

Bye Bye Betty



Sellers or Satan?
Bye Bye Betty-Hello Erna
Gater Rape Coverage
SF Newspaper STRIKE

Online!

Riding the Information Super-Highway



Fall 1994

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Gary Barker, Brad Boyd, Michael Collier and Tom Johnson, Lisa Powell, Darrell Wong, Joaquin Siopack, Ken Kobre for his Publication Design course, and a HUGE THANK YOU to our adviser ERNA SMITH.

The SLUG staff has been called a group of misfits by Department Chair Erna Smith, and we are proud to agree. Despite our different personalities, idiosyncrasies, and sleep deprivation, SLUG has managed to produce a 40-page department newsletter.

Perhaps the SLUG team reflects the kind of talent found in SF State's journalism department. It wasn't hard to find writers and photographers to contribute to the pool of quality student work.

We created the fall '94 issue of SLUG to highlight "us," the journalism department. We believe our readers will agree.

Mamie Huey

Journalism Department Awards:

Prism magazine won Best Student Magazine, and Roberta Reiger won for Feature Photography, National Magazine Pace-maker Award, and SPJ's Mark of Excellence Award.

Other SPJ regional award winners were: the Golden Gater won Public Service, Student for the Malcolm X mural controversy in May, **Laura Hodgson**, second place for Spot News Reporting; **Lisa DeMerritt**, third place for Non-Fiction Article; **Lucinda Chriss**, third place for In-Depth Reporting; **Svend Holst**, third place for Editorial Writing; **Carlos Gonzalez**, third place for Feature Photography, and **Gordon Mah Ung** received the Outstanding Young Journalist, Daily Print award while working at the Contra Costa Times.

Prism also won two other national awards; first place from the American Collegiate Press Association, and third place from the Association of Educators in Journalism and Mass Communications.

Golden Gater sportswriter **Marc D'Agostini** won the Garry Niver Memorial Sport Journalism scholarship sponsored by the Forty Niners and the SF State journalism department.

About the cover...



The cover concept and photographs were done by Tom Pendergast. Photojournalism student Tara Sinn fiercely charges down the Information Superhighway. In the headlight, Sinn is using the tool that makes it possible, a computer. Computer graphics were done by Matt Petty.



Photo by Dave Guralnick

David Guralnick and Jennifer Cheek

Eddie Adams workshop
Cheek won an assignment for Life magazine at the workshop.

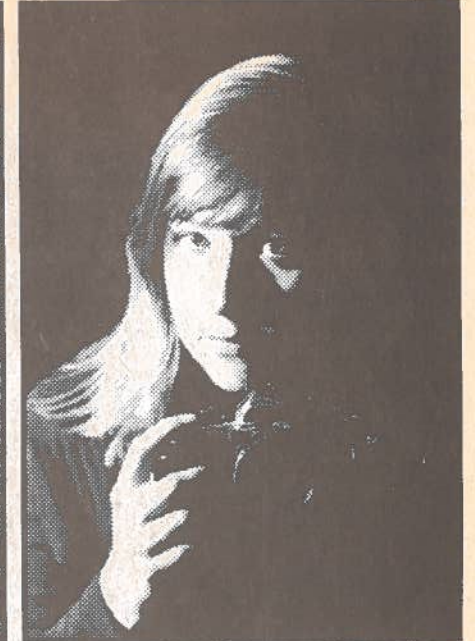


Photo by Tom Pendergast/Slug

Jennifer Zdon
Eddie Adams workshop

Photo Tom Pendergast/Slug



Mark Jordan

Society of Professional Journalists' Mark of Excellence award for spot news, and S.F. State's Greg Robinson award.

Photo by Kat Wade/Slug



Christina Koci-Hernandez
Richard Hernandez

Koci won second place in the Hearst competition and does freelance work for the S.F. Examiner. She recently married Richard Hernandez, whom she met while attending S.F. State. Hernandez is a former Eddie Adams workshop participant and is now a staff photographer at the San Jose Mercury-News.



Award winning Photographers

Photo by Jessica Lorber/Slug



Shelly Eades
Eddie Adams workshop

Photo by Tom Pendergast/Slug



ABOVE: S.F. State alumni and students who attended the Eddie Adams Workshop; back row Jennifer Zdon, David Guralnick, Jennifer Cheek, Palo Vescia ; Front row Shelly Eades, Rosemarie Rehmbacher, Lea Suzuki, Joe Manio

Lea Suzuki
Eddie Adams workshop
At the workshop, Suzuki was an assigner for National Geographic.



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Fall 1994



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Betty Medsger

by Rob Waters

When classes began on campus this fall, a familiar face was missing from the journalism department. Betty Medsger, the first woman hired to a tenure track position in the department and the chairperson who led the department through years of astonishing change, is starting a new career. She resigned after serving as chair for nine years.

Medsger's career at San Francisco State University began in 1977 when she was hired as a part-time lecturer after a nine-year career as a newspaper reporter.

In 1982, when she became a full-time instructor, the department had no women and no ethnic minority faculty; it was, former journalism Professor Jerry Werthimer said, "a network of white male people." It was also a department that had a long history of giving preference to academic credentials over professional experience.

At first, Medsger devoted her attention to teaching. But change was in the air at SF State in those years, and the journalism department's female students were breathing it in. In 1982, a group of them organized a forum that took aim at the department's lack of women faculty. The next fall, when department chairman Bud Liebes resigned and attempted to anoint his successor, Professor Leonard Sellers. Medsger decided to run against Sellers. It was a pivotal decision and one that, for a time, would split the department.

"Some of the men in the department felt insulted that she should want to run against the former chair's choice," remembers long-time department secretary Edna Lee. "But Betty felt it should be democratic."

One man on the spot was Jerry Werthimer, who had been in the department for a number of years and counted himself as a friend of the former chair and his allies but Werthimer kept an open mind.

"I went to Betty and asked her what she would do if she were elected chair," Werthimer recalls. "Betty said she wanted to change things and to hire minorities. She was going to break up this network of white male guys who had dominated the department for all those years."

Medsger won the election by a narrow 4-



3 margin and began to do exactly what she had said. Shortly after her selection as chair, department members held a retreat at Werthimer's home to talk about the future. They discussed ideas for changes in the department's publications and the need to get into emerging computer technology. Medsger led a discussion on the importance of diversifying the faculty and improving the retention rate of minority students.

"We wanted to make a real effort to do special programs for minority students but felt we couldn't unless we had diversified ourselves," Medsger recalls. To do otherwise, she said, would have been hypocritical. Medsger officially began her career as chair in fall 1985.

The next year, Vernon Thompson became the first ethnic minority hired to a tenure-track position in the department; he was followed over the next few years by Erna Smith and Austin Long-Scott. The number of minority lecturers also increased.

Medsger's awareness about issues of race and its impact on journalism was one of the things that most impressed Erna Smith, who was recruited by Medsger from the Wall Street Journal in 1989.

"Betty had a real social consciousness about journalism and who it should be serving and

she understood that in order for journalism to keep up with changes in society it had to keep up with changes in demographics," Smith said. "She was the first people I've worked with who really, sincerely believed in diversity and wasn't just coming from this patronizing, condescending, liberal, bullshit point of view. She believed that part of what she had to do as a white person was to explain it to other white people."

In her early years, Medsger spent considerable energy trying to heal the wounds that opened up within the department and today she prefers not to talk much about the fights of the past. But she does remember, with just a hint of anger, a comment made by a visiting professor in the department the day she was elected chair.

"He said, 'As of this day, the only people who will get hired here will be women and other mongrels.'"

Medsger and the department's commitment to addressing the issue of race and journalism led to the idea of starting a research center that would be devoted to studying ethnic diversity in both the staffing and coverage of American media. But coming up with the idea was only half the battle; the next step was to raise the funds.

LEFT PAGE: lower left corner- "Beaver" plays guitar in his squat; lower right corner- Jolie, an exotic dancer, says she believes in freedom of expression.

RIGHT PAGE: below- Kevin Amodia, 18, and Aimee Scholderer, 14, on the railroad tracks near the waterfront in Antioch, Ca.; upper right corner- Boy Lum Wong pays respect to her brother at the Chinese cemetery in Daily City; bottom of page- Amy B. has been playing cello for 29 years and a classical ballet dancer.



Photo by Ket Wade



Photo by Darrell Wong

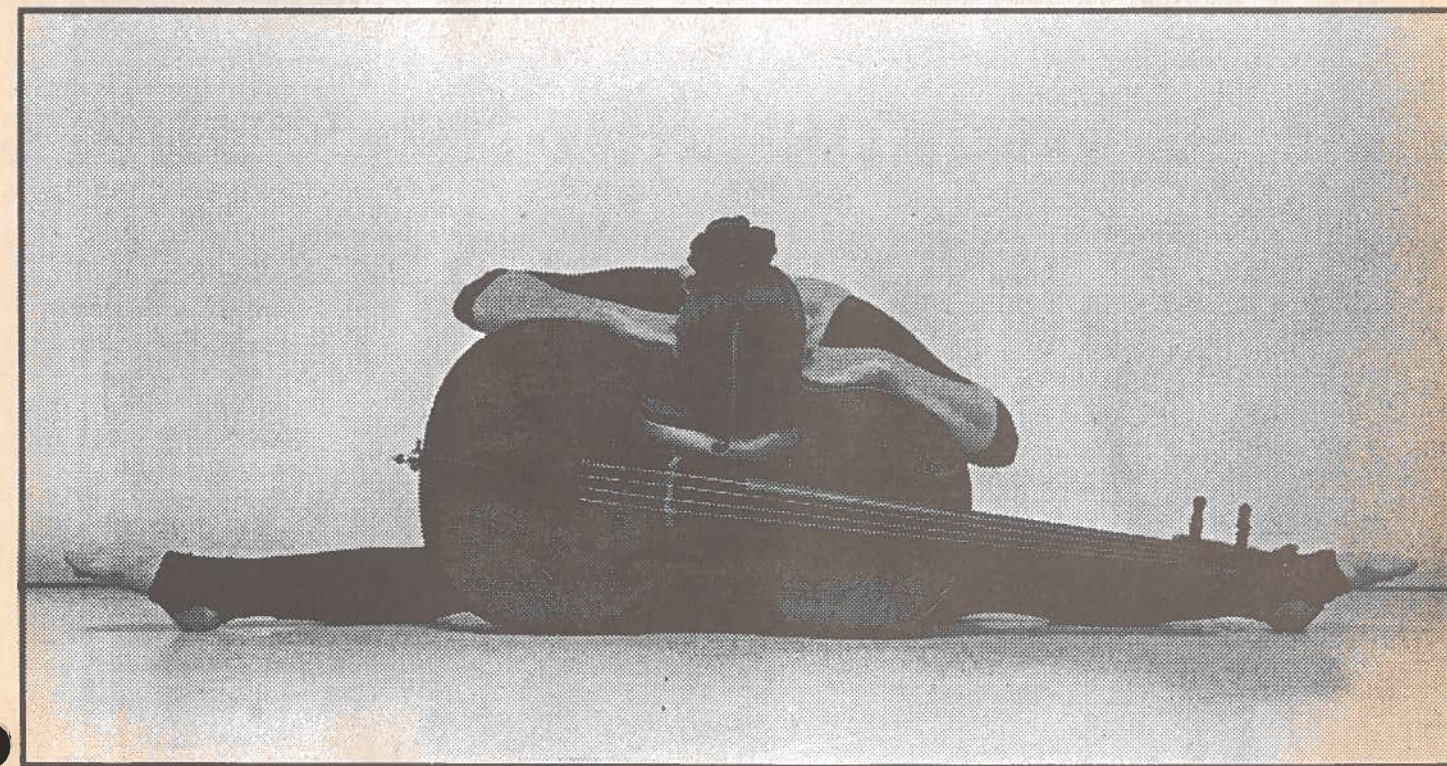


Photo by Astrid Riecken

LIKE A PEBBLE
ON A SANDY BEACH
I AM ALL ALONE
AND OUT OF REACH
AS THE WAVES
CRASH
AND ROLL TO SHORE
THE LOVE I HAD
IS NO MORE
AS I SIT
AND WATCH THE TIDE
I CONTEMPLATE
SUICIDE.

--- Straycat, age 16,
is homeless, has AIDS
and Hepatitis B.

Here she gets her kicks
after a fix.

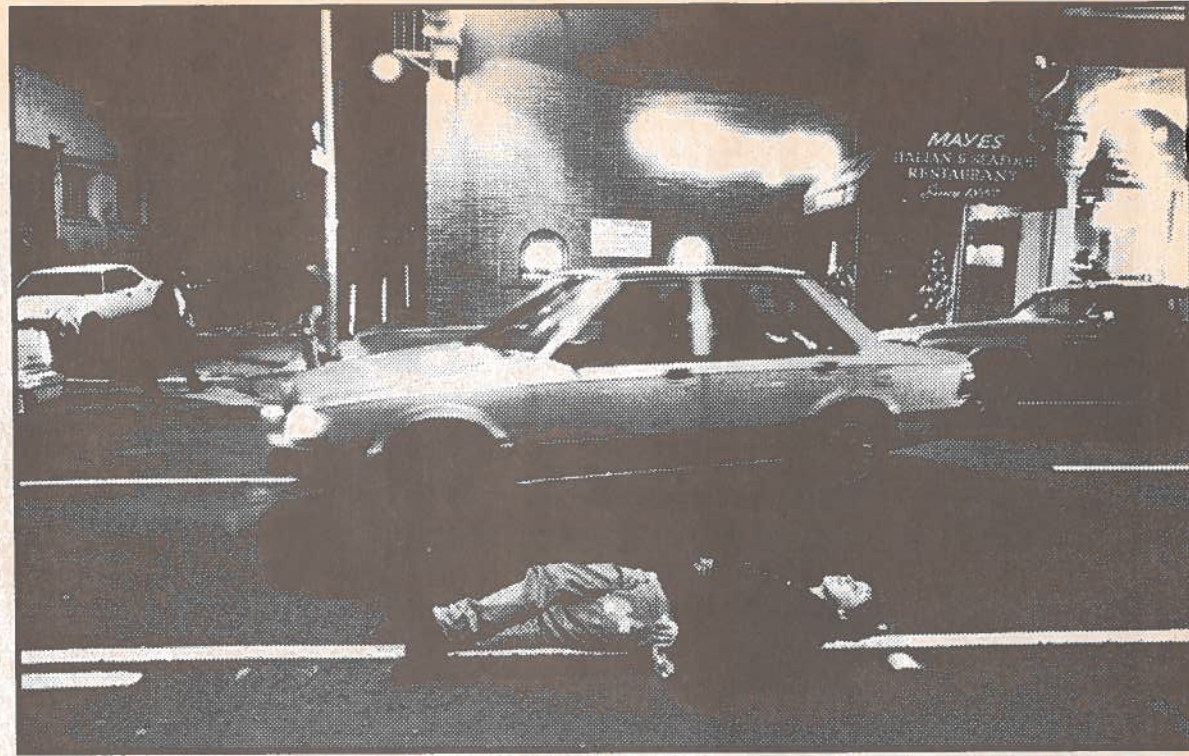


Photo by Jennifer Cheek

am a camera...

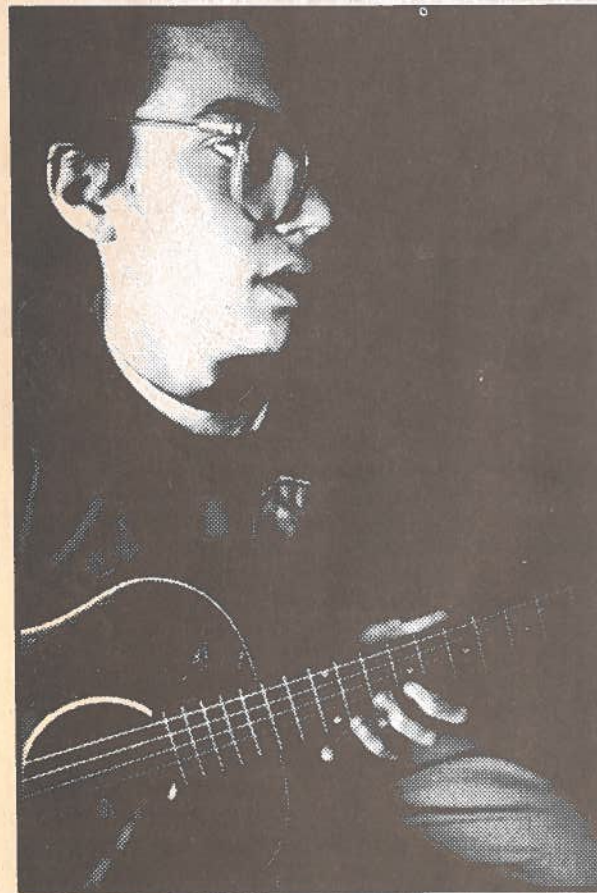


Photo by Matt Petty

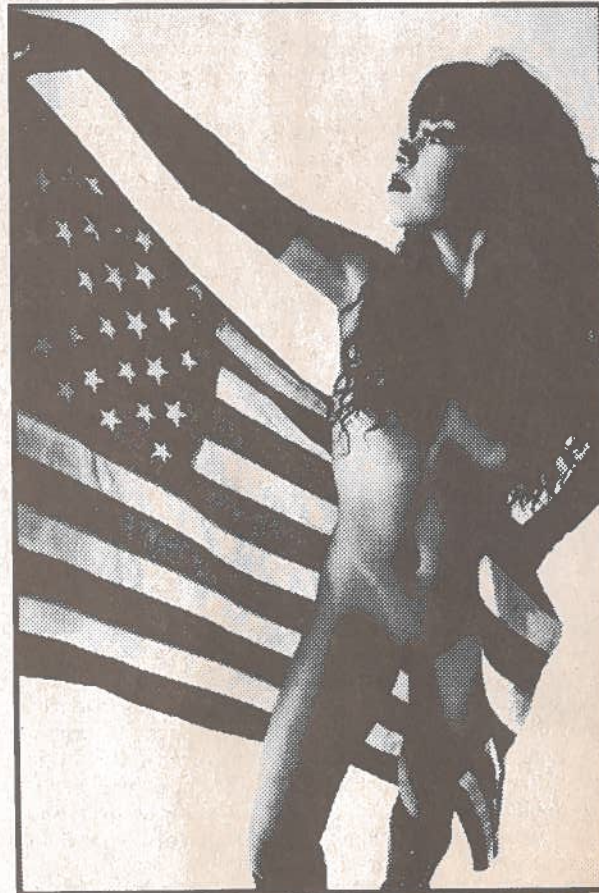


Photo by Stephanie Friedland



Betty at home with some of her favored art
and her best feline friend Mo.
Photo by Thomas Hurst/Slug

Working patiently and strategically, Medsger used her connections and set out to re-establish the department's reputation in the journalism world. She schmoozed, charmed and lobbied and her efforts paid off: in 1990, the Center for Integration and Improvement of Journalism opened its doors with \$100,000 from the Gannett Foundation and more on its way from the Knight Foundation. Jon Funabiki, a reporter at the San Diego Union, was hired and still serves as its director.

But Medsger's leadership went beyond diversifying the faculty: it was Medsger who developed the department's much-vaunted (some students would say hated) Reporting class, a rigorous, make-or-break course designed to prepare students for the tough, deadline pressure they would face working on publications.

The photojournalism program, a poor stepchild to the department's wordsmiths, was upgraded to equal partnership producing award-winning photojournalists.

See BETTY, page 34

Betty breaks out



Photo by Kat Wade/Slug

by Lisa R. Dorr

Alumni, students, faculty, and professional journalists took over the new Humanities Building on November 18 to celebrate the retirement of Betty Medsger, the former department chair.

"I'm still afraid to say it," laughed Medsger as she addressed the group. "I'm very grateful for the relationships and trust. I'm grateful for the kind words - and exaggerations."

"It's a very special night for a very special person," said new Department Chair, Erna Smith. "Betty believed in clarity, truth and brevity of thought. And I hope our speakers will keep that in mind tonight."

During speeches by faculty and alumni, Medsger was praised for her outstanding work in the department and in the journalism field, including her honesty, tenacity, compassion, humor, leadership, and her efforts to improve the department.

Leo Young, who founded the journalism department at San Francisco State University, spoke about its early beginnings when layout was done on an IBM typewriter, and photos were rinsed by flushing a toilet in the sub-basement of the Science Building.

Medsger broke ground as the first woman professor in the department, worked to get the Center started, and to bring women and minorities into the department, both as students and faculty.

Photojournalism professor Ken Kobre reflected on Medsger's efforts to get new equipment and a course for the photojournalism program within a semester of his request. Jon Funabiki, director of the Center for Integration and Improvement of Journalism, remembered Medsger's initiation of

A ten-year career that made the Journalism department what it is today was celebrated on November 18th with a party thrown in Betty's honor.

the center.

"I said, 'This lady's crazy,'" he told the gathering. "I asked her where we'd get the money for it, and she said people would give it to us." And I said, "This lady's crazy." I still think think this lady's crazy, and crazy is just one step down from visionary."

Chip Johnson, a former student of Medsger's now working for the *Los Angeles Times*, remembered her as his "mom in journalism."

Raul Ramirez, news director of KQED Radio and a faculty member, read excerpts of letters from journalism organizations recognizing and thanking Medsger for her work. One of the letters, from San Francisco Bay Guardian founder Bruce R. Brugmann, called Medsger "one of the most influential journalists and educators of a generation."

Ramirez, who worked with Medsger at *The Washington Post*, added his own thoughts to the letters.

"She's been my teacher, my colleague, my boss, and my critic. I could get sappy, so I'll just say, 'See you later, Betty.'"

Later, when Medsger spoke to the group, she thanked Ramirez, saying he'd been like a brother to her, and embraced him.

In her closing remarks to the group that had come to honor and wish her well, Medsger gave special thanks to Erna Smith.

"I am just so grateful to have had her as a colleague and a friend. She is a bright, warm, and tremendously giving person. I wish to thank her very, very much."

Q Erna, finish this statement. I am the first department chair who... wore angel wings on Halloween. So how did you go from being an instructor to the journalism department chair?

I got elected.

What are your goals for the department?

My goals are that we continue with this specialty that we've developed in terms of diversity. Another goal I have for the department is to really continue to build its national reputation as a place where someone can acquire a very good professional education in journalism.

Did you read the Columbia Journalism Review that included SF State as a place where editors can find reporters who can hit the ground running?

Well, yeah! I thought that was great. I wasn't surprised by that. What I don't think students really understand is how well thought of this program is.

Why is the department well thought of?

By Brad Boyd
Photos by
Jeanine Brown/Slug

Erna

I think it's well thought of for three reasons. First of all, we have a faculty that has a lot of professional experience. This is a place where people who have been journalists teach journalism. Number two, I think it is really well known for being a very diverse place. And this is incredibly unusual in journalism education and journalism in general. Third, the biggest thing SF State is known for is its students. They compete and stand up well against anybody out there.

If you could do one thing to change the journalism department, what would it be?

It would be that we would have greater resources. We would have a faculty of ten full-time people versus six which is what we have now. I would also really like a graphics communications lab in addition to the writing one.

Do you think the journalism department is keeping up with the current technological advances like computer assisted reporting and the Internet?

I really think that we're much more out on the cutting edge than we sometimes think. Students should know when they come out of here how to navigate the net for reporting purposes. They should have some sense of how visuals work in terms of telling a story. These are simply additions that build onto what is an extremely strong foundation around what a journalist already has to do and that's think.

What does it feel like to be on the administrative end of things?

Oh, you know it depends on what day you ask me. Some days it's a lot of fun, and others it feels like I walk in here and get on a treadmill, and at the end of the day I wonder what I've done.

What are some of your new duties?

I have to go to a lot of meetings. I have to answer a lot of mail. I have to write a lot of memos. I have to meet a lot of people. I have to raise funds. I have to go out and fly the flag. On top of that, I have to try and figure out how to teach a class which is the last thing on my mind right now.

Are you still in the process for being reviewed for your professorship?

Full-professor, yeah.

Do you know when you'll get the news?

It's always in May.

And what will that mean for you?

It will mean a raise.

Do you have any plans of ever returning to print journalism?

No, absolutely never if I can help it. I mean, it would take a lot. Let's say a dream job comes along and someone says, "OK Erna, we're going to pay you a very comfortable salary, to write whatever you want, whenever you feel like writing it." That's not going to happen. That's the only way I'd go back to doing it. That and having no other choice.

What books are you currently reading?

I don't know if I want to answer that question. I read a trash novel a couple of weekends ago called "The Final Argument" by Clifford Irving. It was complete trash, and I read it and I...was just engrossed in it because it had nothing to do with anything. It was like junk food for thought, so I gobbled it right up.

In the short time you've been department chair, which post do you prefer?

That's a question I really don't know how to answer. I love to teach, and I don't think I really realized how much I would

RAPE from Page 13

learn."

On the other side of the debate was Leonard Sellers, journalism professor and an adviser to the Gater. He saw no problem with printing the suspect's name.

"If it's a crime that is of interest to the public...and there is a public record to be reported from, then you report the news," Sellers said.

"Some faculty members tend to get real sensitive about that, and they're trying to serve as judge and jury to protect the feelings of a young student," Sellers said.

But Dick Rogers, an assistant metro editor at the San Francisco Examiner and a part-time instructor at SF State, believes that in-

formation from public records should be used carefully.

"You're dealing with people's lives, and their reputations, and you can't take that lightly," Rogers said. "What's ethical often comes down to very individual situations, and it becomes a matter of deciding whether you do more damage than good with your decision. The idea that something is news just because it's information can lead you down the wrong path. Just because you know it doesn't mean you have to print it."

Saab Lofton, a film major living in Mary Ward Hall, thought the suspect's name was unnecessary because he was no longer a part of the campus community.

"I think they could have done just as well without the name or the picture," Lofton said.

SELLERS from Page 21

"I told him I thought it was bullshit because he had given me a C+ on the second-to-last story, and I had even had my last story proofread by Journalism Professor Tom Johnson," Friedland said. "Then he got all mad about that and yelled, 'If you're fuckin' lying to me young lady, I'm gonna fail your ass.'"

"He made me cry, I was so upset at his yelling and screaming."

But despite the tears, Friedland may have gotten the best of the situation after all. After further discussion, Sellers agreed to let her turn in several more stories over the summer to pull out a passing grade.

"I turned the stories in, and he still told me I didn't know how to write," she said. "But he said, 'I'll pass you because you're a shooter — just as long as you agree you'll never be a writer.'"

Sellers' claims requiring that photojour-

nalism students pass both newswriting and reporting classes ensures they will have marketability.

"The point is we give them an edge up by making them take two writing courses," he said. "This way they're not just another numbskull with a 35mm."

Still, not all in academia agree with Sellers' survivalist approach to education.

"I don't think you should discourage students by teaching in a bulldogish way that demoralizes them," said Juan Gonzalez, journalism advisor at City College of San Francisco and a Sellers' classmate. "Some students need more tutoring and hands-on help than others. He (Sellers) may think it's better to be hard on them now and weed out the ones that aren't really dedicated, but I don't agree with him."

Although he uses an opposite teaching philosophy from Sellers', SF State professor John Burks said he thinks it's healthy to have diverse methods within the department.

TRIBUNE from Page 24

Maynard filled his newsroom with journalists, like Evangelista, committed to balanced community coverage.

According to Charles Jackson, the assistant managing editor of metro news, in earlier times, reporters flocked to the Tribune because "Bob (Maynard) was the draw." But "even with Bob gone, the Tribune still has a patina of real-world journalism," Jackson said.

"Bob and Nancy (Maynard) created a family at the Tribune," SF State graduate Eric Newton said. "It was a combination of family atmosphere and good journalism."

Newton, managing editor of the Freedom Forum's news museum, called The Newseum, worked with Maynard for years at the Tribune.

Besides the Tribune's Pulitzer for its '89 earthquake coverage, Newton also recalled a three year period in which Tribune reporters won 150 professional awards.

"That is an average of one significant professional award a week," Newton said. The Maynard's "were people who knew what quality journalism was."

"It was important to the girl that was raped, but it doesn't affect everyone in the school. It wasn't that crucial to print his name, unless the guy posed some kind of actual threat."

For Hana Englehorn of Mary Park Hall, it was the photo that was inappropriate.

"The name was fine if it was released by the police," she said. "But I disagreed with the picture. This will already go on his record, and it will hurt him. He doesn't need people to see it [the photo] since he was let off."

Kuhn agrees that the Gater could have made an effort to be more sensitive in the first story, but has no regrets about any of the decisions she made.

"I learned from it and moved on," Kuhn said. "I think the whole thing provided learning for the reporters and editors." #

"It's good because it's indicative of the business in that you have all different types of editors out there," he said. "I tend to work more from a position of encouragement, but there's more than one way to teach."

Like Burks, Johnson said he is always happy to see a Sellers survivor on one of his class rosters.

"He is an appropriately rigorous instructor," Johnson said. "When a student comes out of one of his classes with a 'C+' or better, I'm happy to get him because I know he'll know what he's doing."

Even a few out there aren't afraid to admit they like the man.

"I came to respect him very much," Young-Ullmann said of Sellers. "He won't let many people know it, but Leonard's got a heart of gold."

But as another former student of Sellers reminds, "even Satan can seem like a nice guy when he wants to." #

said. "The difference between ANG people and Oakland 'Trib' people was that they (Tribune staff) were close knit," Sockwell, 29, said.

Another difference was that the Tribune had more ethnic minorities than other ANG papers.

"I love the (Oakland) community," she said. Now "I'm covering a community I am a part of," Sockwell said.

ANG arrived at the Tribune with many of their own staff in tow. "Old Tribune" employees, some of which had been with the paper during the Knowland family era in the '60s and '70s, had to reapply.

"I lost my seniority and benefits," Evangelista said.

Despite the tense beginnings, the old staff and new staff have learned to work together and maintain the camaraderie.

A Tribune staff reunion was planned in November, and even former interns were invited to come and be counted as one of the family.

"Once a 'Tribby,' always a 'Tribby,'" Evangelista said. "You can always come back." #



BETTY from Page 5

"Betty has been the protective angel for the photo program," Ken Kobre, photojournalism instructor said.

Kobre was recruited into the department in Fall 1986. Together with Medsger, they created courses for a photojournalism major.

"I knew right off that Betty would be a soul mate," Kobre said.

Medsger's colleagues said she accomplished as much as she did in part because of her incredible schedule.

"The woman was a maniac worker," Smith said. "I've never seen anyone who worked like her."

STRIKE from Page 17

The strategy was based on cutting off newspaper revenue by calling advertisers to cancel ads and encouraging subscribers to cancel their subscriptions.

"It's not like the old days, when you just put up a symbolic picket line," Hall said.

The San Francisco Free Press, a landmark publication incorporating writers, editors, and designers from both competing papers, was a collective idea.

"I can walk in a room and suddenly be working shoulder to shoulder with complete strangers, all of whom have put aside all their personal ambitions and everything else and suddenly put out a newspaper with people they've never talked to before in their lives," Dick Rogers, assistant metro editor for the Examiner said. Rogers teaches editing at SF State.

"The idea of combining the staff of two competing newspapers, people who usually work against each other, are now working side by side to produce the news. It's really an unusual thing, and I think that is something the people of San Francisco are going to want to pick up and read everyday," Marinucci said.

Other Bay Area news media took advantage of the strike crisis and benefitted.

"Any time you get a major news source drying up, people are still going to want the news," Chris Arnold, a free-lance reporter for KQED Radio said. "Depending on how you look at it, it's either an obligation or an opportunity for the other news bodies to expand and try to get some of that audience."

Back in SF State's Golden Gater newsroom, employees of the Examiner, like Golden Gater reporter Elizabeth Perez, took time to ask class members to cancel their newspaper subscriptions.

Later, a rumor circulated in the journalism department about Chronicle and Examiner management trying to recruit recent graduates and former interns to cross the picket line.

Marinucci came into the Gater newsroom to speak on behalf of the strikers.

"Students should know if they cross the picket line, that's going to be a very bad sign for

"We got the output of two chairs when she was here," agreed Professor John Burks.

Medsger was famous within the department for coming into the office at 6 a.m. — then leaving messages on her colleagues' phones at 6:20. When Smith took over as department chair this fall, Medsger left her two five-drawer cabinets bulging with files, along with a 38-page note.

Don't look for Medsger to take it easy or take a long vacation. She has two new projects already in the works. Her next book picks up a story she broke for the Washington Post 20 years ago. It will cover the burglary of an FBI office, the turning over of hundreds of purloined documents to Medsger at the Post, and the impact of the series she wrote reveal-

ing the existence of massive FBI domestic spying programs aimed at stifling all kinds of legal political activity.

Medsger has also agreed to direct a national study for the Gannett Foundation that examines journalism training techniques by surveying top young reporters about their experiences learning journalism skills.

Medsger will be remembered in the department for her hard work and accomplishments, but also for her infectious belief in the importance of journalism.

"Betty was absolutely messianic about journalism," Lee said. "She truly believes it can make a difference, that it will save the world."

#

their future in journalism locally. More than that, there's a question of ethics involved and responsibility to the journalist community," she said. "It might seem to be a good move in the short term; it's not going to be a good move in the long term. Word gets around very fast when someone's a scab on a non-union paper."

In the height of the strike, Kent Wilson, a 25-year veteran driver for the newspaper, died Nov. 6. Wilson allegedly tried to disable an electrical transformer that supplied power to the Mountain View distribution plant and was electrocuted.

"I don't know what would drive a man to take such action," Rogers said. "I don't know if this guy had a cowboy mentality and decided to take things in his own hands. But, I also don't know if this was a just man, who was scared to death of losing his livelihood."

The union workers still fear that one paper may close. Losing a paper to the strike would have been unpleasant for journalism students and readers, Rogers said. "We really do believe that two editorial voices is good for the public. The more people writing about the news, the better."

Columnist Angelo Figueroa of the San Jose Mercury News agreed.

"I think it is good for readers and journalists to have competing papers in the city," Figueroa said. "It makes both papers more aggressive in pursuing news and it provides some kind of balance."

After 11 days of deliberation, union members voted on new management proposals Nov. 13.

The new contract gives unions a \$105 per week pay increase over the next four years. Now, the minimum scale for reporters and photographers is \$992 a week.

Marinucci found out that the strike was over when a number of people called her home on the morning of Nov. 12.

"This is something we never want to go through again," Marinucci said. "Our job is to rebuild the paper, get back the readers, and put this behind us."

Even though Executive Editor Phil Bronstein had to work on the Examiner during the strike, Marinucci said he is "a class

act." He sent donuts to the Free Press and hugged strikers when they came back to work.

During the strike, the Chronicle only produced 300,000 to 400,000 papers. Now, according to Promotion Director Dean Church, they are back to the normal 580,000 circulation. The circulation of the striker's Free Press was nearly 100,000 by the strike's end, according to Marinucci.

"It's not clear how many subscribers we lost," Church said.

He said there have been a number of new subscribers since the strike.

As for getting advertisers back, "we're trying to get everyone contacted as we speak," Church said. "It's going to be a long process."

"In order for us to survive, we have to become an indispensable part of people's lives. They [the readers] have to feel that without us, they would be missing not only major information, but also a sense of being a part of the community," Figueroa said.

"We are back where we belong: on your doorstep, playing our small but hopefully important role in your busy lives. We sincerely relish the privilege of being part of the family, if only to be used for swatting flies. Go on, spill coffee on us, but hold the sugar. You may express displeasure occasionally by wadding us up into a ball and slamming us to the floor. An ideological difference, no doubt. You may, on occasion, cancel us, vowing never to let us darken your doorstep again, but we keep coming back for more and eventually you let the prodigal prosologist back in. Frequent and fragrant are the fish I've been wrapped around but no offense taken: We are all in this thing together. Good morning indeed!"

— Herb Caen, November 15, 1994 #

MULTIMEDIA from Page 9

slated for fall semester as an actual hands-on multimedia course and possibly following that, a permanent course in the department, DeWolk hopes to gather all of this information in a central place.

Ultimately, according to DeWolk, this seminar will innovate "the best from the old world of journalism standards with the best of the new world of technology and how we blend them together."

Be there. Spring 1995. #

Smith

miss that part of it. I sort of feel like this cook who has lost her kitchen. I teach one class a week but it's just not the same. So I guess I'd have to say of the two things, I would prefer to teach all the time. But I'm very happy to be doing what I'm doing now and that's the way I look at it. I look at it as a three year commitment at the end of which I'll see what happens. But at this

Have you encountered any obstacles as department chair?

No. You know, the faculty has been very supportive. I'm finding that other people are really willing to step forward and help out. There are so many things I could go to, I could be totally exhausted. It's a six day week. That's probably nothing to you guys, but it's an intense six day week.

What do you think of the new humanities building?

I think it's fantastic. I love that the building is bright and airy and clean. I love the fact that as a faculty we all have our own offices — we used to share.

Do you have any plans this winter?

Sleep, long hours of sleeping. No. I sleep pretty well now. I was thinking I might teach news writing over the winter, but I haven't made up my mind yet. I think that if I don't teach, what I'm going to do is simply get away, not answer the phone and relax.

You mentioned once that the only time you wished you were still reporting was during the L.A. riots. Has there been an event since then that has made you feel that way?

No.

Not even the O.J. Simpson story?

No. Although I was in Los Angeles on the day of the O.J. freeway thing, and I must admit that I would've liked to have written a story about being there when



that happened. But wanting to cover O.J.—absolutely not.

What excites you about this job?

I really believe in what we're doing. I feel like we're here on the side of the angels. I like feeling that I'm working for the good guys, otherwise I wouldn't do it

#

Organizations



Photos by Astrid Riecken/Illustration by Matt Petty

Multimedia

Upcoming seminar merges sound, art and text

by Denise Sternad

It's 15 minutes to deadline, and you've just clicked "print" on your computer screen. With a sigh of relief, you gather up your story and hand it to your editor. The editor, in turn, hands the story to that crass group of

copy editors and then the assembly line begins. Finally, the designer logs in and the visual process starts.

Rather than being just a part of this process, the multimedia journalist of the future will be part of the whole realm — the capability to mix sound, art, text and photographs in one medium. Everything will be electronically connected and the process will be integrated into one. Journalists will not only collect information by using information, but the job as reporter will require new skills and imagination

and thus, become more rewarding.

Multimedia via San Francisco State University is coming to the journalism department next spring in the form of a five-week seminar. This once a week seminar, headed by Roland De Wolk, SF State journalism lecturer and producer and writer for KTVU television, along with John Burks, journalism professor and contributing writer for Multimedia World magazine, will explore the way journalists are going to be telling stories in the future.

This seminar will introduce journal-

far, but still want the experience of being in an organization, the local chapter of the Society of Professional Journalists is right here at SF State.

"We want to get students involved in the outside world of journalism," said Jennifer Donovan, local president of SF State's SPJ, who believes students will have this chance to be involved through events such as brown-bag seminars and fund-raisers. "SPJ is a great thing to have on a resume," she adds.

For \$30 a year, students can bring a brown bag lunch to an informal meeting, usually held in the Journalism Resource Room, and hear a working professional speak on topics like interviewing techniques.

SPJ will be having a journalism convention this April at SF State. Although it is currently in its planning stages, some of the topics that will be covered in the three-day event include a hands-on workshop with new digital technology like CD-ROM and interactive communication.

Journalism Professor John Burks is one of the key organizers of the event. He sees the job market for journalists opening up.

"The new media, in terms of jobs for journalists, will be interactive in format," Burks said. "All reporting has the capability to go on-line and journalists will be able to go into databases for information, and will be able to conduct interviews over the Internet."

Other workshops at the convention will include discussions of job interview strategies and a chance to mingle with working journalists. For the shy student who might feel lost at such a convention, a buddy system will be available.

"The buddy system will make it more friendly for students," Donovan said. "It's really intimidating to talk to people at these things, so hopefully students will get more out of it with their buddy." #

SPJ National Convention UPDATE

by Jennifer Donovan

On the first night of the Society of Professional Journalists National Convention in Nashville, Tenn., more than a thousand journalists hopped onto the oldest paddle boat in operation, The General Jackson, for a two hour cruise down the Cumberland River.

On every floor, around every corner, cruisers could find food, music and some great two-stepping action on the dance floor.

The big surprise came when the boat docked at Opryland, U.S.A., a theme park honoring country music, and singer Tanya Tucker took the stage. Half of the audience stomped their feet while the other half sat and smiled because they didn't know who she was.

The free food didn't end on the ship, though. At a formal luncheon the next day, San Francisco State University received two Mark of Excellence awards. Prism won for best All Around Student Magazine. The second award went to photojournalism student Mark Jordan, who won for best Spot News Photography.

Jane Pauley of Dateline NBC, the key note speaker, spoke about the perils of journalism today. She said she isn't impressed with the skills journalism students learn in colleges today.

"I have a bone to pick with communication schools, especially broadcast journalism," Pauley said. "They offer too many skills courses that only answer

to the needs of news directors for entry level jobs."

She said the best training for journalism students is working on a college newspaper or yearbook staff. The skills learned from these mediums give students the experience needed to succeed in the job market.

The two panel discussions most relevant to students were "Tips for the Job Interview" and "Researching the Job Market and Writing Resumes."

William Elsen, director of recruiting at The Washington Post; Rich Holden, executive director of the Dow Jones Newspaper Fund; and Amy Fickling, SPJ Region II Director in Maryland led the discussion.

Barbara Hines from the department of journalism at Howard University spoke on resume writing. "When an employer gets your resume, they want to know your qualifications in a short amount of time," Hines said. "It must be tightly written and concise and show a stable pattern of your growth."

Other speakers at the convention were Terry Anderson and Dan Moldea. Anderson, the Associated Press reporter held captive in Lebanon for nearly seven years, has been battling the government since his release to obtain information about his captivity.

"I got very little information (from the government), and they responded very slowly and reluctantly," Anderson said.

Moldea spoke at a panel discussion concerning his libel case against the New York Times. Moldea sued the Times after a book review claimed his book about the National Football League contained "sloppy journalism."

The discussion ended with Moldea asking one of the Times' lawyers to step outside to discuss the matter further.

Professional

Journalism students can jump-start their careers

by Ian MacKenzie Stewart

Students looking for that one thing that will propel them to the top of the hiring heap, should think about joining one of the Bay Area's many journalism organizations. These specialized organizations offer students workshops with working professionals to scholarships and national conventions that include job fairs and workshops on how to write a winning resume.

The Asian American Journalist Association, started in 1981, dedicates its energies to the vastly underrepresented Asian American journalist by fighting for better affirmative action in news media coverage and better job positions in the news room.

Executive Director Lisa Chung believes now is the time for students to be making contacts in the business. "The more chance you have to share your work, the better off you're going to be," Chung said.

The cost for students to join is \$12. AAJA consists of more than 1,600 journalists and students in its 15 chapters nationwide. Some of the opportunities in the San Francisco chapter are a 24-hour job hot line, an on-line network, a weekly newsletter, a national convention, fellowships

and a mentor program where journalism students are matched with working professionals.

Other bonuses the organization offers include national and local scholarship awards, grants, fund-raisers, lectures, social events, and a student newspaper.

Another organization worth investigating is the California Chicano News Media Association. Like the other organizations, CCNMA offers students workshops on news topics and events. One of its last workshops related to the

"Most of the college students looking for jobs, do get the jobs." — Rosanna Madrigal, head of the SPJ local Northern California Chapter

O.J. Simpson case. It focused on sensitivity in newswriting, news ethics, and judgment.

CCNMA helps minority students with job placement during its annual Journalism Opportunity Conference. Journalists from all over California attended the two-day workshop and fair in October. Over 1,000 students, professionals and 100 recruiters, including people from the San Francisco Chronicle, KPIX, and The Los Angeles Times attended the event in Southern California.

"Most of the college students looking for jobs, do get the jobs," said Rosanna Madrigal, head of the local chapter of the

Society of Professional Journalists.

The next conference will be held in October 1995, in Northern California at an undetermined location. Membership for students is \$15.

"What we want is to provide a strong voice for Black journalists." — Waldon-DeAdwyler, BABJA

If investigative reporting is your passion, then the Center for Investigative Reporting might be the organization for you. CIR offers six-month paid

internships to college students with a heavy desire to go digging through records.

"Princeton Review put us in the top 100 internships in the country," said Rick Tulskey of CIR. "Each of our reporters picks an intern for the whole six months, so it's more like an apprenticeship than an internship."

One of the largest minority journalism organizations in the Bay Area is the Bay Area Black Journalists Association. BABJ has 150 paid staff, according to co-chair Lori Waldon-DeAdwyler.

"What we want is to provide a strong voice for Black journalists," Waldon-DeAdwyler said. "We are the watchdogs on the local media."

If a story about an African-American is presented unfairly in any form of media, BABJ sets up a dialogue with the news outlet responsible to discuss the story's problems.

Funds raised from events like its upcoming cabaret, go toward student scholarships at BABJ. The cabaret will be held on December 3, from 8 p.m. to 1 a.m. at San Francisco's West Bay Convention Center. Tickets for the event cost \$35.

For students who don't want to travel

ism students, and other SF State students who have an interest, to more than just print, photography, video and radio alone — rather combining all of these elements and seeing multimedia as an entire news source, an entire new medium in and of itself.

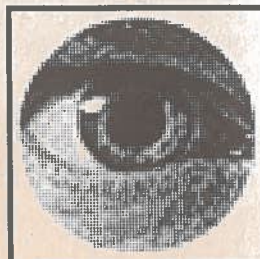
"There's a reason to believe that we're not going to simply be telling stories one way or another, but rather we will be telling stories increasingly by using all the various mediums in a whole new mass media," De Wolk says, who has been with the journalism department for a year and a half.

Virtually, in five weeks, the student taking this course will have a clear idea of what multimedia entails, which direction it is going and, most importantly, they'll know what types of

questions to ask and be ready to use the different mediums. This seminar will exhibit multimedia as an important medium in the future of journalism, according to De Wolk, who believes it is important for today's student to have the skills to survive in tomorrow's world of journalism.

The idea is to give journalists a glimpse, an introduction into this medium that is virtually changing every hour on the hour, De Wolk says. "It's absolutely bewildering, confusing and intimidating," he says and "before it starts controlling us and we're lost in it, we want to start having a handle on it."

But how does one go about teaching this expansive and rapid-moving world of multimedia?



Aside from organization, De Wolk emphasizes the "working syllabus" already in the making. Ideally, he notes, "We're here to educate the journalists of tomorrow."

The course will begin with a national expert who will demonstrate where we are now in multimedia and then, quickly moving away from journalism, the seminar

"There's a reason to believe that we're not going to simply be telling stories one way or another, but rather we will be telling stories increasingly by using all the various mediums in a whole new mass media."

—Roland De Wolk

will explore the way other mediums are looking at multimedia such as multimedia artists, history on CD ROM — the idea according to De Wolk, "to expand our imagination." Back into journalism, the major players emerging in the future of journalism will be explored along with tomorrow's technology; the idea that we're not so enamored with technology in the same way that the technicians took over broadcast. Finally, where will multimedia

take us?

De Wolk, who has spent 15 years as a newspaper reporter, has a strong feeling that for the future, broadcasting and journalism will merge. He believes there is a "tremendous wall between the two [departments], and it would be a serious mistake to compartmentalize many different mediums."

Burks, who writes the learning column for Multimedia World, is not interested in the technology behind multimedia, but in how you can make creative use of it — "how to get information across in a real telling way."

"Kids, on storytelling terms, using multimedia can invent their own narrative," Burks says. "They get to thinking at the age of three, four, and five, the way I'm trying to teach college students how to do their own narratives. If college students interacted with hands-on multimedia at a

young age they would have a much better sense of how to organize stories and know how one thing leads to another."

He also poses a question in regard to multimedia the same way De Wolk talks about combining the various mediums.

"Is it television the minute the pictures start moving?" Burks says, who feels multimedia will become the principle stream of information. He also believes there will be more work for the journalists.

Burks feels multimedia will be something he can use to elevate students into even higher concepts than is currently possible, depending on how long the seminars run and how prepared students are.

De Wolk believes we can bring the discipline of modern American journalism — integrity, accuracy, fairness — to mass media; thus, the news and information of the future.

It was last spring when De Wolk developed the idea for this seminar. He devoted the last week of his History of Journalism course to multimedia and one day, over a long lunch with Photojournalism Instructor Ken Kobre, he discussed the possibilities and the challenge to go further with multimedia.

Burks is an important component of the class, Roland says, because he has a strong background in multimedia. De Wolk has also received support and interest from the entire journalism staff, including Ken Kobre, who was involved in the actual idea, and Department Chair Erna Smith. Other staff members that have taken an interest are Tom Johnson and Austin Long-Scott.

Just as fast as information is traveling by multimedia, so is the journalism department, already planning ahead for several follow-up courses. The first would be

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ONLINE

Global switchboard
making more
connections

by Jason L. Ables

In the future, there will be no trees. There will be no bushes, no Bermuda grass, and no vineyards. All that will be paved over. In fact, everything will be paved. People will travel in hyper-speed cars. Anyone caught doing less than 100 m.p.h. will be banished to a continent without cars. McDonald's drive-throughs will be 30 miles long to accommodate the high speeds of hungry motorists.

This is part of a plan for the future that can be found in "alt.pave.the.earth," an Internet newsgroup. With more than 1,000 postings, the people of "alt.pave.the.earth" are dedicated to paving the entire surface of the earth. While joining this tongue-in-cheek movement may not be in your future, chances are high that if you are going to be a journalist, newsgroups and the Internet will be there.

A former Department of Defense project, and later encouraged by the National Science Foundation, the Internet is like a global switchboard that allows computers in different places to communicate with each other. The number of computers on the Internet are growing at an astonishing rate.

According to America Online (AOL), a commercial online service offering Internet access, in the early 1980s, approximately 200 host computers existed on the Internet. By 1991, approximately 300,000 host computers were on the Internet.

Now, just three years later, more than 3 million host computers with perhaps 50 million people are logging onto the system. From election results to pornography, university research to poems about the Manson family, the resources available online through the Internet cover the range of human interest.

Today, journalists are finding ways to incorporate online resources into their work. But with so much information on the Internet, "navigating" or knowing where and how to look can be daunting. With a little perseverance, the online world can open up to reveal information gathering capabilities only dreamed of a couple years ago.

To do this, a reporter needs to get access to the Internet. This can be done through commercial online services such as AOL, CompuServe or Prodigy which provide Internet access. Another way is through an institution providing access such as SF State's Mercury server which a student can get an account on.

Once access is established, a few basic net tools can open up arrays of information. SF State journalism professor J.T. "Tom" Johnson, a daily Internet user, said

that besides e mail, three fundamental tools every journalist should know how to use are:

1. File Transfer Protocol (FTP) is a tool to get information. 2. Gopher is a way to look for information. 3. Newsgroups/Listservers are discussion groups. FTP is a way of getting information from a remote computer — it could be across campus or on the other side of the world — sent to the computer being used.

Oakland Tribune reporter, Howard Bryant, who writes on computer related issues, calls FTP (along with Gopher), one of the "hidden jewels of the online services." Information retrieved through FTP can range from government documents to tutorials on how to use a system's services.

For example, the InterNIC directory is a service provided by AT&T and supported by the NSF, that lets users search for people through e-mail addresses on the Internet. Through FTP, users can download a tutorial on how to use InterNIC.

Time and access are two parameters that show the prime advantage of using FTP. Bryant recalled how he needed information on FCC regulations relating to children's programming, but it was past 3 p.m. PDT which meant it was past business hours on the east coast. By in-

voicing an FTP session to the FCC, he was able to get what he wanted even though the office was closed. And, he did not have to wait four days for it to arrive by mail if he had ordered it over the phone.

Access to FTP sites, Bryant explained, allows people to retrieve information without going through "gatekeepers," the secretaries and assistants who sometimes stand between a reporter and the information they are seeking.

"Find a good overall Internet guide book and read it,"
—David Plotnikoff,
an SF State alumni
and San Jose Mercury News reporter

Gannett interviews

Quality students package themselves poorly according to Mike Townsend of the Marin IJ

by Nicole Brahams

The Gannett Newspaper Group, which publishes 83 dailies and boasts the largest combined circulation of any newspaper group in the country, came to scout talent at San Francisco State University on Oct. 19-20.

"I saw a hand full of good applicants," Mike Townsend, executive editor of the Marin Independent Journal, said. "Twelve students out of the 15 to 20 students I interviewed had a lot of potential."

"If you don't make the cut (a six rating) then we don't even enter you in the computer," Townsend said. "It's intensely competitive and it has been that way for a long time."

Gannett recruiters interviewed each student, then rated them on a scale from 1 to 10. If an applicant receives a six or above they are entered into a national talent database that is sent to editors throughout the Gannett chain. Editors pick from the top of that list when they have a job opening.

SF State journalism students are sought each year because they are well trained, above average, and better prepared. However, they don't know how to package themselves, Townsend said.

Townsend said he does not want to see 20 newspaper clips accompanying resumes. Clips should be hard news; not reviews, columns, or editorials.

"Three is the minimum and six is too much," he said. "If the first three clips don't grab me, it's on to the next resume."

Another recruiter, Betty Liddick, executive editor of the Record in Stockton stressed the importance of getting hands-on training at a daily newspaper while still in college.



Photo by Christine Jegan/Slug

"The students have learned to be very versatile, from working on the school newspaper to being a part-time worker," Liddick said. "We get some good hires from San Francisco State."

According to the Gannett recruiters, they keep an eye out for up-and-coming talent. The editors follow students' graduating dates and class standing so they don't lose track of good candidates.

David McGuire, 22, an SF State senior, who was interviewed by Townsend, was not worried about the outcome of his interview.

"It was like a cattle call," McGuire said. "Working for a Gannett newspaper is not my dream, it's not the Washington Post."

Another senior who is ready to hit the job market is Audrey Wong, who was interviewed by Liddick. She said her interview went well, but was not overly confident.

"You don't know if they're really nice or just feeling sorry for you," Wong said. "It was a great opportunity anyway."

Jon Funabiki, director of SF State's Center for the Integration and Improvement of Journalism, said there are many things that

Mike Townsend talks to journalism students about what it takes to make it in the real world of the media.

make SF State Journalism Department different from those at other schools.

"The Journalism Department is unique. There are a lot of professionals who are still in the business teaching our students and the student body is very diverse," Funabiki said.

"The curriculum is focused on journalism, not public relations or advertising, and students get real hands-on training by working on the school newspaper and magazines," he said.

Tom Johnson, a professor of journalism at SF State, said he believes the journalism department produces students who can compete in the field.

"I think our department is probably in the top 25 percent of undergraduate programs in the nation and among the best half dozen West of the Rockies," Johnson said. "By 'best' I mean in preparing students to work in journalism today."

Liddick, who has been in the business for 30 years, said "I'm looking for hustle and heart in an intern. They have to have the ability to do a wide range of work and capture the emotion of a story." #

Former San Francisco State University journalism major Jon Phillips was always around. For the past three years on production days, he slumped facing a large screen, laying out the latest Golden Gater while the current editor-in-chief paced behind him arguing about the design.

Or he'd sit on the grassy slope that overlooked the foot traffic leading from the MUNI stop on 19th Avenue to the student center — eyeing women as they walked by — bemoaning his romantic life and discussing the ins and outs of pop culture according to student fads.

Although Phillips hadn't been on staff since he was a reporter in 1991 and the EIC in 1990, his most recent humor piece would regularly show up somewhere in the paper with his byline. He made sure of it.

Former department chair, Betty Medsger, would tell other students to be sure to graduate. Don't be like Jon Phillips, she'd say. Graduate.

This fall, Phillips, 28, did not return to school. Three months ago, an old friend and ex-SF State student, Brad Dosland, invited Phillips to come work with him on a new magazine he was working for — Blast — a younger, hipper version of Wired. He said he could top the pay Phillips received from his graphic designing job at Concurrent Controls Inc., a software company.

Phillips went in with a loose selection of his writing for the short informal interview with the editorial director, who was interested in his enthusiasm and his knowledge of magazines. He never asked to see a resume or a portfolio. He never asked about grade point average. He never asked if Phillips had graduated. With the strength of Dosland's recommendation, Phillips was hired.

After seven years spent off and on in college, with only a handful of units to go, Phillips dropped out of school.

On his first day on the job, he was given about 10,000 words to copy edit by "severely rewriting unpublished material." A week later, he was promoted to assistant editor. The following month he was named associate editor and received a 13 percent salary increase.

Folio magazine ran a story about the many magazines named Blast. Although they had yet to publish their first issue, their magazine was cited. Soon after, the name was changed to

Magazine editor not worried about a degree, just making a lot of money

by Jennifer March
Photo by Alicia Lam/ Slug

Jon Phillips



"The difficult part is deciding what is right for hip kids, yet not too provocative for a kid in a small town in Missouri"

—Jon Phillips

Blaster.

As editor, Phillips faces the challenge of providing copy that would intrigue a young audience on a national level, interested in the growing technology of multimedia: MTV meets Popular Mechanics.

"The difficult part is deciding what is right for hip kids, yet not too provocative for a kid in a small town in Missouri," Phillips said. "I want to include pop culture icons that kids will recognize. We do nuts and bolts articles:

how you, at home, can use inexpensive technology to create new things like desktop publishing. The mission is to illustrate and define those who have found empowerment via multimedia."

Phillips has no plans to return to school to get his degree.

"I don't see any reason to. I gave up on graduation when I realized that I could make a lot of money in the real world,"

Phillips said, adding that he had seen many people leave SF State without graduating to attain great success in the professional world of journalism. "Either you're a natural or you're not," he said. "I am not sure if the classroom lecture situation has much to offer."

But Phillip's academic advisor, Professor Tom Johnson said that by not graduating, Phillips will create a paper ceiling for himself.

"Down the road, he's going to regret it," Johnson said. He explained that someday Phillips could be one of two final candidates for a position and

lose it because he didn't have a degree while the other candidate did. "You either have it or you don't," he said. "He's an easy cut."

Phillips credited Johnson for teaching him how to become a more disciplined writer by eliminating every unnecessary word, but said he learned more about journalism by "reading volumes and volumes of newspapers."

"Jon had one of the most mature writing styles of any student I'd ever seen coming in," Johnson said. "He worked hard and enjoyed the hard work (reporting) entailed." Johnson said he couldn't understand why Phillips had spent so much time at SF State only to choose not to finish his degree.

"Even working in this professional environment, I appreciate working with people my own age and similar interests," Phillips said, admitting that he missed aspects of school. "I don't have the social interaction here that I had at school. I'm a social person, so that's important to me."

But he still won't graduate.

The first issue of Blaster magazine will hit newsstands December 1. Phillips encourages students interested in working for the magazine to call him at (510) 704-7107 or to e-mail him at jon_phillips@morph.com #

Gopher is one of the most powerful tools used to find resources on the Internet. Named after the mascot at the University of Michigan where it was developed, Gopher is a giant menu system for the Internet.

"Gopher servers" are set up with menus listing their contents. The contents could be documents or other menus. Gopher searches can help locate FTP sites, people, research or newsgroups.

When a Gopher search is initiated, different tools can be used. For example, the InterNIC directory can be located on the SF State Mercury Gopher.

Veronica is another tool which searches Gopher servers by looking for key words input by users. When the word "lard" was put into the AOL Veronica tool, one entry came back with a phone number for a lard-producing company. By contrast, when the word "beer" was put in, 201 items came back, from documents containing beer jokes to an explanation about brewing from a brewer.

Newsgroups and Listservs are used by people as a way to keep up with new developments in interest areas, as well as keeping in touch with their peers. They generally contain posts which center around a topic. For example, "listserv@gitvml.gatech.edu" is a listserv address for the Society of Professional Journalists.

The great thing about newsgroups and listservs is that nobody knows everything, but most users know something, so in the course of reading through one batch of postings, a mention of other resources is often found. You can also use them to get responses to queries.

When Bryant wanted to know what people felt about advertising on the Internet (it has traditionally been devoid of advertising), he posted a query to a

media newsgroup. In three days, he got 50 responses.

One drawback about FTP, Gopher and newsgroups is that a reporter must go out and get the information wanted by navigating on the Internet. Periodic checks need to be done to see if something new has been added. But with listservs, whenever something new is posted to the group or list, it automatically gets sent to each member of the list using their e-mail address.

To subscribe to a listserv, send e-mail to the listserv's address, including a phrase like "subscribe" in the message section. That is it. As the list gets updated, a subscriber gets mail. Keep in mind though, that although FTP, Gopher and newsgroups/listservs can yield a great deal of information, they are only three of the many tools used on the Internet.

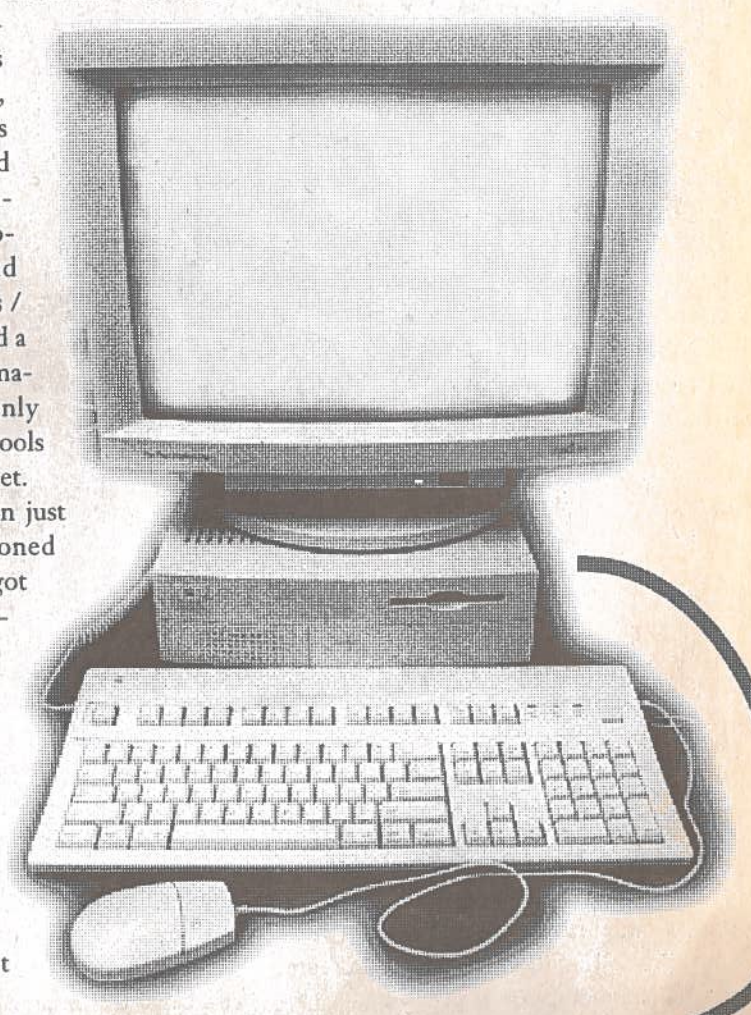
"Do not rely on just one tool," cautioned Johnson. "You've got to play all the instruments in the band." Learning to use all the tools and learning how to navigate can be time consuming, but Bryant and Johnson both agreed the secret is not to get frustrated.

"Find a good overall

"Do not rely on just one tool. You've got to play all the instruments in the band." —Tom Johnson

Internet guide book and read it," suggested David Plotnikoff, an SF State alumni working at the San Jose Mercury News. Just two years ago, Plotnikoff said he did not even use a computer, but now he writes "Modem Driver," a weekly online column.

"It has been gratifying to me to know that someone with no experience can take this curiosity and grow in unexpected ways, get this new literacy," Plotnikoff said. "I never expected two years ago to be doing this." #



A question

Alumni

by Jim Jarboe

Jennifer Cheek

Jennifer Cheek, former San Francisco State University student and photographer, is planning a trip to Cambodia in January. She is going with alumni Paolo Vescia to see their friend, and alumni, Doug Niven in Pnem Phen. Cheek says Vescia is trying to arrange it so he can replace a Reuters photographer who is leaving in January. Cheek is also going to free-lance and shoot any stories she can find.

Cheek, who graduated this past May, is currently working at the Half Moon Bay Review, a weekly that covers the coastside fishing and

tourist community. Cheek was one out of six SF State alumni that attended this year's Eddie Adams Photography Workshop in Jeffersonville, New York from October 6-10. Only 100 applicants out of 900 were accepted for admission to the workshop, and she was one of three from S.F. State that won assignments from publications.

Cheek was granted an award to do an assignment for Life magazine.

"Persistence really pays," Cheek says. "I applied three times to the workshop only to be accepted on my third try."

Cheek entered her documentary on the coverage of homeless teens on San Francisco's Polk Street for her workshop application. She has also been free-lancing for the non-profit group Domestic Abuse Awareness Project.

Other awards for Cheek include the Gordon Parks Photography Competition, the Society of Professional Journalist's U.S. Mark of Excellence Award for First Prize-Spot News Photography, SF State journalism department for Prism Magazine (Spring 1992), First Prize Photo Story and First Prize-Spot News Photography for the Golden Gater (Spring 1991).

Cheek was also a staff photographer for Prism, the Golden Gater, and the Tenderloin Times where she was the photo editor. She has also been editor-in-chief for a student documentary project called "Adventures in Self-Discovery." Cheek thinks journalism students should become involved in school publications like the Golden Gater, Prism or Slug.



Clockwise from lower left corner: Raquel Kuhn, Stephanie Schultz, Dmitri Rogans, April Allison, Jennifer Cheek, Anstis Long-Scott.

OF RAPE

Ethical dilemmas of the Golden Gater

by Renita Sandosham and Brad Boyd Photo by Cindy Russell/Slug

Raquel Kuhn, Golden Gater editor-in-chief, made a controversial decision when she decided to publish the name and photograph of an accused rapist — a decision which divided the Gater staff and journalism faculty.

The paper ran "Rape in the residence halls," the first story in a series about an

alleged rape on Sept. 22. A detailed account of an acquaintance rape in a fourth floor study room in Mary Park Hall indicated two male students were arrested and released in connection with the rape of an 18-year-old woman.

At that time, the Gater editorial staff decided to withhold the suspects' names

because they were released pending further investigation.

On Oct. 25, more than a month later, the Gater published one suspected student's name after the district attorney's office decided it had insufficient evidence to file charges.

Another article, "Wible: Accused

Gordon Ung

Gordon Ung, awarded "1994's Outstanding Young Journalist, Daily Print," by the Northern California chapter of the Society of Professional Journalists, is now working at the Contra Costa Times as a night police reporter.

He was given the award for his coverage of local gun dealers and the one year anniversary of the 101 California shootings. Ung's responsibilities at the Contra Costa Times include writing weekend stories, Q&A's, spot news and general assignment stories.

The Contra Costa Health Department also nominated him for his commitment to the public safety of children for the gun dealer series. While at San Francisco State University, Ung was co-editor of Slug and managing editor of the Golden Gater in the fall of 1992. He is also a member of the Asian-American Journalist

Association.

Ung urges students to become involved in the Golden Gater, Slug or Prism. He says tools that students need to learn at SF State are spelling and style.

"Keep your stylebook and dictionary handy," he says. As an editor recently told me, "Don't learn to rely on mindless spell checkers, most papers don't have them any way. The dictionary is your friend."

Ung says the writing coaches and advisers are very helpful in getting a full measure from SF State. Go to the job fairs put on by school, Ung says, because "Nobody attracts recruiters like SF State."

The Society of Professional Journalists job fairs were also strongly recommended. But the single most valuable asset that SF State offers was summed up when Ung said, "My Classmates; I made life-long friends at SF State. I've never met a better kind of people. They all had so much passion for their craft and were willing to give up so much." #

Congratulations 1994 graduates!

Fall

- Laurie Clarke
- William Cracraft
- Bayardo Estrada
- La'Tasha Johnson
- Erin Doyle
- Monica Giannella
- Wendy Melton
- Daryl Lindsey
- Leslie Elb
- Kendra Stone-Hinds

Summer

- Craig Lazzeretti
- Denia Sonenthal
- Christopher Sam

Al SF State Alumni

by Jessica Ann Messina

Mark Prado

Mark Prado, a writing coach for San Francisco State University's journalism department, is giving back to the school that provided him with an education and the opportunity to meet his wife, Theresa H. Yim. Both are 1988 SF State alumni, and Yim is the opinion/editorial page editor for the Alameda newspaper group.

After graduating from SF State with a

news concentration, Prado began collecting on his degree — collecting low pay and practical experience, he says. First at the Turlock Daily Journal in 1989 and two years at the Tri-Valley Herald.

Prado now works as a reporter for the Stockton Record. Since he started in June, he has covered the Lawrence Livermore Laboratories, Tracy city government and commute issues.

Prado says employers in the job market are really experience-oriented, but sometimes it can come down to "luck and

who you know," he says. "Schmoozing" may be awkward, Prado advises, but "getting to know people in the business and making contacts with them," can be the key to employment, he says.

Prado says like most reporters, he became a writer to make a difference and "help folks live their lives."

This idealist is still enthusiastic about newspaper reporting and describes it as "a fun job, it's different each day and it's always a challenge."

Ingrid Becker

Zsa Zsa Gabor, Rodney King and Polly Klaas are some of the names that drop from Ingrid Becker's portfolio. This 1986 San Francisco State University graduate originally intended to go to law school, but pursued journalism, a field in which she could spend her time "educating people and fighting for civil rights," Becker says.

"The bug just bit me, and I didn't look back," Becker, 31, says of journalism.

Becker interned at the San Bernadino Sun after graduating, then returned to the Bay Area and reported for the Vallejo Times Herald for three years covering the police and court beats.

Becker moved south to the Los Angeles Bureau of the United Press International Wire Service covering general assignment, state and federal courts. She saw UPI as "a really good training ground" by being in a major city with events like Nelson Mandela's visit.

Becker is now assigned to business coverage at the Marin Independent Journal. It is a change

after reporting on courthouse legal affairs for two-and-a-half years. She covered the Klaas kidnapping through Richard Allen Davis's, the man charged with Klaas' death, preliminary hearings.

Remembering her own struggles and the training she could have used, Becker has been a writing coach at SF State for two years.

"I want to do everything I can to help the next generation," Becker says.

Rachelle Kanigel

Rachelle Kanigel says journalism is both, a career with lousy opportunities, and the best job in the world.

These two statements may seem contradictory, but this 1983 San Francisco State University graduate has found her niche as a health and science writer for the Oakland Tribune in a very competitive field.

Kanigel, 33, was interested in several majors in college including English, film and psychology, but she settled on journalism after taking the newswriting class.

She admits her brother, a free lance writer, "kind of egged me on."

In 1984, Kanigel began general assignment reporting at the Valley Times in Pleasanton. She moved to the Contra Costa Times in 1987 and worked for a short time covering the police and municipal beats and recalls she "really hated that." She picked up medical reporting after the prior reporter was fired and continued until 1990 when she moved to North Carolina to take a job at the News and Observer in Raleigh. She says this job was like doing research for medical school because so much medical research was going on in the area at the time. Cystic

fibrosis is one of the topics she covered as medical reporter due to the extensive research being done by the University of North Carolina.

While in North Carolina, she married former reporter and current freelance writer, Laird Harrison. They met at a Contra Costa Press Club dinner and have a 10-month-old son, Dashiell.

In 1992, they moved back to the Bay Area and began working at the Oakland Tribune.

This fall Kanigel, 33, is a writing coach at SF State. She sees her job here as "good karma, giving back to people who have helped me along the way." #

shows pattern," was based on University Police Department Chief Kim Wible's statements ran with a month-old photograph of the suspect going into a UPD car.

This story and photograph sparked debates in the journalism department about the decision's ethics.

The day before the story ran with the suspect's name, Kuhn went to UPD to pick up the police reports around 1:00 p.m. She saw the suspect's name which had been previously blacked out handwritten in again. According to Kuhn, Wible said an "over-zealous employee" had blacked out the suspect's name.

Kuhn said she realized Wible wanted the names to be seen, so she thought she would "try to go down there and see what kind of information she [Wible] was willing to give."

Around 3:00 p.m., Kuhn and Gater reporter Elizabeth Perez went back to UPD where Wible went on record. Wible said the accused had a pattern of giving alcohol to minors and engaged in statutory rape with a 17-year-old woman.

After Wible made this statement, Kuhn felt confident about using the new information and the suspect's name. An hour away from deadline, Kuhn said her main priority was completing the story.

"I was mainly concerned with getting the information right in the story and trying to get as much reporting done...as possible," Kuhn said. "I tried to go individually to each editor and talk to them about the decision I was going to make because I realized that it was a controversial decision."

Besides the ethical issues involved, they also had to contend with the legal issues brought up by publishing the suspect's name.

Jim Wagstaffe, a media law instructor, said the Gater was protected under California Civil Code Section 47, which states that the reporting of information published from a public record is privileged.

"Anybody can sue for libel, the question is whether one can win a suit for libel," Wagstaffe said. "Using information from a public record or accurately describing a public proceeding is privi-

leged even if it ends up being false."

Kuhn and Perez discussed the decision to print the suspect's name extensively with Austin Long-Scott, the lead adviser to the Gater.

"It wasn't just a flippant decision," Kuhn said. "It mainly came down to this weighing of a right to privacy and a right of the public to know. I felt the public was better served by releasing the name."

"This is the worst decision they've made in the past five years."

—Erna Smith

Long-Scott also discussed the issue with journalism faculty who were there that day.

"Our jobs as advisers are not to make decisions if we can help it," Long-Scott said.

When Kuhn made her decision, she felt comfortable that she had discussed the issues adequately.

"I did have a very strong feeling in the last story we ran that we should use the name because the police chief was stating that this person had a history," Kuhn said. "We went through several reports where victims were saying they were given alcohol; there were two women in particular who said they thought their drinks were spiked, and with that information I felt there was a story."

City editor Ken Alltucker was uneasy



Photo courtesy Mia Foster
The controversial photo of the student accused of, but never formally charged with, rape. The student was later expelled in a separate action by the university.

about Wible's statements because the Golden Gater had been having trouble obtaining information from her during the investigation, "and all of a sudden, she just turned around with open arms.

"I just don't think Wible acted to the benefit of the whole campus community," Alltucker said. "She was tight lipped about information which is fine, but at the same time there were people in the dorms and...they wanted to know if there was a ring of rapists going around. There was a big lapse of communication between campus officials and students."

The opposing opinions surrounding Kuhn's decision to print the name caused some tension in the newsroom, but one editor said it quickly dissipated.

"It was a controversial decision, but I don't think that it caused any long-lasting tension," April Allison, managing editor, said. "It was certainly argued over before it happened, but as far as any long-term tension, I don't think so."

Gater staff weren't the only ones divided about printing the suspect's name.

Erna Smith, the journalism department chair, was adamantly against the printing the name, believes the Gater acted unprofessionally.

"This is the worst decision they've made in the past five years," Smith said. "We say we're going to go by professional standards, but there's things that always happen every semester that make you realize that we're not dealing with professionals.

"As a journalist, the trick is to find out whether [the information] serves some purpose other than simply furthering your source's political agenda," Smith added. "I think most of the information did, but his name did not. They could have done the same story without the name, and it would have served the same purpose." Smith also made it clear that the advisers would not interfere directly with the newspaper's decision-making process.

"As much as I disliked that decision, it never occurred to me for a moment that the students should not have the right to make it," she said. "It's the only way they'll

See RAPE, Page 35

Our spacious.

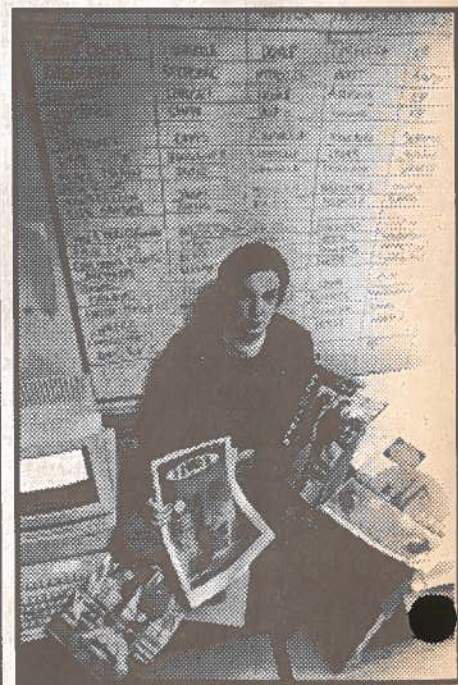
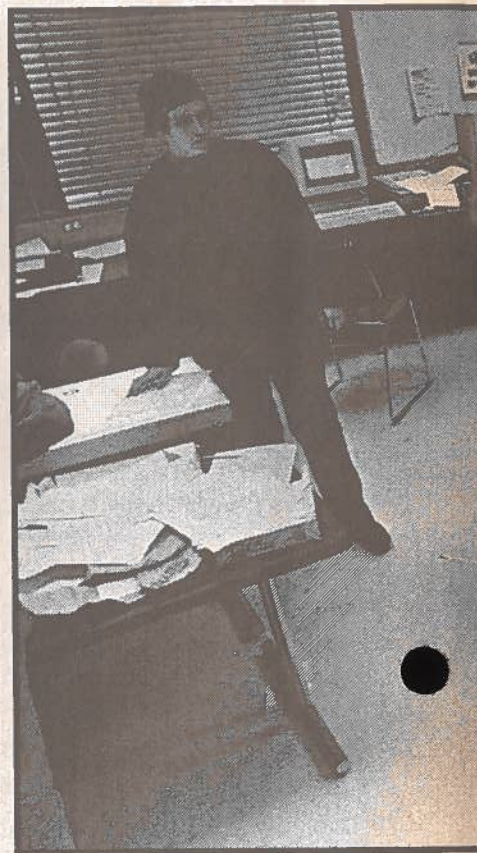
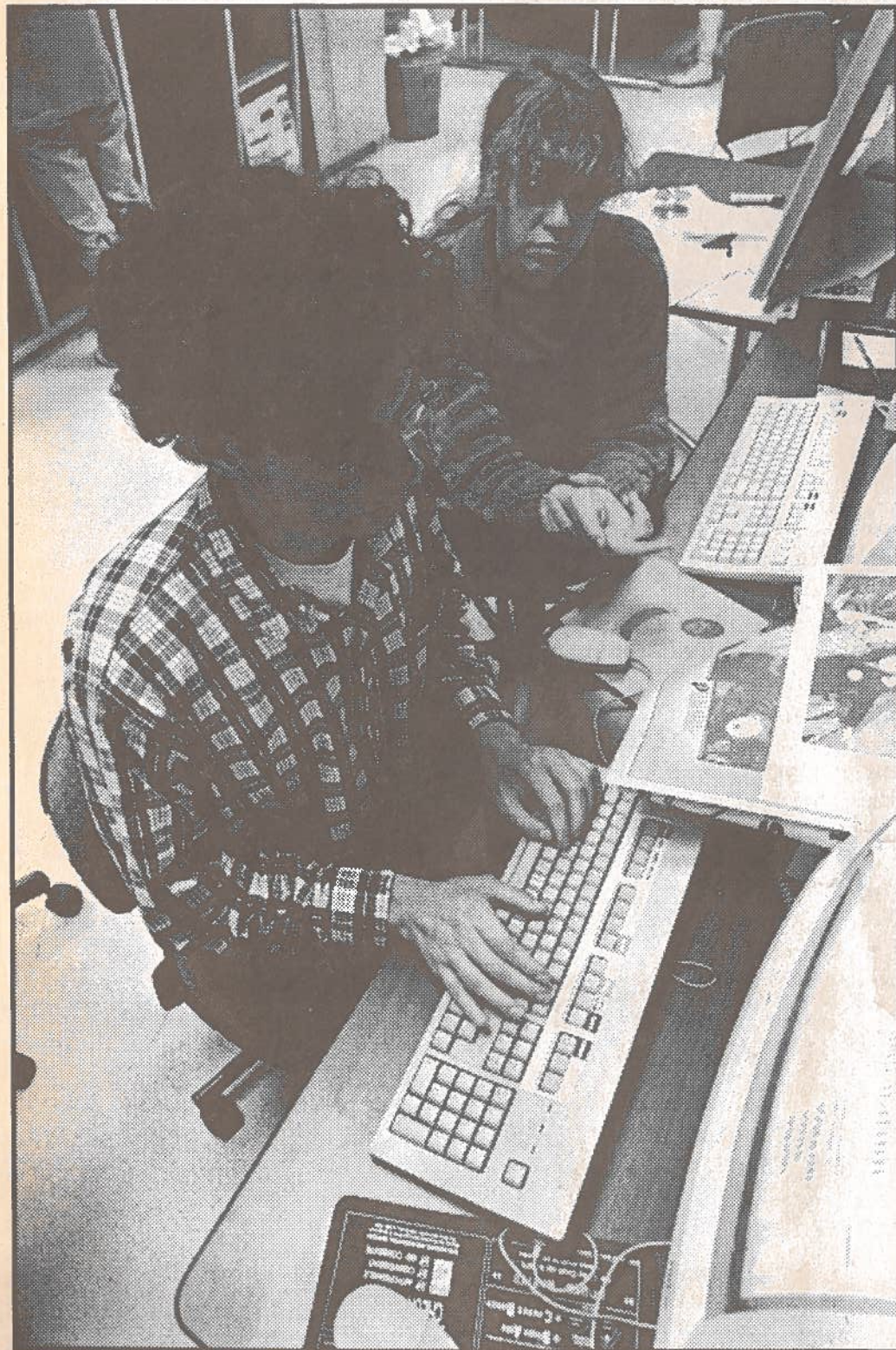


Photo by Thomas Hurst/Slug

Linda Yee receives a call in the KRON-TV news van from an anonymous admirer on the way out to a breaking story that will change her day.

reporting job since I stayed local."

Some applicants see network anchors like Connie Chung and Diane Sawyer, and they want to be like them. They ask "do I need to know news, I just want to be an anchor," Yee says. Yee points out that Chung and Sawyer were street reporters before hitting prime time.

Yee's drought story comes on after the commercial break. She watches the story closely, turns down the volume when the next story comes on the air and leans back in her chair.

"This was a non-news story, but I had to make something out of it," Yee says. "I tried to explain to the assignment desk that the

**"You have to be dedicated; you have no life."
— Linda Yee**

first rain of the season doesn't mean anything, and they won't know whether or not the drought is ended until April when they take the measurements." She shakes her head in frustration when she recalls the assignment desk's insistence on the story.

Yee has several stories that she's proud of including 101California, another on adoptions that went wrong, which won an Emmy and several other awards, and another story dealing with juvenile delin-

quents and programs to help them go straight.

While Yee enjoys her work, she recognizes that news reporting has lost credibility because of tabloid television. "Most viewers can't tell them from us," Yee says. "It looks like news, smells like news, and (they) talk about timely stories."

On the way out of the building, Yee briefly stops to chat with two co-workers about another story. She stops talking after she leaves the building. It was as if her volume control was turned off, leaving the echo of her repeated advice.

"Get as much experience as you can," she says. #

SF State Alumni Linda Yee

Television news is unpredictable when a radio call changes your day.

by Carole Parker

She was headed out to San Francisco General Hospital with her camera operator to tape a piece when the call came over the radio at 2:50 p.m.: "Shots fired! Head over to 101 California."

With her adrenaline pumping, Linda Yee, a 1973 San Francisco State University graduate, and the KRON-Channel 4 van headed for 101 California Street with her camera operator—and pulled up the same time as the police did.

This is how Yee recalled the story recently in the KRON newsroom as the 6 p.m. news broadcast in the background.

"About five minutes after we got there, the live truck was there, and I was on the air two minutes later after interviewing the only police officer available," Yee says. "We were the first to go live at three in the afternoon."

Yee worked without breaks from 3 p.m. to 7 p.m., reporting live every five minutes. She spent a lot of time waiting for information because it was sketchy.

"We interviewed witnesses as they were coming out of the building," Yee says. The

witnesses told Yee different stories about what was happening inside.

"You have to be dedicated; you have no life," Yee says. "You can't make lunch or dinner dates because you don't know what your day is going to be like."

Yee stops talking and turns up the volume on the nine-inch television on her desk and pays close attention to Anthony Moor's lead story about a San Francisco priest accused of molesting a boy, now in Mexico. Yee comments on the priest. "Here the priest's lawyer says the priest can't talk about the case, and he's talking away," Yee says.

Yee paid her dues by working as a stringer at the San Francisco Examiner while a SF State student, working for three months at the Fremont Argus/Hayward Daily Review, and then starting on the ground floor at KRON in the public affairs department where she produced a weekly show for four years.

After a low-paying trainee reporting/producing position at KRON, Yee worked at KGO and KPIX in temporary producer positions for three years before returning to KRON. "Broadcast journalists have to learn how to write, gather news—understand what news is," Yee says. She also suggests that students should

have part-time jobs while going to school.

Working on the school newspaper is a good way to get the discipline down, Yee says. "You're not born with the journalistic traits, but you need the instincts," Yee says.

Another way to develop good journalism skills is with an internship. An internship involves basically working for free, Yee says. It gets you in the newsroom, and you get to know people. Yee tells the story of one successful intern who started at KRON, then

worked at some other stations, and is now a CBS correspondent covering the O.J. Simpson trial.

The conversation stops again for Yee to listen to the teaser for her story airing after the commercial break. Subjects (courses) that help reporters are economics and politics, especially if you want to cover politics. Otherwise, a general liberal arts background will help, she says.

Yee said one news director in the 1970s told her "we

already have our female Asian reporter," as the reason why she wasn't getting the job. "Being a number doesn't help you keep a job," Yee says. She pointed out that some people interview well and look good on their tapes, but they wash out in a matter of months because they don't know how to be reporters.

"This profession doesn't have room for mediocrity," Yee says.

Some reporters don't make it because they don't have the talent, and others don't because it is also a combination of being in the right place at the right time. Still others have unreasonable expectations.

"You need about five years of reporting experience before you can break into this market," Yee says. "This is the fifth largest market with New York, Los Angeles, Chicago, and Philadelphia being the four larger markets. I probably took longer to get a

new home

Students get some leg and elbowroom in the long-awaited new Humanities building

This is the Journalism department's first semester in its new home, and new equipment to boot. Far left and clockwise: Dmitri Ragano and Carole Parker work on headlines in the production laboratory where the campus publications are produced; the editorial staff of the Golden Gater newspaper prepare the next day's issue; Photojournalism student Mindy Montayne shoots an assignment in the new photo studio; Amy Adamy, a page designer for Prism, the campus magazine, practices her craft in the magazine's new production room.

Photos by Tom Pendergast/Slug

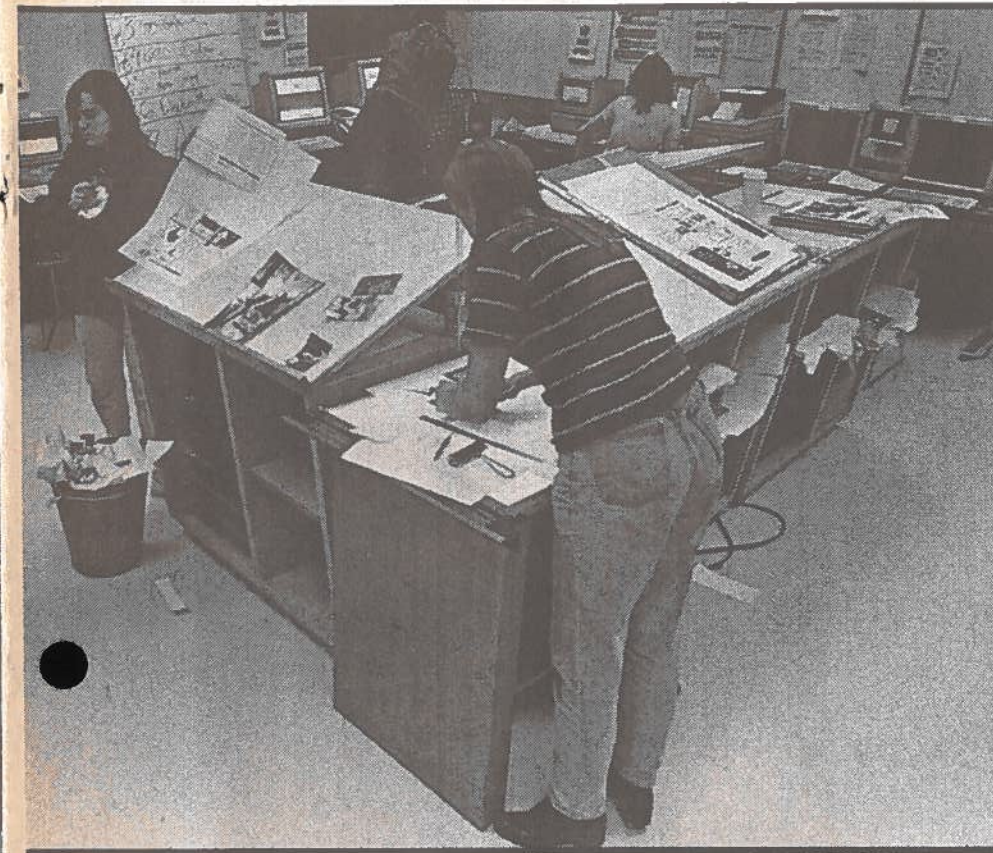
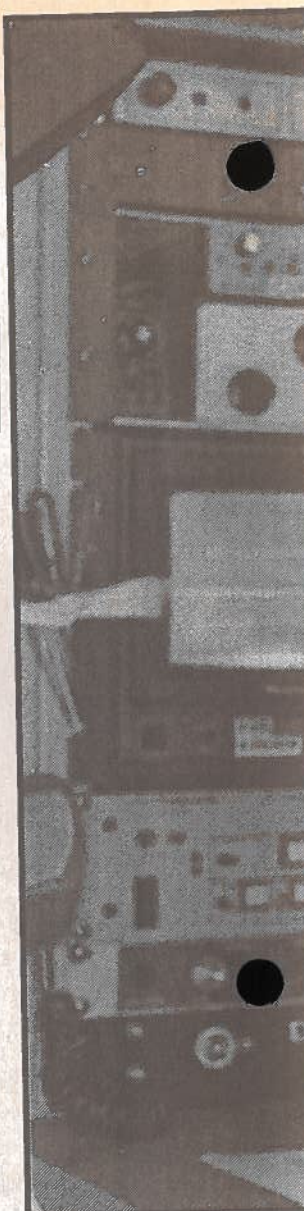




Photo by Cindy Russell/Slug

Presses fall silent

Workers unite after 25 years of competition

by Mamie Huey and Mark Friedman

*"A*nd a wondrous sound is to be heard amid the familiar voices of the city: the deep-throated roar of the presses. May they never fall silent again." — Herb Caen, February 28, 1968.

Twenty-six years later, the roaring of

the presses fell silent once again when the San Francisco Chronicle and Examiner went on strike. The shutting down of the presses meant no money for 2,600 workers who walked off their jobs at 10 p.m. Nov. 2 — for some, leaving behind years of dedication and taking with them a sense of betrayal.

"It's like going to jail and losing your

family. You don't have a place to go anymore," Rob Morse, Examiner columnist said. Reality hit home for Morse when he saw the security officers and barbed wire around the parking lot entrance.

Fourteen hours into the strike, the San Francisco Police Department and private security officers were called to

by Jon Funabiki

I've discovered a big secret.

It's a simple secret: Cheap student labor.

By cheap, I don't mean bad or inferior. I mean inexpensive. Our pay levels won't buy you much more than a dinner at McDonalds.

Come visit room 307 in the new College of Humanities Building and see:

- Robyn Nance on the telephone, tracking down students to make sure they keep their tutoring appointments in our Writing Coach program.

- Pia Christensen hunched over an old Macintosh SE, logging new job and internship announcements.

- Cristina Azocar working on a project that gives high school and university instructors new ideas about taking a multicultural approach in teaching journalism.

We exploited student labor from the day the Center for Integration and Improvement of Journalism opened five years ago. The journalism department had big ideas: Develop programs that will help bring diversity to American journalism, both in terms of *who* reports the news and *how* they do it.

We knew that many of our programs would deal directly with SF State's own journalism students by helping them get through school and find internships and jobs. But other programs reach beyond the confines of the campus.

Our budget always has been small. We exist because of the generosity and vision of The Freedom Forum and the John S. and James L. Knight Foundation and news companies.

So, student help has always been critical. Using students, we're able to accomplish work at a price we can afford. There are other intangible benefits, too.

Shawna McCoy and Zenaida Gonzalez, for example, both cited "networking" as one of the spin-off benefits they got from working on one of our largest research projects, "News Watch: A critical look at coverage of people of color."

"I got to meet a lot of new people," said McCoy, who graduated last semester and is interning at the American News in Aberdeen, South Dakota. "Some of the people I met are more like mentors."

"News Watch" is an example of a center activity that bridges our campus to the professional world.

The project was a year-long examination of stereotyping, bias and other problems in print and broadcast news coverage of people of color. Funded by the Ford Foundation, it was produced for last summer's Unity '94 convention, the first joint meeting of minority journalist associations.

McCoy and other students researched, participated in discussions, interviewed journalists and wrote comments that worked their way into the final report. They worked side-by-side with top journalists and professors from around the nation.

"The networking gave me an opportunity to talk to reporters, editors and even a few readers around the country," Gonzalez, another 1994 graduate who recently completed an internship at the Albuquerque Tribune said. "It was also a chance to use the different skills that we learned in the department."

Cristina Azocar, who researched Native American issues for "News Watch," said the experience complements her current work toward a master's degree in ethnic studies. She received a B.A. in journalism in 1993.



Jon Funabiki, director of CIJ and Eva Martinez, project coordinator share a laugh together. Photo by Joaquin Siopack/Slug

"My thesis for the M.A. is looking at how coverage of native people in colonial times was used to justify the settlement and colonization of the United States," Azocar said. "So it was really interesting to see how people of color are portrayed in the news currently."

Another spin-off: Azocar is working with a "News Watch" colleague, Stanford University Professor Robert Warrior, on a proposal for a public radio program about Native American literature.

Deanna Cunningham, a 1993 graduate, was hired as "News Watch" project coordinator, a full-time job that put her in charge of most day-to-day operations. She found that the assignment not only tested her skills as a journalist, but as a manager as well.

"I was learning how to manage people I (had) sat in classes with, and that wasn't always easy," said Cunningham, who now works for the Lodi News-Sentinel.

Work at the Center can also be exasperating. More than one student researcher has faced the task of interviewing a journalist whose article or broadcast has come under attack for being racially offensive or biased.

"I thought some journalists were arrogant," Norihiro Kozuma said.

Kozuma, who graduates this year, worked as a researcher on Project Zinger, the Center's annual critique of media coverage about Asian-Americans. "Some journalists do have a 'god' complex."

Over the years, journalism students have served as the backbone for the Center's youth programs, which are designed to encourage youths to consider careers in journalism.

Every summer we operate the Bay Area Multicultural Media Academy, a two-week training program. This past summer, we inaugurated the Rainbow Institute which brings some of the nation's top student journalists to SF State for three weeks of intensive training. The Rainbow Institute is sponsored by The Freedom Forum and the American Society of Newspaper Editors.

Ten SF State students served on the staff of BAMMA and Rainbow, they helped high school reporters write and edit stories to organizing field trips and pizza parties.

Assistant editor Cecelia Sutton enjoyed the challenge of prodding BAMMA and Rainbow students to break out of their personal "cocons" and learn something about each other.

"It was hard for them to come together as a unit, but they overcame that when we went on field trips," Sutton said. "That barrier was broken down. They were able to act like teenagers are supposed to act. They became friendly. They talked about things like racism, prejudice."

This semester, Sutton was hired to serve as the Center's high school liaison. The job was created by Mieasha Jones, who graduated last semester, and has become the Center's main link to high school journalism teachers and students in the Bay Area. Sutton will be visiting schools to talk up journalism and SF State's program.

"This job will help me stay in contact with young people—they are constantly changing and they need our help," Sutton said. "I wish there had been a program like this when I was growing up." #

The Center

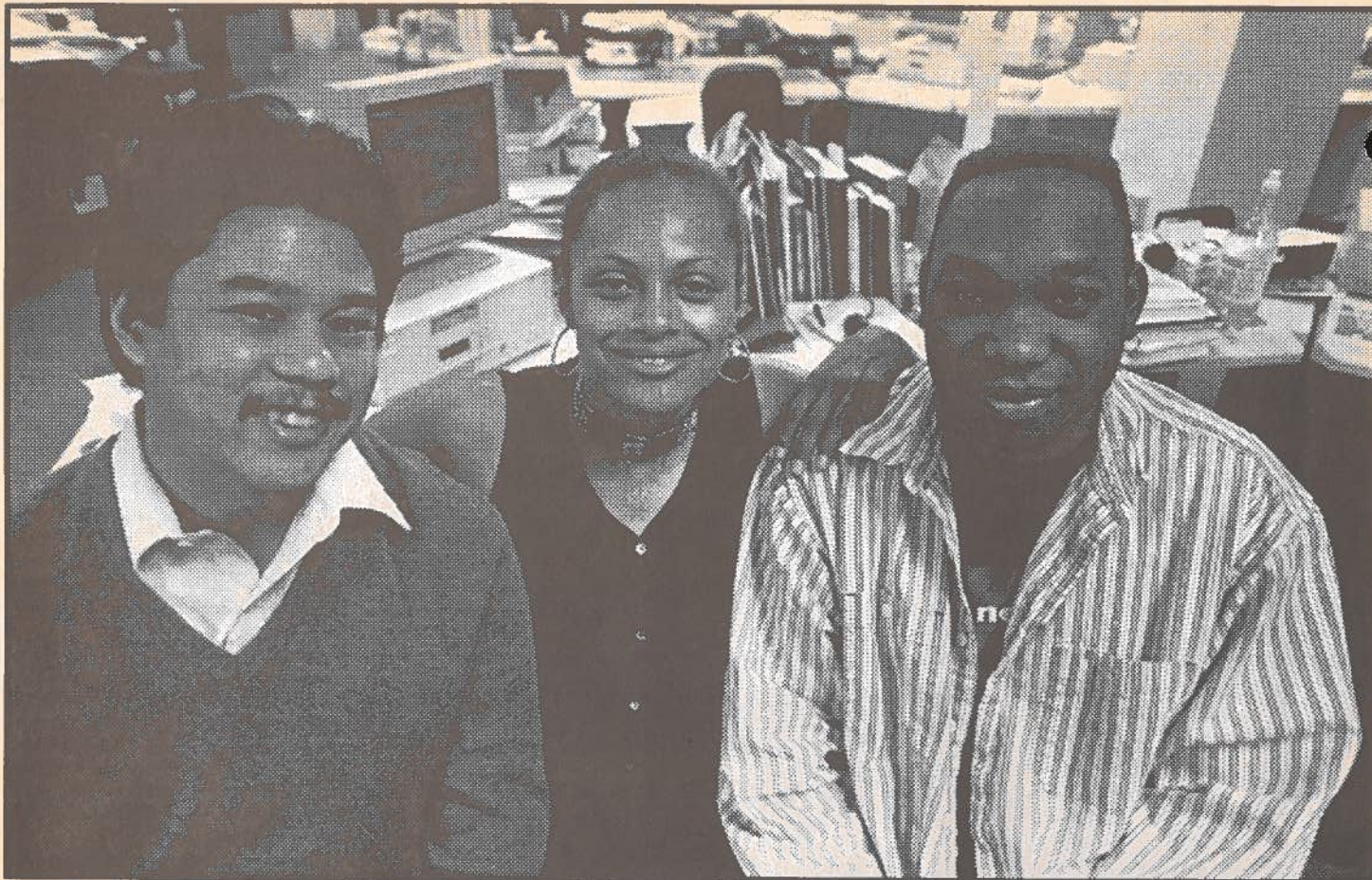


Photo by Tom Pendergast/Slug

The Tribune family

by Kimberly Williams

They don't stay for the spectacular view from the newsroom windows, although on sunny days they can often glance away from a breaking story on their computer screens to see yachts sailing, and jet skiers speeding across the otherwise calm water of the Oakland Estuary. Among the Tribune staff, the building is known as the "yacht club."

Former San Francisco State University journalism students have different reasons why they work in the Oakland Tribune in Jack London Square offices. One of them is the family atmosphere in the newsroom and legacy of good journalism left by late owner Robert C. Maynard.

SF State alumni Benny Evangelista, 38, graduated from SF State in 1980. He

was midway through his junior year without a major when he "stumbled into journalism." A friend suggested that he take Professor Tom Johnson's newswriting course. Until then, he only knew that he liked to write, but hadn't found the avenue to make use of his talent. Taking Johnson's class turned out to be the pivotal point of his college career, he said.

According to Evangelista, Johnson pulled him aside after reading one of his stories and told him that he had some of the best organizational skills he had seen.

"You should really think about becoming a journalist," Johnson said. From that moment on, Evangelista pursued journalism.

Evangelista has always been conscious of the same need for balanced minority coverage that drove Maynard to pursue

change. Maynard's theory was that ethnically diverse newsrooms equaled balanced minority community coverage.

"The atmosphere that Bob created (at the Tribune) encouraged that idea," Evangelista said. "Other papers should not look at Bob's business failure and say that diversity is a failure," the San Franciscan native added.

Maynard, who died in 1992 at 56, was the first African-American owner of a mainstream newspaper in a major U.S. city. He bought the Tribune in 1983 and was forced to sell to the Alameda Newspaper Group in 1992 because of financial problems. He spent his life trying to bring diversity into American newspapers.

See TRIBUNE, Page 35

S.F. State Alumni (L to R): Benny Evangelista, Kim Sockwell and Howard Bryant now work for the Oakland Tribune.

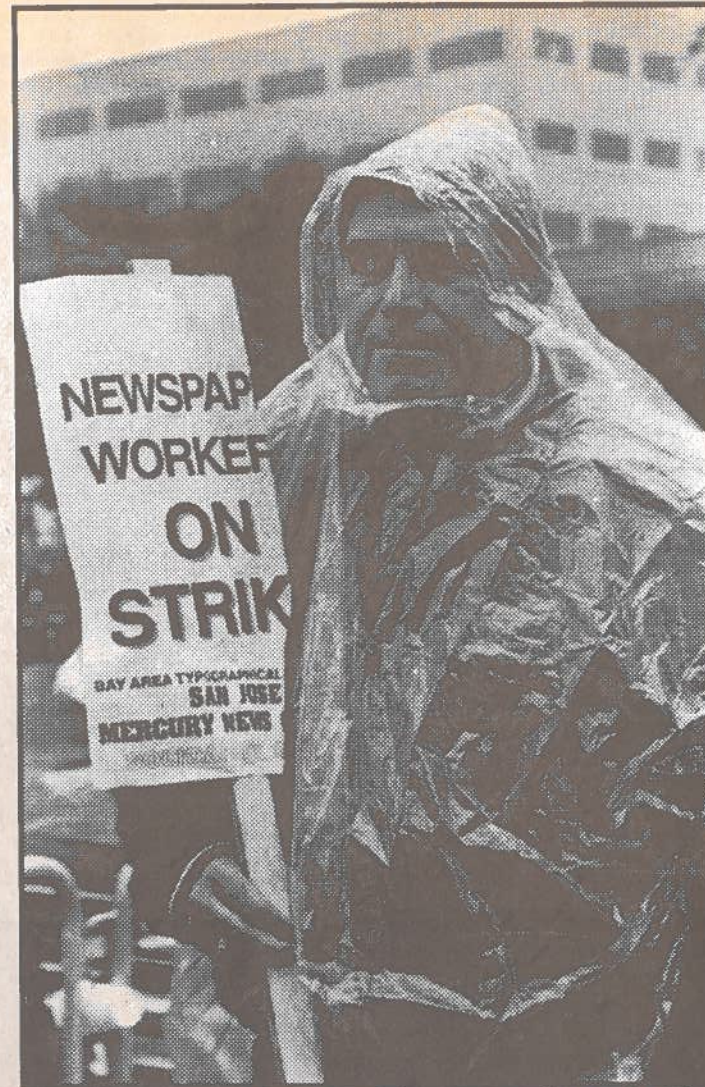


Photo by Kendra Stone-Hinds/Slug



Photo by Cindy Russell/Slug

help ensure peace on the battling picket lines.

"It's very tough to see security guards who are being paid \$350 a day to keep us out of work," Examiner investigative reporter Carla Marinucci, Examiner reporter

said. Marinucci also teaches at San Francisco State University.

"I knew I wasn't going to get a paycheck," Liz Mangelsdorf, photographer for the Examiner and SF State photojournalism instructor said. "The strike could

FAR LEFT: Doug Cuthbertson, chairman of the Conference of Newspaper Unions, announces an end to the two week strike.

UPPER RIGHT: David Marmion, a retired San Jose Newspaper Agency employee, joined strikers in a show of solidarity during the first week.

LOWER RIGHT: Returning triumphantly from the strike settlement press conference at City Hall, union member Leslie Manning drives past the doors of the San Francisco Chronicle and Examiner yelling, "Scabs go home!"

go on for months."

"We're on the other side of the fence like a bunch of caged monkeys over here," Sebastain Martorao, a paper handler for the Chronicle said. "I've been here for 37 years, and this is the payoff I get for busting my ass for this company?"

The dispute between the union and management officially began on Nov. 1, 1993, the expiration date of the last contract. Nine unions represent newspaper workers. The major dispute was from the Teamsters Union which represents the newspaper drivers.

According to the Teamsters, there was a 19-month pay freeze. Newspaper management offered the drivers a 30-cent an hour raise, an unsatisfactory amount for the union. But Teamsters' negotiator Andy Cirkelis wouldn't say exactly how much more they wanted.

"Our responsibility is to serve the membership," Cirkelis said. "This is a serious matter. We don't want to discuss it in the press."

Management also wanted to eliminate 150 drivers or move them to part-time status, which would make them ineligible for company benefits. They also wanted the same drivers to replace local youth newspaper carriers. This was unacceptable, according to the unions. The drivers walked, and the eight remaining newspaper unions supported them.

The workers banded together, taking non-traditional actions against management, Carl Hall, a guild officer said.

"We're not just standing around like monkeys, walking around with signs on our backs," Hall said. "We're doing all kinds of things."

See STRIKE, Page 34

Jason W. Lloren Getting Personal

Reported on November 6, 1994, in the height of the San Francisco Newspaper strike. When he isn't picketing, Jason W. Lloren is an Examiner copy editor. He graduated from SF State's journalism department in December 1992.

The ghosts and goblins of last Halloween didn't frighten me. The threat of a newspaper strike did.

As the Nov. 1 midnight deadline approached, fear and uncertainty grew, especially for me. I didn't know whether to call it a night early and show up for work at 5 a.m. as I was scheduled, or get a nice long sleep before going to my picket assignment at 4 p.m.

We were lucky, I guess. My boss called me at 5:20 a.m. and told me to report to the copy desk as usual. "We're trying to put out a paper and some of us are missing," he joked.

The strike had been averted. Hope remained. But despite marathon negotiations between the unions and management, that hope died in the next 20 hours.

I learned of the new 10 p.m. strike deadline 10 minutes beforehand. I tuned into the TV news and, sure enough, I saw fellow workers protesting at my assigned picket site at the Army Street production plant in the city.

Either out of boredom, exhilaration or a sense of solidarity, I changed from my sleepwear to my sweats and Nikes, and went to join the picket line at the Chronicle and Examiner's main office buildings at Fifth and Mission streets.

The show of union force impressed me. It was dark and cold but there they were, picket signs in hand, demanding a contract, taunting management and sending a simple message via the middle finger.

The verbal firebombs ranged from the direct and simple ("Scabs must go!") to the vulgar ("Fuck you and fuck your mother, you fuckin' scab!") to the insipid ("Hey, scab, I know that when you were in the fourth grade you wrote an essay and said when you want to grow up, you want to be a S-C-A-B!").

I easily got into the routine. But I

couldn't help think to myself: Why didn't SF State teach me how to picket? Why didn't my j-school professors tell me I'd be hitting the pavement two years after graduating?

Heck, it's bad enough they don't have a separate class on copy editing. I could easily imagine Len Sellers lecturing us how to properly taunt scabs.

The next day, I showed up promptly for picket duty; four hours of mostly standing and chatting with fellow workers or chanting and strolling a unified picket line when the TV news cameras showed up.

"This is gonna get old fast," a fellow picketer and veteran Examiner reporter said to me. He knew better than I did: He was in the 1968 strike that hit San Francisco and paralyzed the dailies for 52 days. "I should've brought a Walkman," he added. Good idea.

He told me how he had just been made a full-time staffer when that strike hit and how he had really been worried because he had an infant. In a way, I was in the same boat. I was on the verge of full-time status at the Examiner copy desk but this little stumbling block called "a strike" got in the way.

The financial difficulties that lay ahead of me did not doom me. On the copy desk, I made a net pay of about \$430 weekly and fortunately my rent is cheap — \$250 a month. During the strike, I was entitled to picket pay, which could be as high as \$150 weekly and could cover rent, groceries and utilities. I figured I would drag myself to a temp agency and find some work in the meantime.

The third day of picketing felt like the third week. By then, I began to realize my moods were swinging from depression to frustration, from exhilaration to hope.

Beneath the boredom and uncertainty that came with a strike, there were moments of true solidarity. During the strike, I attended a large union meeting near the Fifth Street offices that was more like a rally and less like an informational update.

The Examiner and Chronicle buildings stood behind an army of police and newly installed barbed wire fencing. And there we stood, hundreds of us, carrying on the strike, hopeful of an eventual victory.

I truly believed our strike was strong and we were winning. The papers in the past couple of days were thin and scarce, almost impossible to find anywhere in the city. My dad, who lives 50 miles East in Pittsburg, said he couldn't even find one and had to settle for an Oakland Tribune.

The worst thing about picketing, I found, is not the low picket pay, the uncertainty of knowing whether you'll have a job or the looming possibility of violence (a Teamster died after being electrocuted by a transformer at an East Bay picket site). It's the cold. And the darkness. And the pain inflicted on your feet. I was glad I wore comfortable shoes.

My reporter friends at other newspapers offered their kind words of sympathy like: "Damn, I had to spend eight hours covering the strike at the Richmond plant" or "Hey, man, I was up 'til 4 a.m. covering the picket lines."

Screw you, I told them. Your job is to cover the picket; my picketing means the difference between having a job and not having one. When the strike's over you'll still have your job. I may not.

But I continued to tote a picket sign and stroll the line, keeping my spirits up, although things seemed gloomy at times. The funny thing about picketing is you begin planning your near-future in your head and calculating your next career moves. For me, I decided if the strike kills the Examiner, or I'm out of just a job, period, I'm moving to Seattle to find another newspaper job there. Yes, the death of journalism in the city didn't mean the end of my print journalism career.

Maybe, in the future, I can go back to SF State and teach Journalism 800: Introduction to Picketing.

Why didn't my j-school professors tell me I'd be hitting the pavement two years after graduating?

My reporter friends at other newspapers offered their kind words of sympathy like: "Damn, I had to spend eight hours covering

New Faces

Dick Rogers has a cubicle at the San Francisco Examiner with a sign over it that says "Numerizer." Tacked onto a wall is another sign that says "Don't walk behind the numerizer, he may lose count." Unlike most of the other cubicles at the Examiner, his contains a computer, not just a terminal. When the metro desk has no shortage of editors, you might find Rogers in his cubicle crunching numbers for a story. Rogers uses his computer to help reporters build what he calls a "factual foundation" for their stories.

Rogers, a new faculty draftee, teaches a class on editing. Rogers is also an assignment editor at the San Francisco Examiner, in charge of special beats: health, environment, science and city government.

Rogers began working in television and radio repair, but then decided to return to college to pursue a reporting career. He sought a profession that valued his ideas, Rogers said.

"I was looking for something that satisfied my inner drive," he said. After graduating from California State University, Hayward, Rogers was hired as a reporter by the Daily Review in Hayward. He covered local government and gained experience by writing as many as four stories a day.

From there, Rogers went to the Tri-Valley News Herald and reported on subjects from education to the Lawrence Livermore Laboratories. Later, he returned to the Daily Review and covered transportation. He was eventually asked to be an editor.

Being an editor required giving up the independence of being a reporter. Rogers has spread his influence on a larger part of the newspaper, developing ideas which impacts both reporters and his superiors.

"I had mixed feelings about it," he said. "It was a hard transition to make."

Rogers rose to become the Daily Review's managing editor. This position took him out of "the trenches of journalism," and required more attention to the administrative side of the paper. He left the Daily

Review after it was sold because of disagreements with management and began work at the S.F. Examiner.

While at the Examiner, Rogers started fiddling with his home computer, delving into what is referred to as computer assisted journalism. He saw how computers could reduce the work of reporting by calculating and organizing the quantitative information. Rogers found other reporters around the country doing it, too. He started lobbying his superiors to bring computer assisted journalism to the S.F. Examiner.

"It opens up a universe of people," Rogers said. "Sometimes you can look at numbers and find news. Sometimes it steers you to a story that no one else will do."

A computer will not ferret out the all the answers, Rogers warned.

"Finding numbers leads you to the traditional way of reporting stories," Rogers said. He said there are other drawbacks to using computers.

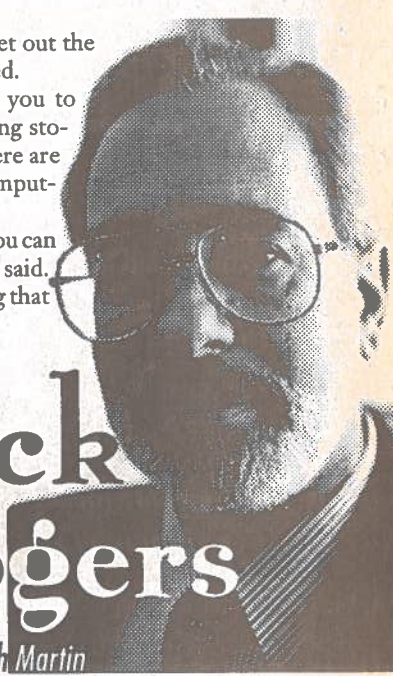
"If you make a mistake, you can make a giant mistake," Rogers said. "There is a danger in assuming that

every-
thing
that
comes
out of a
com-
puter
must be
true."

#

Dick Rogers

by Elizabeth Martin



by Susie Sutton

Photos by Kristin Curtis/Slug

Vicki Haddock, the new editing teacher is as interesting as some of the people she's interviewed. Haddock, 34, has interviewed perhaps hundreds of people throughout her 13 years as a journalist, but she says the most famous people are not always the best ones to interview.

After graduating from the University of Missouri in 1981, Haddock moved to the Bay Area to begin her career. For her, the Bay Area was a perfect choice because "it's on the cutting edge of journalism and is full of new towns like San Francisco, Oakland and Berkeley," she said.

As an assistant metro editor at the San Francisco Examiner, Haddock decided to take her chances, and she tried teaching at San Francisco State. Haddock is enjoying teaching and says that,

"it forces you to re-think why you got into business in the first place." As for journalism, she says the worst thing a reporter could do is lose his or her curiosity. "You have to always ask, why? why? why?"

In the reporting business, Haddock gets to meet famous and not-so-famous people. In 1988, she interviewed Michael Dukakis before he became the Democratic nominee for President and saw a change in him after the nomination.

"He was more human before," she said. Afterwards, he was "more cautious" and "boring."

Four years prior to the Dukakis interviews, Haddock interviewed



Vicki Haddock

Eager Beaver, the 80-year-old Republican nominee for Congress challenging Pete Stark. Eager Beaver wanted his name changed and was able to do so when he won filing fee money in a poker game.

Another interesting interviewee was a Hells Angel who was an official souvenir vendor at the Democratic National Convention. He sold tuna cans decorated with flowers. "He used to manufacture illegal narcotics, now he was manufacturing campaign souvenirs," Haddock said.

The convention coordinators were unaware that the man had served time in a federal prison until Haddock told them.

Haddock remembers being quite concerned with these interviews. But today she is concerned with much more — Haddock and her husband David are expecting their second baby in January. They are not the only ones excited about the new addition to the family.

Lesley, their two-and-a-half-year-old daughter, says that she wants to name her new brother or sister after her favorite Disney character. But Haddock is having a hard time explaining to Lesley that they can't name the baby "Goofy"!

#

Gary Barker

Former Gater EIC returns to journalism department

by James Evans

When SF State journalism students reach out for help in comprehending the computers on the third floor of the new Humanities building, they are reaching out to one of their own.



Gary Barker, the lab manager is currently the computer guru. Confused faculty and students can go to Barker for most of their high technology needs.

Photo by Kristin Curtis/Slug

Gary Barker returned to the department in August as the new computer laboratory manager, in charge of aiding students in the day to day struggles of computer technology.

Barker, 29, has been in the department off and on since January 1990. A former spring 1991 editor-in-chief of the Golden Gater, he feels his own experience in the department will help him deal with problems which will inevitably come up during the semester.

"I understand most of the processes," Barker said. "Nobody had to tell me what paste-up was, nobody had to tell me what a deadline was."

The lessons Barker learned in that semester have helped him in his new job, not just journalistically but in the way he approaches his work as well.

"One thing I learned that I'm trying to apply to this job is that panic doesn't help anything ever," he said. "People come to me freaking out, saying that the computer doesn't do what they want it to do. I know that getting upset doesn't accomplish anything."

Barker learned his lessons the hard way. His stint as editor of the Gater coincided with one of the most active and controversial semesters in recent history at SF State.

The newspaper was covering issues like the Gulf War, the shantytown outside the student union, protests every week of the se-

mester, the infamous leg licker in the student dorms and SF State President Richard A. Corrigan's financial practices at his previous job.

"I was in constant touch with our lawyer, Jim Wagstaffe," Barker said. "It was kind of grim for a while." It was so grim that Barker deteriorated physically under the stress.

"I lost 30 pounds. I had a couple of abscessed teeth, strep throat and a really bad sinus infection all going on at the same time. If spring break hadn't come when it did, I probably would have needed to be hospitalized."

According to Department Chair Erna Smith, the faculty adviser for the Golden Gater at that time, Barker came through the semester well.

"I think what Gary learned from it was that he could deal with controversy," Smith said. "I don't think he realized that when he started, he had a lot more guts than he thought he had. He came out of it less afraid of offending somebody."

Barker now has the challenge of getting the department technologically up to speed. It is a bonus for him that he gets to "learn more computer stuff" as he works, but the task is daunting.

"The labs, the computers and the whole technological aspect of the department has

been neglected in so many ways for so many years that just playing catch up is taking a lot of time."

Barker says the people around him make the task of upgrading the department easier. The students in the classes have been "friendly and supportive," and his own experiences as a student enables him to understand their needs better.

"He has a lot of patience, and he is very logical," Smith said. "He can take the language of the computers and translate it so anyone can understand."

According to Smith, Barker will be an important part in the expansion of the department in the areas of graphics and design. But his value to the department transcends his knowledge of the work. It seems that with Barker, it all comes back to communication.

"He knows how to deal with the students really well, and he has the respect of the faculty," Smith said.

With an academic interest in journalism and a computer hobbyist for years, Barker is perfect for his new position. Although he wouldn't necessarily want to be a journalist, he enjoys the people in the department.

"I like journalists, I like being around them, I like the dark sense of humor," he said.

"I like it when somebody is doing something obviously unethical and they think they are getting away with it, and some journalist comes along and blows them out of the water," Barker said. "That brings joy to my heart."

#

Freedom Forum

Pacific Coast Center focuses on free speech and free spirit to "hold the line for the free press," editor-in-residence Beverly Kees says.

by Lisa R. Dorr

The Freedom Forum Pacific Coast Center opened in January as a full-time center for programs aimed at supporting the ideas of freedom in the media. Serving as an Oakland-based outreach center for all Freedom Forum Centers and a center for the group's activities in the Western United States, the center has been a part of more than 30 programs and events, involving almost 2,000 people.

Beverly Kees, most recently a Freedom Forum First Amendment Center Visiting Professional Scholar, became the center's editor-in-residence in May. Kees has served as editor at The Fresno Bee, The Gary Post-Tribune and The Grand Forks Herald. She was also on the staff of the Minneapolis Star and Tribune. Her report on press coverage of politics, "Nothing Sacred: Journalism, Politics, and Public Trust in a Tell-All Age," written with Bill R. Phillips, was released in October.



Felix Gutierrez, (right) vice president and executive director of Freedom Forum, leads discussions on current first amendment issues with guest speakers and other F.F. members. Photo by Christine Jegan/Slug

As editor-in-residence, Kees planned training sessions with interns at The Oakland Tribune over the summer. Currently, she is responsible for producing the center's events and covering them for Freedom Forum publications.

The Freedom Forum was established in 1935 by the Gannett Foundation. In June 1991, the foundation's ownership and name were sold, and on July 4, the Freedom Forum was reborn. The group focuses on issues of free press, free speech, and free spirit. As a private, non-profit organization, the Freedom Forum is financed by interest earned on the group's investments. By accepting no private donations, the group avoids the conflict of interest problem.

The Freedom Forum has offices worldwide. Its office in Hong Kong has established a foothold in that area to, "hold the line for free press," according to Kees.

The programs that the Pacific Coast Center has been a part of this year, cover a wide variety of journalistic issues and concerns. Some of the programs have included a discussion of O.J. Simpson in the media, "The Future of Journalism" conference in April at SF State and a conference on political coverage based on the report by Kees and Phillips.

The Freedom Forum also presented its Free Spirit Award in January to the late owner of The Oakland Tribune, Robert C. Maynard.

Maynard, who died of cancer in 1993, was remembered by John C. Quinn, deputy chairman of The Freedom Forum, as being "a great leader and a strong teacher in the exercise of full freedom for all."

The Pacific Coast Center has also held discussions on the media's role in informing and entertaining.

The line between newspapers telling people what they want to hear and what they need to know is an endless source of debate.

"News media are businesses," said Kees. "If they don't make a profit, they go out of business."

Kees went on to explain that there is definitely a need to blend what people need to hear with what's interesting to them.

"When we give them something that's important to them," Kees said, "We've done our job."

#

Some students are traumatized by him, and still others love him

by Mark Conley

Photos by Jeanine Brown/Slug

He may see the writing on the wall for aspiring journalists at San Francisco State University, but it's unlikely Professor Leonard Sellers has seen the recent clamor he's been stirring on an actual wall of the SF State campus.

"Reporting is cruel and unusual punishment," one student scrawled on the message board inside a third-floor women's bathroom stall in the new Humanities building, referring to a course Sellers teaches.

"Len Sellers is cruel and unusual punishment," came a response.

It seems the chalk board has become an open forum of sorts these days for debating the rigorous teaching philosophies of the now infamous SF State professor.

"Have you ever had Len Sellers?" one student asked.

"Yeah, it was a total nightmare," another responded.

"If you think Sellers is tough, wait 'till you get to the real world," wrote another, — assumingly a Sellers survivor.

"Sellers/SATAN is worse than the real world," concluded another anonymous victim.

Nearly 40 years have passed since Sellers first dabbled in the world of journalism as a tightly-wound sixth-grader.

Despite the obvious warning signs,

no one could've known the wretched journalistic beast that would, in time, be unleashed on all of humanity.

"The teacher put me in charge of the paper, but the principal had to stop it after one issue because I was too harsh on the other kids," Sellers now says with a proud smirk. "Some of the them didn't turn in their stories on time, and I got really mad."

Four decades later, it's business as usual: students are still lazy and Sellers is still there to crack the whip.

Some love him. Some loathe him. But few can deny the lasting effect Sellers' militaristic approach to journalism has had on SF State students — be it for better or for worse.

"I never met a student who hated me, who was ever worth a damn," says the 50-year-old professor, who has spent nearly two decades drilling SF State up-and-comers on the realities of the work place. "The ones who say 'I've heard you're a total fascist asshole, but I'm going to take your class to prove I can do anything' ... those are the ones I like."

"The teacher put me in charge of the paper, but the principal had to stop it after one issue because I was too harsh on the other kids," —Sellers

And, perhaps not surprisingly, those have often been the students who have gone on to prosperous careers in journalism.

"I remember thinking of him as the devil incarnate because he always wore black jeans, a black sweater, had this little pointy black goatee," said Caroline Young-Ullmann, who took Sellers' reporting class back in the mid-'70s and is now the city editor of the Tacoma News Tribune. "He scared me to death at first, but I decided I

wasn't going to let him get the best of me."

Sellers readily admits to bringing a brash, dictatorial approach to the educational process. But not without good reason, he says.

"The bad thing about students is that they get trained into turning in half-ass work from second grade on," he said. "The system screwed up, and you can either take part in the fraud that's going on, or you can really try to teach students what it takes to be a journalist."

Although he also teaches a course in mass media, Sellers has earned his legendary status at SF State by allegedly torturing poor hopefuls in newswriting and reporting — the two core skills classes journalism majors must pass with a 'C+' or better to advance in the program.

"It was definitely a negative experience for me," said Tanja Elliott, who barely squeaked by with a 'C+' in Sellers' reporting class last spring. "At first I thought, 'Here's someone who's going to really challenge me and make me a better writer.' But after a while I decided his whole approach was too negative and I wasn't being motivated by it."

But at least Elliott passed. Craig Schmalz wasn't quite as fortunate.

"I busted my ass in that class, but I guess I wasn't ready to be passed on in his eyes," said Schmalz, who retook the course last summer and received a 'B-' after Sellers gave him a 'C'. "I don't think Sellers

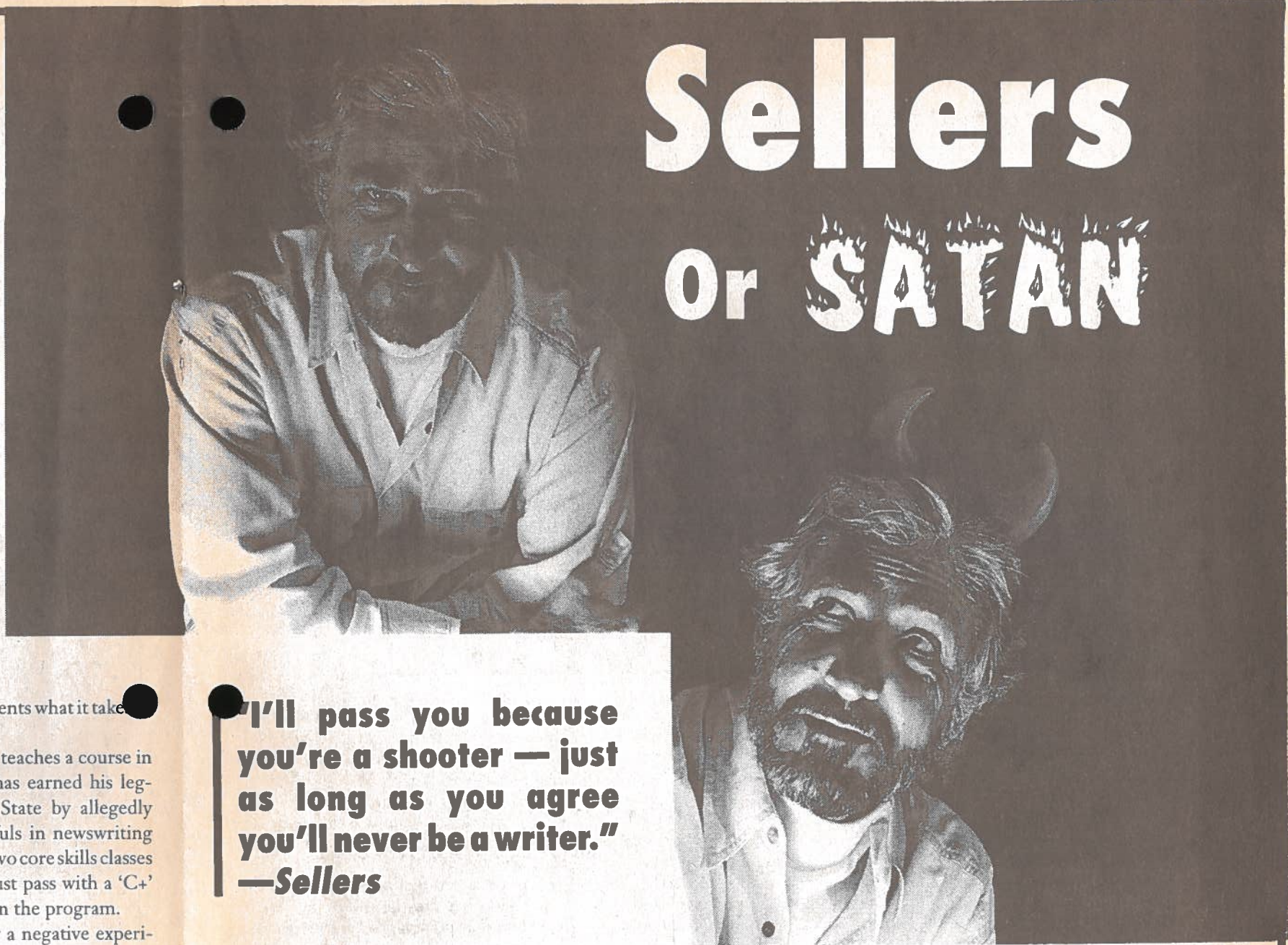
wasn't going to let him get the best of me."

chance of finding their way into it is too much to stomach for some.

But Sellers chalks it up as the cold, hard truth.

"There's far too many journalism programs across the country that send students through without giving them the tools to succeed," Sellers said, a SF State grad himself. "For most of these students, there's no way in hell they're going to get a job, but no one ever tells them that. They just get passed through the system. I don't want to take part in that fraud."

"That's worse than any nasty remarks I could write on their paper. They think



Sellers Or SATAN

"I'll pass you because you're a shooter — just as long as you agree you'll never be a writer." —Sellers

takes into account your effort. He's a lousy teacher."

Still, the sadomasochistic types are no stranger to Sellers' roll sheet either.

"Maybe I sort of have a demented mentality, but I like Len," said Ken Alltucker, a city editor for the Golden Gater. Alltucker earned a 'B' in reporting from him last fall. "His delivery is definitely harsh, but he tells it like it is. He doesn't sugarcoat it at all."

Many students say Sellers' brazen honesty has led them to consider finding a new major. His horror stories about the fledgling job market and their minute

chance of finding their way into it is too much to stomach for some.

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"That's worse than any nasty remarks I could write on their paper. They think

that's harsh ... try being unemployed."

But still, Seller's tactics have been known to drive students to tears on occasion.

Photojournalism student Stephanie Friedland thought she had endured Sellers' newswriting course two years ago, when she found out he gave her that "oh-so-close, but sorry, no cigar" 'C' on her decisive final story. She approached him after class to plead her case — not the wisest of choices, she now admits.

See SELLERS, Page 35