its newly-opened Chicago office. Patrick HITTNER was promoted from copy chief to associate creative director in the Twin Cities office of D'Arcy-MacManus, Intermarco. He was writer of a merit-award winning entry in the best trade campaign category of the Advertising Club of Minnesota's 1972 contest. Charles HOLMES, public relations director of the Metropolitan Minneapolis YMCA, was elected a director of the Minnesota Chapter of the Public Relations Society of America. Joseph KVASSE, ex adult special, was promoted to Minneapolis Tribune promotion supervisor. James LEF, publications director of the state Department of Education, is president-elect of the National School Public Relations Association.

Thomas C. NELSON is executive vice president and a member of the executive committee of Padilla and Speer public relations firm, Minneapolis. Steve SCHUSTER has formed a new firm, Steve Schuster Public Relations, Inc., Excelsior. He was formerly vice president of public relations for Johnson Livingston, Inc., Minneapolis. Ronald SEABORG was appointed regional sales manager for Paul Burke & Associates, Inc., Minneapolis. He was previously employed in the Minneapolis office of the Insurance Co. of North America. Donald WALCZAK joined Marketing Communications, Inc., Minneapolis advertising firm, as vice president and account executive. Previously he had been manager of advertising and sales promotion for the Bishman division, Royal Manufacturing, Osseo.

William BROWN is area personnel manager for the T. Eaton Co., Ltd., Winnipeg, Canada.

1959 Ann BAKER, St. Paul Pioneer Press reporter, was first place winner for family series and third place for family news in the 1972 Twin Cities Newspaper Guild Page One Awards. Hugh BARCLAY is communications director of the Farmhand Division of the Daffin Corp., Minneapolis. L. M. BRADLEY is vice president of Holland, Dreves, Reilly, Inc., Omaha advertising and public relations firm. He was formerly director of public relations and public information at Creighton University, Omaha, and had also been on the public relations staffs of Northwestern Bell Telephone Co. and American Telephone, and editor and publisher of the weekly West Point Republican. The Bradleys have three daughters--Barbara, 13, Kathy, 12, and Patty, 8. Frances MUNNINGS Caldwell is production manager of Minda Public Relations, Minneapolis.

Tsun-Chuan CHANG is information officer at the Embassy of the Republic of China in the Fiji Islands. Phil LEE, formerly St. Paul Pioneer Press city hall reporter, was named communications and programs coordinator for St. Paul Mayor Lawrence Cohen. He was also part of a team from the St. Paul Dispatch and Pioneer Press that placed first in investigative story in the 1972 Twin Cities Newspaper Guild Page One Awards for an edition of Issues on "Poverty." Robert SCHWARTZ is an editorial assistant for the United Jewish Fund, St. Paul. John E. SWANSON, formerly manager of industrial products advertising, was promoted to manager of marketing evaluation for Dow Corning Corp., Midland, Mich.

Richard TRAFAS, ex grad student, was named general advertising-merchandising manager at the B. F. Goodrich Tire Co., Akron, Ohio. He was previously vice president of merchandising at Vernors, Inc., soft drink manufacturers.

Jack HASKINS (Ph. D.), chairman of graduate studies and research, University of Tennessee College of Communications, is author of "How to Evaluate Mass Communications" which was recently translated into Spanish for 1973 distribution throughout the Spanish-speaking world. The book grew out of his experiences as manager of advertising research with Ford Motor Co., and in university communications research programs, and has been adopted as a university textbook as well as being used by advertising agencies and commercial organizations. He assisted in the preparation of a special report on drug abuse for the National Research Council as a special session in Rupert, Vermont Jan. 27-29, and has also been elected to fellow status in the American Psychological Association, Consumer Psychology division. John REQUE (M.A.), adviser to the student newspaper at Evanston Township High School, is the 1972 winner of the Gold Key Award presented annually by the Illinois State High School Press Association for outstanding service to scholastic journalism. William SWAIN is director of marketing for the Alaskan Bank, Anchorage.

1960 Todd HUNT's text book, Reviewing for the Mass Media, was published by Chilton in September. He is president of the New Jersey Professional Chapter of Sigma Delta Chi for 1972-73 and assistant professor in the Department of Human Communication, Rutgers University, New Brunswick, N.J. His wife, Karli Jo (WEBBER) 1960, is assistant editorial page editor of the New Brunswick Home News, and attended the editorial page session of the American Press Institute at Columbia University in September.

1961 David BUTWIN is a freelance writer. He was a travel editor for the Saturday Review. Ron DICK, executive vice president and treasurer of Carmichael-Lynch Advertising, Inc., was one of the copywriters of an Olaf-winning ad for Arctic Cat Snowmobiles in the best campaign--consumer--any media category for the Advertising Club of Minnesota's 1972 contest. He was also co-copywriter for a merit award winner in the best radio, any length category. Tom MATTHEWS, St. Paul Dispatch city editor, was co-author of a first place winning story in the spot news category in the 1972 Twin Cities Newspaper Guild Page One Awards.

James MOFFET was promoted to vice president and assistant secretary of Padilla and Speer, Minneapolis public relations agency. David ODEGARD is president of Alwes Outdoor Advertising Co., Louisville, Ky. He and



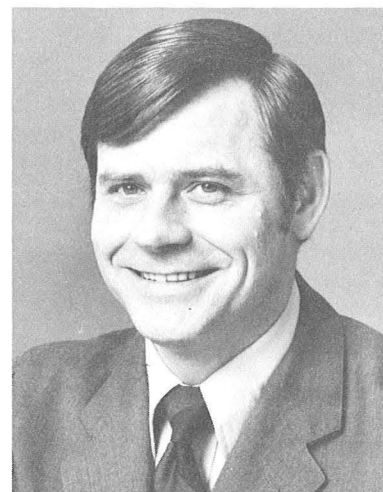
JIM LEE, '58



JERRY RINGHOFER, '61



LUTHER M. BRADLEY, '59



RICHARD TRAFAS, ex. grad '59

his wife have two sons. David PLANTING died July 15. He is survived by his wife and son, Craig. Gerald RINGHOFER, executive editor of the Owatonna People's Press, was named one of Minnesota's 10 outstanding young men by the Minnesota Jaycees, and was elected third vice president of the Minnesota Associated Press.

Jerry BURNS is an account executive for Oaklund Griffen Mogel Advertising, Inc., Minneapolis. Andrew NEIBERGS (M.A. 1963) is assistant district marketing manager for Delta Airlines, Inc., New York City. D. J. LEARY has been appointed a part-time communications adviser to Gov. Wendell Anderson.

1962 Carol FOERTSCH Mahoney, ex grad student, is a reporter for the Woburn (Mass.) Daily Times in its Winchester (Mass.) bureau. James KIEWEL is executive vice president of Joshua Tree Productions, Inc., New York, producers of educational films. He and his wife, Ann, have two children, Cara, 6, and Jonathan, 3.

Ian MODELEVSKY (M.A.) is product manager for children's products for Bristol Myers, New York City. He and his wife have four children--Marc, 9, Ilene, 8, Nina, 4 1/2, and Beth, 2 1/2. Paul POSEL (M.A. 1969) is a staff writer for Bill Dorn and Associates, Minneapolis. Wells WRIGHT, Jr. was appointed account executive with the St. Paul office of D'Arcy, McManus and Masius advertising agency. He was formerly director of sales and marketing for Agora, Inc., Minneapolis communications firm.

1963 David D. BERGLUND joined Webb Publishing Company's creative communications division in St. Paul as an account representative assigned to the American Oil account. LDCR John BERGQUIST and his wife, the former Kathleen SILTBERG (1964), are living in Taipei where he is stationed in the Navy. Kathleen was formerly a project manager in the direct mail department of Bullock's Department Store, Los Angeles. James BOSTIC was named vice president of marketing for Starcraft Co., Goshen, Ind., manufacturers of camping trailers and recreation vehicles and aluminum and fiberglass marine products. He was formerly director of market planning for American Motors, Detroit. Myra SCOTT, KRON-TV, San Francisco news-reporter, was a winner of the Press Club of San Francisco's "Black Cat" trophy for TV documentaries.

Theodore STORCK, left a seven-year career in the Navy to become a rookie policeman in West Los Angeles. He is still affiliated with the Naval Reserve where he is a recruiting officer in Santa Monica. Herbert WEBER (M.A. 1965) is in charge of the Buffalo, N. Y., United Press International bureau.

1964 Ray CONRADI was promoted to editor of Business Graphics magazine. He and Colleen Tadman were married in August, 1971. Mr. and Mrs. Robert Meidinger (Mary Ann PETERSON) announced the birth of a son, Trent, on Jan. 14, 1972. Kenneth ROY died Feb. 18th. He had been publications editor for Graco, Minneapolis. Ella HEDMAN Warmington (M.A. 1965), St. Paul Dispatch reporter, was part of a team from the St. Paul Dispatch and Pioneer Press that placed first in investigative story in the 1972 Twin Cities Newspaper Guild Page One Awards for an edition of Issues on "Poverty."

LeRoy ANDERSON is director of public information for the Minnesota Society for Crippled Children, Minneapolis. He was formerly public relations director for the Association of General Contractors, Minneapolis.

1965 Roy CLARK, previously with Tatham-Laird and Kudner and Needham, Harper and Steers advertising agencies, Chicago, has joined D'Arcy-MacManus Intermarco, St. Louis, Mo., as writer-supervisor. Janet ROGERS and Allen Dale Preston were married on Sept. 2nd. Gary RUBIN is advertising manager of Nalco Chemical Corp., Chicago. Karen STEPHENS Kelley, formerly a copywriter for the 3M Co., St. Paul, is doing copy and sales promotion work for the McQuay Corp., Minneapolis. Robert SYLVESTER, news editor of the Catholic Bulletin, St. Paul, and president of the Twin Cities Media Pro-

ject, is a candidate for the Minnesota Legislature in District 45A. He received an honorable mention for page makeup in the 1972 Twin Cities Newspaper Guild's Page One Awards. Tom WIRT, formerly with National Car Rental System, Inc., is now manager of local sales promotion for International Dairy Queen, Inc., Minneapolis.

Mary Katherine NIEMEYER and Frederick William Schultz were married on Dec. 27.

1966 Barbara BEERHALTER is a public relations writer for the AFL-CIO headquarters office, St. Paul. She was formerly a radio news writer for WCCO Minneapolis. Thomas DUPONT was appointed national accounts manager of the agricultural research services department at Miller Publishing Co., Minneapolis. He was formerly with the Tennant Co., Minneapolis. Blair CHARNLEY, Minneapolis Star reporter, won an honorable mention in the 1972 Twin Cities Newspaper Guild Page One Awards in the spot news category. Anne GILLESPIE and Stephen Lewis were married Jan. 30th. They are now living in England. Keith JOHNSON (M.A.) lectured on police and court reporting at the University of Hartford last spring. He was also elected a director of the Connecticut Professional chapter of Sigma Delta Chi. He is a reporter and an editor at the Middletown, Conn., Press.

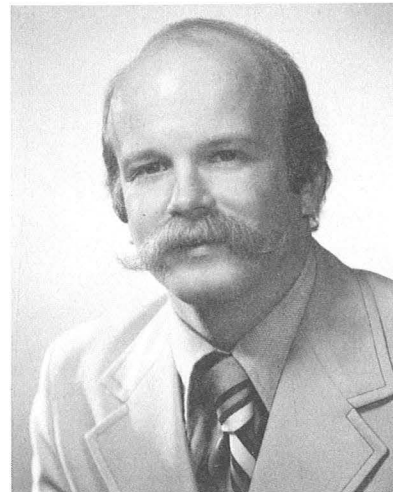
Karen WHITING is a public information officer for the Planning and Development Division of the Minnesota State Department of Education, St. Paul.

Roswitha VON MENDE Johnson is a free lance public relations writer in the Twin Cities. Karl KARLSON, St. Paul Pioneer Press reporter, was a member of a team of writers from the St. Paul Dispatch and Pioneer Press that placed second in investigative story in the 1972 Twin Cities Newspaper Guild Page One Awards for the edition of Issues on "Dope." He also tied for second place in the family feature category. Hans KNOOP is assistant director of public information for Winthrop College, Rock Hill, N.C. Michael LARSON is managing editor of the Paddock Circle Newspapers, Libertyville, Ill. He was formerly on the staff of the Mankato Free Press. Judy MATTSON who had been a reporter and editor for Sun Newspapers, Twin Cities, is a staff writer and editor for Blue Cross and Blue Shield, St. Paul. Celia SMITHERS Venable and her husband live in Crossville, Tenn., where he is a pastor of a rural church. She is a free-lancer for the Christian Board of Publication in St. Louis, Mo., and does some writing in the field of ecology and recycling for a local newspaper. Michael VON ENDE is news director of KYW-TV, Philadelphia. He was formerly assistant news director for WBZ, Boston.

1967 Roger BERGERSON, St. Paul Pioneer Press reporter, was part of a St. Paul Pioneer Press and Dispatch team that placed first in investigative story in the 1972 Twin Cities Newspaper Guild Page One Awards for an edition of Issues on "Poverty." Richard CHAMBERLIN joined the editing staff of Miller Publishing Co., Minneapolis. He was formerly editor of the Owatonna Photo News. Irene HESSE is a catalog copywriter for Gamble Skogmo, Minneapolis.

Robert Kiefer is director of marketing communications for Minnetonka Labs. Previously he was vice president of marketing communications for Paul Burke and associates, Inc., Minneapolis. Kent KOBERSTEEN, Minneapolis Tribune photographer, was third place winner for color photos in the 1972 Twin Cities Newspaper Guild Page One Award.

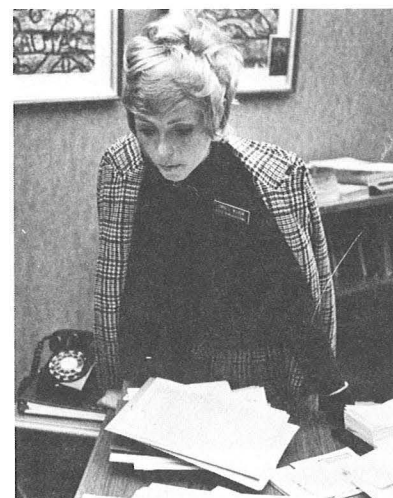
Ronald OSTMAN (M.A.) is acting chairman of the Department of Mass Communication at Bemidji State College. Chung W. SUH (M.A.) (PhD 1970) is a professor in the Department of Journalism in Yonsei University, Seoul, Korea. He was formerly editor of the Pan-Asia Times, Washington, D.C. Al WASH III, Batten, Barton, Durstine and Osborn, was copywriter of a merit award winning ad in the consumer magazine, color, one-page category in the Advertising Club of Minnesota's 1972 annual awards. Catherine WATSON, Minneapolis Tribune reporter, was first place winner for spot feature in the 1972 Twin Cities Newspaper Guild Page One Awards. She was also second place winner in the family news category. Carol PINE Wolkow, news editor



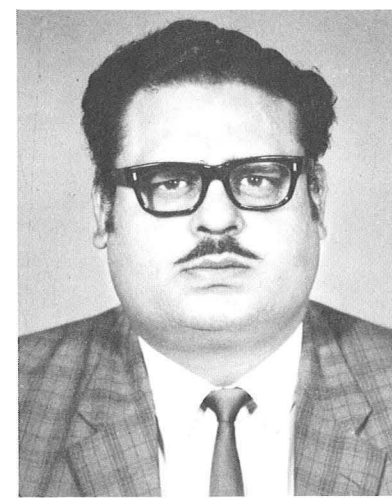
ROBERT H. KIEFER, '67



JAMES BOSTIC, '63



CAROL WOLKOW, ex '67



SYED BASHIRUDDIN, M.A.'68

of the North Hennepin Post, was winner of six first place awards in the 1971 Minnesota Press Women Annual Writing and Photography Contest - for news story, special series, community service, department or page regularly edited by a woman, newspaper regularly edited by a woman and photography in weekly newspaper and combined categories. She also received a certificate of excellence in the suburban journalist of the year competition sponsored by the Suburban Newspapers of America Editorial Seminar in Washington, D.C.

Curtis BECKMANN, news director, WCCO Radio, Twin Cities, was elected to a two-year term as director at large for the Radio-Television News Directors Assn. Joan HALGREN is an editor for the University of Minnesota Extension Division. Jon HALVORSON is a staff writer for the Associated Press, Albany, N. Y. He was formerly on the staff of the Grand Rapids (Mich.) Press. Kathleen RUSSETH and David Hyams were married January 27 in Berkeley, Calif. Stone SHIH (M.A.) is director of a program department for Chinese Television Service, Taipei, Taiwan. He and his wife have two children, a boy and a girl.

1968 Michael ANDERSON has enrolled as a graduate student at the University of Minnesota and is an information service coordinator for the College of Education on a part-time basis. Syed BASHIRUDDIN (M.A.) is head of the Journalism Department at Osmania University, Hyderabad, India. He is president of the Hyderabad Advertising Club and the Convenor of the Public Relations Society of Hyderabad. Last May he presented a paper on the mass communications education situation in India at a seminar on communications sponsored by AMIC and the government of Malaysia in Kuala Lumpur. He also was elected secretary of the Indian Journalism Education Association and is on the boards of studies in journalism of six Indian universities, including the Institute of Mass Communication, New Delhi. Dan CARLSTROM is vice president of marketing for Travex International Corp., Minneapolis. He was formerly on the advertising staff of Federated Insurance Co. of Owatonna.

Richard HINKIE and his wife became parents of twins, Erik and Gretchen, on April 14, 1971. Jody LEGENDRE is a copywriter for Bozell and Jacobs, Los Angeles. She was formerly a copywriter for Campbell-Mithun, Minneapolis. Richard MEYERS, formerly director of community relations for the Twin City Hospital Association, is a copywriter for Stein Advertising, Minneapolis. Roger PAULSON, formerly manager of the publication services department, is director of publications and production for the American Association of Cereal Chemists, St. Paul. Michael WILLE is a cost estimator for his father's firm, Wille Construction Co., Duluth, which is opening a new steel buildings division in the Twin Cities area. Michael ZERBY, Minneapolis Tribune photographer, was third place winner in the spot news photo category and first place winner for color photo in the 1972 Twin Cities Newspaper Guild Page One Awards.

Tom COSTELLO, formerly media director for Martin/Williams Advertising, Minneapolis, is now account executive for three accounts for the agency. Thomas DE FRANK (M.A.) is the Pentagon reporter for Newsweek magazine, New York. Harry ENGEL is advertising and sales promotion manager for Lakeland Engineering, Minneapolis. James GUSTAFSON has joined the public relations department of the Farmers Union Grain Terminal Assn., St. Paul. James KESSLER has joined Larson Industries, a division of Leisure Dynamics, as a copywriter. He was formerly on Northrup King's advertising staff. Lola LEWISON Klein is an editor in the Marketing Services Dept. of Sundstrand Corp., Rockford, Ill. Diedre MAIR Nagy (M.A. 1971) is a writer for the Dental Journal, Chicago. Linda OLSON Jennings and her husband, Paul, are parents of a daughter, Kristina Lynn, born Dec. 3. Jean SCHLEMMER and Al Wichman were married last November. David SHAMA teaches journalism and mass media at Henry Sibley High School, West St. Paul.

1969 Robert ABBOTT is a public relations writer for Northern Natural Gas Co., Minneapolis. He was formerly a sports reporter for the Rochester Post-Bulletin. Gary APPLEBAUM is a real estate salesman for the Spring Co.,

Minneapolis. Marjorie WENZLER Avoles is director of public relations for the Heritage Fund of the Society of Fine Arts, Minneapolis. Michael BRANDT is international advertising manager of Employers Overload, Minneapolis. He was formerly with 3M Co.'s advertising department. Christine TACK Brettingen is an administrative assistant for Carmichael-Lynch Advertising, Minneapolis. She was formerly advertising manager of the Lew Bonn Co. She and Tom BRETTINGEN (1969) were married on Dec 17, 1971. He is night editor for the Minneapolis bureau of the Associated Press. Anne BURCKHARDT, ex grad student, is a women's page writer on the food pages of the Minneapolis Star and Tribune.

Steve DORNFELD, Minneapolis Tribune reporter, was first place winner in the breaking news category of the 1972 Twin Cities Newspaper Guild Page One Awards for excellence in journalism for a Minnesota Senate opening day organizational battle story. Patricia GOODWIN is an administrative assistant in public relations for Butler Manufacturing Co., Minneapolis. Phyllis HAMMOND and Tom Murtha were married in June. Phyllis is editor of "Newsmakers," employee magazine of the Minneapolis Star and Tribune. DeVerille HUSTON is a research specialist on an AID government grant at the University of Minnesota Hospitals. Clifford JOHNSON has joined the public relations and advertising firm of Bill Dorn and Associates, Minneapolis. He was formerly with Miller Publishing Co., Minneapolis, as editor of Hog Farm Management and Pork Producers Planner.

James KOSMAS is a copywriter for Brown and Bigelow, St. Paul. Carol FYRAND Lacey, (M.A.), St. Paul Pioneer Press reporter, was part of a team from the papers that placed first in investigative story in the 1972 Twin Cities Newspaper Guild Page One Awards for an edition of Issues on "Poverty." She also won first place for page makeup. James MAJERUS is director of the Audio Visual department of St. Joseph's Hospital, St. Paul. Lester LAYTON is an assistant in the public relations department of Investor's Diversified Services, Minneapolis. He was formerly sports editor of the Bloomington Sun. Gary LEFEVRE is an account executive for Corporate Recruiters employment agency, Minneapolis. He and Penny Sager were married on June 24th.

Helen MCCAFFREY is a copywriter and magazine editor for Martin Williams Advertising, Minneapolis. David MITCHELL is an internal auditor for Target Stores, Twin Cities. Mr. and Mrs. Roger RUBIN became parents of a daughter, Tamara, born March 27, 1971. Gerald RUSHENBERG is a management trainee for Community Credit, Minneapolis. Thomas WEIGEL is an advertising copywriter for Dayton's, Minneapolis.

Steven ANDERSON is on the copy desk of the Minneapolis Star. Susan BREDESEN Kamzelski is a public information officer for the Governor's Commission on Crime Prevention and Control. She was formerly on the promotion staff of Sun Newspapers, Twin Cities. Rosemary CAMP is public relations director for Mt. Sinai Hospital, Minneapolis. She was previously in the public relations department of the Pillsbury Co., Minneapolis. Sandee COHODES Landa is a senior copywriter for Eaton's Department Store, Toronto. Mary EGAN is public relations assistant for Fairview Hospital, Minneapolis. Philip HANFT is a copywriter for Johnson Livingstone, Inc. He was formerly with Clinton E. Frank, Inc., San Francisco, and Campbell-Mithun, Minneapolis. Jean HASKELL (M.A. 1972) is suburban affairs reporter for the St. Paul Dispatch and Pioneer Press. She had been a staff writer for United Press International, Minneapolis. Doris KARASOV is public relations director of the Jewish Welfare Federation of Alameda and Contra Costa Counties in California. Barbara GEORGE Lewis is a copywriter for Gamble Skogmo, Minneapolis. Todd PETERSON was promoted to advertising manager for the aviation products division of the Goodyear Tire & Rubber Co., Akron, Ohio. His wife, Renee (PFENNING) '68 is doing free lance technical writing and editing for a trade journal publisher in Akron. William SLETTOM was promoted from copywriter to publications editor of the Farmers Union Central Exchange, South St. Paul. William SWANSON is a staff writer for Bill Dorn and Associates, Minneapolis.



STEVE GORDON, '70

Michael VUKODINOVICH is a copywriter for Carmichael-Lynch Advertising, Inc., Minneapolis. He was previously with Knox Reeves, Inc. and Fahden-As-In-Cat, Inc., Minneapolis advertising agencies.

1970 Michael BEINERT is an employment counselor for Career Consultants, Minneapolis. Martin BRANDT is a promotion coordinator in the microfilm products division of 3M Co., St. Paul. Gregory CARLSON is a sports reporter on Sports Tab magazine, publication of Sun Suburban Newspapers, Twin Cities. Margaret GAYNOR is a copywriter for Sears Roebuck, Chicago. David GIEL, St. Paul Pioneer Press Capital Magazine writer, won first place for news feature in the 1972 Twin Cities Newspaper Guild Page One Awards. Stephen GORDON (M.A. 1972) is a media analyst for Campbell-Mithun advertising, Minneapolis. Stephen HARBEK is assistant buyer in the men's sportswear department at Donaldson's, Minneapolis. Kenton JONES is a copywriter for Sears Roebuck, Chicago. Jeffrey LENTSCH is a program director in the creative department of Performance Incentives Corp., Minneapolis. He was formerly assistant manager for Farwell Ozmun Kirk and Co., St. Paul.

Diane MATACHEK is a layout artist for Target Stores, Minneapolis-St. Paul. Marsha MAY formerly a business reporter for the West Palm Beach Post, is a staff writer for the National Enquirer, Lantana, Fla. John MCCLUNG, ex grad student, was promoted to staff editor of Feedstuffs magazine, published by Miller Publishing Co., Minneapolis. John MIKSICH (M.A.) was promoted to Supervisor, Information Services, of Northern States Power Co., Minneapolis. Roger NYSTROM is a photographer for the Minneapolis Star. He was formerly editor of the Burlington Northern News, St. Paul. Richard OLSENIUS, Minneapolis Tribune photographer, was first place winner for spot news and for sports pictures, and won a second place in photo series in the 1972 Twin Cities Newspaper Guild's Page One Awards.

Neil PAULSON is managing editor of the Golden (Colo.) Daily Transcript. Mary PICKARD and Richard Snitkey were married on Aug. 22, 1971. Mary is assistant editor for St. Paul Insurance Co., St. Paul. Kenneth ROTHER is an advertising salesman for the Catholic Bulletin, St. Paul. Michael SCHUNK is a photojournalist for the City of Minneapolis. Francis UGBOAJAH, a lecturer in the Department of Mass Communication at the University of Lagos, Lagos, Nigeria, was nominated to serve on the Nigerian National Commission for Unesco for a term of four years. Alex WARNER was drowned on July 23 while riding the Kettle River rapids near Sandstone on a rubber raft which overturned. Peter WETMORE is on the copy desk of the Buffalo (N.Y.) Courier Express. Warren WOLTER was an intern in Minnesota Governor Anderson's office during the summer. He is now a first-year student in the University of Minnesota Law School and is a part-time editor of the Minnesota Education Association's monthly tabloid newspaper. Kristi HVISTENDAHL Youngdahl is assistant public relations director of North Memorial Hospital, Minneapolis.



KRISTI YOUNGDAHL, '70

Alan BENSON was named editor of the Family Economics Bureau of Northwestern National Life Insurance Co., Minneapolis. He was formerly editor of Northwestern National Life's weekly field publication, "The NWNL News." Thomas BRITZ has joined the editorial department of Snow Sports magazine, Minneapolis. Linda GARBISCH is an editor for the Minneapolis Public Library. She was formerly assistant editor at the Bemis Co., Minneapolis. Judy HARRIGAN is a second year law student at the University of Minnesota. George HOEPNER has joined the advertising department of Owatonna Tool Co. John KNUDSEN is a staff writer for United Press International, Minneapolis. Charles KORSMO is editor of the weekly North Branch Review. Samuel OTOTIGBE is a lecturer in journalism at the Institute of Mass Communication, University of Lagos, Lagos, Nigeria. Nancy PAULL is community relations coordinator for Methodist Hospital, St. Louis Park. She was previously a public relations assistant at Red Owl Stores

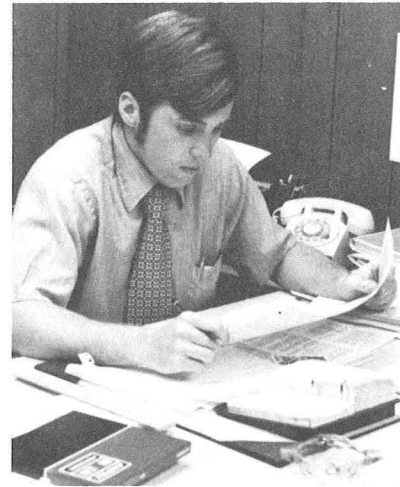
Inc., Hopkins. The engagement of Thomas POLSKI and Carolyn Shemukenas was recently announced. Tom is a reporter for United Press International, Minneapolis. Michelle RIVET won a merit award from the Minnesota Education Association for her television series on teaching of drug information in Duluth's schools. She is a writer-broadcaster for WDIO-TV, Duluth. John Michael SWEENEY is a staff writer for the Bismarck, N.D., Associated Press bureau.

1971 Daryl AUGUSTINE, formerly director of the Livestock Marketing Institute, South St. Paul, is communications manager of Dobby Feeds, a division of Domain Industries, New Richmond, Wis. He and his wife became parents of a son on Aug. 12. James BOWERS (M.A.) is sales manager of Borchert Ingersoll, St. Paul. Sharon CHRISTIANSON was a writer for the Minneapolis Aquatennial office during the spring and summer. Kristin FAHRENZ is public relations director for Media Consultants, an advertising and public relations agency in Reno, Nev. Thomas GAHM is an information officer in the vocational rehabilitation department of the Minnesota State Department of Education. Bridget GONZALEZ is a teacher in the migrant tutorial program, federally funded Title I program in St. Paul. Vicki HANSON is advertising manager of Century Communications, Minneapolis. She was formerly an advertising saleswoman for the Forest Lake Times in White Bear Lake. Alan HENAMAN is an advertising coordinator for 3M Co.'s electroproducts division.

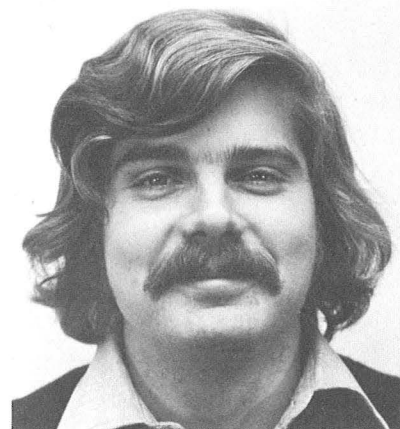
Michael HOLTE and Patricia Nelson were married on Sept 25, 1971. He was formerly advertising manager of the Longyear Co., Minneapolis, and has now joined 3M Co.'s advertising department, St. Paul. Harry JACKSON is an advertising copywriter for Farwell Ozmun Kirk Co., St. Paul. Merry JOHNSON has joined the billing department of Campbell-Mithun, Minneapolis. Cynthia KINNING and Steven Paslawski were married in May. David KLASSEN is a broadcast journalist for the communications services of the Department of Public Instruction, Pierre, S. D. Lynn SAHL Levinson is an advertising assistant for the Forster Co., Minneapolis.

Kay MELCHISEDECH Olson is editor of the New Hope-Plymouth Post, Minneapolis suburban weekly newspaper. Pamela MONTGOMERY is an editorial assistant for Harvest Publications, Evanston, Ill. Eudice NAIMAN is assistant to the advertising manager of Powers, Minneapolis. Dean OBERPRILLER was promoted to assistant account manager for Campbell-Mithun advertising, Minneapolis. Mary POUZIALES is a private investigator for Neilson & Green, San Francisco. James ROBINSON is advertising manager of the St. Paul and Minneapolis stores of Levitz Furniture Co. Alan SILVER is a news writer for Channel 9, Twin Cities, Sylvia SUNDIN has joined a VISTA program in San Francisco. She was formerly assistant editor of the Valley City (N.D.) Times Record. Patricia WHITING and Robert Meads were married December 30. Nancy HOFFMAN Wrubel is a writer for the Hennepin County Public Relations Office. She was formerly a writer for Fischbein Advertising Agency, Minneapolis.

Helen GOLDBERG Ackerman, formerly a copywriter for Fidelity File Box, Inc., Minneapolis, is now an account assistant at Martin Williams Advertising, Minneapolis. Joseph JUDD is a catalog copywriter for Gamble Skogmo, Minneapolis. John MOON joined the public relations staff of Martin Williams Advertising, Minneapolis. He had been a public relations writer for Kerker and Associates, Minneapolis. Bradley NORDGREN is a promotion writer for WCCO-Radio, Minneapolis. He was formerly a copywriter for Carmichael Lynch Advertising, Minneapolis. Julianne RAYMOND Moen and her husband have a son, Max, born January 1. Julie is a keyliner for K. S. Merrill Printing Co., St. Paul. Joyce SCHULTZ and Ralph Peterson were married on July 22. Alice SHILLOCK is research assistant to the marketing director of Targeted Retail Marketing, Minneapolis. David SONNENBURG



THOMAS C. GAHM, '71



BRADLEY NORDGREN, '71



JOSEPH M. CAMPBELL, '72



DAVID E. BROWN, '72

is a writer in the publications division of Medtronics, Minneapolis. He was formerly a writer and editor for Sun Newspapers, Twin Cities. Beatrice THOMPSON is an editorial assistant for the Office of Sponsored Programs, University of Minnesota.

Jerry BIX has joined the advertising and sales department of MCA Record Co., Minneapolis. Walter BUNGE (Ph. D.), formerly chairman of the journalism department at the University of Wisconsin, River Falls, will head the department of journalism and mass communications at Kansas State University, Manhattan. Ronald BUTWIN is an account executive for Carmichael Lynch Advertising, Minneapolis. Suzanne DENNISON is doing production work in Powers advertising department, Minneapolis. John FREDERICK is coordinator of Investor Communications for the Investment Division of the Apache Corp., Minneapolis. Michael GELFAND is a reporter for the Wall Street Journal in Chicago. Christine HUNCZAK Trevis is an administrative aide and editor of two news letters for Moundview Public Schools, Roseville. Laurel KLEVEN is an information writer for the Hennepin County Public Relations Office. Ann LAUGHLIN is an information aide for the Hennepin County Public Relations Office. Linda MCDONNELL, formerly an area reporter for the Rochester Post-Bulletin, has joined the writing staff of Ralph Nader. Carol MLADEK is manager of the advertising department of Maurice's clothing store, Duluth. Marie NAGENGAST and Forrest Castle were married on Dec. 29. Gary OLSON is a county, legislative and legal reporter for the Albert Lea Tribune. He was formerly a sports reporter for Sun Suburban Newspapers, Twin Cities. Richard POGORELY and Dorothy Lenneman were married on Oct. 21. Phillip SIBINSKI joined the advertising staff of 3M Co., St. Paul. Patricia STUHLFAUT is in the advertising production department of the Forster Co., Minneapolis. James TREVIS is an editorial assistant for the American Assn. of Cereal Chemists, St. Paul. Elizabeth TURUNEN is news editor of the New Richmond News, New Richmond, Wis. Raymond VICKREY is a technical writer for ADC Division of Magnetic Controls, Minneapolis. Mary VITCENDA is a city government reporter for the Red Wing Republican-Eagle. Patricia VOLP is teaching a public relations class and is adviser of the school paper as well as editor of a news letter for alumni and parents at St. Margaret's High School, Minneapolis. She is also in charge of recruiting.

Catherine BAKER is a copywriter for Visual Communications Services, Inc., Minneapolis.

1972 Susan ALNES is doing organizational work for the ABC News political unit. Thomas BARTIKOSKI is a publications writer for Gang and Withy public relations firm, St. Paul. Tom BERQUIST is an advertising trainee for General Electric Co., Schenectady, N.Y. Marcia BOYD and Dale Gandrud were married on June 23. David BROWN is an assistant in publications and public relations at Hamline University, St. Paul. Eric BUNDLIE is a writer for Feedstuffs magazine, publication of Miller Publishing Co., Minneapolis. Michael BUOL is on the advertising staff of 3M Co., St. Paul. Joseph CAMPBELL is on the public relations staff of Central Livestock Assn., South St. Paul, where he edits a monthly employee magazine and the daily market radio reports. John CARLSON is news editor of the Owatonna Photo News. Larry COYLE is a photographer for Channel 9, KMSP, Twin Cities.

Thomas CRONK is a media analyst for Campbell-Mithun advertising, Minneapolis. Stephen DAHL is a copywriter for Brown and Bigelow, St. Paul. Reed EDSTROM is a manufacturers representative for decorative products for 3M Co., St. Paul. Alfrida GABIOU (U.C.) is a copy editor for Finance and Commerce magazine, Minneapolis. Bruce GEFVERT joined the advertising department of 3M Co., St. Paul. Gail GENDLER is a receptionist for KSJN Radio, Twin Cities. Barbara GOODMAN is a copywriter and publications editor for Graco, Minneapolis. Deborah GRAFSLUND is a copywriter-trainee for Sears Roebuck, Chicago. Richard HAMES joined the public relations department of Arctic Enterprises, Thief River Falls, Minn. He was formerly on the public relations staff of the Farmers Union Central Exchange, South St. Paul.

Ann HUGHES is a media buyer for Knox Reeves advertising, Minneapolis. Christine HUNCZAK and James TREVIS were married on June 17. Mary HIRSCHHEY Jaspers is an advertising copywriter and secretary for the Minnesota Hospital Association, St. Paul. Michael KLINE is on the advertising staff of Cherne Industrial, Minneapolis. Keith LANE is a classified advertising salesman for the Minneapolis Star and Tribune. Bruce LINDQUIST is wire service editor for the Austin Daily Herald. He was formerly city editor of the Hastings Gazette. He and Joan Vandervort were married on Nov. 27. Linnea LOSE (M.A.) is on the writing staff of the Minnesota Department of Education, St. Paul. Anne LUDCKE is a public relations assistant at Americans Abroad travel agency, Minneapolis. Martha MERTZ is assistant editor of Snow sports magazine, Minneapolis.

Scott MEYER is publications editor in the advertising/public relations department of Piper, Jaffray & Hopwood, Minneapolis. Mark MORRISON is a telephone salesman for Berman Buckskin, Minneapolis. Nancy MOSIER (M.A. candidate) is an editorial assistant for the University of Minnesota Summer Session Office. Christine NETTEKOVEN is a market analyst in the publications division for the Pillsbury Co., Minneapolis. Kerry NOYES is a news-writer for KSTP-TV. Terry MCDONALD Nye is assistant to the Development and Public Relations Director of Children's Health Center and Hospital, Minneapolis.

Beverly OPHOVEN is assistant to the advertising director of Instyprints, Minneapolis. James ROEPKE is an advertising coordinator for the visual products division of 3M Co., St. Paul. Beverly SOHRE Robinson is an assistant in the public relations department of the International Snowmobile Industry Assn., Minneapolis. Joyce SEELEN and Russell Skillings were married on August 12. She is a reporter for the Mankato Free Press. Anthony SHIMOTA is a service representative for Shell Oil Co. Diane SKLUZACEK and Michael Doty were married on June 24. Carol SKON is a retail advertising saleswoman for the Minneapolis Tribune. Robert SVOBODA is a radio-television specialist for the State of Minnesota. Joel TURUNEN is assistant advertising manager of Advance Machine Co., Minneapolis.

Michael VAUGHAN is manager of consumer affairs for Polaris Snowmobile Co., Minneapolis. Patricia VOLP is teaching a public relations class and is adviser of the school paper, as well as editor of a news letter for alumni and parents at St. Margaret's High School, Minneapolis. She is also in charge of recruiting. John WHELAN (M.A.) is a news writer-reporter for WCCO Radio news, Minneapolis. Virginia WILES and Dwight Buechler were married on Aug. 5. Melodie WILSON is a reporter for the Mesabi Daily News, Virginia.

....too late to classify

Carla LEPORTE, '71, formerly magazine editor for the Decathlon Athletic Club, Minneapolis, is editor of "Intercom", employee magazine of Minneapolis Honeywell.

William MINNEHAN, '70, is a copywriter for the Farmers Union Grain Terminal Association Feeds Divisions, Sioux Falls, S. D.

Leonard MITSCH, '68, was named media and merchandising art director for D'Arcy, MacManus and Masius, Twin Cities advertising agency.

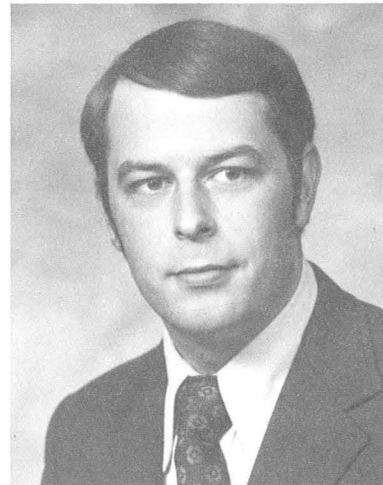
Otto QUALE, '40, was named executive vice president and general manager of New World Communications, Inc., a newly-formed advertising and publications subsidiary of Investment Dynamics Corp., Minneapolis.

Gene ROSENBLUM, '49, former assistant city attorney for St. Paul, was elected executive vice president of Rosenblum Co., Inc., St. Paul real estate and property management firm.

Dan SILVERMAN, '71, formerly promotion assistant for WCCO-TV, Minneapolis, was promoted to staff director.

Wallace WIKOFF, '42, is director of the National Scholastic Press Association, Minneapolis. He was formerly director of institutional relations at Hamline University, St. Paul.

Daryl MOEN, '67 (M.A.), is managing editor of the DeKalb (Ill.) Chronicle. He was formerly editor of the Portage (Wis.) Register.



RICHARD HAMES, '72



BRUCE LINDQUIST, '71



ANN HUGHES, '72

Donald WRIGHT, '50, assistant director of public relations for Reserve Mining Co., Silver Bay, received the George Washington Honor Medal Award of the Freedoms Foundation at Valley Forge, Pa. for his audio-visual presentation, "Abraham Lincoln: The Illinois Years."

Tim GEPHART, '70, is a copywriter for Gamble Skogmo, Minneapolis.

Linda OLSON Jennings, '68, is in charge of public relations for the Hennepin County Public Library, Minneapolis.

Karen JORGENSEN, '72, works for radio station KDHL, Faribault. Roger RUBIN, '69, is advertising manager of Cardozo's furniture store, St. Paul.

David VRIEZE, '67, is director of marketing communications for Paul Burke and Associates, Inc., Minneapolis. Previously he was director of public relations for Minnesota Mutual Life Insurance Co., St. Paul.

Gregory ROBINSON, '72, is an account executive for Faber Advertising, Minneapolis.

Thomas RUDY, '66, is an account executive for Needham, Harper and Steers, Chicago.

Barbara LOPER Seaberg, '72, is assistant to the mortgage banking counselor at Farmers and Mechanics Bank, Minneapolis.

Herm SITTARD, '47, is Midwest regional director of the government section of the Public Relations Society of America at the group's international convention in Windsor, Canada and Detroit.

Judson SMITH, '72, is a communications specialist and editor in the public relations department at Prudential Insurance Co., Minneapolis.

Todd THOMAS, '49, vice president of D'Arcy, MacManus and Masius, St. Paul, was elected secretary-treasurer of the Twin City Council of the American Association of Advertising Agencies.

Earl R. TRUAX, Jr., '48, is director of promotion and public affairs for the San Antonio (Tx.) Light. He had been promotion director of the Miami Dolphins football team.

George UPHAM, '73, is supervisor of photo printers for Super Color, Edina.

Peter VANDERPOEL, '56, Minneapolis Tribune reporter, was assigned to a new position as investigative reporter with specific direction toward governmental - city and state - affairs.

Tim BROWNE, '72, is an assistant account executive for Colle & McVoy Advertising, Minneapolis.

Ed McCOMBS, Jr., '69, formerly with J. MacLachlan & Associates, is a copywriter for Colle & McVoy Advertising Agency, Inc., Richfield.

Ronelle EWING, '68, is assistant administrator of the Montessori Academy and Schools, Minneapolis.

Richard FEDERMAN, '51, is on the advertising department staff of Fremont Industries, Shakopee.

James FULLER, '59, reporter for the Minneapolis Tribune, was appointed to a new position as consumer reporter.

John MCCLUNG, '70, was promoted to Washington, D.C. editor for Miller Publishing Co., Minneapolis.

David MILLER, '67, is a writer for the public relations department of Northern States Power Co., Minneapolis.

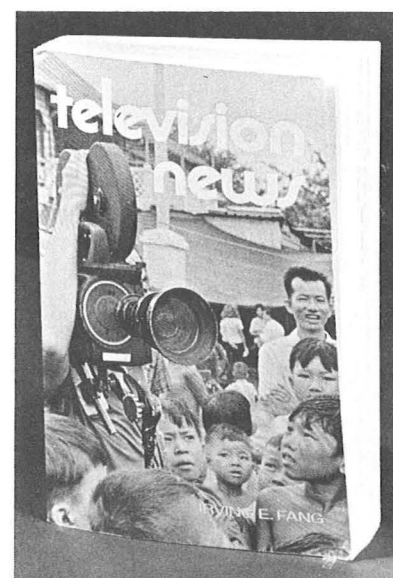
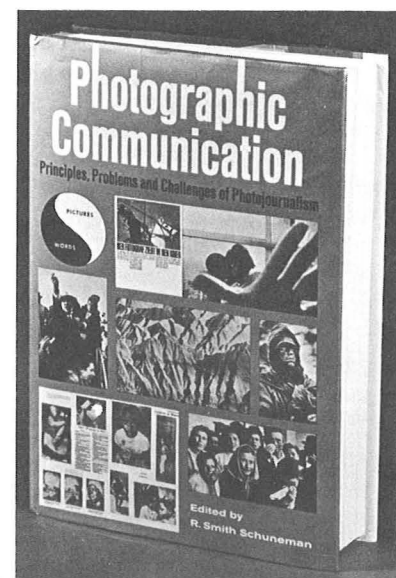
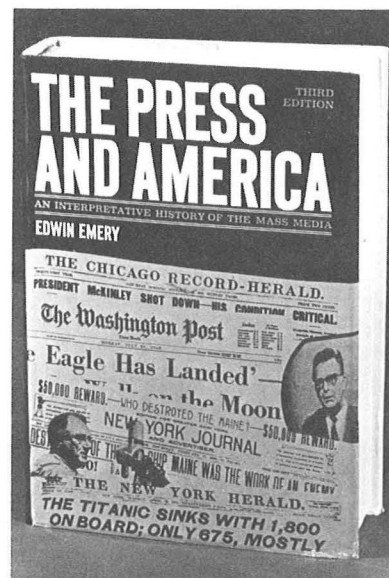
Seymour PEDERSON, '38, of Pederson, Herzog and Nee, Minneapolis, was elected vice chairman of the Twin City Council of the American Association of Advertising Agencies.

Robert PESSEK, '71, is a reporter for the Beloit (Wis.) Daily News.

Robert PILE, '41, senior vice president of Campbell-Mithun, Minneapolis, was elected chairman of the American Association of Advertising Agencies.

Col. David WINN, '58, who had been a prisoner of war for 3 1/2 years, was welcomed back to Minneapolis by his family and friends before returning to a military hospital.

Herm SITTARD, '47, was elected Midwest regional director of the government section of the Public Relations Society of America at the group's international convention in Windsor, Canada and Detroit.



New books from Murphy Hall

Emery

The Press and America: An Interpretative History of the Mass Media. (Prentice-Hall, Inc., Englewood Cliffs, N.J. 07632, 788 pages. \$11.95)

The new and revised third edition of Professor Edwin Emery's *The Press and America* is surely more than a few added chapters. Published in the spring of 1972 by Prentice-Hall, it is a completely reset volume with additions throughout the text. All the material has been updated, concluding with the Pentagon Papers dispute.

A larger page size, more white space obtained through the use of sub-heads, and the extensive use of illustrations all help the reader enjoy this book. Chapter headings have been redesigned, providing a more modern look.

A final chapter on "A Crisis of Credibility" brings the reader to the present. Emery reviews the relationship of our recent presidents with the press, including the Nixon-Agnew unhappiness with the media. Also examined is the growing role of the Washington press corps, economic pressures, encounters with governmental censorship and other attempts to curtail the mass media.

Reviewer William Howard Taft said in *Journalism Quarterly*, "Dr. Emery provides the best history of American journalism . . ." and the *Quill* wrapped up its review with, "Emery, a journalism professor at the University of Minnesota, is the acknowledged leader in the field of journalism history . . ."

Fang

Television News. (New York: Hastings House, 1972. Hardcover edition, \$12.95; softcover edition, \$7.50; 478 pp.)

This new second edition of Associate Professor Irving E. Fang's *Television News* contains new chapters, expanded use of illustration, and is nearly 200 pages larger. Already *Quill* magazine has observed that it "may be the outstanding text of its kind, leaving nothing uncovered in relating the skills required by a TV journalist. . . ." First written in 1968 by Fang, then a newsman at ABC in New York, the book has become one of the standard two or three texts in television news courses around the country.

Schuneman

Photographic Communication: Principles, Problems and Challenges of Photojournalism. (New York: Hastings House, 1972. Hard cover, \$16.50; soft cover \$9.50; 380 pp., 75 illust.)

It all began in 1957. Wilson Hicks, the former executive editor at *Life* and Morris Gordon of the Society of Photographers in Communications, decided to launch a new kind of conference on photojournalism and visual communication at the University of Miami. It was to be a question-asking, not an answer-giving affair. And, it was to bring together writer, photographers, art directors and editors annually for serious discussion and consideration of new ideas and professional problems in the field.

Reviewer Irving Desfor of the *Associated Press* wrote, "I believe the book rates as a major achievement in photojournalism literature, a reference source for students and photographers seeking information, motivation and stimulation." And, a reviewer for the *American Cinematographer* concluded, "I know of no other publication which contains so much information on photo-communication in such a well-organized, readable style."

Photo students work with Swedish visitor

Students in the fall and spring terms of Advanced Film Production are working with visiting professor Rune Hassner from Stockholm, Sweden, in the creation and execution of a half-hour television documentary on journalism education at Minnesota.

Prof. Hassner, an internationally known documentary filmmaker for the Swedish Television network, has produced theatrical feature films and is an active photographic historian as well.

In production during Professor Hassner's visit is an 11-program television series covering the history of photography. Under terms of a cooperative grant from the Swedish Institute for Cultural Affairs, Stockholm, and the University Media Production Fund, Profs. Hassner and Schuneman have undertaken the adaptation from Swedish to English of the series first produced by Hassner and aired on Swedish Television. American and European research findings gathered by Schuneman last year are being incorporated in the series. Much of the material is not yet available in the published literature. It is expected that the series will be released for educational distribution this summer.



Consider screening as enrollment still climbs

Beset by problems of space and faculty to handle an enrollment of well over 700 declared undergraduate journalism majors, plus the increasing number of non-majors who take one or more journalism courses, the faculty voted in spring, 1972, to set up a screening process to assure the better qualified students places in controlled courses. The increasing enrollment comes at a time of declining numbers for both the University and the College of Liberal Arts.

Prof. Irving Fang headed an ad hoc committee to study the possibility of a screening procedure. "Gatekeeper" courses for each of the major sequences were identified. These are usually the small-section, high cost intensive courses used as the basic prerequisites for future courses in the sequence--Reporting for news-editorial and broadcasting, Principles of Advertising for advertising, and Beginning Photojournalism for the photo communication sequence. A student's grades in the two beginning journalism courses required of all majors, in Freshman English, and in overall average are also to be taken into consideration.

During the summer student records were prepared identifying all students then at the beginning levels, and making a record of their grades and ACT test scores. Only a partial application of the procedure was possible for the fall, 1972, quarter, but pre-registration lists were set up for controlled courses in the winter for spring, 1973, registrations. Director Jones says he hopes experience in the 1972-73 year will enable the School to make further refinements in the process during the summer for fall, 1973.

Ralph Casey makes visits to Murphy Hall

Older Murphy Hall denizens were gratified to have two visits from the director-emeritus, Dr. Ralph D. Casey, during 1972. He came from his home in Seattle at the invitation of the Minnesota Newspaper Association to attend the 106th annual convention of the MNA at the Leamington hotel Feb. 24-26 and was introduced as an honored guest at the banquet. He remained several days renewing old friendships and meeting some newer members of the journalism faculty.

Again in the fall he made a week's visit, and former associates joined him at a reception held at the home of Prof. Emeritus and Mrs. Mitchell V. Charnley.

Mary Jane Gustafson '42 wrote an interview story for the *Minnesota Press* after Dr. Casey's visit to the MNA convention. He recalled his appointment as head of the Department of Journalism by President Lotus D. Coffman in 1930. The interview continued:

"Dr. Casey said that if he did one thing at the University of Minnesota it was to integrate the social sciences-political science, history and sociology-with journalism. 'A student needed to have background and depth. This was the way journalism was developed throughout the core of universities in the Midwest. The best development of journalism came from the Midwest,' Dr. Casey said. 'Yes, teaching has changed, the every-day discipline has changed. Teaching is more difficult in the terms of new media. We paid a lot of attention to radio, the weeklies, the specialized press. Along came television. It is more difficult to teach journalism today because expertise is needed at many different levels.'"

Director's Notes . . .

As the Newsletter goes to press there are gloomy fiscal prospects for the 1973-74 biennium. Thirty per cent of all teaching assistantships have been frozen. Two open positions on the School's regular faculty are also frozen.

A third round of retrenchment seems inevitable late in the spring. Either a quality loss or a substantial trimming of School commitments in teaching, research and public service is inevitable in the face of resource losses that could, by fall, range up to one-eighth of the pre-1970 instructional budget.

Despite all of that, enrollment in Journalism continues to rise both locally and nationally. This is a counter-current to the general picture of static or declining college enrollments overall. As a story on page 23 indicates, the only appropriate way out of this resource/enrollment crunch may have to be a harder and more selective admissions system for journalism majors.



All the professional staffers of the Hennepin County Public Information department are Minnesota Journalism grads. From left: Senior Writer Fred JOHNSON, '58; Information Writers, Jon GREER, '71; Joyce (SCHULTZ) Peterson, '71; Nanci (HOFFMAN) Wrubel, '71; Laurie Kleven, '72, Herm Sittard, '47, (seated) is Public Information Director.

Survey 'average' puts SJMC in No. 1 spot

The School of Journalism and Mass Communication (SJMC) is apparently both very well known and very well regarded by deans and directors of J-schools nationwide, according to a survey conducted by researchers at Syracuse University.

The reputational survey, similar to rankings conducted annually by the American Council on Education (which does not rank journalism programs), placed Minnesota in first or second place in most categories. A composite ranking, putting all separately rated factors into a total, would place Minnesota first nationally.

Of the 173 administrators polled, 107 responded. In reputational surveys, "rankings" are based upon both the number of responses for each school and the per cent of favorable responses. Minnesota tied with Missouri for the top number of administrators who rated

quality of faculty, but 73 per cent ranked Minnesota's faculty "high" while 62 per cent rated Missouri's "high".

The Minnesota Ph.D. program was the most highly-regarded among the nation's journalism and mass communication doctoral programs, with 78 per cent of the administrators ranking it "high". Stanford placed second, with a 73 per cent "high" rating. Murphy Hall's research effort also placed first in both percentage of responses and percentage of favorable responses when the deans and directors were queried about the relevancy of the schools' research programs.

Dr. Robert L. Jones, director of the School of Journalism and Mass Communication, cautioned against interpreting the survey results too liberally, however. "Differences among leading schools were quite small," he said.

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