

# JAYHAWK JOURNALIST

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JAYHAWK

Fall, 1972



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## CONTENTS

- 3 New Faculty
- 4 1st Amendment Rights Imperiled
- 6 Sokoloff Strip Makes National Debut
- 8 T. C. Ryther
- 10 Photo Essay
- 18 Turmoil Mars Uganda Seminar
- 20 Alumni Approve Curriculum
- 21 Grads Get Experience in Field
- 22 Alumni News Notes
- 23 News Notes
- 24 Stauffer Endows J-School

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## LIST OF ACKNOWLEDGEMENTS

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Elizabeth Czech

by Sally Morgan

A manager, producer, writer and performer in commercial and educational broadcasting, Visiting Associate Professor Elizabeth Czech comes to the University of Kansas with many professional and teaching credentials. She is teaching an introductory radio-TV course, radio-TV programming and writing for radio and TV.

Czech comes directly from establishing a radio station and communications school at Shaw University in Raleigh, N. C. Shaw requested the aid of Ohio State University, where Czech was working on her Ph. D., in developing a communications school. Ohio State's answer to the problem was Elizabeth Czech.

At Shaw, Czech set up the radio-TV-film department and taught all the major courses in it. After she had established the school and it was running smoothly, she left Shaw to come to KU.

She refused four other offers to accept the position at KU and speaks favorably of the Journalism School.

"I am impressed with the variety of faculty and their backgrounds. The whole school is much more on the ball. I like the curriculum, everything about it. That is why I turned down four permanent positions to accept a visiting status here," Czech said.

She went on to explain that her associate professorship was of visiting status because the department was awaiting funds to add a full-time R-TV staff member. She is presently filling in for Associate Professor Peter Dart who is taking a leave of absence to teach at the University of Tel Aviv in Israel.

Czech received her Bachelor of Arts degree in 1941 in music from Georgian Court College in Lakewood, N. J., and her Master's in 1958 in education and guidance from

Lehigh University in Bethlehem, Pa. In 1972 she earned her Ph. D. in speech communications from Ohio State University, with an emphasis on communications and communicology.

After eight years at the University of Missouri at Columbia, Acting Assistant Professor Dale Gadd has returned to the University of Kansas where he spent his first two years of college.

He holds the unlikely distinction of having played chess with Bobby Fisher, whom he met during his early years at KU. Gadd lost . . . in 28 moves.

Gadd left KU in 1964 to attend the University of Missouri and received his BSJ there in 1966.

After graduation, Gadd became corporation manager for a convenience grocery outlet. However, he soon decided "the ulcers were not worth it" and returned to MU where he received his Master of Arts in radio-TV and speech.

Gadd began working on his Ph. D. and received a teaching assistantship at MU. He was hired by the MU Journalism School full-time in the fall of 1971.

Gadd joins the KU faculty as an acting assistant professor because he has some work remaining on his dissertation. He teaches production modules and team-teaches radio-TV advertising with Associate Dean Lee Young. Eventually, he hopes to teach criticism, history of radio-TV and broadcast law.

Gadd is impressed by the KU Journalism School because it keeps students in the "real world and away from just mechanics.

"Students are more aware of the role of the media. They know more theory and not just copy symbols and how to write copy," Gadd said.



Dale Gadd





# 1st Amendment Rights Imperiled

by Del Brinkman

The Supreme Court's "Caldwell" decision this summer, and the subsequent imprisonment of reporter Peter Bridge this fall in New Jersey, have many journalists convinced that freedom of the press is once again in some jeopardy.

As a result of recent activity, the question of how much protection is afforded journalists by the First Amendment is again begging an answer from judicial and legislative bodies.

Journalists long have been concerned about the confidentiality of their relationships with news sources. This concern grew as Marie Torre went to jail in 1958 for refusing to divulge her source in an allegedly libelous story about Judy Garland. It increased when Annette Buchanan was found guilty of contempt of court in 1968 for refusing to reveal the sources of her information in a story on drugs she did for the University of Oregon student newspaper. And it was revived this fall with the imprisonment of Peter Bridge.

While these isolated incidents were occurring over the past 24 years, several states were taking steps to protect the relationship between a newsman and his source, through so-called shield laws. To date, 19 states have some type of law which provides at least partial immunity

for a newsman in situations where he may be called to testify against his news source.

While these 19 states were getting shield laws passed, similar legislation at the federal level was not so successful.

First came the Supreme Court's "Caldwell" decision on June 29. The decision held that the First Amendment did not give newsmen an automatic right or privilege to refuse to testify before grand juries about their work. The Supreme Court ruling involved three reporters who refused to answer grand jury questions. Earl Caldwell of the New York Times and Paul Pappas of WTEV in New Bedford, Mass., were summoned for questioning about what they had learned in their coverage of Black Panther activities. Paul Branzburg of the Louisville Courier-Journal was questioned about his sources for stories on local drug traffic.

The Supreme Court ruled 5-4 against the three journalists, saying, in effect, that the power of the grand jury was greater than any implied newsman's privilege in the First Amendment.

But the decision left some openings. In a concurring opinion, Justice Lewis F. Powell, Jr., said that in determining whether to uphold subpoenas of newsmen, the courts



must balance the interests of the grand jury investigation to which the newsman is being asked to contribute.

Because Justice Powell's vote was necessary to carry the majority, his opinion could be considered as a limit on the "majority" opinion of four of his colleagues. As far as resolving the question of newsman's privilege, it might be more accurate to interpret the vote as being 4-1-4: four against such a privilege, one somewhat undecided, and four for such an interpretation of the First Amendment.

In the majority opinion delivered by Justice Byron White, the Court said that the states and Congress were free to create whatever newsman's privilege they see fit, including an absolute privilege.

It did not take long for the effect of the Supreme Court's "Caldwell" decision to be felt. The ruling is cited as the reason for the jailing of Peter Bridge, a former Newark (N. J.) News reporter, on October 4. Bridge was jailed for refusing to answer grand jury questions beyond his story about an alleged bribe attempt. The Supreme Court refused to grant a stay of the jail sentences.

There were plans to open a new action on Bridge's behalf on the question of whether New Jersey courts were right to demand testimony in a case where the newsman has not observed the crime.

Bridge wrote an article stating that a commissioner of the Newark Housing Authority told him she had been offered a \$10,000 bribe to cast her vote for an unnamed authority director candidate. In the grand jury investigation that followed, Bridge answered questions from his story but declined to answer five questions not included in his published story. His conviction was based on that refusal. Bridge's attorney said the grand jury was trying to get to the newsman's notes.

New Jersey has a shield law that prohibits grand juries from compelling reporters to disclose confidential sources. But the New Jersey court cited a weakness in the language of the law and also used the "Caldwell decision," saying that reporters hold no special protection against assisting grand jury investigations.

The effect of the New Jersey court's decision may be to expand the Supreme Court's ruling to the content of unpublished information and the identity of informants.

With the Bridge case looming in the background, Congress stepped up activity this fall in hearings on proposed newsman's privilege legislation. The testimony in early October before Rep. Robert W. Kastenmeier's (D-Wis.) House Judiciary Subcommittee centered on whether such a bill should provide full immunity for a newsman or qualified immunity.

Of the 28 bills that have been introduced in Congress, only two would provide absolute protection. The bill that appears to have the most support is one introduced in the House by Rep. Charles W. Whalen Jr. (R-Ohio) "to assure the free flow of information to the public."

The Whalen bill would provide that any person "connected with or employed by the news media or press, or who is independently engaged in gathering information for publication or broadcast" shall not be required by any court, grand jury, legislature or administrative body to dis-

close "any information or the source of any information procured for publication or broadcast."

The provisions of the Whalen bill would afford qualified privilege because they would permit "any person seeking information or the source thereof" to apply to a Federal District Court for an order lifting the protection in some cases. It would require the court to grant the application only after determining that the agency has shown "by clear and convincing evidence" that the information sought is relevant to a specific probable violation of law, cannot be obtained by alternative means, and has demonstrated a "compelling and overriding national interest" in the information.

The Whalen bill follows a draft proposal prepared by the Joint Media Committee composed of representatives of several professional journalism organizations. Sen. Walter Mondale (D-Minn.) introduced a similar bill in the Senate.

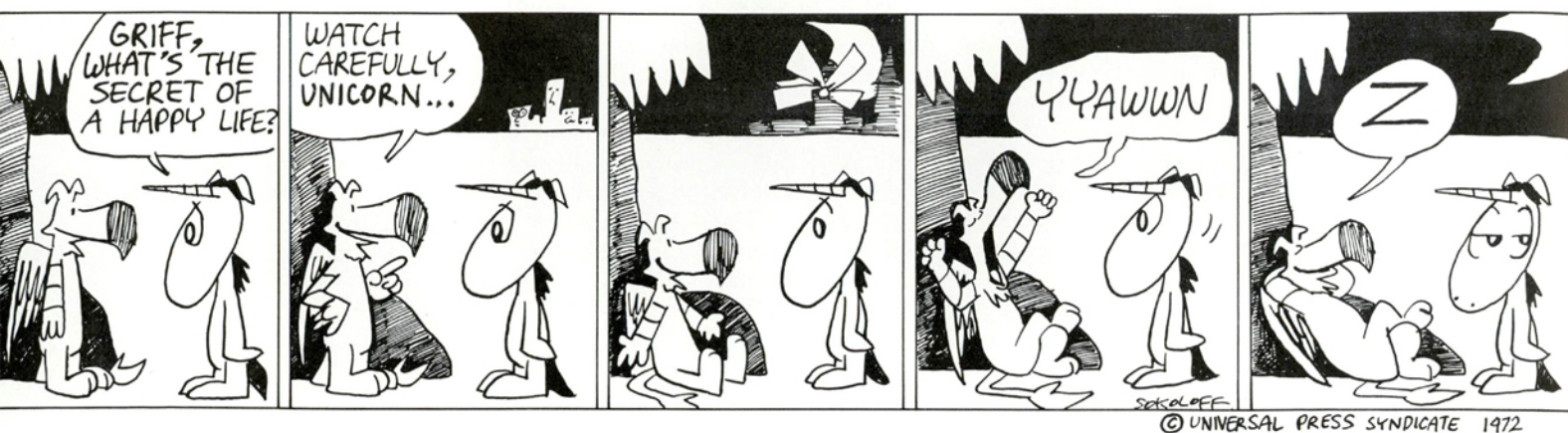
Whether the Whalen or Mondale bills or similar measures become law remains to be seen. There has not been much support for such legislation in the past. However, in light of the "Caldwell" decision of the Supreme Court and the resulting case of Peter Bridge, the controversy over the confidentiality of the relationship between a newsman and his source seems to be taking on a new urgency.

The result may be a clearer understanding of a journalist's First Amendment rights, at least in regard to the legal status of the relationship between a reporter and his source.



Art by Steve Mayse





## Sokoloff Strip Makes National Debut

Think, for a moment, of a mythical kingdom inhabited by odd creatures such as a griffin named Griff, a unicorn, a dragon and a wizard. Imagine a centaur in love with a mermaid and an ant who is continually stepped on. Until recently, this kingdom existed only in the mind of Dave Sokoloff.

Three years ago Sokoloff saw his fantasy become a reality when his cartoon strip "Griff and the Unicorn" appeared for the first time in the University Daily Kansan.

In 1969, Sokoloff, a freshman, took his strip to Alan T. Jones, then managing editor of the Kansan. He didn't expect to get it published. Even less did he expect syndication.

But, last June, Sokoloff signed a ten-year contract with United Press Syndicate (UPS). His strip has already been sold to 16 major newspapers, including the Los Angeles Times, the Chicago Sun-Times and the San Francisco Examiner.

Sokoloff, Willmette, Ill., senior, is a fine arts major, concentrating on advertising and editorial art.

With syndication, some basic physical changes in the characters have occurred. Under the direction of James F. Andrews, vice-president and editor of UPS, Griff received a face lifting. The most noticeable change, however, was in the Unicorn's horn.

"No matter how I designed it," Sokoloff said, "it still looked like a party hat. So we brought the horn further down on his head."

Fortunately, Sokoloff has a deep respect for his editor.



Andrews leaves alone the basic philosophy of the strip, Sokoloff said, and makes suggestions only on the physical aspects.

Sokoloff is happy with the arrangement and says that Andrews "is a good businessman with an excellent eye for what looks good in the comic strip."

The drawing of the strip is done on weekends. Sokoloff, who must keep six weeks ahead of publication, devotes approximately an hour and a half to each strip.

"I'm not bored," he said. "It's hard to be bored in this life anyway, with so many marvelous and terrible things happening to you."

The background scene of "Griff and the Unicorn" has often been populated with clocks, chess pieces, windmills, dice and other assorted paraphernalia. Sokoloff says he does this because of his concern about the ideas of "time and direction and the realm of chance."

The ideas for the strip come from varied sources, Sokoloff said, and are quickly recorded in a sketch book which he keeps as a constant companion. He says he must write down an idea immediately, or he'll "lose it in the current."

Sokoloff said that once he has the ideas, "the characters are put in a situation. After three years, they know what they have to do. They have a definite personality without a doubt."

The philosophy of the strip is not easily described. It is

the philosophy of Dave Sokoloff. Each of the characters is a facet of his personality. The part of him that worries is the Unicorn. The reassuring voice inside him is Griff.

One thing is certain, Sokoloff is not an easy man to understand. He says he has "a lot of mental restlessness, which I am trying to keep under control." This accounts for the strip's two dominant themes: pain and confusion.

This does not mean that "Griff and the Unicorn" is dreary or depressing.

"The truest humor has sadness in it," Sokoloff explained. "There is a thin line between the two."

Sokoloff offered as an example Charlie Brown sitting on a bench looking at the little, red-haired girl. To Charlie Brown, he said, that's a tragic situation. But Schulz is able to find humor in it.

Sokoloff first conceived the idea of the mythical creatures, Griff and the Unicorn, while in high school. He said he used to go to the library to look up "anything and everything" that had to do with mythology.

"I took the strip to the New Trier News (his high school paper), but they turned it down," he said. "So I worked as a staff artist doing decorative goodies like Halloween witches."

Now, after four years of experimenting, changing and adapting the strip until it became an intricate part of him, Sokoloff is a professional cartoonist.





It's a big jump from journalism teacher to amateur sleuth, but Professor Emeritus T. C. Ryther has made the transition. Ryther, known to friends as "Mickey," has spent the last six months searching the corners of Flint Hall for letters, photographs and other J-School memorabilia.

Ryther began his search by chance. Sorting the files of the late Professor Elmer Beth, Ryther found a series of letters exchanged by Beth and former students. Among the correspondents, all serving in World War II, was John Conard, director of public relations at the University of Kansas.

Because of Ryther's discovery, Dean Edward Bassett asked him to begin a full-scale investigation of Flint's attic, closets and file cabinets. Ryther was offered three months' salary, the most allowed a retired professor.

Soon, long forgotten things came to light. Letters from William Allen White were found. One explains why White never got his degree from KU. (He was too involved with outside activities.) Another, to the student staff of the *Kansan*, outlines rules for good editorial writing.

There were pictures: of "old-time editors," of the first *Kansan* newsroom, of the first *Kansan* printing press, of the first professor who taught the first journalism course. All were lying in the attic of Flint, gathering cobwebs.

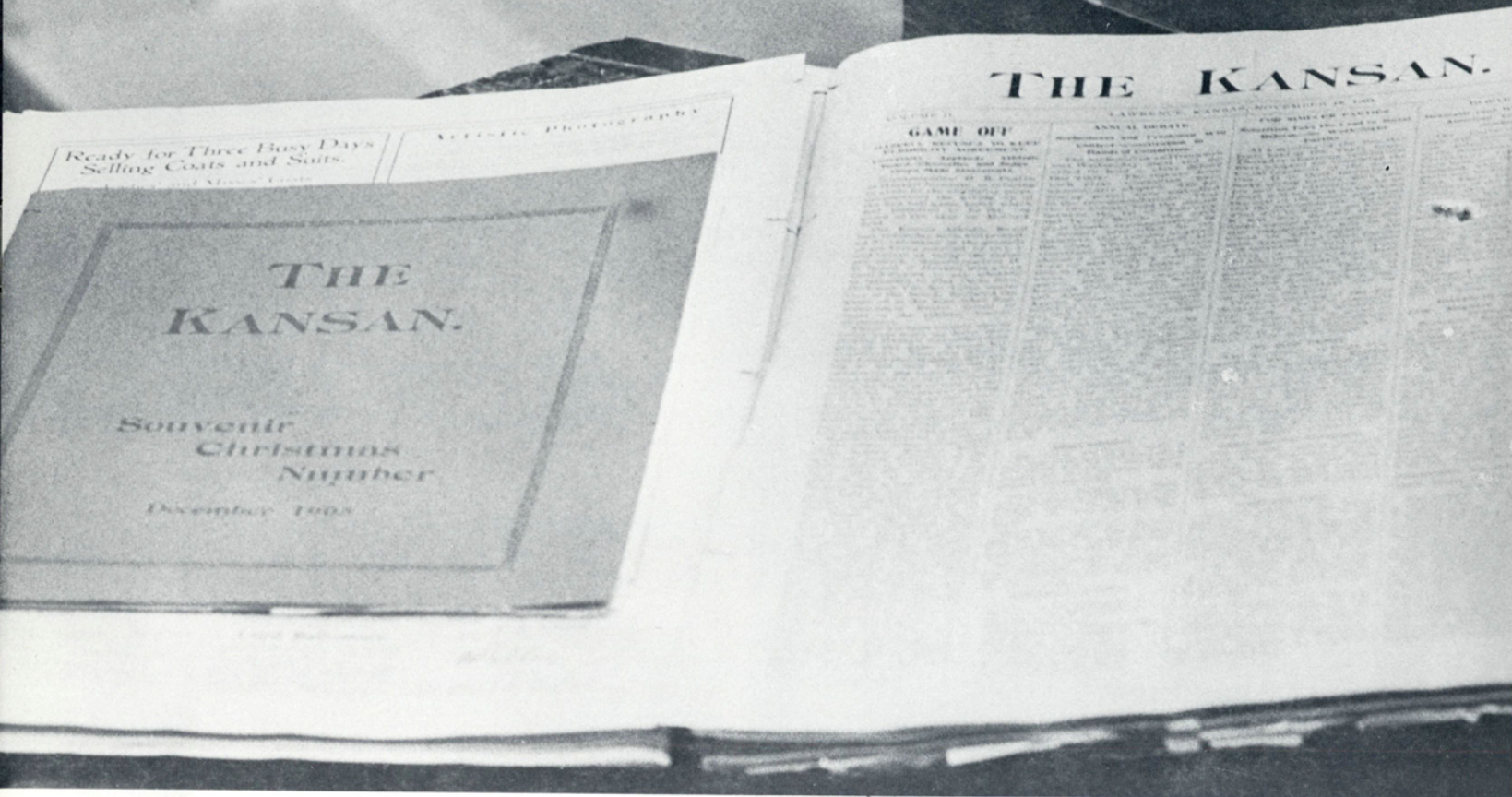
His salaried time done, Ryther couldn't quit. Now, three months later, he is still at work.

"I just don't know how to quit," he says. "It's like living my own life all over again."

## Flint Yields Forgotten Treasures







It's hard to imagine Ryther quitting anything. Although he is over 70, Ryther climbs the steps to the attic of Flint Hall with more vigor than the 21-year-old reporter following him. He has a vast amount of knowledge about the past and his enthusiasm for it is contagious.

Ryther's biggest find has been the Flint manuscript, a history of the Journalism School written by Professor Leon Nelson Flint.

For years it was rumored to be lying around the halls of Flint but no one had seen it. There were no clues to its whereabouts. Ryther finally found it in an old file cabinet in Dean Bassett's office.

"We were looking for a bound manuscript, but what I found were manilla folders scattered through the cabinet. That's why no one realized it was there for so long," Ryther explains.

Most of his discoveries have been transferred to the University Archives to be preserved for posterity.

"It's really a wonderful thing," says Ryther, "... something that all journalism students should know about. We have all the issues of the Kansan that were ever printed.

"Here, I wanted to show you this," he says, pointing to a dusty volume of Kansans.

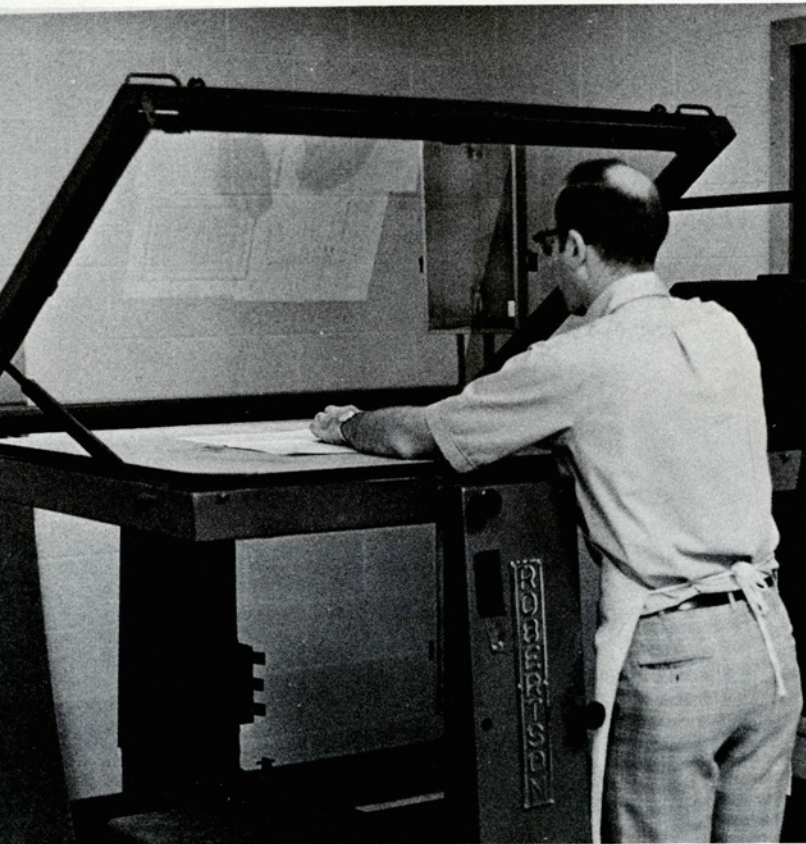
The date of the newspaper is Oct. 4, 1905. Ryther calls attention to a poem which appears in that issue.

It reads: "The co-ed is a thing of grace / with dainty fingers and winsome face. . . ." It's a far cry from women's liberation and Ms. magazine. Reading it, one wonders what today's Kansan will look like to future generations.



## Photo Essay

**Modern offset presses rush the Kansan to the campus at ten times the speed obtained from the printing equipment used in the "old days." The presses and typesetting machines of another era now rest in a historical museum in the new KU printing plant, and remain alive in the photographic essay on the pages following.**



The offset printing process replaced the letterpress method of printing the University Daily Kansan after the University Printing Service moved from Flint Hall to its new plant at 15th & Kasold in the spring of 1968.

William T. Smith Jr., Printing Service director, said the advantages of the offset process include economical press runs and faster photographic reproduction.

In 1912, when the Kansan first became a daily, the sheet-fed Miehle letterpress being used could only produce 1,500, 4-page papers an hour. On top of that, the paper had to be hand-fed through a separate folding machine.

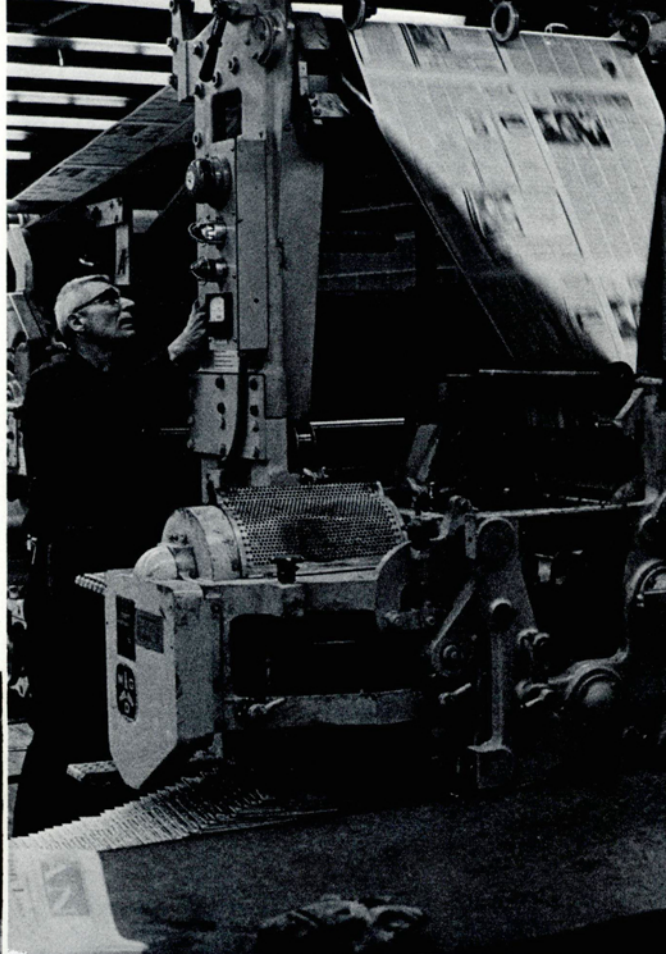
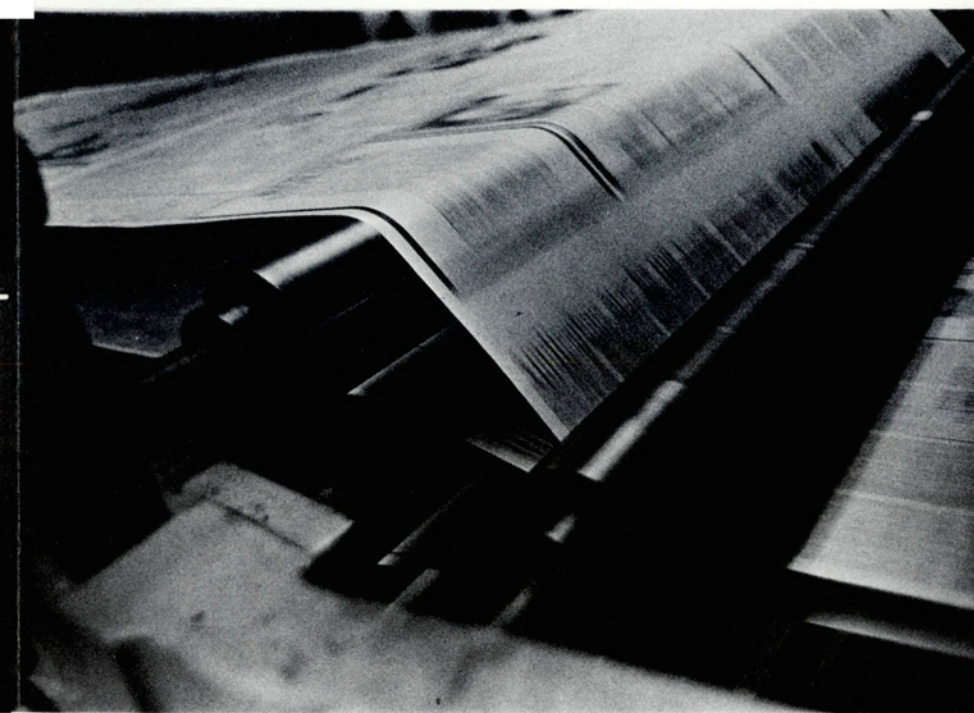
The Goss Web offset press used now can produce 15,000, 12-page papers an hour. This means that it takes only about an hour to print the University's daily supply of 12,000 Kansans.

The day at the Printing Service begins at 5 a. m. but it is not over when the Kansan is ready for distribution. The Kansan comprises only about one-tenth of the output of the Printing Service.

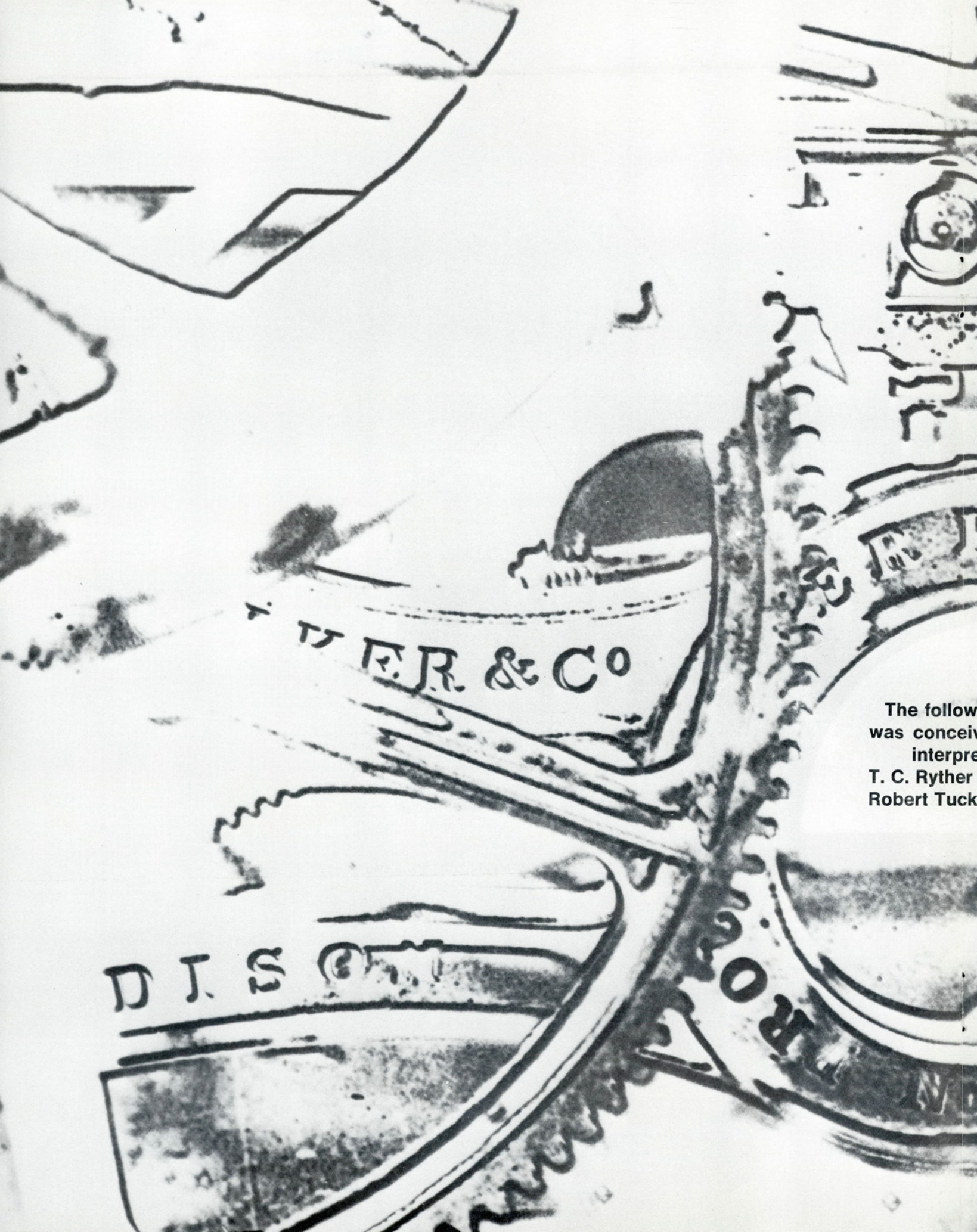
All University publications are printed by the Printing Service. These include catalogs, enrollment books, theatre tickets, memo sheets, certificates, alumni material, material for each department within the University, Western Civilization manuals and Insight and Feedback. In addition, it prints about twenty thousand class timetables each semester.

With all the work of the press, it's little wonder that the Printing Service has over sixty full-time employees and three students who work part-time.



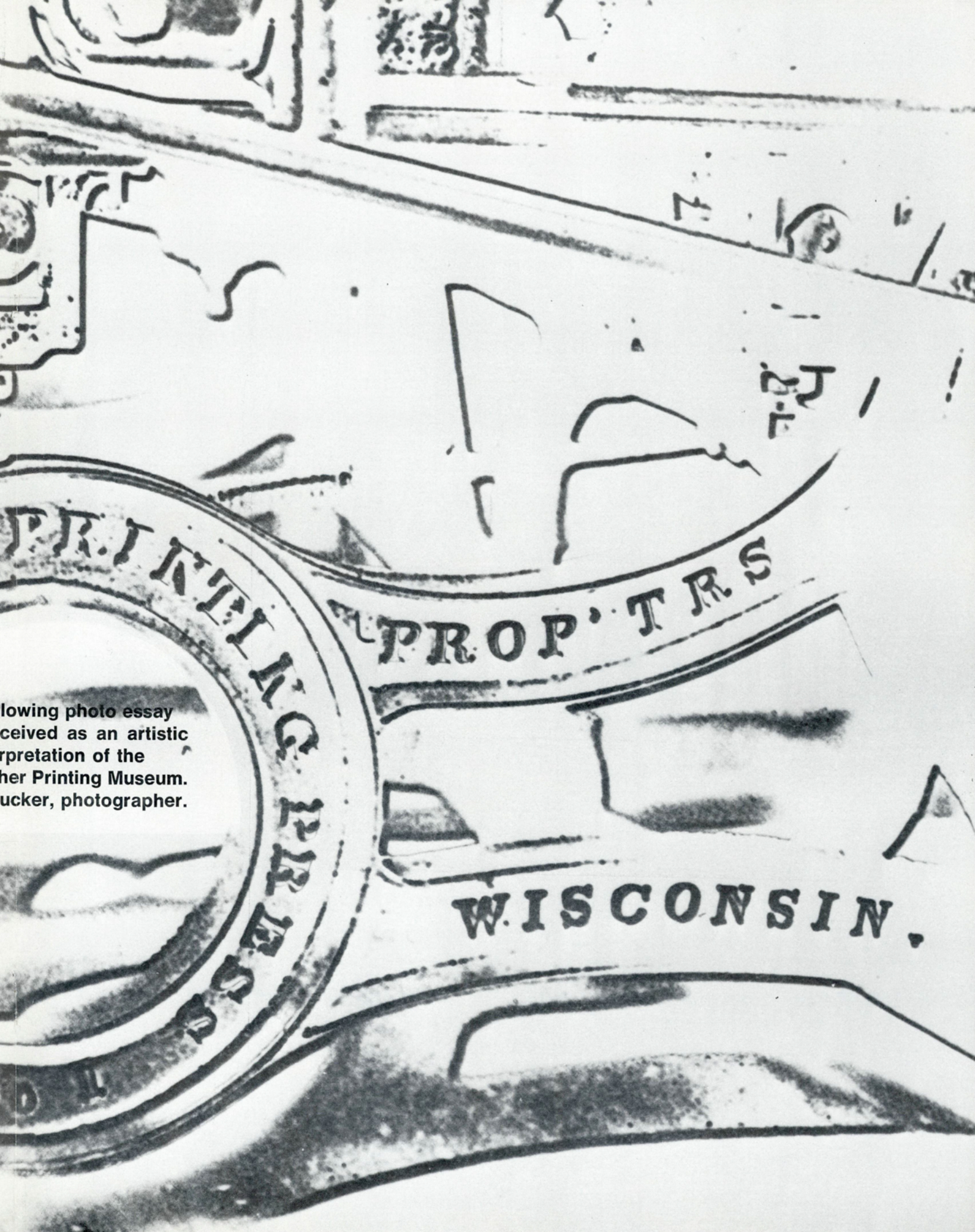






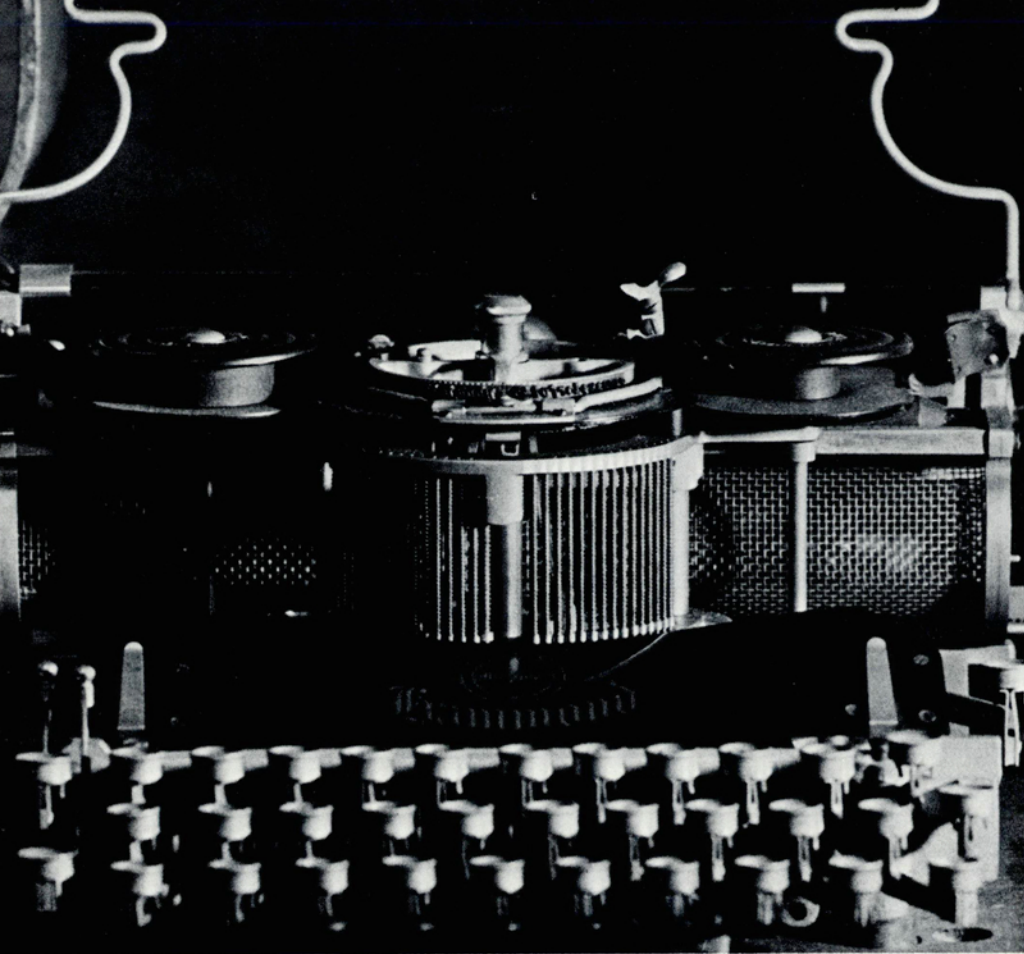
The follow  
was conceiv  
interpre  
T. C. Ryther  
Robert Tuck





Following photo essay  
received as an artistic  
interpretation of the  
Her Printing Museum.  
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August and September were interesting and frightening months in Uganda, Africa. Little did I realize, when I accepted an assignment from the United States Department of State to conduct a seminar for African journalists, that I would be going to a country that would be gripped by fear and that would be so much a part of world news.

Just one week before I arrived in tropical Uganda, President Idi Amin had issued an order that 50,000 Ugandan Asians were to be out of the country in 90 days. The expulsion order by Uganda's military dictator was aimed at returning control of the country's economy to the Africans.

An atmosphere of tension existed in the country when I arrived on August 15. It was not a comfortable setting for a seminar that was designed to explore the role of the mass media in a developing country. With press freedom greatly curtailed, the prospects for a successful seminar for Ugandan journalists seemed remote.

I had prepared for the assignment by reading and studying all that I could about the press of East Africa. It was not new to me since my graduate studies at Indiana University had included an emphasis on mass media and nation building. I felt that I understood the politics and problems of the African nations as well as I could without ever having visited the country.

I was not prepared, however, for the crisis that I found in Uganda. Until I arrived in Uganda, I was not fully aware of the country's problems or its role in African affairs. I was prepared for a pleasant adventure because I knew that Uganda was a favorite spot for tourists, with its beautiful scenery and many game preserves. The country was every bit as beautiful and exciting as I had been led to believe. But, I did not get to enjoy it as much as I might have under more normal conditions.

In the four weeks that I was there, Uganda was a country increasingly gripped by hate and fear of what might happen next. The nation's Asian community was being broken apart as its members, who held British passports, prepared to depart in the mass expulsion ordered by President Amin.

Amin himself was more than usually unpredictable while I was there. He created nine new provinces on one day and fired 29 of the country's top police officers on another.

He ordered a ban on teenagers' dances, announced that men should bow to him before stating their business and that women should kneel.

Amin had originally promised the country's 23,000 Asians who are Ugandan citizens that they were not affected by the expulsion order; then he declared that they too would be forced to leave "because of acts of sabotage and arson." Later he reversed himself again and said that the citizens could stay on if their papers were in order—a strong hint that many more would be deprived of their citizenship for technical reasons. By my last week in the country, Amin was suggesting that Uganda's 11,000 European residents would be the next to go.

Despite the Asians' distress, Amin's decision appeared to be popular with most of the country's 10 million Africans, who generally resent the Asians for their relative wealth, their clannishness and sharp business practices, and their historic stranglehold on the wholesale and retail trades.

Amin's critics charged that the emotional President was trying to mask his own shortcomings by exploiting his black countrymen's traditional prejudice against the Asians.

Since he seized power 19 months ago, Amin has driven Uganda to the verge of bankruptcy, mostly through an excess of military spending.

Despite the money he spends on the military, Amin has almost lost control of the armed forces. While I was in the country, most of the army in Kampala remained under control, but drunken soldiers in the provinces went on rampages. About a dozen European and American tourists were beaten. There were rumors of many deaths at the hands of soldiers.

All of this transformed the beautiful capital city of Kampala into a jittery refuge for Asians, tourists and seminary leaders.

My first few days in Uganda were spent in teaching classes at the School of Journalism, an inadequately organized center of study attached to the Uganda Institute of Public Administration. The students were employees of the various government ministries and were seeking practical training in journalism. They were very eager, but

# Turmoil Mars Uganda Seminar

by Del Brinkman



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"There is no real freedom now, although many Ugandans still cling to the idea the press is free."

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most of them lacked the kind of preparation they would need in their jobs.

The seminar was delayed about a week because of the turmoil in the country. It started on August 23 and ran for a bit over two weeks. There were 32 participants from radio, television, newspapers and magazines. It was a talented and eager group. I was very favorably impressed with their training and understanding. Many of them had studied in the United States and some of them had advanced academic degrees. Most of them were frustrated by the social, economic and political conditions which existed in Uganda. I found the seminar very challenging and concluded that my main task was to get the participants to come to some kind of understanding about how they could work with the conditions they faced. To that extent, I think the seminar was very successful, in spite of the atmosphere which existed.

Newspapers, radio and television now are being used for propaganda purposes in Uganda. At one time, early in Amin's rule, there had been some degree of press freedom. There is no real freedom now, although many Ugandans still cling to the idea that the press is free. The Uganda Argus, the only English language daily paper still publishing, headlines Amin's propaganda each day. The potential for the press is great but it is not being realized at the present time.

I finished my part in the seminar on September 5, about the same time that the first plane load of Asians was preparing to leave for London. I had adjusted to the situation in the country by that time but the tension continued to grow.

The plight of the Asians was worsened by the fact that they were not really welcome anywhere. I talked with several Asians, including one distinguished citizen of Uganda, who has a son at Kansas State University. I could plainly see that the expulsion order was ruining lives, but most of the Asians felt that they would be grateful if they could just get out of the country safely.

Because it was difficult to predict what would happen next, I had been instructed to stay in my hotel at night and not to travel alone anywhere. The only traveling I got to do was a very enjoyable trip into the north part of the

country which took me through a huge game preserve, to Murchison Falls, and on a boat ride up the Nile River.

As the tension in the country grew and the rumors of killings increased there was some discussion by my hosts, the officers of the American Embassy and the United States Information Service, to have me leave early. However, it was finally decided that such a move would call attention to the fact that the United States was getting nervous about the situation. So, I stayed.

The day I left the country, Amin accused "British crooks" of plotting to assassinate him and put under surveillance all 7,000 Britons living in Uganda.

I finally left with a feeling of great relief, but also with the realization that I had experienced one of the most interesting months in my life. Because Uganda was in the news, there were many foreign journalists in the country. There were film crews from five countries, including those from ABC-TV and CBS-TV. Time magazine had two correspondents, including Bill McWhirter, a former staff member of the Kansas City Star. Bernard Weinraub of the New York Times was there for a week. I enjoyed meeting these newsmen and observing them work under difficult conditions. They were being watched by Amin's staff, as I am sure I was also.

Uganda remains very much in the news. After I left in early September, the country went through sporadic fighting with neighboring Tanzania. The Asians continued to leave and the rumors of violence, harassment and killing continued. And President Amin continued his frightening, unpredictable behavior.

Despite the constant tension which I faced, I left Uganda with a much broader outlook and understanding of humanitarian problems. I also have a deeper feeling that the hopes and aspirations of journalists vary little from one part of the world to another. The differences come in the kinds of conditions which exist that either enhance or restrict those hopes and aspirations.

Uganda is not in an enviable position in regard to social, economic and political conditions now. She needs much help and understanding. I hope I was able to provide a bit of both. I know my stay in the country was an emotional and rewarding experience for me.



# Alumni Approve Curriculum

If you had it to do all over again, would you major in journalism? Would your major emphasis be the same? What would you do?

A survey contained in the Fall 1971 issue of the Jayhawk Journalist asked alumni whether they would major in journalism again if they could repeat their college education. Four out of five who responded answered "yes."

There were 152 alumni replies representing 7% of the journalism alumni listed in the school's files. Of these, 127 or 83% said they would major in journalism again, and most would stay in the same field of study which they emphasized as undergraduates. Only 31 of the 127 who would repeat journalism educations indicated that they would switch fields.

Although there is no way to evaluate the response in terms of its being a representative sampling of former stu-

dent opinion, the survey does provide some interesting and useful information.

There seemed to be very little difference of opinion when survey responses were tabulated by such subdivisions as sex, year of graduation, field studied, or occupation. Even those who ended up working in a career outside journalism favored repeating their undergraduate education by a 3 to 1 margin.

If survey responses were used to determine curriculum and other school policies, few changes in the status quo would result. Alumni would make no drastic revisions in the amount of foreign language, mathematics or natural sciences required. While individuals offered varying opinions on the value of certain kinds of preparation, the general requirements and specific journalism courses should remain as they were in the view of the majority of the respondents.

GRAND TOTAL	Response	All	Male/Female		Before 1950	1951-1965	1966-Present
If you could repeat your college education, would you major in journalism again?	Yes	127	89	38	32	28	67
	No	25	17	8	10	7	8
If yes, would you change your field of study within the School of Journalism?	Yes	31	21	10	11	7	13
	No	94	68	26	21	22	51
Amount of foreign language study required.	More	25	13	12	10	6	9
	Same	69	48	21	22	14	33
	Less	26	21	5	2	9	15
	None	30	21	9	5	6	19
Amount of mathematics study required.	More	15	14	1	7	4	4
	Same	87	59	28	22	19	46
	Less	21	14	7	4	7	10
	None	28	17	11	7	7	14
Amount of natural sciences study required.	More	28	19	9	11	4	13
	Same	102	71	31	26	24	52
	Less	15	11	4	2	5	8
	None	6	4	2	1	3	2
Emphasis on grades for admission to school.	More	18	13	5	6	2	10
	Same	95	63	32	24	23	48
	Less	27	21	6	5	6	16
	None	4	2	2	0	2	2
Emphasis on theory and ethics of journalism.	More	48	36	12	14	11	23
	Same	68	43	25	17	16	35
	Less	28	21	7	8	7	13
	None	5	3	2	0	0	5
Emphasis on practical journalism courses.	More	104	66	38	24	24	56
	Same	42	36	6	14	10	18
	Less	4	2	2	3	1	0
	None	1	0	1	0	0	1
Internship work experience while in school.	More	127	88	39	34	26	67
	Same	21	15	6	6	7	8
	Less	0	0	0	0	0	0
	None	1	0	1	0	1	0
Emphasis on working on campus media.	More	65	42	23	21	11	33
	Same	79	57	22	19	22	38
	Less	2	0	2	0	1	1
	None	0	0	0	0	0	0
Emphasis on structured sequence in advertising, news-ed, radio-TV, etc.	More	38	29	9	15	8	15
	Same	60	45	15	15	12	33
	Less	40	22	18	4	13	23
	None	4	2	2	1	1	2



The word "magazine" brings to mind Time, Newsweek, or Life, not the Illinois Banker, Grounds and Maintenance, or the Charolais Banner. Yet, house organs like these form a large part of the magazine industry.

With this as a consideration, the William Allen White School of Journalism's magazine sequence was developed.

The magazine sequence began in 1968 with one course, Business Magazine Journalism, taught by Lee Young, associate dean. It was designed to introduce students to the trade magazine field. There were nine students in the first class that fall and 13 in the spring. Roughly half got jobs on trade magazines when they graduated.

Since then, the magazine sequence has been altered. Now it is an emphasis of the news-editorial sequence. The goal, however, is still the same; to make students aware of the function of magazines in American society. The emphasis is on trade publications because they hold most of the jobs for graduates.

Over the past four years a number of Journalism School graduates have become editors of trade publications. The "JJ" staff received letters from five of these graduates.

Diane Armstrong is editor of two magazines published by the Federal Reserve Bank. She graduated from the Journalism School in August of '72. Armstrong, who said she had always imagined herself working among the lower echelons of a consumer magazine, was surprised to find herself in the editor's chair of trade publications.

"You might even say I was absolutely floored," Armstrong said. "I suddenly realized the responsibility involved. Young people aren't supposed to start at the top," she said.

Armstrong soon learned the advantages of working for a trade publication. She continued, "There are particular advantages involved in an employee magazine. The first is that the editor is assured of an appreciative public. One lady told me she read *our* publication cover to cover. The best thing about industrial publication is that there is a need for qualified personnel."

Linda Sue Talarico, who graduated from the Journalism School in May of '71, is assistant editor of the Illinois Banker, published by the Illinois Banker Association. She specialized in magazines as an undergraduate, and chose the trade magazine field, she said, "because I wanted to use not only what I had learned in school, but also have the opportunity to learn more."

Kathy Twogood graduated in December of '71 and is assistant editor of the Charolais Banner, a cattle magazine. Her reaction, like Armstrong's, was one of surprise.

"Working for a cattle magazine . . . me?" she said. "I never would have believed it a year ago when I was starting my last semester of college and had glamorous ambitions of 'life after college.'"

"I wrote movie reviews for the Kansan and I suppose had visions of becoming a famous drama critic in New York or traveling around the world as a foreign correspondent, or commentating like another Nancy Dickerson.

"I'm sure that everyone has hopes of 'making it big' immediately, but it doesn't always work that way. And I'm very happy where I am, working for a cattle magazine. . . ."

"So, for about five months I have been assistant editor of the Charolais Banner and have enjoyed it very much. I am entirely responsible for all editorial pages. You learn quickly, working for a professional publication, that the ads are the MOST IMPORTANT AND COME FIRST from a publishing standpoint, but the readers want a lot of good, meaty editorial.

". . . and guess what? I may turn into a cattle woman yet! I can't wait to get out to pasture and interview a big, white bull worth \$100,000!"

Cathy Stumpff, a December '71 graduate of the Journalism School, is associate editor for Grounds and Maintenance magazine, a technical publication circulated among landscape architects, contractors, and maintenance superintendents.

Stumpff said that the Journalism School left her well prepared to face the "real world."

"Largely because of Dean Young's words of wisdom I was prepared for a beginning with a technical magazine. . . . I think the magazine course at the University of Kansas gives a thorough preparation for a job in the business press," she said.

Charles Cape graduated from the Journalism School in '71. He is assistant editor of Implement and Tractor magazine.

Cape said, "I never thought I would be involved in the business press in any form. . . . I have come to realize that a person who just wants to write and do nothing else will have a difficult time in the business press. Few of the business magazines have the capital to support writers along with editors. . . . The reporting courses at KU seemed to be satisfactory preparation for my work."

## Grads Get Experience in the Field



## 1972

**Diane K. Armstrong** is editor of the employee publication at the Federal Reserve Bank in Kansas City. **Terry Harris** married Keith Matthews and is buyer trainee for Woolfe Bros. in Kansas City. **Carolyn Rothery** married Marc Salle June 18 in Danforth Chapel in Lawrence. They live in Omaha where she is a secretary in the alumni office at Creighton University. **Cathy Ann Stumpff** is associate editor of Grounds and Maintenance magazine with Intertec Publishing Co., Kansas City. **Kathy Twogood** is assistant editor of the Charolais Banner magazine in Kansas City.

## 1971

**Ronald Alan Canda** is a jewelry salesman for Ray Canda, Inc., in Clayton, Missouri. **Jennifer Carter** works as a secretary and production backup at Hitchcock Publishing in Wheaton, Illinois. **Harold Cosgrove** has been commissioned a second lieutenant in the Air Force after graduation from Officer Training School at Lackland AFB, Texas. He has been assigned to Webb AFB, Texas. His wife is Barbara Thomas Cosgrove. **Rudy DiOrio** is working for Vance Publishing Co., Kansas City, as a production assistant for The Packer, a national weekly newspaper of the produce industry.

**Loretta Friesen** is working with the Head Start Program in Hutchinson. **Jeanne Glennon Goldfarb** was named U. S. Army Pacific wife of the year last spring and was a candidate in the world-wide, multi-service competition for military wife of the year. She and her husband, Richard, live in Pusan, Korea, where he is chief of the automatic data processing branch of the Joint U. S. Military Assistance Group. They have two sons. **Craig Harrod** is a stewardess for TWA in Kansas City. **Carolyn Bowers Hull** won a second-place award in page makeup in the National Federation of Press Women's annual writing competition. She is with Packer Publishing Company in Kansas City. **Jim Laedesich** has been named editor of Noon News, a daily newspaper published for employees of the Hallmark Cards Company in Kansas City. **Skip Quimby** is advertising manager for Golf Publications, Inc., of Kansas City. **Sharon Brock** married David DeBuse August 4 in Omaha. Sharon is editor of Mangelsen's arts and crafts magazine. **David Hack** married Suzanne Larison, July 22 at Brookhaven. He is director of research of the American Fund Raising Service, Waltham, Mass. They live in Cambridge, Mass.

## 1970

**Ron and Sandra Smith Carter** live in Wichita. Ron is assistant production manager for Associated Advertising Agency and Sandra is a research coordinator and copy writer for Parkinson and Associates, Inc. Both of them received their Master's degrees this May. **Terry Robert Koch** is with the Watertown Times in Watertown, New York. **James Czupor** married Deborah Thomas, '72, August 12 in St. John. He is coordinator for KU at the Kansas City Center for Continuing Education. **Lawrence Deutch** and Judith Morgenstern, '73, were married August 13. They live in Normal, Illinois, where he is sports director at WAKC. **Kent Longenecker** married Diane Miller July 29 in Hutchinson. He is assistant director of admissions at KU. They live in Lawrence.

## 1969

**James M. Walker** has been named Director of Public Relations and Information at Benedictine College, Atchison. **Richard Abernethy** married Rita Barrett, j'70, d'71, August 5 in Prairie Village. Both are now attending KU. **Robert Entriiken** married Cindy Burke May 20. Rocky won honorable mention in an American Auto Racing Writers and Broadcasters Association contest with an article from his Salina Journal column, "Rocky's Road." He has recently begun sports car racing himself.

## 1968

**Jerry Bean** was honored by the KU law faculty last summer by being chosen the recipient of the annual Samuel Melinger Leadership Award. He is now doing legal reform research in Ogden, Utah, under a Horatio Reginald Heber-Smith grant from Howard University, Washington, D. C. He plans to set up a legal aid program in Ogden to deal with migrant labor and Indian problems. **Robert Schumm** and wife Sandra have a son, Christopher Matthew, born June 7 in Lawrence.

## 1967

**David Holt** has joined Worlds of Fun recreation center as manager of public information. He and Mrs. Holt live in Overland Park.

## 1966

**Gerry Roberts** married Lynn Crowell, July 7. Gerry is employed by the news and sports department of KMBC-TV in Kansas City.

## 1965

**Don Black** is managing editor of the Leavenworth Times. He and **Susan Tichacek Black**, j'66, have two sons.

**Richard and Judith Watson Shireman** have adopted a five-year-old son, Mitchell Stoner. Dick is a packaging representative for Milprint, Inc., in Milwaukee, Wis.

## 1960

**Martha Frederic Fitch** lives in Leavenworth with her husband Kenneth. He is at the Command and General Staff College. Ken just returned from a 13-month tour of duty in Korea.

## 1957

**Leo Flanagan** has been named vice-president of corporate communications for Clinton E. Frank, Inc., Advertising in Chicago. He and Mrs. Flanagan have four children.

## 1951

**John Corporan** is vice president and head of television news for WPIX, New York. Prior to this he headed Newsweek magazine Broadcasting Service.

## 1948

**Clarke Thomas** has been promoted from chief editorial writer to associate editor of the Pittsburgh Post-Gazette. He moved to Pennsylvania in 1971.

## 1929

**Marion Krehbiel**, long-time newspaper publisher in Norton County, is the past owner or part owner of 16 weeklies and dailies in seven states and is believed to have negotiated more sales than any other newspaper broker. He is an appraiser and consultant for publishers in over 40 states, Canada and England. Marion has been a lecturer at various universities and speaker for many state and national press conventions. He and Lela Rhodes Krehbiel live in Norton.

## 1922

**Irene Nunemaker** has given \$160,000 to build and furnish one floor of a new twin-sectioned Inter-Care Building at Presbyterian Manor, Topeka.



## Advertising Seminar

The William Allen White School of Journalism and the Kansas Press Association joined to present a second annual Advertising Seminar on campus Oct. 20 and 21.

Twenty-five participants from the newspaper advertising field in Kansas attended the meeting at the Kansas Student Union.

Keynote speaker was Gordon C. Johnson, guest lecturer at the University of Wisconsin. Johnson is a six-year veteran of conducting advertising and sales classes. He directs advertising and sales promotion seminars for Wisconsin businessmen and is in charge of sales training for 14 Lee newspapers in Wisconsin and two other states.

Guest speakers and discussions covered both theory of advertising and sales, and evaluation of the advertising of specific newspapers.

James E. Dykes, head of advertising at the School of Journalism, served as seminar chairman.

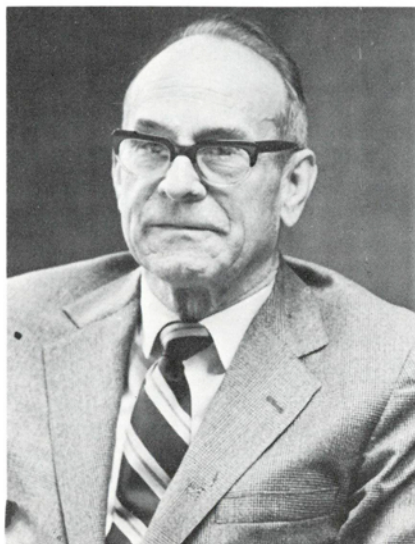
Twenty advertising students attended the "Ideas Today Seminar" on Oct. 20. The seminar is sponsored annually by the Advertising Round Table, an organization of Kansas Citizens in the advertising field. Current communications developments, advertising campaigns, and government regulations of advertising were discussed in the day's meetings.

## KU Senior Honored by Sigma Delta Chi

David Bartel, Wichita senior, has been honored by the national journalism society, Sigma Delta Chi.

Bartel was one of five finalists for the Barney Kilgore Award which is annually presented by the society to an outstanding young journalist. This year's award went to Steven Wines, University of Kentucky senior at the Sigma Delta Chi Dallas convention, Nov. 17.

## Journalism Graduate New KU Chancellor



Raymond Nichols, a graduate in journalism at the University of Kansas, has been named KU's twelfth Chancellor.

Nichols received his B. A. degree in journalism in 1926 and his M. A. degree in 1928.

He was appointed Acting Chancellor Aug. 19, 1972, following the resignation of E. Laurence Chalmers from the position. The interim appointment followed 43 years of service by Nichols to the University. He was officially named as Chancellor by the Kansas State Board of Regents on Oct. 20, 1972.

## Pickett Finalist for HOPE Award

Calder Pickett, professor of journalism, was one of the five finalists for the 1972 HOPE Award. The HOPE Award is given by the senior class to honor outstanding educators at the University of Kansas.

Pickett has been at KU since 1951. He served as acting dean from 1960 to 1961. He returned to the University from sabbatical leave in the spring semester of 1972.

## Samuel Adams Joins Faculty



Prof. Samuel Adams joins the faculty of the School of Journalism in the spring semester, 1973.

Adams received his B. A. degree in English from West Virginia State University in 1948, a B. A. degree in journalism in 1949 from Wayne State University, and an M. A. in journalism in 1954 from the University of Minnesota.

He taught at the University of South Florida, 1970-71.

Adams will be teaching reporting and directed studies classes spring semester.







## Stauffer Endows J-School

The Oscar S. Stauffer Chair in Journalism has been established by Stauffer for the William Allen White School of Journalism and Public Information at the University of Kansas in memory of the noted Emporia editor for whom the school is named.

KU Chancellor Raymond Nichols, in announcing the \$100,000 endowment, cited the outstanding contributions of Stauffer to the University and the region's journalism.

A professor will be selected for the chair by a School committee, Prof. Ambrose Saricks, vice chancellor for academic affairs, and the Chancellor.

The first recipient to be designated the Stauffer Professor of Journalism will be selected for the 1973-74 year and will fill the chair for a determinate period. The distinguished professor will receive an annual cash supplement from the Stauffer gift. The KU Endowment Association will administer the grant.

In his gift to the University, Stauffer noted that William Allen White was like a father to him and was responsible for his entering the field of journalism.

A native of Hope, Kan., Stauffer went to work as a cub reporter for White on the Emporia Gazette in 1906 and then attended the University of Kansas.

After working for the Kansas City Star he purchased his first newspaper property, the Peabody (Kan.) Gazette in 1915. Next he served as editor and owner of the Arkansas City Traveler. He started branching out while in Arkansas City and when he moved to Topeka continued to extend his properties until today they are represented in half a dozen states throughout the Midwest and include newspapers, radio and television.

His experience with higher education includes service as a member of the Board of Regents from 1929 to 1937 and again from 1940 to 1957.

He received a Citation for Distinguished Service from the University of Kansas and its Alumni Association in 1946. The honor is the equivalent of an honorary degree at KU. Among his other honors is the William Allen White Foundation Award for Journalistic Merit, presented to him in 1960. He also has honorary degrees from both Washburn University at Topeka and Baker University at Baldwin.

Stauffer has long been generous in his support of the University of Kansas. Previous gifts have included the establishment of three scholarship funds, two for students in journalism and one for students from Hope, Kan.



Jayhawk Journalist Jayhawk Journalist Jayhawk Journalist





The first campus print shop, east basement of Old Fraser. Sometime prior to 1912, it was moved to the shack. The equipment once found in the old shop can now be found in the Printing Museum, part of the new Kansas University Printing Service.

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