



*Jayhawk  
journalist*

*spring '73*





## CONTENTS

- 1 White Award Honors Bingham
- 2 College Life 30 Years Later
- 4 Editors-in-Residence
- 6 J-161: Magazine Production
- 8 Public Relations Students Join Professional Society
- 9 The Buffalo Book
- 10 Playboy, K. C. Star Photographers Judge 6th Annual Photo Contest
- 12 News From Around the Country
- 14 News From Flint

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The Jayhawk Journalist is published each semester by the School of Journalism for students, faculty and alumni of the school.



# White Award Honors Bingham



Recognition of Barry Bingham's birthday adds sparkle to the award presentation as Chancellor Nichols looks on.

The William Allen White Foundation presented its annual national award for distinguished journalism to Barry Bingham, Sr., chairman of the Louisville *Courier-Journal* and Louisville Times Co., in ceremonies February 10 in the Kansas Union.

The award is given each year to a journalist who exemplifies the ideals of William Allen White in service to his community and profession.

A similar award was presented to Byron E. Guise, owner and editor of the Marysville *Advocate*, who received the 1973 Kansas Editor of the Year Award from the William Allen White Foundation.

The program for the two-day recognition of William Allen White's birthday began with a reception the evening of February 9 at the home of Edward Bassett, dean of the School of Journalism. Other events included a meeting of the trustees of the Foundation, the following day a luncheon at which the awards were given and a reception held by the local chapter of Sigma Delta Chi, national journalism society.

Bingham, who has been with the Louisville newspaper organization since 1930, has served successively as reporter, Washington correspondent, editorial writer and assistant to the publisher. He has been president of the company and was editor and publisher for 10 years before becoming chairman of the board in 1971.

Bingham is a former chairman of the advisory board of the American Press Institute, chairman of the International Press Institute and former member of the advisory board on Pulitzer Prizes. He was honorary president of Sigma Delta Chi.

Kansas Editor of the Year, Byron Guise, a native of Marshall County, has owned and edited the Marysville *Advocate* since 1946. He graduated from Baker University and worked for the Marshall County News for more than 20 years before purchasing the *Advocate*.

Prior to the luncheon, foundation trustees met for a discussion on its future role and scope. By a 9-to-8 vote, the trustees agreed to ask the Kansas Press Association for a place on its 1974 convention program for presentation of the national award for journalistic merit. The award traditionally has been presented on the KU campus in February in connection with William Allen White Day.

The agreement to change the context of the presentation on a trial basis followed a discussion on ways in which the foundation could broaden its scope.

David Clymer of El Dorado, foundation president, suggested that presentation of the national award at the Kansas Press Association convention would focus more attention on the foundation and lead to more involvement by more journalists across the state.

Other business of the meeting included the naming of new trustees who are Sen. Arden Booth, owner of KLWN radio station; Don Boyett, executive editor of the Wichita *Eagle and Beacon*; Mrs. C. A. Franklin, president of the Kansas City *Call*; Fred Moen, Kansas City bureau chief of the Associated Press; Jim Reed, editor of the Osage City *Journal-Free Press*; Edward Seaton, general manager of the Manhattan *Mercury*, and Harry Hill Morgan, a KU graduate and former Hearst organization news executive in Los Angeles.





Marge Levit has adjusted well to sharing classes with students much younger than herself.

## College Life 30 Years Later

by Myla Starr

Wisdom may come with age, but two of the older journalism students at the University of Kansas aren't taking any chances.

At the ages of 50 and 48, respectively, Marge Levit, Prairie Village junior in public relations, and Betty Jo (B. J.) Pattee, Lawrence graduate student, returned to the world of assignments, essays and exams after absences of more than 25 years. They are giving nature a little help—and are enjoying it.

Levit received an associate of arts degree from the University of Chicago in 1941 and then devoted her time to raising two children before returning to school in the summer of 1972. She also worked periodically in the journalism field during those years, so her choice of a journalism major was a natural one.

Although Levit is now well-settled into student life "30 years later," she can still recall those first-day fears.

"It was with real trepidation that I entered my first class in the School of Journalism last summer, nominally a junior and the only student over 21 in the bunch. Would everyone stare or, worse, ignore me? Talk about

teenage insecurities! It worked out fine. Nobody gave a damn. I was just another student."

Levit soon noted that the changed face of the college campus was one reason for this easy acceptance.

"I was surprised to see that the campus of the 1970s had so many more over-21 students at all academic levels than did my campus of the 1940s. Today's campus seems almost like a giant version of the little red schoolhouse, and I think there are special benefits that accrue to all who participate in this kind of an academic environment."

Levit also discovered that she now had more rapport with professors than she did as a younger coed. But she was pleased to find herself relating closely to fellow students as well.

"In the daily grind of lectures, studying and tests I'm right in there with the other students. And they're wonderful. Friendly, kind, interesting people who know life's full of promise and it's all ahead of them. Sometimes I feel as if I'm trespassing in a world that's



brighter, gayer and more hopeful than the one I really belong in."

But a college experience is more than what happens in the classroom, Levit said as she contrasted her extracurricular activities of the '40s and those today.

"The first time around: I lived in a girls' dorm, yelled 'man on second' when a plumber appeared in the cloistered area, worked in the print shop at midnight proof-reading the college paper, dedicated free hours to pre-World War II causes like Aid the Allies, clerked on Saturdays at Marshall Field and Company for \$2.25 a day to supplement my \$15 a month allowance from home and wholeheartedly concentrated on the development of Me.

"This time around: I run the 'dorm,' sleep with the man on second, always leave the newsroom by 3 p. m. so I can be home in time to fix dinner, dedicate free hours to current causes that will save the world and share a revived interest in Me with concern for a husband, two kids and a dog."

Another change is the 80-mile round trip to class from Kansas City, which inspired Levit's first estimate of the cost of her completed education.

"Every time I start out, I wonder if the old car will get there. It had 60,000 miles on it when I first returned to school.

"Initially, my automatic response to the question, 'How long will you have to go to school to get your degree?' was 'About 38,000 miles, I think.'"

According to Levit, the many rewards of returning to school have blurred her "official" reason for completing her bachelor's degree.

"Ostensibly, I've returned to college to get a degree to help me find a full-time job when my last child leaves home. Whatever the reason or reasons, I feel it's a far, far better thing that I'm doing now than I could ever have done before."

For Pattee, managing four children and the editorship of the *Kansas Alumni* magazine was not enough. In the spring of 1972 she found herself—almost accidentally—on the rolls of the KU Graduate School.

Encouraged by her two student assistants on the alumni magazine, Pattee first planned to audit an editing course as an aid to her job. But John Bremner, professor of editing, insisted not only that she take his course for credit, but that she be admitted to the Graduate School as well. She found him impossible to refuse.

"As I walked back to my office that afternoon I wondered if I had lost my mind. Here I was, 48 years old, a mother of four children (ages 24, 22, 18 and 12), in my 27th year of wedded bliss, and with a full-time job to boot. I couldn't believe what I had done.

"My two assistants were elated. My husband was elated. And my children thought I had gone mad."

Pattee's fear that fellow students the age of her chil-

dren would snicker at her was dispelled the first day of class.

"There they were—my fellow students. Young—late teens, early 20s—bright, ever so bright. And ever so friendly. And ever so kind. They didn't seem to think it strange that I was in their class. At least I didn't hear any whispered, 'Who's that old lady in the back row?' comments."

But Pattee's age soon began to show.

When asked from whom she had taken Reporting I, she could not bring herself to admit that she had learned the reportorial rudiments from Leon Flint, namesake of the journalism building.

But she did not hesitate when asked who belonged to that famous query of the '30s, "Wanna buy a duck?"

"Well, by jove, I knew that one and my hand flew into the air and I quickly responded, 'Joe Penner.'

"Bremner leaped to his feet, brought his fist down on the desk and bellowed, 'By God, Pattee, you're my first student in 25 years who knew Joe Penner said, "Wanna buy a duck."'"

"I could have burst with pride."

Consistent with Pattee's goal of learning more for her job on the KU alumni magazine, she has since enrolled in Graphic Arts and Photography I. But the advantages of returning to school are not confined to her job.

"Re-entry into college is literally a mind-expanding experience. It's reassuring to feel those brain cells, many of which I feared were dead, waking up.

"Right now I feel that going back to the classroom is one of the best moves I've made . . . and am convinced that even a little bit of knowledge is a wonderful thing."

B. J. Pattee





# Editors-In-Residence Program Performs Reciprocal Function

by Sally Morgan

Peter Kramer, associate editor of *Newsweek* and former Latin American bureau chief, and Clyde Reed, editor and publisher of the *Parsons Sun*, are just two renowned people in the journalism profession who have come to the University of Kansas School of Journalism this year as part of the editors-in-residence program.

The editors-in-residence program was established about 10 years ago by the American Society of Newspaper Editors (ASNE) and the Association for Education in Journalism (AEJ), using the offices of the Newspaper Fund, an agent of Dow Jones, as a clearing house.

The ASNE and the AEJ thought it would benefit journalism education if a pool of editorial talent to be used in the classroom could be created. KU's School of Journalism joined the program in 1970.

Editors who participate in the program have volunteered to list themselves with the Newspaper Fund. Individual schools and departments of journalism can then invite these editors to campus to participate in various programs. The programs vary from lectures to appearing informally in class to being in the slot of a school's student newspaper.

The cost of transportation and accommodations of the visiting editor is split between the editor's newspaper and the school that invites the editor to visit. The editor's newspaper pays the costs of transporting the editor to the campus and the host school assumes expenses incurred while he is there.

KU has modified the program somewhat from the original program established by AEJ and ASNE. KU

Peter Kramer, associate editor of *Newsweek*, talks to students about his year-and-a-half residency in Israel.





still participates in that program, hosting two or three editors each semester, but not all of these editors are from the Newspaper Fund, according to Edward P. Bassett, dean of the KU School of Journalism. Some of the editors are invited by individual professors in the journalism school, Bassett said.

According to Bassett, the KU School of Journalism has embroidered a bit on the original concept. He says the program has developed well beyond its original scope.

The KU program now includes visiting broadcasters and managers as well as editors. Bill Seymour, assistant professor of journalism, began a photojournalism-in-residence program this semester and James Dykes, professor of advertising, has begun an advertiser-in-residence program. Lee Young, associate dean, has brought in editors from *Newsweek* and *Good Housekeeping* magazines in recent years.

The program performs a reciprocal function, Bassett said.

"The program keeps the profession of journalism in touch with what is happening in journalism education," he said. "But more importantly, the program puts the student in touch with the profession."

Bassett said the program gave the journalism faculty supplementary faculty support. While the editors are at KU, they actually participate in the education process by talking to classes and individual students.

"It is important to have people here actually performing in journalism. This allows for an exchange with faculty, students and professional journalists," Bassett said.

In the 1972-73 academic year, the KU School of Journalism has hosted eight editors-in-residence, four photojournalists-in-residence and one advertiser-in-residence.

Dolph Simons, Jr., president of the *Lawrence Journal-World*, opened the editor-in-residence program for the 1972-73 academic year on Sept. 26 when he spent the day in the journalism school visiting several classes and talking with students.

On September 29 and 30, Stanley Asimov, assistant publisher of *Newsday*, a Long Island, N. Y., newspaper, visited the journalism school in conjunction with Editors' Day. He spoke to classes and was the featured speaker for Editors' Day.

Betsy Wade, head of the foreign copy desk of the *New York Times*, met informally with students on Oct. 31, Nov. 1 and 2. She talked about the *New York Times* and the special problems of the woman in journalism.

The managing editor of the *Detroit News*, Paul Poorman, visited the journalism school on Nov. 10 on his way to the Associated Press Managing Editor's Association meeting in Kansas City, Mo. He visited classes and spoke with students about media problems.

Richard Hainey, *Chicago Today* executive director, spoke with students March 23 as an editor-in-residence. In April, Peter Kramer of *Newsweek* and Kay Woestendiek, managing editor of the *Colorado Springs Sun*, visited the school.

The photojournalism sequence hosted four photojournalists- or photographers-in-residence during the spring semester. Charles Haun, director of photography on the *Detroit Free Press*, met with students on Feb. 20 and 22. Bob Langer, sports photographer with the *Chicago Sun Times*, visited KU Feb. 26 and 27.

On Feb. 7 and 8, Mike Tatem of Pentax Camera in Denver came to KU. A nationally-known film developing expert, he discussed film developing problems with students.

In April, Perry Riddle of the *Chicago Daily News* visited with KU photojournalism students. He has been named newspaper photographer of the year twice and is a former KU student.

The advertising sequence hosted V. F. Frank, operating manager of the catalogue sales promotion and advertising department of Sears Roebuck and Co., on Feb. 12 and 13.

Bassett said that he foresaw an optimistic future for the editors-in-residence program.

"More schools will broaden the base and scope of the program in the future. The program will be continued and will be utilized more.

"I would guess KU is one of the more active schools in the program," he said.

Some schools only have one editor-in-residence a semester, Bassett said, but he thought that more schools would become more involved.

"KU can't do any more than it is doing right now," he said. "If we did, there would be no time for class."



**161. Magazine Production.** (2) The planning and production of a magazine, including scheduling, layout, reporting and editing, and graphic reproduction. Actual practice on a magazine staff. Prerequisite, course 160. Young.

(from the 1972-73 School of Journalism catalog)

by Mary Besinger

How do you teach 35 students the realities of magazine production when all you have to work with is a 32-page magazine published once a semester?

This was the problem that Lee Young, associate dean of the School of Journalism, faced when he received the class enrollment sheets for the spring semester. Magazine Production was a course designed for eight to ten students, and the alumni magazine, *Jayhawk Journalist*, was the medium used to provide practical experience. Suddenly, the course had more than three times the planned enrollment.

With some effort and a lot of good luck, Young found a solution. He persuaded the *Kansan* Board to provide a budget for a magazine supplement in one issue of the student newspaper. Negotiation with the Packer Publishing company in Kansas City produced one-day-a-week internships for seven of the students. Then Dolph Simons, Jr., publisher of the *Lawrence Journal-World*, called Young and asked him if he had some students who would be interested in developing a prototype magazine supplement for the newspaper. The enrollment problem was solved.

The magazine supplement for the student newspaper will be inserted in a May issue of the newspaper. The theme of the magazine will be the history of the University of Kansas with articles on several of the more interesting news events during various periods in KU's history. Accompanying the stories will be several different forms of art as illustrations including pictures from the archives. The magazine will have an antique appearance and will be printed with an "antique" face in brown ink.

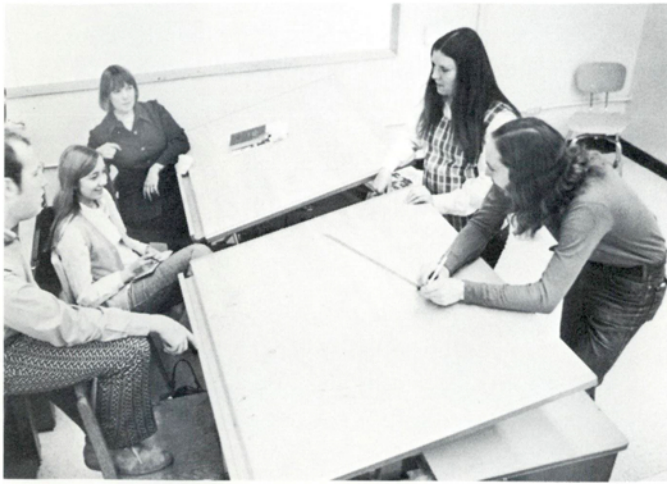
Seven students are learning about another segment of magazine production. Paul Stevens, Lawrence graduate student, had this account of his internship at Packer Publishing company.

"Welcome to the real world. This is the feeling seven of us had after our first visit to Packer Publishing company. For those editorial purists among us, it was a rude awakening. And the rest whose journalistic ideals were not so pure learned that there's much more to a magazine than copy paper, a typewriter and a camera.



The students shown in the pictures above traveled to Kansas City, Kan., once a week to obtain magazine production experience in the "real world" of trade publishing. They worked on publications which serve the produce industry.





Meanwhile, back in Lawrence, three other groups worked to produce local magazines. Those in the top picture published a supplement in the *University Daily Kansan*. The middle group planned a supplement for the *Lawrence Journal-World*. Those in the bottom photo produced this issue of the *Jayhawk Journalist*.

"The company publishes two weekly trade magazines—the *Packer*, for the produce industry, and the *Drovers Journal*, for the livestock industry. The *Packer* is a metro-size newspaper; the *Drovers Journal* a tabloid. Additionally, the company produces the *Red Book*, an annual that contains financial and other information on almost all persons and companies associated with the produce industry.

"Each of us worked as interns with one of the publications, driving to Kansas City one day a week. After the first six weeks, which were used to orientate us to each publication, we were placed on the staff of one of the publications and put to work.

"Initially, an editorial purism in me—a feeling of academic abhorrence at the mixture of editorial and advertising duties—bristled when learning of the *Packer's* news procedures. The dozen field representatives for the paper who work in various locations throughout the nation wear two hats. They both sell ads and write stories—ideally not a good set-up but pragmatically necessary. Conflicts of interest, we were told, are minimal, and most field men do not attempt to influence a potential advertiser by 'bribing' him with a story or publicity. Nonetheless, *Packer* editors are on the lookout to ensure this does not occur.

"*Drovers Journal* caters to a much larger audience than the highly-specialized *Packer*. Its circulation is about 70,000, the *Packer's* is about 14,000. For one who was unfamiliar with either industry, *Drovers Journal* was much more difficult to comprehend. Farm subsidies, beef production, purebred sales—all are covered in extensive detail in the *Drover*.

"Most persons who work on the staffs of the two publications are journalists first and produce or livestock experts second. But they are journalists with a generalist's outlook. They write features, edit copy, perform layout, take and print pictures and more. We were introduced to other departments as equally vital as editorial, including advertising and production.

"In many cases, the learning worked both ways. Employees explaining their departments had to verbalize, often for the first time, just exactly what they do and why.

"The insight we gained in our look into the trade press was attractive to some of us, not so attractive to others. Whatever our feelings we came away with a knowledge that could not be imparted through a classroom lecture. This was the real world."

Another part of the magazine production class is doing a magazine supplement for the *Lawrence Journal-World*. Students working on this project are responsible for creating ideas and writing the stories, determining the style and format of the magazine, editing the copy and laying out the pages.

The goal is a prototype magazine of 500 copies which  
*(Continued on next page)*



will be printed in mid-May. If the magazine turns out well and the advertisers are interested, the magazine may be a regular feature published quarterly in the *Journal-World*.

The tentative issue will deal with the coming summer months. Interpretive and feature articles will make up the magazine's content.

Young feels that he is running a four-ring circus. Students meet twice a week in class to learn about magazine production then break into separate staffs to work on their publications. On different days of the week some are commuting to Kansas City to work on the Packer Publications. Others are headed downtown to the *Journal-World* offices, or over to the KU Printing

Service for conferences with the printer on the *Kansan* supplement. The *Jayhawk Journalist* staff works in Flint Hall.

Diane Lazzarino, journalism instructor, assists Young. The two of them attempt to meet with each of the staff groups and serve as joint faculty advisers. Each staff group has a student coordinator who arranges meetings and keeps the instructors informed on progress.

The students in the course, as well as the two instructors, would probably agree that this is a hectic way to earn two credit hours. The hope is that by May everyone involved will have had a part in producing magazines they can be proud of, as well as gaining experience that will pay off in getting jobs after graduation.

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## Public Relations Students Join Professional Society

by Jerry Vokracka

The newest professional organization of the University of Kansas School of Journalism is a campus chapter of the Public Relations Student Society of America (PRSSA). The charter for the chapter was officially approved in January.

The PRSSA puts the KU public relations student in touch with the realities of the public relations field by having professional representatives discuss problems in public relations with students at monthly meetings.

The KU chapter of the PRSSA is sponsored by the Kansas City chapter of the Public Relations Society of America (PRSA). John Pearce, director of community cooperation at Johnson County Community College, is the professional sponsor. Pearce earned his B. S. and M. S. degrees at the KU School of Journalism.

PRSSA provides a job placement bureau for its members. A student may send 10 copies of his résumé to the PRSSA national headquarters in New York which distributes résumés to employers looking for public relations graduates.

According to Dana Leibengood, assistant dean of the KU School of Journalism, traditionally public relations graduates have worked a few years on a newspaper before entering the public relations field. He said, however, that on a nationwide basis, more companies are now willing to hire public relations students who have recently received their degrees.

The market demand for public relations graduates is reasonably tight now, Leibengood said, but indications are that the market is expanding similarly to the expansion in other areas of journalism.

Despite the present job outlook, the number of students in public relations at KU has remained fairly stable since the sequence was first initiated. There are presently 37 students with a declared public relations emphasis.

The public relations emphasis of the news sequence offers professional experience during the semester to a few students in the form of internships with area companies and nonprofit organizations.

Public relations interns are currently working for the Kansas Heart Association, the KU Office of School Relations and the sports information department. In previous semesters students have worked for the Office of University Relations and the KU News Bureau.

Students participating in the internship program enroll in directed studies for two hours of credit. During the semester, Leibengood meets periodically with the students and their sponsors.

Sandy Hunter, Abilene senior, is currently working for W. A. Stanley, program director and public relations director for the Kansas Heart Association in Topeka. Part of Hunter's job is helping Stanley write a script for a movie that the association is producing.

The Topeka chapter of the PRSA has also helped with the public relations program at KU, Leibengood said. Each month last fall four students attended the Topeka chapter's meetings and visited representative public relations departments and companies in Topeka. Hunter's contact with the Kansas Heart Association was developed from this program.

In the last two or three years, the number of summer internships available has been limited by the tight economy, Leibengood said, since many companies could not afford intern programs.

Although few internships are currently available, Leibengood said that more would probably be set up with the help of the Kansas City and Topeka chapters of the PRSA. In the interim, directed studies internships are substituting for summer internships in providing practical experience for students.



# THE BUFFALO BOOK

by Cathy Brown

If you are searching for that perfect gift for the discriminating individual who has everything, who enjoys the unique and distinctive, or who appreciates knowledge in all topics, get him *The Buffalo . . . Book*, that is. And for persons interested in the early West who cherish the authentic, a limited edition of the book will be bound in buffalo hide.

*The History, Legend and Lore of the American Buffalo* is the result of almost nine years of work by David Dary, assistant professor in broadcast journalism at KU. Dary, a recognized authority on the American buffalo, has compiled a manuscript of over 20 chapters providing a definitive history of this magnificent animal which will be published soon by Swallow Press of Chicago.

"I wrote it because I wanted to write it—for myself really," Dary said. "The vast majority of people don't realize the animal's contribution, both direct and indirect."

Dary's investigation, which began with research in paleontology, traces the buffalo from prehistoric times to the present.

The buffalo played a particularly important part in the development of the West, and were it not for this animal, our history would have been altered significantly, Dary said. Economically, socially and politically, the buffalo was tied to the westward movement in America, particularly that of the plains in the 1800s, he said.

Referring to a large map of the United States in his office that outlines the location and date of extinction of the buffalo from each area, Dary described the role the animal played in the history of our country.

The life and social structure of the Indian were closely tied to the buffalo, he said. It was the Indian's commissary. When the Indian had the buffalo, whose meat and hide provided both food and shelter, he was free to roam. With the coming of the white man, the availability of buffalo was greatly reduced. The first white settlers were not only eager to eliminate the Indian and use his land for homesteads and cattle grazing but also found uses for the buffalo itself.

Buffalo roasts were a prime product in the East during the late 1800s, Dary said, and the meat was traded by the Indians. It was soon discovered that buffalo hides could be turned into fine leather. Buffalo bones were ground and used for fertilizer.

The building of the railroad provided transportation to buffalo ranges and facilitated exploitation of the animal. Although Dary has not found an official Army order

to extinguish the buffalo to help subdue the Indians, he has found proof that free ammunition was given to buffalo hunters.

Thus began the great slaughter of the buffalo. One estimate shows that in 1850 there were approximately 40 million buffalo in the United States. By 1889 the number of buffalo had been reduced to under 1,600.

The first federal legislation to protect the buffalo was passed in the 1890s, about ten years after the buffalo was nearly exterminated, Dary said. This law, however, did help to establish several refuges for the animals. A projection based on a 1969 survey indicates that today there are just over 30,000 buffalo in North America.

Dary's interest in buffalo originated with his involvement in the production of a documentary on the Lewis and Clark expedition. As an NBC news manager in Washington in 1964, Dary was one of the few staff members from the West and helped filmmaker Ted Yates locate buffalo for a particular segment of the film.

As Dary became more involved in the documentary, his interest in the buffalo increased. He continued his research into the history of the animal and planned to do a documentary on buffalo with Yates. After Yates' sudden death in Israel in 1967, Dary returned to Kansas, but his interest in the buffalo continued. In 1969 he spent several months traveling from Texas to Canada in search of information for his book.

The manuscript for *The Buffalo Book* was completed last year and includes more than 100 photographs and illustrations of the bison. The book will be released early this fall.





## Playboy, K.C. Star Photographers Judge 6th Annual Photo Contest

by Donna Dale

The Sixth Annual Kansas University Photography Contest, sponsored by the School of Journalism and Student Union Activities, was judged by two professionals in the magazine and photography fields—Roy Inman, J-school graduate and photographer for the Kansas City *Star* Magazine, and Fred Schnell, special projects editor for *Playboy*.

Judging was on March 10, and the entries were exhibited March 11-17 in the Kansas Union Gallery. Categories for judging were news, picture story, human interest and feature, sports, scenic and pictorial—black and white, scenic and pictorial—color, abstract and experimental, portrait and personality, and open color.

The winners in each category were awarded cash prizes and a chance in a drawing for photographic equipment. They were also judged for the distinction of best print in the show.

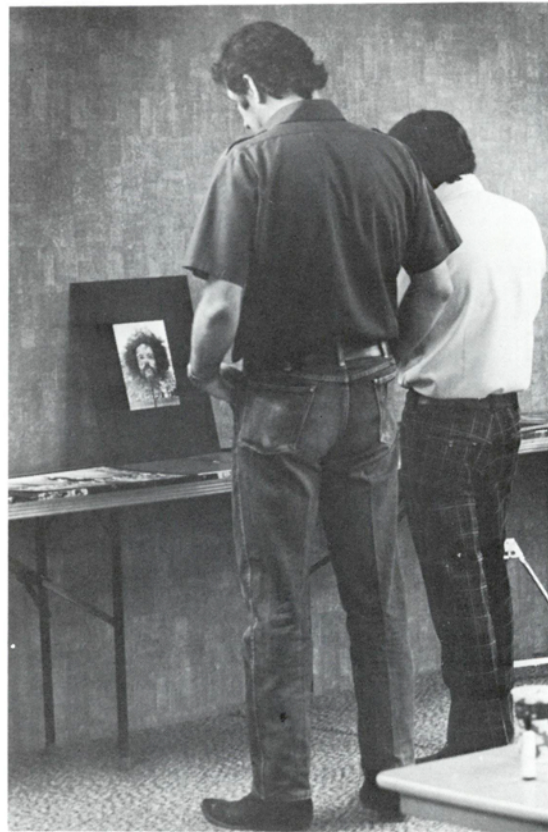
First-place winners were Terry Kafka, Brooklyn, N. Y. junior; Veretta Warren, Ft. Scott senior; Steve Hix, Lawrence senior; Ed Lallo, Topeka senior; Al Swainston, Valley Falls junior; Carl Davaz, Jr., Ft. Leavenworth sophomore, and Warren Eisenstein, Lawrence sophomore.

Black and white entries winning first, second, third or honorable mention were used for a traveling photographic exhibition for the University of Kansas.



The "face in the tree" (extreme right) was judged best. At immediate right, judges Inman and Schnell discuss photo quality with observers. Shown above is Chuck Bemis, Leawood senior, who organized the contest. At left, Chris Cannella, Omaha, Neb., senior and Sandy Peterson, Batavia, Ill., senior, discuss entries. Other pictures show judging in progress.







1972

GORDON ALLOWAY is a camera man for WRLB-TV in Columbus, Ga. DIANE K. ARMSTRONG, editor of *Images* at the Federal Reserve Bank in Kansas City, won second prize for overall excellence and was cited for best in pictorial in the 1972 United Campaign industrial publications contest. WILLIAM F. BAKER works for *Bank News* magazine at Financial Publications in Kansas City as special assignments editor in the advertising department. DEBRA JO BEACHY serves as an assistant editor at the United Methodist Publishing House in Park Ridge, Ill. JAMES T. BRANDMEYER works for Combined Insurance Company in Chicago in sales. BARBARA ANN BRANDT is an advertising salesperson for WOW radio, Omaha. ROBERT BURTCH is with the *El Dorado Times*.

MARCIA L. CLIFTON and her husband live in Des Plaines, Ill. Marcia is doing advertising copywriting for Montgomery Ward in Chicago and her husband works for Brunswick Corporation. RAYMOND E. (CHIP) CREWS has joined the staff of the *Daily Argus* in Mt. Vernon, N. Y. RUDY DIORIO has been promoted to circulation promotion manager at Vance Publishing company in Kansas City, Kan. Rudy lives in Shawnee. MARY KATHLEEN DONNELLY is editorial assistant in the public relations-advertising department at J. C. Nichols Company in Kansas City. MICHAEL DONNELLY is a reporter for the *El Dorado Times*. RICHARD FOSS FARRAR is teaching English and journalism in the North Kansas City school district.

LINDA K. GREENBERG is living in Brockton, Mass., and is a management trainee in grocery merchandising at Star Market Company in Cam-

bridge. 2nd Lt. REBECCA L. HELDT is public affairs officer at the Marine Corps Information Office in Los Angeles. KAREN HOLZMEISTER (MSJ) is the city government reporter for the Hayward (Calif.) *Daily Review*. KAREN KLINKENBERG has joined the *Daily Standard* in Excelsior Springs, Mo., as a reporter. MARILYN McMULLEN KING is manuscript editor at the Chemical Rubber Company in Cleveland. MARY (MOLLY) T. LAFLIN is assistant to the Dean of Women at KU. She is also working on a master's degree in higher education.

JAMES R. MERRILL does advertising and public relations for the Missouri Public Service. Jim is living in Raytown. The director of advertising for the Lawrence Sunflower Cablevision is DONALD E. MURPHY. KIT NETZER received an honorable mention in feature writing in the Colorado Springs *Sun* for her first-person account of her experiences as a member of a magazine sales crew. NICK NIEWALD works in the real estate department of the Johnson County National Bank in Prairie Village. JONATHAN F. PHELPS is public information officer for the Consumer Protection Division of the Kansas Attorney General's office. Jon is living in Lawrence. CLARENCE J. SCHMIDT is an associate in a health agency in Atlanta, Ga.

MIKE STRINGER is a copywriter with Ingalls Associates advertising agency in Boston. He has a son, Michael Kevin, born in February. TOM A. THRONE is a photographer for the Junction City *Daily Union*. JOHN J. WELSH is desk assistant at NBC Network News. SUSAN MORGAN lives in Washington, D. C., where she is a press associate for Sen. James Pearson, R-Kans.







1970

JOHN BECK and his wife, Annette, are living in Shawnee Mission. John works at Procter & Gamble. JOANNE BOS is an art director at Leo Burnett advertising agency in Chicago. ALAN TIMOTHY JONES has returned to the *Chicago Tribune*. He edits and writes a reader-type publication that goes out once a week to students in Chicago schools. Tim lives in Bloomington. SHELLEY K. BRAY MAYER and her husband live in Overland Park. Shelley is assistant editor of *Women in Business*.

1969

DOROTHY ANN BOWLES teaches at Wisconsin State University and is living in LaCrosse. PAUL ALAN HANEY is UPI bureau chief in Kansas City. He and his wife live in Shawnee Mission. JOHN T. MARSHALL is working on the *Salina Journal*. DANIEL B. McCARTHY lives in Randolph Ariz. GORDON R. ROSS is advertising director of the *Beloit (Wis.) Daily News*.

DIANE KIRK WENGLER lives in Colorado Springs and works on the *Colorado Springs Sun*.

1968

DAN W. AUSTIN and his wife are living in Richardson, Tex. Dan works on the *Wall Street Journal*. SWAEBOU S. CONATEH is with Radio Gambia in the Republic of Gambia.

1967

CAROLYN DRURY PLAVCAN completed the requirements for an MA in journalism at the University of Oklahoma. Carolyn is with the public relations department at St. Joseph Hospital and Rehabilitation Center in Wichita. She and her husband live in Derby. ALAN B. POLAND is with the Department of Public Safety in

Delaware. ROBERT D. STEVENS has left St. John Military Academy and is now a school photographer for high school students in the Wichita area.

1964

WILLIAM M. FINLEY lives in Portland, Tex. He had been in charge of National Advertising for *Corpus Christi Caller-Times* and is now handling advertising for a large hardware firm.

1962

EDWARD E. EPPS JR. was named president of Arens Corporation publishing company in Covington, Ohio.

1960

ROBERT E. HARTLEY has been named editor-in-residence at the University of Tennessee School of Journalism for the winter of 1973. Bob is living in Decatur. He is an executive with Lindsay-Schaub newspapers.

1959

MALCOLM APPLGATE has moved to Ithaca, N. Y. He is editor of the *Ithaca Journal*.

1947

MRS. VIRGINIA STEPHENSON ELDER lives in Cape Cod, Corpus Christi, Tex. She teaches high school English and journalism and supervises the school annual. She and Mr. Elder have a son at the University of Texas and a daughter in high school.

1939

LOUIS R. FOCKELE is publisher of *The Times*, Gainesville, Ga. He wrote regarding the Prouty Press photo that appeared in the fall 1972 *Jayhawk Journalist*. It was once in his father's plant at LeRoy, Ks.



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## Brinkman to Become New Associate Dean

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Del Brinkman, associate professor of journalism, will succeed Lee F. Young as associate dean of the School of Journalism at KU beginning Sept. 1, 1973. Young will begin full-time research and teaching next fall.

Before being appointed associate dean, Young was acting dean from 1969-70. In this time, he has made large contributions in curriculum development and student guidance, Dean Edward Bassett said.

In addition to his many duties as associate dean, Young has taught several magazine courses. He also served on the University Council and was a member of the Senate Executive Committee.

Young's contributions have helped to develop a strong journalism program at KU, one that has gained a good national reputation, Brinkman said.

The associate dean is selected by the dean. His main function is co-

ordination of the undergraduate curriculum, admission and scholarship programs, Brinkman said.

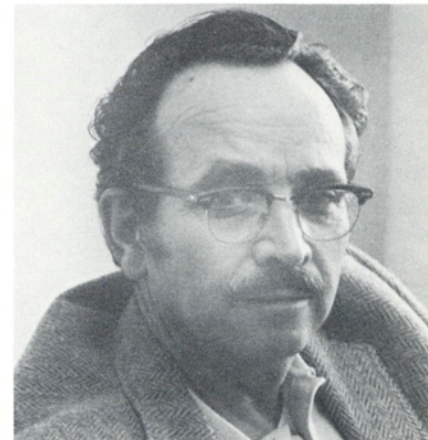
"There is a need for somebody to take care of the day-to-day matters," he said, and the dean and associate dean share this responsibility.

From 1954 to 1959, Brinkman worked on the *Emporia Gazette*, as a general assignment reporter, city and county government reporter, sports editor, and wire editor. He also did correspondent work for the *Leavenworth Times*, the *Wichita Eagle-Beacon*, the *Topeka Daily Capital* and the *Kansas City Star and Times*.

In 1959 Brinkman taught English and journalism at Leavenworth High School, leaving in 1962 to teach and work on his M. A. at Indiana University. Upon completion of his M. A. in 1963, he began work on his Ph. D.

After teaching journalism at Kansas State University for three years, Brinkman returned to Indiana University until fall 1970 when he came to the University of Kansas. He is currently teaching Reporting and Law of Communications. He was also adviser to the *University Daily Kansan*.

In 1971 Brinkman completed his Ph. D. in mass communications and political science.



Calder M. Pickett

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## First Stauffer Chair Awarded to Pickett

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Dr. Calder M. Pickett has been named the Oscar S. Stauffer Distinguished Professor of Journalism.

Outgoing Chancellor Raymond Nichols announced the selection of Pickett as the first holder of the Stauffer Chair at the annual Senior Dinner on May 4.

The Chair was established through a \$100,000 endowment gift to the School of Journalism by Stauffer. Pickett will hold the chair for four years and will receive an annual cash supplement to his regular salary. He was chosen by the Faculty Committee of the School.

A faculty member in the news-editorial sequence since 1951, Pickett served on the *Deseret News* and the *Salt Lake City Tribune*, and taught at Denver University before coming to Lawrence. He received his bachelor's degree from Utah State University, a master's from Northwestern University, and a Ph. D. in American Studies from the University of Minnesota.

Pickett served as acting dean of the school from 1960 to 1961 and now heads the news-editorial sequence. In 1967 he received a \$1,000 Standard Oil of Indiana distinguished teaching award. He was also one of five finalists for the 1972 HOPE award given by the senior class to honor outstanding teachers.

Young explains some of the work Brinkman will assume when he becomes associate dean in September.





## Linton's Film Receives Public Relations Award

The University of Kansas recently received an award from the American College Public Relations Association for a film on the University, "KU—The Seventies." The film was directed by Bruce Linton, professor of journalism and head of the radio-tv-film department.

The 20-minute, color film is a series of interviews with KU students about student living, classes, student government and life in Lawrence, according to John Myers of the Office of School Relations. It portrays the University through the eyes of students—their perceptions, thoughts, and feelings.

The students were interviewed by four 1972 journalism graduates, David Morgenstern, Rick March, Nann Goplerud, and Girard Priest. Linton said all comments and answers to questions were spontaneous.

The film displays conflicting comments about campus life. For example, the effectiveness of student government is discussed by Dave Miller, former student body president. Another student gives his opinion about the lack of work done by the Student Senate.

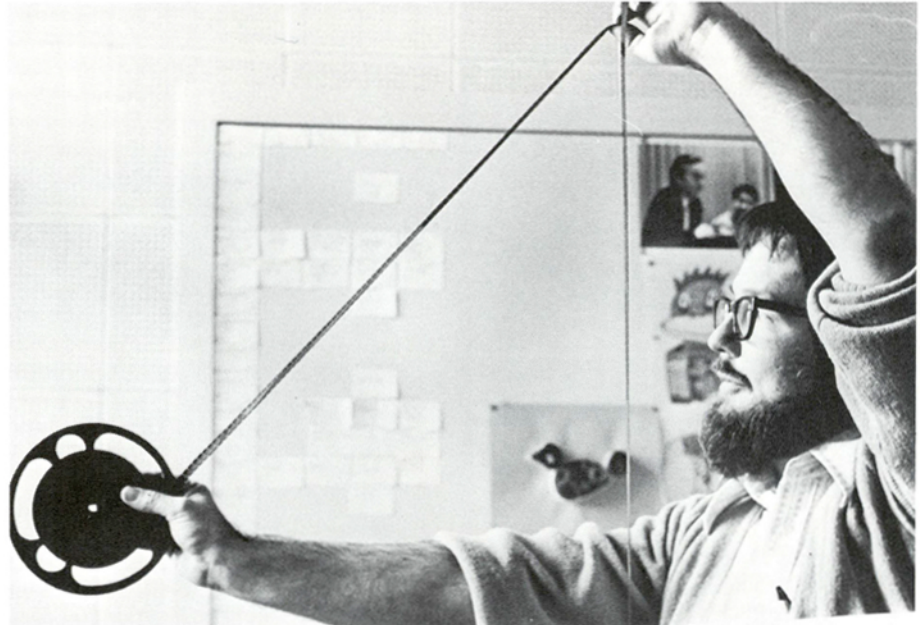
Myers said, "We want to do a better job and a more honest job in portraying the University. When you are out in Ulysses, Kan., it is hard to give the flavor of this institution."

In addition to interviewing, students also helped with photography, writing and lighting of the film. Work began in Sept. 1971 and Linton finished editing the film late in the summer of 1972.

Linton said, "We tried to make it cinematically interesting, something more than just a series of interviews."

The film has had varied use, according to Myers. It has been used for recruiting throughout Kansas. He said that several students had requested the film so that they could take it home to towns outside the state.

The film has also been shown several times on campus during the semester. In addition, campus groups such as the Interfraternity Council have borrowed the film for rush parties.



F. Dennis Lynch

## Award to Lynch for Thesis on 'Clozentrrophy'

F. Dennis Lynch, assistant professor of radio-television-film at KU, has received a National Speech Communication Association award for his thesis, "Clozentrrophy: A Technique for Studying Audience Response to Films." The \$200 award, one of three given last year, was presented in December.

The thesis concerns a test that has been developed to analyze the ability

of viewers to predict what will happen in a film. Lynch said he thought fulfillment or denial of viewer expectations were related to the meaningfulness of a film to a viewer.

Lynch said that he has received about six requests from universities and graduate students for information about clozentrrophy since he received the award.

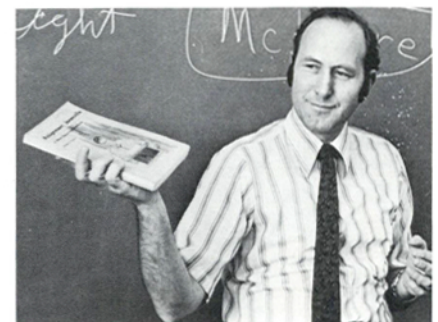
## Day Honored for Article On Spanish Pedagogy

J. Laurence Day, associate professor of journalism at KU, and H. Ned Seelye, director of bilingual and migrant education with the Illinois Office of Public Instruction, officially received the Freeman Award on April 14. The award was for their article, "Penetrating the Mass Media," which appeared in *Foreign Language Annals* magazine in Oct. 1971.

The award, \$100 and a certificate, is given annually by the Northeast Conference on the Teaching of Foreign Languages for the best article on foreign language pedagogy.

The Northeast Conference is the largest and oldest conference concerned with new techniques for learning languages.

The Day and Seelye article was written about the professors' development of a method to teach Spanish



J. Laurence Day

that utilizes newspapers and other mass media forms.

Day and Seelye met 19 years ago in a summer camp for underprivileged children in New York City where they served as volunteer counselors. Latin America was a common interest, and after the summer the two men continued to correspond.



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## Photojournalism Student Winner of Hearst Award

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Edward L. Lallo, Topeka senior, has placed fifth in the photojournalism competition of the 1973 William Randolph Hearst Foundation Journalism Awards Program. He was chosen from an original field of 20 entrants.

Lallo submitted one picture story and three single prints for the first round of judging and an additional picture story and five single prints for the final round.

Lallo received \$300 for his fifth-place win. This amount was matched by the Hearst Foundation and given to the KU School of Journalism's scholarship fund.

Students from KU's journalism school have placed in the top 10 each year since the photojournalism competition was established four years ago. The Hearst awards program is in its 13th year.



Edward L. Lallo

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## Jugenheimer and Young Write Advertising Book

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Two faculty members in the School of Journalism are currently completing a book for use in the advertising media courses.

Don Jugenheimer, assistant professor, and Lee Young, associate dean, began writing their book, "Advertising Media Sourcebook and Workbook," about a year ago.

Also helping write the book is Arnold Barban, professor of journalism at the University of Illinois.

The preliminary classroom edition is being used this semester in one of Jugenheimer's classes, Advertising Media Strategy. The book contains media information, calculation aids and examples of order sheets and forms. Practical exercises are being planned for inclusion in the finished copy.

According to Jugenheimer, the book will expose students to actual information that they will have to work with in an advertising agency. It will not only help advertising students with media buying, but will benefit broadcast and print students, as well, he said.

A tentative publication date is scheduled during the fall.

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## Men's Honor Society Elects J-School Junior

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Eric Meyer, Marion junior, has been elected to Sachem Circle of Omicron Delta Kappa, KU's senior men's honor society. He is one of 16 juniors and seniors chosen from a field of more than 50 nominees.

Sachem, one of KU's oldest traditions, honors men on the basis of achievement in scholarship, athletics, publications, student government, social and religious activities, and music, drama and the arts.

As a Reporting II student, Meyer covered the Douglas County Courthouse and the chancellor's office for the *University Daily Kansan* this spring. He also has participated in the KU marching band. After three semesters in journalism, he has a 3.95 grade average.

Bob Simison, Wichita senior, is also a member of Sachem.

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## 205 High School Students Attend Writing Contest

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The KU School of Journalism was host to 205 high school journalism students competing in the 2nd Annual Kansas Scholastic Press Association Regional Writing Contest on February 23.

The KU regional was one of five contests scheduled at colleges and universities in the state during February.

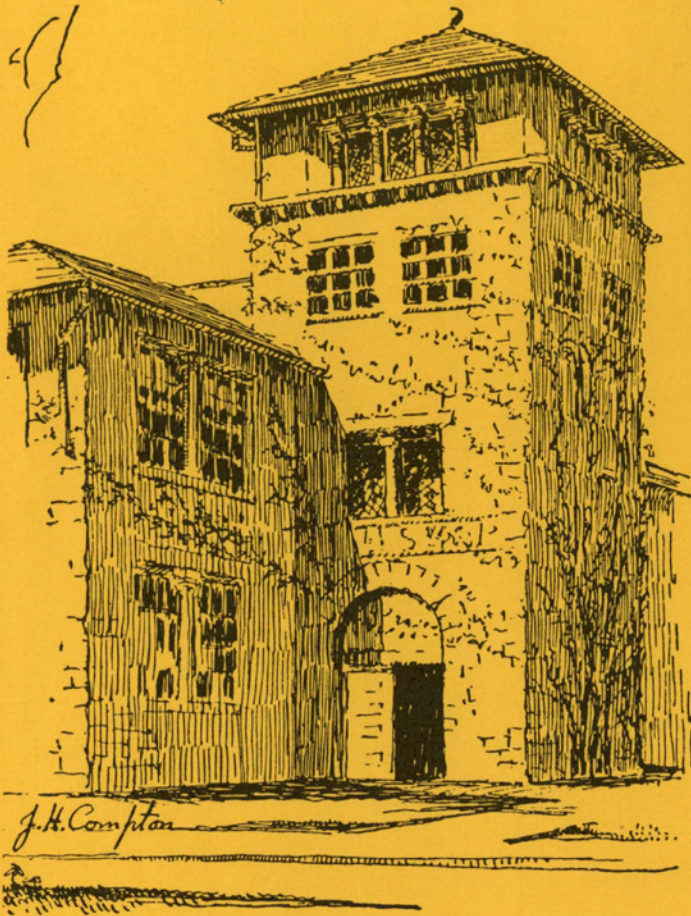
The contest is an outgrowth of the

Kansas Organization of Publications and Advisers and involves students taking newspaper, yearbook and photography courses at their high schools.

Students in the writing contest were permitted to compete in two of 12 categories offered. The winners in each category were eligible to compete in the state contest at Kansas State University April 14.







# WAW

## WILLIAM ALLEN WHITE

### SCHOOL of JOURNALISM

Your school is attracting a growing number of media specialists to campus. Join the J-School Society for as little as \$10, receive your membership card in the Society and help us bring media specialists to Lawrence to work with our journalism majors.

#### KU Journalism School Society

- Annual Membership \$10
- Associate Membership \$25
- Journalist Membership \$50

### WILLIAM ALLEN WHITE

## For A Greater School of Journalism

Enclosed is a gift of \$ \_\_\_\_\_ to the KU J-School Development Fund.

- Enroll me as a member of the J-School Society.
- Please send me information concerning the Society.

- I intend to give annually till further notice.  
Send yearly reminder each \_\_\_\_\_ (Month)

- Please send information concerning wills, bequests and life income giving for benefit of K. U.

Please return this form with your gift to K.U.

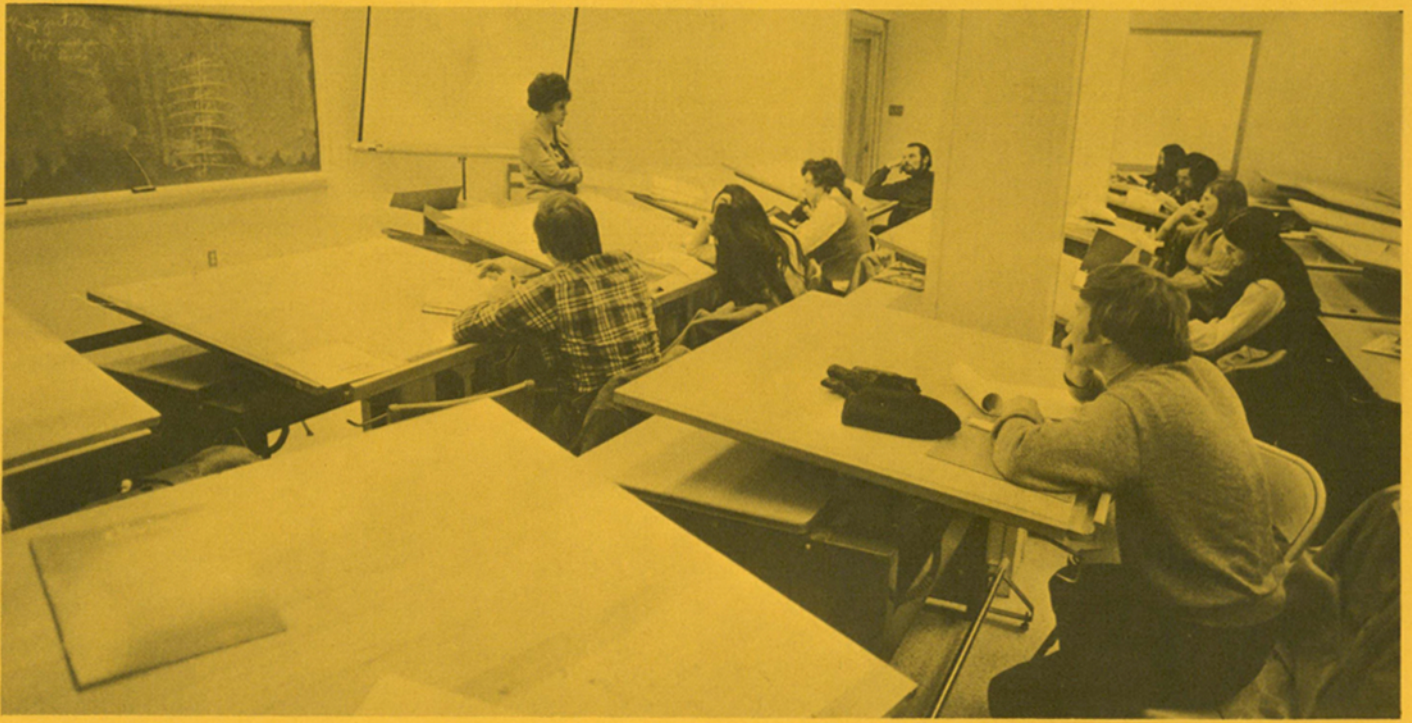
\_\_\_\_\_ Name of Donor(s)

\_\_\_\_\_ Street

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip

Class of \_\_\_\_\_





Room 212 has been remodeled since the days of T. C. Ryther, professor emeritus of journalism, and his History and Art Printing classes.

Prior to 1970 the room was used for the three-hour History and Art Printing class. Presses, type faces, and other equipment for the class lab were housed in room 212. Students spent two hours a week for both lecture and lab work. When Ryther retired, the course was revised and named Graphic Arts and the lab was discontinued.

During the 1970-71 school year, much of the equipment and material was restored by the University of

Kansas Printing Service and placed in its museum. However, one press and a small amount of material was given to Spencer Library. The room was used for a general-purpose room until 1972.

A wall was built in room 206 during semester break of 1971-72 to create two classrooms. The copy and layout desks that had previously been in room 206 were moved to room 212.

Remodeling began on room 212 in July 1972 and was completed in December. The room has been air conditioned and divided into a classroom, three offices, and a hall.

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