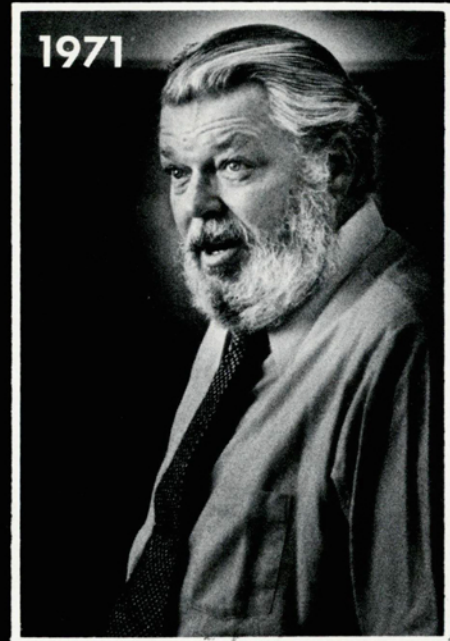
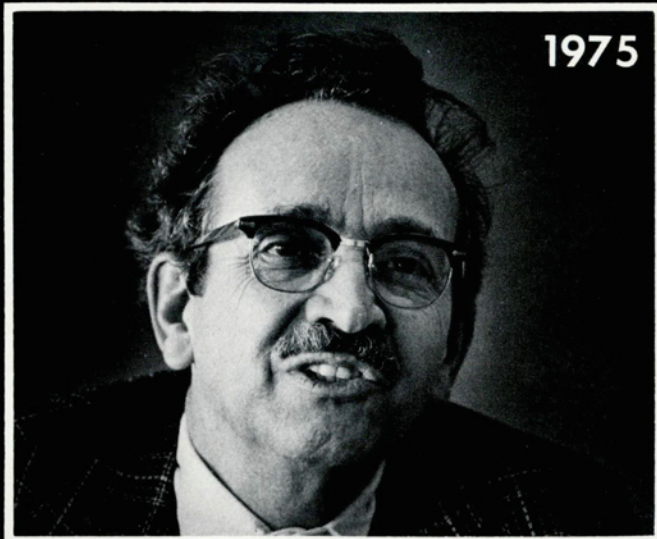
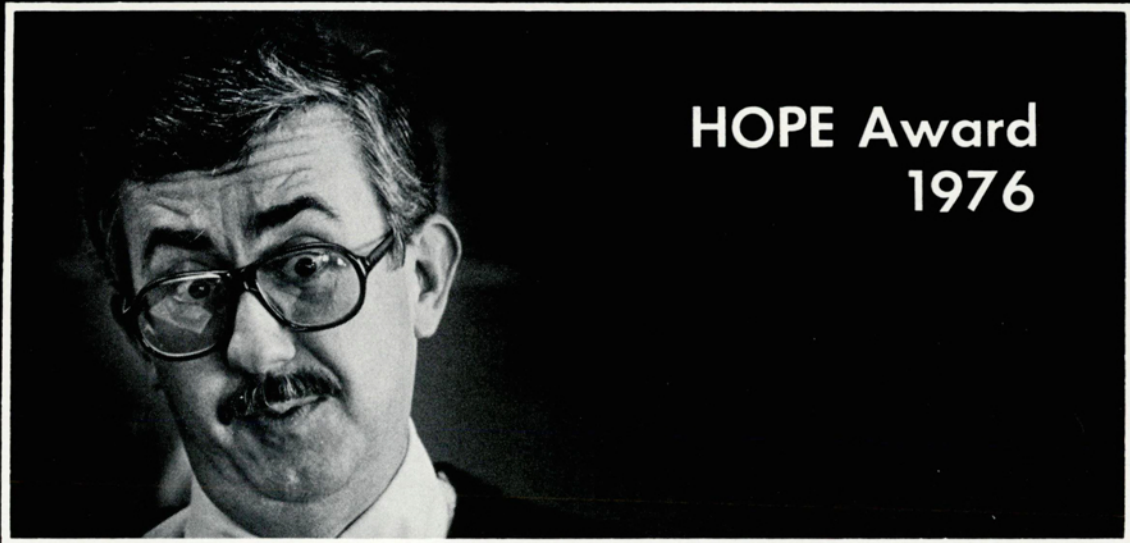


# Jayhawk Journalist

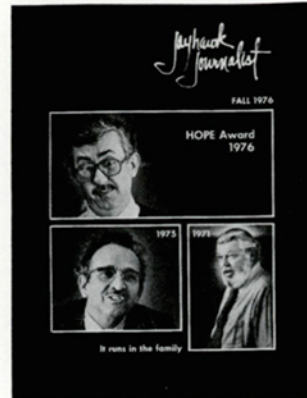
FALL 1976



It runs in the family

# Jayhawk Journalist

FALL 1976



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COVER: Three School of Journalism faculty members have won the HOPE Award, the only teaching award given solely by students. Peter Turk, assistant professor, won the 1976 award. Calder Pickett, professor, won in 1975 and John Bremner, professor, won the award in 1971. Lee Young, professor, has been a finalist six times. Pictures by Dave Regier.

# It's a long, long way to Muckadilla...and back

By Debbie Gump

*"Away in Australia, on sabbatical leave  
John Bremner will love it, but we all will  
grieve.*

*We know you will miss us, 'cause we're  
such a crew,  
But don't be discouraged, 'cause we'll  
miss you too."*

(sung to the tune of "Away in a Manger" by  
students, December 1975)

*"Oh, we miss you so much. We miss you so much that  
we're now going for a sunny walk on the beach and then  
drown our sorrows in the blue Pacific. But these crass  
diversions cannot begin to make up for the absence of  
students and forms and memos and meetings and . . .  
nevertheless, peace."*

(written to members of the faculty by John Bremner from  
Surfers Paradise, Queensland, February 5, 1976)

For John Bremner, professor, it was an easy transition from a life of teaching editing classes, administering the graduate program and serving on committees to a life of researching for his second book.

Bremner's first book, "HTK," focuses on headline writing; his second, title to be announced, is a dictionary for copy editors focusing on words, "words that I wanted to say something about."

Anybody who has witnessed Bremner in class knows that he has a lot to say about words. While in Australia, he compiled 5,000 entries as he studied about 50 books. The book's planning, however, began long before the sabbatical began.

"I've been working on it long as I've been teaching, in the sense that you're learning all the time," he said.

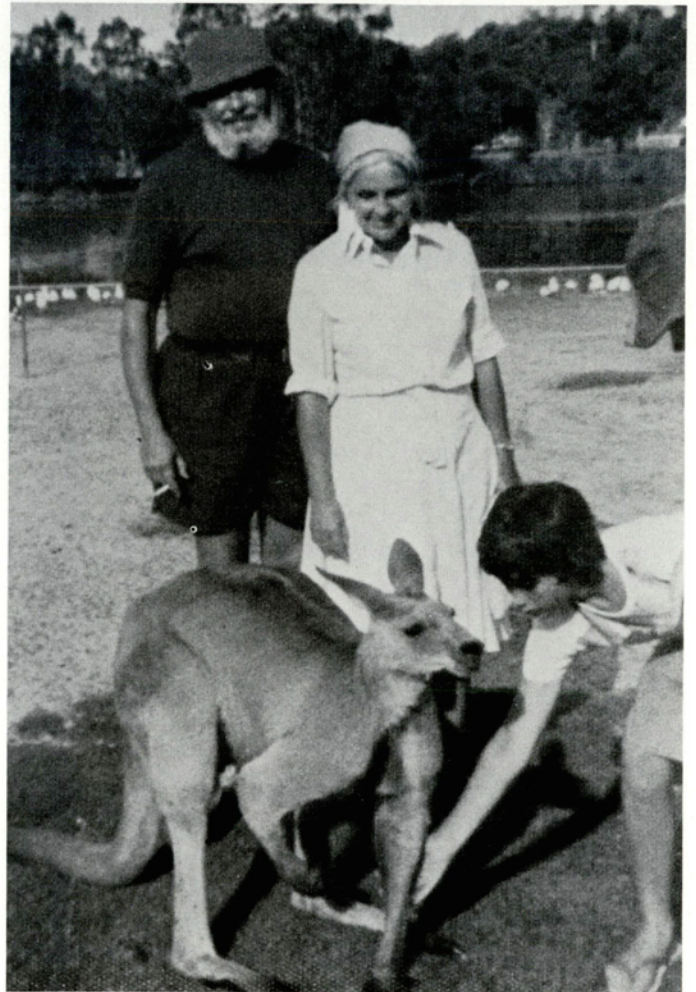
Although he won't release the book's title because of copyright restrictions, he will explain it.

"The title has to do with language growth, the unwillingness of some people to recognize that language does grow and change. They're the pedants, the mossbacks, who don't see language as a growing thing," he said. "Then there are the others who think that every fad word that comes out should automatically be cemented into the language."

The research is finished, Bremner said, and the actual writing will begin as soon as he finds time to sit at a typewriter. No publication date has been set, he said,

because he won't begin talking to publishers until January.

*"I also gave a long interview to a reporter from Brisbane's afternoon paper. . . . Two sources have since told me that the news editor stopped publication because I criticized some aspects of the Australian press, such as sensationalism, failing to separate opinion from fact, jumbled make-up. . . ." (March 17, 1976)*



Dr. Bremner has many relatives and friends in Australia, including this kangaroo, which is a friend, not a relative. The relative is his wife, Mary. The scene is Southeastern Queensland.

Students who try to slip short headlines past Dr. Bremner in class seldom amuse him, but Nancy Teeter, junior, was an exception. He finally told her, "It's a half-count under." Next in line are Jerry Seib, junior, and David Johnson, junior.

Photo: Dave Regier



Just one of Bremner's criticisms of some Australian newspapers was their use of what he calls the "Widow Murphy" approach: "Some dumb reporter hears that a fellow named Murphy has been killed, and he goes up to the house and says, 'Are you the Widow Murphy?'"

Other examples Bremner brought back were "How did you feel when you heard that your husband had been killed?" and "What would you like to say to the man who raped and strangled your wife?" Ginger Rogers was asked why she hated Fred Astaire. And the mother of blind triplets had to answer the question, "I imagine you're sorry they're without sight?"

Bremner mildly described this technique as having a "certain lack of taste and courtesy." Instead of having the vital adversary relationship with its sources, Bremner said, the press encourages an antagonistic relationship.

"They feel that anybody, whether he's public official or a private citizen, is fair game for an interviewer," Bremner said.

Reporters want to be heard instead of listen, he said, and they occasionally are their own best enemy. One

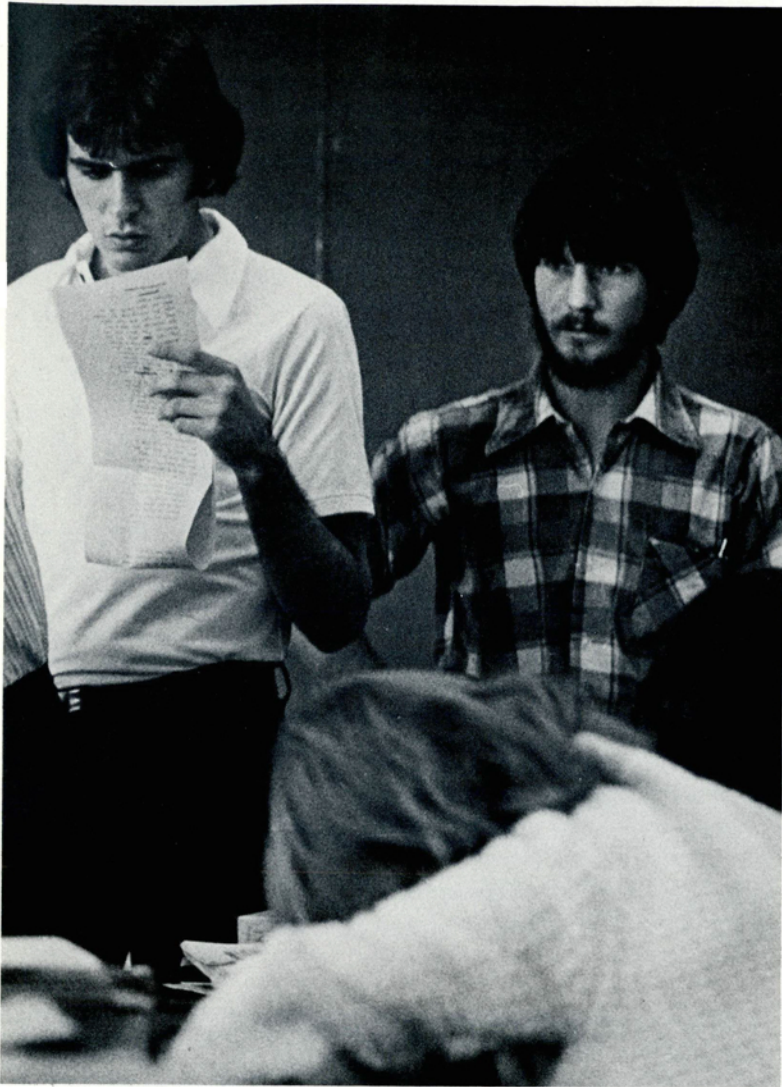
cooperative government official was interviewed by a hostile reporter, Bremner said, until he ran out of patience.

"You're behaving like a Philistine," accused the official.

The reporter shot back, "I've never even been in Manila."

*"We visited my mother's birthplace, Charleville, Queensland, and I came away heavily depressed. She left there in 1920, the year of her marriage and my birth, and I should have foreseen that there would be few traces. It's a town of about 3,500 and it's going to the dingoes. The old hotel she was born in and later owned is a bloody disgrace. We would have slept in the car rather than stay there. I visited the newspaper and the church, but all the old records have gone up in fires. . . . One can never go home."* (March 29, 1976)

If one can never go home, one should also never go to Muckadilla. Muckadilla, 300 miles west of Brisbane, became a symbol in Bremner's class of why things are called what they are.



"It was a word that just came to me one day when I was lecturing," he said. "I hadn't rehearsed anything; I was just reaching out for an example of why they didn't call the Acropolis 'Muckadilla.'"

He decided that on this return trip, his seventh since he left Australia in 1950, he would visit Muckadilla to prove it existed.

"It was even more horrible than I remembered. There's one broken down motel with a bar, and the general store isn't there anymore. There's a railroad siding for cattle, a post office, two or three houses and that's about it," he said.

"We had thought we might stay the night there, but when we saw the place we just stopped, had a couple of beers, took some pictures and kept driving."

*"This country continues to be an elephant's graveyard of American entertainers. Last week it was Liberace. This week Tiny Tim. Who could possibly be next? Ishkabibble? Joe Penner? Laura La Plante?"*

(May 16, 1976)

Australia's apparent dependence on American entertainment is even more curious when Bremner talks about the anti-Americanism of some people and newspapers.

"There's still a chip on the shoulder with some people and some papers, which is really jealousy, resentment of American success," he said. "It's human nature when the guy next door is doing much better than you're doing."

Even a visitor who leaves the American flag at home can get a little annoyed, he said, by reading some of the literary criticism of American culture.

One reviewer wrote, "I always had the suspicion that Broadway, Hollywood, Disneyland and the Playmate of the Year summed up America."

Bremner then sighed, "Pretty raw, I think, pretty raw."

*"I wish you could see the huge gum trees in the garden, populated with cockatoos and kookaburras and magpies that start screaming early in the morning and keep Mary (Mrs. Bremner) entranced most of the day."*

(April 14, 1976)

Then there was the "beautiful" Australian beer, frequent swims in the Pacific, long walks and the unexpected pleasure of a sea cruise back to the United States.

But the transition back to the life of teaching editing classes, administering the graduate program and serving on committees was not so easy for Bremner.

"I came back and I was not organized. I'd been away from work too long," Bremner said.

He said he occasionally wondered whether the world was going to hell or whether the world was passing him by. And if it is going to hell, he added, he hopes it does pass him by.

He sometimes asks himself whether what he's doing is worthwhile, he said, and the answers that satisfy him are the responses from former students who say, "Thank God you did this," or "I thank you for doing that."

And as he sat behind his desk, covered with committee reports, student papers, unfinished articles and the rest of a faculty member's paraphernalia, he said, "I'm tired."

"It's silly to say that after you've been on leave, isn't it?" he asked. "You're supposed to come back refreshed and it doesn't take you long to realize that you're not refreshed."

"I worked too hard while I was on leave. The only difference was that I did what I wanted to do. Now you have to do what you don't want to do when you don't want to do it."

But he'll do it.

# Past Kansan editors describe 50 years of change

By Anne Sigman

The *University Daily Kansan*, now almost 65 years old, has given close to 200 students the opportunity to edit a college newspaper. These students worked long hours, even though the editor hasn't always been paid or received academic credit.

Interviews with the present editor and *Kansan* editors of the past five decades explain the reasons for their dedication and show just how much the *Kansan* has changed through the years.

The value of editing the *Kansan*, according to these editors, was found in the chance to see what they could accomplish, the experience they acquired and the fun they had. The force that holds a student editor to his task was described by one *Kansan* editor in an editorial written in 1933:

*Today we become an editor. Today we become a tiny cog in the giant machine that grinds out the world's news. Today we become a relatively unimportant laborer in the ranks of those who make up the Fourth Estate. Today we made a start in a grand profession with wonderful opportunities before us.*

That editor was Paul V. Miner, who started as a copy-boy and later became president of the *Kansas City Star*. Miner, now retired, was editor of the *Kansan* from February to April in 1933.

The differences the editors describe also reflect the atmosphere of the University.

"The important thing about the *Kansan* is that throughout its years on the campus it has so accurately and so effectively mirrored the life of the University at that time," Miner said.

Emil Telfel, former professor and *Kansan* adviser, lights a cigarette for Malcolm Applegate, fall 1958 *Kansan* editor.



# Frat Tax Held Valid

The *Kansan* rushed to press in 1933 with this news from the State Supreme Court.

"We tried to have a complete newspaper," he said. "We did get a lot of campus news but there was much of interest in the world at that time.

"The UP in those days had the 'pony' wire, but this we took by telephone. That's the way we got the news of Roosevelt's victory, also the Lindbergh baby kidnaping."

When the news came from the Kansas Supreme Court that fraternities could be taxed, a decision that Miner called a grave blow to those involved, the *Kansan* put out an extra. Somehow, he said, the paper had the news ahead of time.

"We were very proud of that extra—we scooped the *Star* and the *Journal-World*."

The paper was an effective tool to represent what was going on, Miner said, but there was wasted space in such items as "Hill Society."

"It got names in the paper but it was pretty dull. It didn't seem to me at that time we were as relevant in our discussion of issues and the quality of life as today's young newspaper people are."

There was also great interest in student government, he said, especially because of great rivalry among campus political parties, but the paper could take no editorial stands on political issues. And though the news was interesting, the Depression was an overriding influence in student life.

"While we were interested in the campus and the newspaper, we were pretty engrossed in making a living and getting by financially."

Those who worked at the paper were deeply committed to expression, he said, but weren't as militant as students were about 10 years ago.

"The students who put out the news had a deep sense of dedication and commitment because they were interested in being newspapermen," Miner said.

"It was a labor of love. We spent a lot of time over there. There were probably 10 of us who really spent time and worked hard at this.

"Under the direction of John Shively (a graduate student who was the news adviser) we ran the newspaper without any censorship, any problems with the adminis-

tration of the University. There were never any meetings saying, 'Don't print this, don't print that.'"

The paper was sold for \$4 a semester or for five cents a copy, he said. Miner wasn't paid for his work as the *Kansan* editor is now. The paper had an editor-in-chief and a managing editor, who each selected their associates.

The paper was published in the afternoon five days a week and on Sunday morning. This required the students to work Saturday nights.

"We used to bring hamburgers up there for late stays. There was a folksy companionable feeling."

The next decade found journalism students still working in the old journalism building, which was called the "Shack." But World War II was going on, and many young men were away in the service. In the summer of 1945, Mary Turkington, *Kansan* editor, and one other young woman, a reporter, put out the *Kansan*.

Miss Turkington is now the executive director of the Kansas Motor Carriers Association. She talked about what it was like to be editor of the paper during the war.

"That particular summer I had one student reporter. The *Kansan* only came out twice a week," she said.

The newsroom was much like the one the University has now, she said, but the darkroom was just a cubicle with a few pans. The paper still received wire news by telephone.

Although the paper came out only twice a week, Turkington said, the two on the staff spent a lot of time on the paper. They were either in class, working on assignments or in the newsroom.

Daily, and sometimes hourly, they would rewrite the war story.

"The way we monitored it was that everybody that was in the journalism department had a radio going," she said.

The minute anyone heard a flash, they would insert a new lead of about three lines.

"The afternoon of V-J Day we heard it first. We scooped the *Journal-World* by more than an hour."

Turkington said she learned from working with the men in the composing room, "the men who were the actual craftsmen."

"We learned as much from them as from the faculty," she said. "The people in the composing room were great."

She said she also liked the daily, personal contact with the faculty.

The paper was pretty elementary compared with today's paper, she said, but she enjoyed the work.

Attention from the faculty still rated high in the fall of 1958, when Malcolm Applegate was editor. Applegate, who also is a former School of Journalism faculty member, is now publisher of the Lafayette (Ind.) *Journal and Courier*. The guiding influence when he was editor was the *Kansan* adviser, Emil Telfel, an instructor of journalism from 1946 to 1958.

"We used to get a paper that was marked up every day, word by word, sentence by sentence. These were extremely thorough. Everybody looked forward to seeing them."

The supposed apathy of the '50s didn't really affect the reporting, Applegate said, and he loved the work. The paper covered mainly campus news.

"We did have the wire news. The rest was primarily local or campus news.

"I can't recall that there were any burning issues. I think what we tried to do was run a good newspaper and report what was going on during that period. Our goal certainly was to put out a lively, interesting newspaper.

"We didn't hesitate to criticize the football team for what was then a fairly miserable record. By and large we had a good relationship with the administration. I'm sure the administration didn't always like the things we were covering."

About 10 students who were in the Reporting II class formed the *Kansan* staff. The school at that time had



Photo: Marcy A. Campbell

Paul Miner, retired president of the Kansas City Star and a 1933 *Kansan* editor, discusses the effect of the Depression on the *Kansan*.

World War II dominated campus news when Mary Turkington, executive director of the Kansas Motor Carriers Association, was the summer 1945 *Kansan* editor.

Photo: Dave Regier





about 100 students. Today, there are 100 students in Reporting II.

The paper had a managing editor and five assistants who were each responsible for the paper one day a week. The paper had a city editor, a sports editor and a women's editor.

The assistant managing editor was essentially the copy chief, he said, and sat in the slot.

Applegate said he was not paid for his work.

"We were primarily working on the *Kansan* for the experience," he said. "We had a very small staff. It boiled down to those who became interested and those who became involved.

"We worked on it night and day. It was almost like a full-time job. One of the real advantages was the size of the staff, which was relatively small.

"My best friends were the people I worked with on the *Kansan*. There was a real closeness and a real camaraderie among the *Kansan* staff."

Ten years later the *Kansan* was changing. Ron Yates, editor during the spring of 1969, is now a foreign correspondent covering Mexico, Central America and the Far East for the *Chicago Tribune*. Los Angeles is now the bureau's headquarters. Yates explained the changes in the *Kansan*.

"What happened was when I took over it was a very small tabloid, very dull-looking. At that point we had a new adviser named George Richardson. He had a lot of wild ideas about make-up.

"Up to that point the *Kansan* had really stagnated, not in the writing, but the paper itself was not very attractive."

"There was no managing editor," Yates said. "There

was an editor-in-chief and a different editor for each daily edition. He would come in and it would be his paper that day."

The paper had more controversial stories during the time he was editor. The paper published stories about substandard off-campus housing. Yates said he was called at home by the lawyers of the house owners and had to go to the chancellor's office to explain the stories.

"We made waves doing that. Then we did a story on poverty in a special section which got everybody upset. We got calls from churches all over the area," he said.

The churches wanted to distribute the section to their congregations.

"It got some reaction. I always felt that as long as you knew what you were doing was right, and that the stories were accurate, I would go with anything.

"We were accused of being sensational for writing about poverty. It wasn't. We felt we were doing some good.

"The *Kansan* sponsored a debate between the various candidates for president of the student body. Then we would end up endorsing a moderate candidate. I thought that reflected the mainstream.

"When we endorsed a candidate it was the first time that had been done for years. We won an All-American award for the first time in years, setting a tradition."

The *Kansan* has been judged All-American by the Associated Collegiate Press every semester since then.

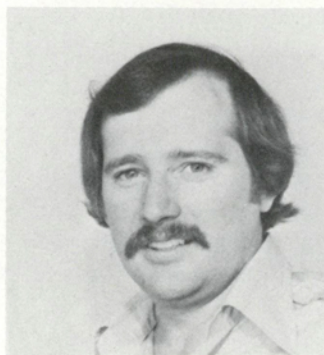
Yates said he enjoyed working on the paper.

"It was a lot of work. It was so much fun I didn't think much about it. The whole staff sort of lived down there. It was a very cohesive group. It was a family kind of thing.

Chancellor Emeritus Raymond Nichols shows how this typewriter's carriage is six inches larger than those used in 1926 when he was a *Kansan* editor.

Photo: Dave Regier





Ron Yates



Debbie Gump

"I was paid \$500 a semester. Everybody on the staff got something. We even thought about having paid reporters."

The paper in 1969 was very different than it was in 1926, just 14 years after it became a daily.

Ray Nichols, Chancellor Emeritus of the University, and editor of the *Kansan* from February to March in 1926, said the paper was a good college newspaper then, but said there were many differences.

"The format's different," he said. "The make-up was different. Rarely was a head more than one column. It was three decks, counted very carefully."

The paper was different because enrollment was smaller, he said. The school didn't have radio and television and film. It was news-editorial and advertising.

"It was an afternoon paper and we did our work during the day.

"We always struggled to get in news stories or feature stories. There was a course on feature writing. Some of this got in the paper."

The paper usually had two columns of editorials. One, called "Plain Tales from the Hill," were paragraphs that were either humorous or comments about happenings on the Hill.

The paper had a few pictures, which could run only from engravings, he said, and they weren't as current as pictures are today.

There were other difficulties. All the wire news came over the phone.

"That's hard. If there was a name you didn't recognize, you were dead," he said.

The newsroom itself also posed problems.

"The newsroom was in the old building. The bricks hadn't been carefully caulked and in the winter snow would come in through the chinks onto the copy desk."

The paper no longer faces such problems as snow on the copy desk, but students still concentrate on the quality of the paper.

The paper must become more of a news service, according to the fall 1976 editor, Debbie Gump.

"It's still the primary source of news for students," she said. "The *Kansan* is going to have to get away from being a lab newspaper. We're always going to be to some extent a lab newspaper, but there needs to be a shifting emphasis to informing students.

"The *Kansan* doesn't change that quickly. The internal structure changes but the product stays the same."

The paper is now staffed by an editor, a managing editor and a campus editor who has an associate editor and two assistant editors. In the past few semesters there were no managing editors.

"Everyone is doing a more narrowly defined job. The change was made so that the editor could be more of a public figure," she said.

She explained that her position with the paper was to make long-range decisions. She makes her preferences known at 8 p. m. news conferences, and doesn't stay till 1 or 2 a. m., as some editors have done in the past.

Gump wanted to inform students about the paper's policies and operation and to make herself, as the editor, better known. She was looking for something to write and decided on the format of editor's notes, which appear on the editorial page.

"What was needed was more communication between what goes on in the *Kansan* and the readers," she said.

Gump noted that the paper continues to change with the times.

"I guess the *Kansan* frequently reflects the atmosphere of the campus. This semester has really been quiet. The *Kansan's* been pretty calm in its layout and headlines and story play."

But some things don't seem to change much: Gump says there is always a very family atmosphere at the *Kansan*, and that it holds the paper together.

"There's a great deal of pride about the *Kansan* compared to other newspapers," she said.

## Flint's veteran-in-residence remembers his first year—and nearly everything else

By Calder M. Pickett

Once again we are about to enter the Twilight Zone. If you'll take my hand, we'll go for a walk and visit Lawrence after the Great Flood, the KU campus when a basketball team was headed for the Olympics, the nation when a war hero general was about to come back and run for the presidency. In that age before either CinemaScope or stereophonic sound, you'll hear Frankie Laine ("Talk to her, please, Mr. Sun"), Johnnie Ray ("If your sweetheart sends a letter of goodbye"), Rosemary Clooney ("Come on-a my house, my house, I'm a-gonna give you candy"), Ella Mae Morse ("Down in old Kentucky, where horseshoes are lucky, there's a village smithy standing under a chestnut tree"), Pearl Bailey ("It takes two to tango, two to tango, two to really get that feeling of romance"), Guy Mitchell ("Truly truly fair, truly truly fair, how I love my truly fair"). If we ride in a car, it's not likely to have automatic transmission, and there's only one television channel in Kansas City, and none in Topeka. There are fewer students than now enroll in a summer session (only 6,282 in fall semester) and in Lawrence only the Chateau Drive-In is likely to accommodate us on a Sunday evening, and Weaver's looks like a country store, and the flood has knocked down the only supermarket of any size—Cole's IGA, in North Lawrence. There's no turnpike, and Highway 40 to Topeka is a country road adventure, thrills all the way.

We're in 1951-52, and I'm going to tell you what it was like to be a student that year, and what it was like to be a new member of the faculty. For a little bit I must make this account very personal. It was 25 years ago, and it was my first year at KU, my freshman year. I suppose that today I focus more on '51-'52 than any other past time, so here goes.

In September 1951 I was an instructor at the University of Denver, and my future was less than promising. My wife, baby daughter and I had gone to Ogden, Utah, for a short vacation trip after my summer of toil in the newsroom at KLZ Radio, Denver. A telegram came (or was it a telephone call?) from one Dean Burton W. Marvin at the University of Kansas, in Lawrence. He was offering me a job, and I jumped at the opportunity. (Had I known, there was a strange letter from South Dakota



Photo: Rich Clarkson

Clyde Lovellette scores in the national championship game in Seattle.

awaiting me back in Denver, but the South Dakota job offer had miscarried, and what I opened was a letter to the athletic director asking for football tickets. He, I assume, received my job offer. Thus, fate. You may condemn, or thank a careless secretary.)

I came by Greyhound bus, arriving a week or so after classes had begun. Kansas scarcely coincided with my mental pictures; instead of waving wheat fields and Errol Flynn cleaning up Dodge City I saw rolling green countryside, signs advertising beer (beer? in Carry Nation's state? I was horrified!), fields of something the bus driver identified as cane sorghum, and considerable devastation. For in the previous July flood waters had surged across the state. Manhattan smelled like a slaughterhouse (no comments, please), and along the river there were still dead animals, wrecked houses, many trees and branches. I had put many stories about the flood on the air, and now the names of the towns and rivers were showing up on highway signs, though in my memory I still see them first in full caps on the AP and UP (no UPI yet) wires.

My first night in Lawrence was at a less-than-splendid inn called the Eldridge, and when later I learned about Quantrill (really, I had known about him, for after all I had seen the Walter Pidgeon-John Wayne movie in 1940) I guessed why he might have burned down the town. The journalism quarters seemed palatial after our war surplus shack at Denver, but I soon saw that they were scarcely top quality. One day, much later, my wife came to see me in my office and found herself walking right through a classroom; we taught the Reporting I lab in the *Kansan* newsroom, and everybody just walked in and out. Soon I met my colleagues, the young Dean Marvin, who invited me to his home for dinner that

night (the Marvin baby, Anne, now shares an apartment with the Pickett baby, Carolyn, we brought to Lawrence from Denver); Elmer F. Beth, who swore a bit when I told him I'd been informed he was to fill me in on what I should be teaching in Reporting I; Emil Telfel, crusty and caustic and lovable under that tough shell; Mickey Ryther, who taught both History and Printing; Frances Grinstead, my office mate for one semester in that building I soon learned was known as "The Shack"; Ed Browne, who headed radio in those days. And the new hands, for the fall of '51 brought together several of us, all mainly beginners: Willard Doores and Bob Wentworth, both teaching advertising; Vic Danilov, the *Kansan* adviser, my old buddy from Northwestern days; Harold Reddoch, the William Allen White Foundation aide to Dean Marvin. The Danilovs lived on Crescent Road, and on my first Saturday we played cards and listened to KU beat Texas Christian, and on my second we went to see the metropolis known as Kansas City.

Such was my introduction. The classes were lively, the students were super-liberal (I had expected hidebound conservatives), the weather was hot. I stayed briefly in a private home, then returned to Denver to get my family and come back to move into Sunnyside. We arrived on a Sunday night, and our dinner was a cheese sandwich at the Chateau, and our furniture hadn't arrived, and we slept on a hard floor that night, and Nola sat down in the middle of that floor and cried. I felt like crying myself, like that little white cloud that old Johnnie Ray kept singing about that winter. You old birds remember Sunnyside? There wasn't a cabinet door in the place, and cockroaches came up and stared at you, and nearby, we heard, there was even rice growing in some-



Chancellor and Mrs. Franklin D. Murphy and Coach Forrest C. Allen read the Daily Kansan's extra edition that tells about KU's victory over St. Johns in the NCAA basketball finals. The photo has been copied from the next day's Daily Kansan.

# KU GOES TO HELSINKI



Daily  
Kansan

49th Year, No. 122      LAWRENCE, KANSAS      Tuesday, April 1, 1952

**CELEBRATING THE VICTORY** — Lawrence was the scene of a wild celebration last night after KU came from behind to defeat La Salle, 70-65, to enter the finals of the Olympic trials in New York. By virtue of the victory, the Jayhawkers earned the right to send seven men to Helsinki for the Olympic games this summer. Thousands of students in hundreds of cars took part in last night's demonstration. For two hours, students cheered, blew horns, rang bells, bumped fenders, and even drove their cars over campus sidewalks and lawns. — Kansan photo by Jim Murray.

one's floor. As someone used to say on an old TV show, "That's the honest truth."

Time to move along, to look more at that class of '52, our 25-year class of next spring. Your names are in a box on page 13. I was struck by the likelihood that we have wrong addresses on many of you, but we do only what we can. I also had a little trouble putting names with faces, and I'm sure that the boyish and girlish faces in my mind might not coincide with the realities of 1976. Only I, of all the people from those golden days, haven't changed a bit.

1951-1952. MacArthur had been fired in Korea, and the "police action" was still on. Floods, in Kansas in the summer, in Missouri and elsewhere the next spring. Estes Kefauver was investigating crime, the British were holding an election, there were scandals in income tax, Iran was taking over the Anglo-Iranian Oil Company, a new thing called NATO was in the news, and there were scandals in college basketball. Robert Taft wanted to be president, and Adlai Stevenson was somewhat bored about it all. The peace treaties with Japan and Germany were finally signed, and Harry Truman seized the steel mills. One day I couldn't get my Editing class started because no one was there, and suddenly here they came, led by Jackie Jones, loudly proclaiming that the Giants had just beaten the Dodgers in a National League play-off game, for the right to play the Yankees in the World Series. (I was a disgruntled Dodgers fan.)

What a year in KU sports, that first year on the new job! Wes Santee was starring in track, and a fellow named Max Falkenstien was broadcasting for the new KU sports network. An electric scoreboard was installed at the stadium for the game with K-State. (A *Kansan* ad startled me, leaping out of the Twilight Zone: "We're

Behind You Big Red Team!" Big Red?) J. V. Sikes was the coach, and his team beat everybody but Colorado and Oklahoma. A basketball player, Clyde Lovellette, had a "hillbilly show" on WREN; how famous *he* became that year. George Mrkonic, whose wife was the *Kansan* business office gal, was named to the INS All America team, and Lovellette to the basketball All America. Phog Allen won his 700th game, beating Oklahoma A & M (yes, A & M), not yet in the conference. Some of us who were around in those years will never forget the basketball season, and the team that went to Helsinki for the Olympics that summer. We won the conference, then the NCAA regionals, then the NCAA, then beat the NIT champion, LaSalle. The campus went crazy, week after week, and one night there was a bonfire celebration for the team at 11th and Massachusetts. I still remember all the players on the team that year, but if you ask me about last year's I'll have to stop to think.

Most of you old grads probably weren't reading many books, but that year you could have read some dandies: *The Caine Mutiny*, *The Catcher in the Rye*, *The Cruel Sea*, *From Here to Eternity*, *Requiem for a Nun*, *Giant*, *The Old Man and the Sea*, all new titles. We were being introduced to *A Man Called Peter*, to Anne Frank's diary, to Rachel Carson's *The Sea Around Us*. Lawrence had four downtown theaters, and I remember the night we got a babysitter, went to *An American in Paris* at the Granada and then frantically drove down Massachusetts to see *A Place in the Sun* at the Jayhawker. That year also saw Bogart and Hepburn in *The African Queen*, Vivien Leigh and Marlon Brando in *A Streetcar Named Desire*, Kirk Douglas in *Detective Story*, big spectacles like *Quo Vadis* and *The Greatest Show on Earth*, war tales like *The Desert Fox* and *The Red Badge of Courage* (at the latter the noisiest audience I had ever seen was making life pleasant). Oh yes; the *Kansan* had an ad for *The Devil's Sleep*, a movie about bennies, goofies and phenos. Just thought you'd like to know. A foreign film series was in its second year at KU: *The Blue Angel*, *Major Barbara*, *Ivan the Terrible*, plus Chaplin in *City Lights*. You younger ones may note that ours was scarcely a benighted age.

Now I mentioned television, and there wasn't much of it then, but that Christmas brought "Amahl and the Night Visitors" for the first time, and transcontinental TV was inaugurated with films of the Japanese peace conference in San Francisco. The KU concerts that year seem impressive, in retrospect, and not a rock outfit in sight: Woody Herman, Eileen Farrell, Tex Beneke at the Military Ball, a Rodgers and Hammerstein night of music, the Robert Shaw Chorale, the basso Cesare Siepi, Tony Pastor, the pianist Byron Janis. J. Frank Dobie, the historian; Hanson Baldwin of the *New York Times*; Zechariah Chafee of Harvard law; Pearl S. Buck—these were the speakers. Much excitement: Audie Murphy came to town.

We got ourselves a new chancellor that year, one Franklin Murphy, who had been dean of the School of Medicine. The former chancellor, Deane Malott, was installed as president at Cornell, and there was much *Kansan* derision over a Malott speech that interestingly used words from a speech by someone else. Freshmen were informed that they could buy red-and-blue beanies. There was a nightshirt parade, of all things, and the AWS issued new regulations for women students. The ASC authorized smoking areas in several buildings. Political parties in the news were called Pachacamac and FACTS; I could never get them straight. Jim Logan was president of the ASC, and a busy one. We had a model UN; I believe that was the year I saw Iran holding hands with the United Kingdom. A building was going up that would be known as Malott Hall, and one wild day a 75-mph wind brought down the 200-ton steel framework. The *Kansan* announced that a new Co-op plant was coming to Lawrence. March brought a six-inch snow, and K-State vandals painted a statue, and KU vandals painted one in Manhattan, and Jim Logan ruled the spring primary election invalid (our student politicians in those days appeared to admire the Chicago vote-counting methods). Margaret Habein resigned as dean of women and was succeeded by Martha Peterson. Two students drowned in Lone Star Lake, and four Hill cafes refused to serve Negro students, and there were panty raids at Templin, Miller and Watkins. My faulty memory had told me such spring events came a few years later.

Though I thought myself a hotshot Editorial teacher and my students budding Horace Greeleys I can't say that the editorials that year excite me at this late date. Ben Holman thought an investigation was called for in Korea after the Chinese entered the war. Don Sarten blasted the English proficiency exam. Bob Stewart told Ike to stay in Europe. Jack Zimmerman wrote about Universal Military Training and foreign language education, and got himself into trouble. Zimmerman and Ellsworth Zahm came out for William Allen White. Chuck Zuegner endorsed liberal education. Joe Taylor said he favored Brotherhood Week, and called on Old Man Win-

ter to leave town. Charlie Price said we should think of "objectives, not dollars."

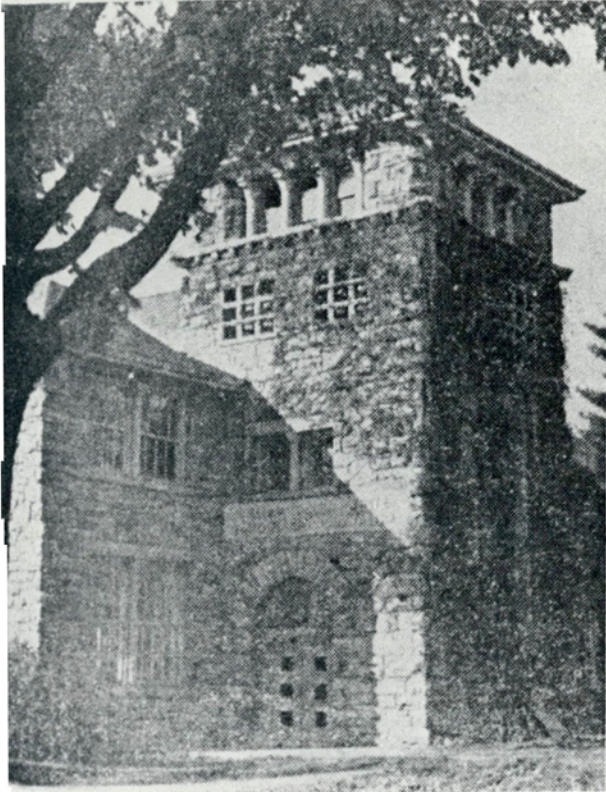
My, there was a lot of fashion news in the *Kansan*. Women students wrote society copy in those ancient times. Almost no pictures, because we had to take our photographs downtown to get them engraved. Expensive. It was quite a year in the School of Journalism, and I was astounded to see that word of my appointment was on the front page. Wow. Charlie Pearson, whom I believe I replaced here, had a second operation on his leg at Wadsworth. An ad major, Marcia Horn (whose son Gordon Docking is now a J-student here), was "Miss Lawrence" at the American Royal, and then a Royal princess. Nancy Anderson was one of four queens at the Tony Pastor dance. Jackie Jones was a sports editor, which seemed to me quite a breakthrough in that Jackie was a miss (no Ms. yet, thank somebody). The *Sour Owl* went on sale. Rod Davis was hired as engineer for KFKU, and Prof. Beth took ten students in News Ad to the *Leavenworth Times* (page 1 story). The *Kansan* marked 40 years as a daily that year, and it got itself a new format in January. Chet Shaw of *Newsweek* spoke at the *Kansan* Board dinner, and the editorial page began to carry "Pogo." Top *Kansan* editors were Lee Sheppard, Alan Marshall, Charlie Price, Jack Zimmerman, Bud Zahm, Joe Taylor and Ben Holman. Top ad executives were Bob Dring, Dorothy Hedrick and Emory Williams.

And Flint Hall was dedicated, in late February. It was quite a splash. Erwin Canham of the *Christian Science Monitor* spoke, and Rolla Clymer of the *El Dorado Times* was much in evidence, and when I saw Roy Roberts of the *Star* at a luncheon that year I honestly wondered why somebody had invited Sydney Greenstreet. The *UDK* printed a map of Flint Hall, and things today aren't greatly changed from what they were then. We were mighty proud of the place, and you'd better get here fast if you want to see it in its pristine state, because there'll soon be some changes made.

And, as I drift off into the fog, if you'll listen closely you'll hear me muttering words like these:

"Domino, Domino, you're an angel the devil has sent me. . . . When we are dancing and you're dangerously near me, I get ideas, I get ideas. . . . In the cool, cool, cool of the evening, tell 'em I'll be there. . . . On top of old Smokey, all covered with snow. . . . Shrimp boats a-comin', their sails are in sight. . . . I was dancing with my darlin', to the Tennessee waltz. . . . They try to tell us we're too young, too young to really be in love. . . . Jambalaya and a crawfish pie and a filet gumbo. . . . There's a pawnshop on a corner in Pittsburgh, Pennsylvania." You'll see me meet Gisele Mackenzie at the spot where The Shack used to be, and as we head off down the hill, we're doing LeRoy Anderson's "Blue Tango."

# New Journalism Building Dedicated



## Daily Kansan

49th Year, No. 95

LAWRENCE, KANSAS

Friday, Feb. 22, 1952

### J-School Dedication Begins; Freedom In Crisis—Canham



**NEW JOURNALISM BUILDING** — Today is D-day for the William Allen White School of Journalism and Public Information. The school's new home — the remodeled old Fowler shops — will be dedicated today. Journalism classes formerly were held in the "Shack" — second oldest building on the campus.

KU journalism moved into Flint Hall in early 1952. Shown here is a copy of the Daily Kansan of Feb. 22, 1952, and a photograph taken by Jim Murray of the dedication ceremonies. In the picture, from left, are Raymond Nichols, Drew McLaughlin, Chancellor Murphy, Alfred G. Hill, Rolla Clymer and Erwin D. Canahan. Dean Burton W. Marvin is presiding.

#### THE CLASS OF '52

(last recorded name and address)

Nancy Anderson Matthews, Tracy, Calif.  
Ted Barbera, Salem, Ore.  
Randall Barron, Oklahoma City, Okla.  
Elaine Blaylock, Kansas City, Mo.  
Elizabeth Bull, Chicago  
Willard Doores (M. S.), Lawrence  
Paul Dring, Lawrence  
Jean Embree, Shawnee Mission, Kan.  
Richard Engle, Glenview, Ill.  
Keith Ferrell, El Paso, Texas  
Helen Lou Fry, San Luis Obispo, Calif.  
Richard Hackney, Deerfield, Ill.  
Richard Hale, Lake Park, Fla.  
John Hill, Normal, Ill.  
Ben Holman, Washington, D. C.  
Bessie Humphrey Bell, Detroit, Mich.  
Virginia Johnston, Goodyear, Ariz.  
Marion Kliewer, Lawrence  
Jeanne Lambert, Laramie, Wyo.  
Joseph Lastelic, Washington, D. C.

Yujiro Maeda, Tokyo  
Alan Marshall, deceased  
Richard Marshall, Kansas City, Mo.  
Forrest Miller, South Bend, Ind.  
Elaine Mitchell, Derby, Kan.  
James Murray, Lawrence  
John Pattinson, Wichita  
Leo Pearce, Lee's Summit, Mo.  
Charles Price, Cleveland, Ohio  
Lee Sheppard, Knoxville, Tenn.  
Robert Staples, Kansas City, Mo.  
Robert Sydney, Anthony, Kan.  
Joseph Taylor, Austin, Texas  
Richard Walker, Merriam, Kan.  
Ralph Watkins, Kansas City, Mo.  
Philip Wilcox, Salina, Kan.  
Emory Williams, Baldwin, N. Y.  
Ellsworth Zahm, Seabrook, Texas  
Jack Zimmerman, Rochester, N. Y.

# From profs to pros: sportscasters get their start in the classroom

By Steve Schoenfeld

It began in a basement—Monte Moore's basement.

Not a very conspicuous beginning, but at least a start.

Five students sat on the cold floor, tape recorders in hand, listening to their instructor, Moore, discuss the sports broadcasting world.

One skinny graduate student wouldn't stop talking. Inquisitive, aggressive, vocal—he was the model of a future sports announcer.

That skinny kid teaches the course now. This is the second time Tom Hedrick has been the director of the KU Sports Network and a lecturer in radio-television-film.

Hedrick, who was here from 1960 to 1967 before returning last year, is the latest of the KU Sports Network

directors who've taught the directed studies sports broadcasting course.

Moore, the first to teach the course, is now the play-by-play announcer for the three-time World Champion Oakland A's. He worked for NBC every time the A's made it to the play-offs and the World Series.

Hedrick was the play-by-play announcer for the Cincinnati Reds, Texas Rangers, Kansas City Chiefs and worked for ABC's Wide World of Sports. He still broadcasts the Cotton Bowl for CBS Radio and has done so for seven years.

One of Hedrick's students, Gary Bender, who succeeded him as KU Sports Network director in 1967 and also taught here from 1967 to mid-1968, does play-by-play for CBS' National Football League and National Basketball Association games. He has also been the voice of the Green Bay Packers.

Jerry Bailey, who succeeded Bender here, has broadcast many college games and is now the sports director for KTSB, Channel 27, in Topka.

Merle Harmon, who started the KU Sports Network in 1952 and was a nonteaching member of the KU faculty, was an announcer for the Kansas City A's, Milwaukee Braves, Minnesota Twins and the New York Jets, and is now the play-by-play man for the Milwaukee Brewers.

The list of their accomplishments goes on. But all will tell you they remember their days at KU.

Moore, who came to KU as the director of the Sports Network in 1958, conceived the idea for the sports broadcasting course.

"There were so many kids in school in radio-TV who wanted to work at the old KANU station," Moore said. "I was spending so much time with them—a lot of them had no ability or future. I felt that I should tell people where they stood and have a class for the really talented ones."

Moore talked to Franklin Murphy, then the KU chancellor, and Bruce Linton, professor and chairman of the radio-TV-film department.

"When I came here in 1955, I decided I wanted to have a closer relationship between the FM station (KANU) and the school," Linton said. "We thought of ways we could best accomplish that. I talked to Ed Browne, who was then manager of the station, and he agreed wholeheartedly to the idea of Monte teaching the course."



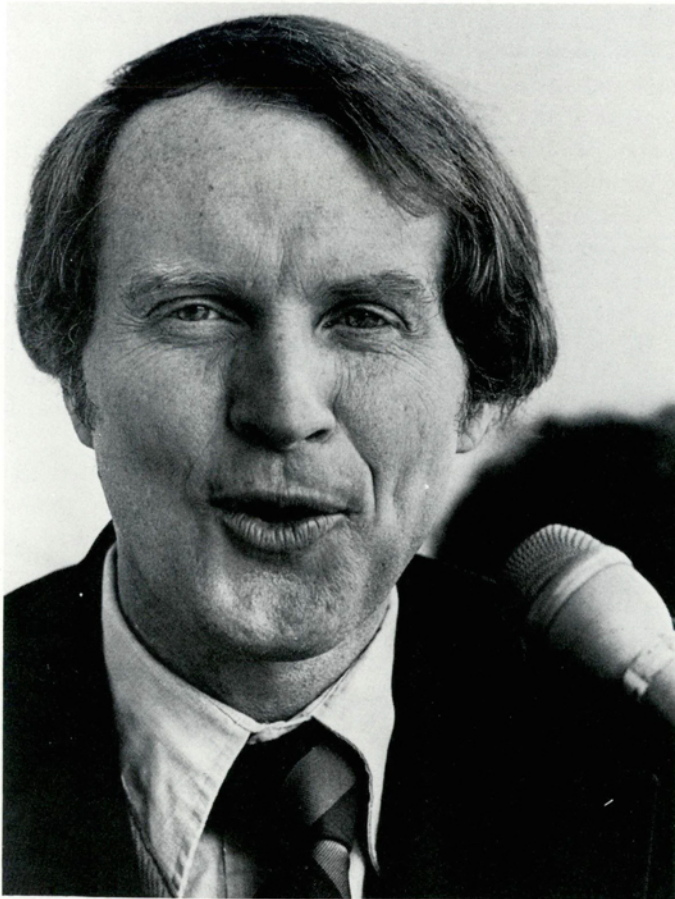
Monte Moore, who first had the idea for a sports broadcasting course, takes time out from his job as play-by-play man of the Oakland A's.





*Photo: Corky Trewin*

Tom Hedrick, center, meets with his sports broadcasting class every Tuesday night in the informal setting of Hedrick's home. Hedrick, lecturer in Radio-TV-Film, also is the director of the KU Sports Network.



*Photo: Dave Regier*

Hedrick left the "rat race" of broadcasting pro sports to return to KU last year. He has broadcast games for the University of Nebraska, Cincinnati Reds and Texas Rangers.

"Monte was really enthusiastic about the idea. It wouldn't have worked had he not been so helpful."

Moore limited the number of students he would accept, and justified doing so.

"The thing that made it so important," Moore said, "was that it is a highly specialized field and so few people learn sports broadcasting well enough to make it in the field."

Moore got his undergraduate degree at Oklahoma. From his experience there, he decided that a sports broadcasting course was needed.

"At Oklahoma, they had nothing like it," Moore said. "There were no qualified people to help young sports broadcasters. The way to learn is from someone who's done it and there wasn't anybody there."

Moore is the reason Hedrick, who graduated from Baker University in 1956, did his graduate work at KU.

"I learned more from Monte Moore as far as the technical knowledge of sports broadcasting than anyone," Hedrick said. "You're darn right that's why I went there. I knew he could help me."

"He let me do halftime interviews. When he couldn't cover something, he'd say, 'Tom, cover the Legion game, or Tom help me at Baker.' Very few places offered something like he gave us."

The course has remained in the school's curriculum since that time, with from five to 13 students meeting each week with their instructor. For assignments, students must cover games or events and turn in tapes of their broadcasts for grades.

Often the instructor has had few kind words to say



Gary Bender broadcasts a KU basketball game from Allen Field House. Bender, now an announcer on the CBS Network, was the director of the KU Sports Network from 1967 to mid-1968.

about the tapes. The course isn't a confidence builder—it is made to help students learn their prospective trade.

"Monte would take my tape and say, 'This expression you used too much. You're talking too fast. You need to work on this,'" Hedrick said.

"I thought I was pretty good, but I wasn't. I needed somebody who could tell me what was wrong with my stuff—somebody who knew."

Bender, a KU graduate student from 1962, said the same thing about his instructor, Hedrick.

"I think basically it was great by osmosis," Bender said. "It allowed me to be around the business. He challenged me. I got great practical experience. The one thing that was really important was that it was realistic—we had to meet deadlines. They threw things at us we would need later on."

Bender said he had also learned by being a teacher and watching his students learn.

"Like anything you do," said Bender, who also taught radio-TV announcing, "they learn from your comments about their tapes and you learn what good and bad

things they are doing. I think teaching the class has helped me be a better announcer."

Linton said the class provides one of the few opportunities for a student sports announcer to get the instruction he needs.

"Sports broadcasters are one of the few apprenticeships left," Linton said. "You've got to have someone to evaluate your stuff if you're going to make it in the field. And that person who is evaluating the tapes has to spend a lot of time doing so and really be interested in the students if he is going to help them."

Hedrick, like most of the announcers interviewed, said he enjoyed teaching the students.

"I love it," Hedrick said. "I love my kids. I missed it, too, when I left in 1967. I thought I missed it—now I know I did. There's nothing like seeing one of our kids succeed."

Bailey, however, said he didn't like teaching.

"I would've rather had nothing to do with it," he said. "I just don't enjoy teaching per se. For one thing the kind of teaching I did was kind of hard to do because I was primarily trying to teach people to be radio-TV announcers when they really had no experience and had to almost learn from scratch.

"It ended up being more of a tutorial thing because I had to work with 10 to 20 students individually because each did certain things well and wrong."

Most of the announcers interviewed said the KU network job helped them move into professional sports announcing jobs.

"Without a doubt it did," Moore said. "It allowed me to be heard in the metropolitan Kansas City area. I gave up a job making considerably more money in Hutchinson to take the KU job.

"I thought, though, that I'd get the exposure. And that's what happened. WDAF (Kansas City) heard me and I took the job there as a direct result of being heard on the KU network."

Bender said, "I had a great job at WIBW, Channel 13, in Topeka and was pressured not to go to KU by them. But I saw who was there before me and I came to KU with the idea of it being a stepping stone into the national television market. And that was my desire all along."

No one knew why KU has been a stepping stone into the professional sports broadcasting market.

None of the announcers knew why the sports broadcasting class has been so successful, but Linton had a guess.

"These guys were unique in that they were willing to do this," he said. "Sure, they were paid a small amount, but that no way made up for the hours they put in evaluating tapes."

Even if those hours sometimes were spent in the basement.

# A family affair: the Morgan 11-year tradition at KU

By Steve Schoenfeld and Kelly Scott

Those 61 Topeka *Capital-Journal* and Kansas City *Star* stringbooks stacked on the living room bookcase are the only influence Ray Morgan consciously applied to his five children to encourage them to enter journalism.

That was enough. Scott, in Reporting I this semester, is the fifth and last of the Morgans to enter the William Allen White School of Journalism.

Morgans have been at KU and headed for, if not in, the school since 1965. At that time, the dean of the school was Warren K. Agee, the *University Daily Kansan* was a tabloid and the eloquent voice of John Bremner had not yet been heard across Kansas.

The *Kansan's* masthead has been filled with Morgans. They've worked as assistant managing editor, sports editor, assistant campus editor, copy editor, wire editor and general assignment reporter.

Steve, Susie, Sally, Cindy and Scott entered journalism without the prodding of their father, Ray, the Kansas correspondent for the Kansas City *Star* and a member of the William Allen White Foundation's Board of Trustees.

"I've never really tried to encourage them one way or the other," Ray said. "If I did influence them it was only in conversation around the dinner table."

Ray's wife, Mary, who swears that the only thing she knows about news writing is to put a "-30-" at the end of the stories, said she didn't care what field her kids entered as long as they stayed in school.

None of the Morgan children thought they'd been pushed into journalism. Sally, a general assignment reporter for the Topeka *Capital-Journal* and a 1973 KU graduate, said it best.

"Probably if he (her father) put any emphasis on it we wouldn't have done it," she said.

It all began when Steve Morgan, 29, decided to go see Calder Pickett, a friend of his father's from the Kansas City *Star*, who also happened to be a professor in the school. Talking with Pickett changed Steve's career plans.

"I went up to KU planning to major in chemical engineering," he said. "But that got old in a hurry. I was totally fed up with the mathematics, science side of things. Pickett had worked for the *Star* and he told me what the school was all about."

Now an associate in the Prairie Village law firm of Lytle, Wetzler, Winn and Martin, Steve was an assistant



Photo: Corky Trewin

Sally, general assignment reporter for the Topeka *Capital-Journal*, relaxes at home.

managing editor of the *Kansan* and sports editor for two semesters.

"Back in those days we had an editor-in-chief who had five assistant managing editors, one for each day of the week," he said. "On that day, you managed the paper. My day was Tuesday. People in the school could always tell whose paper it was. The Tuesday paper looked like every other Tuesday.

Steve said he enjoyed working on the *Kansan* except for one thing.

"The thing I remember about the *Kansan* at that time was that the staff was practically all male—there were no females in editorial positions."

One of the most memorable times in Steve's tenure as a *Kansan* staff member was before the Jayhawks' trip to the Orange Bowl in 1969, which the *Kansan* wanted to commemorate.

"We looked all over Kansas City for orange ink," he said. "They ran the precede story headlined in orange."

Steve claims he was an originator of the Lawrence Press Club, the *Kansan* drinking establishment that meets Friday afternoons after working hard all week in the newsroom.

"We had a real active chapter of the Press Club," he said. "The Bierstube was the place we went. We started sliding down the hill to the 'Hawk (Jayhawk Cafe) and then ended up at The Bierstube."

Once they even convinced the *Kansan* adviser to come to Press Club.

"We kept trying to get the *Kansan* adviser to join us. He finally decided he would and one afternoon he was on his way when he made a left turn onto Tennessee Street and had a head-on collision there. The whole Press Club toasted him."

Steve, a 1969 graduate, returned to KU and went to law school. He received his law degree in 1974.

Susie, 26, now Susie Thompson of Wichita, doesn't know why she went into journalism, but she's sure Steve didn't influence her.

While at KU, she saw the *Kansan* expand from a tabloid to full sheet size. She also saw a new editing system adopted. She can well remember one of Bremner's first editing classes.

"He gave me a lot of trouble," she said. "He always kidded me about dad, but he was most impressed by Ray Morgan. All in all, Bremner was the greatest influence in my life."

Susie, who was graduated in 1972, worked for Sen. James Pearson, R-Kan., as an assistant press secretary for 18 months. There she met her husband and ended her journalism career.

Sally knows how her older sister feels. Bremner used to tell her the same thing.

"He was something else," Sally, 25, said. "On the first day of Bremner's editing class, he made us go around the

room and say what sequence we were in. I said, 'public relations' and he goes, 'You'll be changing that.' Sure enough, he was right."

If Susie heard something, Sally probably heard it, too. The two sisters were very close and lived together one year at KU.

In fact, it was Susie who got Sally interested in entering the school instead of being a drama major.

"My sister and I were practically best friends," Sally said. "She went into journalism and liked it, so I did. I was a follower."

Sally's interest in journalism grew when she entered the school, and she ended up as assistant campus editor of the *Kansan*. Like Susie, Sally was at KU during the campus unrest period.

"It was a much more interesting time," she said. "College has a tendency to be part of the old ivory tower, unrealistic world. But it wasn't then. I got to watch KU on Walter Cronkite. I felt more a part of history."

Sally said she never really thought of working professionally on a newspaper even though she worked on the *Kansan*.

"Susie and Steve at least had summer internships on the *Star*," she said. "I wasn't even motivated to try."

Sally took a job on the Parsons *Sun* after working briefly for the trade journal of the American Academy of Family Physicians. But before she left KU, she worried about advising her younger sister, Cindy, then a freshman, and sent her to Lee Young, professor.

Whatever he said worked and one year later, Cindy, 22, also decided to go into journalism.

"It was a natural transition for me," Cindy said. "I'd been up there when Susie and Sally were there. I always thought it was the best school, and Prof. Young helped convince me of that. He made me like journalism school more than anyone else did. He'd tell you about what it's really like to be a journalist."

Cindy became a staff writer and wire editor for the *Kansan*, where she earned the reputation—one her family said she should justifiably have—as the loudest and wildest Morgan.

"Mom once said that Scott was so quiet because the one right above him was so loud he never got a chance to talk," she said.

Cindy, who was graduated last spring and worked for the Associated Press in Kansas City last summer, was the first Morgan to be classified as one of Ray's children.

"All of a sudden it became a big thing when I was a senior," she said. "Until Bremner said something about Ray Morgan of the *Star*, no one really knew. Morgan was a common enough name."

Cindy remembered how Sally had helped her, so she tried to help Scott last year.

"I talked to Scott a lot," she said. "I did tell him what classes to take and teachers to take, but he didn't listen."

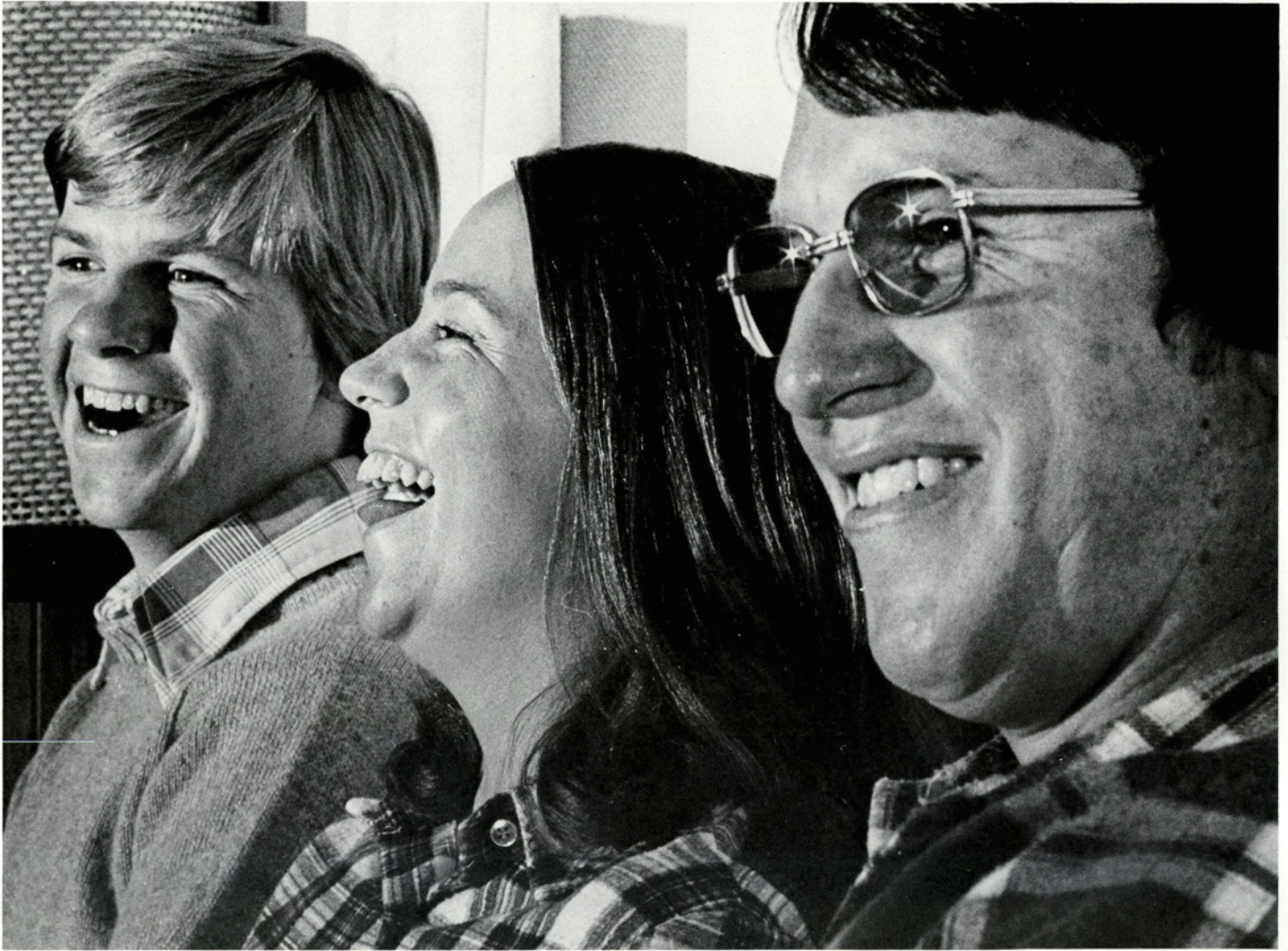


Photo: Dave Regier

Scott, left, and Cindy, center, enjoy hearing Steve, right, tell about his days on the *Kansan*.

Scott, 19, president of last year's freshman class, was warned by his father not to go into journalism just because his brother and sisters had.

"At first I definitely wasn't going into journalism," Scott said. "Since I've been here, I've thought of going into history or English. But I go for other activities, and journalism allows you to become involved with others and have time to do other things."

Scott, who says he is very interested in politics and law school, doesn't care that he is looked at as one of the Morgans.

"Sure, I always get introduced as last year's freshman class president and the fifth person in our family to go through journalism school," he said. "But that's all right: I'm very proud of my family. I'd be proud if they thought of me in the same group."

All the Morgans said they liked the school.

"They're making awfully smart people out of my kids," Mary said.

Only rarely did these smart people find that being a Morgan caused problems.

"It bothered me at first that I was looked at as Ray Morgan's daughter," Sally said. "Later I realized that with the tight market you need any help you can get. I don't deny that it probably was easier to get the attention of the people at the *Capital*. But I'd like to believe that my own ability sold them on me."

Cindy said, "It can be bad at times. I won't go to Parsons because Sally was there. I don't want to have to follow her. We stay away from a competitive problem."

The Morgan children shook off the idea that the family was something extra special to have all five kids go through the school. Their father disagreed.

"I think it's tremendous," he said. "I really do. I'm very proud. At least I feel in my own mind that I wasn't such an ogre that they didn't want to do what I did. It has given me the greatest sense of satisfaction."

# Journalism curriculum contains no 'magic formula' for obtaining degree

By Jean Emmert

It would be difficult to say whether the student entering the School of Journalism today would be faced with a tougher curriculum than the student faced 10 years ago. One thing is clear, though, the curriculum today would be different.

In an attempt to create a sound program, the faculty has made many changes in the curriculum. Calder M. Pickett, professor and chairman of the news-editorial sequence, who came to the school in 1951, has seen the programs go through many revisions.

"There's not much difference today, really, in the degree of difficulty," Pickett said.

Pickett thinks many mistakes have been made in the requirements for the school, but in making changes compromises must be made, he said.

"There was a feeling in the sixties," Pickett said, "that the curriculum was too rigid and needed flexibility."

That idea of loosening requirements has faded in the past 10 years and the admission and graduation requirements are now emerging again into a more rigid program.

The school today is striving to attract high-quality students and to create a curriculum that will allow students to develop individual programs.

The school's curriculum is under constant assessment to be sure it is providing the student with the best possible professional journalism school program that will fit well with a liberal arts and science background.

Del Brinkman, dean, said, "We aren't going to lock ourselves into something and say this is it, this is the magic formula, come get your degree."

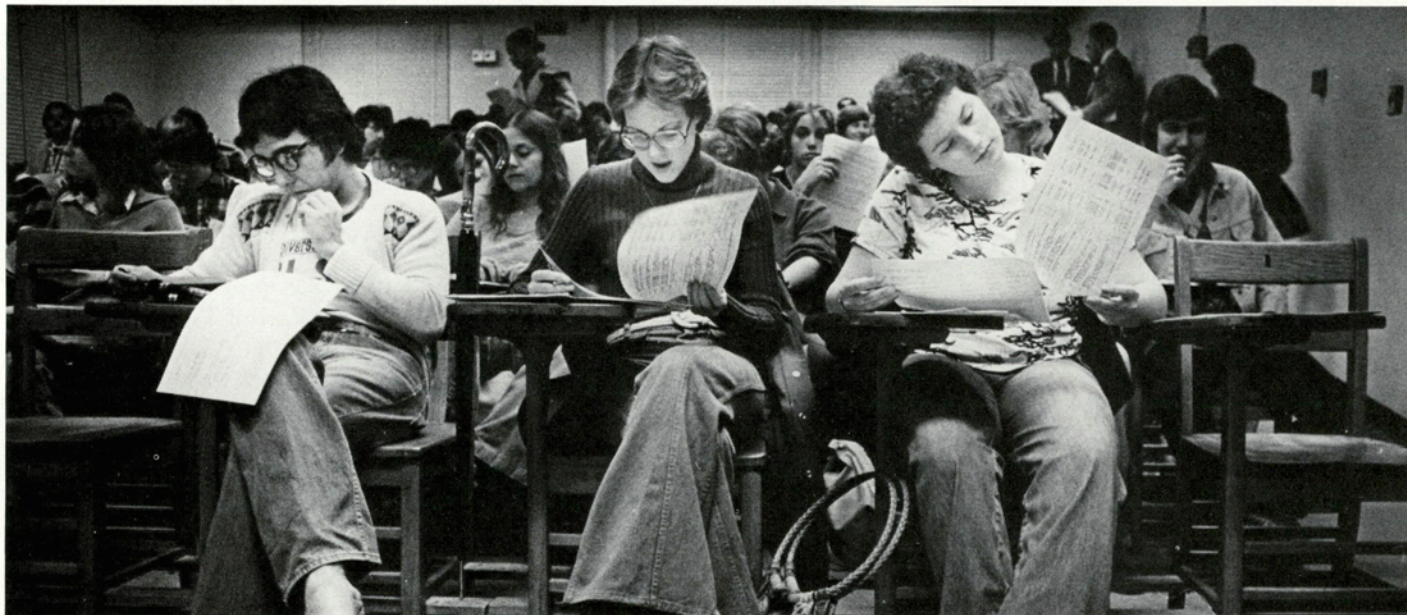


Photo: Dave Regier

Students in the School of Journalism look over outlines for spring semester courses. The final choice for classes is left to the students but advising sessions help make those decisions easier.



*Photo: Dave Regier*

Calder Pickett, professor and chairman of the news-editorial sequence, knows compromises must be made in developing a good curriculum.

Admission requirements in the School of Journalism have varied over the years. The students are admitted after completing 60 credit hours, but the student today must have a higher grade point average (GPA) than required in past years. In 1970 the GPA for admission and graduation was raised from 2.0 to 2.2 on a 4.0 scale.

The higher grade point average didn't decrease the number of students enrolling in the school. Enrollment continued to grow, but the higher GPA did increase the number of good students coming into the school.

The basic requirements for admission into the school have remained fairly stable over the years. Last fall an economics course was added as a requirement for admission.

Brinkman said the idea of adding an economics course as a requirement was approved by the faculty and it was decided that economics had become as important as a background course as many of the other basic courses.

"There is a feeling," Brinkman said, "that if you are going to exist in the society that we live in you've got to understand the basics of economics."

Four years ago linguistics was added as one of three (computer science and statistics) alternatives to the foreign language requirement, but the alternative was removed at the end of the 1975 fall semester. The linguistics option didn't prove to be a valuable substitute for the foreign language. After a study by the School Committee, which recommends curriculum changes to the faculty, it was decided that linguistics should be dropped as an alternative. Now computer science and

statistics remain as the only alternatives to the foreign language requirement.

A committee is studying the possibility of an English entrance examination to be given to students entering the School of Journalism.

Several tests have been considered that would test the student's writing, spelling and grammar skills. Other admission requirements haven't proved to be good indicators as to whether a student is qualified to pursue a journalism career. Brinkman said an entrance examination would help to identify these students better.

Many faculty members agree with the idea of the test. Mel Adams, associate professor, said he thought many students were getting into journalism courses who lacked training in English, sentence structure, spelling and punctuation.

Pickett agrees that an entrance test would be useful.

"A lot of students can get a degree today and know little more than they knew before they entered the University," Pickett said.

He adds, "I find it difficult to blame students for the errors society and education have allowed to take place."

In making the changes in the curriculum, however, the administration must be careful not to make the requirements so tough that they create barriers.

"I would hesitate to make it so tough," Pickett said, "that there is a possibility no one can get in."

Bruce Linton, professor, agreed that requirements shouldn't be too high, especially the grade point average.

"You can't assume that a student who doesn't make



Photo: Dave Regier

Don Jugenheimer, associate professor and chairman of the advertising sequence, thinks the curriculum should give the students depth and allow them a choice.

average grades won't make an adequate journalist," Linton said.

The developing of a good journalism program isn't left entirely to the individual journalism schools. The American Council on Education in Journalism (ACEJ) accredits journalism programs every six or seven years. ACEJ sets various standards for the programs.

One of the standards set by the ACEJ is that no program should be so oriented toward professional journalism courses as to deprive students of a liberal arts and sciences program. The rule is that no more than one-fourth of the total credit hours should be in journalism courses.

In the School of Journalism that standard means that at least 28 but no more than 35 hours out of 124 can be journalism courses. Because of the ACEJ standard this number has remained steady over the years. In an attempt to develop depth in the individual programs and to allow for flexibility the core requirement hours have declined over the years in the individual sequences.

The requirements within the four sequences have changed the most over the years. A number of courses have been deleted and several added. Courses are changed because they no longer may be fitting the needs of the students.

The advertising sequence has undergone a great deal of change in the past 10 years. The basic requirements have gone from 24 to 22 hours. Newspaper Administration, Communications in Society, Editing I, History and Art of Printing and Current Developments in Advertising are no longer required courses. The student majoring in advertising today is faced with Promotional Writing as an option to Reporting I, Marketing and the Mass Media, Graphic Arts Production, Advertising Copy and

Layout, Advertising Media Strategy, Advertising Research and Advertising Campaigns as required courses.

Adams said the changes have taken place in order to keep basic requirements down and to keep up better with the field of advertising.

"We look at what the field itself is requiring," Adams said, "and then put those courses into operation."

Adams agrees with the philosophy that students need professional skills as well as good liberal arts education.

"We can't ignore teaching basic technical skills," Adams said. "But we don't want to turn the school into a trade school either."

"We need to turn out students who are both generalists and specialists."

Don Jugenheimer, associate professor and head of the advertising sequence, said, "Our curriculum is quite up-to-date as far as basic offerings go, but we need to have more electives to give students depth."

Jugenheimer said the sequence tried to keep the number of required hours to a minimum to allow the students a choice.

The required hours in the news-editorial sequence have dropped from 31 hours to 15. The change permits news majors to take a minimum of 13 or a maximum of 20 additional journalism hours.

According to Pickett, a number of courses have been phased out of the news-editorial sequence over the years. Reporting I, Law of Communications, Reporting II, Editing and History of American Journalism are all that is left of the basic requirements, eliminating courses such as Feature Writing, The Editorial, Newspaper Administration, Editorial Problems and Policies, Reporting of Public Affairs and Principles of News Photography.

Many of these courses still exist and some have new



titles, but they have been dropped as requirements so that students may have more electives.

In 1969, magazine, photojournalism and public relations were added as sequences. Later magazine and public relations were revised to become emphases in the news-editorial sequence but photojournalism remained as a sequence. Today magazine, public relations and science writing are emphases within the news-editorial sequence.

Students wishing to study one of the three take the news curriculum of 15 hours in addition to hours pertaining to their particular emphasis.

Ten years ago there were no public relations or magazine courses available. Now a student interested in magazine journalism has three courses. Students interested in public relations have two courses available to them.

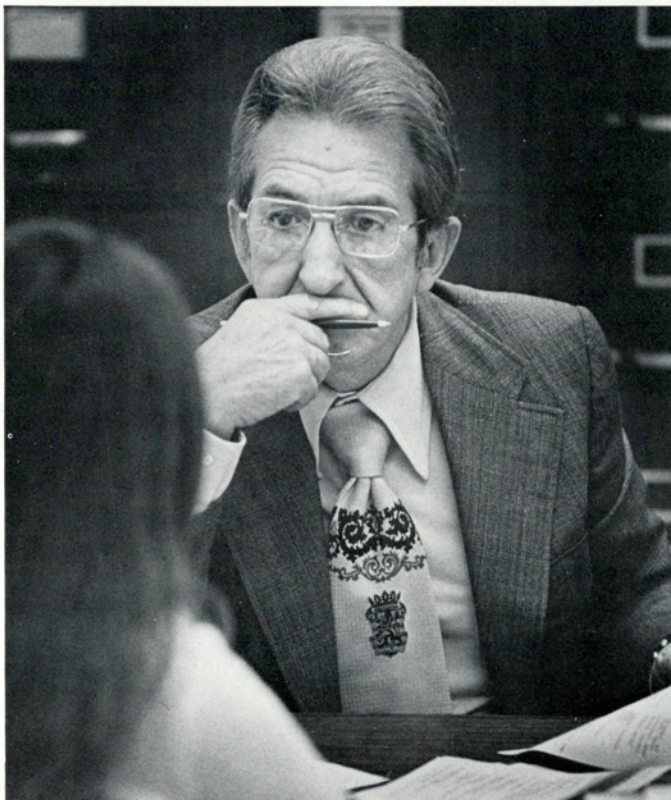
The photojournalism sequence is one that is still developing, and Brinkman said a great deal of attention had been focused on it of late. He said the goal of the school was to develop a curriculum that teaches photojournalism and not just photography.

Required courses and hours have remained close to 22 since it first became a sequence in 1968. Brinkman said changes that would be considered in the sequence would be in developing a good staff and in developing the content of the courses that already exist in the sequence.

The radio-TV-film curriculum has remained fairly steady over the years. It has always been administered jointly by the School of Journalism and the Department

Mel Adams, associate professor, is concerned about students entering journalism today without the proper training in English.

Photo: Dave Regier



of Speech and Drama (in the College of Liberal Arts and Sciences).

In 1966 the student majoring in radio-TV-film through the School of Journalism was required to take a 15-hour core curriculum followed by additional courses in a special area of interest. The three areas offered were news, sales-management or a general program of studies.

In 1970 the program went to discrete programs dropping the general studies option. Today radio-TV-film majors may choose from either broadcast journalism or broadcast management.

Linton, radio-TV-film sequence chairman, said that last year the broadcast management option was sharpened because it was more related to operational management and not sales as it had been before.

"We thought the sales-management option was weak," Linton said. "It put stress on things we weren't doing."

A curriculum never sits still, and Linton said that the sequence had to watch what was going on in the communications business. He said it tried to reflect what would be future needs and be sure students were equipped to handle an entry job.

The broadcast news option is the most popular now, but Linton said it wasn't always thus.

"Ten years ago everyone wanted to be a jock," Linton said. "Now everyone wants to be Robert Redford."

The problem seems to be in trying to develop a program that allows flexibility but yet doesn't allow the students to enroll in easy classes as a dodge.

There is a definite desire to give the students good background in history, humanities and literature, yet the basic professional skills can't be ignored. There is a need to allow plenty of flexibility and to build depth in the areas in which an individual student is interested.

A key in creating a good program for the individual, Brinkman said, is in good advising. He said a great deal of emphasis had been placed on advising recently.

"A key in all of it is an understanding from the beginning on the part of the student the possibilities within a curriculum," Brinkman said. "Coupled with that is good advising."

There is yet another element in the curriculum that makes it a good one aside from sound courses and good advising.

"Courses and titles aren't what count," Pickett said, "teachers are what count."

"It's not just the information but also the insights and background you can get. We have a superlative faculty," Pickett said.

Brinkman was quick to agree that who is teaching a course is what is important.

"Classes in the catalog aren't important," Brinkman said, "it is who is teaching them."

Perhaps Jugenheimer described it best. He said, "the quality of education reflects the quality of the instructor."

# Students remember convention: crowding, screaming, learning...and fun

By Robert Giles

*Shortly after he joined the journalism faculty as editor-in-residence last winter, Robert Giles asked the two wire services if they could hire KU journalism students to work at the Republican National Convention in Kansas City. Giles saw it as an opportunity for students to watch major news organizations cover a national political convention.*

*Paul Haney, a 1969 graduate of the school and regional executive for United Press International, and Fred Moen, chief of the bureau in Kansas City for the Associated Press, warmed to the idea and asked for lists of students. David Dary, associate professor, and Paul Smeyak, assistant professor, got additional students for the television networks.*

*Here is a report on what some of the journalism students did during the week the Republican Party met in Kansas City.*

On Tuesday night of the Republican Convention, John Fuller, Lawrence senior, was carrying film from an Associated Press photographer through a corridor at Kemper Arena. Without warning, a Secret Service agent shoved him against a wall and held him there while Nelson Rockefeller walked by.

"The agent didn't say a word. He acted as if this were routine and I should understand," says Fuller.

Moments later, inside the arena, a scuffle broke out in the New York delegation. Someone had torn out a telephone. And now the vice president was holding up the white phone with its cord severed. Voices in the gallery shouted, "We want Rocky!" Rockefeller seemed pleased with the idea and held up the phone again.

As Rocky's moment was winding down, Fuller and the photographer moved in for a closer look. They found Rockefeller seated, surrounded by television reporters trying to learn what happened.

"Rocky was smiling and laughing," says Fuller. "He was very expansive. To him it was a big joke."

Fuller was one of 83 students from the William Allen White School of Journalism who worked for newsgathering agencies during the GOP Convention in Kansas City, Aug. 13-19.

Fuller's job was to run film from photographers inside Kemper to the arena's south exit. Another runner would pick it up there and sprint to the AP wirephoto processing center in the Governor's Exhibition Hall next door.

"They weren't kidding when they said they wanted runners," Fuller says. "The first night I did 40 200-yard dashes. I also got blisters."

In all, 13 KU journalism students worked for the AP. United Press International hired 33. ABC took 25 stu-

dents, NBC and CBS five each and Knight-Ridder Newspapers two.

The work can be described as tending wire machines, running film, transcribing stories dictated by telephone from wire service reporters and driving news agency staff members between Kemper and the press center at the Municipal Auditorium.

Whatever the task, the important element for the students was to be near the focus of a big story.

"We had a great time," says Bill Sniffen, Lawrence senior. "I enjoyed very much being wrapped up in everything going on. I really got a kick out of walking around with a press pass."

The drivers quickly discovered that the boys on the bus played as hard as they worked. Trips to Arthur Bryant's and to popular watering holes became as frequent as the runs to Kemper.

Pay for the students ranged from \$2.50 to \$5 an hour. With long hours and overtime, the anticipation of a big paycheck helped overcome end-of-the-convention fatigue.

On the Thursday before the convention opened, Courtney Thompson, Shawnee Mission senior, parked a rented Chevette outside the CBS trailer next to Kemper and followed UPI's Pat Malone, a 1972 graduate of the School of Journalism, to the second of his interviews with the television anchormen.

Thompson sat in the corner of a small office and listened while Malone and Walter Cronkite talked. She wasn't impressed.

"Cronkite shakes hands real hard, but he wasn't willing to talk," she says. "He seemed bored. He kept yawning. I thought he'd be a father figure and real nice, you know. But he wasn't. He was kind of snotty."

The next day, Malone and Thompson saw Harry Reasoner of ABC. She was impressed.

"Reasoner was neat. We got free coffee and doughnuts from him," she says. "His personality came through. He talked to you and didn't seem to mind doing it. He's funny, and the sarcasm you see on the air comes through in person, too."

Susan Applebury, Kansas City, Kan., senior, drove two UPI photographers and a reporter in Sen. Robert Dole's motorcade from the Radisson-Muehlebach Hotel to Kemper the night he was nominated. While she waited outside the arena, she talked to Secret Service agents—men she says she has seen since on television with the candidate. That night the conversation wasn't about candidates or politics, but whether Applebury could "get a bunch of girls" to party with the agents.

Some journalists saw more of Kansas City than they planned. One UPI reporter asked Carol Luman, Hutchinson senior, to drive her from Kemper to the Breckenridge Inn—a trip that normally takes 20 minutes.

“I stopped at three motels to ask directions,” says Luman. “It took an hour. I kept apologizing. She was real nice. She said, ‘That’s okay, Carol, I never had a chance to see Kansas City and this is probably the only chance I’ll get.’ Of course we were driving around in the industrial district by this time.”

Four KU students heard news from the convention before most others saw it on TV or read about it. They were the dictationists for the wire services: Larry Fish, Leawood graduate student, and Becci Breining, Basin, Wyo., senior, for the AP; and Shannon Drews, Hutchinson senior, and Kelly Scott, Wilmette, Ill., graduate student, for UPI.

The wire services occupied identically-sized chunks of space next to each other in the auditorium and regularly posted the traditional memos describing stories on which they had achieved a “beat;” still, the students noted, UPI had a more advanced electronic system than AP.

In the AP bureau, Breining and Fish sat at manual typewriters and pecked out stories dictated by telephone. The hard copy was turned over to editors, then keyboarded into AP’s editing terminals and finally sent on the wire.

Across the aisle, behind blue curtains that screened the UPI work area, Scott and Drews typed stories onto a VDT screen and then, with a keystroke, stored them in a computer for editing and transmission on the UPI wire.

Scott, now a reporter for the St. Petersburg (Fla.) *Times*, had pulled similar duty for the AP at the Olympic Games in Montreal earlier in the summer. On her first morning in the UPI bureau, she picked up the phone and said, “Good morning, Associated Press.” The reporter who was calling in laughed and said, “You must have the wrong number.”

She handled the story disclosing that two Illinois delegates claimed they had been offered a bribe to switch their vote to Ronald Reagan. After the reporter finished dictating, she told Scott, “mark it ‘bulletin.’”

Scott remembers Helen Thomas, UPI’s veteran White House reporter, as “a real demon on the phone. She’s very fast; gives you reams of stuff at once.”

Thomas used the word “ebullient” in a story she dictated to Drews. “How do you spell that?” asked Drews. “Oh, damn, let’s get on with it,” snapped the reporter.

Paul Joseph, a Kansas City, Kan., senior, worked for KNXT-TV, a CBS station in Los Angeles, assisting video tape crew. He helped tape interviews with Nancy Reagan and the wife of his vice president-designate, Mrs. Richard Schweiker, and describes them as “both really charming.”

Press passes for the news center in Municipal Auditorium were easy to get. Passes for the working press area in Kemper were scarce, although the wire services made a special effort to find credentials for students. Still, there were moments when ingenuity helped.

Jay Koelzer, Fort Collins, Colo., senior, was admitted to the convention floor on a page’s pass to take pictures for the *University Daily Kansan*.

“It meant I had to dress like a page: white shirt and a bib with American flags on each side. It worked for awhile,” he says. “But they got suspicious after I took off the bib and restricted me to the galleries.”

In spite of the long hours and bitchy moods that emerged as the week wore on, there was a good-time quality to the experience. As the students talked about it weeks later, their recollections focused on the stars of politics and the news business they had seen.

An early major event was the morning NBC’s John Chancellor walked into the UPI bureau, turned around and walked out. Anyone who saw Chancellor talked about it for days.

Chuck Alexander, Wichita senior, interviewed John Dean, who was reporting a piece for *Rolling Stone*. The interview took place in Dean’s room in the hotel.

“He said he had been hounded by reporters and wasn’t giving interviews,” Chuck says. “He said he agreed to see me because I was a college student. He was guarded about his work for *Rolling Stone*, but it was fun to talk to him.”

Bill Uyeki, Overland Park senior, talked with *Rolling Stone* cartoonist Ralph Steadman whose sketches were published along with the Dean article in the magazine’s Oct. 7 issue.

“Steadman was such a change from all the other journalists. He looked at the convention with such a lack of seriousness. He was looking at it cynically,” he says. “He viewed it as a circus.”

The students often went to the Haberdashery in the Radisson-Muehlebach to eat because the peanuts were free and because it was the place to see and be seen. When they could get into the press gallery at Kemper, attention was clearly focused on the celebrities.

They scooped out Sally Quinn and Ben Bradlee, Dan Rather, Tom Brokaw, Johnny Apple and Mike Wallace. Susan Ford’s appearance in the family box held a special attraction for the students because she plans to start at KU as a photojournalism major in January.

Others discovered that exposure to a national political convention had changed their ideas about reporting politics.

“I always thought it would be the most glamorous thing to follow a political camp,” says John Fuller. “After being there, I have no ambition to be a political reporter. There is so much hoopla and rigamarole, but not that much substance.”

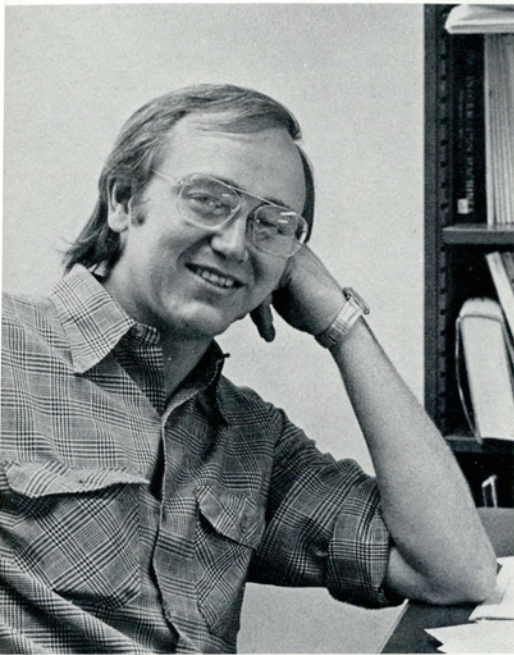


Photo: Corky Trewein

## Musser's emphasis: preparing students for work

Rick Musser has "been around" in the world of journalism schools. He has taught at three schools in the past three years.

If there is one thing that makes KU stand out among the places he's been, it's the emphasis on "preparing students for professional work," said Musser, acting assistant professor.

For two years, Musser worked as an environmental and general assignment reporter for the South Bend (Ind.) *Tribune*. Although he enjoys teaching Reporting I and II, he said, "When I'm working on a newspaper, I miss teaching; and when I'm teaching, I miss working on a newspaper."

Specializing in media economics and management, Musser is finishing his Ph. D. dissertation for Indiana University. He also is working with the Insti-

tute of Newspaper Controllers and Financial Officers (INCFO) on a project to restructure the standard newspaper chart of accounts.

If he had to add something to KU's journalism program, Musser said, it would be "more research on the business end—research in cost control analysis, computer technology and accounting methods."

Musser said newspapers were losing their traditional cost structure because computers and video display terminals were filtering into the newsroom. Traditional methods of turning out a newspaper would become obsolete, he said, as the "backshop" was eliminated. He said INCFO was "trying to get people to predict what's going to happen to newspapers by the next century."

## Richardson stresses nonstructured approach in his teaching, photography

Jim Richardson, lecturer in photojournalism, rejects the notion that teachers should be objective. Richardson, who teaches Photojournalism II and is also a staff photographer for the Topeka *Capital-Journal*, tries to know his students and to impose his will on them.

Lesson plans are not the essence of Richardson's teaching. Teaching, he said, comes about when he casually imparts ideas that don't seem particularly significant but that somehow set off a chain reaction of thinking and realization.

Richardson said teaching photojournalism involved two prerequisites—a student "interested in the kinds of things that can be told in pictures" and a student who "wants to become visual by seeing information and story lines in terms of two-dimensional pictures."

When Richardson works on a picture story for the Topeka *Capital-Journal*, he takes the photographs, designs the layout, and writes the headlines, captions and copy block. He edits the story, then submits it to a proofreader.

Richardson advises aspiring photojournalists to work on daily newspapers. Although he readily admits that photojournalism is a tough field to break into, Richardson said that, "If you can't see how to break in on your own, you don't have the ability to do it. If you have to

be told where to go and what to do—which is 80 per cent of the job in the first place—you won't be a good photojournalist."

Richardson thinks that newspapers are a better training ground than journalism schools. To him, teaching photojournalism is "more psychological than anything. There are very few rules that you can teach."

For Richardson, a small town in Kan-

sas is both professional inspiration and "home sweet home." He is from Belleville, a farm town in northeastern Kansas, and he has spent four years creating a picture essay on rural Kansas.

Last year the picture essay won "special recognition" in the World Understanding Contest, which is sponsored by the University of Missouri, the National Press Photographers' Association and Nikon.

Photo: Don Pierce



## New Faculty

### Jess finds students ambitious and eager

Paul Jess, associate professor, is "happy as a clam" to be at KU. He left the University of Michigan for KU because of his high regard for the school's faculty and, "because here journalism isn't treated as a spectator sport."

At Michigan Jess headed the Media Workshop, a program designed for graduate students from other disciplines who also wanted journalism experience.

The program, begun by former KU journalism dean Ed Bassett, was sound, but because funding and faculty commitment were weak, so was the workshop.

Jess teaches reporting, editing and law classes, and he has found KU students exceptionally ambitious and eager to work.

"Perhaps it has something to do with the strong work ethic instilled in Midwesterners," he said.

Jess prepares the annual report on group ownership of newspaper chains

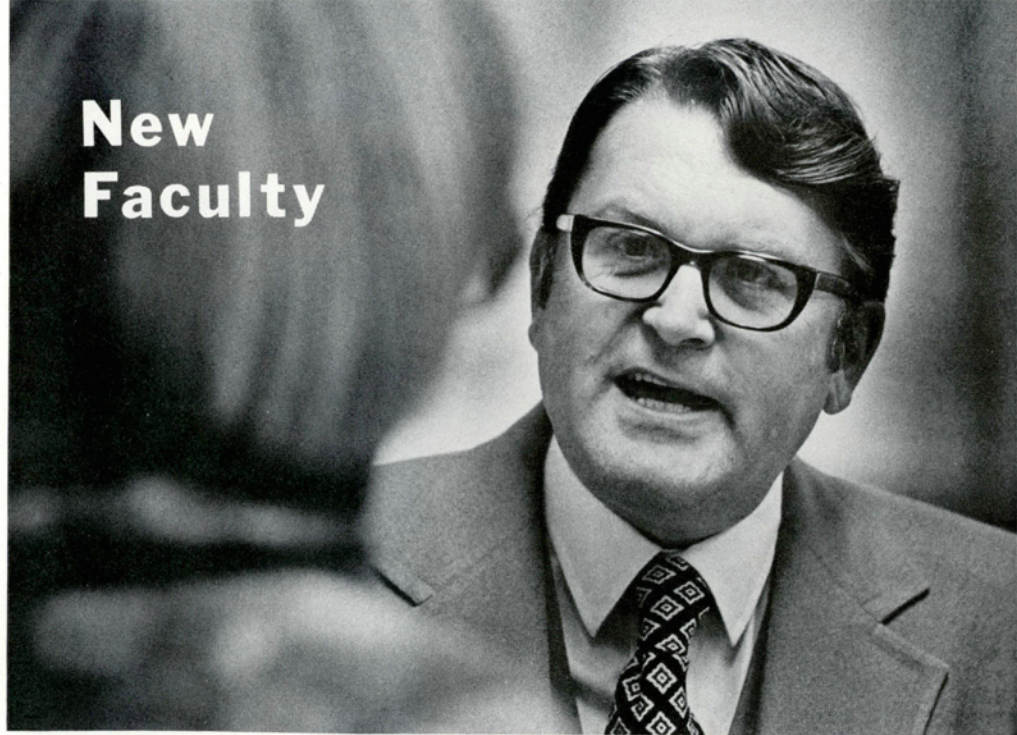


Photo: Dave Regier

for the Editor & Publisher Year Book and hopes one day to see some trends and define relationships among the approximately 1,750 newspapers about which he has gathered and filed information.

Jess serves on Journalism Council, Inc., a fund-raising arm of the Associa-

tion for Education in Journalism, which operates a national job referral and scholarship service for minority students.

"The move to KU has been a good one," Jess said. "My wife (Jan) and I and our family (Jim, Dave and Jill) are comfortable here."

### Ernst returns to teaching after publishing duties at Kansas State

To Sandra Ernst, the creative side of communication is pragmatic as well as aesthetic.

"Layout and design establishes the map, the signposts for our perception," she said. "In communication, design serves first as an organizing technique, then as an embellishment."

Ernst, assistant professor, teaches Advertising Copy and Layout and Advertising Campaigns. She also team teaches Advertising Research with Don Jugenheimer.

Ernst's interest in graphic design is reflected in the artistry of her office decor as well as in her professional accomplishments. An antique wheel chair and two quilted wall hangings set her office apart.

On top of the file cabinet sits a coveted Gold Quill award from the International Association of Business Communicators, which she won last spring for graphic design.

Until last July Ernst was acting director of publications at Kansas State University and editor of the *K-Stater* alumni magazine and tabloid.

She said that she came to KU this fall because she wanted to shed her administrative role and return to teaching in a good school. However, she



Photo: Corky Trewin

does return to Manhattan on weekends to join her husband, an architect who is a member of the K-State faculty.

Despite her interest in design, Ernst considers herself a writer, not a designer.

She's written for every medium imaginable, including advertisements, brochures, internal publications, scripts of all kinds, magazine and newspaper articles, even computer programs.

In advertising, Ernst has worked as chief copywriter for an in-house agency in Seattle and she has had her own agency in Manhattan.

The Gold Quill award is only one of her trophies. She received a number of awards from the Council for the Advancement and Support of Education for the alumni publications and was recognized last spring by the Educational Press Association for "excellence in educational journalism."

Among her professional accomplishments, however, her most significant will be a book, "The ABC's of Typography," which will be published this winter by Art Direction Book Co.

# NEWS NOTES

Debbie Gump, editor; Julia Bebeau, Daryl Cook, Liz Nakahara, Michelle Simmons, Corky Trewin, reporters.

## Seniors honor Turk; wins 1976 HOPE Award

"What am I going to do for an encore?"

With those words, Peter Turk, assistant professor, became the third journalism professor in six years to win the Hope Award, given by the senior class for teaching excellence. John Bremner, professor, won in 1971; Calder Pickett, professor, in 1975 and Turk received the award Nov. 6 before the Iowa State-KU football game.

Because he came to KU in 1974, Turk said, he's a little surprised he was honored so quickly.

"It's an enigma," he said. "I know I get along well with the class, but the idea of doing it in just five semesters just astounds me, and the only way I

can explain it is that this school has such a strong feeling about the student-teacher relationship that they want everyone to know about it."

Turk credited what he called the "esprit de corps" in the school for his win, saying, "The professors pull for the students, the professors pull for the students and the students pull for the professors. I don't want to get too sentimental, but I really think it's a family here . . . that's good, that's very healthy."

Turk, who taught Elements of Advertising and Law of Communications this semester, also is finishing work on his Ph. D.

Turk said the award might be a judgment of his enthusiasm for his courses.

"I've never been an apologist for advertising, but I'm still enthusiastic because it's so much a part of our lives," he said, and the controversial subject of law is a "love affair" to him.

It's back to teaching and working on

his dissertation for Turk, but he said there were times Nov. 6 when "I felt not really attached to reality."

The only flaw in the day's activities, he said, was that he couldn't stand toward the student side of the stadium during the ceremony.

"To my great embarrassment, I had to stand there with my back to the students," he said. "That's just not right. It's just not right."

He's back in the classroom now, with his face towards the students, and that, apparently is very right.

## School receives \$10,000 from estate of graduate

The school has received a \$10,000 gift from the estate of Joseph Boyle, a 1921 KU graduate and former vice president of J. Walter Thompson advertising company. Mr. Boyle died Sept. 16.

The gift is intended to help research efforts in market research and other broad aspects of communications.

Mr. Boyle worked for the *Emporia Gazette* before joining the *Associated Press* as Midwest editor. After working as the director of publicity for the Episcopal Church in Chicago and editor of the *Diocese* magazine, Mr. Boyle was appointed national director of promotion and publicity for the Episcopal Church.

In 1943 he began lecturing at Columbia University and in 1961 he was director of the public relations department for J. Walter Thompson. Four years later Mr. Boyle was vice president of the company.

## Former faculty member heads Temple department

John DeMott, alumnus and former professor, has been appointed chairman of the journalism department at Temple University in Philadelphia.

DeMott taught reporting and editing classes and was news adviser to the *University Daily Kansan* from 1962 until 1967.

DeMott now has a 25-member faculty to serve the three campuses of Temple.

He taught at Northern Illinois University, DeKalb, Ill., before accepting the Temple position.



Photo: Corky Trewin

Peter Turk, assistant professor, accepts congratulations from Bill French, senior class president, after winning the 1976 HOPE Award.

## Seib wins KPA award; 2 others named finalists

Jerry Seib, a junior in news-editorial, won the 1976 Kansas Press Association Better Newspaper Scholarship Sept. 18 at the Kansas State Fair in Hutchinson.

Seib was one of five finalists selected from 20 applicants from schools and departments of journalism throughout Kansas. He received the \$500 scholarship on the basis of feature stories written by the finalists at the fair.

Other KU finalists were Yael Abouhalkah and Debi Morrow.

## Clarke Thomas, '48 grad, to lead editorial writers

Clarke M. Thomas, a 1948 graduate of the school, is the 1977 president of the National Conference of Editorial Writers.

Thomas is the associate editor and editorial page supervisor of the Pittsburgh (Pa.) *Post Gazette*, where he has worked since 1971.

While at KU, Thomas served as assistant managing editor and editor of the *University Daily Kansan*.

In 1950, Thomas went to work for the Hutchinson *News-Herald*. He moved to the Lincoln (Neb.) *Journal* in 1952. The following year, Thomas became an editorial writer for the Wichita *Eagle*.

From 1960-71, he was with the *Daily Oklahoman* in Oklahoma City. While there, Thomas was given the Gavel Award of the American Bar Association for a series of editorials urging judicial reform following an Oklahoma Supreme Court scandal.

## Former instructor named ISU department chairman

Daniel McCarthy, former instructor of journalism at KU, has been named chairman of the journalism department at Indiana State University.

McCarthy taught reporting and editing classes at KU from 1967 to 1969.

Before that, he and his wife were Catholic lay-missionaries in Peru, although McCarthy said he never worked at anything but journalism while in Peru.

During his three-year stay in Peru, he wrote a book, "Mission to Peru," a personal narrative of his experiences there.

He also helped to organize the Catholic Information Center, now Allied News, while in Peru.

McCarthy has had several of his articles about his experiences in Peru published and is still a free-lance writer.

## Japanese honor KU graduate for aid, friendship to press

A 1916 KU graduate who made his career in Japan was honored this summer in a ceremony at Uyeno Park in Tokyo.

Miles W. Vaughn started with the then United Press (UP), covering the Far East. He was general manager of UP operations in Asia, with headquarters in Tokyo, until 1934. Vaughn also opened offices for UP in all major Asian cities.

Vaughn and his wife, Peg, were instrumental in helping the Japanese press in the early post-war years. Vaughn died in a Tokyo bay squall in 1949.

The memorial ceremony in the Tokyo park July 4 unveiled a monument with an inscription noting the friendship between the Japanese and Vaughn.

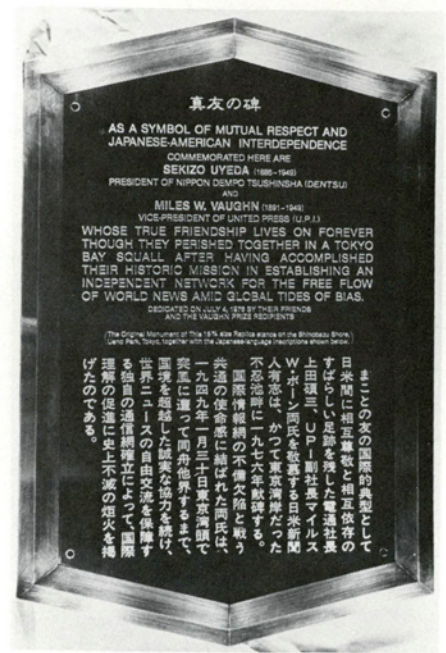
Among those attending the ceremony were former recipients of the Vaughn prize for young Japanese journalists, established after his death by the Association of Japanese Newspaper Editors and Publishers.

## Mamie Boyd joins husband in journalism Hall of Fame

Mamie Boyd, associate editor and columnist for the Jewell County *Record* at Mankato until her death in 1973, was named this fall to the Kansas Newspaper Hall of Fame.

Mrs. Boyd won election to the hall by a vote of Kansas editors, more than 250 of whom attended Editors' Day, Oct. 2, at KU.

She became the second woman inducted to the hall, following Bertha Shore of Augusta, who was selected in 1968. Mrs. Boyd's husband, the late Frank W. Boyd, was named to the hall in 1960.



The memorial ceremony honoring KU graduate Miles W. Vaughn and Japanese businessman Sekizo Uyeda included this monument, with an inscription marking their "true friendship" with the Japanese press.

Mrs. Boyd was called the "grand lady of Kansas journalism" by Calder M. Pickett, professor, in his presentation. Among her awards were the William Allen White Foundation Award for Journalistic Merit in 1967 and, at 92, first place for column writing by the Kansas Better Newspaper Contest.

Mrs. Boyd's son, McDill "Huck" Boyd, is the publisher of the Phillipsburg *County Review* at Phillipsburg.

The Editors' Day program also included speeches by Roscoe Born, associate editor of the *National Observer*, and Bill Branen, publisher of the Burlington (Wis.) *Standard Press*.

## James Gunn receives award for book's scholarship

James Gunn, professor of English and journalism, has received the Pilgrim award for outstanding scholarship in science fiction, in particular for his book, "Alternate Worlds," an overview of science fiction.

The award was given to Gunn last June by the Science Fiction Research Association for his illustrated, folio-sized book. The association also cited

# news notes

Gunn's lecture-film series, "The Literature of Science Fiction," and several of his published articles on science fiction.

The book also received a special award from the World Science Fiction Convention in Kansas City last Labor Day.

Gunn said he couldn't accurately estimate the amount of time he spent on his book because it had taken a lifetime to prepare. He said it took two years at the typewriter, however, to write it. He has read science fiction for at least 40 years, he said, and written science fiction for 28 years.

## Mason, camera go west to assist Navajo Indians

Gary Mason, assistant professor, volunteered his photography and part of his fall sabbatical leave to help the people of the Navajo nation.

For two months, Mason traveled about the Navajo Indian reservation in New Mexico and Arizona to take pictures for "The Navajo History Book." Sponsored by the Rockefeller Foundation, the book is being done by the Navajos themselves, who asked Mason for his help. Before he could start shooting pictures on the reservation, Mason had to obtain a permit from the tribal government.

Mason's pictures cover more than 100 places on the reservation, which is 25,000 square miles. He spent one week at the Navajo Community College in Tsaile, Ariz., to tape and photograph the classes and teachers, many of whom are medicine men.

When he attended traditional ceremonies, he took no pictures.

Mason also attended classes taught in both English and Indian languages, from kindergarten through the eighth grade, at Farmington and Shiprock, N. M.

Mason, who once taught school on the reservation through an Episcopal Church program and has visited the area on many vacations, said he considered the Navajos as part of his family.

"I really love the people," he said.

Mason's work with the Navajo nation is not finished. After retirement, he hopes, he will again live on the reservation and work for the people there.

## Magazine collection seeks any and all first issues

The School of Journalism, which houses the Gilbert Magazine Collection, is always looking for contributions—volume one, issue one of any magazine, particularly of the newcomers.

Lee Young, professor and the collec-

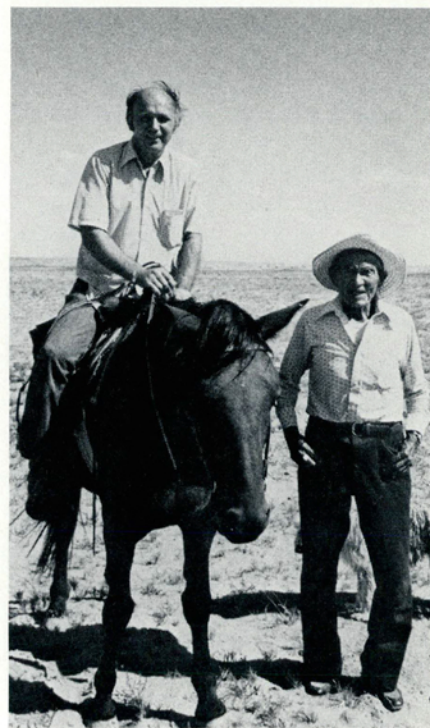


Photo: James Redhorse

Gary Mason, while on sabbatical leave this fall, took time to pose with Red Horse Begay, grandfather of Mason's host on the Navajo Indian reservation, Wilma Red Horse Charley.

tion's caretaker, asks alumni and students to look as well.

Among its 4,000 volumes the Gilbert Collection has such relics as the first *American Mercury* and *Saturday Evening Post*; many obscure titles, such as *College Humor*, *The Lone Ranger* and *A Day With Charlie McCarthy*; and the more recent first issue of *Ms*.

Robert L. Gilbert, a 1923 KU graduate, started the collection in 1924. He gave the collection to the school in 1954.

Any contributions, first or very early issues, can be sent to Young.

## Gannett continues grant for 2nd editor-in-residence

The School of Journalism has received a \$60,000 grant from the Frank E. Gannett Newspaper Foundation, Inc., to continue its newspaper professional-in-residence program through the 1977-78 academic year.

The program was begun in 1975 with a grant of \$50,000. Robert Giles, former executive editor of the Akron



Photo: Lynne DeMoss

KJHK's disc jockeys celebrate the station's first anniversary Oct. 15 as an FM station by broadcasting from in front of the Kansas Union. KJHK-FM was originally KUOK-AM.



(Ohio) *Beacon Journal*, was appointed the first professional-in-residence.

The new professional-in-residence would have duties similar to those Giles has performed. Giles teaches Newspaper Management, Editorial and Interpretative Writing and reporting classes. He is also news adviser to the *University Daily Kansan*.

Dean Del Brinkman said the appointment would be advertised nationally to find the best available persons, who would then be brought to the campus for interviews. The Faculty Committee would be a screening committee for the professional-in-residence under a procedure similar to that used for hiring regular faculty members. The new professional-in-residence will assume teaching duties in the fall of 1977.

The Gannett Newspaper Foundation has contributed more than \$8 million for journalism education and scholarships. Established by the late founder of Gannett Newspapers, Frank Gannett, it has granted more than \$25 million to local charities and causes in communities where the 54 Gannett daily newspapers are published.

### **Deans' secretary retires to start career as mother**

Cheryl Wilson, the woman behind the deans in 105 Flint for six years, resigned this fall as the deans' secretary



Cheryl Wilson relinquishes the desk she sat behind for six years as the deans' secretary to her replacement, Pam Amundsen.

to take on the job of rearing her 10-month-old son, Bryan.

Wilson came to the school as a clerk-stenographer II secretary in 1965, two days after she was graduated from Lawrence High School. She was named the deans' secretary in the fall of 1969, and later advanced to a clerk-stenographer civil service rating.

"I didn't make the wrong decision," she said of her resignation, but she added, "Two months from now I might be climbing the walls."

Her first weeks of retirement have been quiet, she said, but she has plans for her future.

"I'm going to learn how to quilt and try to teach my child some things," she said.

Pam Amundsen, a secretary for the school since 1974, has become the deans' secretary.

### **Photo, news-ed students win Hearst competition**

Don Pierce, senior in photojournalism, won \$1,000 last spring as the second-place winner in the 1976 Hearst Photo Contest.

Bill Sniffen, senior in news-editorial, took third place and \$500 in the spot news writing division for his story on the resignation of two heart surgeons at the KU Med Center.

Both Pierce and Dave Crenshaw, a

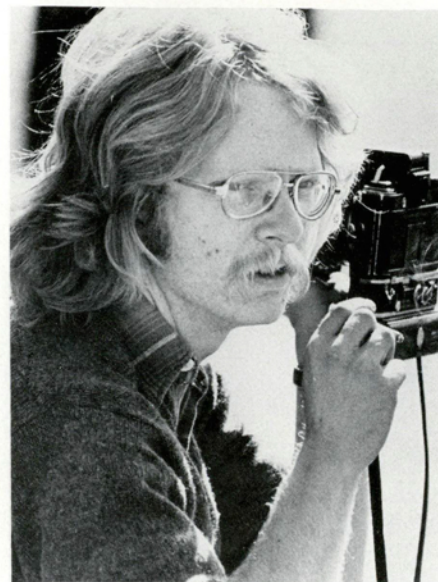


Photo: Jay Koelzer  
Don Pierce took second place in the 1976 Hearst photo competition.

1976 graduate in photojournalism now working for the *Parsons Sun*, were among the top 20 chosen nationwide in preliminary competition. Pierce placed second in the final competition, which was based on a new set of photographs.

Pierce also won the August 1976 spot news competition of the National Press Photographers Association. His photo, showing a policeman with a victim of a Wichita sniping incident, was taken during a summer internship with the *Wichita Eagle and Beacon*.

The month before Pierce won third place in the feature photo category within his region of the association.

### **RTVF continues transfer from Flint to Jolliffe Hall**

Jolliffe Hall, the radio-television-film sequence's home away from Flint, will house even more sequence operations by next year.

The administration approved a financial request in November for remodeling and moving costs, and work could begin as early as late spring or summer, said Bruce Linton, professor of journalism and speech and drama. Linton is also chairman of the radio-television-film sequence.

Some film production laboratories had been in the Center for Research and Engineering until a year ago, when the University Endowment Association decided to use the rooms.

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# news notes

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The labs were then transferred to the third floor of Jolliffe after partitions were installed and electrical outlets were updated to support the heavier load.

The building had been a scholarship hall. The first and second floors are now used by the Lawrence Headstart program.

Linton said there were now 210 students enrolled in classes that used Jolliffe. After the move is finished, he said, only a few faculty offices, broadcast news equipment and some television facilities will remain in Flint.

## Telescope chooses Cobb for \$100 KPA scholarship

Jim Cobb, Holton senior, received a \$100 Kansas Press Association scholarship, presented by Merle M. Miller, publisher of the *Belleville Telescope*.

The *Telescope* received the right to choose the scholarship winner because it was a Sweepstakes award winner in the 1975 Kansas Better Newspaper Contest.

## Broadcasting seminars draw 50 from 9 states

Broadcasters from nine states met on campus this fall during two separate broadcasting seminars.

More than 50 broadcasters from eight states attended the fourth annual Broadcast Journalism Seminar Sept. 24-25. The seminar was in conjunction with a regional meeting of the Radio-Television News Directors Association (RTNDA), which was hosted by Dave Dary, associate professor and a board member of RTNDA.

Speakers for the seminar were Russ Tornabene, vice president of public affairs for NBC News, and John Salisbury, president of the Radio Television News Directors Association and news director of KXL AM/FM in Portland, Ore.

About a month later the Kansas Association of Broadcasters, Inc., con-

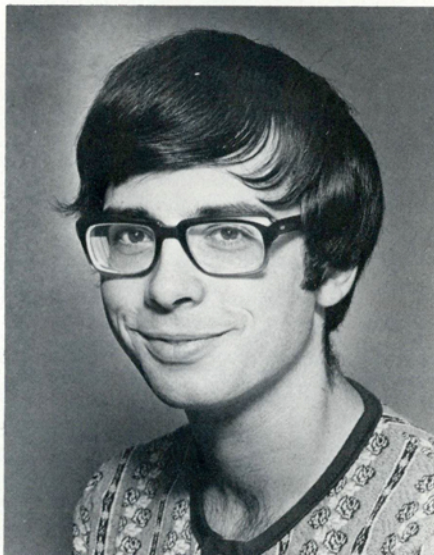


Photo: Dave Regier

Yael Abouhalkah, senior, will be in Washington, D. C., this spring on a Sears Congressional internship. Yael was named this fall as one of five finalists for the Barney Kilgore Award.

ducted a management seminar at KU. The Oct. 22 program offered talks by Ernest Martin, assistant professor; Herman Lujan, director of the Institute of Social and Environmental Studies; L. Ardiane Roberts of the Dow, Lones and Albertson law firm in Washington, D. C.; and Chancellor Archie Dykes.

## Abouhalkah goes to D. C. as Congressional intern

Yael Abouhalkah, news-editorial senior, will be in Washington, D. C., during the spring semester to work on the staff of a U. S. senator or representative.

Abouhalkah was one of 25 journalism students across the country chosen by Sears Roebuck and Co. as 1977 Sears congressional interns.

The program was begun in 1969 in conjunction with the American Council on Education in Journalism and is to give outstanding journalism students a first-hand look at the legislative process.

Abouhalkah was managing editor of the *Kansan* this fall and had an internship at the *Miami Herald* last summer.

Because of the November election, Abouhalkah wasn't assigned a congressman until December.

Debbie Gump, fall *Kansan* editor, and Don Smith, a first-year law student at Washburn, had Sears' internships last spring.

## ... and is named finalist for Barney Kilgore award

Yael Abouhalkah, a senior in news-editorial, was one of five national finalists for the Barney Kilgore Award sponsored by the Society of Professional Journalists, Sigma Delta Chi.

The Barney Kilgore Award is given annually to a senior considered the best in the country by SPJ, SDX. Abouhalkah received a special certificate when he attended the national convention in Los Angeles in November.

Also at the convention were Jim Bates, president of the KU chapter of SPJ, SDX; Brent Anderson, vice president; Stew Brann, treasurer; Lynda Smith, secretary; and Debbie Gump, a national board member.

## 5 professionals-in-residence visit with students, teachers

Five professionals-in-residence visited the School of Journalism this fall.

Roscoe Born, associate editor of the *National Observer*, spent two days visiting eight classes before speaking at Editors' Day Oct. 2. Born is a KU graduate who worked for the *Topeka State Journal* before joining the *Wall Street Journal's* Washington bureau in 1957. Four years later he became one of the *Observer's* founding editors.

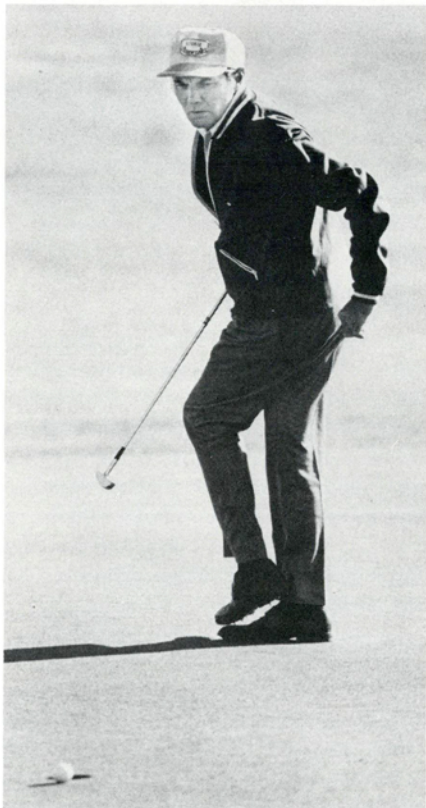
Dean Sims, president of Public Relations International, Ltd., arrived Oct. 14 for two days of classes and meetings. Sims is a 1945 KU graduate who worked for the *Burlington (Iowa) Hawk-Eye Gazette* and the *Kansas City Star* before joining the Associated Press in 1947. He later began his own public relations agency in Tulsa.

William McIlwain, managing editor of the *Bergen County Record* in Hackensack, N. J., since 1973, spoke with students in 10 classes during his stay Oct. 20-22. McIlwain worked for the *Richmond (Va.) Times-Dispatch* and

The Toronto *Star*, as well as other newspapers before becoming editor of *Newsday* in 1967. McIlwain was a Neiman Fellow in 1957 and has also written several books, collaborating on "Naked Came the Stranger."

Bill Blundell, chief of the Los Angeles bureau of the *Wall Street Journal* for the past eight years, visited 10 classes and addressed the Topeka Press Club during his Oct. 25-27 stay. Blundell received his undergraduate degree from Syracuse University and did graduate work at KU during 1960-61. He began working for the *Journal* in Dallas and then New York before taking over the Los Angeles bureau.

James Fyock, director of public relations for Phillips Petroleum Company, spoke to classes in public relations and the International Communications class during his Oct. 26 visit. Fyock earned a master's degree from the University of Wisconsin and had most of his journalism experience during his 27-year career in the U. S. Army. He had been chief of information for the U. S. Armed Forces Command in Atlanta, Ga.



### Young uses leave for study of newspaper technology

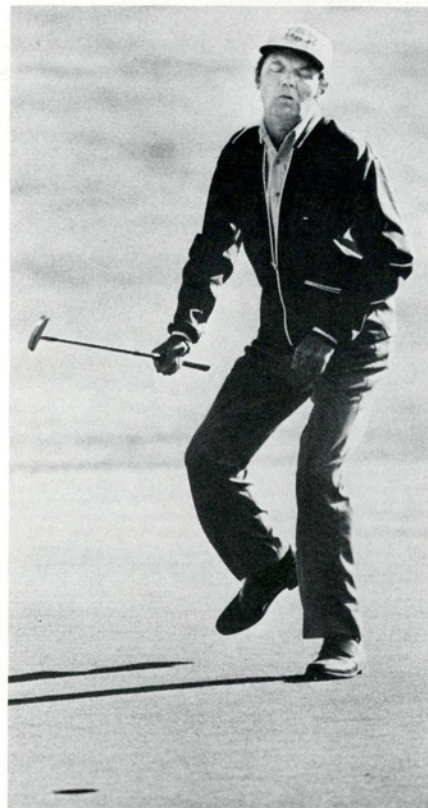
Lee Young, professor, used his fall semester sabbatical leave to look into the use of new technology in the newspaper industry.

Young visited several newsrooms around the country as well as a few college campuses where electronic equipment was in use in journalism schools. The newspapers included the *Minneapolis Star-Tribune*, the *Milwaukee Journal*, the *Detroit News* and the *Kansas City Star*, as well as several newspapers in Kansas.

He also conducted a survey in conjunction with the Kansas Press Association to determine the extent to which the state's papers were employing electronic production.

The primary goal of his research was to discover what the industry expects of journalism school graduates with regard to knowledge of electronic production and the use of video display terminals and scanners.

The result of his research may lead



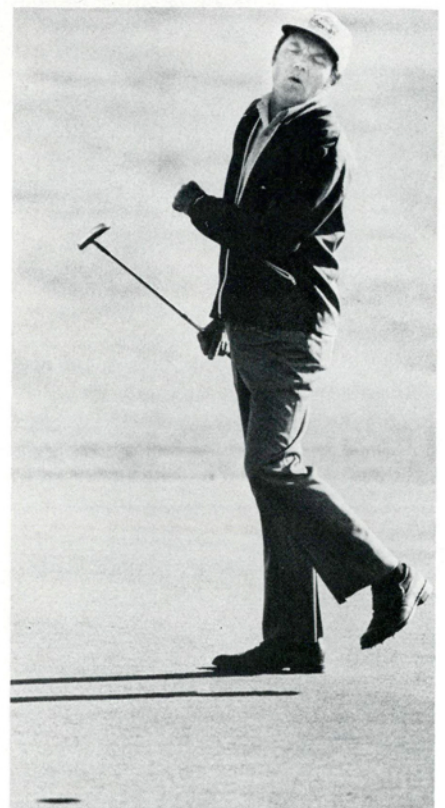
to some adjustments in the curriculum of the school. Young is designing some production modules, a series of courses that will give news-editorial majors more experience with the production aspect of newspaper work. In addition, the research may lead to recommendations for an on-line electronic system in the *Kansan* newsroom.

### Adams receives tenure; Shaw now associate prof

Sam Adams, associate professor, received tenure and Susanne Shaw was promoted from assistant professor to associate professor last spring.

Shaw also was appointed associate dean of the William Allen White School of Journalism.

Adams is in his second year as a traveling professor on a grant from the Gannett Newspaper Foundation. He is speaking across the country to improve journalism education for minority students and to encourage minority students to enter journalism.



Photos: Dave Regier

In the beginning, Prof. Lee Young thought this 25-foot putt would fall. Unfortunately, it rimmed around the hole . . . and past. That brought a look of agony to Young's face. Fortunately for Young, though, the triple bogey he picked up on this hole didn't keep him down for long. His 9-hole total for this day of golfing in October was a creditable 51.

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# ALUMNI NEWS

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Lynne DeMoss, editor; assisted by Liz Nakahara and Michelle Simmons

1927

JOSEPH "SCOOP" WELLMAN is chairman and president of Terminal Advertising, Inc., in San Diego. After 33 years in advertising in Detroit, he is moving to Rancho Bernardo, Calif.

1930

HOMER A. MILLER is founder and president of Homer Miller Co., a specialty advertising and incentive firm in Oklahoma City.

1940

HELEN (FOCHT) BUTLER works for Bechtel Corp. in San Francisco. She returned home in July after six months in Fairbanks, Alaska, where she was doing a special documentation on the Trans-Alaska pipeline.

1941

CHARLES E. SKIDMORE JR. retired from the Air Force after 33 years. He now has a civil service position and expects to receive his master's degree in December in personnel and management from Central Michigan University.

1948

JOE B. CANNON is the owner and publisher of the *West-Lane News* in Veneta, Ore. He had previously worked for the Casa Grande (Ariz.) *Dispatch*. BILL MEYER is editor of the *Marion Record*, and was a delegate to the National Newspaper Association government affairs conference in Washington, D. C., last March. While there, he served on the Freedom of Information Committee and met with President Ford. EUGENE VIGNERY is information manager in planning and research for Southwestern Bell in St. Louis.

1950

ROBERT CARL is vice president of marketing services at Vantage Com-

panies in Dallas. He was elected president of sales and marketing executives of the Dallas Association and is also immediate past president of Southwest Foundation for Free Enterprise.

1952

LUCINDA (STEVENS) FOSTER is president of the Kansas Watercolor Society. She and her husband, Ben, live in Wichita. NANCY (ANDERSON) MATTHEWS was the first woman president last year of the Tracy (Calif.) Chamber of Commerce.

1953

DONALD E. NIELSEN is a naval captain and has been in Hawaii working on the CincPac staff.

1954

JACK STONESTREET is the manager of The Travelers in Tacoma, Wash. He is also teaching part-time at Tacoma Community College. In July he went to Australia for three weeks officiating in basketball clinics. His wife, Janice, has completed her first year of law school at the University of Puget Sound.

1956

WALTER J. BASKETT is divisional advertising manager for men's wear for the Emporium in San Francisco. JOANN (SHAY) STRONG graduated from the University of Colorado Medical School in June. She is child health associate in the pediatrics department at the Medical School. Her husband, Terry, is an associate with Kelsey Associates Architects. DICK TATUM recently bought into a group of suburban newspapers in San Antonio, Tex.

1957

LEO FLANAGAN is senior vice president and director of public relations for J. Walter Thompson advertising agency in Chicago. He and his wife

live in Northbrook, Ill., with their four children. KENNETH O. PLUMB works for East Los Angeles College as a stage assistant. He also does scenery, lighting, design and construction. JAMES PONTIUS is director of advertising for Fleming Foods in Topeka, and was named chairman of the advertising task force for the National American Wholesale Grocers Association. He's also a member of the Advertising Advisory Council of the International Grocers' Alliance. JAMES TICE is chief of public affairs at the U. S. Community Services Administration in Kansas City, Mo.

1958

MARILYN (MERMIS) EBERSOLE works for M. F. Jones and Co. in Kansas City, Mo.

1959

WILLIAM A. FEITZ was recently promoted to account supervisor of the Dentsu Corp. of America in Los Angeles. H. DEAN HUMPHREY is director of public relations at Cessna Aircraft in Wichita.

1960

LARRY D. MILES is editor and publisher of the *Glacier Reporter* in Browning, Mont. JOANNE (NOVAK) MURRY is the owner of a small advertising agency in Dallas. The agency specializes in image creation for new businesses. Her husband, Hersh, is working on airborne computer systems. They have two children, Debbie, 13, and David, 10.

1961

FRANK MORGAN is vice president of The Boston Company in Newton, Mass. His wife, Jan, is editor and advertising director of *The Common*, an educational journal. They have two children, Roxanne, 11, and John, 8. GARY SETTLE is staff photographer for the Midwest and Chicago Bureau of

the New York Times. He was recently elected vice president of the National Press Photographers Association for 1977.

### 1962

THOMAS ALLEN recently bought a bottling firm in Beaumont, Tex., and reorganized it into the T. J. Allen Distributing Co.

### 1963

WILLIAM WOODBURN is regional advertising manager and assistant vice president of Santa Fe Railways in Los Angeles. He and his wife, Alice, have two children, Mary Jane and Bill.

### 1964

JOHN W. JOHNSTON is president of International University in Kansas City, Mo.

### 1965

ROBERT P. EDWARDS works for ATE Management and Service Co. of Cincinnati, as the director of operations for the Kansas City Area Transportation Authority. He completed his MBA at the University of Missouri in 1971.

### 1966

KAREN (LAMBERT) BLACK graduated from Washburn Law School in May and is practicing law with her husband, John, in Salina. She was formerly a reporter for the Salina Journal. SUSAN (HARTLEY) BUTTON is a columnist and free-lance contributor for the Bellevue Leader in Bellevue, Neb. Her son, Jason, was the Nebraska Bicentennial New Year's baby. Her other son, Teddy, is 4 years old.

DALE PUCKETT, a Coast Guardsman first class, has been promoted to chief photojournalist for the service. He and his wife, also serving in the Coast Guard, live in St. Ann, Mo., and are stationed at the district headquarters in St. Louis. JOHN SHARP is currently serving his second term as a Missouri representative from Kansas City's 38th district and is also working on his MPA at the University of Missouri, Kansas City.

### 1967

CONSTANCE (MYERS) GASTON is the mother of two sons, Jack, 5, and Brian, 3. Her husband, Barry, is vice president and general manager for

WLQA, Cincinnati. KEN L. HICKERSON joined Peterson-Morris, an agricultural and industrial advertising agency. He is the vice president and general manager of the firm's new office in Kansas City, Mo. RONALD HANSON is the government editor for St. Louis Suburban Newspapers, Inc. HOWARD J. PANKRATZ is a reporter for the Denver Post.

ALAN B. POLAND is staff assistant of the public relations department for ICI Americas in Wilmington, Del. He and his wife have a daughter, Kathryn Sheldon, born April 3, 1976. BILL WASINGER is director of public relations and editor of the alumni news magazine for Logan College of Chiropractic in St. Louis. He graduated from Logan College as a doctor of chiropractic in August 1976.

### 1968

MARSHA BENNETT has retired from her job as media director for Olympic Advertising, Inc. She and her husband have a daughter, Laura Anne, born Aug. 19, 1976. THOMAS "TUCK" BRUNNER is the information manager for Southwestern Bell in Houston. He and his wife have two daughters. JOANNA (SHIPLEY) GORTHY hosts a bi-monthly news and feature program on KTOK-TV in Meridian, Miss. Her husband, Lt. Gorthy, is a flight instructor at Meridian Naval Air Station. They have a 2-year-old daughter.

JOEL KLAASSEN works for the Wichita Sun as a production manager. He and his wife have a son, Daniel, born Dec. 5, 1975. ROGER MYERS was recently promoted to vice president and associate creative director of Van Brunt & Co., a Chicago advertising agency. He received Clio and Andy awards for his radio ads for New England Fish Co.'s products. Myers' short story, "Free Speech at the University of Kansas," was published in January's College English magazine.

### 1969

MONTE MACE was promoted to editor of Wood & Wood Products, a Vance publication headquartered in Chicago. MARGARET L. (NORDIN) RAGLE is a mother of two boys and an occasional graduate student at California State University at Fullerton. DIANE (OLIVER) ROBE lives in Wichita with her husband, Chris, who

works at Bever, Dye, Mustard and Belin, a tax law firm. STEVE SCRUBY and his wife, Carolyn, live in Kansas City, where he's a general contractor for homes and office buildings.

DON STEFFENS was an assistant press steward for the U. S. Olympic Committee at Montreal. His job was to interview all the medal winners after their races. MIKE WALKER is an assistant professor of journalism and college news director and adviser to the student newspaper at Fort Hays State College. He and his wife have a daughter born Dec. 5, 1975. HARLAN EVERETT and his wife, Nancy, live in Shawnee Mission, where he is assistant director of advertising and public relations for United Missouri Bancshares of Kansas City. NANCY (WINKLER) FORTIER and her husband have two daughters, ages 4 and 2. She has done T-shirt transfers and silk screening for her husband's new store, African Queen, in Fargo, N. D.

JAMES E. HARRIS JR. owns two photography studios in Flagstaff, Ariz. OWEN KROSS is director of graphic-related products and marketing research for Office Outfitters, Inc., in Kansas City, Kan. JOHN KRUEGER is assistant principal at Hocker Grove Junior High School in Shawnee Mission. RICK WHITSON married Jo Lynne Justus March 27 in Lawrence, where he works for the KU Endowment Association. Jo Lynne is in private law practice in Kansas City.

### 1970

BRUCE BARKER was recently promoted to Air Force captain and serves as a STAN/EVAL electronics warfare officer at Loring AFB, Maine. LARKIN BILLICK received an award for public relations projects from the American Society of Association Executives. He was also district coordinator for Jimmy Carter's presidential campaign in the Midwest. SANDRA (SMITH) CARTER and her husband, Ron, live in Denver, where she's an account executive with Colle & McVoy Advertising Agency. SUSAN E. McCARTY works for the Sedalia (Mo.) Democrat-Capital in advertising sales.

LINDA PHELPS is the membership coordinator for the Kansas City, Kan., area Chamber of Commerce. RALPH I. ROBINSON is co-owner of and coun-

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# alumni news

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selor at Central Personnel, an employment agency in Kansas City, Mo.

## 1971

GORDON ALLOWAY works for Royal Crown Cola Co. in Columbus, Ga., as an advertising services assistant. He and his wife, Cyd, have a son, Clayton Barnett, born June 25, 1976. CHARLES APPLEQUIST is a program director for radio station KFML in Denver. He is a station consultant with Zap Communications and also does free-lance copywriting for the Denver Department Store. STEVE BURNETT is a direct-mail advertising manager for Harnischfeger Corp. in Milwaukee. He received his MBA from the University of Missouri at Kansas City in 1973. He is married to Betty Gorrell (KU '70) and they have a son, Alan.

JOHN R. HAGMAN is a medical service representative for Pfizer Pharmaceuticals in New York City. He has a son, Christopher, born in March 1976. JONATHAN JORDAN works for the Department of Treasury in San Francisco. JAMES LADESICH recently became director of public affairs to the board of public utilities in Kansas City, Kan. He and his wife, Janis, have a son, James Brian, born Jan. 30, 1976. MADELINE MATSON is coordinator of publications at the Missouri state library in Jefferson City. THOMAS C. PALMER JR. is on the copy desk of the *Boston Globe*. KATHLEEN K. SEIFERT is a continuity director for KSAL radio in Salina.

## 1972

LINDA (WRIGHT) DAXON is a reporter on the Tulsa (Okla.) *Tribune*. CHERYL A. (BOWMAN) EAKIN lives with her husband, Daryl (KU '73), in Galveston, Tex., where he has started an internship in internal medicine at the University of Texas Medical Branch. BRUCE A. EFRON is an evening personality for WREN Broadcast-

ing in Topeka. GREGORY HECHT produced and directed a 30-minute special for WIBW in Topeka about Swedish King Carl XVI Gustav's visit to Kansas last April.

JOHN LEE is editor and publisher of the *Hays Daily News*. NICK W. NIEWALD is a loan officer at First Federal Savings and Loan Association in Beloit. He and his wife, Damaris, have a son, Luke Eugene. JEWEL SCOTT is attending graduate school at KU in the public administration program. She commutes from Ottawa and works part-time as public information officer for the city of Lawrence.

## 1973

LINDA L. (CRANDELL) ANDREWS is associate director at United Way, the Kansas City Epilepsy League. JOHN P. BAILEY is an agribusiness writer for the *Wichita Eagle and Beacon*. He is continuing his graduate studies in business at Wichita State University. STEVE COHEN is manager of a Yankee Clipper Seafood Galley, a Wichita-based fast-food franchise. GARY GLENDENING works for Mutual of Omaha as film director of the video communications center in Omaha, Neb. MONA MARIE GRIMSLEY-HUBERT is director of communications for Claremore Junior College in Claremore, Okla.

DAVID S. HEALY spent the summer as an assistant planner in Hollywood, Fla. SANDY HERRING has been hired as assistant public relations director by D'Arcy-MacManus & Masius, Inc., St. Louis. She will also serve as assistant editor of *Insight*, the agency's international publication; and as assistant editor of *Between Us*, the DM&M St. Louis in-house publication. TRISH A. (TEETER) KANDYBOWICZ is a public relations representative in the recruitment and admissions department of Robert Morris College in Carthage, Ill., and began nurses' training this fall. BARBARA LAUTER is publicity director for the Indiana University School of Music in Bloomington.

AMANDA LIVINGSTON has been employed by the Association of Community Art Councils of Kansas in Topeka to produce a newsletter and handle other public relations activities. STEPHEN J. McCRAY is a liability claims representative for Farmers In-

urance Group in Shawnee Mission. STEPHEN M. PRICE is an assistant account executive for Doyle Dane Bernbach in Los Angeles. He lives in Santa Monica.

CATHY L. (BROWN) ROELKE is chapter adviser and corporation board member of the KU Chapter of Alpha Chi Omega sorority. She is editor and board member of the Kansas City chapter of Alpha Chi Omega Alumnae and chairman of the Crippled Children's Nursery School in Kansas City. KATHY SAUNDERS is an account executive for KCMO Broadcasting in Kansas City, Mo. RON SCHLOERB married Marcia Riccio, March 19, 1976, in Kansas City. Formerly with Meyer and Williams Photography in Emporia, he did free-lance work before moving to North Kingstown, R. I., during the summer.

MYLA J. (CLARK) STARR retired from the *Daily Reporter-Herald* in Loveland, Colo., when her daughter, Andrea, was born Nov. 25, 1975. She now owns Family Album Photography, a photo service specializing in candid and operated from her home. BILL WILLETS is a municipal management trainee for Kansas City, Mo., in the public information department.

## 1974

RON C. BROOKS is a production assistant at KCMO-TV in Kansas City, Mo. DANIEL CHEGWIDDEN is chief estimator and head of the customer service department for General Printing and Paper in Topeka. KATHERINE (ANSTINE) FOX is traffic manager and assistant program director for WRAU-TV in Peoria, Ill. She is also secretary for the River City chapter of American Women in Radio and Television. CATHY GRIPKA was promoted to managing editor of the *Lansing Leader*. GREG L. HAIFLEY is news and public affairs director for KUBC radio in Montrose, Colo.

DICK HAY is an associate attorney with Goodell, Casey, Briman and Cogswell of Topeka. His wife, Deanne, a 1972 journalism graduate, is in her last year of law school at KU. Last spring she was named to the staff of the *KU Law Review*. JUDY HENRY works for Burson H. Marsteller Advertising Agency in New York. MARK HOLIDAY is a Peace Corps volunteer in India, working as an agricultural assistant. SHEL-

LEY J. LONDON is managing editor of the house organ and customer magazines for United Computing Systems in Kansas City, Mo. She recently won an award of merit in the International Association of Business Communicators.

JOHN MORRIS is general manager of the Waterville (Kan.) *Telegraph*. JOHN M. SCHILLING is editor and advertising manager for *Kansas Country Living*, published by Kansas Electric Cooperatives, Inc., in Topeka. STEVEN D. SEIBEL is editorial assistant of *Milling and Baking News* for Sosland Publishing Co., in Kansas City, Mo. JENNY M. (LARSEN) SIMPSON is a media buyer for Christenson, Barclay and Shaw in Kansas City, Mo.

## 1975

SANDY BESINGER was promoted to managing editor of the Fredonia *Daily Herald*, but will also continue to serve as advertising manager. THOMAS BILLAM is a reporter for the UPI in Kansas City, Kan. He will marry Maureen Ross (KU '76) on June 4, 1977. JOHN STEVEN DICK is chief news photographer for WDAF-TV in Kansas City, Mo. PHIL GELLER is a programmer and film processor for KQTV in St. Joseph, Mo. JOHN HAWKS is assistant manager of advertising for the American Gas Association in Arlington, Va. He is also a part-time tennis professional with Washington Tennis Services, Inc. MARIAN HORVAT is editor of a small-town newspaper in Wyoming.

MICHELE LINCK is news producer for WFRV-TV in Green Bay, Wis. JAN (HYATT) MERRILL works on the employe magazine and newspaper at Hallmark Cards in Kansas City, Mo. ERIC and JILL (WILLIS) MEYER have a son, Nathaniel Jeremy, born April 4, 1976, in Bloomington, Ill., where Eric is a copy editor for the Bloomington *Daily Pantagraph*. LEE MILLS is photographer at the Greenwood *Pioneer Post* in Eureka, Kan. KATHY PICKETT is getting another degree in music education at Kansas State College in Pittsburg and doing news at KLKC in Parsons.

STEVE PIRNER is a sales representative and route manager with Swift and Co. in Wichita. FREDERICK "FRITZ" REYNOLDS is account executive for KEWI and KSWT of Mid-

land Broadcasters, Inc., in Topeka. BRENT SCHLOSSER is advertising coordinator for Dolgins Wholesale Co. in North Kansas City. At night, he is working on his MBA at Linwood Extension Center. SCOTT UNRUH is service manager for Unruh-Foster, Inc., in Topeka. SHARON WOODSON is working for Disney World in Orlando, Fla., as a promotional representative in senior marketing.

## 1976

STEVEN BARBER is working at the Ottawa *Herald* in advertising sales. DAVID BARCLAY is an intern for Sen. Bob Dole in Washington, D. C. He writes press releases and does research. SUSAN BETTS is working as creative services director for Alaska-Northwest Publications Co. in Edmonds, Wash. MARILYN BOWMAN is a sales representative for General Printing and Paper Co., Inc., in Topeka. GAVEN BRINKERHOFF is working at Intercontinental Telephone Communication Corp. as a sales and service representative. SCOTT BUSCH is working in direct-mail advertising in Oklahoma.

TERI CARLSON is a general assignment reporter on the *Beach Haven Times* in Manahawkin, N. J. RACHEL (LIPMAN) CASE is editor of *Kansas Transportation*, published by the Kansas Motor Carriers Assn. in Topeka. Her husband, Clark (KU '75), is working on an MBA in accounting at KU. DIERCK CASSELMAN has joined the Ellsworth *Reporter* staff as a news reporter. He is working in news, feature writing, photography and layout. PORTIA CHILTON is a reporter on the *Examiner-Enterprise* in Bartlesville, Okla. KENT CORNISH is working at WIBW in Topeka in sports and news.

DAVID CRENSHAW is a photographer on the *Parsons Sun*. DOMINIC D'ASCOLI has joined the U. S. Navy. TOM DEASE is working for Intertec Pub. Corp. in Overland Park. He is editorial assistant for their *World Farm* magazine. THOMAS DECOURSEY is an account executive at Koerper and Co., Inc., in Kansas City, Kan. RONALD DEMOSS is attending law school at Washburn University. TERI DURR is working for Lisec Advertising in Kansas City, Kan. JOHN EASLEY is working part-time at KANU radio station at KU. DENNIS ELLSWORTH

has joined the news staff at Osawatomie *Graphic News*. He formerly worked for the Associated Press at Topeka and Bismarck, N. D. WALTER EMERSON is working on the *Daily Star Journal* in Warrensburg, Mo.

MAURICE GOODMAN is a reporter for KIII-TV in Corpus Christi, Tex. JEFFREY GOROSH is a media buyer for Bruce Brewer Advertising Agency in St. Louis. DAVID GOSSER is working on an MBA at KU. ANDREA GROVES is a reporter for the *Chanute Tribune*. DANA HALE is director in promotion merchandising for Myron Green Cafeterias, Inc., in Kansas City, Mo. SARA HOLLAND is attending nursing school at Wichita State University. GREGG HOSACK is working at his father's real estate firm as a farm salesman in Paola, Kan. LORRAINE LEWIS JOHNSON is sports editor of the Concordia (Kan.) *Blade Empire*.

ROBERT KATHERMAN is working at C. Hines Plantation in Richmond, Va., on promotion work. ELLIOT KATZ is working on an MBA at KU. SCOTT KRIEGEL is working at the Kansas City *Star* in advertising sales. MICHAEL LYNN is advertising manager of the Colorado Rural Electric Association in Denver. JANET MAJURE is a copy editor on the *Denver Post*. JAMES MARQUART is working for the Greenwood *Pioneer Post* in Eureka, Kan. MICHAEL MERRILL is working on a second degree in political science at KU. DAN MORITZ is operations supervisor in personnel management in the catalog division at J. C. Penney in Milwaukee.

CHARLES NELSON is a Peace Corps volunteer in Guatemala, where he is helping with sheep-raising projects. JENIFER OTWELL is a news reporter for the *Parsons Sun*. ALLEN QUAKENBUSH is a sports writer for the Lawrence *Journal-World*. RAFAEL SANTOS-CALDERON is working at the Miami *Herald* as a reporter on the Spanish edition. KELLY SCOTT is working as a general assignment reporter for the St. Petersburg (Fla.) *Times*. DEBORAH SERVICE is working in advertising sales at the Kansas City *Star*. KATHRYN STECHERT is a copy editor for *The Packer* in Kansas City, Kan. BARBARA VAN ALLEN is working at Travis-Waltz-Lane advertising agency.

# The other voice of the Jayhawks



Dean Del Brinkman, one of the best softball players to come out of Olpe, Kan., in recent years, stays close to athletics by working as the pressbox announcer during home KU football games.

Now in his fifth year, Brinkman sits near a bank of 12 to 15 statisticians and relays their information—yardage, injury reports, record performances by any athlete, etc.—to the sportswriters in the pressbox.

Brinkman, who was the public announcer for gymnastic meets when he was on the K-State faculty, said he was offered the announcing job the night before the first game of the season when the previous announcer wasn't able to work.

"It's an easy job for a person who wants to watch the game," said Brinkman, adding that he saw more of the game than the crew of official statisticians.

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