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Columbia College Chicago

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APRIL **INSIDE** 1994
JOURNALISM

A Newsletter Published by the Journalism Department of Columbia College

PLAYBOY TIPS HAT TO COLUMBIA

Senior Omar Castillo was recently recognized for his outstanding achievement in the journalism program and has been named as the recipient of the 1993 Playboy Fellowship in Magazine Journalism.

Castillo began his studies at Columbia intent on pursuing a career in artistic photography. After a meeting with *Sun-Times* photographer John H. White and enrolling in his class, he switched his major to photojournalism. During the past two years Omar has developed a keen interest and skill in desktop publishing. He hopes to pursue a career in desktop pub-

lishing by opening his own business or teaching after his graduation in June.

"Omar has contributed hugely to the success of our student newspaper both as a photographer and as managing editor," says Nat Lehrman, j-department chairman. "He has excellent skills in desktop publishing that everyone finds useful. I am delighted to see him win this award."

Currently the managing editor of both the *Columbia Chronicle* and *Inside Journalism*, he also was a photographer for *Chicago Arts and Communication* for three years. He recently completed a two-month position at Channel 26. He produced an annual telethon that raises money for Hogar Del Nino, a

child care center. In addition to the Playboy Fellowship, Castillo has been honored with the John Fischetti Scholarship for Columbia College in 1993, 1992, and 1991.

The Playboy Fellowship in Magazine Journalism was established in 1990 and provides funds in the form of stipends designed to encourage students to pursue careers in journalism. "Omar's talent and leadership role in the journalism program at Columbia make him a deserving recipient," said Cleo Wilson executive director of the Playboy Foundation. Fellowship recipients may use the funds to supplement their financial aid, support an internship or cover expenses that make it possible to continue their education. "Through our support of such outstanding students as Omar, we hope to maintain Chicago's high standards of journalistic excellence," added Wilson.

--Patricia Frey

THE BEST OF ALL POSSIBLE WORLDS

The balance of teaching and a career offers you "the best of all possible worlds," says Rosemarie Gulley, a part-time instructor in the j-depart-



Christie Hefner congratulates Omar Castillo



Job Search

By Paula Eubanks

What kind of news and issues do you expect to cover in your first journalism job? The race to control cutting-edge technology? The rise and fall and rise again of maverick business people? Powerful battles for government funding or deregulation? The NAFTA?

Journalists who pursue careers with trade and professional magazines find that these exciting, major stories can be just part of a day's work. And depending on the specific job, a trade/professional publication reporter or editor can have much more time and resources than a daily newspaper writer to develop, research, and control the content of stories.

Of course this flies in the face of many assumptions about editorial work opportunities with magazines geared toward industries and professions. "How exciting can the ball bearing industry be?" the thinking goes.

"This job is more fun, a bit less stressful, and I have more control over the content of my stories than a typical newspaper journalist," says Jennifer Hicks, associate editor for news at Food Service Equipment & Supplies Specialist. The slick, four-color magazine published by Cahner's Publishing in Des Plaines, IL, is read by 22,000 equipment dealers and distributors nationwide.

"In the trade area, you're dealing with current problems your readers face. You're answering their need for good information," says Jack Kapost, manager of training and development at Chicago's Putman Publishing Co. Putman is a multi-

media information services company with six magazines catering to the chemical and food processing industry. "We pride ourselves in even anticipating their needs," he says.

"It was not until I went to graduate school (a magazine publishing program) that I realized I could have the ideal career--not just a job--in tradebooks," Hicks reports. "This job is not boring at all, and it's the people--the dealers--I write about who make it that way."

Job seekers interested in finding a similar "perfect fit" within trade and professional publications should "have a good idea of what they want," advises Hicks. For example, ask yourself the following questions:

How much of my time will be spent researching, writing and editing? If you would spend 75 percent of your time editing the work of freelancers, and you wanted a heavy reporting and writing experience, the fit is off.

Will I be writing lots of short news and feature pieces, or will I be working on in-depth, longer cover stories?

What is the background of the editorial staff? Did they study and work as journalists?

Will I do most of my work over the phone or will I travel to interviews?

Some of the questions potential employers in this niche will be asking you are identical to concerns of general newspaper editors: How strong are your writing samples?

Did you study journalism or English? Are your speaking, listening and phone skills sharp? And how good is your news judgment?

ment. It means "you're always in the thick of things," working and teaching about the field.

As a director of Media Relations for the Chicago Transit Authority, an instructor of News Reporting II at Columbia, and an instructor of Business Ethics at the Metropolitan Pier and Exhibition Authority, Gulley practices what she preaches.

She has been a part-time instructor at Columbia for 15 years.

"You learn and you teach, you teach and you learn," she says, emphasizing this point by clapping the back of one hand into the palm of the other rhythmically.

"It's not a guarantee," she says, "but it means that you will not stagnate as much as you would if you did one or the other."

Her desire to teach stems from her mother, who is still a Chicago Public School teacher, and her father who was a college level educator. Gulley never wanted to be a full-time educator, but she says teaching part-time "fulfills" her.

The many things Gulley likes about Columbia are "its smallness, commuterness, and urban contemporary style." She thinks it's "fantastic" how so many students work and go to school.

She believes, "given the whole information super highway, it is incumbent upon j-students to be broadened in the scope of the subjects that they take ... particularly science."

Gulley received her master's degree from Roosevelt Uni-



Rosemarie Gulley

versity in sociology, with a minor in psychology.

How then did she end up in the field of journalism?

"Serendipity," she says, "it just happened, it evolved."

It evolved, Gulley says, because the '70s was the Affirmative Action era and people of color were sought after to meet Federal Communications Commission requirements.

Her first stint was in 1972 on WLS radio as a reporter and talk show hostess of the program "Point-Counterpoint," which aired nationally. She worked at WLS radio for six months and then became a news reporter for WLS-TV.

Gulley says she stopped reporting after 11 years because she wasn't challenged by it anymore. "After I do something day in and day out for a lot of years, I bore," she says, "and I started to bore, and I needed a new kick."

Her new kick was with management for four years at WLS-TV as Director of Community Relations.

Gulley says she is "still having fun" as Director of Media Relations for CTA, where she

has been for seven years, and says she is not bored yet.

Journalism has changed since Gulley began.

"It's a whole different ball game," she says. We are living in an "immediate world" and the minute something happens we know about it, she says.

"With all of the knowledge and technology available today "you can rearrange the facts," Gulley says, "and that's dangerous."

She says that some are playing fast and loose as if there are no rules.

"Where is the integrity journalism has fought so hard to achieve?" she asks.

Her advice to j-students: "Know who you are. It's okay to think you're brilliant, but please don't have any delusions of grandeur. Know your own ability. Know that you are as good as you think you are and the rest will be uphill, not downhill, but uphill."

--**Tanisha N. Douglas**

SPORTS TALK AT COLUMBIA

"If you don't love this business it will eat you alive," says WMAQ-TV Sports Anchor Mark Giangreco.

Giangreco along with Steve Kashul of SportsChannel, Skip Myslenski of the Chicago Tribune, Bill Gutman, producer for WMAQ-TV and Jeff Davis, Columbia College Instructor and an independent sports producer, spoke to Columbia students last month about the sports media.

The occasion was a luncheon sponsored by the journalism

club and office of career planning and placement, honoring Chicago sports writers and broadcasters.

Jim Brunetti, a host for the j-club, introduced the event by asserting that sports is news in Chicago -- from public television news, to cable sports channels, to movies. Chicagoans can't seem to get enough sports information.

The panelists all talked about their entry into the field. What they had in common is that none knew where they were going when they started out.

Giangreco says he was a radio freak from the age of nine, and learned how to write broadcast style by listening. He never had any interest in television. Although he grew up in Buffalo, his goal in life was to work for radio in Chicago because, to him, it was like a "big Buffalo with more opportunities."

He got his start at a radio station in Dayton, Ohio, during his sophomore year at Dayton University. His connection was that his roommate was bartending with the assistant news director, and told him that Giangreco sounded great in the shower. Giangreco went to the interview with no experience, and lied his way into the job.

He says being in the right place at the right time is important, as are connections. Somehow he made a connection with NBC, doing weekend sports news, and it turned out to be the beginning of a long career relationship.

He cautions students not to specialize in one aspect of journalism. "The more you

know, the better chance you have." And, he adds, "Keep your bags packed and don't be afraid to travel."

Steve Kashul was one of NBC's first interns. After graduating from DePaul, he did sports in Elgin Ill. where he did everything from anchoring to shooting video to being director. This helped him build his reel. He then worked at an NBC station in North Carolina, where he kept in touch with his Chicago contacts. His dream was to work professionally in journalism at a major television station. Eventually, he came back to Chicago and landed a job as anchor at SportsChannel. "I was lucky because they liked the idea that I was from Chicago. I knew all the high schools and the history behind them," says Kashul.

His advice to students is to get internships at cable stations rather than at the networks, because you'll be able to work with the equipment and go out with reporters.

Bill Gutman is an Emmy-

award winning producer who has worked for WMAQ-TV since 1982. He's worked in Washington, D. C., and for the sports network (ESPN).

"Connections are everything," he says. "Television is a small business. I got into it because someone knew me from an earlier job," Gutman says. His advice to students is to keep your contacts because you never know when certain people will need you for a job.

Jeff Davis, after being discharged from the army, wrote hundreds of letters all over the country, seeking a broadcast job -- "any kind of broadcast job," he says. Someone from his alma mater, Northwestern, put in a good word for him at WGN-TV and he got a job. And not knowing anything about television, he learned on the job. He was writing his first newscast when he saw a wire that somebody had hijacked a plane out of O'Hare Airport. Three weeks later, Martin Luther King was shot. Two weeks after that, Bobby Kennedy was assassinated. "I

was learning by doing during the most critical period in recent history," says Davis.

He went from WGN-TV to WLS-TV and then to WMAQ-TV. Now he's freelancing and teaching in the j-department of Columbia College.

Skip Myslenski, one of the top sports

reporters at the Chicago Tribune, landed his first job with relative ease. He was pursuing a 12-month master's in journalism at Northwestern, and received half a dozen offers in his second year.

"The difference from then and now is that journalism wasn't as hip," Myslenski says.

His theory is that Watergate screwed up the system because everybody thought they were going to get Robert Redford and Dustin Hoffman to play their roles as reporters in movies. His advice to students is to get clips and write as much as possible to develop style.

The common thread shared by all the panelists is that the business is much harder to crack these days than it was in the past. But, while offering sympathy to today's j-students, they counsel not giving up and just hanging in until something opens. There was a large turnout of students for this event, and all seemed to agree with broadcast journalism major Christina Sarafini, that "professional advice is the best advice you can get."

--Frances Palladino

GET A JOB, SEE THE WORLD

Journalists have access to places many people will never see. This unwritten status allows us to experience the world from privileged vantage points. But you can't -- unless you venture out of your hometown.



Mark Giangreco and Frances Palladino

TUTORING

Just in from j-department tutor, Jim Sulski (by the way, you can offer Jim congratulations on the birth of a brand new baby boy):

"Although the semester has just gotten underway, it's not too early to mention the journalism tutoring center in the journalism office. Here, we'll assist you with your writing skills, review your class assignments and help you overcome reading difficulties.

"Once again, I'd like to stress that the tutoring program is not just for those students struggling with simple problems. It's a place where students can get a quick critique of their latest efforts, or a polish on their latest class assignment.

"Plus, it's absolutely free.

"The center will be open on Monday afternoons from 12:30 p.m. until 4:00 p.m. and on Thursday afternoons from 1:30 p.m. until 5:30 p.m. We'll also have access to the computer lab.

"We prefer that you sign up in advance, so check the reservation calendar in front of the journalism office. We'll take drop-ins during the above hours if we're available."

Many j-students naively think that after graduation they will simply be hired by a prominent Chicago publication. This presumption leaves graduates few opportunities in an oversaturated, selective market. Limiting yourself to Chicago and saving your career planning until a month before graduation will significantly hurt your chances of finding a decent job.

National and international job searches are complicated, but can be very rewarding. The first and perhaps most difficult step is deciding what position you are looking for and what cities would satisfy

this career and your living requirements. By the time you have three semesters left, you should have a good idea of what you want to do after graduation.

Research is the next crucial step. Books with lists of potential employers in individual cities and regions are available on the second level of the Columbia library, in the Career Center (third floor, Wabash building), and on the fourth floor of the Harold Washington Library. J-students should also be reading j-trade publications to keep up with their field and job openings: print students

should read *Editor and Publisher* (for newspapers), *Folio* (for magazines), *Columbia Journalism Review*, *World Journalism Review* and *Quill*; broadcast aspirants should follow *Broadcasting and Cable*. Also, Carolyn Hulse posts a list of job advertisements by region outside her office.

By contacting professional associations here or in an area you are interested in, you can get information about potential employers and start networking. The Society of Professional Journalists has a program that matches employers with job seekers who meet each other's criteria.

Conferences are a great place to meet potential employers face to face and do some serious networking. Journalism conferences are held throughout the year in cities all over the country on a variety of topics. Attending a conference in a city you are interested in can be a great introduction to the market there.

Before you start asking professionals questions, you should be ready for theirs: "Why are you interested in this city or in this position?" and "How will you translate your experience into this new job?" Familiarize yourself with the city's culture and read its publications and seminal articles. Determine what draws you to this city and what you will bring to it. You don't have to become an expert on a city--you can't--but you should have a good understanding of your goals, motivations, and qualities. If you

feel lost, there are books to help with all of this in the Career Center as well.

Many journalists, realizing this is an international field, would like to see the rest of the world. But you hesitate fulfilling your dream of going abroad because you fear you will not be able to support yourself. J-instructor Stu Feiler, who worked for publications in Europe for several years, says the international market is harder to break into than before but not impossible. The easiest way to land a job overseas is to work for an American company that would send you to one of its foreign offices. Although often overlooked but potentially lucrative, working for company newsletters and trade magazines should be considered, Feiler says.

Whether you would like to live far away or simply stay here in Chicago, if you want a job, you have to start working. Career planning is a job itself, but the sooner you start, the easier it will be. Start thinking about where your future will be--you can't stay here forever.

--Andrew Peters

THE GESTALT OF A MAGAZINE

In Nat Lehrman's point of view, understanding the "gestalt" of a magazine is vital for students who are magazine majors. The magazine program's gestalt, he says, is a complete curriculum that teaches everything that is done in a magazine -- beyond the student's specific job.

"We train you to become a

writer or editor," explains the j-department chairman, "but you should understand the whole concept of a magazine -- not just your specific job. Then you'll be better at what you do. That's why we ask you to take design, production and photo editing, as well as writing and text editing."

Most instructors agree that in order to grasp the nature of a magazine, students must first understand that magazine writing is different from newspaper and broadcast writing.

Don Gold, the j-department's magazine program director, says that people working for a magazine need to know how to develop the concept that guides the magazine.

"Once you have that concept," says Gold, "you can do whatever you like in a magazine -- everything else will fall into place."

The j-department's effort at helping students accomplish the various tasks within a magazine is seen through the courses it offers. Lehrman and Gold agree that other schools tend to teach something called "print" journalism, which doesn't recognize that newspapers and magazines, though both print, are quite different. Thus, many curricula offer a news sequence with a couple of magazine courses tacked on, and then they declare it a magazine program. This doesn't acknowledge the "gestalt" of magazines. And it doesn't recognize that students do not easily make the transition from the rigorous structure of news writing to the freer style of magazine writing.

Gold says that students should learn about good writing by reading books and magazines.

"We teach it all here because we do what we teach," adds Gold. "So when you leave Columbia -- if you're a magazine major -- you should be able to get a job and really understand what they're saying to you."

--Diana Lopez

BRUNNER INVESTIGATES BETTER GOVERNMENT

Terrence Brunner, who teaches Intro to Mass Media, says that going to Columbia College "is a big plus because you get access to real players in the real game." He should know.

Brunner is the Executive Director of the Better Government Association, which for the past 70 years has gained a national reputation for hard-hitting investigations of government waste and corruption. Brunner has been involved with the BGA since 1971, after serving as a Spe-



Terry Brunner

cial Attorney with the Organized Crime and Racketeering Section of the U.S. Department of Justice. He says that he enjoys his work as a "civic watchdog" and he is extremely proud of the investigations that the BGA has conducted.

Leaning back in his chair at the head of the boardroom table in the BGA's Michigan Avenue office, he does appear content. With Lake Michigan in the background framing his head, he listens to a group of philanthropic consultants who say they've been successful in managing million-dollar campaigns. Occasionally Brunner makes a witty comment, just to keep them on their toes.

After they leave, it's time to get down to business. The Board of Trustees discusses the current policies regarding their investigations for the broadcast news media, some of which include: *60 Minutes*, *PrimeTime Live*, WBBM-TV, WMAQ-TV and WGN-TV. One of the things he agrees on is that news outlets should provide scholarships for BGA interns in exchange for the use of valuable information found in their investigations.

Brunner believes in providing opportunities for aspiring journalists and many have gotten an excellent start working with the BGA. He also has been a part-time instructor in the j-department for eight years.

"I really enjoy it," says Brunner. "I love the kids."

Brunner describes his style of teaching as "discussing everything that occurs in the

media." Students never know what to expect when they walk into his class each week.

"I'm not in the cook-book business," says Brunner. "I don't explain to people what is going on." Instead, he may discuss an investigation and let the students try to figure things out for themselves.

For instance, in one class, Brunner shares with the students how the BGA exposed an internal strategy for bringing land-based casinos to Chicago in 1992. According to their research, the casinos had plans to target legislators who they believed "would deal" on the gambling issue. The BGA also found evidence of organized crime, a poor record of affirmative action and the proliferation of street crime around casinos. Brunner presented these findings to the Illinois Senate just before the enabling legislation for the casinos was defeated in committee. Brunner challenges the class to interpret the messages that casinos are trying to sell. He pushes them to think about the issues and come up with their own answers.

"I'm proud that people come up to me later and say, 'I get it now -- that is really interesting!'" Brunner says. "Some say to me this is the best class they've ever taken."

Brunner offers a wealth of personal experiences from the BGA that students probably would not have access to otherwise. He represents the philosophy behind Columbia College -- learning from real players in the real game.

--**Felicia Morton**

PLAYBOY ATTORNEY COMES TO COLUMBIA

The j-department has snared its second Playboy Enterprises' full-timer to teach. Howard Shapiro, the company's top lawyer and executive vice president, has joined the faculty to teach Media Ethics and Law. (Playboy photo editor Jeff Cohen teaches a course in his specialty as well.)

Since joining Playboy Enterprises in 1973, Shapiro has held various legal positions. In 1977, Shapiro was named division counsel, and was responsible for the company's book, licensing, and franchise operations. In May 1981, he became Playboy's corporate counsel. In November 1989, he was promoted to Executive Vice President. His educational background includes a B.A. from U.I.C in English and a J.D. from Depaul University College of Law.

Shapiro, who has guest lectured in Don Gold's Magazine Editing class, is looking forward to an eventful semester. "I am really enjoying Columbia. The people in the class seem totally involved and I feel that my experiences at Playboy dovetail in a nice way with the class," says Shapiro.

Even though Shapiro will be using the required text for the course, he plans on bringing in cases he has reviewed, as well as films and video materials, for his class to study. "In terms of designing the class, I have the freedom to do that. This course gives the instructor a wonderful

chance to explore real life opportunities with his or her students," says Shapiro.

Shapiro has a soft spot for night school students, because he attended law school at night. He says that he finds it very interesting that Columbia College caters to such a broad range of students and he wanted to be part of Columbia's variety.

Like most Playboy executives, Shapiro does not live up to the playboy image. He spends a great deal of time with his family, which includes two children: a daughter who is a freshman at Vassar University and a son who is attending high school. Shapiro also loves to go to the theater with his wife. "I recently saw 'Kiss of the Spider Woman' in New York and it was wonderful," says Shapiro. Media Law and Ethics with Howard Shapiro sounds like it also be wonderful and revealing.

--Deborah Flick

AWARD FOR GREEN'S ALTERNATIVE PRESS

"It's my own three-peat. I'm in a league with Michael Jordan now," says j-instructor Norma Green on winning this year's Semi-Annual Recognition Award(SARA), given by the Women in Communications Inc., Chicago Professional Chapter. Previously, Green had won the Cub's Cup Award (for promising new

member) and Distinguished Service Award.

"I won this award in part for winning another award," said Green, a former president of the chapter in the '70s.

The other award was given by MAC (Minorities and Communication), a division of The Association for Education in Journalism and Mass Communication. "They were looking for the best course currently taught or in process of development, that dealt with minorities in the media," says Green.

That was Columbia's Alternative Press. The course fea-

Norma Green was promoted recently to run the j-graduate program.

tures stories generally ignored or distorted by the mainstream press. "We used to have Black Press in America in the j-department, but our course includes many more groups," says Green.

MAC was looking for someone who taught a multi-ethnic and cross-cultural course, and Green was it. It's not just ethnic diversity, but all media: aged, youth, disabled, homeless, prison media and much more.

Norma has been teaching at Columbia since 1988 and recently received her Ph.D. from Michigan State University. She was appointed full-time this semester, and was recently promoted to run the graduate j-department.

"We're very pleased that

Norma won," says broadcast journalism coordinator Rose Economou. "She demonstrated to us that there are many new frontiers for all of us in developing new parts of the curriculum."

Green hopes the class opens students' minds entire range of possibilities in the world of journalism. She finds that students become interested in all the different voices, and that it helps them become more creative. This keeps the class fresh and exciting for her as well.

"I love that class and I love teaching," concludes Green.

--Judith Ierulli

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