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Inside Journalism

Columbia College Chicago

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DECEMBER **INSIDE** 1994
JOURNALISM

A Newsletter Published by the Journalism Department of Columbia College

J-DEPARTMENT GROWS OVER THE YEARS

Columbia's j-department has undergone a lot of change since it began expanding in 1986.

For one thing, it continues to grow. This semester, 626 students declared journalism as a first or second choice for their major. Only six years ago, the figure was less than half.

Female students continue to outnumber male students in the j-department by two to one. The college as a whole is made up of 50 percent women while the j-department is comprised of 68 percent. This is a trend in j-schools across the country and in the field. According to a study done by Ohio State University in 1992, 59 percent of the candidates for bachelor of arts degrees in journalism polled and 63 percent of the graduate students were female.

One feminist theory has it that the powers that be of journalism feared that journalism would become a pink collar job because the number of female journalists began to soar. In order to keep this from happening, the standards for journalists were raised and a B.A. became a necessity for journalists. (For decades journalists didn't need a college education.) In the late '70s, women started to dominate j-schools throughout the country and have ever since.

The department's percentage of minorities fell from 53 percent to 44 percent, although the number of minority students rose

from 163 to 278. Black j-majors have declined from 48 percent to 34 percent, while Hispanic j-majors are up from five percent to 11 percent.

A factor that has stayed consistent over the years is the steady rise in broadcast j-majors. This year 39 percent of the j-department chose broadcast over print as their area of study, a 16 percent increase over four and a half years ago.

Steve Corman, director of broadcast journalism, attributes the growing interest to the rise in accessibility of information from broadcast media.

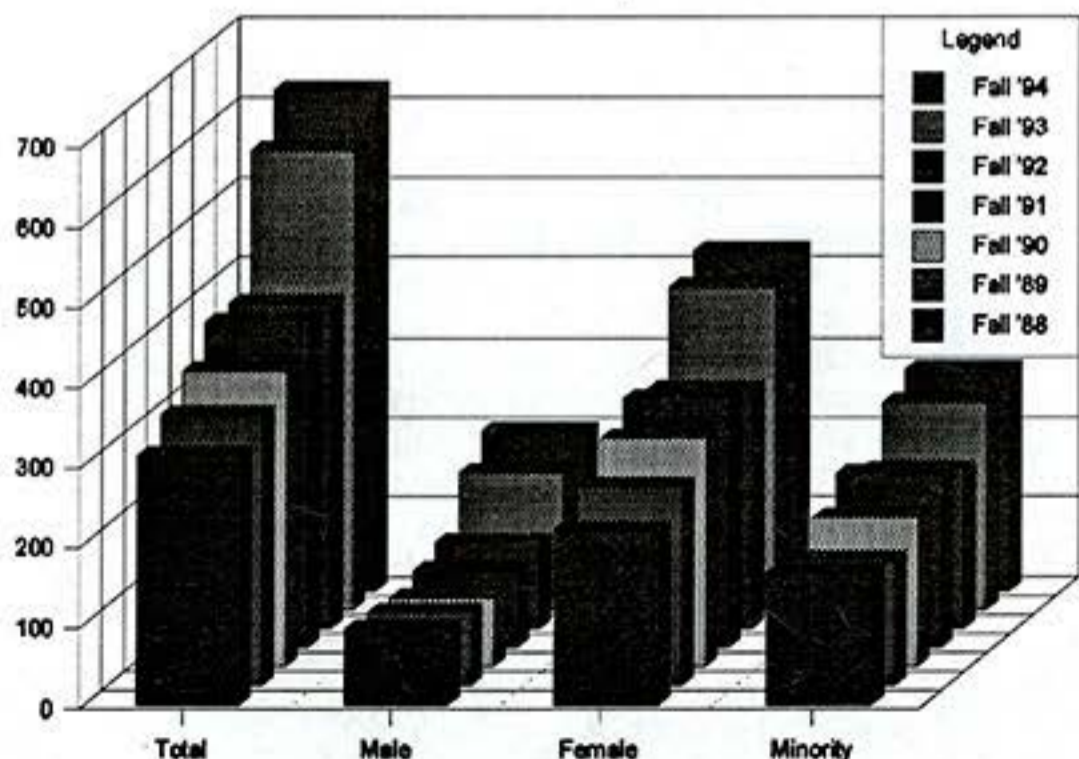
"Since there is more news available, thanks in part to cable tv, more and more people have been interested in presenting the news on the air or on radio as opposed to presenting it in print," Corman said.

In 1988, j-students represented only five percent of Columbia's student body. Today, that figure stands at eight percent.

Columbia College prides itself on its multicultural atmosphere. Its j-department continues to reflect that diverse community.

--Michel Schwartz

Journalism Department





Job Search

By Paula Eubanks

Job searching can be a mind-numbing grind---tailoring resumes, Xeroxing clips, researching employers, reminding your references of your existence and need, and so on.

However, the end-of-the-year holidays, in my opinion, call for a break from the grind. Time for some inward reflection. Time to re-visit the "why" behind your job search.

In career planning and placement lingo, this is called "identifying your mission in life" and "identifying your personality type." Pretty heady stuff, yes?

But the benefit of these two internal investigations is critical personal information that helps you find meaningful, refreshing work---just the thing to kick off the new year! (Note that even if you've declare journalism as your academic major, journalism is a diverse field with many niches. Some will suit you more than others.)

Below is a list of very useful books to spend time with over the holidays. (Non-circulating copies are available for review in the Career Resource Center, 312/663-1600 x280, in Suite 300 of the Wabash Building.)

• **How to Find Your Mission In Life**, a slim booklet by Richard N. Bolles, author of *A Practical Manual for Job Hunters & Career Changers: The 1994 What Color Is Your*

Parachute? This booklet can also be found as an epilogue in editions of *Parachute* published since 1988.

• **Finding Your Life Mission: How to Unleash That Creative Power and Live With Intention**, an instructive book by Naomi Stephan. Also helpful: **Finding Your Life Mission Workbook**, by Stephan and Sue Moore.

• **The Truth About You: Discover What Motivates You and What You Do Best---Finding a Career That You Love**, by Arthur F. Miller and Ralph T. Mattson.

• **Discover the Career Within You**, Clarke G. Carney.

• **Finding the Hat That Fits: How to Turn Your Heart's Desire into Your Life's Work**, by John Caple.

• **Gifts Differing**, by Isabel Briggs Myers.

• **Do What You Want: The Money Will Follow**, by Marsha Sinetar.

So, take five and take a look at yourself. These readings can help you find, and name, what work you're good at and what work will delight you. The result is a new confidence that will carry you past the grind of a job search.

(Paula is the j-department's career advisor. Seek her out in the Career Planning & Placement Office, Wabash Suite 300.)

NEW MAGAZINE CLASS ADDED FOR SPRING

Starting a magazine takes more than having an idea. Backers, money and patience are needed. This spring, the j-department will introduce a course called "How to Start Your Own Magazine."

Taught by Chuck Carman, president and editor-in-chief of *Corporate Legal Times*, "How to Start Your Own Magazine" will teach j-students how to begin a magazine from scratch. Students will also be encouraged to apply what they learn in class to their own dream magazines. While

I'm confident we can get the students fairly comfortable in dealing with these 'alien' matters."

editing will be covered, the class will focus more on the business aspects of running a new magazine. These aspects are extremely important, and are generally ignored by potential magazine publishers. Carman writes in an introductory letter to the j-department, "By talking in detail about line items for pro forma financial presentations... I'm confident we can get the students fairly comfortable in dealing with these 'alien' matters."

The class will be offered to junior and senior students with a grade point average of 3.0. There are no prerequisites, and faculty permission will be required at the registration desk. Students from other departments are encouraged to join the class. Don Gold, director of the magazine program, said, "I have no doubt that the class will enlighten those who take it."

--Chris Seibel

TWO CARTOONISTS WIN FISCHETTI

The 1994 Fischetti Editorial Cartoon Competition awards were held last month at Chicago's Pump Room to honor this year's recipients, John Deering of the *Arkansas Democrat-Gazette*, and Bill Day of the *Detroit Free Press*. The event featured a presentation by Channel 7 anchorman Joel Daly, who showed a humorous series of "blue" outtakes from area newscasters. Also featured was Columbia alumna and Fischetti scholar Natalie White. She cited her award as a source of great assistance, and not only in terms of dollars. "The most significant thing about the Fischetti scholarship is that it pays more than your bill. It demands excellence, commitment and dedication to the field of journalism."

For the first time in the award's 13-year existence, both winning car-

toons dealt with the same topic: Black voting rights in South Africa. Deering's and Day's cartoons were selected from more than 115 entries, submitted by cartoonists across North America. Among the seven people who judged the cartoons were Nat Lehrman, chairman of the j-department, and Nicholas Shuman, a retired instructor in the department's graduate division.

John Deering, the first place entrant, is not new to editorial cartooning. He began drawing cartoons for the *Democrat-Gazette* in 1982 after moving from the layout department. He gained recognition quickly. He took over as chief editorial cartoonist in 1988, and was voted the Arkansas Press Association's "Best Editorial Cartoonist" seven times. He was also a finalist in the 1990 Fischetti competition.

Bill Day is no stranger to accolades either. He began work as a cartoonist for the now defunct *Philadelphia Bulletin* and the *Memphis Commercial Appeal* before moving to the *Detroit Free Press* in 1985. Since then, he has been the recipient of such awards as the Robert F. Kennedy Journalism Award, The First Amendment Award, the Associated Press Managing Editors Award, as well as the Fischetti prize.

Both Deering and Day received cash (\$3000 and \$1500) from the j-department scholarship fund, named after the late John Fischetti. Fischetti was a Pulitzer Prize-winning editorial cartoonist, who worked for the *New York Herald-Tribune* and the *Chicago Daily News*.

—John Harris

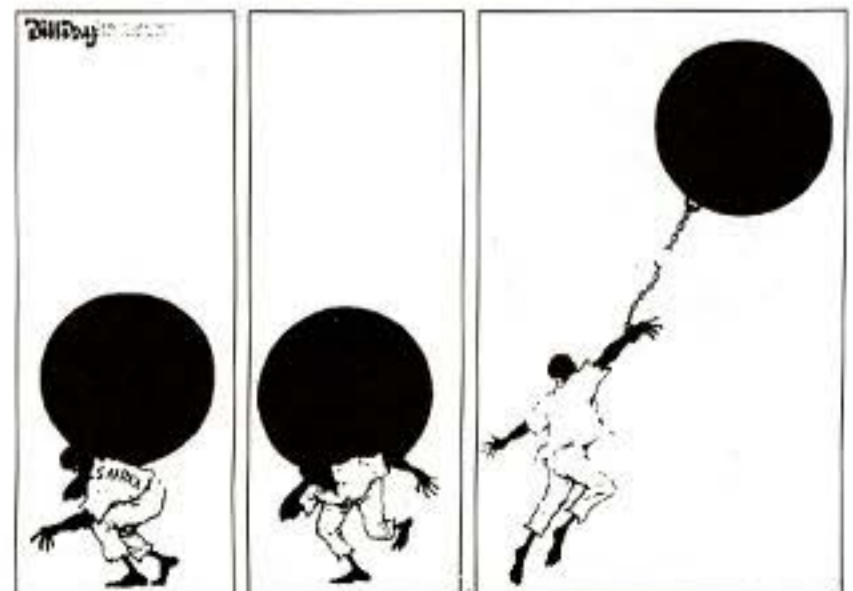
To the Journalism Department:

I wanted to write to express my deep appreciation to you for sponsoring the John Fischetti Editorial Cartoon Competition. By honoring the memory of Mr. Fischetti, you are setting a standard for another generation of cartoonists to aspire to. As a Fischetti Award winner, I'll be striving to maintain a higher standard in my own work.

I feel that a portion of my Fischetti Award money should be used to give something back to journalism, and after learning about your scholarship program, my wife Kathy and I wanted to make a donation to Columbia College. Please accept the enclosed check for \$500 with our wishes for your continued growth and success.

With very best regards,

*John Deering
Chief Editorial Cartoonist
Arkansas Democrat-Gazette*



FISCHETTI WINNERS



TODD
DELL'
ARINGA

This year, 20 journalism students have been awarded the department's ultimate accolade: a Fischetti scholarship. This tuition award is given to deserving students who show outstanding achievement in scholarship and in service. Congratulations to all the recipients.

Todd Dell'Aringa, 22, a senior with a magazine concentration, is looking forward to interning next summer. He is working for *Chicago Arts & Communication* and has previously written for the *Chronicle*. He hopes to work as a fact-checker for a national magazine and eventually become an editor.



TANISHA
DOUGLAS

Kandace DeSadier, 24, is a junior with a print concentration. Currently the Features Editor for the *Chronicle*, she has also worked as the news producer for WCRX. Her aspiration is to work as a radio personality or announcer.

Tanisha Douglas, 23, a magazine concentration senior, is looking forward to interning this year. She is working with *Chicago Arts & Communication* and has written for the *Chronicle*, *Inside Journalism* and *Chicago Rocks*. She wants to start her own magazine and also write children's books.



DIANA
LOPEZ

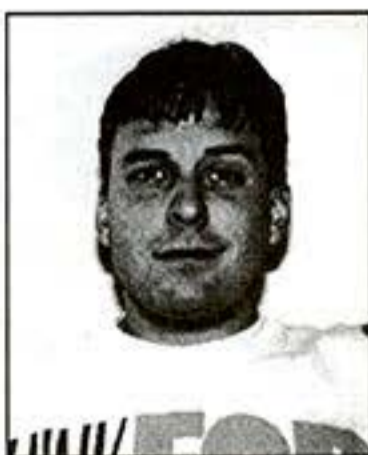
Charles Edwards, 25, is a graduating senior with a print concentration. He currently works full-time in the Mayor's press office. He has written for *The Star Sentinel* and the *Palos Hills Reporter*. His goals include running his own political consultant firm.

Michelle Emerick, a graduating senior in broadcast, has interned at CLTV News. While at Highland Community College, she worked on the college paper and was the recipient of a second place award from the Illinois Community College Journalism Association. Her ambition is to work as a television news anchor.

Patricia Frey, 26, a magazine concentration senior, is the current editor of this newsletter. She plans on interning this year and aspires to write for an entertainment magazine. Eventually she'd like to teach.

Suzanne Gorga, 21, is a science reporting senior. She has interned at the *Midwest Journal*. She has written for the *Chronicle*, *Seventeen* and the *Midwest Journal*. Her dream is to work as a science writer for the *New York Times* or write for a health or environmental magazine.

Chris Jorgensen, 22, a graduating senior with a print concentration, has written reviews for *InReview* as well as for the *Chronicle*. His plans include doing some internships this year. His aspirations range from working with a public relations firm to writing for an entertainment magazine. A personal goal would be to write a screenplay or novel.



CHRIS
JORGENSEN

Diana Lopez, 19, a sophomore, is interning at the Mayor's press office. She previously interned at *Chicago Latino Cinema* and has written articles for the *Chronicle*, *Inside Journalism*, *Chicago Arts & Communication* and *Chicago Latino Movie Program*. After graduation, she would like to work for a magazine or be a correspondent in Mexico or Spain.

FISCHETTI WINNERS

Georgine Panko, 23, is a print concentration senior. She's the editor-in-chief of *Chicago Arts & Communication*, and interned at *Town & Country Magazine* last summer. Her goals include managing a magazine.

Frances Palladino, 23, is a graduating senior in broadcast journalism. She is presently interning at NBC, working with the executive producer of the morning weekday newscast. She has written articles for *Inside Journalism*. She hopes to be a consumer reporter so that she can educate and inform the public of its right to know.

Elisa Ramirez, 22, a senior, interned last summer at the *Lexington Herald Leader*. Previously, she interned at WNUA's news department and at Shadow Traffic. She has also been a reporter for the *Chronicle*. Her expectations include pursuing post graduate internships in Texas and Chicago.

Boyd Raveling, is a graduating senior with a magazine interest. He has written for *Showcase Chicago*, *Vision Del Fox Valley* and the *Chronicle*. He has also been a staff writer for *Chicago Arts & Communication*.

Andrea Robinson, 20, is a magazine concentration senior. She has interned with *Chicago Parent* magazine, where she received some training in desktop publishing. She has also written for the *Chronicle*. Her goal is to learn more about desktop publishing and she looks forward to interning with a major New York magazine next summer.

Shannon Sauter, 22, a magazine concentration senior, is interning at *Women's Wear Daily*. She has written articles for *WWD*, *Inside Journalism* and *InReview*. She's looking forward to gaining more professional experience after graduation by working for a fashion magazine.

Michel Schwartz, 20, is a magazine concentration junior. She is interning at the *Chicago Reporter* and is the editor of the *Chronicle*. She is also an associate editor of *Inside Journalism*. Her ultimate goal is to write for or edit an alternative magazine.

Chris Seibel, 21, is a magazine concentration senior who plans on interning next semester. She is currently the managing editor of *Chicago Arts & Communication* and an associate editor of *Inside Journalism*. She'd like to begin her career as a fact-checker.

Aliage Taqi, 18, is a sophomore with a print concentration. She previously interned at the *Chicago Defender* as a youth reporter and has written articles for the *Kenwood Kaleidoscope* and numerous community newsletters. She plans to get a graduate degree in journalism and start her own magazine for women.

Robert Wood, 33, is a senior with a print concentration. He has interned with *News & Letters* and has written for the *Chronicle*. He would like to get into magazine editing after graduation.

Kim Wright, 33, is a print concentration senior. She has interned at *Essence* and *Buddy Guy's Legends* (a blues newsletter). She is currently freelancing for *Essence* and has written for the *Sun-Times*, *Beautiful*, *Chicago Arts & Communication*, *Journal of Performing Arts* and *New Directions*. Her goal is to freelance her writing skills.



FRANCES
PALLADINO



SHANNON
SAUTER



MICHEL
SCHWARTZ



ALIAGE
TAQI

HOW TO GET EXPERIENCE WITHOUT HAVING IT

Dina Cavalier is graduating in January and is preparing herself for the inevitable job hunt. She's taken her j-courses, put together her portfolio of clips and lined up her references, but is she truly ready? Her first interview hit a brick wall when she was asked how much experience she had. She asked the obvious question: How can you get experience if you can't get hired in order to get experience?

There is a solution. Students have the opportunity to gain experience while they're still in school. "Internships are the most important part of a student's education," says Carolyn Hulse, internship coordinator for the j-department. And they give students like Dina the experience they need to land that first job. "Taking internships lends credibility to your resume by saying you can succeed in professional environments," adds Hulse.

Internships are all about learning. They provide opportunities for test-driving a career and that can help students de-

cide if a particular profession is right for them. They are also a great way to make contacts and help develop a sense of professionalism. And they serve as the final chapter in the education process.

Michele Deckard, a broadcast journalism junior, took an internship at Allstate this past summer. "It was very fulfilling. I was able to hone the skills I learned at Columbia. I got in-

"Internships are the most important part of a student's education."

involved in a lot of different things, including press releases and even a script for the CEO of Allstate."

An internship is set up as a learning experience and it is up to you to decide what you want to gain from the experience. In addition to refining your coffee-making skills, you'll be able to

pick up a lot about how your chosen industry works. You'll also be able to make valuable contacts and get a practical overview of what it is like to be in that type of work environment.

Networking is probably the most important part of any internship. It is smart to keep in touch with the people you meet because they may prove valuable at a later date. As your graduation grows near, contact them again. Inform your former supervisor that you would like the opportunity to discuss any permanent positions that may be available.

Because an internship is designed to round out your academic career by giving you practical experience, timing is very important. It is recommended that an internship be taken in the summer between your junior and senior years. This will give you an early opportunity to change your educational course if necessary and the chance to add some professional experience to your resume. However, this is not set in stone. Internships can be taken in the fall of your senior year and can be added to your resume early enough to begin your job hunt in spring.

While at Allstate, Deckard found herself involved in some aspects of graphics and has led her to re-chart her courses to allow for a desktop publishing class. "It taught me that there is more to journalism than writing and editing," she says.

Obtaining an internship is almost the same as looking for a real job since you have to compete with other applicants, as you would in the real world. In the end, taking an internship is an opportunity that every student should take advantage of.

--Patricia Frey

SKILLS ENHANCEMENT FOR REPORTERS AND WRITERS

Effective this spring, typing (Keyboard Skills) and shorthand will no longer be offered for college credit. The reason is obvious: these are not college level courses.

However, the skills taught in both these courses (typing especially) are essential for reporters, writers and editors. If you need either or both, you may enroll in the journalism department, for no credit, and for a nominal cost of \$75 each.

THE WRIGHT ESSENCE OF AN INTERNSHIP

Kim Wright a senior j-magazine major in her last semester, firmly believes that internships are "pivotal" to the success of j-students. She says the stints "provide the playground and a serious way for you to learn the trade."

She should know.

Wright, who was nominated by Nat Lehrman j-department chairman for the coveted *Essence* internship, spent seven weeks in New York at the magazine this past summer.

Wright walked away with exactly what she wanted -- contacts, experience and three freelance assignments.

"The success of an internship is strictly up to you," she says. Either you make it work or you don't.

Wright emphasizes that j-students have to be "assertive" and says some have even considered her aggressive.

Her three articles will be featured in the January, February and April issues of *Essence*.

She stresses that at each of her internships she has also gotten paid as a freelance writer.

Wright, a two time Fischetti winner, has also interned at *Buddy Guy's Legends Blues Letter*.

During her position with *Essence* Wright sorted and opened mail, sent out replies about submitted manuscripts and did clerical duties. Her largest re-



Kim Wright (R.) joins Editor Susan Taylor in her office.

sponsibility was assisting in the creation of the first in-house editorial manual.

Each week at *Essence*, Wright attended one editorial meeting and one production meeting.

The editorial meetings were held in Editor-in-Chief Susan Taylor's office, which faces Times Square.

Wright says Taylor's office was an "exciting place to be," and describes Taylor as a "powerhouse of an African-American woman welcoming sisters all over the world to share her wisdom."

Wright felt right at home at *Essence* because of the road of excellence paved by her predecessors Muriel Whetstone, Natalie White, and Audarshia Townsend, all of whom have interned at the magazine. Whetstone is now an associate editor at *Ebony Magazine*. White is bureau chief assistant at the *New York Times*, and Townsend is a freelancer

and desktop publishing operator at Ameritech.

Wright stayed in the New York University dorms and says the city was at her "fingertips." She visited the renowned Apollo Theater, attended plays and met film maker Spike Lee, Terry Williams, who is a publicist to the stars, and rapper Heavy D.

Wright credits the j-department's faculty team of Lehrman, Don Gold and Carolyn Hulse as being the "cornerstones" to her success. It is a ritual for her to stop in and see them, as well as Harry Parson, an academic advisor, and Paula Eubanks, the j-department's career advisor, for "feedback and encouragement."

Wright's future plans entail "brainstorming ideas, writing stories that have an impact on the community, and making a decent dollar."

--Tanisha N. Douglas

"WRITING AND PRODUCING TV NEWS" FINDS NEW HOME

Writing and Producing TV News, once a staple of the television department, is moving to journalism by agreement of the two departments.

Steve Corman, the newly appointed director of broadcast journalism, expects changes to accompany the class after it makes the switch.

"In Spring '95, the course and its prerequisite will place an intensified emphasis on writing. They will both be geared towards developing skills in putting together scripts for television newscasts."

Nat Lehrman, chairman of Columbia's j-department, says Corman will make changes in the broadcast journalism writing courses. And will "work to make all writing courses more broadcast-friendly than in the past."

Currently, students majoring in broadcast journalism have to learn how to write for print, then turn around and write similar stories for broadcast -- not an easy task. Lehrman says this will change in the future.

For the time being, Introduction to Broadcast Journalism will be the first tv writing course in the bj sequence and will be the prerequisite to Writing and Producing TV News.

Lehrman says, "The switch gives the j-department the opportunity to integrate all bj writing courses and put them into sequence."

Ed Morris, chairman of TV, says that he supports the departmental change.

Students who have taken Introduction to Broadcast Writing are eligible to take Writing and Producing TV News -- a required

course now as before in the bj curriculum. They should enroll this spring at the journalism desk and should expect a different textbook. They can look forward to writing news packages, voiceovers, voiceovers-to-soundbites, and can expect an expanded regimen of writing.

-- Sally Shorr

NEW OFFERING IN TV DEPARTMENT

This spring, the television department will offer a new course J-students will want to take: Broadcast News Management.

The course was designed by Steve Corman, the director of broadcast journalism and Ed Morris, chair of the television department.

Corman says, "The focus of the course is to give insight on decision-making at a large TV station." Students will get a good feel for how a news room operates.

"The focus of the course is to give insight on decision-making at a large TV station."

John Gibbs will be the instructor for Broadcast News Management. Gibbs was employed at Channel 5 for many years and is presently a part-time instructor in the TV department.

Gibbs expects to conduct the class like a news operation giving students the opportunity to be news directors and producers.

Students will receive bulletins with a set time to cover

stories and air them. Facing problems like group protests against stations, ratings and stresses of the industry will be dealt with. Responsibilities of spending within news budgets and the cost of live overseas coverage will be taught.

The course will cover F.C.C. regulations, slander, obscenity, libel, and other legalities surrounding Broadcast News Management.

Discussions on job opportunities and resumes will be of great value to students seeking employment in the field of broadcast news.

The estimated enrollment in the course is 15-20 students.

--Michelle Donovan

INSIDE JOURNALISM
A newsletter produced by and for students of the Journalism Department

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