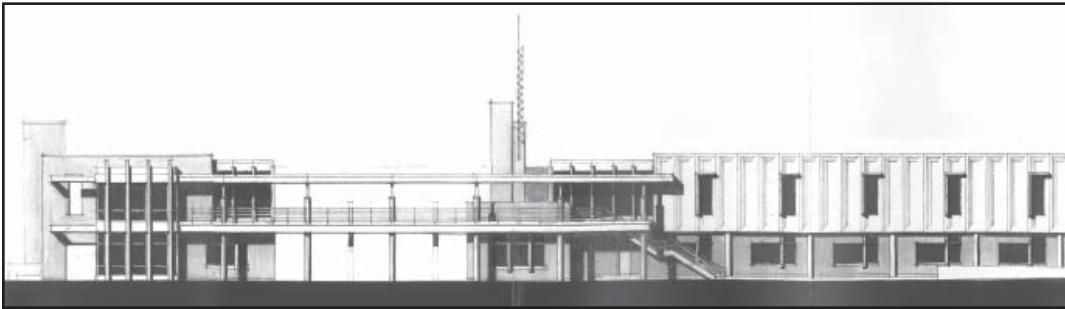


AlumniCat

WINTER 2001



Could this be the new home?

An architectural drawing of the south view of the Park Student Union. The Daily Wildcat would occupy the lower right portion of the building in this concept.

Wildcat announces first move in major relocation

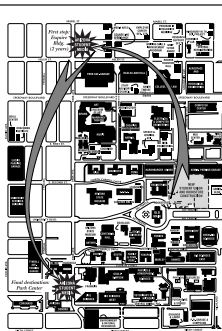
After more than 30 years in the Memorial Student Union—the last 25 in the current basement digs—the Daily Wildcat offices are scheduled to move over Spring Break to the Esquire Building at Park and Speedway, on the north side of campus. The old newsroom and advertising offices, the back shop, the yearbook office and the business office will be razed this spring as part of the \$60 million union/bookstore construction project.

In what is expected to be the first of two moves over the next 24-30 months, the Wildcat will relocate to about 5,500 square feet being vacated by the University of Arizona Press.

The Esquire—a 2-story former apartment complex (but not a strip joint as one wag suggested) —houses overflow office space for a number of university departments.

Ultimately, the Wildcat will

be part of the new Arizona Student Media facility planned for the Park Student Union and due to be completed by Fall 2002.



See page 7 to check out our new locations

The Park Union plans, still in the design stage, call for 7,000 square feet of student media space, including broadcast studios for KAMP Student Radio and production offices for TV-3. The Wildcat will take over nearly

the entire south-side of the first floor of the Union, with street-front access and an anchor position in the facility.

The \$4 million Park Union renovation will be funded through auxiliary funds, including cash reserves and revenue generated by the Wildcat and Arizona Student Media.

“As the design becomes finalized, I think there will

be a terrific opportunity for Wildcat alumni to participate in giving the students a real 21st century newspaper office,” said Mark Woodhams, director of student media and adviser to the Wildcat. “This is especially exciting because our plans call for converging our media technologies—broadcast, online and print—and this new operation will give us that chance.”

The moves are certain to be complicated efforts, requiring precision logistics to keep the Wildcat publishing. The paper’s technical requirements alone are far more intricate than they were just a few years ago, much less 20 or 30 years back.

The Esquire Building will need to be entirely rewired to support our faster networks and 5 servers—and none of that will work unless fiber is run to the building. The electrical service has to be upgraded, the AP wire moved, and the entire operation needs to be networked with 64 ethernet jacks.

Inside

- Striking Alum / 3
- Scholarship Awards / 4
- Sales Coordinators / 7

Daily Wildcat Hall of Fame established

One thing everyone knows who has worked on the Wildcat is the great track record our alumni have earned over the years in media, business, education, law, government and many other careers. Whether you worked in the newsroom, in ads or production, your Wildcat experience has probably been a professional stepping stone—or a launching pad.

See page 6 for nomination form

Now you have a chance “to recognize your own” and help tell the Wildcat’s story. Daily Wildcat alumni are being asked to nominate candidates for a Hall of Fame that will recognize Wildcat alumni who have distinguished themselves professionally in journalism or other fields. Individuals who have made significant contributions to the Wildcat and the student press at the UA, but who are not alumni, are also eligible.

The initial Hall of Fame campaign, launched under the auspices of the Daily Wildcat Alumni Steering Committee and Arizona Student Media, will take place in the spring of 2001.

For nomination form and details, see page 6. Nominations for the Hall may only be made by alumni of the Wildcat or student publications (2,000 of you at this time).

AlumniCat greetings

The Daily Wildcat needs you. The idea of a Wildcat alumni group sprang from the 100-year reunion in 1999 and has taken hold since then with many of you. It's not so unusual. Student papers at the universities of Virginia, Illinois, Pennsylvania and Oregon, among others, all have active alumni support groups.

Fundraising is a chief priority of these newspaper alumni associations. Alumni of the Daily Cal (Berkeley), for example, recently raised \$25,000 for technology upgrades and announced a \$10,000 campaign to preserve the paper's archives. Count your gray hairs and then remember that bound volumes do not last forever.

Of course, financial support alone is not a very spirited way of staying connected. Reunions, updates, alumni awards and other recognition activities, and newsletters like this one are all important elements to making a Wildcat alumni association worthwhile.

We've put together a Wildcat alumni steering committee to assist us in creating a viable alumni group and to offer

guidance on thorny issues like fundraising, reunions and continuity. Sarah Garrecht Gassen, '95, has been a special help in organizing this newsletter. We're looking for involvement from all interested alumni so contact us and sign on. (See accompanying box for steering committee info).

Already it is clear that the Wildcat has several urgent priorities. We need your ideas on how to approach them and what you would like to do, together, to make this alumni association meaningful. You'll find stories in this newsletter that discuss each of these issues:

- One, the Wildcat is moving in 2002 into a new student media facility in the Park Student Center. We want to make this a cutting edge college newspaper operation—in the newsroom, in production, in advertising and marketing. A fund campaign, driven by Wildcat alumni, to equip and furnish this facility is our top priority.
- Two, for the last several years the Wildcat has been self-funding merit scholarships

for students who work on the paper. But this is dependent exclusively on ad revenues. We'd like to maintain that program and expand it to include endowed programs for student training and for student travel to workshops.

- Three, the newly proposed Wildcat Hall of Fame is a wonderful way to recognize the achievements of our alumni and to celebrate the Wildcat's history and contributions. Please check out the nomination form on page 6 and send us your ideas for making this a cornerstone for a Wildcat alumni group and annual reception.

Most significantly, while we here at the Wildcat and Student Media are dedicated to supporting a Daily Wildcat Alumni Association, it will really be up to all of you to sustain it and to at least a few of you to step forward as leaders.

To help, contact Mark Woodhams, Director of Student Media (and Wildcat adviser) at 520-621-3408 or woodhams@u.arizona.edu.

Steering committee

Alumni

Joseph Altman, '99
Paul Allvin, '92
Bryn Bailer, '85
Terry Bauer, '79
Michael Chase, '98
Alan Fischer, '80
Sarah G. Gassen, '95
Greg Harris &
Kelly Sampson, '97
Bryan Hance, '00
Jim Johnson, '61
Pila Martinez, '92
Jay Parker, '73
Elaine Nathanson, '70

AZ Student Media Staff

Faith Edman
Mark Woodhams
Contact us:
Wildcat Steering Committee,
AZ Student Media,
1230 N. Park, Ste. 201
Tucson AZ 85721
Phone: 520-621-7582
Email:
wildcat_alumni@listserv.arizona.edu

BUILDING FOR THE FUTURE (LITERALLY)!



Name _____ Phone _____

Address _____ City/Zip _____

- I would like to make a tax deductible pledge to support building the new Wildcat offices and newsroom. Please contact me with more information.
- I would like to make a tax deductible contribution now. Enclosed is \$_____.
- I would like to support the activities of the Daily Wildcat alumni association (mailings, newsletter, other expenses). Enclosed is a tax deductible contribution: \$10 \$25 \$50 \$100 \$_____

Please make all checks payable to "Daily Wildcat Alumni Fund" and send to Daily Wildcat Alumni, c/o Student Media, 1230 N. Park, Ste. 201, Tucson AZ 85721. Thank you.

Alum describes picket line

By
**Dorothy
Parvaz**



Dorothy Parvaz, a Wildcat reporter and arts editor 1996-97, participated in the Seattle newspaper strike last November and December that shut down both of the city's major papers.

A member of the guild negotiating team, Dorothy submitted the following comments while the strike was going on (before it was settled.)

Oh, the things I'm doing with my time these days: Losing my voice from shouting on the picket lines, blocking vans carrying scab reporters, attending endless strategy meetings and hanging out with local teamsters at rallies.

Yessir, I'm on strike all right.

I felt a bit of surreal when I first found myself on the picket line in front of the Seattle Post-Intelligencer, where just a few days ago I'd been a reporter in the features section.

Next to me stood other reporters from the Seattle P-I as well as staffers from the other striking paper, the Seattle Times.

Both papers work under a joint operating agreement and are members of the same union and had been working without a contract since July. When both the Times (owned by Frank Blethen and Knight Ridder) and the P-I (owned by Hearst) companies put down their final offers, it became clear that nearly six months of bargaining had gone

nowhere. Their offers showed virtually no movement from what they said they'd offer back in July.

I was asked to be on the negotiating team for the guild, and it's been one of the most frustrating experiences of my life. Representing a group of people who at times don't believe in the collective bargaining process (organizing journalists is a lot like herding cats, only tougher) against two companies who just don't seem to be bargaining at all can be a drag.

Being a guild member is a legal requirement of my job at the P-I, and I'm doing what I'm doing because the majority of us voted to walk out.

Going into the third week of the strike, and we had about 10 percent of our members cross the picket line. I realize the difficulties families face during a strike can be crushing, so while I'm not supportive of those who decide to cross the picket line, I'm less likely to scowl at those who do so because they have little mouths to feed and heavy mortgages to pay. I feel no sympathy whatsoever for those who I know are well off and yet decide to cross a picket line formed by their peers.

Part of why I love journalism is working in a newsroom. The camaraderie I feel with my fellow journalists is what makes this field so different from others. That said, there's nothing quite like being on strike for getting to know your co-workers.

Continued on page 7

Wildcat newsbriefs

Wildcat hires writing coach

A new face around the Wildcat offices this year belongs to Jim Maish, a veteran journalist hired on as the paper's first-ever writing coach.

Maish meets one-on-one with student staff to review their stories and suggest improvements. He does not pre-read copy or work on stories in progress, but acts exclusively as a hands-on skills coach.

Wildcat adviser Mark Woodhams, who proposed the idea of a coach to student editors last year, continues to serve as chief in-house adviser and author of the daily "Glass House" critique of the paper.

Maish was the Arizona Daily Star's assistant features editor from 1994-2000 and he remains on call there as a copy editor. He earned his master's degree in journalism in 1981 from the University of Arizona.

UofA Hispanic alumni to offer scholarships for Wildcatters

The UA Hispanic Alumni Association has agreed to designate two scholarships in the coming year for students employed by the Daily Wildcat.

The scholarships will serve Hispanic students from any area of the operation—business, design, newsroom—and will be based on criteria established by the association and Arizona Student Media.

The scholarships came about as part of a cooperative venture between Hispanic Alumni and Student Media to produce the association's quarterly newsletter. Student Media's design services will provide typesetting, layout and printing assistance for the newsletter, which is edited by Rosalie Robles Crowe, a Wildcat alumna from 1958.

Patten resumes teaching

Jim Patten, head of the UA journalism department for the last 10 years, stepped down from that post to resume teaching in January, following a sabbatical last fall. Jacqueline Sharkey, who served as acting head during Patten's sabbatical leave, will continue in that role until a new head is selected.

Wildcat alumni who are also journalism alums don't need long memories to recall Patten's valiant and successful efforts to save the journalism department from being shut down back in 1994-95. Twice during Patten's tenure as head the j-department received national accreditation, one of only 100 accredited journalism programs in the country.

Scholarships hit \$5,000

In the last three years the Wildcat has awarded \$5,000 in scholarships as part of a program to “attract, retain and reward” members of the paper’s staff. The Wildcat currently employs 150 students in all areas of the operation.

Four \$500 scholarships were awarded this year, 2000-2001. Applicants are judged on their contributions to the paper and their professional promise.

They must have a 3.0 GPA and submit a 500-word essay. Members of the Arizona Student Media Board (formerly the Student Publications Board) are asked to review the applications and select the winners.

Here’s a quick rundown of the winners this year:

Dan Cassino, a political science major from Tucson, began his Wildcat career in 1998 as our night production assistant before taking the reins as perspectives editor last year.

“I cannot remember ever

walking away from the Wildcat feeling as though I were wasting my time,” wrote **La Monica Everett-Haynes**, a journalism major from Tucson. A reporter last year at the Wildcat, La Monica was recognized as a Chips Quinn Scholar in 2000 and as “best beginning journalist” in 1999 by the UA journalism department.

Cheryl Liu, a freshman last year who began her career at the Wildcat as a sales coordinator, spent her summer in Hong Kong, working in marketing and public relations. A marketing major from Vancouver, B.C., Cheryl works this year in production, designing and typesetting ads.

Erin Mahoney, a junior journalism major, began at the Wildcat as a freshman and developed into one of the paper’s top reporters. She’s covered most major beats—ASUA, admin, faculty senate—and served as an assistant city editor. (See sidebar)

Newsroom notes

‘The scrappiest place on earth’



Junior Erin Mahoney wrote the following essay as part of her application for a Wildcat scholarship this year.

Thursday night in the Daily Wildcat newsroom. My editors furrow their brows and stroke their goatees, lost in their respective thoughts. Someone from the sports desk shouts at the television screen and a reporter doing a telephone interview shushes him with an angry glare. The clock ticks too slowly and a semi-dysfunctional family of employees settles in for the long haul.

When I began my career at the Daily Wildcat, I was more than a little unnerved to discover that an award-winning staff would drink so heavily, smoke so much, or record such juvenile things in the legendary Staff Save. Now, nearly two years later, I understand it and support it. The Wildcat, truly, has created its own culture out of stress and responsibility. It’s a job that follows you home.

Certainly, though, it’s not something I understood or appreciated in my first semester. Fresh out of high school, I came to the Wildcat with a stack of national and state high school journalism awards on my resume. I was ready to change the Wildcat—to take it by storm. Instead, it changed me.

After a few weeks (and a few scathing Glass House reviews) it was apparent I had a lot to learn. I was stressed, disappointed, and terrified I’d chosen the wrong field. “If you can survive a year on the city desk, you can survive anything,” one Glass House proclaimed, and so I committed myself to another semester.

I learned slowly, without journalism classes. I made spelling mistakes, style mistakes, reporting mistakes, writing mistakes. But I began to understand that I was making them, and why. I took on tougher stories, made tough decisions. I began to understand the antics of my bosses and co-workers, and I gained an incredible respect for my job. I learned the “passion” for news that is so espoused by educators.

Although I’ve worked with dozens of other reporters and editors at two newspapers besides the Wildcat, I’ve never seen anything match the idealism and passion found in that basement. My fellow editors and reporters—current and former—love the paper and love journalism with a fervor that is incredible. They have taught me, through both their antics and their responsibilities, how someone should feel about their work.

I’ve tried, through my stories and editorship, to repay the newspaper for the confidence, the skills and the motivation it has given me. I’ve tried to thank my editors, tried to give it my all. But certainly, I can’t repay the knowledge and idealism I’ve been loaned.

Former editor-in-chief Dave Cieslak called the Wildcat “a magical place” in his farewell column. He was jeered for that, of course, because newsroom employees are famous for their often-stinging sarcastic comments.

But I’m not so sure he wasn’t correct, in an offbeat, outlandish way. This newsroom taught me drive, determination, responsibility. It creates a camaraderie between its employees and a loyalty to itself that is remarkable in an age of apathetic youth.

It isn’t Disneyland, but it has its own magic. Just call it the Scippiest Place On Earth.

Play the Wildcat memory game!

Send us your answers, best guesses or simple ruminations about the following trivia and we’ll print them in the next newsletter.

Or submit your own trivia questions. We can use those too. All correspondence: **Daily Wildcat Trivia, AZ Student Media,**

1230 N. Park, Ste. 201, Tucson AZ 85721.

1. Who was the Wildcat’s first female sportswriter?
2. When did a green couch first appear in the newsroom?
3. Where did the name(s) Muir-Weeks come from (as in Muir-Weeks Memorial Room,” the name over the current newsroom door)?
4. When was the first issue of “Inside the Glass House” published (and when was the first time you were mentioned)?
5. When did the Wildcat go over \$1 million in annual ad revenue?
6. What Wildcat reporter went on to become the first female state supreme court judge?
7. When did the Wildcat get its first computers? (Bonus question: When did it get its first electric typewriters?)
8. What former Wildcat reporter wrote the recently published copy editing guide “Lapsing into a Comma”?



Life after the Wildcat

Alan Fischer ('79-'80) is a business writer for the Arizona Daily Star in Tucson. He and his wife Gina are active in cycling. Alan still really likes heavy metal and the Ramones.

Liz Dailey ('00) covers crime for the Yakima Herald-Republic in Washington. She interned at the Arizona Daily Star after her time doing Police Beat at the Wildcat.

Tina Alvarez lives in Tucson with her husband and four cats. She's an Information Specialist for University of Arizona News Services and writes for "Lo Que Pasa" and other university publications. She continues to cover music, writing for Entertainment Magazine On Line and Girlmusician.com

Pila Martinez ('88-'91) is a Health Educator for the University of Arizona Health Sciences Center. She produces a newsletter for the Sarver Heart Center. She previously covered the UA for the Arizona Daily Star.

Tony Tselentis has spent much of his career at the Arizona Daily Star. He's worked on the business and sports desks. He's now a day copy editor.

Kristen De Groot is an online editor for the Associated Press in New York City. She worked at the Northwest Explorer in Tucson before moving to the Big Apple with her husband.

Christine (Verges) Gacharna ('94-'96) (aka "Mommy" to Jonathan, 2, and Alexis, 5 months) freelances for the Tacoma (Wash.) Weekly.

Alicia Caldwell writes: "After leaving the Wildcat in 1998 I earned a master's degree from the Walter Cronkite School of Journalism at Arizona State University (ed. note: and we let her into this newsletter???). I am now a suburban reporter for the Philadelphia Inquirer, covering both suburban crime and the daily goings on in two lower-income suburbs."

Brice and Amy (Middlemist) Samuel ('89-'93) are the parents of Emma, born Aug. 10, 2000.

Tara (Meyer) Kirkpatrick ('94) moved back to Tucson a year ago and was married in April to UA alum Shaun Kirkpatrick. Tara recently began a new job as publicist for UApresents, the university's cultural and performing arts organization. She had been with the Associated Press in Atlanta.

Monty & Cara (Miller) Phan (a whole bunch of years in the mid-'90s) officially became, in their words, Lawn Guylanders in November when Monty took a job as a technology reporter for Newsday. Cara is working as a senior account coordinator for the PR firm BSMG Worldwide in Manhattan. Their two dogs are currently unemployed. E-mail: mphan @pobox.com & caram@pobox.com

What have you been up to lately? Share your news with other Wildcat alumni. Please submit updates for the next newsletter to AlumniCat, c/o AZ Student Media, 1230 N. Park, Ste. 201, Tucson AZ 85721. Photos welcome too!

Were you an ad rep? Spread the word!

Alumni of the Wildcat's advertising and business areas have a rich tradition of accomplishment. We'd like to hear from more former sales reps and get them involved with other Wildcat alumni. Please send us names, addresses, emails.



Among those who did attend our 100-year reunion in 1999, former ad reps (l-r) Chris Oldre, Charlie Kennedy, Bill Horn and Kevin Williamson chat with former Wildcat ad supervisor George Morley.

Wildcat history: Blast from the Past *When the Wildcat, J-dept. split*

It was the 60's. The saying goes: "If you remember the 60's, you weren't there." In the fall of 1966 the Associated Students took the Wildcat away from the Dept. of Journalism, which had published it for years as a classroom laboratory, and appointed all staff. The Department-appointed staff had walked off the job over a printing contract dispute. A few brassy sophomores and juniors defied a very angry department head and went to work for the Wildcat. We ran the paper that year and the next. We had more hands-on experience as a result than the regular curriculum allowed for in those days; including last-minute late-night makeovers at the printer, that found a few of us composing stories on old typesetting machines as we approached deadline. More journalism students began to come back after the 1967-68 school year.

—Submitted by Thomas Babcock, Wildcat staff 1966-68.

Do you have a moment in Wildcat history to share? Submit your "Blast from the Past" to Daily Wildcat Alumni, c/o AZ Student Media, 1230 N. Park, Ste. 201, Tucson AZ 85721. Limit: 500 words.

ARIZONA DAILY
WILDCAT
HALL of
FAME

Hall of Fame Nomination Form

Criteria: The Wildcat Hall of Fame recognizes alumni of the Daily Wildcat for their distinguished and significant accomplishments in journalism or any chosen professional field. Alumni include anyone who worked on the Wildcat in any position while a student at the UofA. You may also nominate non-alumni based on their significant contributions to the Wildcat and advocacy for the student press at the University of Arizona.

Nominate as many candidates as you wish, but please use separate forms.

Nominee name _____

Nominee address or other contact info (if known) _____

Please tell us why you are making this nomination, providing details about the nominee's professional accomplishments, career at the Wildcat, contributions to the university or to student journalism, and any other pertinent material. Feel free to use the space below or submit a separate sheet. Supporting letters? Names of other Wildcat alumni who feel as you do? Sure, all input welcome.

Name of person making nomination _____

Address, phone, e-mail _____

Please complete and return to: Wildcat Hall of Fame, AZ Student Media, 1230 N. Park, Ste. 201,
Tucson AZ 85721 **DEADLINE IS APRIL 1, 2001.**

Sales coordinators organize ads

You can see them, the sales coordinators, zipping around the Wildcat ad office.

They answer phones, assist campus clients, pick up insertion orders and slops from the paperwork box, page the reps if they are missing any paperwork, log ads into the proof logbook, maintain sales records, post the sales reps' daily ad inches on the quota board, prepare mailings to prospective advertisers and more.

"They are the glue that holds us together," says account executive Nick Frei, a finance major.

Sales coordinators do just that—coordinate the Wildcat ad office's sales activities. It's a new position that's developed over the last few years to provide administrative support for the student sales manager and ad sales staff.

Sales coordinators deliver ad copy to production, page reps when copy is missing and ensure the return of proofs to sales.

Proof ads are now logged out by sales and logged back into sales by production.

"Before the new proof system was put into place, ad flow was a complete mess," says sales coordinator Katy Melcher, a political science major who was instrumental in development the new system.

"Reps would hang out in production waiting for proofs to be output so they could take them to their clients. Other times, reps would forget that they had

requested a proof and the ad would run incorrectly because their clients hadn't seen it."

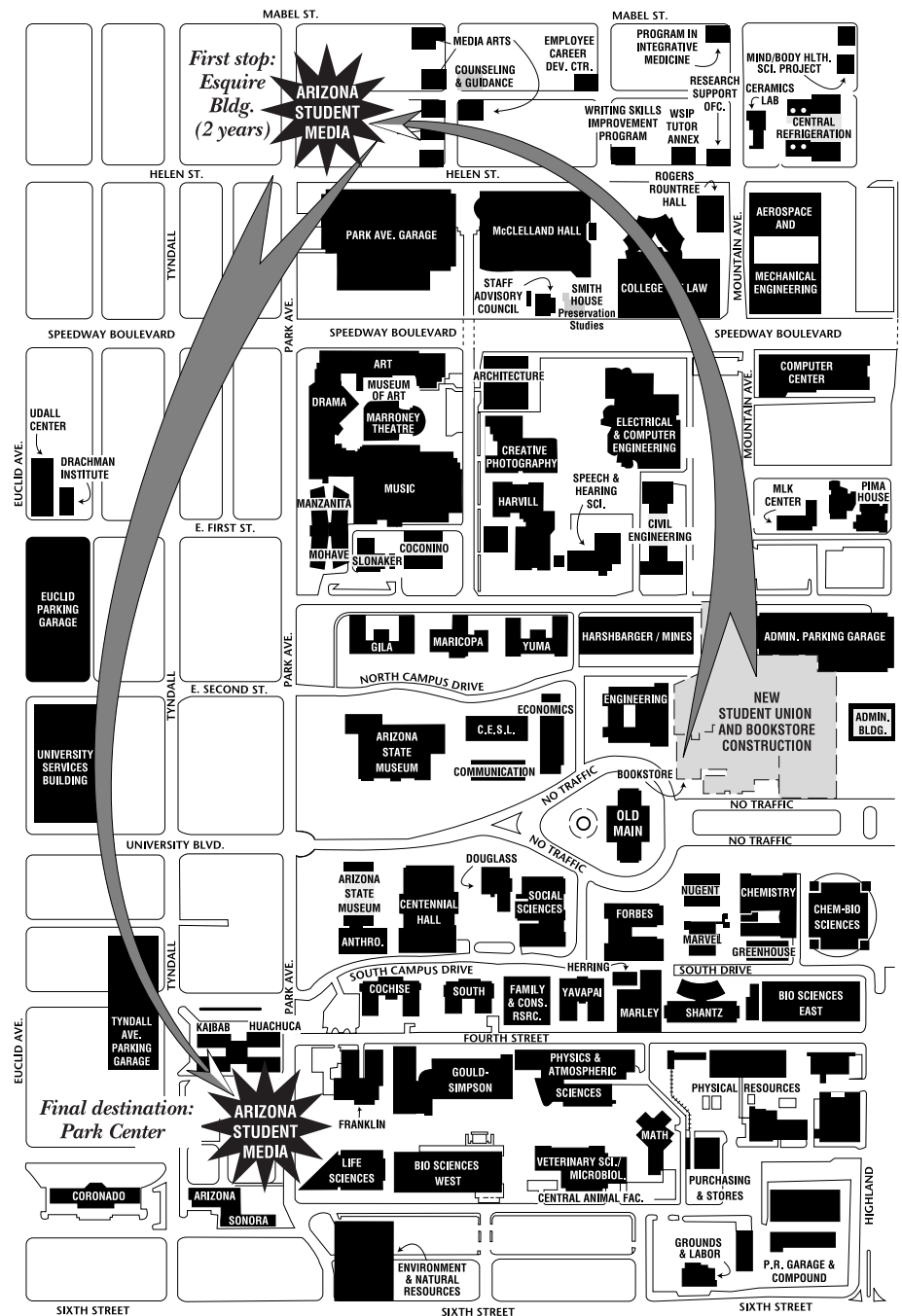
Sales coordinators also notify reps when the accounting area is missing payments and insertion orders, resulting in fewer uncollectible accounts.

"We keep everyone in line," says sales coordinator Ava Badal, an accounting and finance major. "It's a fun job because I know people are counting on me."



Sales coordinators Ava Badal (l.) and Katy Melcher help everyone stay on top of their loose ends.

UPCOMING WILDCAT MOVES



On strike in Seattle...

Continued from page 3

You learn which ones are in journalism for the bylines and the awards and you learn which ones are the heroes you always thought they were. Some will surprise you with their weakness, others with their resolve.

I try to maintain a level head by thinking of how I'd cover this as a reporter.

I figure as long as I keep asking those questions every day, I'll keep myself on an even keel. That's the only way to successfully get through something like this: keep a cool head and don't lose perspective.

D. Parvaz can be reached at dparvaz@hotmail.com

Keep in touch!

Looking for someone? Feeling nostalgic? Want to feel like you're a part of the Wildcat again? Check out the Wildcat Alumni website!

Keep up with the news: the latest on the great moving adventure, the anointing of a new editor in chief, and other exciting happenings. Read old newsletters in case you "accidentally" threw your paper copies away. See photos from the November '99 centennial reunion.

But to get access to the really good stuff on the site, you have to officially join. It's simple (click on the "join" button). We've set up a special area for "members only" to keep personal info and embarrassing photos safe from spammers and roving lunatics. So fill out the form, receive your secret password by email, and enjoy!

Check out "Staff Save," a directory of almost 230 alumni which expands every week. Discover what folks are up to these days, and read their wonderful, weird and rotten memories of Wildcat days.

Wander into the Wildcat Chat Board. Post questions, opinions, job openings... anything, just post! Take a look around the site, and if you have any suggestions or complaints, let us know by emailing stumedia@u.arizona.edu.

<http://w3.arizona.edu/~studpubs/alumnisite>

If you don't like that long address, just go to the Wildcat Online (wildcat.arizona.edu) and click on "Daily Wildcat Staff" button on the left side of the page.



Order Alumni Directory NOW

Miss those wild and wonderful days working at the Wildcat, Kitty Kat or Desert? There's hope. Order a copy of the Centennial Alumni Directory, compiled for last year's reunion celebrating 100 years of student publications at the UA. Filled with photos, addresses and memories. **Only \$5. (No portion of the purchase price of the directory is tax deductible.)**

Send your check or money order (payable to the University of Arizona) and the order form to:
AZ Student Media,
Attn: Alumni Stuff, 1230 N. Park, Ste. 201,
Tucson AZ 85721

_____ Mastercard or Visa

Number: _____

Expiration date: _____

Cardholder's signature: _____

Mail directory to: _____



Arizona Student Media
 University of Arizona
 1230 N. Park, Ste. 201
 Tucson Arizona 85721-0017

RETURN SERVICE REQUESTED