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Planting roots

Student public relations agency preparing for prosperous future, promoting organizations

by Carol Adelman

Pushing toward professionalism is foremost for a student-run public relations agency at SCSU.

The St. Cloud Communicator, begun in May of 1980, is establishing long-range plans and planting its physical roots.

The agency centers around the concept that public relations students need to develop their skills through practical experience outside of the classroom. It is an offshoot of Public Relations Student Society of America (PRSSA).

"The agency helps PRSSA members to get hands-on experience, so they can learn through their mistakes and find out what public relations is all about," Maureen O'Neill, PRSSA president, said.

After a series of complications in finding a place to house the agency, PRSSA secured a room this fall in an upstairs office area of Atwood Memorial Center, the SCSU student union.

From its new office, St. Cloud Communicator will produce brochures, newsletters and posters; and will develop budgets, public relations campaigns and speeches.

Fees have, to this point, covered only the cost of supplies. Now the agency will charge set rates for work, said Marilyn Benson, PRSSA vice president and coordinator of St. Cloud Communicator.

"We're still giving them a much better service," she said, referring to the cost of professional work. "We feel we're a very inexpensive service."

Charging for the work is

one facet of St. Cloud Communicator's long-range development, which is patterned after a public relations agency at Ball State University. Caroline Hopfner, last year's PRSSA vice president, was chief organizer in constructing the agency for SCSU.

Account executives at Ball State profit about \$700 a year because they charge and do professional work, O'Neill said.

Profits from the St. Cloud Communicator will be fed back into the supply fund, with extra money helping to sponsor PRSSA special events.

The agency now caters to about a dozen non-profit organizations and student groups, including Big Brothers and Sisters and the Society for the Advancement of Management. It plans to

extend its feelers to profit-making organizations.

This broader service will require additional staffing, organization and quality control.

Agency print production workers will be required to have successfully completed Reporting and Newswriting, Editing and Makeup and possibly a public relations course before becoming eligible to work, Benson said.

Starting with Editing and Makeup, which requires video display terminal (VDT) certification, students can develop VDT experience through the year, Benson said.

Agency staff will also be required to submit projects for approval at least two days prior to deadline.

"If it's not satisfactory, our credibility will go down," Benson explained.

"Making the PRSSA

members understand what the agency does and what their roles are is the hardest part," Benson said.

Spearheading problems and trying to correct them is essential, she said. For example, if students seem to have qualms about the VDT, she arranges a tour of the area to familiarize them with it and alleviate fears.

If there truly is power in numbers, though, PRSSA should have no problems recruiting a strong work force, Benson said. Its fall induction Oct. 26 brought its total membership to 59.

The several underclassmen will be armed next academic year with experience and a specific outline of the agency's goals and objectives, O'Neill said.

"They can carry on next year with some firm guidelines."

Sidebar

Volume 6, Number 1

Fall 1982

St. Cloud, Minnesota 56301

Traveling professor makes life-long friends; rekindles memories through slides, letters

by Kimberly Franz Kaul

R. John DeSanto, chairperson of the Department of Mass Communications, is back . . . but he left his heart, or at least a part of it, in Nigeria.

DeSanto, the first SCSU professor to receive a Fulbright Scholarship in teaching, spent September 1981 to June 1982 as a Fulbright Professor at the University of Lagos, Nigeria.

In addition, DeSanto acted as a mass communications consultant, teaching and lecturing in four African countries as part of the American Participant Program (AMPART).

Although back in a familiar role at SCSU facing another three-year term as department chairperson, DeSanto retains much of the Nigerian culture in his less exotic, Stewart Hall office.

Slides, essays and artifacts from Nigeria are at his fingertips. A Nigerian calendar marks his days and a shortwave radio brings him news from the country that now is the home of many friends.

"I guess there's a saying—'You make friends with an African and that's your friend for life'—and that's true," DeSanto said. "I've got friends over there like that," he said, nodding his head.

"I get letters every day from students over there, mourning the fact that I left. They miss me so much," he added.

"You become so close to the students," he explained. "They're still with me. I'm still very much there."

In Nigeria, he is Professor Chief DeSanto.

"I am a Nigerian chief," DeSanto

said. "It's like an honorary degree."

DeSanto received the honor from the mass communications department at the University of Lagos and from the National Mass Communications Student Union.

The award is special to DeSanto because, to his knowledge, he is the first white man to receive the honor from that university.

It is also special because they gave it to him, "as one boy said, 'because we love you,'" DeSanto smiled. "I'll never forget that."

DeSanto's duties at the university included the restructuring of the mass communications course numbering system from the British to the American system, aiding the formation of a doctorate program and serving as an adviser to the mass communications department and to the chairperson.

He also taught Advanced Reporting, Editing and Graphics, Critical Review Writing and Mass Communications Law to students from 11 of the 19 Nigerian states.

DeSanto left more than a piece of his heart with these students. He donated many of his personal textbooks to the department because Nigerian students do not ordinarily have access to textbooks.

The books that were available were usually outdated, DeSanto explained. "Students wanted to buy my books. I could have gotten \$50 apiece for them," he said, explaining his decision to leave some texts behind.

"The students didn't have an opportunity to read the background of some topics we were studying," DeSanto explained. "I became the textbook."

Nigeria continued on page 3



A wooden mask, carved in DeSanto's likeness, symbolizes his "chieftancy" of the Nigerian Igbo tribe.

Photo/Joe Treleven



Small world

Media conference analyzes international reporting; speakers criticize lack of vigilance in Western press

by Virginia Lee

World media reporting of issues such as terrorism was a major topic at the Fifth World Media Conference, in which Amde Habte participated during October.

Habte, SCSU mass communications professor, was one of about 150 invited representatives from approximately 80 countries who gathered in Seoul, Korea, Oct. 4-9. He was the only participant from the Upper Midwest, among about 30 from the United States.

Guest speakers at the conference included Nguyen Cao Ky, former vice-president of South Vietnam; Micael Pastrana Borrero, former president of the Republic of Columbia; and Lloyd

M. Bucher, who was commander of the intelligence ship U.S.S. *Pueblo*. They were critical of the Western press for its non-vigilance about the spread of communism, Habte said.

Discussion sessions examined the media's role in various parts of the world. "The thrust of the discussion to a large extent was on how the media, either knowingly or unknowingly, are aiding and abetting the spread of communism," Habte said. Two discussion sessions Habte attended dealt with the role of the media in the Middle East, and with its role in Latin American countries.

The conference this year was tilted to some extent toward the conservative view, Habte said. For example, one idea was that the media may have precipitated the downfall of South Vietnam. "And some of us did dissent," Habte said.

"We felt that perhaps the media may

have done that, but the Saigon fall was not so much because of the media reporting," he said. "It was really because of the inner contradictions that existed in South Vietnam's government—the corruption and other reasons.

"Also, the media really were simply reporting the dissent that was going on in the country itself," he added.

In general, participants in the conference felt that the press must be willing to restrain itself and be more responsible if it is to continue to enjoy freedom, Habte said. Some people particularly applied this to the Western democracies, expressing concern that irresponsibility might lead to government control.

"This year, many of the people who were invited were of the school who believe that the media, unfortunately, are not as responsible as they should be," Habte said.

Pre-conference tour

Visitors view Soviet press; question theory, practice of party control

by Virginia Lee

What is the rationale behind the Soviet concept that the press should be a highly controlled instrument of the Communist Party?

Probing this question was Amde Habte's aim in a 12-day visit to the Soviet Union during October. Habte, SCSU Department of Mass Communications associate professor, was one of 22 media practitioners and professors invited to tour Russia before the Fifth World Media Conference.

The group visited media facilities in Leningrad, Kiev and Moscow, discussed media systems with Soviets, and did some sightseeing.

"To the Soviets, the press is an instrument of service to the workers," Habte said. They say the only way the press could serve the interests of the proletariat is to be under the control of the party of the proletariat, which is the Communist Party, he said.

To them, a press system owned privately cannot serve the interests of the public at large, Habte said. The elected representatives of the workers control the party and guide the press. This is in contrast with the Western democratic system in which there may be a number of parties and a number of choices, Habte said.

Whether a free flow of information exists was another

topic of discussion with Soviet media officials, Habte said. The visitors believed that the Soviet people have very little, and biased, information about the West.

"They challenged us on that," Habte said. They had surveys showing Soviet youth know more about the United States than American youth know about the Soviets. "Of course, that information comes from the Soviet press, which has its own coloring," Habte said, "but to a large extent they were able to refute the argument that they don't know very much about us."

Responding to questions about the negative news the Soviets report about the United States, a Tass news agency representative said they never report anything negative about the United States, Habte said. Argument about this statement revealed their method: to select for publication negative news reports or commentaries done by Americans, rather than to write such reports themselves.

The Tass representative spoke of the confrontational situation now existing between the two countries, Habte said, and asked the visitors, "Do you have anything good to say about us, either?"

It is important to understand about the people of the Soviet Union, Habte said. They suffered in the two world wars, so talk of war or nuclear arms has vivid meaning to



Photo/Steve Stearns

One of a limited number invited from the United States, SCSU associate professor Amde Habte recently participated in a scholastic trip to the Soviet Union and in the Fifth World Media Conference in Seoul, Korea.

them. Even after the war, some 30 million people were left homeless, he said.

They are nervous about the current United States administration, he said, and feel it is not willing to seriously discuss a nuclear freeze. For them, the confrontation is too close—they would rather spend their money on such things as housing than on armaments.

"Citizens of the Soviet

Union have paid a price—and that price is what we call freedom—for a number of other things," Habte said. There is low unemployment there, and every citizen is guaranteed certain things, such as housing and education. This is important because of their history of starvation and feudal serfdom under the czars.

"In the operational aspect, what I see functioning is a

Soviet press which is highly controlled," Habte said. Most of the news reporting is highly editorialized. Freedom is based on plurality in the media system. The Soviet press is not a free press, he said.

"I am not sympathetic, but nevertheless, I understand," Habte said of the Soviet system. It is important to understand why a people and their press believe as they do.

Nigeria

continued from page 1

Not only did DeSanto become the textbook, he wrote the textbook. He and a Nigerian colleague co-authored a book titled, *Readings and Research in Television and Film: A Nigerian Perspective*.

The text has been unofficially published in Nigeria, DeSanto said, and is now being published in London.

DeSanto also had many opportunities to share his mass communications knowledge through lectures and seminars.

"I had a lot of speaking engagements—as much as I had time for," he said.

As an AMPART ambassador, DeSanto lectured in Tanzania, Somalia and Botswana, and in the process, visited Ethiopia and Kenya.

"In each of these cases, I was the person coming in to bring the knowledge," he explained. "Sometimes I lectured to an entire newspaper staff through an interpreter."

He also ran two three-day media seminars and taught a one-week seminar on environmental news reporting for the Ministry of Housing and Environment in Nigeria.

Language differences in the countries DeSanto visited, as well as in Nigeria, were sometimes difficult.

"There are more than 280 dialects and languages spoken in Nigeria besides English," DeSanto explained.

"English was a second language and in some cases, a third—and even in some cases, an afterthought.

"It sounds funny but it caused me to learn about communications," DeSanto said.

Nigerian student 'follows' chairperson back to SCSU

by Kimberly Franz Kaul

If R. John DeSanto had tuned a shortwave radio to Voice of Nigeria before his sabbatical, he might have heard the voice of Beatrice Ugwu broadcast across the world.

Now her voice can be heard drifting out of DeSanto's office, just like that of any other SCSU mass communications student.

Ugwu worked for the Federal Radio Corporation of Nigeria, broadcasters of Voice of Nigeria, for over three years. Today she is a news editorial major at SCSU, where she is broadening her education.

"I've always wanted to go back to school," said Ugwu, who already has a diploma in mass communications from the University of Lagos in Nigeria.

During her search for a school, Ugwu met DeSanto. "I would like you to consider my school," Ugwu recalls as DeSanto's endorsement of SCSU.

"She followed me back," DeSanto said, laughing. His family has unofficially adopted Ugwu.

"They are like a family to me," Ugwu said.

Ugwu plans to return home after receiving a graduate degree in the United States,

possibly from SCSU. "I want to start working in newspaper when I get back home," she said. To prepare for this she writes for *Chronicle*.

Her radio experience is already vast, including editing, producing, news analysis, commentary and interviews of prominent persons such as Muhammad Ali, Cicely Tyson and Kurt Waldheim, former U.N. secretary-general.

"I used my two days off to corner that man," Ugwu said of Waldheim who was in Nigeria for an economic summit. "I was home and it occurred to me that we wouldn't get anything from that man and if we didn't, someone would."

Ugwu trailed him for two days and because of her persistence, was granted a 15-minute interview at the airport before Waldheim left, as his jet idled, awaiting him. "You can hear the engine on the tape," Ugwu laughed.

"I was the only one who did it," Ugwu said, referring to the story "It was a real scoop."

One difference Ugwu finds between Nigerian and American news coverage is in the priority order of stories.

"Nigeria, Africa and then the rest of the world," Ugwu said, ticking the ranking order off on her fingers. "We always want the Nigerian news



Photo/Steve Stearns

After temporarily switching native cultures, R. John DeSanto, department chairperson, and his local tie to Nigeria, student Beatrice Ugwu switch native attire.

to come first. Then we talk about our neighbors, unless there is something of unusual significance," Ugwu explained, citing assassination of a world leader as an example.

Ugwu listens to this news on DeSanto's shortwave radio. She is surprised at the lack of such receivers in the United States.

The irony, Ugwu points out, is that DeSanto purchased his shortwave radio in Nigeria.

Signed, sealed, delivered:

Exchange planned with Japanese university; gift received for reading room renovation

by Virginia Lee

A long-term exchange program between SCSU and Kyushu Women's University and College, Kitakyushu, Japan, was ratified Oct. 20.

SCSU President Brendan McDonald and Kaoru Haraoka, professor of English and communications at Kyushu, signed the agreement.

Haraoka is a former graduate advisee of Amde Habte, SCSU Department of Mass Communications professor. He represented President Gunzo Fukuhara, Kyushu University, in signing the agreement.

Haraoka also presented McDonald with a \$1,000 check from Fukuhara to be used for the SCSU Department of Mass Communications' professional reading room.

The exchange will begin with a 1983 summer workshop at SCSU, in which about 25 students from Kyushu and other institutions within the university system will study written and conversational

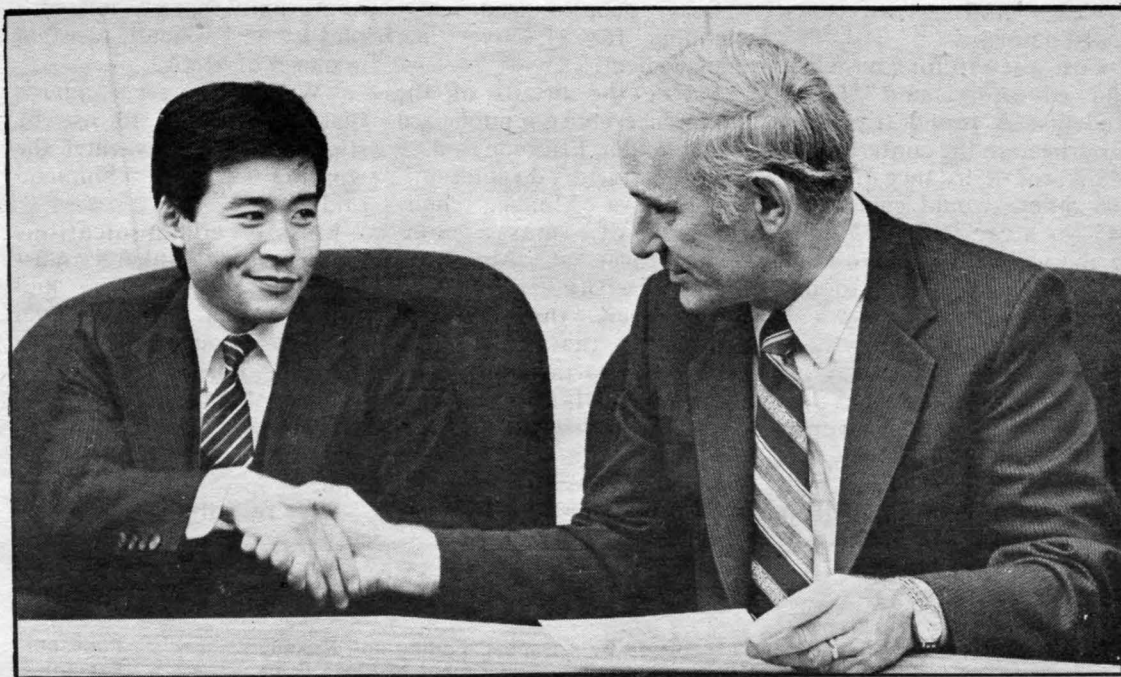
English, American culture and contemporary issues between the two countries.

A few SCSU students will be hired to work directly with the Japanese guests, staying with them throughout the workshop, Habte said. A number of SCSU faculty members will also be involved.

The summer workshop was planned by Habte and Robert Frost, SCSU Director of International Studies. Several ideas are being considered for future expansion of the program.

Fukuhara's gift to the Reading Room will help with major modifications that are being planned for the room (Stewart Hall 125), according to its director, instructor Michael Vadnie.

The Reading Room Committee hopes the room will become a central meeting, research and study place for the department, with limited hours set aside for media meetings and social gatherings, Vadnie said. It can provide a better setting for



Photo/Joel Treleven

After signing an exchange agreement, Kaoru Haraoka, professor at Kyushu Women's University and College, and SCSU President Brendan McDonald seal it with a handshake. McDonald holds a \$1,000 check from Kyushu University President Gunzo Fukuhara, delivered by Haraoka.

seminars and media meetings than a classroom, he said.

Sheri O'Meara, chief student coordinator for the Reading Room, has drawn up new procedures, including a

plan which allows students to borrow certain materials.

If the Reading Room is to become a useful research area, it needs more books that are now available only in the

library, Vadnie said. Donations of textbooks, professional journals, mass communications periodicals are welcomed, he added.

Sidepoint

Dump D: Media major mandates mastery

It is embarrassing to talk about people getting *D*s in their majors, but the Department of Mass Communications did that last spring and arrived at a new grading policy.

The policy is a significant declaration that the department recognizes the unique responsibilities for which it is preparing media practitioners. In contrast with other professionals, journalists neither can nor should be licensed—it would be a presumption that First Amendment rights do not apply to all citizens. Nevertheless, the public deserves impeccable ethical and professional qualifications in those who are to report the issues and events of society.

Therefore, effective fall quarter 1982, *D* is not accepted as a passing grade for courses taken within the department by students majoring, minoring or planning to be admitted into the mass communications major. A student receiving a *D* must retake the course if it is a required one.

The new grading policy is a signal to SCSU, to other journalism schools and to prospective students that this department, now nationally accredited, requires high academic standards, carries on a rigorous program, and demands excellence in its graduates, according to R. John DeSanto, department chairperson.

Students will benefit by being better prepared to compete successfully in the job market, by carrying high credibility among their peers, and by being guided (through personal counseling as well as through grades) into other disciplines if they are not well-suited to be journalists.

A concern is that the policy could change the meaning of grades or lead to grade inflation (lower standards). It is unlikely the department will allow this to happen since it developed the policy out of a sharp awareness of the unique responsibility journalists bear to the public. It recognizes that a carefully prepared and trustworthy press demands special attention to academic requirements.

The department has again declared its commitment to excellence by instituting this new policy



Veronica Walter
Cartoonist/Veronica Walter

Possible journalism gem devaluated as guests decline MNA invitation

by Carol Adelman

An opportunity to strengthen the crucial bond between academicians and professional journalists was missed when the Minnesota Newspaper Association (MNA) Journalism Education Conference flopped last month.

Not enough people registered.

Reasoning about the low registration is widely diversified.

"I'd like to think it was money," said Greg Erickson, news editor of the *Monticello Times* and conference coordinator.

Cost was \$10 for journalists and educators, and \$6 for students. A round trip from Moorhead to the conference in Mankato—a distance of about 266 miles—would cost about \$45 for a car getting 15 miles to the gallon. Out-of-towners would probably need to pay for lodging.

Yes, the cost is dear.

Motorcycle riders pay as much for their helmets as they think their heads are worth. Should journalists pay as much for developing high standards as they think their

publications are worth?

Besides the *horrendous* expense is the time factor. "Minnesota is a gigantic state," said John Vivian, professor at Winona State University (WSU) and scheduled panelist for the conference. "Last year I was on the road 8-1/2 hours to get to Moorhead."

While conferences are important in gaining strong professional contacts, Vivian said, "The problem is, our work is important too. I know here in our department we're involved in some very intense projects."

Busy people need early planning for effective time management.

Maybe the details of the conference were not publicized early enough, Erickson said.

"Many factors do enter in," said Melva Moline, chairperson of mass communications at Moorhead State University. It might even have been the political campaign that distracted prospective participants.

However, "It might indicate a great indifference, particularly among weekly newspapers," Moline said. She targets the weeklies, she

said, because dailies have been far more interested, ready and eager to help the department.

"I think it was because there was just not enough interest," said Robert Shipman, chairperson of mass communications at Mankato State University and scheduled moderator for a panel on standards in management.

"If there is disinterest, I think that's on the part of the students and the professors, not the program," said Erickson, who has been organizing the conference since January.

"I think it was a good opportunity that was missed," said Linda Falkman, assistant manager of MNA.

"We want to set standards that will be put to use by students when they enter the working world," Shipman said.

Mass communications majors at Mankato must maintain a *C* average and complete a college-level English course to be in the major field, he said.

There should be no barriers between the "real" world and the academic world, Shipman said.

"We're all in the same

world, whether we're teaching journalism or practicing.

"We wanted the professional people to come in and tell us what they're looking for."

But the link doesn't develop magically, according to Erickson. "It doesn't happen unless you make it happen and that's what these conferences are designed to do," he said.

For some, the link is already there.

"I think there's a tremendous amount of interaction between educators and working professionals," Vivian said.

"The feedback is continuous and continuing," he said.

In the flurry of academic and professional interaction, where do students fit in?

The title of the conference was changed from Journalism Educators Conference to Journalism Education Conference to encourage broader participation, according to Erickson.

It seems fitting that students should have an interest in what is expected of them and how to achieve it.

"I think (students) ought to be hearing the exchange

between teachers and working professionals," Moline said.

Moorhead students are required to complete a 10-hour grammar program, take general knowledge tests weekly, and pass courses in political science, economics and history.

"There doesn't seem to be the commitment by weekly publications to pay the graduates what they deserve," she added.

Vivian agreed.

"It's usually the weeklies that complain about graduates. They're also the ones that pay minimum wage," he said.

There are no entrance requirements in WSU's program, Vivian said.

"The real determinant of entrance is survival once you're in it," he said.

Clearly, the levels of and methods by which students are expected to achieve journalistic finesse are haphazard. Standardization is a foreign word.

Erickson's question, "How well are journalism schools training students and how well are newspapers using the skills?" may be left unanswered indefinitely

Sidebar

Sidebar is a tabloid publication produced by Advanced Editing and Makeup students for credit in St. Cloud State University's Department of Mass Communications. It is a self-supporting enterprise with all business arrangements, printing bids and advertising contracts managed entirely by students.

The opinions expressed in *Sidebar* do not necessarily reflect those of the university.

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Ethics class proposed to increase student awareness

by Joe Buttweiler

What does it mean to be ethical in journalism?

Reporters and editors are being confronted with ethical questions concerning right of privacy, confidentiality of sources, freebies, junkets and like issues which can create problems for reporters, publishers and news sources.

For this reason, the SCSU Department of Mass Communications faculty is evaluating curricula of the three major sequences for possible weaknesses in the area of ethics.

Although mass communications instructors generally agree that students who graduate from the department do have a background in ethical standards, they also affirm that a two-credit course devoted strictly to ethics would be of benefit to students.

The department accreditation carried a recommendation that there be stronger emphasis on ethical standards. The comment was that although the topic of ethics is covered in some department classes as a sidebar to the primary class material, it would strengthen the program to include a separate class on ethics.

Mass communications majors should have ethical concepts as well as a knowledge of what can legally be done, professor J Brent Norlem said.

"We have traditionally taught ethics in this department as integral parts of our reporting and editing courses," Norlem said. "It is also covered in law, because you can't really separate the ethical considerations."

The ethics course would be primarily for news editorial majors, Norlem said, because

these people especially are confronted with difficult ethical decisions.

"Some of the people out there are ignoring the ethics of it and are giving the whole profession a black eye," Norlem said.

Fear of journalists as being anything-for-a-story types, with no regard for public welfare, has prompted a declining support of the free press, according to Norlem.

"We are in the process of formulating a proposal to present to the department's curriculum committee, which will ultimately have to act on it," Norlem said.

It is likely that the class would be added to the list of required courses in the news editorial sequence, Norlem said.

It is unlikely that the class will become a reality until next year because of the administrative difficulties faced

by the department concerning the 48-credit limit on classes within the department, he said.

"I think it should be a requirement. It might even be best to have that as the last class before you're allowed to graduate," Mike Vadnie, assistant professor, said.

"Some of the people out there are ignoring the ethics of it and are giving the whole profession a black eye."

"I think at best it is a hit and miss proposition," Vadnie said of the coverage of ethics in reporting and law

classes.

Vadnie sees lecturing on the topic in a seminar setting as the ideal way to cover the material in class.

"Most of the mass comm students I know are opinionated enough to get involved in a conversation or argument in class about something like that," he said.

"Conflicts of interest are something that students have to recognize at the student level because in real life you get fired if you have a conflict of interest," Vadnie said.

Regarding the receiving of gifts, "There is a definite line of demarcation between advertising in the commercial setting, and the news editorial setting," Vadnie said. "I have no problem recognizing that line; I just want my reporting students to recognize that there's a line there now that maybe wasn't there ten years ago."

Ethics continued on page 15



Small change: Student scholarship fund nearly broke; appeal scheduled to reach \$2,000 goal

by Kimberly Franz Kaul

A fund-raising drive to supplement the nearly depleted Richard Martin Fund is scheduled for the end of this year, said R. John DeSanto, chairperson of the Department of Mass Communications.

The Richard Martin Fund, named after SCSU's first journalism department chairperson, is used to finance mass communications scholarships.

This will be the first year that the money will be used strictly to finance scholarships, DeSanto said. The money may not be used for departmental development.

"We definitely need more money to help our students," DeSanto said. Two years ago, the accreditation team recommended that the department work to increase aid to students, he said.

A goal of about \$2,000 has been set for the drive, DeSanto said. This would be enough to enable the department to draw from the interest to pay the scholarship, he explained.

The present balance in the fund is \$158, he said.

"If we could get (the fund) up to the point where it is self-sustaining, it would be a great aid to our department," DeSanto said.

Richard Martin began the journalism program at SCSU in 1967. At that time, the department concentrated on print media.

In 1972, DeSanto joined the department. Under his supervision, the journalism department merged with radio and television from the speech department to become the Department of Mass Com-

munications.

By this time, technology was changing the industry. This revolution intrigued Martin, so in 1973 he took sabbatical to study it in depth.

He believed that in the future, copy would be manipulated electronically with display screens at every editorial desk, DeSanto said.

Martin's research "resulted in SCSU's mass communications department getting the jump on everyone else in the state and region in electronic editing as part of many classes in the news editorial, public relations and advertising sequences," DeSanto said.

Martin left SCSU in 1975 because of a health problem. He now lives in Arizona and writes weekly columns for *St. Cloud Daily Times*.

An appeal for donations will be made to members of the industry, alumni, corporations and foundations.

The donation is tax deductible.

MICHAEL R. VADNIE



...is now engaged in the general practice of law. He practices in the areas of mass communications law, First Amendment law and copyright law. He is also available for consulting work for media organizations, photographers, artists and free-lance writers.

Vadnie is a member of the Minnesota and North Dakota bar associations and the federal district court bar

He earned a Juris Doctor degree in 1981 from the University of North Dakota School of Law.

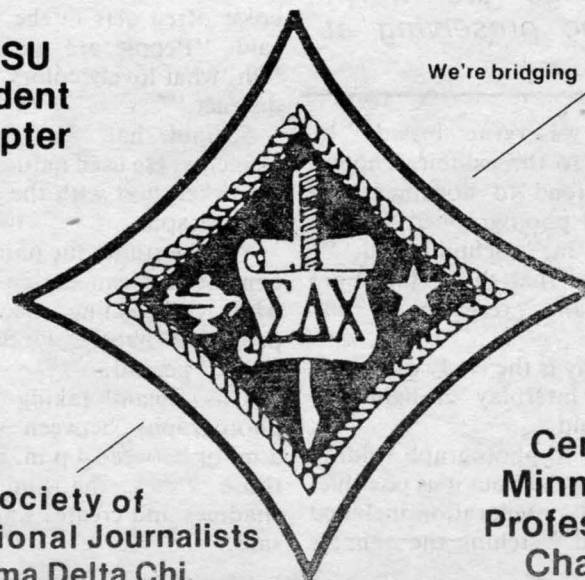
He received a bachelor of arts in journalism from the College of St. Thomas in 1970.

He is a member of the Society of Professional Journalists, Sigma Delta Chi.

Address: P.O. Box 684, St. Cloud, Minnesota, 56302. Phone: (612) 255-0144.

SCSU Student Chapter

Society of Professional Journalists Sigma Delta Chi



We're bridging the gap

Central Minnesota Professional Chapter

Developing images

Body forms develop into shapes, lines; instructor interprets aging in exhibit

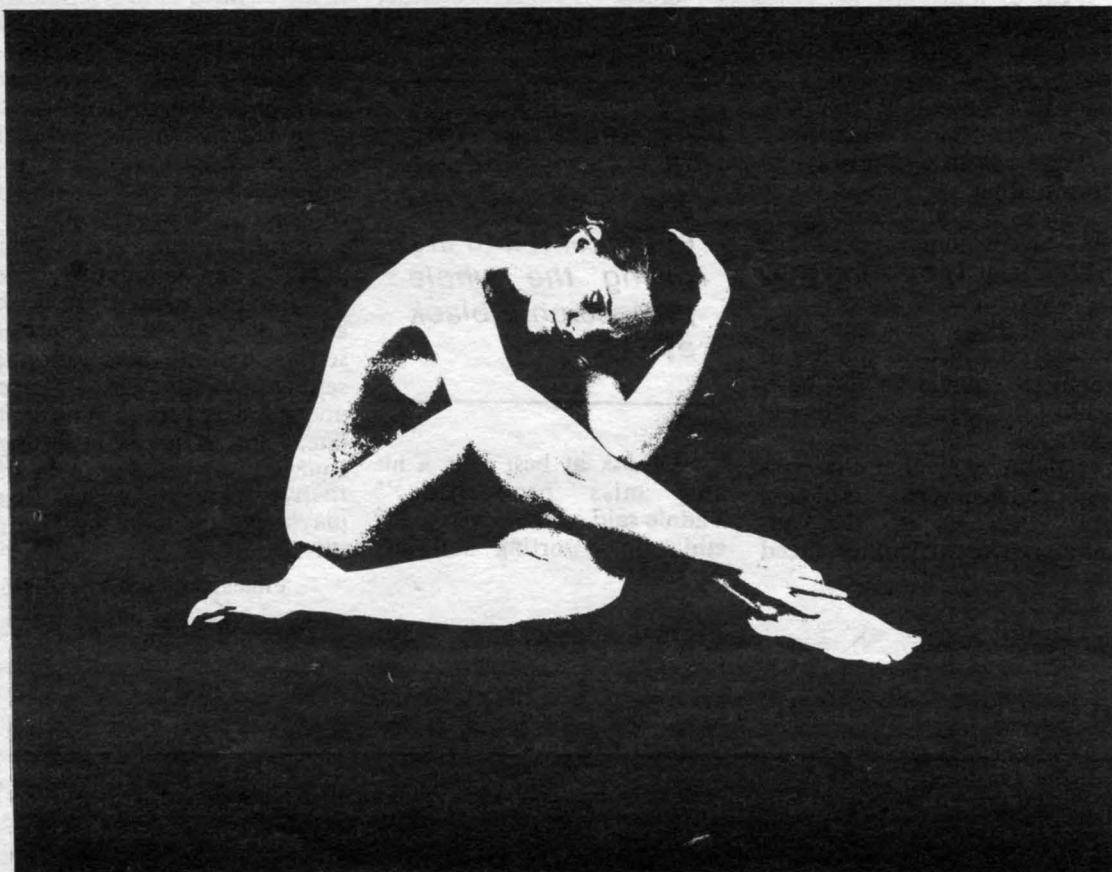


Photo courtesy of Dick Hill

Bodies become geometric shapes in Assistant Professor Dick Hill's photo exhibit. A seven-step developing process that Hill created allows him to design high-contrast photos to emphasize line forms.

by Connie Carlin

Black and white shapes and lines greet viewers of Dick Hill's photo exhibit. There are no shades of gray.

Using a seven-step process he created, the mass communications assistant professor develops orthographic contrast prints on high quality portraiture paper. This eliminates the gray details. The results are high-contrast abstract photos.

Hill teaches photojournalism and visual communications at SCSU. The exhibit is an extension of an assignment he gives in his visual communications classes. The assignment involves interpreting designs in a painting so students see what gives the painting its effect.

The exhibit goes further. Hill intended to see how far he could break the shape of a body down before it lost its human qualities—to see "what makes a design work, what makes it flow."

The photos capture Hill's interpretation of femininity and the aging process.

"It's basically a design interpretation of the human form, a stylistic interpretation of a thematic idea. It makes the body into a line form," he said.

Hill estimates that 75 percent of the exhibit is of female bodies and faces. "There is the sexuality in terms of the statement of the

photographs. What comes through is the strength of femininity rather than the sexuality," he said.

Planning for many of the photos involved sitting down and sketching the ideas. He was then able to use lighting and camera angles to produce the photos as he had intended.

"I'm happy with this style, at least for now. . . . It's unique."

"I'm playing with form and design in a unique way. A year from now, I'll be playing with form and design that might not have anything to do with this except that I wouldn't have been able to do that if I hadn't done this today," he said. "I'm happy with this style, at least at the present point, because it's not copying any style. It's unique."

Approximately four weeks after its Oct. 9 opening in International Falls, Minn., Hill will develop his exhibit into two separate exhibits.

One exhibit will be made up completely of the high-contrast photos. The other will contain the normally developed photos, including two of color.

The exhibits will travel separately throughout various states and are scheduled to be in St. Cloud next spring.

Photographer mingles with, documents Minnesota nature

by Connie Carlin

Living in and photographing the Northern Minnesota wilderness is how Ron Schmid spent his summer.

The result is a traveling photo exhibit depicting the wildlife, landscapes and people who inhabited Voyageurs National Park near International Falls during those summer months.

Schmid is the university photographer for Information Services and also teaches photojournalism and visual communications in the mass communications department.

"I wanted to show that these things are worth saving and preserving at any cost."

"My theme was rather broad," he said, referring to the exhibit. Though he did not intend to document the whole park, "I photographed things I was interested in," Schmid said. "I wanted to show that these things are worth saving and preserving at any cost."

"Photography is the study of light. I document the interplay of light and textures," he said.

"The best way to photograph wildlife is to know as much about it as possible, Schmid said. His preparation included researching and watching the animals

before taking photos.

While photographing animals, Schmid did not try to camouflage himself with a blind or a tree stand. "I try to gain maximum acceptance by the animals. I talk to the wildlife—not that they can understand me . . . the function of talking is so that they always know where I am." This approach allows Schmid to document animals in their natural state.

The documentation of the human use of the park included photos of people and of man-made structures. Among these photos are scenes of backpackers as well as buildings that had been constructed from logs and other natural materials from the area.

"I chose to work in black and white because, in landscape photography, color often gets in the way," Schmid said. "People are most interested in 'Oh, what lovely colors.' It can almost distract."

Schmid had to work with the elements. He used natural light because it worked best with the subjects of his photographs.

"In the studio the photographer is in control and can design a photograph while controlling background and props. In nature, I react to what is there," he said.

This meant taking most of the photographs between dawn and 10 a.m. or between 4 p.m. and sunset. At those times, the sun casts softer shadows and creates warmer tones, he said.

Preparation was essential. Schmid often used a compass to decide the time of day the sun would be best for his purposes. "It's a matter of staying put and watching how the light affects a

given subject," he said.

The exhibit is owned by the park. It will open in International Falls in November, and will travel to college campuses and to St. Paul.

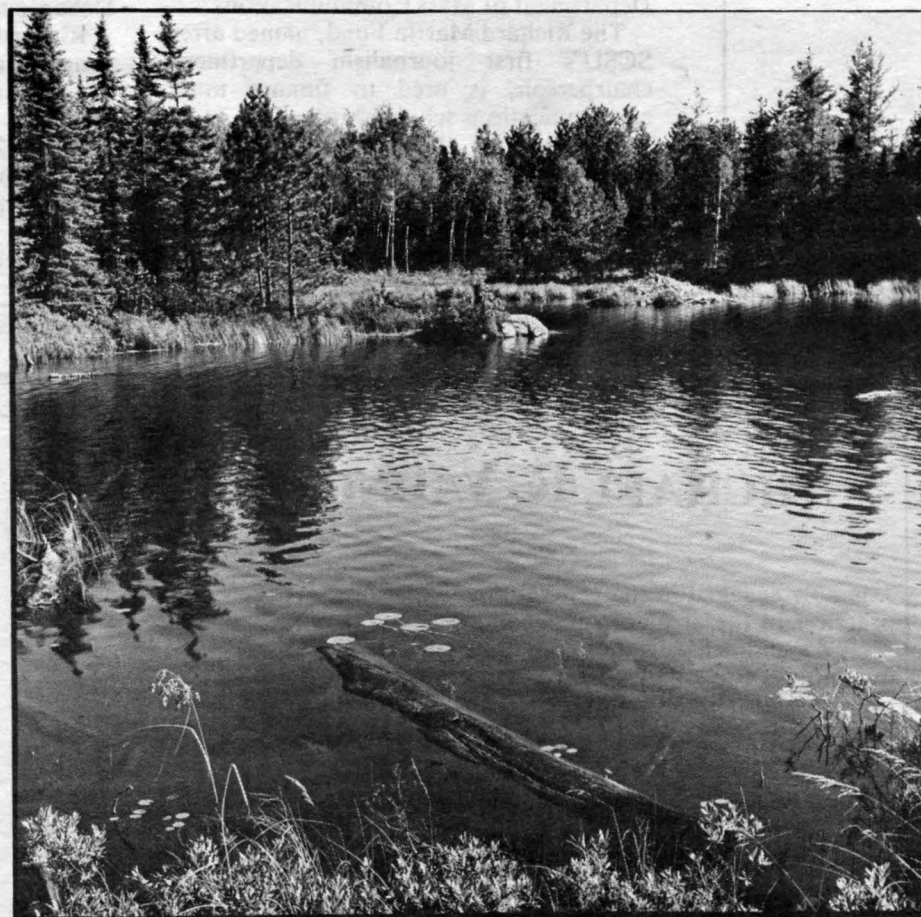


Photo courtesy of Ron Schmid

Cruiser Lake can only be reached by airplane or hiking trails. The inland lake in Voyageurs National Park near International Falls, Minn., is included in mass communications instructor Ron Schmid's photo exhibit of the park.

Student breaks into career with internship, sets professional goals

by Virginia Lee

There will be no pavement pounding for Sandy Riesgraf

During the fifth week of her fall internship at KGAN-TV, Cedar Rapids, Iowa, Riesgraf was offered and accepted a position as full-time reporter after her November graduation.

Riesgraf's duties as a general assignment intern at KGAN include editing, photography, writing and general news gathering. "I have been doing a lot of feature reporting to get my feet wet in the professional market," she said, but in her fifth week she began to cover spot and hard news.

Interns at KGAN are given a good deal of freedom to use the equipment and pursue story ideas; and they have good opportunity to get packages on-air, Riesgraf said. By mid-October, she had placed 12 stories on the noon, 6 p.m. or 10 p.m. shows, or on all three. "My next goal is to do a piece 'on-set' with the anchor," she said.

Riesgraf has changed shifts regularly, learning the morning, afternoon and evening news routines. She usually works Wednesday

through Sunday "Weekends are my best opportunity to do a little bit of everything and get packages on the air, due to our weekend skeleton crew," she said.

An internship is essential, Riesgraf said. "It's important to get the bugs out, compile a resume tape, and generally learn the ropes in an internship situation rather than in an employment situation. An internship helps to bring out one's strong points and weak points, and helps one decide if TV news is the right career to pursue."

Hands-on experience is the best preparation for a career in television, Riesgraf said. "I'd encourage everyone to become involved in some extra-curricular, media-related activity, and write, write, write!" She also credited much of her success so far to expert professional guidance from such instructors as SCSU's E. Scott Bryce and J Brent Norlem.

"Mr. Bryce led me to an interest in KGAN-TV," Riesgraf said. "It's a medium-sized market, with a lot of credibility. It is definitely a quality news operation—one that anyone would be thrilled to begin a career in."

"I've always dreamed of becoming a true, professional news reporter," Riesgraf said. "And at KGAN-TV, due to a successful internship, that long-awaited dream has finally come true."

Her long-range goal is to work in a major market station, and possibly to go on to even bigger things. These are ideas she will definitely keep on the back burner, she said.

"My career has just begun. I've got a lot to learn, a long way to go," Riesgraf said. "It's an ever-changing business. Who knows where I'll be in six months or a year from now. But for the time being, I'm as happy as can be—thanks to professional preparation at SCSU and a great internship."

Riesgraf has a mass communications major in the radio and TV sequence and a minor in political science. She completed a variety of media-related projects while an SCSU student. She also served as a reporter and as assistant general manager for UTVS-TV, broadcast news for KVSC-FM and hosted Northern Cablevision's "All 'Bout Town" program.



Photo/Steve Stearns
Looking to the future, Sandy Riesgraf plans to begin her career as a "true, professional news reporter" at KGAN-TV, Cedar Rapids, Iowa, after her November graduation.

Alumna builds deliberate, diverse background

by Virginia Lee

Moving on to new challenges has been a theme of Linda Peinovich's career since her 1976 graduation from SCSU.

Peinovich has built a diverse background in both radio and television which has been valuable preparation for a new opportunity that came to her in June, she said.

WCCO-TV hired Peinovich to design and develop a five-minute regional newscast in association with Satellite News Channels (SNC), a 24-hour-a-day, 7-day-a-week news service out of Stamford, Conn.

Aug. 16, WCCO became one of 24 regional associates across the country, and began producing *Midwest Report*, an hourly five-minute news, weather and sportscast for SNC, an advertiser-supported network.

Peinovich supervises the producer, anchor, video-tape editor and technicians who air the program every hour from 7:36 p.m. to 2:36 a.m., five nights a week. It is planned that *Midwest Report* will eventually run 18 hours a day; Peinovich hopes it will go to 24 hours a day, she said.

The region for which Peinovich and her crew produce programs comprises Minnesota, Iowa, Nebraska, North and South Dakota, and parts of Michigan, Montana and Wyoming.

"In four months here, I have set up a system I call 'news trade'—arrangements with several stations in which we get video stories from them, re-edit them and broadcast them on *Midwest Report*," Peinovich said. The stories must have regional significance but not a national interest.

WCCO-TV was one of the first

stations to take an interest in cable and satellite operations in this part of the country, Peinovich said. It saw satellite coverage as a way to regionalize newscasts as well as a new approach to news, she said.

When Peinovich heard WCCO was becoming interested in a satellite regional news operation, she wanted the challenge of doing something that had never been done here before, she said. She hopes to see *Midwest Report* become a well-respected program in cable satellite news.

"I believe one of the futures of television is in cable," Peinovich said. "In the near and in the long run, job opportunities will be in the cable industry." Students should get experience in cable, news, production and programming, she said, as it can be valuable in the job market.

One of the best aspects of her

education at SCSU, Peinovich said, was the chance to have "hands-on" experience—to develop the ability to run a camera, direct a show, or take a portable video pack out and do an actual story.

Peinovich also appreciates the personal attention students receive from instructors at SCSU, she said. She was discouraged at one point, and considered dropping out, but an instructor gave her the support and confidence to believe she could succeed, she said.

In each job, Peinovich has made a conscious effort to learn as much as possible about the medium in which she worked, she said, and to build skills in reporting, anchoring and dealing with people. Her variety of experiences helped her prepare for this new management position at WCCO-TV.



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Senior works two internships, tries metro, community daily routines; learns newspaper labor unrest affects quality of effort, production

by Virginia Lee

There is a clear difference between working on a small community daily newspaper and on a large metropolitan daily, according to Steve Hoblin, who has done both.

Hoblin interned last summer at *Red Wing Republican Eagle*, circulation 9,000, and this fall at *Minneapolis Star and Tribune*, circulation 368,000.

"It's important to have an outside experience," Hoblin said of his internships. It gives practice in writing and in focusing on the angle of the story, and it sharpens interviewing skills, he said.

It is unusual for a student to intern on two papers, but Hoblin said the basis for comparison is an asset to his education.

Photography was involved in some way in most of his work at the *Eagle*, Hoblin said. He did general assignment reporting and some beat work—

helping cover city hall and the police department. His internship supervisor was editor Jim Pumarlo.

During a two-day assignment at Camp Ripley, Little Falls, Hoblin accompanied the Red Wing national guard unit on its training exercises and did a photo story for the *Eagle*.

At the *Star and Tribune*, to Hoblin's knowledge, he was the first SCSU intern, and its first writing intern to work anywhere except the city desk, he said. His assignment was the state desk, which covers Minnesota news outside the seven-county metropolitan area. State editor Jack Coffman was his supervisor.

Writing and preparing stories were not emphasized at Hoblin's *Star and Tribune* assignment, he said. He did a lot of research—reading community newspapers for follow-up story ideas, such as community issues, trials and agricultural news. He had several stories published on these subjects.

Hoblin learned during the internships that deadline pressure is not as great on the job as it is in school, he

"It's disheartening for a student to see well-placed, experienced people worrying about their jobs..."

said. Also, people speak more freely with a reporter from a paper they know and trust than they do with a student.

During both jobs, Hoblin worked amid labor unrest. At the *Eagle*, employees were trying to form a union. There had been a management change before he arrived and a new makeup format was introduced while he was there. The format change involved some job reassignments, Hoblin said, and dissatisfied employees have action pending against the *Eagle*.

At the *Star and Tribune*, irritation related to a merger of *Minneapolis Star* and *Minneapolis Tribune* last spring. A staff decrease and accompanying changes were aggravated by an October lay-off of 75 employees. "It's disheartening for a student to see well-placed, experienced people worrying about their jobs or looking for jobs," Hoblin said.

Labor problems and negative attitudes may have affected his learning situation, Hoblin said. "If labor is dissatisfied, you're not going to have a good product," he said.

A senior in the news editorial sequence with a minor in business, Hoblin plans to graduate in March. While at SCSU, he has been active in the campus chapter of the Society of Professional Journalists, Sigma Delta Chi, and served as its treasurer. He worked at *Chronicle* as copy editor and staff writer.

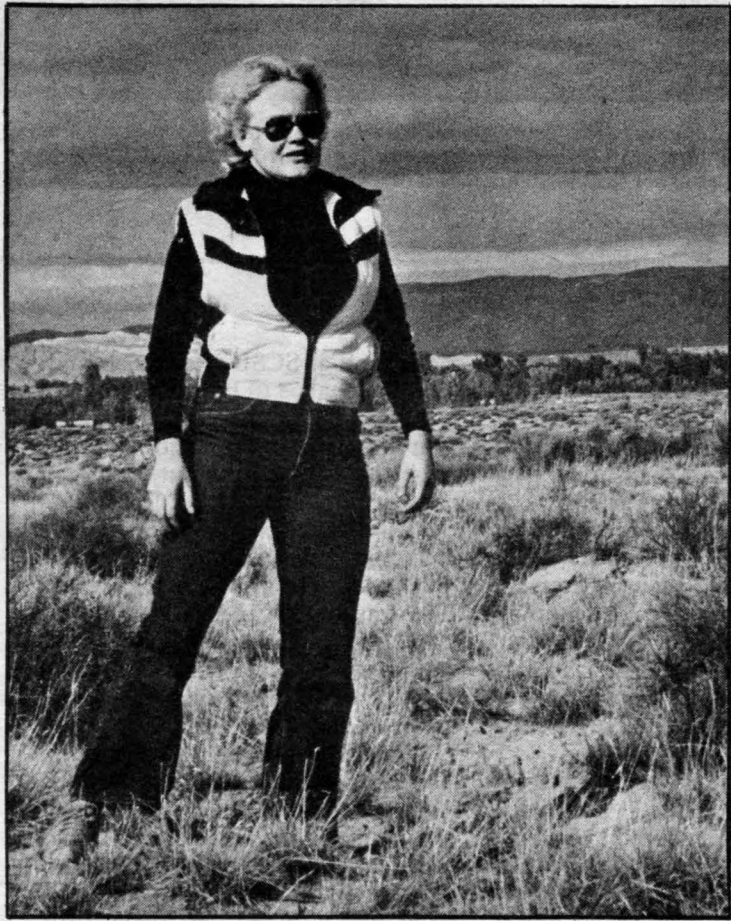


Photo courtesy of Tina Groth

It's not easy being a Wyoming community journalist, but 1982 SCSU graduate Tina Groth calls it "absolutely great."

Wild West wins grad's heart, loyalty

by Carol Adelman

Dodging bucking broncos and coughing through dust storms are just part of the job for Tina Groth, SCSU alumna working as news editor for a community newspaper in the 2,000-person town of Greybull, Wyo.

"I've done some frantic scrambling up fences to avoid bucking bulls and loose horses... but I've gotten some absolutely great rodeo shots," Groth said.

"Very few people would stick in this job if they didn't love it, and I love it," Groth said. "The hours and wages are such that any sane person wouldn't do it."

Groth received her news editorial degree in the spring of 1982 and traveled 900 miles to join the *Greybull Standard and Tribune*, a Sage Publishing newspaper.

The other *Standard* staff members are Editor Bill Roof; his wife, Bobbi, as bookkeeper; a society page writer and a part-time typesetter

Responsibility for all

news, writing, photography, editing, layout and production work is shared between Groth and Roof. The only work they do not do is plate burning and printing.

Groth stepped into the job at a time when the *Standard* was in a crunch for staffing and had lost some community support, she said.

The move now is toward a stable staff and regained respectability, she said. The newspaper gained an average of five subscriptions per week last summer—a bright sign, according to Groth.

"Greybull is very definitely a Wyoming community, which is light years away from what a Midwestern community is," Groth, a native of Walker, Minn., said.

Class divisions are absent in Greybull, which means that there are no "scummy areas," Groth said. Unfortunately, there are no obvious community leaders, either, making news sources scarce, she said.

"It's a case of getting used to people leaving you alone, letting you be whoever and whatever you want to be. I

think it's absolutely great," she said.

Fitting into the news editor position was easy for Groth.

"I just dropped in and fit. I thought everyone did it that way," Groth said. Feedback from Roof and owner Bruce Kennedy, however, indicates that her job performance is exceptional. She has been targeted as one of the top three employees in the nine-paper chain. Groth is hoping for a promotion within two years.

"I definitely see my job at the *Standard* as a step to bigger and better things," Groth said. "I'm still stunned at the luck I had in getting this job."

Groth credits her success to the "all-aroundness" of her journalism education. This includes her work as news editor at *Chronicle*, the *Sidebar* editorship that "nearly cracked" her, Media Day activities, and dealing with people in the mass communications department.

"I had a little bit of the theory behind journalism... but yet enough

Groth continued on page 15

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Involvement

SCSU student seeking national campus board office

by Joe Buttweiler

First it was the student chapter presidency, then the professional chapter vice presidency; now SCSU student Bob Kinne is running for a national office of the largest cross-media organization in the world.

Kinne, a mass communications major with news editorial emphasis, is planning a strategy to be elected to the Society of Professional Journalists, Sigma Delta Chi (SPJ,SDX) National Campus Board of Representatives as a regional officer.

As president of the SCSU chapter of SPJ,SDX, Kinne has encouraged electronic media students to join the organization to strengthen their talents and the chapter's resources.

"I think one of the things we should really push is to make everyone aware that SPJ is for all journalists," Kinne said.

During the summer, Kinne was elected to the Central Minnesota Chapter of SPJ,SDX as vice president—a surprise for him, he said.

His new position has allowed him to work on setting

up meetings which will appeal to broadcast journalists, both students and professionals. The first of these was conducted Sept. 30 in the form of a panel discussion on radio news broadcasting in the St. Cloud area.

Giving SCSU students a chance to meet and talk informally to the area professionals is a concept that Kinne said he believes is valuable. "We thought that if we could pool our resources, we would both benefit," Kinne said.

Possibilities of future topics for interchapter meetings are court reporting, financial and real estate reporting, and police reporting, according to Kinne. How to get records and where to find information about these things is not thoroughly explained in classes, Kinne said.

It is likely that some of these meetings will be conducted on campus to allow easy access to students. Professionals in the area who have been working for awhile get practical experience at handling ethical problems that arise on the job, Kinne explained. "Giving students a chance to discuss these types of issues will help

them in their careers."

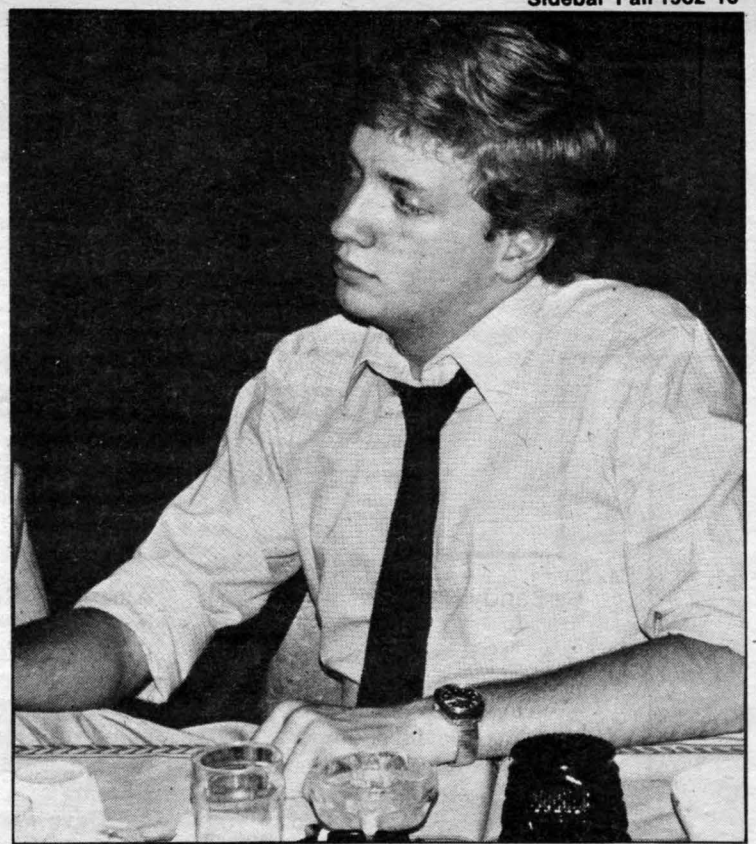
"Bob's election was to integrate the professional chapter," said Claude Werder, president of St. Cloud's professional chapter. "It should help out the student chapter by giving students access to resources. They will have input on what goes on," he said.

Both chapters are planning to send delegates to the national SPJ,SDX convention in Milwaukee, Wis., Nov 10-13. The election for the National Campus Board Representatives will be conducted there.

"I think I can help chapters in this area with problems of organization, membership recruitment, and fund raising, besides answering questions," Kinne said.

"The problem of broadcasters (not realizing that SPJ,SDX is for them) is not limited to St. Cloud and I think it's a good organization and more students need to be aware," he said.

"I want to see more involvement by students—it will help them in the end. Until students get involved, they don't fully understand what SPJ,SDX can do for them,"



Photo/Joe Treleven

Gaining more involvement from broadcast majors is Bob Kinne's goal as president of the student chapter of Society of Professional Journalists, Sigma Delta Chi.

Kinne said.

Concerning his election to the professional chapter, "From what I've been told, I'm the first student officer of a professional organization. We're lucky to have a chapter here. They want us and we want them," Kinne said of the professional chapter.

"It's going to be an excellent year.

cellent year.

"I've been active in SPJ for two years. Not until last year did I reap benefits," Kinne said. "Being president of the student chapter has helped me improve my leadership skills. It's like the snowball effect—it keeps getting bigger and bigger."

Governors' finance director

Alumna finds fund-raising career fast-paced, fulfilling

by Lori Birkholz

Fast-paced, exciting and educational is alumna Jane Richmond's description of her job as finance director for the Republican Governors' Association (RGA) in Washington.

Richmond graduated from SCSU in 1979 with a bachelor's degree in mass communications and an emphasis in public relations. Her political affiliation began with an internship.

"The mass communications department was leary about a political internship, but after much discussion, it was decided I would accept the position as press secretary," Richmond said.

She was assigned various duties in Arne Carlson's campaign for state auditor, and after he was elected, Richmond continued school. After graduation she was selected as communications director for the Independent Republican Party of

Minnesota.

Richmond's responsibilities were again varied. They included writing and producing the party newspaper, conference work and press relations. But those experiences in all aspects of a campaign paid off when she became assistant to the finance director of the Reagan for President Committee.

"I acted as a liaison between the state finance committees and the National Reagan Committee," Richmond said. Fund raising was one of her key responsibilities.

"My biggest goal during the Reagan campaign was to go to the Inauguration," she said. After planning and arranging several activities at the Republican National Convention, Richmond's goal was fulfilled. "It's super exciting to see the man you worked for for so long accepting his position," she said.

Richmond also met "many wonderful people," such as journalists Dan

Rather and Leslie Stahl, at the convention.

After the election, Richmond worked on the finance areas of several gubernatorial campaigns before she was asked to go to Washington to serve as finance director for the RGA.

"This job has been a big challenge as the RGA has never had a consistent fund-raising effort and is not well known to potential donors," Richmond said.

She has educated the community about the importance of RGA and asked for financial help. RGA is an organization designed to elect Republican governors. The money raised helps gubernatorial candidates with their campaigns.

"Most of my day is spent talking on the phone and writing follow-up letters to ask for money," Richmond said, adding that she is also responsible for the RGA newsletter and other promotional materials.

"Washington is a great place to work, very fast-paced, with something always going on politically," Richmond said. Traveling and meeting new people are also things she likes about her job.

"Politics has been my niche, and my goals and expectations change with every new position I've had. My internship gave me my first taste of political life and I've been with it ever since," she said.

Richmond recommends an internship for students. "It taught me a lot and helped me make contacts for employment after college."

A basic knowledge of every medium is also important, she said. Public relations students should take a variety of classes to learn how to write for newspaper or radio and to gain basic knowledge of the film and printing industry.

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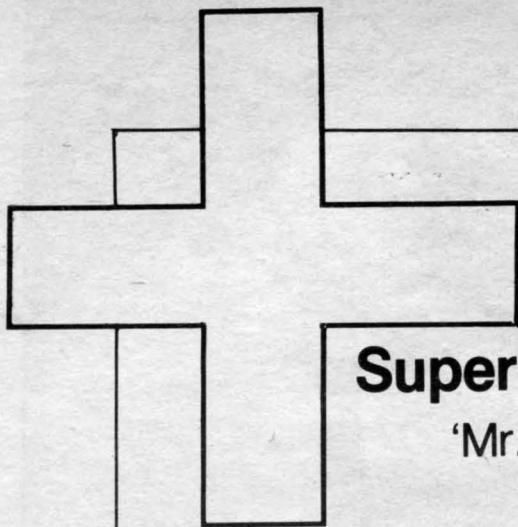
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Super alumnus

'Mr. Mass Comm' attempts rescue, receives highest Red Cross honor

by Sandy Barich

A 1981 life-saving attempt earned an American Red Cross Certificate of Merit for SCSU alumnus, David Thouin.

Public relations director for the Rochester Red Cross, Thouin was displaying a Red Cross disaster van in Mantorville, Minn., in September 1981, when he was called on a medical emergency.

While Thouin was waiting for a parade to begin, a young man ran up to him, saying that someone was having a heart attack. Thouin, who teaches cardio-pulmonary resuscitation (CPR), rushed to help. "As soon as I saw the man slumped over the steering wheel, I knew he had had a cardiac arrest," Thouin said.

Thouin and two other men administered CPR for nearly an hour, keeping the man alive during the long ambulance ride to Rochester. He later died, but for their efforts the three received the

American Red Cross's highest honor in October.

The Certificate of Merit is one of many accomplishments of this former student, whom Department of Mass Communications personnel refer to as "Mr. Mass Comm."

"Dave was a kinetic student—he was always in motion," R. John DeSanto, department chairperson, said. "Dave always gave at least 100 percent."

Thouin came to SCSU after serving four years in the Navy as a corpsman, and two years in a special medical school in Cleveland. While at SCSU, he became involved in a wide variety of mass communications activities.

"As president of the campus chapter of the Society of Professional Journalists, Sigma Delta Chi, Dave was a superb manager and leader," professor J. Brent Norlem said. "He left the group in excellent financial and organizational condition and laid the foundation for Out-

standing Campus Chapter award in 1978."

Thouin was also active in the Minnesota Press Club, *Chronicle* and the SCSU School Bell high school journalism competition.

After graduating from SCSU in the winter of 1979 with an emphasis in advertising and public relations, Thouin worked as a reporter and photographer for *Crookston Daily Herald* and *Rochester Weekly*, and as an advertising salesperson for *Austin Daily Herald*. He is currently an advertising sales executive for KWEB-AM radio in Rochester.

As public relations director for the Rochester Red Cross, Thouin continues to teach CPR and first aid, as he has done since 1977.

"I think the most important thing you can do for yourself while you're in school is to get as much practical experience as possible in all phases. Get a feel for radio and advertising and make sure you master your English language skills," Thouin

said.

Thouin had two internships while at SCSU, one in reporting and photography at *Maple Lake Messenger* and the other in public relations for the Minnesota Education Association. "Internships are vital experiences for the mass communications student. If you have an opportunity to intern, take it," he said.

"Businesses like to see that you've got initiative and you want to learn. And the contacts you make through school organizations are valuable sources of information when you graduate.

"Take on all the little projects you can. They don't have to be grand promotions," he said. "Get your hands dirty and make sure you follow through on anything you start. If you don't get your feet wet, you'll never learn how things are done."

SOMETHING'S UP DOWNTOWN St. Cloud

In the past few years, the people of St. Cloud have, through support and effort, undertaken the revitalization of the downtown business district — the heart of St. Cloud. This effort has resulted in the opening of Radio City Music Mall, commitments to construct the Northwest Center office complex and a 270 stall parking facility.

These accomplishments have encouraged others to propose exciting plans for development of the Nash Finch warehouse and Tempo block for lodging and entertainment centers. Indeed, something is up in Downtown St. Cloud and the entire area will be able to see the buildings rise and sense the spirit of the people Downtown rise with them.

The St. Cloud Downtown Development Corporation believes that the downtown reflects the strength and character of the people in the St. Cloud area. The success in revitalizing the downtown, which will be visible in the coming year, is a tribute to all people in the area. The Downtown Development Corporation is proud to be a part of this successful effort. Something is truly up Downtown and this is a reflection of the entire St. Cloud area.

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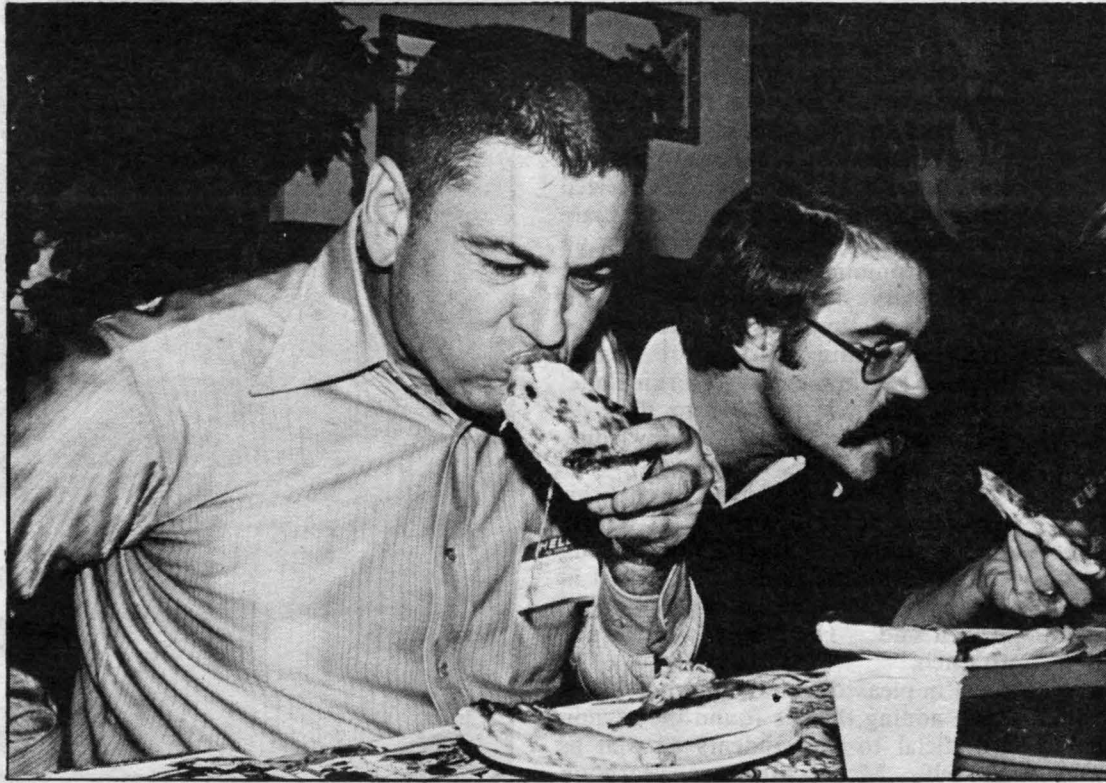
continued from page 5

Concerns of accreditation review in the future are having an impact on the implementation of the ethics class. Both Vadnie and Norlem believe that the accrediting teams will be more at ease with the department's handling of ethics if there is course coverage.

"A concern that Brent Norlem has and that I share," Vadnie said, "is that when accreditation comes around again, there's a likelihood that there's a vulnerability in what our department has to offer (in ethics instruction) compared to other accredited departments." This has to do with the department's ability to draw students, Vadnie said.

"It's not a reflection of the student body here," Norlem said, regarding the need for an ethics class. "It's not that we feel that our majors are basically unethical or anything like that. It's rather an attempt to cope with ever-growing complexities in ethical choices that media practitioners are faced with."

— Mass consumption —



Photo/Mike Erickson

The masses did more than communicate at a PRSSA pizza-eating contest. Two mass communicators, J. Brent Norlem and Michael Vadnie, quit communicating and commenced consuming to capacity.

Groth

continued from page 12

practical experience so that when I was called upon to help with layout, nobody had to train me. It came very naturally," Groth said.

However, two areas of the curriculum at SCSU need

strengthening, Groth said.

Camera and darkroom experience should be emphasized, Groth said. While she "was not a complete ignoramus on the camera," she had to ease into the photojournalistic duties often required at community newspapers.

The second area—practical business and management techniques—is untouched at SCSU. One is shocked to find that supplies do not magically appear on shelves, Groth said. Students should learn what account books look like and how the mailing procedure works, she said.

But with those wrinkles now smoothed for herself, Groth is settling into her newspaper lifestyle.

"My schedule really centers around what everyone else in this town is doing.

"If you're honest and sincere and have fallen in love with community newspaper,

it's going to take a toll on your personal life. But the rewards are great, too," she said.

"For somebody interested in the newspaper trade, the possibilities of going up, of getting a larger salary, are best in community journalism. So I have firm intentions of staying right where I am."

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Temporary teachers tackle tutoring tasks; coach high school students at workshop

by Beverly Weiss and Lisa Holt

The typical scenario was reversed. Eight mass communications students became temporary teachers at a journalism workshop at Brooklyn Center High School Oct. 20.

Students, with instructor J. Brent Norlem, conducted five sessions on basic journalism skills. Conducting these sessions were: Norlem and Jodi Hausladen, coverage and content; Audrey Alwell and Ron Green, makeup and typography; Lisa Holt and Beverly Weiss, newswriting and editing; Connie Carlin and Steve Hoblin, photography; and Virginia Lee, editorial leadership.

SCSU students were chosen by Norlem on the basis of knowledge and understanding of their respective areas.

Initially, Green and Alwell critiqued *Centaur*, the Brooklyn Center High School newspaper and sent results to Roger Dick, *Centaur* adviser, at his request. After reviewing the critiques, Dick requested that Green, Alwell and other students conduct informal informational sessions for his students.

About 30 newspaper and yearbook staff members had an opportunity to attend two of the five sessions. The informal sessions involved lectures, one-on-one consultations and use of visual aids such as textbooks, filmstrips and *Chronicle*, SCSU's biweekly publication. Students also wrote headlines and designed pages to gain practical experience.

SCSU students discussed headlines,

cutlines, photo cropping, page design and editorial writing by critiquing the makeup of *Centaur* and the yearbook with students and their advisers.

"At times I found it hard to teach at their level," Carlin said. "I realized how far advanced we really are compared to people with little or no mass communications experience."

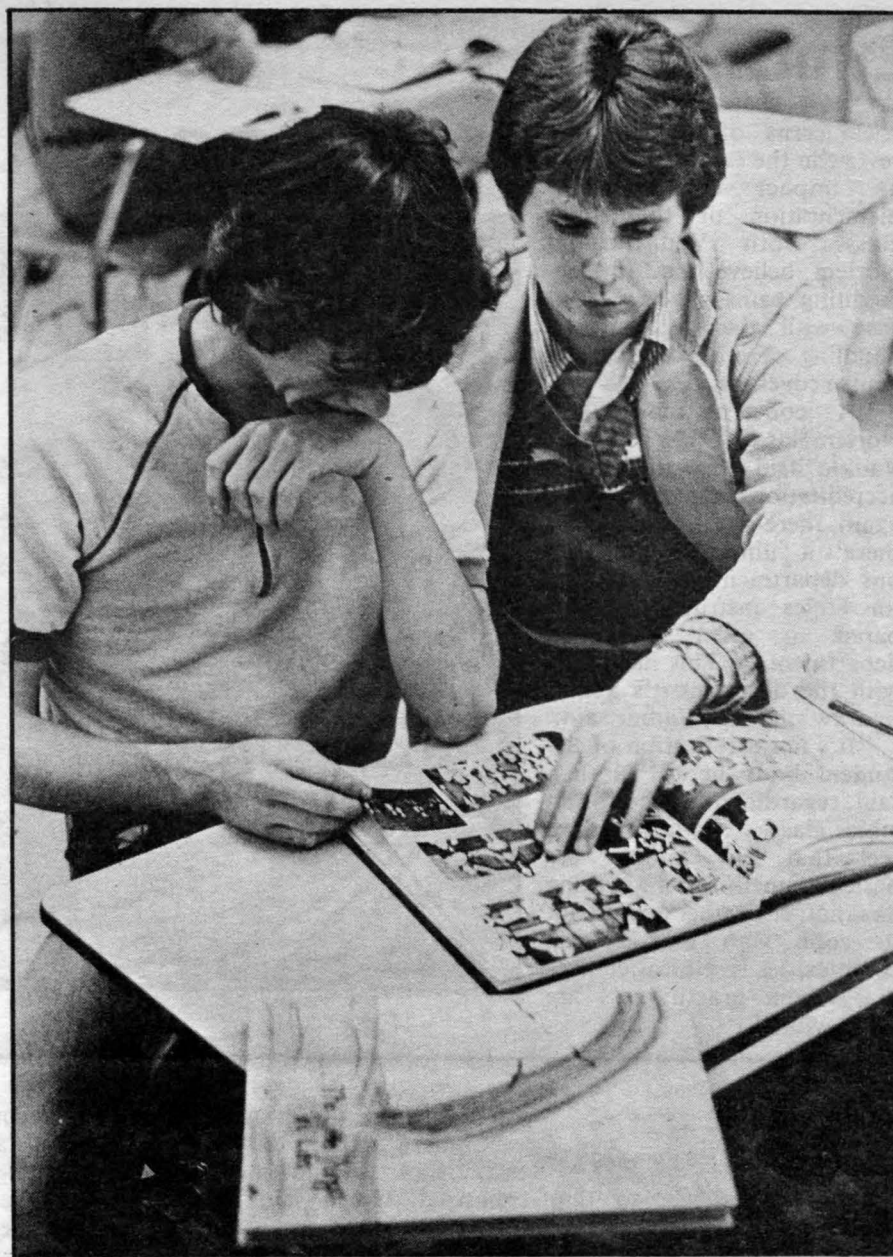
Most students felt that the one-on-one consultations, which allowed for questions and direct feedback, benefited them the most. Working one-on-one made it possible to discover each student's level of knowledge, Carlin said.

Most SCSU students found this experience to have personal as well as professional value. "Teaching solidified all the things I'd learned in my mass communications classes," Alwell said. "The best way to learn is to teach."

"I'm pleased with the results," Dick said, adding that he found the session beneficial to the students as well as himself. Myra Madsen, yearbook adviser, agreed with him.

Students felt that the workshop would aid them in the production and evaluation of their newspaper and yearbook. "I learned a lot of things I never realized before," Kim Davis, senior, said.

And the same was true for some SCSU students. "It was a thrill to be able to spill out knowledge to the students," Green said. "However, it was even a greater thrill to be able to teach the advisers journalism skills."



Staff Photo

Yearbook design problems bring a grimace to the face of Brooklyn Center High School student Dave Annis, as Steve Hoblin gives him pointers.

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Insidebar

Around the world

SCSU expands cultural communication with Africa and Asia. **pages 2-3**

Sidebar extra: On the air

KVSC prepares to increase power **pages 7-10**

Toward the profession

In the profession

Alumni/student stories profile news editorial, radio-TV, public relations-advertising careers. **pages 11-13**