

jayhawk journalist

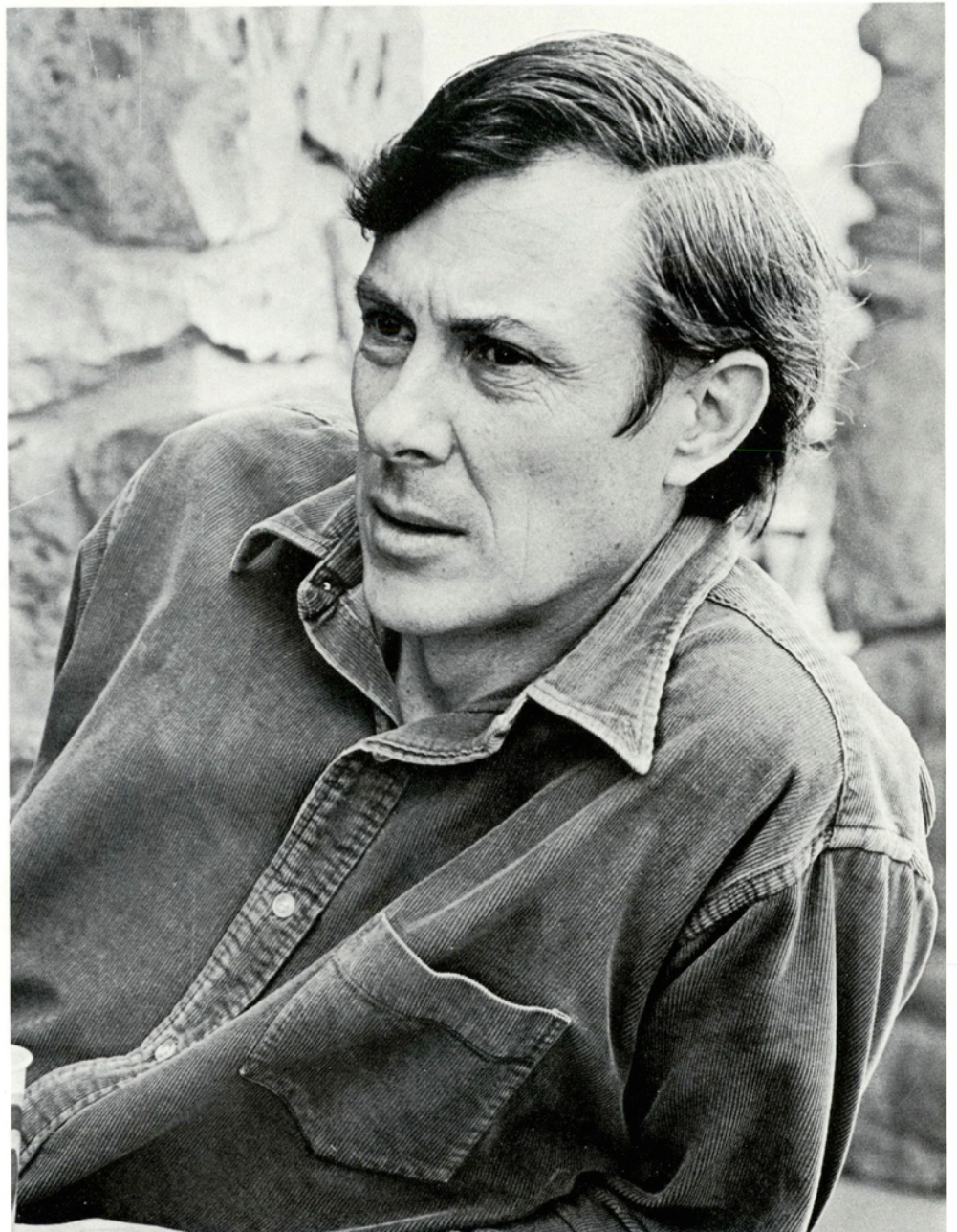
FALL 1974

DEAN BASSETT RESIGNS
(page 1)

GROWTH JAMS SCHOOL
(page 6)

STUDENT PHOTOGRAPHER
WINS NATIONAL AWARD
(page 12)

RYUN STILL RUNS
(page 18)



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C O N T E N T S

- 1 Bassett resigns to take new KU job
- 5 PR executive finds fulfillment
- 6 Growing, growing, full
- 10 Old-timers tell it like it is (and was)
- 12 Carl Davaz: a prize-winning
photographer
- 16 'American Past' wins Peabody
Award
- 18 Winning takes second place
- 22 Del Brinkman is acting dean
- 23 News notes
- 24 Alumni News
- 27 New faculty

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Bassett resigns to take new KU job

By C. S. Groom

Edward P. Bassett is no longer dean of the School of Journalism.

He has accepted the post of Associate Vice Chancellor for Academic Affairs on a half-time basis.

Although Bassett will no longer be dean, he will continue to work in the School of Journalism with the William Allen White Foundation, getting grants, working with the business side of the Kansan and teaching. He would like to start teaching a new course dealing with media management and wants to teach reporting. He'll do what the new dean thinks is best. "I suppose I'll be working 70 per cent here and 70 per cent there," he said.

"My new job isn't well defined," Bassett said. "I will be working on institutional self-study, in preparation of a North Central review of KU accreditation for the first time since 1969. I will help rewrite the reports of six committees into a final paper."

Bassett's original commitment to the School of Journalism was five years. He feels satisfied about leaving because, as he said, "I think I've accomplished in four and a half years what I set out to do in five."

During his four and a half years, a lot *has* been accomplished.

Bassett said that Lee Young, when acting dean, did much of the ground work to accelerate growth and depth of faculty. Pickett, Bremner and Young were all good people to have in store when he came here, he said. "And we certainly have some of the best young faculty members that you could find."

Significant tasks accomplished during the Bassett years include:

- During the 1972-73 academic year, four schools, KU, Iowa State, the University of Nebraska and the University of Missouri cooperated in providing journalism training for selected personnel from the Department of Health, Education and Welfare in the four-state program. Plans were laid to work cooperatively with Nebraska in separate programs for mid-career journalists.
- Two new awards are now offered by the William Allen White Foundation trustees: the Editorial Excellence Award and the Kansas Citation for News Excellence. A lot of work has been accomplished through attaining grants for programs. "It's easy to do once you can get a grant and build a good program with it," Bassett said.



Photographs for this story by Prof. William Seymour

“If there have been substantial, positive steps taken in the past four years by the School of Journalism, they have been in the direction of improving the talent base and talent pool within the school and then attempting to provide additional service to the University community, the state and the region.”

- Minorities are being aided with the help of Professor Sam Adams.
- Professor John Bremner has done “an excellent job with practically no resources or facilities in building a graduate degree program,” Bassett said. “We have one of the best undergraduate programs in the country.”
- Proposals for a training center for state employees, students and professional journalists in government reporting.

“I think this new job is an opportunity to provide the staff help for an office (Academic Affairs) that needs staff help,” Bassett said. “It’s a broad, diffuse operation. It takes a lot of manpower to do even the routine things in the office. I will be helping with the international programs, area studies and foreign students.

“The office coordinates programs with other institu-

tions in Slavic, African, Latin American and East Asian Studies. I will be working to find better space allocation—you know, units need space—for people associated with these programs. All of us in the Office of Academic Affairs will be working out a new budget.”

Is this new position a movement of upward mobility?

“My colleagues say I’m going backwards. I’m willing to volunteer my services for whatever period of time is necessary. If I can be a utility to the administration, splendid.”

Does Bassett feel bad about leaving his post as dean?

“It really hasn’t been hard work for me. It’s been a lot of contact hours spent, but willingly, by me. . . . One of the reasons it’s easy for me to go across the street is that Del Brinkman is ready to provide effective leadership. He has my strong endorsement.”

**Bassett’s Flint Hall friends say that they will miss him,
but that the university will gain from his promotion.**

“Bassett’s an extremely warm human being. When you’re able to mix that quality with the drive, knowledge and right directions that characterize the man, you’ve got an unbelievable combination.

“It’s easy to know him superficially and not recognize his depth. He often speaks and writes in a shorthand that requires dutiful listening and a lot of people, many of whom have lazy minds, aren’t willing to listen. Bassett has a kind of extra-sense that helps him quickly discover the things that ought to be done. Then he tenaciously pursues them. No one here could have brought me to KU aside from Bassett. He convinced me that we would and could do things that would have relevance to the health of our nation and value to various segments of our society, especially minorities, that have been left out of sharing the mass amount of fruits and wealth of this nation. It’s ironic that a failure to adopt Affirmative Action plans delayed his appointment—one of his colleagues lovingly calls him the ‘bleeding heart’ because

he is more in tune with minorities and women than are an overwhelming percentage of women and minorities themselves.”

Sam Adams, associate prof., news-editorial

“I’m disappointed. I’m sorry he’s going. I’d rather have him here. Does it make sense?”

“I’ve known him for 12 years. I’ve been a colleague of his for nine of those years, five at the University of Iowa, four at the University of Kansas. I was instrumental in his coming to KU.

“Ed Bassett is not a power merchant. He does not seek power. He’s not an academic climber. He works solely for the good of his faculty and his students. Not power hungry.

“He could fill any vacancy as chief administrator at



Bassett's unique and seemingly impenetrable "filing system" astonishes colleagues and secretaries, but it worked.

any journalism school in this country. I wish he could fill this vacancy."

John Bremner, prof., news-editorial

"I'm really pleased with Dean Bassett's appointment from the standpoint of a University student more than as a journalism student. It's good to know that someone will replace Jim Rosser and follow, more or less, the same philosophy toward students that Rosser did—someone that will be able to continue good relationships with students as individuals, and who won't make the mistake of conceiving the University as a generalized student."

Carol Gwinn, Prairie Village senior

"Radio-TV-Film" is a unique program here on the undergraduate level, mixing speech types and journalism types. As a field, it is often not appreciated by people who are in the traditional print form of journalism. When we look for a dean, we want somebody who sees the importance of electronic and film potential in this capacity.

I regret seeing Bassett leave because he has great breadth about the *total* communications picture. Communications is a hell of a lot more than print and we want a dean who understands and appreciates this."

Bruce Linton, prof., chairman, radio-tv-film

"I assume as an administrator he's good or he wouldn't have gotten the other job. As a teacher, I think he's really good—one of the best. He's one of the good guys, you know, he really is. I was really disappointed when I heard about the promotion, but if he will be doing what he wants to be doing that's great, although it's too bad for the school."

Valerie Meyers, Overland Park junior

"I think that we are really losing a really fine dean. Academic Affairs will be better off by having him. It's a really great loss for our school. I just don't think we'll

“We must become more closely attuned to the needs of the student of the community college, the adult who has not completed his formal education and the professional who must continue to train himself. Although the school’s basic obligation will remain to its resident student body, the school’s faculty will continue to broaden its appeal to other publics.”



find a better dean. His personality glows and envelopes everyone.”

Helen Ross, business office secretary/manager

“Bassett’s the analytical type—he’s a cross between Jackie Vernon and Professor Irwin Corey—so I can imagine him being a very successful administrator. I think he’d like that kind of work—I think the J-school’s been too exciting for him. I mean, we’ve got quite an eccentric faculty and I would think that trying to keep up with that faculty would require a peculiar sense of humor. I think he’d get along well with Chancellor Dykes, and Shankel—you know, quiet types.

“He enjoys people. He didn’t seem often in class to be enjoying himself, but I could see a smile deep inside his eyes. I think he has a keen sense of humor, although he generally keeps it to himself. He’s very sharp. He derives a great deal of pleasure by what goes on around

him. I think he’s a sophist. He has the analytical mind to be a great administrator. He might be Chancellor some day!”

Steven Lewis, Larned senior

“Since I thought we were going to lose him, I was delighted to learn that he is staying. There was no doubt in my mind that this was going to be his last year. I anticipated that he would leave KU altogether.

“I think he’s introduced a whole new spirit of growth and unselfishness to the journalism school. He himself is unselfish and tireless. We’ve improved in our mission of being educators. We’re much more involved in working with the profession. I think he’s done a lot to upgrade our national identity. I think it’s going to be quite a challenge for the next dean to accomplish as much as Bassett has accomplished.”

Lee Young, assoc. prof., advertising-magazine

PR executive finds fulfillment

Dean Sims was editor-in-chief of the University Daily Kansan and Lawrence correspondent for the Kansas City Star as an undergraduate. He graduated in 1945. Today he is president of Public Relations International, Ltd., based in Tulsa, Oklahoma, and board chairman of two subsidiaries, in London, England, and Houston, Texas. In this feature he argues that young journalists should “stay within the system” and not abdicate responsibility.

As one with experience in the practice of public relations, I have lectured journalism classes at KU and various other universities. I consider myself pretty well informed on the role of public relations in modern business affairs.

I was a newspaper reporter for four years before getting my first job in public relations 27 years ago. I had no idea what public relations was, or what I was supposed to do, and I made a lot of mistakes. Mainly, it took me a long time to get over thinking I was a well-paid, in-house newspaper reporter on the corporate payroll. I liked the better pay, nicer office environment and expense account privileges. However, it took me too long to really understand that being a communications specialist in a corporate job was an honorable challenge, and that the practice of news journalism no longer turned me on.

The idea that news journalists perhaps always will be paid less than their authority would seem to indicate galled me. I crusaded about this a long time, until I found that nobody cared—not even many news journalists. I wasn’t as dedicated as they.

I gave up going to Sigma Delta Chi conventions because I felt guilty at separating myself from identity as a disciple of news journalism.

I took myself more seriously as a management specialist for building better understanding and impressions for institutions that deserved, wanted and could pay for the service.

I had to get fired twice (once by an association, once



by an ad agency) before I realized that I was a malcontent, an embolism for corporate life. I was hypercritical of anyone who had supervisory authority over me.

It seems that professionally incompetent people are sucked into corporate organizations and remain there until retirement, because these kinds of people become steady, loyal corporate employees. They don’t rock the corporate boat. They are not always trying to prove themselves, or improve their lots. They are always running scared. When they are disloyal to authority, they do it quietly, cleverly, ruthlessly.

Now, listen . . . don’t knock free enterprise. What I just described is characteristic of bureaucracy—of big organizations of any type. People in state and federal government agencies, in big business firms—and even in big newspapers or press services—tend to act the same way. So I’m not indicting big corporations or business in general. Some system must pay taxes for government and protection, to give our lives comfort and order.

We must discipline ourselves to live in a social structure. We all must contribute to this way of life, working to make it an ever better one from the inside out, all the while, protecting it and living respectfully with it.

I am disgusted to see or hear of people who depart from convention to “freely do their thing,” leaving social order for someone else to preserve and strengthen. I think abdication of social responsibility by a person is a bad thing.

Continued on page 22



In a classroom designed for 40 students, 63 jam in for a Law of Communications course. There are two sections of Law now. In the spring, there will be one section and there are already 120 students pre-enrolled to take the course.

Photo by David Peterson

Growing, growing, full

By Jim Kendall

The numbers are staggering.

In the past 10 years undergraduate enrollment in the William Allen White School of Journalism has grown seven times faster than undergraduate enrollment in the rest of the University of Kansas and seven times faster than the journalism school faculty.

This fall 615 undergraduates fill Flint Hall's class-

rooms, crowd its halls and pester its professors. In 1964 only 116 undergraduates were enrolled in the school.

Enrollment is 22 per cent higher than last fall in both the graduate and undergraduate programs.

"I don't think it's going to stop," said Assistant Professor William Seymour, "that's the frightening thing."

The number of students in Seymour's photography sequence jumped 41 per cent this fall, just behind the 43 per cent gain registered by the news-editorial sequence.

Like its colleagues in journalism schools across the country, KU's journalism faculty is speculating about the growth of journalism enrollments.

They have good reason to wonder when (or if) it will end since the faculty has only grown from 12.5 positions in 1964 to 20.1 this fall—a 61 per cent increase.

Enrollments through the country have more than tripled in the past ten years, according to the Newspaper Fund.

KU's undergraduate journalism enrollments have risen to more than five times what they were ten years ago, while the rest of the University has shown a 62 per cent gain.

The percentage of women undergraduates in the rest of the University has grown slightly faster than the percentage of women in journalism in the past ten years.

In 1964 29 per cent of journalism undergraduates were women, while 36 per cent of the rest of the undergraduates were women.

This fall 36 per cent of journalism undergraduates are women, while 43 per cent of the rest of undergraduates are women.

Women in the journalism graduate program have done much better in the past ten years. One of the graduate students in 1964 was a woman; now the class is split: 21-21.

Students are attracted by the opportunity to be creative, Seymour said.

"College students have been wanting for a long time to have someone listen to them or look," Seymour said.

Bruce Linton, chairman of the radio-TV-film committee and professor, agreed with Seymour.

He pointed to the increasing number of film majors in the speech department, as well as journalism, as evidence that students were looking for a creative outlet.

But it's creativity with a difference. Janice Strosnider, Shawnee Mission sophomore, was drawn to advertising because it's creative, but is well aware of the versatility of her degree.

Like many other journalism students she was looking for a practical way to use her creativity.

"I think a lot of students who would have been English majors are now thinking about journalism, both to get published and to support themselves," said Associate Professor Lee Young.

Dana Leibengood, assistant dean and assistant professor, said that over the past four or five years students have gotten more concerned with what they will do when they get out of school.

Journalism is also a good liberal education, Young said. Students may be enrolled in journalism, with no intention of getting a journalism job, Leibengood pointed out.

Linton said that the pervasiveness of the news media in the last twenty years had generated much interest in journalism.

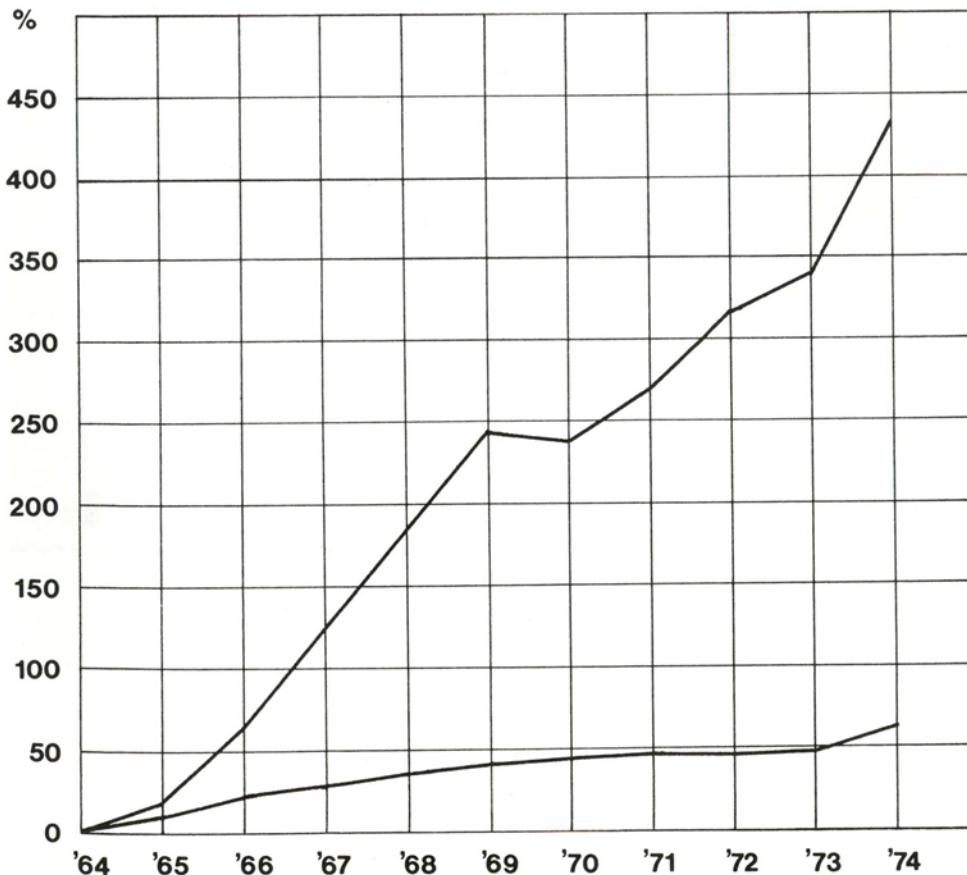
Besides attracting more students to journalism, greater student interest in the media will lead to more "consumer journalism," said Del Brinkman, associate dean and associate professor.

Brinkman said that in coming years, students may need to know the essentials of journalism in the same way they need to know basic aspects of sociology, political science and psychology.

Increasing interest in journalism has led to more and better high school journalism programs, according to faculty members.

"There are a good number of high school advisers who encourage young people to enter journalism training," said Dean Edward Bassett.

Some of the better high school students are attracted to KU through summer workshops at KU and through the recruiting of Seymour and Assistant Professor Susanne Shaw.



The enormous leap in J-school enrollment is shown by the top line at left. The bottom line indicates the growth of the entire university's enrollment.

"Once within the framework of KU, there is some recognition that this is not a bad school," Bassett said.

"I think we've got the best teaching faculty in the country, if not the best, one of the best," Seymour said.

Faculty members pointed to the election of Professor John Bremner to win the Honor Our Progressive Educator Award (H. O. P. E.) and the nomination of Young and Professor Calder M. Pickett to receive the same award this fall.

Pickett said, "We happen to have now a very good school. There are some very good teachers."

Brinkman said that the faculty is as challenging to students as any on campus, something which has not been emphasized much.

The relatively small size of the school is an important complement to faculty quality, students and faculty said.

"Journalism seems to have a unique esprit de corps," Young said. "It gives them a home on the campus."

The small size of the school gives students more of an opportunity to get to know the faculty, Donald Jugenheimer, assistant professor, pointed out.



Photo by David Peterson

Congestion, whether in the classrooms or in the hallways, is the key word in Flint Hall nowadays.

Dave Mullett, Prairie Village junior, said that students in journalism get to take classes from professors, rather than teaching assistants, sooner than most schools.

Some students, like Rusty Clark, Sioux City, Iowa, junior, see journalism as an alternative to the business school.

He found the business school "very boring, very cut and dried," and geared to the large corporation.

Through public relations in the journalism school, he thinks he will learn how to deal with people—as a background for retail business.

"I think a lot of kids see journalism as a way to bring about change," Pickett said. "Our big surge in recent years has been in news-editorial."

In five years the press has moved from being Vice-president Agnew's whipping boy to the status of a cherished institution. The exposure of My Lai and the Pentagon Papers improved the status of journalism.

Many professors mentioned the effect Bob Woodward's and Carl Bernstein's work on the Watergate case, though most seemed to discount it.

"I think that is a contributing factor, but all the other factors are there," Brinkman said.

But in any case, as Shaw said, "I think you see more students going into journalism because it's the 'in' thing."

But as more students get "in" to journalism, the faculty's teaching load goes up, the quality of teaching may decline, students get less personal attention and the school starts looking for ways to deal with the load.

"It's stimulating and depressing at the same time," Young said.

On one hand the faculty "gets a charged-up kind of 'Hey, we're going someplace' feeling, as contrasted with a department with declining enrollment," Linton said.

"It challenges the faculty to do a better job," he said.

On the other hand, "If our teaching isn't suffering now, it will," Young said.

"I'm afraid quality is going to be diluted because people will get tired," Brinkman said.

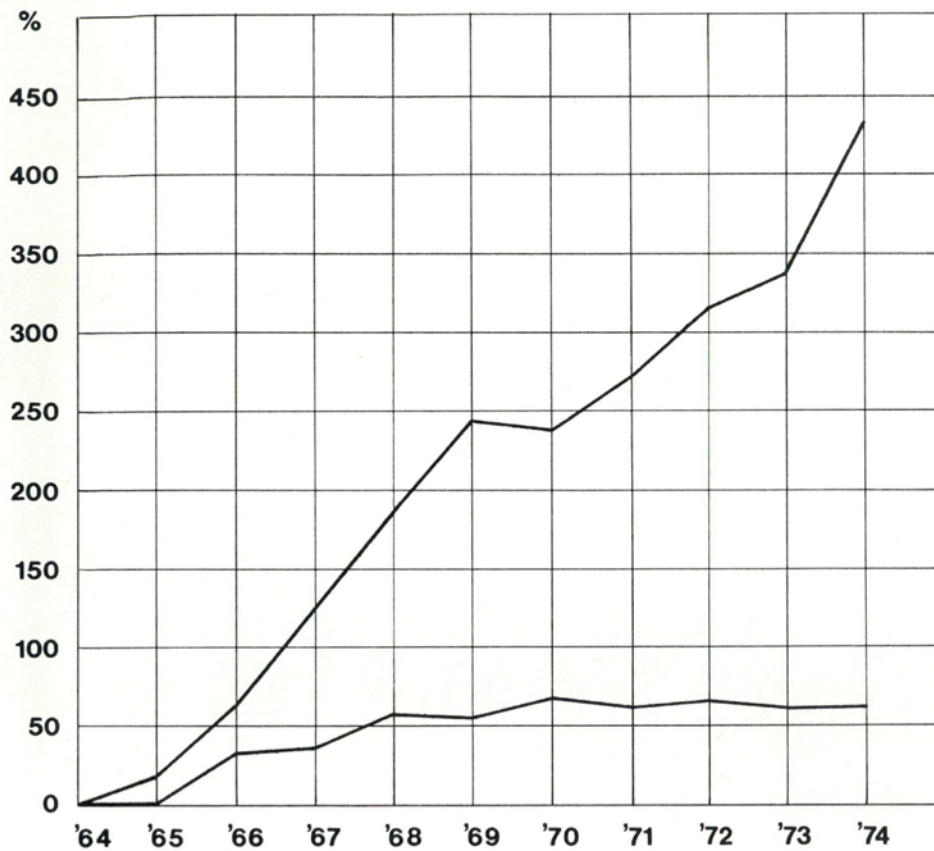
"I think you can't help but lose a measure of quality, when you have a 20 per cent increase, without more faculty," Bassett said.

Pickett doesn't think the increased load is hurting him though: "I personally think that I'm doing a better job of teaching right now than I ever have, but these things are not measureable."

The radio-TV-film sequence has developed a series of modules to take care of the increasing course load, but the modules haven't taken care of all the problems.

"Then years ago students were able to do far more in the area where there were maintenance expenses—video, film, television, even radio—than they get today," Linton said.

Besides paying for more of their equipment, students pay in decreased contact with the faculty.



The top line on the graph at left shows the growth of the number of journalism students versus the growth of the journalism faculty shown by the bottom line.

"Obviously as the ratio widens, the degree of personal attention has to decrease," Jugenheimer said.

Bassett anticipates both an increased faculty size and more space in Flint Hall to handle the problem of increased enrollment.

Flint Hall is now undergoing its first major renovation since the early 1950's, according to Leibengood.

The additional classroom and office space on the third floor of Flint will ease the problem somewhat.

For the long term, the photography sequence may take over the entire basement of Flint and radio station KANU may get some of the space now occupied by pottery workshops.

Bassett also anticipates two or three more new faculty members in the next year to take some of the load.

Requirements to get into the journalism school were stiffened three to four years ago, but the faculty is not considering further limiting of enrollment.

"You encourage growth under the assumption that programs will be funded," Linton explained. "You don't want to diminish enrollment arbitrarily because that's how the university measures your worth."

Increased enrollment will eventually mean more journalism graduates, but the faculty says jobs will be available to those who want them.

"I don't anticipate problems for those who are interested in working and are qualified," Bassett said.

Jugenheimer said that graduates of quality journalism schools, like KU, will be less affected by the job crunch than graduates of less prestigious schools or departments.

This year, Young said, "It seemed to me that we had no more problem than last year in placing students."

Seymour said that he even knew of one photography job last spring that he couldn't fill.

Students in radio-TV-film might have some difficulty in finding jobs, Linton said, because the industry is not expanding. Only a fixed number of jobs are available in the television field, for example.

If a student "has a broad interest in electronic communications, he won't have any problem," Linton said. "If a student wants to focus narrowly, he's the person I'm concerned about."

Young said that the school had the most difficulty in placing marginally qualified students.

But on the whole, "I think we're doing a better job of placing students in jobs that they're interested in than when I came here four years ago," Jugenheimer said.

Leibengood reported that of the 150 spring 1974 journalism graduates that the school has heard from, 125-82 per cent-have journalism jobs.

Meanwhile, back in Flint Hall, Leibengood said, "Everything is just busting its seams."

Old-timers tell it like it is (and was)



Photo by Lynn Caro

These four faculty members represent 68 years of teaching at the William Allen White School of Journalism. They are from the left: Bruce Linton, Mel Adams, Lee Young and Calder Pickett.

By Terry White

Four professors in the William Allen White School of Journalism are qualified to join a theoretical old-timers' club. The only requirement for membership in the organization would be 10 years or more of journalism teaching at the University of Kansas. The potential members are Calder M. Pickett (23 years), Bruce A. Linton (20 years), Mel E. Adams (15 years) and Lee F. Young (10 years).

During their years at KU, they have formed strong opinions about the School of Journalism.

The professors expressed an emotional attachment to Flint Hall because of its architectural style and central location.

"I think it's the prettiest building on campus from the outside," Pickett said. "The thing that has scared me for years is that someone is going to spot this location sometime and think that it is too prime a location for a building that takes care of so few people."

Young said that he was encouraged by the construc-

tion taking place on the third floor of Flint. When completed the former attic will accommodate office and classroom space and a student lounge. Young is also pleased that air conditioning is being installed in the building.

"All of these things are signs to me that the University is not abandoning the building," Young said. "I just hope we keep moving in this direction."

Adams isn't worried about being forced out of the building. He said he didn't think there would ever be enough money appropriated for a new building before he retired.

All four professors agreed that the journalism faculty at KU was very strong.

Pickett expressed this sentiment strongest by saying, "I don't think it is chauvinistic to say that I think we, very likely, have the best teaching faculty in the United States."

Linton and Young said that the faculty had improved

because of the increased number of people with higher degrees, combined with professional experience, who were now teaching in the school.

Adams disagreed and said that although KU had a good journalism faculty today, the faculty lacked the experience in the professional field it once had.

Linton and Pickett, who both have Ph. D.s, discussed possible reasons why the number of Ph. D.s teaching journalism had increased. There was a time when there were no doctorate programs available in communications, Pickett said. Pickett's Ph. D. is in American Studies and Linton's is in speech. Another explanation Pickett offered for the larger number of Ph. D.s was that universities began insisting on having faculties with that degree. A "union card" is a term sometimes applied to a Ph. D., Pickett said.

Linton defended use of a Ph. D. as a union card.

"You have to remember that you're in a University environment with traditions and this sort of thing where people are judging you who are not necessarily in your field," Linton said. "The only way they have of judging that cuts across is by asking, 'have you gone through this kind of rigor in your field, and do you have the union card?'"

In the late '60s, student dissatisfaction became more apparent than ever before to the four. They were witnesses of campus unrest, and were directly affected by it.

Pickett and Linton said there were times during these troubled years that they considered quitting the teaching profession. Both spoke of unruly students in their classrooms.

"The sense of looking at students as though they were adversaries was very unsettling," Linton said.

Pickett said that quitting teaching would have been a traumatic experience because he had always loved teaching.

Young, however, didn't notice any significant change in his classes. He said that most of the problems came outside of the School of Journalism.

Once, when war protesters barricaded Strong Hall, Young was forced to spend the night in the building as a member of the Senate Executive Committee dealing with the protests. When he finally arrived home at 6 a. m. he awakened his wife, fixed a drink and told her, "You know, I don't really think this is what I came to college for." That was the only time Young was depressed by student activism.

During this time many good students realized that the best way to change anything was through opinion and judicial processes, Adams said. These students often turned to journalism or law school instead of violent protests, he said.

KU journalism students today encounter a different educational atmosphere than students have in the past.

One of the most evident differences is that there are now more journalism students than ever before.

Young said that when he started teaching 10 years ago there were only about 125 majors in the entire school, compared to the 665 now. A few years ago, the school put a freeze on admissions, but was asked to discontinue this by the administration.

Pickett said that the best kind of standard to control the number of students would probably involve toughening up within the school so that students not wanting a strong intellectual challenge would not be drawn to journalism.

"I am hopeful that the stiffening of the foreign language requirement might improve the situation," Pickett said.

Many students today lack confidence in their abilities to handle a job when they leave school, Adams said. He could see a link between this condition and the increased number of students. With more students, job competition becomes tougher, Adams said.

Back 15 years ago, the question was not whether a graduating student would find a job, Adams said, but if he would choose the right job.

Even mediocre students had a choice then, he said. With such freedom of choice taken away from students, Adams thinks that many become insecure.

The four professors still strive for perfection. Sometimes they become anxious when, for some reason, things go wrong in class.

Adams said that there were times when his students did not do as well on tests as he expected. When this happens, he feels as though he, not students, has failed.

For Young, there are days when he feels that he hasn't "gained the yards." During his early teaching days, Young sometimes couldn't sleep at night after he had experienced feelings of failure about lecturing or explaining something. He said that even today the same basic subject matter would be presented differently for any number of reasons so that he never really knew what to expect.

Many of Linton's frustrations result from improper preparation. Linton compared himself to a student saying that sometimes he felt as if he were not ready. There are times, he said, when he knows he could do a better job if he could only find the time.

For Pickett, the painful realization that something is not going right strikes suddenly in class and he must pause briefly. He said that he was sometimes disappointed when it came time to actually execute carefully developed plans, and they didn't work out right.

It's doubtful that an old-timers' club will ever be chartered because all the candidates for membership already have full professional lives and probably couldn't work the meetings into their schedules.

Carl Davaz: a prize-winning photographer

By Shannon O'Leary



Photo by Jeff Jacobsen

As a junior Carl Davaz won first place in the national William Randolph Hearst competition for collegiate photojournalism.

Not only did Davaz and the school each get \$1,000, but the award substantially strengthened the reputation of KU's photojournalism sequence, said William Seymour, assistant professor and one of Davaz' instructors.

This year, as a senior, Davaz is busy strengthening his own skills, working part-time at the Topeka *Capital-Journal* for another outstanding photographer, Rich Clarkson.

Clarkson has trained many well-known photographers. Some of them, like Brian Lanker, have even won Pulitzer prizes.

Davaz hasn't spent his whole life clicking shutters, aiming at a Pulitzer.

Photography didn't even catch his eye until he was 13. Davaz's assistant boy scout master, an air force photographer, first got him interested in the hobby. At the time his father was in the military stationed on Taiwan.

When his family moved to Leavenworth, he began taking pictures for the high school newspaper.

Soon he moved on to yearbook photography and in his senior year was editor of the yearbook, supervising the photography section.

Once at the University of Kansas, photojournalism was Davaz's logical choice for a major.

Basic photojournalism courses came first and eventually he took all three.

Davaz realized he needed some professional experience besides courses at KU, so after his freshman year he interned on the *Leavenworth Times*.

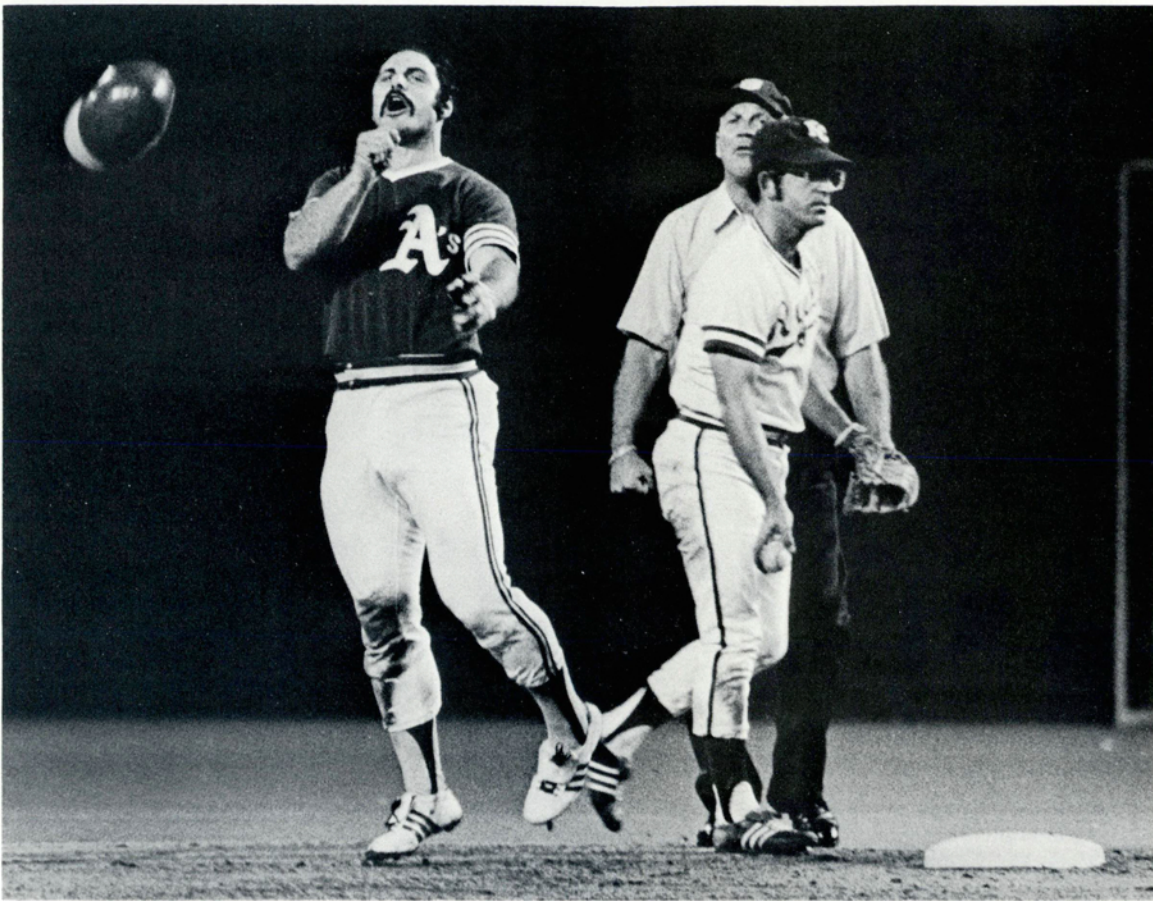
Back at KU he filled out his knowledge of the craft with courses in advertising photography, color photography and Directed Studies.

Internships at the Evansville (Ind.) *Press* and the Topeka *Daily Capital* followed his sophomore and junior years.

In his junior year at KU Davaz was head photographer at the *University Daily Kansan* and he has contributed regularly to the *Jayhawk Journalist*.

In the past few years his photos have appeared in *Time*, *National Observer*, *Philadelphia Enquirer* and *Minneapolis Star*.

Besides his part-time work at the *Capital*, Davaz strings for the Associated Press and United Press International, mostly at sports events. His beat is Lawrence and KU.



Oakland Athletic Sal Bando out at second base and not too pleased about it.

Recently he covered an old-time political rally for the *New York Times* featuring Sen. Bob Dole, R-Kan., and his recent opponent, Dr. Bill Roy, D-Kan.

Davaz enjoys his work at the *Capital* and wants to work there after he graduates.

Maybe someday he'll even bring another Pulitzer to Kansas.

The photographs shown on pages 13-15 were selected from Carl's collection. They include one of the photographs entered in national Hearst competition.



Robbie Tenpenny of Topeka makes his loop good in calf-roping competition at the Kansas State High School Rodeo.



Clutching a bouquet of dill weed in one hand and his English bulldog's leash in the other, this Kansas City market visitor guards his wife's purchases.



Auto accident.



Good clean fun: These two Southern Indian girls took some time out from their corn detasseling job to cool off in a muddy creek. This is one of the photos entered in the Hearst contest.



Photo by Greg Kuplen

'American Past' wins Peabody Award

By Robert Wellborn

Professor Calder M. Pickett's years of living and delving through American history and experience has paid off in the Peabody Award for radio station KANU.

Pickett accepted the award for his show, "The American Past," May 1, 1973, in New York.

"I was doing what I personally believe most writers would be better off doing, and that's be one person, themselves, because, you see you can't possibly please everyone," he said.

"I have long believed that people receive awards and other such recognitions because judges, or somebody, like something they've done, or because of other ulterior matters that I won't get into, not because it's been scien-

tifically observed," Pickett said recently in a speech at a broadcast journalism seminar. "I have no pretensions about the award."

"The American past and our culture are not easily identifiable things. We have drawn heavily from other cultures . . . we took a long time finding anything that could be called intrinsically American . . . some of our poets and painters might as well have been living in the Lake District in England," he said.

"Our foreign visitors sometimes seemed to be better at looking at us and telling us what we were than we were ourselves."

Pickett's program is not an educational history course.

**“a fragment from a Jolson radio program
that brings tears to these 53-year-old eyes.”**

“It’s very opinionated,” he said. “I guess there’s a slant. I did a program on Lincoln. I’m a great admirer of Lincoln, I love Lincoln, and I feel the same way about Jefferson, and I tried to convey that.

“I also tried to convey them as human beings—with warts, who got sick and lost their tempers, who weren’t as wise as they should have been.”

If Pickett teaches history on the show, it is through telling stories about people. “When I started the program . . . I wasn’t even out to educate anybody,” he said.

Where do the ideas come from that make the American Past go once a week? “Bolts from heaven, lightning strikes from the skies. I don’t know, people say ‘Where do you get your ideas?’ I don’t know how people get ideas.

“Almost everything suggests something. Jefferson’s birthday is coming up. Here we’ve got the bicentennial of the country to celebrate in 1976.

“The reason I’m doing the Glenn Miller show is, well, I wanted to, to start with. In December it will be 30 years since his plane disappeared over the English Channel. Next year will be 40 years since Benny Goodman began the swing era. These are the justifications. Maybe you just say ‘I want to do it because I am interested.’

“Any kind of writing, any kind of creating a person does takes a great deal of experience and background,” he said.

“If I were to do the show on a given subject, I couldn’t possibly add up all the time I’ve spent in my life either reading about it, or thinking about it or writing about it.

“Here’s the kind of thing that’s happened. I’m working on a show about Will Rogers. I’ve known about Rogers since I was a kid. I saw his movies. I have to decide which Rogers quotes I want and I have to figure out how what fits in with the format of something I want to do,” he said.

“I did one on Thomas Jefferson. I’ve been saving stuff about him for years, 20, 25 years. I’ve got biographies of him, and on some records there are excerpts of people reading his writing.

“I am relying increasingly on the people over at KANU. They’re able to find things for me that I don’t have,” he said.

Pickett’s materials for the show come from a wide variety. “I use music partly as documents, partly as

bridges, partly as background. Sometimes, because I like music, I’m afraid I’ve just dumped it in somewhere because I wanted to hear it,” he said.

“Things from our fiction, a segment from ‘Huckleberry Finn,’ one from ‘The Little Shepherd of Kingdom Come,’ one from Saroyan’s ‘The Human Comedy.’

“Newspaper editorials—Horace Greeley, William Allen White, Whitley Austin and other great names. Pieces from great news shows on radio and television. Jack Benny going down into his vault. Me reading ‘The Cremation of Sam McGee,’ MacArthur’s ‘old soldiers never die’ speech, Winston Churchill and FDR, passages from the ‘New World Symphony.’ Ruby Keeler and Dick Powell singing ‘42nd Street,’ the Beatles singing ‘Can’t Buy Me Love,’ ‘Rock around the Clock,’ the Gettysburg Address and more.

“There was that show on Al Jolson, with many of the great songs, me talking quite a bit, and a fragment from a Jolson radio program that brings tears to these 53-year-old eyes,” Pickett said in his speech.

“I’ve got ’em all planned for this year, and I’ve got them already written for next year. I could keep on writing for the rest of my life,” he said.

“If I can take some of these things and work them right into my classroom, that would be fine. I think some of these would be very applicable,” he said.

Pickett has a master’s and a bachelor’s degree in journalism. His doctorate is in American studies. “I’m teaching it all the time here,” he says of his American studies background.

“I primarily am a print man. My background in broadcasting is almost a blank—mainly a summer writing radio news for KLZ in Denver, 23 years ago. I have had to learn a lot about writing for radio, and I’m still learning. I am trying to learn how to ‘talk good’ . . . I don’t like the sound of my voice, it’s very embarrassing, but I’m told an awful lot of people don’t like the sounds of their voices,” he said.

“But I am big enough in ego that each Wednesday night I sit there faithfully by the radio, listening to something I had taped several weeks earlier.”

“Doing every program has been sheer joy. Sitting down to the typewriter to write, after I’ve pulled together an outline and all my materials, has been great pleasure, the greatest educational-type fun I’ve had in my life.”



Jim Ryun:

Winning takes second place

By Mona Duckworth

On June 23, 1967, in Bakersfield, Calif., Jim Ryun broke his own world record by two tenths of a second when he ran the mile in three minutes, 51.1 seconds. His time beat former mile record holder Michel Jazy's by 2.5 seconds and set the track world wondering how fast Ryun would run future miles.

Seven years and thousands of miles later Ryun is still running. The three-time American Olympics team member now competes with a professional group of men and women track and field athletes. A member of the International Track Association (ITA) since its inception in 1973, Ryun came back to the University of Kansas this fall to train with KU track coach Bob Timmons. Ryun said he needed help to pace his preparation for the start of the pro track season in January.

"At first I thought I could do it alone, set up my own program," Ryun said in a September interview. "Now I know I need an objective man to set up a training program for me."

Ryun graduated from KU in 1971 with a degree in journalism, majoring in photojournalism. He worked as a photographer for the Topeka Daily Capital, the Bohemian Lumber Co. in Oregon and Sports Illustrated until his desire to compete and an Olympics Committee ruling directed his future towards track.

"The committee told me I couldn't be paid for taking pictures," Ryun said. "They said I was being employed because of my name and fame, and not because of my ability in photography."

After the demise of his photography career, Ryun said, he was ready to turn professional because of his wife, Anne, and their three children.

"Amateur athletics and a family don't mix," the 27-year-old Ryun said. "When I was single, being an amateur was fine because I was the only one I had to support. Now my family is my foremost concern."

Ryun said that it pleased him to be able to provide for his family by pursuing a track career.

"I love what I'm doing," he said. "I've only got so many years to run, and since I enjoy it, I should take advantage of it. Once I stop, it's for good. Then I can always pick up on photography."

"The emphasis these days seems to be: get a degree and then settle down. Don't get me wrong; I think a

degree is important, but I want to run while I'm young so I'm doing it now."

Ryun said "doing it" in the world of pro track meant fast, competitive races. The future of pro track will depend on the interest of the fans, he said, and if the times are fast that interest will come.

"The races I've competed in have been good, but the times haven't been fast because the emphasis is on winning," he said. "Right now, pro times don't compare to amateur times."

Ryun said that although he wasn't after personal pub-



by Dave Peterson

licity, he had done a lot of public relations work for the ITA to establish the credibility of the tour and create interest in pro track.

"A couple of weeks ahead of meets I'd go to cities where we were scheduled to compete and talk to people about pro track," he said. "At first there was some resistance to pro track because people thought it would ruin the Olympics. We had to get it across that we wanted track and field athletes to go as far as they could as amateurs and then join the tour."

The pro track tour consists of 20 meets both in the United States and abroad. Ryun said the major difference between pro and amateur track was that the pro athlete was under contract to the ITA so he had to run in all 20 meets.

"In college I could selectively pick and choose what meets I wanted to train for," he said. "I usually peaked

around the time of the Kansas Relays and NCAA meet. Now I have to be ready by January, so often I run tired. It's hard to get up both mentally and physically for each meet."

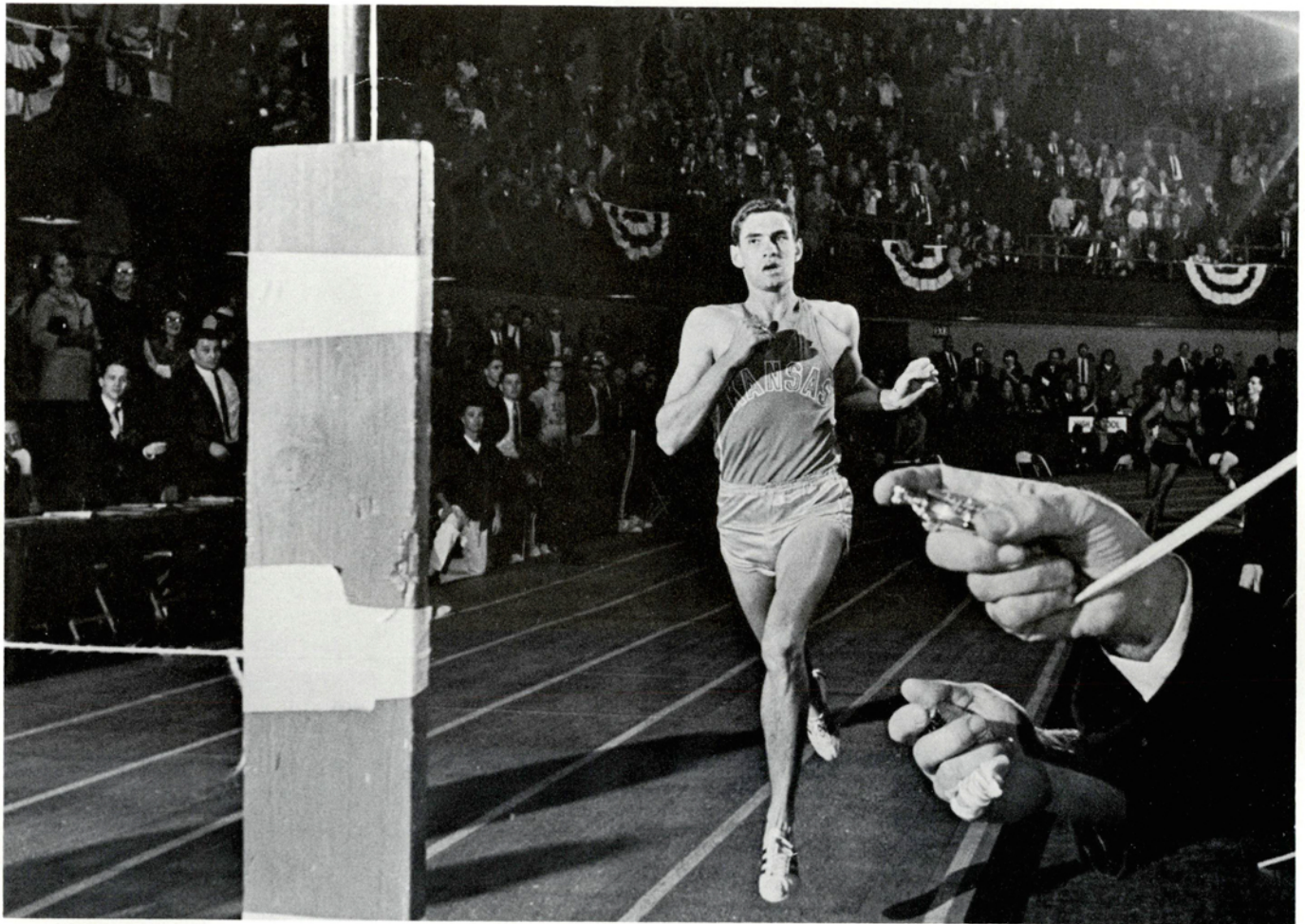
Ryun won 14 of 17 races his first year on the pro tour but won only one last season. The many losses in his second pro season proved to be a learning experience, he said.

"I was pleased with my first season," Ryun said. "Last year I had a bad season but it pointed up to me how important the background work from September to December is."

Ryun trains from September to December and then travels to and from each meet from January to July. He said the heavy schedule made running a 12 months of the year job. The worst part of the traveling, he said, is being separated from his family.



Photo by Dave Peterson



Courtesy of KU Athletic Department

"The mile is the last event at ITA meets so I'm really exhausted when it's over," Ryun said. "It takes five hours or maybe even until the next day to come down, but usually I leave as soon as I'm done with my event. I don't like to sit around in a hotel room for 12 hours. The first thing I do after the meet is check plane schedules to see how soon I can go home."

Asked about his goals for the season, Ryun said he had two. The first is to improve upon his times.

"In training I've seen indications that the fast times are there," he said. "I'm running well and I think it will be a good season."

His other goal, he said, is more important.

"I want to witness for Christ more," Ryun said. "Originally I thought I could best be a Christian by example

and with complete honesty. Then one summer I was coaching at a track and field camp for boys and girls, and someone said to my wife, 'Is Mr. Ryun a Christian?' That's when I realized I needed to be more bold in my witnessing.

"Kids are interested in what I think and are always asking what makes me tick. The answer is the Lord."

No longer the gangly teenage amateur methodically breaking world records, Jim Ryun now is a family man and a professional track athlete. Some observers of track say Ryun reached his peak that day in California when he set the record in the mile—a record that still stands. Ryun feels differently. He sees indications of fast times in future races and admirers of Ryun everywhere hope Ryun's indications become reality.

Del Brinkman is acting dean

Associate Dean Del Brinkman assumed the position of Acting Dean upon the resignation of Dean Bassett.

Brinkman became associate dean in the fall of 1973. He came to the William Allen White School of Journalism in the fall of 1970 from Kansas State University.

Brinkman was adviser to the University Daily Kansan for two years, from the fall of 1970 to the spring of 1972. At KU he has taught law and reporting.

Brinkman has been the faculty adviser to the campus chapter of the Society of Professional Journalists, Sigma Delta Chi, since he came to KU.

He is currently the chairman of the Publications Committee of the Association for Education in Journalism.

Brinkman received his Ph. D. in 1971 from Indiana University in mass communications and political science. He received his M. A. at the same institution in the same subjects.

He worked for the *Emporia Gazette* from 1954 to 1959, moving from general assignment reporter to city hall reporter to sports writer to sports editor to wire editor.

From 1967 to the spring of 1970 Brinkman was associate director of student publications at Kansas State University, co-ordinator of graduate journalism studies and director of high school journalism workshop, while teaching as an associate professor.

Associate professor Lee Young will take on Brinkman's duties. He has been named Acting Associate Dean.

Young was Acting Dean from the fall of 1969 to the spring of 1970 and Associate Dean from fall 1970 to spring 1973.

A search committee has been formed and it is evaluating candidates for the dean's position. The committee hopes to complete its work by mid-spring, so that a new dean can take over July 1.

PR executive

Continued from page 5

This is what modern public relations practice helps perpetuate: the practice of social responsibility by people earning their livings within profit-seeking institutions, working as individuals and as groups to make life better than we found it, for those to come after us.

It took me a long time to find a spot in life for myself where I might make this contribution, and to be happy with myself.

After I got wise to myself as a noncorporate type, I decided to become a consultant and sell, by the hour, my knowledge of the practice of communication, its objectives and results. When I found that I didn't know as much in certain areas as I had thought, I hired other people whose specialized competence I admired—and could sell to clients who trusted me.

Pretty soon, I was head of my own consulting firm, and there seemed to be nothing but blue sky of opportunity for building the business internationally—and making our production capabilities better. There was so much material reward and ego satisfaction opportunity that it frightened me somewhat, and gave me anxiety that I might not build fast enough to gain all the potential before me. I was 43.

I have begun to think through opportunities a little better now, to dwell more on security benefits of those people who work in my firm, to manage better. Taxes and the cost of simple necessities—like education and medical care—almost prohibits gain of strong personal economic security that reflects arrogance of wealth. These things, even without conscience considerations, make the sharing of group-generated profit a natural function of a professional organization.

For those younger professionals, such as those in journalism, who seek freedom from corporate boredom and incompetency, and knucklehead internal politics, and anonymity, I recommend you suffer through some years of experiences. Then start your own business, whether it be a publication, an advertising agency, a consulting firm, or leaflet printing shop. Or lakeside bait shop.

If you're lucky and determined, you'll make it. You will find real meaning to a working career, and the life therein. Most of all, you will find the opportunity to enjoy security through yourself, and see your own contributions being made for a better world.

While I'm at it, let me say one thing more: Study of public relations and advertising should be in the Business School, not Journalism. Or, at least, public relations majors should be required to take courses in accounting, money and banking, principles of management, international finance, and so on.

If public relations is truly to be an executive management function, then public relations people must be able to communicate with their peers on the above subjects.

The real practice of public relations is a lovely thing, full of excitement and reward, but, like so many crafts, it had a really grubby beginning. A great challenge for my friends teaching it at KU is to prepare us better for the better opportunities.

It is comforting to say, at 53, that I really like what I'm doing. I hope you can say the same thing, only earlier than 53.

Bassett, Brinkman, Pickett active in educators' group

Edward P. Bassett, dean, is president-elect of the Association for Education in Journalism this year. The Association is composed of more than 1,200 educators in colleges and universities.

Bassett is also president of the American Association of Schools and Departments of Journalism, an exclusive organization of 60 schools and departments that have been accredited by the American Council on Education for Journalism.

KU's advertising, news-editorial and radio-television-film sequences are accredited.

Del Brinkman, associate dean, is chairman of the AEJ's publication committee, which oversees all the association's publications: the Journalism Quarterly, the Journalism Educator, Journalism Monographs and Journalism abstracts.

Calder Pickett, professor, continues to edit the book review section of the Journalism Quarterly. Pickett, Brinkman and Bassett wrote book reviews for the Summer issue.

• • •

Glover, Young spend active summers

Don Glover, assistant professor, spent the summer working for Haller/Alward/Chaffin, Inc., a Topeka advertising agency.

The agency handles retail accounts for clothing stores, automobile dealers and restaurants.

Glover helped produce commercials, design ads, write copy and manage accounts. He teaches Advertising Copy and Layout and Advertising Management.

Lee F. Young, associate professor, spent the summer moving the Golf Superintendents Association of America magazine from Chicago to Lawrence.

The association's headquarters moved to Lawrence and Young was

hired to convert the magazine from letterpress to offset and find a new staff for the magazine.

The trade magazine has about 80 pages a month and circulates 12,000 copies.

• • •

Gannett Foundation brings computerization to KU

The Gannett Newspaper Foundation brought computerization to the school of journalism for a few days last spring.

The Foundation brought a mobile van to KU, filled with the latest equipment in newspaper technology—IBM Selectric typewriters, optical copy scanners, video display terminals, and photocomposition devices.

The van made the first stop of its tour at KU. Company spokesmen said that the technological innovations would speed up reporting and editing considerably.

• • •

Crenshaw wins photo award; Pike edits county paper

David Crenshaw, Overland Park senior, won \$25 for taking the Wichita Eagle-Beacon's best picture in June.

Crenshaw won the monthly award for two photographs, showing a golfer and his caddy in an off-guard pose on the green.

"His summer away from KU has resulted in some mighty fine art," said Lynne Holt, managing editor.

John Pike, Wichita senior, edited the Phillips County Record from Sept. 30 to Oct. 2 this fall.

The paper's regular editor, McDill "Huck" Boyd, testified before a congressional subcommittee on the rural doctor shortage on Oct. 1.

Pike said he edited news releases, wrote headlines, wrote up half a dozen football games and did a high school basketball preceed.

He also wrote up a speech Cong. William Roy gave on the campaign trail in Phillipsburg.

Jugenheimer named editor; Wilson publishes textbook

Donald Jugenheimer, assistant professor, has been named a consulting editor for journalism books for Grid, Inc., publishers in Columbus, Ohio.

He evaluates manuscripts, suggests topics and authors for books and evaluates markets for the company. Grid publishes books on specific aspects of journalism.

Jugenheimer is now at work on a book to be published by the company, "Strategic Advertising Decisions."

Norma Wilson, assistant instructor, has written an "Adviser's Guide to Painless Yearbooking." The 101-page book is published by American Yearbook Company in Topeka.

It's designed to help the teacher who knows nothing or very little about yearbooks get through the year as a high school yearbook adviser.

The book is her master's thesis with a few additions. The company tells her that the book is doing well and it's going into its second printing.

She is also writing the script for a film strip on yearbooking for the company.

• • •

Kansan receives 'All-American' rating

The University Daily Kansan made it an even dozen last spring, winning an "All-American" rating for the 12th consecutive semester.

The Kansan was awarded this highest rating by the Associated College Press in competition with about 1,500 papers across the country.

Content and coverage, editorial leadership, physical appearance and photography earned the mark of distinction. Writing and editing were criticized for the paper's dull and long leads.

Hal Ritter, now a reporter for the Rochester Times-Union, was editor for the spring semester.

Continued on page 26

alumni news

Compiled by Debbie Daniels

1974

ELAINE ZIMMERMAN ADAMS is copy editor on the Kansas City *Star*. DAVID H. AHLSTROM is assistant account executive at Fletcher/Mayo Associates in St. Joseph, Mo. DONALD B. ASHTON is a general news reporter for the Arkansas City *Traveler*. He was a staff writer for the Independence (Mo.) *Examiner*.

LYDIA BEEBE is attending KU's School of Law. JOHN BENDER is a reporter for the Pittsburg *Morning Sun*. STEPH BLACKWOOD was general assistant at Falcon Hotel in Whittlesey, England, last summer. She plans to continue working in the hospitality industry.

CHRIS CALDWELL works for *Workbench Magazine*. BILL CAMPBELL is assistant sports editor of the Great Bend *Daily Tribune*. H. DANIEL CHEGWIDDIN works for Josten's American Yearbook Co. RICHARD COWDEN is a general assignment reporter for the Chanute *Tribune*.

LAUREL DEFOE works for WDAF-TV in Kansas City, Mo. PHILIP MARK DEVANEY is a newsman and announcer for KOFO Radio in Ottawa. STEVE DICK is with WDAF. LINDA DOHERTY reports for the Decatur *Herald & Review*.

MICHAEL ELBEIN attends Washington University in St. Louis. JAN ERNSTMANN is a secretary and technical writer for CPJ Architects in Wichita.

JANICE FENSKE is media director at Robert L. Meyer Advertising & Promotions, Inc. LAWRENCE FISH is a copy editor on the *Utica Observer-Dispatch*.

ANA GABRIEL reports for the *Overbrook Citizen*. CURTIS GARNER is service representative for the Graphics Media Corporation in Kanas City, Mo. JACKIE GIBSON is a photographer for the *Ottawa Herald*. MARILYN GIBSON is a secretary and does film promotion for Valentine-Radford Advertising Co. in Kansas City, Mo. WILLIAM GIBSON is a copy editor on the *Albuquerque Tribune*. NANCY GILLILAND attends graduate school at the University of Iowa. LARRY

GOLDSMITH works for the *Iola Register*. CATHY RUBY GRIPKA writes news releases for KU Division of Information.

GREG HAIFLEY is news reporter for KQIL-AM and KQIX-FM in Grand Junction, Colo. LINDA HALES is a copy editor for the *Chicago Tribune*. GREG HARMAN is a sales representative for Proctor and Gamble. MICHAEL HEALY is assistant account executive at Lane & Leslie Advertising, Inc., in Hutchinson. JUDITH HENRY works for PUBLICDAD ARS in Venezuela. She is also attending the Universidad Central de Venezuela as an auditor on a scholarship. KAREN HETLAND is advertising director for Straus, a group of men's and boys' clothing stores in North Dakota. RUTH HEURTZ works for the Perry Project of the U. S. Army Corps of Engineers. MARK ALLEN HOLIDAY works for the Peace Corps in Washington, D. C. BUD AND NANCY HUFFMAN are with the Chanute *Tribune*. DAVID HUNKE works for the *Kansas City Star*. JEFFREY HUTTER is a news reporter for WDAF-TV in Kansas City, Mo.

GARY ISAACSON is sports editor for the Chanute *Tribune*.

BARBARA JOHNSON is news announcer for KUDL AM-FM radio in Merriam. PATRICIA JOHNSON is an advertising trainee for National BankAmericard in San Francisco. NANCY SCOTT JONES works for Institutional Studies at the University of Texas at San Antonio. MARY LIND JORN is working on a second degree in education at KU. JEFFREY JOY attends Washburn Law School.

ROBERT KISSELL is in the MBA program at KU.

JENNY LARSEN is media buyer for Leo Burnett Co., Inc., in Chicago. STEVE LIGGETT is assistant account executive at Valentine-Radford, Inc., in Kansas City, Mo. STEVE LOGAN sells advertising for Townsend Communications, Inc., in North Kansas City, Mo. SHELLEY LONDON attends law school at the University of Missouri at Kansas City.

ROBERT MARCOTTE reports for the *Lawrence Journal-World*. JACKSON MITCHELL sells advertising for the Austin (Tex.) *Citizen*. ANNE MORSE is media buyer for Valentine-Radford, Inc., in Kansas City, Mo. RICHARD MURPHY is executive editor of *Automotive Fleet Magazine* in Glenview, Ill. BYRON MYERS is general assignment and sports reporter for the Grand Island (Neb.) *Daily Independent*.

MARY R. NEIGHBORS is account coordinator and assistant to three executives at Galvin, Farris, Ross advertising agency in Kansas City, Mo. VERNON NICHOLS is a photographer at WDAF-TV.

CAROLYN OLSON reports for the Davenport (Iowa) *Times-Democrat*.

REBECCA PARSONS is copywriter, account executive and media buyer for Len Alfano in Topeka. DON PFANNENSTIEL is sports and general news reporter on the Independence (Mo.) *Examiner*. PAUL-ETTE PIPPERT is a general assignment reporter for KTSB-TV in Topeka. THOMAS PITNEY is assistant manager in the steward department at Crown Center Hotel in Kansas City, Mo. KRISTA POSTAL is employed by Zercher Photo in Lawrence. CHUCK POTTER is general assignment reporter for the *Salina Journal*. JOYCE PRUESSNER is editorial assistant for Interec Publications in Lenexa.

PATRICIA RATTLE is traffic manager at Barickman Advertising Agency in Kansas City. DANIEL REEDER is teaching journalism courses at State University of New York at Morrisville. BETH RETONDE works for Packer Publishing in Kansas City. PAMELA RILEY is advertising representative for Littleton Newspapers in Littleton, Colo. HAL RITTER reports for the Rochester (N. Y.) *Times-Union*. JOHN RITTER is with the *Utica (N. Y.) Press-Observer*. TOM ROBERTS works for KTVO in Ottumwa, Iowa.

LEON SAGALOFF is living in Boulder, Colo., where he is a freelance ad and feature writer. DIANA SCHMIDT is a sales assistant at John Blair & Co. (Blair Television)

in Dallas. ROBERT SCHULTE attends graduate school at KU. RANDY SCHUYLER is editing "Sunday Magazine" in the Orange (Tex.) *Leader*. STEVE SEIBEL is assistant editor for the Sosland Publishing Co. in Kansas City, Mo. DARRYL SERPAN is employed by the Veterans' Organization of Colorado. ROBERT SIMISON is a reporter for the *Wall Street Journal* in Dallas. MARY SKOLAUT is editorial assistant for the *Journal for the Biology of Reproduction* at the University of Kansas Medical Center. A. B. SOLSKY is owner and manager of a restaurant in Fort Collins, Colo. CARL SNIFFEN attends law school at UMKC. Major GEORGE STEWART is coordinator for Bicentennial Affairs in the office of the Chief of Information, Department of the Army, Washington, D. C. GLORIA STRICKLAND is a news announcer for WDAF-TV in Kansas City, Mo. STEPHEN SWARTZ is police reporter for the *Pittsburg Morning Sun*.

TAMI THARP works for the *Kansas City Star*. LOU ANN THOMAS is advertising creator for Mobilfone in Kansas City, Mo. ROMALYN E. TILGHMAN (MSJ) is technical writer in the KU Department of Special Education and Child Research. KATHY TUSSING is with the *Des Moines Register & Tribune*.

BRIAN WALL sells advertising for the Independence (Mo.) *Examiner*. RENEE WARNING does production, copywriting and traffic for Boehner/Scheib Advertising Agency in Prairie Village. CHARLES L. WHITE is a cameraman for KTVH-TV in Wichita. SANDRA WILBER works for Meeting Masters in Topeka. BILL WILLETS is city hall reporter for the *Leavenworth Times*. STANLEY WILSON is a sports writer for the *Topeka Daily Capital*. ANN McFERRER WINTERS is a reporter and copy editor on the *Scottsbluff (Neb.) Star-Herald*. KATHLEEN WINTERS is hostess for the Statemen's Club of Safety Federal & Loan in Kansas City, Mo. JOCELYN WOLBER is public relations assistant at St. Luke's Hospital in Kansas City, Mo.

DIANE YEAMANS is a general assignment reporter on the *Great Bend Tribune*.

1973

JANICE BARDEN is coordinator of weekly advertising and layout at

Milling and Baking News in Kansas City. BRIAN A. BRACCO is a newsman and producer at WTVN-TV in Columbus, Ohio. MARY LINDA BOLING has joined the advertising staff of the *Lawrence Journal-World*. RONALD E. BROZANIC is an announcer for KTOP radio in Topeka.

BRAD CANFIELD is director of audio-reader at KU. CHRISTINE CANNELLA won first place in a photography contest at Crown Center in Kansas City, Mo., in May. She is a photographer for the *Leavenworth Times*. JOE COLEMAN is a photographer on the *Kansas City Star/Times*. STEVE CRAIG is assistant photographer at Nate Accardo Contemporary Illustrators in Kansas City, Mo.

RICHARD COOLEY has been appointed news editor of the *Parsons Sun*.

JOHN DOLAN is an announcer and music director for WIBW-FM in Topeka. ROBERT DUNCAN works for Topeka Inter-City Transit and attends Washburn Law School.

ROBERT LYNN FERGUSON is a salesman for Chess King Clothing Store in Kansas City. TERESA ANN FLORA married Charles Atteney, II, who is still a student at William Allen White School of Journalism.

ENS. ERIC T. HANSON is a student aviator in the U. S. Navy. DEANNE WATTS HAY is assistant editor for KU Alumni newspaper and magazine.

MARILYN KING attends Mt. St. Joseph College in Mt. St. Joseph, Ohio.

ED LALLO is staff photographer for the Kingsport (Tenn.) *Daily News*. BARBARA LAUTER works for Sullivan-Higdon, Inc., in Wichita.

JEAN MORGAN reports for the Sun newspapers in Shawnee Mission. She formerly worked as a general assignment reporter for *Dean Newspapers*, a suburban chain in Culver, Calif.

JOHN OBERZAN works on the advertising staff of the *Lawrence Journal-World*. JAMES L. OLSON works for Spice of Life in Topeka.

RICHARD P. PREZEBEL, JR., is bar manager for Hoolihan's Old Place in Kansas City, Mo.

CATHY BROWN ROELKE is writing features for Sun Publication's *Plaza Magazine* in Kansas City, Mo. KATHERINE RUDDY works for the *Kansas City Star/Times*.

KEVIN SHAFER is with the *Pittsburg Morning Sun*. He formerly worked for the *Leavenworth Times*. BARBARA HALLER STROH is marketing coordinator for Forrest T. Jones, insurance administrator, in Kansas City, Mo.

NANCY B. WEBSTER is promotion coordinator for the *Wichita Eagle & Beacon*. JEFFREY ALAN WELCH is news director for KBEQ radio in Kansas City, Mo. BERT T. WILLIAMS is vice president of public relations and contract bidding for Air-Loom Construction, Inc., in St. Joseph, Mo. WILLIE L. WILSON teaches at Seward County Community Junior College in Liberal.

PATRICIA M. SWEGO is librarian in the house publication department at Employer's Reinsurance Company in Kansas City.

1972

DEBORAH BURGER was elected secretary of the Kansas City Association of Industrial Advertisers for the coming year.

SARAH CONRAD married Douglas Scrainka June 1. They are living in Kirkwood, Mo.

DOUGLAS DELANO is production manager at Aleidoscope Productions, Inc., in Dallas.

JOHN GOODRICK works for Barrett/Yehle Advertising and Public Relations, Inc., in Kansas City.

JIM HOFFMAN is staff photographer for the *Vernon (Conn.) Journal Inquirer*.

KAREN HOLZMEISTER (MSJ) won an award from the San Francisco Press Club for coverage of the assassination of a local police chief. She works for the *Daily Review* in Hayward, Calif.

KAREN KLINCKENBERG is an area reporter for the *Leavenworth Times*.

KATE MANSKE is librarian at the *Kansas City Star*.

RICK SHONTZ (MSJ) is associate director of Corporate Communications for R. L. I. Corporation in Peoria, Ill.

1971

GALEN BLAND has been promoted to the position of managing editor of the *Parsons Sun*.

JAMES A. GENCUR works for Barrett/Yehle Advertising and Public Relations, Inc., in Kansas City. JAMES CARL GERDING is employed by Maritz, Inc., in St. Louis.

MARY FROJEN and her husband have a new baby girl. They live in Sharon, No. Dakota.

JIM LADESICH is employed by Valentine-Radford Advertising Agency in Kansas City, Mo.

PRIS MYERS works for Squire Publications in suburban Kansas City.

CRAIG PARKER is attending law school at Catholic University in Washington, D. C.

1970

LARK BILLICK and Kit Billick had their first child on March 14, a girl named Kelly Lynne. Lark was recently named regional account executive of KIAO-AM-FM in Des Moines. He was formerly account executive and sales manager of KSO-FMG-FM.

HAROLD FREYBE is Lt. at Naval Base Post-Graduate School in Monterey, Calif.

BARBERA LAUTER works for Sullivan-Higdon advertising agency in Wichita.

LOUIS STEELE is special assistant for the Missouri department of consumer affairs in Jefferson City.

JOE VAUGHN is secretary of Kansas City Jaycees and Sigma Alpha Epsilon fraternity.

JAMES MICHAEL WALKER works for the Office of Public Information at Kansas State College in Fort Hays.

1969

MONTE CLARK MACE is assistant editor of *The Packer* in Kansas City. JOSEPH McNEILL was promoted to merchandising manager of Kawasaki Motors, U. S. A., in Dallas.

1968

JERRY BEAN practices law and his wife works at the Cortez, Colo., hospital as a physical therapist.

GREGORY McCLUNEY is president of NAS Advertising in Overland Park. He formerly was an account executive at Valentine-Radford, Inc., in Kansas City, Mo.

LAURIE STREIB REEDER is accounts supervisor for United Telecommunications in Westwood.

1967

KEN HICKERSON has joined a new Kansas City advertising agency, Eggers Associates, as vice president and partner.

DONALD ALLAN HUNTER is national account sales manager at *The Packer* in Kansas City.

1966

JOHN G. HONDROS is a counselor at law in Columbus, Ohio.

1965

DON ELMO BLACK is assistant managing editor of the *Star-Herald* in Scottsbluff, Neb.

KAY JARVIS JONES is living in Indianapolis where her husband teaches at the University of Indiana.

1963

WILLIAM and Susan (Suhler) SHELDON have purchased *Harper's Wichita Journal*, a weekly newspaper in Wichita.

1962

HARLEY CARPENTER has joined the Frank J. Corbett Co. in Chicago as account executive.

1955

STANLEY HAMILTON is director of public affairs at NAMBO in Washington, D. C.

1950

GEORGE L. BROWN has been elected lieutenant governor of Colorado. His new post is the highest state office ever won by a black in that State. Brown formerly was a reporter for the *Denver Post* and has served as director of the Metropolitan Denver Urban Coalition.

DICK PRYCE is executive editor of *Exploring* magazine. He is also the author of *Safe Hunting*, a book that will be released in October.

1942

MARY FRANCES McANAW WELSH (Mrs. Alvin F.) is associate professor at New Mexico State University.

news notes

Continued from page 23

Docking appoints Bassett to Public TV Commission

Edward P. Bassett, dean, was appointed in April to the Kansas Public Television Commission by Governor Robert B. Docking.

The commission is studying the creation of a statewide educational television network for grade school and high school students. The network would include commercial television stations.

The commission also hopes to study the use of such a network for adult education, Bassett said.

Pickett, Young nominated for HOPE award again

The journalism faculty almost got another HOPE award this fall. Both Lee F. Young, associate professor, and Calder M. Pickett, professor, made it to the finals, but did not win the award.

The Honor Our Progressive Educator award is given annually to an outstanding professor by a vote of the senior class.

Both Pickett and Young have been finalists in the HOPE award voting several times in recent years.

Professor John B. Bremner won the HOPE award in 1970.

Journalism society wins honor third year in a row

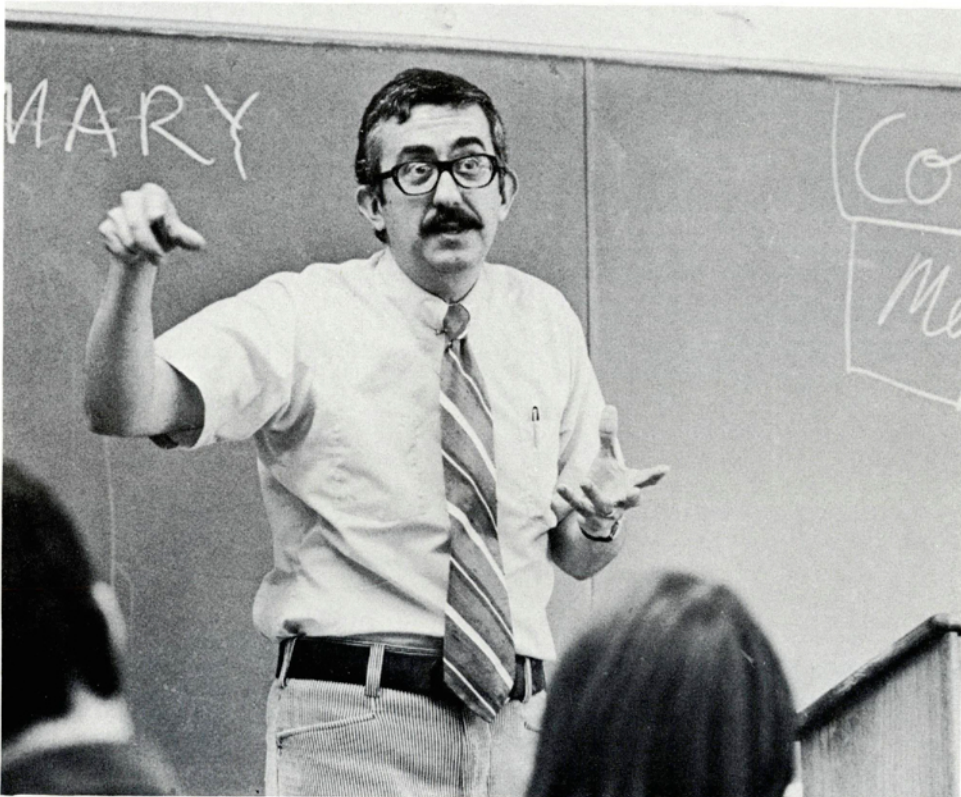
The Kansas Campus Chapter of the Society of Professional Journalists (Sigma Delta Chi) has been judged Region 7's Outstanding Campus Chapter. This is the third consecutive year that the University of Kansas received the title. KU is now in the running for national honors, with \$100 as top prize.

Some of the chapter's activities during the 1973-74 year included attempting to open athletic board meetings to the public; sponsoring receptions for prominent visiting journalists; conducting tours of the campus and J-School for African students and high school students; going into high schools at Lawrence to tell students about the KU J-School and to show an Associated Press careers film and helping raise money for the campus radio station.

Del Brinkman, deputy regional director and associate dean of the J-School, is chapter adviser. Jim Kendall was president the first semester, Carolyn Olson the second.

new faculty

By Jim Owen



Peter Turk

Photo by Lynn Caro

Peter Turk

Peter Turk, who joined the faculty of the School of Journalism in August as an assistant professor of advertising, worked for 10 years in advertising before deciding to become a college teacher.

Turk received his bachelor's degree in advertising from Ohio State University and his master's from the University of Illinois. He will receive his Ph. D. from the University of Wisconsin.

Turk worked for advertising agencies in Cleveland and Pittsburgh before he started teaching at the University of Illinois in 1969. From Illinois, Turk moved to Pennsylvania State University as a lecturer. From there he went to the University of

Wisconsin where he remained until he joined KU's staff.

Turk said he stressed to his students that the problems of advertising were with its practice, and not with advertising itself. He said the most important considerations he wanted to pass on to his students were being correct, ethical and moral in the practice of advertising.

The KU School of Journalism, according to Turk, is as close to professional orientation as any school in the country.

Turk said that the consumer needed information, and that advertising should combine product information with an appealing way of giving information to the consumer.

Paul Smeyak

Paul Smeyak joined the faculty of the School of Journalism this fall as assistant professor of radio-TV-news. Smeyak has been teaching for five years. Last year he taught at North Texas State University and previously at Eastern Kentucky University.

Smeyak worked for 10 years in the broadcast news field—eight years in television and two years in radio—for stations in Pennsylvania and Ohio.

Smeyak received his bachelor's degree from Ohio University and his master's degree and Ph. D. from Ohio State University.

Smeyak said he was attracted to KU primarily because of the fine journalism school.

He said the major difference between writing broadcast news and printed news was that in broadcast news there was a more casual style—it was written to be heard. He said, however, that the same elements of good reporting were in both.



Photo by Doug Hamer

Paul Smeyak

Bernard Mullin

Bernard Mullin is teaching Marketing in the Mass Media this fall. Mullin is currently working towards a Ph. D. in Organization. This is his first year teaching.

Mullin received his bachelor's degree in business at Lanchester, a university in Great Britain. He earned his master's degree, also in business, at the University of Kansas. Mullin has worked for British Leyland, an automobile company in Great Britain.

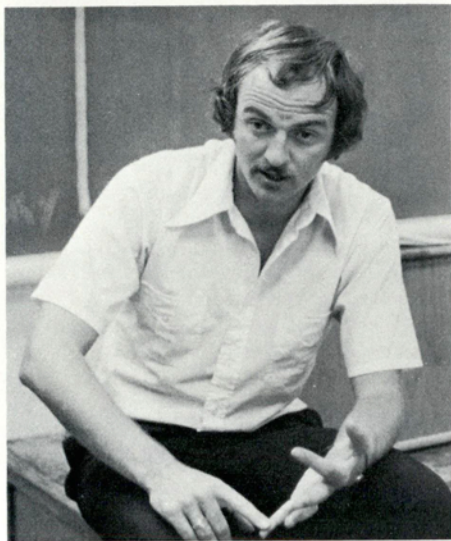
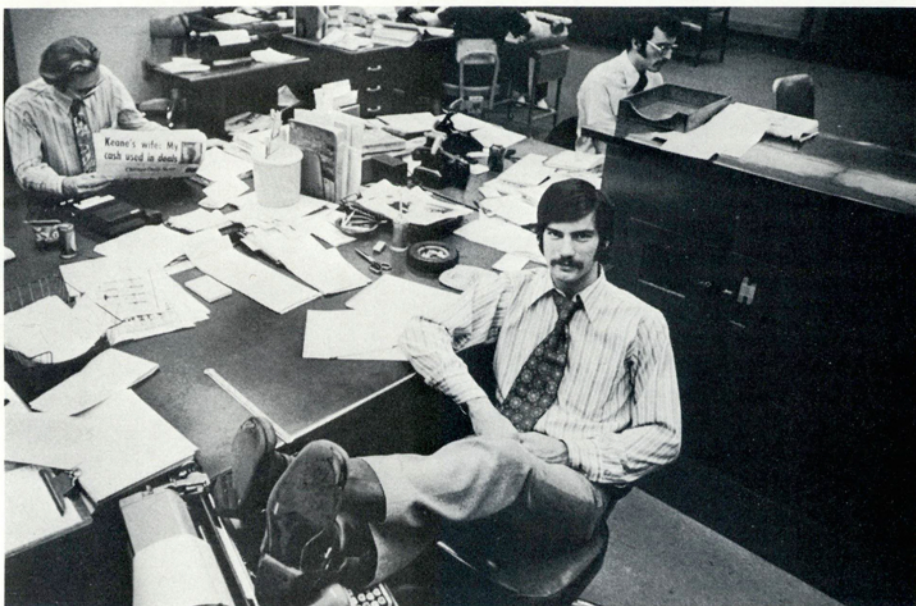


Photo by Doug Hamer
Bernard Mullin



Bob Nordyke

Photo by Carl Davaz

Bob Nordyke

Bob Nordyke, news editor for the Lawrence Journal-World, is teaching a reporting class. Nordyke has worked at the Journal-World for two years. Previously, he worked in a U. S. Army information center in South Viet Nam. He received his bachelor's degree in journalism from KU and he has

enough hours for his master's degree. He taught one semester at Washburn University.

Nordyke said that many students didn't have an idea of what journalism was really like. He stressed in his class getting the newspaper into final form.

Bill Smith

Bill Smith, director of the University of Kansas Printing Service, teaches a graphic arts class this fall. Smith taught a lab session in graphics in 1969, and he has helped teach public relations classes also.

Smith, who has been with the printing service since 1968, said that in his class he covered several different processes of printing, but concentrated on those in common use. He said that the class studied things other than printing, such as copy preparation, proofreading and preparation of art work.

Hi Stockwell

Also teaching a class in graphic arts this semester is Hi Stockwell, assistant director of the KU printing service. This is Stockwell's first year of teaching. He has been with the KU printing service 11 years.

Stockwell said he was concerned with letting students know what processes their copy went through after it left their typewriters.



Hi Stockwell and Bill Smith

Photo by Carl Davaz

If you want to continue to receive the Jayhawk Journalist

**please join the School of Journalism Professional Society and
the University of Kansas Alumni Association.**

The School of Journalism has published eleven issues of the **Jayhawk Journalist** for its alumni. From the first issue in the fall 1969 to this one, we have spent almost \$20,000 for the production of the magazine. Funds have come from the William Allen White Foundation, from contributions and the school's discretionary fund.

We have exhausted our financial resources. From this time on, we can only continue to publish the magazine from funds generated by membership in the School of Journalism Professional Society and the KU Alumni Association. This means that our distribution will have to be limited to those who are members.

We want to continue to have you as a reader and, of course, we want your involvement in the school's activities.

You get more than the **Jayhawk Journalist** when you join the Professional Society and the Alumni Association. Other benefits include:

A subscription to **Kansas Alumni**—the official Alumni Association publication.

The School of Journalism **Alumni Directory**.

The Weekly Football Reports (if requested).

Opportunities to participate in the Flying Jayhawks travel programs abroad and to post-season athletic events.

A continuing flow of information about your school, your university and alumni activities.

Please join now so you can continue to be on the **Jayhawk Journalist** mailing list.* A postage-paid return envelope, containing an application form, is bound into this issue. When you send it in, please include news about yourself. We'd like to write about you in the next issue of the **Jayhawk Journalist**.

**If you have recently paid your Alumni Association dues, disregard this notice.
You will continue to receive the magazine.*

Caution-- hardhat working

. . . or perhaps the headline should have read "Danger--Falling Rock Zone."

Professor John Bremner's office on the first floor of Flint became a danger area one day last summer. Workmen clearing debris from the third-floor loft construction were throwing chunks of masonry down onto a flatbed truck. Some pieces ricocheted and crashed through Bremner's window. Fortunately, neither Bremner nor Dean Del Brinkman, who was visiting in the office at the time, were injured.

A sympathetic faculty member (Bill Seymour) purchased protective headwear for Bremner and students posted a warning sign on his door.

Bremner continued working in the office. Workmen continued working in the loft. If they stay on schedule, we hope to show you pictures of the remodeled loft, converted to modern office and classroom space, in the next issue of the *Jayhawk Journalist*.

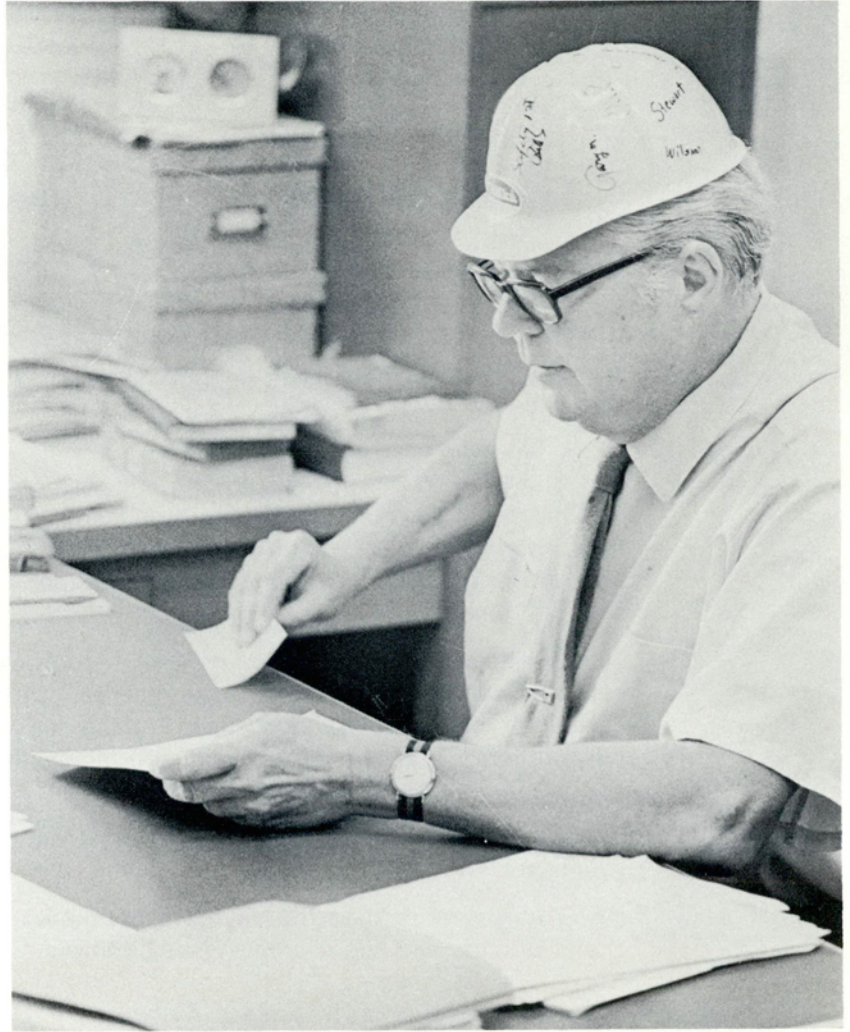


Photo by Prof. William Seymour

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