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with insight into Beijing's rapid evolution.

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Diversity in the newsroom essential

Local journalists discuss with students at CIJ-sponsored panel

by Melissa Hruza

Diversity is essential for news producers to serve the needs of the public. That is the message that six journalists stressed last Dec. at a panel named "Diversity in the Newsroom."

Hamline students crowded in Giddens Learning Center to listen to the panel that was assembled by the CIJ program. The panel included reporters for Minnesota Public Radio Toni Randolph and Brandt Williams, *St. Paul Pioneer Press* columnist Ruben Rosario, business reporter for the Minneapolis *Star Tribune* Dee DePass, reporter for WCCO Angela Davis and former reporter for the *Star Tribune* and WCCO Dave Nimmer.

"We're supposed to be the watchdogs of the public," Rosario said. "There's a problem of inclusion," he said about the lack of diversity in media. Davis added later that the problem is not intentional, but the handful of people who make the deci-



The panel included Brandt Williams, Ruben Rosario, Dee DePass, Terry Wolkestorfer, Toni Randolph and Dave Nimmer.

sions cover things only that they experience everyday. Usually these people are white and that negatively influences the diversity of story topics.

Rosario went on to say what he thought the problems of a predominately white-staffed newsroom create. Some of these problems included covering interests of only the dominant group and a tendency to perpetuate certain racial stereotypes.

"Diversity in the newsroom is more crucial than ever" he reiterated.

Some of the panelists mentioned that recent budget cuts have decreased the amount of diversity in Minnesotan journalism. Most of the people who remain are reporters who aren't able to make many executive decisions. DePass said there was only one African American Editor at the *Star Tribune*.

Williams said a problem with news today is the fact that it's easier to cover short pieces and cheaper. It is more difficult to get through details to cover a story well. It is

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About the Certificate in International Journalism

Mission Statement: Certificate in International Journalism is a program that culminates Hamline CLA's commitments to the three Is: Interdisciplinary, Integrated Technology and International/intercultural learning.

Launched in 1998, the CIJ is proud to be the first undergraduate program in International Journalism in the U.S. Using an interdisciplinary model, the CIJ integrates communication studies, modern languages, journalism and global studies into an intensive curriculum which promotes intercultural understanding and international cooperation through solid journalism practice. Besides learning how to report news, students find themselves empowered with in-depth theoretical understanding of local and global media systems. They not only learn how but also why journalists work they way they do.

Running Amuck in a UK Newsroom

The slightly haphazard adventures of a US intern

by Blair Coursey

I must admit that I'm really raw when it comes to experience in newsrooms. But that aside, I think even a veteran non-UK journalist (as opposed to a fledgling *aspiring* non-UK journalist like myself) would be thrown by the little eccentric quirks that exist within British newsroom culture. The British media itself, for that matter, is kind of one giant paradox: readers flop between consumption of pop print that focuses on stories of excess and grandeur and the ultra-serious news relayed by the likes of the BBC and the *Financial Times*. And many UK journalists, it seems, are a kind of embodiment of the country's strangely polarized media culture.

Considering that I'm still a student who, as of yet, has absolutely no comprehension of what it takes to survive in the "real world" (although I like to pretend I do), I had no idea what to expect when I started working for the London-based *Ethical Corporation* magazine. Going into the job, I was quite confident, considering I had previously worked for a daily and was an editor for my student newspaper a like, wow, I know. Plus, I had heard that UK and US office culture were fairly similar. Apparently, whoever told me that had gleaned the given information from the office scenes in *Bridget Jones' Di-*

ary.

So I marched into *Ethical Corporation's* newsroom with a big smile and a (tiny) air of confidence. My editor and fellow reporters were, for the most part, trendy, friendly 20-something Londoners, and I got along with them on a personal level immediately. Or so I thought.

That little thing called a "Country Code"

My little intern brain was itching for my first assignment, which I received the first day after the short "getting to know everyone in the newsroom" session. I, the novice writer, the clueless wonder, was to write a story about environmental policies in Sweden. And I was to interview some *important people*. I was a little nervous, but I knew my stuff a generally speaking. I researched, planned, drew outlines, found contacts on the Internet. I wrote up detailed and (what I thought were) provocative interview questions. Then it came time to call my sources.

Now, in my defense, it's sometimes difficult even in the US to dial out of offices. Dialing that extra "9" can prove to be a bit of a daunting task at times. But when a naive US intern is thrown into an international newsroom and told to call Sweden, it's a surefire way to expose her lack of knowledge and experience with the rest of the world.

I dialed Sweden. And dialed Sweden. I dialed Sweden so many times I thought I was in Sweden. I added extra "9s". I added an extra "4" to the country code. But I couldn't get to Sweden. It was halfway through my first day when I finally admitted that I needed help.

Timidly, I asked another reporter with whom I thought I had hit it off famously - if he could help me dial Sweden. He looked up from his computer, took off his glasses, and smirked at me a bit. Amused. He looked across the newsroom at one of the other office guys who happened to be listening to the whole ordeal, and smirked at him. The US intern had cracked on the first day. The "silly American" had finally come out. She had never in her life dialed internationally. And this, unfortunately, was a UK newsroom intern sin.

Drinking Tea

Eventually, I got the hang of dialing Sweden. I still had the scarlet "D" pinned to my sweater due to my embarrassing lack of dialing knowledge, but attitudes toward the American idiot intern seemed to be lifting. I was always included as part of the group, and was really starting to feel like I belonged. Only I had a problem, and it involved tea.

It's no secret that Brits love their tea. But it is quite another thing to understand how Brits

drink their tea in the office. On average, each of my coworkers would have around three or four cups of tea during the workday. That's on average. My editor told me that his mother drinks ten cups a day. *Ten*.

The tea-drinking thing wouldn't have been a problem, except that in England it's considered common courtesy to ask each and every one of your coworkers if they, too, would like a cup of tea before you make one for yourself. So, in a small newsroom of 5 people, I was asked about a bajillion times a day if I would like a cup of tea. And don't get me wrong, I don't mind a little tea with breakfast, but I can't really handle the stuff during the day at work. So I always refused politely. But the offers kept on coming. When my coworkers began to "take the Mick out of me" a bit for being a god forbid- a non-tea drinker, I started to worry that I was being rude because I never offered to make anyone in the office a cup of tea. They always offered to make me one, but I was a *non-tea drinker*, so did the rule apply? Eventually, I began to offer, but this just made them chuckle more. The American intern not only had no international dialing experience, but she was feeling like a social outcast because she couldn't stomach gallons

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Students dine and discuss media with global journalists



Kyaw Min Swe (Myanmar), CLA Assoc Dean Pres Martin chatted with CIJ students Lena Maria Reers (Trier), Alvaro Galindo (Chile), and Sean Bailey (Hamline).

by **Melissa Hruza**

CIJ students had a unique opportunity last semester: they hosted a group of global journalists in the Kay Fredricks Room for dinner.

The journalists participated in a four-

month fellowship in the U.S. sponsored by The World Press Institute, a nonprofit organization. "WPI is committed to promoting excellence in international reporting and to fostering understanding about the role and responsibilities of a free press in a democracy," their website states.

The group answered questions and spoke with CIJ students and faculty. The 2006 WPI fellows represented 10 different countries that included Australia, Brazil, China, Czech Republic, Georgia, Liberia, Myanmar, Papua New Guinea, Senegal and Spain.

How much can aesthetics measure?

by **Melissa Hruza**

In an age where technology changes media on a daily basis, how can newspaper producers keep readers interested in a relatively limited medium? One way is simply by reformatting the front page.

"Media [are] a process of interaction," said Dr. Hans-Jürgen Bucher of the University of Trier. Bucher has completed research, studying the behavior of newspaper readers, to formulate what formats work best in the interaction between media and consumer.

There are several processes that Bucher's team uses to collect data for this research. One way is having a reader "think aloud", or say all that they think or feel while experiencing media. Another method is "eye tracking." This watches how a reader's eyes scan a page to determine what areas get the most attention.

This research has created some interesting results. Bucher said a reader does not look at a page in a backwards six or S-curve, as previously thought. They also don't jump from one attractive spot to another.

Instead, "they try to find a pattern on a page." A reader still needs an entry-point, such as a graphic or picture. Then, a good page creates hubs, or easily identifiable sections of texts or topics.

Bucher has not researched just format but also what types of articles generate the most interest. He found that more readers are attracted by a good headline. Also, even daily readers are more likely to read more shorter articles read than one longer article. Length is not the only thing to cure a short attention span. "The style the article is written decides how long a reader reads the article," he said.

However, are these findings universal? Bucher did not say for sure. In an eye-scanning experiment that tested German and Chinese readers reading the same newspapers, the results were quite different. The German reader was looking more at the structure of the page while the Chinese reader was focusing on text.

Bucher did say he believed his research could benefit American media, Hamline's own Oracle included. According to him, media are becoming something



Sarah Shellenbarger/Oracle

Dr. Bucher gave suggestions for the layout of The Oracle.

consumers can easily take with them, receive a lot of information and read quickly, requiring newspaper formats to evolve.

The CIJ and Life Abroad...

students speak out about their trips and internships

Hannah Kuether

*Sophomore, Communication Studies
Studying in Chile Spring 2008*

CIJ: Where in Chile will you be?

Hannah Kuether: I will be at the Catholic University of Al Praso.

CIJ: How many people go there?

HK: About 13,000, so it's a lot bigger than Hamline. I think it will be an exciting adventure.

CIJ: What do you want to come back with?

HK: Mostly a better handle on Spanish. Also, I hope that it will show me that it's not that hard to study abroad.

CIJ: What do you like about the CIJ?

HK: Other than it's a cool and a unique program, the experiences you get.

CIJ: What would be your dream media job?

HK: Well, since I just saw Lisa Ling [speak], I would like the freedom she has. She can go after a really big issue and go super in-depth. I want the freedom to write about what I want to.

Melissa Hruza

*Sophomore, English
Studying in Senegal Spring 2008*

CIJ: What school will you be at next year?

Melissa Hruza: I will be studying at Université Gaston Berger in Saint-Louis.

CIJ: Have you learned anything interesting about Saint-Louis yet?

MH: Well, I read in a travel book recently that it's the Jazz capital of western Africa.

CIJ: Will you only study journalism there?

MH: Actually, apart from my journalism internship, I want to study Wolof. Many Senegalese people speak Wolof as a first or second language, so it's very important.

CIJ: What do you hope to get out of your travels?

MH: Well, it will be my first time abroad, I think that's true for many of the CIJ students. I want to see things that will make me more passionate about my future career and a more compassionate citizen of the world, not just this country.

Linda Sjostrom

*Sophomore, Communication Studies
Studying in Bangladesh Spring 2008*

CIJ: Do you know any fun facts about Bangladesh?

LS: Well, food is eaten primarily with hands, it's very hot there and most of the women wear saris.

CIJ: What are you hoping to get out of your trip?

LS: I hope it will open my eyes... because you read about places but you don't know until you go there. [I also want] to have more evidence of things I want to be fixed. I hope it will help me learn more about people in general.

CIJ: What are your favorite news outlets?

LS: I like BBC... and NPR, MPR and Air America, although it's biased. I like Ira Glass.

CIJ: What two political figures would you like to see match wits?

LS: I want to see George W. Bush get slammed by Jimmy Carville.



Prof. Van Dusenbery conversed with Al Ousseymou Ndiaye (Senegal), Leyla Warsame (Hamline) at CIJ's BBQ get-together last fall.

“Diversity” cont. from front

also difficult to cover certain types of stories because of that.

Another problem with news today is that primarily white reporters might cover a story differently than a person of color. Williams said that some stories are difficult for white reporters to see. Also, in order to get certain information, sources have to trust the reporter. To trust them, the sources “have to connect with them in many ways”. He said this is an advantage of a reporter who shares the eth-

nicity or race with the source.

When asked how to increase diversity in the newsroom, DePass encourages people to speak another language, to broaden the ability to communicate with different types of people.

She also said that reporters need to be willing to go the extra mile with stories and include different perspectives. For all reporters she suggests that they: “open your eyes and check out what’s interesting or unusual.”

Professor David Hudson lectures on U.S. journalism in China

by **Melissa Hruza**

“You’re seeing something historical,” David Hudson said about the rapid growth in Beijing, China. Last spring, he took a trip with Dr. Serena King of the Psychology department for about six weeks.

Hudson’s trip led him to Beijing University of International Business and Economy. There, among other experiences, he lectured on American journalism and had conversations with editors of the China Daily.

“[There are] very good journalists in China who are pushing the limits,”

Hudson said of Chinese journalism. Yet, they still work under “awareness of constraints.” He said that the Chinese government continues to regulate student access to international news outlets, such as the CNN website. Hudson himself did have access to CNN.com in his hotel room, however.

As for Chinese journalism students, Hudson said they were somewhat different from American students. Firstly, the students that are able to make it to university tend to be from an “elite” class, especially the ones Hudson met, who spoke English fluently.

The experience these students get is different than

American students as well. China, because of their rapid growth, focuses education more on technical or business education rather than Liberal Arts. He also said that they seemed “more idealistic” than American students when it came to the power of the media.

“China is changing so rapidly that anything you say [about it] now will be wrong in ten years,” Hudson wanted to add. The reason is because things are changing so rapidly.

Hudson said that his hope is his trip helped set up connections in Beijing that will lead to internship and study abroad opportunities for future students.

“London” cont. from Page 2

of tea.

Writing my way home

The tea conundrum persisted throughout my entire four-month working experience in London. I always felt awkward both turning tea down and offering to make it, but I continued to do both because frankly, I had no other options. And although I constantly felt out-of-place, silly, and completely moronic within the realm of the newsroom, my colleagues warmed to me and took me in as their kind of unworldly American mascot.

Despite the embarrassing moments, which are countless, I can’t be more grateful to my UK colleagues for showing me (inadvertently) what I lack as a journalist. Previous to my experience, I always thought of myself as a cultured, sensitive, educated person. I felt comparable in current events knowledge to my American peers, but quickly learned that I wasn’t up to snuff by UK standards. Too, I thought I was fearless and open-minded and maybe even somewhat jaded: perceived traits all smashed

after working in London. For example, I learned that it is common for UK workers to drink beer at their lunch break. *Beer*, for crying out loud. I would have been less shocked if my editor had told me that Winston Churchill was back from the dead and I was supposed to interview him.

While I had a ton of great journalism experience when I lived in London and had a number of stories published and yada yada yada, there’s no way to describe how it feels, for the first time, to be a complete outsider, and to have to build trust from a group of people who are completely skeptical of you. I’ve realized that as a journalist, that’s one of the most important experiences to have, because sources aren’t always quick to trust, and the journalist is often an outsider trespassing on a community of sorts. And even through I’m still as clueless as ever, but at least my experience abroad made me aware of it - and further drove my want to be more informed.

Faculty



Suda Ishida

Assistant Professor of Media/Communication Studies and Director of International Journalism Program

Specializations: mass media studies, history of American mass media, international communication, globalization and social movements, environmental journalism.

Telephone: 651-523-2768
sishida@hamline.edu

David Hudson

Associate Professor of English

Academic Interests: journalism, writing technology, literature of the First World War

Telephone: 651-523-2893
dhudson@hamline.edu

Verne A. "Van" Dusenbery

Professor of Anthropology, Chair of the Global Studies Program, and Fulbright Senior Research Scholar (India 2005/06)

Academic Interests: social theory, global/transnational/diaspora studies

Telephone: 651-523-2129
vdusenbery@hamline.edu

Terry Wolkerstorfer

Adjunct Assistant Professor (Supervisor of internships and capstone media projects)

Background: former correspondent for the Ridder Newspaper Group and the Associated Press, former reporter and editor at the Minneapolis Star

Certificate in International
Journalism Program
Hamline University,
1536 Hewitt Avenue,
St. Paul, MN 55104-1284

Don't Forget to Apply!

Students with strong international interests and second-language skills can supplement their majors with courses in journalism and media studies, advanced seminars, and media internships both at home and abroad. Finally, students complete a capstone media project in which they can apply both their international expertise and their journalism skills.

Students can participate in bilateral exchange programs in:

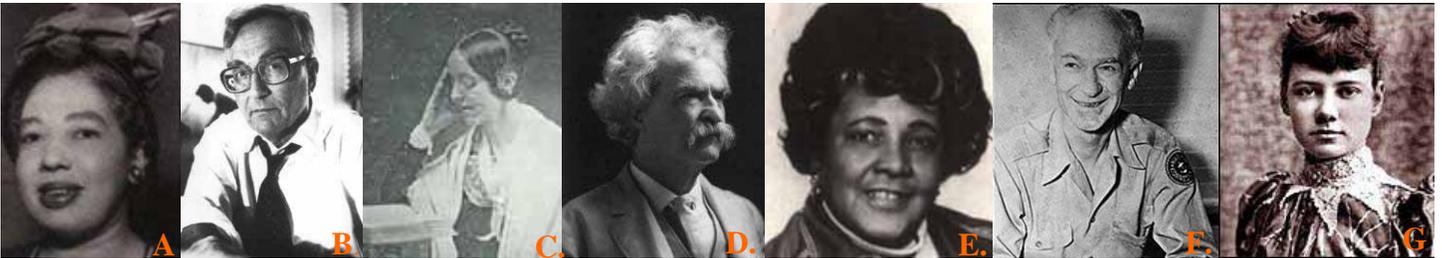
University of Trier, Germany;
Independent University, Dhaka, Bangladesh;
Pontificia Universidad Catolica de Valparaiso, Chile;
Université Gaston Berger, Saint Louis, Senegal; or
University of International Business and Economics, Beijing China.

Detailed requirements can be found online at:

http://www.hamline.edu/cla/acad/depts_programs/international_journalism/index.html

Students also participate in internships and mentoring at several Twin Cities news organizations, including *Asian American Press, KFAI Radio, La Prensa de Minnesota, Minnesota Women's Press, St. Paul Neighborhood Network, American Refugee Committee, Twin Cities Daily Planet*

Do you know the names of these famous journalists?



A. Alice Dunningan, B. Seymour Hersh, C. Margaret Fuller, D. Mark Twain, E. Ethel Payne, F. Ernie Pyle, G. Nellie Bly