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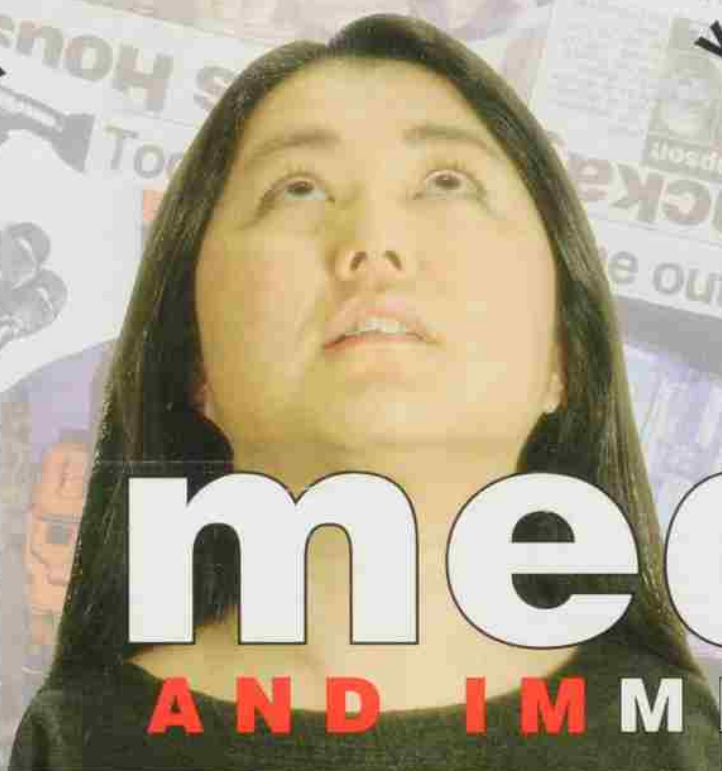
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Alumni Bring Distinction to Media Careers

An impressive number of Willamette University alumni have distinguished themselves in a variety of careers within the communications field. You will read of several in this issue of the *Scene* which is devoted to the role of the media in our society.

As part of Willamette's sesquicentennial celebrations several years ago, an alumni symposium series was held on campus. The purpose of the symposia was twofold: to honor alumni who have distinguished themselves in particular professions and to provide for an exchange of ideas before an audience of students, other alumni and the public.

One of the alumni symposia was devoted to the media's role in contemporary society. The 12 alumni who served as symposium participants shared well-informed perspectives on the role of the media in our society, and referred frequently to the valuable foundations which their strong liberal arts education had built for their careers.

Three Willamette alumni who had particularly distinguished themselves in the communications field were honored at this 1991 symposium — Kenneth McCormick, Robert Notson and William Smullin.

Kenneth D. McCormick received his liberal arts degree from Willamette University in 1928. After graduation, Ken served Doubleday & Co. in many different capacities before becoming editor-in-chief in 1942. A colleague in the publishing business had this to say about Ken McCormick: "He is a modern-day Maxwell Perkins ... and has edited many of the finest authors published in this country since the 1930s."

Robert C. Notson graduated from Willamette in 1924. The following year, Bob joined The Oregonian Publishing Company. He served as executive editor and publisher of the Portland daily from 1968 until his retirement in 1975. In 1987, Notson was named to the Oregon Newspaper Hall of Fame, recognizing among other achievements the "grand slam" of journalism earned by *The Oregonian* when it won the Pulitzer Prize, the Heywood Brown Award, and the Sigma Delta Chi Award for an investigation that exposed racketeers in Portland.



Jerry E. Hudson

William B. Smullin earned his bachelor of arts degree from the University in 1929. Bill, who was a pioneer in the broadcasting industry, recently died and left a legacy of extraordinary accomplishments in the communications field.

A political science major, Bill Smullin began his career at KOAC radio in Corvallis. He then moved to Marshfield, Ore. (now Coos Bay), to become managing editor of the local newspaper. In 1933, he

founded California-Oregon Broadcasting, Inc., the oldest continuous broadcast organization in the west. Bill opened the first VHF television station in Oregon in 1943, and founded KOTI-TV in Klamath Falls in 1956. In 1958, he began Southern Oregon Cable.

Bill Smullin received extraordinary recognition for his many achievements. The Oregon Association of Broadcasters selected Bill as the recipient of its Tom McCall Award in 1979, and the California Broadcasters Association presented him with its Harvey Levine Award in 1987. Perhaps Smullin's greatest industry honor came when he was granted the National Association of Broadcasters' Distinguished Service Award in 1990. Through this issue, we add our tribute.

In addition to his many professional achievements, Bill Smullin was a remarkably generous donor to his alma mater. His contributions to the Smullin Endowed Scholarship Fund, the Smullin Endowed Fund for Library and Media Acquisitions, and to the renovation and naming of Smullin Hall have significantly enhanced the educational environment at Willamette.

William B. Smullin left his mark on his industry and on his alma mater. He used his excellent Willamette liberal arts education to benefit others and gave back to his alma mater so that current and future generations of Willamette liberal arts students will be better prepared for their careers of service.

Bill Smullin will be missed, but not forgotten. His numerous achievements in the communications field are a source of pride for the entire Willamette community, and his legacy will live on as an inspiration for many.

—Jerry E. Hudson, President

WILLAMETTE

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LETTERS TO THE EDITOR

Letter policy: Please limit length to about 125 words. We reserve the right to edit for length or clarity. Please sign your letter and include your name and address, plus your class year if you're an alumnus. Write to the Editor, The Scene, Willamette University, 900 State Street, Salem, OR 97301, or e-mail <scene@willamette.edu>.

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Proud Moment Revisited

I have just put down the current *Willamette Scene*, which I have read with pride and inspiration. Congratulations! I particularly appreciated President Hudson's opener on "a call to civility," with Willamette's splendid policy. Thank God the University is continuing to give such eloquent expression to a tradition increasingly under fire, as the narrowing parochialism of the orthodoxies of the world threaten to close in on us.

I was especially touched by the articles re: the Japanese American plight in 1941. I was pastor of the little church at Brooks, nearest Lake Labish, the Japanese American settlement, where I preached Sundays, and served as assistant pastor at First Church Salem the rest of the week. On the night of Dec. 7, 1941, the pastor of Lake Labish Japanese church called to say rumor had it the Salem American Legion was going to burn them out. I called J. Edgar Purdy, our district superintendent and a W.W. I veteran — and he joined me and two other Methodist preachers out at the entrance of Lake Labish.

They did come! I still see that long line of lights of their cars, lining up on the side of 99E. Dr. Purdy was our spokesman, and I never was more proud of a man than that night. We joined arms at the entrance and Dr. Purdy stepped out to speak and stop them. It was one of those incomparable moments. They had guns, clubs, the works; and their intent was to "burn those Japs out!"

Purdy reminded them that they were Americans as we all were. He recalled he lost a lung in the Battle of the Marne to make the world "safe for democracy";

and ended by reminding them we were also soldiers, of the army of Jesus Christ, who had fought such bigotry for 2000 years, and said, we are only five that stand here against you, but everything you know in your hearts, and we represent, gives the lie to what you are about to do. Men, he said, you'll have to go over us first, and tomorrow, you'll be the sorriest men in Salem.

God knows, the total alchemy of that event. But I do know, I never felt stronger in what Willamette had taught me in my four years, than that night! And grateful, that the alternative to senseless violence, then and now, is an understanding heart; and the spirit of cherished diversity Willamette deepened for me.

GLENN A. OLDS '42
Sherwood, Ore.

'Calling All Alums'

We are looking for Willamette alumni who have connections, past or present, with the North Olympic Peninsula in Washington, specifically Clallam and Jefferson counties. A small group of alumni in this area has established a scholarship for outstanding students from high schools in both counties. The area includes: Port Angeles, Sequim, Port Townsend and Forks.

The scholarship has been given since 1992, and so far there have been four recipients, all of whom were designated Olympic Scholars by the University.

We know Willamette has alumni who formerly lived in this area and are no longer there — but we have no way to know who they are.

We would like to hear from any Willamette alumni who can help refer students or make financial contributions to this scholarship fund. Please write to Roger and Nancy Barr, 1136 W. Spruce Court, Sequim, WA 98382.

ROGER BARR '73 &
NANCY (HARVEY) BARR '74
Sequim, Wash.

RICHARD BUCK '66
Bellevue, Wash.



WU Seal Information Requested

When and how did the Willamette University seal originate? Who designed it? If you have any information about the seal, please contact me at the address at the top of this page.

BETTY M. O'BRIEN, EDITOR
Willamette Scene

Letters to the Editor are continued on page 56



WILLAMETTE UPCLOSE

Campus Construction Abounds

Willamette is getting ready for \$2.8 million in additions and renovations to the University Center and Sparks athletic center.

A 10,500-square-foot addition to the Sparks Center will cost about \$1 million. Renovations to the University Center, including a 3,700-square-foot addition to the building, are estimated at \$1.8 million.

Full-scale work on both projects is scheduled to start after the semester ends in May, while some aspects of construction are beginning in mid-April.

The Sparks Center will have a new weight room, additional office space, two new classrooms, new team locker rooms, a second floor deck, an enlarged training room and an elevator. New weights and workout equipment are also being purchased.

"This is definitely something that excites us all, and not just people in this department," Athletic Director Bill Trenbeath said. "Students are anxious to have a first-class fitness facility."

The majority of the money for this project comes from contributions of 1959 alumnus Bill Lorig and his wife, Kay.

Proceeds from a 1990 Dolly Parton benefit concert will pay for the new workout equipment.

Money for the Putnam University Center (U.C.) renovation was set aside for the project in 1991 after the University sold municipal bonds.

The U.C. plan includes a 3,700-square-foot addition to the north side of the building, extensive renovation of the first floor and mechanical work throughout the building.

A glass facade will create a courtyard next to the Bistro, the campus coffee house. A student convenience store, enlarged mail room and student lounge or recreation room are also in the plans. The University's student publications will also be moved to the first floor, making them more accessible to the student body and public.

Both of these projects get under way at the same time construction is finishing on the new student apartment build-



University House, moved off-campus to make way for the Olin building, will be remodeled for low-income housing.

ing on Mill Street and work is starting on the new Olin Science building.

The apartment building is scheduled to be finished by Aug. 1, according to Brian Hardin, vice president for financial affairs. The Olin Science Center will not be completed until a later date, he said.

Funding for the Olin Science Center was provided by a grant from the F. W. Olin Foundation last fall.

Recently, the historic University House was moved to its new location at 2340 State Street, where it will be remodeled, using federal funds, for low income housing.

The house was the university president's home in the 1940s and was most recently used as offices for the Oregon International Council, Salem Chamber Orchestra, Criminal Law Program, Institute for Continued Learning and the Summer Conferences program. All of those services will be moved to the York House after renovation is complete.

By Jennifer Miller

Jennifer Miller is a sophomore majoring in English and rhetoric and media studies. She is the sports editor for the Collegian and is employed part-time by the Salem Statesman Journal.

Magazine Praises Design of College of Law Addition

Willamette has received a citation from the magazine AS&U (American School and University: Facilities, Purchasing and Administration) for the design of the addition and renovation of the College of Law. It was featured in a full-page story in that magazine in November 1994.

Soderstrom Architects submitted the nomination at the request of Lewis Kanthack, director, Physical Plant.

The magazine states that the design allowed for "doubling the size of the existing law school while still maintaining the character of the original building." The building is described as "student-oriented," with a "youthful vitality," yet it maintains a design which "speaks to the permanence of the institution and the country's legal system."

Class of '42 Establishes Glee Archives

When five leaders of the class of '42 discussed plans for their 50th reunion, they did not expect to inspire a two-and-a-half year Glee project. The leaders decided to organize a Glee display of photos, programs, posters, records and song books because Glee had been an event which united their diverse class. When they inquired about Glee memorabilia, they discovered that it was stored in various places from the basement of the University House to the attic of Eaton. The class of '42 raised money for the archiving of the memorabilia and handed the project over to Cherri Nopp, senior assistant for Alumni/Parent Relations.

More than a year later, the memorabilia is in the process of being cataloged in the library. Alumni Relations is putting the archives in the library since it has the necessary temperature for storing archival materials and other resources; however, they hope to place the actual display in the University Center. Nopp comments that no decisions have been reached regarding the initial location of the display due to summer University Center renovations.

The hunt for additional Glee memorabilia is now focused on a 10-year gap between 1977-1988. Nopp hopes that some alumni will have saved tickets or programs that the university can use. It is hoped the final collection will be as complete as possible, beginning with a songbook from 1909. In fact, the project is surpassing its original expectations.

Nopp also takes note of Glee song writers whose careers in music have extended beyond Glee. For example, following Glee, David Welch '65 earned



Willamette's Glee tradition continues. Winning in March was the Junior Class, and the Senior Class walked the Mill Race.

his Woodrow Wilson Fellowship/Dissertation in 1970, worked as an assistant professor of music at Ramapo College, and wrote scores for 10 musicals which have been produced in the East Village of Manhattan. David West '67 received graduate honors at the New England Conservatory in Music. Carl Bowman '42 wrote "Festival Te Deum" for music choir and brass ensemble for the Canterbury Choral Society in New York City. He taught as a professor of music for New York City University, composed centennial music for George Fox College, published other choral and instrumental music, and belonged to the Pi Kappa Lambda National music honorary society.

The archiving of Glee memorabilia will probably be finished by the end of next year. By then, the display which the class of '42 originally devised will have a place to go since University Center renovations will have been finished.

—Tiffany Derville

Tiffany Derville is a sophomore at Willamette majoring in rhetoric and media studies. She is an intern in the Office of News and Publications.

Student is Academic All-Star

David Featherstonhaugh is the second Willamette student in two years to be named to the U.S.A. Today Academic All-Star team. Featherstonhaugh is a senior psychology major who plans to attend graduate school after graduation. His main area of interest and research is human information processing and how people make decisions under uncertain conditions.

Two Join Staff

G. Ryan Scott has been hired as development associate in University Relations. Scott worked as an intern during the spring of 1994 in the Office of Admission. Scott received a bachelor of arts degree from Willamette in 1994 with a dual major in speech communication and Spanish.

Tod Massa fills the new position of assistant registrar for institutional research. This position is responsible for the development of standard institutional reports, preparation and coordination of external reports and surveys, and the development of institutional reporting systems. Massa will also act as a resource for university committees involved in program evaluation, policy analysis and assessment.

Prior to coming to Willamette, Massa was the institutional research coordinator and academic policy analyst for Saint Louis University. Massa received his master of public administration degree from Southern Illinois University and his bachelor of arts degree in studio art from Missouri Southern State College, where he was voted the Best Senior Art Student by the department faculty.



Professors to Bring Middle East Experience

The College of Liberal Arts will welcome two Frederick Paulus Professors during the 1995-96 academic year.

Emmanuel Sivan, professor of history at Hebrew University in Jerusalem, will be in residence from July 1 until Oct. 31. Sivan is the author of eight books and numerous articles on the fundamentalisms of the Middle East. He has degrees from Hebrew University and the Sorbonne. As Paulus Professor, he will lead several World Views faculty development workshops during the summer, deliver the Opening Days address, and teach a half-credit course on the fundamentalisms of the Middle East.

Linda Jacobs will be in residence during the 1996 spring semester. Jacobs was educated at Cornell and the University of Oregon, and earned her Ph.D. in archaeology. She has conducted extensive field research in the Arab Middle

East. Jacobs has also taught at the University of Oregon and Lewis and Clark College. She served as coordinator of program development for the Near East Foundation from 1986 to 1993 and is founder and president of the Middle East Technology Assistance, Inc. She sponsored and organized an international conference at the United Nations in 1993 entitled "Women in Leadership Roles in the Arab World." As Paulus Professor, Jacobs will conduct a faculty reading seminar addressing contemporary issues in the Middle East, teach an undergraduate course on the contemporary Middle East and deliver a public lecture.

Faculty Achievements Noted

Fred Thompson, the Atkinson School, has been appointed to the editorial board of *PA Times* and has been invited to serve a three-year term on the editorial board of *Public Budgeting and Finance*.

Patrick Connor, the Atkinson School, has a new book out, *Managing Organizational Change* (2nd ed.), which was published in November. It was written with alumna Linda K. Lake M'84.

John Koprowski, biology, just received two grants for research during the summer of 1995 and winter of 1995-96 from the Southwest Parks and Monuments Association, a non-profit arm of the National Park Service that funds research in National Park Service lands in the Southwest region. Both projects will be conducted at the Chiricahua National Monument in Arizona and will enable the involvement of three or four student research assistants. The two projects are: "Population Ecology of the Chiricahua Fox Squirrel" and "Social Ecology and Behavior of Collared Peccaries."



Our Young Black Men are Dying and Nobody Seems to Care

"Like you, we want the madness to stop," was among the messages presented by three actors in a powerful dramatic presentation called *Our Young Black Men are Dying and Nobody Seems to Care* brought to Willamette in February by the Educational Programs Committee. They played to a packed house of Willamette and Salem community members in the Cat Cavern. The actors were R. Lawrence Jenkins, Noel Rodgers and D. "Jeffro" Johnson. During the question period which followed, they said that 18 percent of homicide victims in the United States are black males, who make up 1.3 percent of the population.

Tuition Guarantee Will Ease Planning

Willamette has adopted a new tuition plan which guarantees the cost of an undergraduate education for up to five years. The Willamette Tuition Guarantee Plan is an innovative response to the concerns of students and parents about rising tuition costs. The Willamette Plan will guarantee a fixed tuition from the time a student enters Willamette as a freshman until that student graduates.

"What we are trying to do is help students and parents plan the cost of their college education," said President Jerry E. Hudson, "and avoid unexpected increases. We know of no other plan of this type in the country."

Last year students requested that the administration consider a plan which would guarantee that the rate of increase not exceed a certain amount each year. University

administrators took that idea one step further and the board of trustees of the University approved the new plan for a fully guaranteed tuition.

Freshmen entering Willamette in the fall of 1995 will pay a tuition of \$16,400, a tuition rate that is guaranteed until they graduate. Although most who enter Willamette as freshmen graduate within four years, this guaranteed tuition rate will continue for up to five years.

"It's difficult for parents and students to plan for the cost of a college education when each year there may be an unexpected rise in the amount of tuition," said Hudson. "What we have done is remove that uncertainty. They will now be able to accurately project what it will take to finance a high-quality Willamette liberal arts education."

Answers to the Most Frequently Asked Questions about the Willamette Tuition Guarantee Plan

Q. Who came up with the Willamette tuition guarantee concept?

A. Students suggested a similar plan to President Jerry E. Hudson last year. Hudson liked the idea, and expanded and refined it before presenting it to the finance and executive committees of the Willamette University board of trustees for approval.

Q. What are the benefits of the tuition guarantee plan?

A. It allows families to plan for four years (or five if necessary) by absolutely guaranteeing that tuition will not increase for an entering student for up to five years. For students receiving long-term, low-interest student loans, this means they can accurately project their total loan indebtedness before ever choosing to enroll at Willamette University.

Q. Why five years?

A. More than 70 percent of Willamette's entering freshmen graduate in four years or less. However, about five percent take one or two additional semesters because they change majors, take a semester off to volunteer, work or travel, or possibly have a health problem. We do not want to penalize these students. Ours is a four-year curriculum that most students complete in four years, but some do not, for very good reasons.

Q. What if a student transfers to another institution and then decides to return to Willamette University?

A. Assuming the student is qualified for re-admission (based on academic performance at Willamette University and the other college), he or she will still qualify for the plan for up to five years from the date of initial enrollment.

Q. What will happen with Willamette University prices other than tuition, such as room and board?

A. We estimate that our room and board prices on campus will remain low. However, because the amount students pay for room and board approximates our actual costs for these services, modest increases are likely. It seems probable that room and board prices will increase at about the rate of inflation. Room and board make up about 25 percent of our total student budget for one year.

Q. What will Willamette University's tuition be for 1995-96?

A. The Executive Committee of our board of trustees just approved the undergraduate tuition for next year at \$16,400. Because of our large endowment and sound financial management we are able to keep our tuition low for an institution of our type and quality. Also, we have virtually no additional fees common at other schools such as laboratory fees, library fees, etc.

Q. How does Willamette University's 1995-96 tuition compare to other highly selective independent colleges and universities?

A. At \$16,400 we will remain at the low end of our group of comparable institutions, although we do not yet know the tuition cost for many schools. It seems likely that we will again be priced less than our comparable sister colleges in the West (Reed, Whitman, Colorado, Occidental, Claremont McKenna, Lewis and Clark, and Puget Sound), as well as the generally more expensive colleges in the Northeast.

Q. Are current students included in the tuition guarantee plan?

A. No. Because current students did not matriculate under a guaranteed tuition plan and because this year's tuition rate was not predicated on a guaranteed amount over several years, they are not included within the new Willamette Tuition Guarantee Plan. However, the University is committed to keeping tuition increases as minimal as possible for its current students.

Q. What is the 1995-96 tuition rate for returning students?

A. In keeping with Willamette's commitment to keep tuition increases for current students as minimal as possible, the executive Committee of the board of trustees approved an across-the-board tuition increase for returning students next year of \$600, which approximates the rate of inflation.

Technology Task Force Named

Willamette's Planning Committee recently established a Task Force on Information Technology at President Jerry Hudson's request. The committee, headed by Larry Oberg, university librarian, is comprised of student, faculty and administrative representatives from throughout the University and has been charged with clarifying Willamette's educational and institutional goals associated with technological improvements, developing a recommended vision and plan for future improvements, and serving as a sounding board for the allocation of the institution's resources in this area.

"The Task Force on Information Technology has the opportunity to chart a clear course for the school through the thickets of cyberspace by contributing to the general level of understanding of technology and its applications," said Oberg, "but, most importantly perhaps, we hope to ensure that technology enhances scholarship and reinforces the values that have made this campus the quality institution that it is today."

Committee members are: Eleanor Berry, English; Russ Cagle, exercise science; Peter Eilers, environmental science; Scott Greenwood, annual funds; Todd Hutton, vice president for academic administration; Bob Olson, controller/budget director; Gunnar Gunderson, TIUA; Mark Janeba, mathematics; Susan Rauch, admissions; Bryce Mercer, student, College of Liberal Arts; Mike Hand, Atkinson Graduate School of Management; Jerry Gray, economics; Rosalyn Edelson, education; and Dick Breen, College of Law. A student from the College of Law and one from the Atkinson School will also be serving, but have not yet been appointed to the committee. Carol Long, English, serves as liaison with the Working Group on the Curriculum. In addition to the committee members, there is a resource staff group who will provide support.

He's a Master Storyteller

When asked to talk about himself, George McCowen has little to say, but when the topic is history — well that's another story.

"George McCowen is a master storyteller," said a former student, Sally Godard, M.D. '76. "I marveled that his course entitled 'An Introduction to History' could be so compelling. We were enthralled by Dr. McCowen's powerful stories of men and women whose ideas influenced the course of history. We watched him closely as he moved across the floor, his steps matching his Carolina cadence. Frequently we had to remind ourselves that he was giving a lecture, and we should be taking notes."

For most of his life, McCowen has had an interest in the people and events of the past. It wasn't until college that McCowen said he really began to understand history and began to study it in earnest. "I really was equally interested in philosophy and literature, many things," he said. "History gave me the opportunity to study a little in all these fields. It had the broadest scope."

"For the same reasons we want to hear stories about our childhood, we want to know about the history of our nation or our people," he said. "It's a part of our identity and it helps us understand ourselves."

"More than any other professor, George McCowen taught me education is not without responsibility," said Julie Hoebelein '87. "It is a life-long process of questioning, deliberating and incorporating what is relevant, giving weight and consideration to other views, but ultimately, taking responsibility for one's own views and actions."

McCowen has taught history at Willamette for 28 years, and was recently appointed to the E. Jerry Whipple Professorship in American History. The Professorship was established by Mildred Wilcox Whipple to honor E. Jerry Whipple, who served for 25 years in various capacities at Willamette. Whipple retired from Willamette in 1989 and died on Feb. 6, 1991. On Jan. 26 McCowen delivered the inaugural lecture of the Whipple Professorship, *The Radicalism of the American Revolution: A University Legacy*.

"Professor McCowen encouraged his students to be the best they could," said Steve Wynne '74 L'77, another former student. "His attitude towards his students was very much like that of Professor Whipple: Always expect the best from each student."

"He challenged us with his expectations of us," said the Rev. Anthony Robinson '70, "and at the same time he was a uniquely humane, decent and gentle man."

"Though I spent my senior year preparing for medical school," Godard said, "I was always more inclined toward Muriel Rukeyser's claim that the universe is made of stories, not atoms. Though I must currently attend to many atoms, I am thankful that Dr. McCowen introduced me to the stories that make up the universe."



Professor George McCowen (center) greets attendees at the reception after his inaugural lecture for the E. Jerry Whipple Professorship.

DALE PETERSON



WILLAMETTE SPORTS

Basketball, Swimming Teams Place in Top 10 at Nationals

Willamette's men's basketball and women's swimming teams both peaked at the right time this past winter to finish in the Top 10 in their division.

The basketball team had an up-and-down season for the most part, but was impressive in the Division 2 national tournament. The Bearcats entered the NAIA tournament ranked 21st and not seeded, before advancing to the quarterfinals for the third year in a row.

The swimming team saw five school records broken at the NAIA meet en route to a sixth-place finish — the second best for any Willamette swimming team.

Coach Paula Petrie's women's basketball team suffered probably the biggest disappointment of the winter. After sharing the championship of the Northwest Conference with Whitworth and finishing the regular season at 22-6, the Bearcats were denied their first invitation to the 32-team Division 2 national tournament.

A relatively inexperienced men's swimming team placed fifth in the Conference meet and 16th at nationals.

Senior point guard Dave Snyder led the men's basketball team to its third straight trip to the national tournament, but it was a bumpy road. Eight-year head coach Gordie James employed 11 different starting lineups during the season as injuries and inconsistent play nearly kept the Bearcats from qualifying for the 32-team tournament.

Once Willamette got to Northwest Nazarene College in Nampa, Idaho, site of the Division 2 tournament, the Bearcats put on an impressive display. The "James Gang" routed both 13th-ranked Mt. Vernon Nazarene (Ohio) and No. 4 Indiana Tech by 27 points en route to a

quarterfinal matchup with tournament host NNC. However, the Crusaders surged ahead in the final 20 seconds to win 69-64.

Snyder finished his season and career with a bevy of honors: first-team all-Conference; national tournament all-star; NAIA Scholar-Athlete and first-team NAIA All-America.

Senior starters R.J. Adelman and Jason Thompson, both four-year members of the varsity, also closed the book on impressive careers. Adelman made the honorable mention all-Conference team.

For the third straight season, the basketball team reached the 20-win plateau (20-12) and won a piece of the Conference championship, tying Lewis & Clark for the second year in a row.

The women's swimming team had five individuals and five relays earn All-America honors, led by senior Laura Juckeland, who broke her own two school records in the backstroke. Sophomores Jean Orth and Danika Williams also earned All-America honors in two events each.

Sophomore Jen Hodges broke a school record in the 100 butterfly, too.

Both medley relay teams set new school standards as well. Those teams were comprised of Juckeland, Hodges, Williams and sophomore Bonnie Bauer.



Dave Snyder



R.J. Adelman



Saran Patillo



Jenny Joseph

The 200 freestyle relay team of Bauer, Juckeland, Hodges and Williams placed third — the highest of any of the relays.

Looking back, second-year head coach Skip Kenitzer said the Willamette women could have placed as high as fourth, which would have equalled the all-time best set by the 1983 Bearcat team. However, one of Willamette's swimmers was disqualified in a race.

The Bearcats finished with 273 points, just one point behind Central Washington, but one point ahead of NCIC runner-up Pacific Lutheran.

The Whitworth women and Linfield men won the Conference championships.

The fact that the women's basketball team did not make the national tournament didn't lessen the disappointment in the coming weeks. National tournament host Western Oregon went on to win the championship — the same Western team the Bearcats beat by 12 and 14 points.

Willamette tied Whitworth for the Conference championship at 10-2, but ended up losing to the Pirates in the NCIC playoffs in Spokane, Wash., with an automatic NAIA tournament berth on the line.

Junior center Saran Patillo and sophomore center Jenny Joseph were both named first-team all-Conference.

PHOTOS THIS PAGE BY CLIFF VOLIVA

1995 Spring Season Full of High Hopes

High hopes abound for many of Willamette's spring sports teams this year, especially in baseball, softball and track & field. The following is a brief overview of Willamette's spring teams.

In baseball, fifth-year head coach David Wong's Bearcats could be in for their best season in several years. Wong expects Willamette's hitting to be much improved from last year, which will be matched with a strong pitching staff led by returning starters Geoff Huetten and Abe Cohen.

The Bearcats return five starters in the field from last year's team that went 24-17 and tied for second in the Northwest Conference at 12-6. Last year's outfield returns intact, led by senior right fielder Mitchell Pang, an all-Conference performer in 1994, and seniors Mick Glaze and Kelly Evans.

Junior third baseman Jay Lindemann and junior second baseman Joe Belcher are expected to retain starting roles.

Head softball coach Dave Just, also in his fifth season, has a very young team this spring — but it may be his best to date.

Eight of the 16 players are freshmen, and Just said a lineup including five freshmen is not out of the question.

Sophomore catcher Marie Kauffman and senior infielder Jodi Hanauska are the Bearcats' top two returning starters for last year's 20-22 team. Kauffman was an all-Conference and all-District performer as a freshman after hitting .331 with 17 RBI. Hanauska, an all-Conference second baseman who will also see some action at first base, hit .283 as a junior.

Senior left fielder Tara Sosnoski and junior third baseman Jen Wantland are two more starters who return.

Among Just's strong freshman class are the Bearcats' top two pitchers: Karie VanCurler and left-hander Brook Johnson. Center fielder Heather Adams and short-stop Christal Sanders will help solidify the Bearcat defense up the middle.



All-Conference catcher Marie Kauffman

There's no question about it — both Willamette track & field teams are vastly improved from 1994, especially the women's team, said fifth-year coach Brad Victor.

Willamette's women aren't yet in position to knock off 14-time defending champion Pacific Lutheran, but the Bearcats should be able to close the gap that separated the top two teams in the Conference meet last spring. Led by hurdler/sprinter Amy Carlson, thrower and jumper Saran Patillo and distance runner Carrie Morales, Willamette should not only be a stronger dual meet team, but a better big-meet team as well. Numerous freshmen have added to the Bearcats' depth in several events, too.

Willamette's men, a distant third in the Conference meet to PLU and Linfield a year ago, return a strong core of seniors. Hurdler Justin Lydon, who earned NAIA All-America status during the indoor championships in the winter, combines with sprinters Mark Nolan and Ben Carrington to give the Bearcats strong scoring and leadership ability. Nolan, Carrington and sophomore Matt Wandschneider will be out to break their own school record set last year in the 4x400 relay.

The Bearcat men also expect to be strong in the distance events and the long and triple jumps.

After several years of being among the best programs in the Pacific Northwest, both Willamette tennis teams are likely to take a small step back this spring.

The men's team, winner of the last nine District 2 championships, features three strong players but is relatively inexperienced after that. Senior Erik Norland, the co-player of the year in the Conference and District a year ago, will team with senior Alan Vestergaard and sophomore Derek McCarthy to give Willamette strength at the top of its lineup.

The women's team doesn't even resemble last year's squad which won its first-ever Conference championship. Only junior Kim Yokoyama returns. She was 19-8 in singles last year, mainly playing at No. 3. Fifth-year coach Molly Sigado expects Yokoyama to play at No. 1 singles most of the year and team up with No. 2 singles player Megan Frey, a freshman, at No. 1 doubles.

Steve Prothero begins his 30th season as men's golf coach, and first year as coach of Willamette's new women's golf program. The Willamette women will be led by junior Amber Lowitz, who played on the men's team a year ago.

The men's team features the 1-2 punch of seniors Jeff Anicker and Bill Valenti.

First-year rowing coach Cindy Cavanagh has 25 women and nine men out for Willamette's second spring of competitive rowing. She hopes to eventually have about 32 people on each team.

The strength of the Bearcats this year should be the women's varsity eight crew. Sara Boylan, who rowed while in high school, is the captain of the women's team.

The men will be led by a trio of rowers who have been with the program since its inception two years ago — Zach Page, John Peschel and Ryan Mechelke.

SUPER TALK RADIO

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Political campaigning by sound bite...20-second TV advertisements...Internet on-line journals...instant books. These are among the instantaneous but incomplete communications made possible by modern media technology. What have you gained from them? What have you lost? Is the immediacy of media today a blessing or a curse?

Talk radio, the Internet, the fax...these are among the hottest tools for framing issues and supporting political candidates and points of view. Some thousand radio talk shows are now being aired, up from fewer than 300 10 years ago, according to a MacNeil/Lehrer News Hour report in December. Is this how the national agenda should be set?

Raw data bombards you. Live action acts of war and violence appear on your living room television screen. Opinions and vitriolic statements are ubiquitous. But where are the balances provided by fact-checking editors, or by reporters committed to presenting various sides and views of an issue, or by publishers or producers committed to the public good as well as the bottom line?

C-Span's cameras, which *Time* magazine has called "the electorate's virtual eyeballs,"

TV

INTERNET

IMMEDIACY

TALK RADIO

bring congressional committee hearings to you. Then the Internet or a fax makes it easy to inform your elected representative of your opinion...NOW, while your emotions are aroused. Huge constituencies can be mobilized to make orchestrated contact immediately. But what about people without computer access?

Talk radio allows, even encourages, callers to make irrational, unsupported allegations and expressions of opinion, to be heard and believed by other listeners without support or questioning or rebuttal. It's also made some crafty purveyors of the medium — who may be more wedded to entertainment than to ideology — wealthy. Rush Limbaugh's estimated annual income is \$25 million.

Electronic journals enable knowledge to be disseminated quickly. But are they reliable enough to use as resources for other research? Where is the academic integrity gained by knowledgeable refereeing and responsible efforts to corroborate or replicate findings?

No longer is a lack of information a problem. Rather, sorting and organizing to separate the wheat from the chaff is the greater problem. Is it reliable? Is it honest? Is it fair? Is

it meaningful? Or does any of that matter, as long as it's entertaining? Do television talk show hosts, with ever more bizarre and titillating guests, help people live out their fantasies without risk? Or do they pander to voyeurism?

Even what is called "analysis" seems geared to immediacy at the expense of thoroughness. The commentators who dissect presidential speeches moments after delivery seldom have an opportunity to check whether assertions are factual or misleading.

Television and the Internet are powerful tools, expanding horizons. But perhaps the United States still needs responsible newspapers and magazines, public television and scholarly journals — as well as critics and advocates — to provide context and discipline and accountability. And perhaps democracy still needs citizens educated in the liberal arts tradition to be willing to think, compare, research and question, and to demand information beyond simplistic sound bites.

As you read the pages that follow, pause to consider the threats and opportunities posed by media today; and reflect on your own role as a media consumer and citizen.

— Betty M. O'Brien, Editor

FILM

TABLOID TV

VIDEO

TABLOIDS

Making Decisions in a Tabloid Democracy

BY RICHARD BUCK

One of the most powerful forces that has re-shaped the way we experience the world in the 20th century is the evolution of the mass media. For the first time in human history, isolation "is out," as a hip magazine might scream in a headline. By the same token, "being there," even if only virtually, "is in."

Media that are commonplace today were science fiction just 40 years ago: multimedia, electronic mail, Cable News Network, satellite dishes delivering hundreds of TV channels, cellular telephones and the Information Superhighway. All these have revolutionized our ability to connect with one another. Along the way, this has produced jobs, business opportunities and vast new entertainment offerings for the masses. But a disturbing question keeps popping up in the minds of many people who work in the media: What has all this done for the institutions of democracy? The answer is mixed. Like many university students, the media have great potential that has not been fully realized.

The arrival of network television in the 1950s let Americans from coast to coast, for the first time ever, see as well as hear the same things at the same time. The results were sometimes educational, sometimes enlightening, sometimes frightening. But unquestionably, age-old barriers of physical distance no longer prevented us from sharing common experiences, even if those experiences were only black-and-white images of somebody talking into a camera thousands of miles away.

Now the same thing is happening on a worldwide scale, thanks in large measure to CNN, the worldwide all-news television service. When it was proposed in the early 1980s, CNN was almost universally scoffed at by media insiders. But now, whenever trouble erupts anywhere in the world, that trouble is immediately thrust into our homes and our offices. There's more than a little truth to the standing joke that when the White House says, "We are monitoring

.....
If [viewers] are smart enough to want to figure it out they will turn to newspapers.
.....

One of the seven presses that runs from about 12:30 to 3:30 a.m. each day at Salem's Statesman Journal, printing around 65,000 newspapers on an average weekday. The Statesman Journal is a subsidiary of the Gannett Co. Inc. and is the successor to the Oregon Statesman, founded March 28, 1851, and the Capital Journal, founded March 1, 1888.

DALE PETERSON

money is needed for alternative children's programming." She believes the most likely source of that money is some form of public funding. But that concept is currently under heavy attack in Washington, D.C.

In a market economy, most mass media have little choice in the end except to provide what large numbers of people want — and what can be sold. This has led to much soul-searching and experimentation on the part of serious print journalists trying to find a balance between their desire to be responsible providers of information and their companies' own survival.

Frank Blethen, publisher of *The Seattle Times*, spoke at the Willamette Forum about the family-owned newspaper he heads. One of Blethen's objectives is to have the *Times* be recognized

as "the best regional newspaper in the country." He doesn't believe that will happen unless the company embraces other media beyond the printed daily newspaper.

What might that be? In the early 1980s, the *Times* was part of Viewtron, a national experiment designed to deliver a newspaper on a video screen. The system flopped when it was test-marketed. "It was a technology in search of a market," Blethen said. "We thought people would want things like bill-paying, electronic banking and access to encyclopedias. But what consumers really wanted was chat services, games and e-mail."

Blethen believes the ultimate strength of any excellent regional newspaper is its ability to collect, package and edit information. "That's what

people really pay us for, and we will find some new way to deliver that side by side with the newspaper."

Blethen is still looking for the best way to do that. But where he's looking suggests that the mass media may yet come closer to reaching their potential of educating citizens in a democracy. The key word may be connections. "Your local newspaper provides the connections to a local community," Blethen said. "The Internet has taught us that what people want is to talk to each other and access databases. We will be a catalyst for bringing people together to talk about important topics. The opportunities are limited only by your imagination. And what you do is restricted only by the economics."

Rich Buck '66 is a business reporter for *The Seattle Times*.

Alumnae Were Unintentional Revolutionists

Isabel Childs Rosebraugh '32 and Jeryme English '36 were revolutionists. They never intended to be.

When I joined the staff of Salem's *Oregon Statesman* in the final days of World War II, they were stalwarts on the newspaper staff.

With the shortage of men during wartime, Rosebraugh had been elevated from reporter to city editor, a traditionally male assignment. English held the post of society editor, ready as were the other women on the staff, to do whatever was necessary in the production of the paper.

During the war years Rosebraugh and English, like thousands of other women, proved their competence. When the war ended, men returned to their traditional roles, but never again could it be assumed that women weren't capable of filling them.

Within a generation, the women's movement began building upon the achievements of women like Rosebraugh and English.

After graduating from Willamette, Rosebraugh worked as a reporter for

the *Statesman* and later the *Coos Bay World*, where she reported the fire that virtually destroyed the city of Bandon.

Returning to the *Statesman* just prior to the start of the war, she found herself not only the city editor but almost all the reporting staff. Within a year of the war's end, she resigned to marry Harold Rosebraugh. They adopted two children. She always was ready for volunteer community assignments, however, especially within her church and YWCA.

When her family became older, she rejoined the newspaper as editor of the Food Section, finally retiring in 1976. She died at 83 in 1994.

English also asserted she was ending her newspaper career at war's end, when her husband, Wheeler, returned from the service. I recall the special newspaper banner she had printed at the time, "War Ends; Jeryme Quits."

She didn't fulfill her pledge, however, remaining as society editor of the paper until her retirement in 1977.

In reminiscing with me at her home at Hidden Lakes in Salem, English recalled how strict the campus rules were

at the Willamette University of her day. The dean of women called her mother to report that English's bright red coat was unseemly and "causing too much disturbance" on campus. English's mother rejoined that the family couldn't afford to buy her another one.

On another occasion, English had a soft drink with her father at a cafe on State Street near campus. The dean phoned English's mother to report that her daughter had been seen entering the establishment, which served beer, with an older man.

English was society editor of the *Collegian* while at Willamette. The paper was printed in the *Statesman* plant. She lived within a block of *Statesman* editor and publisher Charles A. Sprague. On the day she graduated, she took off her cap and gown and went to the *Statesman* to apply for the job of society editor. She went to work a day later.

By J. Wesley Sullivan

J. Wesley Sullivan is former editor of the *Oregon Statesman*.

Collegian Evolves Through the Years

BY GABRIELLE BYRD

The *Collegian* started 125 years ago as a four-page monthly newspaper with a poem and an article titled "Independent Action" that described how great it was to be a student on your own. It has grown into a 16-page newspaper that covers controversy and stories from Willamette University to across the world. The *Collegian* no longer has the same topics of interest or writing style, but it still serves the same purpose: to keep the Willamette community informed.

Even without a journalism major or graduate school, Willamette students have managed to produce a quality newspaper. The tradition began in September 1875, but after two years of publication, there was a break and the *Collegian* was not printed again until 1889, this time with a new twist and angle. Although it was 16 pages, most were filled with ads selling everything from clothing, stationery and bakery goods to farm equipment and "shotguns, rifles and fishing tackle." No news was printed on the first page; instead, drawings of the main buildings on campus, the school calendar and list of student fees and expenses, such as tuition, were printed.

By November 1893, the first page had a new look, however. This time the editorial staff was listed along with a poem titled "A Vacation Experience." The newspaper was increased to 18 pages, including an editorial page and reports on the campus "societies."

A newsier approach was taken by 1910. The top stories of the Feb. 24 issue were "Team Breaks Even," which described the basketball team's split games with Multnomah and Oregon; "Old Oregon Legends," which covered the speech by the secretary of the Oregon Geographic Board, J.B. Homer, and "Athletic Carnival," which described the upcoming football carnival including a potato race, elephant dance and rope climbing competition. Students had to purchase the newspaper for five cents and yearly subscriptions were available for \$1.25.

Since the beginning of publication, before computers, scanners and desktop publishing, the *Collegian* has provided practical experience for students in the journalism field. It is through this experience that many graduates



Collegian staff at deadline time.

successfully dive into communications and publishing careers. For example William B. Smullin '29, who recently passed away, took over editorship of the *Collegian* in June 1928 and went on to play a major role in radio and broadcasting in Northern California and Oregon. He was responsible for starting the first commercial radio and television stations in Eureka, Calif., along with a radio station in Grants Pass and a television station in Medford. Smullin also founded California-Oregon Broadcasting Inc. (COBI), which is the longest-continuous, independent broadcast organization in the western United States. In addition, he worked for two newspapers.

For Ken McCormick '28, the *Collegian* was only the start of a career in publishing. According to McCormick, he served as co-editor for about six months, but greatly enjoyed writing articles. "We wrote the typical college stories — all the crazy things we did in college that we thought were terribly important," he said. McCormick went to New York City after graduation and began working for Doubleday Publishing, where he said he worked, "all of my professional life," retiring as an editor.

He said the university newspaper was very strong when he worked on it. "It really was a good paper," McCormick said. The experience was beneficial too. "Sure the *Collegian* helped in the publishing business. If you are trying to be an editor, everything helps you."

Though the reporters and even administrators change throughout the years, since the 1920s the stories have been very similar. In Smullin's first edition as editor, the articles that filled the front page were "Faculty Announces New Law Courses" and "Bookstore Reports Total Cash Sales." In 1941, the newspaper focused on the announcement of the date for Glee and the dedication and naming of the science hall. Since then, articles have hit the press covering everything from dorm food poisoning to convocations, Dolly Parton's visit on campus, mock presidential elections, Senate and tear gas bombings.

The editor, mast head and look of the *Collegian* has changed numerous times, but it has consistently remained a voice and news source for Willamette.

Gabrielle Byrd, a junior, is managing editor of the Collegian.

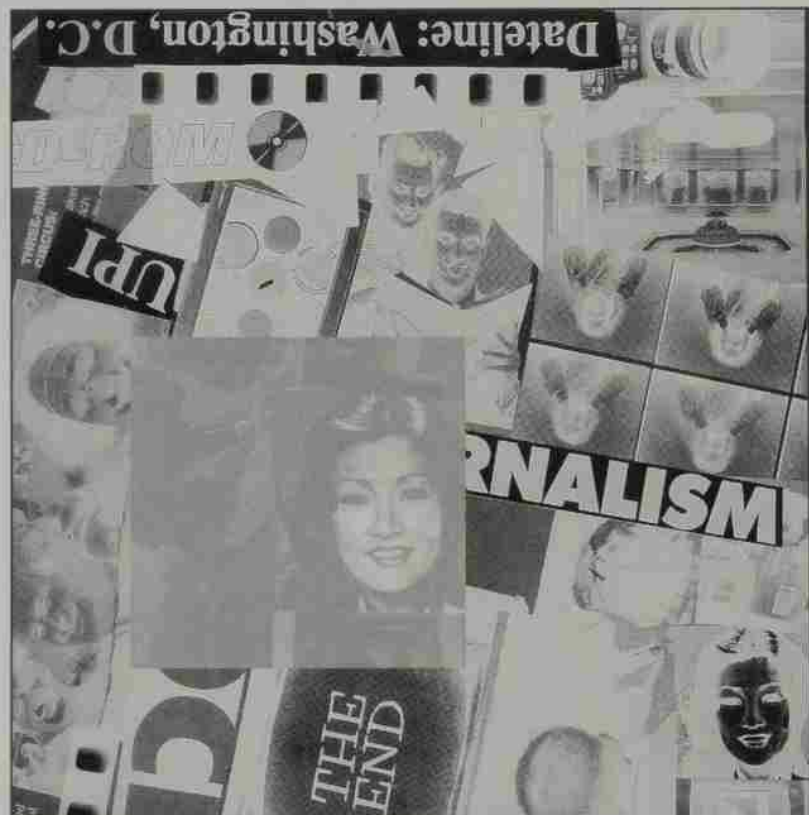
Infotainment Blurs Lines

BY ANDREA G. DAILEY

If the Scene were a purveyor of infotainment, this story might begin:

HELLO, ALL YOU MASS-MEDIA CONSUMERS AND CARDINAL-CRESTED CITIZENS OUT THERE! WE'RE DOING A BIG POLL ON THE NEWS TODAY, SO GET READY TO CAST YOUR VOTE AND LET THE MEDIA MOGULS IN SALEM KNOW WHAT YOU THINK.

ARE YOU ON THE SIDE OF "CBS EVENING NEWS" ANCHOR DAN RATHER, CRYING THAT MEDIA OWNERS AND MANAGERS ARE "PUTTING MORE FUZZ AND WUZZ ON THE AIR, COP-SHOP STUFF, SO AS TO COMPETE ... WITH ENTERTAINMENT PROGRAMS (INCLUDING THOSE POSING AS NEWS PROGRAMS) FOR DEAD BODIES, MAYHEM, AND LURID TALES"? OR ARE YOU WITH DON IMUS, A NEW YORK TALK SHOW HOST, WHO REJOICES, "THE NEWS ISN'T SACRED TO ME. IT'S ENTERTAINMENT. THE SHOW IS AN ENTERTAINMENT DEVICE DESIGNED TO REVEL IN THE AGONY OF OTHERS"? C'MON, FOLKS. IT'S ONE SIDE OR THE OTHER. WHICH ARE YOU ON? CAST YOUR VOTE NOW!



Between Fact and Fiction

"We have the utopian notion that news has always been objective and truthful and now it's being threatened by the encroachment of entertainment as a value, and it's becoming distorted or in some fashion less accurate, less valuable than it once was. In fact, that's not true," Douglass says. "There have always been concerns from the very initiation of the concept of news ... about its objectivity, its rhetorical effect."

Even today, from a philosophical standpoint, it's impossible to state that news and entertainment are ever completely separate, maintains Jeff Lukehart, assistant professor in the Department of Rhetoric and Media Studies at Willamette. "Doesn't

Doesn't all information to a large extent have an entertainment value? If individuals are going to process [information] they've got to have a reason to process — they have to be interested, it's got to be intriguing.

Those include: the tremendous increase in the amount of information created in today's world and available, potentially, for dissemination through media; the rapidly growing number of media conduits; and the ever-greater technology that, Douglass says, "can reproduce the actual events in so much

"[In] that old argument about agenda-setting — does the media tell us what to think, or what to think about? — we came to the conclusion that it was what to think about. And somehow that was less threatening. Then the research on framing said wait a minute, if you tell us what to think about in such a way that that's all we can think about — in other words, you're leading us to a particular vision of reality, without calling our attention to the fact that it is just one vision... — then we get into trouble. Because in effect you're teaching us what to think, not just what to think about...."

The individual journalist is part of the frame, especially in the broadcast media where, from nuances of voice and facial expression, we draw much of our interpretation about the message, notes David Douglass.

"We used to trust the ethos of Walter Cronkite. We turned on the evening news: it happened at 6 o'clock, it came to us by way of a major network, it came from this person we trusted. All those were indicators of credibility, so what he told us we had to think was legitimate, heavy, hard news. Now, increasingly, we have the erosion of all those cues. We have Connie Chung. Is she a legitimate newscaster, is she an informer, how does she fit? She does

Talk radio was a major propellant of the changes in Congress and many state legislatures last fall, say political analysts, politicians, and, not least, the talk-radio show hosts themselves.

A month after Smith lost the election for governor last year, he went on the air with his own talk show on KYKN Radio, Salem. Monday through Friday he follows Rush Limbaugh's hour of

"What we're looking to is the ability to be a voice in Oregon that makes a difference," he says. "There is such a high level of frustration in society over the political element not really understanding what the people are trying to say... An awful lot of the time, when they call and talk to you it is because they are trying to make a difference."

Smith's show follows Limbaugh's in the schedule but not so closely in style. "You have to strike a balance between what you believe and maybe where the public is, to draw them in and say, okay, what do you think about this...." After Smith asks, he listens to the answer. "One thing I didn't want to do was to be too quick in cutting people off. We like to let them be part of the discussion. I think it helps to give the show a flavor of what people are thinking [rather] than slam-dunking them. You know how Rush'll shut them down real quick."

Nor does Smith consider himself an entertainer, like Limbaugh, but rather an educator. "A lot of people don't have a great understanding of what's going on in government," he says. For example, a straight news story says state Rep. Peter Courtney has a bill to set a \$4 surcharge on a new tire. But on talk radio, the presentation is: "Do you know what Peter is proposing? He's proposing you pay \$4 more for new tires that are thrown alongside the road by irresponsible people. He wants to charge you when you buy a new tire, even though you might never dispose of your tires that way. But this is a wellspring of new dollars for the politicians to use, at your expense." So in a way I don't see that as entertainment. I think that's using the news that's there... and taking it on in where there's an explanation for it.... I think that's more education than it is entertainment."

Denny Smith

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what seems to be ... mainstream 6 o'clock reporting on a major network ... [but] at the same time we have Connie reporting on subjects and fashions that seem suspiciously soft."

On the other hand, as writer Elayne Rapping points out, "Trash is a quality of presentation, not [of] human experience." Discussing the work of Kitty Kelley and Joe McGinniss, whose biographies of Nancy Reagan and Robert Kennedy, respectively, were widely criticized for their fictive portions, Rapping says, "The question is never, simply, 'What happened?' It is: 'Whose point of view should be presented?' What is most troubling about authors like Kelley and McGinniss ... is not that they distort 'reality.' It is that they fail to engage us in a serious effort to grapple with the meaning of our common world, our common history."

Collins levels the same criticism at television shows that "focus on the sensational, and it seems to have no purpose. Are we helped to make some kinds of choices, to understand something better, or is it more like voyeurism? I'm not sure what is significant, what is purposeful about some of the coverage on 'Hard Copy' and programs of that nature. Maybe what's frightening is it's more obvious to me there that it's not purposeful than it is in some of the programs like '60 Minutes.'"

While media defenders say they're selling infotainment because that's what the public is buying, Collins holds journalists responsible, too.

"It's always easy to say the public is this mindless mass out there that's more interested in that which is personal than in dealing with issues. It's a real convenient excuse. It may be true. We may prefer watching 'Hard Copy' to the news, but it may also be that there isn't a lot of thoughtful news in the news.... There are responsibilities on the parts of journalists, whether in print or electronic [media], to fulfill those purposes of hard news. And to say, 'everybody wants the personal' seems to me a cop-out. It says 'I'm not willing to act professionally.' That would be like for me as a professor to say 'my students would just as soon I cancel class so, okay, I'm going to cancel class.' Well, that's an idiotic thing to say."

We are not being well served by the media, says Jeff Lukehart. "I would also argue that many members of the public may squeal a little bit too much. Oftentimes we do not want to admit we attend to the coverage of an O.J. Simpson trial, but we do [pay attention]. But even in those instances where the



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public seems to clearly indicate that they don't care for the tenor of the coverage or they don't care for the extent of the coverage on particular issues, for the most part the press ignores it."

Infotainment is a creature of the marketplace, Lukehart says, "and unless individuals as consumers of news and entertainment exercise their right to complain, I think we're on a path that probably is not going to change appreciably."

As ownership in the media industry becomes more and more concentrated and the "voices" fewer, balancing one's news diet becomes more problematic.

Those who value balance will

have to bestir themselves and seek out alternative news sources, he says.

We also need to sharpen our skills as analysts of information, particularly information conveyed through images, Lukehart says.

For instance, when we see night after night of programming about police arresting minority-race drug dealers and users in the inner city, the images help create or confirm existing linkages in our minds about race, crime, and police services. When we see footage about starving people in Somalia, it's powerful motivation to support our government's going into that country to help.

Even when the image itself is "true" — that is, people in Somalia really are starving — it can mislead if it doesn't appear in context, Lukehart says. For example, people are starving in other parts of Africa besides Somalia, but Somalia had particular military and political importance for the United States, facts that most news accounts left out of the famine story.

"In a global community, we require more and better information, akin to knowledge, than maybe ever before," Lukehart says. "What we're getting is information rather than knowledge. Information is just bits of stuff that have little or no relationship to other bits of stuff. Knowledge is information that can be applied to decision making. It's as much the individual's responsibility as it is the politician's as it is the press's that's created this kind of knowledge vacuum...."

Understanding these issues is difficult. It's best to start young, and Lukehart notes that in a few school districts, media literacy is part of language arts and similar curricula.

"But you can't make someone be literate. They've got to want to be literate."

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Defamation: Is It Libel Or Slander Or Does It Matter?

BY KATHY GRAHAM

With the advent of the talk radio show and television shows that promote the real life experiences of the audience and others, the question of defamation must be of real concern to the producers. A producer or a talk show host often has no idea what the guests on the show may say. And perhaps before it's over, someone may have misstated the facts about another, creating the possibility that someone has been defamed.

A defamation occurs when a defendant communicates to a third party a statement that holds the plaintiff (the party being defamed) "up to hatred, contempt or ridicule or to cause him to be shunned or avoided." See Prosser and Keeton, *Torts*, 5th Edition, 773 West Publishing Co. (1984). The cause of action allows plaintiff damages for the loss of reputation attributable to the defendant's statements. Any defamatory statement must be false — if it is true, then the cause of action doesn't exist.

Written defamation has been treated differently than oral defamation. Written defamation or libel usually involves greater damages since the statements have more permanency in their written state. Slander or oral defamation traditionally required a showing of actual damages in order to recover. The thinking is that an oral communication is potentially less damaging because it is less permanent and available than a written communication.

When we consider the possibility of slander uttered on a national radio or television show, the likelihood that the harm will be less than libel becomes more problematic. Courts have struggled with the distinction between written and the spoken word and have been divided as to how that distinction impacts radio and television media defamation. For instance, some courts have decided that if the

defamatory statement was read from a script, it can be libel because it was in written form before it was spoken. On the other hand, others have taken the position that broadcasting of defamatory material on the radio or television should be considered libelous whether or not it is written on a script before it is spoken. The reasoning behind that is that it can be very damaging to one's reputation to have a statement made on a television or a radio broadcast.

The other issue which will affect how the media defamation is handled concerns whether or not the person being defamed is one who is either a public figure or a public official. For example, defaming President Clinton or First Lady Hillary Clinton is quite different than defaming Joe Smith or Josephine Smith, members of the general public who are not well-known to the public. If President Clinton is defamed, the defamation must be proven but in addition, the plaintiff (President Clinton) must show that the defendant (party committing the defamation) demonstrated reckless disregard for the truth in making the defamatory statements.

Not only must the statement be false, but it also must have been made by a defendant who likely suspected it was false when it was made. This burden is often very difficult to meet; so a public official or a public figure may have a much more difficult time proving the state of mind necessary to meet the requirements for defamation. If the defamation involves a public person, that individual will think long and hard before proceeding with a defamation lawsuit. This is not the standard for private individuals although they do not tend to experience the same magnitude of damages in these cases.

Kathy Graham is associate dean and professor of law at the Willamette University College of Law.

FEATURE

Gender Bias in the Media:

BY DAVID DOUGLASS

Consider for a moment what the world would be like if media were true. This is not to say that media lies to us — that is the subject of another article — rather, imagine that the world depicted in media were our world. It would certainly be different from the

world we know now: crimes would invariably be solved in an hour, owners of imported cars would literally jump for joy, and the Enterprise would boldly go where no one had gone every syndicated night at 7 p.m. The world would also be a strange place in terms of sex. Two-thirds of the population of the world would be men, and white men at that. It might be that most of the women who constitute the remaining third of the population die young of some mysterious disease, because fewer than 10 percent of them would live beyond 35 years of age. They, like their male counterparts, would nearly all be white. In addition, they would nearly all be heterosexual, beautiful and very thin. Apparently this condition would cause a good deal of stress, because these women would suffer a great deal of the time from various ailments. When fortunate enough to avoid getting sick, they would be quite likely to be victims of crime perpetrated by men who are strangers to them. All of

these pitfalls would barely leave enough time for the women to pursue their favorite interests, which would be men, household chores and children. Apparently the lack of intellectual stimulation would stunt women's conversational abilities, because they would seldom have much to say. Luckily, women would nearly always have a man in their lives to say things for them.

If this world sounds like a place best avoided even vicariously, one may find cause for despair. Media has become an essential component of contemporary life. One recent representative survey showed that American adults have about 34 hours of leisure time each week. Of that time, over half — upwards of 17 hours — is devoted on average to mass media use. Much of the remaining time is spent engaged in activities accompanied by media, such as eating dinner with the television on, or driving while listening to the radio. This use is not happenstance; we seem to need media. A study of media use during a newspaper strike some years ago showed that many people were so addicted to newspaper reading that they began to reread old issues of their papers. More households in the United States have televisions in them than have indoor plumbing, and those televisions are switched on for 7 hours and 15 minutes a day, on average.

Given that media are so extraordinarily pervasive, we may well wonder at the odd world represented there, and find reason for concern over certain media patterns. In particular, the depiction of gender is disturbing. Julia Wood, author of *Gendered Lives: Communication, Gender, and Culture*, observes that gender bias is reflected in media in at least three significant ways: First, in terms of simple representation, second, in terms of the roles enacted, and third, in terms of the relationships depicted between men and women. Regarding representation, women are radically underrepresented in virtually every form of media, including prime-time television, where men outnumber women three to one; newscasts, where men comprise 84 percent of anchors; and as subjects in newspapers, where men outnumber women nearly nine to one. This skewed depiction is distorted still further when other characteristics are factored in. For example, fewer aged people are represented in media than their proportion of the general population would warrant. In this already underrepresented group, far fewer women than men are depicted, and those who are tend to be characterized as sick, dependent, incapable and passive. Similar differential representation exists with regard to a variety of additional characteristics, such as race or socio-economic status.

The roles enacted by women and men portrayed in media



Flat People and Narrow Roles

tend to be stereotyped to the point of caricature. Men are generally serious, competent, adventurous, powerful, violent and active. They are sexually aggressive, but distant from other human relationships. Significantly, mediated men seldom enact any roles that might be gender neutral or feminine. For example, men are seldom shown doing housework or domestic chores of any kind, such as childrearing or cooking, and they are usually characterized as being both uninterested in such tasks and incompetent to perform them.

Mediated women are a complete contrast to mediated men in nearly every way. "Good" women are deferential, focused on the home, and frequently cast as victims, angels, loyal spouses or sex objects. They are frequently shown in domestic and supporting roles. "Bad" women tend to enact a limited series of masculine characteristics, including aggression, sexual assertiveness, and vengefulness, and they are frequently devoid of most "good" woman characteristics. They may also be interested in masculine domains, such as the workplace. In a significant number of cases, good and bad women vary in appearance as well; bad women are less attractive than good ones.

The various contrasts in the respective identities of men and women may be most clearly displayed in their relationships with each other. These relationships are generally based on an asymmetrical involvement; women are far more dependent on, even defined by, the men in their lives, while men are most concerned with issues other than their relationships with women. Men are often literally depicted above women, whether dominating them or focused on some other person or thing. Male competence is often shown to be an essential ingredient in male-female relationships, because it makes up for the incompetence of women in dealing with various problems or issues. This stereotype is so deeply entrenched that to depict male incompetence — a theme in Tim Allen's situation comedy, *Home Improvement* — is comedic. Men are also depicted as financially responsible for the support of the women in their lives, whereas women are caregivers for men.

The point to variously skewed or stereotyped depictions of men and women is not that they are patently false taken individually. Such men and women may exist in the real world. However, the patterns in media suggest that these are the only possibilities that exist. The repeated characterizations and stereotypes achieve a sort of convention. The oft-depicted people, roles, and relationships achieve a normalcy and value. Some of the net effect is to suggest that women do not matter as much as men, and that older, minority or poor women are

essentially invisible. Men are all white and successful, or should be. Women are defined by their relationships to men, who, in turn, don't care especially about the women in their lives.

To know someone's gender is to know most of the things about that person that matter in the world of media. These stereotypes limit our perception of the possibilities for both men and women, and carry with them values for a variety of behaviors.

Over the course of the past decade, the increasing awareness of the limits of mediated depictions of men and women have led to small but significant changes in the ways that some women are portrayed. Far less change has occurred with regard to male stereotyped roles, however. The fact is that patterns of distorted gender roles and values found in media are largely intact, and show few signs of change. Years ago, Canadian communications theorist Marshall McLuhan speculated that mass media would create a "global village." What he failed to consider was why anyone would want to live there.

David Douglass is an assistant professor in the Department of Rhetoric and Media Studies.



FEATURE

Critical Thinking Essential in Mass Media and Cyberspace



DALE PETERSON

BY JOHN MCMILLAN

While hardly anyone admits to admiring the American mass media, almost everyone reads, watches and listens to it.

Like the rest of the United States, the Willamette community would rate the quality of information and entertainment presented by the mass media as, at best, debatable. Critics argue that the media confuse the difference between fact and fiction, put form ahead of substance, promote ideologies at the expense of providing facts, and appeal to the lowest denominators of taste. Defenders note the volume of immediate and

often carefully documented news, the broad spectrum of opinion, and high levels of audience satisfaction with entertainment.

Nevertheless, the reality is that humans — whether in college dorms, apartment houses or single-family houses — never before have received each day so many messages from the mass media — television, radio, cinema, newspapers, magazines and books.

Yet this media age — the era of the “couch potato” and passive media audiences — may ultimately be doomed, not by consumer discontent but by the same technology that fueled the multiplication of media. Equipment already available allows citizens to ignore the mass media and obtain their own

news and entertainment from computers, modems, and telephone and cable lines. To use the jargon, Americans may "demassify" into "interactive cyberspace," and that has profound implications for colleges and universities.

Observers already note signs of decay in the mass media. Salem, Portland and many other U.S. cities lost during the 1980s their daily newspaper competition. The audience on any given day for daily newspapers and for television programs from the three traditional networks has fallen in the last three decades from close to 100 percent of households to 60 percent. Many radio stations lose money, and scores of licenses are unused. Advertisers are beginning to ask how to promote their wares in a nation without mass media.

What does this mean for Willamette University and its alumni?

Mass media and mass communication never have been central to the University's mission, even though the University counts several distinguished journalists among its alumni. The College of Liberal Arts houses a department of rhetoric and media studies, and the University's undergraduates publish a weekly newspaper. Several courses in the social sciences touch on media effects, and cinema is recognized as a component of English. The College of Law pays increasing attention to intellectual property rights, the legal doctrines that protect ownership of news and entertainment products. The Atkinson School considers the impact of media behavior on managers. Yet the total attention given to media is slim. Catherine Collins, a Willamette professor of rhetoric and media studies, finds relatively little interest among most faculty and students in looking closely at the media.

Despite the huge influences of the mass media in the United States today, the posture of Willamette and similar colleges is not surprising. Two of the nation's leading scholars in mass communication, Melvin L. DeFleur and Everett E. Dennis, wrote in "Understanding Mass Communication: A Liberal Arts Perspective" that most media professionals tend to assume that the bulk of their audiences have limited attention spans, prefer entertainment to enlightenment, and "quickly lose interest in any subject that makes intellectual demands."

That's hardly the sort of audience that describes the Willamette community. But the individualized communication system of the future will demand that its users master the art of critical thinking. And that's exactly what Willamette is all about.

As with any commentary on the media, the risk is overstatement. The mass media will not be gone tomorrow or even by the end of the century.

The United States has three newspapers available nationally on the day of publication, and all are profitable; three decades ago the nation had none. Television networks con-

tinue to be established; at last count, seven on-air, non-cable networks existed. Twenty million or more persons routinely watch each of the top TV shows, and more than 100 million saw at least part of the 1995 Superbowl. NBC expects to gross more than \$30 million in advertising revenue from simply one

showing of the film "Jurassic Park." Cable networks continue to be created, and cable is starting to be challenged by home satellite dishes. Public talk about public affairs, often conservative in tone, has replaced music on hundreds of radio stations. The media are routinely attacked by presidents and blamed by politicians, social critics, and many citizens for most of society's problems. Nevertheless, the media are used in one way or another by virtually all citizens. The media are everywhere, relentlessly pursuing mass audiences.

The idea of a media age was unknown when the 20th century began. In *Public Culture*, perhaps the best book available to lay people on the American media system, sociologist Leo Bogart reports that "medium" as a word to describe places where advertising could appear first found its way into Webster's Dictionary in 1909. The media then included only newspapers, magazines, billboards and cards on streetcars. Radio emerged in the 1920s. Television, after false starts in the 1930s and necessary delay in

World War II, became a national enterprise in the 1950s. In its early days, cable television existed not to bring diversity to TV but to get signals to homes remote from transmitters. Direct mail, where 25 percent of advertisers' dollars go today, dawned as a significant force only after computers came into widespread use.

The influences of the mass media have been profound—in encouraging consumption, shaping public tastes, building at least a partial common culture, creating celebrities, filling leisure time, framing political debate, importing war to the living room, encouraging public discussions of topics never mentioned or once confined to the bedroom, and bringing the power of public opinion to bear on a host of issues, some vital and some frivolous. The role of the mass media on the nation's economic life is not insignificant; well over \$200 billion is spent annually on the media by advertisers and consumers, Bogart reports.

Many blame the media, especially since the advent of television, for encouraging skepticism about the credibility of all institutions and leaders, destroying civic and community spirit, undermining private virtue, and celebrating violence and bizarre sexual behavior. The steadily increasing competition for audience is said to have weakened the hold of quality on popular culture. Mass audiences have seemed more responsive to attack advertising and spin control than to thoughtful discussion of public policy—although it's worth noting that President

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A Journalist's Mission: Seeking Facts and Reporting Objectively

BY DAN DAVIES

Larry Davies was born on a farm in Kansas, raised in Oregon, and graduated from Willamette University.

At Willamette, he lettered in tennis and baseball, earning the nickname of Bum Bounce Davies for his habit of saying the baseball took a bum bounce when it got past him and into left field. He was active on campus in other areas as well, serving as associate editor of the *Collegian* student newspaper and editor of the *Wallulah* year book.

Thus the groundwork was laid for a distinguished life in journalism.

After graduating, he worked for a time for the old *Portland Telegram* and then married his college sweetheart, the former Edna Gilbert '21.

During the mid-1920s they spent two years in Europe, where he worked for the *Paris Herald*. On their return to the United States he began a 43 1/2 year career with the *New York Times*.

In the summer of 1941 he opened the *Times'* first bureau west of the Mississippi, in San Francisco.

The "Gateway to the Pacific" produced a never-ending stream of top war stories, and in 1945 Davies was a key player in the *Times'* coverage of the founding of the United Nations in San Francisco.

With a beat that covered the Northwest, Alaska and Hawaii, he witnessed and covered countless other historic events as well, including statehood for the latter two in 1959.

During the Alcatraz riot in 1945, members of San Francisco's highly competitive press corps chose him to represent them as the only pool reporter allowed to visit the flaming island.

On Good Friday in 1964 he and Edna had just gone to bed in a Portland hotel when he learned about the devastating Alaska earthquake. They



Lawrence Ellsworth Davies '21
Feb. 5, 1900 - April 30, 1971

quickly drove to SeaTac, where he talked himself onto a military flight to Elmendorf Air Force Base outside of Anchorage.

Not long after his arrival he ran into the president of Alaska's leading bank, who was on his way to an unannounced, private meeting with other financial and business leaders and the governor to map recovery plans. Davies was invited to sit in and *voila*, another exclusive.

He retired in 1970 when he turned 70, but continued in the news business for another year, with the news bureau at the University of Alaska, Fairbanks.

Throughout his life, Davies cherished his years at Willamette and maintained strong ties with his classmates, the administration and other alumni.

When Mark Hatfield and Travis Cross were doing graduate work at Stanford University in the late 1940s, Davies invited them to his Palo Alto home for Sunday dinner. There, the two outlined their plans for Hatfield's political career, which included a term or two as governor of Oregon. What an exclusive that would have made!

In 1951, Willamette recognized Davies with an Honorary Doctor of Letters degree.

Six years later the *Times* added its voice to the public acclaim coming Davies' way with a full page advertisement in *The New Yorker* magazine. The copy accompanying a picture of him standing next to one of San Francisco's famous cable cars labeled him as one of the city's landmarks as well.

In 1965, he was back at the scene of his undergraduate days to look at the campus through the eyes of a veteran reporter. His findings were published in the *Willamette Alumnus* that fall.

He described his mission as that of a personal representative of the 6,000 alumni to inspect operations and report on how things were going.

"As a working newspaper man who had been baptized long ago into objective reporting, I suggested one condition: I would not avoid criticism in the report, remembering that Dr. Samuel Johnson said, 'Praise ... owes its value only to its scarcity.'" Willamette's president, Dr. G. Herbert Smith, agreed. "I am quite sure we can take it." And he was right. Davies found mostly positive things going on at the Salem campus.

Not unlike today, a campus expansion was underway and administrators were "dedicated to preserving the integrity of the academic degree and preaching the gospel of academic excellence."

Larry and Edna, who also is now deceased, had three sons, one of whom followed him into a lifetime career in newspapering.

The author, Dan Davies, is the son who followed in his father's footsteps. Dan Davies retired from his position as city editor of the Salem Statesman Journal in July 1994.

Clinton's 82-minute State of the Union speech last January got far higher marks from the public than from media pundits.

"More and more of our citizens now get most of their information in very negative and aggressive ways that are hardly conducive to honest and open conversations," Clinton said in that speech. He returned to that theme two days later while addressing the National Prayer Breakfast: "The communications revolution gives words the power not only to lift up and liberate but the power to divide and destroy as never before."

Clinton was hardly the first president to raise questions about the media. Both Presidents Bush and Nixon often seemed to be campaigning more against the "liberal" media than against their Democratic opponents. And presidents are not alone. It was more than 30 years ago that Newton Minow, then chair of the Federal Communications Commission, characterized television as "a vast wasteland," a charge that resonates today.

Common sense says Clinton was accurate in lamenting the impact of much media dialogue. Nevertheless, research into media effects, while abundant in quantity, tends to be narrow in focus, and its findings are mixed. Moreover, Americans tend to be romantic about the past. Most of the personal attacks we hear in politics today, for example, are mild compared to the printed assaults of the 19th Century.

Then, too, the media age has brought to the American home not only the negative sound bites and the latest drive-by shootings but also an abundance of accurate news and information and much more quality entertainment than commonly acknowledged. Yes, players in the media age include the *National Inquirer*, *People* and *Penthouse* magazines, and MTV and the Playboy Channel. But the media also include C-Span, CNN, PBS, round-the-clock weather and financial programming, and the Discovery, Learning and A&E channels. Today's *New York Times* and the *Wall Street Journal*, arguably the world's finest newspapers, are routinely available in vending machines on the Willamette campus and at a newsstand two blocks down State Street, which also sells the unexcelled British news magazine, the *Economist*.

Whatever their quality, the variety of media in the United States share four characteristics. Except for books and cinema, the media tend to be free or cheap to the consumer. They operate largely without government restraint and are driven by market forces. Most are owned by large companies, often operating on more than one continent. They are edited or produced to appeal to the largest possible portion of their target audiences — geographic communities for most daily newspapers and local television, everyone for network television.

Historically, advertising has financed the gathering of news. The price of newspapers to consumers rarely covers the costs of newsprint and distribution, and the advertiser provides not only the profit but also the money to pay for the reporting, editing, and printing. Except for PBS, broadcast always was fully supported by advertising until 60 percent of U.S. homes decided to buy cable service. Even now, little of the cable dollar gets to those who create TV content.

The First Amendment to the U.S. Constitution, of course, guarantees freedom of the press, which certainly includes books, magazines and newspapers. That doctrine prohibits the public in almost all cases from controlling content, except by refusing to buy. Political enthusiasm for deregulation significantly loosened government restrictions, never strong, on broadcasting, and the TV networks and the movie industry have cut back their own self-censorship.

Despite an enormous number of pious words, making money is the principal goal of media companies. That was not always so. Most early newspapers came from politicians, who wanted to promote their causes, or from boosters, who sought to promote their cities. More than 80 percent of the early owners of newspapers and broadcast stations were local families, as concerned about community welfare as making money. Now-defunct RCA, which created both the idea of radio and television

networks and the technology of color TV, initially wanted to sell radios and color TV sets more than it sought to sell advertising to sponsors.

Community ownership is, for the most part, long gone from the media world, as a quick tour of Oregon makes clear. Local companies own none of Portland's major media outlets, except for *Willamette Week*. The newspapers in Portland, Salem, Albany, Corvallis,



Despite an enormous number of pious words, making money is the principal goal of media companies.

Medford and several other Oregon cities belong to national or regional chains, while local ownership persists only in Eugene, Bend, Vancouver, Wash., and a handful of other places. Few local cable operators survive. Some media critics think national owners' priority on maximizing profit has led to more sensationalism in news coverage and too-rigorous limits on staffing. A shooting is easy and cheap to cover; that may be one reason crime makes up such a large portion of local news, even in places where crime is declining.

But all that could become irrelevant as information and entertainment move to cyberspace.

The dawning alternative to the media is the computer with a modem, hooked into an on-line service like Prodigy.

American Online, or Compuserve. Those three served seven percent of U.S. households by the end of 1994, and more on-line services are being created. Meanwhile, the number of homes with personal computers has risen to about 31 percent. Announcements come almost daily from media organizations about their plans to make their products — information and entertainment — available through on-line services. Several newspapers and magazines already can be found in electronic form. In some cases, readers can talk back to editors and reporters.

Meanwhile, the technology is being created to load text and motion into flat-screen computers. Ask a database, accessed through a wall plug into a cable or phone wire, for what you want to read or watch. Presto, "Middlemarch," the day's news, or the latest soap will move into your portable computer.

At least seven great unanswered questions exist about the very fuzzy future of news and entertainment in the United States. All are worthy of our best minds in and out of universities:

- In an environment where almost anything easily can be copied and shared electronically — as computer programs and audio tapes already are — how can creators protect their rights to their products?
- Will consumers welcome advertising into their self-created diet of media fare?
- If not, without advertising to defray the costs, how much time and money will consumers spend in creating their own media products? Prodigy, after all, has already invested \$1.2 billion without a penny of profit.
- Even if upper income families find what they want daily in cyberspace, where will low-income households, accustomed to free fare, get their news and entertainment?
- Are unregulated market forces in the electronic world sufficient to uphold not only the First Amendment but also the professional ethics and standards that continue to inform Americans' better-quality mass media?
- If viewers and readers create their own diets of news and entertainment in very individualized ways, what happens to the media-produced common body of knowledge about current events and local doings that always have tied Americans together in one nation?
- Absent that common knowledge, what happens to democracy?

No one has the answers. It's perilous to assume anything. When it comes to the media, Herbert Hoover taught us that.

Speaking in 1922 as secretary of commerce about the then-new phenomenon of radio, Hoover said:

"It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for vital commercial purposes to be drowned in advertising chatter."

In the present and future media worlds, nothing is inconceivable.

John McMillan is teaching written communication for management at the Atkinson Graduate School of Management. He is a former publisher of Salem's Statesman Journal.

A Journalist's Mission: Observing and Interpreting Epic Events

BY BARBARA MAHONEY

Celebrated by his colleagues and competitors as one of the greatest of the foreign correspondents during the period between World Wars I and II, Ralph Barnes graduated from Willamette University in 1922, having achieved recognition on the football field, in student government, and in debate. After receiving his master's degree in economics from Harvard, Barnes married Esther Parounagian '23 whom he had known in high school and had courted at Willamette. The two moved to New York determined to find employment and make their way in the world.

Barnes began his newspaper career covering evening community events for the *Brooklyn Eagle*. He was paid for only those articles the paper chose to print, but he was on his way. Using his *Eagle* experience and a brief and ill-fated stint at the *Evening World*, he landed a job on the *Paris Herald* with the help of his Willamette friend Lawrence Davies.

Barnes started at the bottom on the *Herald* but showed promise when he "found" Charles Lindbergh who had been spirited away from the press following his landing in Paris. Barnes' interview of Lindbergh led to his assignment to cover Gertrude Ederle's Channel swim and his collaboration with Leland Stowe to report on the Young Conference on reparations. The *Paris Herald's* parent paper, the *New York Herald Tribune*, offered him the position as its correspondent in Rome in 1930. There Barnes began the battles with censors which marked the remainder of his career. Concerned with its image abroad, the government of Benito Mussolini was not always happy with how it was



Ralph Barnes '22, 1898-1940

portrayed by the young *Herald Tribune* reporter. But Barnes' articles exhibit the journalistic curiosity and the attention to context which distinguished his reporting.

A year later, the *Herald Tribune* management decided to open an office in Moscow and appointed Barnes to the post. The Soviet Union, under Josef Stalin, was in the midst of its Five Year Plan for industrialization and the collectivization of agriculture. Barnes roamed Moscow and, when he could, traveled about the country, providing his readers with a vivid impression of Soviet life despite the censorship. He became the first American correspondent to report the terrible toll which collectivization was taking in the countryside where millions of people were dying. By 1935, his relations with the Soviet authorities were sufficiently strained that both he and they welcomed his assignment to Berlin. As head of the *Herald Tribune*

bureau there Barnes recorded the events propelling Europe to its destruction, from the remilitarization of the Rhineland in March of 1936 through the annexation of Austria and the Munich Conference to the occupation of the rump Czechoslovakia in March of 1939. At the same time, he did not neglect the internal workings of the Nazi regime, the antisemitism, the power struggles, the repression of dissent in the arts, among the Christian churches, in the military, the economic policies designed to promote rearmament and self-sufficiency and the effects of all this on the everyday lives of the German people.

Barnes was transferred to London in the spring of 1939 but returned to Berlin just as the Germans were about to invade the Low Countries and France in 1940. The quick successes which the German army achieved there led Barnes to report on a cooling of relations between Nazi Germany and the Soviet Union and to predict that the east would be the next object of Nazi conquest. The reaction of the German government was swift and Barnes was immediately expelled. He spent the next few months reporting from eastern Europe and the Mediterranean. Anxious for a story to interest his editors, he flew out of Athens with a British bombing mission. The plane crashed in Yugoslavia in November 1940, killing all aboard. Barnes did not live to see his prediction realized with the Nazi invasion of the Soviet Union in June of 1941.

Barbara Mahoney, vice president for University Relations and an associate professor of history, is working on a book about Ralph Barnes.

Something for Everyone: Media Unmassed

BY TIM BUCKLEY

Anyone who gets junk mail probably understands the concept of niches. It is the segmenting of society into finite social groups with special interests: philatelists, philosophers and Phillies fans, for example. For each niche, there is very likely an effort to coalesce and inform that group, using a variety of print and electronic media. That stream of information can generally be regarded as niche journalism.

As the number of niches grows, so too does the prevalence of niche journalism. Publications that once appealed to the masses, like *Life* and *Saturday Evening Post*, succumbed long ago to niche magazines like *Ladies Home Journal* and *Men's Health*. Broadcasting has become "narrowcasting," as TV's major networks come under siege from cable stations, each filling a special niche: news, music, movies, religion or shopping. Even hard news has split into niches, as old-fashioned journalism fights for its life against a host of "infotainment" media.

What pushes niche journalism along is more than just the latest census data or market survey. It is advertisers, who demand more targeted results from ad dollars. It is journalists, ad agencies and media producers in pursuit of ad revenue. And it is consumers, who complain that they have less personal time to absorb new information, and seek only that which satisfies their narrow interest most quickly and thoroughly. The information pendulum has swung mighty far from even 10 years ago, a time when culture had more common ground in mass media.

"What we're seeing is the unmassing of the media," said John Knowlton, editor and publisher of a two-year-old niche newspaper called *Home Based Business News*. Knowlton said that readership of daily newspapers, as well as the number of dailies published in the U.S., has been declining for decades, while overall, the number of publications has risen.

Knowlton, a 20-year veteran of business journalism, went back to college in the 1980s to study media economics. That's where he began to understand the direction journalism and journalists are headed — providing a vehicle for niche groups with unmet information needs. Knowlton started *Home Based Business News* after discovering that an estimated 13 million people in the U.S. have a home-based business, and few publi-

cations to serve them. For now, he focuses the newspaper on the Portland area, sending 16,000 copies of the monthly to an estimated niche market of 45,000 people. Ad revenue pays the bulk of his costs, ads placed by companies like Microsoft and Pitney Bowes, who want to capitalize on the office-in-home phenomenon.

Likewise, Marc Robins '76 M'79 has established a niche publication in the Portland area, called *The Red Chip Review*. Every two weeks, Robins' company, Crown Point Publishing, Inc., sends out a 100-page book of economic and investment information about 42 "small capitalization" companies. During the year, Crown Point analyzes nearly 300 such companies, once per quarter. Thousands of clients pay between \$300 and \$1,000 a year to get the results of his analysis.

Similar to what *Morningstar* does for mutual fund investors and *Value-line* does for the large company stock investors, *Red Chip* does for clients interested in "small cap" companies, those valued at less than \$750 million in assets. Just as *Morningstar* found its niche, Robins has developed and plumbed the depths of another. Initially, the niche was even more narrowly focused on companies in the western U.S., but Robins has gradually expanded its coverage elsewhere. A clear example of niche stretch.

Unlike Knowlton's *Home Based Business News*, *The Red Chip Review* is subscriber based, and accepts no advertising. To Robins, that gives his information an air of credibility that other niche publications, even some giants, can't touch. "The *Wall Street Journal* isn't unbiased," Robins said, asserting that massive advertising revenue must at some point color their editorial coverage and judgment.

Shades of Gray between Truth and Commerce

The lines between journalism, promotional media and advertising have become obscured. Say, for example, the Sierra Club or Arco Oil Company publishes a book about the Equatorial Rain Forest.



Red Chip Review

written by a respected scientist. If the text is politically slanted, can it be called journalism? On the other hand, if it is politically balanced — treating equally the forces of development and conservation — can you call it journalism yet, when the name on the label says “buy me, and help support our political cause.”

Take another example in the field of finance. Robins' *Red Chip Review* seems at arm's length from commercial tainting. But what about an educational TV show on public access cable called *Principles of Investing*. Scott Bigham '88 and Brent Highberger '89 both work as financial consultants for Smith Barney Shearson, Inc. in Salem. Bigham and Highberger are both very careful to impart a broad range of generic information. But the audience comes away knowing where the men work. The company's investment strategy becomes an unavoidable part of the mix. And the men are lauded by superiors as scoring a public relations coup — free air time to acquaint an eager public with the Smith Barney name. Is it journalism or a half-hour infomercial?

“Media reflects society,” said Merlin Mann, professor of journalism at Abilene Christian University, in Texas. Its fragmentation into niches reflects society's drift from common ground to isolation. “We invented TV so we could sit at home and watch a hanging, instead of going to the courtyard to watch it with the rest of the townsfolk,” he said.

“We don't yet know the full potential of media and information,” Mann said. “But it's not the end of the world because it's changing. Even though society seems splintered into niches, he said, “the past isn't as rosy as we remember, either. With all our information today, are we any better informed?” Mann asked. “Probably not,” he answered, “but I have no sense of foreboding. Society is not headed off a cliff anytime soon.”

The impact of niche journalism, the obscuring of boundaries between news, advertising and public relations means that the lines between disciplines is also disappearing in the classroom, according to Mann. “The important thing is that students

learn how to communicate effectively, to turn complex ideas into readable sentences available to large audiences, regardless of the delivery system,” Mann asserted. “If we teach people to communicate, they'll learn how to run the machines.”



Public Relations and Editorial Complicity

Eric Fishman '88 is a founding partner, president and creative director for Metropolitan Events, Inc., a public relations and event planning company in Portland. The niche he and three partners (all Willamette grads) established is that of working exclusively for non-profit organizations, some of which are governmental.

Non-profit organizations rely heavily on contributions of time and money by the public. His clients, including Oregon Public Broadcasting, the Portland Public Library, public and private colleges and hospitals all depend on fund-raising activities to bolster their tight budgets. Metropolitan Events helps them get recognition and money through a combination of strategies: using niche marketing, niche media, advertising, staged events, and free news coverage.

Here the lines of journalism blur further. Fishman is paid to stage events that attract media attention. News stories appear and editorials are written about the event and the sponsor. It's the best advertising available, because “objective” journalists are telling the story. For that reason, editorial content is estimated to be six times more effective than the same amount of advertising. Can the public decide anymore what is news, when much of it is paid for and staged for a greater purpose?

Are the blurred lines in journalism important? Jeff Lukehart, assistant professor of rhetoric and media studies, says yes. “Media contributes to democracy and we aren't being dutiful.” By “we,” Lukehart means the viewing public as well as those who produce and buy the media. “A story's newsworthiness is based more on conflict, intrigue and its graphic impact,” he said. “What is often missing is the ethics: are the subjects treated with respect and is there a greater good involved with reporting the story?” In light of technological advances (*Forrest Gump*) and without journalistic ethics, Lukehart said we can quickly lose sight of truth and reality. “The public doesn't have the visual literacy it needs, and can be too easily manipulated,” he said.

Beyond that, Lukehart said students, and the public too, must be more critical of the media, in terms of scrutiny and analysis. “We have to be able to look at a headline and its relationship to the story, Lukehart said. “We have to be able to see how photos are manipulated for effect.” He cited a recent example of *Time* and *Newsweek*, which ran identical photos of O.J. Simpson on their covers. “One had been air brushed to make the defendant more sinister looking,” Lukehart said. He went on to say that students and the public must be able to sort out the garbage from the gold — on TV, in print and on the Internet. Paraphrasing author Daniel Boorstin, Lukehart said, “Information and knowledge aren't the same thing.”

'Everything We Do is Funny... It Just Is'

By Adele Birnbaum

On the evening of January 23 a large audience assembled in Smith Auditorium for the second presentation in this year's Atkinson Lecture Series, given by author Ellen Gilchrist.

Ellen Gilchrist transported us from a January night in Salem all the way down to an August afternoon in New Orleans, where it was 98 degrees in the shade. Although most of us don't normally identify with anarchists, we were caught by Ellen Gilchrist's soft Southern voice spinning out a day in the restless life of Nora Jane Whittington, 19 years old, a self-taught anarchist, with her six Dynel wigs, her stolen makeup kit, and her "small but versatile" wardrobe. Later she told the audience that she had written this story, "The Famous Poll at Jody's Bar," some 14 years ago, and that it was part of her first collection of short stories, *In the Land of Dreamy Dreams*, a small press publication that sold amazingly well and made Gilchrist's name. Among the results of this sudden success was the rather curious act of Hollywood's buying the rights to the character of Nora Jane. Apparently Hollywood had no clear intention. At any rate, time passed, but no films were made; eventually, Gilchrist confided, "I was able to buy her back out of bondage." She seemed relieved, and so, too, did the audience.

It became clear in the ensuing dialogue that many in the audience had already read Gilchrist's books, and many remembered her from her National Public Radio days, the days when Gilchrist used to read aloud from a daily journal the details of her writerly life and of the doings in Fayetteville, Arkansas. She charmed her listeners and readers here as she charmed them then.

The audience seemed to want to know about her characters. "How do you ever keep all your characters straight?" one questioner began, and Gilchrist answered in a way that implied that that was hardly a problem, saying, "My stories are all 'character-driven.' The characters come to me full-blown; I always know everything about them immediately. The only trouble I have is with the minor characters running away with the story." In this connection I was pondering Traceleen, Anna, and poor drunken Miss Crystal when the next question came.

"Do you have any problems with using real-life people as models for your characters?" Gilchrist thought for a bit. "You see, people in my family are so stuck-up, they want me to write about them! 'You haven't written about me yet,' they'll say. But when I do begin to write about someone, she isn't that person any more, of course."

"How can you be so funny?" came a voice from the crowd. "Well, I think that everything we do is funny," she answered; "It just is. Think about it!" While the whole auditorium

thought about life, somebody else asked the half-despairing, unanswerable, "Is it at all possible to be a good writer if you're not from the South?"

Then there were the questions about the journal entries she read on National Public Radio. "Oh, I just did that because I thought it would help us get our own station in Fayetteville," she said. "I wrote those for a deadline. I worked on them between trips — I didn't even re-type them before I read them on the air. I telescoped some events, but otherwise they were true stories. I meant them to give an insight into how a writer leads her life, what grabs her interest."

The next morning I had the opportunity to see Ellen Gilchrist again among the coffee cups at her creek-side bed and breakfast. When I asked why she hadn't become a professional writer until she was "almost 40," she opened her eyes wide. "Well, I started having my babies at age 19, you know," she said, "And then it wasn't till I was in my late twenties that I went back to college (Vanderbilt, then Millsaps). All this took time."

She poured me another cup, and our talk ranged from Eudora Welty, to why study the classics, to the mixing of fiction and fact in stories as did Ellen Gilchrist, as did Dante. "Oh, by the way," I finally thought to ask, "did Fayetteville ever get its National Public Radio station?" "Oh yes," she said, "that very same year! I thought at the time that it was because of my journals, but I later found out it was really through the agitations of a couple of law students."

As I scribbled my notes I found myself thinking that she was right: everything we do is funny. It just is.

Editor's Note:

Adele Birnbaum is a member of the English department, short story writer, and near-compulsive listener to National Public Radio. She enjoyed hearing Ellen Gilchrist's insights into the creative process and the whole mid-winter lift that Gilchrist brought to the campus.



Ellen Gilchrist



ALUMNI CONNECTIONS

Nominees Named

Mary (Laughlin) Barlow '45 and Mary (Hadlock) Bunn '70 have been nominated for election to the WU Alumni Association board. Barlow has recently retired from the Marion County Mental Health Services and has been active in planning her class reunions. Bunn has also worked on her class reunions, is on the Portland area alumni club board, and serves as an associate member of the community relations committee of the Alumni Association board of directors. Alumni may also write in candidates. The 1995-96 officers recommended for association approval are also listed on the ballot to the right. Results will be printed in the summer Scene.

Alumni Committees Remain Active

The Alumni Association board of directors continues to work on behalf of all alumni, primarily through its committees. The nominating committee has solicited and recommended two new members for the '95-'96 board (see ballot to the right). The officers note that the board has greatly appreciated the services of outgoing members John Welty '73 (six years) and Marilyn (Luther) Egans '67 (six years). The nominating committee will also select nominees for Distinguished Alumni Citations. To suggest the name of a deserving alumnus/a, contact the Alumni Office at (503) 375-5304.

The career development committee has continued to present the "What I Did with my Major" program with alumni panels in exercise science in

February and music in April.

The admissions committee has helped connect the alumni club board members around the country to the Admission Office for help with prospective students and college fairs. In addition, the parents executive committee has volunteered their help with prospective students. If YOU would like to help, please contact the Alumni and Parent Relations Office at (503) 375-5304.

The community relations committee has been working to improve the senior party as an opportunity to bond as well as learn about the Alumni Association.

The financial support committee has been working to improve the percentage of alumni giving to the Annual Fund. They hope to get the message to young alumni, especially, that participation in any amount is important. In addition, they have been working to change the class agent program to a class committee program.

Following their March 11 meetings, the Alumni Association board of directors and the parents executive committee were invited to attend a dinner in Goudy Commons, followed by Freshman Glee, in appreciation for their volunteer services.

Basketball Reunion Attended by 65

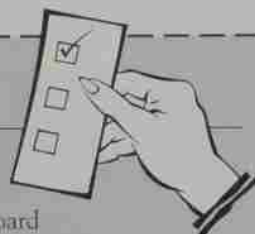
A reunion for all former basketball players was held on January 28. Approximately 65 men and women returned for a day which included watching teams practice, an alumni shoot-around and free-throw contest, a reception and dinner at TIUA and games that evening against Lewis & Clark College.

Conference Builds Alumni Leadership

The biennial alumni leadership conference was scheduled April 21-22 on campus. Members of the alumni board of directors helped to plan and organize this opportunity for potential and current alumni leaders to hear from WU administrators and attend workshop sessions on career development, admissions assistance, reunion planning, regional clubs, and class agent committees. Emphasis was placed on coordinating Alumni Association board committees with regional club and liaison activities.

Ballot

Please vote for two candidates for the Alumni Association board of directors to serve three-year terms.



Directors:

- ☐ Mary (Laughlin) Barlow '45
- ☐ Mary (Hadlock) Bunn '70
- ☐ write-in: _____
- ☐ write-in: _____

Officers:

- ☐ Eric Fishman '88, president
- ☐ Martha (Eagleson) Peterson '59, president-elect
- ☐ Mary Ann (Burk) Robinson '77, secretary
- Jon Carder '68, will be past president

Return by May 6 to:

Office of Alumni Relations
Willamette University
900 State Street, Salem, OR 97301
or FAX to (503) 370-6153

WU ALUMNI CLUBS ACROSS THE NATION

The Willamette University Alumni Association includes 24 regional clubs spanning from Toyko to Washington, D.C. These clubs each have boards which include alumni who work as liaisons to the University for event planning, admission assistance and career networking. These club regions include over 95 percent of Willamette's alumni and provide a convenient and meaningful way for alumni and parents to stay connected with each other and the University.

SEATTLE/PUGET SOUND

Held holiday party on 75th floor of Columbia Tower on December 29. Willamette Forum breakfast meeting held on March 7 at Washington Athletic Club. After Hours gathering for young alumni held on March 27. Club president: Jim Hastie '78, (206) 362-7380.

SPOKANE/INLAND NORTHWEST

Club president: Roger '80 and Robin (Reed) '81 Garvin, (509) 448-9260.

BAY AREA

Club president: Jim McCluskey '80, M'81, (415) 386-1540.

SACRAMENTO/CENTRAL VALLEY

Club president: Chuck Honeycutt '69, (916) 966-6828.

L.A.

Club president: Joanne (Young) Dannen '73, (310) 322-7268.

SAN DIEGO

Club president: Jim Burchell '85, (619) 538-2438.

OTHER GEOGRAPHIC CLUBS:

Anchorage — Club president: Larry Houle '79, (907) 276-3224.

Hawaii — Held reception featuring Jim Booth, alumni director, and Cliff Voliva, sports information director, on March 22. Club president: Calvin Zane '70, (808) 261-6950.

Japan — Planning dinner with Jerry Hudson and Buzz Yocom '49 in October '95. Club president: Shunichi "Nick" Daido '80, (813) 360-4120.

BOISE/INTERMOUNTAIN

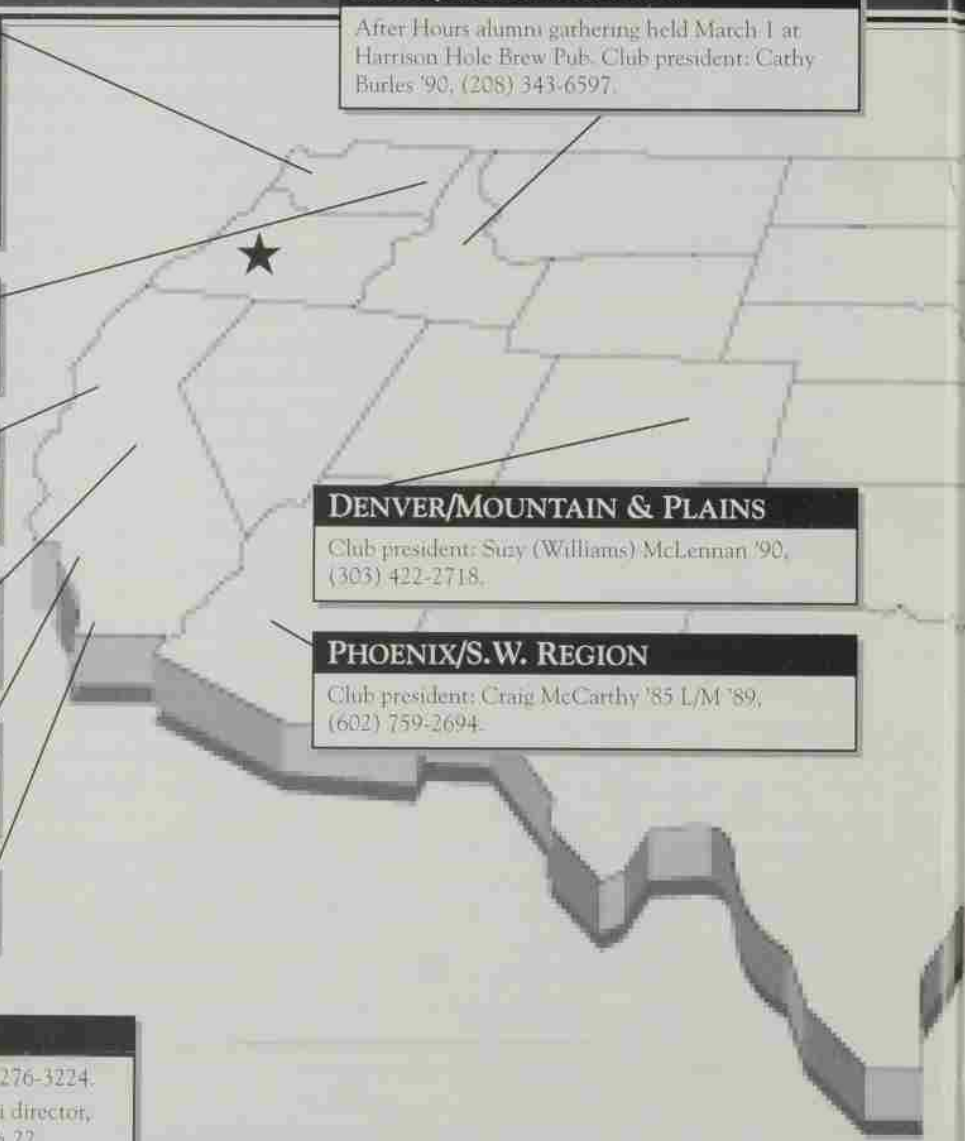
After Hours alumni gathering held March 1 at Harrison Hole Brew Pub. Club president: Cathy Burles '90, (208) 343-6597.

DENVER/MOUNTAIN & PLAINS

Club president: Suzy (Williams) McLennan '90, (303) 422-2718.

PHOENIX/S.W. REGION

Club president: Craig McCarthy '85 L/M '89, (602) 759-2694.



ALUMNI CONNECTIONS



STATE OF OREGON CLUBS

Bend/Central Oregon – Alums heard Atkinson Dean Dale Weight speak at a combined Chamber of Commerce meeting in January. Club president: Peggy (Chandler) Cushman '71, (503) 389-3044.

Eugene – A wine tasting reception is being planned for late spring. Club president: Jacqui (Graber) Litchfield '64, (503) 343-0088.

Medford/State of Jefferson – Planning joint dinner and play with alumni tour group in Ashland on August 3. Club president: Judy (Grant) Allen '56, (503) 482-7210.

Pendleton/Blue Mountain/Columbia Basin – Club president: Wayne '66 and Pam (Power) Looney '66, (503) 276-9115.

Portland – Over 200 alumni from the Portland and Salem clubs celebrated the holiday season on December 1 on the 41st floor of the U.S. Bancorp building. General Motors executive, Larry Kesler, spoke at the Willamette Forum breakfast meeting held March 14. Area young alums got together for an Alumni After Hours event on March 27. Portland club president: John Donovan '88, (503) 287-2462.

Salem – Area young alums gathered for the Lewis and Clark basketball games in January and an After Hours function in March. An alumni family outing to Newport was planned for April. August 10 has been set aside for a new student reception. Club president: Virginia (Barber) Bartsch '46, (503) 362-8798.

CHICAGO/MIDWEST REGION

Reception and tour of Art Institute held February 5. Club president: Rich Christopher L'73, (708) 482-3851.

DALLAS/SOUTH CENTRAL REGION

Club president: Andy Kuehn '59, (214) 234-3348.

NEW ENGLAND

Held a dinner and Fogg Museum Tour II in April. Club president: Pat McLarney '63, (617) 738-6974.

NEW YORK AREA

Planning a reception for May 21. Club president: Kathy (Yocom) Matson '77, (908) 821-0084.

WASHINGTON, D.C., AREA

Held a reception in April. Club president: Kerry Tymchuk '81, L'84, (703) 683-0582.

ATLANTA/SOUTHWEST REGION

Club president: Martha (Boyer) Murphy '63, (404) 394-3272.

Willamette University is Celebrating \$62 Million in Gifts Donated For Future Generations

Willamette University has exceeded its goal for the Sesquicentennial Campaign for Future Generations. Thanks to the generous support for campaign expenses provided by an anonymous donor, the \$62 million achievement was announced in full-page advertisements in *The Oregonian* and the *Statesman Journal* on February 1, Founders' Day. The ads emphasized the campaign purpose and the educational outcomes as well as acknowledging the support of donors, as reviewed on this page.

\$23 Million for Endowment – a Living Legacy

- Endowed professorships in Music, Public Policy, Literature, History and Microbiology strengthen teaching excellence.
- \$10 million in new endowed scholarships ensure access for worthy students.
- Endowed funds support the Carson Undergraduate Research grants, establish the computer-equipped Long Writing Center and purchase and maintain science equipment.

\$23 Million for New Buildings and Renovations

- E. W. Olin Science Center doubles space to study science.
- Elmer and Grace Goudy Dining Commons unifies the campus community.
- The expanded Truman W. Collins Legal Center with the J. W. Long Law Library enhances the environment for legal education.
- McCulloch Stadium and Ted Ogdahl Field improvements benefit athletes and spectators.
- The William H. Kilkenny Family Lecture Hall and Technology Center facilitates innovative teaching at the Atkinson Graduate School of Management.
- Lestle J. Sparks Center expansion modernizes fitness, educational and athletic areas.

\$16 Million for Key Needs Today

- Purchases library materials, science equipment and instructional technology.
- Gives annual support for academic programs.
- Provides financial aid to students.

The ad concluded by thanking the thousands of alumni, trustees and friends who gave generously to the Sesquicentennial Campaign; and especially to these individuals, foundations and corporations who each provided support of at least \$1 million: Hallie Ford • Grace Goudy • Richard & Billie Jean Hill • Richard & Cindy Long • William & Kay Long • Fred Paulus • Claris & Corlee Poppert • Ann & Bill Swindells • Taul Watanabe • Mildred Whipple • E. W. Olin Foundation • Collins Foundation • Sequent Computer Systems • Meyer Memorial Trust.



E. W. Olin Science Center

Founders, including Jason Lee, would be proud that their vision for educating leaders in the Oregon territory has persisted and flourished. On February 1, 1842, they founded Willamette University. In 1989, Willamette University's board of trustees and President Jerry E. Hudson determined that, on the 150th anniversary of Willamette's founding, celebration of the past triumphs and present excellence alone was not enough. They chose to honor tradition by looking forward as well. Their plan emphasized increasing the University's endowment while also providing for immediate enhancements to the academic programs and campus facilities. That plan became the Sesquicentennial Campaign For Future Generations. As the campaign ends, the targeted \$50 million has grown to \$62 million in contributions by thousands of people who share Jason Lee's vision.

Trustee Contributions Noted

By Barbara Mahoney and Mike Bennett

Willamette owes the success of the Sesquicentennial Campaign to the generous support of more than 10,000 alumni and friends. Of particular note is the fact that trustees and former trustees gave or directly inspired over \$25 million of the total. Three exceptional gifts near the end of the year brought the campaign to its proud conclusion.

J. W. Long Honored Through Law Library Dedication

In a wonderful act of generosity to Willamette University and the College of Law, Richard Long and his brother, William '59, chose to honor their father, the late J.W. Long, with a \$2 million gift to dedicate the College of Law library in his name. Jess Willard Long spent most of his life pursuing a wide variety of business opportunities, only a few of which were successful. With only a modest education, J.W. Long pored through law books, particularly books on business law, gleaned enough legal knowledge to serve him well in a myriad of business transactions. He wanted his son Bill to go on to law school after Willamette. Instead, J.W.'s two sons have brought their father's enterprising spirit to their own highly successful entrepreneurial endeavors.

As noted in earlier issues of the Scene, Bill and Kay Long parlayed Bill's success in the software business into the ownership of several other businesses and into a series of very special gifts for Willamette. Their gifts of Compuware Corporation stock have funded the renovation of McCulloch Stadium and the dedication of Ted Ogdahl Field; and endowed funds for scholarships, the Carson Undergraduate Research Program and a University writing program. Richard started out as a shipping clerk, eventually became a sales manager and then owner of a northern California

company selling industrial gases and supplies. When Union Carbide bought the company, Richard invested in a struggling specialty bread company. By the time he sold the U.S. rights to Boboli Bread to General Foods he had successfully turned the company around by finding a significant marketplace for the versatile bread. At present Richard and his wife, Cindy, own Quantum Information Corporation, which develops systems to ensure the cost effective delivery of invoices, statements, time-sensitive notices and documents for U.S. companies.

Although J. W. Long did not live to enjoy his sons' accomplishments, both men recognize their debt to his example. Because their father had so effectively used his personal study of the law to enhance his own business activities, Richard and Bill Long have chosen the library at the College of Law to carry his name. On the afternoon of April 7, ceremonies were held at the College of Law to dedicate the J.W. Long Library.

Gift from Kilkenny Family Enhances Atkinson School

William H. Kilkenny '41 and his family provided a gift of \$500,000 to construct a state-of-the-art management technology center and a new instructional center in the Atkinson School's Mudd Building. The gift will also create an endowment to support ongoing technological improvements in both facilities.

At Willamette, Bill Kilkenny was senior scholar in economics. After his naval service during World War II, he joined the Hyster Corporation, rising from the parts department to eventually become president, chief executive officer, and chairman of the board. His leadership enabled Hyster to become the first major American company to recapture market share lost to Japanese competitors. He served as a director of ESCO Corporation, BanCal Bank, Omark Industries and Jantzen, Inc., as well as of

a number of non-profit organizations. He is a life trustee of Willamette University.

In recognizing the gift, Willamette President Jerry E. Hudson noted, "Over the years, Bill Kilkenny has been generous in his support of Willamette University. As a trustee and former chairman of the finance committee, he played an important role in setting Willamette on the firm financial footing it enjoys today. It is especially fitting that his gift should benefit the Atkinson School, since Bill had such a prominent part in its founding."

Claris and Corlee Poppert Establish Trust to Benefit Willamette University

In December, Claris '57 and Corlee Poppert of Portland funded a charitable remainder trust with a significant gift of closely held stock. The trust will provide a lifetime of income to the Popperts once the stock has been sold, and calls for Willamette to eventually receive a minimum of \$1 million.

While at Willamette, Claris Poppert majored in economics and lettered three times in football and track. To help with his expenses, he worked at the State Hospital where he met his wife, a nurse-in-training. After graduation he joined Pumlite Glass and Building Specialties in Salem. In 1967, he moved to Tom Benson Industries in Portland, becoming president in 1981 and chairman of the board and chief executive officer in 1983.

He has been active in Portland civic affairs, as a board member of the University Club, Emanuel Hospital, and the Oregon Museum of Science and Industry, as well as in the Republican Party. He is a trustee of Willamette University and the chairman of the development committee of the board.

Barbara Mahoney is vice president for University Relations. Mike Bennett is director of planned giving.



CLASS LINKS

HALF CENTURY REUNION

The half-century reunion for all classes over 50 years will be held Homecoming Weekend, Oct. 13-15. For more information call 375-5304.

1927

John Russell is living in Grants Pass, Ore.

1929

Jean (White) Potts lives in Salem and is staying active and involved. She would like to see more from her class at the alumni functions.

1930

Helene (Price) Green moved to Washington in 1980 to be near her family.

Leah I. (Fanning) Hattrick has written a new book, *Women Who Met Jesus*, which was published by Carlton Press of New York. The book includes the biographies of 28 women, Biblical scriptures, legends, traditions, art and apocryphal writings. Leah lives in Milwaukie, Ore.

1932

Rosetta (Smith) Caswell plans to return to Oregon to live in her old home in Portland. She has been living in Laytonville, Calif.

Stearns Cushing is the winner of International Association of Personnel Employment Security's Award for Most Helpful to Oregon Employment Service. He is retired and lives in Kihei, Hawaii.

Marville (Edwards) Mefford lives in Milwaukie, Ore., and has four great-grandchildren.

1933

John Nelson is a retired publisher of the *Springfield News*, now owned by Capital Cities Communications Company, based in New York. He lives in Springfield, Ore.

Bertha (Babcock) Shay lives in Salem and writes that she is happy to be living in the beautiful Willamette Valley.

1934

Edith (Glaisyer) Hill and her husband, Scott, are retired and live in Newport, Ore.

1935

Sydney (Hannaford) Gustafson has moved to the Summerfield Estates in Tigard, Ore.

Gladys Hanson Smith lives in Port Orchard, Wash., and her hobby is building houses.

1936

Leonard S. Clark served as an active minister for 50 years. He and his wife, Helen Marie, celebrated their 59th wedding anniversary on Oct. 2. They live in Sun City, Ariz.

Burton C. Lemmon spent Christmas in Hawaii and is living in Tacoma, Wash.

Charles West made a trip to far northeastern Siberia last year. He spent some time with tribal families he had met on previous trips.

1937

June (Dahlgren) Johnston is a retired teacher living in Oregon City, Ore., and spends her time gardening, swimming, walking and watching basketball. She is a Blazer fan.

Warren W. Peters and his wife, Jean, observed their 60th wedding anniversary by taking a five-week RV trip through Niagara Falls to Vermont to see the vivid fall colors and to visit relatives. They live in Rio Rancho, N.M.

1938

Ariss J. (Jones) Wold toured 10 capitals of Europe during the summer of 1994. She lives in Joseph, Ore.

1939

Ardelle (Yadon) Dennis lives in Sandy, Ore., and has three young friends now attending Willamette as freshmen: Colin Murray, Brian Kennedy and Amy Davis.

Raynore Smith lives in Astoria, Ore., and is chaplain for The American Legion Department of Oregon. He is a retired minister of the First Congregational Church in Astoria and is active in the Grand Voiture du Oregon.

1940

Marie (Bendiksen) Tatro and her husband, Dick '41, live in Desert Aire, Wash., where they are enjoying their new home on a golf course with a view of the Columbia River.

1941

Dorothy Moore lives in Gresham, Ore.

1942

Beth (Hall) Clark has been enjoying retirement by attending Elderhostels. So far she has managed to attend 10. She makes her home in Denison, Iowa.

Bob Daggett has a grandson now at Willamette, Sam Holloway.

Esther (Devore) Franklin lives in Playa del Rey, Calif.

Cliff Stewart lives in Wilsonville, Ore., and is a clergyman with St. Francis of Assisi Episcopal Church. He was asked by Senator Mark Hatfield to give the opening prayer before the U.S. Senate on Oct. 4.

Carol (Klecker) Swan retired in November. She lives in Salem.

Barbara (Hollingsworth) Whalin has a grandson at Willamette, Donald Olsen. His mother, Barbara (Whalin) Olsen was in the class of '66.

1943

Hall Simons is president of a company which serves as marketing consultant for general Chinese companies marketing in 60 countries around the world. His company selects the world-wide sales staff.

Betty (Sackett) Williams is retired and living at Willamette View in Portland.

1944

Paul Libby and his wife, Mary (Acheson) '45, have lived the past four years in an intentional community in Southern Oregon on 410 acres, mostly forest. During the summer of 1994 the community held an intensive training workshop led by the Eco Forestry Institute which now makes its headquarters in the community. Mary continues to do portrait sketching in the Portland area.

1945

1945 REUNION

The 50th reunion for the class of 1945 will be held Homecoming Weekend, Oct. 13-15. Reunion chairs are Betty (Arovost) Hanauska, (503) 393-1194, and Mary (Laughlin) Barlow, (503) 363-1292.

Charles Strong retired from his medical practice in 1993 after 42 years. He and his wife, Betty (Randall) '46, live in Vancouver, Wash., where he serves on the board of directors of the S.W. Washington Medical Center and as director of the Hospice Program. She is involved in teaching traffic safety.

Vern Summers lives in Portland and retired from the Veterans Administration in 1991. He continues to work part time, doing compensation and pension evaluations for the V.A.

1948

Marie (Hildebrand) Robertson and her husband, Robert, live in Casper, Wyo.

1949

Patricia (Richmond) Brammer and her husband, Jim, have retired to Cañon City, Colo., since they are tired of snow, ice and gray days. They write that they love the sunshine, the friendly people, the great church, the bicycling and, after 30 years, the bridge games.

Claude Coffman retired from school teaching and went into contracting, building and concrete. He is now semi-retired and living in North Bend, Ore. His wife, Marjorie (Moore) '50 retired from school teaching and is active in civic work and club affiliations.

James Nickel was awarded the Frances Asby Award for his contributions to campus ministry and higher education in May at the New Mexico Annual Conference of The United Methodist Church.

Nan Heloise A. Wilcox lives in Eugene, Ore., and has been retired for nine years, after 37 years of teaching and coaching.

1950

1950 REUNION

The 45th reunion for the class of 1950 will be held Homecoming Weekend, Oct. 13-15. Reunion chair is Russ Tripp, (503) 926-3230.

Avis (Roberts) Brennan spent a month in Germany last year with her oldest son and his family. She has also finished a successful campaign for Manzanita City Council for a four-year term.

Audrey (Lien) Kaplan and her husband, Robert '52, live in Rancho Palos Verdes, Calif. Robert has retired from the University of Southern California after nearly 35 years. They plan to move to Port Angeles, Wash., where their daughter, Robin, lives with her family. Robert plans to continue his academic research and to teach from time to time.

Leopold Pospisil is a member of the National Academy of Sciences and received an honorary Ph.D. from Charles University of Prague in 1994.

Robert Robertson retired five years ago from Anchorage Park and Recreation Department. He is now doing volunteer work with Boy Scouts, Alaska Recreation and Park Association (ARPA) and others. He received the Distinguished Service Award from ARPA for volunteer work in the community and in that organization.

1951

Thomas Bartlett has been appointed the 11th chief executive of the 64-campus State University of New York. He recently had retired as chancellor of the Oregon State System of Higher Education.

John R. Brown and his wife, Jean (Stewart) '53, live in Lake Oswego, Ore. He retired in August after 34 years as a public affairs officer with James River Corporation and Crown Zellerbach Corporation in the Pacific Northwest.

Robert F. Smith retired for seven days and didn't like it, so he quit. He has now organized a new company specializing in public affairs, active in Washington, D.C., and Oregon.

Theodore (Ted) Smith lives in Riverside, Calif., and spends most of his time on Prodigy and America On Line as a sales representative for a family-owned corporation, SAS Industries, of North Bend. He markets his father's 1972 invention, a PC printer, printer ribbons and Inkjet and Bubblejet printer refill kits and inks.

1952

Phillip Hammond lives in Santa Barbara, Calif., and in the spring of 1994 he was named the D. Mackenzie Brown Professor of Religious Studies at the University of California, Santa Barbara.

E. H. Walters and his wife, Carolann (Snarr) '53, live in Mt. Angel, Ore., where he is a minister. They are looking forward to retirement and more travel.

1953

BETA THETA PI REUNION

The Gamma Sigma Chapter of Beta Theta Pi is planning a seven-class reunion, 1953 through 1959. It will be held at Black Butte Ranch near Sisters, Ore., from Friday afternoon, July 14 through Sunday, July 16. Letters were mailed last year to all Betas graduating or attending during those years, where addresses were known. If you are a Willamette Beta from any of those years, but did not receive a notice and/or registration form from Black Butte Ranch, please contact Dale Gustafson, 13731 N.E. Siskiyou Ct., Portland, OR 97230,

if you can come to the reunion. A high percentage of Betas have responded affirmatively, so this should be a well-attended reunion.

Joseph Formick lives in Brookings, Ore., and is the proud grandfather of four granddaughters — Heather, 22, Melanie, 18, Andrea, 5, and Jessica born Nov. 1 — and one grandson, Nicholas, 11.

Duane Hagen has retired after 36 years of teaching, 32 of those at Glendale High School in Glendale, Calif. In 1993 he was named California Art Teacher of the Year by the California Art Educators Association. He is working on three mural projects, one for each of the last three years at Walt Disney Imagineering. He is vice president of the United States Society for Education Through Art, and he just returned from Lisbon where he was a delegate to the World Council for International Society for Education Through Art.

1954

Delores (Miller) Myers retired at the end of 1994 from Children's Services Division of the State of Oregon. She lives in Salem.

1955

1955 REUNION

The 40th reunion for the class of 1955 will be held Homecoming Weekend, Oct. 13-15. Reunion chair for Class of 1955 reunion, Marie (DeHarpport) Lindsay, (503) 375-5304.

Karolyn (Kremer) Cooper lives in Charbonneau, Ore., near Portland, and enjoys golfing.

Thomas Raitt lives with his wife, Betty, in Woodbury, near St. Paul, Minn., and does volunteer work with Ramsey County Corrections. He also teaches a class on "Suffering and Job" at the Methodist Church. They are also looking into getting involved with the Ojibwa in Northern Minnesota to

replace their former involvement with the Navajo in Arizona.

Nancy Ann (Baker) Toole is the new medical librarian for the new Outpatient Clinic and Nursing Home in Orlando, Fla.

1956

Judy (Grant) Allen has been named development director for Southern Oregon Public Television, KSYS (Channel 8) in Medford and KFTS in Klamath Falls. She lives in Ashland, Ore.

Don and Gay (Kent) Bossart spent the month of November in the Mediterranean Sea area — two weeks in Malta and two weeks in Greece. In July Gay went to Norway to visit relatives.

John Burdett retired in December after 21 years as director of public works/city engineer for the city of Forest Grove, Ore.

William Freeman is a retired colonel with the U. S. Air Force, but stresses that does not mean he is really retired. He is working with the Office of the Inspector General for the federal government, trying to make government more efficient and effective. He lives with his wife, Evelyn, in Falls Church, Va.

Wesley Malcolm lives with his wife, Nancy, in Grayson, Ga. He is the resident vice president of SAFECO Insurance Co. in Stone Mountain, Ga.

Jon P. McConnell retired after teaching for 36 years at Washington State University. He lives in Pullman, Wash.

1957

Jim Geddes retired from United Airlines in October. He lives in Castle Rock, Colo.

Joanne Jene has been elected assistant secretary for the American Society of Anesthesiologists and vice president of The Foundation for Medical Excellence. She is a medical consultant for Blue Cross and continues her anesthesiology practice with Legacy Emanuel Hospital in Portland.

Josey Ricks retired in February and lives in Portland.

1958

Paul Aldinger received the 1994 Exceptional Faculty Award at Clark College. He was also appointed by the governor of Washington State to the State Legislative Ethics Board. He is one of four lay members on the board.

James Cain and his wife, Darlene, live in Sherwood, Ore. He continues to practice dentistry in Tigard, Ore., and she serves as chairman of the board of the American Diabetes Association in Oregon. They are both active leaders and fund-raisers for the American Diabetes Association and she was just elected as a member of the A.D.A. national board. All three of their children are Willamette alums: **Jeff Cain '81**, **Mark Cain '83** and **Jennifer Cain '93**.

J. Priscilla (Payne) Kilbourn lives in Portland and is laboratory director of Consulting Clinical & Microbiological Laboratory, Inc. She became a fellow of the American Association for the Advancement of Science in February. Kilbourn was cited for her research on the microbiology of chronic obstructive lung diseases, for evaluating and developing diagnostic kits, for writing continuing education articles and for encouraging women in science.

Charlotte (Jones) Means has taught English as a Second Language to undergraduate and graduate students for three years in Washington and Minnesota, and has now accepted a three-year contract to teach at Shimane International College in Japan.

Ann (Lawson) Ross plans to go to Ghana, West Africa, for two or three months to experience the culture and to visit health and educational facilities. She lives in Bellevue, Wash., and is a professor at Shoreline Community College.

D. H. (Skip) Wilcox is a retired lieutenant colonel with the U. S. Air Force. He is a private family counselor in Pend Oreille, Idaho.

1959

Bradley Lucas and Gloria (Carver) Lucas '60 have lived in Virginia since 1972. Brad retired from the Air Force in 1979 and has been employed with the CIA since that time. He was promoted into the senior executive service in 1989. Brad continues to be active in long distance running, golf and tennis. Gloria plays golf and is busy designing their retirement home.

Dorothy (Rohlfing) Whiteside has been retired from her job as a professor of nursing for more than one year and has been traveling, enjoying the company of her children and grandchildren and taking care of her elderly parents. She lives in Placentia, Calif.

1960

1960 REUNION

The 35th reunion for the class of 1960 will be held Homecoming Weekend, Oct. 13-15. Reunion chair is **John Bergstrom**, (503) 226-4580.

Dale Denham and his wife, **Janeen (Hardy) '62**, live in Kennewick, Wash., where Dale is a staff scientist with Battelle Northwest and Janeen is vice president of Benton-Franklin County United Way.

Robert T. Donald now lives in Nampa, Idaho, and is retired from the U. S. Army.

John A. Hinds lives in Oregon City, Ore., and is a sales associate with Coldwell Banker Professional Group.

Clifford Hussey is a real estate broker with Hussey Real Estate in Reno, Nev.

Judie (Hume) Rafanelli lives in San Jose, Calif., where she moved last year from Alexandria, Va.

Jim Saito lives in San Jose, Calif., and is an electronic engineer for NASA Ames Research Center. He is a NASA research project member of a promising air traffic control software automation tool.

John Sweeney is a training coordinator for the Community College of Vermont. He lives in Northfield, Vt.

1961

Bruce Buzzell lives in Seaside with his wife, Ginger. Their son Mark is married and just got out of the U.S. Navy. Their son, Steve, is a personal trainer in San Diego, Calif.

Bob Hellenthal has been elected vice president of sales and marketing for the 122-year-old manufacturer of yellow pine lumber, T. R. Miller Mill Co., Inc. He lives in Brewton, Ala., located between Mobile and Montgomery.

Geraldine (Fandrich) Johnson lives in Portland and has retired from her Tupperware business after 10 years. She is active in Gresham Women of Elks and served as treasurer last year. She also does volunteer work as team captain twice each month for the Red Cross Bloodmobile.

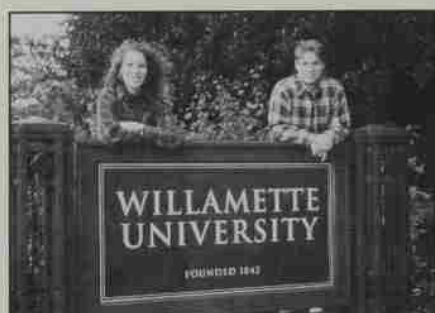
Gerald May retired from the U. S. Air Force in 1991 after 30 years of service. He then worked for a congressman from Colorado and is now a lobbyist for the American Legion. He lives in Washington, D.C.

Barbara (Sherk) Schacht is a minister in the Presbyterian denomination, serving in the Tacoma, Wash., area. Previously she practiced law in the Cedar Rapids, Iowa, area. Her husband, Bill, is also a minister who previously was in forestry in Southern Oregon.

1962

Ray Blouin has R.C.A. Records interested in recording a reunion album of "The Wayfarers" (a folk group that began at Willamette's Sigma Chi house in 1958.) He lives in Lexington, Va., and is president/counselor for The Blouin Associates. He is an education and training consultant.

Marcia (Ruby) and Jim Douglas '64 live in Portland where she has been named as advisory member of the Multnomah Education Service District board of directors. She was also part of an Oregon delegation to visit Oregon's sister state, Lower Saxony, in Germany. She is the education liaison in the mayor's office, City of Portland, and in the Workforce and Target Industries Department of the Portland Development Commission.



Two children (above) of Willamette alumni **Alan Green '62** and **Carol (Currey) Green '63** are currently attending Willamette. Daphne Currey Green (left) is in the MAT program and Spencer Green (right) is a freshman.

Laurel (Ratcliff) Talabere was a Senior Fulbright Scholar at the University of the West Indies, Department of Advanced Nursing Education from February to June 1994. She returned to Capital University, where she has been on the faculty since 1979, to become associate dean of academic affairs for the School of Nursing.

Phil Thom and his wife, **Marian (Hauke)**, live in Seattle where Phil is a senior partner at Stafford Frey Cooper, a Seattle law firm. Marian is a Spanish teacher at Shorewood High School in North Seattle. She was honored in the spring as the 1994 Teacher of the Year among 450 teachers in the Shoreline District.

Judy (Mills) Trefethen retired from teaching a kindergarten through second grade program last summer. She and her husband, Duane, now live in

Wenatchee, Wash. They enjoy skiing and exploring the world of the Internet. They have three grandchildren.

1963

Charles Evans Jr. lives in San Francisco and is senior vice president of Lustic and Company.

Sam Farr is a U.S. Congressman in Washington, D.C. He is from Carmel, Calif.

Dick Lord lives in San Antonio, Texas, and is a vice president and stockbroker for Merrill Lynch.

Stephen T. McPhetres received the National Eisenhower Leadership Grant to work with Alaskan youth in development of their leadership potential. He lives in Juneau, Alaska.

Carol (Gibson) Ratzlaf lives in Portland. Her daughter, **Amy '90**, is in graduate school at Portland State getting her master's degree in social work and working at the Parry Center, and son, **Dieter '93**, is in graduate school at the San Francisco Conservatory getting his master's in cello performance.

John Rogers is a trustee of the Mary Stuart Rogers Foundation, sponsoring a scholarship program for Willamette students. He lives in Hughson, Calif., and is owner/pilot of Sky Trek Aviation.

1964

Penelope-Lynn Johnstone was appointed head of the foreign language department, grades 1-8, San Domenico School, San Anselmo, Calif., serving 280 students.

1965

1965 REUNION

The 30th reunion for the class of 1965 will be held Homecoming Weekend, Oct. 13-15. Reunion chair is, **Patricia (Ranton) Lewis**, (503) 643-9062 or (503) 225-8617 (work).

Yuk Nao Mizuta started work for Fujisawa USA. This is a pharmaceutical company selling primarily an immunosuppressant drug developed in Japan.

1966

Phoebe (Finley) Antrim lives in Richmond, Va., and is active in the Richmond Friends Meeting. She and her husband, Joe, have had some wonderful trips—cross-country skiing in New Hampshire, downhill in Squaw Valley, walking and visiting family in England, and hiking in very rural parts of West Ireland.

Pamella Dean lives in Northglenn, Colo., and directs Wellness Weekends, helping people live with life-challenging situations like cancer, HIV/AIDS, heart disease and MS, etc.

Michael Genna retired as a commander in the Navy Reserve and bought a historic office building to house his law firm. He also became a grandfather. He lives in Creswell, Ore.

Alice (Trower) Kirk spent July in West Africa, Senegal, studying Senegalese culture and civilization. She received a scholarship from the French government.

Barbara (Whalin) Olsen has a son, **Don**, who is a freshman at Willamette. She lives in Portland and works for the Portland Public Schools.

Marilyn (Miller) Stokes has been appointed vice chair of the Planning Board for the City and County of Denver.

K. Terry Thorsos lives in Woodinville, Wash., and is executive director of Science Links, assisting teachers and schools in the integration of math, science, social studies and environmental education.

1967

Mark Campbell, M.D., heads and was sole founder of the largest U. S. free medical clinic system for the homeless. The system has 12 clinics which handle 20,000 patients each year. More than

500 doctors and 750 registered nurses work in the clinics providing free health care for the needy. Mark lives in Woodside, Calif., with his wife, Renate.

Garry Everson received a master's degree in aerospace engineering in May 1993. He is project manager on the B-1B Flight Test Program at Edwards Air Force Base. He lives in Palmdale, Calif.

Janet (Loomis) Faust lives in Lincroft, N.J. Three of her children are out of college and one is a junior, so she writes that the end is in sight.

Julie (Branford) Marshall is now director of organization development at PACCAR in Bellevue, Wash. PACCAR is best known for its Kenworth and Peterbilt divisions. She and her husband, Fred, live in Edmonds, Wash. Their son, Rob, is a freshman at Willamette.

Genette (Donogh) McKee lives in Kirkland, Wash., and works for the Ethan Allen Gallery as a designer. She enjoys walking, sailing, playing tennis, visiting art galleries and listening to jazz.

Jeffrey Slottow is an accounting clerk for the City of Los Angeles. He has one son, Edward, a junior electrical engineering and computer science student at M.I.T.

Wesley Taylor is senior pastor at the Tigard United Methodist Church. He has just published his 145th article. He and his wife, Mindi, live in Tigard, Ore., with their three teenage children.

1968

Dean Guyer has retired after 26 years of service with the U. S. Navy. He lives in Beaverton, Ore.

Haukur Reber Hazen spent 18 months as a project manager for Lockheed Air Terminal in Ashgabat, Turkmenistan completing a new International Air Terminal and related facilities. He and his wife, Sylvia, and their two children live in Bainbridge Island, Wash.

B. Chris McKenzie is a farmer in Pleasant Grove, Calif. He has two children, Julia, 16, and Brian, 12.

Mark Olson lives in Rickreall, Ore., and has joined the medical department of the Federal Bureau of Prisons at the Sheridan, Ore., facility.

1969

Linda (Walker) Kelly is an attorney in Fresno, Calif., and has a daughter, **Sarah Kelly**, who is a freshman at Willamette.

Cheryl (Burge) Young lives in Issaquah, Wash., and has a new job, a new daughter-in-law, and this summer is taking a group to Spain. She is a teacher at Issaquah High School.

1970

1970 REUNION

The 25th reunion for the class of 1970 will be held Homecoming Weekend, Oct. 13-15. Reunion chair is **Susan (Johnson) Howsley**, (206) 573-8961.

Gary Hull and his wife, **Gretchen (Gruver) '71**, live in the "tropical paradise/typhoon and earthquake belt" of Guam. Gary is an attorney and Gretchen is in her 14th year teaching English and writing at St. John's School. Their daughter, Megan, is a Willamette freshman.

Bruce Robertson was elected to the board of Seattle Men's Chorus, performed with Maya Angelou and traveled to New York City to sing in Carnegie Hall during the Stonewall "25" celebration. He is living in Seattle and works as a counselor/therapist.

Cathy (Welch) Tronquet has moved to Neenah, Wisc., and wonders if there are any other Willamette alums in the area.

Cynthia (Carlson) Widmer recently received the Walla Walla Area Chamber of Commerce 1994 Award of Merit for 15 years of exceptional community service. It recognized her volunteer work and community leadership on behalf of women and children. Cindy is director

Press Clippings

Alex Mandl '67 was the subject of a major front page article in the *Wall Street Journal* on Dec. 16. He was quoted extensively about his "aggressive strategy for the future of AT&T." Mandl is a member of Willamette's board of trustees.

Ryan Holznagel '83 made the *Willamette Week* and the *Washington County News-Times* because of his successful appearance on the television game show *Jeopardy!* Holznagel wrote the piece for *Willamette Week* about his experience. Holznagel was a four-time *Jeopardy!* champion.

John Doan, an assistant professor of music at Willamette, was featured in a full-page story in *The Chronicle of Higher Education*, January 6. His Victorian-era musical performances and collection of instruments such as the harp guitar were the focus,

of corporation and foundation relations for Whitman College and lives in Walla Walla, Wash., with her son, Zachary Carlson Widmer, 10.

1971

Catherine (Ingram) Krell is deputy director of the Los Angeles County Natural History Museum.

Kimbal Logan and his wife, **Susan (Upton) '72**, live in Vancouver, Wash. Kim is chairman of the board of Clark County YMCA, as well as keeping busy with his business, Kimbal Logan Real Estate & Investment Co. He also coaches basketball and soccer. Susan is with Lutz Snyder Co.

Celia (Smith) Walker has been promoted to director of Colorado State University's office that oversees responsible conduct of science. She has been with CSU for 15 years in the office of the vice president for research. She lives in Fort Collins, Colo.

1972

David Greger lives in Portland with his wife, **Caroline (Langlais) '74**, and their daughters, Elizabeth, 16, and Christine, 13. Caroline is a full-time student in the fine arts program at Marylhurst College.

James Huffman works for Tillamook Schools in Oregon as a speech pathologist. He also serves part time as a speech pathologist for Tillamook County General Hospital and Tillamook Home Health Agency. He has asked to convey a "Hello!" via the Scene to Jerry Collins, who was his "big brother" at Kappa Sigma at Willamette.

Sandy (Sanderson) London has just published her second international suspense thriller, *Smokescreen*. She also stays busy researching family genealogy and playing with her children, Rachel Frances, 8, and Leah Melissa, 1.

Bruce Marnie moved to Seattle in September 1992 to attend the Aviation Maintenance Technology Program at South Seattle Community College. He earned his E.A.A. airframe and power plant mechanic license and an associate degree in aviation maintenance technology in the summer of 1994. He is working as an aircraft mechanic at Wings Aloft in Seattle.

1973

Gery Ellibee is licensed in securities in Oregon, Washington and Alaska. He just began a new adventure investing in the Kenai Peninsula. He's also coaching track at Willamette. He and his wife, Terri Ann, live in Salem.

Diane (Farquhar) Hallstrom recently sold her CPA business. She and her husband, Jim, bought a 22 1/2 acre farm outside Eugene, Ore., and raise horses, sheep and corn. They also have an orchard producing a variety of fruit.

Donald Newell lives in Vancouver, Wash., and is a doctor with the Vancouver Ear, Nose, Throat, Head and Neck Surgery Clinic.

Eiichi Shibasaki lives in Japan and still works for Intel Japan K.K.

John Thompson and Denise (Allen) Thompson live in Corvallis, Ore., where he is a science teacher at Crescent Valley High School and she is a library manager for the Corvallis-Benton County Public Library. They enjoyed a trip to England and France last summer.

1974

Allen Hayward graduated from law school in 1977 and served as attorney to the Washington State speaker of the house from 1979 to 1982. From 1983 to 1994 he served as senior minority caucus counsel. After the 1994 election, he returned to the position of attorney to speaker of the house.

Rebecca (Hughes) White serves as the acting principal of a Forest Grove middle school. She has been the assistant principal for the past year. She and her husband, Charles, live in Portland.

1975

1975 REUNION

The 20th reunion for the class of 1975 will be held on Homecoming Weekend, Oct. 13-15. Reunion chair is **Chuck Best**, (503) 282-5445.



Greg Lutje has been elected to the Mt. Hood Community College District board of education. He is an attorney living in Portland's Gateway area.

Carl March lives in Bainbridge Island, Wash., and is vice president and director of biological and protein chemistry for Immunex Corp.

Hunter McCleary moved to Virginia to accept a position as science editor covering bioremediation and nuclear waste issues. He lives in Vienna, Va.

Judith Ranton has just incorporated her part-time tax preparation business, Tax Works, Inc. She is also a program specialist with City of Portland Water Bureau.

Tom Turner lives in Redding, Calif., and is a special education coordinator for Redding School District.

1976

Valerie Thompson works at Skagit Valley College, Mt. Vernon, Wash., a two-year community college, as an office assistant to the vocational education faculty.

Ronald Yann works as an operating floor leader for Scott Paper Co. in Everett, Wash. He completed his M.B.A. last May.

1977

Ed Blatter and his wife, **Deby (Barnhart) '76**, are building "the best nursery on the West Coast," Cornell Farm in Portland. They specialize in growing garden flowers. They have three children: Berkeley, 11, Zoe, 6, and Ranann, 4.

Scott Oates is living in Salt Lake City and teaching at the University of Utah. He is also writing a dissertation on literacy in the two-year college.

LeAnn Oliver lives in Falls Church, Va., and is acting director of the Office of Rural Affairs and Economic Development at the U.S. Small Business Administration.

Mary Ann (Burk) Robinson is an English instructor at Chemeketa Community College in Salem.

Vicki (Jacobs) Rodriguez is moving back to Oregon to manage a new branch of The Bank of Newport in Clackamas.

... 'All of the Above'

I really could have started my interview with Heather Bellows '77 with a survey: "Would you say that — in your position as research director at the Gallup Organization's UK office in London — you have found a good home for your a) professional interests; b) personal life; c) academic training and research; or d) all of the above?"

In true form, of course, the answer would have been "d." In one swift move across the Atlantic this past summer, Bellows a) was able to put to use her considerable experience in quality of service and customer satisfaction research; b) was able to begin living with her husband again after several years of a commuter marriage; and c) was able to begin, as she says, "making an impact" with her educational background and research on Eastern Europe.

After receiving her B.A. in art history and fine arts with a minor in Russian language from Willamette, she earned a master's degree in art history from the University of Oregon in 1980. Bellows went on to graduate school at Penn State, where she studied under a world-renowned Byzantinist and underwent what she called the "Ph.D. stress test" of deciding "what I was going to do with my degree." The net result of her discernment process was the beginning of her doubling the impact she would be able to make with a Ph.D. in art history.

"I knew there was much more I could do with my [Russian] language and history skills," she says. "All of this eased me into political science; it was a natural progression to begin studying contemporary issues. It was practical and pragmatic. I wanted to do something with impact."

She went on to receive both a master's and a doctorate in political science from Penn State and began teaching at Bucknell University in Lewisburg, Pennsylvania. After two years as a visiting assistant professor at Bucknell and one year teaching at Connecticut

College, she joined her husband, Mohan Rao, at the world headquarters of Gallup in Princeton, New Jersey, as a research consultant. A year later, when the chance came for them to work together for Gallup in London, they readily accepted. Rao is a vice president for Gallup and the two often work together on projects. Bellows says working side-by-side with her husband has not been difficult because they met as graduate students at Penn State and have always been interested and supportive of each other's careers.

"We're colleagues during the day," she says. "He's quantitative, I'm qualitative. Together we're able to put together packages that work."

As a research director, Bellows' duties also include looking for market research opportunities for the company in Eastern Europe. Gallup has plans to expand its business in that region and Bellows, who is fluent in Russian, French and German, will be part of the team that will make that happen. She recently visited Gallup's office in Hungary and learned something important about emerging business attitudes in post-Communist Eastern Europe during a presentation she was making.

"A question surfaced that perhaps I was not taking into consideration that in transitional economies there are 'huge fish,' still subsidized by the government, that dominate the market," says Bellows, whose interest in Eastern Europe in general and Russia in particular was piqued back at Willamette, where she studied Russian language for two years under the late Professor Tom Berczynski. "What I was saying was all well and good, he said, but he questioned just how fair the playing field was for small, entrepreneurial companies."



Heather Bellows '77

That attitude surprised Bellows — that they feel frustrated before they even get started — because, she went on to explain, there are always big fish in a global economy. She explained to her audience: "How do little fish ever hope to compete [except] by making a better product and providing better service? What you don't realize is that what you're grappling with is the same thing everyone else is. It is simply competition; it's the survival of the fittest."

"So now I'm very aware of this concern on the part of Eastern European businesses. Companies need to start with a clear understanding of the market and that means being in touch with and listening to customers. Then even the little fish have the opportunity to become significant players. Listening to customers is where Gallup comes in."

Although most people know Gallup for its public opinion polling, Bellows is quick to point out that the international company is involved in a variety of other services, including executive and managerial training, selection and recruitment programs, employee attitude surveys, advertising tracking, market research and — Bellows' own area of specialization — quality service and customer satisfaction audits. Still, the Gallup Poll, she says, is one of the company's most recognizable services. "We're known," she says. "Everyone knows the Gallup Poll. That's a significant selling point for Gallup worldwide."

By Steve Givens

Richard Sherwood took a two-month sabbatical last year and visited Spain, Italy, France and Portugal. He lives in Daly City, Calif., and is director of human resources for West Coast Video Duplicating, Inc.

1978

Christopher C. S. Blattner continues to practice law in Portland. He and his wife, Cynthia, specialize in scuba diving defense work for the diving industry, as well as general business and commercial law and litigation.

Jan Rimerman has been traveling in Bali, Indonesia. She spent her second evening in Bali in a Hindu temple in the jungle with Balinese friends who spoke no English. Her art has been published in two books, *The Best of Colored Pencil II* and *The Creative Colored Pencil*.

John Rosenberg has built a new home in Tucson, Ariz. Also, he and his business partner are expanding their dental office and building a new building.

1979

Byrne Bennett is a U.S. postal inspector recently assigned to Anchorage, Alaska.

Carol (Baker) Bowman is a rehabilitation therapist and lives in Fremont, Calif. She and her husband, Jim, finished an 850-square-foot remodeling of their house in time for the birth of their second child in February. She is working half-time now at Agnews Developmental Center where she coordinates day camp and Special Olympics. Her free time is spent sailing, dirt bike riding and playing the cello and piano.



Whitney (Heimlich) Ingersoll is celebrating 15 years of teaching at the Santa Barbara Middle School in Santa Barbara, Calif. She leads seven one-to-two-week

bike and back pack trips per year, about 100 people per trip. She is pictured here with sons Dawson and Rivers.

Brock Vickery lives in Colorado Springs, Colo., and is a physician in internal medicine. He has been spending a lot of time restoring an 1899 house with his wife, Millie.

1980

1980 REUNION

The 15th reunion for the class of 1980 will be held Homecoming Weekend, Oct. 13-15. Reunion chairs are **Liz (Hartman) Geiger**, (503) 222-5215, and **Diane (Doolen) Evans**, (503) 297-7238.

Lynn Carlson works for the Rhode Island Department of Environmental Management in the field of geographic information systems, a specialized computer software program which allows for spatial analysis and computer cartography. She lives in Bradford, R.I., but has plans to move closer to Providence soon.

Melissa V. (Murrell) Demaray lives in Portola Valley, Calif., and is in product marketing with Hewlett-Packard.

Kelly (Smith) Gray and her husband, Treve, live in Parkdale, Ore., and are renovating a 1928 house and raising three boys — Taylor, 4, Tanner, 3, and Spencer, 1. She is community relations administrator for Sprint/United Telephone.

Jeff "Pete" Strobel and his wife, **Kathryn (Mork) '82**, live in McMinnville, Ore., where Pete is in his third year of teaching fourth and fifth grade at Columbus School.

Scott W. Wallace is in his 14th year of pastoral ministry in the Northwest. He lives in Gresham, Ore., and is a pastor with the Northwest District of Wesleyan Church.

C. Susan Werner lives in Denver, Colo., and works as a clinical nurse III for The Children's Hospital.

Lynn (Kinney) Whitehead lives in Sherwood, Ore., and cares for her sons, Marc, 7, and Christopher, 3, as well as doing volunteer work. Her husband, **Don '81**, works as a project engineer for David Evans & Associates.

1981

James T. Meyer is attending the University of Minnesota College of Veterinary Medicine and lives in St. Paul.

Lynn (Johnson) Ross lives in Lake Oswego, Ore. She just returned from Latvia, where she was doing volunteer dental work and teaching root canals to the dentists at the dental school in Riga. Her next trip is planned for Romania.

Julie Tippens completed her third marathon in 1994, this one in the pouring rain. She has a new job working for the chair of the House Democratic Caucus, Congressman Vic Fazzo of California. She lives in Washington, D.C.

Roy Widing is a real estate broker with Certified Realty Company in Wilsonville, Ore.

1982

Katie Demory has received one of 10 employee recognition awards for her work with the Professional/Technical Classification Committee at North Dakota State University. The Professional/Technical Committee is a peer review team that reviews job

classification requests for the Human Resource Office. She lives in Fargo.

Mindy Elliott works as the assistant to the director of Lightstorm Entertainment/Second Sight Pictures in Santa Monica, Calif. She is also working as the assistant to the producer of a feature film, *Strange Days*, scheduled for release in August or October of 1995. She was the director's assistant on *Tombstone*. She lives in Los Angeles.

Diana L. (Zuck) Ibarra lives in Bozeman, Mont., and has returned to school and is working on a master's degree in environmental engineering at Montana State University.

Brian F. Krieg recently met with Tipper Gore regarding the award-winning "5-a-Day for Better Health" nutrition program which his organization co-sponsors with the National Cancer Institute. He has also done three on-camera interviews with CNN. He is executive director of Produce for Better Health Foundation in Newark, Del.

Anne (Foote) Soiza lives in Tumwater, Wash., and works for the State of Washington Department of Labor/Industries in Olympia.

Craig Tillotson lives in Salem and is working toward a Ph.D. in public administration and policy through Portland State University. He works for Oregon Housing and Community Services Dept.

1983

Lisa Ann (Pruyn) Hardy is an assistant coordinator at Hanna Boys Center and lives in Glen Ellen, Calif.

Lori (Hildenbrand) Lindley and her husband, David, returned to Oregon in January, after living in California.

Tamira (Miller) Lohman is working hard to build membership and support for Oregon Quality Initiative, Inc., a Portland company.

Carey (Shorten) Penner and her husband, Bruce, make their home in Portland with their two daughters, Abigail, 4, and Elisa, 2. Carey is finishing her master of arts in pastoral studies with an emphasis in women's ministries at Multnomah Biblical Seminary, and Bruce is finishing his last year of nursing school.

Pamela Rost and her husband, **Richard Vireday**, are moving back to Oregon after eight years of exile in California. Richard will continue working for Intel as a senior software engineer in the Software Technology Group. Pam, who has received two teaching awards for her work in fine arts, plans to be on the "Mommy Track" for awhile.

Scott Sheridan has a thriving medical practice in Salt Lake City, Utah, and his rock band, Gram Negative Rods, is infecting the music scene in the Salt Lake area.

Ann White received tenure at Michigan State University last year, but decided she preferred a small-college atmosphere and the opportunities available on a campus similar to Willamette's. She is now teaching Spanish at Connecticut College in New London, Conn.

1984

Karen (Schultz) Breda and her husband, John, recently purchased a Cape Cod-style house in Needham, Mass. They remodeled it into a four-bedroom Garrison colonial. Karen is a trial attorney practicing in downtown Boston. John is in his third year of medical school.

Laurie (Eader) Delanty lives in Portland and is attending Good Samaritan School of Nursing. Her specialization will be in ICU, emergency and oncology.



Maria (Edwards) Johnson has been appointed director of product pricing and analysis of Ryder System, Inc. She will work with senior management to set

pricing strategy for the full service lease, programmed maintenance and commercial rental product lines.

1985

1985 REUNION

The 10th reunion for the class of 1985 will be held Homecoming Weekend, Oct. 13-15. Reunion chair is Brooks Houser, (503) 771-7052.

1986

Brad Lawrence is attending Bowman Gray School of Medicine's Physician Assistant Program. His wife, **Cathy (Rose) '85**, continues as a medical records director in a local hospital. They live in Winston-Salem, N.C.

Kate Myre works in Seattle as an actor and vocal coach.

1987

Robin Craggs and **Garret Keith** have relocated to Los Angeles where Robin is director of International Programs for study abroad at Occidental College and Garret is a sculptor. His recent work is a series of cast-lead Mickey Mouse hats, inspired by Los Angeles.

Kurt Heisler is district manager for affiliate sales for the cable channel, Encore, with the West as his territory. He lives in Beverly Hills, Calif.

Elizabeth (Hansen) Kaufman and her husband, **David '88**, live in Pasadena, Calif., where they are finishing their fourth and last year as head residents at a California Institute of Technology undergraduate residence hall. David has completed his Ph.D. in mechanical engineering at Caltech. He wrote his thesis on *Investigation of an ECR Plasma Thruster and Plasma Beam Interactions with a Magnetic Field*. Elizabeth works for a dentist in South Pasadena, and David is an engineer with Hughes Aircraft Co. in Los Angeles. They plan to make their permanent home in Pasadena.

Suzanne Lundy is vocal music director and music department head at Jefferson High School for the Performing Arts in Portland. She is also director of music at Epworth United Methodist Church. She completed her master's degree in 1993 at the University of Arizona.

Pam (Massey) Wissmar is the owner of the Cat's Eye Cafe in West Seattle. The cafe is a small neighborhood hangout serving espresso drinks, baked goods and deli items.

1988

Lee Adsitt has accepted the position of corporate financial analyst at In Focus Systems, Inc., Wilsonville, Ore. He has also earned the Certified Management Accountant designation from the Institute of Management Accountants.

Christopher Duquette is a third-year Ph.D. student in economics at University of California, Davis. Last summer he worked for California Governor Pete Wilson in the Governor's Office of Planning and Research in Sacramento.

Terrilyn Fleming lives in Mesa, Ariz., and is an English as a second language instructor at Western International University.

Kimberly (Hampton) McAllister is attending United Theological Seminary in Dayton, Ohio. She also serves as a student associate pastor at Enon United Methodist Church in Enon, Ohio.

Molly Saunders has returned to Forest Grove after a one-year hospital residency in Denver, Colo. She is working as an associate in a general dental practice.

John Stalnaker lives in Lake Oswego, Ore., and has started his own company, John D. Stalnaker Interactive Design, which offers multimedia design, art direction, programming and project management to businesses and individuals. Projects range from CD-ROM titles to marketing presentations.

Megan Taylor continues to work part time for Bonneville Power Administration in conservation. She earned her M.B.A. from the University of Washington. She lives in Portland.

1989

Cole Akeman is an actor with the Pacific Conservatory of the Performing Arts in Santa Monica, Calif. His wife, **Cheryl (Hallett) Akeman '86**, is an instructional design and development specialist with Pacesetter in Sylmar, Calif. They were married in 1993 in Portland.

David P. Chiappetta recently passed the California bar examination and is employed as an associate with the San Diego firm of Seltzer Caplan Wilkins & McMahon. He works on civil litigation.

Alisa Coats has a master's degree in school psychology and works as a school psychologist in Beaverton.

Teri Ann Doerksen lives in Pittsburgh, Pa., and is a teaching fellow at the University of Pittsburgh. She has been admitted to candidacy in Pitt's doctoral program in Cultural and Critical Studies and will be working on her dissertation this year.

Erik D. Harebo has returned to Oregon after five years in Japan. He has accepted a position at the Japanese consulate working for the consulate-general as a speech writer and manager of public relations. He lives in Portland.

Craig Lewis and his wife, **Courtney (Lewis) '90**, live in Beaverton, Ore., where she has just accepted an administrative position with College Housing Northwest, a not-for-profit organization which manages student housing. She will assist the president and three vice presidents. Craig is a project manager with Melvin Mark Companies.

William David Robertson III and his wife, **Lori (Irving) '90**, have returned to Portland after three and a half years in Washington, D. C.

Mark and Jill (Catton) Yaconelli live in San Anselmo, Calif., where Mark is working on a master's degree in spiritual history and certification in spiritual direction at the Graduate Theological Union. Jill taught sixth grade for one year in Gaston, Ore., after receiving her master of arts in teaching from Pacific University.

1990

1990 REUNION

The 5th reunion for the class of 1990 will be held Homecoming Weekend, Oct. 13-15. Reunion chair is **Rob Patridge**, (503) 955-1500 or (503) 776-7700 (work).

Daniel Bricken lives in Arlington, Va., and is an attorney for Dewey Ballantine in Washington, D.C.

Cathryn Burles has been coaching youth girls' soccer. The team she coaches has been to the Western Regional Tournament twice. She lives in Boise, Idaho. She is also a software engineer for Hewlett-Packard.

Jonathon Hughes lives in Aloha, Ore., and received his master's degree in public administration/health administration from Portland State University in December. His wife, **Shelley (Culver) '91**, is a hospice nurse for an AIDS Hospice and for Home Hospice. They bought a house in August.

Chris Knotz began playing the guitar about 10 months ago and is hoping to pursue a career as a singer/song writer in Seattle.

Chadler Pool is working toward his Ph.D. in biochemistry at the University of Virginia and hopes to finish in 1996. He lives in Charlottesville, Va.

Douglas Shumaker is doing a general surgery internship at Oregon Health Sciences University. He graduated cum laude from the OHSU School of Medicine in June. He was elected to the Alpha Omega Alpha National Medical Honor Society and received the Student of Surgery Award as a senior.

Carl Straub and Cathryn (English) Straub live in Danbury, Conn., where Cathryn is in her first year of graduate school at Smith College in Northampton, Mass. She is working toward a master's degree in social work.

David Waters recently returned from living in Australia, following an extended backpacking tour of Europe. He is attending Syracuse University in New York and pursuing a master's degree in the S.I. Newhouse School of Public Communication.

1991

Kevin Adkisson and his wife, **Patti (Lurette) '92**, live in Ellensburg, Wash., where he is the head men's and women's cross-country coach and she is finishing her master's degree and working as a teaching assistant, teaching anatomy and activity courses.

Leanne Winkler Hogan is a science teacher at St. Thomas More Elementary School in Portland, and was selected as a recipient of the 1993-94 Sallie Mae First Class Teacher Award. She was the only winner from Oregon.

Jennifer Johnson has been promoted to the rank of Petty Officer 3rd Class in the U.S. Navy. She was promoted while serving with Patrol Squadron 40, Naval Air Station, Moffett Field, Calif.

David Kinney lives in Mountain View, Calif., and works for Silicon Graphics, Inc., as a design engineer. He writes interactive digital media tools. He and his wife, Michelle, have two children, Brianna, 5, and Taylor, 2.

Patrick Kurkoski is attending Lewis and Clark Law School and lives in Portland with his wife, Olya, a native of Ukraine.

Brian Shoemaker transferred from Fort Campbell, Ky., to Dugway Proving Ground. He is a special assistant U.S. attorney.

Jeffrey Wilson finished his master's degree in clinical psychology from Sam Houston State University and is working on his Ph.D. in cognitive psychology at Louisiana State University.

1992

Lorin Abarr works with Lutheran Social Services in a refugee program in North Dakota developing a community refugee resettlement coalition in the City of Grand Forks. It is a cluster site for refugees coming from the war in Bosnia.

Leticia Alvarez was appointed to the Governor's Commission on Hispanic Affairs.

M. David Bayless Jr. is a resident director at the University of Oregon.

Brian Kozeliski is in Tanyigbe, Ghana, West Africa, in the Peace Corps, working as a math teacher.

Brian Peterson is interested in starting a gay/lesbian/bisexual alumni network and asks others who would be interested to respond on e-mail to <petersonb@macalstr.edu>. Peterson is a hall director at Macalester College in St. Paul, Minn.

Ryan Prusse has been admitted to membership in the Appraisal Institute, the leading real estate valuation organization in the country. At 25, Ryan is currently the youngest member of the organization in the U.S. and one of the youngest ever designated. He is manager of C. Spencer Powell & Associates in

Salem, providing appraisal and consultation services to a regional client base.

Tamara (Howe) Van Ras lives in Corvallis, Ore., and teaches business writing and technical writing classes in the English Department at Oregon State University.

Rachel Ward received her master's degree in English from the University of the Pacific in May. Her thesis was on "Completeness and Incompleteness in Geoffrey Chaucer's *The Canterbury Tales*."

1993

Mathew Buske is serving in the Peace Corps in Latvia administering loans for the World Bank in rural areas. He would appreciate correspondence. His address is: P. O. Box 216, Riga, LV 1047, Latvia.

Thomas and Rachelle (Wilson) Butler live in Salem. She is an instructional assistant at Brooks School and he is an operations assistant at Willamette.

Matthew Fisher is attending Portland State University working toward a master of science degree in thermoregulation physiology.

Elissaveta Ivanova is attending Columbia University in New York City.

Andreas Lühring M'94 is a controller for BASF in Münster, Germany.

Carrie Lee Patterson is working on her master of fine arts in acting at the University of Arizona.

Amy Peterson MAT'94 is a teacher in the Peace Corps stationed in St. John's, Antigua. Her focus is on assisting and teaching students to improve their reading capabilities. Her community project is to develop a school library for the students who do not have access to books or a library. She is actively working with the community to generate support for the project and is accepting donations of appropriate reading materials for children from age five through 14. Her address is c/o Peace Corps, P. O. Box 201, St. John's, Antigua, West Indies.

Mary Powell is a second year law student at Golden Gate University Law School in San Francisco.

Michael E. Worden lives in Pasco, Wash., and hopes to run his first marathon this spring. He works as a financial services specialist for the Department of Social and Health Services, State of Washington.

1994

Jennifer Bachhuber is among 112 new volunteers in the Jesuit Volunteer Corps, Southwest. During their service, Jesuit Volunteers live and work among the poor in homeless shelters, schools, medical clinics, food banks and job placement programs.

Kathryn C. (Reiling) Knudsen is attending graduate school for a master's degree in physical therapy. She lives in Pasadena, Calif.

Steffanie Lee traveled in Japan and India before starting work for the Bank of Tokyo in Portland.

G. Ryan Scott works in University Relations at Willamette.

Teri Watanabe is teaching English at Marion County Applied Career Education Program.

Ryan Wilhite has worked as a painter and a paint manager over the past year. He creates designs for bows used by hunters and target shooters. He works for Oregon Bow and lives in Eugene.

Jason Wollmuth is in medical school at Oregon Health Sciences University.

Marriages

Ann Elizabeth Snowden '63 wed Jesse Campbell on April 2, 1994. Ann is a driver's license examiner for the State of Nevada. The couple resides in Las Vegas and with their combined families have 9 children and 15 grandchildren.

Sylvia L. Jensen '72 L'75 wed John B. Fewel on Oct. 10, 1993, in Willamette University's Cone Chapel. Among those

present were Sylvia's brother, **Kit Jensen '69** and sister, **Melissa (Jensen) Livengood '80**.

Ken Chaitin '79 wed Jeri Laythe on Sept. 4. He is a customer service representative with RFD Publications and she is a vocational rehabilitation counselor with Intracorp.

Randall Fastabend '79 wed Terri Campbell on Aug. 20. Terri is a harpist and playwright.

Jennifer Ray '79 wed Gary Jurisik on Dec. 10. They live in Elk Grove, Calif.

Susan Ferland '80 wed Norm Helgeson on Oct. 17, 1992. They are enjoying their five-acre home in Estacada, Ore., where Sue works as a fisheries biologist for the Forest Service.

Jeb Smythe '83 wed Julia Ann Brown on Aug. 20. They live in Tigard, Ore., where he is a senior chemist with Pennzoil Products Co.

Ken Curtis '84 wed Kazuko Shozawa in Portland on June 18, 1994. They live in Vancouver, Wash. He is a technical service engineer and she is an accounting assistant.

Lauren O'Neal '85 wed Greg Westergaard on Sept. 4 at Timberline Lodge on Mt. Hood, Ore. **Holly (Elvins) Dearixon '86** was matron of honor. They spent their honeymoon backpacking south of Crater Lake.

Michael Ahten '86 wed Dina Hirai on June 27, 1994, in Haines, Alaska. They reside in Eugene, Ore.

Trina Timms '86 wed Charlie Denson on Aug. 20. Both work for Nike in Beaverton, Ore.

Monte C. Smith '86 wed Julie McGrath in Salem on Sept. 17. The couple resides in Brownsville, Ore., where he is an assistant manager for Golf USA.

Mitchell S. Lee '87 and his wife, Alina, were married in April 1994. They live in Seattle. He is a sales engineer for the Grinnell Corporation and was top sales-

person in the company for the second consecutive year in international sales.

Robert Miller '88 wed Karyn deKramer on July 14, in Boise, Idaho, where he is a project manager for Hewlett Packard.

Carol Boyes '89 wed Curt Keller on Sept. 3. Carol is a registered pharmacist at Salem Hospital and Curt works at Oregon State University as a hall director. The couple resides in Corvallis, Ore.

Susan Zeigler '89 and **Damon Ogden '89** wed on Aug. 20, at the Overlook House in Portland. **Mike Tewfik '89** was the best man and the groomsmen were **Bret Findley '90**, **V. Todd Enger '90** and **Thomas Willett '90**. **John Rehm '89** read a poem during the ceremony.

Heather Ferguson '90 wed Phillip Gady on Sept. 24 in Spokane, Wash. She works for Cyan, makers of the CD-ROM game Myst.

Deborah C. Beck '90 wed Kelsey Scott-Ludford on Aug. 15, in Gibraltar, Spain. Deborah is on a two-year leave of absence from the Salem Keizer School District while Kelsey is stationed at the U.S. Navy Base in Rota, Spain, as a weather forecaster. She is working as a private English tutor.

Alisa Pierce '90 wed **Craig Timmins '90** on Oct. 15, in California.

Nicholas G. Stranieri '91 wed **Amy C. Willis '91** on Aug. 6. The maid of honor was **Wendy Willis '88** and bridesmaids were **Tammy Dentinger '91 L'94** and **Kristi Cherry '89**. Best man was **Dave McCann '90** and groomsman was **Kipp Cosgriffe '91 M'93**. They live in Sisters, Ore., where Amy is a school counselor for Sisters Elementary School. Nicholas is a probation officer for Deschutes County.

Aaron Dean Chun '92 wed **Andrea Lyn Akita '93** in Seattle, on July 3. Attendees included **Blythe Gardner '93**, **Vicky Withycombe '93**, **Stephanie Murai '92**, **Jeff Butler '93**, **David**

Mainwaring '93 and **Mark Kong '93**. They reside in Portland.

Douglas Headington '92 and his wife, Jennifer, were married on July 16. Douglas works for Conway Western Express and Jennifer is a teacher. They live in Sacramento, Calif.

Adrienne Leigh Fox '92 wed Andrew Hillman on Aug. 27. They live in Corvallis, Ore.

Richard E. Hoem '92 wed Ingrid Nolting on May 28, in Orangevale, Calif. Richard is owner of Hoem Enterprises.

Carrie Lynne Pietig '91 wed Gary Daniel Swindell on Oct. 6 and they had a wonderful honeymoon in Paris. They are self-employed as the owners of General Data Systems, and make their home in Phoenix, Ariz.

Seiji T. Shiratori '92 wed Alisa Scherr on May 12 in Oregon City. They were introduced by Alisa's brother, **Howard Scherr '92**. They live in Wilsonville where Seiji works as a government relations consultant and Alisa is the office manager for a finance company.

Tami Burkhard '94 wed Daniel E. Syverson on Aug. 27. Tami is an executive assistant for RE/MAX of Bigfork. They live in Kalispell, Montana.

Births

Granella (Key) Thompson '73 and Jess Thompson became parents of a daughter, Paula Mae, born July 6. She joins three sisters, Darlene, Darcy and Alaina. They live in Weston, Ore.

Kay Barckley '74 and Richard Tyas became parents of a daughter, Kelsey Colleen Barckley Tyas, born Oct. 20. Kay is a diaconal minister in The United Methodist Church and is appointed as a consultant in child and family ministry for the Pacific Northwest Annual Conference. They live in Seattle.

Bradley Boyden '74 and Marie Del Toro became parents of a daughter, Hollynd Marie Boyden, born July 12. They live in Colorado Springs, Colo.

Patricia Costa Tague '76 and Michael Tague became parents of a son, Max, born Oct. 19. They have moved to Louisville, Ky.

Nancy (Lammers) Gross '78 and her husband, John, became parents of a daughter, Abigail, born Nov. 1, 1993. They live in Plainsboro, N.J.

Linda (Patterson) DeLacy '80 and **J. Vincent DeLacy '81** became parents of Kelsey Susanna on Oct. 8. She joins a brother, Peter, a fifth grader.

Melissa (Jensen) Livengood '80 and her husband, Lee John, became parents of a son, Lloyd Albert, on Sept. 2. They live in Savannah, Ga., where Lee plays clarinet in the Savannah Symphony. Melissa plays keyboard in the symphony and in January began work as an accompanist at Georgia Southern University.

Pamela (Beck) Carter '81 and her husband, Edward, became parents of a daughter, Kirstie Cairlyn, born August 21. They live in North Bend, Wash., where Pamela is a wholesale manager for Norwest Mortgage Wholesale.

Annette (Bader) Jarvis '81 and her husband, James, became parents of their second son, Jhamil, born Sept. 25. He joins an older brother, Ahren, 5. They live in Clinton, Wash.

Clara (Griego) Kilcup '82 and her husband, Glen, became parents of a daughter, Madeleine Bree, born June 15. She joins her sister, Emma, 4.

Christopher Person '83 and his wife, Marewe, became parents of their second child, a daughter named Kristiantaake Mteretia-Elaine, born Nov. 19. She joins a brother, Kristofer Ivan-Kaleh II, 4. Christopher is department chairperson for vocational business studies at Marshall Islands High School in Majuro, Marshall Islands.

Mary (Youngs) Engmark '84 and her husband, Alan, became parents of a daughter, Lauren Elizabeth, born Nov. 4.

Andy Laudenslager '84 and his wife, Sheryl, became parents of their third son, AJ, born Jan. 13. He joins brothers Austin, 2, and Alex, 3 1/2. They live in Midlothian, Virg.

Martin J. Letourneau '85 and his wife, Charlotte, became parents of a son, Ethan Emile, born Jan. 22.

Mari (Wildt) Radford '85 and **Dean Ross Radford '86** became parents of a son, Reed Owen, born Oct. 29. He is their second son. After five years in Africa they have just moved back to the U.S. and are at home in Antioch, Calif.

Kathy (Stinson) Richardson '85 and her husband, Michael, became parents of their first child, Jeffrey, on Father's Day, June 20, 1993.



G. Harvey Gail M'88 and **Mary VanNatta-Gail '86** became parents of a son, **Ryan Nelson-Gail**, born on Sept. 11.

Susan (McAulay) Pyne '86 and her husband, Dan, became parents of a daughter, Katherine McAulay Pyne, born Aug. 19. They live in San Jose, Calif.

Thomas Thompson '87 and his wife, Sarah, became parents of a daughter, Anna, born Oct. 19. They live in Sitka, Alaska.

Barry E. Melin '88 and **Heidi M. (Mercer) Melin '87** became parents of a son, Mason James, born Oct. 17.

Bryon Land '89 and **Christine (Thietje) Land '90** became parents of a daughter, Ashley Christine, born Oct. 4. She joins a brother, Ryan, 2.

K. Puailima (Ross) Lima '90 and L. Alike Lima became parents of a daughter, Brandee K. P. Lima, born Aug. 6. They live in Kaneohe, Hawaii.

Amy (McCann) Nash '91 and Robert Nash became parents of a daughter, Emily Katherine, born Sept. 23. They live in Rocklin, Calif.

In Memoriam

Henry J. Millie L'21 died on Oct. 3. He was the oldest living graduate of the College of Law. His wife, who died in 1993, was Faye (Bolin) Millie '19.

Ida (Niswonger) Reynolds '23 died in Bend on May 11. She was medical records librarian for St. Charles Hospital in Bend until her retirement in 1974. She was married to Floyd P. Reynolds '26 who died in 1937.

Virgil Anderson '23 died Nov. 12 in Brookings. He was an army veteran of World War II and had been a professor at Stanford University for 40 years. He was preceded in death by his wife Martha (Mallory) Anderson '25.

Paul Pemberton '25 died Dec. 27. He was an orthopedic surgeon. He was preceded in death by his sister Laura (Pemberton) Corner '26. Survivors include his wife, Naomi; daughters Joan Cravens '61 of Benicia, CA, Patricia Gates of Portland, Joy Brown of Mercer Island, WA, and Mary Kahre of West Linn; and son James of Rochester, NY.

Paul Newton Poling '25 died Jan. 19 in El Paso, Texas, at White Acres Retirement Center, which he helped found. In 1953 he received an honorary degree in the humanities from Willamette. He was an ordained pastor for more than 70 years, serving congregations in New Jersey and Texas before moving to Salem in 1952. He was pastor of the First Presbyterian Church until 1963, when he returned to El Paso. He was editor of *Social Progress*, a religious journal, and also wrote the book *God and the Nations*, published in 1950. He organized support for the United Nations and was active

in conferences to reduce global tensions. He is survived by his wife, Olive (Tomlinson) '27.

Marie (Rostein) Fasnacht '26 died on Apr. 7, 1994, in Bandon. She is survived by her husband, John Fasnacht '26.

Harold Hall L'26 died on July 28, 1992.

Hollis Vick '26 died on Oct. 26 in Salem. Survivors include her cousin Loraine Vick '40 of Milwaukie, Ore.

James Bennett '27 died Sept. 22 in Albion, Wash. His family lives in Albion. He was preceded in death by his wife Barbara (Gallaher) Bennett '28.

Daryl Muscott Chapin '27 died Jan. 19 at his home in Naples, Fla. He was 88 years old. He helped invent the solar-powered battery and, with fellow scientists Gerald Pearson and Calvin Fuller, received the John Scott Medal in 1957. In previous years this medal had been awarded to such prestigious inventors as Orville Wright, Thomas Edison, Madame Curie and Guglielmo Marconi. He also received the John Price Wetherhill Medal from the Franklin Institute in 1963 and the Alfried Krup Von Bohlen und Halbach Award from West Germany in 1981. In 1956 Willamette awarded him an honorary doctor of science degree. For 40 years he worked for Bell Telephone Laboratories in Murray Hill, N.J. He studied magnetic materials and during World War II worked on underwater sound devices, and later on magnetic recording, magnetic measurement methods, speech simulation and miniaturization of equipment. He retired from Bell in 1970, but kept inventing. When he died he was working on a board game that could be played by the blind. In 1961 he wrote a textbook, *Energy from the Sun*. He is survived by his sisters Elaine (Chapin) Mason '27 and Lunelle (Chapin) Flannery '38. His grandniece, Kathy Chapin, is a sophomore at WU.

V. Edwin Johnson '27 died Dec. 20 in Eugene, Ore. He served on the Eugene City Council from 1944 to 1948, was mayor of Eugene from 1949 to 1958 and

served as a state representative in the 1955 and 1957 legislatures. He was involved in numerous Eugene community service organizations.



Bill Smullin '29 died Jan. 5 at his home in Medford. Smullin, in whose honor Smullin Hall is named, founded California-Oregon Broadcasting Inc., one of

the oldest, continuous independent broadcast companies in the West.

Born in rural Pennsylvania in 1907, Smullin moved with his parents to Oregon soon afterward. After graduating from Willamette, he began his career in the field of communications, working for the Oregon Grange Bulletin. From there he went to a position as managing editor of a newspaper in Marshfield, the city now known as Coos Bay. Even then Smullin knew the future was in broadcasting. In 1933 Smullin put his first radio station on the air in Eureka, Calif., and in 1953 he began KIEM television in Eureka and KBES-TV in Medford. Two years later he added KOTI in Klamath Falls. In 1963 he added KRCR in Redding, Calif. In 1989 he oversaw the addition of two new stations in California and in 1991 the start-up of a station in Coos Bay, where he started his media career more than six decades earlier. Smullin was also a pioneer in cable television in southern Oregon and northern California, beginning in 1958.

In 1990 Smullin received the Distinguished Service Award of the National Association of Broadcasters, that organization's highest honor. He also received the Tom McCall award for outstanding service and the Harvey Levine award for outstanding achievement in broadcasting in California.

CLASS LINKS

Isabel (Childs) Rosebraugh '32 died Nov. 22. Until her retirement in 1976, she was an editor for the *Statesman Journal*. Survivors include her sisters, **Lydia Ison '30** of Salem and **Helen deLespinasse '34** of Woodburn and her nephew, **Paul deLespinasse '61**.

Margaret (Marsh) Walker '32 died Oct. 17.

Helen (Boardman) Hammond '33 died on Nov. 14. Survivors include her husband, **Thorne Hammond L'36**; two daughters; sister, **Dorothy Mefford '27** of Bakersfield, CA; a brother and three grandchildren.

John Hagemann '35 died Jan. 14, 1994.

Malcolm Jones Sr. '36 L'38 died on Nov. 2. Survivors include his wife, **Helen (Keudell) Jones '36**, and son, **Malcolm Jones Jr. '62**, of Tigard.

Arthur Myers '38 died on July 14. His granddaughter, **Julie Rose Carlsen**, is attending Willamette. He is also survived by sons **Kent Myers '54**, **Ray Myers '56**, and two daughters, **Rosemary (Myers) Carlsen '64** and **Elizabeth (Myers) Callahan '69**.

Leona (Hopkins) Savely '38 died Oct. 16.

Melvin Viken '38 died Oct. 31. He earned his M.B.A. from Harvard Graduate School of Business in 1940. After 27 years of service, he retired as vice president and controller from Oregon Mutual Savings Bank (now West One) in Portland in 1977. Survivors include his wife **Lillian (Hart) Viken '38**. She is planning to move to Tyler, Texas, to be near their son and his family.

Wayne Williams Sr. '39 died Sept. 28.

Wayne Brainard '40 died in July.

Carroll Drew '40 died Oct. 17. He was a high school teacher and counselor. Survivors include a grandson, **Bill Drew '89**.

Keith Mathews '40 died on Dec. 21 in Corvallis, Ore.

Philip Meneely '40 died Jan. 4 at his home in Sunriver, Ore. He served as a captain in the U.S. Army Medical Corps from 1943 until 1946. He specialized in the practice of internal medicine in Eureka, Calif., from 1950 until retiring in 1980.



Edwin Earl Cone '41 died Feb. 19 of congestive heart failure at the age of 78. Cone was born on Aug. 10, 1916, in Portland and attended school in Cottage Grove.

He was active in the lumber business all of his life. The family saw-mill, Cone Lumber Company, has been located in Goshen, Ore., since 1926. It was started by his grandfather, Joseph Cone, in Clark County, Wash., in 1886. Edwin Cone served as general manager from 1942 to 1986, then turned the business over to his children and remained as a consultant. He served as president of the Willamette Valley Lumber Operators' Association and the Eugene Navy League. He was on the boards of directors of the Eugene Chamber of Commerce, Citizens' Bank, Cascade Manor, OMSI and Eugene Country Club. He had served on the board of directors of the Automobile Club of Eugene since 1961. He had served on the Lane County Public Welfare Commission, the Oregon State Speed Control Board and Willamette Basin Commission. He was chairman of the official board and lay leader of the First United Methodist Church, on the advisory board of the Sacred Heart Medical Foundation, on the executive board of the Oregon Trail Boy Scout Council and chairman of the Pioneer Memorial Park Association. He was a life member of the Willamette board of trustees. In 1974 he was chosen Eugene's First Citizen. He was the Springfield Jaycees' Boss of the Year in 1977. In 1980 he received the Pioneer Award from the University of Oregon. Willamette has named Cone

Fieldhouse and Cone Chapel in Waller Hall in honor of Ed Cone and his wife, **June '42**. The Cones also established a scholarship fund at Willamette.



Taul Watanabe '41 died Dec. 28. Watanabe was born and raised in Salem and while a student at Willamette was one of the three organizers of the Japanese Alaska

Cannery Workers Union. He was enrolled in the College of Law when the war with Japan began and, because of the forced internment of Japanese-Americans on the West Coast, had to leave school. He spent time at an assembly center in Puyallup, Wash., but with the help of Willamette's president, Bruce Baxter, was able to continue his legal studies at the University of Denver.

Watanabe worked as a lawyer in Denver, then moved to Los Angeles, where he played a role in the development of the Little Tokyo section of the city. In Southern California he began buying and developing property and became the president of a bank. He served as a Democratic national committeeman and a friend and supporter of California Gov. Edmund "Pat" Brown and Los Angeles Mayor Sam Yorty. He was appointed to the city Harbor Commission, and in that position negotiated the first container-ship agreement between the United States and Japan.

In 1969 he moved to Bellevue, Wash., and served as a consultant to the Port of Seattle, People's Bank and Burlington Northern, eventually as a Burlington vice president.

Watanabe was a strong supporter of Willamette, and established a scholarship for students of Japanese-American descent. In November, he gave in excess of \$1 million to create of the Taul Watanabe Chair in the Sciences. The endowed professorship, with his earlier gift of an endowed science scholarship

fund of \$100,000, complements the new Olin Science Center.

Wendell Hall '49 died Dec. 1. He was a teacher at the Myrtle Creek and Eugene school districts in Oregon and retired from his position at Lane Community college in 1985. Survivors include his brother, **Glenn Hall '57** of Issaquah, Wash.

Daniel Ross '49 died Dec. 23 in Mount Angel, Ore.

Charles Winkenwerder '49 died on Oct. 25 in Gresham, Ore.

Peter Bryant '50 died on Dec. 18. He served in the Navy during World War II and later in the Merchant Marines. He retired from his teaching position in 1980. Survivors include his wife, **Doris (Ewen) Bryant '53**.

William C. Patterson '50 died Dec. 5 in Astoria, Ore. He coached in Gervais, Ore., and coached and taught in Sitka, Alaska, Cathlamet, Wash., and Powers. He moved to the Astoria area in 1966 where he taught at Tongue Point until retiring in 1986. For 20 years he was involved as a coach, umpire and referee for football, baseball and basketball.

William Hagemeyer '55 died on Nov. 30 in Shreveport, La.

Gary Gustafson '56 died on Nov. 21 in Boise, Idaho.

Margaret (Knochenhauer) O'Neill '56 died on Nov. 22.

Gary Burdick '57 died on Jan. 9 in Portland. He worked as a vice principal for MacLaren School for 32 years, retiring in 1989. He belonged to the Woodburn Eagles Aerie and Woodburn Elks Lodge.

Pete Cauble '58 died on May 2.

William Joseph '59 died on July 5.

John L. Lengacher '62 died Jan. 17 in Salem. He started working as a self-employed building contractor and land developer in 1964 and was active in many groups over the years. He served as a secretary-treasurer for the North Santiam and Oregon State Gladiolus

societies, and belonged to the Mill City-Gates School Board, Marion County Park Advisory Board, and the Gates City Council.

Donald Todorovich L'64 died on Dec. 25 in Bend, Ore. He was a municipal court judge.

Joseph McClure Jr. '64 died on Nov. 30 in Los Gatos, Calif.

Willis Baldersee L'65 died on Dec. 27.



Kathleen Lou (Flannery) Fifer '71 died on Nov. 22 in Sacramento, Calif., of complications from metastatic breast cancer. She was 45.

Carol (Farnham) Osterloh '78 died on Oct. 16.

Marjorie Raines, former secretary to the dean of students, died Nov. 7 at age 98.

Harry Winchell, a former coach at Willamette, died on Nov. 21.



Melvin Geist, former dean of the School of Music, died on Nov. 27. Geist, 95, was born in Morganville, Kan., and earned a degree in music from University of

Kansas, a master's from University of Michigan and a doctorate from Columbia University.

In 1939 he moved to Salem where he was employed as dean of the School of Music. He was active in Rotary International for more than 50 years. After retirement he didn't lose his interest in music or Willamette and in 1991 he returned to the campus as a guest conductor for the special alumni Sesquicentennial Concert.



Jack Hafferkamp died on Nov. 6 after a struggle with brain cancer. He taught mathematics at Willamette for 27 years from 1961 to 1988.

He was also

faculty athletic representative for 17 years. Hafferkamp, 68, was born in Chicago in 1926, and graduated from Elyria High School in Elyria, Ohio, in 1944. He entered the army that same year and served in Korea during World War II until November 1946. He then attended Bowling Green State University in Ohio and received his degree in mathematics from Baldwin-Wallace in Berea, Ohio. He received his master's degree in mathematics from Bradley University in Peoria, Illinois, and did doctoral work at the University of Kansas. In 1961 he moved his family to Salem, where he taught at Willamette until his retirement in 1988. He was the first to teach computer programming at Willamette. In the early 1960s Willamette had no computing facilities, so Hafferkamp took students to the State Highway Department one evening each week to use their IBM 1620, probably the most advanced computer in Salem at that time. He was a member of the First United Methodist Church in Salem, and enjoyed collecting coins, paintings by Northwest artists and antique Nippon porcelain. Survivors include his wife, Betty; daughter, Amy Blevins of Grand Prairie, Texas; sons, Mark Hafferkamp '73 of Madisonville, Ky; Kurt Hafferkamp '75 of Salem; Bruce of Spokane, Wash; Brian of Merrimack, N.H.; and Karl of La Grande, Ore. A scholarship fund has been established in his name for mathematics students.



Chester Luther, professor emeritus of mathematics, died Nov. 29 at age 88. Luther was born in Auburn, Calif. He earned his bachelor's, master's and

doctoral degrees from Stanford University. He taught math at Stanford for four years before moving to Salem in 1936. For the next 36 years he taught at Willamette, serving as the James T. Matthews Professor of Mathematics and as chair of the Mathematics Department. He retired in 1972. He was one of a group of faculty and University supporters who founded the Friends of the Library in 1973, and he chaired that organization from 1973-1978.

Speaking of the period from 1940-1946, when Luther acted as dean of the College of Liberal Arts, Robert D. Gregg in *Chronicles of Willamette* (Vol. 2) tells of the president's response to Luther's request to return to teaching: "Our only satisfaction comes in the fact that Dr. Luther, in being relieved of his administrative duties will be free to devote more time to his teaching, at which he is a master. Our loss in the field of administration will be the University's gain in the classroom and that is the heart of the University's program." Luther is survived by his wife, Helen; sons, Robert of Medford and Norman of Kailua, Hawaii; daughter, Marilyn (Luther) Egans '67 of Hillsboro; nine grandchildren, including David Luther '88 and Tamara Egans '94; and one great grandchild.



Cecil Ray Monk, 92, died Jan. 2 at a retirement center in Salem. Born in Nebraska, Monk graduated from Nebraska Wesleyan University and

received his Ph.D. from Scripps Institute of Oceanography, University of California, La Jolla.

Monk joined the department of biology at Willamette in 1927 and was head of the department from 1942 until his retirement in 1968. During this time he initiated and perpetuated several memorable annual events. Among these were the Biology Beach Trip for intertidal study, the end of the year Junior-Senior Picnic and the Alumni Biology Newsletter.

From 1948 to 1950 he was visiting professor of biology at the Universidad Central de Venezuela in Caracas, and was named Honorary Professor of Science at that university in 1965. He was instrumental in the founding and the development of the Oregon Academy of Science, and was its president for one term. Monk was a member of the American Association for the Advancement of Science, First United Methodist Church, and a board member of the Salem Community Concerts Association.

Following his retirement, Monk traveled widely with his wife, Dorothy, and enjoyed photography and wood-working.

Donald R. Breakey writes: "Those who knew Professor Cecil Monk during his 41 teaching years at Willamette and the years after retirement have impressions of a truly remarkable person. Some have described him as a gentle man, a man with humor, a generous man, a creative man and even a renaissance man."

Errata

The winter *Willamette Scene* incorrectly listed **Mary Linda Pearson L'76** as Mary Linda (Kiely) Pearson. Kristin M. (Kiely) Pearson is a teacher at Mt. Hood Community College. **Mary Linda Pearson L'76** was recently admitted to the Washington State Bar and was honored at a dinner and awards ceremony by the Boise State Alumni.

GUIDELINES

- Class Links are included in the winter, spring and summer issues of the *Willamette Scene*.
- If you have information you would like to submit for Class Links, please send it to:
Sue Rende, University Relations
900 State St.
Salem, OR 97301
or e-mail <scene@willamette.edu>
- Please print or type all submissions, in the interest of accuracy.
- If something has been written about you in a newspaper or other publication and you would like it included in the *Scene* Class Links as well, please submit a copy with a note giving your permission.
- It is the practice of Class Links not to print pregnancy or engagement announcements, nor candidacies for political offices, due to the lag time between receiving such information and the publication dates.
- The *Scene* reserves the right to edit or omit any information submitted.
- The deadlines for submissions are:
Winter issue: Oct. 10
Spring issue: Jan. 25
Summer issue: April 20
- We welcome photos to be submitted for possible use, depending on space available and photo quality. Black and white photos are preferred. Please send a self-addressed, stamped envelope if you would like your photo returned.
- It is the practice of the *Scene* to list a surviving spouse in all obituaries when the name is available to us. Other survivors who are alumni or otherwise connected with Willamette will also be listed by name when we receive that information.

KEY:

- L = Doctor of Jurisprudence or LLB
- M = Master of Management or Master of Administration
- M/L = Joint degree, Law and Management
- MAT = Master of Arts in Teaching
- MEd = Master of Education

Continued from page 2

Willamette Remains True to Principles

Many thanks for arranging the "Am I My Brother's Keeper?" articles. As one deeply involved in promoting the appreciation of the diverse composition of our democratic society, your focus touched me deeply and gave me assurance that the Willamette that gave me guidance remains ever true to the principles that brought it into being. In these times of exploding passions it is imperative that the present condition be examined in light of what has happened in the past. ...

TOM T. OYE '41
Edina, Minn.

Is Homophobic Label Unfair?

Anyone daring to dispute the appropriateness of homosexual acts is automatically labeled "homophobic" — as did Ron Krabill in the '95 winter *Scene*. That's standard campus PC jargon; but is it truly a "phobia?" — an unreasonable, unfounded, irrational fear?

I fear when a group, defined strictly by its chosen lifestyle, considers itself a true minority to the extent of demanding special rights and quotas in my company, church, schools and government. ...

I fear for my family; assaulted by an increasingly hostile immorality that takes "pride" in embracing unnatural and unhealthy behavior while mocking traditional family values.

I fear when people believe the homosexual's claim that his chosen sexual behavior affects no one else.

These fears are well founded and rational. That is not a "phobia." ...

Must we unquestionably sanction any-and-all behavior under the all-encompassing umbrella of "tolerance?" must we be branded by some as fanatical bigots for refusing to do so? ...

I, for one, will continue to defend the essential societal underpinnings of the wholesome/sound family unit against the



Letter policy: Please limit length to about 125 words. We reserve the right to edit for length or clarity. Please sign your letter and include your name and address, plus your class year if you're an alumnus. Write to the Editor, The Scene, Willamette University, 900 State Street, Salem, OR 97301, or e-mail <scene@willamette.edu>.

...

creeping legitimization of homosexuality. And for that, if the PC liberals wish to continue engaging in personal attacks to avoid the real issues, then so be it. Homosexuality is a direct attack on the family. Perhaps the real phobia is the one consistently exhibited by militant homosexuals: familyphobia.

JON WOLLANDER '62
Eugene, Ore.

'I was there, I was one ...'

I found the Winter 1995 *Willamette Scene* to be both moving and timely. The words and pictures reminded us that it can happen here — and, in fact, already is, as witnessed by the current war on the poor, immigrants and any other group not considered sufficiently American, Christian or productive.

The pictures of Japanese-American Willamette students — U. S. citizens — who spent part of World War II in stockyards and internment camps, were particularly affecting; as were their words. "I became aware of the possibility that this could happen to any group," said one; and she may be saying it again today.

The issue focused on past and present treatment of visible minorities — Japanese Americans, African Americans, Jews, women, the disabled. Yet it would have been gratifying to see extended treatment of a less visible minority: Gay and Lesbians. As one of your writers commented about the sixties, "Hardly anyone on any campus anywhere dared admit to being gay." But Willamette did (perhaps still does) have its share: I was

there, I was one, and I wasn't alone. Perhaps it's time that we, too, were asked, "What are you going through?"

NOEL DORMAN MAWER '62
Jacksonville, Fla.

Skin Color Made No Difference

I was interested to learn from the *Willamette Scene*, just arrived, that George Cannady was the first African-American to graduate from Willamette. He was in the same class as my brother, David Moser, and they became good friends. Although I was a graduating senior when they were freshmen, Willamette was a much smaller school then and we all knew almost everyone else on campus. Even though George's skin was a different color we never thought of him as being any different than the rest of us — he was just George. In their senior year, he and my brother were co-senior scholar assistants to Dr. Gatke, professor of political science.

MARJORIE (MOSER) DURHAM '32
Seattle, Wash.

Leadership Welcomed

I wish to commend you for your issue of the *Scene*, winter 1995. In this climate of divisiveness it was a most welcome call to what is the basic need in our world today. Great leadership!

GENE HIBBARD '37
Monroe, Wash.

Bravo!

Excellent, interesting winter '95 issue of the *Willamette Scene*. Bravo!

YVONNE MOZÉE '45
Sitka, Alaska

Errata

The name of Lars Onsager, Professor Arthur Payton's teacher at Yale and a Nobel laureate, was misspelled on page 7 of the winter *Scene*.

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