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Summer 1991

### Sidebar [Summer 1991]

St. Cloud State University

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**'Ad Stars' twinkle  
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advertising  
students**

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**Annual TV workshop  
fosters healthy  
competition,  
cooperation**

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# Sidebar

Summer 1991

Vol. 14, No. 2

Department of Mass Communications St. Cloud State University St. Cloud, Minn. 56301

## An awarding experience



Photo by Rick Danzi

## Special Moments

Kentucky gymnast Theresa Fritsch is congratulated by Susan Streeter, SCSU mass communications alumna, during the 1991 International Special Olympics this summer. Streeter and two other SCSU mass communications students organized an internship program with the Special Olympics. Nearly 30 SCSU mass communications students worked under the program at the Games, which took place July 19-27 in Minneapolis/St. Paul. Story and more photos on Pages 8-9.

Sidebar

Summer 1991

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# Perspectives

## A look ahead

Sept. 20-21: American Advertising Federation District 8 Leadership Conference, La Crosse, Wis.

Nov. 8-10: Advertising Women of New York, Inc. 35th Annual College Career Conference, Fashion Institute of Technology, New York City.

### SCSU Olympian Homecoming 1991 (Tentative Schedule)

Oct. 22: Current Issues Debate: Edwin Meese vs. Gatewood Galbraith and The Legalization of Marijuana.

Oct. 24: Coronation of Homecoming Royalty, Entertainment and Opening Olympic and Homecoming Ceremonies, 8 p.m., Stewart Hall.

Oct. 25: Alumni Homecoming Banquet and Awards Presentation; 1991 Award recipients include Jack Amundson, William Beckman, Kay Rodberg Fredericks and Jack Nelson. Special reception and seating for the Class of 1966 25th Anniversary Reunion. Radisson Suite Hotel, Reception 5:30 p.m., Banquet 6:30 p.m.

Oct. 26: Minority Alumni Breakfast, 9 a.m. to 11:30 a.m.; Homecoming Parade, 10:30 a.m.; Tailgate party, 11:30 a.m., Selke Field; Football game, 1 p.m., Selke Field.

## Scholarships, awards in abundance at banquet

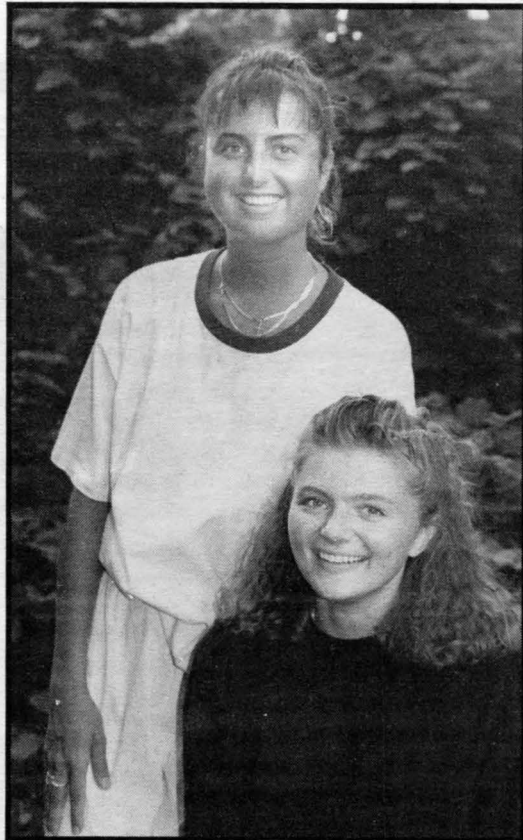


Photo by Rick Danzl

**Taking a break from working on Sartell Sentinel, Lynn Brown, junior, re-ceived the Sheila Wilken Kerber Memorial Scholarship, and Sara Stenson, senior, received the Productivity Improvement: Dr. R. John DeSanto, APR Scholarship for 1991.**

### 1991 SCHOLARSHIPS

Becky Anderson	Carol Loberg Fourth Cavalry	\$300
Theresa Andrus	Marge Herda	\$750
Amy Becker	Rick Groff Memorial	\$500
Marie Brandel	J. Brent Norlem II Memorial	\$370
Lynn Brown	Sheila Wilken Kerber Memorial	\$450
Andrea Friedenauer	Cultural Diversity	\$400
Julie Hesch	Dufes	\$600
Christine Hierlmaier	Arch and Amy Pease Mass Communications	\$400
Traci Larson	Chamber of Commerce-Voelker	\$500
	PRSA Willard "Tommy" Thompson	\$250
Audra Lippert	Carolyn DeSanto	\$400
Sue Lundquist	Carol Loberg Fourth Cavalry	\$300
Kathleen Morrissey	MEA School Bell	\$500
Kelly Nelson	KVSC	\$500
Michael Smith	Monticello Times Mass Communications	\$300
Jerome Stefanich	Carol Loberg Fourth Cavalry	\$300
Sara Stenson	Productivity Improvement:	
	Dr. R. John DeSanto, APR	\$400
	PRSA Willard "Tommy" Thompson	\$250
Shane Wendt	J. Brent Norlem II Memorial	\$370

### ORGANIZATION AWARDS

#### PRSSA

National Outstanding Community Service  
Outstanding Newsletter—Midwest District  
Outstanding Firm — Midwest District

#### AFSCSU

National:  
Second Place Career Development  
Second Place Publications  
Third Place Membership  
District 8:  
Fourth Place National Student Advertising Competition

#### UNIVERSITY CHRONICLE

MNA College Better Newspaper Contest:  
First Place General Excellence  
Second Place Use of Photography as a Whole  
Second Place General Advertising Excellence

#### KVSC-FM

Station of the Year — Association of Minnesota Public Education Radio Stations

## Conspiracy provides memories for former chairman in 'This is Your Life' presentation

by Kirsten V. Holtberg

Little did Fran Voelker, the retiring chairman of the SCSU Department of Mass Communications, know that when he was touring the Soviet Union for two weeks, a conspiracy was underway against him in St. Cloud.

The conspirators, Voelker's wife Ludmila "Mil," Dr. R. John DeSanto, office manager Jenny Rahe and several students from the department lead by Kim Owens and Pam St. John, united in a secret effort to organize a tribute for the 32-year mass communications veteran.

Taking advantage of Voelker's absence, the Secret Committee, as the conspirators called themselves, sent secret memos to faculty and staff requesting their help in obtaining incriminating evidence against him. These

memorabilia were used in a surprise "This is Your Life" presentation given for him the night of the annual Spring Mass Communications Awards Banquet.

On the eve of the banquet, watches were synchronized and conspirators took their places. It was DeSanto's job to keep Voelker occupied while student and co-conspirator, John Anderson, relocated Voelker's van, signaling the beginning of a series of surprises awaiting the unwary retiree.

At the Radisson Suite Hotel, St. Cloud, large poster boards were set up depicting the events of Voelker's life. Portraits of Voelker grinned at the guest from place settings which adorned the tables.

"He was surprised to see his life in front of him," said St. John, Secret Committee member.

At the Radisson Suite Hotel, St. Cloud, large poster boards were set up depicting the events of Voelker's life. Portraits of Voelker grinned at guests from place settings which adorned the tables.

A \$500 scholarship was established by the Chamber of Commerce in the Voelkers' honor.

The day of the banquet, May 17, was declared Fran Voelker Day in St. Cloud. The city of Sartell proclaimed July 28, the day of his retirement, Fran Voelker Day.

He also received a videotape and photo album of the evening from Katie Neste and Chris Bridson.

A founder and friend of the SCSU mass communications department, Voelker described the evening as overwhelming.



File Photo

**Surprised by his gifts, former SCSU mass communications chairman Fran Voelker displays his new fishing equipment given by the Secret Committee.**

## Summer 1991 Sidebar

Volume 14, Number 2

Sidebar is published twice a year for the St. Cloud State University Department of Mass Communications by undergraduate students enrolled in COMM 452, Publication Design Workshop. The opinions expressed in Sidebar do not necessarily reflect those of the SCSU Department of Mass Communications.

SCSU is an equal opportunity, affirmative action employer and is in compliance with all state and federal laws prohibiting discrimination.

Sidebar is mailed free to the department's alumni. Send address changes to 125 Stewart Hall, St. Cloud State University, St. Cloud, Minn. 56301.

This edition of Sidebar was printed by East Central Minnesota Publishers, Inc., 1201 15th Ave. S., Princeton, Minn. 55371.

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# Summer News

## 'Ad stars' twinkle for 5 SCSU advertising students at 1991 AAF National Convention

by Paula J. Klinkhammer

The stars are shining for five SCSU advertising students who were awarded "Ad Star" pins by the American Advertising Federation this year.

The students who received the "Ad Star" pins were Becky Anderson, Audra Lippert, April Stachowski, Jane Tischer and Shane Wendt. They were recognized for their outstanding achievement through the Advertising Federation of St. Cloud State University.

The "Ad Star" pin was awarded in June at the AAF National Convention in Nashville.

The "Ad Star" campaign was originally a promotion by AAF to profile its former college chapter members by featuring them in a series of magazine advertisements. AAF directors decided current members deserve similar recognition for their outstanding achievements in advertising.

Unfortunately, the honored students were unable to attend the national convention because of prior professional commitments. J. Brent Norlem, AFSCSU advisor, accepted the pins for them and explained their absence.

Becky Anderson, AFSCSU fundraising director for the 1990-91 academic year, received the Vance L. Stickell Memorial Internship for 1991. Anderson is currently interning in account management at the

New York offices of Bozell Inc.

Audra Lippert, AFSCSU vice president for the 1990-91 academic year and current president, could not attend because she was involved with the design, production and distribution of the SCSU academic planner. She was also the teaching assistant for Publication Design Workshop, the class that produces *Sidebar*.

Lippert was surprised about receiving the award. "What we do at SCSU is normal, so I did not think our work was extraordinary. I was thrilled to receive the award," she said.

April Stachowski, AFSCSU secretary and NSAC coordinator for the 1990-91 academic year, is a recent graduate of SCSU.

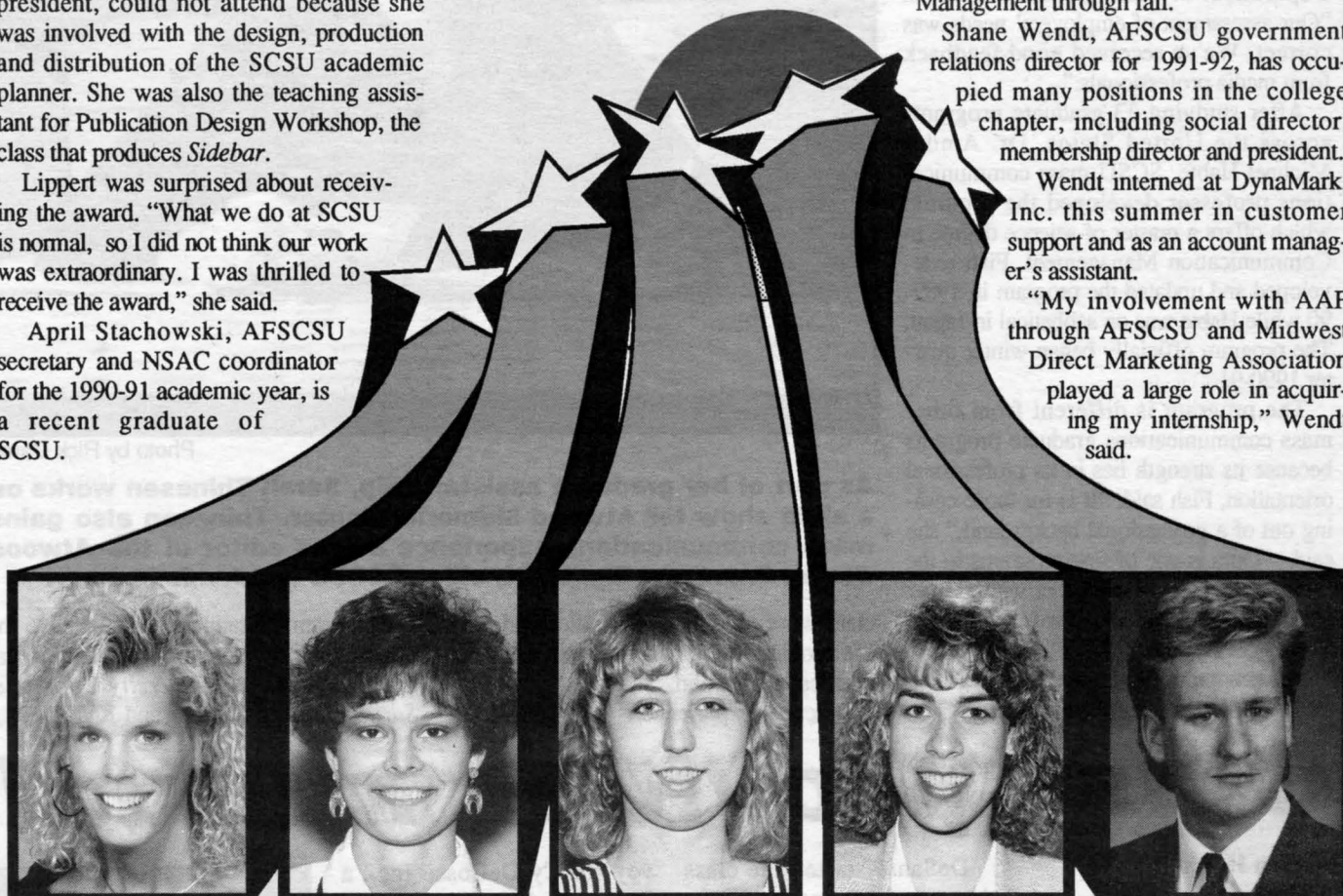
Stachowski interned this summer in the advertising department of Piper, Jaffray & Hopwood Inc., Minneapolis.

Jane Tischer, editor for *Sartell Sentinel* 1990-91, is interning in the communications department of Piper Capital Management through fall.

Shane Wendt, AFSCSU government relations director for 1991-92, has occupied many positions in the college chapter, including social director, membership director and president.

Wendt interned at DynaMark, Inc. this summer in customer support and as an account manager's assistant.

"My involvement with AAF through AFSCSU and Midwest Direct Marketing Association played a large role in acquiring my internship," Wendt said.



Becky Anderson

Audra Lippert

April Stachowski

Jane Tischer

Shane Wendt

## Department adds two faculty, adjuncts return to teach

by Dawn Carlson

Three full-time faculty members will increase the teaching force of the SCSU Department of Mass Communications for the 1991-92 academic year.

One new faculty member is Niaz Ahmed. Originally from Bangladesh, Ahmed taught television production and broadcast advertising at the University of Southern Mississippi, Hattiesburg, and worked at television stations in New York and Mississippi.

"The department is considered one of the best, and St. Cloud has one of the best environments because it is a small town," Ahmed said.

Ahmed will be teaching Introduction to Television, History of the Mass Media and International Communications.

Roger Rudolph is also new to the Department of Mass Communications although not new to SCSU. Rudolph taught in the SCSU Department of Marketing and General Business for five years and at University of St. Thomas in St. Paul, Minn., for three years.

The switch from the business department to the mass communications department better suits Rudolph. "It is a better fit and an interesting progression," he said. Rudolph is working on his doctoral dissertation at the University of

Minnesota.

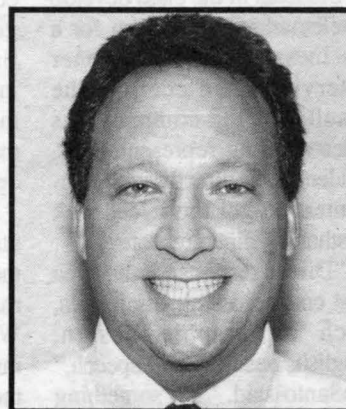
Rudolph will teach Introduction to Mass Communications, History of the Mass Media and Mass Media Advertising.

Three staff members have signed one-year contracts with department. Chuck Czech and Al Neff have taught at SCSU before, and Piotr (Peter) Przytula begins teaching this fall.

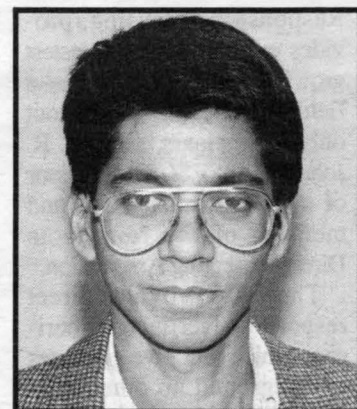
Czech will teach Introduction to Television, Lighting for TV and Film, TV Directing and Advanced Television Production.

Neff will be teaching Audio Production I.

Przytula will be teaching Introduction to Mass Communications, Principles of Mass



Roger Rudolph



Niaz Ahmed

Communications Ethics and Public Affairs Reporting.

Przytula taught at the University of Minnesota School of

Journalism and Mass Communications in Minneapolis.

Faculty—Page 15

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NOTE: KVSC alumni! You are encouraged to send us the name of your current employer and your favorite KVSC story, on cassette if possible, for our 25th birthday next May. Send it to the address below, or call (612) 255-3053 for more information.

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# Unique graduate studies program turns out professionals

by Jenni L. Peterson

The need for a professionally oriented mass communications graduate studies program is being filled by SCSU, which offers one of only two master's degree programs in the state.

"We've found there is a need for programs of this sort," said Marjorie Fish, director of graduate studies in the Department of Mass Communications. "Our assessment of employers' needs was correct. We've received good feedback from media professionals."

After studying 33 graduate programs across the United States, Dr Amde-Michael Habte, SCSU mass communications professor, developed the program which offers a master of science degree in Communication Management. Fish redeveloped and updated the program in 1989-90 while Habte was on sabbatical in Japan. The program officially began winter quarter 1990-91.

The program is different from other mass communications graduate programs because its strength lies in its professional orientation, Fish said. "It is for those coming out of a professional background," she said. "Ours is one of few programs in the five-state region oriented that way. Other programs are oriented toward people who plan to get their Ph. D."

The program offers practical application to theory and research, Fish said. "The



Photo by Rick Danzi

**As part of her graduate assistantship, Sarah Thinesen works on a slide show for Atwood Memorial Center. Thinesen also gains mass communications experience as the editor of the Atwood Center Press and The LINK, official SCSU academic planner.**

class work stresses case studies and real-life problems. There is an opportunity for practical application," she said.

Practical experience is also stressed in

the program. "Graduate students have the opportunity to gain experience from organizations such as *University Chronicle*, *Sartell Sentinel*, *Sidebar* and *KVSC-FM*,"

said Norma Classen, graduate student.

The priority applicant is one with both undergraduate training in mass media and professional experience of one or more years, Fish said. "It's nice for students to have this exposure to people with professional experience."

Undergraduate students have benefited through interaction with graduate students. Students were given the opportunity to work with Weilian Yan, a graduate student who produced television documentaries in China before enrolling in this program.

For such a small program, there is much diversity in the students. There are two foreign media students—one from France, the other from China. "They bring a whole new perspective to media issues," said Sarah Thinesen, graduate student.

Keeping the program small and developing it slowly are two goals of the program, Fish said. "That way, we can evaluate the program as we go along."

Having only eight students in the program last year was beneficial to the students. Students like the individual attention from professors and the flexibility it offers, Classen said. "The student is much more of an individual than a number," she said. "Also, you can tailor the program to your needs."

"The program is a lot more exciting and more work than I expected," Fish said. "You put so much effort into teaching because the students are so challenging."

# Class provides mutual benefit

by Ron Heck

A relatively new class is combining SCSU mass communications students with employers in a direct way.

In its second year, Direct Response Advertising, provides experience in the fastest growing field in the media—a field most people learn about only in seminars, said Dr R. John DeSanto, SCSU professor of mass communications and member of the Minnesota Direct Marketing Association.

The class provides direct response advertising experience which will give graduates a background no other class provides, DeSanto said. "It's an infant industry, and we have the opportunity here to develop a unique part of our program."

DeSanto started the class three years ago as a half-quarter seminar which became a four-credit course spring 1990. The class is the only one of its kind in the state, he said.

Students in the class develop a telemarketing program for a business, conduct consumer interviews and compile the results for the company. As telemarketing representatives, students talk directly with consumers to get their feedback firsthand—direct response.

"Direct response is an area that cuts across all disciplines, such as graphic design, English, business and speech," DeSanto said. "It's something that applies to everything you do in the media."

This spring's class completed a customer satisfaction sur-

vey for Cy DeCosse Inc., a marketing design company in Minnetonka, Minn., which publishes instructional-book libraries.

Cy DeCosse is dedicated to conducting research on an ongoing basis, said Bruce Baldwin, manager of marketing and operations. The information is used to establish a marketing program and develop new books, he said.

Jeff Shay, advertising graduate and teaching assistant for the spring class, set up the telemarketing program with Chris Werle, public relations alumnus. "They (Cy DeCosse) were more than willing to help us," Shay said.

Using mailing lists supplied

**Direct Response—Page 11**



File photo

**Direct Response Advertising at Cy DeCosse Inc. requires the organizational skills of Jeff Shay and Sue Ann Schneider as they sort through stacks of information**

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**Thank You!**

I want to thank all the alumni, students, faculty, staff, administration and friends who planned and attended my retirement party and made it such a surprise to me and a joyous event for everyone.

A special thanks to those who contributed to the Fran and Mil Voelker Scholarship and to those who said such kind things about me that evening.

**Fran Voelker, Professor Emeritus**

# University Chronicle revamps format, revises image

By Teresa Huston

Fresh, modern graphics improved the appearance of *University Chronicle*, SCSU's newspaper.

"We wanted to upgrade our image," said Marty Sundvall, editor. "We have an upbeat staff and want our newspaper to look more professional."

Graphics now play a more abundant role in the newspaper's design, largely due to Graphics Editor and Cartoonist Tom Sorensen.

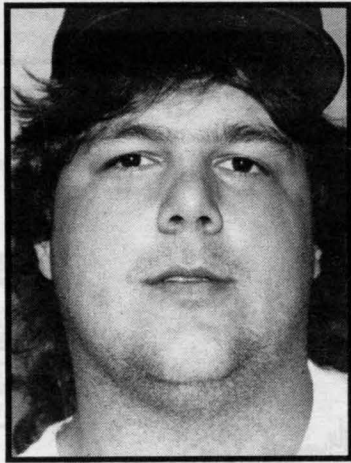
"Marty (Sundvall) told me, 'It's your baby, so go with it,'" Sorensen said.

Sorensen's efforts show in the extensive use of graphics and color in recent editions. Sorensen uses various graphics and page layout programs, including Adobe Illustrator and Quark XPress.

Through the process of elimination, Sorensen decided on a format to be used for the coming school year. "*University Chronicle*'s audience has grown up in a time of visual and graphic things, such as *USA Today*. *University Chronicle* wanted to keep its integrity and not become a glossy magazine," Sorensen said.

"We wanted to become visual without being over-visual," Sorensen said.

A new feature in some editions of the revised newspaper is the



**Marty Sundvall, Editor University Chronicle**

pictorial section, a photograph layout page that is viewed vertically.

Brady Kreger, assistant graphics editor and photographer, designed the page after consulting the other editors, who approved it on an experimental basis.

"I used common sense and put pictures on the page the way they should be placed," Kreger said. "I used versatility in the way I laid the section out."

The *University Chronicle* staff thinks the overall reaction from students has been positive; however, some students have been resistant.

"It's to be expected," Kreger said. "St. Cloud is a traditional community. Sometimes traditional communities are resistant



**After much experimentation in design and layout, University Chronicle has taken on a more modern appearance for 1991-92, as evident by these two front pages from 1991.**

to non-traditional changes."

Karen Perry, SCSU senior, had positive reactions to the new format. "I like it. It's definitely more eye-catching," Perry said.

Other students had varying views and offered constructive criticism.

"It's different. I think they need more color," said Kurt

Kraling, SCSU senior.

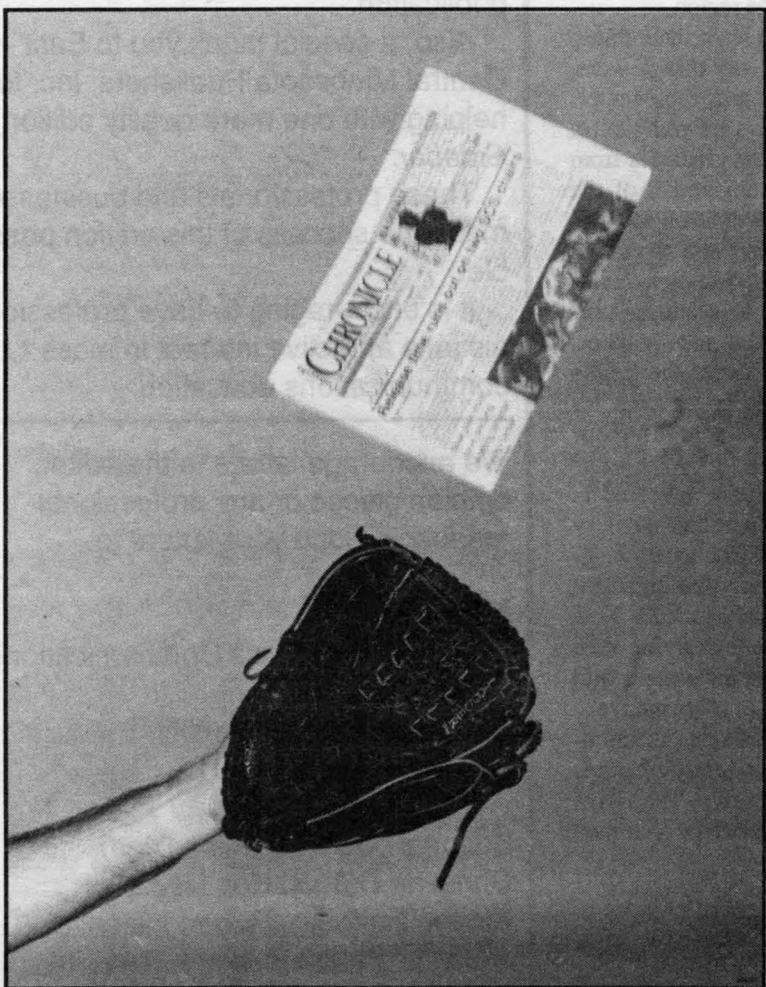
"The format looks almost like a newsletter, but I like it," said Sahar Sarwat, SCSU senior. "I like the color, but I miss the teasers at the bottom," Sarwat said.

Michael Vadnie, SCSU Department of Mass Communications professor and *Univer-*

*sity Chronicle* adviser, is pleased that the staff is trying some new things.

"So far, it looks good. I think it gave it a new, more modern look. I also think summer is a time for experimentation and we'll see more in the coming school year," Vadnie said.

# Catch the News!



Read *University Chronicle*  
Award-winning newspaper of  
St. Cloud State University

In each edition, *University Chronicle* brings you local, state and national news as it affects the SCSU community. This spring, *University Chronicle* received 12 awards at the Minnesota Newspaper Association's College Better Newspaper Contest.

- First Place General Excellence
- First Place News Photography
- First Place Best Individual Advertisement
- First Place Photo Story
- Second Place General Advertising Excellence
- Second Place Sports Photography
- Second Place Best Use of Photography as a Whole
- Second Place Photo Story
- Second Place Best Sports Reporting
- Second Place Feature Photography
- Second Place News Photography
- Second Place Best College Photographer's Portfolio

# Editorial

## Free speech relies on premise of equal and opposing message

by Robert Lynch

Any thought, word or message is inherently valuable and deserves to be conveyed. This idea is central to mass communications.

Negative consequences of a message can only be countered with an equal and opposing message. Language cannot be proactive; that is, it was not developed to block another message, but to continue supplying new messages.

This premise was distinctly written into the First Amendment to the Constitution. It is the doctrine of a free and independent press—a doctrine on which credible mass communications practitioners do not compromise.

Despite the high regard for this premise, there has been a strong movement throughout history to restrict or block the flow of information.

The most prevalent example is America's military involvement in recent years, based on the notion that people could not responsibly translate the raw information. This form of censorship has been accepted for the sake of national security.

In the Persian Gulf War, despite all the sophisticated communications equipment, TV viewers were served only what military commanders wanted them to see. The realities of war, shown daily on TV news during the Vietnam War, were obscured in the Gulf

War in favor of "smart weapon" propaganda.

The situation was worse for reporters in Grenada and Panama. These messengers subordinated themselves to the military censors, and the message receivers—we the people—were invariably the losers.

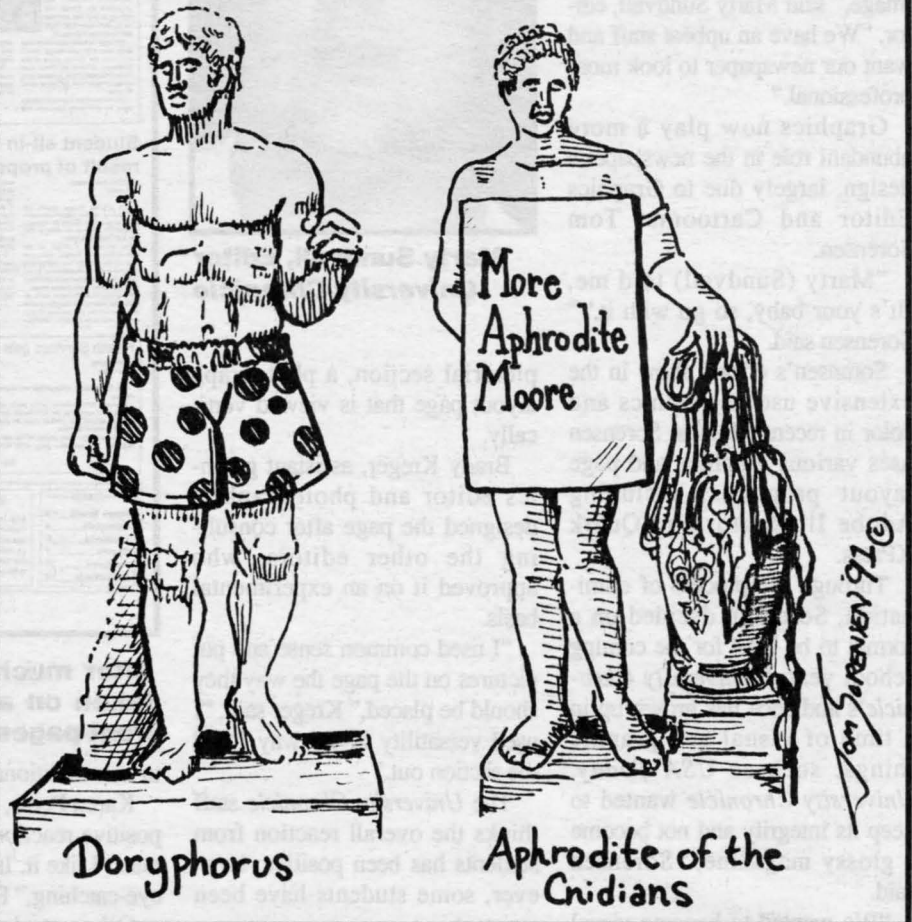
On the domestic front, censorship has become a daily reality. A record store owner in Florida was arrested for selling albums with lyrics considered obscene. The rap group who wrote the lyrics was also arrested after a performance. The National Endowment for the Arts was threatened last year for sponsoring artists whose work some found objectionable. Several congressional attempts to restrict and tax advertising, mentioned in Wallace Snyder's opinion piece in this edition, exhibit a serious threat to commercial speech.

The equal and opposing message theory works on the principle that an adult individual is capable of rational, critical thinking and is responsible for his or her actions. It can sell a product, service or political idea without blocking the opposing message.

Conversely, censorship works on the premise that people are not able to discern information. Therefore, supporters of censorship believe information needs constant blocking and filtering.

The future of mass communications rests on the unhindered flow of information. Free speech must be protected.

IF "AMERICAN" STANDARDS OF TASTE EXISTED IN ANCIENT TIMES.....



## Students, professionals, educators need adaptability to ensure progress

by Ron Heck

If you want a job, you need experience.

Simple. All you have to do is show your potential employer what you have done, and you have a job. Right?

Not in today's mass communications marketplace.

The need for experience and knowledge has become more important in recent years as better, faster technology is continually succeeding older equipment. Mass communications professionals, educators and students must keep abreast of new developments to be sure they can adapt to changes in their fields.

One striking example of mass media technological advances is the St. Paul (Minn.) *Pioneer Press*. The daily newspaper uses color image scanners, Macintosh computers, page design software and a three-point lockup system which guarantees printing plates will be in register.

The *Pioneer Press* was the first newspaper in the United States to print process colors directly from a Macintosh, and their entire format has been redesigned on a computer.

Although this technology is impressive, managers at the *Pioneer Press* are looking for even better ways to print a quality paper. Members of the staff are continuously updating their equipment as it becomes more cost-effective. Eventually, they hope to send pages directly from a Macintosh to their production plant. This would elimi-

nate keylining for the bulk of the paper's content.

Advanced uses for the telephone have made direct response advertising and direct marketing more efficient for advertising and public relations professionals.

Portable video units have made broadcasting increasingly global as satellites provide simultaneous reporting from any portable video unit. The most visible example of this was coverage of the Gulf War earlier this year as reporters spoke through gas masks, fearful they were reporting their last words.

Employers, educators and students have several things they should do to prepare for the advances of the future.

**Employers** should be gauging potential employees' adaptability to forecast what employees can do for them. In evaluating an applicant's experience, an employer should first investigate an applicant's knowledge of the field.

**Educators** in mass communications schools should have access to the same equipment being used by professionals. A school which uses out-of-date equipment provides little contact between students and professionals. Schools whose faculty do not follow the industry's trends will fail to graduate students prepared for a competitive world.

Faculty need to establish connections with administrators and push for new equipment funding. SCSU's Department of Mass Communications, for example, has excellent

state-of-the-art facilities for students in mass communications. Quality equipment matched with quality instruction has undeniable benefits for students graduating from such a program.

The department uses theory, balanced with practical experience, as the model for its program, the only one of its kind in the region.

**Students** should learn three things about media: the way things were, the way things are, and, most importantly, the way things are going to be. By the time a student graduates from a four-year program, much of the current equipment will be outdated.

Students should attempt to gain as much experience and knowledge as they can in order to graduate prepared to enter the job market. Naturally, knowledge of the field's future will prove to be an asset for media practitioners searching for jobs.

In addition, everyone involved in the mass communications industry must read trade and technology magazines or newsletters that highlight new developments in the media. New terminology is accompanying new equipment, and an awareness and understanding of both is imperative.

Mass communications practitioners can adjust to industry changes smoothly and confidently. They have adapted to changes before and must continue to do so.

## Special Thanks

The *Sidebar* staff would like to extend a special thank you to Ed Lehr and the *St. Paul Pioneer Press* for their assistance in the production of our publication.

Also, a special thank you to East Central Minnesota Publishers, Inc. for helping with one more quality edition of *Sidebar*.

These professionals and businesses made the success of this edition possible.

It is encouraging to have professionals take an active interest in mass communications education.

We encourage letters to the editor, opinion pieces or any professional feedback. Send your letters to:

### Sidebar

Department of Mass Communications  
125 Stewart Hall  
St. Cloud State University  
St. Cloud, Minn. 56301

Editorial board for this edition:  
Christine Dufour, Ron Heck,  
Kirsten Holtberg, Robert Lynch  
Jenni L. Peterson.

# Opinion

## AAF president-elect: 'Advertising getting bad rap'

by Wallace Snyder

Advertising is one of the most visible industries in this country and it is one of the most important in our free market economy. Yet, despite the vital role that it plays in virtually every American's life—or perhaps because of it—advertising is also one of the most unappreciated industries in the country.

Our industry is the target of much abuse from critics who claim advertising serves no useful purpose and those who blame advertising for social ills. Obviously, advertising is getting a bad rap. It is our job to educate the public and lawmakers about the true nature of our business. We have a very positive story to tell:

Advertising provides consumers with information about products and services they are interested in, including price information. It does not coerce consumers into buying goods they do not want.

Advertising encourages product innovation and improvement by providing a springboard for the launch of new products and services. It is the most efficient way for manufacturers to communicate this information to consumers.

Advertising permits new and small businesses to compete in the marketplace, and they count heavily on the right to advertise.

Advertising lowers consumer prices and produces jobs and economic growth. Economic studies have demonstrated this on both a local and national scale.

Advertising supports much of the entertainment, news, sporting events and political debates on which Americans count. If advertising is reduced, so too will be the quality and amount of news and information they carry. In short, advertising makes possible a free press in America.

Advertising contributes to the remedy of social concerns and issues. Few industries do more to directly benefit their communities than the advertising industry. Countless issues have been addressed in public service campaigns, including alcohol abuse, drunk driving and underage drinking, AIDS education and illiteracy.

If advertising is to provide maximum benefit to the economy and consumers, it must remain unfettered from unnecessary regulations and restrictions and unburdened by

harmful taxation.

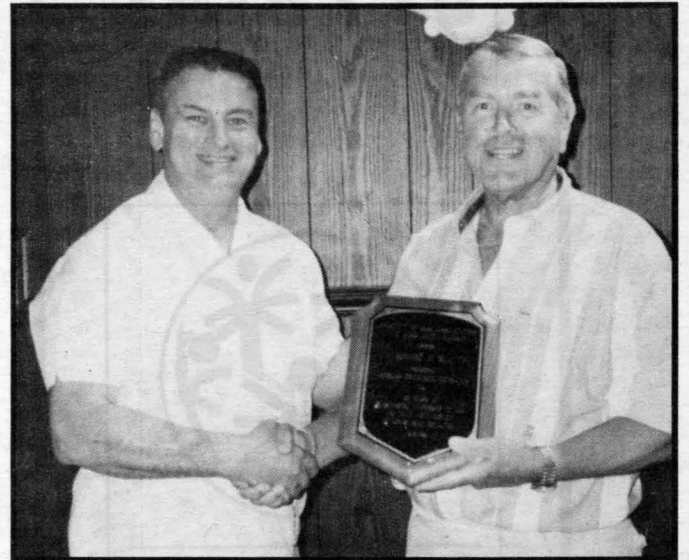
The American Advertising Federation leads the industry's efforts to ensure this.

Our key weapons are the facts about the value of advertising and the more than 6,000 members of our college chapters and 50,000 members of our local advertising clubs who comprise the industry's most powerful lobbying force. To harness the full power of this political muscle, AAF keeps our college chapters and ad clubs informed about the issues and provides the resources for effective response and proactive efforts.

As demonstrated repeatedly in recent years, including earlier this year in Minnesota, a strong grass roots government relations program is essential to protect advertising from taxes and other infringements. Support for the SCSU chapter and the American Advertising Federation ensures this strength.

*Wallace Snyder, American Advertising Federation vice president for Government Relations, will succeed Howard H. Bell as AAF president Jan. 1, 1992.*

### An award-winning career



File Photo

**Department of Mass Communications faculty voted to give a special award to Howard Bell in recognition of his many years of outstanding contributions as president of American Advertising Federation, his invaluable service to advertising education and his indefatigable efforts on behalf of freedom of commercial speech. This award was presented at an AAF meeting in Halifax, Nova Scotia.**

### Where is advertising headed?

## Agency president offers 7 trends for the '90s

**EDITOR'S NOTE:** David A. Bell, President of Bozell, Jacobs, Kenyon and Eckhardt, Inc., New York, discussed his observations of advertising's ups and downs for the 1990s at an ADWEEK sales meeting in July. Excerpts of his speech appear here.

by David A. Bell

#### Trend #1

Our business seems to be woefully without heroes—those larger-than-life people who stand for something important in the craft of advertising: David Ogilvy, Leo Burnett, Ray Rubicam, Mary Wells. Those non-imitative, initiators whose points of view added immeasurably to both the aura of our business and the knowledge of its practice.

#### Trend #2

Integrated agency service is a failed new product screaming for re-entry. Agencies launched whole eggs, orchestras and seamless service without research, for the most part without client participation, and in typical agency fashion with a ton of noise, fanfare and over-promise. Bluntly, it mostly bom-bed! Yet, the need persists. The benefits can be real. Look for the re-launch to be done quietly and with a giant measure of client involvement.

#### Trend #3

In choosing agencies, clients are placing a premium on stability. It used

to be that the four most important factors in agency selection were:

1. Relationships. Someone knowing, respecting and trusting someone else.

2. The Reel — The Product. Real or perceived. Meaning that creative reputations are hard to build, and even harder to kill — often it's the perception, not the reality, of the reel.

3. Momentum. The fastest way to move the new business needle a lot is to move it a little. Winning fuels and winning momentum is the fastest, easiest way to change perception. But, then along came the late 80s and early 90s. Never before has the agency landscape changed so much so fast. Now, in addition to relationships, reels, and momentum, stability is rewarded.

When sell-out fever gripped adland, the two biggest beneficiaries of fallout were Grey and Y & R, stable—enduring, but either hardly had hot reels or momentum.

Stability, the new power. If it was true in the 80s, look at the wreckage today.

Scali, down for the count; Della Femina, reeling; Backer backed up to the wall; Ally under attack; and Ayer (?) help!

Where's the order of things? Wonderfully exciting for agencies with visions of growth... but stability will have its own rewards.

#### Trend #4

Quiet Reviews. The kind no one knows is going on. We're involved in two now. ADWEEK created "quiet reviews." Clients figured out that conducting them in private is preferable—mostly with just a "shadow" challenger against the incumbent. It's smart, efficient, classy and it works, because it tends to produce better marriages than gang rape reviews.

#### Trend #5

Advertising as entertainment versus information. History may show practitioners becoming lazy and self-indulgent during boom times, like the 80s.

When advertising is information — real information, when it helps people make choices, and when it sells without being ashamed, it works, it's central to a market-driven economy, and it is a proud profession indeed. Boom time advertising often pushes the art of our business at the expense of the business of our business, which is selling.

#### Trend #6

Agencies have become less relevant. Their partnerships with their clients have become only partial. And it's not for lack of need.

On the contrary, the case could be made that clients need agencies more than ever... but, they need them addressing real issues, not carping and kvetching. Advertisers need them to use their core essence, which is cre-

ativity, to address real issues like the manufacturer-trade imbalance, instead of carping about the dollars going from media to promotion.

Addressing real issues like: How to deploy our resources better, instead of pushing single source servicing.

And addressing what is today's media formula, instead of lamenting the passing of network TV's magic.

And addressing very real issues like the accountability of advertising; instead of sequential liability.

#### Trend #7

The squeeze is on. Last year alone, there were more than 150 separate individual attempts to tax, restrict or regulate our ability to provide the information to consumers for them to make choices.

We're under siege with frankly not enough people worrying about it, including the pages of ADWEEK. No one has the ability to cover these for the industry like ADWEEK, but where is it? And, a stringer in Washington at a time like this?

It will get worse before it gets better. And getting off of the dike-filling detail and onto the educating of people on the value of advertising will demand all hands. And from my standpoint, the paper of record position is still available.

So much for trends.





# 28 interns share 'Special' summer

This summer brought experience and opportunities at the 1991 International Special Olympics in Minneapolis/St. Paul not only for the athletes, but also for SCSU students from the Department of Mass Communications.

Three SCSU students organized an internship program with the Special Olympics for 25 mass communications students July 19-27.

Lisa Trnka, a 1984 SCSU graduate who is enrolled in the university's graduate studies program, got the idea for the internship program after speaking with teachers in the department. Trnka interviewed 25 people and decided on two people to assist her: Kristine Anderson, SCSU senior, and Susan Streeter, SCSU alumna.

Trnka, Anderson and Streeter interviewed 60 of the department's students and chose 25 who were willing to volunteer their time to the program.

"It was a difficult interview," Anderson said. "All of the students were qualified."

The interns worked 20 to 24 hours a week. One of their main responsibilities was to assist volunteer photographers at a variety of events. They gathered frame-by-frame information for photographs and carried out many administrative duties such as filing photos and tapes, organizing slides and answering telephones.

"The most difficult part of the job was

"This program gave me a whole new perspective on what being handicapped is all about. If given the opportunity to do it again, I would never pass it up."

—Staci Kleeberger  
SCSU Intern

keeping up with the photographs," Lisa Fair, SCSU intern, said.

On the other hand, Anderson found one disadvantage of organizing the program. "The most difficult part for me was sending the volunteers out and not being able to go to the events myself," Anderson said.

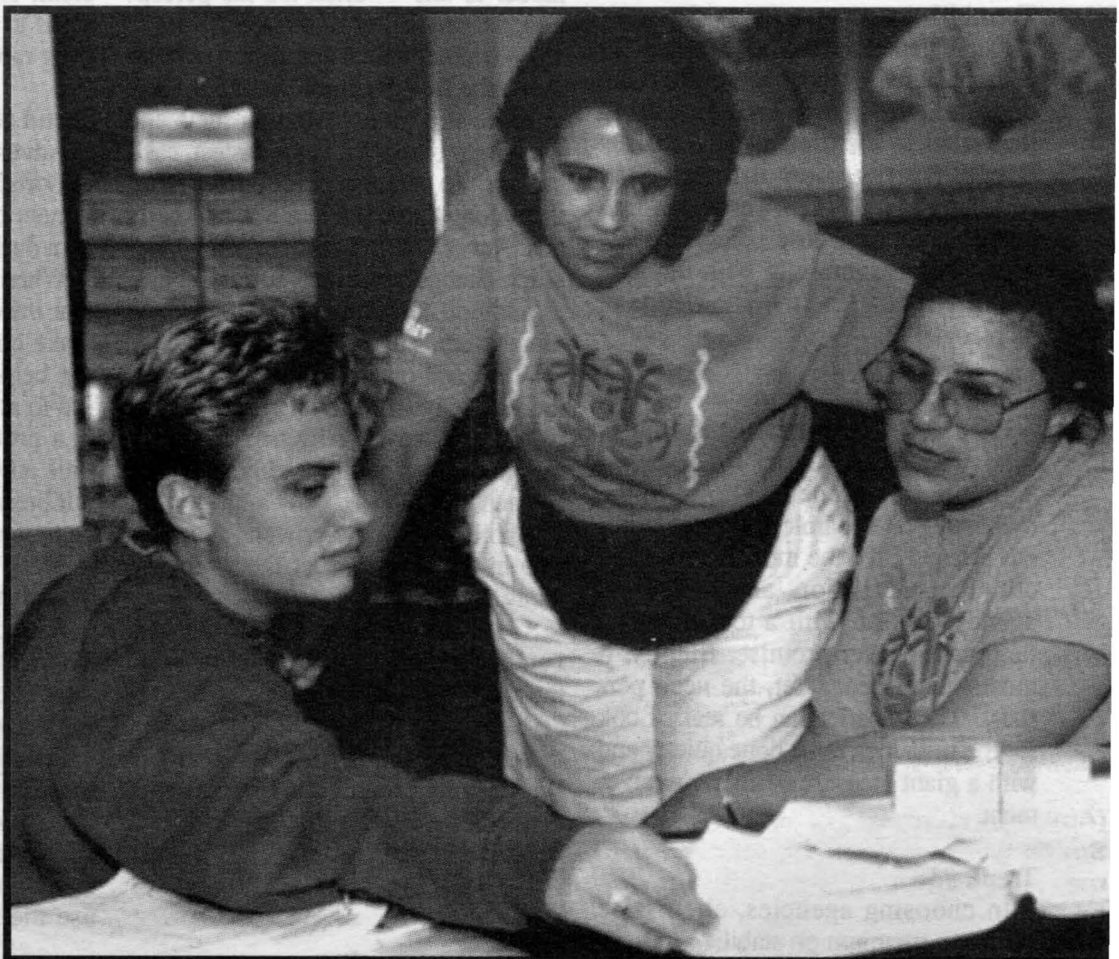
The athletes were very helpful, cooperative, and the interns treated them with a great deal of respect, Streeter said.

Staci Kleeberger, SCSU intern, described working with handicapped people as the best experience she ever had. "They aren't any different than you or me," Kleeberger said. "In fact, they are the most affectionate, friendly, and non-judgmental people I have ever met."

"This program gave me a whole new perspective on what being handicapped is all about," Kleeberger explained.



More than 7,500 slides shot during the eight days of events kept SCSU volunteers busy. Susan Streeter selects, files and sorts through boxes of slides after assisting a field photographer at one of the events.





Before a bicycle race at Lake Phalen in St. Paul, Krista Vilinskis asks for the name of Massachusetts athlete Nate Hogen.

given the opportunity to do it again, I would never pass it up.”

Trinka was really excited about the interns and their professional attitudes toward the photographers and athletes, she said. The interns had to be assertive enough to approach people and get information even if they didn't speak their language.

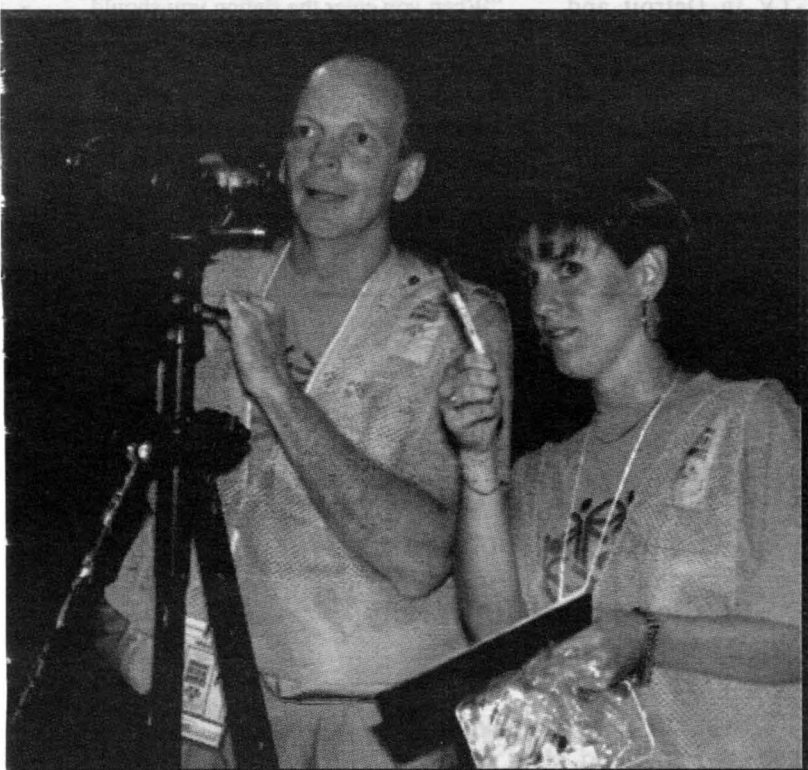
“The students impressed a lot of people,” Trnka said. “Wherever they went, they were constantly being praised.”

**Story by  
Heather Carlson**

**Photography by  
Rick Danzl**



As the Games near their conclusion, Lisa Trnka feels the pressure.



(Above) Volunteer photographer Warren Johnson and Susan Streeter work together to capture timeless moments during a gymnastics event. (Left) Keeping tabs on more than 200 rolls of film, Staci Kleeberger explains the log-in system to Odette Aliaga and Yolanda Polman.



Without the use of a light table, Michelle Bubolz continues her task of choosing slides to be sent to the International Special Olympics headquarters in Washington, D.C.

# Alumni News

## Extracurricular activities spur 3 SCSU interns, 4 alumni to positions at Piper, Jaffray, & Hopwood Inc.

by Sarah Pylka

Involvement with extracurricular activities while attending SCSU has helped four SCSU alumni and three interns attain positions at Piper, Jaffray & Hopwood Inc., Minneapolis.

"To get involved with extracurricular projects in college is some of the best advice I received as an undergraduate," said Tom Walter, 1991 public relations graduate. "When you are interviewing, people want to know what you have done."

While at SCSU, Walter was features editor for *University Chronicle*, SCSU's campus newspaper, for one year. He also was a staff writer for *Sidebar*.

Jane Tischer, advertising student, interned in the communications department of Piper Capital Management, a subsidiary of PJH. Her work at SCSU has helped her complete her internship duties, she said.

Tischer served as managing editor for both *Sartell Sentinel*, a newspaper produced for residents of Sartell, Minn. and *Sidebar*. Both jobs enhanced her copy editing and writing skills, she said.

Tischer also participated in the National Student Advertising Competition, representing Advertising Federation of SCSU.

"Being involved has helped me to be organized and to look over my work very carefully," she said.

Kim Kaul, 1983 advertising

and public relations graduate and director of Piper Capital Management's corporate communications, had the opportunity to be Tischer's supervisor during her internship.

At SCSU, Kaul was editor for *Sidebar* and a member of the Public Relations Student Society of America.

"These activities helped by providing hands-on experience which gave me a feel for what it is like to work on a real project," Kaul said. "People fail because they let details slip through the cracks."

April Stachowski, advertising major, interned as a copy writer in PJH's advertising department. While attending SCSU, she served as secretary for AFSCSU, and worked as coordinator for NSAC.

"These extracurricular activities and my classroom assignments have helped me with my creative skills, proofing, editing and writing," Stachowski said. "They have also helped my portfolio and interpersonal skills."

Bob Tollefson, 1988 advertising graduate who is PJH's advertising copy chief, had the opportunity to supervise Stachowski during her internship.

While at SCSU, Tollefson created ads for *University Chronicle*, participated in Student Advertising Association (now AFSCSU) and also helped produce *Sidebar*.

"These activities helped me with accuracy and editing," Tollefson said. "They teach you



Photo by Rick Danzi

Several SCSU faces are featured on the staff of Piper, Jaffray, & Hopwood Inc. April Stachowski, ad intern; Bob Tollefson, ad copy chief; Tom Walter, PR intern; Marie Urich, PR manager; Jane Tischer, intern at Piper Capital Management; and Kim Kaul, PCM's director of corporate communication.

the importance of double and triple checking everything."

Marie Urich, 1982 public relations graduate, PJH's public relations manager, was also very active at SCSU.

"Extracurricular activities introduced me to the contents of

public relations that I didn't know about or learn in the classroom," Urich said.

Her activities included writing for *University Chronicle*, working as director for KVSC-FM, SCSU's public radio station and helping start SCSU's Public

Relations Student Society of America.

Brent Otto, 1990 public relations graduate, is PJH's desktop publishing assistant in the research department. Otto was involved with *Sidebar* and wrote for *University Chronicle*.

## Alumna says broadcasting exciting, but 'Leave your feelings at home'

by Kelci A. Krogmann

Bizarre and exciting incidents are what the broadcasting game is all about, according to one SCSU alumna.

A 1982 broadcast graduate, Beth (Moore) Fruehling found being involved with UTVS-TV, SCSU's television station, beneficial to her career. Fruehling's past experience helped her achieve the execu-

tive producer position last year for Channel 5 Eyewitness News, KSTP-TV, Minneapolis.

Her work experience at UTVS put her ahead of other applicants, Fruehling said. "UTVS prepared me for the real world . . . it gave me confidence in myself."

Fruehling's primary responsibility at KSTP is producing day-to-day news broadcasts, editing script copy and report-

ing news.

Fruehling worked at several stations including WJBK-TV in Detroit and KSDK-TV in St. Louis. Her jobs varied from reporter and editor to assistant news director and producer.

In the professional world, Fruehling has learned the importance of keeping emotions separate from her work. Fruehling recalled one incident where she worked on

a live, three-hour broadcast covering a plane crash in which eight people died.

"When you enter the station you should leave your feelings and emotions at home," Fruehling said.

Fruehling offered more advice for future broadcasters: "Know your current events," she said. "A lot of people are not up on the issues, and you have to be to become a competent broadcaster."

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**PONTIAC** **NISSAN**

### Direct Response—from Page 4

by Cy DeCosse, students called 200 customers to ask what changes they would like to see in the books and why some discontinued purchasing them. Results of the survey were presented to the company by the students.

"The targeting (of consumers) is so much better than in general advertising," DeSanto said. "Its revenue is greater than all other media except television and newspapers right now, and it is growing."

The development of computers and the universal application of direct response techniques are the two main reasons the area is expanding, DeSanto said.

Computers allow companies to immediately discover who their best customers are by creating purchase records and other data to show consumer buying patterns.

Minnesota is the fourth-best market in

the United States for advertising agencies and is probably in the top 10 for direct response advertising, DeSanto said.

Because direct response advertising is expanding, the class will be useful to students after graduation, Shay said. "There have been so many new developments (in direct marketing) lately that the class is valuable right now."

"Direct response advertising is growing enormously," Baldwin said. "Anything you can learn about it is going to be helpful."

DeSanto is willing to establish similar programs with other companies for future classes, he said.

"There's a mutual benefit here," Baldwin said, citing the job experience students receive and the consumer knowledge Cy DeCosse gains.

## Alumni Briefs

by Sarah Pylka

**Bruce Abbe**, 1973 public relations graduate, is vice president for Smedsrud & Associates, Bloomington, Minn. He is also the vice president for public affairs for Communicating for Agriculture, a non-profit rural association.

**Mari Adamson-Bray**, 1979 advertising and news editorial graduate, is director of advertising at Skyway Publications Inc., Minneapolis.

**Alfred Anderson**, 1975 communications graduate, is director of marketing at Cy DeCosse Inc., Minnetonka, Minn.

**Peggy Bakken**, 1975 news editorial graduate, is managing editor for Larson Publications, Osseo, Minn.

**Kris Berg**, 1982 radio and television graduate, is producer and writer for "Newton's Apple," a children's television program for KTCA-TV, St. Paul, Minn. "Newton's Apple" is a nominee for a prime time Emmy Award for best children's program.

**James Collier**, 1978 public relations graduate, is public relations officer for West Central Community Services Center Inc., Willmar, Minn.

**Becky Crowder**, 1978 advertising graduate, is public relations director for M.R. Bolin, Minneapolis.

**Steve Fleegel**, 1978 television and film graduate, is owner of Dynamic Video Productions, Willmar, Minn.

**Sheryl (Foss) Malark**, 1985 advertising and public relations graduate, is the media specialist for Wright-Hennepin Cooperative Association. She won two first place national awards, one for best newsletter and the other for best special publication. The National Rural Electric Cooperative Association judged the nationwide competition.

**Linda (Burggraff) Mielke**, 1977 public relations graduate, is vice president of creative sales for Sales Marketing Inc., Eagan, Minn.

**Denise Poster**, 1991 public relations graduate, is assistant account executive at Rowland Sullivan, St. Paul, Minn.

**Kathy Schauer**, 1991 advertising graduate, worked on the Freshtables account for Bozell Inc., Minneapolis. Freshtables is a fresh vegetable product from Green Giant which was test marketed in Minneapolis.

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# Internships

## Internship at zoo motivates, challenges senior

by Christine Dufour

An SCSU student is behind bars this summer.

Kim Carlson, public relations senior in the Department of Mass Communications and social psychology student, is interning at the Minnesota Zoo, Apple Valley, Minn.

"She seems to be really excited about the things she is working on," said Pam O'Brien, Education Coordinator. "She has the energy, the interest and the expertise to help me with the projects that she is doing. She is learning a lot."

Carlson has an internship with the zoo and works in the education department developing programs.

Carlson's projects include designing and editing a 20-page curriculum catalog, producing a promotional video for the zoo's theater, creating two slide shows and a presentation for schools and groups, and developing an environmental education program to be used at a local elementary school.

O'Brien challenges Carlson with a heavy workload and allows her to complete projects independently, Carlson said. "Everything I am doing, I am doing by myself. It is the perfect internship for a mass communications major. It is more



Photo by Rick Danzl

In a spare moment, Kim Carlson pauses to view the new Coral Reef exhibit during her internship at the Minnesota Zoo, Apple Valley, Minn.

than I could ask for. I think it will open up a lot of opportunities for me when I graduate."

Carlson is also challenged by the material she deals with. "She is not a science major, so she has to rely on good sources to supplement that weakness. That is a real challenge for her," O'Brien said.

Currently, Carlson is developing an educational program to be used at a local elementary school. The program is titled "The Big Back Yard." She designs activities kids can do in their backyards such as finding bugs, setting up feeding stations for birds and making homes for toads. The program will be integrated into the school curriculum.

"Writing for children is really challenging," Carlson said. "It is hard to write for that level. You have to be really creative." Carlson feels that children find journalistic writing difficult to understand. "It's a good experience learning to write for different people."

Carlson's internship also has created more career options for her. "I have encountered a lot of contacts," she said. "I may decide to pursue a master's degree in environmental communications and environmental education."

## Prestige: Vance L. Stickell internship award propels SCSU student to Big Apple

by Kelci A. Krogmann

One of SCSU's top-ranked Department of Mass Communications students was awarded a summer in the Big Apple for her efforts.

Becky Anderson, SCSU senior advertising student, spent the summer interning in account management at the New York office of Bozell Inc.

Anderson was one of three national winners of the Vance L. Stickell Memorial Internship. Each year the American Advertising Federation and the *Los Angeles Times* sponsor the award, which are 10-week internships at prominent establishments.

To be eligible for the internship program, nominees must have completed their junior year

of college and be AAF members.

Applicants were judged on the basis of faculty nominations, academic course load, co-curricular and extra-curricular activities, work experience and a 250-word essay about the role of advertising in a free market.

This internship offers students the opportunity to increase their education and appreciation of advertising by working closely with associates and their clients.

"I have learned so much," Anderson said. "I worked with the best account group in the agency. As a group, we worked on accounts such as Mass Mutual Life Insurance and Pfizer Snaplets."

Anderson's workload is extensive. She has prepared a competitive advertising spending analysis

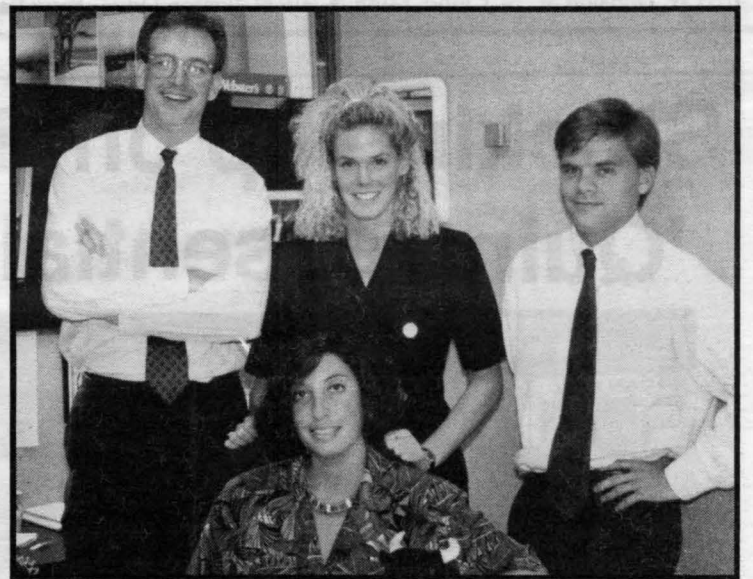
for Mass Mutual and has helped with the qualitative analysis for the copy on the Pfizer Snaplets cough and cold medicine account.

"One of the overwhelming highlights of this internship was attending the actual shooting of two commercials for Mass Mutual," Anderson said.

The account group from Bozell Inc. is prestigious. "Michele Kay, Senior Vice President of Group Management Representatives, is a wonderful teacher as are Ed Milano, account supervisor and Eric Guy, account executive," Anderson said.

"Everyone made sure that I met people and understood what was going on at all times," Anderson said.

See Stickell/Page 15



File Photo

"The best account group" at Bozell Inc. according to Becky Anderson (top center) consists of Eric Guy, Michele Kay and Ed Milano.

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## Former SCSU newspaper editor uses acquired skills at magazine

by Christine Dufour

One SCSU news editorial student got a charge out of digging up news stories during his internship at *Independent Energy* magazine, Milaca, Minn.

John Anderson, senior, and former editor of *University Chronicle*, is the editorial assistant for the magazine.

"I think he (Anderson) has done really well," said Mike Burr, assistant editor for *Independent Energy* and former *University Chronicle* editorial staff member. "He has gone over stories with a fine-toothed comb that I just don't have time to, and that is very helpful," Burr said.

Anderson's duties included more than copy editing, Burr said. "He handles whatever special projects we're working on."

Often, news items will arise, and Burr can depend on Anderson to dig up a story, even though the magazine focuses on business analysis trends, Burr said.

"What he (Anderson) likes to do is follow up on news," Burr said.

Anderson enjoys his job, but he misses the news. "There are times that I miss newspaper work," he said. "I miss that sense of curiosity—knowing and being a part of the news."

Anderson's first few weeks were spent reading back issues of *Independent Energy* and related information to familiarize himself with the power industry.

"I can finally have a conversation (about energy production) with people and know what I'm talking about," Anderson said.

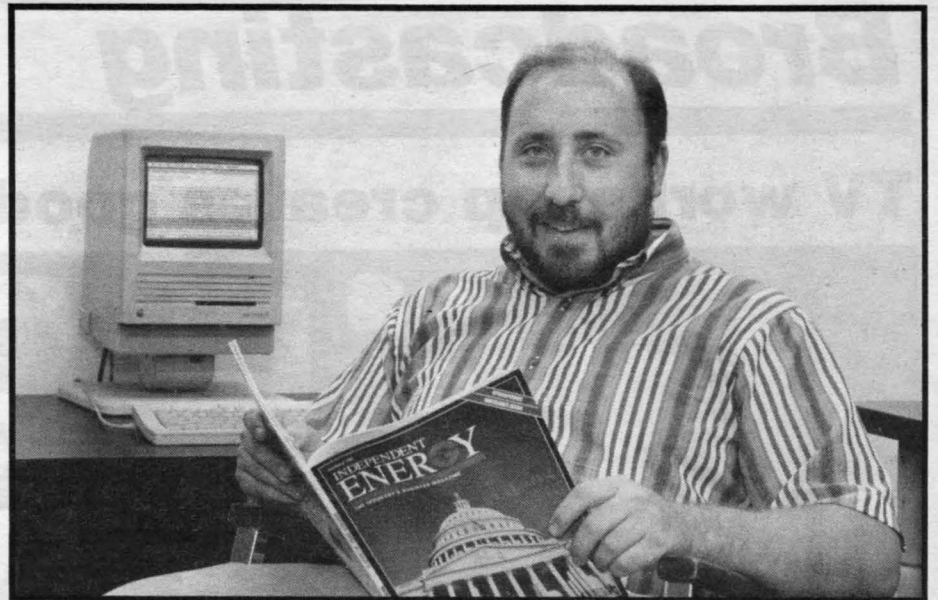


Photo by Rick Danzl

**John Anderson holds a copy of *Independent Energy*—the first edition he edited during his summer internship at Milaca, Minn.**

## PR intern inspired by corporate work

by Christine Dufour

Special people were an inspiration to an SCSU senior interning at Cargill Inc.

Traci Larson, public relations student, is completing her internship with Cargill as editor of *The Exchange*, corporate newsletter of Cargill Inc.

Larson attended the 1991 International Special Olympics in Minneapolis/St. Paul, Minn., reporting for the newsletter.

Larson wrote a feature story about a Cargill Inc. employee's sister who was involved in the bowling competition. Larson also was a volunteer at the Special Olympics basketball games.

"It was an inspiration to me, personally," Larson said, "to see the athletes try

so hard. They get so much joy from competing in the Games." Larson's internship duties had her attending several other functions, such as the 1991 U.S. Open Golf Tournament at Hazeltine National Golf Club in Chaska, Minn.

Currently, Larson is working on an emergency communications plan for larger division of Cargill Inc. and creating a proposal to produce *The Exchange* using desktop publishing. "I'm writing up a proposal to show how cost efficient it would be," Larson said.

Larson will graduate fall quarter and would like to go into public relations agency work, she said. "I enjoy working for a corporation, but I think I'm going to lean toward agency work when I graduate."

## Interns gain valuable experience

Mary Jacobson interned in the bedroom of a mansion. Jacobson, a SCSU senior, interned at M.R. Bolin, an advertising agency with offices in a South Minneapolis mansion. "It is not your normal 9 to 5 workplace," Jacobson said. "It is nice to be in that kind of atmosphere." Jacobson's work included copywriting, research and media work. She graduated in August after completing her internship.

Christine Traulich interned with Advantage Marketing Group, a public relations marketing firm. Some duties Traulich had were case study evaluations, production of brochures, conducting surveys and handling direct mail. "People are willing to learn as well as teach," Traulich said. "It has been a real challenge." Traulich has 12 credits to complete before graduating.

Mary Schroeder interned with the *Brainerd (Minn.) Daily Dispatch*. Schroeder has expanded her experience by creating entertainment sample ads for local businesses. Schroeder said she does her own copywriting, headline writing and artwork and that many of her ads have sold. "It is more of a rounded experience," she said. Schroeder will be graduating in a year with a major in graphic design and a minor in the mass communications advertising sequence.

Jo Bender began interning as a reporter for KTTC-TV in Rochester, Minn. but ended with a position doing weekend weather reports along with her reporting duties. Bender's most challenging positions were working as a reporter, having stories and deadlines. Bender has seven credits to complete before graduation and plans on finishing her degree at Rochester Community College. She hopes to stay at KTTC-TV and get a full-time position, she said.

Katie Neste began her internship at KBJR-TV, Grand Rapids, Minn., in early June. Neste was assigned to cover the press conference of Carin Streufert, the Grand Rapids woman who was murdered. "I learned a lot about homicides as well as the questions to ask and how to handle it," Neste said. She has no set plans but hopes to find a stable full-time job, she said. She is working as a weekend assignment editor at KBJR.

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# Broadcasting

## TV workshop creates good competition, cooperation



Photo by Ron Heck

Busy in the Stewart Hall control room, Don MacPherson, senior, and Lynn Younglove, junior, monitor a KUSA-TV news production.

by Ron Heck

Beginning and advanced broadcasting students learned to live, breathe and feel news this summer in an annual TV production workshop described as an intense challenge by several students.

The workshop combines advanced students taking Television Journalism Production with beginning students in Television Editing and Production courses. Dr. Scott Bryce, professor of mass communications, started the workshop in 1977 and has taught it every summer.

Students were divided into two groups forming two competing television stations—WKAS-TV and KUSA-TV. The purpose of dividing the class is to provide friendly competition and create the most realistic, professional television environment for students, Bryce said.

"The practical application is something they do constantly," Bryce said. "They're moving. They run a lot in order to keep up with the work."

Several students agreed. "You run around like crazy," said Ngoc Be Sheehan, a student in the workshop, as she waved her arms in the air.

Julie Hesch, teaching assistant for the WKAS group, summed up the workshop as "five weeks of intense play TV." Hesch was enrolled in the class

See Workshop /Page 15

## Support up, funding down

# KVSC powers up fall quarter amidst banner award year

by Robert Lynch

Despite funding cuts, KVSC-FM, SCSU's public radio station, will soon be getting a major boost.

The Federal Communications Commission approved a permit in June allowing the station to increase its power from 1,300 watts to 16,800 watts. The increase, which should go into effect this year, will expand KVSC's broadcast range to approximately 70 miles. It will reach the heavily populated northern suburbs of Minneapolis and all of central Minnesota.

KVSC directors waited five years for the official OK, and the money for the project was set aside long ago, said Kevin Ridley, station manager.

The station, renowned for its quality and diverse programming, received many prestigious awards this year, including the 1991 Station of the Year award from

the Association of Minnesota Public Education Radio Stations. In addition, KVSC was the only college radio station to win state Associated Press broadcasting awards this year for news and sports.

During its spring fundraising drive, KVSC broke its record by recruiting 215 members—100 more than the previous pledge drive last fall. The pledge total was more than \$5,000.

All of this comes at a time of uncertainty in higher education spending at the state and university administrative level. Several St. Cloud businesses and organizations pledged money to the station this spring in support.

Ridley is proud of the awards and the continuous community support. "We picked up the AMPERS award at the end of spring quarter," he said. "But the award and the station's educational quality and multiple benefits have been ignored by the

SCSU administration."

SCSU provides approximately \$24,000 to the station annually, a modest share of the university's general operating budget, Ridley said. This year, it has been reduced to \$8,000.

This reduction has left Ridley concerned about keeping the same standards in the future. "We may be scrambling to find funds to keep the place going, and the quality time won't be available," Ridley said.

KVSC, as a non-commercial station, receives much of its support from state grants, but funding for public broadcasting was cut during the 1991 Minnesota legislative budget session.

KVSC continues to broadcast its regular alternative music programs which include progressive rock, folk, blues, jazz, fusion, bluegrass, reggae, world beat, soul, funk and hip hop.

Some of KVSC's regular music programs include: "Sis-

ters," featuring female musicians; "World Beat," with international music; "The Area," spotlighting Minnesota artists; and "Echos Hispanos," a Spanish and English language program.

The station broadcasts SCSU Huskies sports during the regular school year, and there are regularly scheduled news and weather reports throughout the day.

It also provides public service announcements, events listings, movie reviews, and ticket giveaways. Timely news and views programs are also featured, such as the recent forum on violence against women, hosted by KVSC News Director Jo McMullen.

KVSC works closely with other departments at the university, including Sports Information, Human Relations and Business. The Earth Sciences Department provides local weather reports. "We try to keep a connection with as many SCSU departments as possible," Ridley said.

The free announcer training at KVSC is invaluable for those considering a career in broadcasting, Ridley said.

The opportunities offered by the station as a part of a broadcast major should always be available to students, Ridley said. "I transferred to SCSU in 1982 because of the strong mass communications department and good radio station."

Ridley and KVSC's volunteer staff are committed to bringing listeners the programming they have come to expect. With the power boost, the station will be able to reach a larger audience and hopes to gain more community support.

"Budget cuts are an unfortunate reality of the 1990s," Ridley said. "We still have to perform at a high level of quality every day, and we will do everything we can to continue in that spirit."

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## Workshop—from Page 14

average student spent five hours a day at school and put in a tremendous amount of work on their own time.

Sometimes students work from 7 a.m. to 4 p.m. each day and edit their news packages on Fridays and Sundays, Bryce said.

The workshop assignments include virtually everything involved with TV production: writing and organizing stories, doing sound-bites (interviews), directing, producing, anchoring and operating the audio and light boards, prompter and cameras.

"The workload is tremendous," said Julie Kuepers, a broadcasting major and teacher's assistant for the KUSA group. "Not only is it a challenge, but it really exposes a student to the whole realm of TV news production."

Students must produce six 30-minute news shows each week—three for each station. A news

show includes everything a professional news show would have: news, weather, sports, advertisements, specialty reports and public service announcements.

Students rotated to different jobs as the five weeks progressed. For example, a student could have been a director for one news show, an anchorperson for another show and a cameraperson for another one.

"The diversity of jobs gives each student more of a perspective of what it's like to put a real news show together," Kuepers said.

Some students enter the workshop without any TV broadcasting experience. Some did not know how to pick up a camera or set up a tripod when the class started, Bryce said.

Bryce raises the standards as the summer progresses, and students begin to produce commer-

cial quality broadcasts.

"By the time they're done with the five weeks, I could send any of those beginning students out to do a package," Bryce said.

Another facet of the class is television professionals who come each year to speak to the students. This year's guests were Stan Turner, anchorman for KSTP-TV, Susanne Richter, cameraperson for WCCO-TV; SCSU alumnus Mike Pool, news producer for WCCO-TV; and SCSU alumnus Dick Bremmer, sports announcer for the Minnesota Twins.

Bryce uses the two-station format to create competition between the students. "Competition is a great training tool," he said. "Competition motivates people, and when there's a lot of competition, they do better work."

Bryce also noted the enormous amount of cooperation between



Photo by Ron Heck

**Reporting sports, news and weather for a KUSA-TV news production during this summer's TV workshop are broadcast students Larry Glerum, Robb Vogel, Maria Spaeth and Dan Truebenbach. The news shows are videotaped and reviewed by the workshop students for quality.**

advanced and beginning students.

"It's all good competition," Hesch said. TV broadcasting is a team effort and that is what the class teaches, she said. "If you

don't want to be part of a team, you'll never be part of the TV business."

## Faculty—from page 3

"Smaller institutions provide more intimacy between students and faculty," Przytula said. His biggest attraction to SCSU's mass communications program was its rank as the second largest program in the state, he said.

Adjunct faculty were also hired and rehired. John Bodette, *St. Cloud Times* managing editor, will continue to teach Advanced Editing and Makeup.

Jim Eckberg, advertising manager of Komo Machine, Sauk Rapids, will teach Studio Photography I.

Mike Knaak, *St. Cloud Times* photographer and

graphics editor, will teach Photojournalism. He taught media photography previously at SCSU.

Knaak likes his position as adjunct professor because it gives him the opportunity to get students started in photography, he said.

Mary Jo Mosher, editor of the *Clearwater* (Minn.) *Tribune* and staff writer for the *West Sherburne Tribune*, will teach Publication Design and Editing.

Studio Photography I will be taught by first-time adjunct professor Wayne Torborg, owner of Torborg Photography, St. Cloud, Minn.

## Stickell—from page 12

After taking various writing courses in mass media, Anderson was confident of her ability upon entering the internship.

Anderson has been active in several SCSU media organizations including Advertising Federation of SCSU and Women in Communications, Inc.

The Vance L. Stickell Memorial Scholarship program is in its third year. The program honors and commemorates Stickell's

many contributions to the advertising industry. Anderson is the second SCSU student in two years to receive the honor Denise Poster, public relations graduate, received the award in 1990.

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