

5-1-2000

Inside Journalism

Columbia College Chicago

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Inside Journalism

A Newsletter Published by the Journalism Department of Columbia College Chicago

Spring 2000

'Newsbeat' goes live twice a week

By Regina Waldroup

Hefty black electrical cords weave across the floor like snakes. A luminous silver ladder stands perched in the entryway nearly touching the stage lights, and beige wood-shavings are scattered on the floor like confetti.

This was a recent scene in the Television Department's Studio C as workers feverishly labored to create the new permanent home of "Newsbeat," Columbia College's live newscast.

"Newsbeat" debuted in the spring of 1999 as a 15-minute live newscast, created by the same students who write and produce "600 South," a news magazine show. The one-year pilot was so successful and popular with broadcast journalism students that the Journalism and TV departments decided to offer it as a separate Television News Practicum class starting this semester.

Lillian Williams, director of broadcast journalism, says the "Newsbeat" format is appealing to students because "it offers them the opportunity to do live reports of breaking news, as well as tradi-

tional news packages. The show has a mix of hard news stories, profiles of interesting people and local angles on national issues. The reporting and producing skills taught in this class are essential for competing in today's news environment."

The new class is team-taught by two seasoned professionals—Journalism Department Artist-in-Residence Laura Meehan, a weekend news producer for WBBM-Channel 2, and Bill Zayas of the TV Department, a veteran of TV news and entertainment programs.

The show's airtime is expanding from one newscast a week to newscasts every Tuesday and Thursday morning. The original student-produced news show, "600 South," continues to meet on Thursday evenings, producing a

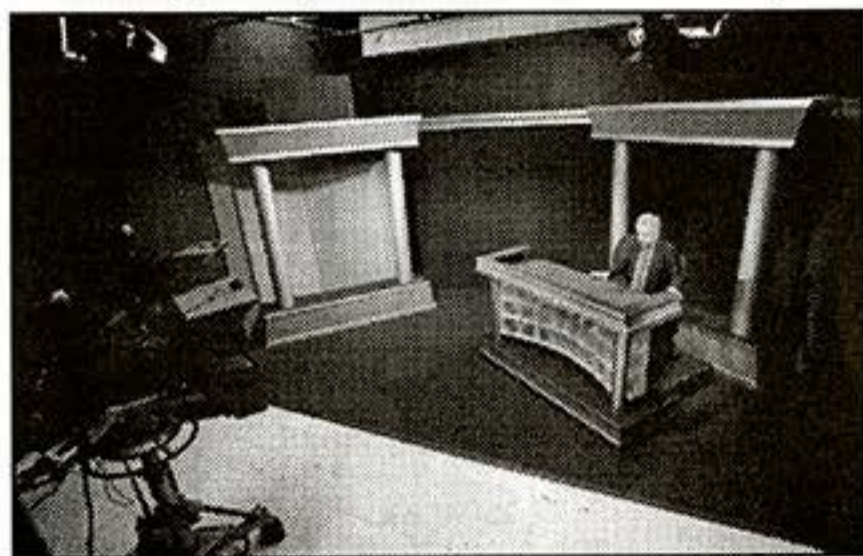
news magazine that airs on local cable access stations. "600 South" features more in-depth stories that have a longer shelf life. Both shows give students an opportunity for hands-on training in writing, reporting and producing techniques.

Meehan said she looks forward to the new challenges teaching will bring. She noted that her open lab hours on Monday mornings will offer students an opportunity to receive additional assistance. "If

Continued on page 2



"Newsbeat" reporter James Martinez (left) joins anchors Jonathan Arnold (center) and Kathleen Eaton (right) in a read-through of scripts in preparation for the semester's first live newscast.



The "Newsbeat" set is checked out by practicum instructor Bill Zayas of the Television Department. The set is now permanent—no need to tear it down and set it up again.



Practicum instructors Bill Zayas and Laura Meehan, of the Journalism Department, check out the "Newsbeat" storyboard, discussing which stories to select for the newscast.

'Newsbeat' goes live

Continued from page 1

students need any extra help, I will always be available to them," Meehan said. "Columbia is going to be my priority on my three days off."

Both "600 South" and "Newsbeat" are produced in practicum classes that serve as capstone courses in the broadcast journalism concentration. They give senior majors an opportunity to bring together and apply everything they have learned in their journalism and television classes.

The courses, listed in the

"Our goal is to be on live everyday. And I think we can do it."

—Luke Palermo

Television Department, are called Practicum: Producing the News, for students interested in producing news shows, and Television News Practicum, for students who want to report.

Students who want to participate in "Newsbeat" in fall 2000 should register for the Tuesday/Thursday practicum, which meets from 9:30 a.m. to 12:30 p.m. Students who want to work on "600 South" should select the 6 p.m. to 9:50 p.m. practicum course, which meets on Thursday evenings.



Journalism instructor Laura Meehan meets with "Newsbeat" producers LaCael Palmer (left) and Erica Ashburn (right).

"I'm so excited about the 'Newsbeat' class," said Carolyn Hulse, interim chair of the Journalism Department. "Our broadcast journalism students will now have a regular opportunity to report live news, in addition to news features. For 'Newsbeat,' they will cover hard news—local, breaking stories. This is where most of the job opportunities in television will continue to be."

Williams said the show represents significant progress in the broadcast journalism program.

"'Newsbeat' has grown from an occasional show that I and a few students produced, to having its own class, its own studio setup, and two teachers devoted to the newscast.

"We've been working hard to make sure that all the nuts and bolts are in place," Williams said. "It takes both the Journalism and the Television departments to put on productions like this. It gives us an opportunity to blend our abilities and expertise, and it provides a forum for an excellent working relationship between the two departments."

Williams said students who enroll in "Newsbeat" will reap a wealth of real-world job experiences, ranging from how to work under deadline pressure to finding sources for a story. They'll deal with issues of fairness, accuracy

and unbiased reporting.

"That's a wonderful experience for students to have," said Williams, a former TV and newspaper reporter who joined Columbia College a year and a half ago.

"These students will get an opportunity to exercise news judgment and make decisions under deadline pressure. This will add to their



Reporter Melody Hoffman reviews her tape to make sure there will be no glitches when the newscast airs.

skills base and prepare them for newsrooms."

Alumnus Leon Triplett, who was an anchor for "Newsbeat" when it first debuted in 1999, said he would recommend the class to all undergraduate broadcast journalism students. "It gives you an opportunity to do on-air, live news," said Triplett. "There's more of an adrenaline rush, more of an under-a-deadline style of writing with a live newscast like 'Newsbeat.'"

Luke Palermo, interim chair of the Television Department, said he feels wonderful about working closely with the Journalism Department to produce "Newsbeat."

"I think we are a natural pairing," Palermo said. "We've been doing collaborative work since the broadcast journalism program began; it's just that it has accelerated a bit in the last couple of semesters.

"Broadcast journalism is a big segment of both of our industries, and it is a large component of both of our departments. So, I couldn't be happier that we're doing more work together. It's the way it should be. Our goal is to offer additional sections of 'Newsbeat' and to eventually be on live every day. And I think we can do it."

Both practicum courses are repeatable, and Palermo recommends that students attending Columbia long enough should try

Meehan: Teaching will give me a new challenge

Laura Meehan knows a lot about juggling. As a 31-year-old weekend news producer at WBBM-Channel 2, she deftly balances a demanding TV career, a book club, a tennis league and a marriage.

Now she's added another element to the mix—artist-in-residence in Columbia's broadcast journalism program. Meehan spends three days a week teaching the TV News Practicum class, which produces "Newsbeat," a live student newscast, and Writing and Reporting TV News.

Meehan, born and raised in Elmhurst, received her B.A. in journalism from the University of Missouri's School of Journalism in 1990. She says that three words describe her best: Energetic, caring and hard-working.

Meehan has worked as a weekend producer and writer for WBBM since 1993. Prior to that she worked as a producer for KFOR-TV in Oklahoma City, KXXV-TV in Waco, Texas, and KMOU-TV in Columbia, Mo.

"I knew that I wanted to be in journalism at an early age," she said. "And I knew that I wanted to produce off the bat. That helped me focus when I went to college."

Meehan believes "journalism is a way of learning about our society and the things around us. Without it, society would not be as enlightened."

When producing the weekend newscasts, a "typical" Saturday morning for Meehan begins at 9 a.m. with a conference call to discuss story ideas and to assign stories to reporters.

She arrives at the studio by noon, reads the news wires to see if there are any story updates, puts a list of stories together, and begins working on the 6 p.m. newscast. Once that's complete, Meehan begins working on the 10 p.m. newscast. And there's never time for a lunch break in between.

Meehan said she loves her job because it's so unpredictable. She said she could never work in data entry, for example, doing the same job day after day.

Producing is the real "power position" of TV news, according to Meehan, because it provides an opportunity to individually mold and shape a story.

Although TV viewers may never see her on camera, Meehan gets personal satisfaction in knowing that she is responsible for what viewers watch.

"When you produce, you know that all you get is a credit at the end of the show," she said. "So to be a producer you need a lot of self-esteem to know that you were responsible for what got onto the air even though millions of TV viewers may not know."

"Your colleagues also know when you're a hard worker, and there are awards you can win." In fact, Meehan was nominated for an Emmy last year.

"Production is a balancing act," she said. "It's what I do for a living. I've learned to handle different tasks at once. It's a long day, but it's a very rewarding process. You need to do big projects and small projects to get the news out. It comes down to prioritizing to get things done and doing the best you can."

As for her new responsibilities at Columbia, Meehan said, "Teaching will give me a new challenge. I know whatever I do, I don't want to stray too far from news. I love what it has to offer. It's exciting and different every day."

—Regina Waldroup, journalism graduate student



Laura Meehan

their best to take both. He also said there is the possibility that the practicum courses may soon be able to use live news feed from CNN, because the college is investigating the feasibility of putting satellite dishes on top of one of Columbia's buildings.

Palermo said the school recently hired a company to conduct a site survey to find out which building is best suited to house the dishes. "Our goal is to have, at minimum, two receiving satellite dishes that

can receive CNN and CBS news feeds, which are free to educational facilities," Palermo said.

"This would only enhance broadcast journalism and some of our other regular television curriculum courses. We have the capability to put breaking news and ongoing news on all the monitors in the various campuses. That material would also be available for students to use in their editing."

Palermo said he would like to have the dishes in place for use

this semester, but it all depends on the results of the site survey.

"There are certain city restrictions regarding putting those kinds of constructions on the top of buildings on Michigan Avenue," said Palermo.

"The company that we've hired has done a lot for the city, so they know all about the city ordinances. They'll be able to fill us in and tell us what will work and what won't work. If all goes well, it could be a three-week project."

Chronicle on a winning streak

By Jim Sulski

Criticism, I often tell students, is an integral part of the journalistic process. Not only does it help you gauge the quality of your work, but it offers a more important benefit. It tells you that people are really, really reading your stories.

Praise, on the other hand—while a lot less frequent— isn't such a bad thing either. It's especially nice when someone looks closely at your work and has good things to say.

The editorial and photography staff of the *Chronicle* has received much in the way of praise lately, and deservedly so. The staff recently garnered a record number of awards, continuing a winning streak that started several years ago with a much smaller group of editors who had a lot less support.

It started in November when the *Chronicle* won Second Place for Overall Excellence in College Newspapers in the 1999 Annual Awards held by the Northern Illinois University Journalism Program and the Northern Illinois Newspaper Association.

Then in February, the *Chronicle* won 26 awards at the Illinois College Press Association convention, including five First Place awards. Here they are:

First Place—Opinion Page: Billy O'Keefe (Open Category)

First Place—Front Page Layout: James Boozer (Non-Daily Category)

First Place—Feature Writing: Valerie Danner, Jessica Quint, Chris Richert (Non-Daily)

First Place—Spot News Photo: Rob Hart (Non-Daily, 2nd year in a row)

First Place—Photo Essay: Michelle Pinkowski (Non-Daily, 2nd year in a row)

Jim Sulski is faculty advisor of the Columbia College Chronicle.



Donnie Seals' winning photo from the Illinois College Press Association's "Chicago Shoot Out" competition appeared on page 3 of the Metro section of the *Chicago Tribune* on February 14. Photographers from 28 college newspapers had three hours (and two rolls of film) to produce a winning image on the theme of communication.

Second Place—Advertisement Less Than a Full Page: Chris Richert (Open)

Second Place—Critical Review Other Than Film: Mike O'Brien (Open)

Second Place—Sports Feature Story: Graham Couch (Non-Daily)

Second Place—In-Depth Reporting: Elizabeth Nendick, Stephanie Berlin, Carmen DeFalco, Jeanne Galatzer-Levy, Todd Hofacker and Jen Magid (Non-Daily)

Second Place—Feature Photo: Rob Hart (Non-Daily)

Second Place—Photo Essay: Bill Manley, Rob Hart, Chris Kubiet, Brenna McLaughlin and Kevin Poirier (Non-Daily, 2nd year in a row)

Second Place—Sports Photo: Bill Manley (Non-Daily)

Second Place—Headline Writing: Jotham Sederstrom (Non-Daily)

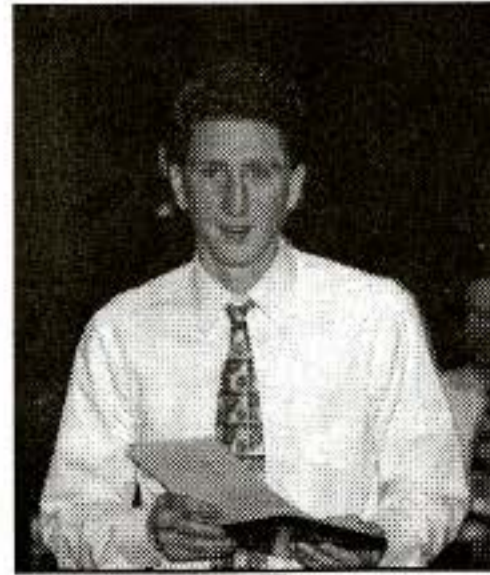
Second Place—General Excellence (Non-Daily)



Donnie Seals (left) and Valerie Danner



Bill Manley (left)



Rob Hart

Echo 2000 a Gold Medalist

The Journalism Department is proud to announce that *Echo 2000*, the college magazine written and designed annually by students in the magazine program, was a Gold Medalist winner in the Annual Student Magazine Critique sponsored by the Columbia Scholastic Press Association at Columbia University in New York.

Echo, which focuses on arts and media in Chicago, scored 959 points out of a possible 1,000 for superior achievement in concept, content, design and creativity. The magazine scored a perfect 500 on content.



While the credit largely belongs to the many students (journalism, fiction writing and photography) whose labor and love went into the writing and production of *Echo*, it also belongs to Magazine Program Director Barry Rice, who took over the faculty advising job only a year ago, and his able colleague,

THE COLUMBIA SCHOLASTIC PRESS ASSOCIATION

awards this

GOLD MEDALIST CERTIFICATE

to

ECHO

Given at Columbia University in the City of New York, in its Annual Critique for 1999.



Artist-in-Residence Clare LaPlante.

If you haven't seen *Echo 2000*, please call the Journalism Department and we'll send you a copy. The new *Echo*, due to be published in early June, is already in production and, according to Rice, will be even better than the current Gold Medalist issue!

—Carolyn Hulse

Third Place—Advertisement Less Than a Full Page: Chris Richert (Open)

Third Place—Editorial: James Boozer (Non-Daily)

Third Place—Sports News Story: Graham Couch (Non-Daily)

Third Place—Chicago Shoot-Out Competition: Donnie Seals

Honorable Mention—Editorial Cartoon: Billy O'Keefe (Open)

Honorable Mention—Other Cartoon: Billy O'Keefe (Open)

Honorable Mention—Graphic Illustration: Billy O'Keefe (Open)

Honorable Mention—Critical Review: James Boozer (Open)

Honorable Mention—Column: Billy O'Keefe (Non-Daily)

Honorable Mention—Column: Valerie Danner (Non-Daily)

Honorable Mention—News Story 1: James Boozer (Non-Daily)

Honorable Mention—News Story 2: James Boozer (Non-Daily)

At the 16th Annual Associated Collegiate Press National College Newspaper Convention in late February, the *Chronicle* web site won First Place in the Online Newspaper Category. It also won Third Place in the Weekly Newspaper of the Year Category, for its Feb. 14th issue.

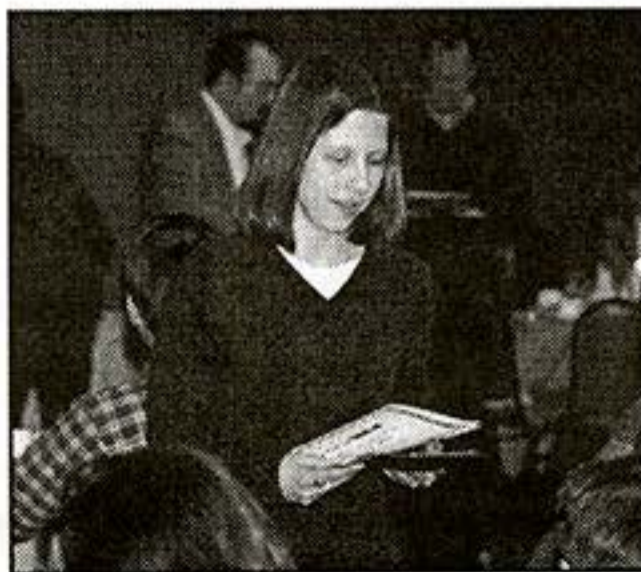
This doesn't mean we want you to stop criticizing the *Chronicle*. Please keep speaking your mind and letting the students know how they're doing. It will help them continue their winning streak.

For a detailed list of the awards won by the *Chronicle*, visit the paper's web site at:

<http://www.cchronicle.com/awards.html>



James Boozer (left)



Michelle Pinkowski



Billy O'Keefe

AOL Time Warner merger fulfills McLuhan prophecy

By Len Strazewski

Marshall McLuhan would be proud.

The late communications theorist coined the expression "the medium is the message" in the 1960s to describe how television was shaping the way people perceived information. If he were alive and theorizing in 2000, he would surely call the merger between America Online Inc. and Time Warner Inc. the next step in media evolution.

The proposed merger, announced in January, not only creates the world's largest media company, it also signals the melding of interactive technology with the broadest range of content. For journalists, this development presents both tremendous opportunity and awesome ethical concerns.

With new interactive "pipelines"

Len Strazewski is coordinator of computer-assisted reporting/new media in the Journalism Department.

delivering news, information and entertainment, the merged company will generate greatly increased demand for content to fill its Internet sites, cable and broadcast TV stations, as well as print media.

"The digital revolution has already begun to create unprecedented instantaneous access to



every form of media and unleash immense possibilities for economic growth, human understanding and creative expression," said Gerald M. Levin, Time Warner chairman and chief executive officer, in the merger announcement.

While Time Warner has a long tradition in the news business as parent of *Time* magazine and CNN, Levin notes that the news is

only a fraction of the content that will drive the merged company. AOL Time Warner plans synergistic publishing and

marketing of content, blending news, cinema, animation, music and evolving interactive products.

For example, Time Warner and AOL MovieFone will cross-promote Warner Bros. movies and live events. AOL also will promote Time Warner magazines and cable television shows to AOL users.

Warner Bros. retail stores, which now sell promotional products featuring Warner cartoon characters, DC Comics superheroes and film memorabilia, also will promote AOL Internet service and distribute AOL diskettes.

This cross-promotion will feed the need for content, company executives say, but it will also knock down walls that presently exist between various kinds of content—and this poses ethical dilemmas for journalists.

News could be used and shaped to promote entertainment. Interactive discussion groups could be used to create and shape the content of news. Entertainment could be linked interactively to news and vice versa.

This cross-pollination could be an ethical challenge to journalists as it erodes the separation between the news and entertainment disciplines. Will journalists be forced to promote and support entertainment as news? Will television writers and filmmakers create "dramatorials" of fact and fiction?

Fueled by the merger, the media and its messages are moving closer together and may become indistinguishable, fulfilling McLuhan's prophetic vision. The result will be interesting and complex.



Len Strazewski

Fischetti applications available

John Fischetti Scholarship applications for the 2000-2001 academic year are now available in the Journalism Department. All full-time Columbia College students, including graduate students and incoming transfer students, who specialize in print or broadcast journalism, photojournalism, editorial art or political cartooning, are eligible to apply. Awards are based on academic merit, financial need and service in the student's specialty (i.e., internships, work on student publications or productions). Twenty scholarships, as high as \$2,000, were awarded in 1999. The application deadline is Friday, April 28, 2000.

THE JOHN FISCHETTI SCHOLARSHIP

APPLICATION DEADLINE

For the 2000-2001 Academic Year

FRIDAY APRIL 28, 2000

Columbia College, Journal Department, Columbia College Chicago, 530 North Dearborn Avenue, Chicago, IL 60610

Applicant's Name: _____ Sex: _____

The scholarship will award \$2,000 to students who are full-time students at Columbia College Chicago and who are currently enrolled in Journalism, Photojournalism, Editorial Art, or Political Cartooning. Awards are based on academic merit, financial need and service in the student's specialty.

Full-time Columbia students, including graduate students, are eligible to apply. Applications should be submitted to the Journalism Department, 530 North Dearborn Avenue, Chicago, IL 60610. For more information, contact the Journalism Department at (773) 492-1234.

Specialty: (For example, broadcast journalism, photojournalism, editorial art, or political cartooning.)

Describe an experience or activity that has helped you develop your specialty. (Maximum length: 200 words.)

HOW TO APPLY

Applicants should submit the following:

- 1) A completed application form (available at www.columbia.edu/~journal).
- 2) A letter of recommendation from a faculty member or advisor who can attest to your academic achievement and service in your specialty.
- 3) A letter of recommendation from a faculty member or advisor who can attest to your financial need.
- 4) A letter of recommendation from a faculty member or advisor who can attest to your service in your specialty.

Applications should be submitted to the Journalism Department, 530 North Dearborn Avenue, Chicago, IL 60610.

COLUMBIA COLLEGE CHICAGO



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CUMMINGS-
YEATES**



**VAL
LEFEVRE**



**ANDREW
MARTIN**

11 New Faculty Join Journalism Department

Eleven new faculty members joined the Journalism Department during fall and spring semesters. They bring a wealth of professional experiences into their classrooms, where students in magazine, news reporting, new media and broadcast journalism courses will benefit from their impressive journalistic knowledge and skill. Please join us in welcoming:

Full-Time Faculty

Barbara Iverson (Online Publishing & Production): Barb joined the department this spring as a full-time faculty member, specializing in New Media. Originally a member of the Academic Computing Department, Barb has taught at Columbia since 1993. She administers a \$111,000 federal grant that she won for the college to help integrate electronic technology into liberal and professional education classes. Barb holds a B.A., M.A. and Ph.D. (in Public Policy Analysis) from the University of Illinois at Chicago.

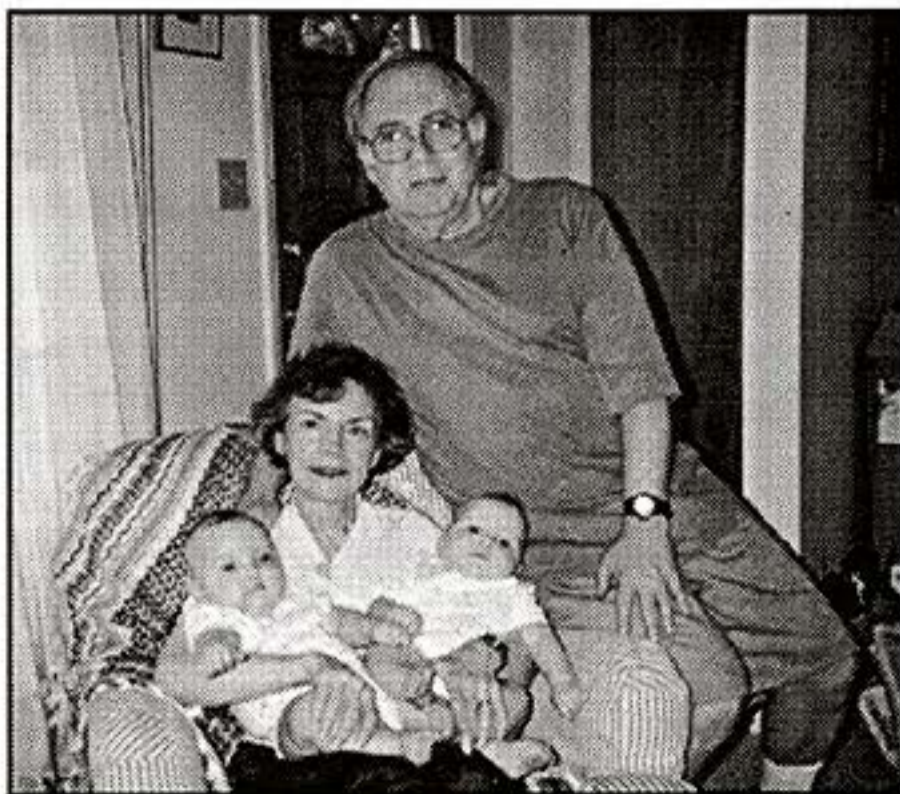
Clare LaPlante (Magazine Article Writing, Advanced Magazine Article Writing, Trade Magazines): Clare joined the full-time journalism faculty last fall as artist-in-residence in the magazine program. She is the author of two books and numerous feature/magazine articles for *Consumer's Digest*, the *Chicago Tribune*, *Online Investor*, *ComputerWorld*, *Healthcare Executive* and *Today's Chicago Woman*, among others. She has taught part-time at Columbia since 1996. Clare holds a B.A. from the University of Illinois and is completing an M.A. at Loyola University of Chicago.

Laura Meehan (Writing & Reporting TV News, TV News Practicum): Laura, a weekend producer at WBBM-TV (CBS), joined the full-time faculty this spring as an artist-in-residence in broadcast journalism. See full profile on page 3.

Part-Time Faculty

Rosalind Cummings-Yeates (Writing Reviews & Criticism, Magazine Article Writing): Rosalind is Chicago bureau chief for On The Road Inc. (www.ontheroad.com), where she reviews art, theater, music and restaurants. Her reviews and feature stories also have appeared in the *Chicago Tribune*, *Brides*, *Home & Away*, *Salon Magazine*, *All Music Guide*, the *Chicago Sun-Times*, *Where* and *Mojo*.

Val LeFevre (Advanced Desktop Publishing): Val does design, layout and production for a variety of magazines, brochures, ads and annual reports. She has taught a wide array of design and desktop publishing courses in the Visual Communications Department of the International Academy of Merchandising and Design.



Former Journalism Department Chair Ed Planer and wife Marilyn are aglow in new roles as grandparents of twin boys.



HUGO PEREZ



EDIE RUBINOWITZ



KAREN SPRINGEN



RON STODGHILL



CHRISTINE WOOLSEY

Andrew Martin (Investigative Reporting): Andrew is an award-winning investigative reporter for the *Chicago Tribune*, where he has covered City Hall and the police beat. He also worked as a reporter at the *Sun-Sentinel* in Fort Lauderdale, Fla., and at City News Bureau in Chicago.

Hugo Perez (Introduction to Writing & Reporting): Hugo spent five years as an associate producer for *NBC Nightly News* (where he won a national Emmy), the *Today Show* and *MSNBC*. He also has worked as a field producer in Mexico City and Havana, Cuba.

Edie Rubinowitz (Introduction to Writing & Reporting): Edie is a reporter, producer and host for WBEZ Radio, Chicago's National Public Radio affiliate. She also has been a reporter at *The Nogales International* in Nogales, Ariz., *The Chicago Reporter*, and at *Extra Bilingual Newspapers*.

Karen Springen (Introduction to Writing & Reporting): Karen has been a reporter/correspondent

for *Newsweek* since 1988, where she has covered everything from the Jeffrey Dahmer cannibalism case to the Columbine High School shootings. She has appeared as a guest commentator on numerous radio and TV shows, such as "Crossfire" and "Geraldo."

Ron Stodghill (Reporting for Print & Broadcast): Ron is Midwest bureau chief for *Time* magazine, where he manages news coverage for a 15-state region. Before coming to Chicago, Ron headed up *Time's* Detroit bureau, and also was a reporter for *Business Week*, the *Detroit Free Press* and the *Charlotte Observer*.

Christine Woolsey (Information Search Strategies): Christine works for VerticalNet Inc., where she is managing editor of HR Hub, a start-up web site for human resource and employee benefit professionals. She also worked as an editor and publisher of *Insurance Networking* magazine at Faulkner & Gray business publishers.

—Carolyn Hulse, interim chairperson

Meet the 1999-2000 Graduate Fellowship Winners



Diana Eiranova-Kyle is only the second recipient of the highly competitive Graduate Opportunity Award in the history of the graduate journalism program. After leaving her native Argentina with a joint B.A. in English and Law from the University of Buenos Aires, Diana worked in Chicago as a reporter for *La Raza*. Later she worked for Mayor Harold Washington as marketing and public relations coordinator in the Department of Economic Development, a public information officer for the City Colleges of Chicago; associate producer for WYCC-TV, free-lance translator for the Chicago Park District and grant administrator for the Lions Club International. She devoted much of the 1990s to the Coalition for Justice, advocating for the release of accused murderers Rolando Cruz and Alejandro Hernandez. Diana hopes to produce investigative reports and cultural enrichment stories in Spanish and English.



Simone Orendain, a Dwight Follett Graduate Fellow in Journalism, is an intern at Tribune Media Services in the editorial and licensing department. She also freelances for the Tribune's *U.S. Express*, operated by Elizabeth Owens-Schiele, a 1989 graduate of Columbia's master's program in journalism. Earlier at the Tribune, Simone worked as a part-time Voice News Network newscaster. The Whitney Young High School graduate earned her bachelor's degree at Columbia in theater and is a classically trained singer. In 1998, she worked as an evening news desk intern for WGN-AM, and before that spent six months as a radio and TV news anchor for Rajah Broadcasting Network in her native Philippines. Her career goal is to be a broadcast journalist: "It may appear that I have given up my acting career and my life in the performing arts, but the longing to reach out to others is as strong now as it was before."

Journalism course offerings for Summer 2000

Get ready to catch up—or get a head start on fall! Pre-registration for summer semester begins Monday, April 24,* in the Academic Advising Office on the third floor of 623 S. Wabash. Select from our expanded list of summer courses, offered during Columbia's eight-week summer term, beginning June 12 and ending Aug. 4, 2000.

- 53-1001-01 **Introduction to Mass Media**, MW, 1 p.m.-3:30 p.m., Brownlee
- 53-1002-01 **Introduction to Writing & Reporting**, MW, 6:30 p.m.-9 p.m., Lyon
- 53-1101-01 **Reporting for Print & Broadcast**, MW, 10 a.m.-12:30 p.m., Sulski
- 53-1105-01 **Broadcast News Writing**, TR, 10 a.m.-12:30 p.m., Economou
- 53-1131-01 **Copy Editing**, MW, 1 p.m.-3:30 p.m., Schlossberg
- 53-1132-01 **Information Search Strategies**,

- MW, 5:30 p.m.-8 p.m., Epstein
- 53-1140-01 **Media Ethics & Law**, MW, 10 a.m.-12:30 p.m., Economou
- 53-1601-01 **Investigative Reporting**, MW, 1 p.m.-3:30 p.m., Economou
- 53-2201-01 **Sports Reporting**, MW, 5:30 p.m.-8 p.m. Schlossberg
- 53-9600-01 **Desktop Publishing**, TR, 10 a.m.-12:30 p.m., Castillo
- 53-8888-01 **Internship: Print/Schlossberg**
- 53-8889-01 **Internship: Broadcast/Williams**
- 53-9000-01 **Independent Project/Hulse**

*Pre-registration for summer for continuing students starts on Monday, April 24, and ends on Friday, April 28 (10 a.m.-6 p.m.). New and continuing students also can register for summer starting Monday, June 5, to Friday, June 9 (10 a.m.-6 p.m.), and Saturday, June 10 (10 a.m.-1 p.m.).

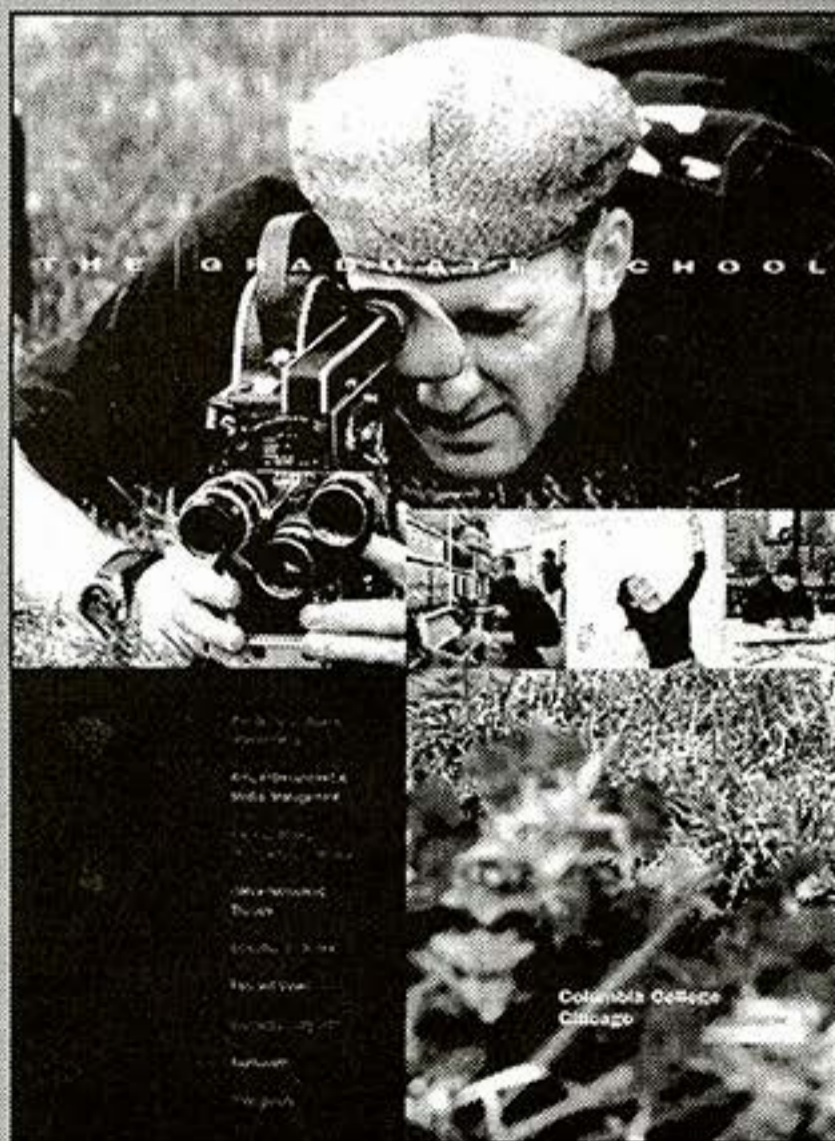
ATTENTION SENIORS!

**Columbia's Master's Degree Program
in Public Affairs Reporting
Invites You to Apply for the Class of 2001**

The 36-credit program features:

- * **Hands-on experience covering politics and government**
- * **Electives in Broadcast Journalism, Science & Medicine, Business Beat**
- * **Internship opportunities in Springfield, Ill., and Washington, D.C.**
- * **11-month completion for full-time students; part-time also available**

Stop by the Journalism Department and pick up an information packet, or make an appointment to meet with Graduate Program Director Norma Green (312-344-7542). A catalog (right) is available from the Graduate School Office, Room 200, 600 S. Michigan. Application deadline for fall semester is Aug. 15, 2000; for Graduate Opportunity Awards, April 15.



South African media a motley mix

Norma Green, director of the master's degree program in public affairs reporting, was awarded a Graduate Faculty International Development Grant to attend the 1999 Parliament of the World's Religions in Cape Town, South Africa. The Parliament, a non-legislative assembly of religious and lay leaders, gathered to discuss ways to bring about world peace. It issued a "Call to Guiding Institutions" (including media and educational institutions), asking them to reflect on their role in critical issues, such as poverty, homelessness, crime and violence. IJ, meanwhile, asked Norma to bring back her perceptions of South African media. This is her report.

By Norma Green

For a country that just six years ago held its first democratic election, South Africa has come a long way in a short time and its media have tried to keep up with those rapid changes. The country is viewed as a model for the rest of Africa, due in large part to the leadership of former president Nelson Mandela and his successor, Thabo Mbeki, whose recent election platform called for an African

Renaissance.

Within a short distance of many Stone Age cave murals, representing the oldest journalism depicting human actions and dating back at least 40,000 years, are sprawling cities, including Cape Town, the legislative capital, and Johannesburg, the industrial center, each with dozens of newspapers, magazines and radio stations—many with web sites. Television, introduced in 1976, was a government monopoly until 1990.

Television and radio are currently undergoing major changes as a result of the 1999 Broadcast Reform Act. South Africa now boasts that it is the most wired nation-state of the 46 on the continent. The advent of satellite and cable TV has significantly increased the choice for viewers who can afford it.

According to the *S.A. 2000 Almanac*, the "South African government is seeking a subcontinental partnership between government and the private sector to make telephones and telecommunications available to the poor in rural areas from Botswana to Zambia. The Renaissance [theme] is being used to motivate this and other transborder technological ventures involving business partnerships." But the media face many challenges beyond electricity.

American journalist and author Samuel Clemens (*a.k.a.* Mark Twain) visited Cape Town in 1897 and remarked, "I saw Government, also the Parliament, where they quarreled in two languages when I was there and agreed in none." One wonders what he would make of the new South Africa, which now has 11 official languages—Xhosa, Pedi, English, Tswana, Sotho, Tsonga, Swati, Venda, Ndebele, Afrikaans (a Germanic tongue including medieval Dutch, French, African and Indonesian vocabulary) and Zulu, which is the most widely spoken—by 22.4 percent of the population.

Racial tensions and cultural conflicts still exist in the country that is about the land size of Texas and



Cape Town's English language papers, both owned by Independent Newspapers, take different tacts: morning *Times* is more moderate than the larger-circulation, sensationalistic afternoon *Argus*, a 142-year paper that reinvented itself in 1996. Front-page advertising is common.

California combined, with an estimated 40.5 million residents. The 1996 Census categorized them racially as 76.7 percent black, 10.9 percent white, 9 percent mixed race and 2.6 percent Asian. The S.A. Human Rights Commission released an interim report in late 1999 on the media and found much evidence of post-apartheid racism. The non-governmental Media Monitoring Project continues to investigate racial stereotyping in the news.

Religious plurality also challenges South Africa. With a new constitution providing for religious freedom, nearly 20 percent of the people claim no affiliation, while Christians comprise 77 percent of the affiliated, followed by Hindus at 1.7 percent, Muslims at 1.1 percent and Jews at 0.4 percent, according to the *S.A. Yearbook*. Cultural clashes have sometimes turned violent.

Cape Town, which is pinning its future growth on tourism, has been plagued by terrorist bombings since 1998. The recent bombings began in August 1998 with a blast at Planet Hollywood on the popular Victoria & Albert Waterfront. The day after I arrived in late November another pipe bomb exploded at a crowded beachfront restaurant, injuring 48 people. On Christmas Eve, yet another pipe bomb exploded, injuring seven police officers. This was a week before the world got a glimpse of South Africa's Millennium celebration, televised by U.S. networks as part of global coverage.

At a Parliament session, Ryland Fisher, editor of the *Cape Times*, a local morning daily, spoke about

Green wins Fulbright

Norma's international travels will continue next fall, as she takes up her position as a Visiting Lecturer/Research Scholar at Odense University in Denmark. Winner of a highly prestigious Fulbright Fellowship, which supports international exchange of scholars, Norma will lecture on modern American journalism, focusing on narrative aspects of news and public/civic journalism in practice.



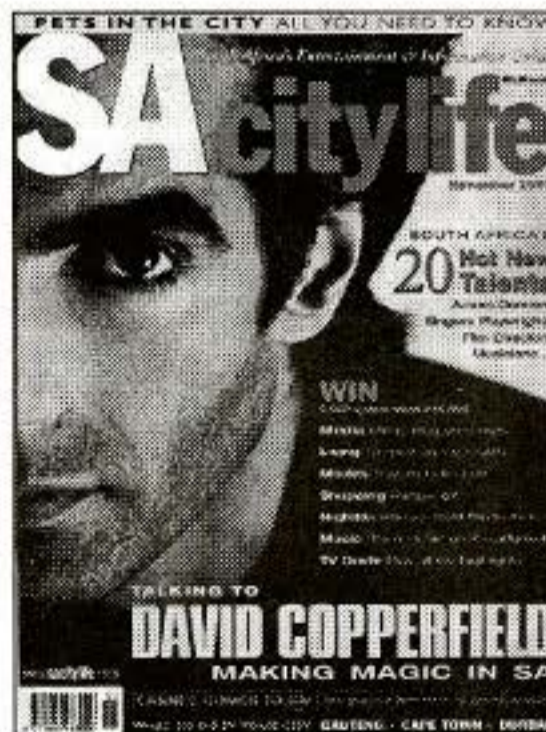
his crusade to help quell the violence in Cape Town. "After Planet

Hollywood, letters to the editor reflected an unacceptable level of vitriol. Severe hatred flowed from all quarters with people blaming each other. There were anti-black, anti-white, anti-Muslim and anti-Jewish attacks. I asked myself what I could do to stop this very destructive development," explained Fisher, who had been editor for two and a half years.

Fisher determined that many of the accusations against various ethnic, racial and religious groups were based on fear and ignorance. He set about to change that through a newspaper campaign called "One City, Many Cultures," which concentrated on common rites and rituals such as those related to birth, naming of children, adolescence, marriage, aging and death.

The *Cape Times* devoted 12 weeks of coverage to the five key groups that make up Cape Town's diverse heritage—Xhosa, Christian, Jewish, Muslim and Hindu. Part One ran for six weeks, from Feb. 1 to March 12, and Part Two ran from May 3 to June 11, the eve of the country's second democratic election.

"We highlighted ways we differ and many things we have in common. We saw the rightful role of our newspaper as a bridge-builder," Fisher said. The *Cape*



Johannesburg-based *Mail & Guardian* is the most respected newsweekly; *SA Citylife* is a slick metro monthly, similar to those in the United States.

Continued on page 12



News of South African sports and musicians unites an otherwise still struggling rainbow nation. Independent Newspapers own both the Johannesburg-based weekend *Star* and *Independent The Times*, called "the paper for the people," has the largest weekly circulation.

S. African Media

Continued from page 11

Times commissioned the "city's best" writers and photographers to chronicle universal human experiences. "In terms of photography, we used established professionals, emerging photographers and held a competition for amateurs.

"We had two photo exhibits. A former security guard is now employed full time as a photographer [as a result of this assignment] and I'm quite pleased about that."

The newspaper also co-sponsored a "One City, Many Cultures" festival to extend the tolerance theme. President Mandela came and Archbishop Desmond Tutu provided a taped greeting. In conjunction with the new government's initiative to promote gender equality, the *Cape Times* also sponsored a "One City, Many Cultures" women-of-worth competition. A pledge drive also was started to get Capetonians to commit themselves

to tolerance and cooperation. Citizens were encouraged to sign pledge cards in retail establishment. Schools also were involved through essay and collage art competitions.

"I personally spoke to everyone who wanted to listen," said Fisher,

"We highlighted ways we differ and many things we have in common. We saw the rightful role of our newspaper as a bridge-builder."

—Ryland Fisher, editor, Cape Times, Cape Town

who visited schools, as well as civic and religious groups during the campaign. "I thought the project was necessary because we were given social and political responsibility. Cape Town needs stability in order to grow. That's not possible if the city destructs."

Fisher, who has since been pro-

moted to Editor: New Group Editorial Projects for the Independent News & Media chain in South Africa, said he was heartened by the support—publically, morally and financially—for the "One City, Many Cultures" campaign. "Towards the end of the series, we noticed more gentleness and more tolerance on the part of the citizens our reporters interviewed for reactions. We published even the racist and fascist comments, but there were fewer of them. Focus groups knew all about us."

An attempt to reprint the series in book form fell through, but republishing in magazine form is being explored. "Now we've started something and we're not sure how to continue," said Fisher.

"Previous ignorance and vitriol that led to it haven't disappeared entirely. Because it's still out there we need to continue to address it."

On the final day of the Parliament, just before an address

by the Dalai Lama, South African broadcasters discussed recent changes at a panel on the role of the press and the role of religion.

The South African Broadcasting Corp. currently has three channels that are being retooled into specific demographic niches. It became active across Africa last year, broadcasting on two TV channels to 44 countries via a privately owned rival satellite service. Its Channel Africa offers entertainment and SABC Africa provides a news and information service from an African perspective.

At home, with three national TV channels to use for its newly legislated dual role as a public broadcaster and commercial entertainer, SABC has begun promoting Channel One as a call to youth, Channel Two as a PBS-like "Focus" station catering to various language groups, and Channel Three as its entertainment channel and revenue-earner. It competes directly with the powerful and lucrative pay-channel M-Net that

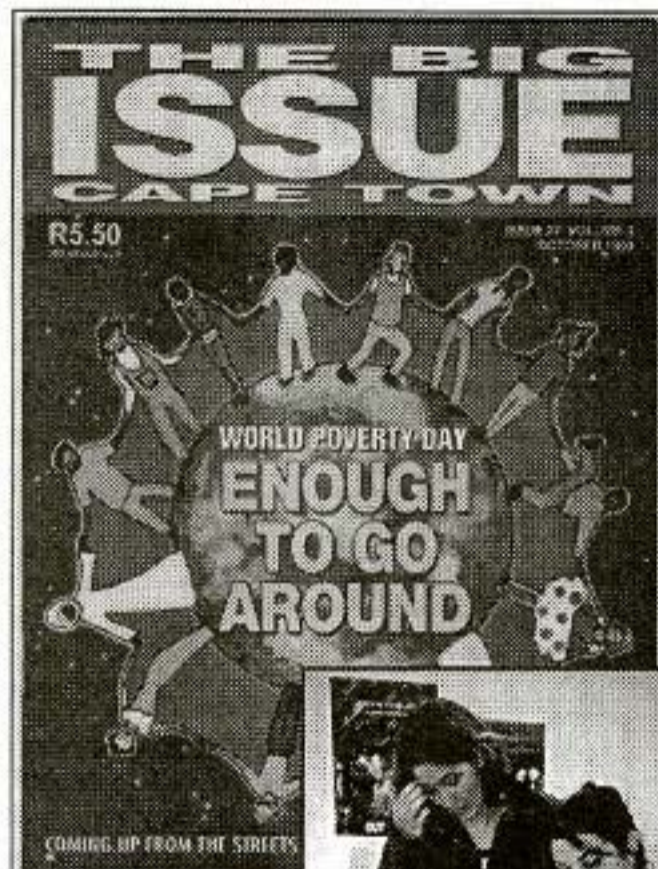
features films, documentaries and sports.

Another subscription service, Multichoice, offers satellite broadcast access. To stay competitive, SABC is introducing its own six-channel subscription satellite service as well as some free programming for about 11 million daily viewers, according to the *S.A. 2000 Almanac*. SABC tries to carry programs of interest to disparate ethnic and religious groups.

Yashika Singh, a former SABC employee who moderated the session, said that many African countries deeply resent Christians and especially Americans, based on their encounters with missionaries and the narrow view they feel is presented. "Pat Robertson's daily program is the only news feed that some African countries get in their prime-time news slot. Many Africans feel that their indigenous tribal religions have not been respected."

In addition to the mainstream press, South Africa has two of only a handful of street newspapers (publications by, for and about the homeless) published on the whole continent. I visited the editorial offices of *Big Issue Cape Town*, founded in December 1996 to address the growing homelessness and unemployment.

Produced by a shoestring staff of about a dozen people, the monthly arts and entertainment magazine has a circulation of about 18,000



Big Issue Cape Town Editor Glenda Nevill surveys covers with production staffer Elmiem Wolvarrdt (left) whose Oct. design (top) graced street papers around the world honoring Int'l Day for Eradication of Poverty.



Street people are the focus of this Cape Town monthly newsletter.

and an estimated readership of 44,000. Since it began, it has been able to measure success through 75 street vendors it has helped to get job training.

"We put together the first issue from scratch in 12 weeks. We are committed to providing a voice for those who never had one before," said Project Coordinator Shane Halpin. "Our guiding philosophy and slogan says it best: a hand up, not a hand out."

Strike now for top-notch summer internships

By Howard Schlossberg

Cahners Publishing, the world's largest trade magazine publisher. Crain Communications, a premier business publisher. WGN-TV. FOX Sports. These are just a few of the placements available through the Journalism Department's internship program.

Chicago-area media outlets are clamoring for interns, and are happy to provide the training, assistance and guidance to make you a better journalist—print or broadcast. Some will even PAY you. We have interns working for up to \$10 per hour this semester.

Several of our students have been fortunate enough to be asked to stay after their internships ended; they've become free-lance writers and editors or part-time employees while they're still in school.

Consumer's Digest magazine and WGN-TV are just a couple of places where students have had this happen.

And the old axiom still holds true: Internship experience separates you from other candidates when it comes to applying for full-time work after graduation.

And here's an interesting catch: Broadcast students are finding that a print internship helps them with career planning and experience, and vice versa. With "multimedia" and "media convergence" today's industry bywords, varied internship exposure is invaluable for students who want to learn to work

across different media platforms.

And these varied internship opportunities are not just with big, well-known employers. They're also with small publishers and cable outlets, as well as rapidly proliferating web publishers. You'll learn as much—if not more—in these situations.

So c'mon by. Check out the listings on the bulletin boards around the Journalism Department. There are broadcast, print and online opportunities alike. There are numerous listings in science, medicine and environmental writing. Most are in Chicago or the surrounding suburbs. We've even struck up a relationship with the *Daily Herald*, the Arlington Heights-based newspaper that is the third-largest daily in the state.

And we haven't had a student yet who has interned at the investigative-minded *Chicago Reporter* (just down the street) who hasn't gotten a positive response from a prospective employer.

So if you're looking for the fastest way to build a clip book of bylined articles, or an audition/resume tape, and are wondering how to get the experience you need to apply for a job, stop by. We'll help you with your resume, offer interviewing tips and make a phone call or two to help you land the right internship.

For print/online internships, call me at (312) 344-7366 to set up an appointment. For broadcast internships, call Lillian Williams at (312) 344-7643.



Howard Schlossberg

Howard Schlossberg is print internship coordinator and artist-in-residence in the Journalism Department.

Early Registration for Fall 2000 May 1 to May 12

With early registration for fall semester just around the corner, it's important for all journalism majors to consult their program directors during the month of April about what courses they will need to take to complete requirements in their chosen concentrations. If you find out what courses you should take now, you will save a lot of time during registration when advisors are super busy. Below are the numbers you need to get good advice before May 1.

Laurie Ann Bender, Academic Advisor, (312) 344-7621

Barry Rice, Director, Magazine Program, (312) 344-7630

Norma Green, Director, Graduate Journalism Program, (312) 344-7542.

Carolyn Hulse, Interim Chair/Director, News Reporting & Writing, (312) 344-7426

Jeff Lyon, Coordinator, Reporting on Health, Science & the Environment, (312) 344-7622

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