

Minority students go to a Seattle seminar

By Cynthia Whitfield
Of the Emerald

The University of Washington and The Seattle Times played host to six minority University journalism students last week. The students arrived in Seattle Wednesday as part of an American Society of Newspapers Editors conference designed to increase the number of minorities on daily newsroom staffs.

Editors and managers of Pacific Northwest newspapers joined minority students and journalists for a series of speeches, discussions and job-seeking activities, which lasted until Thursday evening.

Robert C. Maynard, editor and publisher of the Oakland (Calif.) Tribune and the first black publisher of a major metropolitan newspaper, gave Wednesday's keynote speech.

"In 1978, the ASNE voted to establish a goal — by the year 2000, the percentage of minorities in newsrooms would reflect the number of minorities in American society: 17 percent. So far we have failed," Maynard says.

ASNE 1984 figures reveal minorities represent only 5.8 percent of the national professional newsroom staff, an increase of two-tenths of a percent over last year's 5.6 percent. Overall, six years later, minority employment rose by 1.8 percent, says Maynard.

"We cannot achieve our goal by the year 2000. But we will continue to work toward that goal — because it's good business, because it's fair, and

because we must," Maynard says.

"Trend lines" haven't pointed to much success so far, but trend lines can be altered, he says.

"During the civil rights movement, Dr. (Martin Luther) King marched across the South in non-violent protest against segregation and discrimination, someone set off a bomb in a church and killed four little black girls. That was a very discouraging trend line," Maynard adds.

"They (protesters) could have said forget it — things will never change. But they didn't."

Maynard urges editors and publishers to renew their commitment to the ASNE goal and increase minority recruitment. He also advises against expecting black reporters to cover all "black beats" or expecting them to ignore the black community.

Thursday's activities included small discussion sessions on how to succeed in the newsroom. Panelists, including Minorities Affairs director Carl E. Morris, advised students and journalists not to carry a racial "chip on the shoulder."

"A reporter must get along with and understand all kinds of people. You need to expand in this business, not close yourself off," Morris says.

Morris also encourages minorities to look for and accept jobs at smaller papers. Minorities tend to automatically seek jobs at larger papers. But most employers look for prior experience, and a small town paper is the most likely place to get it, Morris says.

The Sales Staff with Finesse!



The 1984-85 Oregon Daily Emerald Advertising Sales Staff:

From right to left:

Marcia Leonard
New Member

"I'm a junior majoring in Advertising and Computer and Information Science. I am treasurer of the Ad Club here on campus and member of the Gold Key and Alpha Lambda Honoraries.

I graduated in 1982 from Eagle Point High School near Medford but currently live in Prospect. This booming metropolis offers water and crosscountry skiing, hiking and peaceful afternoons."

Rick Martz
New Member

"I'm a sophomore majoring in Business Administration and Computer Science. I eventually want to get a MBA at a great business school with concentration in management.

My interests include tennis, racquetball, photography and advertising. I am also currently enrolled as a coordinator in the ESCAPE program here at the U of O."

Roberta Oliver
Senior Member

"Born and raised a webfoot, this Oregon Duck is ready to set sail on wilder waters. After 3 grueling years on the ODE advertising sales staff, the time has come to test my wings. I got my feet wet this past summer as an intern for the Seattle Times—now nothing can hold me back.

In March, I will graduate from the School of Journalism and head north for the summer—another Oregon graduate hot on the trail of success!

Laurie Noble
Senior Member

"It all started on a small dairy in California where I was born a farmer's daughter. It wasn't long 'til we hit the Oregon Trail and landed in Grants Pass where I spent the last 12 of my 22 years. When it became time to seek fame and fortune I only got as far as SOSOC. Then I found my true calling and came to U of O where I will finish (hopefully) my B.S. in Journalism/Advertising at the end of Winter Term. At that point I plan on setting off once again to become an account executive—I guess what they say is right—"Once they see the city, they can never get 'em back on 'the farm'."

Laura Buckley
Senior Member

"My life's campaign was introduced in the San Francisco DMA. From there the family had a national rollout across the country, ending up our long term headquarters in Central Point, Oregon—a real industrial hub.

I came to the University in 1981 right out of high school. My naive small town mind was captured and manipulated by advertising. I've labored to excel in the field, and participated in the National Student Advertising Competition, had a summer internship at a San Francisco advertising agency, and served as president of the Ad Club for two years. My Emerald sales experience has improved my communication skills and given me the confidence to aspire to great achievement. Next year I'll be working in a major advertising agency in New York City."

David Wood
New Member

"Originally from California, I moved to Portland in 1976 where I worked in management and promotions for a West Coast theater chain. I entered the University of Oregon in 1982 and will graduate soon with a degree in Advertising."

Tim Clevenger
New Member

"My life began nine months after a sunny June day in San Bernadino. Southern California life didn't agree with my parents, so we moved to the lovely town of Prineville, Oregon.

Prineville life I found to reek with absolute boredom. My parents, in all their infinite wisdom decided that it was time for my sister and myself to be back in the big city life. So, we were off to Phoenix.

I moved to Eugene to attend the U of O. I got advertising in my blood and have continued in my aggressive goal of being a great account executive.

After I graduate this spring I will throw all my worldly belongings into Elmo, my Volvo, and run off to San Francisco to pursue a career in Advertising."

Nancy Nielsen
Advertising Intern

"I am a life long resident of Oregon. A 1981 graduate of Beaverton High School. Last spring I gained an international perspective of college studying in London, England.

Academically I am a junior studying Journalism and a member of the Advertising Club here on campus. I am looking forward to next term when I will be an advertising representative for the Emerald."

Jennifer Fox
New Member (not pictured)

"I was born and raised on the East coast and moved to Lake Oswego, Oregon in my early teens where I attended Lakeridge High. At Lakeridge I held the position of advertising manager of our school paper.

I then attended OSU where I studied Political Science. At OSU I am affiliated with Kappa Kappa Gamma sorority and was involved with The Greek Columns newspaper as an advertising representative. I am currently attending the U of O and plan to graduate with a B.A. in Journalism/Advertising. After graduation I plan to work for an advertising agency for a few years and then return to school for a degree in Psychology."

Susan Thelen
Advertising Director (not pictured)

"Upon graduation in 1983 from the University of Oregon with a Journalism degree I immediately moved to The Dalles as an account representative for the local paper. After one year of servicing nearly 100 accounts monthly I returned to UO to become Advertising Director here at the Emerald. Returning to the ODE office as Ad Director is quite the change from the previous 3 years I spent during college as a sales representative. I have exciting plans to make the Emerald more effective for the advertisers and more fun for the readers!"

Alumnus to talk on journalism

Frank Allen, the Wall Street Journal's Philadelphia bureau chief, will be at the University's School of Journalism Oct. 22-25 as Dow-Jones Editor-in-Residence.

He is scheduled to talk to classes and visit with students and faculty. Topics under discussion will be: how the Wall Street Journal produces a lead feature, interviewing "big shots," cultivating news sources, and what editors look for in job applicants.

Allen has a bachelor's degree in English from Stanford and received his master's degree from the University in 1974. While in Oregon, Allen was a reporter for The Register-Guard, the Oregon Journal and the Associated Press in Portland.

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