



Jayhawk  
Journalist  
Spring '72



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# MILITARY CENSORSHIP



## *Military Censorship v. Peoples' Right to Know:*

by **Debbi Beachy**

"I AM DEDICATED as a newsman to giving the public the news . . . and I will always tell the truth either in the military or as a civilian. . . . I hope you'll help stop censorship at AFVN," was what Robert Lawrence told viewers of the Armed Forces Vietnam Network (AFVN) in a broadcast on January 3, 1970.

Robert Lawrence was one of several army specialists charging the AFVN with censorship.

The military's rebuttal to Lawrence's charges, which prompted an investigation, was that there was no censorship at AFVN, just editorial selection. This editorial selection, the army maintained, was necessary because the amount of news material far exceeded that which could be aired. Lawrence was later relieved of his position.

Journalists have accused the government of overclassifying information, congressmen have denounced too much executive privilege, and Vice President Agnew has accused the press of biased reporting.

All have raised one central question: Who ought to decide where the line should be drawn between the national security and the public's right to know? This difficult question has been raised in several instances.

There was the New York *Times*' self-censorship of the Bay of Pigs invasion. President Kennedy later said had they published the story it might have served as a deterrent.

There was the bombing of northern Laos that began in 1964. The American people did not learn of it until 1969, when the Senate Foreign Relations Committee heard testimony on all phases of Laos.

In the William Allen White School of Journalism, there are three Vietnam veterans who state that they have witnessed distortions of news from Vietnam.

Mike Tharp, Topeka graduate student, was in Vietnam from 1969 to 1970. He was stationed at Long Binh with the II Field Force. While he was there, he wrote for *Hurricane* magazine, a monthly army publication.

The stories he wrote as an army correspondent were governed by the commanding field officer and by Army Regulations, published by the Department of Defense.

The stories for *Hurricane* magazine were written two months in advance, so there was rarely any danger of classified information being divulged.

"There was one unwritten rule," Tharp said. "That was the rule that we always tried to present the American and South Vietnamese efforts in a good light."

"I ran into conflict within myself," Tharp said, "when I wrote a story on the Montagnards, a tribal people of Vietnam."

"It was a story about the educational program the Civil Operations and Rural Development Agency was providing for the Montagnards."

"An educational director took me back into the mountains, where they live. When we got there, the schools were locked up. They had been for weeks."

"I had to write a story making it seem as though the educational program was working, and we had to use posed photographs."

"If I had reported it as it was, I would have been relieved of my position and probably transferred. The story would never have been published."

Clancy Schmidt, Nortonville senior in public relations, was in Vietnam from 1968 to 1969. He served as a medic with the 2nd Battalion, 39th Infantry, 9th Division.

Schmidt said he took every story in the government newspapers with a grain of salt. He thought there had been a lot of false or biased reporting, and cited Operation Plain of Reeds as an example.

"On June 4, 1969, our battalion undertook Operation Plain of Reeds," Schmidt said. "In that operation, there were over 200 people killed or wounded out of a battalion numbering 600."

"When the newspaper, *Old Reliable*, came out, it reported light casualties and hundreds of dead enemy."

"It was a tremendous defeat, and the newspapers reported it as a victory. It was written by army correspondents, but I don't remember seeing any reporters there."

Hank Young, Lawrence graduate student, was in Vietnam from 1969 to 1970. He spent his first five months there as a sergeant in the 101st Airborne Division and served with the American Embassy for the rest of his stay.

From his experience in Vietnam and at home, he has conceived a "theory of communication."

"Everybody hears what they want to hear from people who return," Young said.

"The news gives people what they want, the high points, the battles, inasmuch as there's a war



## Where Should the Line Be Drawn?

on. It's covered as though it were a football game," he said.

Captain Steven Whitfield of the U. S. Army Corps of Engineers, assistant professor of military science at the University of Kansas, has a different view of censorship.

He graduated from the University of Rhode Island and numerous army schools. He was in Vietnam from 1967 to 1968, and again from 1969 to 1970. While he was there, he worked on road building and construction.

Whitfield said there was overclassification in the military because it was easier for the person responsible to protect himself if he overclassified rather than underclassified.

"I, myself, am an avid historian," Whitfield said. "Perhaps there ought to be a continuing review board whose purpose would be to declassify material in due time."

He said he did not think army publications were overly censored.

"*Stars and Stripes* (army newspaper) reported our own losses in great detail," Whitfield said. "It

was ridiculous. We would have loved it if we had had an enemy newspaper doing the same thing.

"A commander is responsible for the safety of his troops and, within reason, he's got to censor information that would aid the enemy."

Whitfield said he thought the civilian press had done its share of censorship and biased reporting.

"The army has had a great deal of unfavorable reporting," Whitfield said. "The army has been blamed for racism, drugs, the Noncommissioned Officers Club scandal, and My Lai.

"A story should be reported and then dropped. Much of the news has been sensational. Maybe it's human nature to want blood and guts, but so much of it is dehumanizing."

There have been My Lai and the CBS film, "The Selling of the Pentagon." There have been the Pentagon Papers. There will be more because the question remains unanswered. Who should draw the line between the responsibilities of the press to inform the public and of the military to protect the national security?

## Knight, Awbrey Receive Awards On 23rd William Allen White Day

John Knight, editorial chairman of Knight Newspapers, Inc., was the 23rd recipient of the William Allen White Award. The award is given to a person in journalism who best exemplifies White's ideal in service to his profession and community.

Knight won a Pulitzer Prize in 1968 for distinguished editorial writing. His newspapers were the *Miami Herald* and the *Detroit Free Press*. Mark Ethridge, editor of the *Detroit Free Press*, accepted the award for Knight, who was absent because of illness.

Also presented at William Allen White Day on February 10 was the 18th William Allen White State Citation. This year's winner was Stuart Awbrey, publisher of the *Hutchinson News* and the *Emporia Gazette*.

Mark Ethridge (left) and Stuart Awbrey compare notes on William Allen White Day.

Photo by Pris Bransted





ONE OF MY favorite books is Mark Twain's *Innocents Abroad*, a long chronicle that describes the great man's travels to Europe and the Holy Land in 1867-68. I am far from being Mark Twain, but an innocent I am, and I certainly was one—as was my wife—this past fall as we traveled in Europe, two hicks known to get lost coming home from the Starlight Theater in Kansas City.

Some of you, those of you, at least, who get my Christmastime epic, have already heard the story of how one senior citizen finally got to Europe, and what happened there. Some of you, here on the campus, students and colleagues, have had your ears bent and have been treated to what one of my faculty friends calls "city dropping." Some have even had to sit through a slide show that lasts something like three hours. Well, here's still one more treatment of the story, which I am writing mainly because a *Jayhawk Journalist* staffer started to ask questions and I suggested that I write the article myself.

Let me drop back briefly to that theme of innocence touched on in the lead paragraph. We blundered all over Europe. We got lost, forgot simple words and phrases that we learned years ago in high school French and German. In Denmark we blithely bought cartons of orange juice and found that it was cream in orange cartons. We spent two hours trying to find our way out of Malaga, Spain, and had some brief and scary adventures on the wrong side of the road in Britain. We played charades while trying to buy a corkscrew in a store in Orleans, France, and in Granada I finally had to draw a grid with N-S-E-W directions so that I could get a map of the place.

Some of you know (I believe a *Jayhawk Journalist* devoted a sentence to the fact) that I was on sabbatical leave last fall, studying, more or less, the press of Western Europe. Well, I did that, but I did other things, too. I did them in the process of traveling in 15 countries, in a car we leased and picked up in Paris and then drove for more than 16,000 miles. I get tired just putting down that figure.

We stayed in many hotels, a number of bed-and-breakfasts, as they are called, in Britain, and even in a few lush American-type motels, when we felt we couldn't stand one more night in a romantic inn. We saw, I suppose, hundreds of cathedrals, castles and museums, becoming, toward the end, slightly weary of magnificent drawing rooms that housed the rich and powerful. I visited editors and newspapers in London, Copenhagen, Paris, Zurich and Edinburgh, and I hope I won't sound too provincial by saying that to the American in Europe the paper old Bennett Jr. founded in Paris—what is now the *International Herald Tribune*—is a Godsend. The only times I didn't like the paper was Monday morning when it told me about the Saturday football game KU had played.

Before we left, and even while we were over there, I sometimes told myself that we were in a place of special magic. Not really so, I'm afraid, even though there were some special magical moments—looking out and seeing the Acropolis beautifully lighted, hearing the bagpipe bands at Edinburgh's Military Tattoo, the Highlands of Scotland, a view from our hotel that showed what El Greco saw when he painted Toledo. But it was all too exhausting.

The distances we drove were too long, it was frequently too hard finding a hotel, the old feet got weary on cobblestone streets, for our trip to be the charming kind of thing that one planned by a tour guide must be. We were on our own, entirely, and we therefore had a view of Europe and an experience that in our opinion we would not have had if we had been put up each night in a Hilton.

I'm sure that it is not particularly original for me to comment that going to Europe is culture shock, but I'll go ahead and say it anyway (when we returned home just before Christmas we had to go through another trying time). Too rapidly we are thrust into unfamiliar environments, where we have to be shown how to do the simplest things: a clerk in the Luxembourg airport had to show me

# Innocents Abroad-1971

by Calder Pickett



how to use a pay phone. The *Herald Trib* helped some, for we could read the news, and learn that the snow storm that greeted us on arising in Venice was part of a mean weather pattern all over Europe, or read details about the death and destruction in Ireland or Attica, New York. Fellow tourists helped, too; yes, we talked, whenever possible, with people who could speak English.

Culture shock also was alleviated by the wonderful people we met, and there were many of them. The international driving signs helped, and so did menus printed in more than one language. But oh, the people. There we'd stand, maps in hand, despair on our faces, and a stranger would come up and help. A woman in Copenhagen walked a mile out of her way to get us to a shipping office. A driver in the French Alps motioned us to follow and got us through a detour and back to the highway, stopping at intersections to see if we were still following him. An old man in Paris walked several blocks to get us to a left bank restaurant he thought we might like. And in Ayr, Scotland—Robert Burns' town—we had a 12-person discussion on a street corner, all of us trying to figure out where the hell we were.

But always there are other types. There was something in the atmosphere of Greece that seemed somehow related to the ubiquitous army presence. Some of the Germans and Austrians seemed a bit pushier than people elsewhere; they made us think of people in New York, as a matter of fact. But the little kids along the roads in Yugoslavia all waved at us, and we liked the people in Italy, especially a man spreading manure on a lawn near the leaning tower of Pisa—he was loudly singing grand opera as he wielded his rake. And there were European drivers—they are terrifying.

It seemed miraculous to get off the autobahns in one piece, or out of Rome and Paris. Truck drivers in Britain—excuse me, lorry drivers—are incredible; they drive wildly, tailgate, ignore signs, and some of them caused the greatest traffic pileup in British history, more than 200 vehicles. We came along and were caught in a two-hour jam and watched both vehicles and bodies being carried away.

But now we come to the "ugly American" matter. Most of the Americans we saw were very pleasant, but—. In Athens we listened to a dame who could set international understanding back a generation; she was loudly proclaiming that she couldn't find anyone in Greece who could speak



*Dr. Pickett gets a gargoyle's view of the scenery with his wife, Nola.*

English. In Lucerne we listened to the brassy men telling the world that their wives were spending all their money trying to culture 'em. And in a hotel restaurant in the same city we had moments when we wanted to crawl under the table: a tourist group of friends and neighbors, waiting to be served duck, made loud quacking noises.

Then there was the fairly nice guy with whom we ate in Granada; his opinion was that if you couldn't find an American Express office you should just look for the hippies. His use of the term "hippies" was, I suppose, like mine of a few months ago. I have altered my thinking somewhat on this score. If every kid who has long hair is a hippie then that's all we have anymore, but, beyond that, the kids—long hair or short hair—seemed quite all right to us. We saw them hitchhiking all over Europe, and we talked with many of them, and ate with them, and even argued with



some of them. Some were dirty, and some smelled a bit, and the hair was pretty stringy (so was mine, and it's still not as short as it used to be).

But we were learning that one really can live without a private bath or shower every night, and that one probably will send off strong odors if he can't get to the bathtub very often, as might be the case when staying in youth hostels. We have heard about the kids who are in Europe to sell drugs or cop out or raise hell, but we didn't see that type. The ones we saw seemed to be in Europe for the same reason we were—to see Europe, its cathedrals, its museums, its palaces, its mountains, and its people. So that's my testimony.

Europe, my wife and I decided, is in a time of rapid change. If you want to see the old Europe get over there soon; Wimpy burgers are taking over. But the Europeans seem to have learned how to blend past and present. The great buildings and monuments are still there. The ocean-lake-riverfronts have been preserved; you can stroll, unimpeded by traffic lights, for miles in Nice or Ayr, Scotland, or Brighton or Thessaloniki. But huge hotels are common in southern Spain and on the Adriatic coast of Yugoslavia. Munich and Vienna are torn up, building subways, the former for this year's Olympic Games. You'll even see a few supermarkets and motels (as a matter of fact I occasionally longed for these familiar American symbols).

Some places, inevitably, became special favorites for us. Scotland, I suppose, would be number one; no, make that all of Britain. Denmark was charming and pleasant. Switzerland was lovely. Yugoslavia was different, but kind of primitive, in a way that was rather frightening. Greece was too much the land of the colonels, but there still were the Parthenon and the theater at Epidaurus. Spain we loved, but we resented the many streets honoring Franco, and much as we admired the shrine at the Valley of the Fallen it angered us that it

honors, mainly, those who died on Franco's side in the war of the thirties.

We keep thinking and talking about Europe in an impressionistic way, and because you are among the culturally benighted who probably will never see our slides I'll wind up this article with my kaleidoscope:

The barges on the Rhine. . . . The piers of the bridge that was blown up at Remagen in World War II. . . . The marvelous beer and wine. . . . People out scrubbing walls and walks with soap and water. . . . Grapevines on the steep hillsides of Germany, France, Switzerland and Yugoslavia. . . . Olive trees and date palms. . . . The fascinating Grand Place of Brussels. . . . The stinking canals of Bruges. . . . Paintings by Rubens, thousands, it seemed. . . . Dirt and litter in the streets of Amsterdam. . . . The enclosure dike, where the Dutch are reclaiming the sea. . . . The sex shops of Copenhagen, which most people appear to ignore. . . . Gardens in every little plot in Denmark. . . . The countryside where Sir Walter Scott wrote the Waverley novels. . . . Driving on the left. . . . Toilet paper tough enough to wrap a pot roast in. . . . Monuments honoring Burns, who died in poverty. . . . Heather and sheep on the mountainsides. . . . A marvelous castle at Loch Ness, and a scientific party exploring the lake for the monster. . . . The mountains and lakes of the Lake District of England, which make one see how Wordsworth became a romantic poet. . . .

Tintern Abbey, which Henry VIII reduced to a ruin in about a year. . . . The hedges of Devon, which hide the moors. . . . The tasteful resort city, Brighton. . . . Stonehenge, all we had hoped it would be. . . . The statue of Nelson in Trafalgar Square, and a monument to dead Americans in St. Paul's, and everything about Westminster Abbey. . . . A lovely cathedral in Coventry, joined to the ruins of the one the Nazis destroyed in 1940. . . . The spot where the knights murdered Becket. . . . A picnic lunch high on the white cliffs of Dover. . . . Northern France, a grim part of the world. . . . The place where Joan of Arc died in flames. . . . Wine caves along the Loire valley. . . . The cathedral in Orleans, with windows depicting the life of Joan. . . . Chestnuts for sale in Geneva. . . . Our first view of Mont Blanc. . . . Cowbells ringing on the Swiss hillsides. . . .

The high Alps and the pretty, clean chalets. . . . A hike down to the Rhine Falls. . . . The castle at Heidelberg, out where the Neckar flows swiftly along, as the old song has it. . . . A cold, driving rain in the medieval city of Rothenburg. . . . A marvelous delicatessen in Munich. . . . An evening at *La Traviata*. . . . An honest-to-God nude statue of Mozart in Salzburg. . . . The beautiful Alps of Austria. . . . A cemetery in Vienna where a special plot has the tombs of Beethoven, Brahms, Schubert and the Strausses. . . . The shops of Vienna





and Salzburg. . . . Ox teams in Yugoslavia. . . . Donkeys. . . . Grapes growing in sterile hillside rocks. . . . A highway along the Adriatic almost unencumbered by guardrails. . . .

The mountaintop monasteries of Meteora, in central Greece. . . . The ruins of Delphi. . . . The splendor and the noise of Athens. . . . The canal of Corinth. . . . Street salesmen everywhere. . . . Spaghetti as an appetizer course. . . . Greek ruins in Paestum, south of Naples. . . . The Roman Forum in a driving rain. . . . The Sistine chapel and Pieta. . . . A climb to the top of the leaning tower. . . . Everything in Florence, but especially the church where Dante, Machiavelli and Michelangelo are buried, and especially the David. . . . Water from the Adriatic covering the streets and St. Mark's piazza in Venice. . . . The Mediterranean from a hotel window in Nice. . . . A comic opera changing of the guard at Monte Carlo. . . . Flower stalls in Barcelona. . . . A dinner of paella. . . . Flamenco dancers. . . . Waiting till 9 o'clock for dinner, and for three-hour siestas to end at 4, an hour before dark. . . . Oranges for sale along the highways. . . . The snowy Sierra Nevadas of Spain. . . . Granada and the fantastic Alhambra. . . . Being warm again on the Costa del Sol. . . . A little garage in Ubeda, Spain, where our car was greased, oiled and washed for about \$2.50. . . . A Walt Disney movie in Spanish. . . . The steel one can buy in Toledo. . . . The mountains of northern Spain, almost like Switzerland again. . . . A church in Poitiers, France, where Eleanor and Richard II worshipped. . . . Organ music at Chartres, and sunlight streaming through the rose windows. . . . A nude Swan Lake ballet at the Folies Bergere. . . . *Diamonds Are Forever* with French subtitles. . . . The chestnut trees of the Champs Elysées decorated for Christmas. . . . Five days of rain and mist in Paris. . . .

All of that, memories, and some of it in photographs. Almost every day I wished, briefly, that we were home. Now almost all I can remember are the pleasant things. We came back with that feeling about the people I have already mentioned. We came back wishing we had done more, that we had known more languages. We came back, finally, refreshed. Stop by at 712 Lawrence Avenue and if you have a few hours to spare you'll get an illustrated lecture from one who's ready to go back, but not in the next few weeks.

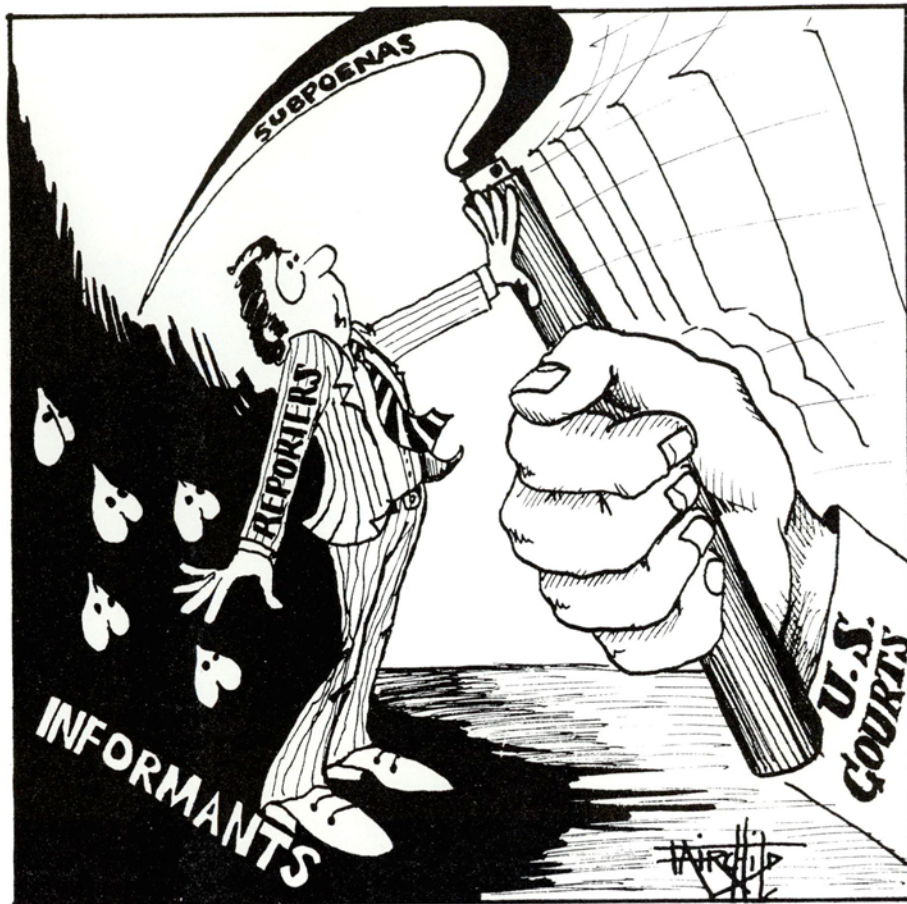


*Above: Don Quixote takes a momentary pause from his quest in front of an old Spanish windmill.*



*Right: Lord Nelson looks down on a peaceful London from his vantage point in Trafalgar Square.*





Art by Ric E. Fairchild

## Three Newsmen Awaiting Supreme Court Shield Law Decision

by Ron Hardy

THE OUTCOME FROM three cases pending before the United States Supreme Court will affect every journalist.

Paul Branzburg, Louisville *Courier-Journal* reporter; Paul Pappas, reporter-cameraman for WTEV in New Bedford, Mass.; and Earl Caldwell, New York *Times* reporter, appeared before the Supreme Court the third week of February, 1972.

All three journalists argued that confidential or privileged information is safeguarded by the First Amendment.

Paul Branzburg had interviewed marijuana and hashish peddlers and had filmed hashish production in Kentucky. After he published his articles, a grand jury subpoenaed him and demanded the identity of the peddlers. Branzburg based his re-

fusal on the guarantees of the First Amendment, withheld the information and was found in contempt of court.

The Black Panther Party had allowed Pappas to visit their headquarters under the stipulation that he would not report anything unless there was a police raid. No raid occurred, but a grand jury subpoenaed Pappas. He cited the protection of the Constitution and refused to discuss the activities he had witnessed.

Earl Caldwell, a "specialist" on the Black Panther Party, was subpoenaed by a grand jury to testify about the organization. Caldwell resisted, contending that his mere presence at court would jeopardize the reporter-informant relationship with the Party.

The Caldwell case sheds new light on the con-



troversial issue of newsmen's privilege. It deserves particular emphasis because Caldwell appeared before the Supreme Court with the Ninth Circuit Court of Appeals contending that the information was protected by the constitutionality of the First Amendment.

The United States District Court in California reviewed the Caldwell case and ruled on April 3, 1970, that Caldwell would not have to testify about his confidential information or sources. This decision, however, did not exempt him from appearing before the grand jury. Caldwell appealed the decision to the Court of Appeals.

The Appeals Court decided that the First Amendment protected the newsman not only from divulging information that is confidential, but also from appearing before an investigative body when that appearance would place in jeopardy the delicate relationship between the reporter and his source.

Solicitor General Erwin N. Griswold, representing the United States government, argued before the Supreme Court that Caldwell did not need to answer questions protected by the immunity grant from the U. S. District Court in California but that he had an obligation to respond to other general questions posed by the grand jury. Griswold insisted that everyone except the President of the United States must appear before a grand jury when subpoenaed.

The important question posed by the U. S. District Court and the Court of Appeals is: Is the presence of Caldwell in court of such importance that the public would risk the possible loss of probing news coverage?

Caldwell's lawyer, Anthony G. Amsterdam, contended that government had no right to exploit reporters' investigations. He said the Ninth Circuit Court of Appeals was correct to state that such action converts a reporter "after the fact into an investigative agent of the Government."

The most salient point of the Caldwell case is the support given to the concept that the First Amendment protects the news-gathering aspect of a reporter's job.

It is not surprising that in light of the current emphasis on investigative reporting, that government should voice such stern opposition to the protection of privileged information.

In Kansas there is neither a federal nor a state law covering newsmen's privilege. Nineteen other states, however, do have statutory regulations regarding testimonial privilege. These are Alabama, Alaska, Arizona, Arkansas, California, Indiana, Ken-

tucky, Louisiana, Maryland, Michigan, Montana, Nevada, New Jersey, New Mexico, New York, Ohio, Pennsylvania, Illinois, and Rhode Island.

The first "Newsmen's Privilege" bill submitted to the U. S. Congress was introduced by Sen. Arthur Capper, R-Kan., on October 30, 1929. The bill exempted newspapermen from testifying about the sources of confidential information obtained in the course of newsgathering. The only exception of the privilege involved information held by newsmen on "acts of treason."

In 1970, Sen. James B. Pearson, R-Kan., submitted a similar bill to the Senate. Rep. Charles W. Whalen Jr., R-Ohio, introduced its counterpart into the House. Both bills define newsmen's rights and argue that the Constitution's First Amendment guarantees a reporter-informant privilege.

The bills provide that a journalist has the prerogative not to reveal confidential information or sources. However, in cases of a threat to human life or the national security the privilege is divested. In cases where the defense is based on "alleged defamatory information," the protection under the First Amendment would not apply.

According to CBS President Frank Stanton, the bill(s) should be revised to protect not only confidential information but also information that has not been broadcast or published.

Perhaps one of the basic problems with the news media approach to the newsmen's privilege act is that they are not concerted in their demands.

In the November '71 issue of *Quill* magazine, Vince Blasi surveyed a cross-section of 1,000 journalists across the nation. He found that "most were against 'off-the-record,' 'not-for-attribution' quotes" because they encourage more sources to lie.

The mere fact that the Supreme Court chose to review the cases by issuing the writ of certiorari is indicative of the Court's desire to clarify the constitutional relationship between the freedoms of speech and the press and the rights of government. Before, the decisions had been left to the discretion of the lower courts.

The demand on the reporter to get the news is such that he must have full reins to gather the facts. The issuance of subpoenas could curtail the effectiveness of the reporter.

Because adequate collection of the facts precludes a good and impartial news coverage, any measure that would interfere with that process would interfere with the public's right to know the truth. Newsmen's privilege is therefore an imperative measure that demands adoption.



# "Feedback"

## a Course/Instructor Evaluation System on Trial

JOUR 110	PHOTO JOURNALISM	
	QUALITY OF INSTRUCTION	4
	STUDENT/TEACHER INTERACTION	3
	CAREER AND PRACTICAL ORIENTATION	4
	TEXT SATISFACTION	4
	SSN 63167	RESPONSES 17 ( 56 PER CENT)
JOUR 160	MAGAZINE IN AMER SOCIETY	
	QUALITY OF INSTRUCTION	4
	STUDENT/TEACHER INTERACTION	3
	CAREER AND PRACTICAL ORIENTATION	5
	TEXT SATISFACTION	4
	SSN 63307	RESPONSES 17 ( 80 PER CENT)

by Phyllis Agins

STUDENTS NOW HAVE a chance to rate their instructors and courses through class evaluations and "Feedback."

"Feedback" is an annual publication produced by the KU Curriculum and Instruction Survey, which conducts an evaluation survey and publishes its results. It is sold during enrollment each semester and is in its second year of publication.

Professors volunteer to give the evaluations and to have them published in "Feedback." The results are valuable to the students since they furnish information concerning what other students thought of the courses and the instructors.

The "Feedback" evaluation consists of about 90 questions, divided into four sections: quality of instruction, student/teacher interaction, career and practical orientation, and text satisfaction. The questions in the sections are rated on a one-to-five scale. An example of an item under the section "quality of instruction" is: "the instructor developed the importance and significance of his subject matter or area."

The courses are also rated on a common scale with all other courses included in the survey, thus furnishing the mean for the survey.

The School of Journalism has had limited participation in the "Feedback" program, with six of 23 instructors having courses evaluated last semester. Instructors complained the evaluations were lengthy and took too much time to administer. They also said that some of the questions were irrelevant and that the mean was not representative of the whole university, but only of those instructors who volunteered.

Several journalism instructors agreed that the instructors who were most confident of obtaining good results were the ones who participated in the survey. The instructors or courses needing evaluation the most usually do not participate because they fear the results.

Lee F. Young, associate dean, said the School of Journalism did not fear evaluation because in a

professional school the student knew why he was in the course and what he was to learn.

"In a school like the journalism school, 'Feedback' is of almost no use," said John B. Bremner, associate professor.

He said students and faculty in the School of Journalism were very close and the students usually know what to expect from the courses.

"At the beginning of the course, the student should make a statement about what he expects of the course. This should be measured against his evaluation at the end of the course," he said.

Another type of evaluation was offered by the School of Journalism, a questionnaire obtained from the speech department. This evaluation is brief, designed more as an aid to the instructor than to the student. Although not published formally, the results were made available by the speech department.

Peter Dart, associate professor, said he had received complaints from his students about the "Feedback" evaluation, so he used the speech department evaluation provided by the School of Journalism.

"It is imperative to have evaluation at a university," he said.

Young said a publication like "Feedback" could be beneficial to students, but that it must give an overall view before it could offer the student anything worthwhile.

Because of overall dissatisfaction with the "Feedback" survey, it has been revised. Dennis D. Embry, director of the "Feedback" survey, said it was 30 to 40 questions shorter than past evaluations and the published information would supply students with more relevant information. This information will include the types of assignments given in a course, discussion, structure, texts, and a course preview written by the instructor.

It is hoped that the new evaluation will be more satisfactory to both the students and the faculty and that it will be of more use to the School of Journalism.



# "Success...is not measured by position but by happiness"

by Carole Spinharney

SUCCESS IS DIFFERENT things to different people. Lee Young, associate dean, recently received a letter from a University of Kansas graduate who seemed to be well on his way to success as he saw it when he graduated.

Randall R. Senti left the School of Journalism in 1968 for the Advertising Department of Armstrong Cork Company in Lancaster, Pa. Armstrong contacted him during his junior year. He interned with them that summer, and as he said, "... was completely snowed by advertising and big business, and jumped at the chance to return full time after graduation."

Senti began his career at Armstrong as an assistant advertising and promotion supervisor. He is now a supervisor in the Manufactured Home Section where he writes and supervises production of promotional literature, point of purchase signs, direct mail pieces, and sales promotions. He is also responsible for trade show exhibits and trade magazine ads for Armstrong.

"I have changed a complete 180 degrees since I left the Hill," said Senti. "Four years ago my long-range ambitions were to be an advertising director, live in a beautiful house on a hill overlooking something, belong to a country club, and have lots of money left over."

In the four years since his graduation he has come a long way towards that goal. He has a good job in advertising with a good company. But there are different kinds of success.

Senti said, "It is simply that I have become disenchanted with the whole idea of big business and advertising, in general. I have slowly come to the conclusion that my time can be better spent not wearing a suit and tie every day and not worrying about making a piece of linoleum sound glamorous."

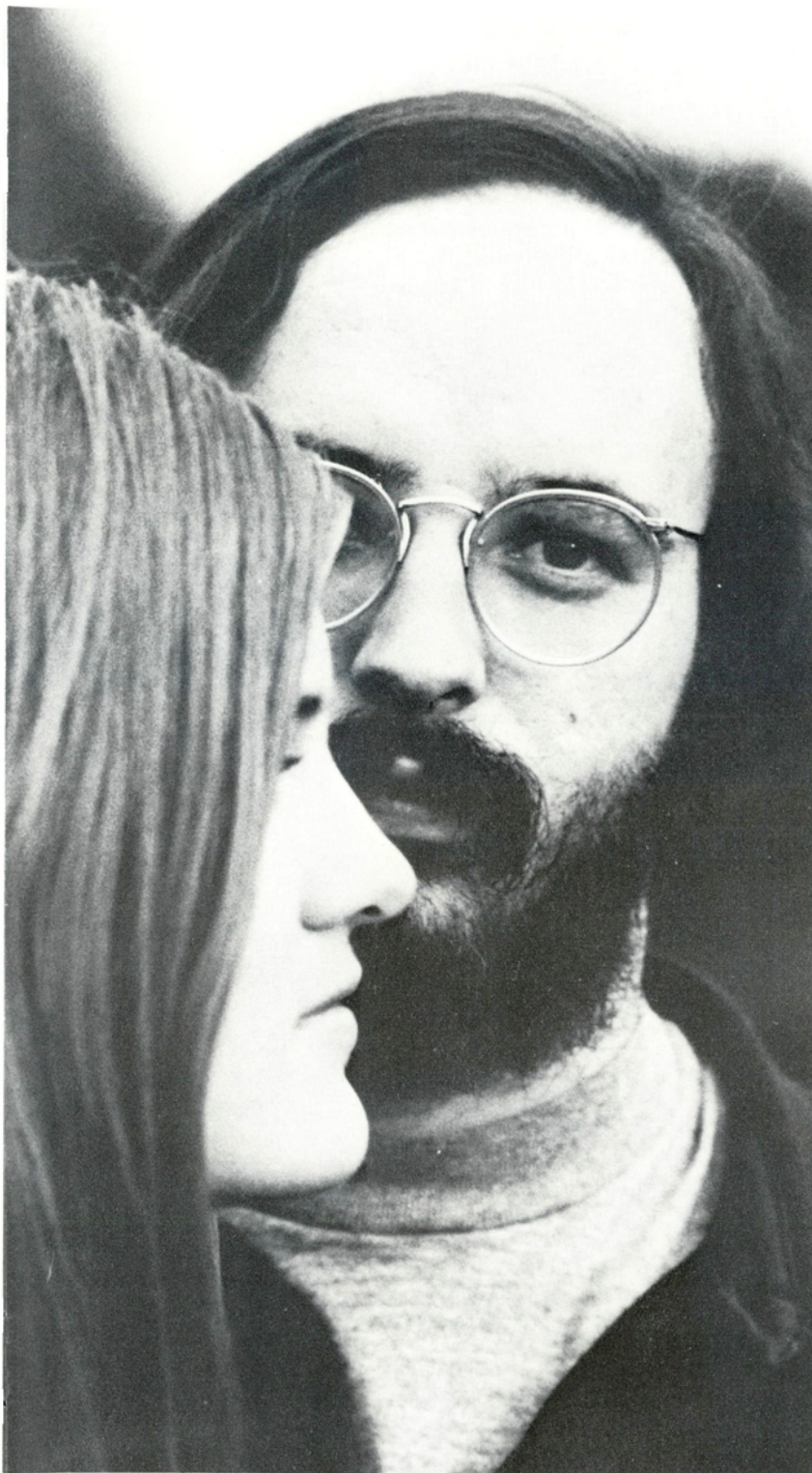
He is bailing out of big business.

Photography is one of Senti's main interests. He does some of his own photography work at Armstrong, although that is not his style of photography, and as he said, "It's not easy to get excited by a piece of linoleum."

He has had a show, several picture stories, and a portfolio published in the Philadelphia *Bulletin* Sunday magazine, *Discover*, published in April, and a lot of rejection slips so far.

"What does *Life* magazine know anyway?" he said.

His favorite subject is people, young and old, posed and unposed. He is interested in the "Plain People," the Amish who are native to Lancaster County. His prints are uncaptioned because he thinks they should stand on their own visual merit.



Randy Senti and his wife Mary



"The message of a photograph is in the mind of the viewer," he said.

Senti said, "... I have a long way to go and a lot to learn but I'm quite sure I'll make it."

As a beginning, he is leaving his job at Armstrong and his wife Mary is leaving her teaching job. The school year is over June 9 and their departure date to Europe is June 15.

"Where better to practice your photography than Europe?" he asked.

They have no immediate plans for Europe other than traveling around at as leisurely a pace as they desire for at least six months, ignoring all the tourist traps, and eventually returning to the place they liked best to find jobs. If what they want is not available, "... we are fully prepared to take on just about anything just to get us by."

Four years in advertising have taught Senti at least two important things. The first is "... digging life is much more important than making money."

The second is "Success, in my mind, is not measured by position but by happiness. Each per-

son has to learn for himself exactly what makes him happy."

"If you enjoy wearing ties and working eight hours a day five days a week then do it. If you enjoy bumming around Europe for a while then do it. All I want is a good friend, companion, and lover to enjoy life with and Mary more than qualifies. After that, if I can make a career of photography—fine, but it is not the most important thing in the world," he said.

The Sentis have no definite plans or schedule for the future. They think that the loss of a couple years' salaries is a small price for happiness. They plan to stay in Europe for several years if they find jobs, and have no plans beyond that.

They are not moving to Europe because they are unhappy with the United States, although they say it has its problems. They are leaving simply because it sounds like fun. Senti still plans to go into photojournalism when they return, and wants to publish a photo book on the people of Europe.

"Other than that, the future is wide open," he said.







"I suppose my favorite subject would be people. Both posed and unposed portrait studies. . . . I enjoy abstract photography also.

"I do not give captions to my prints. I believe a print should stand on its own visual merit. The message of a photographer is in the mind of the viewer."

Randall Senti





# PHOTOJOURNALISM MAJOR WINS FIRST, SECOND PRIZES IN KU PHOTOGRAPHY CONTEST

by Chris Miller



Photo by Pris Brandsted

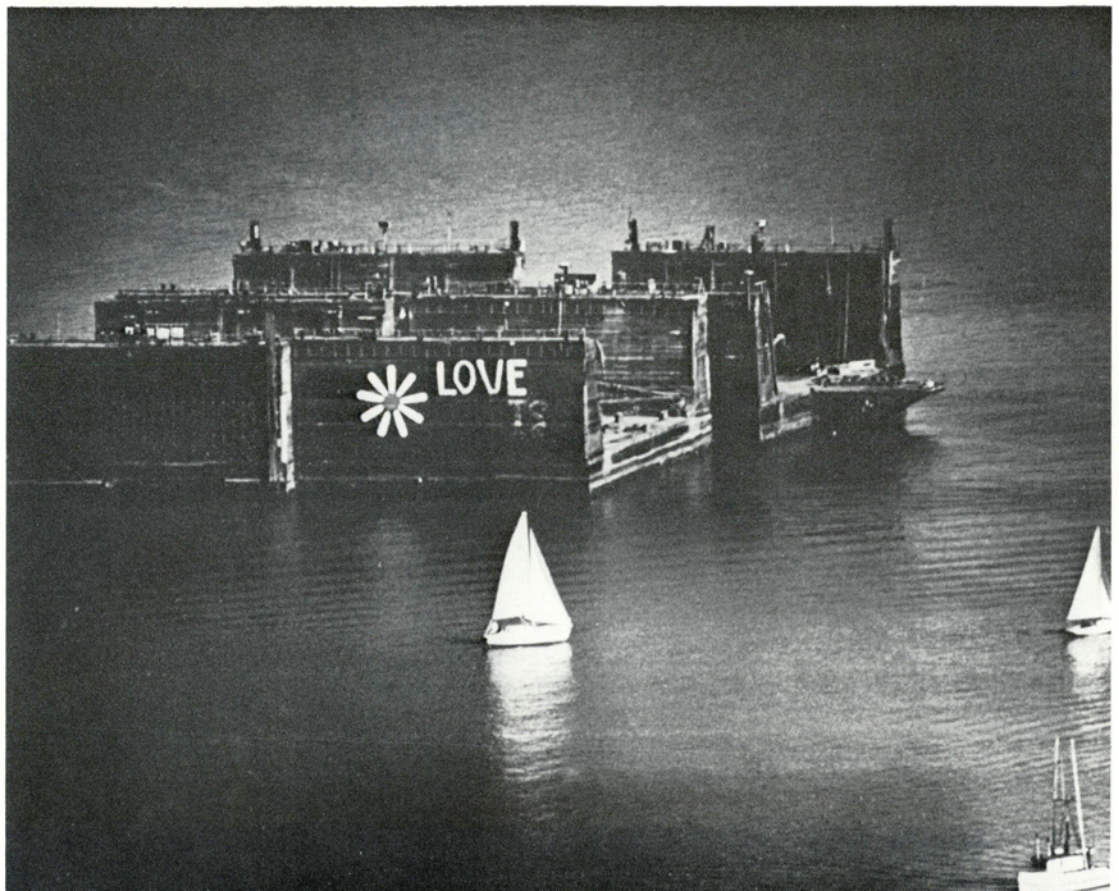
Harvey Hasler, Lawrence senior in photojournalism, captured four awards in the Fifth Annual Kansas University Photography Contest with two color photographs.

First and second place in the Best of Show category were awarded to Hasler. The same two photographs were judged first in the Human Interest Feature and Scenic-Pictorial categories.

Judges in the contest awarded first, second, third and honorable mention awards in Picture Story, Abstract, Sports, Human Interest Feature, Experimental and Scenic-Pictorial categories.

Entries were judged by James Enyeart, assistant director of the Spooner Art Museum, Brian Lander, a photographer for the Topeka *Capital-Journal* and Herb Williams, a local studio photographer.

*Harvey Hasler, shown readying his camera (left), and the picture which won him first place in the Best of Show category (below).*





# RTVF Students Inhabit Gingerbread House, Gain Television Experience

by Marcia Clifton

THE GINGERBREAD HOUSE is not an imaginary house in the woods; it is very real to at least a few radio-television students.

These students haven't reverted to childhood fantasies, either. They're gaining valuable television experience.

The Gingerbread House is a children's program originating from Lawrence's newest broadcast facility, Sunflower Cablevision, or CATV, channel 6.

Sunflower began programming January 14. Cable television utilizes a community antenna to pull in more outside stations to communities like Lawrence.

Sunflower has gone one step further, however, by offering original local programming, such as Gingerbread House. Through a program with the School of Journalism, students in broadcasting play an active role in producing and directing such shows and gain extensive television experience at the same time.

Although the School of Journalism does have a television studio for broadcasting students, its facilities are somewhat primitive. The studio equipment is not suitable for on-the-air telecasting. A panel of switches was made by engineer Rod Davis who used World War II aircraft instruments to provide the only switcher.

The facilities at Sunflower, however, are extensive, up-to-date and include color.

The intern program with Sunflower was offered to students this semester on an experimental basis, through Directed Studies in Journalism. Max Falkenstein, general manager of Sunflower and a KU



Photo by Jim Eaton

*Jane Misch times copy for a voice-over for one of the VTR inserts.*

graduate, offered full cooperation with the school.

Although there is no class work, students participating in the program are advised by David Dary and Leon Smith, assistant professors, during the semester.

The program is divided into two categories—production and news broadcasting. Smith is in charge of students involved with production and Dary supervises students working with news.

At the studio, however, the students are supervised by production manager Mike Pandzik and Bob McMullen, news director. Both are KU graduate students finishing degrees in RTVF. They receive no credit for CATV work.

Pandzik works with production interns. He said they directed newscasts and worked with audio and video equipment.

Pandzik said their work enabled students to decide whether they really like working with television. He added that they were learning the work was not as glamorous as they had imagined.

McMullen supervises the news students, who write news stories, prepare the weather report and sometimes do field reporting.

Don Murphy, RTVF senior, is one of the production students involved with directing the Gingerbread House, which is produced on Saturday mornings. Mike Sigmund and Dave Stringer are also production students. They produce and direct Focus on Welfare and Evening at the Cinema, weekly programs videotaped and cablecast by Sunflower.



## Gingerbread House

John Nixon and Janie Misch, RTVF seniors, work with news broadcasting. Nixon covers sports news and Misch does field reporting and prepares weather reports for weekend news programs.

The consensus, among students and Sunflower personnel, is that TV experience is difficult to obtain and is an important aspect of planning a career in TV broadcasting. Consequently, their reactions have been favorable to the program.

Misch said she believed the things they learned at Sunflower could never be learned in class. She also expressed respect for her supervisor at Sunflower. She said he was patient and willing to offer constructive criticism.

Misch also said the program with Sunflower offered her the opportunity to meet city officials and learn more about current issues, such as women's rights.

Nixon said he appreciated the chance to gain some valuable experience. He explained that he would "really be a nobody" if he could not tell a prospective employer that he had had some experience.

Dave Stringer also said he believed his degree would be meaningless if he could not back it up with experience.

"I interned before, at a station in Kansas City," Stringer said. "But that was not the same at all. Here we're doing things, we're not just standing around watching, and I really appreciate that opportunity."

*Simon Straus prepares for the Six o'Clock weather cast on Channel 6.*

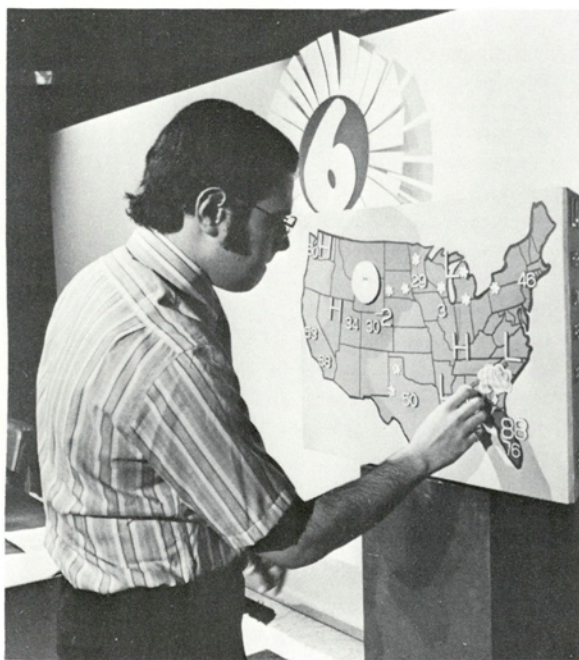


Photo by Jim Eaton

## Shack Rats Recall Post-War

by Mariel Bimm

IN 1947, WORLD WAR II had been over for two years; a few U. S. GIs were still coming home from overseas; and some young men on college campuses across the nation were wondering where Uncle Sam would send them next.

In 1947, Harry S. Truman was President of the United States; sentimental music seemed in style; a post-war boom in the economy was on; and calf-length skirts were the rage for women and the bane of men.

In June, 1947, members of the second graduating class of KU's School of Journalism walked down Mt. Oread to receive their diplomas and face the world. There were 22 of them. What were they like? What was KU like?

"That was just at the end of the war, you know," said Mrs. Russell L. Handy Jr. of Kansas City, Mo. "All of the fellows were coming back, and they had to live in the museum because there wasn't any space."

With the nation settling back into some semblance of normalcy, more and more young people were going to college. 1947 was a record year for attendance for KU. 9,000 students enrolled in the fall and the University was faced with the enormous problem of where to house the influx of returning veterans. And so, Sunflower Dormitories came into being.

Many of the men, who had spent the war years in tents and Quonset huts, didn't fare much better at Sunflower. The University erected the dorms, which now hold the ROTC offices, in record-breaking time. The men that the dorms couldn't hold lived in the museum, old Smith Hall, Caruth Hall and every available room in Lawrence.

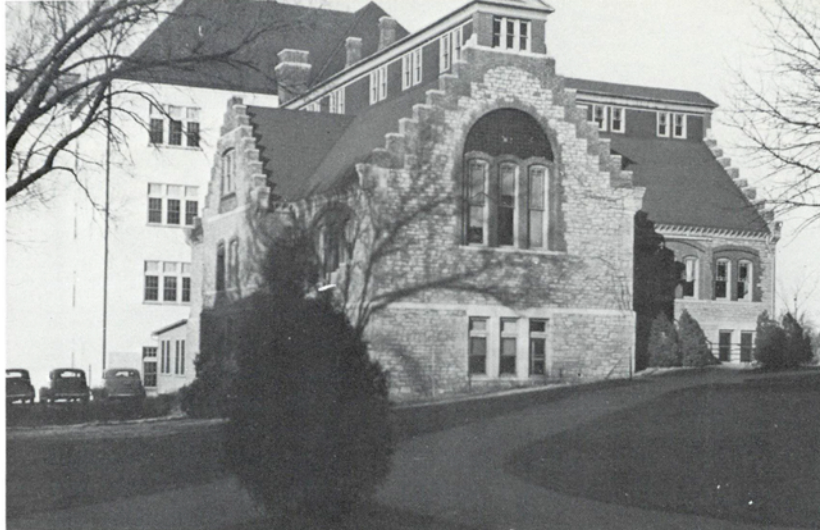
The return of the vets had more effect on KU than just over-crowding. There were 1,800 married students on campus that year—more than at any previous time.

"After four years of not having any men around we were all pretty much starved for masculine attention," said one alumna. "Suddenly we were all knee-deep in men and there was a big rush to get married or at least engaged."

Married couples were so prevalent that the 1947 *Jayhawker* yearbook magazine ran two features on



# of '47 Days at KU



*THE SHACK. For the information of the current generation, it was located between Watson Library and the Student Hospital. The space is now occupied by a wing of the Library.*

married life; a picture article on a wedding in Danforth Chapel (just completed the year before); and a contest for the cutest baby in Sunflower Village, the married students' quarters.

One of the families featured was the Don Fam-brouchs (Don, Del and baby "Bucwheat"). Don, the *jayhawker* said, was studying to be a coach and would one day like to coach football at KU.

The School of Journalism was no exception to the married student syndrome. Mrs. Handy, who was the advertising manager of the *Daily Kansan*, remembered being "so pregnant that I just sat behind the desk and sent other people out to collect the ads."

What was the William Allen White School of Journalism like in 1947? Where was the shiny new photo lab, the busy newsroom and the building that is today known as "good old Flint?"

"It wasn't really any more than a name in those days," Mrs. Handy said. "There were only a few of us and it was very informal, but we all had a lot of inches in our stringbooks."

"It was great," said Mrs. Charles E. Shockey Jr. of Shawnee Mission, "real small and chummy."

Mrs. Shockey said one of the things she liked most was that everyone knew everyone else.

The school was housed in "the Shack"—an old, former anatomy department building adjacent to Watson Library.

"We only had a few typewriters, a copy desk and an ad desk," one alumnus remembered. "But we had a lot of fun and somehow the *Kansan* got out every day. Believe me, it wasn't easy for so few of us to put out a newspaper that covered the activities of 9,000 students."

The central point for circulation of the *Kansan* in 1947 was the steps of Watson Library. The paper came out at 3 p.m. every day and people would be waiting around in a big crowd. Everyone wanted to read "Little Man on Campus," a comic strip prepared by a former KU student, Dick Bibler.

The curriculum of the school was somewhat different then, too. There were fewer courses. They were mostly involved with news reporting, advertising, editing and a few "background" courses. There was no broadcast sequence and only a basic course in photography.

In spite of the rather limited curriculum, the 1947 graduates seem to feel they got good preparation at KU.

"I didn't have any trouble finding a job right away," Mrs. Shockey said. "I worked in advertising, but I used everything I learned, especially the *Kansan* work."

Mrs. Shockey also said she didn't find her job through the school.

"They didn't have any kind of set-up to find you jobs in those days. I guess it's a lot different now."

It is different now. The School of Journalism has its own building. And even if Flint Hall sometimes raises a raft of complaints, it is much better than "the Shack." Photography students have the benefit of modern dark-rooms and good equipment. The *Kansan* comes off high-speed offset presses and covers not only the affairs of 18,000 students on campus, but state, national and international news through wire services. Radio-TV-Film majors get practical experience with broadcast stations.

Over 500 students inhabit Flint Hall today. They can major in any field of media communications that appeals to them. When they graduate they have the benefit of both theoretical and practical training.

But something binds the journalism students who graduated in 1947 and those who will graduate in 1972. A feeling, a closeness, a sense of being journalists grants them exclusive membership in a tight-knit group.

As one alumnus put it, "We all felt we were going somewhere, on to something big and important. Some of us did."



"About 70 percent of the states have some kind of requirements for persons who teach high school journalism, but only 30 percent require a college journalism major or minor."

from Editor & Publisher  
March 18, 1972

## Kansas Strives for Quality Teachers In High School Journalism Education

by Diane Armstrong

THE ATHLETIC COACH has suffered a heart murmur; he has been relieved of his strenuous duties and has been given the task of advising the school newspaper.

An English teacher has been given the job of yearbook adviser because her father was a newspaper editor 30 years before.

A typing teacher has been assigned as the new newspaper adviser because newspaper work involves typing.

Such is the rationale of some administrators in selecting teachers with little journalism background as advisers for school publications.

In "A Principal's Guide," a booklet published by Quill & Scroll, international honorary society for high school journalism students, advice to principals is given: "If you want quality in your newspaper, yearbook, or magazine, you don't hire a teacher because he is new, willing or has a light load. You have to make an effort to find a teacher who has specific qualifications for a specific assignment."

A proposal by the Kansas Organization of Publications and Advisers (KOPA) to the State Board of Education should result in raising the journalism course requirements for high school publication advisers.

New journalism teachers then will need 12 hours of journalism courses instead of the current six to obtain a position, according to Mrs. Jackie Raymond, president of KOPA and KU journalism instructor.

Following a 1968 rejection of the proposal to raise course work requirements, KOPA offered the proposal again in March 1969.

Administrators were asked to present their views to the Professional Teaching Standards Advisory Board, and final action was taken in November, 1971.

"The final recommendation was upheld with a decrease in the original number of hours from 18 to 12," said the KOPA president.

If the proposal is passed, it will become effective January, 1973, with a built-in grandfather clause, protecting present journalism teachers who do not meet the 12-hour minimum.

According to the proposal, course requirements should include one course in introductory journalism or mass communications, one course in reporting or editing, one course in photojournalism and one course in school publications.

From a summary of figures of 158 Kansas high schools listing journalism courses, compiled by the Kansas State Department of Public Instruction for the 1965-66 year, 26 per cent of the teachers had six or fewer hours in journalism, 24 per cent had seven to twelve, and 41 per cent had over twelve hours.

"With journalism so important to society, and with the qualifications for teaching it in Kansas so low, the state is certainly justified in raising standards of Journalism certification to at least 18 hours of journalism—still lower than the highest in the nation," said Mrs. Raymond.



Administrators pose several arguments against the raise in requirement hours. They contend that this will cut out journalism course work in many schools. Many small schools cannot afford to hire a qualified journalist as a teacher.

KOPA and the Certification Board waived this argument stating that the minimum of 12 hours of course work would be needed if credit was to be given for journalism courses in the secondary schools.

"Professionals might feel that it is better not to teach journalism at all if it can only be taught badly," said Mrs. Raymond.

With the changing role of the student newspaper, the definition of high school journalism has developed a new dimension.

"Journalism is not simply an extension of the discipline of written English communication or composition. It is a profession encompassing many disciplines," said the KOPA president.

She said journalism instructors were interested in developing intelligent consumers of the mass media.

"They cannot allow their students to be graduated from high school without having an understanding of the mass media roles and without having a basis for discriminating reading, listening, and viewing," Mrs. Raymond said.

"The journalism teacher needs to be one trained in the special skill of the profession, whether print or broadcast. Only the college journalism courses or the requirements for journalism education asked by college journalism, departments, and programs can adequately do this job," she said.

The ideal situation would be a double major in journalism and education for advisers, said Dana Leibengood, placement officer for the School of Journalism.

The journalism teacher would have more confidence in his abilities and be more adequately prepared as an adviser and teacher, he said.

The School of Education and the School of Journalism jointly administer course work for a major in education and a minor in journalism, according to Lee F. Young, associate dean of the School of Journalism.

Under the requirements, the education major must complete 24-25 hours of English with 24 hours in journalism.

Courses include Communication in Society, Reporting I and II, Editing, Elements of Advertising, Principles of News Photography, Speech I, School Publications, and a journalism elective.

"Ideally the school publications class is the last course in the sequence, tying together information from the other courses," said Young.

"The school publications class particularly is designed to enable the graduating senior to accept a position as a high school publications adviser with greater efficiency and confidence," Mrs. Raymond said.

"By stressing practical experience in assignments, the class provides sufficient information to help the student enter the journalism classroom with fewer qualms," she said.

"The Utopian situation would be the school paper as a reflection of what the contemporary student is thinking and doing. The role of the adviser is to guide the staff so they are able to report and interpret accurately, responsibly, and in a sound journalistic way," Mrs. Raymond said.

"The responsibility of the administrators is to employ the adviser who is competent and qualified so they, as principals, will not have to administer censorship," she said.

The adviser must be able to cope with the problems of mass communication and its laws, according to Mrs. Raymond.

"With the advent of the 18-year-old vote, students are considering the world their beat," said Mrs. Raymond.

"With the trend of the courts to uphold the students against the school, problems in libel and privacy have arisen with more frequency. Unless the activities of the students actually disrupt the school, the courts have ruled for the freedom of the students in such cases involving even underground newspapers," she said.

The student must then realize the expanding implications of mass communications, according to Mrs. Raymond.

"To achieve an understanding of the media and how to use the media intelligently is difficult; the citizen must know how news is gathered and written and under what conditions it is published in newspapers and magazines or broadcast over radio and television," said Mrs. Raymond.

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"...it is better not to teach journalism at all if it can only be taught badly"

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# news notes

Compiled by Bonnie Carlson

## Volkswagen Ad Creator Gives Lecture at KU

The Basil T. Church Memorial Lecture was presented at a School of Journalism convocation on April 12 by William Bernbach, chairman of the board of Doyle, Dane, Bernbach Advertising Agency, New York.

Bernbach received the William Allen White Citation of Merit in Journalism in the Field of Advertising. He is known for creating outstanding advertising.

Volkswagen, Polaroid, Terminex, and Avis represent some of the accounts Bernbach handled on a national level. Levy's Jewish Bread and Rheingold beer are examples of advertising accounts Bernbach supervised successfully on a regional level.

The Basil T. Church Memorial Fund provides student scholarships, lecture honorariums and the opportunity for faculty members to participate in professional organizations. Friends and former associates established the fund to commemorate Church as a prominent graduate of the School of Journalism.

Church graduated from the University of Kansas in 1920, with a degree in journalism. He founded and served as president of Church, Richards and Company, a circulation promotion agency in Chicago. He also served as head of the advertising department of Capper Publications, Inc.



William Bernbach



Photo by Hank Young

Shannon Hackett, RTVF senior, clowns for the audience in her role as Miss America in the 1971 Rock Chalk Review.

## Media Professionals Bring "Real World" to Flint Hall

A familiar complaint among students is that they don't meet people from "the real world" when they are immersed in studies.

Any journalism student who claims this isn't showing up in Flint Hall often enough. Since September, sixteen professionals have appeared here to talk in classes and visit informally with students.

The school participates with the Newspaper Fund and the American Newspaper Publishers Association in the unique editor-in-residence program. Newspaper editors volunteer to come to college campuses at their own expense; the journalism school acts as host during their two-day visit.

The residence program goes beyond classroom lectures. The editors eat with students, spend time in the newsroom and lounge visiting with them, and are available for small group discussions.

This year the following editors have appeared in Lawrence: Edward Heins, *Des Moines Register and Trib-*

*une*; Werner Viet, Grand Rapids (Mich.) Press; John McCormally, Burlington (Iowa) Hawkeye; and Michael Grehl, Evansville (Ind.) Press.

Acting on its own initiative, the school has expanded on the concept and brought other professional journalists to Lawrence on the same basis as the editor-in-residence program.

Samuel Shaffer, *Newsweek*, represented the magazine field. Three newspaper executives—David Gottlieb, *Lee Newspapers*; Peter MacDonald, *Harris Enterprises*; and Dolph Simons, Jr., *Lawrence Journal-World*, worked with the students.

The advertising sequence brought William Bernbach, board chairman of Doyle, Dane, Bernbach advertising agency, New York; V. F. Frank, manager of Sears, Roebuck's catalog sales department; and John Walz, Kansas City advertising executive, to Flint Hall.

Two broadcast managers-in-residence appeared for the radio-television-film students—Thad Sandstrom, vice president of WIBW, Topeka, and Robert Hilgendorf, general manager of KVGB, Great Bend.

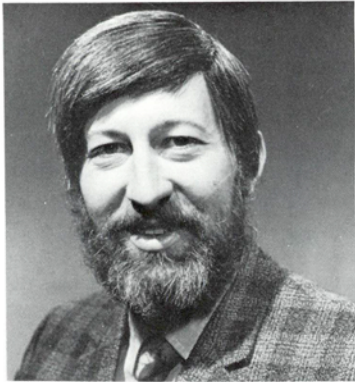
Others who came to the KU campus and into the School of Journalism include Tom Wolfe, famed author and "new journalist," Marlene Sanders, ABC news correspondent and Samuel Adams, deputy director for minority affairs for the Democratic Party National Committee.

## Dart to Teach, Study in Tel Aviv

Professor Peter Dart's expertise in TV and film production will be utilized next year at the University of Tel Aviv, Israel.

Dart will act as a teacher consultant at the university in the School of Fine Arts. As a consultant, he will help establish a curriculum by using





his background information from U. S. schools in course studies. Dart will teach seniors and some graduate students.

Last spring Dart filmed a short version of a play for Moshe Lazar, a visiting professor from Israel in the French department.

Dart produced the film on a limited budget of \$100 and under the difficult conditions of the last off-the-cuff dress rehearsal.

Lazar was impressed by the 20-minute film and invited Dart to go to Israel for one year to study. The invitation depended on the availability of proper facilities. The University of Tel Aviv came through with new buildings and film equipment.

Dart will be in Israel from August, 1972, to August, 1973, when he will return to KU.

## Newspaper Fund Grants Two Summer Internships

Two students in the School of Journalism received the Newspaper Fund Scholarship for this summer. The Newspaper program involves a summer editing internship and a scholarship for the following school year.

Joyce Neerman, Kansas City, news-editorial junior, will work on the copy desk of the *Dallas Morning News*. Joyce has been a reporter,

copy editor, and assistant campus editor for the *Kansan*. She is now a copy chief.

Virginia Micke, Omaha, Neb., public-relations junior, will start the program by taking a three-week crash course in editing at the University of Nebraska. After that, Ginnie will intern on the *Kansas City Times* until the middle of August. She is a reporter for the *Kansan*.

## Ad Students Attend Workshops

Thirty advertising students attended the industrial advertising seminar/workshop entitled, "KC/AIA Better Ideas," in Kansas City.

A scholarship contest work kit, concerning the marketing of vertical industrial pumps, was distributed to the students. They competed for a \$500 cash scholarship and were given two months to choose a target market and design a complete advertising campaign for the product.

The workshop program consisted of seven seminars, which covered such topics as use of direct mail, brochures to increase sales, the marketing of technical products, audiovisual advertising techniques, trade show advertising, and concluded with pointers on how to find a job.

On February 9th, the Advertising Club of Wichita presented their Ninth Annual Student Workshop in Wichita. Students from ten colleges and universities were invited. Twenty-two students and several faculty members from KU attended.

Participants were divided into groups headed by representatives of various media in Wichita. Media represented were a Wichita newspaper, three television stations, five radio stations, and an outdoor advertising company.

Each group was to evaluate and make recommendations for advertising BankAmericard in the media.

After several hours each group gave a five-minute presentation to the BankAmericard representatives present at the workshop.

## Brinkman, Jugenheimer Receive Doctorates

In September, Del Brinkman, assistant professor, received his Ph. D. from Indiana University. He completed the degree in mass communications which spans several areas in addition to journalism. The others, such as radio and television, speech, psychology, and sociology, broaden his area of study and knowledge.

Brinkman had an interest in law, which he emphasized in his doctoral studies. In his other endeavors Brinkman stressed law and public affairs in journalism with a political science minor.

In addition to studying law and ethics at a Stanford summer institute, Brinkman received a Master of Arts degree in journalism from Indiana University in 1963. At Emporia State he earned a Bachelor of Science degree in English and social science.



Del Brinkman





Don Jugenheimer

Don Jugenheimer, assistant professor, has completed his Ph.D. in communications from the University of Illinois at Urbana-Champaign. Jugenheimer's dissertation analyzed technological changes in communications media and implications for advertising.

Research for his dissertation uncovered information about the rate of technological growth in the U. S. and about communications changes and new media. The new media cover a vast range of developments from data processing, home video tape, CATV, and subscription television, to microfilm and remote merchandising.

His advanced research led Jugenheimer to examine advertising's use of mass media, organization of the advertising industry, and advertising media evaluation and selection.

## March 1, 1972—2:00 p. m. History for Bill Seymour

Although Tuesday, March 1, at 2 p. m., E. S. T., won't be a date or time remembered in history books, it may become the theme of a book to be edited by William Seymour, photojournalism professor.

Seymour sent 850 letters to newspaper photographers and journalism schools in all 50 states. Photographers were asked to photograph some aspect of life in the United States at exactly 2 p. m., E. S. T.

The book has been tentatively titled "A Split Second in the Life of the U. S."

Seymour said that response had been thin during the first week following the project, and said that the book "was in the holding stage."

"When the pictures stop coming in and we don't have enough, we may not go with a book," Seymour said. "But the Denver *National Enquirer* and Dick Pollard, director of photography for *Time-Life Inc.*, have expressed interest in doing a story on the results. So we will use the photographs in some way."

When the pictures have all been received Seymour will offer the selection and layout of the photos as a class project in his picture editing class.

Seymour said that he had no idea what kind of pictures would be submitted and that was what was "fun about the project."

Among the pictures Seymour had received during the first week following the project were ones of a road crew taking a coffee break on the Los Angeles Freeway, a hippie in Berkeley giving away money, and people voting in Kankakee, Ill.

Other pictures were of an old man fishing in Tuttle Creek in Dallas, a dogwood tree in bloom in Georgia, a nurse in Maine matching blood types and a newborn calf in Nebraska.

## Bremner Writes a Book About Headlines



John Bremner

After "fifteen years of thinking and one month of writing," John B. Bremner, associate professor, is the author of a new book.

Bremner wrote his book, titled HTK, during a one-month leave last December. He refers to the book as "a how-not-to-do-it approach to the writing of news headlines."

HTK is presently being used only in Bremner's Editing and Advanced Editing courses at the University of Kansas. It is in the pre-publication stage and no review copies have yet been sent to other universities.

The "how-not-to-do-it approach" reflects Bremner's own approach to teaching. His fifteen years of teaching copy-editing have proven that the negative approach works, both "in the newsroom and in the classroom."



## From the Flint Files-- Alumni News

### 1971

**Mary Austin** works for Christianson-Trainer-Barclay agency in Kansas City as traffic manager. **Joe H. Bullard** is a copy editor for the Oklahoma Publishing Company in Oklahoma City. Home address: 1603 N.W. 30th, #204, Oklahoma City, Oklahoma. **Charlie Cape** works in the editorial department as assistant editor at Implement & Tractor Company in Kansas City, Missouri. **Cora Corkill** is a social worker in Johnson County. Home address: 801 S. Harrison, Apt. 511, Olathe, Kansas 66061. **Stephen D. Edwards** does reporting and photography at Standard Publishing Company and is a newsman at radio station KEXS in Excelsior Springs, Missouri. Home address: 101 Fine Street, Excelsior Springs, Missouri. **Janice L. Goodison** is employed as a medical assistant for Drs. Harold Gainey and James E. Keeler in Kansas City. Home address: 1112 W. 45th, Apt. 2, Kansas City, Missouri 64111. **Jonathan Jordan** is a salesman at Woodward & Lothrop (stamp and coin department) in Chevy Chase, Maryland. Home address: 3041 Dogwood St., N.W., Washington, D. C. 20015. **Ronald Lee Koehler** is coordinator on the San Antonio Light. Home address: 235 Emporia, #3, San Antonio, Texas 78209. **Richard Larimore** is reporting for Associated Press in Topeka. Home address: 733 Mississippi, Lawrence, Kansas 66044. **Ralph I. and Martha Atlas Robinson** are living in Overland Park. Robbie is account executive at Fromm and Associate in Kansas City. Martha is also employed at Fromm and Associate as media director. Home address: 8445 Robinson, Apt. 102, Overland Park, Kansas 66212. **Kathleen Seifert** is women's director at KINA radio station in Salina. Home address: 751 South 9th Street, Salina, Kansas 67401. **Stephen R. Sherman** started training with the National Guard. Home address: 833 S. Crestway, Wichita, Kansas 67218. **Linda Talarico** is working on a bank magazine, "Illinois Banker," in Chicago. Home address: 616 W. Arlington Place, Chicago, Illinois. **Joe Vaughan** is assistant news director at WREN radio in Topeka. Home address: 1510 Lane, Apt. 29A, Topeka. **Steven Don Vickers** is media planner at Lane Ltd. Advertising Agency in Hutchinson. Home address: 318 Crescent Blvd., Hutchinson, Kansas 67501. **Michael K. Yearout** is self-employed in trucking and farming. Home address: P. O. Box 115, South Haven, Kansas 67140.

### 1970

**Chuck Chowins** is with the Minneapolis Star and Tribune in Minneapolis, Minnesota. **George Freeman** works on the Coffeyville Journal as area editor. **Mrs. Camille Gudger** is employed in public relations with a Corvallis, Oregon, hospital. **Karen Ann Heniger** works at Eisamen, Johns & Laws advertising agency in Los Angeles as a media buyer. Home address: 126 N. New Hampshire, #3, Los Angeles, California 90004. **Linda Ruth Loyd** is education writer on the Philadelphia Inquirer. Home address: 2551 Meredith, Philadelphia, Pennsylvania 19130.

**Pat and Rebecca Massey McTavish** live in Asbury Park, New Jersey. Pat is advertising sales for Packer magazine; Rebecca is employed by an advertising agency in New York. **Vicki Pyle** became Mrs. Carlton E. Baucum on November 27, 1971. **Ruth Rademacher** is working on the Wall Street Journal in New York City. **Pat Rothe** is communications director at the Nebraska Psychiatric Institute at the University of Nebraska College of Medicine in Omaha.

### 1969

**Robert Burdick** works on the Kansas City Star as night makeup editor for the metro page. **Kyle Craig** is account executive at Foote, Cone & Belding in Chicago. Home address: 3426 W. 83rd Street, Woodridge, Illinois. **R. W. Dean** is with Purex Corporation. Home address: 9810 "V" Plaza 2B, Omaha, Nebraska 68127. **D. William Jackson** is marketing director at Certified Grocers of Illinois. **Susan Marshall** works at Kansas Wesleyan University in Salina as director of public information. Home address: 1505 Coronado, Salina. **Don Stefens** is in Tirol, Austria. **Tom Weinberg** is assistant director of admissions at Kansas Wesleyan University in Salina. Home address: 746 S. 9th, Apt. C, Salina. **Diane Kirk Wengler** and husband are living in Colorado Springs. He is deputy city attorney. Home address: 802 W. Cheyenne Road, Colorado Springs. **Allen and Paula Winchester** live in Kansas City. He works in the Johnson County office of the Kansas City Star. Home address: 4926 Strong, Kansas City, Kansas. **Rea L. Wilson** does public relations work for a Minneapolis advertising agency. Home address: 4213 46th Avenue North, Robbinsdale, Minnesota 55422.

### 1968

**Will Hardesty** is attorney and counselor at law with Hardesty & Montgomery in Englewood, Colorado. **Ben A. Lightfoot** is associate in the Walter F. Stueckemann Law Office in Jetmore, Kansas.

### 1967

**Don Hunter** is West Coast sales representative for Packer magazine and resides in Cupertino, California. **Eric Morgenthauer** works for the Wall Street Journal in Dallas. **Girma Negash** is employed at KRMA-TV in Denver, Colorado. **Alan B. Poland** is with the Department of Public Safety in Dover, Delaware.

### 1966

**Ernest C. Ballweg** is attorney with Ballweg & Borth in Olathe, Kansas.

### 1965

**Marshall A. Caskey** is director of information at the Los Angeles County Bar Association. Home address: 1550 N. Poinsettia Pl., #101, Hollywood, California 90046. **Richard and Judy Watson Shireman** (j66) live in Milwaukee. Home address: 1626 N. Prospect Avenue, #101, Milwaukee, Wisconsin 53202.

### 1964

**Joanne Shade** and husband live in Arlington Heights, Illinois. Husband is auditor with Evans Products Co. in Des Plaines, Illinois. Home address: 2033 Lilac Terrace, Arlington Heights, Illinois 60004.

### 1963

**Ben and Jeanne Marshall** are in San Diego. Ben is director of advertising and public relations for a campground in San Diego. Home address: 1154 Agate Street, San Diego. **Thomas A. Miller** is selling for IBM in Little Rock. Home address: 5317 Walnut Road, North Little Rock, Arkansas.

### 1960

**Ray Miller** is director of communications for the Tennessee Hospital Association in Nashville. Home address: 558 Rural Hill Road, Nashville, Tennessee.

### 1959

**Nancy Stutzman** has been named director of Public Relations and Advertising of J. C. Nichols Company. She was formerly assistant director of Public Relations and Advertising for the Nichols Company. Miss Stutzman is the first woman department head in the history of the Nichols Company.

### 1958

**Kent Pelz** is account executive with Needham, Harper and Steers Advertising Agency in Los Angeles. Home address: 406 Via de la Paz, Pacific Palisades, California 90272. **George Pester** opened an appliance store. Home address: 123 South Neosho, Emporia, Kansas.



# RTVF Students Win Contest with Film about Potawatomi Tribe

by Marcia Clifton

VIETNAM VETERANS AND Potawatomi Indians have nothing in common. Right? Wrong.

Both have been subjects of student-produced films financed through a script contest sponsored by Commonwealth Theatres.

Steve Warner and Kyland Wakefield won the contest last year and produced "Plowshares and Pruning Hooks." Both graduated last May.

"Plowshares," according to Peter Dart, associate professor, was pseudo-documentary even though it was entirely fictional. It involved staging a series of film interviews with actors playing the parts of veterans.

The film was aimed at representing veterans' conceptions of the Indochina war. Dart described it as "active, spontaneous, and glib."

Actors in the film portrayed veterans who wanted to kill, Kill, KILL; those who thought the women and the pot and heroin were fantastic; and those who thought that "God must have died over there."

The winners of this year's contest, Ron Sandhaus and Rick Weinstock, RTVF majors, are producing "Emergence," a documentary on contemporary problems of the Potawatomi Indians.

Sandhaus said he became interested in producing such a film before he knew about the contest. He learned of the Potawatomi's plight through a friend who had interviewed the Potawatomi chief for a TV production class.

As a result of their previous interest in the film, Sandhaus and Weinstock had already shot 500 feet of film by the time they won the contest. They had planned to receive class credit for their project.

Sandhaus said that since they had already arranged to finance the film on their own, the money from the contest probably would be used to purchase more equipment.

The film will include interviews with Robert LaFollett Bennett and Norman Forer.

Bennett was the first Indian to become Commissioner of the Bureau of Indian Affairs. Forer has done extensive study with the Potawatomi tribe.

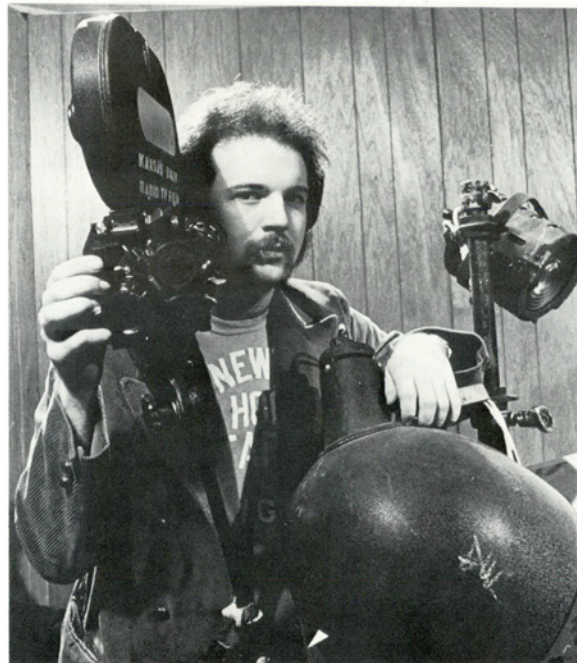
Cutaways of Haskell Junior College and interviews with Haskell students will also be filmed. Sandhaus said that the Potawatomi sought to establish a school of their own and that Haskell was an example of government-supported Indian schools.

This has been the second year that Commonwealth has offered the contest to students at the

Photo by Jim Eaton



Rick Weinstock (above) and Ron Sandhaus



University. About \$700 to \$800 is awarded for the winning script.

The only requirement is that the film be produced for that amount of money and completed by the end of the academic year.





## STAFF

Phyllis Agins, Diane Armstrong, Debra Beachy, Mariel Bimm, Bonnie Carlson, Chris Carstenson, Marcia Clifton, Rod Hardy, June Lucas, Christopher Miller, George Schulz, Carole Spinharney, Martha Stewart, Sharon Werner, Carol Williams.

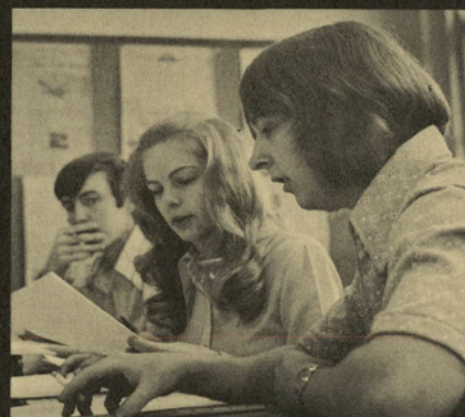
Priscilla Bransted, photo editor

Lee F. Young, faculty advisor



## STAFF NOTES

"The deadline is three days away . . . the deadline is . . . this is a recording." The sensitivity session—first initiation into togetherness—then it was off to find stories. Frustration—editing by committee—cut or scrapped stories—rewrites. Something of a miracle—strangers coming together and producing a magazine. A chance to earn more than two hours of credit for graduation. It is difficult to write anything about this experience that doesn't seem trite.



## ABOUT THE COVER

**I**N the fall of 1921, the *Kansan* editor received by mail a unique and whimsical donation to the department of journalism—a wooden carving of KU's Jayhawk.

The gift was sent by Conrad Hoffman, a former KU student, who was doing relief work in a Russian prisoner-of-war camp in Germany. Hoffman found the carving in the camp and, recognizing it as Kansas' mythical bird, sent it home.

The anonymity of the artist has given rise to much speculation about the origin of this Jayhawk. Perhaps the Jayhawk actually lived at one time in Russia and this carving was made from a fossil.

Or maybe a former student, by some turn of fortune, found himself interned in the camp and whiled away the hours as he whittled away the wood.

The cover picture of the seven-inch carving was taken by Pris Brandsted in front of Flint Hall. The wooden Jayhawk now makes its home there in the office of Lee F. Young, associate dean.





## *The Power of the Press?*



Inset (upper left) shows what Professor Mel Adams' office looked like before it was featured in the last issue of this magazine.

Retail Advertising students claim that he finally got around to grading his papers. Adams says it

was merely the annual cleaning he gives it "whether it needs it or not."

The *J. J.* staff claims that it is a dramatic example of the power of the press—muckraking in its finest hour.

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