Heller lays campus plans

Quality is a primary theme when H. William "Bill" Heller, recently arrived campus dean and executive officer, talks about USF St. Petersburg. He's most interested in maintaining the excellence of existing programs, faculty and staff, and introducing other valuable programs.

Heller says one of his main goals is to "build on the really good partnership" that exists between the campus and the community.

"The relationship between the community and the campus reflects one of the most positive town/gown relationships I've seen anywhere," says Heller, acknowledging that the support of the community is a major asset for a new dean. Heller credits that support in part to former interim dean Winston Bridges Jr., who capably led the campus for two years.

Heller recognizes the value of partnerships with the campus's immediate neighbors, such as the Poynter Institute for Media Studies, the Salvador Dali Museum and All Children's and Bayfront Medical Center hospitals. He wants to become even more involved with them and the total community.

Heller believes USF St. Petersburg has a unique opportunity to assist the city, county and neighborhood residents help youth — especially troubled youth — succeed in public school and college.

He visualizes a program that would provide neighborhood children the opportunity to visit the campus informally and participate in planned programs that would help spark interest and determination in staying in school.

"Both the campus and at-risk youth have much to offer," says Heller, who wants to involve area agencies and the public school system in the program.

See PLANS on page 6

Lectures focus on community and culture

USF St. Petersburg is offering a new course on community and culture beginning in January. The course, In Search of the Good Society: Perspectives on Community and Culture, will also include a series of free lectures open to the public. The Good Society will focus on the major divisive components in American society and some key approaches to heal these divisions.

General course topics will cover race, gender, education, culture and politics. Guest speakers will include nationally and internationally known individuals from the fields of literature, history, sociology and politics.

The course meets Monday evenings, beginning Jan. 11. The first public lecture will be Jan. 25 at 6 p.m. Call 893-9142 for enrollment information, or 893-9160 for information on the lectures.

See schedule of speakers on page 2.
Founding faculty member honored

Criminology professor Tim Reilly earns emeritus status.

John Tim Reilly, an associate professor of criminology at the University of South Florida's St. Petersburg campus, was named professor emeritus by USF President Francis T. Borkowski at a recent university honors convocation.

Emeritus status is an honor given to members of the faculty whose careers while at USF have been exemplary and distinguished.

Reilly, who came to USF in 1965, pioneered the criminology program on the St. Petersburg campus. He fostered the development of a full undergraduate Bachelor of Arts degree program on each of four regional campuses and a master's degree program on three of the four.

Through the years, he won several teaching awards at the University, the pinnacle being the Distinguished Teacher Award in 1977.

He was a founding faculty member at the campus which was assigned 257 entering freshmen who, because of space problems, could not be housed at the Tampa campus. The students, sent to a merchant marine training barracks in St. Petersburg on the grounds of what is now the St. Petersburg campus, at first were disappointed about not being placed in Tampa. But by the end of the semester, the majority of students had written a petition to remain in St. Petersburg. They formed the first class of what is now the largest regional campus in the State University System with 3,100 students.

"It was largely due to Dr. Reilly's drive, personality and genuine warmth that led those 257 students to want to remain in St. Petersburg on a permanent basis," said William R. Blount, chairman of the criminology department at USF.

"Dr. Reilly's dedication through almost three decades has been invaluable to the growth of USF and its students," said Campus Dean H. William Heller.

Reilly is an attorney who also teaches at the Stetson College of Law.

USF St. Petersburg is converting the Piano Man building, recently donated by the city of St. Petersburg, into five classrooms. The Piano Man is west of the campus on Third Street South and should be completely renovated by spring 1993.

USF St. Petersburg Public Lecture Series Schedule

In Search of the Good Society: Perspectives on Community and Culture

Time and Place: Monday evenings at 6 p.m. in the Campus Activities Center.
The following lectures are only a partial list of speakers; the lectures continue through April 19. Call 893-9160 for more information.

Jan. 25
The Good Society
STEVEN M. TIPTON, professor of sociology and religion at Emory University and its Candler School of Theology; co-author of Habits of the Heart.

Feb. 1
Black and White Styles of Communication
THOMAS KOCHMAN, professor of communication at the University of Illinois at Chicago and author of Black and White Styles in Conflict.

Feb. 15
Florida's Senior Citizens and Their Search for a Good Society
MARIA VESPERI, anthropologist, editorial writer for the St. Petersburg Times and author of City of Green Benches: Growing Old in a New Downtown.

March 1
A Feminist Perspective on the Good Society
ROBIN MORGAN, award-winning poet, journalist and editor of Ms. magazine; feminist activist; author of Sisterhood Is Powerful and Sisterhood is Global.

March 8
A Dialogue on the Role of Women in American History and Culture
SARA EVANS and HARRY BOYTE, professors of history at the University of Minnesota. Evans is the author of Personal Politics.

March 22
The Role of Journalists in Shaping the Good Society
JAY ROSEN, assistant professor of journalism at New York University and a media critic whose work has appeared in Harpers, The Nation, and The New York Times.
FROM CAMPUS BARRACKS TO THE BAR

Alumna Slyvia Barr now is an attorney and a member of the Florida and St. Petersburg Bars.

Slyvia Barr deals with the harsh realities of families in trouble every day of her professional life.

The USF alumna and St. Petersburg attorney, who practices family as well as criminal law, often works with parents accused of abusing, neglecting or abandoning their children. Sometimes it is the fault of the parents; sometimes they are being wrongfully accused.

Her role, regardless of the culpability, is to counsel parents on the legal remedies available to them. Her goal always is to try to reunite broken families and preserve the rights of the parents.

"The best thing about being an attorney is the satisfaction of helping people work through their problems," Barr says.

Perhaps her most famous win was in 1984, when she defended a man charged with driving under the influence of alcohol while riding a bicycle. It was the nation's first such case, and Barr was working for the public defender's office at the time.

Police officers had watched the suspect leave a St. Petersburg Beach bar, mount his bike and weave his way home. He was arrested, but found not guilty by a jury. It turns out the man was not drunk but disabled; he wore braces on both legs and was physically unable to travel in a straight path when riding his bike.

Most recently, Barr made headlines when she ran for Pinellas County court judge, group 7. She lost the three-way primary to contender Paul Levine, who eventually lost to Mary Jean McAllister in the election. It was Barr's first bid for public office.

"We need qualified women on the county bench. Women have patience I sometimes see lacking in male judges, but having women there doesn't mean they're less harsh, more compassionate or more sensitive than men," she says. "It means women have a different outlook."

Although she never personally encountered gender bias in court, she says she has heard some judges refer to women attorneys as 'little lady' or 'honey.'

"Not that I don't like terms of endearment," she says with a smile. "But when clients hear that, they tend to think they're getting less than a fair shake. Sometimes clients think if you're not part of the 'good old boy network,' you aren't getting a good old boy network deal."

Barr began her college education when she was 31 years old. "I grew up in an era when women were discouraged from working professionally," says Barr, 50. "So I did the typical thing — I graduated from high school and got married."

But her dream was to practice law someday. Three children later, she decided it was time to pursue her education. She enrolled in St. Petersburg Junior College, and finished the two-year program in a year and a half.

She earned her associate's degree, then entered USF St. Petersburg. This was in the mid-1970s, when the campus was tiny and all classes were held in the cramped wooden buildings formerly used by the merchant marines.

As a thirtysomething student, she found she "was very much at home" with the other students. Twenty years ago, as today, students at the campus are a little older than the traditional college student. Currently, the average student age is 31.

Barr studied criminal justice and political science from longtime USF professors Tim Reilly, Regis Factor and Darryl Paulson. "The juvenile offender and female offender courses in particular gave me an appreciation for the rights of defendants."

The course proved valuable to her later, she says, because "there are quite a few women and children offenders."

She did well at USF, graduating cum laude in 1978. She further distinguished herself by being named Who's Who in Colleges and Universities, and by receiving the Outstanding Student Award and the Alumni Association's Outstanding Senior Award.

"I found that you can get as fine an education in sun-drenched barracks as you could on an ivy-covered campus," Barr says.

She then went on to law school at Mercer University College of Law in Macon, Georgia. "The school was expanding the role of women in the program, and that appealed to me."

Although attending school in Georgia meant being separated from her husband, David, and family — her youngest son, James, was in middle school and her twins, David Jr. and Darlene, were in high school — she says the experience helped everyone grow closer.

"They didn't take their parents for granted, and they recognized the interdependence of the family. We've continued to be close-knit."

She spent the first three years of her career in the public defender's office, then started her private practice in 1986. She strives to do as much pro bono work in her practice as possible, she says.

Because she believes her life has been blessed, her philosophy is "To whom much is given, much is required."

"I try to fulfill that expectation," says Barr, who also is involved with many civic and church activities.
BRIDGES NAMED ASSOCIATE DEAN

Winston T. Bridges Jr., former interim dean at the University of South Florida's St. Petersburg campus, was appointed associate dean.

The position begins immediately. Bridges' duties will include a variety of administrative tasks as well as maintaining and developing academic programs and procedures.

Bridges, 51, also is the coordinator of the College of Education and a professor. He recently served as interim campus dean for two years.

"Dr. Bridges is a skilled, competent and experienced professional who knows the campus very well. He has earned the respect and trust of those individuals my office and this campus must serve and interact with on a regular basis," said campus Dean H. William Heller. "I could not have found anyone better qualified for the position of associate dean than Winston Bridges."

Bridges began his career in 1970 at USF St. Petersburg as an assistant professor in the College of Education. His special interests include the philosophy of education and moral education.

His professional affiliations include: The American Educational Studies Association; Southeast Philosophy of Education Society; John Dewey Society; Florida Foundations of Education and Policy Studies Society; and Kappa Delta Pi Honor Society. He formerly was president of the board of directors of Head Start of Pinellas County, a program designed to meet the educational needs of disadvantaged children. The Pinellas Head Start is considered a model program throughout the country.

Journalism program bucks tradition

The program challenges old reporting methods, tests alternatives.

Two USF mass communications professors are challenging traditional reporting methods and testing alternatives in a new graduate journalism program offered at the St. Petersburg campus.

Mike Killenberg and Robert Dardenne don't teach their graduate students how to conform to standard reporting practices. They question the old ways and encourage approaches they think make news more meaningful to readers.

"We're talking about a more humanistic approach to journalism and reporting," Killenberg says. "We're focusing more on people, feelings and needs, and less on institutions."

Reporters must more frequently depart from the bland world of balanced, impersonal accounts of events and issues and become more a part of the community.

"Committed journalists cannot shrink from the job of community reporting — they must venture forth. Wild-eyed, toothless people who sleep on park benches belong to the community and the community belongs to them. If journalists fail to tell the diverse stories of a community, Killenberg says.

"I've learned a lot about journalism here, even though I worked in the field," Bilodeau says. "My viewpoint now would be very different about what I'm striving to achieve in journalism. Getting to step back and think about the bigger picture is great."

Bilodeau credits the faculty for taking a hard look at what journalism is and what it should be. The professors' background of journalistic and academic experience makes the program more reputable, he says.

Killenberg worked at the Los Angeles Times and the St. Louis Globe-Democrat as a reporter and editor. He received his doctorate in journalism from Southern Illinois University at Carbondale in 1975. Before coming to USF St. Petersburg in 1988, he taught for 13 years at SIU at Edwardsville, where he was director of graduate studies.

"Meet, listen, notice, feel. That's a motto for any journalist."

— Mike Killenberg

worked at the Baton Rouge Morning Advocate, The News in Mexico City and The Times Union in Rochester, N. Y., earned his doctorate from the University of Iowa.

The USF courses they teach go beyond developing "skills" to explore the professional, social, cultural and other consequences of what journalists do. A major emphasis is given to training journalists to be culturally literate and capable of communicating effectively with and to people of different races, nationalities, physical abilities and economic backgrounds.

"This means including perspectives of people other than white male editors who so often define what's newsworthy," Killenberg says. "And it means sensitivity to gender and age issues. In fact, the professors have dedicated an entire course to multicultural perspectives.

Killenberg supports the theory that journalists should be "moral ecologists" who attend to the feelings and conditions of others and incorporate this into their writing.

For instance, the USF student newspaper recently reported about a professor banned from campus because of his threatening behavior. The professor
was denied tenure, then told he missed a
deadline to file a grievance. By traditional
press accounts, the man “lost it.”
Killenberg says.

“Those are the ‘facts’ as they are
known, at least. From a new perspective,
perceptive journalists would see the
incident not for its traditional news value
but as a symptom of larger problems in
society — the economy, societal and
personal angst, individual ‘failure’ and
insensitive bureaucracy.”

Increasingly, journalists are seeing the
impossibility of truth-seeking and pure
objective reporting. Truth, says
Killenberg, is relative and determined
sometimes by one’s vantage point or
perspective of people and situations.
“Journalists should not delude themselves
into thinking there is an obtainable truth
what they usually get is the best
obtainable version of the truth.”

Journalism is headed in new direc-
tions as the 21st century approaches.
Killenberg believes readers will be seeing
more personalized reporting — first-
person accounts in news stories in which
journalists become part of the story and
express their feelings about a subject.

Killenberg cites as an example a
front-page news story about a family who
survived Miami’s Hurricane Andrew but

Graduate students work closely with mass
communications faculty. Treva Johnson is
pictured with professor Robert Dardenne.

lost much of their home and possessions.
St. Petersburg Times writer Anne V. Hull
met with them at what was left of their
home and ate dinner with them. In the
story, she told how touched she was that
despite their losses, the family was still
giving and sharing what they had.

“I found her approach to the story
refreshing and more appealing than a
conventional news story,” Killenberg says.

“I felt like it was written by a human
being.”

Journalism seems to be returning to
what used to be called newspaper “crusad-
ing.”

“With certain stories or issues, it
seems to be a duty of newspapers to lead
the community, as long as it does it
responsibly, and without resorting to
sensationalism or distortion,” says
Killenberg.

Take the problem of homelessness in
a community. A conventional approach
has a reporter waiting until a city official
holds a press conference about solving the
problem. The journalist then reacts by
simply reporting on the event.

A pro-active journalist would not only
report the condition before the official
takes action but also offer possible
solutions the community could take,
Killenberg says. “Advocacy journalism
can mobilize a community to solve
problems.”

A goal of the program is to educate
journalists to detect impending changes
and issues and tell the public what to
expect and how to cope.

“I’m excited about the program,” says
Kellee Johnson, a part-time student who is
a public relations officer for Tropicana
Products Inc. “This truly is an alternative
way of studying the news.”

— Reported by Vera Holroyd

Covering the 21st century

USF’s graduate journalism program prepares students to detect emerging issues in society,
not merely react to existing ones.

USF’s graduate journalism
program is dedicated to educating
journalists who can report and interpret
the news with skill, responsibility and
compassion.

The program allows for individu-
ally tailored approaches to journalism
studies to accommodate the back-
grounds and interests of its diverse
students.

“We encourage students to
challenge themselves by going beyond
what they have done before, to turn
their experiences upside down and look
at problems and issues from entirely
different perspectives,” says professor
Robert Dardenne. He and Mike
Killenberg are the resident faculty in
mass communications at the St.
Petersburg campus.

The emphasis is anticipatory:
faculty and students are expected to detect
and confront emerging issues in journal-
ism and society, not merely react to
existing ones.

Seminars encourage the program’s
diverse mix of students and faculty —
journalists and people from other profes-
sional and academic areas — to question
traditional practices and values and
explore alternatives. This results in
spirited, useful discussions about report-
ing, law, ethics and other subjects.

“The program allows for a lot of
student participation and is progressive,”
says Dardenne. “We hope it creates
excitement.”

USF students and faculty explore
topics and cooperate on projects with the
faculty and staff of the Poynter Institute
for Media Studies, located adjacent to the
campus. The Poynter Institute is known
internationally for its professional
seminars and its study of crucial issues
in journalism. Selected programs at the
institute are open to graduate students
who qualify. The institute’s extensive
library and information services are
also open to students and faculty.

Meg Gilbert, a former assistant
news editor at the Bradenton Herald,
enrolled in the program specifically
because of the close relationship
between USF and the Poynter Institute.
“It’s great I can attend seminars there,”
Gilbert says.

The program also encompasses the
Eleanor Poynter Jamison Chair in
Media Ethics and Press Policy, which
is expected to be filled by fall 1993.

For more information on the
program, call Killenberg or Dardenne
at 893-9157.
The new marine science facility, pictured above in an architect's rendering, will include advanced laboratories for studying radioactive substances in the sea.

Campus breaks ground for marine science facility

A ground-breaking ceremony for a new marine science research facility was held in October at the University of South Florida's St. Petersburg campus.

The new research center, to be located adjacent to Bayboro Harbor, will be shared by USF's marine science department and the Florida Marine Research Institute, a branch of the state Department of Natural Resources. The $22-million center will be completed in winter 1993.

The building will include state-of-the-art technology for receiving, processing and modeling optical data from U.S. satellites surveying the ocean. This capability will be critical to both USF and DNR scientists because only satellites can monitor hundreds of thousands of square miles of sea surface on a nearly continuous basis. During daylight hours satellites can acquire and transmit data from an ocean area every 1½ hours.

"This technology will enable USF marine science faculty and students, and their DNR colleagues, to greatly expand their research on Florida's vital coastal waters and the Gulf of Mexico, said Peter Betzer, chairman of USF's marine science department. They also will be able to study the rest of world's oceans.

The research facility will include advanced laboratories for studying radioactive substances and trace metals in the sea. Scientists from the two groups also will have the expanded opportunity to study marine bacteria and conduct aquaria research on the behavior and physiology of living marine organisms ranging from microscopic, single-celled plankton to small fish. The National Science Foundation is funding a special electron microscope facility for USF that will greatly enhance research in the biological and geological realms, Betzer said.

Speakers at the ceremony included John A. Knauss, undersecretary of commerce of the National Oceanic and Atmospheric Administration; M. Grant Gross, director of the National Science Foundation's Division of Ocean Sciences; Charles Reed, chancellor of the state university system; Virginia B. Wetherell, executive director of DNR; U.S. Rep. C. W. Bill Young of Pinellas County; USF President Francis T. Borkowski; and Doyle G. Frederick, associate director of the U.S. Geological Survey.

Other special guests were Gary W. Hill, chief of the U.S. Geological Survey's Office of Energy and Marine Geology, and members of the Pinellas County legislative delegation.

PLANS from page 1

His other plans include the development of a professional ethics center, which he envisions as a nationally recognized program that would fill a void in higher education. The ethics program would build on resources already available, and involve the arts and sciences faculty with professionals working in the field.

He also would like to pursue other new programs in taxation, health care administration and human services.

In the immediate future, Heller will concentrate on ensuring the latest technology is incorporated into the planning and equipping of the new library, slated to open in 1994.

He will focus on cultivating the graduate journalism program, developing a liberal studies major, and expanding the information sciences program in the College of Business. Heller also plans to enhance programs in other colleges.

The marine science department, he says, is a major asset. He will work closely with that faculty and with the U.S. Geological Survey that's also located on campus.

"I'm very impressed with the quality of campus faculty and staff and wish to support their endeavors," he says, adding that he occasionally will sit in on classes taught by faculty, who he believes "have a high respect for students and an enjoyable relationship with them."

Heller brings to the campus an impressive history of involvement in all levels of education. Most recently, Heller spent 13 years as dean of the College of Education at the University of North Carolina at Charlotte. During those years, the student population of that university increased from 9,000 to 16,000. His involvement in a rapidly growing institution made him aware of the issues that must be addressed as USF St. Petersburg also prepares for growth and accommodating the changing needs of non-traditional learners.

Heller and his wife, Jeanne, who works as a media specialist with the Pinellas County school system, have three children and three grandchildren.

The Hellers have a long tradition of supporting their local symphony orchestras, and plan to do so in the Tampa Bay area. They also enjoy Broadway musicals. Heller considers the arts and education "an important part of a quality community."

— Nancy McIntosh
Alumni association
a winning team

The year was 1975. Gerald Ford was president. The Vietnam War recently had ended but was still in the daily news. Cecil Mackey was president of the University of South Florida. USF's St. Petersburg campus was only 10 years old. I transferred to the campus in 1974 because I wanted to settle down to my studies and graduate. For me, there were too many distractions on the Tampa campus — and I was told there wasn’t anything to do in St. Petersburg but study!

This wasn’t quite true, but the St. Petersburg campus was much more conducive to hitting the books. Seventeen years ago, the campus looked totally different than it does today. The entire faculty was located in the old merchant marine barracks. It was a small campus with a small student body.

In 1991, I received an invitation to the campus’s annual awards dinner, and after having been separated from USF for 16 years, I decided I’d like to attend. I’m glad I did. It opened my eyes to a completely different university from the one I attended.

For starters, student enrollment has swelled to 3,100 students and the campus’s size has at least doubled. Since April 1991, I’ve become actively involved in the Alumni Association and was recently elected to the Pinellas chapter’s board of directors where I hold the office of secretary.

Students attending the St. Petersburg campus today have unique opportunities. We have attractive buildings in a beautiful setting. We have expanded programs and opportunities to work with other institutions, such as the Poynter Institute for Media Studies and the nearby business community. The campus is the home of a marine science complex which is rapidly gaining an international reputation.

Today’s improved facilities, increased academic offerings, active Student Government and wide variety of extra-curricular activities are a graphic reminder of the progress USF has made in St. Petersburg. It’s great to be part of a winning team!
The University of South Florida's St. Petersburg campus enjoys substantial support from the business community. Many of the campus's advisory board members are business leaders who are involved because they want the St. Petersburg campus to grow and prosper. They know this in turn will benefit the city and its citizens.

This public/private partnership is a catalyst for the campus's growth. And growth has occurred. The campus has grown north and west with the construction of the Campus Activities Center and the renovation of the Studebaker Building to house the U.S. Geological Survey's Center for Coastal Geology.

More growth is on the way, thanks to 35 acres donated to the campus by the city of St. Petersburg.

Did this growth just happen on its own? Surely not! Only with the concentrated efforts of the public and private sectors would these accomplishments have occurred.

Where do we go from here? We are fortunate to have Bill Heller as our new permanent campus dean. With his direction and the support of the university and community, the campus must complete the acquisition of land from the city, beautify the newly donated land, and improve signs so campus boundaries and buildings can be easily identified. The campus must continue working with its neighbors, such as the Poynter Institute for Media Studies and the Salvador Dali Museum, to strengthen the Bayboro Harbor area.

Under Heller's leadership, the campus now can expand its presence throughout North Pinellas County, implement programs for the private business sector, and focus on increasing student enrollment.

Are these ambitious goals? Surely. But the goals are achievable, and must be met to prepare our citizens for the 21st century.

We in the private sector greatly appreciate USF St. Petersburg and look forward to continuing the partnership that will make the campus even more meaningful in the future.

Roy Harrell is an attorney for Baynard Harrell Mascara Ostow & Ulrich, and vice chairman of USF's Campus Advisory Board.