

4-1-1996

# Inside Journalism

Columbia College Chicago

Follow this and additional works at: [https://digitalcommons.colum.edu/inside\\_journalism](https://digitalcommons.colum.edu/inside_journalism)



This work is licensed under a [Creative Commons Attribution-Noncommercial-No Derivative Works 4.0 License](https://creativecommons.org/licenses/by-nc-nd/4.0/).

---

## Recommended Citation

Columbia College Chicago, "Inside Journalism" (1996). *Inside Journalism*. 50.  
[https://digitalcommons.colum.edu/inside\\_journalism/50](https://digitalcommons.colum.edu/inside_journalism/50)

This Book is brought to you for free and open access by the Publications at Digital Commons @ Columbia College Chicago. It has been accepted for inclusion in Inside Journalism by an authorized administrator of Digital Commons @ Columbia College Chicago. For more information, please contact [drossetti@colum.edu](mailto:drossetti@colum.edu).

APRIL **INSIDE** 1996  
**JOURNALISM**

A Newsletter Published by the Journalism Department of Columbia College

## BIG HONORS FOR CHRONICLE

In early March the *Chronicle* won an unprecedented seven awards from the Illinois College Press Association.

"It was validation," proudly says editor-in-chief Nancy Laichas.

"I knew we'd do well," says Jim Sulski, faculty advisor to the paper.

J-department chairman Nat Lehrman was so proud, he sent a letter to the president of the school and to both undergraduate deans. And he wrote to the staff, "I'm not the least bit sur-

prised that you garnered a stack of prizes."

And what a stack it is! Seven awards in total, including three first places, two second places and two honorary mentions.

The staff members who won the awards are Ryan Healy and Robert Stevenson, first place, News; Chris Sweda, first place, Feature Photo; Barry Sorkin, first place, Critical Review other than movies; the Editorial Staff, second place, Headline Writing (actually a John Biederman headline); Chris Sweda, second place, Photo Essay; Natalie Bataglia, honorary mention, Shoot Chicago Photo Contest and Chris Sweda, honorary mention, Spot News Photogra-

phy. All of these awards are from the non-daily category.

This is an impressive showing for a paper that has been ridiculed in past years.

"This year was different," said Lehrman in a letter to the staff, prefacing his praise by pointing out that the student paper always started out weak in the fall and then wound up strong in the spring. "This year you guys took off on a running start, doing October issues that were every bit as good as previous spring issues."

So what's different about this year from any other year for the paper? Many things have contributed to the *Chronicle's* success.

"The entire staff worked very hard since August and the content has gotten a lot of feedback from the Columbia community that was useful for the paper," says Laichas on the effort put forth by the *Chronicle* staff.

Faculty Advisor Jim Sulski concurs with Lehrman's and Laichas' assessments.

"It reflects the hard work and the dedication of the staff," he says.

Sulski adds that he is not surprised the *Chronicle* did so well.

"These awards show that somebody cares about us," he said.

The fact is, the whole depart-



Advisor Jim Sulski at work with Editor-in-Chief Nancy Laichas



# Job Search

By Paula Eubanks

During the past couple of months, some new words have been cropping up frequently in journalism job ads---phrases like "Webmaster," "Internet savvy," "computer-assisted reporting," "homepage editor," "interactive communications," and "HTML."

Many reporters, editors, photographers, and designers rely mainly on fundamental journalism skills such as clear writing and strong news judgment to get hired. However, more hiring managers are at least hoping that job candidates have this new information highway experience. And while these skills are currently viewed as a plus on your resume, I expect that in the not-too-distant future such skills will be listed as a minimum requirement for some common journalism jobs---including staff reporter!

If you aren't already one of those charter subscribers to WIRED magazine, consider making at least a bit of headway on the highway before you leave college.

Based on advice from "Internet savvy" folks, the following collection of skills and experiences would mark you as someone who at least knows a "FAQ" from a "flame."

OK, here's your mission:

- browse the World Wide Web using Netscape
- send and receive e-mail
- post a question on a bulletin board, then review and download choice answers/responses
- search an on-line data base
- read journalists' chats on CompuServe forums
- adopt the etiquette unique to the Internet
- learn how to build a Webpage

You might have real difficulty accessing equipment, expertise, and tutorials because it's still relatively rare. But if you're doing reasonably well in your reporting classes, then feel confident that you have the library and communication skills needed to be adept on the net.

First, some background reading will help prepare you. Read "A Tour of Our Uncertain Future" by Katherine Fulton in the March/April 1996 issue of the *Columbia Journalism Review*. Also, take a look at issues of the bi-monthly Internet Newsroom newsletter. You can find both in Columbia's Career Resource Center (Wabash Suite 300).

Next, check out information highway-related events and equipment. Attend one of those seminars that addresses emerging interactive communications and multi-media presented by a professional communicators associations. Within the school, call the Journalism Department (Ext. 5672) and leave a message for Jennifer Laboy, special projects coordinator of the Journalism Club, expressing your interest that the club sponsor such an information highway "introduction" event. Also, after being inspired and instructed, use the Columbia library computers (2nd floor) with Netscape to cruise the Internet.

Then, try to become part of a project that is designed to involve students in the information highway and interactive media. Put out the word that you're looking for this kind of opportunity, and follow up on leads. One such opportunity at Columbia is the Empowering Students for Democracy Project, which plans to include creation of an interactive compact disc on democracy. Another is the effort to create and maintain a *Columbia Chronicle* homepage on the Internet.

Remember that while this might be new territory for you as a student, it's also new to most seasoned journalists---and it's where we're all headed. Hope to meet you out there in cyberspace!

*(Paula is the j-department's career advisor. Seek her out in the Career Planning & Placement Office, Wabash Suite 300, Ext. 5284.)*

ment cares and we are proud to have an award winning paper.

The best thing about all this is that it happened before Lehrman's "graduation" (as he puts it ) from Columbia.

"I'm really happy that Nat can retire and say that under his leadership the journalism department published an award winning newspaper," says Nancy Laichas.

"I couldn't leave on a higher note than to turn over such an excellent newspaper to my successor," said Lehrman in his correspondence with President Duff, Dean Lightfoot, Dean Latta, the full-time j-department faculty and the entire *Chronicle* staff. "Thanks a lot."

-- Robert Stevenson

## MAGAZINE PROGRAM IN TRANSITION

After six and a half years as director of the j-department's magazine program, Don Gold is "passing the torch" to Scott Fosdick.

Gold doesn't see his leaving Columbia as "the end of anything." In fact, he plans on picking up where he left off when he joined Columbia's j-team. "I'm going to go back to living my life as a freelance writer," he says. "I wasn't a career academic. When I got this job, I saw it as



Director of the magazine program, Scott Fosdick

just another facet of journalism." For Gold's next number, he will write a book ... his ninth.

In the meantime, Fosdick is learning about the magazine program. Fosdick previously taught Magazine Article Writing in the j-department.

This semester, he is teaching Advanced Magazine Article Writing as well as Introduction to Magazine Editing. And while Gold remains the instructor for

"I wasn't a career academic. When I got this job, I saw it as just another facet of journalism."  
Don Gold

College Magazine Workshop this semester, Fosdick sits in to observe in preparation for next fall.

In the past, Fosdick spent his time as a freelance writer. He wrote for several magazines, including *Family Life*, *Parenting* and *Stagebill*. He has also been a staff writer for the *Daily Herald* and the *Des Plaines Reporter*.

Fosdick is excited about this position and Gold is ready for the next phase of his career. Until June 1996, though, both have their hands on the "torch."

-- Michel Schwartz

### J- CLUB PREPARES FOR DEMOCRATIC CONVENTION

This August, Chicago will be hosting the Democratic National Convention for the first time since 1968. It is with eager anticipation of this summer's events that the Journalism Club invites Columbia's budding young journalists, as well as those who are interested, confused or otherwise intimidated by the political process,

to get warmed up for the historic political event.

The j-club is sponsoring four separate events, including a voter registration drive, two publications, and one television special. All these are student-organized and produced, in order to give Columbia citizens a deeper understanding of the democratic and political process and an ap-

preciation for the impact of a presidential election.

"I hope in the end that we encourage students to participate in the electoral process. I hope we inspire all students, whether their major be art, photography or journalism, to cover stories and not be intimidated by key players," says Rose Economou, broadcast journalism coordinator and j-club

## GOOD-BY MR. MAGAZINE

When you look the word "magazine" up in the dictionary, Don Gold's picture should be there. If not, call the publisher. Chances are good that he or she knows Gold.

Between New York and Chicago, Gold has worked in an editorial capacity for a diverse group of magazines including: *Chicago*, *Playboy*, *Travel & Leisure*, *Holiday*, *Ladies Home Journal*, *Saturday Evening Post* and *Downbeat*. In his spare time, Gold has written six novels, two non-fiction books and countless articles and essays.

Gold joined the j-department during the fall of 1989. His first role was to advise the *Chronicle* staff, and to further develop a new magazine program. Although the concentration is literally called "Magazine Editing and Publishing," students who follow its track learn about several aspects of the wide world of magazines such as production, design, writing and photography.

When Gold first accepted the position of director, his goal was to "implant an understanding of what magazines have to offer" and maybe even to "inspire a lot of magazine editors and writers."

As we approach the turn of the century with the talk of "the web" and "the net" constantly in our ears, the fear of extinction is a very realistic one for magazine lovers. Yet Gold assures, "There's something about magazines, about the comfort of holding it in one's hand that will never die."

To give upper-level students the chance to put their newfound skills to the test, Gold lent his touch to the newly created *Chicago Arts & Communication*, an annual magazine produced by Columbia College students.

"I wanted to do a magazine that was better than all the other college magazines," Gold says. And the product time and time again has been "remarkable." In its five-year existence, the magazine has won 10 prestigious awards from trade associations for its overall excellence.

Gold once told a group of magazine majors, "Do anything that will make you smarter." In that case, meeting Don Gold is definitely a thing to do.

--Michel Schwartz



Don Gold

sponsor.

The events include a clinic carrying the theme "How to Survive the 1996 Political Year," date to be announced; a round table discussion with the topic "Meet the Candidate(s)," to take

"I hope the events inspire people to get involved and help them to realize what an impact political elections have on our lives."  
J-club member  
Danielle Curley

place in mid-March; and a political photo exhibition, scheduled for a month, from April 23-May 24.

The j-club will also produce *Frontrunner*, a political magazine, an internet home page on political coverage, and a television special called "The News Media & The 1996 Election: A Report Card."

"I hope the events inspire people to get involved and help them to realize what an impact political elections have on our lives," says j-club member Danielle Curley.

All students are encouraged to contribute to all or any of these events, publications and productions. Those students interested can contact Rose Economou in the Journalism Department.

--Jennifer Laboy

### NEW TUTOR FOR J-STUDENTS

The new tutor for Columbia College's journalism department says all good reporters, news writers and editors share one nagging desire.

"They all want to do better work," according to Bill Ferguson, who has labored for two score and more years in newsrooms and classrooms devoted to journalism.

"Even those with the greatest talents and the biggest egos share secret doubts as to their abilities," Ferguson says, "and their never-ending desire to improve makes them better journalists."

"Certainly, the same should be true for journalism students," he says, "and at Columbia, there is an 'open door' to improvement. It's called tutoring, and it's absolutely free."

Ferguson works behind that open door on Tuesdays and Thursdays to help any and all journalism students who want to improve their skills.

Tutoring hours are 1-5 p.m. on Tuesdays and 10 a.m. to 2 p.m. on Thursdays. Ferguson's office is in the main journalism center at 1300 in the Torco Building.

Students can just "drop in" or they can sign up for an appointment on a calendar pinned to the bulletin board just inside the main office. Ferguson says these students should leave him a note detailing the type of help needed and the students' course(s) and teacher(s).

Tutoring is available for ALL students, not just those who are falling behind. Students striving to boost a "B" to an "A" are welcome.



J-department tutor Bill Ferguson

"However," Ferguson says, "those students who are falling behind or feel overpowered in their journalism classes should NOT wait." He said these students can sign up for weekly sessions and get continuing help on homework and classroom assignments.

Tutoring can also help students define their goals in the world of news, point them in the right direction and lead them to the necessary sources and resources.

Ferguson, 69, has been teaching journalism classes at Columbia since 1991. He retired as Managing Editor of United Press International in 1990 after 40 years with the wire service. Prior to UPI, he worked for two years at the Jacksonville Journal in Florida.

At Columbia, Ferguson has taught News Reporting I & II, Copy Editing I and a graduate course on federal reporting.

"Nearly 50 years and I've yet to find a journalist or student, myself included, who couldn't use some help."

--W.F.

### DIVERSITY IN JOURNALISM JOB FAIR

On one of the coldest days in Chicago, job seekers prepared themselves physically for the weather and mentally for some interviews, hoping to secure a career in the media.

Some of the job seekers traveled from as far away as Wisconsin and Michigan by bus and train in hopes of interviewing with the Tribune Company, *The Chicago Reader*, *The Chicago Reporter*, *Crain's Chicago Business* and other media outlets at

Columbia's Diversity In Journalism Job Fair 1996 in the Hokin Center. Thirteen employer representatives and four local journalist organizations made the sixth annual job fair a worthwhile trip for 150 people in the below zero temperature with information about internships and job openings.

Columbia's Career Planning and Placement office, The Chicago Headline Club and the Community Media Workshop sponsored a job fair with the Chicago Association of Black Journalists, Chicago Association of Hispanic Journalists, Asian American Journalists and the National Lesbian & Gay Journalists Association on Feb. 2-3.

The two-day event began with a panel of minority print and broadcast professionals coaching job seekers on how to get the most out of the fair.

"Read newspapers, magazines and books. Watch television newscasts. Be street smart. Know what's going on. Don't limit yourself. Expand your horizons. You must have various skills," stressed the tag team panelists.

The panelists cheered the words internships, clips and tapes throughout the event, encouraging job seekers to build competitive portfolios.

Paula Eubanks, Columbia's career advisor, said the job fair was very successful. "We had a good format, great speakers and topics. The job seekers were more prepared than ever. Some students received internships and jobs. Others made contact with employers for future reference," Eubanks said.

Columbia's Tracy Roberson, senior, television major, managed to collect a few business

cards and talked with the director of Human Resources Myrna Ramirez of WGN-TV about a six month internship in the newswriting department. "The job fair was very useful and informative. I like to hear professionals tell how they got started in the business. Their stories are motivating," Roberson said.

Chris Blackman, a Writing and Producing TV News instructor in the J-department and a moderator and panelist at the job fair, shared his voyage from program assistant at WJZ-TV, ABC affiliate in Baltimore, MD., to his position of executive producer of Channel 5 morning and afternoon news. Blackman encouraged the job seekers to be flexible, open-minded, creative, willing to accept minor positions and to start in smaller markets.

Although the event was a success, Eubanks said, "The industry and the job market has shifted and we need to change the format. I don't think the market is interested in this type of job fair." The decrease in employers attending the job fairs over the years concerned Eubanks. The number of employers attending the job fair has decreased by half she said. Eubanks said she is considering a new format and probably will not call it a job fair.

"I will focus more on internships. I'll probably work harder encouraging students and alumni to work closer with journalist organizations, which are filling the needs of job fairs. I would spend more time focusing on students' preparation for the job market," Eubanks concluded.

--Aretha Fouch

## MAGAZINE PROGRAM GETS TECHNICAL

As the magazine industry advances, the Columbia College journalism department is providing its magazine program with the technology to keep pace with it.

At the beginning of the school year, Omar Castillo, computer technician for the department, began installing five new computers for the program.

The machines are located in room 1303 and, according to Castillo, are being used primarily for the Design for Editors class, which lays out the *Chicago Arts and Communication* magazine. They'll also be used in the Desktop Publishing class.

"Editors in charge of the design and layout of the magazine no longer have to depend on the art department for the publication's production," he said. "In addition, the layout/design editors will learn how to use the computers to produce a magazine."

QuarkXpress, Adobe Photoshop and Adobe Illustrator are the programs being used to design and publish this year's magazine. In addition, a 600 dpi printer, 1200 enhanced dpi scanner and film/transparency adapter were added. The computers are being networked through Windows 95.

Scott Fosdick, the director of the magazine program, feels positively about the new computers being added, but feels that the skills of the students are more important. In response to the ever-raging debate about which are better for design, MacIntosh or IBM computers, he said, "I think it's more important who's behind the computer rather than the machine itself."

--Diane J. Bell

## LETTER FROM AN ALUMNA

Hello! Two years out of college and I can still say with all honesty that my education at Columbia College was a great deal. So many of my friends from journalism classes have landed jobs. Theresa Volpe has a job in children's publishing, Nancy Thart works at the Chicago Academy of Math and Sciences as the school's public relations person, Steve Crescenzo is a magazine publishing director, Art Golab and Mary Johnson work as reporters at the *Chicago Sun-Times*, and I'm at CNNI in Atlanta. Last summer I attended the Unity Conference with Natalie White, who works for the Chicago bureau of the *New York Times*. It's so much fun to have college friends in the business. As chair of the department, you and Don Gold [retiring magazine program director] must feel good knowing that you helped to encourage so many people to go into journalism and that they succeeded in their careers.

I've been living in Atlanta now for two years. I started at CNN as a video journalist. I ripped scripts, ran prompters, and floor-directed for three months. Then I moved on to work as a playback operator, which means I worked with the news director to make sure the right tapes ran in the show. I loved this job! It was very stressful but sooo much fun. My first week on the job I forgot to cue a tape and it ran with the reporter's sig out of a story. You can imagine what the response was in the control room. Yikes! A more common mistake to do while playbacks is to "pop" the tape out of the tape deck while it is on the air and you instantly go to black. Or even

worse, you forget that the tape is running on the air and you press the rewind button on the deck. It happens ... I've done it.

Last spring, I was promoted to work in satellite feeds and tapes production. Feeds is a nightmare because video is feeding in from all over the world. We have these huge tv monitors set up so that the tourists can see what we're rolling on all over the world. One time we, in feeds, weren't paying attention to the video feeding in from Moscow. The supervising producer started running towards the satellite feeds area waving his hands and yelling at us. It turns out there was a school group passing through and Moscow was feeding in Russian porno. Oops!

Working at CNN, especially working in satellite feeds, I have seen the raw unedited and unairable video of war in Bosnia, Rwanda and Chechnya. It's hard for me to imagine sometimes what life is like in a country that has no electricity or clean water. To imagine what it is like to be afraid of landmines, sniper fire and mass graves. Today I was at work and two major international events happened at once. A ferry sank off of the Philippines and a bomb exploded on a double decker bus in London. I care so much about world events that I can't understand how people in this country can not care the way I do. It's so nice to be part of a network where everyone cares (it's so tacky to say) passionately about the news.

In the fall, I went to work at CNN-International. It's the network you would see in your hotel overseas. Completely different newscast from what you receive in the States.

Longer international stories and the scripts are written to cater to an international news audience. Little words like "foreign" are never used in our scripts because what's considered foreign to people overseas watching us? I think that some day I might like to work for one of the bureaus at CNN overseas.

I work with a group of people who are the same age as I and at the same point in their careers. None of us make much money and we all work schedules that constantly change. We work together, date each other and party together. The great thing about working for CNN is that my experience here is helping to build friendships that will span across the U.S. to other stations. I love my job. I love the people I work with and the training I receive here, and that about sums up my life. Stay well!

Love to all,  
Juli Moriki

### INSIDE JOURNALISM

A newsletter produced by and for students of the Journalism Department

COLUMBIA COLLEGE  
CHICAGO  
600 S. Michigan Avenue  
Chicago, IL 60605

#### MANAGING EDITOR

Omar Castillo

#### DESIGN EDITOR

Andrea Robinson

#### CONTRIBUTING EDITORS

Diane J. Bell

Aretha Fouch

Jennifer Laboy

Michel Schwartz

Robert Stevenson

#### ADMIN. EDITOR

Lena Renteria

#### CHAIRMAN

Nat Lehrman

April 1996 Vol. 10, No. 4