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Inside Journalism

Columbia College Chicago

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APRIL **INSIDE** 1995
JOURNALISM

A Newsletter Published by the Journalism Department of Columbia College

"Kid" Receives Playboy Fellowship

The first words out of Cleo Wilson's mouth when she met Tanisha Douglas were "she's just a kid."

The meeting between Douglas and Wilson, executive director of the Playboy Foundation, was anything but unexpected. Douglas, at 24, was recently named the recipient of the Playboy Fellowship in Magazine Journalism for 1994 -- the youngest recipient so far. Besides meeting with Wilson, Douglas met briefly with Christie Hefner, the chairman of Playboy Enterprises.

"I was stunned,"

Douglas said about receiving the \$1000 stipend. "I remember reading about previous winners, including Omar Castillo, and a few weeks later, I found out from Nat that I was a recipient."

The fellowship was established in 1990 to aid deserving students further their studies in journalism. The stipend can be used to augment financial aid, support an internship, or cover expenses that allow students to continue their educations. Douglas' stipend was credited immediately to her tuition.

Douglas expects to graduate



Tanisha Douglas with Playboy chairman Christie Hefner

in June, 1995, and her future plans include starting her own magazine and writing fiction and children's books.

"Tanisha's talent and leadership role in the journalism program at Columbia College make her a deserving recipient," Wilson said.

Douglas' roles in the j-department include being an associate editor for *Chicago Arts and Communication*, and, previously, an associate editor for this newsletter.

As well as the Playboy fellowship, Douglas has been honored

with awards from the John Fischetti Scholarship for Columbia College. She also received a stipend from the Chicago Tribune Foundation.

Nat Lehrman, j-department chairman, said, "I am delighted to see her win this award. We expect big things from her."

Douglas gave out a piece of free advice to other j-students: "Get to know your instructors, especially the directors of the programs. I really appreciate the concern that the faculty has for each student." Douglas said.

-- Chris Seibel



Job Search

By Paula Eubanks

There are lots of times when it might be particularly useful to put your journalism skills to work as a freelancer---say, you need to build your clip file or earn a bit of extra cash. You're between staff jobs, or family duties require a flexible work schedule.

But to be successful as a freelancer, you'll first need to be savvy about the *business* of freelancing. The business skills needed to plan, market, price, and collect payment for your freelance work are critical abilities that can be learned now, before you set out on a freelance venture.

Points to keep in mind:

*Know what skills you have to offer. Can you research, report, write, photograph, design, or edit? Also know how to pitch your services and story ideas in a query letter.

*Have access to equipment and services frequently required to freelance: a computer word processor, fax/modem, phone lines, FedEx, answering service, Call Waiting, tape recorder, supplies, and a car. Have easy access to on-line information services, specialty libraries, a style book and other resources that, if you were employed on an editorial staff, would be handy at the office.

Note that access requires an investment of money. This is where an important concept called "return on investment" comes into play. How much work will it take to earn back the cost of that computer?

*Know what is yours to sell. What rights are you selling to a piece of your intellectual property? It's generally best to let

the publisher have first North American rights. That frees up the work to be sold again by you, perhaps in a different form---or in the same form to a different non-competing publication. It's also good to get this agreement in writing, along with a clear statement of the assignment (if one has been made).

*Know your market. Who would be likely to hire you or buy your work? What are they willing to pay? Who's your competition?

*Keep complete records for billing, taxes, and business decision-making. Really.

To bone up on freelancing as a business, you can attend meetings of the Independent Writers of Chicago (IWOC) and the National Writers Union/Chicago (NWU). Also, the freelancer seminars of Chicago Women in Publishing (CWIP) are open to both men and women.

You'll find some good guidebooks on various aspects of freelancing in the college's main library and Career Resource Center. For example, *Byline: An Insider's Guide to Chicago-Area Print Media*, a new book compiled by the National Writers Union, describes what publishers expect from writers and how much they tend to pay. Also look for books on writing query letters and on running a freelance business. (*Writer's Digest* magazine covers all these topics.)

And of course, once you're ready to respond as a bona fide freelancer, you'll find job leads posted in the Career Resource Center.

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

THE BULLETIN BOARD

An Untapped Gold Mine

J-students who haven't looked lately at the bulletin board in the j-department are missing out on opportunities for scholarships.

There are many organizations that offer tuition to journalism students. Whatever your specialization, you can be sure to find a relevant scholarship on the bulletin board, which is located in the j-department on the 13th floor of the 624 S. Michigan building.

Requirements vary but, in general, students must be enrolled at Columbia full-time; must have a 3.0 grade point average; and must submit writing samples to support applications.

Some of the scholarships currently available include: The Asian Journalists Association, which will award six students \$2,000 each, deadline April 15; and The John Fischetti Scholarship, offered to Columbia students in print, broadcast, photojournalism, editorial art or political cartooning; deadline, May 19.

Two of many more scholarships to look for in the future: The Academic Excellence Award, by Columbia College; The Roy W. Howard National Competition and Seminar in Public Affairs Reporting, sponsored by the Indiana University School of Journalism and the Scripps Howard Fund.

The journalism bulletin board is updated to keep students informed of what is available. In addition, it also displays information on internships, employment opportunities, conferences and seminars. Stop by to look at the bulletin board for more information.

--Zulema Alvarado

INVESTIGATIVE CONFERENCE IN CHICAGO

The Investigative Reporters and Editors Conference will be held in Chicago this year at the Ramada O'Hare. The organization's president, Deborah Nelson, who is a reporter for the *Chicago Sun-Times* and an instructor at Columbia, says that the focus of IRE this year is on the journalism student. "We're going to have a college conference from March 31 through April 2, bringing in professionals from around the country who work in television, newspapers, magazines and the alternative press. They'll give advice and instruction to students as well as to teachers about investigative techniques, and advanced reporting techniques," Nelson says. The seminar will be called "Investigative Basics Chicago."

Nelson says IRE is 20 years old and has an active membership of 4,300 members. "We hold professional conferences in dif-

ferent places each year," she says. IRE has expanded its teaching programs to include reporting techniques and ethical guidelines in classrooms as well as in the newsroom. "Our biggest area of expansion," says Nelson, "is in our computer-assisted Reporting Education Program for which IRE received a \$250,000 grant from the Freedom Forum. We now have a pretty extensive education curriculum."

J-students and teachers alike can expect to find the Investigative Basics Chicago conference cluttering the information highway with a steady flow of fresh ideas and reporting strategies. Veronica Cervantes, a Columbia senior and journalism major who attended last year's IRE conference in St. Louis, said, "I had a blast! I learned so much and met a lot of people from the major networks." Cervantes,

who plans to attend this year's conference, says she was most impressed with the international flavor of the St. Louis conference. "In one of our sessions, we had a writer and T.V. crew from Russia who showed footage of the mob holding people hostage. I would definitely suggest students go. It's a great learning experience."

Over the two-day period, the classroom agenda will include panels on "Meaningful Freelancing," "Nurturing Sources," "The Art of the Interview," and "Producing for Impact: TV investigations." The conference will end with "Meet the Speakers," a reception at which students can bring an idea, a story, tape, or resume, and have professional input on their work. "I don't want any other students to know about it!" says print journalism major Jon Bigness with a grin. "I want every advantage that I can get over my peers."

--Michael K. Johnson

INTERNSHIP AMONG THE STARS

Many j-students get internships; many of these internships provide practical experience; many even pay; some actually lead to full-time employment. But not many give students the opportunity to meet celebrities like Barbara Walters or Peter Jennings.

Not only did Dulcevida Edrozo, a broadcast journalism major, get the chance to meet these journalistic heavyweights, she got the chance to work with them -- as well as with Christopher Reeve, John Secada, music artist BASIA, and a host of corporate giants that broadcast journalism majors would love to meet.

"One evening I was working late on my WABC internship in New York," says Edrozo, "and one of my producers asked me to drop some papers off at Barbara

Walters' apartment. That's how I got the chance to meet her."

As an intern with Good Morning America, Edrozo's duties ranged from scanning and editing wire copy to planning production meetings for line producers.

"I was surprised when Good Morning America called because I was trying to get an internship in Washington," says Edrozo. Good Morning America's Washington bureau forwarded Edrozo's resume to the New York division. New York took her on.

Edrozo says she worked hard. "Lots of times I had to be at work by four in the morning and would not get off until midnight, and that was not including the four-hour commute I had from a relative's house in upstate New York," says Edrozo.

Edrozo, who hopes to gradu-



Edrozo with Barbara Walters

ate in June, aspires to work on-air and do producing some time in the near future. "I would love to work for ABC if given the opportunity, but I don't know if I would want to live in New York," she says.

--Alphonso Myers

CLINTON GETS HELP FROM COLUMBIA

Taking a leave of absence is often associated with illness, pregnancy or, simply, burnout. How many teachers, though, can say they took one to help the President of the United States?

Rose Economou, the j-department's coordinator of broadcast journalism, can. Economou took an unpaid leave of absence from Columbia last semester to continue her summer work on the Presidential Legal Expense Trust.

The fund was started Jan. 28, 1994, by President Bill Clinton and his wife, Hillary, to defray legal expenses. The Clintons owed money to two legal firms in Arkansas and two in Washington, D.C. as a result of the Paula Jones lawsuit and the investigation of the Clintons' Whitewater land deal.

The Clintons established a Board of Trustees for the trust, which is co-chaired by Rev. Theodore Hesburg, C.S.C., president emeritus of the University of Notre Dame, and Nicholas deB. Katzenbach, Attorney General under John F. Kennedy. The other prominent trustees are Elliot Richardson, Attorney General under Richard Nixon; Barbara Jordan, former congresswoman; Michael Sovern, president emeritus of Columbia University; Dr. John Brademas, president of New York University; Ron Olson; John Whitehead; and Michael Cardozo, who is executive director.

Economou became involved in June, 1994, when Cardozo,

an old friend, asked her to help with the trust. Economou was in Washington researching her forthcoming book, "Producing The Network News Magazine."

Economou soon became coordinator of the trust. "For me this wasn't a matter of a President doing a good or bad job. I thought that the President was doing a very good job," Economou says. "This was a commitment that a President, no matter who the President is, must stay focused on his work."

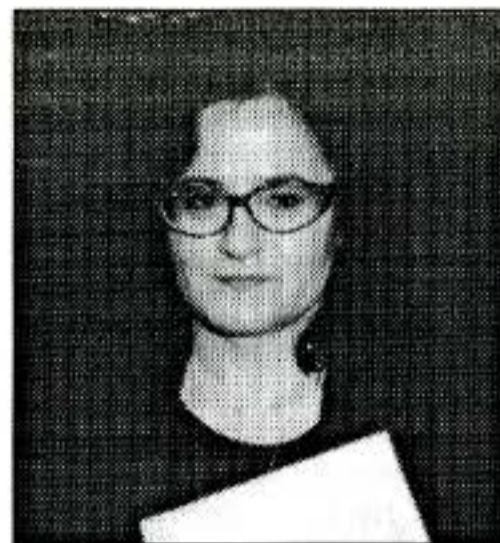
It was determined in August, 1994 the trust could not solicit funds because it is directly related to the President. The trust has to rely on media coverage to attract donations.

"As it turned out, we had calls from journalists from all over the world and I became the spokesperson. I liked that."

When it came time for Economou to return to Columbia for the 1994-95 school year, the trust was sued by a conservative group, Judicial Watch. The group simply wanted the trust disbanded. This prompted Economou to take the unpaid leave for the Fall 1994 semester. A federal judge recently dismissed the lawsuit but the group plans an appeal.

Some of the money given by contributors goes in a reserve to pay legal bills. Contributions can only be made by U.S. citizens and none can be made by businesses, PACs or any special interest groups.

To date, \$608,000 in valid donations have been received.



Rose Economou

Economou returned to Columbia this semester but doesn't rule out going back to Washington in the summer if needed.

Her experience in Washington has helped her and she feels it will help her students. "I think the time off has helped in two ways. I reestablished my connections at the networks and with political people. Now I can help students get internships in Washington," Economou says. "And professionally, I think I was reminded that my focus should be public policy."

Economou says internships in Washington, D.C. this summer are in the works and as well as one in the White House. So while she worked 65-70 hours a week on the trust for a "modest sum," Economou proves her statement, "Access to influential people is more than money can buy."

—Joseph Schrank

Journalism Club Returns

After disappearing during the fall '94 semester, the Journalism Club is set to start up again at Columbia College. Faculty advisor Rose Economou, returning from her fall-semester leave-of-absence, says a full schedule of events is already

planned for this coming spring.

"The main purpose of the club is to do what is not being done in the classroom," Economou says.

Economou said the club consisted of about 80 members last year, and she is expecting more students this spring. She is going

through the mailing list of former members and is still accepting applications for new members, and for the Executive Committee, which will be elected by the club members.

In the past, the club has sponsored many workshops

and meetings in which they bring well-known journalists to Columbia College so the students can talk with, and get advice from, people who have excelled in this field.

"We have had a very good response from the students at the meetings in the past," Economou says. She hopes the response will continue.

Among the events that the Journalism Club sponsored that already took place this spring, are: The African American Reporting Workshop, March 2nd,

which was hosted by WMAQ-TV's anchorman Warner Saunders, and journalist Ed Rooney, who covered Martin Luther King Jr's march on Washington in 1963. On March 9th, a Child Abuse and Neglect workshop came to Columbia College, featuring Public Guardian Patrick Murphy and WLS-TV's anchorman Andy Shaw. And on March 28th a workshop took place, entitled "Are Latino Writers Invisible in America?" with journalists from the Latino community.

The journalism club is also planning a sports reporter's workshop and a Columbia College journalism alumni conference, both scheduled for after spring break, as well as other events throughout the semester. The dates and times for these events and others will be posted on bulletin boards in the Journalism Department. Economou says she wants "to start some evening events for students who can only attend classes at night."

--David Heitz

WEISMAN SCHOLARSHIPS

One of the most important communications scholarship funds at Columbia is often ignored by journalism majors. J-chairman Nat Lehrman says, "It's a mystery to me. I always thought students could smell available money."

Established in 1974, the Albert P. Weisman Memorial Scholarship Fund was started to encourage Columbia students to complete projects in all areas of communications. The fund is named after the late Al Weisman, a former instructor at Columbia and a renowned Chicago communicator who worked as a journalist and publicist.

"The purpose of the scholarships is to help students pay for their communications projects," says Gillian Moore, coordinator of the scholarships and assistant director of special events and marketing for Columbia.

Any project will be considered for funding if it can be displayed, published or presented to the public when it is completed. An example of a journalism project might be starting a newsletter. Up to \$2,000 will be awarded to winning projects. Last year, 32 scholarships were granted. Past winning projects have come from many fields, including journalism, creative writing, photography, film, advertising and public relations.

A project is judged in terms of creativity, potential contribution to its field of communications, and how it may further the applicant's scholastic and professional development.

Both undergraduate and graduate students are eligible to apply, and applications may be submitted by an individual or by a group working together on a

project. Applications are due by April 14.

What's special about the Weisman Scholarships is that the projects are evaluated by communications professionals from Chicago Communications, a group of more than 40 major organizations that meet once a year at a luncheon forum to discuss the advancement of communications. In addition, the annual affair raises the money for the Weisman Fund. At last year's luncheon, Sam Donaldson of ABC News was the featured speaker.

Moore admonishes j-students, "We don't get many applications from you guys. We hope to see more this year."

For more information, contact Moore in the development office on the third floor of the South Campus.

--Todd Dell' Aringa

J-DEPARTMENT WELCOMES NEWS INSTRUCTORS

Howard Schlossberg speaks with energy and enthusiasm. He shouts into the phone with a Brooklyn accent -- only half-jokingly: "Tell them my motto is 'Live fast, die young, leave a good looking corpse.'"

Schlossberg is one of seven new working journalism professionals joining the J-department for the spring '95 semester.

The new instructors have a variety of backgrounds. From community organizer to lawyer, from sports reporter to photographer, each new instructor brings practical experience to the classroom.



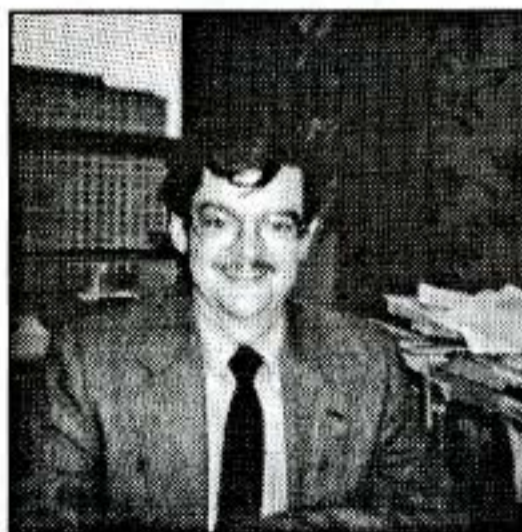
Howard Schlossberg

Getting to know new instructors each semester is difficult. A glance at the Polaroid snapshots on the "Wall of Shame," as one instructor refers to it, located on the 13th floor of the 624 S. Michigan Ave. building, helps you familiarize yourself with their faces, but provides little insight into their qualifications. The following will help you get to know the people behind the Polaroids.

Howard Schlossberg--A freelance writer, Schlossberg is teaching Introduction To Media Writing at Columbia. He covers prep athletics for *The Daily Herald*, writes weekly commentaries and daily news updates for the nationally syndicated sports

wire service *The Sports Network*, and writes sports/marketing commentary for the underground publication *The Blue Line*. Schlossberg spent almost 20 years writing for the Pioneer Press group before moving to *The Daily Herald*. Schlossberg is the author of a college textbook on sports marketing and is also a teacher at William Rainey Harper Junior College in Palatine. He received a master's degree in journalism from Northern Illinois University and a bachelor's degree in history from State University of New York at Albany. Schlossberg's advice to journalists: "Get as much experience as possible in any way, shape or form. Don't say no to any opportunity."

Kate Griffin--Also a freelance journalist, Griffin teaches News Reporting II. She writes regularly for the *Chicago Tribune*, *Crain's Chicago Business*, and *American Medical News*. Griffin worked as senior news editor for the City News Bureau of Chicago, served as a reporter and editor for UPI and wrote and edited news copy for broadcast clients worldwide. Griffin pursued a liberal arts degree at Loyola University of Chicago before leaving to write full-time. Griffin's advice to journalists: "Do it...freelance, get experience, take an internship. Whatever."



Thom Clark

Charles Carman--As the instructor of How To Start Your Own Magazine, Carman brings to Columbia a vast amount of personal experience. He is the president and editor-in-chief of two trade publications for lawyers and legal professionals. Carman founded *Corporate Legal Times*, a



Charles Carman

monthly magazine for corporate lawyers with a circulation of 40,000. He publishes *Illinois Legal Times*, a monthly law magazine which is distributed to more than 14,000 legal professionals in Illinois. Carman also founded the *Minnesota Law Journal* and served as editor and advertising salesman. He publishes the newsletter *Managing Litigation Costs* and has written for *Down Beat* magazine. Carman attended Loyola School of Law in Chicago and Northwestern University where he studied English composition. Carman would like students to know that "nobody grouches like an editor."

Robert Sharoff--The instructor of Special Interest Magazines, Sharoff was an associate editor of *Selling Magazine*, a Capital Cities/ABC publication, where he was responsible for writing and editing articles on industry leaders and market and trend analysis. He contributes regularly to *Chicago Magazine* and freelances for the *Chicago Tribune*, the Chi-

J-DEPARTMENT WELCOMES NEWS INSTRUCTORS



Robert Sharoff

ago *Sun-Times*, *Women's Wear Daily*, *Crain's Chicago Business* and *W Magazine*. Sharoff served as the Midwest editor of the *Daily News Record*, was an associate editor of *Buy* magazine and was managing editor of *Florists' Review*. He received a master's degree in journalism from the Medill School of Journalism at Northwestern University and a bachelor's degree in journalism from Central Michigan University. Sharoff's advice to journalists: "Don't set your sights too low. Try to work for the publication you want to work for. Go for what you want."

Andrew Manis--A photographer with more than 10 years experience, Manis teaches Photo Editing. Manis is a photo editor for the Associated Press in Chicago where he edits and distributes photographs nationally and internationally. He has worked as a staff photographer for *The Bristol Press*, *North Jersey Herald & News* and *The Independent Florida Alligator*. Manis interned for the *Ft. Lauderdale News* and *Sun Sentinel* and received a bachelor's degree from the University of Florida. Manis says, "This business is very fraternal. Make contacts. The more people you know, the better."

Thom Clark-- The interim co-instructor of Covering Urban Af-

fairs, Clark entered the field of journalism through the "back door." A community organizer, Clark is co-founder and president of the Community Media Workshop, which trains nonprofit organizations to use the media more effectively. The workshop publishes the media guide *Getting On The Air & Into Print* and the newsletter *The Active Voice*. Clark served as editor of *The Neighborhood Works* at which he received the Lisagor award for editorial writing. Clark is co-founder and former executive director of the Chicago Rehab Network, a past director of the First Chicago Neighborhood Development Corporation and served as



Andrew Manis

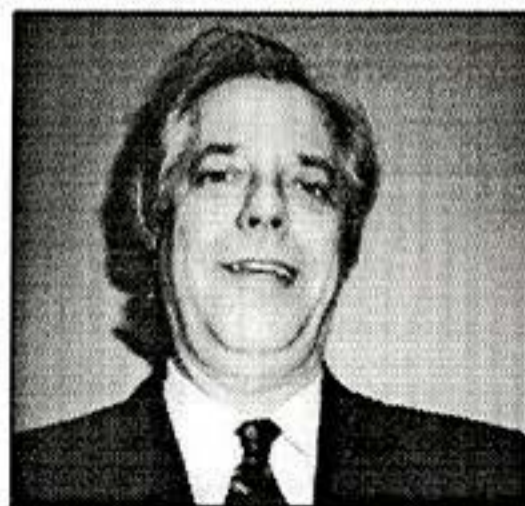
development director for Voice of the People in Uptown. He is active with Misericordia, the United Way of Chicago and is on the coordinating committee of the ARTSMART campaign of the Illinois Alliance for the Arts. Clark is also the photographer of record for the Snap Judgments column in the *Chicago Reader*. He received a bachelor's degree in political science from Loyola University of Chicago. Clark wants journalists to know that "even in the electronic age, there is a need for good reporters and good writers."

Hank DeZutter--The co-founder, along with Clark, of the

Community Media Workshop. DeZutter team teaches Covering Urban Affairs, in place of Les Brownlee, who is on sabbatical. A professor of communications and fine arts at Malcolm X College, DeZutter previously taught a "newsroom as classroom" course at Columbia. DeZutter has served as a neighborhood and urban affairs columnist for the *Chicago Reader* where he now writes the Snap Judgments column. DeZutter writes articles on urban affairs, education and race for various publications including *The New York Times*, *Boston Globe*, *Chicago Tribune*, *Chicago Sun-Times* and *Chicago Magazine*. He edited the *Chicago Journalism Review* and wrote speeches and position-papers for Mayor Harold Washington. DeZutter received a master's degree in journalism from the Medill School of Journalism at Northwestern University and a bachelor's degree from the University of Michigan. DeZutter's advice to journalists: "Don't do it for the glory. Do it because you're endlessly curious and want to get a front seat to history."

The students and faculty of the j-department wish to welcome all of the new instructors to Columbia. Their experience and expertise will certainly be a benefit to all of us.

--Don Woolf



Hank DeZutter

NEWSLETTER FOR UNWED MOTHERS

Five years ago Laura Teubert was no different from any other college sophomore. She went to school, worked part-time and dreamed of success. Then she became pregnant.

"My life took a 360 degree turn," Teubert says, "I set a goal when I was pregnant to finish college."

She has since completed a Master's Degree in journalism and published the pilot issue of U.W.M., a newsmagazine for unwed mothers. Teubert, 25, credits her achievement to the support she received from family, friends and the j-department faculty. She says that she never lost sight of her goals. Teubert approached her obstacles as challenges, channeling her personal experiences into a professional product. The concept for the magazine grew from Teubert's own interests.

"Being an unwed mother, I was constantly looking for articles," Teubert says. "It's rare to see writing specifically about unwed mothers. I wanted it to be real easy for these women to say, 'Hey, this pertains to me.'"

Teubert was completing her last semester of the graduate program in spring of 1994 and was planning the magazine as an independent project when her five-year-old daughter, Judy, became seriously ill.

Judy had a variant of the Strep A virus, better recognized as the "flesh eating virus." Most of the adults who had the virus died and, Teubert says, she feared for her daughter's life. Judy had 11 surgeries and was hospitalized for more than 30 days.

"My life pretty much stopped," Teubert says. "I dropped out of school. I stopped working. There was no way I was going to leave her."

When the media learned that Judy had the virus, Teubert says, "I felt forced to come forward." She says that being the subject of the story instead of the one writing it

taught her a few lessons about the press.

"One thing I was disappointed with is that there was a lot of inaccuracy," Teubert says. "It was sloppy journalism."

Teubert claims that one paper wrote that her daughter was dead. "That's laziness and incompetence," she says.

"When we're in school they're constantly banging our heads about fact checking and knowing our sources," Teubert says.

Teubert's own publication offers health and legal departments written by professionals as well as features written by Columbia students, most of whom work for clips. Already publishing and editing the newsmagazine, Teubert says that she asked for student writers because she wanted a more diverse style. "I wanted to see what other people could come up with."

This approach coupled with the expertise of the j-department faculty has made the publication a success. "I've already received a lot of positive feedback," says Teubert, who is planning a second issue. She hopes the publication will encourage unwed mothers to further their education, ensuring prosperity and stability for themselves and their children.

"I'm a firm believer in education...higher education," Teubert says. "It gives you self-esteem. That's what a lot of women need." She also stresses that an important part of education is utilizing the faculty.

"I think that students need to do more than just come to class and go home. Find out who's in the department and what's going on," Teubert advises.

She says that often students, especially those new to Columbia, are apprehensive about approaching the faculty. "Just pop your head in and say 'Hi,'" says Teubert. "Just get to know people."

Teubert consulted faculty mem-

bers Norma Green, Carolyn Hulse, Don Gold, and Omar Castillo when planning her newsmagazine. She says the instructors are always willing to help. "They're loaded with information. Take advantage of their knowledge," Teubert says emphatically.

She may laugh at the idea of being a role model, but Teubert's story rings of success. "It's a lot of hard work," Teubert says. "You really need to set goals and try to reach them. Get focused on something."

--Andrea Robinson

Students interested in writing for U.W.M. should contact: The U.W.M. Newsmag, 6126 W. Dakin Street, Chicago, IL 60634.

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