

'78 Grad urges to 'Dream Big, Start Small'

## Newsday's Carla Sanders to speak at 1990 department banquet

Starting at a small newspaper is more advantageous than jumping straight onto a large daily, according to Carla Sanders, a news editor for *Newsday*, in New York.

Sanders, who will speak on "Dreaming Big, Starting Small" at this year's journalism banquet, certainly knows about starting at a small newspaper. She spent two years as a reporter/photographer for the *Lassen Advocate* in Susanville, CA., a "very, very small newspaper" in Northern California. The newspaper has since gone defunct, but Sanders said she learned a lot of skills she wouldn't

have gained if she had jumped straight into large-scale, metropolitan journalism.

Among the skills Sanders said she learned were hands-on editing, photography, and reporting skills. She said because such duties are more specialized at larger newspapers, people there tend to get locked into doing the same thing over and over, and not experience the diversity that one finds at smaller papers. And because she got to "do it all," Sanders feels it has helped her in her rise to the fourth largest newspaper in the United States (*Newsday's* circulation is around

700,000). Sanders also worked at *The Desert Sun* in Palm Springs, and *The Orange County Register* in Santa Ana prior to getting her job at *Newsday* in 1989.

Sanders is a 1978 Cal Poly journalism graduate, with, ironically, a concentration in broadcasting. After graduating, Sanders never entered the broadcasting field because, as she puts it, "I wanted to write more than I wanted to talk."

Sanders looks back on her time at Cal Poly as "the greatest time of my life." There was a great sense of

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## L.A. Times editor offers insight for success

In March, assistant editorial page editor Janet Clayton visited Cal Poly's journalism department and spoke on diversity in the newsroom, and how journalism must soon reflect the cultural and ethnic diversity of the population it covers. During her visit to Cal Poly, she took time off her schedule to speak about what students can do to prepare themselves for success in "real world" journalism. Here's what she had to say:

### On tough sources

Clayton firmly believes in the credo, "You can get more with honey than vinegar." This means that, when confronted with sources that will not talk, or when approaching people who have just experienced a personal tragedy (such as a death), it is better to abandon the "tough know-it-all journalist" facade and adopt a sympathetic ear. You must remember that your being there is a potential



Los Angeles Times assistant editorial page editor Janet Clayton thumbs through her paper during her visit to Cal Poly.

invasion of their privacy, and that they're really not obligated to speak to you anyway (with the exception of politicians, who have an obligation to explain themselves to the public Clayton said). However, be firm in

your questioning. Make your questions clear and don't allow people to evade them. But with people who are not used to dealing with the press, approach them politely. You'll get

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## Curriculum changes slightly for students under 1990-92 catalog

Requirements for a bachelor of science degree in journalism will change slightly for students attending under the 1990-92 catalog.

A majority of the changes will result in increasing the number of units of certain classes. For example, reporting and lab-type classes will increase from 3 to 4 units. These classes include Reporting I, II and III, Broadcast Writing I and II, Copy Editing, Advanced Copy Editing, Mass Media (which is now numbered 218, not 118), Intro to Public Relations, Public Relations Media, and Advanced Public Relations. In addition, *Mustang Daily* and KCPR reporting practice courses will increase from 2 to 3 units.

Copy Editing will be a core requirement for all concentrations, as well as International Communication and Judicial Process (Pols 206). Each concentration will also be required to take one class from a journalism elective category. Previously students in the Ag Communications option were not required to take an elective course.

Classes no longer required for journalism majors include Computer

Science 110, Sociology 313, Geography 315, Engineering 301, Ag 301, and Political Science 331/332. Journalism History is now an elective course, as is Advertising, Feature Writing, Ad Layout/Copy, Mass Media Criticism (Jour 385) and Ag Communications; Intro to Public Relations, Broadcast News I and Reporting III are no longer core courses, but have been moved into their related concentrations.

A number of new courses will be added to the core curriculum. These are: Political/Global Geography (Geog 305/308), and Social Responsibility of the Mass Media (Jour 402).

GE&B and foreign language requirements will remain the same.

These degree changes will only affect incoming students, or present students who are forced to reapply after an absence of 2 or more quarters. For continuing students who enroll in any of the courses in which the units have increased, proper credit will be given for the requirement, and the remaining until will apply toward overall degree electives.

For further information, contact the journalism department.

## CLAYTON

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better results that way.

### Getting your first job

Cal Poly requiring an internship is one of the best aspects of the degree, Clayton said. Through people you meet on internships and in professional gatherings, you can be provided with valuable contacts for future jobs.

She said to apply to any companies in which you have interests — even remote ones. "Use every outlet you have," she says. "Pursue it. Follow up. Don't assume that if you write and they don't call back that they aren't interested. Journalists are busy people," she added. "They probably forgot to get back to you. Follow up."

Also, Clayton said, be open to the possibility of moving around.

Finally, variety in your résumé is strengthening. Employers will be impressed if you have guts and persistence, she said.

## SANDERS

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cameraderie between the students and faculty, she said, and everyone was "up all the time."

This optimism allowed Sanders to feel "prepared to do just about anything" after leaving school. She has found that students who really want to succeed will do so, and despite coming from a small school like Cal Poly, "you can get out there and compete with larger schools like Stanford and Berkeley and do just as well as them."

The banquet will be held June 1 at the Shore Cliff Lodge in Pismo Beach. No-host cocktails will be available beginning 6:30 p.m., with a buffet dinner beginning at 7 p.m. Tickets are \$16.50 and can be purchased through May 30 from Madolyn Nix in the journalism department office. The event is co-sponsored by Cal Poly's SPJ and PRSSA chapters.

## MOORE

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administrative problems for Cal Poly's 91.3 FM.

She said she does not intend to change the station's format, but she does want to establish its philosophy by re-evaluating its music content. She said college stations are traditionally "alternative," but there are degrees of variation within that label.

She plans to start station fund raisers early in the year, since KCPR has to raise about \$20,000 to \$25,000 a year to pay for programming. Moore

also hopes to move the station's transmitter up to Cuesta Grade to increase its broadcasting range.

Moore has served on the Liberal Arts Council as a KCPR representative this year and is a member of Alpha Chi Omega sorority and Pi Gamma Mu, the social sciences honor fraternity.

Moore will succeed current KCPR general manager Dave Garrido. Additional top leaders for the station next year will include: Patty Mena as program director, Kristy Duncan as news director and Greg Wiggins as business director.