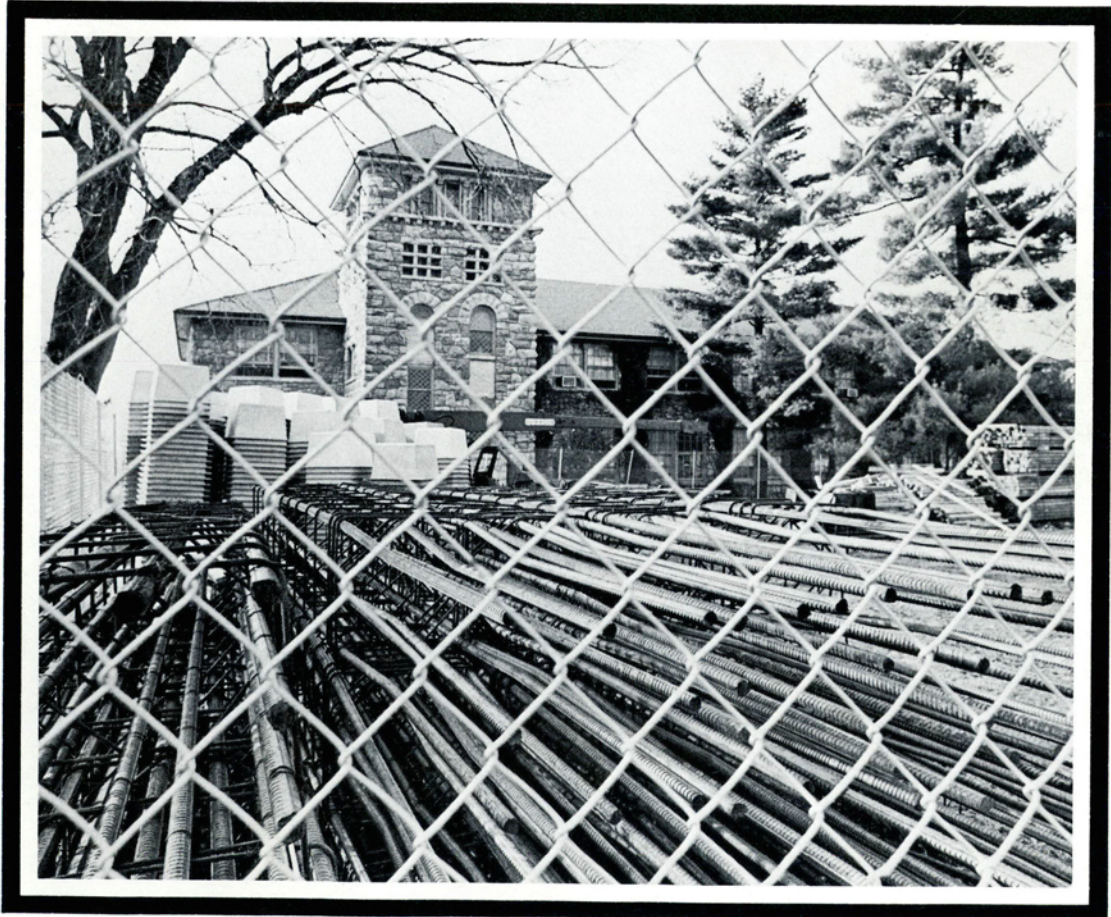


Fall 1971

JAYHAWK
JOURNALIST



Jayhawk Journalist

FALL
1971

The *Jayhawk Journalist* is published each semester by the School of Journalism, University of Kansas, for students, faculty and alumni of the school. It is a laboratory project for the class in Magazine Production. Funds for production of the periodical are furnished by a grant from the William Allen White Foundation.



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Cover art by Mary Ann Casem, senior in Fine Arts. Photo by William Seymour.

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Broadcast Newsmen

by Gayle Trigg

Although the broadcast media are by no means new, broadcast journalism is fighting for recognition. Not only have the courts been slow to extend first amendment guarantees beyond the realm of the Gutenberg society, but some journalism school faculties have failed to accept or acknowledge electronic journalists and have retained the print orientation of their offerings. Many who have been hired to teach radio-television-film courses have kept the emphasis on the speech or presentation aspects of newscasting rather than stress the development of journalistic techniques.

The University of Kansas had one of the first educational radio stations in the country in the 1920's, and courses have been taught in broadcasting for years. But until 1969, when David Dary was hired to develop a program in broadcast journalism, there was greater emphasis on how to read the news on the air, how to present the news, not how to put news into broadcasting.

"Until recently," Dary said, "print men gathered the news, then broadcasters presented it. Now there are additional requirements for those going into radio and television news."

It is Dary's contention that anyone going into broadcast journalism should have print experience for the purpose of learning discipline. He stresses that the basics are all the same. The difference lies only in the final preparation and presentation.

"This is especially true," he said, "now that the print media are developing a more conversational style.

"A great many educators do not really want to learn about broadcast journalism. I found that those I talked to at the last Association for Education in Journalism convention were actually afraid of it. Not understanding it, they did not want to introduce it to their students. But writing for radio and television just is not that different."

Dary placed some of the blame for the slow growth of broadcast journalism on the majority of station managers. He noted that many, promoted from the sales, production or advertising staffs, are just not news oriented.

"There is a new breed of broadcast journalists coming up through the ranks. They must have the same qualifications as those journalists you find in the print media."

David Dary

"Those who did not hail from the news department were probably trained to be announcers of the news," he said.

"But many station owners," he said, "are now trying to increase their news orientation. The demands on personnel are becoming greater. There has been a marked increase in the market for qualified broadcast journalists who can gather, report, write and present the news themselves. The demand for them is greater than the number of available people. The potential is tremendous."

Radio-TV-film students at the University of Kansas now have a broadcast journalism option. With the establishment last year of a broadcast journalism laboratory in conjunction with KANU-FM, broadcast students have the parallel experience that the *University Daily Kansan* has afforded news-editorial students.

"This is a professional school," Dary said. "It is absolutely essential that the students get experience built into their education."

Students majoring in broadcast journalism at KU still take the core curriculum for radio-television-film majors. This includes speech and production courses as well as Reporting I and Law of Communications. But now they take Broadcast News I (comparable to Reporting II) which stresses the difference between writing news for print and broadcast media. In this course students gather, write and edit the news.

The students in Broadcast News II are somewhat like the *Kansan* staff. As news staff members of KANU-FM, the students gather, prepare and produce the news programs. A graduate student serves as news director. This class also works with nonbroadcast journalism majors to coordinate the news programs on the unlicensed KU station KUOK, used as a radio laboratory.

Dary acknowledges that KU has been ahead of many schools in recognizing that broadcast journalism is here to stay and will be a growing force in communications. But like other programs at the University, the broadcast area has been besieged by financial pressures.

In the 1969-70 school year, the broadcast laboratory was started with an allotment of \$8,000 from the Student Senate. It was reasoned that because the radio stations could supply students with campus news, it was a service, like the *Kansan*, which should be funded by student fees.

Dary later concluded that because the money would be used for a laboratory for broadcast students, financing should rightly come from academic funds, either from the School of Journalism or the department of speech.

(Continued on Page 5)

Career World Discriminating

by Cathy Stumpff

You've read about the women's liberation movement in the pages of *Newsweek*, *Life* and the *Saturday Review*. You've heard it discussed on the evening news and the late night talk shows. You may even be aware that it was most recently considered by the U. S. Congress in the form of the equal rights bill.

What does it mean to you as today's journalist? It should mean that a woman graduate of a professional journalism school has an equal opportunity for career satisfaction and advancement.

A survey taken by the *Jayhawk Journalist* attempts to offer some indication of the position in which a woman graduate can find herself. A random sampling of women alumni of the journalism school was asked to respond to this subject in light of their personal experiences. While their responses may provide no definitive answers to the questions asked, they may point to some new directions for thought.

Indications are that a woman graduate can expect job interviews to be a cautious screening process. In several instances respondents were scrutinized concerning their "family plans." Their prospective employers assumed they did not intend journalism to be a permanent career.

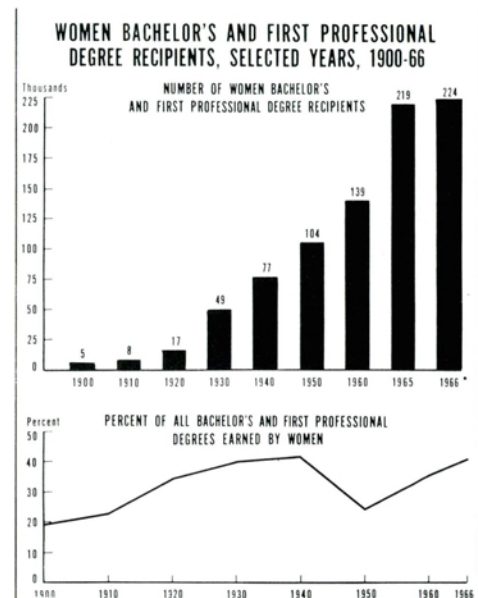
Janet Hamilton, a 1966 news-editorial alumna, discovered while interviewing with a Seattle newspaper that "they not only wanted to know my family plans, they asked if I was capable of making adequate babysitting arrangements and if I would be likely to miss much work due to illness of my daughter. They also wanted to know my husband's career plans and how long I could guarantee to remain (no thought that perhaps we might work out career plans together)."

A flagrant form of discrimination noted by the majority of respondents is found in salary levels. An assumption can be drawn that women are expected to be satisfied with lower pay than men receive for equal work.

A 1967 alumna took a reporting job with a large city daily, though she "was hired for much less than a man with my qualifications would have received. And a man with my qualifications with children would have earned still more because he had those children, if for no other reason."

When Janet Hamilton indicated to the Seattle newspaper that she would settle for nothing less in salary than "top union scale for my number of years and experience," the paper found a woman who would do the job for less.

In her position at the University of Washington as editor of two university publications, Mrs. Hamilton was placed at the lowest pay rate for her job classification.



LABOR FORCE PARTICIPATION RATES OF WOMEN BY COLLEGE LEVELS, MARCH 1967

Some research on her part revealed that men seldom start at the bottom of any salary range at the university.

"They simply won't work for such salaries," she said.

In her current position as editor she receives \$400 a month less than her male predecessor and says she has additional responsibilities as assistant director of the University Information Service.

Another news-editorial alumna currently working as a reporter on a Denver daily says she "started out better than some women reporters . . . and I was advanced pretty fast, though to a level still below men of similar responsibilities, abilities, experience and education."

Her present salary is about \$20 a week less than the Newspaper Guild level of Denver dailies for a reporter of her background and experience.

There are numerous areas cited by alumnae in which more subtle forms of discrimination exist.

A 1967 radio-TV-film alumna was hired as a writer in an office with three men. She found herself "answering the phone and taking messages, correcting the men's spelling errors and running the ditto machine. I had a college degree and was doing menial tasks, while the men in the office were high school graduates doing the writing."

Janet Hamilton noted that "everyone feels free to call me (and most women) by my first name. When I respond by calling them by their first names (particularly

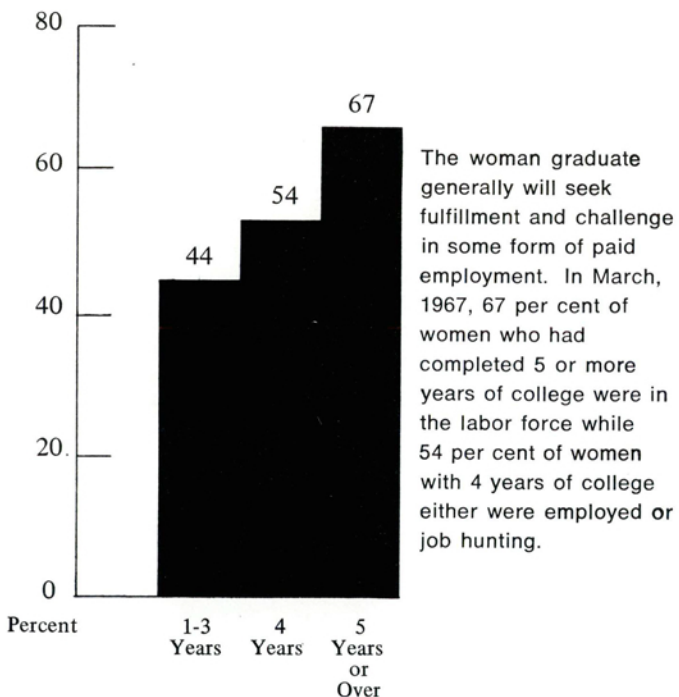
men in administrative positions) they almost always are surprised and an occasional few are offended."

A point brought out by alumnae who have worked as reporters was the preferential treatment that the news desk extended to them in assigning stories about women or women's interests. However, none expressed any opinion that they were strictly excluded from other areas.

A 1969 news-editorial alumna helped cover political and police stories "when the news day was a busy one."

A 1966 news-editorial alumna working as a general assignment reporter was "occasionally assigned to cruise with a photographer in the (news) car and listen to the police radio. At those times we went to whatever might be news—fires, police chases, burglaries—and I was expected to cover it."

In view of many employers' assumptions that women do not look for permanent careers outside the home, it is interesting to note that all respondents expressed an intention to remain active in their field.

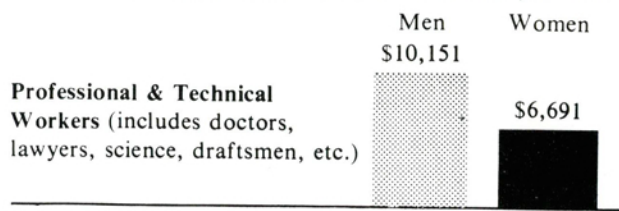


What is the outlook for women seeking professional careers in journalism? Several factors indicate that equal opportunities should be opening up. Within the past decade, the proportion of women going on to college has increased. Latest figures by the Women's Bureau of the U. S. Department of Labor indicate that women students were 40 per cent of a total college enrollment of nearly 7 million.

At the same time legislation is being enacted that will insure equal opportunities for women in job placement and advancement.

The Equal Pay Act of 1963 requires equal pay for

Double Standard: Men's Wages Much Higher Than Women's National Averages of Annual Wages for Full-time, Year-round Workers, 1968.*



Despite the fact that the educational level of women who are in the labor force has risen significantly in the last 50 years, the chart above will show that this has not as significantly affected the salaries women are paid.

equal work. A total of 33 states now have similar regulations in effect.

Title VII of the Civil Rights Act of 1964 forbids employment discrimination because of sex. The effect of the law is to extend fairness to both sexes in hiring, promotion, training and fringe benefits.

The most recent amendment to the Fair Labor Standards Act, the minimum wage law, extended coverage to 9 million workers previously not covered.

These factors, coupled with statistics that show greater longevity for women and increased use of household appliances and convenience foods, point to a trend toward increased participation in the labor force by women.

If given an equal opportunity, the field of journalism can offer many channels in which a woman can develop talents, contribute to society and fulfill her potential.

Charts compiled from latest figures of the U. S. Department of Labor.

BROADCAST NEWSMEN (Cont'd)

The broadcast journalism laboratory has had no financing since the senate bought the initial equipment and tools.

"The major thrust of journalism in tomorrow's world will be in the arena of broadcast journalism," Edward P. Bassett, dean of the William Allen White School of Journalism, said. "We believe we must promote broadcast journalism on every occasion we have. The School of Journalism, if it had the funds, would make broadcast journalism one of its highest priorities.

"It must be recognized at the University that if broadcast journalism is to grow, basic commitments must be made. The central administration must make those commitments."

International Students Encounter Differences In Culture



by Janet Carter

The William Allen White School of Journalism looks considerably different to Tuula Tossavainen, Carlos Lisson, Mohamed Bumeis and Gul Ozgur than it does to the average journalism student. It looks different because these students come to the University of Kansas with a greater variety of cultural and educational backgrounds than most KU students. They come from foreign countries, and they make some interesting observations about the school.

In several instances their opinions vary concerning the quality of preparation offered by the journalism school. On closer investigation, the differences in attitude seem to relate to the specific sequences in which the students are involved.

Tuula Tossavainen, a news-editorial major, enjoys working on the *University Daily Kansan* and thinks she is deriving worthwhile practical experience from it. This contrasts with previous training in her homeland, Finland, where only theory is stressed.

However, Carlos Lisson, a Venezuelan student in advertising, says the school lacks opportunities to do "more practical things" in his particular field. Carlos would like to see more integration of the different sequences, so that the journalism student could gain a more comprehensive view of the whole picture of mass communications.

Carlos agrees with Mohamed Bumeis of Libya, a magazine journalism major, who says that smaller classes and more class participation would benefit students. Mohamed thinks he is often "not exposed to a variety of experiences" and would favor some on-the-spot training if it could be made available.

Gul Ozgur listens to a classmate before her International Communications class begins.

Gul Ozgur, who is studying international communications, says that the training offered at KU is good compared with that provided in Turkish schools. In several of her classes she is encouraged by considerable student participation and discussion. She is impressed by "unusual methods of teaching" which she finds more stimulating than the straight lecture method found in many classrooms. However, she would like to see students "publish a paper of our own," which would allow more independent study.

Tuula Tossavainen tries to complete a *Kansan* story before the 5:00 deadline.

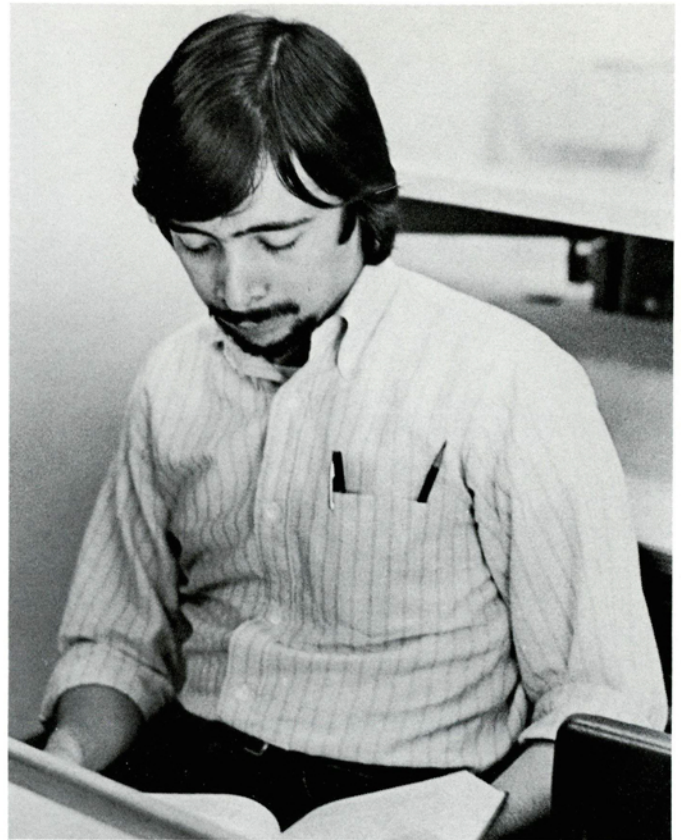


Both Carlos and Mohamed noted that language was somewhat of a hindrance in communicating with classmates and teachers at first. Tuula has had more opportunities to speak English as a result of her stay in Iowa as a foreign student and a visit to Great Britain. However, she says it is "good to be a foreigner in newspaper," because things need to be stated simply in that medium, and often the simple way is the only way she knows.

When asked about relations with fellow classmates, the students gave mixed reactions. Gul said that American students seemed too mechanical and that they did not spend time just relaxing and talking to each other. Mohamed and Carlos agreed, saying that they did not find classmates overly helpful or friendly.

The hurried American lifestyle evidently contrasts with the more relaxed atmosphere found on campuses in other countries. Gul, Carlos and Mohamed miss the spontaneous discussions they often participated in after classes. Mohamed suggests that the "system might have something to do with it," because requirements are stringent and students may not have the time to devote to informal discussions about their particular interests.

Tuula, in contrast, seems very satisfied with the interaction she experiences in her reporting classes and work on the *Kansan*. However, this was a unique situation,



Carlos Lisson checks his type style book to choose a headline on an ad layout.

Mohamed Bumeis flips through his notes to answer a question on magazine production.



similar to the workings of a cooperative staff on any publication, rather than independent classroom assignments, she said.

All the students think they have benefited from their American education in journalism and all have hopes for interesting careers in the field in their native countries. Mohammed says there are numerous job opportunities in Libya for those interested in magazine publication. Carlos has previously worked with advertising for a tourist agency. The agency provided a scholarship for him to finish his degree and return for further employment. Gul would like to teach at the university level in Turkey and hopes to start a newspaper of her own in conjunction with several friends. Tuula expressed an interest in working in public relations for an organization such as the United Nations or for some government agency.

The foreign students in the journalism school naturally have problems unique to their position. However, many of their reactions to, and suggestions for, the improvement of the curriculum could be voiced by any student regardless of his nationality. But all seem to be profiting by their experience and hope to make positive contributions to the field in their respective countries.

Gilbert Magazine Collection

First Issues In Journalism Library

by Philip Wildman

My mail last week included a first-class manila envelope from Corpus Christi, Texas. Inside were several aging and yellowish newspaper articles, one dated August 1933.

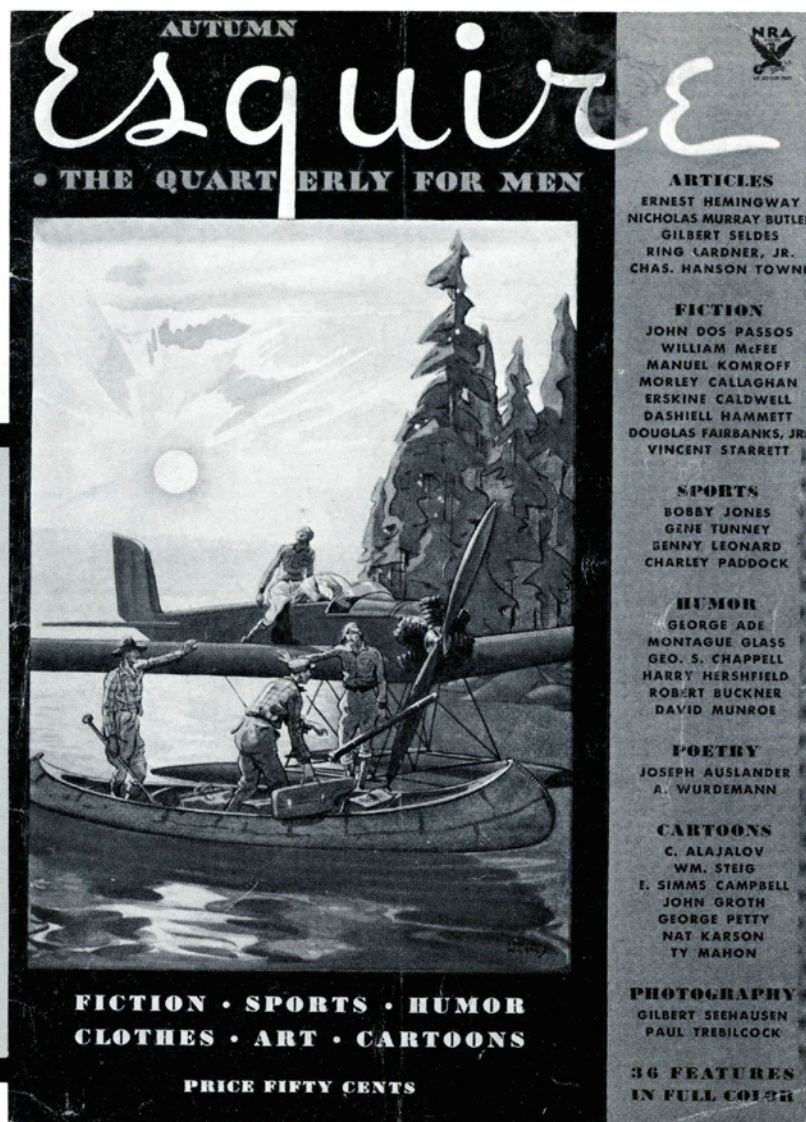
Also there was a letter of explanation from Robert L. Gilbert, establisher of one of the largest private collections of first-issue publications (about 4,000), which is now housed in the William Allen White School of Journalism Library in Flint Hall. The envelope's contents were a response to a query I had made about his collection.

The *Nutmeg*, a small tabloid, was a weekly paper published every Thursday in New Canaan, Conn. One of the clippings included in the envelope mentioned this publication, a copy of which is in the Gilbert Collection.

"Perhaps no weekly in history has had a more impressive list of editors," the clipping said.

The *Nutmeg*, Gilbert's letter explained, was a gift to me. It also was a representative sample of the collection.

The aged paper's cover included the sloppy, scrawled



signature of Gene Tunney, the one-time heavyweight champion. He had been an editor of the publication along with Stanley High, who was also associate editor of the Reader's Digest, and Deems Taylor, a noted music critic of the day. Seven other well-known personalities also worked for the paper.

On May 10, 1924, Gilbert started his collection by purchasing *Liberty*, a nickel magazine, which was being placed on the newsstands for the first time.

Gilbert, a 1923 graduate of KU, probably had no idea that the purchase he made would be the seed for the growth of this unusual collection.

Gilbert's first accumulation grew because he was intrigued with the cover of *Liberty*.

"There is a lineup of men and women carrying banners which are the covers of magazines with the *Saturday Evening Post* at the front. Striding confidently to the head of the line from one side is *Liberty*, 'the newcomer in the field.' It intrigued me," he once explained.



A few months after buying *Liberty*, Gilbert bought Volume One, Number One, of *Golden Book*, one of the better pulp adventure magazines of the time. In July 1926 he obtained a first edition copy of the *American Legion Monthly*.

Several years later Gilbert was sorting through some old papers and found these issues. He then began seriously collecting first-issue publications.

His plan was to spot new publications on newsstands. However, he has received a significant number of issues from friends in the newspaper business.

Officially known as the Gilbert Collection, it was donated to the William Allen White Memorial Foundation at KU in 1954.

He has not been actively seeking magazines lately.

"However, I still get them frequently and send them on to the University when I have accumulated a few," he said.

The collection includes not only first issues of *Esquire*, *Life*, *Fortune* and the *Saturday Review of Literature*, but also such unlikely ones as *Ad Quiz*, which was published in 1939. The purpose of *Ad Quiz* was to give knowledge to executives in selling and advertising.

The first ten-cent issue of *Looney Tunes* was *Merrie Melodies Comics*, which included Porky Pig, Elmer and many other famous Leon Schlesinger characters.

Gilbert once explained his fascination with the collection as being something derived from an emotion he had always experienced when noting the great variety of magazines there were.

He said that the covers of these publications told "a story of hope born in each publisher and author of a new Volume One, Number One, and its ultimate success or failure."

Wanted. Old Magazines.

Inspired by Robert Gilbert's contributions, the School of Journalism is now working to develop an outstanding magazine library to supplement the Gilbert Collection.

In the past two years over 300 magazines have been added, including all issues of the first five years of *Life* magazine. Students have contributed to the collection. We invite our alumni to do so.

If you find an old issue, a copy of a magazine no longer in circulation, or best of all, a Volume One, Number One hidden in your attic, how about adding it to our collection?

Send the magazines to Lee F. Young, Associate Dean, School of Journalism. And come in and see the collection the next time you visit Flint Hall.



a stairway, leading only to
an abandoned dream—veiled in
spider webs and settled dust.
now only the birds and a nosey photographer
disturb her slumber—her windows
are boarded up now,
she is almost blind.



Spider Webs, Settled Dust by Michael Harris

I am a storyteller—blending fact and fantasy, legend and lore.

All that is old is a legend—the time, the life. Gathered out of dusty jars from dusty shelves I tell their stories and retell them. They end up bigger than they began, but I don't mind, because they have been told. The one essential element of a legend is that it is passed on.

The Lawrence House was built in 1854. It is located between 8th and 9th streets on Vermont. The north half of the building was the hotel and the south half a livery stable. It is a remarkable structure, with 2" x 12" lumber reinforcement.

The building is one of the oldest in Lawrence and has travelled the path that most hotels do. At one time it was a respectable hotel. But time took its toll and the glitter began to fade. The quality of clientele declined until the house became a now-legendary "house of ill-repute." Most people do not even remember the Lawrence House. If you do, then it is probably the legend that you recall.

The building is so old that the visitor must pause. The webs, the broken glass and ever-present dust weave elliptical spells. A dim, distant past is wrapped around the stairways and rooms. I sat there one day and was soon dreaming about the way things must have been in 1900.

The Lawrence House was closed about 1942. World War II had brought the Navy to town, and the public health department didn't want the place becoming an overt "parlor for the ladies of the night." Lawrence had never had any organized prostitution and some feared that the Lawrence House would become the center for just such an organization.

The building has been empty since, except for the National Surplus Store which now occupies the first floor. It seems poetically appropriate that the structure should house an outlet for pre-war merchandise.

Only one thing has been disturbed on the second and third floors of the building: the dust in which I traced my initials on one of the window sills.

The building has aged, not gracefully, just aged. Pigeons alone find her rooms comfortable.



don't disturb the slumber—walk through it but don't disturb its sleep.



the dust, the cobwebs
together they spin
a cloud-like trance of silvery dreams
and shadowed corners.



KU Grads Hired by MU Employer At "The Packer Magazine"

by Ann Conner

The *Packer*, a weekly news magazine for the fruit and vegetable industry, seems to be as popular with KU School of Journalism graduates as the KU students have been with it. Since 1969, seven KU students have taken jobs with the *Packer* and six are still working for this business publication, which has its main offices in Kansas City, Kan. Another one, Kathy Twogood, will join the staff in December when she obtains her degree in magazine journalism.

"We hear so much about communication, and there is no school in the country that has communicated with us as well as has the University of Kansas.

"They have taken an interest in our organization and have been able to provide us the kind of staff member we look for on our publication," said James V. Connell, Vice President and Publishing Director, in a recent interview in Kansas City.

In his early fifties, Connell is a lean, energetic Midwesterner who seems eager to encourage young journalists about business publications in general and the *Packer* in particular. Although he was quick to point out that he has always been a very dedicated and loyal Missouri alumnus, on this particular day at least, he was wearing a crimson and blue tie.

One of the main influences on the mutual satisfaction of employer and employees from KU at the *Packer* has been the School of Journalism's efforts to match each student's talents with a particular job situation and the *Packer's* efforts to interest journalism students in working for a business publication.

"We look for someone who is interested in a career in journalism, someone who likes all facets of journalism," Connell said.

Of the six KU alums now on the *Packer* staff, four work in Kansas City and two are in the field, one on each coast. These two field men or staff representatives, Don Hunter ('67, advertising) and Pat McTavish ('70, advertising), both joined the *Packer* in 1970.

Their jobs demand a versatile kind of journalist who is at ease in a variety of roles. The staff representatives sell ads to some of the largest firms in the country, produce stories and pictures, attend industrial conventions and do public relations work.

"The staff representatives have to be able to sell ads, write stories, pick up renewals, take pictures—it takes a certain type of individual."

Besides communication between the journalism school and this employer, the KU alums are also on the staff because of the *Packer's* interest in the importance of hiring youth. Connell reported that a large portion of the *Packer* staff was 35 or younger and that all of the production department were in their twenties.

"There's talk about the generation gap, but here—well, maybe it's because we get a good share of people from the Midwest—but there's nothing wrong with the young people we have," Connell said.

Geographic proximity is another factor in the number of KU alums at the *Packer*, but Connell was quick to point out that it was not the primary one.

"We would go to Columbia University in New York if they gave us the same cooperation," he remarked.

Connell said that KU students also had an advantage because most of them had experience writing ads, selling ads, doing layouts, reporting, and editing for the school publications. Work experience, even nonjournalistic, was mentioned by Connell as a standard consideration in evaluating applicants for positions on the *Packer*.

Although Connell said work habits were important criteria for judging applicants, a good background in journalism, which he thought most KU students had, was his first consideration. In addition, Connell mentioned that, as an employer, he looked for "that certain something that somebody communicates with you in an interview."

Three of the *Packer's* employment policies, which Connell described, have been part of the KU alum's satisfaction once they are on the staff. One is that the employee is told before he takes the job exactly what is in store for him. In order to avoid any misunderstandings later, Connell said, applicants were fully informed about amount of travel time required and how long they would be required to spend in a certain job before moving up the ladder.

Another *Packer* policy is to put the new employee into full swing as soon as possible. He is expected to produce right away rather than to wait through a long training period.

The third policy is to provide extra challenges for staff members who have mastered the everyday routine of their work. Connell explained that the editors could be put in charge of individual publications and supplements which were often handled as inserts in the regular issues of the *Packer*.



KU grads Rudy DiOrio (left), advertising artist in the production department, and Ron Brockman, production manager for *The Packer*.

“Editors do not just sit there and edit copy for the *Packer* for the rest of their lives,” Connell said. “They get a chance to do some other things like put in extra supplements, so there’s an ever-changing business. . . . It gives them more of a challenge and extra money.”

Mrs. Carolyn Bowers Hull, a 1971 magazine journalism graduate who joined the *Packer’s* editorial staff this fall, said she spent about 75 per cent of her time editing copy from the field men. The other 25 per cent has been devoted primarily to preparing news features. She thought the courses in editing at KU had prepared her well for copy editing at the *Packer* and also mentioned the Backgrounds in the News course as helpful in talking with people she interviewed.

Mrs. Hull wished she had taken more photography and in-depth reporting at KU for her work with the news features. Photography was important, she thought, because pictures were increasingly in demand to please the *Packer’s* audience.

The main difference between her work in school and at the *Packer* was one of additional responsibility, she explained.

“This is quite a bit different,” Mrs. Hull said. “You do feel more professional here, and I want to do a better job than in school. You’re protected on the *UDK* and you’re not here. It’s all your responsibility. There’s a different feeling as a representative of the company.”

The specialized knowledge of the produce industry—products, prices and legislation—are all part of Mrs. Hull’s job as a member of the staff.

“I have to read a lot on (legislative) bills. It’s real specialized knowledge, but I feel it’s my responsibility to know about this,” she said.

Ron Brockman, a KU alum (’67, advertising) who now heads the production department, joined the *Packer* staff in 1969. All of the flow of advertising, proofreading and dummied of the magazine were his responsibility, he said.

“I have complete control of the ads from the time they’re sold until they are finished. I also handle, in liaison with the accounting department, all the rating and billing problems that come up,” he explained.

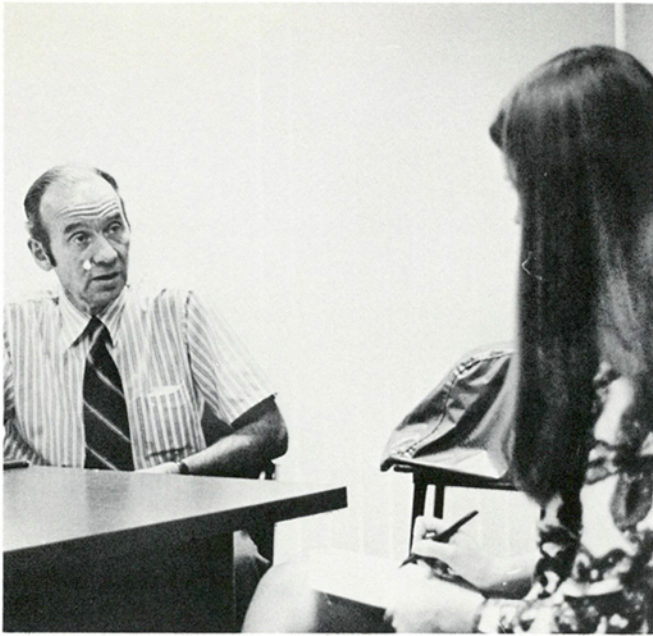
“We had over \$1 million in billing last year and I handled all of it with the help of two assistants and an artist,” he said.

Brockman said the thing he liked most about his job was his involvement in graphics and production.

“I like printing and production. I find rather intriguing the press laydowns and things like that which bore most people. There’s a definite challenge to try to get something printed and printed right,” he commented.

In regard to his experience at KU, Brockman said that he was originally a business major but had decided to switch to journalism after he took an introductory advertising class. Although Brockman thought KU gave him a good general background in advertising and production, he believed the realities of the classroom did not always correspond to the “cold hard facts of newspaper space selling.” Most advertisers were more interested in the price than in the creative or aesthetic appeal of ads, he said.

“If you’ve got a lot of creative ideas in college, you won’t always have the same type of clients as you did there because the general public that you work with isn’t necessarily as progressive as the clients in a college town. Most advertisers go more for the meat and potatoes type



James Connell, being interviewed by Ann Conner, tells what he likes to see in prospective employees.

of advertising: name, price, description and that's it," he remarked.

Brockman thought it was important for students to have good samples of ads and layouts they had done when they went to an interview because most employers were anxious to see visual proof of an applicant's ability. The state of the job market now, he said, was such that an applicant had to prove his worth from the time of his first contact with the employer.

Another member of the production staff, Rudy DiOrio ('70, advertising), is a former KU advertising student who had an internship with the *Packer* during the summer of 1970 and came to work permanently for the *Packer* last spring. Before studying advertising, DiOrio had two years of commercial art training at KU.

He said his job in the *Packer* production department was to design layouts, take orders and coordinate the scheduling of ads, make sure that all the ads got in the paper and to check that they were printed correctly with the right names and spelling. When necessary, DiOrio has gone to check on a production question in Sedalia, Mo., where the *Packer* is printed.

"In a job like this the only thing that will really help you is on-the-job experience. Books can only teach you so much. You can just get a small taste of it in Lawrence; the rest of it's just all experience," DiOrio said.

The *Packer* has been eager to interest journalism students in the experience offered them by the business press. One of the main advantages of the business press for college students, Connell said, was that business publications usually pay the beginner more than country weeklies or even larger dailies. He reported that the

usual starting salary at the *Packer* for a young man with a college degree was about \$560 a month.

Besides higher pay, the business journalist usually becomes an expert in another field in addition to journalism. Connell said it was not necessary to have a specialized knowledge of the produce industry before joining the *Packer*.

"Ninety-nine per cent of the people we hire are journalists," he said. "Only one per cent come from within our own industry. You can take a journalist who has a fine background and teach him the industry. He learns from reading our publication and editing copy. Also all of our people read our competitors' publications.

"Most of the journalism students we interview do not know exactly what they want to do as a journalist; therefore, the opportunity KU gives us to interview these people enables us to tell them about the business press and, more particularly, our division and the opportunities here," Connell remarked.

With a total paid circulation of about 14,700 the *Packer* is one of several publications of the Food and Agriculture Group of Vance Publishing Company. It has a staff of about 75, some of whom work for the *Redbook*, a Vance directory and rating service publication which has weekly bulletins in addition to its regular spring and fall issues.

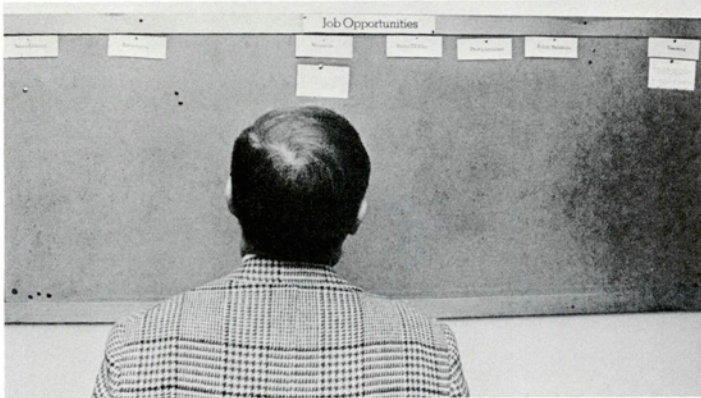
Connell said that the only KU alums involved with the *Redbook* directory were Hunter, McTavish and Jay Thomas ('71, radio-TV), the staff representative for the Kansas City area. They gather information such as financial data on produce companies and sell subscriptions to the *Redbook* in addition to their work for the *Packer*.

Mrs. Carolyn Bowers Hull checks with a news source to make sure the facts are accurate in a *Packer* feature.



Life Continues In Flint Hall...

by Kathy Twogood



This is the look of an ordinary day in Flint Hall. We have spent many ordinary days of our lives here. They don't seem very special sometimes.

But perhaps the familiar plainness of Flint is special—journalism students gradually become accustomed to it, sometimes unaware that they belong.

These pictures show Flint's personality. They reflect the identity that the present crop of students has and give alumni a perspective on how it is the same or how it has changed.

The faces are different . . . the purpose remains the same—to educate journalists and prepare them for meaningful careers.

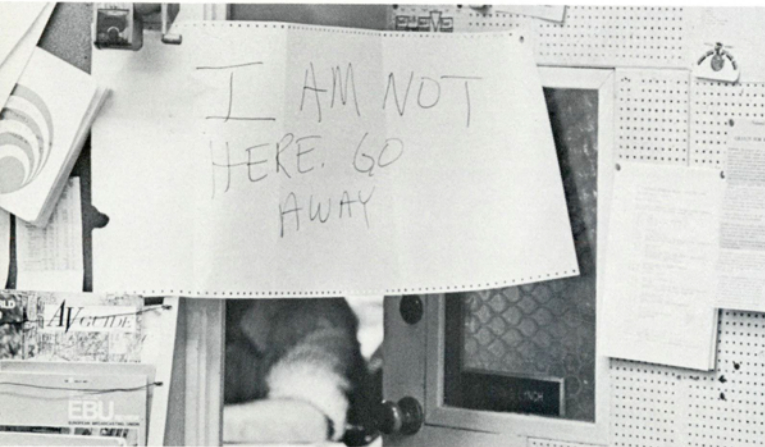
The School of Journalism is growing, as is evident in this Law of Communications class. There are now 514 majors. Despite the disappointing job outlook, the majority of students find employment.





Some faculty leave their doors open and students constantly drop by to talk.

Sometimes teachers just don't want to be bothered as is the case here with Dennis Lynch.

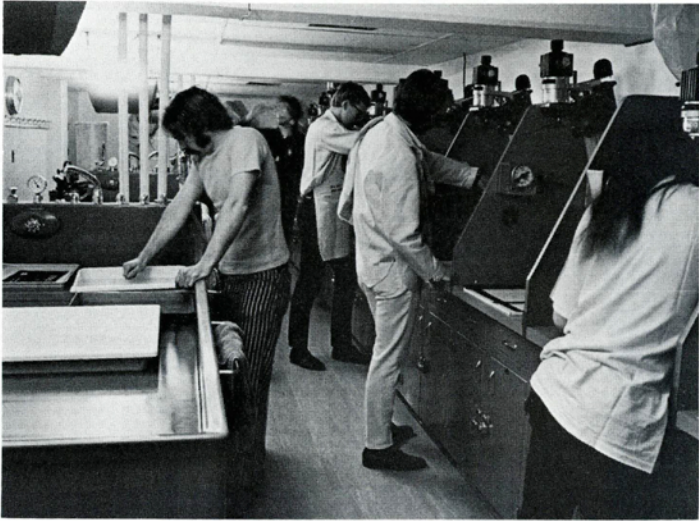


This doorway to the broadcasting studio is about all most journalism students see of the studio.

Doors can be a creative outlet for student's feelings about their instructors.



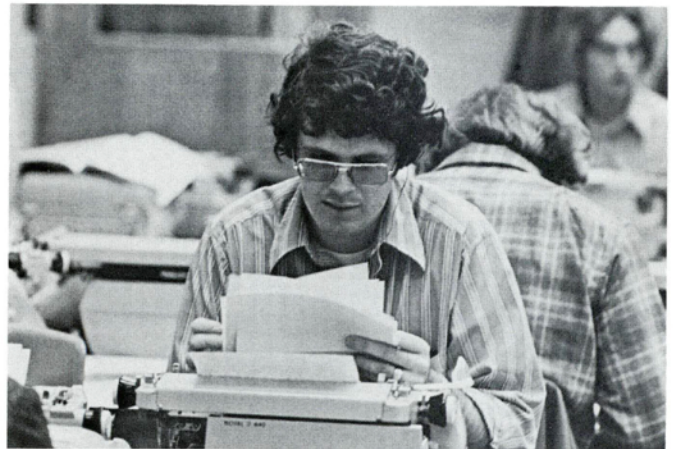
It's usually too dark to see faces in the photo lab. They are probably intense since many hours of hard and sometimes disappointing labor are spent here.



Serious concentration is reflected in the faces of these students in ad copy and layout.



Any facial expression from laughter to tears can be found in the editing class.



Faces are still grim in the newsroom. Those story assignments just keep coming.

Four New Faculty Strengthen Staff

by Gary Green

An instructor who considers college teaching "very challenging" is Mrs. Jackie Raymond, teaching assistant in the news-editorial sequence. Mrs. Raymond—on a year's sabbatical from McPherson High School to work toward her master's degree—teaches Reporting I and works with high school organizations. She is president of the Kansas Organization of Publications and Advisors, which is the state organization for all high school news and yearbook advisors.

Mrs. Raymond received her bachelor's degree in 1943 from Principia College in Elsah, Ill., and her teaching certificate from McPherson College in 1967. She taught senior English and journalism at McPherson High School from 1967-1971.

"I feel that when a student is a senior in high school he is on a springboard that can propel him to pursuing journalism as a career or taking a completely different course," Mrs.

Raymond said. She thinks that it is very vital to help students learn to be good consumers of the news.

Mrs. Raymond has spent the past three summers at KU, teaching in the journalism division of the Midwestern Music and Art Camp and taking courses for her master's degree.

Mrs. Raymond has one son, Denny, who is married.



Jackie Raymond



Susanne Shaw

Assistant Professor Susanne Shaw began her first year as a full-time associate professor in the news-editorial sequence with impressive credentials as a journalist. Miss Shaw did her undergraduate work at KU and last year was managing editor of the KU alumni publications while serving as a part-time instructor in journalism. She received both her bachelor's degree in education and her master's in journalism at KU.

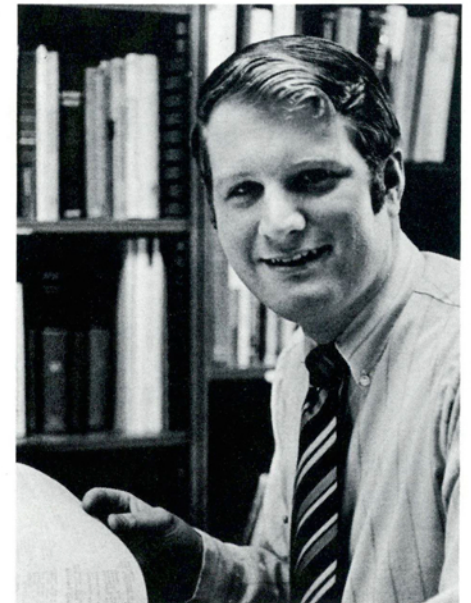
Included in Miss Shaw's background is work in every department

on the Wellington *Daily News*. She started work on the paper while in junior high school and continued there throughout college. She says that working on a small paper such as the Wellington *Daily News* is beneficial.

"I was glad to start on a small paper because it enabled me to become familiar with all aspects of a newspaper," she said.

Miss Shaw taught journalism at Wichita South High School from 1963-1970. The editor of the school newspaper at South in 1968 was Dave Bartel, *University Daily Kansan* editor for the current semester.

Besides her duties in the news-editorial sequence, Miss Shaw also is involved with high school journalism and workshops.



Don Jugenheimer

Assistant Professor Don Jugenheimer comes to the advertising sequence from the University of Illi-

nois, where he was an instructor the past four years. He teaches elements of advertising, ad copy and layout, a graduate seminar in advertising research and assists in research methods in mass communications.

Jugenheimer received his bachelor's and master's degrees in advertising in 1965 and 1968 respectively from the University of Illinois at Champaign-Urbana. He hopes to receive his doctorate in communications from Illinois in February 1972.



Bill Kukuk

Jugenheimer has spent several summers working for advertising agencies in Champaign-Urbana.

"I feel that there is a difference between educating and training. I would rather educate than train, because training is a teaching technique," Jugenheimer said. He says that education involves learning how to devise solutions to problems.

Jugenheimer likes several aspects of KU. He thinks it is an excellent university with a fine national reputation.

"The journalism school is ranked in the top 10 in the country and provides me with a personal opportunity to teach advertising, particularly at the graduate level," Jugenheimer explained.

Professor Jugenheimer is married. His wife, B. J., is a junior high school teacher.

Mr. Bill Kukuk, graphic arts instructor, is no stranger to the University of Kansas. He received his bachelor's degree in business from KU in 1960 and served as director of the University of Kansas Printing Service from 1965-1968.

Kukuk gained newspaper experience as a linotype operator and printer on weekly publications in Lawrence and Burlingame and on the Sky Schooner, a publication at Forbes Air Force Base, Topeka.

Kukuk was also assistant manager of General Printing and Paper, Inc., Topeka, for five years. He now is part-owner of Mainline Printing, Inc., also in Topeka.

Kukuk thinks students in journalism should know more about the mechanical processes involved in printing. "That's what I'm trying to teach them in graphic arts," he explained.

Kukuk is married and has two daughters, 10 and 6 years old.

News Notes

compiled by Gayle Trigg

SDX Reactivates and Studies Open Records

The University of Kansas chapter of Sigma Delta Chi (SDX), professional journalistic society, is trying to revive the spirit with which it became a charter member of the society in 1910.

The 55-member student chapter is especially concerned with the workability of freedom of information laws, the recognition of broadcast media as a legitimate journalistic channel, the recruitment of journalism students and the honoring of outstanding work in the field.

The KU chapter is working on a project designed to determine the comprehensiveness of the Kansas open records law. Through information gathered from letters and questionnaires sent to representatives of

Kansas media, a list of incidents involving access to public records will be compiled. The students will then form a series of questions to be submitted to the state attorney general for an opinion.

David Dary, assistant professor of broadcast journalism, was made honorary adviser of SDX. He will work to strengthen ties between electronic and print newsmen within the society.

In November, 25 students, representing all sequences except advertising, and two professionals were initiated into the chapter.

In an effort to honor young journalists, members of Sigma Delta Chi helped host 30 outstanding high school journalists in December and will do so again in February. The project is being jointly sponsored by the journalism school faculty, the KU office of School Relations and SDX.

The chapter also helped sponsor a three-day institute in public affairs reporting.

Speakers brought to KU this semester by SDX have been: William Kurtis, CBS newsman from Los Angeles; Max Falkenstein, area sportscaster and director of Sunflower Cablevision; Ralph Sewell, Oklahoma newspaperman and former national SDX president; Bill Kong, a director of SDX and a newspaperman from Des Moines; and Rich Clarkson, an award-winning photographer.

KU students have also attended meetings of the Topeka professional chapter and were represented at the national convention in Washington, D. C., by five students and their adviser, Prof. Del Brinkman.

High School Journalists Hosted by J-School

Fifteen high school seniors who plan to major in journalism and are interested in attending KU spent the first weekend in December as guests of the School of Journalism faculty and students.

Another group of students will attend a similar weekend program in February.

The purpose of the program is to acquaint the students with the faculty, students, curriculum and overall program of the school and to give them an opportunity to visit the KU campus.

The students also attended a varsity basketball game and were introduced to the Nunemaker College program as well as that of the School of Journalism.

Grad. Student Quits, Takes PR Job in Sports

Don Baker, 1971 public relations graduate, has recently accepted the position of assistant sports information director for the athletic department of the University of Kansas.

Baker enrolled in graduate school to work toward a master's degree in public administration, but chose to accept the job offer when it came early in the fall semester. It was a tough decision to make.

"Going to post-graduate school would give me more opportunities," Baker said, "but when the job came along I just told myself to take it and not look back."

Baker became well acquainted with the sports information department when he was sports editor for the *University Daily Kansan* last spring. He said he thought his job as sports editor had given him numerous opportunities.

"The job opened so many doors that I can't begin to list them all. I literally spent 10 to 12 hours a day, six to seven days a week on the job, and every minute was worth it," he said.

Right now, Baker is concerned with adjusting to the job, which he says "incorporates all my interests."

"I have always been interested in sports. From a journalism standpoint, it offered work in public relations, advertising and straight news reporting. It wraps the whole thing up into one job."

"Also, I have a tremendous loyalty to KU. I come from a KU family."



Kansan Best in Nation, Given Pacemaker Award

The *University Daily Kansan* and the *Daily Texan* of the University of Texas were selected as the top college newspapers in the nation in competition sponsored by the Associated Collegiate Press based at the University of Minnesota.

The *Kansan* and the *Texan* received Pacemaker awards which are given annually to the college papers rated at the top in their circulation and frequency division. The award was made to the *Kansan* at the annual conference of the Associated Collegiate Press in Dallas, Oct. 21 to 23.

The *Kansan*, in winning its first Pacemaker, competed against nearly 500 newspapers from throughout the United States. Before receiving the Pacemaker award, the *Kansan* was recognized as an All-American newspaper for the sixth consecutive semester.

Graduate Program Revised, New Courses Added

A new program in journalism has been developed by the school's graduate faculty, headed by John Bremner.

Revisions were made in the graduate curriculum, entrance require-

ments, required courses, graduation requirements and the thesis procedures.

The most noticeable change from the previous program for attaining an MSJ is the addition of many more courses open only to graduate students. All candidates are required to take at least 15 such hours.

The student may elect to take 15 hours of graduate credit from among courses open also to undergraduates.

A candidate must pass three written comprehensive examinations in research methods. He must also write a thesis and pass an oral examination on the thesis topic.

Although students may concentrate on a particular branch of journalism, the program was designed to give the recipient a "breadth of education, not narrowness," according to the letter of introduction sent to each candidate.

"You may become a specialist, but, we hope, a specialist with the perspective of a generalist," the letter states.

Prof. John B. Bremner Receives HOPE Award

John B. Bremner, associate professor in the news-editorial sequence, was selected as a 1971 HOPE Award recipient.

The HOPE Award (Honor for the Outstanding Progressive Educators) is given annually by the senior class and is the only award given to the faculty by KU students. Its purpose is to recognize the efforts of teachers who are outstanding in their field.

Bremner, selected from 100 nominees, was chosen on the basis of his willingness to help students, his excellence in the field of education and his ability to stimulate students.

This year, to make it possible for those teaching in the professional schools to be selected, three awards, rather than the usual one, were made.

Upon presentation of the HOPE Award, Bremner said, "I accept this award in the name of my colleagues

at the School of Journalism, especially Prof. Calder Pickett and Prof. Lee Young, who won teaching awards in years when somebody from a professional school had almost no chance of winning a HOPE Award."

Pickett received the Standard Oil Foundation Award for Distinguished Teaching in 1968. Young won the Fink Award for teaching in 1969, was a HOPE Award finalist in 1969 and 1970 and in 1971, along with Bremner, was chosen as an Outstanding Educator of America.

Bremner and Young were two of 11 chosen from KU as outstanding educators on the basis of their performance in class, research contributions, administrative ability, civic service and recognition by their colleagues.

Faculty Is Active In National AEJ

Several journalism faculty members are serving in the national Association for Education in Journalism.

Ed Bassett, dean, was selected to the Committee on Teaching Standards, appointed to the Executive Committee and made chairman of the Nominating Committee.

Del Brinkman, assistant professor of news-editorial, was elected secretary-treasurer of the Mass Communications and Society Division and

chairman of the research paper session of that division.

Dave Dary, assistant professor of broadcast journalism, has been chosen to serve on the Freedom and Responsibilities Committee of the Radio-Television Division.

Laurence Day, associate professor of news-editorial, was elected secretary-treasurer of the International Communications Division.

Module Teaching Concept Tried by Radio-TV-Film

The radio-TV-film department has introduced eight one-hour production "modules" to replace three courses in basic principles of radio, television and film production.

The objectives of the new class construction, according to Bruce Linton, head of the department, are to increase efficiency in teaching and learning, to raise the level of competence of the students and to give students the opportunity to work at a more realistic pace—utilizing lab time and self-study materials.

Each module lasts one week. Students attend classes for ten hours. The basic problem as noted by the teachers and confirmed by student feedback is the lack of equipment for self-study purposes.

"We throw the material at the students pretty fast," Linton said, "and they only have one concentrated week in which to learn it, unless they re-take the course. The module idea will not achieve full success until the equipment problem is solved. But even in the absence of a solution, we are convinced that we are doing a better job than we did with the previous course structure."

Linton said that feedback from the 110 students involved was basically positive.

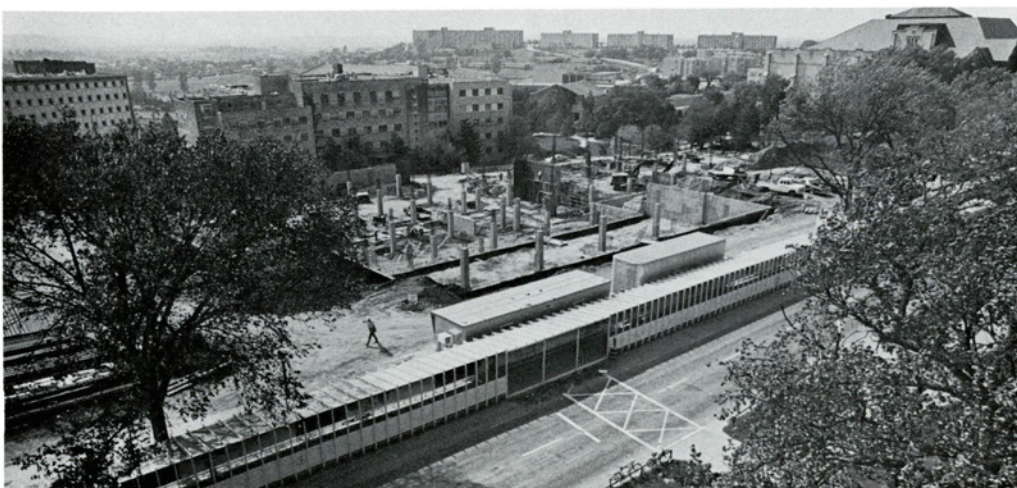
Some changes have been planned for the spring semester, but the basic program will continue.

As for the teachers? "We're enjoying it, but it's killing us," Linton said.

Kansan Editor To Be Congressional Intern

David Bartel, a senior in journalism at the University of Kansas, has been selected by the Sears Foundation as one of 20 students in the United States to serve as congressional interns for the spring semester of 1972.

Editor of the *University Daily Kansan* this fall, Bartel recently was awarded the Eugene C. Pulliam Scholarship by the journalism faculty.



Flint Hall's neighbor, "Wesco Hole," by 1973 will hold a \$6 million humanities building.

The "boardwalk" providing pedestrian passage along Jayhawk Boulevard is at worst an eyesore and at best entertaining; artists and dabblers in graffiti have discovered the joy of a huge public billboard.

Meanwhile, wire mesh in front of Flint (see front cover) and blocked automobile and pedestrian access give Flint Hall the look of a prison or fortress, well-guarded.

MATTHEW HUNT AMSDEN is managing editor at the Halstead Independent in Halstead, Ks. DAVID C. ANDERSEN is on the public relations staff at General Motors Corp. in Detroit. MARY K. ARNOLD is a 2nd Lt. in the U. S. Army stationed at Ft. McClellan, Alabama. She is now a student in the basic course, but hopes to be assigned to the WAC Training Battalion as a Platoon Officer at McClellan in December. PATRICIA BAILEY is employed at Gateway Sporting Goods in K. C., Mo. S. GRAHAM BAILEY is news editor on the North Star News, The Village, Okla. DONALD L. BAKER is assistant sports information director for the KU Athletic Department. JAHN W. BALK lives in Grand Island, Neb., where he is an advertising salesman for the Grand Island Daily Independent. ROGER W. BANBURY is a catalog copywriter for Sears in Chicago. EDWARD M. BERMAN is radio salesman for WSLT-AM in Ocean City, N. J. JANE MAXWELL BLACK is enjoying being a housewife.

GALEN BLAND is news editor of the Parsons Sun. GRAEME BLASDEL is advertising manager at Goldblatt Tool Co. in K. C., Ks. After leaving KU he was in Europe and then returned to KU as a staff member of the Human Development Department. R. A. BOLLS is in sales with an office equipment firm. SHARON BROCK is sales representative in the paper products department at Procter & Gamble in K. C., Mo. DAVID R. BROYLES is in real estate property management. STEPHEN T. BRYANT is floor director at KMBC-TV in K. C., Mo. STEPHEN C. BURNETT is working towards his MBA at UMKC, and is employed at Uniformed Services Benefit Association. IAN CAMPBELL is in real estate in Kansas City, Mo. LARRY L. CAMPBELL is in production at Goodyear Tire and Rubber Co. in Topeka. He plans to return to KU either as a graduate student in the J-School or law school. JENNIFER CARTER is a secretary at Hitchcock Publishing in Wheaton, Ill. RONALD CARTER is in graduate school at KU. RONALD A. CANDA is a salesman in advertising in Clayton, Mo.

PHIL C. CHILDERS is a salesman at Procter & Gamble Distributing Co., in K. C., Mo. GARY L. COMSTOCK is attending graduate school at KU. JAMES E. CORNISH is a 1st Lt. in the Navy stationed in Fresno, Calif. CYNTHIA LEE CREEK, who became Mrs. Maude

on Sept. 3, is doing layout, pasteup, camera work and art work at Art and Composition in K. C. CAROLYN S. DAMMANN, now Mrs. Pyle, is doing copywriting at Western Auto in K. C., Mo. PAUL DINOVIK is an account executive at WDAF-TV in K. C., Mo. MONROE DODD is in the U. S. Army stationed at Fort Benning, Ga. BRUCE R. ERICKSON is a reporter for the Lawrence Journal-World. J. R. FALKNER is a communications officer in the U. S. Navy stationed in San Diego. STEWART R. FARBMAN is working for Allen Bell Advertising Agency in K. C. LARRY M. FENCYK is in the U. S. Navy for two years. SUE FOHRMAN is with VISTA. MICHAEL L. FREDERICK is a photographer at the Salina Journal. VINCENT C. FRYE is an advertising account executive at KTSB-TV in Topeka. JEFF GOUDIE is at the Detroit Free Press. KRIS GOFF is a reporter for the Associated Press in Baltimore. DIANE GRAY is managing editor of the Mission Hills Squire at Squire Publications in Prairie Village, Ks. DAVID J. GROSKO is an account executive with the Examiner, Jackson County's daily newspaper.

DAVID PAUL HACK is administrative assistant to the Fund Raising Consultant at American Fund Raising Services in Waltham, Mass. CHARLES W. HAMMOND is section salesman at Procter & Gamble Paper Products in Skokie, Ill. BOB HARTZLER is at the Emporia Gazette. RON HEGGEMEIER is assistant manager of Travel Lodge in Lawrence. CARLA HENDRICKS is a copy editor at the Press in Binghamton, N. Y. (Gannett group). TOM HICKEY is a management trainee at S. S. Kresge Co. in St. Louis, Mo. DICK HVALE is a social worker with the Wyandotte County Department of Welfare. MARY CATHERINE JACKSON is attending Law School at KU. SHARON JACOBS is doing general assignment reporting and photography at the El Dorado Times. JULIE L. JASPER is production assistant at Kupcinet productions in Chicago. ERIC JOHNSON is in the Navy, and is the manager of a television station on a carrier. PHYLLIS JONES is in law school at KU.

WILLIAM S. KILLOUGH is junior officer in the Navy. JAMES T. KNIGHT has entered law school at Washburn. SALLY J. KNIGHT is editor of *BMA Skylines*, a daily newspaper published for employees of BMA in K. C., Mo. KATHERINE A. KRUGER is a reporter on the Colby Prairie Drummer. NANCY A. LARSON is media buyer for W. E. Long Advertising Agency in Chicago. RANDY LEFFINGWELL is a photographer for the K. C. Times. He and his wife, Valerie, have a son. JERROLD LIEB is a copywriter at Western Auto

Supply Co. in K. C., Mo. BARBARA LINDE is a receptionist and secretary at the University of the Pacific School of Dentistry in San Francisco, Calif. JAMES E. LONDENHOLM is with H. D. Lee Co. in advertising. RICH LOUV works for Project Concern in San Diego, Calif. and is in charge of fund raising. THOMAS G. LUSTY is doing advertising sales with the U. S. Navy and Western States Weeklies on a part-time basis while serving two years in the U. S. Navy in Long Beach, Calif. LINDA McCRERY is a general assignment reporter for the Advertiser Publishing Co. in Honolulu. THOMAS R. McINTYRE is an advertising sales representative at KOFO radio in Ottawa, Ks. MARY S. MacKINNON is a reporter on the Osawatomie Graphic. JON D. MARTIN is in training at Pacific Mutual Door Co. in K. C., Mo. in sales.

LOWELL P. MATTINGLY is at present in Officer Training School in the Air Force. Ensign KEVIN MERCIER is in the U. S. Navy. CRAIG MOREY is a salesman at Competition Sports Cars in Lawrence. ANN MORITZ is working on a master's degree in Political Science at the University of Essex. PAT MORRISSEY is a reporter on the Florida Catholic in Orlando. ALAN L. MOSER is attending graduate school at KU. RICHARD MURPHY is copy editor for a real estate weekly magazine in Chicago. PRISCILLA MYERS, now Mrs. Bransted, is working on her MS at the KU graduate school. STEVEN LEE NAFUS is reporting on the Olathe Daily News of Johnson County. LAINA NELSON is editorial assistant on the Bank News Magazine in K. C. THOMAS C. PALMER is a copy editor on the Los Angeles Times. CRAIG PARKER is with VISTA. JERRY PERCY is a student at the University of Denver College of Law. CASS SEXSON PETERSON is editor of the Kansas Library Bulletin at Kansas State Library in Topeka. KENNETH W. PETERSON is a general assignment reporter at Stauffer Publications.

HARVE M. PRESS is here at KU as a special student. JOHN E. RABE is working on the Chanute Tribune. MICHAEL D. RADENCICH is on the Parsons Sun. SHERRY ROY is a stewardess for TWA, based in New York City. DAN REEDER is a graduate student in Journalism at KU and works for the Alumni Association. CANDACE ANN RETONDE is a teller at the Leawood National Bank in K. C. GENELLE RICHARDS is a women's reporter for the Tulsa Tribune. JOHN RIGGINS is a blockbuster for the New York Jets. RALPH I. ROBINSON is a sales trainee at Tension Envelope Corp. in K. C., Mo. RICHARD L. RUCKER is a sales associate in the Western Zone of the

American Can Co. JIM RYUN is an industrial photographer for Ration in Santa Barbara, Calif., and is in training for the Olympics. JAMES R. SCHIRMER is doing layout design, copywriting, promotion and selling at Intertec Publishing Corp. in K. C., Mo. DAVID J. SCHWARTZ is currently on active duty in the U. S. Air Force. CHRIS SEITZ works for KMBC in K. C., Mo. STEVEN R. SHRIVER is a sports writer and photographer at the Tyler Courier-Times and Morning Telegraph in Tyler, Texas.

SANDRA SIMMONDS, now Mrs. Ruhmann, works as general help in the advertising dept. at Cunningham Drug Stores, Inc., Detroit. JAMES D. STANDEN is a tax examiner answering inquiries about taxes and related matters at the U. S. Treasury Department in K. C., Mo. LINDA STEPHEN EVERLEY is editor of the Wellsville Globe in Baldwin, Ks. ROBIN STEWART is a general assignment reporter at the El Dorado Times. JAMES M. TEDFORD is district sales representative in training at Continental Oil Company in Prairie Village, Ks. DEBRA SUE THARP is doing advertising at Rockland County Journal News (Gannett group) in Nyack, N. Y. MARY J. THUM started graduate school in American Studies at George Washington University, Washington, D. C. JOE H. VAUGHAN is a newsman sports director at Midland Broadcaster, Inc. in Topeka. NILA J. WALKER is a reporter at the Parsons Sun. BRENDA WART entered graduate school at KU. GORDON T. WEIR is at the Ogden Sun, Ogden, Ks. TERRY K. WILLIAMSON is working at the KU Med. Center. BOB WOMACK is reporting for the Lawrence Journal-World. WARREN B. WOOD is attending law school at Washburn. JOE A. ZINK is doing advertising sales at the Chanute Tribune. MIKE ZVIRIN is a copywriter at Sears in Chicago.

1970

LARK BILLICK married Kit Gildner, Drake University senior, on August 14 in Bloomington, Ill. Lark, an account executive with KSO Radio in Des Moines, Iowa, was recently named Sales Manager of KFMG-FM Radio in Des Moines. LANCE ECKELS is assistant advertising supervisor at Atlantic School (airline personnel training) in K. C., Mo. NORMAN MAGNUSON is assigned with Army Security in Asmara, Ethiopia. VICKI L. PYLE is public relations and advertising vice president at Windswept Office Park in Houston, Texas.

1969

ALLEN and PAULA MYERS WINCHESTER took a look at life on the

Red side of the Berlin wall in East Germany last spring. An account of their trip, written by Allen, appeared in the Hutchinson News. The Winchesters returned last summer after traveling almost a year in Europe and Africa. Nanci Brimacombe and JOHN WARD were married May 1 in Kansas City.

MARSHA LYNN CROMWELL visited the School of Journalism. She is with Esquire magazine in New York. JAYE RICHARD EDIGER is with National Limestone Institute in Washington, D. C. PATRICIA J. MURPHY married Thomas M. Podjasek on April 16. She is doing advertising work at Hart-Shaffner in Chicago. CAROL STEVENSON married Brian Mock Feb. 12 in New York City. They have returned to Lawrence where he will attend KU. TED and PAM BELL had a son, James Warren, on April 30. MONTE CLARK MACE married Joyce Ann Yort on April 13. PAUL HANEY is bureau chief of UPI in Kansas City. JOHN and REAGON RHEINFRANK are in Houston, Texas. She is working for the Houston Post, and John is employed with a direct mail advertising business.

1968

DANFORTH and Gail Davenport AUSTIN are living in Dallas, Texas, where he reports for the Wall Street Journal bureau. JOHN LEE CASADY works with a newspaper publisher in Chicago. LT. DAVE PRESTON is a pilot for the USAF 54th aerospace rescue and recovery squadron at Pease AFB, N. H. RICHARD LOVETT and CAROL DeBONIS were married in Lawrence. They live in Hutchinson where he is night editor of the Hutchinson News. CYNTHIA LINGELBACH and Arthur Wilkonson married Jan. 23. He has been doing legal work in Kansas City. A daughter, Cecilia Renee, was born to RICHARD SAMBOL and Mrs. Sambol Feb. 20 in Kansas City.

1967

CAROLYN DRURY PLAVCAN lives in Norman, Okla., where she is a graduate assistant in journalism at OU and holds a free-lance job as an editorial assistant for Library College Associates, Inc.

1966

DALE PUCKETT and his wife, Esther, live in Millville, N. J., where he is program director of radio station WMUB. In 1968, he was chosen "U. S. Coast Guard Journalist of the Year."

1965

DON and SUSAN TICHACEK BLACK live in Camarillo, Calif., where he is managing editor of the local newspa-

per. Don was former managing editor of the Coffeyville Journal.

1963

WILLIAM and Jane Stone WOODBURN live in Topeka where he has been appointed regional manager of advertising for the Santa Fe railway. They have two children, Mary Jane and Billy. ZEKE WIGGLESWORTH is on the Minneapolis Star doing general assignment work since April 5.

1959

A daughter, Jennifer Ashley, was born to DAVE WHALEN, JR. and Mrs. Whalen on Oct. 16, 1970 in Newburyport, Mass. Dave is product manager of Towle Silversmiths. Richard and RUTH RIEDER SHARP are living in Kimberling City, Mo., where he is the president of the R. G. Sharp Construction Company.

1958

TOM HEDRICK is the Cincinnati Reds sports telecaster and recently won a Baker University citation for achievement in his work. He was the voice of the Jayhawks for seven years and the first graduate of the master's program in Radio-TV-Film, emphasizing sports telecasting. He also announced Kansas City Chiefs games for seven years and three of the last four Super Bowl games.

1956

LEEANN URBAN ROHRER and Gary have moved to Hutchinson where Gary is a trust officer with the Hutchinson Bank and Trust Company.

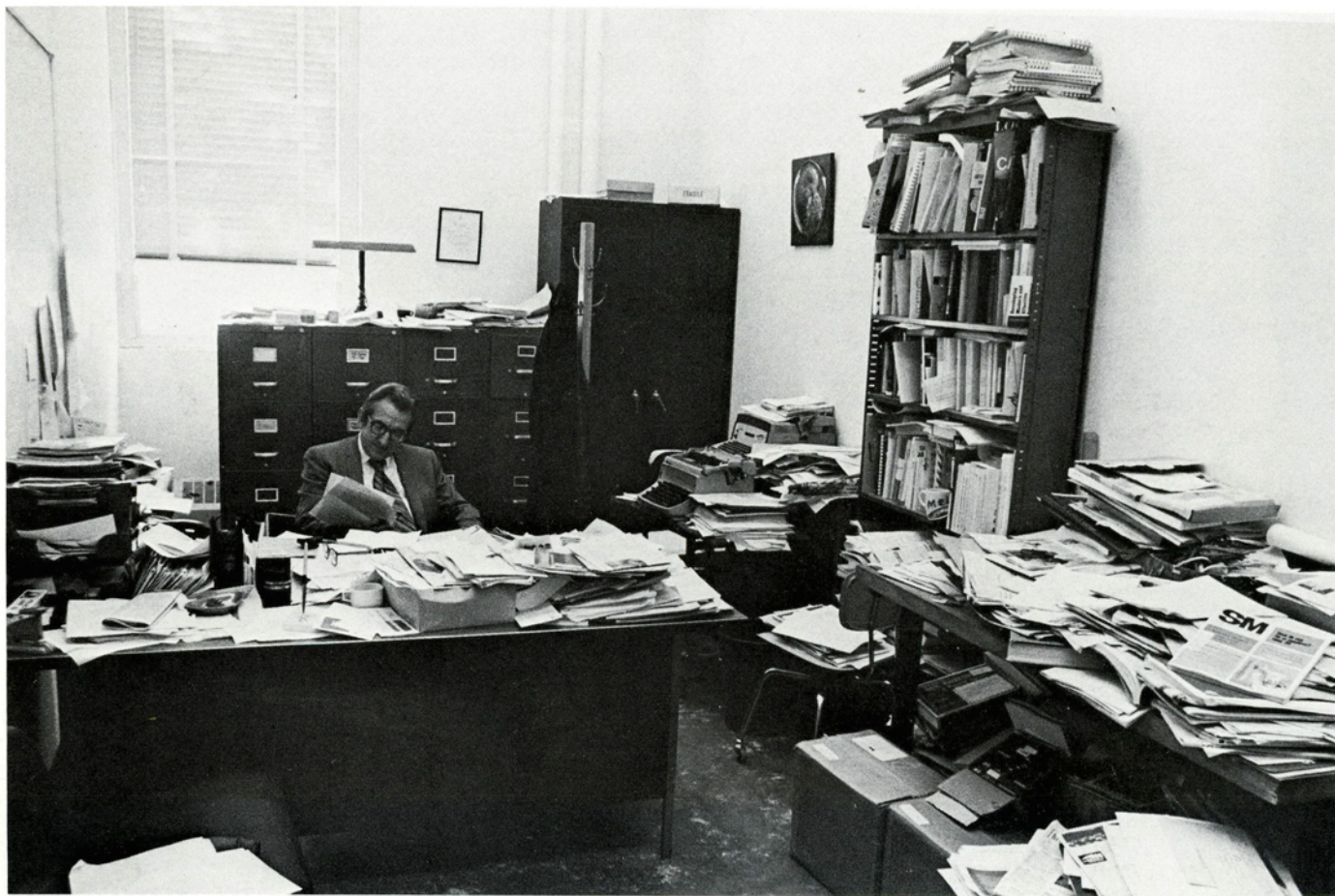
1954

WENDELL R. SULLIVAN opened an advertising and public relations firm in partnership with Alan K. Higdon in Wichita in July. Prior to that time Sullivan previously held press relations and advertising positions at Beech Aircraft Corporation.

1950

DALE W. FIELDS is living in Spokane, Washington, where he owns Ace Syndicate Advertising and Public Relations Agency. He majored in News and Editorial and married the former Julia Pearl Leigh of Lawrence.

Time to change offices



Mel Adams, associate professor of advertising, says he will give his office its annual cleanup, "whether it needs it or not." Adams claims that all the clutter to the right of the desk really belongs to Associate Dean Lee Young.

Adams explains that Young shared the office with him seven years ago as a graduate student. Although Adams thinks the material couldn't matter too much to Young

after so long, he will keep it because Young will be back soon. "You see," Adams said, "he ran out of room here, moved to the Dean's office, and now he's going to mess up Calder Pickett's office while he's gone. We always have to keep one office clear for him—he'll be back here soon. Where do I take my mess when I clean up?—to some other faculty office."

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