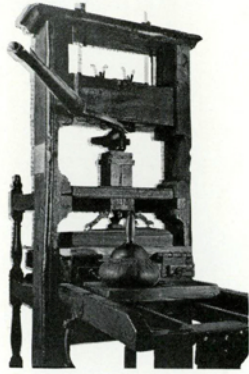


Jayhawk
Journalist

SPRING 1976



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COVER: The Ben Franklin Hand Press, used in 18th-century America, symbolizes more than 200 years of printing in America. Used to print James Franklin's New England *Courant*, a virulent critic of British colonial rule, it helped propagate the revolutionary ideas that led to America's independence in 1776.

The Class of '56

The oldest survivor will never forget that one

by Calder M. Pickett

It was a year that began inauspiciously, with no indications of the earthquakes that would rock the world—and the School of Journalism. IBM appeared for the first time in a student enrollment here, and the September 12 *University Daily Kansan* announced that two humor magazines—*Squat* and the *Sour Owl*—would come out during the year. *Squat* and the *Sour Owl* both appeared, and a few lives were affected. Students continued to be numbers, following the portent of that fall's enrollment. President Dwight D. Eisenhower had a heart attack, Elvis Presley cut some records, Sam L. Jones told us what was wrong with everything and everybody on the campus, and soon we were getting ready for another school year—1956-57.

But this is not about 1956-57, it's about 1955-56. The class of '56, the class that will be observing its 20th anniversary this spring. The class of the "silent generation," before Fidel Castro, Stokely Carmichael, Barbra Streisand and Joe Namath had come into our consciousness.

I propose to tell you about that class, and as the oldest living inhabitant who has a better right? I can't tell you all the things I'd like to tell, because I'm worried about libel laws, fists and breaking up marriages. Maybe there aren't many of the latter to break up any more, because I note, in respect to your class, that there have been, as we used to sing in *my* college days, some changes made. I'd *like* to tell you about the couple who sat on the back row in Reporting II and held hands, the young matron of today who used to glare at her boy friend as he argued with me in Editing, the young executive of today who kept a bottle of whiskey filed under "W" in the *Kansan* business office. No names, please. But I do wonder if this wouldn't be more interesting if I could tell some of these stories.

I will tell you, after a while, about the *Sour Owl*, because I know more about this affair than even Leo Flanagan and Bob Lyle. And a few more things. Surely, after 20 years, we can't become too exercised about learning

some minor truths of the age of Eisenhower and Pat Boone.

There's a cast of characters in this story, and I propose to give you the names right now, the class of '56. Who they were, or are, and where they were, or are: Walt Baskett, last address, San Francisco, 1967 . . . Ted Blankenship, editorial writer, *Wichita Eagle* and *Beacon* . . . Grace Favors, last address, Kansas City, Kan., 1961 . . . Paul Bunge, publisher of *Mitchell County Press-News*, Osage, Iowa . . . Rich Clarkson, director of photography, *Topeka Capital-Journal* . . . Dave Cleveland, last address, Indianapolis, 1964 . . . Bruce Dillman, last address, Lincoln, Neb., 1968 . . . Marion McCoy Dockins, information specialist, Bellevue Community College, Bellevue, Wash. . . Wayne Ealey, last address, Bartlesville, Okla., 1961 . . . Harry Elliott, editor, *Daily Courier*, Grants Pass, Ore. . . Jack Fisher, last address, Alva, Okla., 1967 . . . Ron Grandon, director, Washington office, National Association of Blue Shield Plans . . . Bill Griffith, last address, Prairie Village, 1961 . . . John Hawkinson, with Pacific Plantronics, home in Aptos, Calif. . . Larry Heil, an executive with *Citian*, Fort Worth, Tex. . . John Herrington, television newscaster in Cleveland, home in Bay Village, Ohio . . . Bernell Hiskey, last address, Great Falls, Mont. . . Humphreys Hodge, last address, Salina, 1961 . . . Bob Hoyt, associate director, Child Research, KU . . . Dick Hunter, executive director, Friends of Educational Broadcasting, Des Moines . . . Prentice Jeffries, last address, Streator, Ill., 1957 . . . Janis Johanson, housewife, Prairie Village . . . Sam Jones, freelance photographer, Tokyo . . . Shirley Jones, last address, St. Joseph, Mo. . . Ann Kelly, housewife, Kansas City, Mo. . . Jerry Knudson, journalism, Temple University, Philadelphia . . . Don Landes, director of public information, Kansas City Power and Light, Kansas City, Mo. . . Madelyn Brite Larkin, housewife, Pittsford, N. Y. . . John McMillion, general manager, Duluth (Minn). *News-Tribune* . . . Bob Marshall, minister, Wilmette

Class of '56

Church of Christ, Wilmette, Ill. . . . Cliff Meyer, with Batz, Hodgson, Neuwoehner, Inc., in Kansas City, Mo. . . . Darline Montgomery, last address, St. Joseph, Mo., 1960 . . . Jack Page, last address, Pasadena, Calif., 1961 . . . Rollin Peschka, advertising manager, Roos-Aitken, San Francisco . . . Ron Phillips, last address, Aspen, Colo., 1972 . . . Kenneth Plumb, last address, Kansas City, Mo., 1959 . . . Lee Ann Urban Rohrer, housewife, Hutchinson . . . Gladys Henry Rollins, last address, Auburn, 1972 . . . Irene Coonfer Six, last address, Gambier, Ohio, 1967 . . . Charles Sledd, director of information, Kansas Electric Cooperatives, Topeka . . . Gretchen Guinn Smith, housewife, Lemon Grove, Calif. . . . Joann Beth Strong, last address, Pueblo, Colo. . . . William Tatum, last address, Texas A & M, College Station, Tex., 1962 . . . James Wiens, last address, Wichita, 1964 . . . Herbert Winter, last address, Kansas City, Mo., 1967 . . . Robert Wolfe, last address, Fort Leavenworth, 1970.

Now, how about a little 1955-56 music to get you in the mood?

It's cherry pink and apple blossom white,
When your true lover comes your way.
It's cherry pink and apple blossom white,
The poets say.

Let's see, now. Burton W. Marvin was dean. He's on the faculty now at Syracuse. Elmer Beth and Emil Telfel are both dead. Frances Grinstead is retired and in Sarasota, Fla. Jim Dykes has gone from here to Troy State University in Alabama. Gene Bratton is on the faculty at Iowa State in Ames. It was the first year for Bruce Linton, and he's almost as ancient around here as I. Glenn Price was here, and Vic Hyden and Bill Key were fairly new in radio-TV here, and short-termers, too. Ed Browne was running KANU, and he's now public relations director for the Independence Sanitarium and Hospital, RLDS Church, in Independence. Jimmy Bedford is now at the University of Alaska. Mickey Ryther is retired but busily working on our archives. Have I caught everybody? Oh yeah, me.

There were 8,052 students in the University, 79 of whom were in journalism. Statistics elsewhere will suggest that times have changed. There were four movie theaters—the Granada, the Jayhawker and two drive-ins—and I once amazed a visitor by telling him the best places to eat were Duck's and the Dine-A-Mite.

You were a pretty square group. The hair in the *UDK* pictures is the shortest I've seen in years. Girls wore makeup, and were neat. They wore long skirts. There were nightshirt parades, and in the spring I was wishing the things had never been held.

Can't lose, those memories you gave to me,
Memories are made of this. . . .

Boy, did the *Kansan* have a lot of society stuff. Marriages, engagements. Greeks were the only identified ethnic group in the paper. June bride stuff in the spring.

Editorial note: Leo Flanagan blasts stories about pinnings and the like. There were queens, right and left—a Military Ball queen on page 1, and a Miss Santa who took up almost the whole damn front page. My, there was flak about that. An Alpha Phi housewarming was big stuff, and so were openhouses at two new dorms—Carruth-O'Leary and Gertrude Sellards Pearson. A survey told us that Hell Week was no longer necessary—relevant, we'd now say.

I didn't jot down the names of all the editors and business managers and all that, but these people ran the *Kansan* (we changed four times a year in those good old days): The managing editors were John Herrington, Gretchen Guinn, Marion McCoy and John McMillion. Please note, those of you who say women editors are a recent invention. Business managers: Paul Bunge, Charlie Sledd, Jim Wiens and Dick Hunter. Editorial editors: Ron Grandon, Leo Flanagan, Sam Jones and Dick Walt. Another note: Flanagan was an advertising major.

Oh, such editorials in '55-56. Let's have more school spirit. Drive safely on your way home. Grandon praises Western Civ. McMillion blasts it. Telfel writes a letter defending McMillion's right—Voltairean stuff. McMillion praises the beauty of Kansas. McMillion comes right out for country music. Flanagan calls his column "A Bit o' Blamey." What else? Flanagan blasts Lawrence for being so unprogressive socially. Flanagan praises advertising. Jones and Walt disagree on the value of fraternities. Flanagan says the *Jayhawker* glorifies Greeks. Jones says the All Student Council is unnecessary. Ray Wingeron says White Citizens' Councils are just the Ku Klux Klan all over again. Sam Jones tells us what's wrong with the English department, Greeks, independents, faculty, students. He retires, undefeated, and a *Kansan* headline asks: "What's wrong with retirement?"

I'll never stop loving you,
Whatever else I may do . . .

Love that '55-56. The *Kansan* carried cigarette advertising, and a comic called "Little Man on Campus" you may remember. Telfel was the adviser, succeeding the author of this memorable piece. A picture showed Marion McCoy and Jane Pecinovsky fondly admiring the Albert T. Reid cartoon collection, which is now in Spencer Library. It wasn't big news elsewhere, but one day Gene Bratton came in to tell us, excitedly, that Guy Pennock had died. Guy was the Printing Service foreman, and he used to beat on the pipes in the basement of the old Shack to tell the copy desk that the Linotypes needed copy. Leon N. Flint, for whom the building was dedicated that very fall, fell and broke his hip, and died shortly after. Merle Thorpe, the first head of the journalism department here, died. KANU was expanded—operating from 1 p. m. to 11 p. m. seven days a week, and the University Committee on Radio and Television was set up. KDCU went on the air—wired wireless, we called it



ELVIS PRESLEY

WHAT'S THE MATTER WITH SAM L. JONES? SOUR OWL

Confidential

TELLS THE FACTS and NAMES THE NAMES SPRING 25c Salk Named Man Of Year

By LEO FLANAGAN (Daily Kansas Editorial Editor)

With these words, Dr. Jonas E. Salk took his place in medical annals alongside Pasteur, Koch, and Jenner, because of his work on the polio killer, he has been selected Man of the Year by the University Daily Kansas editors and editorial writers.

Dr. Salk, 41, is one of a group of only 100 persons in the past 100 years who have been named Man of the Year by the University Daily Kansas editors and editorial writers.

Eventually, he found a way of killing the virus while preserving its power to stimulate the formation of protective antibodies in humans. When first released, the vaccine was up to 90 per cent effective. Dr. Salk has said the vaccine can be made almost 100 per cent effective, and that eventually polio can become a rarity.

Dr. Salk received support for his work on the Western European Continent, the referee at Germany war prisoners from Russia, and the Soviet question.

Former Nazi's stand in the Czecho-Slovakian area and anti-Communism, and later in Czecho-Slovakia to assist Egypt's place of power as the world's oil bankers for him.

The race to power by Communist bloc Russia, they said the political manipulation by President Eisenhower put them in a tie for the fourth and fifth places.

Although the Communist is ally of the No. 2 man in Russia, he is recognized as the nation of the French National Assembly, the handling of the off-again on-again, President Eisenhower's support.

The tie to power by Nikolai Bulganin, Communist Premier of the Soviet Union, was of utmost significance in world politics. His position at Geneva and in India surprised the world.

President Eisenhower's support of the United States in the Korean Peninsula, the handling of the off-again on-again, President Eisenhower's support.

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Top Story Of 1955

By JOHN McMILLON (Daily Kansas City Editor)

The latest column published by President Eisenhower and his associates which followed was picked this week by Daily Kansas editors and editorial writers as the top story of 1955.

The second place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the second place story of the year.

The third place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the third place story of the year.

The fourth place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the fourth place story of the year.

The fifth place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the fifth place story of the year.

The sixth place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the sixth place story of the year.

The seventh place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the seventh place story of the year.

The eighth place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the eighth place story of the year.

The ninth place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the ninth place story of the year.

The tenth place was the story of the 1955 football season at the University of Kansas. The story, written by the Daily Kansas staff, was picked as the tenth place story of the year.



At 1st Home Game

Nightie Parade Scheduled For Friday Night

The traditional Nightshirt Parade on the eve of the first home football game, will be held here Friday night.

A change of route announced by Jim Miller, chairman of the All Student Council's Pep and Rackets committee, will eliminate downtown Lawrence for the first time in many years.

The Nightshirt-clad students will meet in front of Hoch Auditorium at 7:30 p.m. and march down Jayhawk Drive and Lilac Lane, where they will be joined by Chancellor Franklin D. Murphy at his residence.

The first home football game, Sunday against Washington University will be made possible by the appearance of 50 school bands.

The bands will be provided by the University for the annual observance, held each year.

Arrangements for the parade will be made by the KU band, led by Edw. Edwards, and Paul Wallace.

To Parade at 10 a.m. the Kansas University band will march on 23rd street in downtown Lawrence.

The hands will be taken to the street where bus musicians to take the parade to the lake area for a time.

The first home game, Sunday against Washington University will be made possible by the appearance of 50 school bands.

LAWRENCE, KANSAS

Death Of Flint Mourned By Press, University

The death of L. N. "Daddy" Flint has brought expressions of sorrow from members of the University Press and professional journalists.

Dean Burnett Frank D. Murphy, to the death of Prof. Flint, the professional and personal life of the man who has been a part of the University of Kansas for many years.

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LEON N. FLINT

L. N. Flint Funeral Set For Tomorrow

Services will be held at 3:30 p.m. tomorrow at the Presbyterian Church for L. N. "Daddy" Flint, 75, chairman of the University of Kansas Journalism Center about 6:15 p.m. Friday.

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A SKINT WILDCAT—An unidentified Kansas State fan made a bold but futile attempt to tear down the KU goal posts after last Saturday's football game between the two schools. Members of the KU football team were seen taking eager hands, making this picture of the goal posts after the game.

Kansas State Mauls KU 46-0 Before 26,000 Fans

Kansas State mauls KU 46-0 before 26,000 fans in a football game between the two schools. Members of the KU football team were seen taking eager hands, making this picture of the goal posts after the game.

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LAWRENCE, KANSAS

University of Kansas

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AFRICA... ANZIO... JRN... SALERNO... WAS THERE! TO HELL AND BACK CINEMASCOPE AUDIE MURPHY

ried GOP Study in Britain

WASHINGTON—Republicans are the President's illness and their party could find long-range comfort in a study of recent British events.

Republican troubles do not stem from President Eisenhower's illness and the likelihood that he will be a candidate for reelection.

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KANU To Expand Schedule Monday

KANU, the University's FM radio station, begins its expanded regular broadcasting on Saturdays.

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LAWRENCE, KANSAS

Panty Raid Attempts Fail In Series Of Noisy Forays

A noisy, milling, disorganized mob of from 600 to 1,000 students made an unsuccessful attempt to negotiate a panty raid on several residences and women's dormitories Thursday night.

The most determined students were made up of the Kappa Kappa Gamma house, the Kappa Alpha Theta house, the Delta Delta Delta house, and Gertrude Schiller, Perera dormitories.

The Kappa house six men succeeded in entering through a second-story window by way of the fire escape. Housemother Mrs. Edna Feist shoved the boys out the window and locked it.

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REX HARRISON JULIE ANDREWS My FAIR LADY IN THE CRITICS' PRIZE MUSICAL



Class of '56

—and one of the key programs was about this woman who went into a trance and thought she was a 19th-century Irishwoman named Bridey Murphy. Remember?

Two lost souls, on the highway of life,
We ain't even got, a sister or brother . . .

Kappa Alpha Mu had a four-state meeting, Roy Roberts of the Kansas City *Star* won the William Allen White national citation, and Les Suhler of *Look* magazine spoke at the Kansan Board dinner. Jerry Knudson, who was also Phi Beta Kappa, and Gretchen Guinn were top news majors; Dick Hunter, Paul Bunge and Charlie Sledd shared the top advertising honor; and Bob Marshall and Shirley Jones, top radio-TV. An editorial in the Wichita *Beacon* criticized campus newspapers, the *Jayhawker* was late, a feature picture showed two little girls named Carolyn and Kathy Pickett watching "Whizzo's Wonderland" on the tube, and there was a big feature about dogs on campus. You '56 people ought to see the place now. One big pound.

It was not a distinguished year sports-wise, as the feller says, though Wilt Chamberlin was signed up. Almost total disaster in football, but Bob Lyle wrote an editorial, "We're behind you, Chuck." "Chuck" was Chuck Mather, and boy, were his years lean ones! Basketball wasn't much better. Dallas Dobbs was declared ineligible, Wes Santee fought the AAU, the Regents forced "Phog" Allen to retire (Phog hit his 1,000th game that year) and the UDK sports writers had the gall to name Norm Stewart to the all-Big Seven team. That's right, Big Seven: Oklahoma State was still A & M and it wasn't in the select circle. K-Staters came here and painted our pioneer, and somebody went up the river and seized their wildcat named Touchdown IV, and Chancellor Murphy threatened to expel students for acts of vandalism.

Just in time, I found you just in time,
Before you came my time was running low . . .

Kansas still had movie censorship. The chancellor predicted 15,000 to 17,000 students by 1970, and somebody promised a finished turnpike by late '56. The English proficiency examination was still making life miserable, especially for some of us who graded the thing. Vince Bilotta, once a Wildcat, was a cheerleader. William Inge came to town to advise on the production of his "Picnic," and the year brought to the campus Dave Brubeck, Les Brown, George Shearing, Ralph Marterie and Duke Ellington. The Duke played for Greek Week. That's right, Greek Week.

A major event of the year was Religious Emphasis Week. The class of '56, your class, gave a bronze Jayhawk as the class gift. Jim Tice called it "useless." Martha Peterson quit as dean of women, and Emily Taylor succeeded her. April brought a big snow. George Docking decided to run again for governor (he lost in '54). There was a political party called POGO. Steps

were built from Malott Hall to old Robinson Gymnasium. Some sporty types tried to pull off a panty raid, but it flopped.

Born on a mountain top in Tennessee,
Greenest state in the land of the free,
Raised in the woods so he knew every tree,
Killed him a b'ar, when he was only three . . .

Such movies, in that benighted age people like to refer to (do you, like me, weary of having the '50s compared to the Black Plague?): "Oklahoma!," "Guys and Dolls," "Mister Roberts," "The Man with the Golden Arm." James Dean was your hero in "Rebel Without a Cause," and Brando, Monroe and Grace Kelly were big names. "My Fair Lady" opened that spring on Broadway—can the class of '76 find a comparable entry? On television, the new shows included "Rifleman," Phil Silvers as "Sergeant Bilko," "Alfred Hitchcock Presents," "Lawrence Welk," "Gunsmoke," "Wyatt Earp," "Captain Kangaroo," "Lassie" and the "Mickey Mouse Club." I can see you now, entranced in front of those black-and-white monsters.

John Gilbert Graham blew up a plane Mama was on, and the AFL and the CIO merged, and the \$64,000 Question came to television, and Khrushchev blasted the cult of Stalin, and Rocky Marciano retired, and Nixon flew to Denver to see Ike, and somebody forecast a trip to the moon within 25 years, and the Truman memoirs appeared in *Life*, and Princess Margaret decided not to marry Peter Townsend (not the Who star, kids), and Grace Kelly became Princess Grace, and Atherine Lucy tried to enroll at Alabama. I am carried back to endless current events quizzes.

The tables are empty, the dance floor's deserted,
You've played the same love song, it's the tenth
time you've heard it . . .

And one awful night the *Sour Owl Confidential* was conceived. We sure learned the blues on that magazine. It seemed a good idea, because the confidential magazines were red hot, and we thought it might be nice if a *Sour Owl* was profitable for a change. So we got Kappa Alpha Mu and Alpha Delta Sigma to cooperate with Sigma Delta Chi (I was the adviser of that outfit in those days), and we brought out the magazine—a chancellor, wearing his night shirt, on the front page, exposes of various people. I'd rather not think about it, even though it was 20 years ago. Three groups on probation, faculty members grilled by a special committee, strong talk of reprisals. Can you children of the age of the four-letter word and X-rated movies believe all this happened? It happened. And it will make the spring of '56 a year one senior citizen will never forget—and not because there was a yellow rose in Texas, or Ernie Ford was toting 16 tons, or Gogi Grant was hearing a wayward wind blow, or Elvis was at Heartbreak Hotel, or love was a many-splendored thing. That's the way it was. Next stop, maybe the class of '52.

John Suhler: From magazine salesboy to executive

1965 KU graduate is president of CBS magazine division

by Cindy Morgan



"I was spoon-fed on Kansas when I was a kid."

You know the kid down the street who is constantly harassing you to buy some of his magazines? Be kind to him, because someday he may become the publisher of one of the country's largest magazines. Or better yet, he may end up being president of a group of nationally circulated magazines.

This is the story of John S. Suhler, a 1965 graduate of the School of Journalism. In 1974, at age 30, Suhler became president of the Consumer Publishing Division of Columbia Broadcasting's Publishing Group. This made him the youngest CBS division president. Before taking over this position, he had helped to launch the highly successful *Psychology Today* and served as its publisher.

"It was pretty obvious when he was at KU that he was going to go places," Steve Clark, assistant director of the KU Alumni Association, said. "He was highly motivated." Clark was Suhler's fraternity pledge brother.

Mel Adams, associate professor, and one of Suhler's instructors, agreed with Clark and added, "I remember him well. He got along well with people and showed leadership qualities."

KU and journalism school are family affairs for Suhler. His father, Lester F. Suhler, was graduated from KU in 1930, and both his brother-in-law and his sister were graduated in the 1960s.

"I was spoon-fed on Kansas when I was a kid," Suhler, a native of Des Moines, said. "I just never thought about going any place else."

His father was with *Look* magazine for 35 years, serving as subscription manager, then vice president and a member of the Board of Directors. His brother-in-law, Bill Sheldon, owns Harper Publishers, Inc., in Wichita. And, although Suhler's wife didn't attend KU, she had a journalism career on the editorial side of the magazine industry until she retired to care for their children.

Suhler first spent several years pounding the pavement selling magazines door-to-door and working summers at *Look* magazine in Des Moines. After graduating from KU with a major in advertising, he became co-owner of a small newspaper in Dalton, Mass., with his brother-in-law. But, realizing that his real love was magazines, he returned to *Look*, this time as a direct mail copywriter.

Later he moved to New York to work for a direct mail



and publishing consultant firm. This company worked with magazines such as *New York*, *Southern Living* and *Psychology Today*. It was during his association with this firm that he made valuable contacts that were to lead to his association with *Psychology Today*.

Before joining that magazine, Suhler went to work for one of the nation's largest direct marketing firms, the Metromail Division of Metromedia. He was an account executive in their New York office.

Then Suhler's moment came. In 1969 he joined the newly established *Psychology Today* as its circulation director. He helped to establish it as one of the fastest growing and successful consumer magazines. He moved up to the position of associate publisher and then, in 1971, realized a childhood dream when he was named publisher. Later he became a vice president of Ziff-Davis Publishing Company, the corporation that owned *Psychology Today*.

His work attracted the attention of CBS executives and Suhler was hired as president of the consumer magazine division. A news release from that corporate giant said, in announcing his selection, that "John Suhler's record as a publishing executive speaks clearly of his insight into the many complexities of the business. His rapid advancement attests to his accomplished publishing management techniques."

Today, Suhler is responsible for managing 40 magazines and the Popular Library line of paperback books, which represent about one fourth of the \$220 million worth of publishing that CBS produces annually. The magazines include *Field & Stream*, *Road & Track*, *Cycle*

World, *Sea* and a new magazine that CBS is launching called *Popular Gardening Indoors*. According to Suhler, other new magazines are in the planning stage.

The success of these special interest magazines is indicative of the new trend in the magazine industry.

"The surge in the special interest magazines grows as we, as a society, tend to get more specific on how we spend our leisure time. We don't have time to pursue twenty interests."

But there will always be a place for general interest magazines, Suhler said, although special interest magazines may increasingly whittle the general interest magazines' markets. The trend in magazines no longer, and probably will never again be, the revamping of older titles. Instead it will be the development of new magazines that better suit today's society.

"The older existing general interest magazines have had their life cycles. Their audiences are getting older. Society changes and magazines such as *People* and the men's and women's erotic books are products of these social changes."

The magazine industry as well as the paperback book industry, Suhler said, are old and established, making his job of sustaining the freshness and creativity of his trade a stimulating challenge.

"The challenge is to create exciting editorial products and, to go with them, exciting business propositions. It is difficult to do on a day-to-day basis but that is what makes it a fun place to work and gives you a reason to get up every morning."

The hard part is to make business propositions that are exciting to the magazines' advertisers, Suhler said. And for that reason Suhler would like to see journalism schools put more emphasis on the business side.

"To be successful in the magazine industry, you need to understand the economics of the businesses you are working with, their strengths, their weaknesses, the problems they have to deal with, everything."

While at KU, Suhler took every business elective he could in the business school. The journalism education he received at KU had its limits, he said, because KU had no magazine classes then. But the opportunity to take electives plus the knowledge that he wanted to go into magazine publishing allowed Suhler to get the education he wanted and needed for his career.

"I decided early in my life that I wanted to be a publisher of a magazine some day. It was almost unnaturally early."

Because he knew what direction he was going, Suhler could sift through the material he was exposed to and digest that which would be most beneficial to his career. Suhler thinks that early selection of a career is an advantage that more journalism students should have in order to get the most from their college education. More exposure to practical journalism work could help the student choose his career direction.

"The experience should be early in the student's two years in the school so the student would know what direction he wanted to go. Then he could extract what he knew he would want to use later."

Suhler suggested that journalism schools adopt a variation of the case study method used by business schools. Case studies would allow the student to work through all the aspects of producing a magazine from production to circulation to financing.

"The journalism schools need to package, with the theoretical disciplines, raw experience to round out a student's education."

Although he was studying toward a career in magazines, Suhler enjoyed and learned about selling advertising and working with people from his experience with the *University Daily Kansan*. Suhler served as the classified advertising manager, assistant business manager and chairman of the Kansan Board.

Suhler found KU and his education here enjoyable and beneficial. The late Elmer Beth and Calder Pickett were highlights of Suhler's education at KU.

"They were unusual guys in education. They weren't in education because it was the thing to do, but because they were deeply committed to education. If they saw potential in you they would go out of their way to help you."

Outside of academics, Suhler was also active. He was president of Alpha Delta Sigma, a professional advertis-

ing fraternity, served on Chancellor W. Clarke Wescoe's Dean Advisory Board, played intramural sports and even went out for the Jayhawk's freshman basketball team. As a member of the Sigma Chi social fraternity, Suhler, towering around 6' 2" tall, displayed his acting abilities in a rather facetious portrayal of Chancellor Wescoe, who was several inches less than 6' tall, in one of the annual Rock Chalk Revues.

Suhler received an award for being an outstanding male senior in journalism which yielded him a lifetime bonus. When he went to St. Louis to receive the award at a convention, he had the pleasure of meeting a young woman who was receiving a similar award from Southern Illinois University. Later they were married and are now living in Darien, Conn., with their two children.

The job market in the magazine field, Suhler said, unfortunately isn't as promising as it was when he was beginning his career. In the past five years the rising costs for paper and production have forced most businesses to revamp their organizations, which has usually resulted in the elimination of positions. The problem caused by the lack of available positions has been compounded by the large increase in young journalism graduates. Whereas five to ten years ago most large magazine publishing houses had programs to train young people interested in the magazine industry, today Suhler knows of no magazine with such a program.

Although there might be a ray of hope, in that Time Inc., as well as Suhler's company, is considering reinstating such a program, for the most part opportunities at the entry level of consumer magazines are not plentiful, Suhler said.

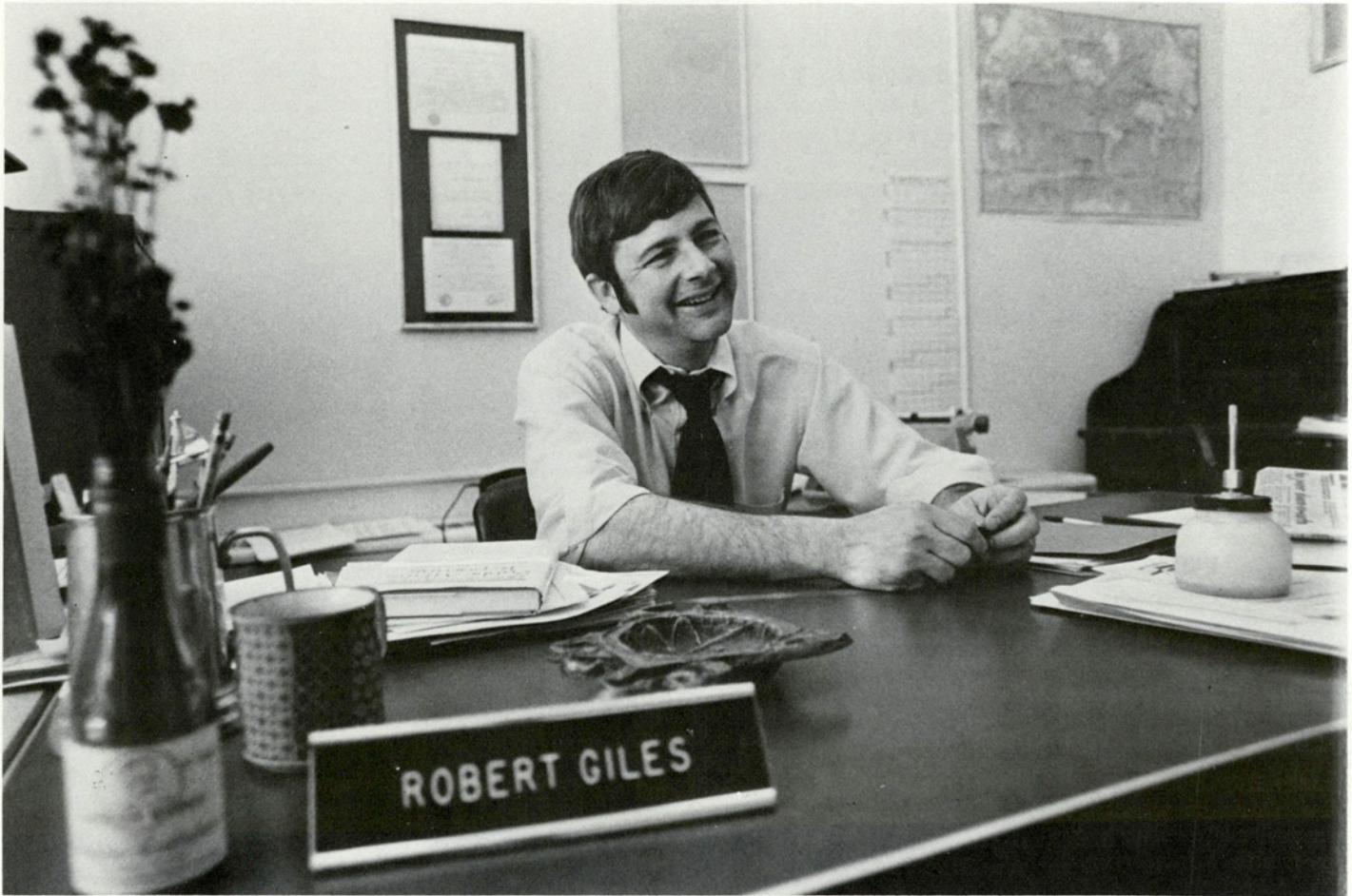
To break into the consumer magazine field, Suhler suggested getting some experience on a newspaper or small magazine and then going to New York and proving to potential employers that one has accomplished something. Just being exposed to production or editorial experience isn't enough in today's tough competition, Suhler said. It is important to have done something that has had an impact, something specific.

"Be able to say, 'Here is one thing that I observed, here is what I did to remedy the problem, and here are the results.' Have something concrete to show the employer."

If a person has no job lined up, Suhler suggests packing one's bags and moving to New York. To accomplish anything in the consumer magazine industry, New York is the place to be, Suhler said.

One has nothing to lose in moving to New York, and if one is persistent, creative and talented he will probably eventually make it. After all, Suhler said, "Our industry has lots of room for lots of hot dogs."

But speaking as a native Midwesterner, Suhler also warns, "You have to want to achieve something specific to keep your sanity in this town."



Professional-in-residence Giles welcomes teaching challenges

by Carol Yarnevich

Going from the job of executive editor of a newspaper with a 175,000 circulation to that of journalism teacher at the University of Kansas may be a big step for most people. But Bob Giles, professional-in-residence, seems to have adjusted very well.

Giles, who teaches Reporting I, Advanced Reporting, and Editorial and Interpretative Writing, will teach at KU for a full year, through the fall 1976 semester. He is participating in a new professional-in-residence program, which was set up by a \$50,000 grant from the Frank E. Gannett Foundation.

Giles was on the Akron (Ohio) *Beacon Journal* staff for nearly 17 years, working his way up from a starting reporter covering small communities around Akron in 1958 to the position of executive editor, which he had

for three years. Between those two jobs, Giles worked as an editorial writer, city editor, assistant to the publisher and managing editor.

He was the managing editor of the *Beacon Journal* when it won the Pulitzer prize for its coverage of the Kent State affair.

"We didn't realize at the time that it would be a Pulitzer prize winner," Giles said. "But it dawned on us one day that it would be a good entry for the Pulitzer prize."

Giles said he had never taught classes before he came to KU, but his *Beacon Journal* experience, especially in criticizing writing, had helped him prepare for his first KU class.

Giles said he was on a leave of absence from the *Beacon Journal*, and thinking about possibly writing a

book or working on another newspaper, when he was nominated for the professional-in-residence position. He said he considered the offer after visiting the school because he had been very impressed with KU's School of Journalism and its faculty members, who, he said, were dedicated to teaching rather than research.

After Giles started teaching, he said, he became even more impressed with KU.

"I had heard KU was pretty sound and had a good journalism program. After teaching here, I am more impressed. KU's journalism school does a good job of teaching fundamentals."

Giles said he liked teaching very much.

"I've discovered a lot about myself and about teaching," he said. "I'm free to teach what I really believe about journalism. As an editor, I wasn't free to do what I really believed because I had to consider things such as the budget and advertising."

However, Giles said, teaching is more time-consuming than he had expected. He spends much of his time with paper work and class preparation.

"I also spend a lot of time talking to individual students, but I welcome that," he said.

Giles said sharing his journalism experience with students is one of the most important things he could do as a professional-in-residence. He likes answering questions and carrying on discussions and dialogues with students during class, and he said classroom teaching has turned out to be easier than he had expected.

Susanne Shaw, assistant professor and coordinator of the news-editorial sequence, said that talking to students about newsroom procedures and careers is an important part of Giles' job. Giles used to interview job applicants at the *Beacon Journal*, and Shaw said he had been very helpful to students by discussing with them how to approach job interviews.

"I think he's tremendous," Shaw said. "He's adapted very well. The students are very fond of him and they respect him. Few professional newsmen could have adjusted to the academic world as well as he has."

Del Brinkman, dean of the School of Journalism, agreed.

"I don't think we could have picked a better person to fill the position," Brinkman said. "His interest in students and teaching, and his professionalism make him fit in perfectly. He's doing exactly what the grant was set up to do."

The journalism school went about picking the professional-in-residence much as it would have for any member of the faculty. Many people inquired about the position and a faculty committee led by Shaw interviewed two candidates.

Brinkman said Giles' good professional background and his strong desire to teach had helped him get the position.

Certainly, Giles' professional background has prompted him to recommend some changes in newswriting.

"The basic method is very good," Giles said. "My role is to make students more aware of various styles."

He said KU has a very formulated method of writing and he wants to help make the writing more graceful and easy, partially by easing up on sequence of tense and attribution rules.

"There are times when rules should be broken," Giles said. "It's important to teach students how to break rules and how to follow rules."

Carl Young, editor of the *Kansan*, said the paper had been increasingly tempted to experiment since Giles came. He said Giles gave the *Kansan* a new perspective by lending to it his professional advice.

Yael Abouhalkah, campus editor of the *Kansan*, said Giles had "revitalized" the *Kansan*, by bringing in new ideas and stressing a looser writing style. Giles has also helped the *Kansan* get first-hand professional information, he said.

Giles plans to teach a new three-hour course in newspaper management next fall. The course will include such things as newsroom politics, understanding of readers, new technology, stress in the newsroom, ethical codes and varying styles of newspaper management.

"This course isn't designed to make the students editors," Giles said, "but to make them understand newspapers."

Giles plans to incorporate his lecture materials from this course into a book, which will serve as a supplementary text to help young journalists prepare for the newsroom atmosphere.

Many students aren't prepared for professional journalism, Giles said, but the *Kansan* has a real newspaper atmosphere which is preparing students well for the journalism business. He said the *Kansan* is one of the best college newspapers he has seen, especially in appearance.

To help students become better acquainted with the journalism business, Giles is giving seminars to familiarize them with some of the new technology. He said that even if students didn't learn proficiency in using the new technology, such as editing scanners, they should try to become familiar with it.

Giles graduated from DePauw University in Greencastle, Ind., with a degree in English because the university didn't offer a journalism degree. However, he was exposed to journalism there when he was editor of the school paper, which came out three times a week.

In addition to his English degree, Giles has a master's degree in journalism from Columbia University in New York City, and was awarded a Nieman fellowship at Harvard.

Giles was one of 12 journalists selected for the Nieman fellowships in 1965, out of 500 applicants. As a Nieman fellow, he could take any course in Harvard's curriculum,

Professional-in-residence



but without credit. His course of study was urban affairs, but he also took courses in such subjects as music appreciation. One of the greatest benefits of the fellowship was getting to be with the 11 other Nieman fellows, he said.

Music appreciation and reading are two primary interests of Giles. He said he doesn't get to read as many books as he used to because teaching is so time-consuming, but he does read a lot of newspapers.

Giles said he is uncertain about what he'll do when he finishes his year as a professional-in-residence. Part of this decision will be left to his wife, Nancy, and their three children, David, 15; Megan, 12, and Robby, 8.

Giles' wife and children will stay in Akron until the school year is finished, he said, but they will come to Lawrence for the summer. Giles flies to Akron about once a month to see them. He said his children are reluctant to leave Akron because of friends, school and athletics, but he thinks they'll like Lawrence once they get here.

Giles said he likes Lawrence very much because it has a small town atmosphere and friendly people. He's also enchanted with the Lawrence weather because the sun shines more often here than it does in Akron.

Photos: Toni Dixon

Glover becomes chairman of NU ad sequence

by Alison Gwinn

Don Glover, acting assistant professor, will leave KU's School of Journalism in August to become chairman of the advertising sequence of the University of Nebraska journalism school at Lincoln.

Glover was offered the position in March after assisting in a management seminar at Nebraska in February. He was asked to make a decision during spring break.

"I was very happy here," he said. "I wasn't looking for a job. The hardest part of making the decision was knowing that I'd be leaving a very high-quality and very friendly faculty with a great enjoyment for what they do."

But, Glover said, he was attracted by the job because it offered the challenge of being an administrator and a "tremendous opportunity to find out whether I like this kind of work."

He said that the two schools were fairly similar in structure, except that the Nebraska advertising program was smaller than KU's.

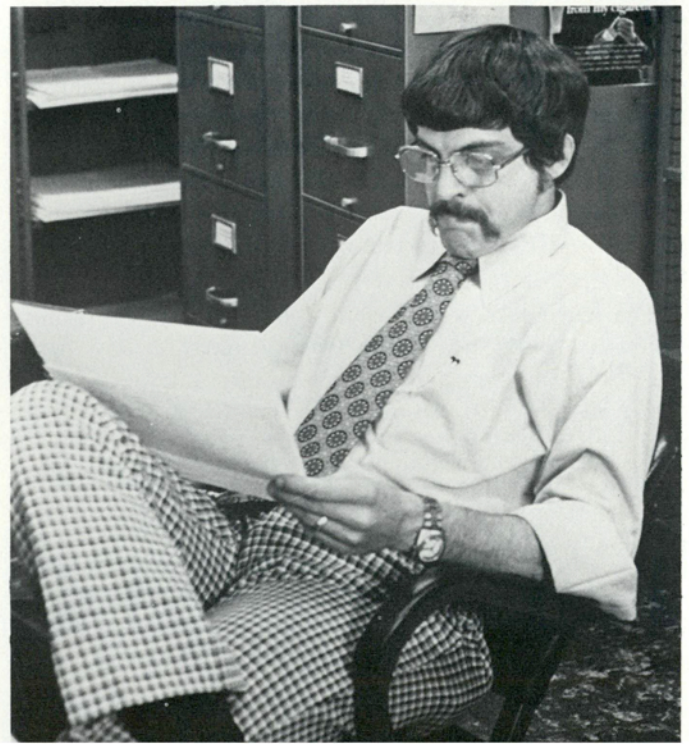
Glover has taught at KU for two and a half years. This summer he will be project director of the newspaper management seminar, in which professionals going into

management positions are brought to KU for five-day courses. He will also teach Media Seminar.

Glover said he was unsure how the Nebraska position would compare with his job at KU.

"I'm hoping they'll be as friendly and helpful as they are here," he said. "My first impression has been good. Kansas is an exceptional institution. I'm sure I'll feel the same way about Nebraska."

Photo: Tricia Bork



Computer editing system advances newsroom efficiency

by Cynthia Lingle and Mary Myers

A gift of electronic editing equipment is introducing KU journalism students to the use of technology in the newsroom.

When Ottmar Mergenthaler patented the linotype machine in 1886, newspapers became a part of the industrial revolution. Handset type gave way to the time-saving and money-saving performance of the linotype. Deadlines and press times were moved closer together and the day's news was really news. The impact of Mergenthaler's invention filtered through every step of production from presses to newsroom. It was hailed as publishing's most significant breakthrough of the 19th century.

There's another breakthrough—the 20th century's—that will put the linotype only in history books. It is a computer-assisted editing system that is creating a revolution, this time in the newsroom.

The clackety-clack of aging typewriters is being replaced by the gentle hum of computer terminals, and galleys of type replaced by electronic words lighting up the screens of video display units.

This new generation of technology moves newspaper production out of the back shop and into quiet, clean, carpeted newsrooms. Newsrooms across the country are making the transformation.

It's not likely the *University Daily Kansan* will resemble the new generation of newsrooms soon. But news-editorial students at KU already have begun using an electronic editing system in a laboratory equipped with \$42,000 worth of equipment donated by the Gannett Newspaper Foundation.

The Hendrix 6200 system consists of two video display terminals, a controller unit that stores and retrieves stories and a tape puncher used to code stories.

The gift from Gannett's Newspaper Technology Van

came about when Ralph Squire, designer of the van and special projects coordinator for Gannett, decided to replace the control unit of the editing system with similar but more sophisticated equipment. Del Brinkman, dean, and Sam Adams, associate professor, asked Gannett to consider giving the editing system to KU for use by journalism students.

The installation of the editing system in a laboratory atmosphere gives many students their first experience with newsroom electronics.



Photo: Carolyn Kadlec

Two elements of the Hendrix 6200 system are the storage computer and a video display terminal.



Photo: Garth Fromme

Prof. Lee Young shows Anne Sigman, senior, how to use the editing terminal as David Hauber, senior, watches.

"We want to train students so that they aren't scared when they see it in a newsroom," Lee Young, professor, says.

The Hendrix can be used for editing the story and for typesetting. Stories are composed at the typewriter keyboard of the video display terminal and are displayed on the terminal's screen.

Stories are then edited, using the keyboard to correct mistakes shown on the screen. A pulsating light, called a cursor, can be moved anywhere on the screen to indicate where editing is to be done.

Individual keys can be used to insert or remove letters, words or sentences and paragraphs at any point in the story. Paragraphs can easily be moved from one part of a story to another. The machine also can be programmed to count headlines.

After the editing is completed, paper tapes can be produced that can be kept even after a story is cleared from the computer's memory. The tape also can be fed into electronic typesetting equipment.

The Hendrix tape is compatible with the University Printing Service Compugraphic typesetter, but the two systems probably won't be used for actual production.

Brinkman said the School of Journalism might soon buy its own printer. But even then, he said, the systems would be used more for classroom teaching than for production of publications.

If the new technology sounds complex, it isn't. Young said that learning to use the terminal only takes a little practice.

"There's nothing magical about it. Even most of the old-timers in the newsroom are adapting quickly from pencil editing to terminals."

Susanne Shaw, assistant professor, who teaches reporting, agrees with Young, but adds, "You have to respect it for all the things it can do."

Most journalism faculty members say they don't think the equipment will significantly change what goes on in the classroom. Shaw says she has tried to discuss the technology in reporting classes, but "without actual 'hands-on' experience for the student, it's been difficult."

Although most faculty members say there is no need for a course in newsroom technology, they generally agree with Calder M. Pickett, professor, that students need to know "this is what's happening."

Bob Giles, editor-in-residence from the *Akron Beacon Journal*, has worked with a similar electronic editing system and says he thinks that by the year 2000 there won't be many typewriters left in newsrooms.

"More newspapers are going to opt for terminals when it comes time to replace typewriters," he says. "That's

why it's important that students know enough about the technology to work with it and adapt it to newsroom needs."

Giles admits that extensive technical training doesn't belong in editing and reporting classrooms, but says, "exposure to the technology is necessary."

There is still some uncertainty about how this computer-assisted "editor" will be integrated into classroom experiences. Some faculty conjecture that its use will provide a boost to their teaching. Norma Wilson, editing instructor, suggested that a student could use the terminal for an editing assignment and store the assignment on the computer's paper tape, so the faculty member could evaluate the assignment later.

Young says he doesn't think this new technology will affect much of the journalism curriculum.

"Students will still have to learn to write, edit, research and interview," he says. "We may be using computer-assisted instruction instead of a chalkboard, but there will always be a need for a teacher, for human interaction."

Both Giles and Young say there will be an increasing need for journalists who understand data processing.

Giles says, "Newsrooms need people who can translate the requirements of a newsroom to people designing the hardware."

Young will be looking at new technology intensively during his sabbatical leave for the fall 1976 semester. He will visit publications and journalism schools around the country where the new equipment is installed. He says he's convinced that KU's School of Journalism shouldn't expand its system too much until the technology is stabilized. The purpose of his sabbatical will be examining the importance of teaching technology in the classroom, what the instructional uses of the equipment may be and whether the systems could be expanded for use outside the classroom.

One thing is certain. KU journalism students are not going to be handicapped by never having used the electronic technology of the future. Making the transition from paper and pencil to computer terminal won't be difficult for 1976 KU graduates.



Photo: Carolyn Kadlec

A video display terminal and tape puncher used to set type.

While reporters sleep, the printers put the Kansan to bed

by Ingrid Nyberg

The place was noisy. Hot metal slugs clicked into place. Linotypes clattered their approval. The staccato of the Compugraphic typesetter droned rhythmically, to be interrupted only when the print shop operators leaned back in their squeaky chairs.

The unceasing noise signaled the creation of a newspaper—the *University Daily Kansan*.

Reporters on the *Kansan* may think the paper is ready to go when the last page of copy is torn out of the typewriter, or at least after it has gone through the copy desk. After the copy desk, what more could there be? It's after midnight—time to go home. The paper is together; the reporters' role has ended.

At 5 a. m., the University of Kansas Printing Service takes over. The typesetter composes the copy. The proofreader reads galleys. The corrected galleys are then pasted up to fit the makeup; and, if they fit, the process is finished in two hours. It usually isn't.

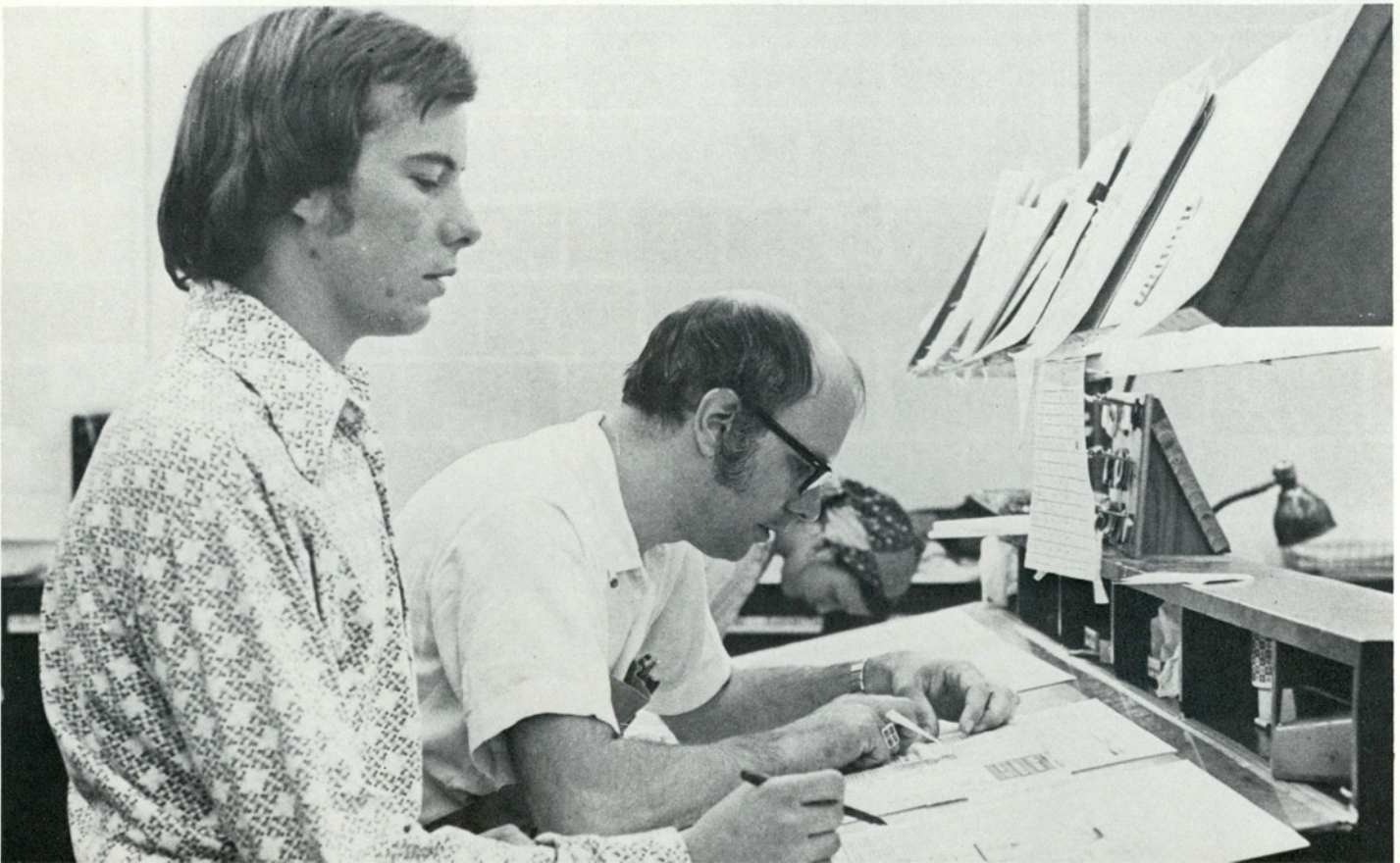
"Hey, Steve (Schoenfeld—assistant sports editor), I've got a 10-inch hole and only seven inches of type."

"Give it some air."

"I hate to say this, Betty (Haegelin—associate editor), but three of these letters to the editor just won't fit on the page."

"We'll have to cut."

Brent Anderson, *Kansan* news editor, and Bill Thomas, head makeup man at the University Printing Service, join forces in the jigsaw-puzzle job of fitting stories in the pages of the *Kansan*.



Vp 2 (p)

"Brent (Anderson—news editor), I know you're busy spacing out that three-inch hole on page nine, but I've got five inches of extra copy on page one."

"Oh, God!"

Kansan staffers who move out of the newsroom and into the composing room don't sleep as soundly or as long as the reporters who finish their copy at midnight. They don't breathe easy until the presses start rolling and the head makeup man, Bill Thomas, drawls, "I think we've got her."

Thomas is the answer to the puzzle of the backshop. *Kansan* staffers depend on him to clear up the strange lingo of picas, points and agate lines.

He has been at the job about 10 years. Students who have attempted backshop work for a few weeks consider him a pretty good judge of printing work.

"Printing is very similar to being an expert with a jig-saw," Thomas said. "You figure out how the pieces go in and then put them together."

Thomas learned most of his knowledge of the printing trade when he was an apprentice in Horton. He worked as an apprentice for five years and continued as a printer at the same plant for 10.

"I had a profession so I just stayed," he said.

Thomas learned much about makeup work through his experience "killing out" copy in the days when all presses were hot metal.

"You can learn a lot about makeup if you keep your eyes open," he said.

Thomas still has his eyes open—and his ears. Even his mouth is usually open, telling tales which he swears are the honest truth. And if you're innocent enough to believe him, he'll ask if a book has been written about you. Bewildered, you'll ask, what book?

"You know, the one about gullible's travels," he'll say, laughing at the joke to himself.

Mary Ann Stewart is the other full-time employe who does makeup at the printing service. She listens to Thomas's jokes, takes his advice and generally puts up with him.

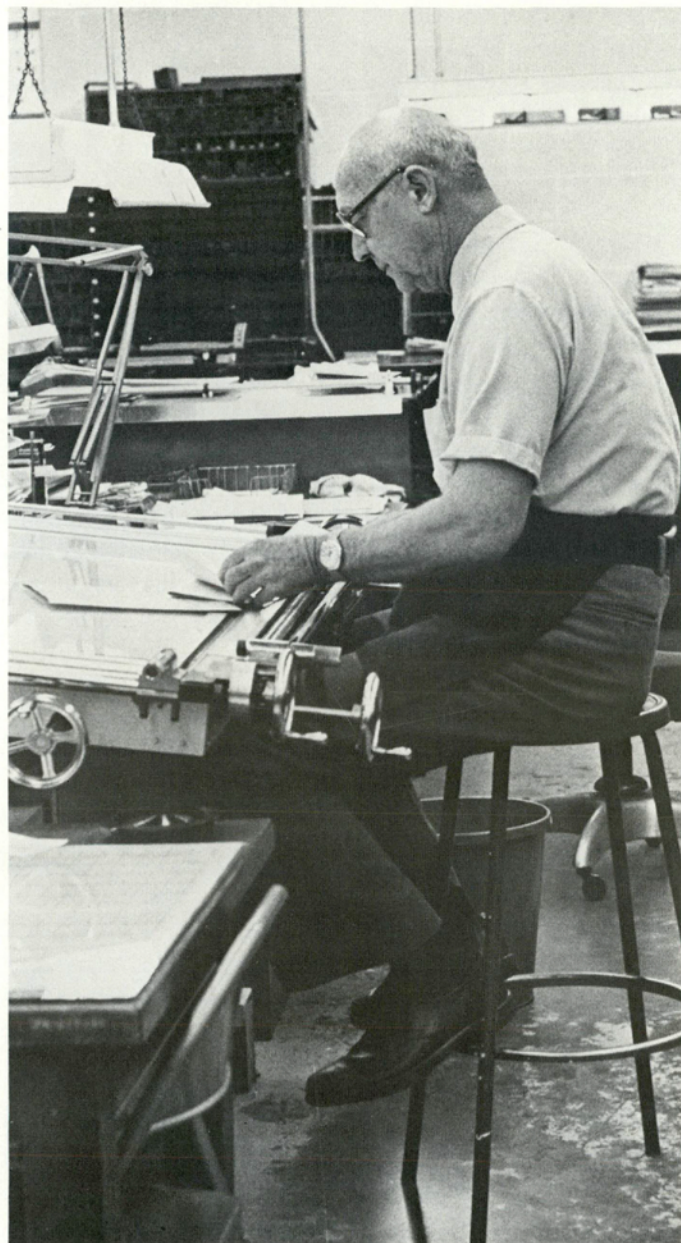
She, too, has been involved with the printing business for a few years, setting type, proofreading and composing.

Many old-timers work at the printing service. They've been at it for so long that some can't even remember when they started.

John Verberg, the foreman, has "done a little of everything" in printshop work for more than 40 years. He knows what he's doing when he marks copy for the typesetter; he knows what he's doing when he fits a student's first novel into 2x5 advertising holes; and when you hear the deep rumble of "Big John's" voice behind

you, you'd better know what you're doing or have a good explanation of why you don't—fast.

To get a newspaper out, every part of production must be fast. It usually is. Reporters, copy chiefs, typesetters and makeup people have the ability to do it. Maybe it's the printers' ink. There must be something in it.



John Verberg, foreman at the University Printing Service, oversees production of the University Daily *Kansan*.

Photos: Tricia Bork

KU involvement helps KSPA grow

by Yael Abouhalkah

Rapid growth has marked the development of the Kansas Scholastic Press Association (KSPA) since its inception Sept. 11, 1971. The organization, which has its headquarters in the William Allen White School of Journalism, has grown from 46 schools to the current 84.

The growth can be best seen in the high school journalism contest KSPA sponsors each spring. In the first contest, in spring 1972, 457 students competed in four regionals across the state. From there, 108 students from 32 schools qualified for the state contest at KU. There was only one classification and all high schools, regardless of student enrollment, competed against one another.

In 1974, the contest was split into two classifications, Class 4A-5A for larger schools and Class 1A-2A-3A for smaller ones.

In this spring's contest, 1,167 students competed at the four regionals. Of those students, 331 qualified for the state contest. And there were three classifications: Class 4A-5A, Class 3A and Class 1A-2A.

The contest is just one of the many activities sponsored by the KSPA, according to Dana Leibengood, executive secretary and assistant dean of the School of Journalism.

The KSPA was organized to involve students from the Kansas Organization of Publications and Advisers (KOPA), which had been established in 1965 for high school journalism advisers. KOPA was dissolved in 1974 and its members were absorbed by the KSPA.

Leibengood said the KSPA has helped high school

journalism grow in Kansas. He said that he expects the growth to continue.

"I think the organization's been a real asset in building interest in high school journalism," he said. "We hope it can continue to grow because there are about 220 high schools in Kansas that have newspapers and journalism programs."

The contest draws the largest participation by KSPA members. Regionals are in Lawrence, Manhattan, Hays and Wichita early in the year, followed by the state contest, which has been at KU every year except 1973.

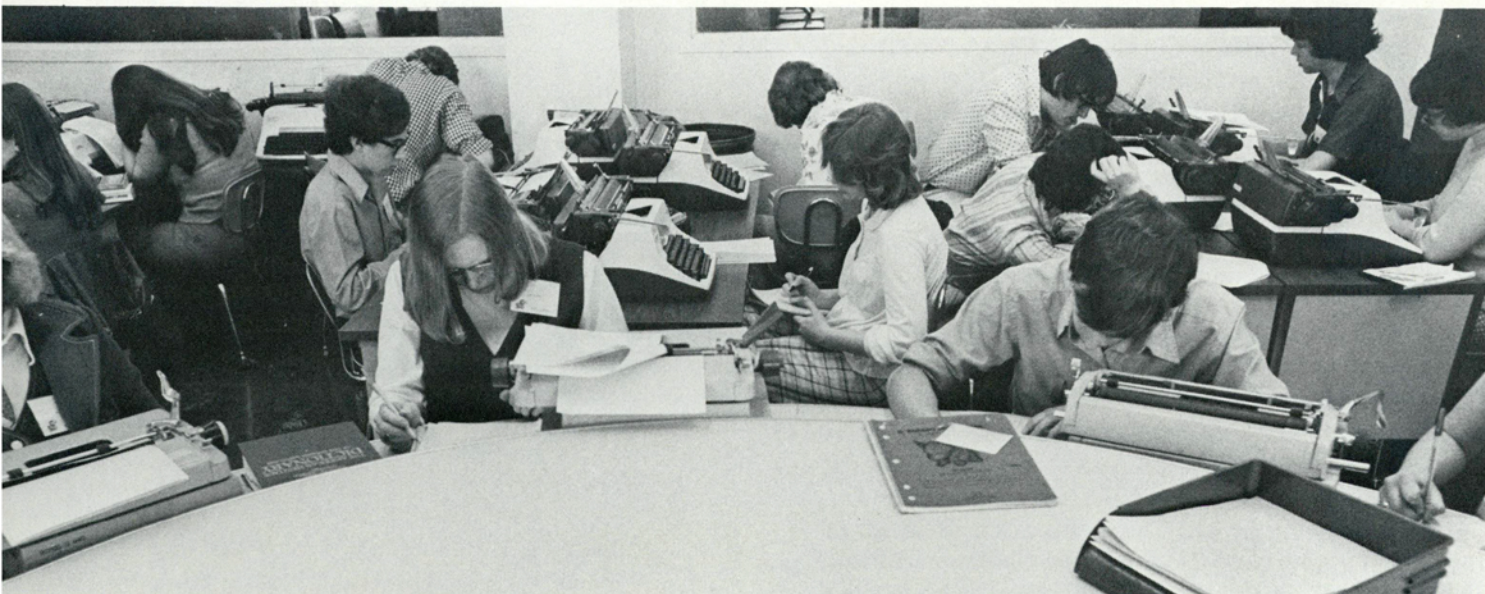
Leibengood is helped in coordinating the contest by Susanne Shaw, assistant professor of journalism.

The contest is separated into 12 categories: makeup, headline writing, newswriting, photography, editorial writing, sports writing, feature writing, copy writing, advertising, theme development, cutline writing and double-page spread layout.

The KSPA has goals to provide help to high school journalism teachers on developing their programs, to encourage publications to be more professional and to provide annual meetings and workshops for students and advisers.

The KSPA provides members with a critiquing service for newspapers and yearbooks, textbook- and yearbook-lending libraries, and issues of a four- to six-page tabloid, the Courier.

The School of Journalism will sponsor a high school workshop for yearbook, newspaper and photography students next fall, on Oct. 9.





High School photographers crowd Jim Enyeart, art museum curator, during the KSPA state contest in March at KU.



The Kansan newsroom is converted into a testing ground during the high school feature writing competition.

Photos: Mike Gullett

The advertising campaign game

by Susan D. Betts

642. Advertising Campaigns. (3)

A study of the many facets of advertising campaign planning; fact gathering and research budgeting, media strategy and selection, creative strategy and execution. A student term campaign is sponsored by an advertiser and its agency. Studies by case method. Prerequisite: JOUR 342, 540, 542, 544 and senior standing. J 2350 JOUR 642 0 06 04

Journalism 642, Advertising Campaigns, is serious business for the advertising student. It is regarded as the capstone course in one's major area—the one that ties together all of the knowledge gained from such courses as advertising copy, marketing, media strategy and research. It provides the student with an opportunity to demonstrate that he or she is ready for the real world of advertising.

This semester, 56 seniors are enrolled in Advertising Campaigns under the direction of professors Jugenheimer, Turk and Young, who have teamed up to present a challenging experience in dealing with decisions that must be made if one is to succeed in advertising.

Formulating an advertising campaign is an exhausting task, but a wealth of resource materials are available to students to assist them in the decision-making. Research data on seasonal buying patterns, consumer demographics, product usage, market fertility and media selection exist in Flint Hall's Reading Room, ready to be used by students who have acquired the skills needed to employ them.

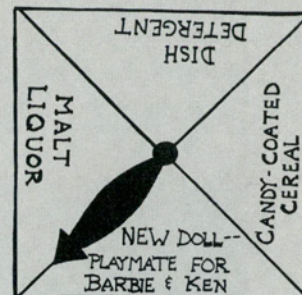
At the end of the course, the students, who have been divided up into agency groups, are ready to make presentations to the client. These presentations include creative and media usage plans.

This *Jayhawk Journalist* feature presents an inside look at how the crucial decisions that lie behind the final presentations are made by these soon-to-be-professionals.

1

SELECT A PRODUCT.

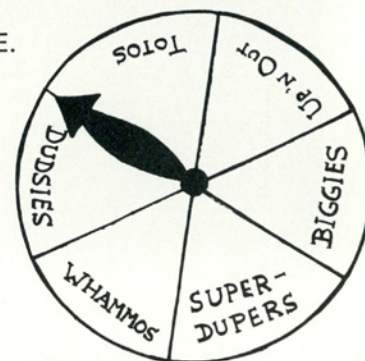
Malt liquor
New doll—playmate for Barbie
Candy-coated cereal
Dish detergent



2

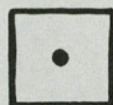
SELECT A PRODUCT NAME.

Whammos
Super-Dupers
Biggies
Totos
Up 'n' Out
Dudsies

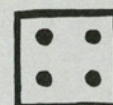


3

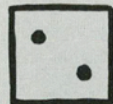
SELECT THE TARGET AUDIENCE.



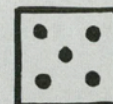
Children



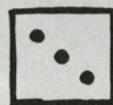
Men 18-39



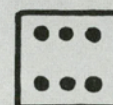
Women 18-39



Men 40 and older



Women 40 and older



Midgets 18-23 who own their own homes

4

SELECT THE TARGET MARKETS.

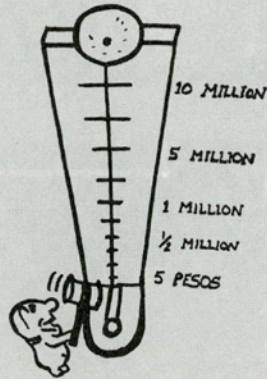
Toss 12 clear plastic disks at map of U. S. on which 100 top metro areas are marked. Those covered by the markers are target markets.



5

SET THE BUDGET.

Hit striker with hammer
Three tries—highest sets budget

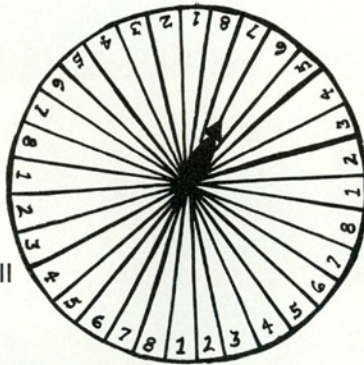


6

SELECT THE MEDIA.

Four spins.

- 1—Network TV
- 2—Spot TV
- 3—Network radio
- 4—Spot radio
- 5—Newspaper
- 6—Magazine
- 7—Outdoor
- 8—Backs of baseball trading cards



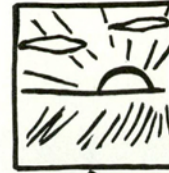
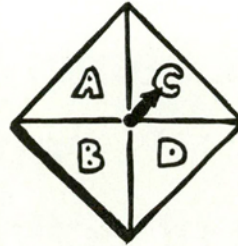
7

ALLOCATE THE BUDGET TO VARIOUS MEDIA.



8

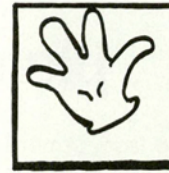
SELECT THE ADVERTISING ILLUSTRATION.



A



B



C



D

9

WRITE THE ADVERTISING COPY.

Multiple choice: select best answer

_____ (a) _____, a _____ (b) _____ product
from _____ (c) _____.

It's _____ (d) _____!

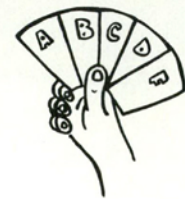
It's _____ (e) _____!

It's _____ (product name) _____!

- | | | |
|--------------------|-----------------|----------------|
| (a) | (b) | |
| 1—And now— | 1—great new | |
| 2—Introducing— | 2—fantastic new | |
| 3—Announcing— | 3—super new | |
| 4—At last— | 4—unique new | |
| (c) | (d) | (e) |
| 1—General Foods | 1—wonderful | 1—versatile |
| 2—Procter & Gamble | 2—durable | 2—labor-saving |
| 3—Anheuser-Busch | 3—exciting | 3—the ultimate |
| 4—Japan | 4—green | 4—expensive |

10

GRADE YOURSELF ON THE ADVERTISING CAMPAIGN PROJECT.



© COPYRIGHT PENDING

Illustrations by Doug Barrington

RTVF: Lights, cameras and plenty of action

Photographs, clockwise from upper left:
Floor manager Mike Strand cues for News Production as cameraman John Sardo stands by; members of Sound, Film and Editing class shoot spot commercial project on campus; Paul Smeyak, assistant professor, demonstrates the use of the newly acquired Fairchild television camera for the production of a local news program by members of advanced production class; Gordon Docking (left) and Pete Tenney work together to splice film in the editing process of film production; Richard Boardman, RTVF graduate student, shown editing for advanced film project in new facilities at Jolliffe Hall.



Photo: Gail Smith

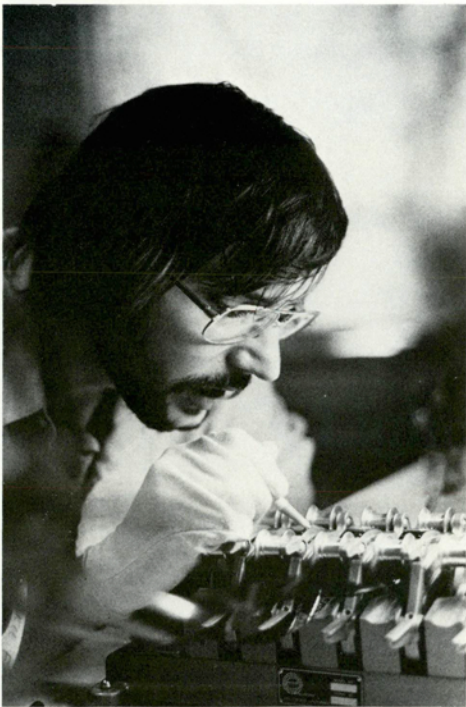


Photo: Gail Smith

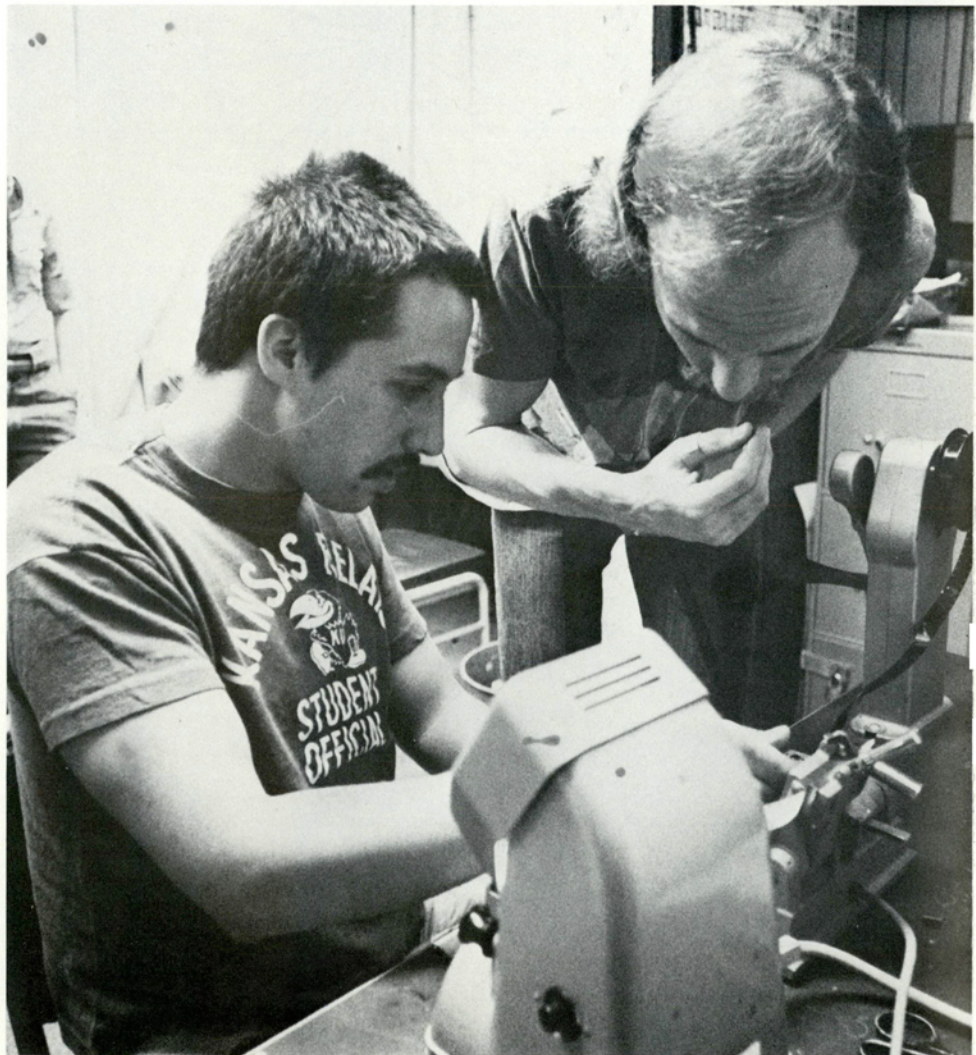




Photo: Gail Smith

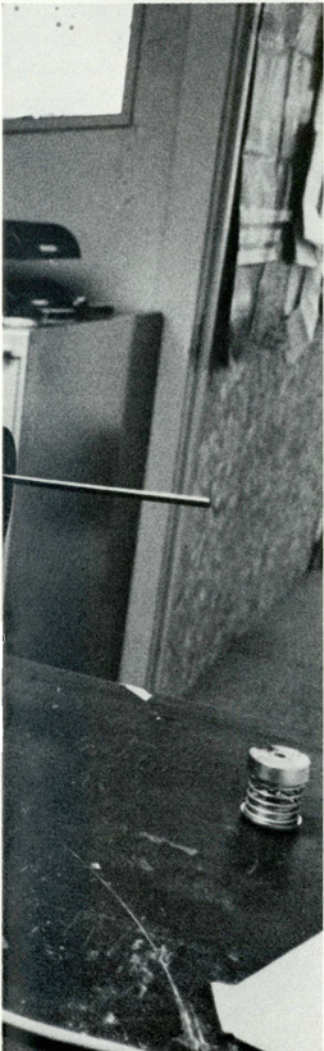


Photo (left): Toni Dixon and (above) Gail Smith

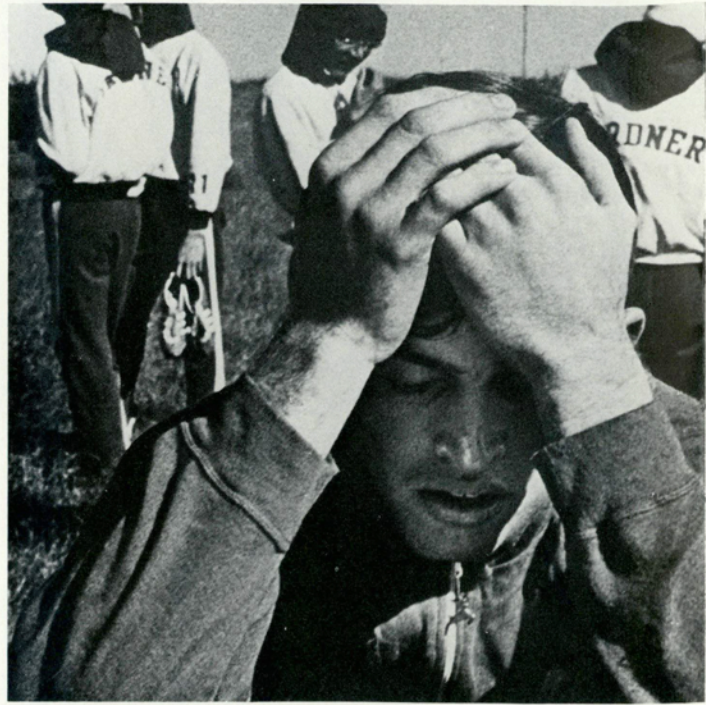
Journalism students win awards in photo contest

What's in a picture? The joy of laughter, the anguish of defeat, the concentration in competition—many sides of life were captured and displayed by talented University of Kansas photographers in the Ninth Annual University Photo Contest. More than 150 photos were entered in seven categories in this year's contest and 28 were selected as winners.

The seven categories were grand prize (overall), news-feature, picture stories, scenic, sports, portraits and abstract.

Composition, continuity and a talent to capture human personality in a fleeting vision were but a few of the required qualities that made these artists winners and their pictures much more than meet the eye.

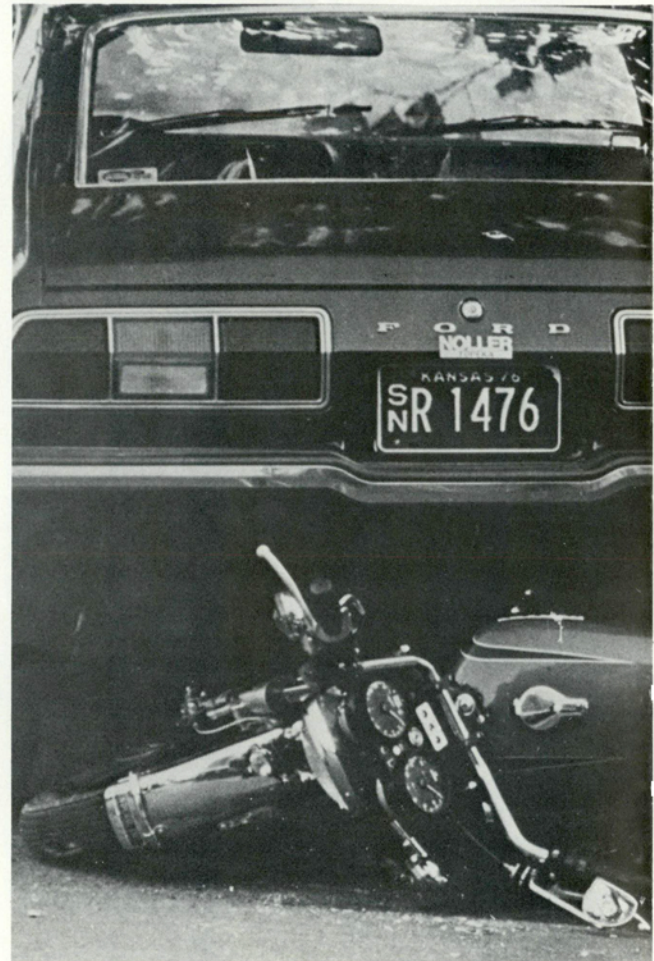
The pictures here are prize-winners taken by students in the journalism school.



Mike Gullett—third place in sports

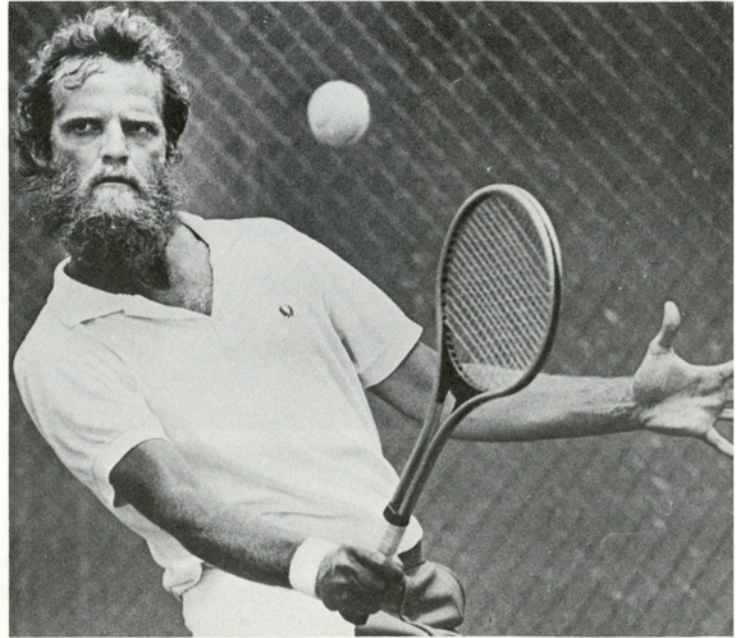


Ron Bishop—first place in sports





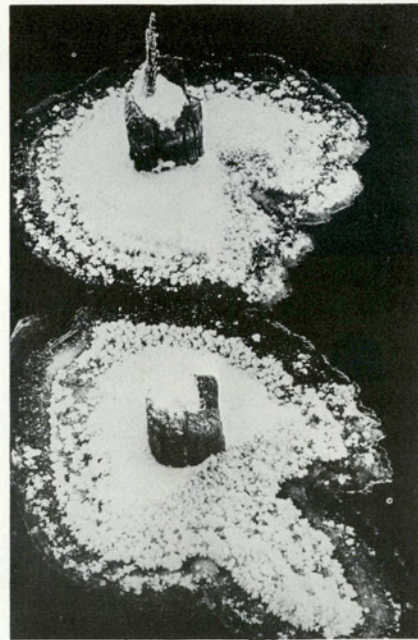
Don Pierce—first place in portrait/personality



Don Pierce—second place in sport



Dave Crenshaw—grand prize winner



*Ron Bishop—first place in scenic/pictorial
(black & white)*

NEWS NOTES

Lynda Smith, assignment editor, Peggy Brown, Dwight Hilpman, Sara Holland, Sheree Johnson, Mary Myers, reporters.

Student radio station rates fifth with campus audience

KJHK-FM, KU's newest radio station, is the fifth most-listened-to station of KU students, according to a survey taken by the station in February.

KJHK is a student-operated station which began broadcasting Oct. 15, 1975. About 200 students do work for the station to gain practical, realistic broadcast experience.

Ernie Martin, assistant professor, who is also faculty adviser to and general manager of KJHK, said the students who worked for the station did a telephone survey of 320 randomly selected students and found that KJHK had gained a 15 per cent regular-listening audience at KU within four months of its starting broadcast.

KJHK replaced KUOK, a carrier current station transmitted by cable to about 3,000 campus residents.

Martin said KJHK was an additional outlet for students wanting to know about campus activities. He said it broadcast all Student Senate meetings and was the only station to broadcast KU baseball games. KJHK also broadcasts special programs such as the New Woman and Minority Affairs programs.

KJHK is trying to be an alternative to top-40 and album-oriented rock, he said. A little more than 10 per cent of KJHK's music is jazz or jazz-rock, he said, and the station tries to be strong on information and KU news programs.

Jugenheimer is involved in advertising activities

Donald W. Jugenheimer, associate professor and head of the advertising sequence, has been dividing his time among numerous activities besides teaching in the J-School.

Jugenheimer is on the executive committee of the advertising division of the

Association for Education in Journalism and is a member of the AEJ Auditing Committee.

Jugenheimer also has been working on his second book, to be published in early 1976. The book, *Strategic Advertising Decisions*, is an anthology of articles relating to advertising and compiled with the assistance of Ronald Michman, Syracuse University professor of advertising.

Jugenheimer also is serving his second year of a three-year term on the Board of Directors of the *Journal of Advertising*. He has been associated with the journal since its beginning in 1971 when he was subscription manager and later business manager.

KU public relations director thinks PR a creative field

There's no doubt about it. James Collier, assistant professor, is a PR man.

"You have a top-notch faculty here," Collier said of the KU journalism faculty which he will soon join. "I look forward to a long and productive association."

Collier, hired last summer to replace David Dary as director of University

Relations, will teach a public relations seminar this spring, emphasizing the case study method.

"We'll be doing a lot of outside reading and case studies," Collier said. "I view public relations as a highly creative field."

Proof that Collier himself is an able, creative and fast-thinking public relations man came on May Day 1971.

Remembering his first day on the job as University Relations director at the University of Maryland, his last position before coming to KU, Collier said, "I recall how the chancellor of College Park told me there would be a huge reception for me when I arrived.

"Sure enough, some 4,000 persons were on hand to greet me. Unfortunately, the number included representatives of the National Guard, state police and, really, more law enforcement personnel than I thought existed.

"They were chasing riotous young people up and down and across the campus. I literally was conducting my first full-scale press conference before my bags were unpacked."

In denying the image of the PR organization whose credibility lies "somewhere between Patty Hearst's testimony and the CIA," Collier said in a Kansas Editors' Day speech, "Simply stated, its (the office of University Relations) mission is to build, open and maintain effective channels of communication among the faculty, staff and student body and between these groups and the various external publics of the University."



Photo: Dwight Hilpman

James Collier directs University Relations and teaches a seminar in public relations.

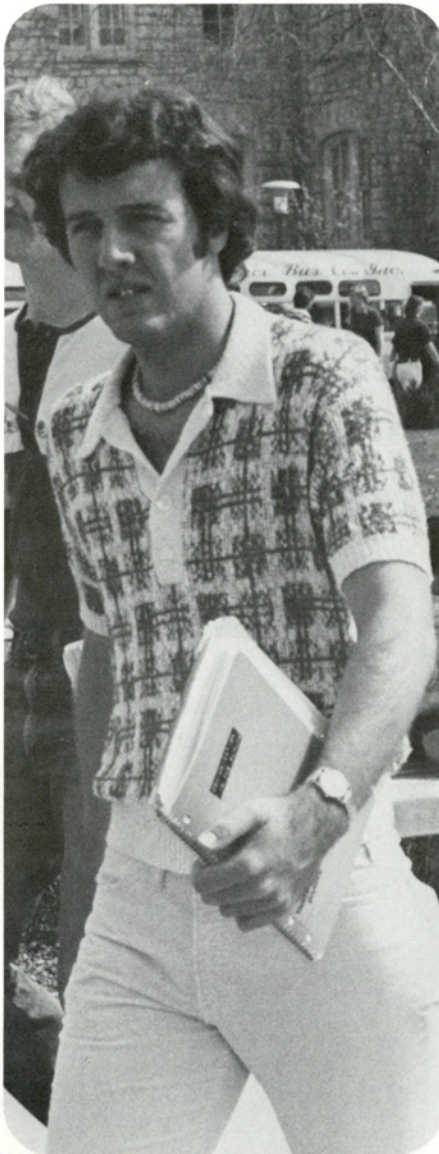


Photo: Garth Fromme

Mark Pennington, "Concerned Student," receives Rusty Leffel award.

Broadcast II students film unusual teaching methods

Efforts of Broadcast II News students were rewarded recently when KTVH-TV, Wichita, broadcast a feature news story the students had prepared.

The students interviewed and filmed Clark Bricker, professor of chemistry, and put together a three-minute feature story for KTVH-TV, which was broadcast in February.

KTVH-TV had heard of Bricker's unusual teaching methods and had asked students of the Broadcast II News class to interview him.

Mark Pennington receives 'concerned student' award

Mark Pennington, a senior in public relations, was certain he was in trouble. Rick von Ende, executive secretary of the University, had phoned Pennington, requesting his presence at Strong Hall immediately.

"I thought someone was spreading rumors that I hadn't paid my semester's tuition," said Pennington, then president of the Interfraternity Council (IFC). "The first thing that came to mind was that some dissatisfied Greek was out to get me."

Pennington was wrong. He had been summoned to Chancellor Archie R. Dykes' office to be told he was to receive the third annual Rusty Leffel Concerned Student Award.

The award, named after a former KU student who was active in numerous service organizations and who organized the Concerned Students for Higher Education, was given to Pennington at a banquet during Higher Education Week last November.

"I was completely taken aback," Pennington said. "I was just thrilled—very, very happy."

Pennington was vice president of Acacia fraternity last year and is a member of the Schem Circle of Omicron Delta Pi.

In his freshman year, 1972-73, he represented North College in the Student Senate. In 1973-74 he was a member of the Senate's Academic Affairs Committee, and later that year he became a member of the Higher Education Steering Committee.

As a junior, Pennington was one of four originators of the University's student ambassadors program for the KU Office of Admissions, and, like Leffel, was a member of the Concerned Students for Higher Education group.

Pennington's term as IFC president ended last December.

Journalistic citation given Washington bureau chief

Peter Lisagor, Washington correspondent for the Chicago *Daily News*, was awarded the 1976 National Award for Journalistic Merit by the William Allen White Foundation. The presentation will be made in the fall.

Lisagor, 60, is the 27th recipient of the award, given annually to an American journalist "who exemplifies William Allen White in service to his profession and to his country."

In Lisagor's 30 years with the Chicago *Daily News*, he has been a United Nations correspondent and foreign policy specialist in the Washington bureau. He has been chief of the Washington bureau since 1959.

Lisagor has covered such events as the British evacuation of the Suez Canal in 1954, the aftermath of the Hungarian Revolution in 1956, the Suez Crisis in 1956, the Vietnam war and all major U. S. presidential trips since 1959.

Lisagor is a graduate of the University of Michigan and was a Nieman fellow at Harvard University.

He has served as president of the Overseas Writers, the White House Correspondents' Association, the State Department Correspondents' Association and as governor of the National Press Club.

In 1964, he wrote a book with the late Marguerite Higgins on adventures in the foreign services, "Overtime in Heaven."

Public radio station wins award for children's show

KANU, the University of Kansas public radio station, received an award for excellence in children's programming from the Corporation for Public Broadcasting (CPB) at its annual conference in Washington, D. C., March 16.

KANU won the CPB children's award for the program, "Flatlands," a 30-minute fairy tale originally produced for an adult series. Mark J. Klugman, KANU producer, wrote and produced the program.

"Flatlands" was cited by CPB for "developing and reinforcing in children an appreciation for the universal struggle to escape stereotyping."

Porteous busy compiling Kansas bicentennial news

Peter Porteous, Lawrence graduate student, has been busy compiling a newsletter for the Kansas American Revolution Bicentennial Commission to generate interest in activities being planned across the state.

The newsletter concentrates on "flag-raising" ceremonies, events that mark the start of significant local renovations of historic sites, establishment of parks and general self-help programs through which the state's cities encourage educational and community services.

Updating material from around the state has been his most time-consuming

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task. A calendar of events, along with names and addresses of local bicentennial commissions, have been included to encourage communication between such diverse groups as the university, city and county commissions, and state and national committees.

Susan Alderson, Lawrence graduate student in art history, helped glean information from local files and contact local committees. Charles Stough, Lawrence attorney and executive director of the state bicentennial commission, gave encouragement to the project.

5 student journalists win awards in Hearst contest

Paula Jolly, senior, has been awarded a \$250 scholarship by tying for sixth place in the January newswriting competition of the 16th William Randolph Hearst Journalism Awards Program.

Dennis Ellsworth, a December graduate, also received a \$250 award, for placing seventh in the December editorial writing competition. Ellsworth is now an Associated Press reporter covering the state legislature in Topeka.

The School of Journalism received matching grants for both of the awards.

Stewart Brann, junior, received an award scroll for placing in the top 20 in the October newswriting competition.

David Crenshaw, senior, and Don Pierce, senior, both placed in the top 20 finalists in the photojournalism competition. Ten finalists will be awarded scholarships in May.

Grad student writes news for Republican legislators

Jenifer Otwell, Wichita graduate student, has spent much of her time this semester writing for Republican state legislators.

Employed by the Republican State Committee, Otwell writes news releases on such subjects as positions taken by officials on various issues.

She also helps write legislators' columns that appear in some of the state's weekly newspapers.

Otwell said she spends from 20 to 30 hours a week at the capitol, in addition to carrying six hours of thesis and commuting from Topeka to Lawrence for six hours of classes.

She said the job has helped her to decide on her future job—legislative reporting.

KANU fund-raising drive earns money for programs

KANU's third annual fund-raising drive for programming costs topped its goal of \$20,000 during the first week of March under the direction of John Easley, senior.

Pledges were made after announcements, which encouraged support of the station, ran every half hour.

According to Mark J. Klugman, a KANU producer, it's expected that 100 per cent of the pledges will be honored because of the high return of pledges in the past.

KANU uses this money to buy records and the like for its programs.

Debbie Gump to represent SDX chapters in District C

Debbie Gump, Oskaloosa senior, was elected to be one of four campus board representatives of the national chapter of the Society of Professional Journalists, Sigma Delta Chi.

Gump will represent SDX chapters in District C, which comprises South Dakota, Kansas, Nebraska, Iowa, Missouri, Illinois, Indiana, Kentucky, North Dakota, Minnesota and Wisconsin.

She was elected last November at the national convention in Philadelphia and will represent the district until next year's national convention in Los Angeles.

Gump, a news-editorial major, worked during the spring semester as a Sears Congressional intern in Washington, D. C.

Peterson earns award for Special Olympics coverage

Dave Peterson, a 1974 graduate in photojournalism and photographer for the Topeka *Capital-Journal*, received an award for his coverage of the Special Olympics in Manhattan last summer, sponsored by the Kennedy Foundation.

Peterson's photo layout of the event appeared in the *State Journal* on June 6, 1975.

He received an expense-paid trip to Washington, D. C., in March, where he

received a plaque and lucite bookends from the foundation.

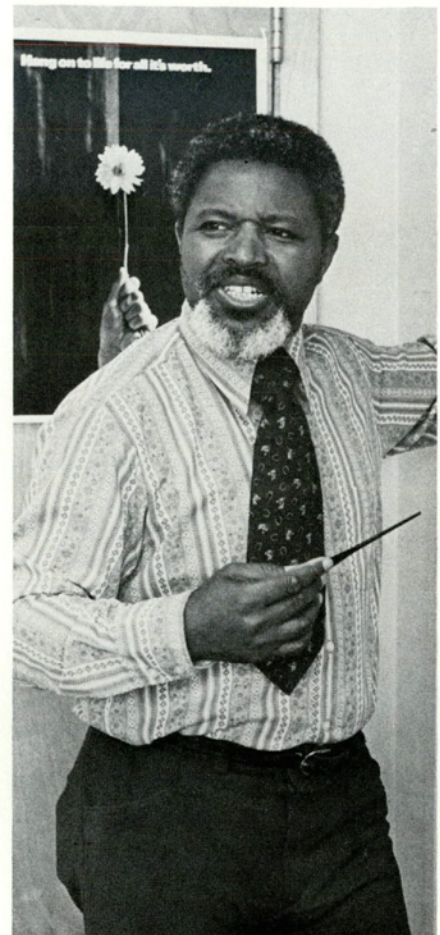
Peterson has worked for the *Journal* as a photographer since January 1975.

Prof. Sam Adams travels to help education of blacks

Sam Adams, associate professor, has visited more than 25 universities as part of his job of administering a \$50,000 Bicentennial grant aimed at improving the journalism education of black students.

Adams serves as a roving professor for the grant, which is funded by the Gannett Newspaper Foundation. He has participated in panels and programs during university communication weeks and given lectures on everything from gag laws to editorial writing.

Adams also has given instruction about the Gannett Foundation Newspaper Technology Van. He said the



Prof. Sam Adams continues to travel across the country.

program administering the grant was structured to adjust to the needs of host institutions.

Adams said 200 requests had come in from universities around the country. Because of the number of requests, Adams said, the grant might be renewed.

Prof. Lee Young to take sabbatical leave in the fall

Since 1965, Lee Young, professor of journalism, has been teaching students the history of magazines and techniques of magazine production.

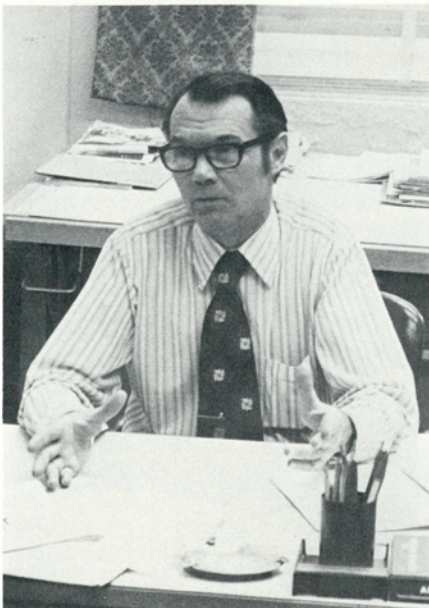
Young will go on sabbatical leave for the fall semester to study new techniques of magazine and newspaper production.

Young will travel throughout the United States and visit various newspapers and magazines. He plans to take training classes at the Rochester Institute of Technology.

Young will especially look for what newspaper and magazine editors expect from students upon graduation. He will then design teaching modules to train students to meet those expectations.

While on leave, he expects to write articles about current newspaper and magazine technology from an educator's viewpoint.

Young has resigned as associate dean of the school effective Aug. 15, so he can devote more time to teaching and research.



Prof. Lee Young is taking sabbatical to study new techniques of production.

Susanne Shaw appointed associate dean of J-school

Susanne Shaw has been appointed associate dean effective Aug. 15 to succeed Lee Young. She was named to the position by Dean Del Brinkman and was approved by the School's Faculty Committee.

Shaw's duties will include assisting in administrative activities in the dean's office.

"The associate dean coordinates academic programs, undergraduate counseling and advising and supervises record keeping in the office," Brinkman said.

Brinkman said he thought her course load would remain about the same, but the course work would change. Shaw has been news adviser for the *University Daily Kansan* since the 1972 fall semester. She joined the faculty in 1971.

"I was looking for a different challenge," Shaw said.

She said she had enjoyed her job as news adviser, but thought it wasn't good for the newspaper to have the same adviser for a long time.

"I know I will miss my association with the staff members next year. The *Kansan* is one of the best college newspapers in the country, and I have developed a real attachment to the newspaper. I think I am fortunate to have had the opportunity to have been the news adviser."

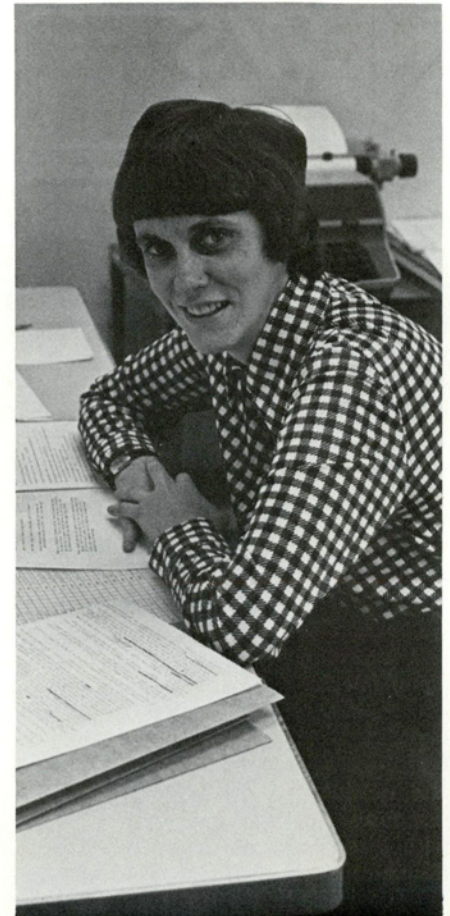
The School of Journalism has had two associate deans. Young was the associate dean from 1970 until 1973 and again from 1975 to 1976. Brinkman was the associate dean for two years until he was appointed dean last year.

Shaw said the School of Journalism has had two outstanding associate deans, and they are difficult people to follow in that position.

Interviewing class teaches students new techniques

Hands on experience is a phrase students hear often in The Art of Interviewing, a new course offered by the School of Journalism. The phrase means that, in the course, students learn by doing.

Thomas Lewin, assistant professor of history, developed the course 13 months ago for graduate history students. Originally called Problems in Oral Methodology, it is now cross-listed with both



Prof. Susanne Shaw prepares for a "different challenge" as the new associate dean.

the history department and the School of Journalism. This semester, about 40 students are enrolled for journalism credit.

Students in the class design semester research projects and gather information, using the techniques of investigative reporting and interviewing. Most students tape their interviews. Lewin goes through the tapes with students individually and assists them with their projects. At the end of the semester, the students write papers on what they have learned through their projects.

Students choose projects dealing with material not usually studied or recorded in books and magazines, such as folk songs. Through their work, they not only learn interviewing techniques, but also preserve on tapes material that normally wouldn't be collected because of its oral nature.

Chris Riggs, Independence, Kan., senior, is interviewing for his project nuns and priests about problems they encounter in their work.

"The class is a big help to all jour-

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nalism majors because if you're feeling uneasy about interviewing, you get over it and learn some of the fundamentals," he said.

Tom Shadoin, Kansas City senior, is talking to American Indians in Kansas City about their experiences, discrimination problems and possible solutions to those problems.

Other student projects are on the attitudes of one residence hall's residents toward the hall's program and staff; the reasons why long-distance runners go out for the sport; the problems of the gay community in Lawrence; and the reason why county chairmen volunteer their time to work on political campaigns.

The course, according to Lewin, complements students' basic reporting courses and media experiences. In the class, students learn how to do in-depth investigative reporting, how to formulate questions, how to elicit in-depth responses, how to spend a lot of time with a few informants and how to set up material for other people to read.

Class periods are spent listening to and evaluating students' tapes. Role-playing sessions help students to develop the techniques of interviewing and probing.

Lewin believes the course is unique. Other universities offer seminars in field-method techniques in which students go out and interview, he said, but these seem to lack concentrated individual instruction and systemization of the tapes needed to establish texts of the transcribed material.

Lewin developed the course from his own interviewing experience in western Africa and a business educational marketing consultant firm.

Peggy Brown

Linton will go to London to work for three weeks

While others are on vacation between the 1976 spring semester and the summer session, Bruce Linton, chairman of the Radio-TV-Film Department, will be going to London to work.

Linton will be in London for three weeks, doing copy and program clearance for the London Broadcast Company.

Students work for yearbook to gain extra experience

Although not affiliated with the School of Journalism in any way, the *Jayhawker* yearbook attracts a growing number of journalism students each year.

And, according to editor Mike McCollam, journalism students usually have more respect for deadlines and more of a "feeling of professionalism" than staff writers not in the journalism school.

Yet, of some 50 staff members on the 1976 *Jayhawker*, about ten are journalism majors, a relatively small number considering that 705 students are studying for careers in the mass media.

Ken Stone, associate sports editor for the *Kansan* and features editor on the *Jayhawker*, says his education wouldn't be complete unless he explored all aspects of journalism, including magazine journalism. And the *Jayhawker*, he said, is a "magazine that comes out once a year, except that it's hardbound."

Stone thinks journalism instructors should encourage their students to work on the *Jayhawker*.

"Doing that would give students who don't feel that the *Kansan* is a proper outlet for their interests a chance to do something practical. As more J-schoolers take over the yearbook, we are going to see better quality," Stone said.

Advertising major Julie Johnson said working on the *Jayhawker* was good experience and "more fun than work."

In charge of the administration section and opening pages, Johnson said, "I really enjoyed it, because I could do creative work."

Work on the yearbook, unlike work on the *Kansan*, can take any route, she said, such as writing poetry and narrative stories.

Kenna Giffin, a photography major, has worked on the *Jayhawker* for three years.

"I like being a part of putting something out that is going to last," she said. "I learned a lot about production. It was a good learning experience."

Good experience seems to be the key reason for many of the journalism students' involvement with the *Jayhawker*, and several of the school's instructors agree.

Del Brinkman, dean of the School of Journalism, said he encouraged students to work on the yearbook, and Professor Lee F. Young said that the advertising and business aspects of the

yearbook would be particularly useful to students.

It is doubtful, however, that the *Jayhawker* will ever become part of the journalism school. Brinkman said it would be financially difficult for the school to include the yearbook, and no requests had ever been made to do so.

Susanne Shaw, assistant professor and faculty adviser to the *Kansan*, worked with the 1972 *Jayhawker* staff but became too busy with the *Kansan* to devote any more time to it.

She said that the journalism school didn't have the facilities or the room to include the *Jayhawker* and that finding an adviser from the school would be difficult because the job took a lot of work.

Professor Young, who is a member of the *Jayhawker* board, says the journalism school would have too much control over the yearbook if it were associated with it. Young has had several former *Jayhawker* editors in his magazine production class.

Editor Mike McCollam said he would like to see more journalism students work on the *Jayhawker's* production, possibly for class credit.

Cheryl Taylor

Awards for journalism work given to J-school grads

Chuck Chowins, a 1970 graduate in advertising, and Karen Holzmeister, a 1972 graduate of the School of Journalism's master's degree program, have won awards for meritorious work in journalism.

Chowins, retail advertising manager for the Casa Grande (Ariz.) *Dispatch*, designed a series of institutional ads published in the *Dispatch* in August and September 1975. The series won first place among 1,300 entries in the automotive advertising category at the winter International Newspaper Advertising Executives conference in New Orleans.

Holzmeister, a reporter for the Hayward (Calif.) *Daily Review*, won one of two awards for daily newspapers in a California Taxpayers' Association contest for a two-part series published in April 1975. The series dealt with salaries and fringe benefits paid to city employees in California's South County.

Holzmeister's stories pointed out a disparity among basic salaries of city managers with comparable duties, with salaries varying from city to city.

Holzmeister is also a graduate of California State University at Hayward.

alumni news

Laura Miller, staff editor; assisted by Tom Dease,
Nancy Hecker and Roxi Taylor

1922

CHARLES LINDLEY "LYNN" YOUNG died in Helena, Mont., after a long illness. He had been editorial writer for the Great Falls *Tribune* for 18 years before he retired in 1964. Before that, he was editor of the Helena *Record Herald*.

1939

BERT BRANDT died from heart failure in Houston, Tex., where he was owner of an advertising and industrial photography firm. During World War II, he was a United Press photographer, later becoming chief roving correspondent for the news service. His wife, ELIZABETH (BAKER) BRANDT (1945), and family survive.

1947

LEMOYNE R. FREDERICK is wire editor of the Hobbs (N. M.) *Daily News-Sun*.

1950

JESSIMAI (SHIDLER) STRANGE is in the business administration master's program at the University of Washington and works part-time as a staff assistant. TODD SEYMOUR, president of the KU Endowment Association, was honored for distinguished service by the regional council for the Advancement and Support of Education at this year's meeting in Des Moines. NORMA (HUNSINGER) TUCKER works as a production clerk for Anadarko Production, an oil exploration company in Liberal.

1956

ROLLIN PESCHKA is advertising manager of Roos-Aitken Co. in San Francisco.

1960

JOHN PATTEN is vice president of the Carnation Company in Los Angeles. He joined the company in 1973.

1961

MARK ALLEN DULL, who received a master's degree in 1968, is working for W. B. Doner advertising agency in Baltimore, Md.

1963

DENNIS N. BRANSTITER is working for the Minneapolis *Star*. MARGARET (CATHCART) CLARK edits the magazine *Veterans' Voices* in Kansas City. CAROL (FEINSTEIN) HEIM has a photography business, C. Heim and Associates, in Austin, Tex. BEN and JEANNE (BARROW) MARSHALL have a daughter, Jennifer, born in July 1975 in Chanute. BILL MUL-LINS is associate editor of the *Daily Bond Buyer*, a financial newspaper published in the Wall Street area.

1964

JACKIE (STERN) REINHARDT is the new president of the Los Angeles chapter of Women in Communications, Inc., and a full-time consultant for the Kidney Foundation in Los Angeles. JOANNE (PRIM) SHADE is a staff writer for Wilmette (Ill.) *Life* magazine.

1965

CLARE CASEY is director of public relations for Associated Telephone Answering Exchanges, Inc. in Falls Church, Va. CHERYL (McCOOL) MILLER is doing publicity work for several civic organizations in Lancaster, Pa., where her husband is national sales manager of Steinman radio station.

DONALD RINGSTROM is district manager of the Singer stores in central Tennessee. He lives in Knoxville.

1967

DAVID FINCH is working for the New York office in Reuters News Service. His home is in Greenwich, Conn., where he is writing a novel about golf. ERIC MORGENTHAUER is working for the Pittsburgh (Pa.) bureau of the *Wall Street Journal*.

1968

DAN AUSTIN is working for the Detroit bureau of the *Wall Street Journal*. LINDA (PUTNAM) BILES lives in Alexandria, Va., and works as an administrative assistant for Hammer, Siler and George Associates, economic research consultants. JOYCE (GRIST) EVANS and her husband, George, have another daughter, Sarah, born in January. They live in Lawrence. CHARLES GOODSELL works for American Multi-Cinema Corp. in Kansas City.

RICHARD S. and CAROL (DEBONIS) LOVETT are living in Kansas City, Mo., where he is a public relations director for the city. JOHN and Jackie MISSILDINE have another son, Justin, born in July 1975. They live in Shawnee Mission. ALLAN NORTHCUTT is a division public relations supervisor for Southwestern Bell in Wichita.

1969

GEORGE "TED" BELL is the investigative reporter and writer for the Sacramento (Calif.) *Bee*. ROXANNE (LENNARD) BROOKS is managing assistant of the classified advertising department of the Chico (Calif.) *Enterprise Record*. She is married and ex-

alumni news

pecting her first child this summer. STEPHEN RAY MORGAN is working for a law firm and lives in Overland Park. STEVEN STEFFENS is catalog planner for Western Auto Supply in Kansas City.

DIANE (KIRK) WENGLER has retired from her job at the Colorado Springs *Sun* and is now a mother and housewife. PAULA ANN WINCHESTER is working at the Kansas City Museum of History and Science. S. ALLEN WINCHESTER is doing social work graduate study at the KU Medical Center.

1970

RICK ABERNATHY is coaching football and weight lifting at Southeast High School in Kansas City. BRUCE E. BARKER is in the Air Force at Loring AFB, Maine. JAMES BIEHLER runs his own advertising agency in Wichita. MILAN CHILLA is a real estate advertising manager of Area Publications Corp., a subsidiary of the Chicago *Tribune*, and lives in Western Springs, Ill.

LARRY DEUTCH is sports director and account executive for KBBQ-KBBY radio, Ventura, Calif. KAREN ANN HENIGER is selling television time as a broadcast representative in New York City.

RUTH ANN (RADEMACHER) HLAVACEK is a copy editor for the *Wall Street Journal*. PETE KOVAC, account executive for Fletcher-Mayo Associates, and his wife have a new son, Peter, born in St. Joseph, Mo. JIM LADESICH lives in Shawnee Mission and is an account executive for Valentine-Radford, Inc. JOHN MAGNA is news editor of the *Chanute Tribune*.

MICHEAL J. SHEARER works for the Albuquerque *Tribune*. MYLA (CLARK) STARR retired after more than two years as a reporter for the *Reporter-Herald* in Loveland, Colo. She and her husband have a daughter, Andrea, born in November. JOE VAUGHAN is a public relations assistant for United Missouri Bancshares in Kansas City and is a member of KCKN radio's news team.

1971

DAVID C. ANDERSEN married Nancy Emery in August. He is a member of the General Motors Corp. public relations staff in Detroit. DONALD BAKER is sports information director at KU. He was married to Leslie Walker in January. CHARLES W. CAPE is public relations director for the National Farm and Power Equipment Dealers Association, St. Louis. JUHREE (ROCKHILL) and Dan CATES have a daughter, Shannon, born on Christmas Day in Shawnee Mission.

LANCE ECKELS is an industrial engineer for Certain-teed Products, Kansas City. JAMES EWBank is area sales manager for Wesley-Jessen, Inc., Louisville, Ky. STEWART FARBMAN is living in Overland Park and is with Pankow Associates, Inc., Chicago.

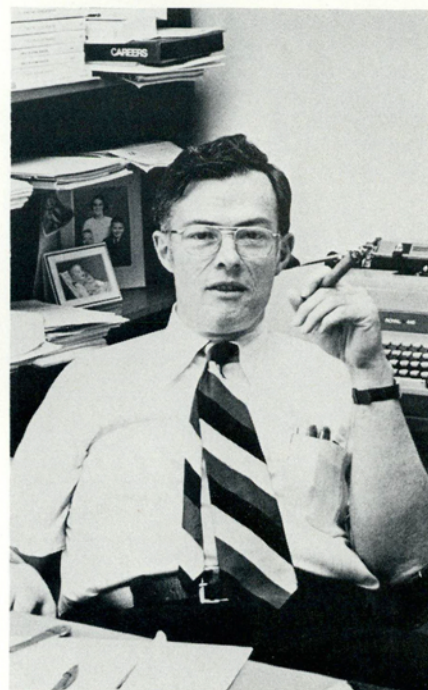
LINDA (TALARICO) GALLE is editor of *WHERE* magazine in New Orleans. NORMAN G. MANLEY is a partner in the law firm of Grant and Manley in El Dorado. ANN MORITZ is assistant editor of the Life/Style department of the Akron (Ohio) *Beacon Journal*.

WILLIAM "PAT" MORRISSEY is a research librarian at the Hayden Burns Library in Jacksonville, Fla. ALAN MOSER is an account executive for D'Arcy, MacManus & Masins in Chicago. He works on advertising for the American Dairy Association. CLANCY SCHMIDT is finance director for the Kansas Lung Association in Topeka. HERTHA CHRISTINE SEITZ is a reporter-moderator for Channel 6 in Salina.

1972

JOHN "JACK" ALDEN and his wife have a son, Scott, born in February in Topeka. BEN T. BEAVER is a reporter for WCCO-TV in Minneapolis, Minn. MELISSA (BERG) HARMON married Steve Harmon, KU Law School graduate, in June 1974. She is a medical and social services reporter for the Akron (Ohio) *Beacon Journal*.

RITA HAUGH is a staff associate of Project '76 for Phi Delta Kappa Publications Division, Bloomington, Ind., where she is attending graduate school. GREG HECHT is weekend anchorman and reporter for WIBW-TV in Topeka. MARSHA (MAXIM) LIBEER is working at Wichita State University for certification to teach speech and journalism and is with the educational placement office there.



Assistant Dean Dana Leibengood contentedly puffs on his cigar after placing another student in a job.

Photo: Tricia Bork

CATHY (STUMPF) LUDT is doing public relations work for the Democratic Senate Majority Caucus in Lansing, Mich. KEN McCracken is a sales representative for IBM's office products division. He lives in Overland Park.

JEWEL SCOTT, reporter for the *Ottawa Herald*, was honored last fall by the Kansas Wildlife Federation as an outstanding Kansas conservationist. SCOTT W. SPREIER is assistant Sunday editor and does layout work for the Fort Lauderdale (Fla.) *News*.

1973

MICHAEL BAUER is a feature writer for the *Kansas City Star*. MICHAEL C. BICK has just completed a 16-month assignment with VISTA as a counselor for a pretrial diversion program for first offenders in municipal court at Legal Aid in Kansas City. He is now a drug counselor at the Phoenix Center and is taking a social work class at the KU Medical Center. ROBERT "TUCK" DUNCAN and his wife have a new son, Spencer, born in January in Topeka.

JERRY ESSLINGER has been named managing editor of the Hollywood (Fla.) *Sun-Tattler*, a Scripps-

Howard newspaper. ROBERT FERGUSON is a flight attendant for American Airlines. SAMUEL E. FORD is a reporter for WCCO-TV in Minneapolis, Minn. JOLENE A. HARWOOD is editor of *Food Marketer*, a bimonthly publication for Foodland International Corporation, Chamblee, Ga.

RICHARD T. HUGHEY is advertising manager for Jack Henry Clothing Co. in Kansas City. KUEN-WAI HUI is a reporter for the *Chinese Times* in San Francisco. JON P. KING is an advertising salesman for the Topeka *Capital-Journal*. WILLIAM B. KISSEL JR. is director of promotions and special events at the Sheraton Hotel in Kansas City.

MICHAEL LEWIS works for WIBW radio and television in Topeka. He married Nancy Walker in September 1975. SALLY MORGAN is a reporter for the Topeka *Daily Capital*. JAMES and Tina OLSON have a new son, Liberty James, who was born in September 1975. ROBERT SCHULTE is program director for an FM radio station in Aspen, Colo. He married Laura Owens in September 1975 in Lawrence.

HARRY B. WILSON JR. is with the Fort Myers (Fla.) *News-Press*, a Gannett newspaper. PATRICIA M. ZWEGO is with the audio-visual division of Barrett/Yehle, Inc., Kansas City.

1974

DAVID H. AHLSTROM is with an advertising agency in Waterloo, Iowa. RANDALL F. BECKER has received a graduate degree from Northwestern University. He is a general assignment reporter for the Milwaukee (Wis.) *Sentinel*.

CONNIE BUTTERWORTH works in Chicago as editor of employe publications for Chemetron Corp. and is working for a master's degree in marketing management from Northwestern University. MICHAEL J. CACIOPPO is advertising manager of the Vail (Colo.) *Trail*. DANIEL CHEGWIDEN is a sales consultant for Jostens American Yearbook in Topeka. He was married to Janet McRae in December 1975.

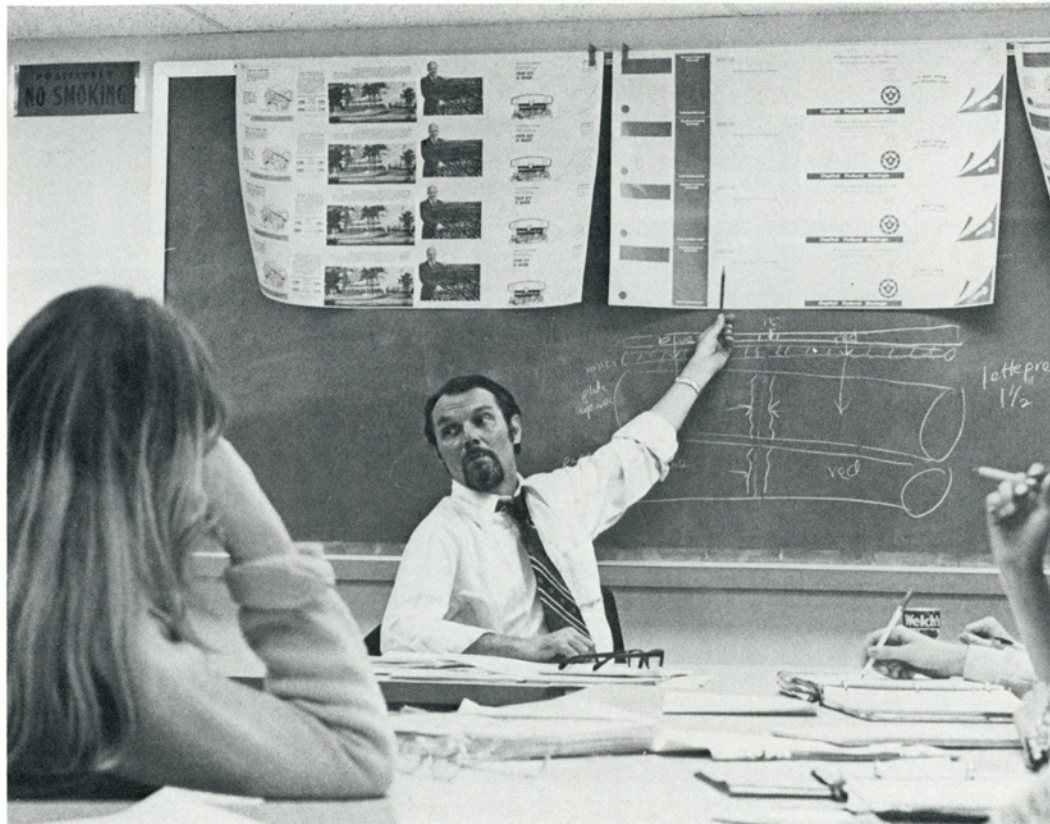
MIKE CRUVER works for the Conway Springs *Star* and Argonia *Argosy* newspapers in Kansas as a reporter and an ad sales representative. CATHY RUBY GRIPKA is a reporter for the Lansing *Leader*. LINDA ANNE HALES is working for the Chicago *Tribune*. LINDA (DOHERTY) HOPWOOD is on the Decatur (Ill.) *Herald and Review*.

GARY ISAACSON is assistant sports editor for the Salina *Journal*. DON KINNEY is editor of *Intercom*, a publication of St. Luke's Hospital in Kan-



Rosemary Parris, business manager of the *Kansan*, and Jim Merrill, graduate assistant on the advertising staff, look over the day's profits.

Photo: Tricia Bork



Professor Lee Young explains the printing process to his magazine production and layout class.

Photo: Tricia Bork

alumni news

sas City, Mo. JENNY LARSON was married in November to Robert Simpson. They live in Lenexa. JACK MITCHELL is publisher and editor of the weekly Newkirk (Okla.) *Herald Journal*.

CHUCK POTTER, reporter for the *Salina Journal*, received the 1975 Bar-News Media Award for his study of probation. MARY SNAPP is with the public relations department at General Motors Corp., Detroit. STEPHEN K. SWARTZ reports business and government for the *Pittsburg Morning Sun*. SANDRA A. WILBER works in the sales department of WIBW radio in Topeka.

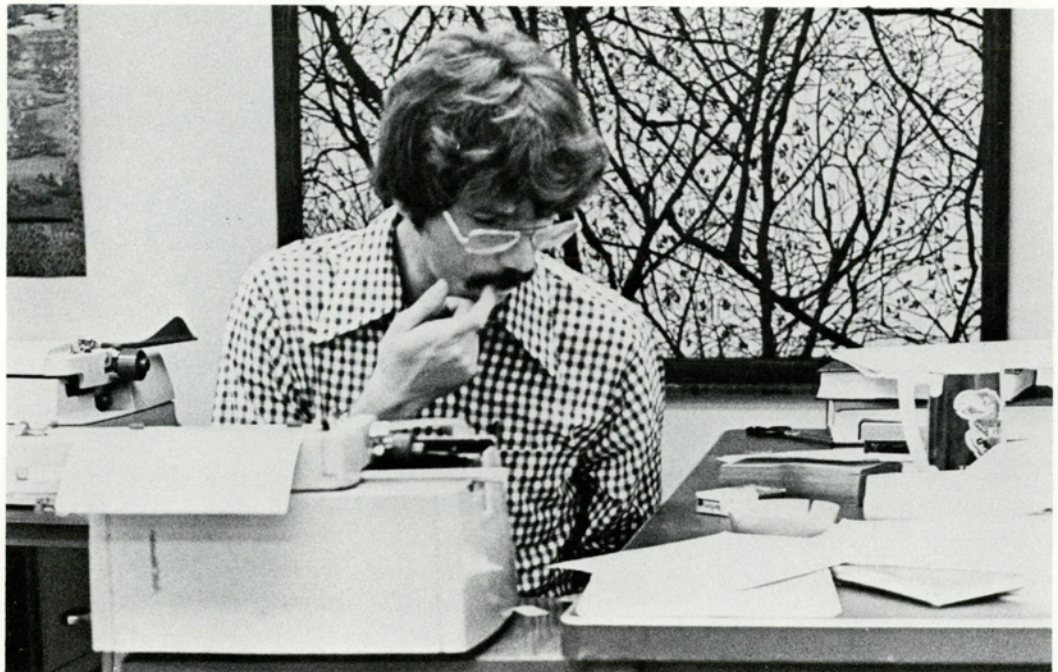
1975

MARK E. BAXTER is public relations assistant at W. R. Grace & Company, in Stamford, Conn. MARK A. BEDNER finished his master's degree this year and is going to work for the First National City Bank of New York in Athens. JOHN BROOKS JR. is a staff member of the *Chanute Tribune*.

KEVIN P. MORAN and DEBRA S. DANIELS (1974) are married and living in Topeka, where he is attending

Larry Fish, graduate assistant to the *Kansan*, does some heavy concentrating in a third-floor room that was converted from a student lounge to an office for graduate assistants.

Photo: Tricia Bork



law school at Washburn University. She is attending the KU Law School. LAURA DAVIS is secretary to Jerry Waugh, KU's assistant athletic director. MICHAEL FITZGERALD is a reporter for the *Pittsburg Morning Sun*.

MARK EKLUND, who has been a contributing writer for the *Wyandotte West* newspaper for two years, has joined the staff as news editor. KENNETH FULTON is associate editor of *Exploring*, the national Boy Scouts magazine. He was recently married, and he and his wife live in New Brunswick, N. J. HARRY "HANK" GRACE III works at the Chicago Board of Trade as a floor manager for Atlee Kohl and Co., specializing in Government National Mortgage Association futures trading.

CRAIG HAINES is a management trainee at the Commerce Bank in Kansas City. BOB HANSON has recently become managing editor of the *Plainville Times*. RONALD LANE reports news for KODE-TV in Joplin.

KATHY A. LARSEN prints professional custom black and white photography at Color Central, Inc., in Wichita and handles advertising and brochure photos. ERIC and JILL (WILLIS) MEYER work for the *Daily Pantagraph* in Bloomington, Ill. Eric is a copy editor on the night desk and Jill is a reporter. MARGERY (MILLER) SMITH has been hired as the women's page editor of the *Lawrence Daily Journal-World*. CHARLES NELSON is in

central Guatemala studying Spanish-Indian dialects and will soon be working as a Peace Corps volunteer in the mountains there.

KATHLEEN PICKETT is a reporter on the *Parsons Sun*. NORMAN POMMERENKE and SUSAN ERWIN were married in October. She works for Procter and Gamble and he works for Nabisco, in Omaha, Neb. EDDIE REESE works as a reporter for the *Kansas City Globe*. BETSY RIORDAN works as a bookkeeper for All Star Dairy in Lawrence.

RICHARD M. ROBINSON entered the Air Force in January. BRENT SCHLOSSER is working on a master's degree in business administration at KU. JEFF STINSON is a staff writer for the *Wichita Eagle and Beacon* and has been assigned to cover the 1976 legislative session for the paper.

JAMES THOMAS is in the Army, assigned to the 141st Signal Battalion in Ansbach, Germany. THOMAS TOTH has taken a photography position with the *Arkansas City Traveler*. MARK ZELIGMAN started in December 1975 as sports writer for the *Evansville (Ind.) Press*.

1976

KATHY BENZ is assistant editor of *Veterinary Medicine & Small Animal Clinician* magazine in Bonner Springs. She is a May master's degree candidate.



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Holy tmesis! It's Muckadilla!



Survivors of John Bremner's classes will be happy to hear that Muckadilla really does exist. Bremner, professor of journalism, relaxes in the sun of Muckadilla, Australia, while on sabbatical for the spring and summer semesters. He is working on a dictionary for reporters and copy editors and will return to KU in the fall.

"Why is a malapropism a malapropism? Why isn't it a muckadilla?" was a refrain heard often in Bremner's editing classes. Muckadilla, which means stony watering hole, was used to stress the importance of word etymologies.

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