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Spring 1982

### Sidebar [Spring 1982]

St. Cloud State University

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#### Recommended Citation

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## Department faces financial crisis

by Barb Starnes

Increasing student enrollment, outdated equipment and no more available dollars add up to a rapidly developing crisis in the Department of Mass Communications.

The first hurdle in the generally troubling situation was cleared with the University Resource Allocation Committee's (URAC) official recommendations released at the May 3 Meet and Confer session with faculty: to leave advising of student media to the department.

The original URAC proposal, which included reducing the university's Information Services office staff by one person and having administrators from that office teach part time in the mass communications department, caused concern, said Amde Habte, Department of Mass Communications acting chairman.

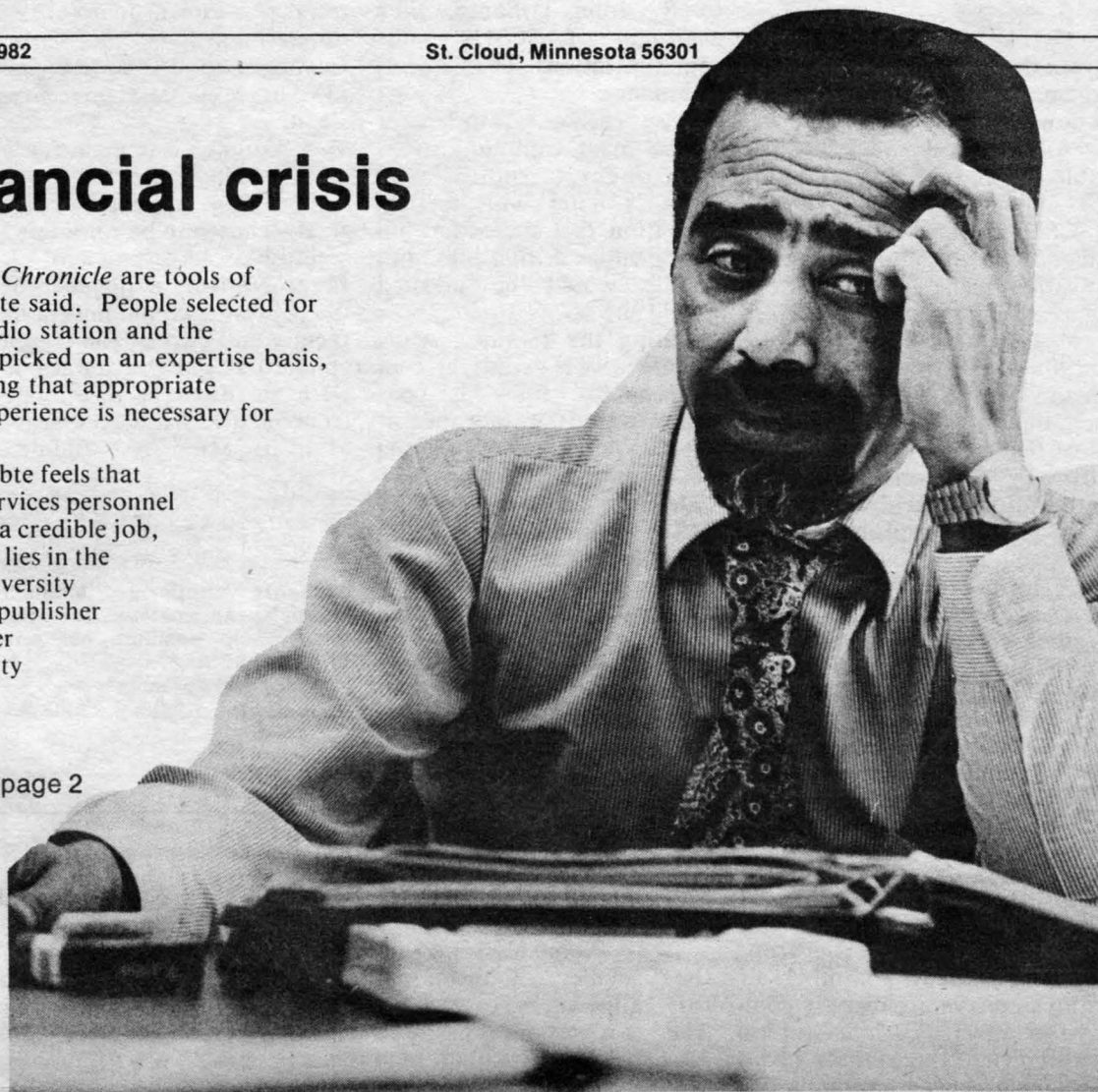
The third portion of the proposal suggested that Information Services could also advise KVSC-FM, the campus radio station, and *Chronicle*, the student newspaper, Habte said.

Voicing these concerns at the URAC hearing conducted with the Department of Mass Communications April 26, Habte outlined the difficulties, particularly in the area of credibility, that could be perceived if such changes in advising were implemented.

"KVSC and *Chronicle* are tools of training," Habte said. People selected for advising the radio station and the newspaper are picked on an expertise basis, he said, stressing that appropriate background experience is necessary for such advising.

Although Habte feels that Information Services personnel would perform a credible job, his real concern lies in the fact that the university president is the publisher of the newspaper and the university is the ultimate owner

**Financial**  
Continued on page 2



A worried Amde Habte, mass communications department chairman, discusses the financial situation.

Photo by Steve Stearns

## InSidebar

R. John DeSanto, page 9

St. Cloud State University's own Fulbright Fellow is returning home after sabbatical leave in Africa.



Media Day, page 16

The Fourth Estate: New Villains, New Heroes provided an all-day forum for discussion of mass media's gray areas.

Sidebar Extra, page 11

The Night Shift explores late hours at St. Cloud State University with photos and text.



Mark of Excellence, page 23

Mass communications students share knowledge with high school youth at the annual SPJ,SDX Mark of Excellence contest.

## Public relations sequence approved; department receives full accreditation

by Caroline K. Hopfner

After what may have seemed like an unending period of time, the SCSU Department of Mass Communications recently received official notification that the public relations sequence was granted accreditation.

A special bonus to the announcement by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) is that because two-thirds of the department is now accredited, full accreditation is given to the total department as well.

Outside of the University of Minnesota, SCSU is the only nationally-accredited mass communications department in the state, according to Amde Habte, acting department chairman.

"When a department gains accreditation, you simply don't bask in the glory," Habte said. "... we must pay attention to the fact that every five years the review team will have to go through the department. It is a challenge to the department that the level of quality is maintained."

The department has pursued accreditation since approximately 1979 following an evaluation by an external review team. This beginning point launched a series of curriculum changes, including a new 48-credit major program.

In October 1980, an accrediting committee conducted a three-day inspection of the newly-established 48-credit news editorial and public

relations sequences. Members met with both faculty and students and inspected department facilities.

The news editorial sequence was granted national accreditation last summer, while the public relations sequence was on stand-by with provisional accreditation. Now, the anticipation and waiting is over.

"I think accreditation will mean students," said Fran Voelker, the public relations sequence coordinator.

Habte also thinks that the number of incoming students to the department will increase. Currently 300 pre-majors intend to enter the department, with about 200 majors now enrolled. Of those 200 individuals, approximately 80 are public relations/advertising majors.

In addition, departmental accreditation will supply bargaining power in gaining national scholarship entries that are given only to accredited departments, and in persuading corporate institutions to give funds.

Although equipment is a high priority item in the department, another priority would be to establish special "chairs," according to Habte. Through off-campus funding, professionals in the area would teach for a quarter or two in the department.

Accreditation for the public relations sequence will mean closer ties with the profession, Voelker said. One important outlet for students is the involvement in the Public Relations Student Society

of America (PRSSA) organization.

"I consider PRSSA a very important training tool for students," Habte said. "A lot of our students are going to develop their professional expertise and develop their minds, not only because of the classroom discussion, but because of the professional exposure that it could possibly have. PRSSA is definitely the proper training ground."

"What I would like to see in a public relations major is a very broad background that includes broadcasting," Voelker explained. "The problem with our major is that it is still very much print-oriented. I think somehow we need to get radio and television in there."

Right now, the public relations sequence as well as the department has a good reputation, but accreditation will enhance it, Voelker concluded.

Not more than 30 percent of approximately 400 nationwide mass communications programs are fully accredited, Habte said. "Accreditation of the department is a benefit to students, faculty and the university at large. It is definitely going to enhance our department as well as the opportunities available to students," he said.

The next goal will be to apply for national accreditation for the third departmental sequence, radio/television, within the coming years, Habte concluded.



# Tenure-track position accepted by first-year temporary instructor

by Tina Groth

He likes to get them young, train them properly and not let them go until he is sure they know what they need to know.

And Michael Vadnie will be able to continue doing that at St. Cloud State University (SCSU) in the future, having accepted a tenure-track position in the Department of Mass Communications.

Vadnie has been teaching beginning reporting, mass media history and mass communications law at SCSU since September 1981, when he joined the mass communications faculty on a fixed-term, non-probationary basis.

A former reporter for the *Grand Forks (N.D.) Herald*, Vadnie completed law school in the spring of 1981. He had begun searching for a job in

education by sending a letter to R. John DeSanto, then chairman of SCSU's mass communications department, in January.

Fran Voelker, an instructor in the mass communications department, replied to Vadnie's letter with the information that there were no job openings at that time, but Vadnie would be notified should any open.

During the summer, while Vadnie was studying in Minneapolis for his bar exams, a position did open at SCSU. Vadnie was offered the job, a one-year position.

DeSanto contacted Vadnie. "Are you interested?" he (DeSanto) asked. "You bet. So interested I want the job," I told him," Vadnie remembered.

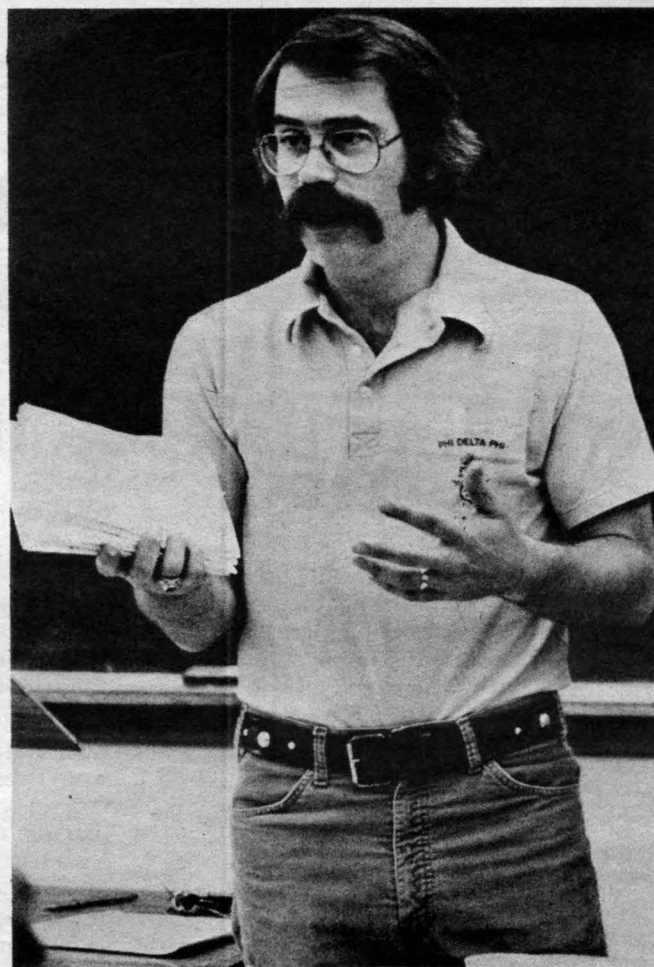
Two weeks after Vadnie accepted the job, a tenure-

track position opened in the mass communications department when Tom Eveslage resigned to accept a job at Temple University, Penn.

A nationwide search for a new faculty member was begun. Five applicants were finally chosen to be considered seriously, according to J. Brent Norlem, a member of the mass communications faculty and part of the search committee. The five applicants were narrowed to three: one from Seattle, Wash., one from Mankato, Minn., and Vadnie.

**Vadnie**  
Continued on page 23

Students supported Michael Vadnie's application for the tenure-track position he was offered at SCSU.  
Photo by Steve Stearns



## Financial crisis Continued from page 1

In his report to the URAC Habte said administrative involvement in advising will "...give the wrong signal to students and others that the campus media are directly controlled by the university administration. The credibility of the campus media will be considerably compromised if an administrative office...takes over advising responsibilities."

The URAC's decision to leave the advising to the department was a welcome one, according to Habte.

It was a question of the public perceiving the media as free or as organs of the administration," said David Johnson, vice-president for academic affairs.

But leaving the advising responsibilities to the department has not solved all the problems. Money for paying advisers for KVSC-FM and *Chronicle* may not be available this summer, Habte said.

Advising comprises only a small part of the department's faculty time, however. The majority of time is spent teaching.

Mass communications currently has 180 students admitted to the major program and about 300 more interested in becoming majors, Habte said.

The faculty is composed of eight full-time instructors and one part-time instructor. Habte stressed that using the student-faculty ratio can be misleading.

"Using the student-faculty ratio alone is like using income per capita to assess the quality of life in a given country," Habte said. "It does not tell the whole story."

Two-thirds of the mass communications courses are skill-lab courses requiring intensive student-faculty contacts and "we cannot afford to expand the number of students in these special classes," Habte said.

The eight newswriting and editing courses, for example, can only be offered in one classroom with 16 to 18 outdated manual typewriters, Habte continued.

A suggestion by the URAC to limit the number of majors by setting high department entrance requirements, much like the College of Business has done, has already been implemented, Habte said.

Johnson agreed that staffing patterns can't be traced to the

number of students compared to teachers, he said.

"Some classes by necessity are smaller," Johnson said, adding that allowances for such classes were made if it was appropriate to the department's curriculum requirements.

Limiting the number of majors entering the program and dealing with resulting backlogs are problems that mass communications may have to face in the future, Johnson said. Such problems would have to be decided between the department, the dean of the College of Liberal Arts and Sciences and himself, Johnson said.

Using Information Services administrative personnel to fill part-time teaching positions was seen as an agreeable possibility by both Habte and Johnson.



Making sure that the arrangement is mutual between the two departments and that the administrative personnel are qualified to teach the courses are two essential elements in the process, Habte said.

Although the solutions appear to be workable on paper, no real money relief will be felt until fiscal 1984, Johnson said.

External funding for the nationally-accredited department through such channels as newspaper foundations may "see a responsibility to help funding," Johnson said. State money won't be increased, he said.

"We hope we don't have another year like this one," Johnson said. "It (money) just isn't available."

Any money saved by not replacing retiring or non-returning faculty and from the proposed closing of the Gray Campus Laboratory School would be channeled back to the

equipment and supplies section of the budget, Johnson said.

"The condition of the equipment is appalling," said J. Brent Norlem, newswriting instructor. "I'm embarrassed to have to ask students to use it."

Norlem classified the 16 manual typewriters in the newswriting lab as "junk" and said it was ridiculous for students to have to sit on "the cripples known as chairs and work at tables too high for typing."

Demand on those 16 typewriters is very high, Norlem continued, because all print majors, including advertising and public relations as well as the broadcast newswriters, must use those typewriters. Hard use has also contributed to the machines becoming unserviceable, he said.

In reply to Johnson's suggestion

that mass communications majors purchase their own typewriters for class use, Norlem said this was "analogous to science students buying their own lab equipment or computer science students buying their own computer terminals."

"We need portable equipment to teach news reporting," said E. Scott Bryce, television instructor.

"We currently have about 80 majors working with one camera and one recording deck," Bryce said.

Television reporting students generally take two days to complete a reporting project for class, Bryce said, adding that each student completes about four to six projects during a 10-week quarter.

"Our film-and-slide chain is about 15 years old and will cost about \$5,000 to replace. We're keeping it going by buying small parts," Bryce said, adding that he doesn't see the

possibility of replacing any equipment soon.

A blue-painted concrete wall is serving as a cyclorama in the television studio now, Bryce said. This should be a continuous cloth background to allow chromakey shots or to insert shots into other shots, a standard practice in television news, Bryce said.

The painted wall "sometimes works and sometimes doesn't," Bryce said with a shrug of his shoulders.

Perhaps one of the most unique ways of managing without is the homemade teleprompter University Tele-Video System (UTVS) chief engineer Jerry Seibert is constructing from spare parts.

"It may not look like a teleprompter," Bryce said, "but it will work."

Lack of necessary television equipment has brought some criticism from stations hiring SCSU television majors, Bryce said.

"It takes six weeks to six months to learn how to use this equipment on the job," Bryce said, adding that news directors complain they don't have time to train on the job.

Bryce said he can foresee lack of equipment hampering future placement of SCSU graduates. "We must train in all operating equipment and that's a basic skill," he said.

"We have some money for replacement, but none for on-going supplies," said Bob Montesano, KVSC-FM general manager and radio instructor. As the nature of the station changes, more supplies will be needed, he said.

Transferring money into the department's supplies budget has acted as a stop-gap measure, said Jenny Rahe, department secretary.

"I watch the copying machine like a hawk," Rahe said. "I haven't had any border tape for the last year and a half and I'm almost out of layout sheets."

Careful monitoring of department supplies will help them last the remaining two weeks of the quarter, but after that "I really don't know," Rahe said.

Planning for next year is difficult, Rahe said, adding that "you just have to see what they'll give you and make plans after that."



# Samuel SEGEV

*Israeli journalist speaks on democracy:  
Americans fortunate to live with freedom*



by Jean Van Pelt

Americans do not realize how fortunate they are to live in a country where freedom of expression is taken for granted, Samuel Segev, a prominent Israeli journalist, told a group of students March 30.

Segev was brought to St. Cloud by the Minnesota Jewish Community Relations Council and the Anti-Defamation League of Minnesota and the Dakotas. Segev's visit to the St. Cloud State University campus and a press conference were sponsored by the Society of Professional Journalists, Sigma Delta Chi and the sociology department.

"We live in a democratic society with an aggressive press and a tradition supporting the people's right to know," Segev said. "But that idea is not the view prevailing in most countries of the world."

It is a tradition that people should be given all information necessary to evaluate the conduct of government and elected representatives, but unfortunately, Segev added, this is not the slogan for most of the countries of the world.

"Even such highly democratic countries as France and England have a conservative approach without easy access to government officials and information," Segev said.

"The one thing that Israel has in common with the United States is a wild democracy with access to all sources of information without discretion as to what should be published and what should remain a state secret," Segev continued.

Israel does employ military, but not political censorship, Segev said. State security secrets are not reported by journalists, and journalists usually make their own decisions on what to print without submitting it for censorship.

Most other countries that call themselves democracies are not so free and either manipulate or deny the basic facts from the public, Segev said.

"Each of us, in addition to a profession, is a soldier in the reserves," Segev explained. Segev is a captain in the reserves and must give one month of every year to complete refresher training in the reserves.

"It is inconceivable for me to use information that I have gotten through the refresher courses of the military reserve for my professional journalistic duties," Segev said.

"What is more important, is that it would be inconceivable for me to surrender the secrets of my country to the Arab intelligence services. They are surrounding us and are waiting for any hint that could be published about the capacity and protection of my country," Segev added.

The dual combination of civilian and soldier tends to make journalists more responsible, Segev said.

"I will not risk the lives of soldiers of my country," Segev said.

"But there is no political censorship whatsoever," Segev said. Journalists can debate many other issues: Israel's relations with other countries, questions of national economy, social problems and any other subject that does not deal with national security.

When Segev visited with Arab journalists, he realized how free Israel is in its political expression. Arab journalists cannot criticize government policies or the men that carry them out, and they cannot go on strike without a government permit, Segev said.

An Arab journalist asked Segev if he could really attack Prime Minister Begin personally.

"I replied 'of course,'" Segev said. "I have written several

editorials and articles about the prime minister of Israel. What about you?"

"I, too, have full freedom to attack the prime minister of Israel," the Arab journalist answered," Segev said.

Segev did not attend a journalism school, but received his training through the armed services. He has a wide background in education, but feels the day-to-day activity of covering international events was the best journalistic school.

As an Israeli correspondent, Segev has covered such subjects as Middle East and European relations with Israel, the emerging relations between Israel and Africa, and economic conditions in Africa.

Segev has written a political biography of Anwar Sadat. Segev has also served as a correspondent during the Vietnam conflict. He remained with the troops for six weeks and wrote a book commenting on the war.

"In the papers today, the public reads about demonstrations and rioting in the West Bank," Segev said. Most people do not even think about what freedom of the press means. Killing, rioting and tensions occur every day in Lebanon, Jordan, Egypt and elsewhere, but the public never reads about it because the governments of these countries do not allow newspapers to print reports of the incidents, Segev added.

People do not pay attention to the fact that it is only because the press of Israel is so free that Americans are able to read and see the demonstrations occurring on the West Bank, Segev said.

"I would prefer that the government of Israel would be embarrassed and have to explain its actions and attitudes rather than for journalists to keep their mouths shut," Segev said.



# Sidepoint

## Professional standards suffer under state budget squeeze

Although the Department of Mass Communications recently received full accreditation, the victory is bittersweet at best. Maintaining the high standards developed over the last few years will be difficult, if not impossible, as the state's purse strings are pulled tighter around the state universities' budgets.

Equipment expenditures have been frozen internally at SCSU for the past year, said William Radovich, vice president for administrative affairs. Since 1978, there has been a 70 percent decrease in equipment dollars, Radovich said. This decrease does not include the increase in inflation "which was dramatic," Radovich added.

This 70 percent decrease coupled with a 70 percent increase in majors has caused the already overworked department equipment to be stretched even further.

One look at the wire and chewing gum holding the television equipment together or one attempt to type on the 1940 Smith-Corona manuals in the news lab will confirm claims of equipment problems.

Violating fire codes by allowing extra students into mass communications classes to accommodate the growing number of majors has not caused any tragedies—yet.

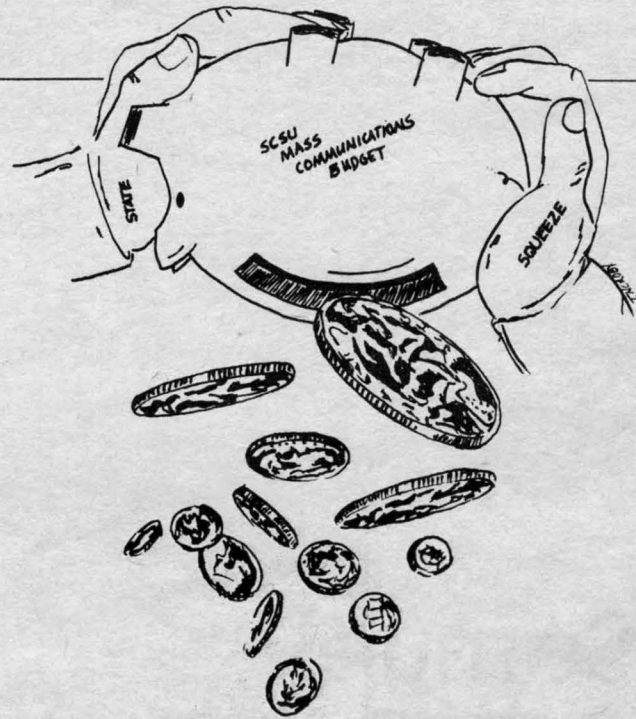
Teaching a full load of classes, advising approximately 25 to 35 majors and 75 pre-majors each and supervising professional organizations and campus media has not caused any faculty heart attacks—yet.

Allowing all the qualified, eager students into the mass communications major has not caused too many crucial delays in education—yet.

The American Newspaper Publishers Association's February 1981 edition of *presstime* quoted Leonard J. Lanfranco, executive director of the Association for Education in Journalism, as saying that schools are "going to have to turn increasingly to the private sector for support if they want to maintain quality."

Most efforts by journalism education to gain professional support, however, have been met by "frightening silence," the *presstime* story concludes.

The mass communications faculty at SCSU have worked hard to gain the only Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) full accreditation, outside of the University of Minnesota, in Minnesota. Such great achievement and



—excellence should not be measured by the clink of coins squeezed out of a budget.

The media strive for credibility and professional acceptance. Such traits should not be sacrificed because a state budget is in trouble.

Most media organizations hiring graduates applaud students who belong to professional organizations, who have completed a successful internship, who are familiar with electronic equipment and who have a broad background in theory and practical experience.

Providing that background for professional work will be extremely difficult with outdated equipment and limited personnel.

Perhaps the members of the professional journalism community should visit SCSU's Department of Mass Communications and see the potential talents that need only guidance and opportunities to develop into products that any medium would be proud to have on staff.

Maybe such a visit would help the same professional media organizations find it in their hearts, and interests, to reinforce by means of a contribution their crusade for responsible, credible journalists.

Preserving the industry's hard-won professional standards depends on it.

## Language slump

### Students, educators can share role in redefining requirements

by Julie Marinan

*Kids Sure Rite Funny!*, by Art Linkletter, was a source of laughter and entertainment when it was released in the 1960s.

Today, college professors reminded of Linkletter's book while grading papers and essay exams are probably not laughing.

The misspellings and poor grammar that tickled America's funny bone in the 1960s take on new meanings in 1982. They are a painful reminder of the lack of emphasis placed on written communication in our society.

High schools are graduating students whose reading ability is at the sixth-grade level, according to Roy H. Coperude in the Dec. 12, 1981 *Editor and Publisher* Robert M. Shaw, immediate past manager of the Minnesota Newspaper Association, labeled the writing of graduating seniors he observed while running a Washington newspaper, "unbelievably bad."

Poor grammar and usage are running rampant in the United States and there is something students and journalism educators can do about it.

Students, your first responsibility is to truly care. It seems that only those who take an interest in developing good written communication skills become competent writers. Others shuffle through the system and pass language requirements based on the lowest possible standards of literacy. Sadly, it is they who suffer when they appear unintelligent because of their inability to communicate intelligent thoughts and ideas on paper.

Although students must take initiative in developing good written communication skills, educators, too, must bear some of the burden.

Shaw endorsed a two- or three-week crash course for adults who, recognizing they have been "defrauded, given a phony diploma," wish to master their own language. Indeed, this is a step in the right direction. But why not get to students before they become disgruntled adults clutching "phony diplomas?" Slumping high school and college language requirements must be redefined and strengthened.

This is especially evident to journalism educators. Frequently, students who have successfully completed college language requirements enter a

beginning mass communications writing course lacking a basic working knowledge of the English language. In short, they cannot spell, punctuate or construct a sentence properly.

Instructors are forced to spend precious classtime building a foundation that should have been built earlier in students' lives. Reporter's ethics and news writing style are reluctantly pushed aside while students master the basics of the craft. It doesn't make sense.

Surely the growing dependence on the electronic media does not mark the end of proper grammar and usage. Students generally are not able to take essay exams or write cover letters with audio-visual devices. However, should the future make this possible it is doubtful that written language will disappear.

Proper use of the English language is at the root of all effective communication — visual or print. It is on the injured list, but perhaps only temporarily. It can recover and flourish with the help of concerned students and dedicated educators.

## 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.

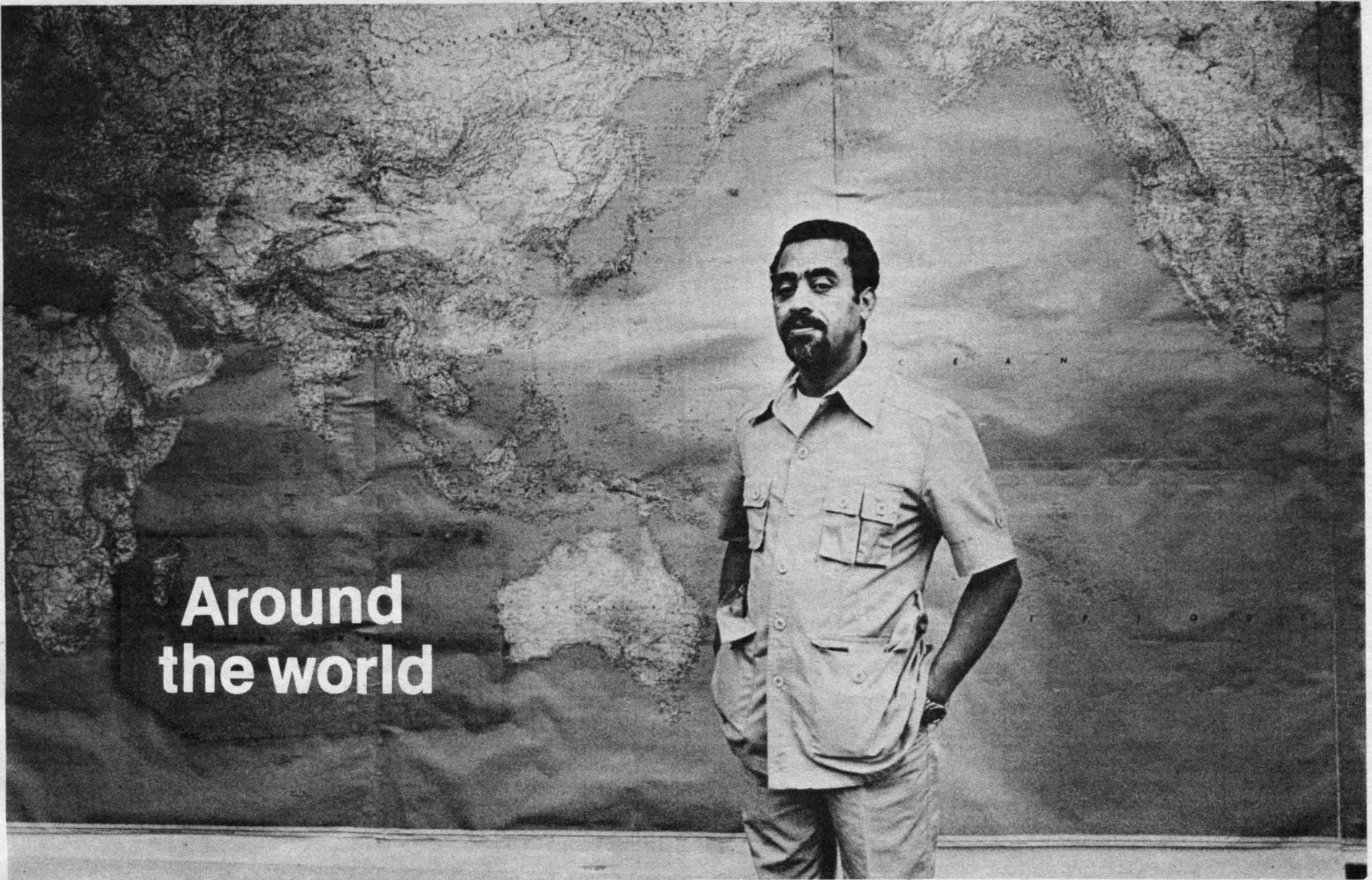
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*Sidebar's* office is in the Department of Mass Communications, 135 Stewart Hall, St. Cloud State University, St. Cloud, MN 56301, phone (612) 255-3293.

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Amde Habte

Photo by Steve Stearns

## *International travels, academic works adding to professional growth*

by Julie Marinar

Extensive traveling may often lead to self-enrichment and increased knowledge, but it need not end there.

In an effort to further his own personal and professional growth, Amde Habte, Department of Mass Communications acting chairperson, has also made significant contributions to the department and St. Cloud State University (SCSU).

As a visiting lecturer at Kyushu Women's University and College in Japan, Nov. 16 to 23, 1981, Habte spoke at an international communication seminar. He also made a proposal which would establish a special program for Japanese students at SCSU. Four months later Kaoru Haroaka, Habte's former graduate advisee, who is now an instructor at Kyushu, visited SCSU with a counterproposal for the program, Habte said. The program, which will involve 25 Japanese students, is presently in

the planning stages heading for a summer 1983 implementation, according to Habte.

The Japanese students will spend six weeks at SCSU studying contemporary American issues, culture and history, Habte said, indicating an enthusiasm for the fruits of his international labor. "It all started with my trip there," he said.

Prior to his trip to Japan, Habte visited South Korea to attend the International Conference on the Unity of Sciences, Nov. 9-16, 1981. The conference, which involved over 800 participants from 92 countries, focused on 20th century problems, according to Habte.

Habte found the interdisciplinary approach to the conference a highlight of the experience. "I really liked that one — it was very unique," Habte said referring to the gathering of scholars from all over the world.

Last October Habte was invited to the World Media Conference in New York where he submitted a paper, "A

Third World Proposal for an International Communication Policy." The paper will be published in the *Proceedings of the Second and Third World Media Conferences*, Habte said.

Habte has also been invited to the Bahamas this August to take part in planning the Fifth World Media Conference to be convened in late fall 1982. One of 20 people selected to set the agenda for the conference, Habte is looking forward to the trip. "It will be lots of work, but there's some fun too," he said.

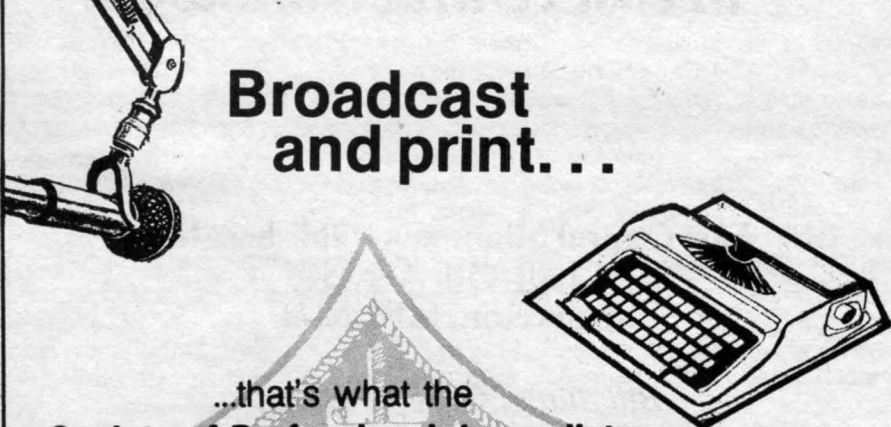
Although invitations to conferences and seminars throughout the world recognize scholars' academic excellence, contributions in the form of publishing are also important, Habte believes. He has recently completed a chapter to be published in *World Mass Media Systems*, a comparative approach to world media problems.

Habte's chapter, "The Role of the Mass Media in the Third World," is a comprehensive view, he said. "I was selected to write the chapter because

my view deviated from the normal media scholarly approach. It is an alternative approach," Habte explained.

Habte has also received a request from Robert Lindsay, professor of mass communications and international relations at the University of Minnesota, to review a book titled, *The Mass Media Declaration of UNESCO*. "To be asked to review a book is an honor," Habte said. The review will be published in the *Journal of Political Communication and Persuasion* in the fall of 1982, he added.


Habte attributes recognition in the field of mass communications, particularly in the area of international communication, to his Third World background and success in publishing. "Although my background in Ethiopia shaped my interests and academic goals," Habte said, "my endeavors and accomplishments in the past six years have actually distinguished me in the field."



**Broadcast  
and print...**

...that's what the  
**Society of Professional Journalists,  
Sigma Delta Chi**  
is all about.

SPJ,SDX, 135 Stewart Hall, SCSU, St. Cloud, MN 56301



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professional experience, St. Cloud  
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growing stronger every day!**



# Laurels

## Honors recognize talent, potential of mass communications majors

by Danith Clausen

A number of mass communications students have had their talents and hard work recognized with scholarships and local, regional and national awards.

Locally, the St. Cloud State University (SCSU) chapter of Society of Professional Journalists, Sigma Delta Chi (SPJ,SPX) named Brenda Mann Harrison the Outstanding Journalism Graduate. Honors also went to award finalists — Tina Groth, Julie Marinar, Barb Starnes and Marie Uhrich.

The SCSU chapter of the Public Relations Student Society of America (PRSSA) gave Marie Uhrich the Outstanding Public Relations Student Award. Theresa McDonough received the Promoter Award and Stacy Bain and Sue Boleen received Outstanding Chapter Service Awards. Special Service Awards went to Bev Trenda, Stacy Bain, Kim Kaul, Shawn McKean and Sue Boleen, all of whom worked on the Munsingwear case study.

A variety of scholarships were awarded by the mass communications faculty. Recipients included Sandra Riesgraf, \$300 Faculty and Staff Scholarship; Stephen Hoblin, \$200 Loberg Scholarship; Lisa Williams, \$200 News Editorial Scholarship; Gail Ivers, \$200 Radio-Television Scholarship; and Theresa McDonough, \$200 Public Relations Scholarship. Departmental Scholarships of \$125 each went to Nick

Marbach, Chris Mitchell, Elizabeth Moore and Jean Van Pelt.

Regional competition brought awards to both students and organizations. In the Region 6 Mark of Excellence competition, sponsored by the Society of Professional Journalists, Sigma Delta Chi, Sue Kienietz won second place in deadline news writing and third place in editorial writing. Barb Starnes tied for third in depth reporting and the *Chronicle* received third place in the best student newspaper division.

SCSU's Chapter of PRSSA was named outstanding regional chapter by its parent organization, the Public Relations Society of America, and received the district case study award.

Statewide honors focused on SCSU when the *Chronicle* earned second place for general excellence in the Minnesota College Better Newspaper Contest sponsored by the Minnesota Newspaper Association. Steven Stearns received second place for best photographer's portfolio and Barb Starnes received second place for investigative reporting.

SCSU students captured four of the seven journalism scholarships awarded to students across the state by the Minnesota Press Club. Jean Van Pelt received the \$400 John Sedlacek Memorial Scholarship donated by Carol Kerner, director of public relations for First Bank of Minneapolis, in memory of her father.

**Professional**  
Continued on page 8

## Students, now professionals, turn newspapers into award winners

by John L. Pepper

Sometimes there is a familiar quality to the lists of Minnesota's award-winning newspaper journalists.

Often, the same names and the same newspapers receive the glory year after year. Those are the journalists and newspapers other professionals think tell the news best. Often, the names on the professional lists have been seen before on the student lists.

St. Cloud State University (SCSU) graduates are represented in both situations.

The General Excellence award-winning newspaper in the 1978 Minnesota Newspaper Association's College Better Newspaper Contest was SCSU's *Chronicle*, edited by Mary Roberts.

The Best Newspaper in the 1975 Society of Professional Journalists, Sigma Delta Chi Region 6 Mark of Excellence Contest was the *Chronicle*, edited by Jeanine M. Ryan (now Ryan-Nistler), Associate Editor Michael D. Nistler and Managing Editor Amy L. Liebmann.

All of these journalists have recently received recognition as professionals.

And graduate Greg Erickson of *The Monticello Times* seems to get his name on the lists every time. So does John Ritter, or the *Washington County Bulletin* he edited. (Ritter now works on the *Farmer* magazine.)

Mary Roberts became Mary Roberts-Mikes when she married SCSU political science graduate John

Mikes. Now, they are co-editors of the *Paynesville Press*, and both received recognition in the 1981 Minnesota Newspaper Association (MNA) Better Newspaper Contest.

In the 2,501 to 4,000 circulation category, their newspaper placed second in sports reporting. Roberts-Mikes received second in the sports photo, although she says she does not shoot sports often, and Mikes received second in the portrait and personality section.

They also received Minnesota Education Association School Bell Awards for sustained education coverage by non-daily newspapers.

Roberts-Mikes sees contests as a good opportunity to see what others are doing and to pick up ideas. "It's a chance to improve yourself," she said. The couple does not place much emphasis on contests, she said, but as award winners they were invited to judge Iowa newspapers.

Minnesota's newspapers are better, she said.

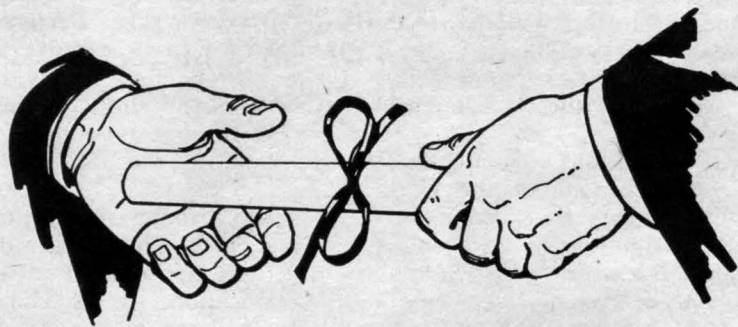
The *Washington County Bulletin* won awards before Ritter got there. "It was a tradition," Ritter said. "The staff was young, aggressive, innovative and hard working."

That combination got them second in both general excellence and typography and design in the MNA contest over 4,000 circulation category.

Even so, Ritter has decidedly mixed feelings about contests. Good

**Student**  
Continued on page 8

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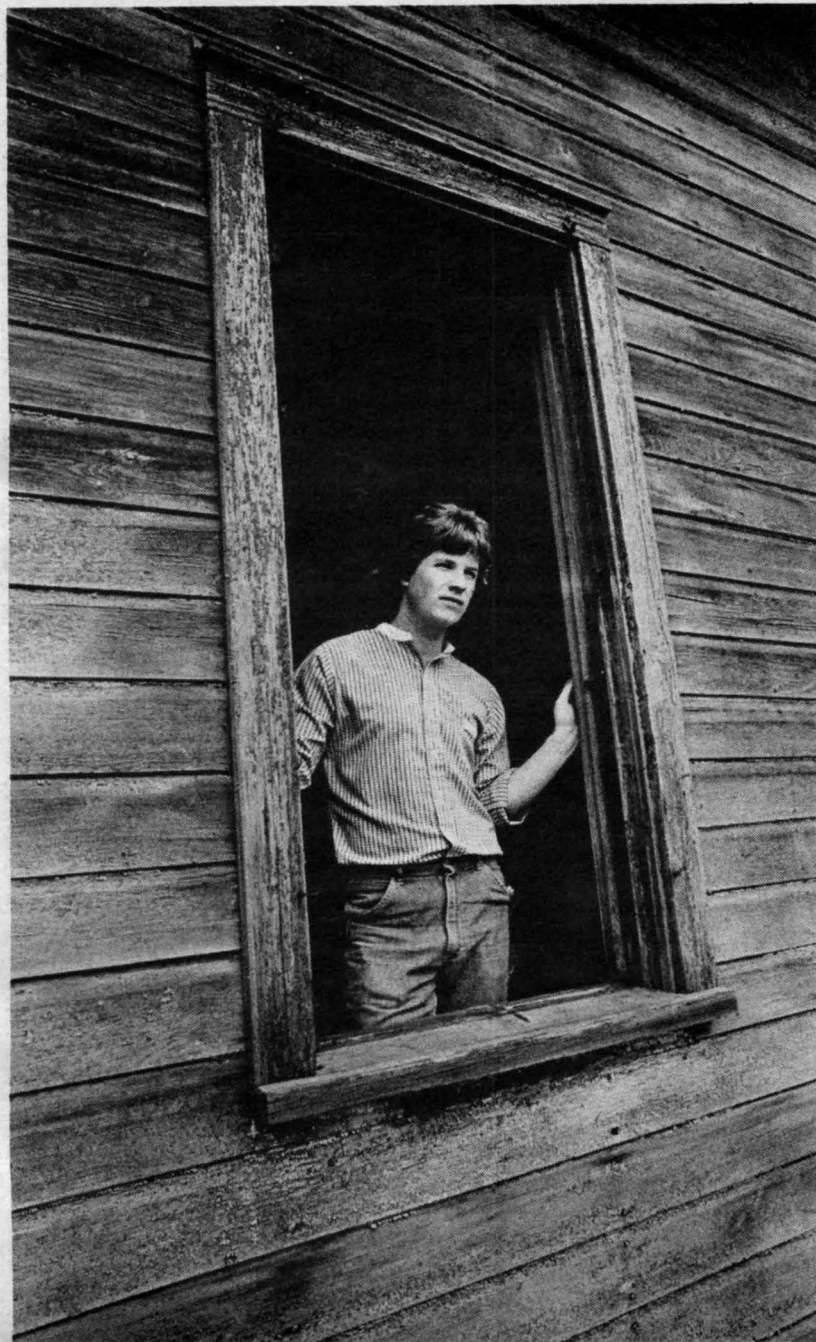
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Jeff Harrington

Photo by Steve Stearns

## Photographer seeks communication, goes beyond pretty pictures of world

by Theresa Nordby  
and Brenda Mann Harrison

He communicates in black and white what others hope to say with words.

He is a photographer and more.

"People have a lot of misconceptions about me," said Jeff Harrington. "They think I just do photography, but I don't think that is what I am all about," he said.

Harrington is about a little of this and that. A declared mass communications major, he has two minors—marketing and photo technology—and almost another one in information media.

He originally came to St. Cloud State University for photo technology

"I had been told by various people that I had an eye for photography," Harrington said, but learning just technique left him feeling as if something was missing, until "it dawned on me that I needed to learn to communicate."

To gain credibility in communicating, he decided to try mass communications and to have a talk with John DeSanto, then the department chairman.

"I'll never forget that he said, 'It sounds like you belong over here,'" Harrington reminisced.

So, after three years of college, he switched majors. But he knows he does not want to pursue a journalistic career

Instead, Harrington wants to integrate his ability to communicate with his ability to sell what people need and want to see.

"I feel I am photographically competent and I understand the potential of the media to engage people's attitudes and to ultimately affect their behavior to lead them to buy or to do something I want them to do," he said.

"Double Exposure," Harrington's first public exhibit of his work, gave him a chance to test his photographic talent earlier this year at the Fifth Avenue Gallery, St. Cloud.

This show combined his strongest but not necessarily his best work, Harrington said.

His exhibit included black and white prints that make a statement about the kinds of things he likes to see, he said.

"I don't take pretty pictures and I don't like to take pictures of nature or wildlife," Harrington explained. "I like to structure or assemble manmade objects and make them visually appealing."

This summer Harrington will have the chance to further test himself through an internship at Russell-Manning, Productions, Minneapolis. After that he might explore commercial photography, advertising or media production.

"I don't feel I am locked into a career," he said. "I have a choice of professions because, if I can communicate visually, I can do a lot of different things."

"That is what I am banking on."

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Alumni Association

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# Media groups: Mass communications degrees alone do not open doors; student organizations possess key of required experience

by Kim Kaul

## Experience Required.

New college graduates entering the work force find that a degree alone does not open many doors.

Mass communications graduates of St. Cloud State University (SCSU) do not have to lack that necessary media experience. Departmental student media organizations exist which can fill that void.

University Tele-Video System (UTVS), SCSU Radio Guild (SCSURG), Public Relations Student Society of America (PRSSA) and the Society of Professional Journalists, Sigma Delta Chi (SPJ,SDX) offer increasing opportunities for hands-on experience.

Since 1977, UTVS has grown from 15 people interested in television to 75 members who write, produce and edit three live news programs each week in addition to *Accent*, a program highlighting area musical talent, aired twice weekly

"When you go out to get a job, employers are going to want to know if you can run a camera," Sandy Riesgraf, UTVS assistant general manager, said.

Knowledge in other areas of television is also important, she said.

"Employers want versatility, a well-rounded person," Riesgraf said, "and that's what UTVS is putting out — well-rounded people."

UTVS members gain versatility by working different jobs on a rotation basis, Riesgraf explained. Each member may, in this way, learn each job by doing it for a period of time, she said.

SCSURG, the organization which programs and directs KVSC-FM, the campus radio station, has approximately 75 members.

"We're an organization that tries to allow people to get as involved as possible," Jeff Nohner, KVSC-FM student general manager said. "We have to get many people in-

involved or we simply can't function.

"We are the only SCSU student organization that operates 365 days a year and 18 hours a day — minimum," Nohner explained as the reason for needing many volunteers.

Persons interested in KVSC-FM are put through a training program to familiarize them with the operation. They are orientated with each department and then trained in their areas of interest, Nohner said.

Many persons join student radio to gain on-the-air experience. At KVSC-FM they receive excellent broadcast training, Nohner said. "We have not turned away anybody who wants to be on the air," he said.

PRSSA is the newest SCSU student media organization, grown to approximately 45 members since its conception in 1980.

"Our overriding goal is to provide practical experience in public relations," Marie

Uhrich, PRSSA president, explained.

Through work on the society's newsletter and participation in contests, seminars, activities and fundraisers, members learn technique, planning and organization, she said.

PRSSA also provides volunteer services to non-profit organizations. "This is an area which I see as increasing," Uhrich said. Non-profit organizations may contact PRSSA and a volunteer will then set up a contract with that organization.

"We help the non-profit organization with public relations and at the same time gain valuable experience," Uhrich said.

"The most valuable experience is learning to work with the client, gaining mutual respect," she said.

SPJ,SDX is a "binding thread between the classroom and the outside world of journalism, Robert

Kinne, SPJ, SDX president, said.

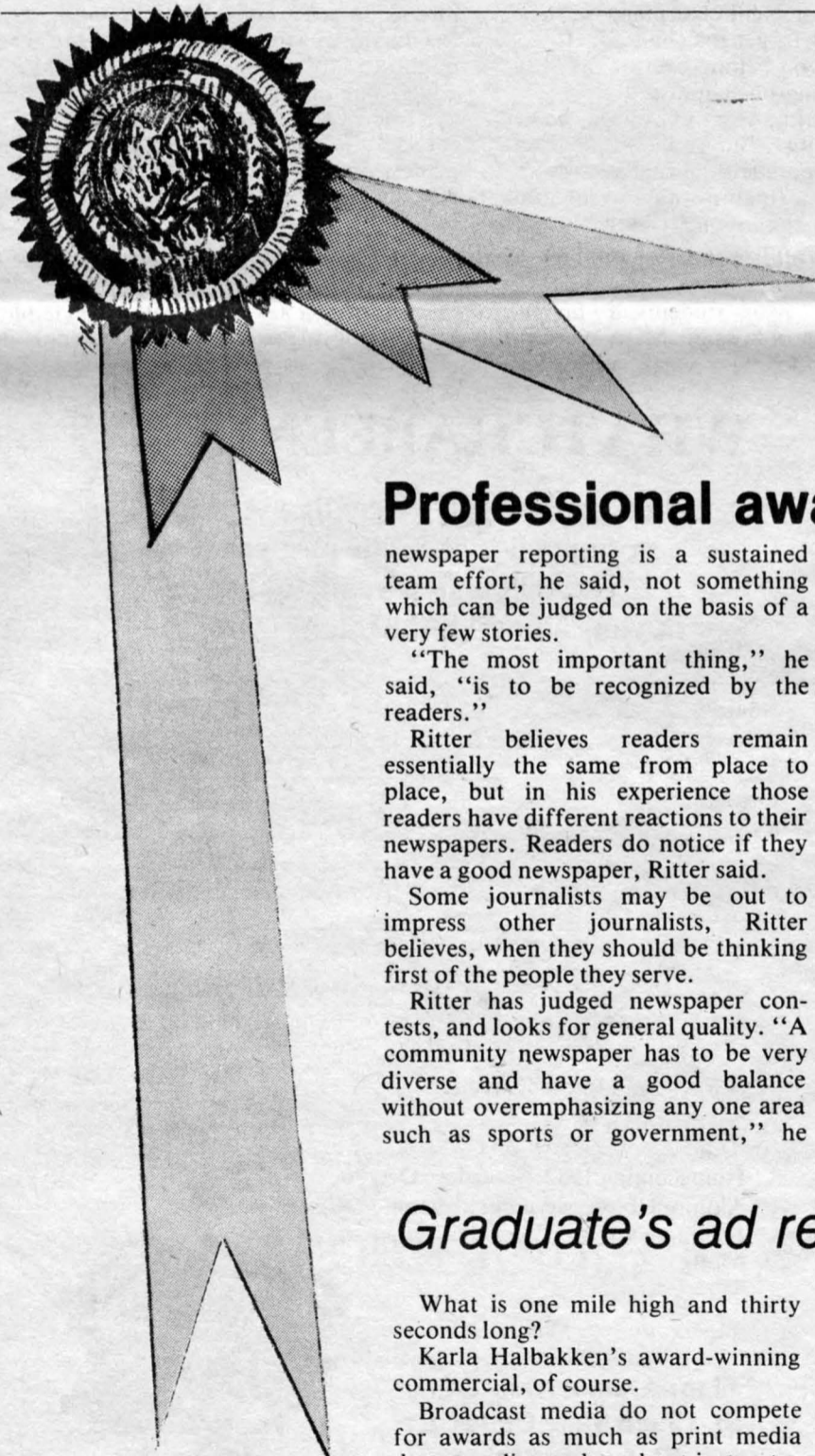
"We've discovered a problem," he said. "A lot of people think SPJ, SDX is just for the print media. We're promoting our image and appealing to broadcast majors as well as print."

Members may participate in a resume typesetting service, learn about interviewing and developing portfolios, and may sponsor events designed to further the quality of the profession, such as the High School Mark of Excellence Day and the selection of the Outstanding Journalism Graduate, Kinne said.

*Chronicle*, an independent student newspaper, is also available at SCSU for those students who seek experience in the print field. The semiweekly tabloid is not a branch of the mass communications department.

## Experience.

"You can't sit back and let it come to you," Riesgraf said, "You have to work at it."



## Student awards Continued from page 6

Sandra Riesgraf received the \$150 J Brent Norlem II Scholarship. Stephen Hoblin received the Cecil Newman scholarship and Lisa Williams received a \$350 Minnesota Press Club Scholarship.

Nationally, SCSU students made their mark as well.

Jean Van Pelt received a scholarship from the National Conference of Editorial Writers to attend that

organization's convention in Chicago this summer. Tina Groth and Lori Norlem were awarded scholarships to attend the 1982 American Political Journalism Conference in Washington, D.C., conducted by the Center for American Political Journalism. The scholarships, provided through the Charles Edison Memorial Youth Fund, pay the \$200 registration fees at the May conference.

## Professional awards Continued from page 6

newspaper reporting is a sustained team effort, he said, not something which can be judged on the basis of a very few stories.

"The most important thing," he said, "is to be recognized by the readers."

Ritter believes readers remain essentially the same from place to place, but in his experience those readers have different reactions to their newspapers. Readers do notice if they have a good newspaper, Ritter said.

Some journalists may be out to impress other journalists, Ritter believes, when they should be thinking first of the people they serve.

Ritter has judged newspaper contests, and looks for general quality. "A community newspaper has to be very diverse and have a good balance without overemphasizing any one area such as sports or government," he

said. It should be easy to read, interesting, display strong skills, good writing, innovative photography, good editing and "cover a lot of bases for a lot of people."

Even in a rural community, Ritter said, there are interesting stories waiting to be told to an interested public.

Erickson has found award-winning things to say "for about the last three or four years," he said. You have to be a little bit lucky, he added. He shared credit and a tie for best investigative reporting in the MNA contest's 2,501 to 4,000 circulation category.

Contests serve a useful purpose, Erickson said. "Everyone needs reinforcement."

There are very few reporters who are one-story people," he said. "If you're doing a good job one week, the chances are you're doing a good job

every week."

A good job every year is the judges' reaction to the *Hastings Star Gazette*. Its photographer, SCSU graduate Paul Stafford, won first in the MNA contest's portrait and personality division, over 4,000 circulation category.

Contests provide opportunities for recognition among peers, Stafford said. "It's important to know you're doing a good job and where to improve," he said.

Awards he won in Ohio helped get him his job in Hastings, he believes. Employees look for contest successes in portfolios, he said.

Other SCSU Department of Mass Communications graduates who have recently won awards are Mike Knaak, Steve Woit and Gwen Ruff, all through work for the *St. Cloud Daily Times*.

## Graduate's ad receives mile-high approval, award

What is one mile high and thirty seconds long?

Karla Halbakken's award-winning commercial, of course.

Broadcast media do not compete for awards as much as print media do, according to broadcast instructor E. Scott Bryce and Robert E. Montesano. But television is very competitive and there are awards.

Halbakken, a 1978 graduate of St. Cloud State University's mass

communications department, has been in Denver, Colo., for more than a year. She works for KOA-TV, a station Bryce describes as one of the best there is. She writes, produces and airs the station's on-air promotion.

The Colorado Broadcaster's Association (CBA) award (1981) she won was for the best 30-second commercial in the state.

All commercials, not just promotion spots for local stations,

were considered for the award, she said in a letter to *Sidebar*.

KOA-TV is an NBC affiliate in what she says is about the 18th market in the nation.

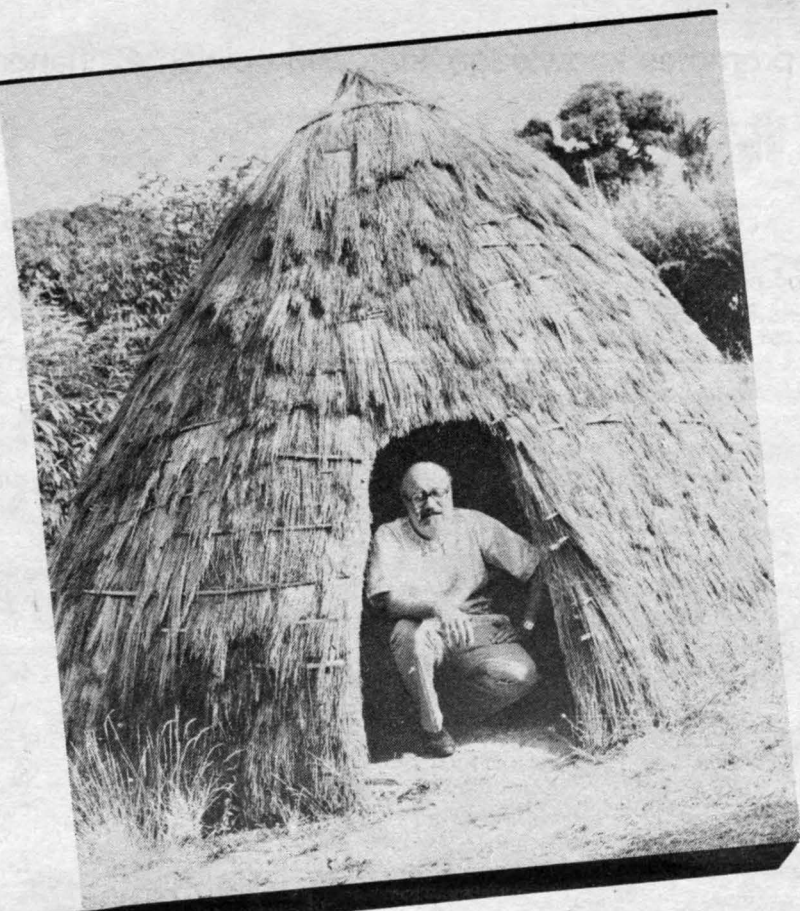
Halbakken had previously won other awards, and had one spot for the Muscular Dystrophy Association air on over 200 stations nationwide, she wrote.



Dear Friends,

"While in Tanzania as a lecturer/consultant, I visited a native village—not really—it's a replica."

Yours Truly,  
Dr. John



Text by Brenda Mann Harrison  
Photos by Thomas Mweuka, USCIA Tanzania

## Instructional sub-tropical sabbatical still topical

Ten months ago he was clean-shaven and suited with a tie and coat.

Now the man, once the chairman of St. Cloud State University's (SCSU) Department of Mass Communications, wears African clothing. A beard bushes out from his chin and jaw. And his skin pigment has darkened from a tropical sun.

"So much has happened since I received both a sabbatical leave and the prestigious Fulbright Fellowship," R. John DeSanto wrote in a report to *Sidebar* early this year.

DeSanto's letter was dated March 8 — the day of his 49th birthday — and it was written from the capital city of Ethiopia, Addis Ababa, the former home of Amde Habte, current chairman of SCSU's mass communications department.

DeSanto received approval in May 1981 for his Fulbright lectureship to the Department of Mass Communication, University of Lagos, Nigeria.

By September, he, his wife Carolyn and children Belinda, 15, and Tony, 18, were on a 27-hour plane ride that took them from Minnesota to Chicago to New York to Ivory Coast to Senegal to Liberia and finally to Lagos, Nigeria.

Formerly a British colony, Nigeria is now a 20-year-old country and the fourth largest democratic nation in the world.

During the first month in this struggling democracy that mixes skyscrapers and dirt-floor village huts, the DeSantos adjusted to food, transportation, communications, bureaucracy, traffic and climate.

"After some hectic temporary housing in Lagos, a city built for 1 million but 5 million came, we settled into two rooms in the University of Lagos Guest House," DeSanto wrote.

From then on, they absorbed a new culture, joined the Laz Ekwueme National Chorale and Orchestra and made friends with a wild monkey called Bingo.

First semester at the University of Lagos opened just before Christmas and DeSanto began teaching 52 students advanced reporting and another 52 students editing and graphics.

"You all know my teaching techniques: In order to learn to write and



R. John DeSanto lectures working journalists on "Public Opinion and the Press" at Dar Es Saalem, Tanzania, Africa, early in March.

report, it must be experienced," he wrote. "And it continues to be."

But his teaching methods have become tangled with language.

English is supposed to be the universal language, Carolyn said, but in a country of more than 200 different dialects and languages, DeSanto had to start with the basics.

The university also lacked books, another instructional obstacle for DeSanto. The Nigerian government ignores "the commonly accepted Western World 'givens' of available textbooks, adequate equipment and supplies," he wrote.

"Most students are hungry to learn, but there are no textbooks available," Carolyn said. Many copy entire sections out of the few books they find, she added.

DeSanto's students are usually in their 20s and 30s and about half have been or are working in the state or national media.

"They are among the best in the university," DeSanto wrote. "In fact, this department is considered the leader of mass communications study in all of Africa."

Securing entrance into the department and even the university is extremely competitive, he explained. Only 3,000 students out of 30,000 were accepted.

Rigid qualifications are established because understaffed universities cannot handle more entrants. As a result, many Nigerian citizens attend school in the United States.

One of DeSanto's students, Beatrice Ugwe, who has two one-year degrees and who is a top news reporter at Radio Nigeria, will be studying at SCSU next fall.

For second semester, DeSanto combined his two classes for mass communications law. Communications law in Nigeria is similar to the United States' because the Nigerian constitution is patterned after that of the United States, Carolyn said.

"Nigeria seems to be moving more towards U.S. court interpretations in the areas of libel, privacy, prior restraint and confidentiality," DeSanto wrote.

The Nigerian press is also modeling its technology after U.S. progress.

DeSanto has not been restricted to classrooms during his Fulbright lectureship. He has traveled across Africa lecturing, participating in seminars and assisting mass communications departments. Between different universities, he has been shaping the manuscripts of three books he hopes to publish.

"I came to Nigeria and to Africa with my family to learn patience and tolerance, to help others and to learn about other cultures," DeSanto wrote.

"But I still recall the statement I made to SCSU students when we left last year to come to Africa: 'It is very difficult to leave you.' This same statement now applies specifically to my Nigerian students and our many African friends."

DeSanto will be saying goodbye to the University of Lagos and Africa early in June, Carolyn said, and he will be bringing lots of slides to share with anyone who expresses an interest, she added.

In September, DeSanto will again take over the duties of chairman of the Department of Mass Communications at SCSU. A vote of 6 to 4 by department faculty members on May 7 granted him the position for another three years.

DeSanto wanted to take sabbatical leave after nine years at SCSU because he thought he was getting stale, Carolyn said. Now he has a renewed interest and will take a fresh approach to his job, she believes.

When he returns to his post next fall, DeSanto will undoubtedly take with him a bit of Africa. "I intend my romance with journalism and Africa to last forever," he wrote.

**Editor's note:** DeSanto had sent an update on his activities with his wife who returned with their daughter, Belinda, to the United States late in April. Unfortunately, all their luggage was lost on the return flight. Material for this story was taken from a letter DeSanto had mailed early in March and from an interview with Carolyn early in May.



Networking promotes knowledge, idea and opinion exchange

## Media alumni forces to create web of contacts

by Bev Trenda

A newly-created networking organization which is already signaling its success will soon be available for St. Cloud State University (SCSU) communications alumni to hook up with.

The group, Communicators Plus, is open to SCSU graduates working in communications-related fields. Communicators Plus is designed to keep SCSU alumni in touch with each other to exchange knowledge, ideas, opinions and advice gained through their experiences, said Sheila Fischer, a 1981 SCSU public relations graduate.

The idea for a networking system was generated in October 1981 when Fischer attended a women's career counseling seminar in Minneapolis that highlighted networking.

During the seminar, Fischer was reacquainted with Maggie Philbrook, a 1980 SCSU mass communications graduate. While briefing each other on what other graduates were doing, they got the idea for an SCSU networking organization.

After evaluating the potential for a networking group, Fischer and Philbrook set up a core group of people to discuss the possibilities. "It was very unplanned and spontaneous — something that just happened," Fischer explained.

Since January, Fischer and Philbrook, co-chairwomen for Communicators Plus, have been meeting with the core group to define the group's format and objectives.

"We took things slowly," Fischer said, "because we wanted to do it right."

The task of obtaining an updated list of SCSU communications graduates was alleviated with the help of Tom MacGillivray, SCSU director of Alumni Services. Aside from providing a thorough list, MacGillivray was very supportive of the group's efforts and gave insight on how to approach alumni to get the group started, Fischer said.

MacGillivray referred to Communicators Plus as a constituent group — individuals who share a common relationship. He believes a constituent group is a graduate's closest tie to the university and predicts success for Communicators Plus. "I think they will make it a success because some people already involved in Communicators Plus are true leaders. Even if they only have 20 members, the group will get something out of it," he added.

The name for the organization came about at a brainstorming session with the core group. "We wanted to use communicators because that is what we are, but we also wanted to convey that there was more to us—because the group is open to people with a wide variety of backgrounds," Philbrook explained.

"Already we have a very talented pool of people with some amazing accomplishments," Fischer said, "and since there are so many of us in the metropolitan area, we can really help each other."

Studying at SCSU, a student does

so many projects with others that the individual learns to depend on a group effort, Fischer said. It is this group effort which will benefit members of Communicators Plus, because success in communications is often related to the personal contacts an individual has, she added.

"Employers stress networking as a way to advance your career, especially in communications where it is not limited to one particular skill," Fischer said.

Apparently the group's efforts have already paid off. "As a freelancer in non-broadcast industrial television, producers always ask me if I can do something. Of course I always say yes! With Communicators Plus, I have been able to get advice on an area I'm not sure of, and these contacts have proven to be invaluable sources of information," Philbrook said.

The structure of the organization is geared toward the individual members so they will be able to use the group in their own way, Fischer explained, adding that interest in the organization is a commitment in itself.

Activities the core group has proposed for Communicators Plus include a speaker's bureau, a committee dealing with student affairs, and monthly activities for members, Fischer said, emphasizing that right now the group's main goal is to get everyone together to introduce the group's purpose and get organized.

Recently SCSU communications alumni were invited to a May 18 kick-

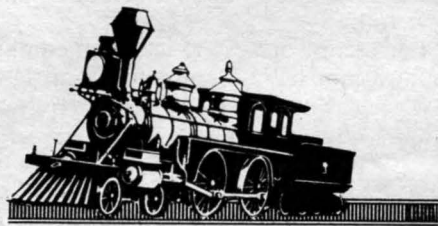
off meeting for Communicators Plus where they were surveyed for their interests in the group. "I am proud to be co-chairwoman because the organization is going to be great with such a montage of people," Fischer added.

Watching the organization develop from the beginning, Philbrook gained incentive from a quote which states, "The only people doing it are the people who didn't quit."

**Fischer and Philbrook encourage anyone being graduated from SCSU to update their address upon graduation to ensure contact with Communicators Plus. Anyone who would like more information can write to:**  
**Communicators Plus**  
**P.O. Box 8853**  
**St. Paul, MN 55110**

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# Sidebar EXTRA

## The Night Shift

by Steve Stearns

Twenty-four hours.

Day and night and what happens between the buzz of the alarm clock and Johnny Carson is what most people know as a working day.

The meridian shifts and it becomes night.

The most obvious place has the least amount of activity.

Most of the people in the library sit quietly as their eyes sift through a text.

The small sounds—the rattling keys of a computer search terminal, sighs and scrapes of chairs—are interrupted by the blare of a Sony Walkman.

A few people are holding feet under the table but one person has his on the top.

Feet can be heard in the stairwell underneath greetings and good-byes.

It's just too hard to study all night.

"Who's that playing in the ballroom?"

"The Suburbs..."

"Who?"

"Come on, it's free."

This is where the clamor is. But near the back of the crowd, some people stand with bookbags on their shoulders, reluctant to go or to stay.

The old gymnasium on the lower end of campus is a similar scene, but the people there are committed to dance for 18 hours for the March of Dimes. They will move and ache for most of the night.

There is still the in-between time, though.

"Good evening, it's 11 and this is Brian Lee at KVSC-FM...here's a song for you...by Ringo Starr...you know it don't come easy..."

The song drifts from a small radio sitting on a tool cart. A janitor hums to the tune as he works alone in a hallway.

Not everybody is working the night shift. Some were at City Council the

night before and it was a wrap at noon today for the members of the University Tele-Video System, (UTVS).

Outflanked by cameras and cables with fifteen seconds to air: the broadcasters' nightmare.

But thirty minutes later, the audio is killed, the mikes are dead and the cameras are capped.

"Good show."

But that was twelve, maybe thirteen hours ago by this time. The ballroom and the library have each been visited by a team of janitors seeking to restore order. The buildings sit clean, quiet and empty.

But more than the exit lights glow in one building, and will for a few hours yet.

In three cluttered rooms, about a dozen people work bathed in grainy

fluorescent light and vague smells of photo chemistry, popcorn and cigarettes.

A single head is bent close to the light table. A stubborn piece of copy keeps slipping out of line.

A call from the side room: "Hey, can somebody look at the headliner...it's jammed or out of paper or something..."

No one answers. The copy is fitted.

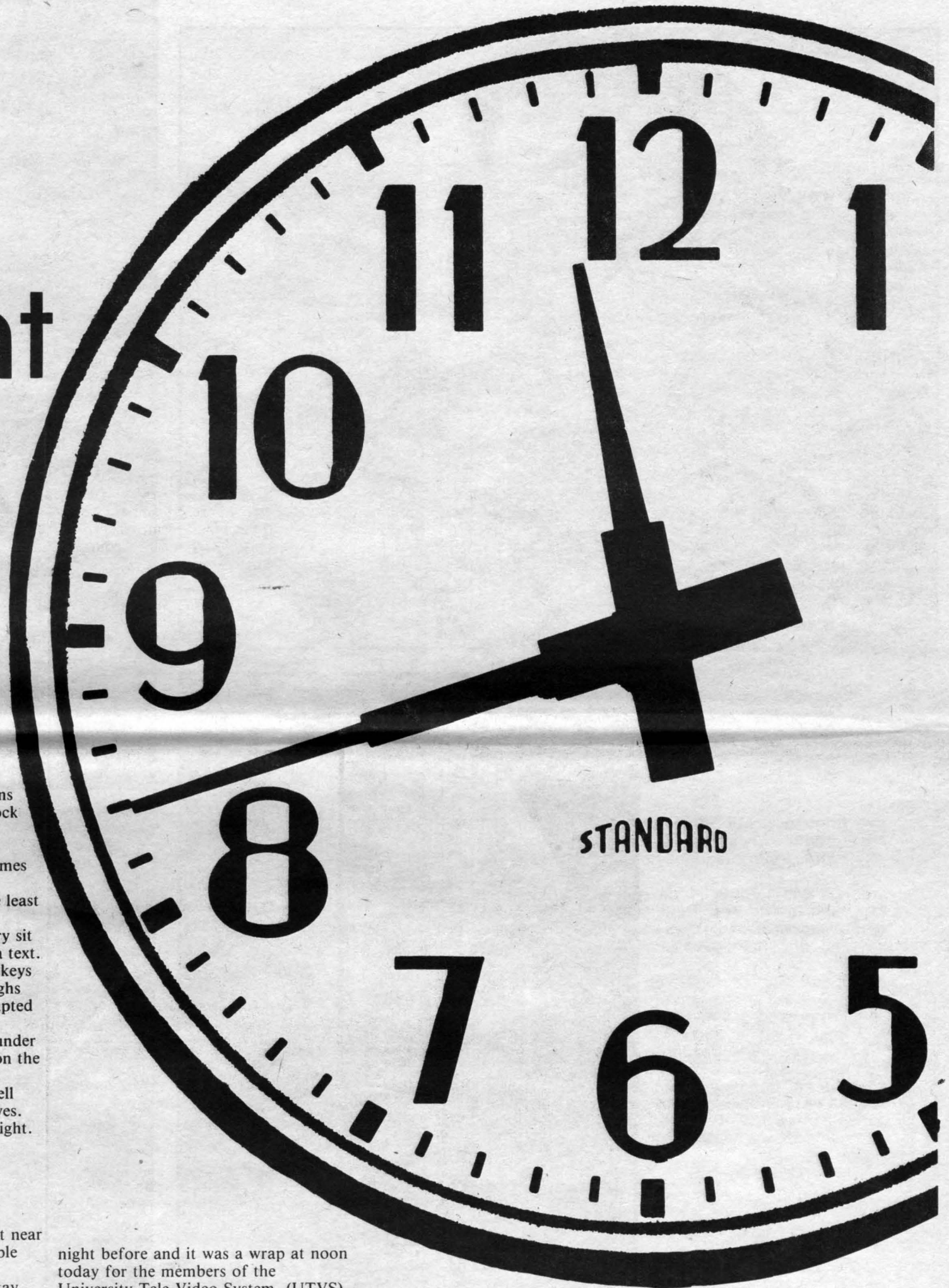
It isn't late yet for the St. Cloud State University *Chronicle* staff

Earlier in the day almost twenty people moved between these rooms with photos, copy and ad layouts. The staff will shrink by two or three people

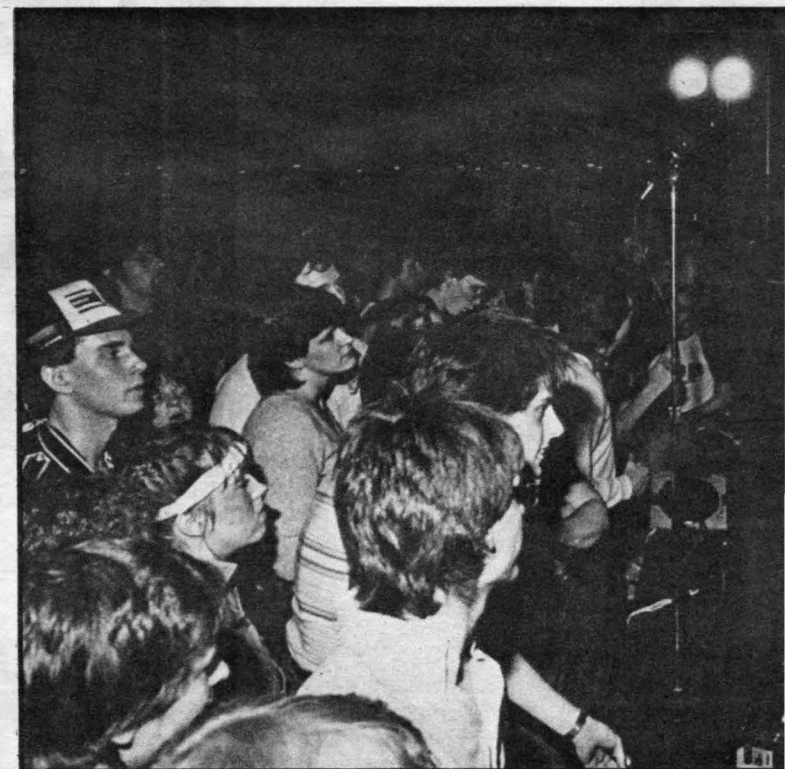
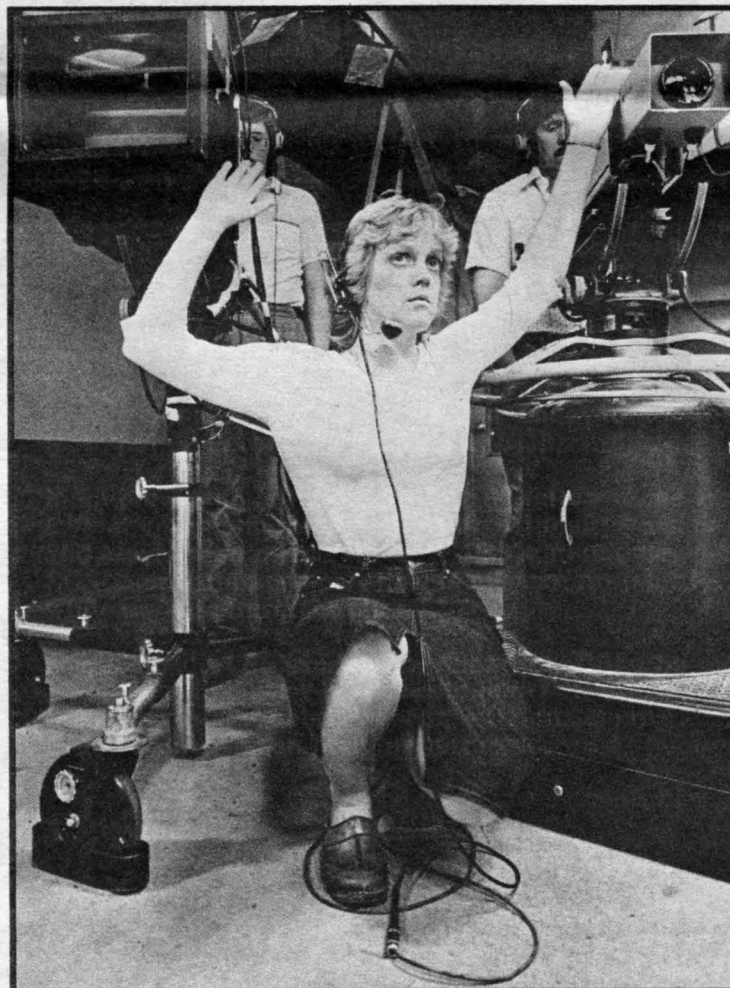
in the next hours it takes to finish the paper—sixteen pages of news and photos twice a week from scratch.

Sometimes the news has to be scratched for between Johnny Carson and the buzz of the alarm clock.

News for 11,000 students.  
The night shift.



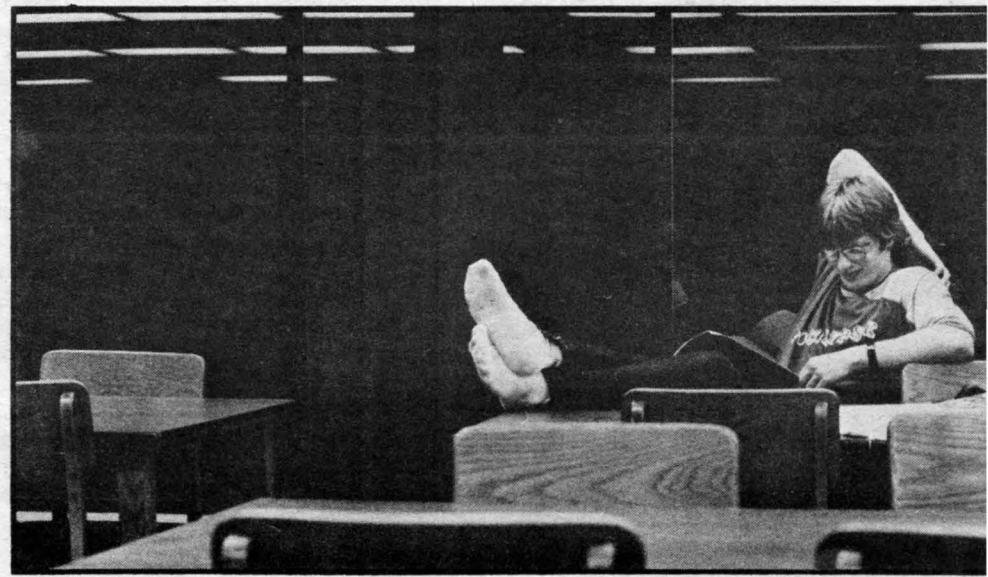




Keyling can be frustrating (upper left). Lisa Williams, *Chronicle* managing editor, has her own unique style.

Jim Schulz, (middle right) SCSU senior, leaves the third floor of the Learning Resources Center as it closes for the night.

Directing a live news show from the floor can get tough when the floor gets crowded (lower left). Barb Nolan, center, along with UTVS camera operators Dan Bonicatto and Mike Thompson, prepare to go on the air.







Running the board at KVSC-FM (top right) can keep a person going even on a slow night. Brian Lee plays rock and roll during his night shift.

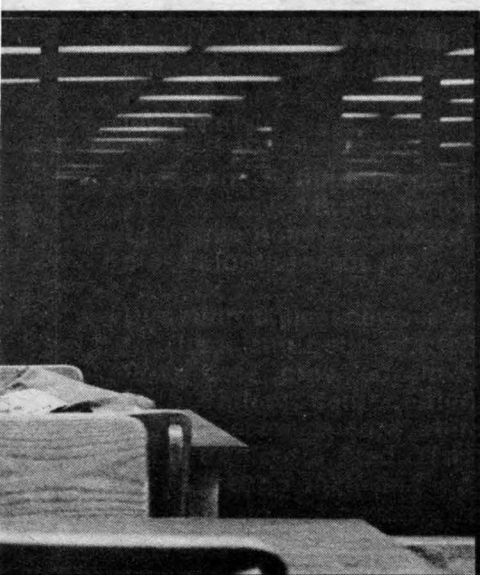
Sometimes working an all-nighter can be fun. Nancy Rose (bottom right) was one of nearly 70 people who danced all night to raise money for the March of Dimes in SCSU's Eastman Hall.

Most people do not go to the Learning Resources Center with the intention of taking off their shoes and staying for a while. Mike Fix (bottom middle), SCSU sophomore, shows how to stay comfortable while burning the midnight oil.

About 1,000 SCSU students watched The Suburbs (center), a New Wave band, perform in the Atwood Memorial Center Ballroom at SCSU. Band member Bruce C. Allen performed for the crowd.



Photos by **Steve Stearns**







## Picnic!

The weather was great, the food hot and the brew cold for the annual Department of Mass Communications picnic May 2 at Riverside Park. Amde Habte, acting department

chairman, and Michael Vadnie, a faculty member, were surrounded by hungry family and students as they try to get their share of the food. Photo by Steve Hoblin

# escape

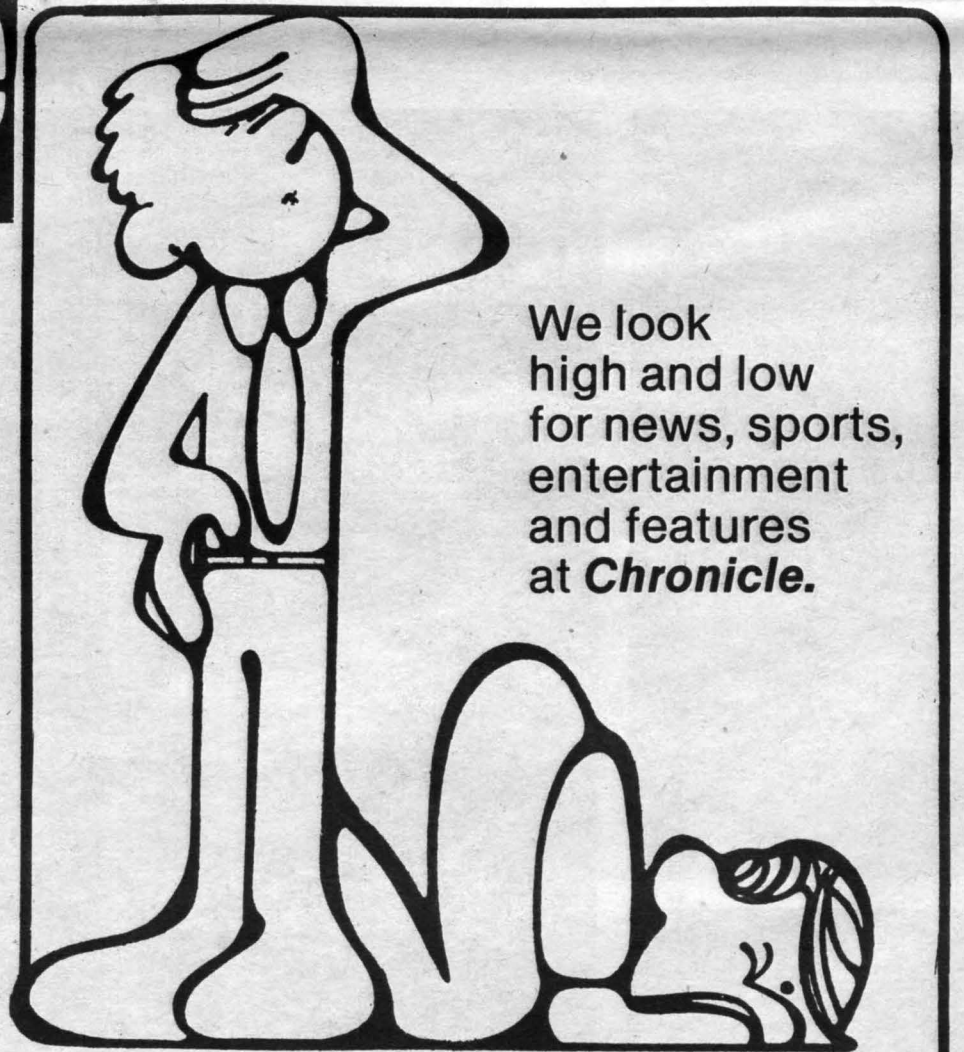
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# Chronicle



Financial cutbacks do not deter expansion

# UTVS boosts business, community coverage

by Kim Kaul

New equipment, better ideas and a more professional attitude are improving University Tele-Video System (UTVS) in spite of financial cutbacks, said E. Scott Bryce, mass communications instructor and UTVS adviser.

Recent acquisition of two portable cameras and two professional caliber recorders will enable UTVS to change and grow with the campus community, broadcasting more and better programming, Bryce said.

A character generator, purchased recently and now in operation, makes it possible to identify persons as they appear on screen.

New camera equipment allows UTVS to expand coverage to include more news of consequence to St. Cloud and the surrounding areas. This includes better coverage of city government, sports and on-campus speakers and presentations.

Currently, the station is putting together a documentary about the St. Cloud Technical High School boys basketball team. The documentary will cover the team's progress from the beginning of the season to their successful fourth place finish in the Minnesota class AA boys basketball tournament.

UTVS airs newscasts from 12 to 12:30 p.m. Mondays, Wednesdays and Fridays. "Accent," a program featuring area musical talent, airs at the same time, Tuesdays and Thursdays.

A new segment of the news attempts to make business and financial concepts and practices easily understandable.

"Business Report," hosted by Rob Balsimo, will appear at the end of Friday broadcasts. Balsimo, a junior, is a SCSU mass communications major and business minor. He has had experience in trading stock options.

"The show will help students and others by presenting the material to

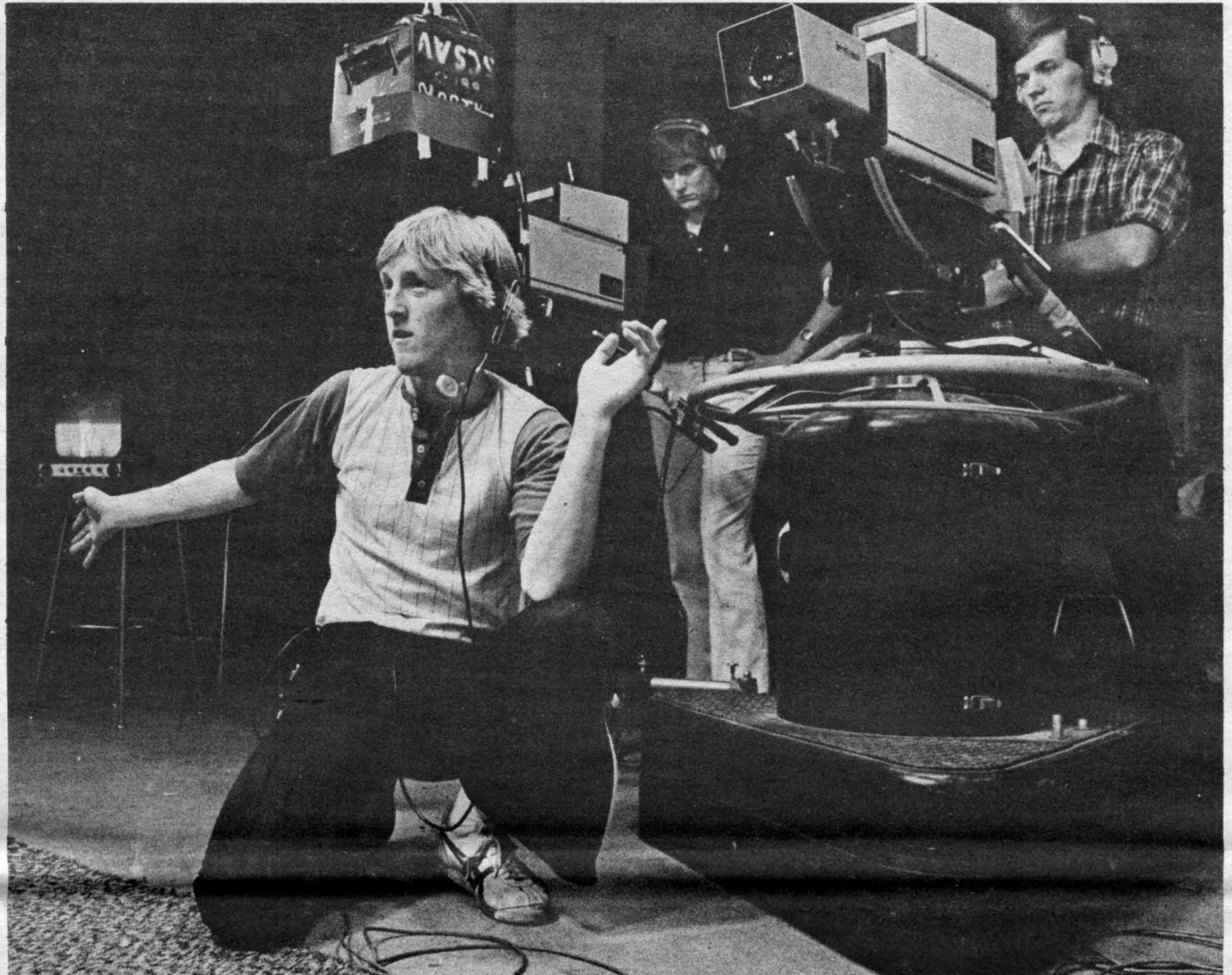
them in their own terms," Balsimo said. "I looked around and saw nothing like this offered by UTVS or KVSC (the student radio station). The more people I talked to, the more I found how little students know about these things."

Some of the topics Balsimo will cover are individual retirement accounts, money market funds, tax exempt bonds and mutual funds.

Some of Balsimo's information is supplied by a financial analyst at the St. Cloud office of Piper, Jaffrey and

Hopwood. Balsimo will also overview the Dow Jones averages for the week. The first segment aired April 2.

UTVS broadcasts over cable channel 10.



Live broadcasts choreograph advanced preparation with lively action in front and behind the scenes. Three times a week, the UTVS crew produces Noon News aired live on public access Channel 10 with signals from floor director and UTVS program

director Nick Marbach. Gary Weckwerth controls camera I, while Dave Kiser watches colleague news announcers through camera II. Photo by Brenda Mann Harrison

## Student radio examines role, redefines constitution

by Craig Zander

The drive for a professional radio station is what has led KVSC-FM to analyze and revise the station this year.

Last fall, five KVSC-FM staff members attended a leadership seminar led by the university organizations' adviser, Maureen McCarter, the seminar dealt with motivation, communication and goal-setting, according to KVSC-FM student general manager, Jeff Nohner.

On the first weekend in December, KVSC-FM designed its own seminar during which the staff discussed the roles and definitions of the station and the radio guild.

"We laid out the duties of each department and redefined our policy-making and operating structures," Nohner said. "They hadn't been worked on since 1977."

Also during the December seminar, the staff of KVSC-FM "changed the framework of the constitution and

defined the positions," said Robert E. Montesano, faculty adviser for the station. "The students want a clear insight into what their role is and the constitution now provides that," Montesano said.

"Because we are trying to grow, we have to have a structure within which we can grow," Nohner said. "The new structure is not perfect, but it is more efficient and more easily understood than before. It has been a big project since I became student general manager," he said.

Program Director Gail Ivers looked at the seminars as an opportunity for personal growth.

"It was a waking-up to things that I've already known," Ivers said, "asserting responsibility and communication with the staff — letting them know that they are important and that you are concerned."

Ivers also had a hand in the revision of the constitution. "Once we get to 5,000 watts, you should know who runs the operation," Ivers said in reference to the proposed power increase from 10 to 5,000 watts.

In keeping with a policy of meeting the needs of the listener, KVSC-FM has conducted community ascertainment surveys. Telephone, letter and hand-out surveys have been taken of audiences to determine how the listeners perceive the station.

"With or without the power increase we need to find the needs of the

community," Nohner said. "We have found that we are pretty much on line with what we have chosen."

The efforts of the students involved have not gone unnoticed by Montesano.

"The students have come a long way, demonstrating a remarkable ability to run the place," Montesano said. "They have kept the station going 18 hours a day for at least the last 18 months to meet one of the FCC (Federal Communications Commission) requirements for the increased power," he said.

Montesano also discussed the need to provide the programming to meet the needs of the increased number of listeners.

"There will have to be refinements made to adjust to the new target audience and to continue to serve the old one (students)," Montesano said.

"We will be sensitive to all of the people whom the signal reaches, but more significantly, SCSU students," he added.

It takes a lot of work to run a radio station with a professional atmosphere with volunteer workers.

"It would be easier to have a 10-watt 'fun' station," said Nohner, "but we want to take the chance to make this a top-notch station."

"Should we not get the increase? . . . we'd be the best 10-watt station in the state."



KVSC advances into its 15th year through the management efforts of student general manager Jeffery P. Nohner and news director Jeff Wood. Photo by Brenda Mann Harrison



## The Fourth Estate: New Villains, New Heroes



Media Day forums attract a variety of listeners, including high school students, mass communications majors and working

professionals. This year's Media Day discussions focused on Mass Media gray areas. Photo by Steve Stearns

## Media Day 1982 focuses on social concerns, remedies

by Julie Marinan

Deciding the theme for the Department of Mass Communications Media Day 1982 may have been coincidental for coordinator Michael Vadnie, but the following six months were nothing but a planned effort.

"Planning Media Day was one of the first duties assigned when I got here," said Vadnie, a first-year instructor in the mass communications department. "That day I was reading Tom Wicker's *On Press* when something hit a nerve."

Vadnie was sensitive to former President Eisenhower's farewell address prior to the 1964 presidential election. "I realized just how much of a fabric the press is in

today's society — how we feed on the events of the day," Vadnie recalled.

In the aftermath of the Janet Cooke scandal and movies like *Absence of Malice* where "people are glad to see the press beaten," Vadnie felt a need to let the public know "we're doing something to clean up our act," he said.

Thus, the Media Day 1982 theme, "The Fourth Estate: New Villains, New Heroes," emphasized media ethics, responsibilities, problems and remedies. Media Day 1982 advocated dealing with the media as an integral part of society, Vadnie said.

Media Day plans began in October, Vadnie said, and by late December all the panelists were locked in. But of course, the planning did not end there.

The theme for Media Day was selected with intentions of including all the various media in the mass communications sequences, Vadnie said. "But as it turned out, it became more news oriented."

When faced with some speaker cancellations in early January, an opportunity for a new panel emerged, Vadnie said. Marie Uhrich, SCSU Public Relations Student Society of America (PRSSA) President, proposed a way to represent public relations in the event, something Vadnie had been searching for. Uhrich, along with Sharon Lesikar, PRSSA adviser and former mass communications instructor, offered to develop a panel on the subject. The result was "The Paper Chase."

Media Day was a cooperative effort, according to Vadnie. Besides faculty involvement, Vadnie recognized chief student coordinator Tina Groth and assistant student coordinator Mitch Tollefson for their contributions in making the day a reality. "They were like my right arm and my left arm," Vadnie said. Jennifer Rahe, Department of Mass Communications secretary, was also indispensable, according to Vadnie. "She had been through it before and thought of all the little things I didn't."

Vadnie considered the financial aspects of planning Media Day the most difficult, he said, "but it's come through."

Most of the speakers were

paid for by the University Program Board, Vadnie said. Other contributions came from the Alumni Association, High School and Community College Relations, and discretionary funds allocated by Louise Johnson, dean of the College of Liberal Arts and Sciences, and Lowell "Ted" Gillett, SCSU acting president.

The basic purpose of Media Day 1982 was to facilitate involvement of students and professionals, according to Vadnie. Besides giving students a chance to make contacts, Media Day was directed at "understanding ourselves as journalists and giving outsiders the chance to understand how we fit into their lives," Vadnie said.

Tragic events raise questions of ethics, privacy and taste

## When does personal suffering become sensationalism?

by Jean Van Pelt

As Dave Wahlberg finished his lunch at station KXJB, Fargo, N.D., a call came over the police scanner. A 3-year-old boy had just fallen through the ice while playing near a drainage ditch.

The police rescue squad was dispatched and three Fargo television stations went to cover the story. The three broadcasts, aired on the 6 and later the 10 p.m. newscasts, were radically different.

The differences in these newscasts were discussed at Media Day's "Television Workshop" which focused on taste, privacy and ethical considerations news reporters must deal with when covering tragic events.

Dave Wahlberg, reporter for KXJB-TV, brought tapes from the three newscasts for panelists and students to see and discuss.

The first film clip, from KTHI-TV, began with a shot

clearly showing the boy's limp body being lifted from the ice and placed in a boat, and later used shots of the rescue squad and ambulance.

The second film clip, from KXJB-TV, covered shots of the rescue squad, but did not include a shot of the boy.

The third film clip, from WDAY-TV, showed the rescue squad poking sticks through the ice at a floating shape, presumably the body, and went on to show the body, wrapped in a sheet, as it was being taken from the boat to the ambulance. The third version also included a shot of the obviously grieving mother.

The question becomes, Wahlberg said, "Where do you draw the line? Which of these stories was offensive, and which, if any, was in good taste?"

Audience members differed in their responses to each of the three stories. Questions concerned the effects on the family and the point at which

the presentation of a tragic occurrence becomes sensationalism.

"At what point does the family's private tragedy become public knowledge?" Wahlberg asked.

"A case for showing strong videotape is that other parents will see this information, and because of the graphic tragedy of it, they will take steps to prevent their children from going into similar situations," Wahlberg said.

In that case, perhaps a station should show the nastiest videotape available Wahlberg said, but "I don't believe that. Somewhere in there is a fine line between responsible reporting and flash and trash news," he added.

"You have to know your market," Wahlberg warned, adding that Fargo is very conservative.

Wahlberg felt the shot of the distraught mother in the film clip from WDAY was the

most real shot.

"I think that shot told the story better than anything else for me, it put the whole thing in perspective. I never had to see the body; I saw the effect of the tragedy," he said.

"Life isn't fair," Wahlberg said. "Some time you may find yourself in a situation where something that has happened has become public. You may not like it, and have no control over it, but then you come down to the definition of news."

"Then one must ask," Wahlberg continued, "At what point does the news value of the event override the individual's right of privacy?"

In the third version, with a shot of the rescue squad poking a stick through the ice, viewers could see a form, barely visible, under the water and ice.

Selective retention is when a person sees something and the image forms in the mind, Wahlberg explained. Later,

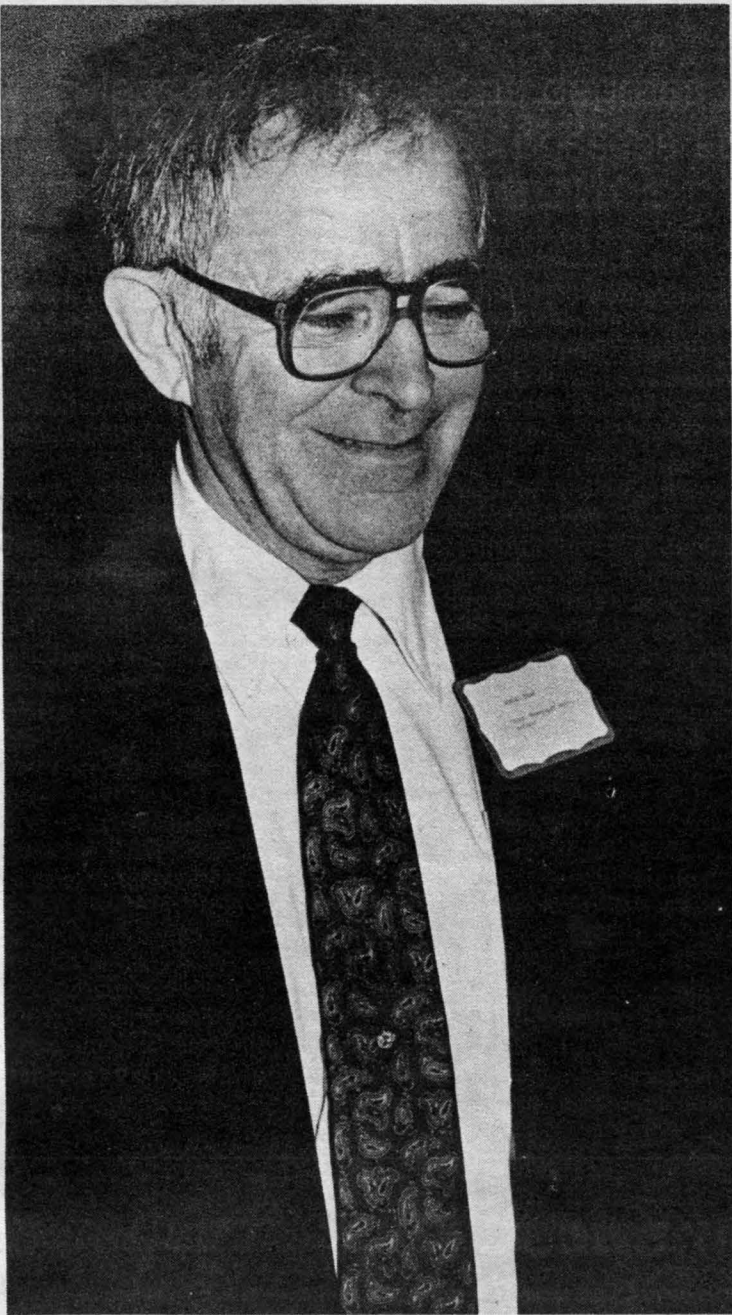
when a person tries to recall the image, that image will be what the person thinks was seen.

"In the third story, they weren't poking the body, they were breaking the ice, which by itself is not very offensive. But knowing the form is the body of a 3-year-old, even though you never see what could be clearly identified as a body, the mind believes it saw the men poking a stick at the boy's body."

There is no written formal policy stating what to do in these situations, Wahlberg said. At KXJB, the person who is editing the piece will consult with a group of staff members on questionable shots.

"It's our job to communicate a tragedy; it's a matter of how to do it," Wahlberg concluded.





Journalists should take their ethics off the wall and put them into practice said Robert Shaw, recently retired manager of the Minnesota Newspaper Association, in his Media Day Keynote address. Photo by Steve Stearns

## Media should refer to philosophers for development of applicable press ethics

by Brenda Mann Harrison

The questioning and examining practices of Greek philosophers Aristotle and Socrates need to be revived by today's journalists in order to get to the heart of things, Robert Shaw said.

The heart of things, according to the recently retired manager of the Minnesota Newspaper Association, is journalism ethics.

During his 18 years as manager of the Minnesota Newspaper Association, Shaw has been instrumental in establishing Minnesota as a leader in national journalism.

For his work with the Minnesota News Council, the Minnesota Newspaper Foundation, the National Fair Trial/Free Press Council and the Minnesota Newspaper Association, Shaw received the first St. Cloud State University Media Day Freedom of the Press Award.

"No one is interested in discussing ethics today," Shaw said in his Media Day keynote address. If a workshop was scheduled for advertising tips or news photography, a crowd would show, he continued; but if the subject of discussion was ethics, the hall would be empty.

Ethics boil down to what is good and bad, and what is right and wrong, Shaw explained. Most journalists have some sort of fancy statement of principles taped to their office walls, "but if they're too general, they're meaningless," he added.

The tape should come off and the principles should come down, Shaw said, so that guidelines can be structured for "everyday work on the streets in a case-by-case study."

Nobody has worked out a complete set of journalism ethics that are applicable

today, he continued. The unanswered questions remain: What are journalism ethics, and where are they written down?

To develop a relevant code of ethics, "we need more philosophy," Shaw said. "The magic is in discussion."

Journalists are basically technicians and are no good at original thought, he said. "We really haven't buckled down and sweated intellectually. But we need to talk about ethics at a high level."

If the Greeks arrived at new wisdom by the application of their minds, Shaw believes, "we have to ask some well-placed questions to get at the heart of journalism ethics" because vague and generalized principles are not practical.

"Just as an unexamined life isn't worth living, an unexamined profession isn't worth practicing," he said.

## Black South African journalist tells tale of arrest, beatings in quest of freedoms

by Julie Marinan

"The world comes to Minnesota," began Joe Rigert, specialty reporter for the *Minneapolis Star and Tribune*.

Rigert was introducing journalist Enoch Duma, featured speaker at the Media Day social event, "All's Well That Ends Well."

Rigert met Duma in Johannesburg, South Africa, in 1976. At their first meeting in Duma's hotel room, they "turned up the TV and talked softly" to divert the government's bugging devices, Rigert said. At the time he was skeptical of such governmental influence, Rigert admitted. But Duma's fate during the several years that followed erased any doubts he had.

In 1977 Duma was charged under the South Africa Terrorism Act. He was later acquitted, but not before he spent months in solitary confinement and was beaten and tortured. In 1980 Duma was exiled. He fled the country and came to Minnesota.

"And now I give you father, friend and

journalist, Enoch Duma," Rigert said, stepping aside.

Described by Rigert as "a man who speaks softly, but carries big convictions," Duma paused briefly and apologized before beginning his speech. "I am sorry I am easily moved," Duma said. Listening to Rigert's account of his life as a journalist in South Africa was a source of pain for him, Duma explained. "It's like rubbing salt into an old wound."

Duma continued, sharing the story of his dedication to the struggle for liberation in South Africa. "I speak for the freedom of every person without any distinction," he said. In his commitment to liberty, Duma recognized the power of his profession and chose to use it in a meaningful way.

Duma asked that journalists in the United States also use their professions in this way.

**Duma**

Continued on page 21

## Ownership concentration trend criticized by editor

by Theresa Nordby

Imaginative hats of white, black and gray were worn by representatives of the media and media critics in a two-hour panel discussion, titled, "The Good, The Bad and The Ugly."

Focusing on media criticism and media response to criticism, the panel was part of the eighth annual Media Day which was named "The Fourth Estate: New Villains, New Heroes."

"Media do much in this country that is right and honorable," Ted Frederickson, moderator said, "but there are problems that are both bad and ugly."

Frederickson, a lawyer with professional experience in newspaper reporting and editing, cited the issue of media conglomerates as one problem the media face today.

"As chains grow the mass communication voice deteriorates," Frederickson said. "However, at the same time, some argue that chain newspapers can resist pressures to do things," he said.

"I don't think the increasing concentration of the press in the hands of a few is a good idea," Mike Jacobs said,

agreeing with Frederickson. According to Jacobs, city editor for the *Grand Forks (N.D.) Herald*, "the growing concentration of newspapers results in greater homogenization."

This is not the only problem the media face, according to the panelists. "Lack of context in reporting is increased by the ownership patterns of the press," Jacobs said.

"Much of what is written is outside the context of world history. Things get worse because reporters have no history of the context of their own communities and states. And, events are reported out of their own context."

"What is happening in the United States is that we have tried to produce an inoffensive product," Jacobs said.

Seated next to Jacobs was Joe Rigert, special reporting group, *Minneapolis Star and Tribune*. "I am not sure these are the worst of times," Rigert said. "But, yes, there are some bad things going on."

Deception, distortion and delusion in media were three problem areas Rigert discussed. "There is too much

**Good**

Continued on page 21



Enoch Duma, exiled south African journalist, still bears the emotional scars of his interment and fight

for freedom. He urged those attending Media Day not to take individual freedoms for granted.

Photo by Steve Stearns

Media Day continued on page 21



They march to the beat of the same drummer

## Three graduates follow radio route into television

by Jean Van Pelt

Marching to the beat of the same drummer has led three St. Cloud State University (SCSU) graduates through similar college careers and into the profession of television news.

All three graduates worked as KVSC-FM assistant general managers, worked at local radio stations, interned at KGAN-TV, Cedar Rapids, and went on to become employees of that station.

Jerry Eichten, Jon Okerstrom and Lory "Ole" Olson have all chosen careers in television, despite emphasizing radio training in college.

Okerstrom is currently employed as a general assignment reporter by KGAN-TV, Cedar Rapids, Iowa. Eichten is employed by the same station as a news photographer. Olson was chief photographer of KGAN-TV until last December when he accepted a position at KOIN-TV, Portland, Ore.

The steps each followed to reach his current position are strikingly similar.

Olson worked at KVSC-FM throughout his college years and was assistant general manager in his senior year. While in college, he also worked for KCLD-AM/FM radio in St. Cloud. In his senior year he took an internship with KGAN-TV, which was then WMT-TV and AM/FM radio. Olson was the first SCSU student to intern at that station.

Okerstrom was assistant general manager of KVSC-FM during his junior year. He then went on to work part time for WWJO-FM radio, St.

Cloud, during his junior and senior years. Okerstrom took an internship at WMT-TV in his senior year.

Eichten was KVSC-FM assistant general manager in his sophomore year at SCSU. Eichten worked part time for WJON-AM, St. Cloud, and became employed full time during his last two years at SCSU. Eichten took an internship with KGAN-TV during his senior year.

But with all their experience in radio, each chose a career in television.

"When I got into college, I thought radio was everything," Okerstrom said. "I liked television, but I could never imagine myself doing it," he added. Okerstrom became involved in the University Tele-Video System (UTVS) and found that what he could do with pictures and sound had more impact than audio alone.

When the station was WMT-TV and AM/FM radio, Okerstrom felt he had the best of both worlds, allowing him the visual creativity of television and the immediacy of radio, he said. "I may be out of radio in actuality, but never in spirit," he added.

Eichten never intended to become a photographer, he said. "It was not my goal while I was in school. I enjoyed radio, but I was aware of my desire to work in television," he said.

When Eichten began his internship, he decided not to define the job he wanted since it could limit his chances for employment. "Since I had to make the financial investment to move down here (to Cedar Rapids) and to intern for three months without pay, I didn't

want to limit myself. I did need a job," Eichten said.

Olson's training made working in radio more comfortable for him, he said. He chose a television internship in order "to keep all avenues open," he said.

"Radio allows more control of the entire day," Olson said, explaining that in television, about 80 percent of the day is network programming. "But the television news department is more professionally committed," he said. "In radio, news often takes a second seat to the music programming."

Olson likes television news because it allows for travel, meeting people and experiencing new things. "I learn so much about people and our society and how they are intertwined by going out and shooting," he said. One of the exciting facets of Olson's job in the last year was when he was able to fly inside the crater of Mount St. Helens between eruptions.

At KOIN-TV, Olson is one of 12 photographers. "I'm used to more work sitting there waiting for me to tackle it," Olson said, comparing the differences between KGAN-TV and KOIN-TV.

"But here (at KOIN), I'm earning more money for less work — which should be fantastic — but it has its bad points," Olson said. "I find myself wasting time, while in Cedar Rapids, there was no time to waste. I don't feel like I'm in control of my own destiny," he added.

After more than four months, Olson said he is "waiting to see if I really like

it as well as Cedar Rapids."

Eichten relishes the variety of the job. "You never know when you might come to work and be on an airplane 10 minutes later," he said.

"The unpredictability is very enjoyable," Eichten said, adding that sometimes the quick departures, long hours and unpredictability may also be a disadvantage.

Last fall, within a few minutes of arriving at work, Eichten was on a plane to cover a prison uprising. The job required Eichten to wait for two days outside the prison wearing the same clothes he had worn leaving Cedar Rapids two days earlier. His bed was a park bench.

"But while you're young and able to handle it, it's not so bad," Eichten said. "It's kind of an adventure."

"Getting dressed is always a guessing game," Eichten said. "You never know when you may have to be shooting a farm story in a muddy feedlot or be going to interview the governor," he added.

Okerstrom has worked at KGAN-TV for almost a year and he still enjoys his job, he said. "I'm still testing myself here; I'm still charting uncharted territory and learning from other people." He added that in the future he may like to try a larger market.

"They say you can't be a news reporter forever, but a lot of people are proving that wrong," Okerstrom said.

## Alumni Spotlights



Jackie Lorentz

Photo by Steve Hoblin

**"I've been here four years, and it's time to move on... I wanted to check out different possibilities."**

## Feature sports future lures photojournalist to new job

by Tim Sovereign

In Grand Forks, N.D., a new challenge awaits Jackie Lorentz, a staff photographer for the *St. Cloud Daily Times* and St. Cloud State University (SCSU) alumna.

Since her graduation from SCSU in 1978, Lorentz has primarily been a general assignment photographer with an emphasis on sports. "There's a lot of action in

sports, but I like shooting feature-type things where you can watch what's going on and be a part of things without interfering," she said.

By the end of May, Lorentz will be a photographer with the *Grand Forks Herald* a newspaper which places a lot of emphasis on feature sports, she said. Lorentz is excited about going to North Dakota. "I've been here four years, and it's time to move on. I like

the *St. Cloud Daily Times*, but I wanted to check out different possibilities.

"I haven't been doing anything different here, and I think I have more to offer," she said. The *Grand Forks Herald* was impressed with her portfolio, calling her work enterprising and feature-oriented, she said. The *Herald* has a wide circulation area, and it often sends reporters and photographers throughout

North Dakota and far into Minnesota, she said. "I like to travel," she said.

During the 1976-77 school year, Lorentz was the photo lab chief at the *Chronicle* and a photographer for Information Services. In addition, she worked as a stringer for the *Times* during her junior and senior years. She emphasized how important it is for a student to get involved in media while in

school. "Don't sit by and just take classes. Get out and do some work." Although she said her classroom experience at SCSU was also very beneficial, "the instructors that I had were quality instructors," she said.

Lorentz is confident of her ability. "I'm not afraid of what people think," she said.

Lorentz

Continued on page 23



**"That's what news is about.  
It's about people and what  
they do and what they think."**

## Vast experiences aid reporter; TV job daily opportunity to learn

by Tim Sovereign

It is generally believed in the media that an interest in current events is essential to being an effective journalist.

Susan Wiese, a general assignment reporter for WTCN-TV in the Twin Cities, said she has always been interested in current events.

By giving information, change is promoted, she said. If people are informed they can play an active part in what is going on around them, she said.

This message was made clear to Wiese in Kenya in the summer of 1972. The African visit was part of a foreign study and research program through the University of Minnesota. In Kenya she saw first-hand a sense of nationhood develop. "Radio and TV broadcasts were contributing to a feeling of nationhood," she said.

The broadcasts were the Kenyans' only opportunity to learn what was going on in their country, Wiese said. Having compiled a wealth of information while in Kenya, Wiese returned to Minnesota and used the information for her undergraduate thesis.

After Wiese was graduated from St. Cloud State University (SCSU) in August 1973 with a bachelor of arts degree in radio and television, she

began work in Rochester, for KROC-TV as a general assignment reporter.

"To be a good general assignment reporter you have to know a little bit about a lot of things," Wiese said. Her SCSU education proved valuable. "St. Cloud State required you to delve into a broad area of subjects," she noted. At SCSU, she was a television production assistant and news director of "College and Community News," a weekly, half hour, live broadcast.

"The St. Cloud State journalism students prove to be versatile, enterprising, hardworking and unafraid to take on a challenge," Wiese said, adding that SCSU mass communications graduates have a definite advantage over graduates from other similar programs.

In 1976, when KROC-TV changed ownership, Wiese became news director of the newly formed KTTC-TV in Rochester. Since Rochester was within the range of Twin Cities TV stations, KTTC was competing against larger stations with larger staffs and more resources, she said. "We had to develop a product that had something to offer Rochester viewers, but at the same time we had to be competitive

**Wiese**

Continued on page 23



Being attentive to the world around her is paramount in Susan Wiese's job as general assignment reporter for WTCN-TV. "If they don't care what's going on around them, then they shouldn't go into journalism," she said, referring to journalists. Photo by Steve Stearns

## Challenge of one-man staff improves editor's skills

by Mitch Tollefson

"My job is actually quite lonely and scary," said Glen Santi, editor of the *Pine County Courier* in Sandstone, Minn.

"I do not have a staff, so I must do most of the writing and production of the newspaper myself," Santi said.

However, he feels that he is learning a great deal through such experience because he must perform many different tasks.

Santi, a St. Cloud State University (SCSU) mass communications major in public relations, was graduated fall 1980.

After graduation, he worked at several part-time jobs, including the operation of an ice Zamboni for an ice arena in Virginia, Minn. "I spent my nights driving in circles and my days searching for jobs," Santi said.

Santi started working as editor for the *Courier* June 1, 1981, he said.

He believes that this job will be an important steppingstone to greater things in the future. "This is a place where I can

prove myself, improve my writing skills and also get practical experience in many areas of newspaper skills," Santi said. "I will gain the experience and training I need at the *Courier*, and then I will eventually move on to bigger and better things."

The *Courier* is a small community newspaper published every Thursday, so duties fall more on a week-to-week basis than on a day-to-day basis, Santi said.

Santi designs and pastes-up his newspaper at the *Pine City Pioneer* offices, Pine City, Minn., because he has no facilities or equipment for production, he said. He also uses part of the *Pioneer's* composition staff for producing his newspaper because he has no such personnel, and the owner of *Pioneer* and *Courier* cannot afford more personnel, Santi said.

Final decisions as to what will go into each edition and how the newspaper will be designed are Santi's. He also writes most of the front page stories and sports stories, as well as others, because he has no reporters, Santi said.

However, the *Pioneer* and *Courier* do sometimes share stories because both serve the same county, he added.

"*Courier* gives Sandstone its identity and if it was not available to the public, the community would certainly miss it," Santi said.

He also takes photos, develops film, processes and screens prints, writes a weekly column and sometimes writes editorials.

His job never ends because he is on call 24 hours a day, seven days a week, he said. "News can and will happen any time of the day, so I am always prepared."

On the day he was interviewed, Santi typed his weekly column, developed two rolls of film, took photos of several dogs being inoculated and took shots of a building being torn down. He also visited with several advertising customers, studied past editions of *Courier*, interviewed two persons and talked with several others on the phone. "This was not a really busy day," Santi said, smiling.

One other person to help in gathering news and taking

photos, "would greatly help in improving *Courier's* coverage of news," he said.

"I try to judge the news in a way that will interest the people in the community, not just what I feel is news," Santi said. "I am not trying to be a public relations sheet, but I am trying to give the public what it wants to read."

Santi has also learned much about ad sales and preparation from working at the *Courier*, he said. "This is a very important part of a newspaper's revenue, so I am always busy trying to sell ads or get new customers."

"In a small community such as Sandstone, a newsman becomes involved with local people on a closer and friendlier basis than in a large city with a daily newspaper," Santi said. "Even ad customers seem more like friends than customers."

Santi now knows most people in town quite well and he may have coffee with several of them each day. But this sometimes poses a problem in reporting, he said.

"It is sometimes hard to publish incriminating information about a person in

the community, even though it is true and important to the public to know. You may meet that same person on the sidewalk the next day," Santi said.

In college, students learn the fundamental skills, but courses do not include experience with the politics and pressures of the job, Santi said. "Dealing with people on the street or with pressures of everyday conflicts is what I have especially gotten out of this job."

"If you miss your deadline out here, you might just as well kiss your job goodbye. Excuses will not help you out in the real world," Santi warned.

"I am trying to make the *Courier* more of a professional publication as well as improve my skills. I will move on when I feel that is accomplished," Santi said.

Santi shut off the lights in the office and slowly pulled the door shut, locking it for the day. "Well, that was a day in the life of a community newspaper editor," Santi said, grinning.



## Louise tempts instructor with offer of diversification

by Kim Kaul

"This is one of the first attempts that I know of around here to come up with a 16mm film to enter into a creative arts festival," Dick Hill said of *Louise*, one of his latest ventures.

Hill, a St. Cloud State University (SCSU) mass communications instructor, paused a moment before telling of his various projects. Once he had begun, however, he seldom hesitated.

*Louise* documents the life of a small-town call girl in the early 1900s who eventually commits suicide.

Hill is producing and directing the film, which features his wife, Constance, as Louise. People in theater, information media and mass communications disciplines are also helping with production as members of the cast and crew, he explained.

Various historical societies are assisting Hill in obtaining research and artifacts of the era in order to create a true depiction of the time, Hill said.

Props and costumes will be kept as authentic to the time period as possible, Hill explained. A coffin, constructed in 1900, was being used as a coffee table before it joined

the props list, Hill said, smiling as he explained its background.

The film will be filmed in black and white and sepia toned to further enhance its authenticity and give a feeling for the time period, according to Hill.

"We've been working on this for about a year," Hill said. All the shots have been set up, but filming has been delayed until spring so that foliage can provide cover for the signs of modernization, he explained.

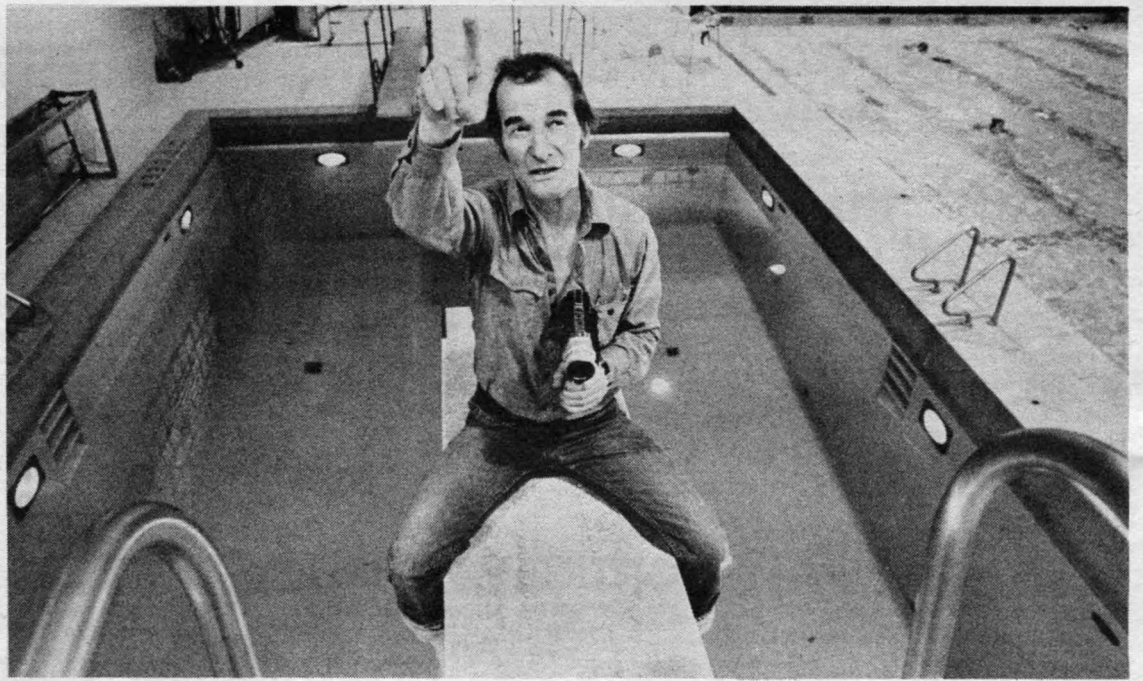
When the film is completed, it will be entered in a variety of film festivals. Film festivals are not meant to be contests, Hill emphasized.

"Eventually, we hope it goes to an international film festival," Hill said, shrugging his shoulders. "But that's pie-in-the-sky kind of stuff," he laughed.

Hill's areas of expertise are combined in his public relations work for Theatre L'Homme Dieu in Alexandria, Minn.

Hill has been acting, directing or doing technical work in theater almost every year since 1960, he said.

"Theater is at a point where audiences are hard to come by," Hill explained as he examined a broken camera he



Filming in unusual locations is a challenge for Dick Hill, mass communications instructor. Currently he

is producing a film which he eventually hopes to enter in an international film festival.

Photo by Steve Stearns

had been working on while talking. "PR (public relations) has become a very important element of theater," he said.

"Alexandria is a unique theater area. People used to spend more time at the resort, but now they spend less time there and don't have the time to do as much.

"My job is to see that it gets off the ground," Hill said of the theater's season.

Meanwhile, Hill is also co-authoring a photography textbook on high-contrast printing with R. John DeSanto, SCSU mass communications department chairman now on sabbatical leave in Africa.

"High-contrast printing," Hill explained, "is an in-

terpretative device to put something in its simplest form."

It takes an image and alters it with different background accents and features, putting that image into a variety of perspectives, he explained.

The photographs for the book are finished, Hill said, but it has not yet been completely written or accepted by a publisher.

One project, recently finished, started last spring as an assignment for an advanced cinematography class.

The city manager of Milaca was interested in attracting business and industry to the community's industrial park, Hill explained. As a result, "we made a 16mm film of the

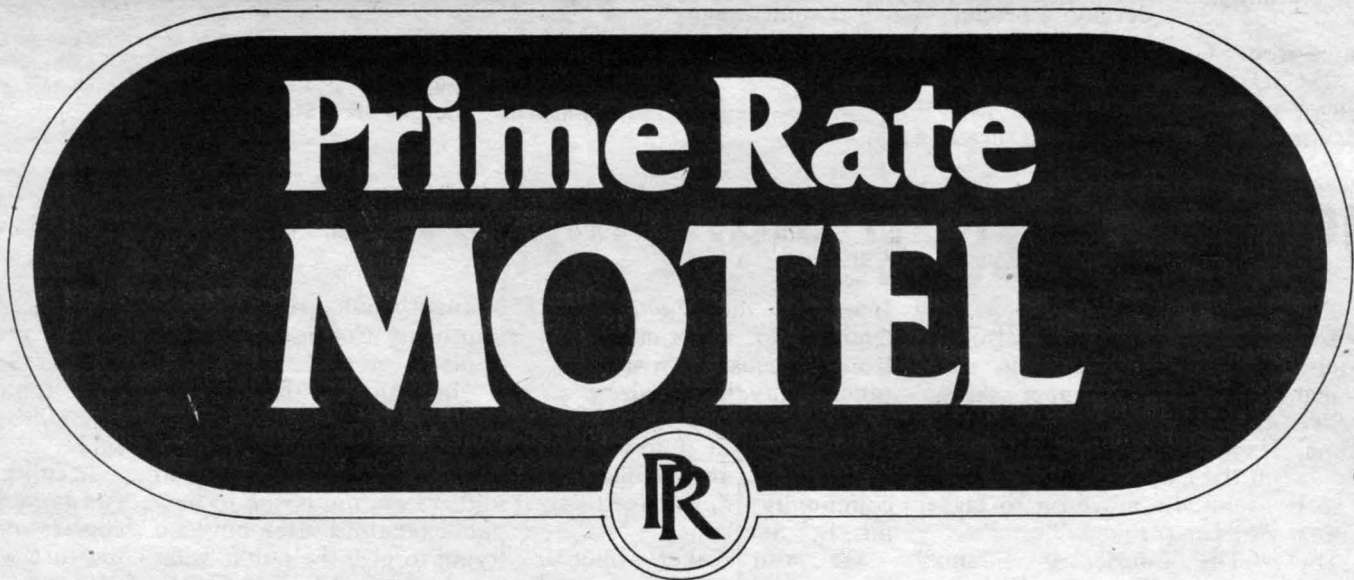
Milaca area for the purpose of attracting industry," he said.

Film was shot both in Milaca and Minneapolis, Hill explained, in order to compare small town to big city.

According to Hill, it is unusual for a town to use 16mm film to attract industry "It is a very expensive format," he explained.

Doing an actual project creates problems which are not confronted in class, Hill said. The biggest of these, he said, is giving the customer what he or she wants.

Despite the problems, it was a unique learning experience for the class, Hill concluded. "They probably learned more than they really wanted to," he said.



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Panel explores fine line between public relations, flak

## Press, PR practitioners present pet peeves, praise

by Bev Trenda

Deciding what separates fine public relations from flak is not a clear-cut issue, but participants at the "Paper Chase" Media Day panel attempted to uncloud the dispute by sharing their opinions.

The panel began with a request from the panel moderator, Susan Mackert, co-owner of Media Market, Sauk Rapids, to define public relations.

Reid Johnson, news director for WCCO-TV, Minneapolis, believes being honest, open, hardworking and creative are necessary characteristics for a public relations professional.

It is important to educate public relations people as to the process of the press, Johnson explained, so that they will not flood the media with stories. It is equally important that the individual be able to level with the press when they do or do not have a story, Johnson added.

For an agency professional, public

relations is communications with some very defined publics, according to Paula Baldwin, account executive at Brum & Anderson.

Clear, concise, accurate and complete communication is how Will Shapiro, public relations specialist in the corporate media relations department at 3M, describes public relations. Being open and responsive includes telling the good news with the bad, Shapiro said, adding that if one can bring together the facts and present them, they will be respected in the field. "I think the day of 'no comment' is long past," he concluded.

So, assuming that some comments are better than none, what can public relations practitioners do to make certain their news releases do not end up in the wastebasket?

A phone call alerting assignment people of a coming release is very helpful, Johnson said. The release itself should have all the salient facts correct, a capsulization about the

intent or topic and a boatload of contact numbers for further information, he explained. The more creative and eye-catching a release is, the better it is, Johnson added.

Of course, not all releases are guaranteed to be used, Johnson warned, since newsworthiness is a judgment call on the editor's part in determining what will be valuable to viewers on a particular day.

Baldwin vouched for that, explaining that the day Ronald Reagan was shot news priorities destroyed a client's coverage.

"That is the kind of Russian roulette game you will encounter in this business, but hopefully we are becoming more empathic to each other's role," she concluded.

"Public relations has changed — between practitioners and local media, it is both parties working together," Mackert said.

A public relations person could be compared to a used car salesman,

Baldwin said, explaining that a lot of times when dealing with the media, if they don't like one angle, she tries to sell them on another.

It is self-defeating to play favorites with the media, Shapiro said. Mackert added that it is also very important to have one-to-one relationships with the medium.

Representing the newperson's side of the story, Johnson interprets the relationship with public relations people on the whole as guarded, and he asks himself why this person is seeking attention. "Some practitioners are downright hostile, where others you deal with, you know you won't get a con job," he said.

So why would anyone want to be in public relations knowing what they are up against? Johnson gave the interested audience incentive by affirming society's need for public relations practitioners. "The skill, when used correctly, is a very valuable tool in America," he concluded.

## Home computers flash signal for press: solid future not certain for newspapers

by John L. Pepper

In the blue-sky vision of the home computer, Ted Frederickson said, "it will do almost everything but babysit."

Frederickson, a journalist, lawyer and educator from Kansas, was part of a large panel which discussed the future of mass media in society.

"To Our Children's Children" was the panel's title, and almost all of the panelists believed future generations would be served by a media industry very different from today's.

The home computer is already becoming a part of that industry. But, Frederickson asked, "can you take it on the bus, can you take it to the bathroom?"

It is difficult, if not impossible, to predict accurately future information technology, and at least one of the panel members believed that dramatic developments will not sweep traditional

media out of the picture.

Don Casey, editor of the *St. Cloud Daily Times*, said he is convinced that people will continue to get information the traditional way, "ink on paper." Efficiency in transmission gives the electronic media an advantage, Casey said, but efficiency in perception gives the newspaper an edge.

Holding up a brittle, browning, first edition of *The Monticello Times*, publisher Donald Q. Smith said that for 125 years, reporters have covered news the same way. In that time, his newspaper's copy has made the transition from stories on pioneer-carrying river boats to nuclear power plant leaks.

"I have the distinct impression an era is passing," Smith said.

The new technology is a big story, said media attorney Pat Hirl, and "one which isn't being covered because reporters don't understand the technology." It will have more impact on media consumers'

lives — than anything except possibly nuclear war, she said.

If newspapers are to die out, questions remain about the nature of what will replace them. If newspapers go on to cable, do they stop being newspapers entitled to First Amendment protection, Hirl asked, or do they come under the regulations of the Federal Communications Commission?

The subject of cable television provoked most discussion, as several of the panelists were concerned about the method of its introduction to the Twin Cities. Should it be government owned, privately owned and/or privately managed? Who should regulate it, how and why? Is the advent of satellite to rooftop reception already making cable dated?

Fear of the unknown can be debilitating, Andy Hilger said. Hilger, owner of St. Cloud's WJON-AM and WWJO-FM radio stations, doesn't seem

### Good Continued from page 17

use of hidden mikes and recorders," he said. "And, not understand that there is a limited amount of information we can give out." Acknowledging the importance of print media for detail, Sue Wiese, news reporter, WTCN-TV, stresses television as the emotional medium.

"What television does best is to convey feelings and emotions," Wiese said. "Where we don't work best is in what we don't have time to say."

Citing an example of the limitations placed on the time restrictions of reporting the news, she said, "think of it as if you brought in the story of the Ten Commandments and your editor said, 'Give me the most important three.'"

More time should be given to conveying complex stories on television, Wiese concluded. "Only through expanded versions can we report on something less than out of context."

Although there were no clear cut, black and white answers to the criticisms by the panelists, there are black and white questions that continue to be discussed.

Delusion is the third element Rigert believes media needs to exercise greater control over "We have this great move to correct our mistakes and confess our errors," Rigert said. "We get the facts straight but we miss the story."

"There is something wrong in everything we do," Charles Grafft said, recognizing both sides of the media issue.

"There are times when stories and rumors come out that hurt and destroy innocent people," Charlie Grafft, Stearns County sheriff said.

"Sometimes I don't think the press realizes their responsibility to the public," Grafft said. "In all the stories that break out of our offices,

some newspaper reporters do not understand that there is a limited amount of information we can give out."

Acknowledging the importance of print media for detail, Sue Wiese, news reporter, WTCN-TV, stresses television as the emotional medium.

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# Counting penguins

*Lost sleep rewards PRSSA Munsingwear case study competitors*

by Caroline K. Hopfner

Some people may have visions of sheep when they sleep, but for five public relations students, visions of penguins would be more appropriate.

For approximately two months, five Public Relations Student Society of America (PRSSA) case study competition members worked furiously researching and creating communication plans for the Minneapolis-based Munsingwear plant, which uses a penguin as its logo. The efforts paid off when the organization captured first place in Midwest PRSSA district competition.

Every PRSSA chapter nationwide was eligible to compete in the second annual case study competition. All chapters were given the same case study, which this year centered on closing of the Munsingwear plant in Minneapolis. Several plants nationwide had previously closed due to such factors as poor structural design, outdated equipment and exorbitant energy costs.

Participants were to effectively determine how, when and to whom communications would take place once the decision was made to close the Munsingwear plant. The closing would permanently displace 400 union employees.

The members, including Stacy Bain, Sue Boleen, Kim Kaul, Shawn McKean and Bev Trenda, worked from mid-January until the competition deadline March 26. Bain served as coordinator and organizer of the group's efforts.

A myriad of sources were used including both on- and off-campus professional contacts. All efforts were based upon the four-step public relations formula: research, action, communication and evaluation.

**“The one thing that was very surprising was the extent that Munsingwear could hush this thing up”**

“The first three to four weeks we were mainly trying to research and get in touch with people, call people, contact people,” Boleen said. “We really didn't get into specifics until we were two weeks into it and thought ‘hey, we've got to get going on the actual four-step process.’”

If anything, the competition teaches members the four-step process backwards, forwards and inside out, according to Trenda. “You are forced to look at a problem like this from every single angle.”

Although members may have initially thought they had an advantage in the competition, considering that the Munsingwear plant is located in Minnesota, the group quickly found out it was not true.

Most of the research was done over the phone, and a person would quickly find out how little information people would give, Trenda said. Munsingwear officials apparently contacted numerous statewide sources warning them not to divulge certain information when competition members would call.

“The one thing that was very sur-



PRSSA members gathered together one more time at the office that became home during the final weeks of the case study preparation. Sue Boleen, Kim Kaul, Bev Trenda, Stacy Bain and

Shawn McKean formed the team that won the district competition. Photo by Steve Stearns.

prising was the extent that Munsingwear could hush this thing up,” McKean said.

The group was not supposed to know what was really happening inside Munsingwear regarding the building's closing, Trenda explained. “It was kind of a secret. We were supposed to take the situation and say ‘what would we do?’ That's why when some people found out how much information we had, they were really surprised.”

Time devoted to the competition cut into the members' free time and academics.

“The bulk of cutting into free time came during the end, coming back from spring break,” Bain said.

For several consecutive days in March during the first week of spring quarter classes, the group worked from early in the morning until late at night, Bain added.

“Let's just say we didn't go to our first week of classes,” Trenda laughed. “You learn how easy it is to become a workaholic.”

“A lot of things you do in class you do individually,” Bain said. “This was a group effort, learning when you're getting too much on each other's necks, knowing when to back off, knowing when to say ‘hey, let's go get a sandwich’ or when to let down the tears.”

In effectively handling a major plant closing, the group developed a comprehensive campaign that included definition of specific publics that the company serves, such as employees and customers; a timetable for action to be implemented at the company;

what the company had already established for communications flow; and how to effectively use all the departments at Munsingwear.

Several communication tools were designed including a rumor hotline for employees, a suggestion box, a newsletter and a job outplacement program.

The total campaign equaled \$10 per employee, or a total of just under \$4,000, according to Kaul.

Besides a detailed written report, the case study was videotaped to eliminate traveling expenses for presenting teams. To ensure unbiased judging, district competitions were judged by professionals in another district. Midwest entries were judged in the Mid-Atlantic district in New Jersey.

Things looked grim when the initial March 23 deadline was fast approaching and a film editing machine suddenly broke. Equipped with \$30, a car with a full tank of gasoline and a bag of salt, all borrowed from a friend, Boleen volunteered her television expertise and drove to Bemidji State University the night of March 22 to

edit the videotape.

What Boleen did not know at the time was that the others received a letter in the mail explaining the competition deadline had been extended for an additional three days, until March 26.

But with the editing, researching,

planning and waiting for the results done, the time to evaluate came for the members.

“I know now that if I ever come up against a public relations problem, I'm going to come up with ideas that I wouldn't have thought of before. There will be things that I'm going to have to put into a program that wouldn't have even crossed my mind, but crossed the mind of one of these people,” Kaul said.

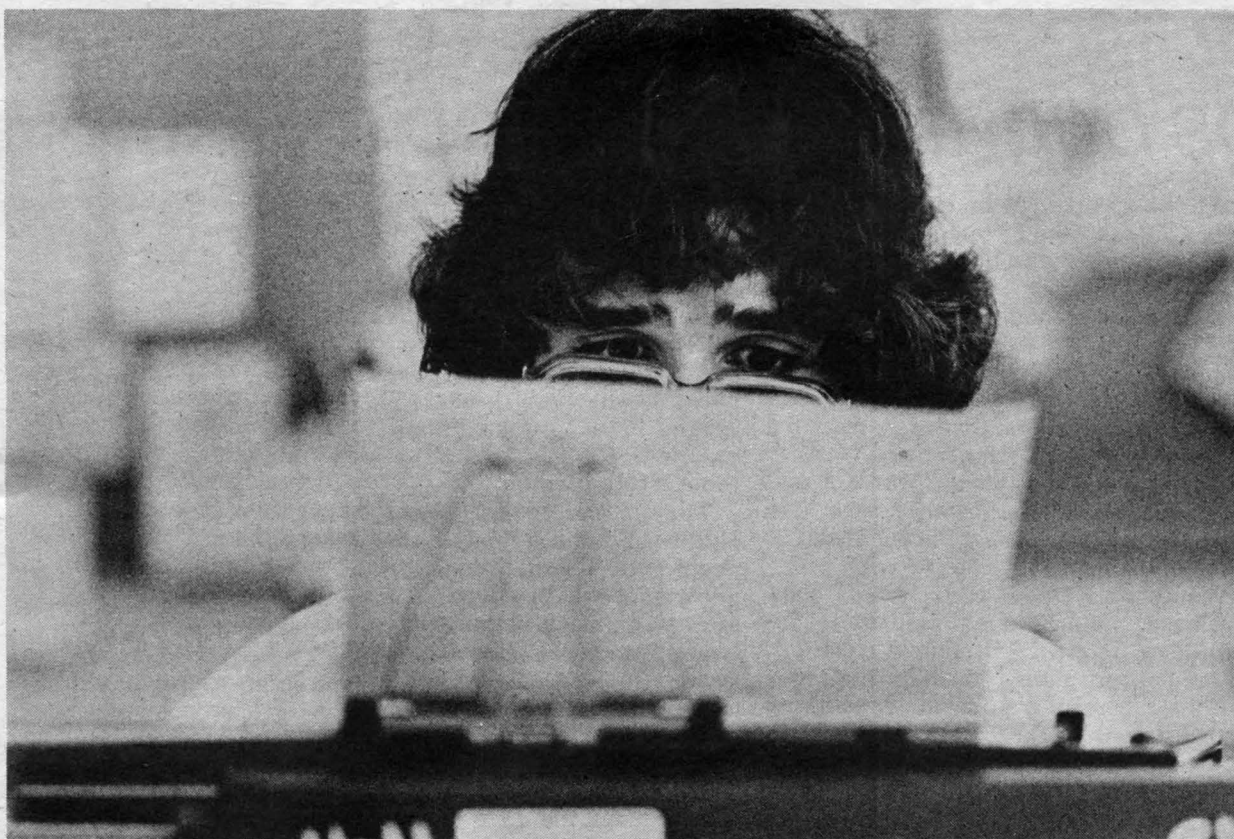
“I think that the biggest satisfaction is taking something which is very vague and doing something with it,” Trenda said. “We were constantly thinking ‘what aren't we doing?’ because the case study problem was so vague. It was wide open to anything. A lot of questions could not be answered by contacts. They would repeatedly say ‘I'm sorry but I can't answer that.’”

As district winners, team members will be given Munsingwear products and a plaque for the chapter. Although the award-winning district entry competed in national competition, the group did not win or place.

**“A lot of questions could not be answered by contacts. They would repeatedly say ‘I'm sorry but I can't answer that’”**

“Our case study team worked diligently to exhaust all efforts and resources to compile a professional case report,” Bain said. “The chapter won the district competition and represented the Midwest in the nationals — that's significant!”





## Starting young

Concentration and accuracy under deadline pressure made the winning combination for Jim Kunesch, a student from Sartell High School, in this year's high school newswriting contest. The contest was part of the SCSU student chapter of SPJ,SDX's annual High School Mark of Excellence Day. Kunesch competed against other area high school students in writing a news story from a set of given facts.

Photo by Steve Stearns

## Wiese Continued from page 19

with Twin Cities stations," Wiese said.

In June of 1981, Wiese began work at WTCN-TV as a general assignment reporter. Now she also reports on medicine, health and lifestyles. In addition, she periodically anchors the weekend newscasts.

What Wiese likes the most about her job is the opportunity it presents to learn about the world every day. "I like learning. Being a reporter every day opens your eyes to a whole new aspect that you see first hand," she said. "At the end of a day I've learned whole lot more about a given subject that I knew nothing about the day before."

Wiese believes her biggest challenge on the job is gathering information and deciding what the audience needs to know. This task involves being an interpreter and purveyor of information for the average person, she said. "And that's the difficult part, too, because you can't be comprehensive in television news. You have to give a very accurate impression of what goes on," she said.

The news must be written so that the person watching it "gets it the first time," she said. "You have to make the

complex seem simple."

The Midwest news environment is a serious one, Wiese said. "People in the Midwest take themselves too seriously, and they take their news seriously," she said. "But that's the right environment for me to work in. I'm a Midwesterner, I like being from the Midwest."

Television journalism in the Twin Cities is not as sensational as Chicago news or East Coast news, she said. "We're not a blood-and-guts news environment," she said.

Twin Citians are concerned with people's ideas and problems, she said. While she acknowledges that the Twin Cities are not free of crime and corruption, she added that this type of news does not have to occupy an entire newscast in this market.

To be successful in any news market, journalists must have a curiosity for the world about them, she said. "If they don't care what's going on around them, then they shouldn't go into journalism."

It is essential for the journalist to be excited about people, Wiese believes. "That's what news is about. It's about people, and what they do and what they think."

## Lorentz Continued from page 18

Blended with this confidence is the realization that photojournalism is hard work. "What you put into your work assignment you will get back," she said.

She recalled some difficult assignments, including her coverage of a couple searching through the wreckage of their demolished house in St. Cloud. "It was a hard situation. I didn't want to intrude on these people. This was a very private moment, but at the same time there was something there to show people," she said.

"She (the wife) would talk to me, in fact, 'Here's my kid's baby spoon,' and then she would start to cry. I was someone for her to bounce her thoughts off of," Lorentz recalled. "I don't want to

intrude on somebody's privacy, but at the same time I want to show people that there are feelings out there," she said. "I think people want to see that, too."

Generally, getting people to relax in front of the camera is not a problem for Lorentz, she said, adding that getting people to relax usually results in a better photo. She said she tries to avoid staging photos yet sometimes it is unavoidable. But if the photographer's imagination is used, even a staged photo can be a good photo, she said.

"When I get to see things first and get a chance to show other people what is happening. I like that," Lorentz said. "I like to be out shooting, covering events rather than in the darkroom,"

she said. But on a cold, rainy day, she said, it is nice to work in the darkroom.

Lorentz appreciates criticism, she said. She also respects the opinions of Mike Knaak, the photo editor at the *Times*. "I've always felt I could take his criticism. I like how he handles his photo staff; He's a good manager." But she pointed out that few photojournalists will stay at a newspaper that always negatively criticizes the photographer's work. That is not the situation for her at the *Times*, Lorentz said.

Lorentz likes her work at the *Times*, she said, but is excited about the challenge that awaits her in North Dakota.

## Vadnie Continued from page 2

After personal interviews, Vadnie was offered the position as an assistant professor.

"I had an extremely high amount of support from the students," Vadnie said, adding that a petition had been started among some students in support of his application for the job.

Vadnie has negotiated with the department to continue to teach beginning reporting and mass communications law. Also mentioned in the negotiations was his desire to continue a "modest practice of law on the side," he said.

"If I don't practice somewhere I'll get stale," Vadnie explained. The other

mass communications faculty have positive feelings about his law practice, he added.

And Vadnie plans to stay at SCSU for a while. "My job is what I have to do," he said. "I've committed myself to moving to St. Cloud — Minnesota — permanently; to this area permanently."



### MNF's Mission

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# Professionals' tips brighten cloudy job market

by Danith Clausen

As the economy pushes job openings in some fields close to the endangered species list, mass communications graduates searching for employment will find a steady increase in available jobs throughout the 1980s.

That is the good news. The bad news is that with new graduates flooding the market every year and with unemployment matching a post-World War II high of 9 percent, competition for these positions will be keen. Knowing what employers look for when evaluating job applicants could make the difference between employment and unemployment.

"Formal training is essential," said Elmer Andersen, owner of the *Milaca County Times*, the *Princeton Union Eagle* and the newly-purchased *Sherburne County Star News*. Andersen reviews an applicant's college transcript for the specific courses taken and for grades. He wants employees who have learned the necessary skills and who understand the technology of the business.

But skills are not the only consideration. Andersen also thinks it is important for a person in mass communications "to get a broad

cultural background and to be aware of what is going on in the world," he said. He likes to see an applicant with a knowledge of current affairs and with a balance between the technical and the liberal arts. This provides a frame of reference that is far more valuable in mass communications than in other areas, he believes.

Andersen expressed an interest in the applicant's goals, stressing the importance of having a plan to achieve them. "I look for attitude, enthusiasm, purpose," he said.

Don Casey, editor of the *St. Cloud Daily Times*, looks for applicants with outstanding records on school publications or proof of successful internships. He also wants an employee who shows less tangible qualities — intelligence, an inquisitive mind and the ability to get along with people.

"If you're a reporter, you have to get along with the people you're interviewing. If you're obnoxious, who's going to talk to you?" Pam Thein, editor of the *Osakis Review*, asked, expressing a similar attitude.

Thein's definition of a good employee is a person who is "honest, very honest, very, very honest." In her opinion a

worker who is talented and thorough, but who cannot be trusted to be accurate, is of no value.

In public relations, the ability to write in a variety of styles is a necessity, according to Carol Kerner, director of public relations for the First Bank of Minneapolis.

Being able to speak well and to read a balance sheet can also put an applicant ahead of other job seekers.

Kerner feels mass communications graduates interested in public relations positions too often think they are only going to be working on the image of an organization, and they ignore its financial goals. She believes public relations people should view each department

as a profit center and should understand how the centers function and what they are trying to achieve.

Not every organization is willing to take a chance on new graduates. Some applicants will find themselves caught in a no-job-without-experience, no-experience-without-a-job situation.

*Twin Cities* editor John Hodowanic said he only hires people with experience. "I know that's a problem," he said. "Our magazine just isn't large enough to have entry level positions." When he is looking for employees, he wants people who get excited about where they work and who can feel they own a part of the magazine by working there, he said.

In contrast, other organizations look for new graduates to fill positions. Mary T. Carlson, associate publisher of the *Waconia Patriot* and a member of the Minnesota Newspaper Association's Education Committee, prefers to hire people with only college experience so "we can mold them to what we need," she said. She looks for applicants with an understanding of the role advertising plays in the newspaper business.

Competition for any job will be high during the 1980s. But for mass communications graduates with the skills and personalities employers seek, job hunting could be more good news than bad news.

## Duma Continued from page 17

He stressed the importance of the First Amendment as an available tool for journalists. "Use freedom of expression as a weapon to fight against evil," he urged. "The freedom you enjoy in this country is something we are still fighting for in my country."

Seeking the truth can mean imprisonment, solitary confinement, torture and ostracism for journalists in South Africa, according to Duma.

For writing a series of stories that gave the names of people killed by the police in an uprising, Duma was "targeted by the police as a dangerous element in society," he said. This illustrates that the South African government perceives freedom of expression as a threat to their establishment, Duma said. Regulating the press is simply a means of insuring government control.

Although Duma recognized the significant role the media play in the United States, he warned against blowing television personalities out of proportion. "Journalists should see themselves as humble watchdogs of society — not celebrities," he said.

"Fight for the people's right to be informed about what is going on in their country," Duma urged. "Don't take freedom of expression for granted."

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Concentration on the four-step public relations process with first week emphasis on media relations followed by a second week of projects in practical application: daily 9:15 a.m.-2:15 p.m. and arranged, 4 credits.

### Television Journalism July 19-August 20

Production of television news programs and documentaries, plus work with commercial and public relations television spots through utilization of all skills, knowledge and techniques necessary for broadcast: daily 9:15 a.m.-10:45 a.m., 2 credits., or 9:15 a.m.-12:30 p.m., 4 credits.

### Print Journalism July 19-August 20

Intensive instruction and comprehensive experience in publication production from planning through verbal and graphic preparation to design, typesetting and keylining: daily 12:45 p.m.-2:15 p.m., 2 credits., or 12:45 p.m.-3:15 p.m., 4 credits.

Fees vary with workshops. For registration or information, contact:  
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