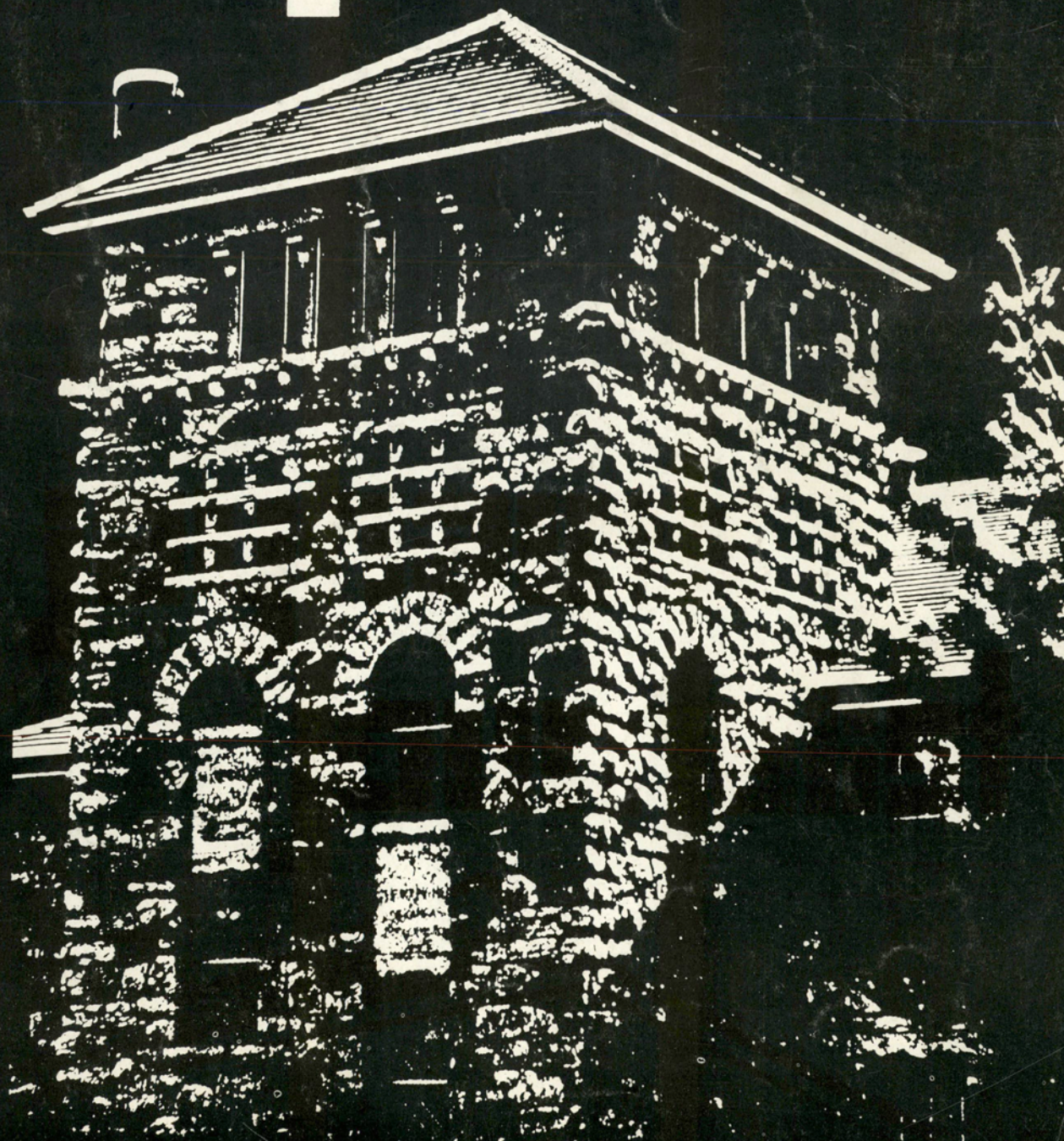


jayhawk journalist



About the Jayhawk Journalist



Members of Jayhawk Journalist staff work on upcoming edition of magazine. From left to right, Colleen Grewing, Art and Layout Editor; Dick Hvale, Associate News Editor; Chuck Chowins, Editor; Dean Lee Young, Advisor; Vicki Pyle, Business Manager and Circulation Director; Cindy Kreuzberger, Production Manager; and Zoe Medlin, Photo Editor. Not Pictured: Sherry Roy, Associate Features Editor.

This is the first of what is hoped will be a series of issues of a magazine known as the *Jayhawk Journalist*. It inherits the title and the budget of a short-lived alumni newspaper formerly published by the School of Journalism.

Plans for this magazine first emerged two years ago when a new sequence in magazine journalism was approved by the faculty. Professor Lee Young, who heads this new program, began preparing a course in magazine production which would offer students realistic media experience similar to that available to news-editorial and advertising majors on the *University Daily Kansan* and to broadcast students on the campus radio stations.

Other reasons exist for the birth of this periodical. There is the desire, partly sentimental and partly pragmatic, to maintain contact with journalism alumni and keep them informed about life where they once experienced it. There is a nostalgia that binds graduates to alma mater, and faculty to departed students.

A newer reason, probably not recognized by j-school grads prior to 1967 or '68, now exists. This school has experienced rapid and somewhat disconcerting growth. A few years ago, all of the majors in the school would have fit in the front half of the lecture room in 205 Flint Hall.

Not any more. For three consecutive years Journalism has led all other branches of the University in percentage of growth. Today 430 students in six sequences and 25 full and part-time faculty members occupy Flint's overcrowded classrooms and offices. Oldtimers, who remember when the "Shack" was the home of the school, will have difficulty conceiving of this congregation under one roof.

With growth, pleasing as it is, has come some regrettable loosening of the close-knit personal ties that used to exist

between journalism majors, and with their mentors. To paraphrase an overworked term, a communications gap exists. Students in public relations are mostly unaware of the academic life of radio-television-film majors . . . and KUOK staffers pass by the U.D.K. offices not knowing any of their peers working on the other side of the glass wall.

Another of the purposes, then, of the revived *Jayhawk Journalist* is to play the role of an internal "house organ" for the occupants of Flint Hall.

This dual purpose raised havoc with content planning for this first issue. An overworked staff of seven journalism students and a harassed advisor turned acting dean combatted problems of defining goals and meeting the needs . . . with one eye on the "outside world" and the other focused within the crowded corridors of Flint.

This is an imperfect product . . . esthetically and technically. But it is a beginning . . . a first (and harrowing) experience in magazine production for some students . . . an earnest attempt to communicate with predecessors and peers. We hope that you will find something of value in the new *Jayhawk Journalist*, and reason to look forward to future issues.

The Staff

Burt Lancaster, Lawrence sophomore, photographed the tower view of Flint Hall and printed it with a special technique known as negative bas-relief.

The logotype "Jayhawk Journalist" was designed by Gary Otteson, a junior majoring in commercial art and minoring in journalism.

Wire Copy

Compiled by Vicki Pyle

The third dean in the history of the William Allen White School of Journalism will take over the position on August 1st. He is Dr. Edward Bassett, presently acting chairman of the department of journalism at the University of Michigan, Ann Arbor.



Bassett is a former newspaper man who has taught in Lower Columbia Junior College, Longview, Wash., and the University of Iowa. At Iowa he also served as publisher of the student newspaper. He and his wife Karen and three children will move to Lawrence this summer.

Bassett succeeds Dr. Warren Agee, who headed the school from 1965 until 1969 before moving to the University of Georgia to accept a similar post at that school. In the interim, Lee Young, assistant professor of journalism, is serving as acting dean.

The J-school's first dean was Burton Marvin, appointed in 1948 after Professor Elmer Beth presided over the transition of journalism from a department to a school as acting chairman from 1941-48. Marvin left Kansas in 1965 and is presently a journalism professor at Syracuse University.

News-edit students are proud of the second consecutive All-American rating earned by the *University Daily Kansan* for the last Spring semester. A special supplement on poverty was cited as "good, responsive, progressive journalism."

Many honors and scholarships have been won by J-school students in the past, and this year is no exception. Richard Louv, senior from Wichita, Kansas, is the editor of the *Jayhawker* and John Gillie, senior from Bartlesville, Oklahoma, edited the new Greek newsletter.

Ruth Rademacher, news-editorial major, received the Mamie Boyd Scholarship and the Kansas Presswomen's Scholarship was received by Linda Stephens, also a news-

editorial major. Shelley Bray, senior, was named Advertising Leader of Tomorrow by Gamma Alpha Chi, the national professional advertising society for women.

The Newspaper Fund, sponsored by Dow Jones and Company, has selected two Kansas journalism students for honors and scholarship awards this year. Phyllis Jones, junior, received a \$500 scholarship and a 1970 Reporting Internship. Carla Hendricks, junior, won a similar scholarship and an Editing Internship for this summer.

Martha Manglesdorf, senior, is now in Washington, D. C. interning as a recipient of a Sears Congressional fellowship, and Mike Shearer, senior, has just been named as a third place winner in the national William Randolph Hearst editorial writing contest. He earned a \$300 award for this honor. Jim Ryun, world record holder for the mile run and senior journalism major, is a finalist in the Hearst national photo-journalism contest.

The j-school can hardly be described as a place where a student learns theory, but waits until after graduation to apply it. Two of our current enrollees . . . crusading photographers who attended the war moratorium in Washington last fall . . . found themselves temporarily in jail for practicing profession and ideals. Fortunately it was a brief experience and they were back in Lawrence in the "security" of classrooms in short order.

Graduates of the school from the period of 1955-68 will be saddened to learn of the death of Jean McKnight, who served as librarian for the Reading Room during that time. Jean died after a lengthy illness in December. A memorial fund has been established with the Endowment Association.

For the seventh straight year, the School participated with the Midwestern Music & Art Camp to offer high school students education in Journalism. Last year, 89 students from 26 states attended the six-week summer session, directed by Professors Pickett and Young. This program has proved to be an excellent recruiting device for the school. Many former campers are now majors in Journalism.

There can be little doubt that the School of Journalism is progressing. In addition to undergraduate growth, the graduate program has enlarged to 29 students. Last year three new sequences—magazine, public relations and photo-journalism—were added. Only one other school offers a degree in photo-journalism and only six in magazine.

Future issues of the *Jayhawk Journalist* will contain news items concerning alumni of the School of Journalism. This issue has a report on the activities of 1969 graduates as we know them. All alumni are urged to send us news for publication. We want to hear from you.

From a Dungeon to a Dream

New Photojournalism Laboratory Brightens Basement of Flint Hall

by Chuck Chowins

The latest improvement within the School of Journalism is the totally new, custom-built photojournalism laboratory in the basement of Flint Hall.

The rapid rise of enrollment within the School and the tremendous increase in interest and participation in the new photojournalism sequence forced the School to seek more adequate photo facilities for the students. In the fall of 1968, when the photojournalism sequence had its beginning, there were just three photo majors and a total of 63 students in two photo classes. However, in just one year the number has jumped to 18 photo majors and a total of 180 students enrolled in six different courses.

The new facilities occupy the entire west end of the Flint Hall basement in the area formerly used for making plates and melting lead for the UDK. Using money from a grant by the United States government, the total cost of building and remodeling the lab was \$57,600. Approximately one-half of

A laboratory assistant removes a print from the washer and inserts it into the new high capacity dryer.



the grant was used for removing antiquated equipment that occupied the area, tearing out old walls and doorways and adding new partitions and walls.

In addition, the cost included a modern fluorescent lighting system, temperature-controlled heating and air conditioning which maintains a temperature of 70° year around in every room of the lab, new plumbing for the many sinks and washers, as well as other general construction and remodeling costs.

The remaining funds were paid to the Kreonite Corporation of Wichita for other new facilities. These included the specially constructed fiberglass sinks for the darkrooms and printing rooms, semi-portable cabinets for both the darkrooms and printing rooms, and temperature control units that blend hot and cold water perfectly for exact temperature control. Each cabinet, fiberglass sink and other related equipment was custom made for the photo lab so that all of the space has been utilized to its fullest extent.

By comparison, the old lab contained virtually none of the pleasant and essential features which characterize the new facility. On entering, one finds a fully carpeted hallway leading to the offices and darkrooms. Its purpose is to remove dust and dirt from shoes to minimize the problems created for both the equipment and the people working in the lab. The walls have been specially treated and coated with epoxy paint to reduce the possibility of moisture and humidity escaping into the lab, and all of the floors are tile-covered.

There are four darkrooms, as before, but in the new lab each darkroom has its own temperature control unit and chemical supply. The old lab could accommodate only three developing set ups with a maximum of 12 people printing at one time. Now it can accommodate 12 developing set ups with up to 25 people printing at one time.

As many as 200 prints may be processed and dried per hour with twice the drying area as before. Several pieces of entirely new equipment including three high capacity print dryers which dry prints in just five minutes, a film dryer that dries film in 10 minutes and two high capacity rotary washers handling up to 75 prints at one time produce this increase.

Another new feature absent previously includes a separate room for all UDK photo work. The UDK room hosts com-



plete developing and printing facilities, a print washer and year around 70° temperatures.

The new photo lab also contains a complete color photography room — one of the few in the country. It has two color enlargers which can handle color negatives from 35mm. to 4" x 5" and, in addition, complete color developing equipment has been installed.

The lab also incorporates office space for the instructors of photojournalism, Bill Seymour and Gary Mason, as well as a separate office for six lab assistants. The increased space has been utilized for classroom use by students in the advanced photojournalism classes.

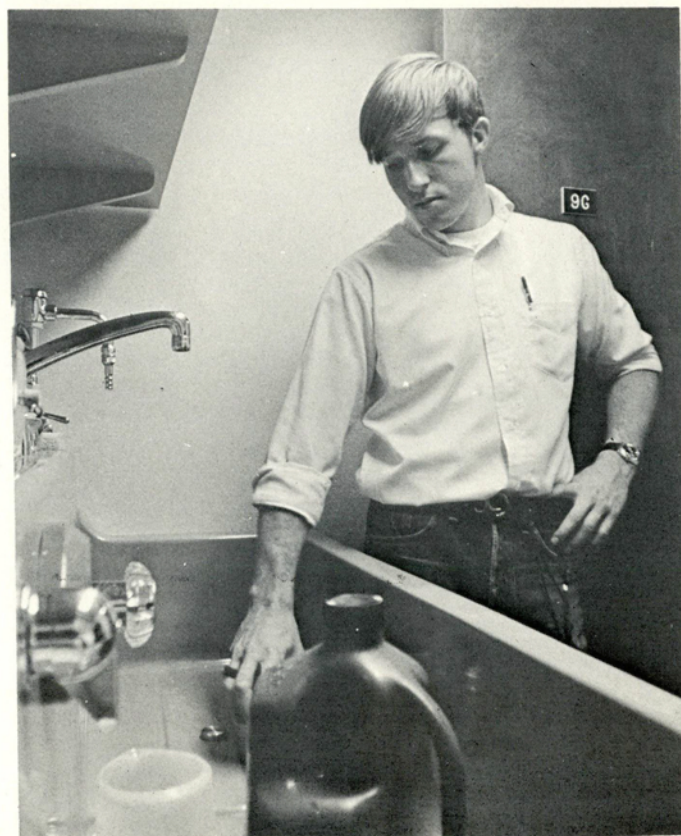
But perhaps equally as beautiful and essential as the lab, has been the addition of a vast inventory of new photo equipment. Three years ago the department owned nine 35mm. cameras and a few enlargers — and that was all.

The dream of new supplies came true when, in June of this year, KU received \$16,591 from the United States government under a grant by the Higher Education Act of 1965 for the purchase of new photo supplies and equipment.

The department now owns 87 Honeywell Pentax cameras and 85 light meters. In addition, new strobe units, 27 sets of lens, 25 new enlargers, a studio camera and tripod, two umbrella strobe units and other photographic equipment were also purchased with money from the grant.

With the addition of the new equipment, and with the building of the new lab, the photojournalism sequence has become one of the fastest growing departments within the School. The new photo lab has been described by Prof. Seymour as "One of, if not THE finest instructional photographic laboratory in the United States." The new lab is certainly a creditable addition to the expanding and broadening facilities of the School of Journalism.

Above: At left, the "dungeon" being surveyed for remodeling. Six months later, the printing and developing room shown at the right emerged. This surgically clean and dust-free facility can accommodate 25 students at a time. Below: A student develops his film in one of the four developing rooms in the new laboratory. (Photos by T. L. Simmons)



the J-school after

by Sherry Roy

To the untrained eye, a night in the Kansan newsroom might appear to be an amateur production of a Laurel and Hardy episode.

There are the reporters who crawl into the newsroom through open windows.

There is the janitor who empties the ashtray just in time for a copy writer to extinguish a cigarette in it.

There are the Reporting II students turned bounty hunters who find it easier to kill newsroom flies than write copy for inches of credit.

There is the arts and reviews editor who converts his desk drawer into a cat box for a stray kitten.

There is the staff member who struggles for hours with the front page make-up, and when he finally completes it, a late-breaking story which merits front page coverage comes in on the wire service.

There are the sports writers who play games with balls of wadded copy paper and bet cans of beer on the score.

And then there is KU's answer to the Keystone Cops —

the campus cops — who patrol the parking area behind Flint Hall and tag the same cars night after night.

But surface impressions are often deceiving and the Kansan newsroom is not a set for a Laurel and Hardy comedy. The apparent slapstick humor is accidental. What is intentional is the effort of 20 editors and assistant editors and 35 reporters to publish an accurate, timely and informative daily report of the news for the university community.

Kansan staff members work late into the night and often into the early hours of the morning to publish such a newspaper. Most of the articles assigned on the daily tip sheet are due at 4:00 p.m., but this deadline is frequently set back to 7:00 p.m., the same hour the photographs for the next day's newspaper are due.

In addition to covering stories assigned on the daily tip sheet, reporters are responsible for checking and reporting on their beats several times a week. A typical beat may be the Dean of Women's office, Student Union Activities, Army, Navy and Air Force ROTC or the Spooner Art Museum.

Near right: Checking tip sheets, covering beats, fitting headlines, writing cutlines and getting bylines . . . it's all part of being a reporter. Far right: Working amidst Coke bottles, ashtrays, scattered pieces of paper, Kansan staff members work past midnight to prepare the stories that will appear in the next days' newspaper. (Photos by Burt Lancaster)



dark



Reporters return to the newsroom after dinner to type and revise the stories they have picked up from the daily tip sheet and their beats, or to work on feature articles. Some feature articles may take as long as a week or two to research and write.

When the copy writers have typed their stories, they turn them over to the editor or assistant editor seated in "the slot" who, in turn, edits the copy or gives it to an editing student to copyread.

There is a constant rotation of people in the newsroom. After the reporters' stories have been approved by an editor or assistant editor, they are free to leave. As they are leaving, students enrolled in Editing I are coming in to copyread and other reporters are coming in for general assignments (referred to as GA).

General assignments vary from writing headlines and cutlines to re-writing UPI wire stories and covering unexpected late-breaking news stories. Reporting II students are required to work on GA two nights each semester; two students

work a five-hour GA shift each night. Editing I students are required to copyread in the newsroom or proofread in the composing room six times each semester; there are three two-hour copyreading shifts in the newsroom each night.

While reporters and copyreaders are coming and going, photographers periodically emerge from the basement of Flint Hall to bring their prints up to the newsroom.

Among those most apt to enter the newsroom through an open window after the doors of the J-school have been locked are the reporters who were assigned evening news stories. These reporters work under a great deal of pressure. They must attend the scheduled evening lecture or meeting — many of which are not dismissed until 10:00 or 11:00 p.m. — rush back to the newsroom and organize and type their article. Often the article is due 45 minutes or an hour after they return to the newsroom.

With the telephones ringing and the typewriters and the UPI teletype machine clicking in the background, other Kansan staff members hastily crop and scale photographs.





... after
dark



When the 5:20 p.m. horn sounds, it marks the end of another day in Flint Hall for most J-students. But for Kansan staff members and custodian Mr. Lewis, the day is just beginning.

Still others sit with perplexed expressions on their faces as they try to solve the puzzle of page make-up.

"Expect the unexpected" may be an artless platitude, but no where can it be more fittingly applied than to the Kansan newsroom. A telephone call informing a staff member of a panty raid at a women's residence hall may send a team of otherwise lethargic male reporters charging into the cold night to "get that story" and anything else that might come their way. Or, just as the front page make-up is completed, an

"urgent" may be relayed to the newsroom via the wire service.

Less important articles featured on the front page are juggled around to accommodate the "urgent," and reporters anxiously wait for details of the story to be sent over the wire so that the complete story can be printed in the next day's newspaper.

Around midnight or 1:00 a.m. the Kansan "goes to bed," and the staff members go home and do the same.

Flint Hall's PR Impersonators

by Cindy Kreuzberger

If you were the public relations director for the Union Oil Co. at the time of the dangerous oil slicks off the California coast, how would you have presented the company's position to the public? The advanced public relations class considers contemporary problems such as this and many others besides.

The class is divided into groups of four and each team is given a case study to solve. They must research the problem and arrive at one common solution. Instructor Dana Leibengood says that by being divided into these groups students get a better idea of what working with public relations is really like, because they learn to work with others and learn

to reach a consensus of opinion. At the start of the case, there may be four different opinions, but the group eventually must decide on one course of action.

Class meets once a week for two hours. At this time the cases are presented to the class—usually two a week. Each group presents its findings and then the class has the opportunity to discuss. This class participation accounts for 50 per cent of the student's grade.

The rest of the grade is determined by a term project. This semester the topic is "student dissent." Each student is supposedly in charge of PR for the University of Kansas and must develop some means of constructively explaining student dissent to the general

public.

Leibengood chose this topic because he feels it is very relevant to today's students. The students are supplied with information about past decisions on this topic, and guest speakers for both pro and anti-dissent are scheduled to speak to the class. The rest is left up to the student.

This work results in students who are ready to work effectively in public relations after graduation. Through the course work they learn about the responsibilities of a public relations man and have some practice at solving realistic problems. So look out world, today's graduates in PR are preparing to invade your establishment tomorrow.

Reflections of an Adfolk in Adschool

reflections and life drawings by Joanne Bos

What goes on in the ad sequence is often a mystery, not only to outsiders peeking into the ad world, but also to those who are already members of Ad land as well. It seems to be rather general knowledge that the entire retail class stampedes to the UDK ad office every Monday, Wednesday and Friday morning to see what their ads look like and to see if they even appeared in the paper on the right day. But what else do these hidden persuaders of our ad sequence do?

COMMUNICATIONS IN SOCIETY/ ELEMENTS OF ADVERTISING

Mass Communications: person-to-person contact repeated thousands of times.

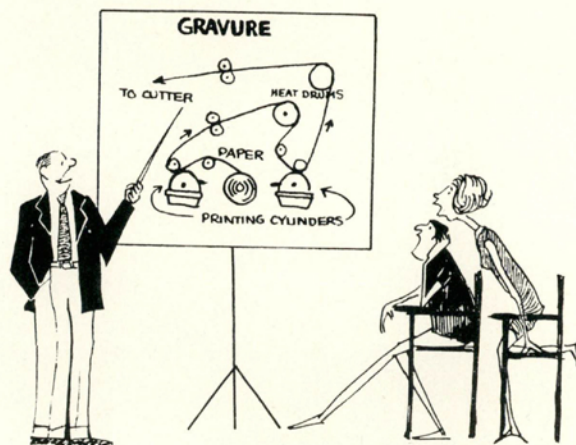
Advertising: What you tell those thousands of people when you can't be there in person to demonstrate what you have to sell. Confused? Just remember that advertising is beneficial to the consumer, profitable to business . . . and oil and water don't mix. The relevance of these courses becomes clearer later on.



"In this book you will learn about communications of all types, in all media, in all fields, in all aspects, in all periods of history, in all interpretations, dimensions, applications, shades of color, and in this book you will learn about advertising IN ITS ENTIRETY."

HISTORY AND ART OF PRINTING

New worlds have been discovered since the Greeks and Romans lettered their first market shop signs. Five centuries have passed since Johann Gutenberg cranked off the first inked Bible from his wooden hand press. Today, computer typesetters are making the news. Eggshells and oranges, tin cans and baggies are painted and branded.



"This, students, is a SIMPLIFIED diagram of the rotogravure printing process."

WATCH the action!

TOUR the Ottawa Herald, Topeka Capitol and the University Press with Professor Ryther.

SEE news stories channeled through markup tables, linotypes and metal page forms on their journey to the pocketa-pocketa pressruns.

EXPERIMENT with quoins and keys, blocks and mallots, fonts, families, and faces of type while making your own stationery, book covers and gummed labels.

CREATE!

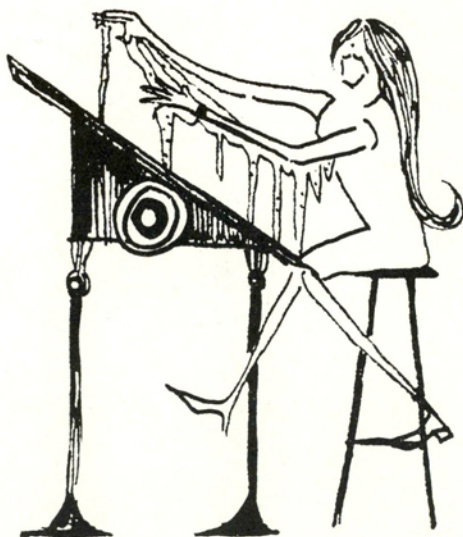
Who are Ben Day and Franklin Gothic? They aren't people. They're—are you ready?—type faces and patterned plastic overlays used in producing beautiful ads! Fascinating.

COPY AND LAYOUT

Bring your pastepot and scissors to the think tank. Take what's fed to you and create your own thing. But use your head as well as your hands. There are do's and don'ts to follow: like find the inherent promise in the product, build a personality, be specific, and communicate FAST in consumer lingo. Mr. Consumer is exposed to 2000 ads each day. Let yours be SEEN (at least). Make that Pontiac look like it's moving, even though it's standing still. Turn this ho-hum world into a ho-ho valley of the Jolly Green Giant. It's dangerous not to be different.



Students in ad campaigns class go over storyboards for upcoming ad campaign.



Professor, is there a special technique for using rubber cement???

MARKETING

"Consumers" are a fast-multiplying species (200 million, already!) characterized by gathering and consuming vast quantities of commodities. But BE CAREFUL in your identification. There are deceptive subspecies within the group! The desires of the youth are more plastic than the oldsters; 54% of all Americans reporting incomes over \$100,000 are women, and New York women use 30% more makeup than those beauties in Vermont. Surprised? People don't make "hunches" anymore after they leave this course.

SUMMER INTERNSHIPS

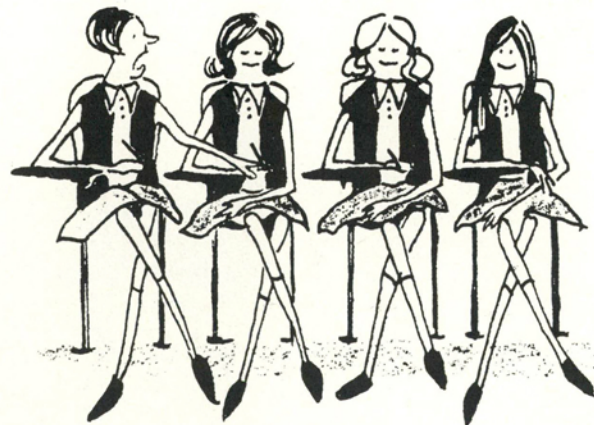
Become an adfolk. Interview face-to-face in Funt Library. Got an offer already?? Great! Grab it! On the job you'll wobble at first (everybody does)—then you'll take great strides. Experience is the greatest teacher. And it's best not to enter into the real Ad Land "green" after graduation.



How 'bout taking a crack at the 'ole HARD SELL!!!

RETAIL ADVERTISING

We're on the ad side . . . they're on the news side. Advertising is the lifeblood of the University Daily Kansan. Now you're its salesman. The moment of truth. Retailers are more unpredictable than the weather. But keep making those regular calls to your accounts! Sell full pages and double-trucks! Sell four colors for the promotional issue! SELL! SELL! DEADLINE! DEADLINE! 60% ads and 40% news! Get up and try again! How good is the ad? Feel successful when your copy and layout becomes corkboard pin-up for "Ad of the Week." Feel like a whipped puppy when you're tagged for "Goof of the Week." It's good experience.



Did he say there are certain groups with similar buying behavior?

LAW OF THE PRESS

"Notice in your text that the case of *King v. Times* is an appeal from *Times v. King* which was brought from the lower court as *King v. Times*."



"Liz and William were seen together in a corn crib, when. . . ."

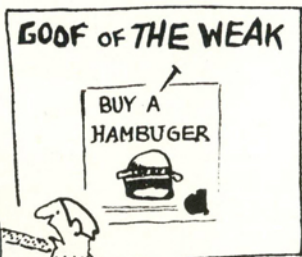
THOU SHALT NOT DAMAGE THY NEIGHBOR'S REPUTATION.

"Mr. Vickers is a horny, nasty, itchy old toad. . . ."

HE WHO JESTS, JESTS AT HIS PERIL.

"Mr. O'Hoolihan is a 'colored' (Oops! I meant 'cultured') person. . . ."

PUBLISH WHAT YOU KNOW. KNOW WHAT YOU PUBLISH. OR ELSE YOU'LL BE LIABLE FOR LIBEL.

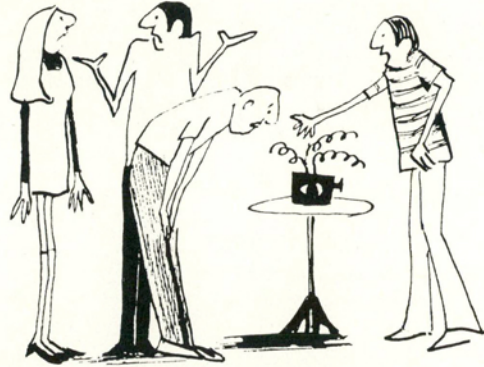


"Better luck next time, Fred . . ."

Future adfolk labor over different ad designs in a layout class.

AD CAMPAIGNS

Let's play Ad Agency. The object of the game is to win the client. Promote their new product. Your team gets \$15,000. Their team gets \$15,000. Ready? Go! Get into your huddle and BRAINSTORM: decide on the market, the media, the message, the price, the place, the promotion Now put all your ideas into a pretty package. Make matchbooks, brochures, coupons, and inserts. STOP! Present everything to the client. Winner takes all.



O.K. group, here's our product now let's promote it!

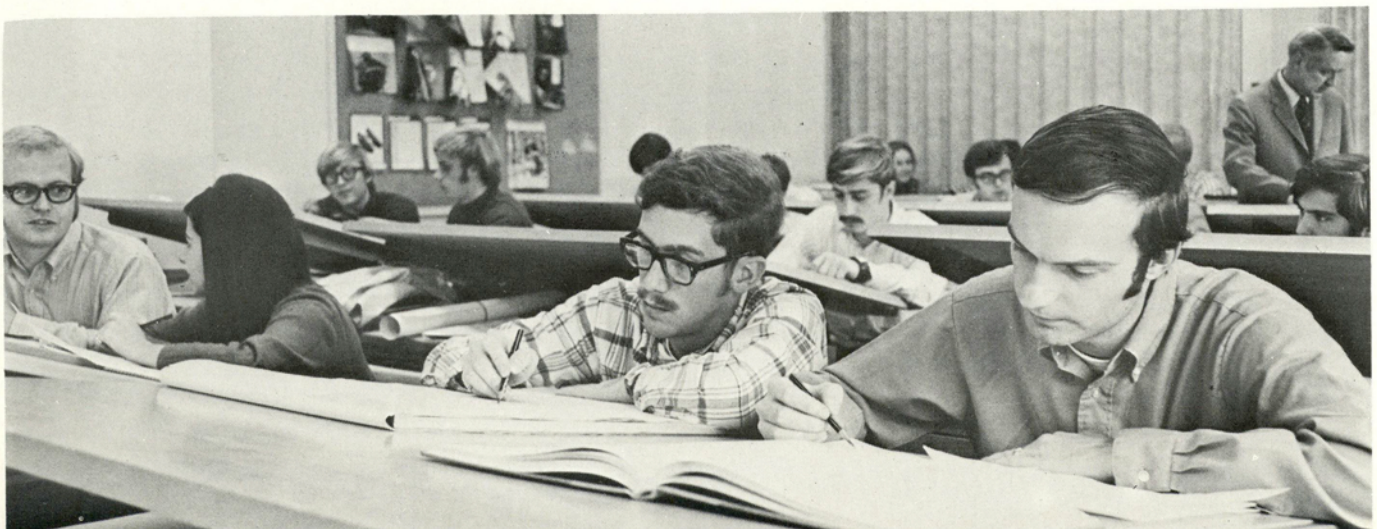
CURRENT DEVELOPMENTS

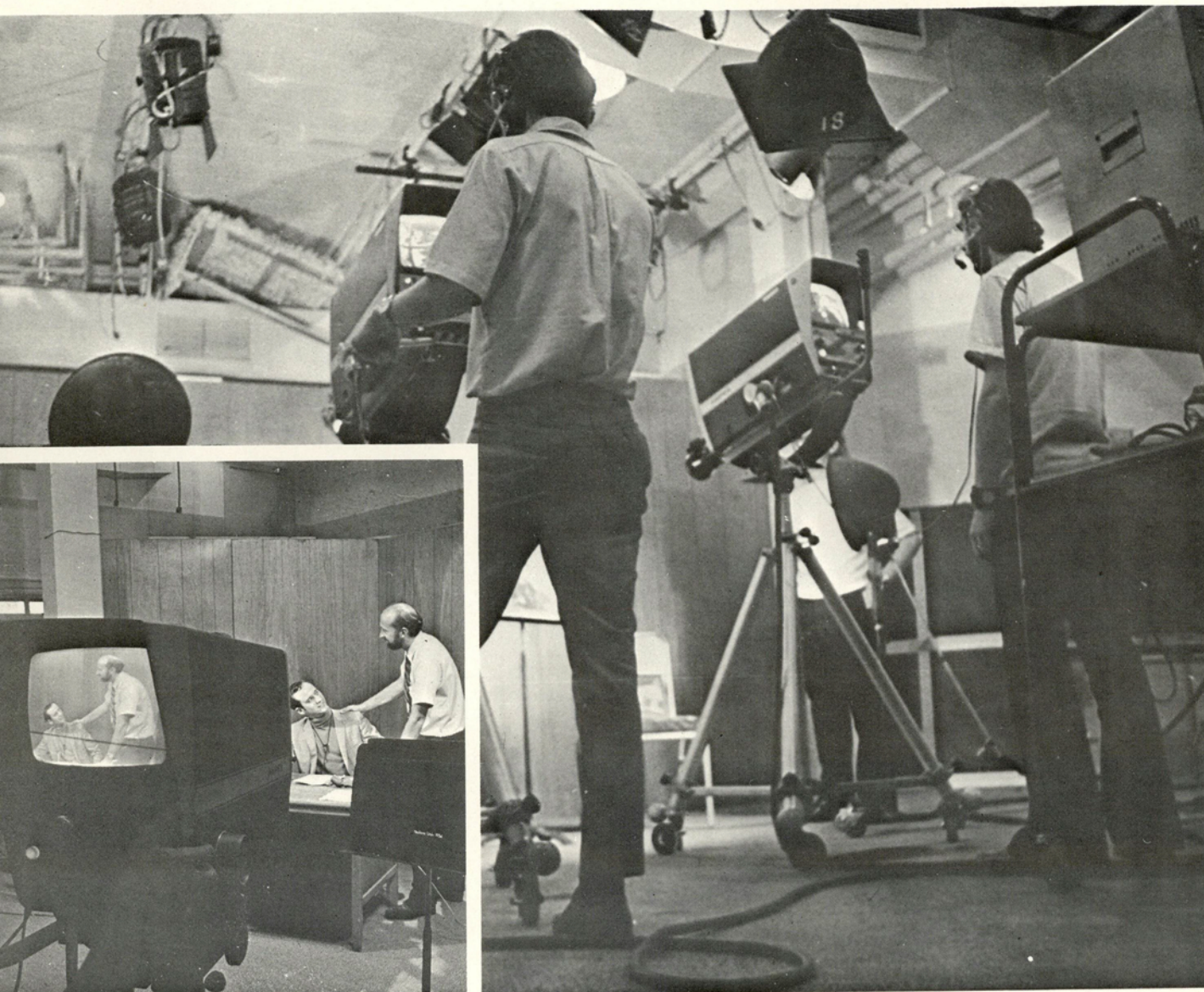
No more agencies in Ad Land? No more cigarette ads from Doyle Dane Bernbach? The FTC cracked down on Rapid Shave and Campbell Soup ads? The average Frenchman detests soap, deodorant and toothpaste? Maybe. Let's talk it over.

Ready. Here we come, Ad Land.



Today we'll discuss the F.C.C.'s reaction to U.F.O.'s in the U.S. and D.D.B.O./W.R.G. compliance with the F.D.A. and the F.T.C.





Lights, Action, Camera!

by Jay Thomas

Probably everyone has heard those once heart-stopping phrases, "Quiet on the set," "Lights, action, camera," and "The show must go on." Those now shopworn standbys, so linked with the making of mass entertainment, have survived where Fibber McGee, Omnibus and Beach movies have not.

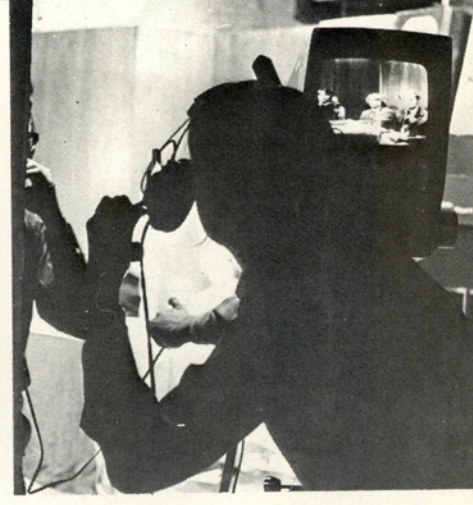
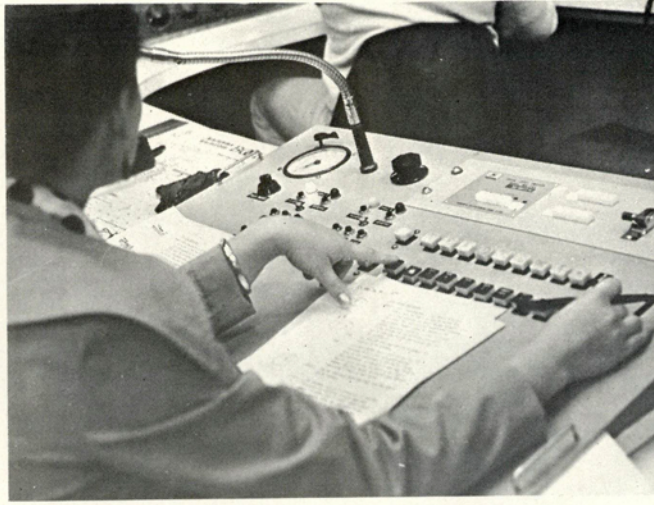
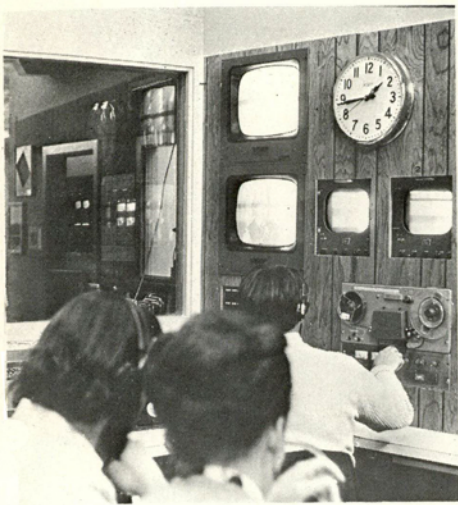
And, as long as radio, television and film flourish, they always will. One need look no farther than KU's Radio-TV-Film laboratories to discover why. There, these phrases and many more are put to daily use as students apply their ability and learning to the creation of actual and simulated programming.

But that's not all. Whereas learning how to cue a record,

run a switcher and set a light meter are essential, the R-TV-F department also affords majors the opportunity (spelled r-e-q-u-i-r-e-m-e-n-t) to expand their knowledge and understanding in other areas relating to the electronic mass media.

Students are privileged in being able to share, with a top-flight and ultra-intellectual faculty, their understanding of the complicated nuances of the Beverly Hillbillies and Atom Ant. Instructors pride themselves in their rare comprehension of these and other powerful examples of the media at their best.

In fact, it has often been said that students and faculty of Radio-TV-Film are the most devoted practitioners to their



field of study of any department at the University. Where English, mathematics and fine arts majors might occasionally be seen reading books, solving problems, or attending concerts, R-TV-F majors can nearly always be found watching television, listening to the radio, or going to a show. Though such attention to home work can be demanding as well as time-consuming, students continue to enroll in the department at a record rate.

The professional program in Radio-TV-Film is administered jointly by the School of Journalism and the Department of Speech and Drama (in the College of Arts and Sciences). The areas of concentration through the School of Journalism are broadcast news-documentary and sales-management. Students who are interested in performance or production usually major through Speech and Drama. General studies program is available through either Journalism or Speech and Drama.

Classroom studies (i.e. outside of lab work) are designed to give the student a working knowledge of the history, impact and implications of the various electronic media with courses that range from propaganda and censorship to radio and television advertising and documentary film. Lab work gives the student access to the physical plant and facilities for radio, television and film production and programming.

The television and film studio is equipped with vidicon camera chains, film and slide chains, videotape recorders, and both silent and sound 16 mm film cameras. There is extensive editing equipment for single and double system editing, with full capability for mixing multiple sound tracks.

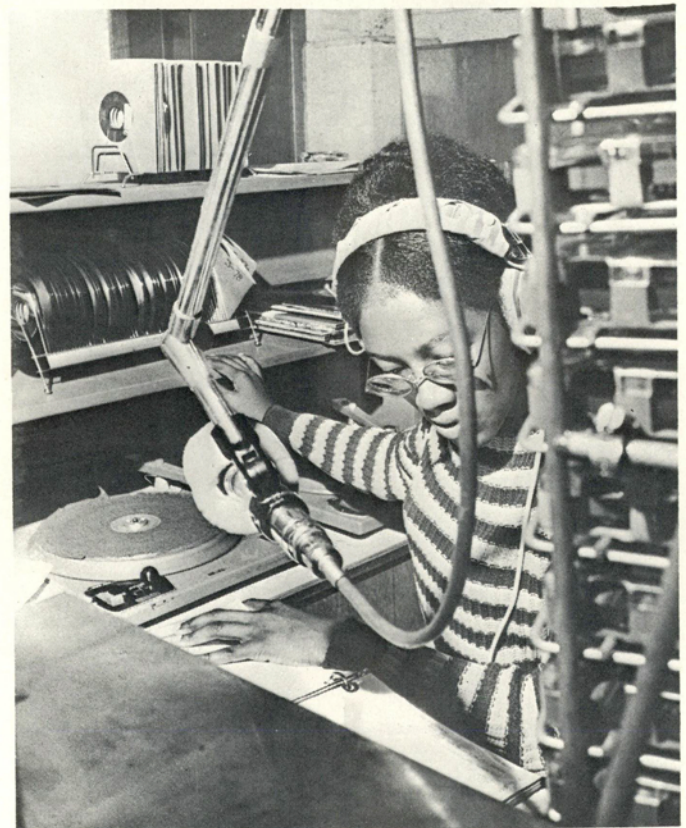
Station KUOK is a wired-wireless radio station, student-operated, broadcasting programs to campus living areas. Stations KANU-FM and KFKU, as the department catalog notes, are the University radio stations which carry programs to the people of Kansas. Students begin their on-campus radio work on KUOK and may continue with work at KANU. Television programs are primarily staged for classroom purposes only but some are microwaved to nearby stations and advanced students participate in the production of films which may be seen on television and elsewhere.

Director, technical director and audio engineer in production.

A technical director, responsible for video sources, preparing to put camera 1 on the air.

Cameraman, Julie Jasper, talks to floor manager.

Phyllis Evans, on the air, spinning records while looking over the program log at KUOK.





TEACHING MISSION ON AN INDIAN RESERVATION

Photojournalism instructor and wife devote year to helping the Navajos.

by Zoe Medlin

One man launched his own campaign against ignorance and poverty by joining the San Juan Episcopal Mission in Farmington, N. M. as an unpaid volunteer for the Navajo Indians. He left his position as a photography instructor and head of photographic services at Emporia State College to instruct and help the American Indian. This man was Gary Mason, now a photography instructor in the School of Journalism.

Mason, recently married at the time, withdrew his retirement pension to support himself and his wife while living and working with the Navajos. He taught adult education classes in English, and his wife, Sally, worked as a secretary at the mission. She also helped various women's organizations to raise money for the Navajos by weaving rugs, making quilts and various other Indian handicrafts. Sally earned a small salary to help pay their expenses while Gary was completely on a voluntary basis. Together they lived on \$1200 for the entire year.

The only two teachers in the Crown Point — St. Luke's area were Mason and the Rev. Richard Asdel. Rev. Asdel taught Navajo and Mason taught classes in English. He had no materials to teach with and made all of his own lesson plans, mimeographing them to substitute for textbooks. He brought his supplies such as paper and pencils from Kansas.

Mason carried a camera for six weeks without ever putting it to use until one day he was asked by a Navajo to be photographed. This was exactly what Mason was waiting for. Since he didn't want to destroy any confidence that the Indians had in him, he rarely asked to shoot a picture — instead he waited for them to ask him. His pictorial anthology of the Navajo Indians consists of all aspects of their life. He is also in the process of making a movie of the Indian weaving process.

Since the Navajo reservation is the largest in the United States it was commonplace for Mason to make a four or five hour drive to a certain destination. There were many nights when Father Asdel and he wouldn't return to the mission until after midnight, and then there would be a sick baby to take to the hospital, or some other type of related work.

Many of the Indians on the reservation are still living in a completely primitive state. On many parts of the reservation there is no electricity or running water. Water must be hauled in oil barrels or wooden barrels by wagon or truck from the trading post or a nearby town. The Indian's homes, called hogans, are made of stones and long poles. Their summer homes are either tents or lean-tos constructed with brush and sticks. Mason says these homes are very inadequate since the temperature may drop to 50 degrees below zero in some areas.

Most Navajos are engaged in sheep and goat raising so they move frequently, traveling to where the grass is most abundant for grazing. The men, for the most part, work away from their home area, or on work projects set up by the tribal council.

Their baths are taken from "the inside out" in the form of sweat baths. The Navajo heats rocks over a fire and places them inside his special hogan for bathing and literally sweats himself clean.

Formally, the head of the household is the man, but if he is away, the mother is responsible for the family. It is not unusual for the woman to chop the firewood or to butcher the sheep for meat. The young Navajos may leave the reservation for a period of time, but they generally return.

The Navajos practice the Protestant and Catholic religion as well as their own. Often times, they will have a white man's wedding followed by a Navajo wedding, and the same

Navajo woman weaves cloth on reservation



... photographer's camera

Gary Mason and his wife, Sally, appear in their home with some of their Navajo Indian souvenirs. The turquoise ring that Mason is wearing was given to him by one of his students. (Photo by Zoe Medlin)



holds true for funerals. They hold a ceremonial sing for sickness and death.

Mason said, "I find the Navajo people are poverty-stricken with little being done to make the future any different. With the right kind of an education maybe the white people would give them a chance to work side by side with them in the factories and big businesses, and they will be able to live equally with others."

Adult education lies at the heart of the problem with the Navajos. The elder Indians have virtually no education to enable them to establish enterprises, and there is no capital with which to provide jobs. The Navajo children have little opportunity to mix with white children or any other race of people in America. Private schools have been established for the Indian children, but they attend them alone. The young Indian returns to the reservation to his tribe, who has had no outside contact with the world so his life has been unchanged, and he finds himself once again living in the ways of his ancestors.

The suicide rate for the young Navajo Indian is three times as high as that of the young white boy. The Navajo cannot adjust to the white middle-class standard of living. Since his home life is so much different from that of the white children, it makes the pressures of competing with the same

standard of living too high for him to comply with, so he seeks death instead. The life expectancy of the average white man is 62 years-old as compared with 42 years-old for the Indian.

The reservation is nothing but poor soil and sand. The sheep and goats pull up the grass, therefore leaving nothing to stop the soil from eroding. Then come dust storms, rain storms, and sand storms, with the Navajo trying to battle the elements in a lean-to or a canvas tent.

There is little support for the Navajos except through charity. Mason mailed out a picture of a little girl with infantigo which was published in several parts of the U. S. As a result, a few weeks later a truck load of pharmaceutical equipment was sent to the mission hospital.

Mason found the Navajo a very proud and reserved race of people. "Through my work with the Navajos, I developed a greater love and respect for the human race. My greatest honor for the appreciation of my instruction was an old Indian woman giving me her wealth, which consisted of a large turquoise ring."

After raising his 21½ year-old son, Mason would like to return to the reservation to start anew his work with the Navajos, and to spend the later years of his life there.

GRADUATION...

then what?

by Cindy Kreuzberger

Every generation of college seniors wonders what life will be like after graduation, and especially what type of job they'll be doing. If last year's journalism graduates are any indication of what lies ahead for today's senior, then his job could vary from a newspaper advertising salesman to a camera man for Hanna Barbera Films in Hollywood. Two recent graduates hold such positions. ROGER ASH sells classified advertising for the *Wichita Eagle and Beacon*. FRED FINCHMAN will probably be able to get all the free autographs he wants since he works as a camera man for Hanna Barbera.

Sixteen 1969 grads are associated with newspapers. PAM FLATON works as an advertising account representative for the *Chicago Tribune*. Chicago is also home base for LINDA FABRY... a reporter for UPI. PAUL HANEY and JOHN MARSHALL are both located at Rochester, N.Y., and are reporting for the Gannett newspaper chain. Booth newspapers employ SHARON WOODSON as an editorial trainee. Two of the girls scattered to the opposite coasts. ROXANNE LENNARD is an advertising saleswoman for the *Camarillo Daily News* in Camarillo, Calif. while CYNTHIA LINGLE sells advertising for the *Atlanta Journal-Constitution* in Atlanta, Ga. The *Metro-East Journal* in East St. Louis, Ill., interviewed ALLEN WINCHESTER at Flint Hall last spring and later hired him as a reporter.

A little closer to home, ROSE MARIE LEE works for the Sun Publishing Co. in Parsons as their women's editor. Those of you from Leavenworth can read some writings of MIKE GILLGANNON, the new sports editor for the *Leavenworth Times*.

Several of the grads are with Kansas City papers. BOB BURDICK works for the *Kansas City Star* as a general assignment reporter. The *Kansas City Kansan's* education reporter is SANDY (ZAHRADNIK) BERGMAN. Two grads are with *Scout-Sun* papers in Overland Park. REA WILSON is their assistant news editor, while ROANNE (NELSON) PECHAR will sell retail advertising for them starting in February. PATTI MURPHY also works on a Johnson County paper, the *Johnson County Herald*. She is an advertising representative and saleswoman.

Of the many large companies that KU's graduates are working for, Bell Telephone, Packer Publishing Co., W. T. Grant Co., Hallmark Cards and Proctor

& Gamble are perhaps some of the better known ones. MARGIE PORTER travels the continental U.S. for Proctor & Gamble as a marketing researchist. Packer Publishing Co. in Kansas City employs RICK WHITSON as an advertising sales and field representative. Another sales representative is JIM ROBERTS, who is working for Hallmark Cards in Kansas City. ROGER BROWNING is in management training for W. T. Grant Co. and news editorial major, KATHY HALL works for the Kansas Neurological Institute as an information representative.

Several grads went directly into public relations work after graduation. CARL SNEAD, a radio-tv major, handles public relations for the Johnson County Community College. TOM WEINBERG is also doing promotion for a college, as he writes PR pamphlets for Kansas Wesleyan University. STEVE MORGAN is a PR counselor at Southwestern Bell Telephone in Topeka. Southwestern Bell also employed ALLAN NORTHCUTT as an information assistant until he joined the Air Force. PEGGY FORTENBERRY has PR responsibilities as secretary to the controller and travel coordinator for Doyle Dane Bernback advertising agency in Los Angeles. LINDA PUTNAM traveled north to Minneapolis to be a secretary for the editor and publisher of Miller Publishing Co., an agricultural trade publication.

Many graduates have found themselves at work for major publishing companies. MARSHA CROMWELL does direct mail promotion for *Look* and *Venture* in Des Moines. GEORGE BELL is a correspondent for *Time* and *Life* publications while JEAN (WEBER) ROGERS uses her talents for Owen Publications as a promotion assistant. She dummies the paper, writes house ads, edits a monthly newsletter and leads plant tours. The assistant manager for *Eternity Magazine* is DONNA WOODARD.

Alums who majored in advertising are engaged in various jobs. BOB RUSH works for Tatham-Laird & Kudner, Inc. advertising agency in Chicago. The Atlantic Airline School has JACK HANEY working as its advertising manager and LINDA (CURRY) LEPLEY does advertising paste up and layout for the *Coastal Journal* in Bath, Maine. Des Moines is also the new home for BOB DEUBEN who's doing sales promotion copywriting for the *Bankers Life*. TERRY FITZGERALD is an account executive for the

Fremerman-Papin ad agency in Kansas City. BOB HAMMOND performs a mixture of jobs for Walterscheid Productions in Wichita. He's doing film production, sales representation, PR and other writing for them. SCOTT NELSON, a radio-tv major, is now a copywriter for Crow advertising agency in Wichita. The National Association of Mutual Insurance Agents has hired JANIE NEWMAN as an advertising assistant.

Other grads have returned to school. KYLE CRAIG is attending Harvard Business School this year and several others are working on their M.B.A. KENT WHEALY is working on his M.B.A. in marketing. JAYE EDIGER, JIM OLSON and GARY O'NEAL are studying for their M.B.A. in business. JIM GILLILAND and LARRY ROUSEY are back at KU this year as part of the girl-watchers crowd across the street at Green Hall. Also returning to KU is CHUCK STEWART, who's studying for his masters in American Studies. GENE YOVETICH is at Northwestern University working on his masters in advertising. SUSAN MYERS, an advertising major, is in school in a different capacity. She's teaching second grade in Joliet, Ill.

Of course, not all journalism alums ended up in this field. For example, JIM COLE serves as credit representative for Mobil Oil Corp. The new junior buyer for Harzfeld's in Kansas City is KATHY HARRINGTON. DENNIS SPANOL uses his communication knowledge to help him sell cars for A. D. RAYL Motor Co. in Hutchinson. Another alum who's working in Kansas City is MIKE MAHANEY, a supervisor for Allstate Insurance.

Many of the grads are in the service. BOB MONTGOMERY, TOM BAXTER, STEVE DREILING and LYLE DUER are all serving in the Navy. ALAN STOIKE, HARLAN EVERETT and JIM SCHNEIDER are in the Marine Corps. The Army has become the home for DONALD WILLOUGHBY, WALTER (GATOR) WULF, TIM HENRY, JOHN McKELVEY, HUGH MINER, MIKE MOSER, LARRY ROSS, BOB ROUSE and SANDY STAPLETON. JIM FREEMAN has joined ALLAN NORTHCUTT in the Air Force.

So seniors, take a deep breath and relax. Last year's graduates have found some exciting and excellent opportunities to use their education and the chances are that you will too.

JOURNALISM FACULTY PROFILE

Are you reading more but enjoying it less? The staff members of the Jayhawk Journalist realize that nobody likes to spend his time reading about things he already knows.

Therefore, we have made up a short test that covers the material in these faculty profiles. If you think you know the answers to the following five questions, you might not learn anything new from reading on. If, however, you miss one or more of the questions, you might enjoy reading about the faculty members in the school of journalism.

1. **True or false.** Gloria O'Hoolihan and Myrtle Schmaltz once sued Professor Elmer Beth for writing a story that held them up to public ridicule.

2. **Multiple choice.** may be one of the few lawbreakers who waited an hour for the police to arrest him. a) Prof. Thomas Ryther b) Prof. John Bremner c) Assistant Prof. Bill Seymour d) Dana Liebgood.

3. **Fill in the blank.** was the winner of the 1969 Fink Award.

4. **Trust or false.** Dr. Calder Pickett has interviewed such famous stars as Bette Davis, Greer Garson, Doris Day and Susan Hayward while writing a column for the *Christian Science Monitor*.

5. **Short answer.** Who batted more than .400 when he played for a 12 inch fast pitch, softball team which captured the Uruguayan national title five times in three years?

There is a rumor in the J-school that in the 1940's there was a student who served as the business manager for the *University Daily Kansan* one summer and "made more money than the faculty." This enterprising young man was **Mel Adams**, advisor to the advertising staff of the *University Daily Kansan*.

After Prof. Adams graduated from KU in 1947, he worked on the advertising side of the *Kansas City Star* for five years. While working for the *Kansas City Star*, he also was employed by an advertising agency and free-lanced in advertising.

After leaving the staff of the *Kansas City Star*, Adams became a part-owner and co-publisher of the *Morrisstown Gazette Mail-Sun*, a Tennessee daily newspaper. He and his wife lived in Morrisstown for four years.

Adams sold his interest in the newspaper and moved to Iowa City with his family where he taught at the University of Iowa. While at the University of Iowa, he taught several courses in advertising and held various jobs in the newspaper advertising field. In addition to teaching at the University of Iowa, he worked on his M.A. which he received in 1960.

Prof. Adams came to KU in 1960 and became an associate professor in 1963.

Professor **Gale Adkins** might be called the globetrotting instructor of the Radio-TV-Film sequence. Adkins lived in England for one year while he was a visiting professor at the London School of Economics and has traveled in England, France, Spain, Italy and the Netherlands.

Adkins first went to England in 1965 on a Fulbright Professorship. In addition to teaching at the London School of Economics, he lectured at the National Audio-Visual Aids Center a government-supported institutional center to train teachers in the use of audio-visual aids.

He has returned to England each August since his professorship to free-lance lecture on instructional television.

Adkins said he became interested in television "because it happened." He had been involved in educational radio at the University of Texas since 1945. When television was introduced, he said the people working in the field of educational radio recognized the need to retread and expand their capabilities into television.

Adkins taught at the University of Texas, his alma mater, for 12 years before coming to the University of Kansas.

While a student, Prof. Adkins was one of the voices of the *Daily Texan* of the Air, a broadcast of news from the University of Texas fed by cable to other stations in the area.

The six men students who wrote a humor column called "Skyrockets" for the *University of Wisconsin Daily Cardinal* generated some excitement on that campus in 1926 and 1927.

For example, in a series of columns they wrote a parody on a book similar to the famous novel about a prostitute, Fanny Hill. The editor for each night had to continue the story from where the previous night's editor had stopped.

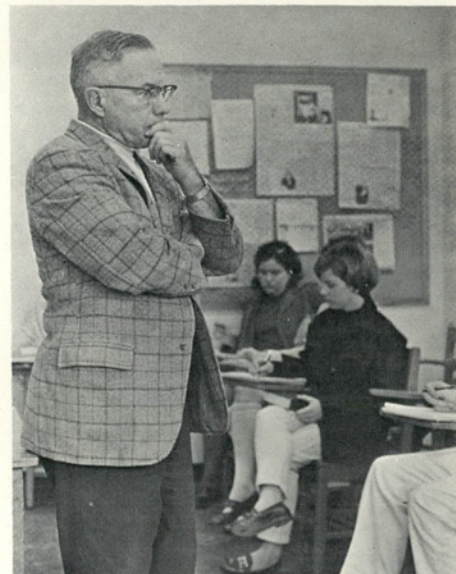
One of these six men, then known as "Macbeth" but now known as Prof. **Elmer Beth**, is now generating some excitement for students in his classes. He has been teaching in the William Allen White School of Journalism since he came from Idaho University to KU as a visiting professor in 1940. He decided to remain at Kansas and in 1941, Beth replaced the retiring L. N. Flint as the chairman of the department.

During his seven years as acting chairman, the advertising sequence was greatly developed and the *University Daily Kansan* became more closely associated with the department.

Beth basically was responsible for planning the conversion of Fowler Shops, former engineering building, for use by the journalism students. The journalism department moved into this building in 1952 and renamed it Flint Hall a few

years later.

In addition to his work in the journalism school, Beth has actively participated in national journalism organizations. He was elected secretary-treasurer of the American Association and Department of Journalism in 1947 and was re-elected to this same position for his 23rd one-year term last August. He served as the director of the A.E.J. Placement Bureau from 1947 until June 1968, and was secretary-treasurer of this organization from 1947 until 1967.



Professor Beth pondering O'hoolihan's dilemma.

If Dr. **John Bremner**, associate professor in the news-editorial sequence, received alumni magazines from all of his alma maters, the city of Lawrence would have to hire an additional postman to deliver the campus mail.

Bremner attended five different universities in four different countries and received four different degrees. Bremner, a native of Brisbane, Australia who became an American citizen in 1960, graduated from St. Columba's College in Springwood, Australia, with a philosophy major.

He has earned a theology degree from Propaganda Fide University in Rome; a journalism degree from Columbia University in New York City; and a Ph.D. in mass communications from the University of Iowa. He also studied in Dublin, Ireland at All Hallows College.

He holds the additional distinction of being the editor of a college newspaper in two different countries—Australia and Italy.

Bremner came to KU last February from the University of Iowa where he had been an assistant professor of journalism for three years. He has also taught English and journalism courses at the University of San Diego in California.

Before that he worked on numerous newspapers and magazines and has also been a weekly news commentator. Many



"If you're going to be wrong, be consistently wrong!" Professor Bremner emphasizes to one of his Editing classes.

of Bremner's columns, editorials, stories and reviews have been published.

Dr. Peter Dart produced and directed 15 thirty minute television programs featuring S. I. Hayakawa when he was lecturing students on the principles of general semantics rather than on the students' proper role in an educational institution.

"I found Hayakawa to be a thoughtful and intelligent man but fairly well removed from what was happening," Dart said. Since the time that these two men worked together in 1967, Hayakawa has been named President of San Francisco State College and Dart has moved to KU to become an associate professor in the radio-television-film sequence.

Dart has worked on many other productions besides these television programs featuring Hayakawa. For Fidelity Films of Dallas, Texas, he wrote and acted in 31 half-hour long scripts for television.

While at the University of Iowa, he wrote, directed, photographed and edited the short film "Peers" which won awards at the San Francisco International Film Festival and the University Film Producers Association in 1963. In 1962 Dart wrote, directed, photographed and edited the short film "University Opera" for the United States Information Agency.

Dart is sometimes referred to as the "Marshall McLuhan" of the J-school. "I became interested in him about four years ago when his book, *Understanding Media*, came out," he explained.

Some people might think Dr. J. Laurence Day is operating a men's haberdashery in his fourth floor office

in Flint Hall. Actually, he keeps some ties, shirts, handkerchiefs, and socks in his office in case he forgets to wear one of these articles to work someday.

Day, who denies any charges that he might be absent-minded, claims that he sometimes exploits this notion about himself when he deals with others. "I pretend to be absent-minded so that people will let their guard down so I can strike," he said.

In his International Communications and Foreign Affairs class, Day performs a role other than that of an absent-minded professor—he serves as a resource man hired by a mythical organization called "the Secretariat." A tape recorder explains the assignments to the members of the class, who are known as operatives of the Secretariat.

Day has used this "Mission Impossible" format in this course because he "was trying to find a different way of presenting the material other than through lectures."

Before coming to KU three years ago, Day worked as a copy editor for the *Minneapolis Tribune* while completing his Doctorate in communications. As the UPI night editor in Buenos Aires, Argentina from 1961-1962, he covered such news stories as the World Cup Soccer competition in Chile, a bloodless coup d'etat in Argentina, the resignation of a Brazilian President, and two OAS meetings.

Day, who teaches in the news-editorial sequence, is presently using his knowledge of Spanish and journalism to analyze six Latin American newspapers, comparing their coverage of the Martin Luther King Jr. and Robert Kennedy assassinations.

Professor James Dykes may talk like an Alabama businessman but he looks like a Madison Avenue advertising executive.

Dykes, who can be recognized by his neatly combed gray hair and fashionable clothing, teaches an advertising campaigns course at KU rather than direct advertising campaigns for a large New York agency. He has been teaching this and other courses such as advertising copy and advertising layout since he joined the KU faculty in 1953.

Since that time the curriculum of this sequence has undergone some marked changes. "The general trend," Dykes said, "is to go to fewer required courses and to give the students more flexibility in determining their schedules."

Dykes's own work in advertising dates back to grammar school days. "I was the official poster-maker in grade school and high school," he explained. Creating ads appealed to him because of his interest in both art and writing. He has pursued art as a hobby and has displayed some of his paintings at art galleries.

Dykes majored in advertising design during his undergraduate years at Alabama Polytechnic Institute and freelanced in his spare time. He received his M.B.A. in advertising from Texas Tech in 1952.

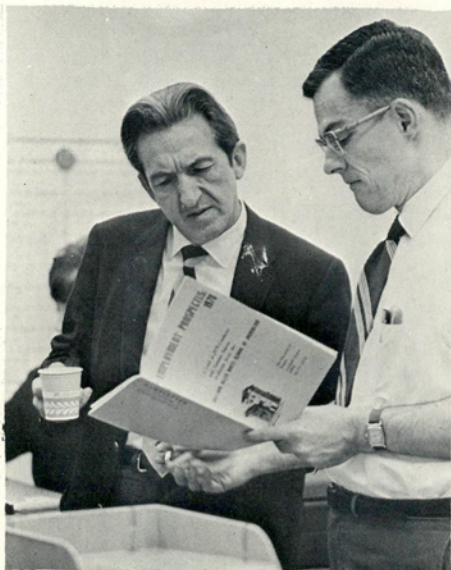
Dana Leibengood, appointed Assistant to the Dean last May, was a KU journalism student at a time when the news side would have had trouble rounding up enough players for a football game.

Leibengood graduated with only 11 other News-Editorial seniors in June 1955. At that time, 82 students were majoring in one of the three sequences offered by the school.

Leibengood's work with University Extension has trained him well to assume the duties of his new position. As a Conference and Institute Coordinator for University Extension from 1956 to 1961 and again from 1965 to 1969, he planned some 35 events each year. Some of these events involved the journalism



Dr. J. Laurence Day, at right, confers with a student while Assistant Professor, Stan Michelsen, ignores camera while reading.



"I didn't know she was an ad major—haven't seen her in class for years," Associate Professor Mel Adams says to Dana Leibengood, Assistant to the Dean.

school. For example, he made the arrangements for Kansas Editors' Day, William Allen White Day and High School Journalism Conference.

In his present position, Leibengood must also plan programs and must perform some detailed tasks such as determining the times and places of all journalism classes, scheduling interviews and placing equipment orders. In addition, he teaches the two public relations courses, Journalism 102 and Journalism 103.

Leibengood received his master's degree in journalism last July.

"Less Than Human," "The New Look," "Boy's State"—these are some of the titles of the more than 25 films Professor **Bruce Linton**, instructor in the Radio-TV-Film sequence, has produced. Linton writes scripts for and edits contract films and supervises the production of student films.

Each year, on a contract with the KU Athletic Department, he shoots the color and sound highlights of the football season. These films have a dual purpose: they are used for recruiting the next year's freshman football team and are distributed throughout the state to luncheon clubs as public relations films for the university.

Before coming to KU in 1955, Linton headed the Speech Department and was Director of Radio and Television at the University of Omaha. While at Omaha, Linton directed the college credit TV programs. At that time, the University of Omaha was only the second university in the United States to offer such TV shows.

In 1960 and 1961 Linton was the national president of the Association for

Professional Education.

Speaking of the commercial film industry in the United States, Linton said he "is tired of undisciplined film making under the guise of art." He said he is bored by underground films, but he finds the work of such European producers as Godard and Antonioni exciting.

Linton is married and has two children.

Sounds of an early 1900 record are being emitted from the photography lab in Flint Hall. Is someone giving a lesson in the history of music? No, it's just **Gary Mason**, assistant instructor in photojournalism, enjoying one of his hobbies.

Mason received his B.S. and M.A. from Emporia State Teacher's College. In his undergraduate work he majored in business administration and minored in social science, art and music. His master's is in education and art.

Mason has compiled and written a two volume book, *A Bibliography on William Allen White*, which is nearly 1,000 pages long. In addition he co-authored and compiled *Lyric Images* and furnished the photography for *Young Sportsman's Guide to Track and Field*. Mason, who is now working on a film of the Navajo rug



Gary Mason thinking of another unique assignment to motivate his photojournalism students.

weaving process, has also made a French film for the Ministry of France.

Many of the pictures that he shot at the 1960 Olympics in Rome have been included in *The Young Sportsman's Guide to Track and Field*.

Mason's trademark is his 1946 pickup which is parked behind Flint Hall from 9 a.m. to 9 p.m. while he is trying to help a frustrated photography student print a better picture.

Many people would feel elated if they met just a couple of movie stars during

their lifetime.

Dr. **Richard MacCann**, the head of the film study sequence, interviewed many famous people during the nine years that he wrote a weekly column for the *Christian Science Monitor*. As author of this column, which was known as "The Hollywood Letter," he talked with such well-known stars as Paul Newman, Rod Steiger, Gregory Peck, David Niven, Marilyn Monroe and Bette Davis.

Giving up this column in 1960, MacCann has been teaching film courses at the University of Southern California, Harvard summer school and the University of Kansas for eight of the last ten years. MacCann, who came to KU as a visiting professor of speech and drama in 1965, is now regarded as one of the



Dr. Richard MacCann, of the film sequence, trying to keep up with his reading.

seven or eight best known professors of film courses in the country.

He did not realize his interest in the film, however, until he wrote his doctoral dissertation on the history of the federal government's use of film. MacCann had previously earned his B.A. at KU, his M.A. and his Ph.D. with a political science major.

MacCann edits the *Cinema Journal*, a film magazine which is printed at KU. He has also authored a number of books and articles on film, served as a film consultant in the Republic of Korea and worked in the program department of Subscription TV in Santa Monica.

Assistant professor **Stan Michelsen** once advanced baserunners instead of ideas about advertising.

Michelsen batted more than .400 while catching for Club Deseret, a fast-pitch, 12-inch, softball team in Uruguay. While he played on the team, Club Deseret, competing in a ten-team league, captured the national title three times in five years.

Michelsen, who traveled to Uruguay as a Mormon missionary, has resumed his softball career during the summers since he has returned to the United States.

Both Michelsen and Prof. J. Laurence

Day, who share the fourth floor office in Flint Hall, attended Brigham Young University (BYU) at the same time. In fact, Michelsen was the assistant sports editor of BYU's newspaper, the *Daily Universe*, when Day was the paper's sports editor. "That's why he still treats me like his assistant," Michelsen quipped.

After graduation, Michelsen worked in the advertising department of the Missoula (Montana) *Missoulian-Sentinel*. Five years later he accepted a similar job with the Logan (Utah) *Herald Journal*. Before coming to KU, this fall, Michelsen taught in BYU's department of communications.

He is currently lecturing a section of Elements of Advertising and will also instruct a copy writing and layout course next semester.

Michelsen will receive his MSJ from Brigham Young University next June when he completes his thesis.



"My gosh, I thought that girl graduated three years ago," Kansan Advisor Jim Murray exclaims to Teaching Assistant, Diane Lazzarino.

James W. Murray, now the news adviser for the *University Daily Kansan* and the instructor of the Reporting II class, held staff positions on the neighboring advertising side of the UDK during his undergraduate days at KU. He graduated in 1952 with a degree in advertising.

After gaining a widely-diversified background in the journalism field, Murray returned to Flint Hall in the fall of 1968 to complete work on his master's degree in journalism. While taking graduate courses last year, he also taught lab courses in History and Art of Printing, Reporting and Editing and delivered guest lectures in photography and graphic courses. Murray plans to continue teaching journalism after he gets



Professor Adkins, Gary Bender, Professors Linton, Dart, Dykes and Price in a luncheon Radio-TV conference.

his MSJ next June.

This year, as the instructor of Communications in Society, he has utilized his experience in the mass media to try new teaching methods in class. New techniques such as closed circuit television, videotape replay, and microwave television panel between the students in Lawrence and media men in Kansas City, have already been introduced in class.

Murray has an avid interest in historical journals and owns a large collection of Western prints. Other hobbies include a home print shop—with two presses and 55 fonts of type—a library of more than 2,000 volumes and shop equipment, "I rarely get a chance to spend much time with any of these now because of the pressure in grading papers for my 151 Journalism 11 students," he said.

Book publishers might suffer noticeable financial setbacks if Dr. **Calder Pickett** ever decided to devote more time to another hobby rather than his current favorite—reading.

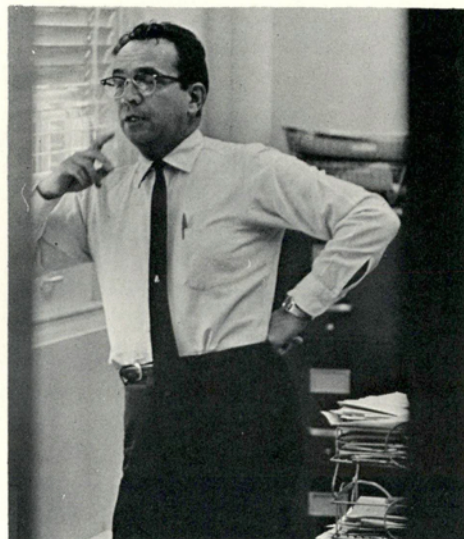
Pickett, a professor in the news-editorial sequence since 1951, reads about 150 books a year. "I read all kinds of books — histories, biographies, politics, trash, mysteries," he said.

Pickett writes nearly as much as he reads. Besides editing the book reviews that appear in *Journalism Quarterly*, he has written two books and is thinking about writing a third. The University Press of Kansas published his biography of Edgar Watson Howe, *Ed Howe: Country Town Philosopher*, last January.

His second book, *A Supplement to Literature*, follows up on the late Warren

Price's work entitled *The Literature of Journalism*. It should be printed within the next few months. Pickett said that he might write his third book on the social history of American movies.

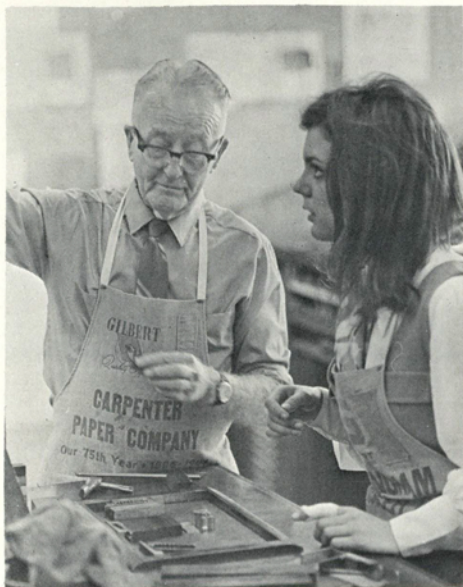
Pickett squeezes these outside interests into a grueling schedule. This semester, like most semesters, he is teaching courses including two undergraduate and two graduate journalism courses plus a section of Western Civilization. Pickett's many hours in the classroom have not passed unnoticed. In 1967, he was awarded a \$1,000 Distinguished Teaching Awards provided by the Standard Oil of Indiana company for KU professors.



Should I tell them the censored part is on page 273 or should I just let them read the whole book Professor Calder Pickett queries.

In addition to teaching, he heads the J-school's graduate study program and coordinates the news-editorial sequence.

Pickett has also taken an active part in organizations outside the J-school. He completed his duties as the campus chairman of the successful United Fund Drive in early November only to begin work as the publicity chairman for the Lawrence Library Bond Election in early December. Pickett has served as the chapter adviser of Sigma Alpha Epsilon fraternity since 1966.



Associate Professor Ryther helping a History and Art of Printing student pick out the right furniture.

Associate professor **Thomas C. "Mickie" Ryther** is a man who really lives his subject.

When he was beginning his journalism training as a high school student working for a local paper, the editor ran a syndicated series of cartoons, featuring "Mickie—the Printer's Devil." As a result, many printer's devils working for papers that carried the cartoon were dubbed "Mickie." In Ryther's case, the name stuck.

A few years later, in 1922, he enrolled as a freshman at KU and found a job in the campus print shop to finance his education. He graduated in 1926. Two years later he returned to work on his M.A. degree, which he received in 1932.

Professor Ryther has been teaching here since 1940 and in all those years has not missed one day of class due to illness. He is scheduled to retire after the spring semester.

Outside the classroom he devotes much of his time to keeping up with new printing developments, such as computer typesetting, and keeping track of the old ones.

Old printing equipment is one of his special interests. He has helped the J-school acquire several historical pieces of equipment and recently published a series of articles in *Printing Impressions* on collections around the country.

Ryther has also published articles

dealing with another of his hobbies, detecting counterfeiting and forgery.

A familiar sight in the photojournalism laboratories . . . an illusion of cowboy boots resting on top of a desk. In and behind these boots sits, Texas-born Prof. **Bill Seymour**, head of the photojournalism sequence.

Seymour closely adheres to photojournalism ideals. So closely, that he was arrested in Dallas Tex., in 1966 for criminal contempt of a federal court. A federal judge's ruling stated that no photographs could be taken inside the federal building.

Seymour and his employer, a Dallas television station, felt that this was infringing on the rights of a photographer. So, knowingly, he shot pictures of the defendant in a kidnapping case who was trying to escape in the courtroom hall.

There was so much confusion in trying to capture the prisoner that Seymour waited half an hour before he was arrested. The television station showed the picture, and he was fined for shooting newsfilm in the hall outside a federal courtroom. This defiance of the ban on photography was a deliberate test of the validity of the rule. The Appeals court upheld the \$25 fine set by the lower court.



Photojournalism Professor, Bill Seymour, with his candid cameras.

Seymour's coverage of the Lee Oswald funeral at the time of President Kennedy's assassination won for him the Sigma Delta Chi award for the best news picture story of the year.

Teaching overcrowded photography classes does not leave much time. When there is time, Seymour fishes for bass with his two boys or baby-sits with his five month old baby girl.



Mrs. Cheryl Wilson-secretary, Mrs. Marti Frost-secretary, Dean Lee Young, Mrs. Zona Smith-student records, Mrs. Helen Ross-UDK secretary, bookkeeper, and Mrs. Jane Gunn-librarian, enjoying an office joke.

Six years after **Lee Young** quit his lucrative job with an established publishing firm he was given the Fink award for his work as a college professor.

Some might say that Young should have remained as the advertising and business manager of a publishing company in Kansas City.

But Young doesn't think so. "It was the best thing I ever did in my life," claimed the 1969 winner of the \$1,000 H. Bernard Fink Distinguished Teaching Award.

KU's 1970 graduating class also recognized Young's ability as a teacher by nominating him for the HOPE award.

In the spring of 1964, Young, prompted by weariness with the hectic routine of 15 years in the business world, decided to pursue an aspiration he held as an undergraduate at Syracuse University—to become a teacher.

Because of his interest and educational background in history, he considered returning to school to study in the history department at KU. He visited KU because of its proximity to Kansas City. The chairman of the department recognized his experience in journalism and referred him to the dean of the J-school.

Hired on a part-time basis, Young taught Elements of Advertising and enrolled in the graduate school in the fall of 1964. He earned his M.S. from KU in 1967 and became an assistant professor in the fall of 1968. Last May, he was named the Acting Dean to replace the former Dean, Warren K. Agee.

Besides an avid interest in history, reflected by his teaching Western Civilization in addition to Journalism, Young enjoys music—particularly the folk music of Bob Dylan and Joan Baez.

"I'm just a Brooklyn boy wanting to be a farmer," said **Len Alfano**, advertising instructor.

Alfano has partly fulfilled this dream since he owns an 80-acre farm in Topeka. In addition to teaching a course at KU, he instructs adult education classes in sales management and in supervisory practices at Washburn University.

He also teaches sales classes for the KU Extension and Forbes Air Force Base. Alfano must sit in a classroom as much as most students, since he is working on his master's degree.

In his classes Alfano can talk knowledgeably about advertising and sales since he runs his own fulltime advertising agency in Topeka. His agency handles several retail and wholesale food companies such as Kroger and Fleming.

Mr. Elmer Allen, advertising instructor, commutes between Lawrence and Topeka, where he lives with his wife and two children.

Allen's life is never dull. He teaches, studies, and is president of the Ad Shop, Inc., an ad agency in Topeka. He plans to complete work on his master's degree in June 1970.

Reporting instructors are continually exposed to the copy written by their students. But, the 21 students enrolled in **Phillip Brimble's** Reporting I class frequently have the opportunity to read some of the stories written by their instructor.

His byline appears in many issues of the *Kansas City Star* because he has been the science-medical editor since June 1968. Brimble, who joined the journalism faculty this fall as a part-time instructor, regards the Apollo 8 mission as the most exciting event he has covered. "This was the first trip to the moon and all new systems were used," he explained. Yet, he rates genetics as his favorite subject.

Brimble's stories have also been printed in *Medical News* (magazine), *Medical Tribune* (newspaper), *Toronto Star*, the *New York Times*, *Fortune*, *Time* and *The Washington Post*.

You may not have met **David Dary**, an instructor in the radio-television sequence, but you probably have heard his voice.

As a CBS correspondent Dary introduced the late President Kennedy before he delivered one of the most crucial addresses of this decade—his Cuban Missile Crisis speech. Dary worked for CBS news in Washington for more than two years, covering the White House, Congress, various government agencies, and the Pentagon.

During the last couple of years, Dary has spent some of his time writing books, including the *Radio News Handbook* which is currently being used as a broadcast journalism textbook in several universities and colleges.

Mrs. Diane Lazzarino, who is currently teaching two sections of reporting and editing, has rarely worked a 40-hour week.

As a staff member for the *Branding Iron*, the University of Wyoming newspaper, she spent from 6 p.m. to midnight in the newsroom while carrying 20 hours of courses.

Immediately after graduation, she edited the 17 magazines that her employer, Wing Publishers, printed. During the hectic months of June and December she would work 18 hours a day.

In 1961 Mrs. Lazzarino became an English teacher in Dentsville, S.C., so that she could devote more time to her family. "The hours were better," she admitted.

Mrs. Diane Lazzarino, reporting instructor, came to the University of Kansas in 1967 when her husband was named the director of the Extramural Independent Study Center.

Mrs. Lazzarino received her master's degree in journalism from KU last June.

Another new face in Flint Hall this year is that of **Robert Pearman**, the national-world editor of the *Kansas City Star*. Pearman commutes from Kansas City to Lawrence twice a week to teach the feature and magazine writing class in the magazine sequence.

During his 13 years on the *Star's* staff he has traveled extensively throughout the world working on feature stories and serving as a correspondent for the *Star*.

In addition, as a free-lance writer, he has written articles which have appeared in *Coronet*, *The Nation*, *New York Times Sunday Supplement*, *TV Guide* and many others.

Flint Flak

by Zoe Medlin

One student began to wonder about commercial broadcasting when he reported at WDAF for his first five hours. It so happened that WDAF-TV was celebrating its twentieth anniversary that day. Everyone in the newsroom had a glass of champagne in his hands, and was toasting the station when the student walked in. It was not until someone explained what was going on that the student realized what he was seeing was not a daily occurrence.

One afternoon a student reported for his first five hours. He was hardly in the door of the newsroom when the television news assignment editor handed him a motion picture camera, gave him an assignment and told him to "go shoot the story." Shocked and shaking, but willing,

the student filmed the news story which later that day was used on WDAF-TV. It seems that one of the regular news cameramen was ill.

The burden of a J-school student never ends. A very soul-searching problem is finding time in his busy schedule to use his vastly important Economics 10 supply and demand charts, applying his minor to some phase of journalism, being able to expound to his prospective employer his knowledge of how to run an antique printing press, or deciding what is the most horrible and painful way to destroy his UDK stylebook after graduation.

A drudgery relevant to almost every J-school student is the acute parking problem at Flint Hall. When a student needs to take two minutes to check the Kansan tip sheet or check out a camera or pick up a book, he must make a fifteen minute walk from X or O zone in order to escape a \$16.00 parking ticket. Not an unusual incident is to be called by the Kansan office at 10:00 at night to write a cutline and again he meets the parking problem. Why can't a few spaces be reserved for a student loading zone like most other buildings have?

J-school janitors might be wise to imitate an idea which the local family center has devised. That is putting up a blackboard in the john so the creative output of J-students won't make it necessary for the walls to be painted several times a year, also strengthening public relations, and making censorship much less expensive.

Journalism students are supposed to know every facet of their field from newspapers to radio-t.v. With six journalism sequences there are a variety of interesting courses to choose from for the enthusiastic student. What dampers this theory and makes it impossible for the student to explore these fields is the very limited maximum of 13 hours which is allowed outside the major sequence.

A graduating J-school student preparing to pick up his diploma after four and a half years of tedious work finds out that he is lacking two hours — "College education — who the hell needs it."

Kansan photographer in peril . . .



Who is the twelfth man on the field? U.D.K. Photographer Burt Lancaster barely escaped disaster at the Kansas-Colorado game. He was photographing game action from the end zone when linebacker Emery Hicks blocked a Colorado punt and a host of charging Jayhawk linemen escorted him into the end zone and almost buried Lancaster.

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