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Inside Journalism

Columbia College Chicago

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INSIDE JOURNALISM

JANUARY 1989

A Newsletter Published by the Journalism Department of Columbia College

WEISMAN FUND ENDOWS JOURNALISM LIBRARY

A unique journalism center, in which the spirit of Chicago journalism will be brought to life through literature and lectures, archives and artifacts, has been created at Columbia's library through the generosity of the Al Weisman family. Designed to instruct, inform and inspire, it is dedicated to the spirit of the man for whom it is named.

Albert P. Weisman, or Al, was a PR and ad man and a legend in the journalism community. As part of the love affair between him and Chicago, he created the Wellington Oakdale Old Glory Marching Society (WOOGMS), which sponsored a parade enjoyed by northsiders twice a year. Al's son Tony has continued this festive occasion in his father's memory.

Al was a CC trustee and teacher renowned for his commitment to his students. His colleagues established in his memory the annual Chicago Communications luncheon, proceeds of which are used to assist Columbia students in various communications fields. This takes the form each year of Project Completion Grants designed to help students finish independent enterprises in such areas as photography, film, video, journalism, advertising, PR, broadcast and publishing.

This fund was augmented by a bequest of \$200,000, left in Al's memory, by his father-in-law, Ed Eichengreen, who died in 1986.

"The income from the money will be split, half to the communications scholarship fund and half to the journalism center," explains Connie Zonka, head of the college relations department at Columbia.

Weisman family members and school officials agree the Weisman Center will be more than a study room.

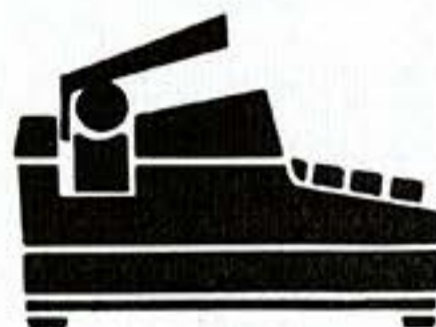
Plans call for speakers' programs, professional seminars and a collection of artifacts which will trace the history of Chicago journalism.

"We want it to be a center of vitality," says Tony Weisman, "a place that is as vital and dynamic as my father was."

"The advisory board will play an important part in capturing that spark," says Tony, "and will take an active part in the programming and activities of the center."

Members of the board include, Robin Robinson Brantley, Fox/WFLD-TV; Bill Newman, Chicago Sun-Times; Clarence Page, Chicago Tribune; Herman Kogan, distinguished author and newsman emeritus; several CC administrative and faculty members; and three former recipients of Weisman scholarships. Joan Lufrano, Tony, and Al's widow, Ann, will represent the Chicago Communications Committee.

A completion date for the library has not been set, but according to Mike Alexandroff, president of CC, late spring seems likely. —Debra Matei



JOURNALISM STUDENT WINS STATE SCHOLARSHIP

Senior journalism major, Bonnie Booth, was one of 55 students from each of the four-year degree-granting institutions of higher learning in Illinois to win a prestigious Student Laureate Award from the Lincoln Academy of Illinois.

Each recipient was awarded a Lincoln Academy Certificate by Governor Thompson during a special ceremony held at the Illinois State Capitol in Springfield on November 12.



Winner Booth poses with Governor Thompson and wife Jayne.

"It's a great honor because there's no other real system of recognition where you can compare yourself with other students," Bonnie says.

Each year, the Lincoln Academy requests that one Columbia College senior be selected from a specific department to represent the school.

This year was the journalism department's turn, and Bonnie was chosen over all journalism seniors by a department committee because of her excellent 3.8 GPA and her impressive extracurricular journalism activities.

Besides interning at the *Chicago Reporter*, Bonnie has had work published in the *St. Louis Chronicle*, and the *Columbia Chronicle*, and was also the first journalism tutor at Columbia.

But the long road to recognition has been anything but smooth for Bonnie, who took a four-year hiatus from college (to work in an office) before deciding to once again pack up her school bag and head to Columbia to pursue her dream of becoming a top-notch journalist.

Bluntly speaking, Bonnie was fed up with her nine-to-five style. "I was tired of filing and working in an office all day," she explains. "I wanted to go back to school and accomplish something."

Now, less than two years later, it's obvious Bonnie has accomplished much more than just something.

—Jeff Copeland

LEARN FROM LIFE

...while studying abroad

Earn a grade while you picnic on wine and cheese in the shadow of the Eiffel Tower. . .or while you nibble on a pizza under the leaning tower of Pisa. These are just a couple of the benefits of an overseas fellowship. In addition

to France and Italy, they're also available in Germany, Ireland, Great Britain, Switzerland and elsewhere.

The American Institute for Foreign Study (AIFS) provides programs in journalism, communications, and other majors, allowing students to experience other cultures without taking time away from their studies.

Esther Ruskin is the foreign study advisor for Columbia College and she, herself, has lived in London for two years and traveled to nearly all the major countries in the world. Esther says an internship abroad demonstrates to future employers that the student is mature and independent. The experience also gives a student insight into another country: learning about its government, its citizens and its culture.



Art Plotnik's Introduction to Magazine Editing provides a variety of experiences for aspiring editors. Here, students are taught how to handle a camera, a useful skill in many magazine assignments. Photographer Shirley Henderson is instructed to persuade subject Carla Jones to face the camera in a candid pose. Note the surprise on Carla's face. But don't be fooled by her expression. Both students know exactly what they are doing.

This knowledge can be especially helpful in the life of a roving reporter.

The overseas credits are transferable to Columbia but each program must be considered individually. The cost also varies, depending on which type of internship is chosen. Financial aid may be utilized by students who are eligible for it normally.

But before you start packing, buying tourism books and applying for a passport, stop by the academic advising office, main building, Room 609 and see Esther. Or call ext. 145 for more information. —Mary Fleming

TV PRODUCER STIMULATES CC CLASS

It wasn't your typical television news conference; there were no cameras, no special lights, no microphones, and almost nothing else you'd find at a news conference—not even professional reporters.

But there were several student reporters busily scribbling notes for the mock press conference given January 4th in Renee Ferguson's TV News Writing class. The guest was Danice Kern, executive producer of the three early (4, 4:30, 5 pm) broadcasts at Channel Five (WMAQ) News. Danice, who works with anchor Renee,

was invited to visit the class of broadcast journalism students and offer insight into this field. The class then wrote stories—complete with sound bites—as their assignments.

More valuable than homework, however, was the experience offered by Danice, 35, a tough, seasoned administrator who has reached the top ranks of a very competitive field.

As executive producer, Danice coordinates stories, decides

which one gets used, why, who tells it, and where it takes place. She also controls budgets.

"If you are in television journalism for looks, for money or for glamor, you are in it for the wrong reasons," she states flatly. "You should be going into it because you believe in journalism, not because you want to be on television."

While this statement may not be a revelation, it did give students something to ponder. Kathleen Flinn, a print journalism major, says Danice made her believe, contrary to her previous

opinion, that at least some people in television are in it for the news, not just the glamor.

Danice's many insights result from having worked on both sides of the camera. She spent several years as an anchor and on-air reporter at various NBC affiliates. She also worked for five years as an investigative reporter for NBC in Kansas City before she came to Chicago. "I chose the production end because I wanted to be behind the scenes," she says. "I didn't want anyone telling me how to wear my hair or put on my makeup or which functions to appear at. Having my face on a billboard doesn't mean that much to me. I want to do journalism."

Danice worries about the future of television and doesn't hesitate to say it. "Downsizing, massive layoffs. . . all these things are being done to make journalism a profitable business. I don't like to see a story strangled by the bottom line. Journalism shouldn't be money-driven but in reality it is."

Despite those realities, Danice is optimistic about news coverage and says students can help it to improve. "Don't settle for mediocrity," she advises. "Sometimes you have to live with it, but don't ever accept it."

—Brenda Herrmann

MINORITY NETWORK

You can schmooz with the pros

The American Society of Newspaper Editors (ASNE) is offering students a chance to learn from the pros through a nationwide Minority Professional-in-Residence program.

This plan encourages journalists to visit Columbia College for periods of one to three days. The journalist may speak to classes, critique the college newspaper, talk about career opportunities in the newspaper field, or conduct informal sessions with small groups of students. Although recruiting is not a major purpose of the visit, the program does create valuable contacts between the newspaper, the professional and the college.

Some of the professionals interested in visiting CC are connected with the **Herald and Review** in Decatur, the **Pekin Daily Times** and the **Rockford Register Star**. All of these papers are located in Illinois.

A visit from any of these offers the

GETTING INVOLVED

Let's bring Women in Communications to CC

Columbia students, of either gender, will soon have a chance to participate in a major career conference sponsored by Women In Communications, Inc. (WICI). Students can learn more about this exciting event by attending a meeting on February 27, when representatives from WICI will be present to discuss the benefits of starting a chapter at Columbia.

WICI is an umbrella group that covers all aspects of communications and provides a network of support for its members. Not only will it look good on a J-student's resume, but it gives students the advantage of being able to meet professionals in their areas of interest.

This setting promotes networking for internships, scholarships, guidance and jobs. "Students usually don't have a great deal of experience and this group can be a catalyst for them to gain entry into the job market," says Norma Green, CC instructor, WICI member and past president of the Chicago Chapter. "Women In Communications offers student members the chance to develop leadership skills, to learn how to work in groups, to become familiar with public speaking and to take creative risks in a non-threatening environment."

The members of WICI, a national organization, are professionals who come not just from the journalism field, but also from advertising, communication education, film, magazines, public relations, publishing, radio, technical writing and television.

"It was founded in 1909 at Seattle's University of Washington, by a group of college-based women who wanted to be affiliated in the media, since the Society of Professional Journalists was then closed to women," Norma explains. Today, WICI'S name is something of a misnomer, since it has been open to both sexes since the early 70s.

In March, the organization will sponsor its Annual Career Conference, a two-day program that will include seminars, workshops and panel discussions with journalism and communications professionals.

If WICI sounds right for you, be sure to mark the February 27 meeting on your calendar. For more information about the place and time, contact J-department instructor Carolyn Hulse at ext. 426. —Mary Fleming

chance to hear the views of various minority professionals working in different markets, some of which are receptive to employing Columbia graduates. The Rockford market, for example, is the second largest in the state and is close to Chicago.

If you would like to meet some of these journalists, or if you are faculty and would like to invite one to appear in your class, please leave a note in the journalism department office.

ASNE is also offering a Minority Conference and Job Fair. The meetings will bring editors and minority students together to discuss career opportunities at daily newspapers. The conference for the Midwest area will be held February 2-4, in Columbia, Mo. Participation in the conference is limited to minority students. For more information contact Mary Bullard-Johnson, **The Missourian**, P.O. Box 917,

Columbia, MO. 65205 (314-442-3161). —Dan Gilio

STUDENT SPOTLIGHT

Kelli Kirkpatrick is sitting in her Monday morning class. She looks wide awake compared to some of the sleepy-eyed students. The teacher asks a question about writing and its relation to reality. Kelli's hand shoots up.

"How do you define reality?" she demands, as several students begin thumbing frantically through their pocket dictionaries.

Kelli is capable of stopping an instructor cold. She's always there, in the front row, and she always has a pertinent—or impertinent—comment: the Sam Donaldson of Columbia College. "But with nicer lips," she protests.

But in addition to her iconoclastic

CHOICE SCHOLARSHIPS AVAILABLE

You could be the lucky recipient of \$1,000. No, it's not another Publisher's Clearing House Sweepstakes—the odds of winning this are much better.

The National Association of Hispanic Journalists (NAHJ) recently announced its 1989 scholarship program. The NAHJ was established in April 1984 to focus on the achievements of Hispanic journalists and to cultivate their employment in the news media. Applicants need not be Hispanic, but they must be able to write an essay describing the relationship between Hispanic Americans and the press.

This year the organization will award as much as \$4,000 in scholarships with grants ranging from \$250 to \$1,000 for college undergraduates majoring in print or broadcast journalism, or for students majoring in other areas who can demonstrate a strong interest in pursuing a career in journalism.

The most notable award, the Mark Zambrano scholarship, was established by the Chicago Tribune and NAHJ in memory of the Tribune reporter who died in March 1987 at the age of 27. This \$1,000 scholarship is awarded to graduate and undergraduate students.

To qualify for these scholarships, you must: demonstrate financial need, provide proof of scholastic achievement and submit the essay described earlier.

Interested students must act quickly, because the deadline for entry is February 15, 1989. Pick up your application in the journalism department from Bobbi Rathert.

—Crystal Downs

and idiosyncratic views, she's recognized for her good grades and other accomplishments—among them, a productive stint as a J-department workaide, where she keeps her eyes wide open and opens her mentors' eyes with some of her opinions.

Kelli came to Columbia last year with a strong background in religion and three years of public and interpersonal communications at Purdue University.

She demonstrates her devotion to the church by writing for religious publica-



tions—like the United Methodist Communications, for which she interned extensively. "The Methodist Church is more liberal than other protestant denominations," she says. "I like it because of its concern for social issues such as apartheid." Kelly attends the United Church of the Medical Center in Chicago. "Our church does a lot of special work in the Philippines," she comments, adding that this has special meaning for her because she is of Asian descent, despite her Irish surname.

Although Kelli is an adopted child, she knows that she is part Pakistani. This qualifies her as an Asian and Kelli has earned several minority scholarships including the Leonard Perryman award and the Chicago Tribune internship stipend.

Currently, Kelli works as an intern at the City of Chicago Department of Cultural Affairs. "I write position papers to increase city funding in the poor communities and to help fund minority artists, among other things."

She has also freelanced various articles for Chicago Lawyer and is a Fischetti Scholarship recipient.

Kelli is interested in politics and uses her internship as a way to find out more about the games politicians play. "I don't support Sawyer's policies," she

says flatly, "even though I work for him."

From her internship experiences, she has learned that PR can make or break a reputation. Kelli states that Columbia is a good school but needs better PR for its departments. "Columbia students aren't here because they couldn't get into Northwestern. They are here because they like the environment. We have smaller classes and we get special attention. Graduates aren't mass produced here."

Kelli enjoys the freedom of the school but says even that could be expanded. "Some of the faculty need to be more open-minded. They aren't open to a new journalism."

After graduation in June, Kelli is looking forward to graduate school to give her the finishing touches on her journalism education. "Eventually, I'd like to get involved in international affairs reporting," she says.

But first, can someone define reality for her?

—Brenda Herrmann

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