

# Jayhawk Journalist

SPRING 1977



An image of the past imposed on the face of one of the school's new video display terminals. See story on page 1.

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## ***Kansan goes electronic***

# Students train in new technology

by LeRoy Johnston and Gary Vice

A \$55,000 investment to bring electronic technology to the *University Daily Kansan* will provide journalism students with experience for working on commercial newspapers.

Transition to the new technology was scheduled to be completed in April under the guidance of Robert Giles, Gannett professional-in-residence.

Giles said the system would pay for itself in three and one-half years by cutting printing service costs. The investment was made so \$42,000 in equipment donated last fall by the Gannett Newspaper Foundation could be incorporated into production of the *Kansan*.

Gannett gave the school a Hendrix 6200 controller, which stores and retrieves stories, two video display terminals (VDTs), and a tape punch to code stories. Students had been receiving only limited exposure to this equipment in editing classes in a laboratory setting on the third floor of Flint Hall.

This equipment was moved to a room next to the newsroom.

The \$55,000 was used to buy a Hendrix OCR (optical character reader), known as a scanner, and four more VDTs. A second tape punch also was purchased for \$750 from the *Journal of Commerce*, a Knight-Ridder newspaper in New York. This equipment was mated with the controller and VDTs donated by Gannett.

The switch to electronic equipment has been increasing in newsrooms across the country and Giles said, "This will give students on the *Kansan* the widest possible experience for work on daily or weekly newspapers."

A survey of Kansas newspapers by Lee Young, professor, while on leave last fall, indicated that most of the daily newspapers wanted applicants to have experience with VDTs. Reflecting the increasing use of



**The new "electronic newsroom" looks pretty much like the old one—student reporters packed in at crowded desks, crumpled paper, an occasional soft drink cup. The difference is that all the typewriters are electric and are equipped with a typeface that can be read by the Hendrix scanner.**

Photos by Barbara Welter



electronics, the survey indicated that eight out of 10 newspapers with circulations above 10,000 have either a full VDT newsroom or use an OCR scanner and VDTs.

Young said an additional benefit of going electronic was that students would become more familiar with production, knowledge that 78 per cent of the newspapers wanted of prospective employes. Young said that he returned from his leave convinced of the need to teach more production and that the new equipment was a step in the right direction.

Reporters are using 14 new IBM Selectric typewriters to generate copy that the scanner can read. Then copy is edited in red ink (which the scanner cannot read) by the appropriate desk—sports, entertainment, editorial or campus news. The copy is then read by the scanner, putting it into the controller.

Copy editors recall the stories from the controller onto the VDTs. They do their own editing and make the changes already indicated on the original copy in

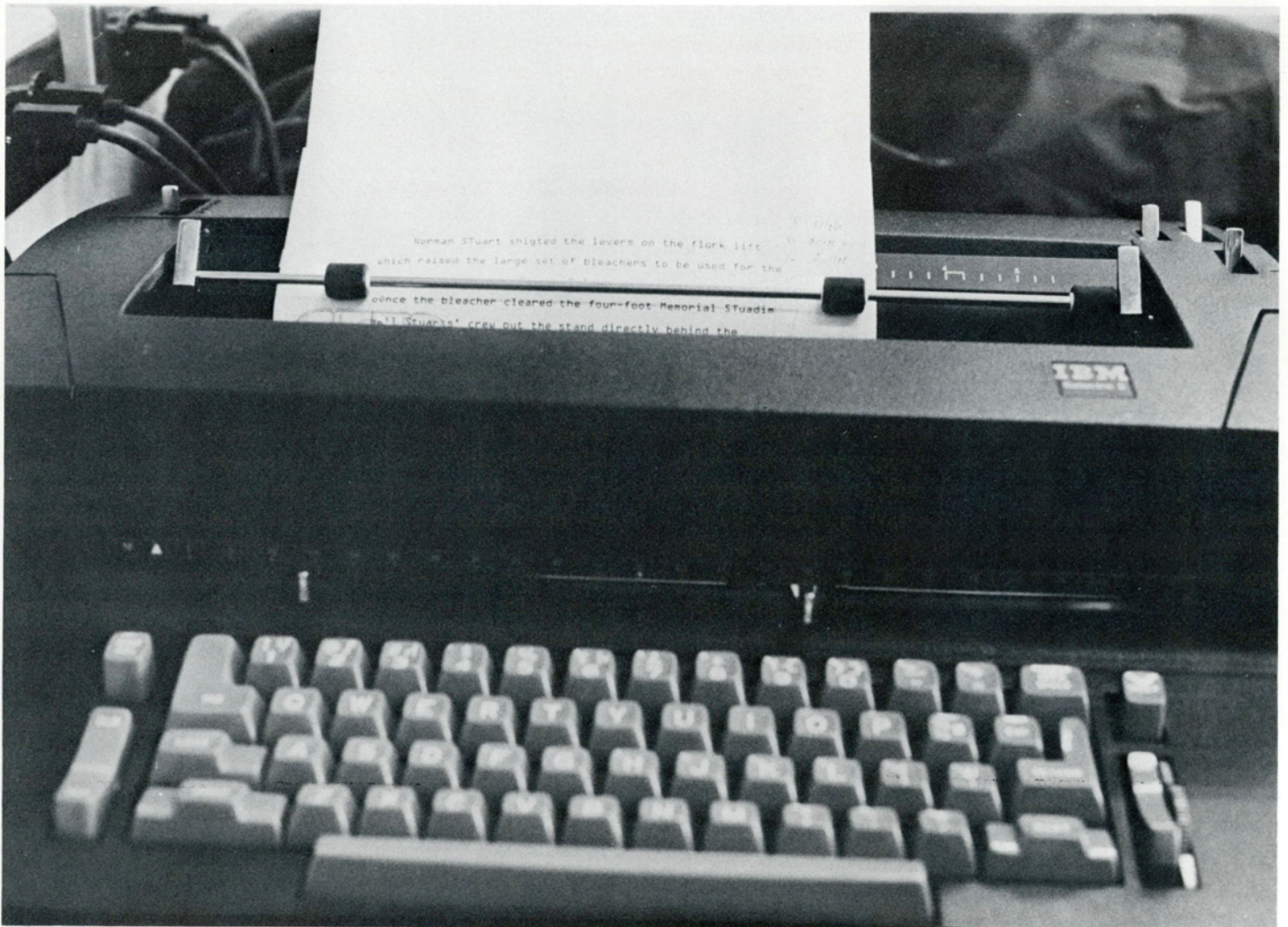
red. The VDTs are also used for direct input of late-breaking stories.

A punched tape is made of the edited copy and run through the photocomposing unit at the University of Kansas Printing Service. This eliminates the need to retype stories at the print shop to get punched tape. This will reduce production costs and should get the *Kansan* to press earlier.

John Verberg, foreman at the printing service, said that no employes would be dismissed because of the *Kansan's* changes. He said they would be absorbed into other departments.

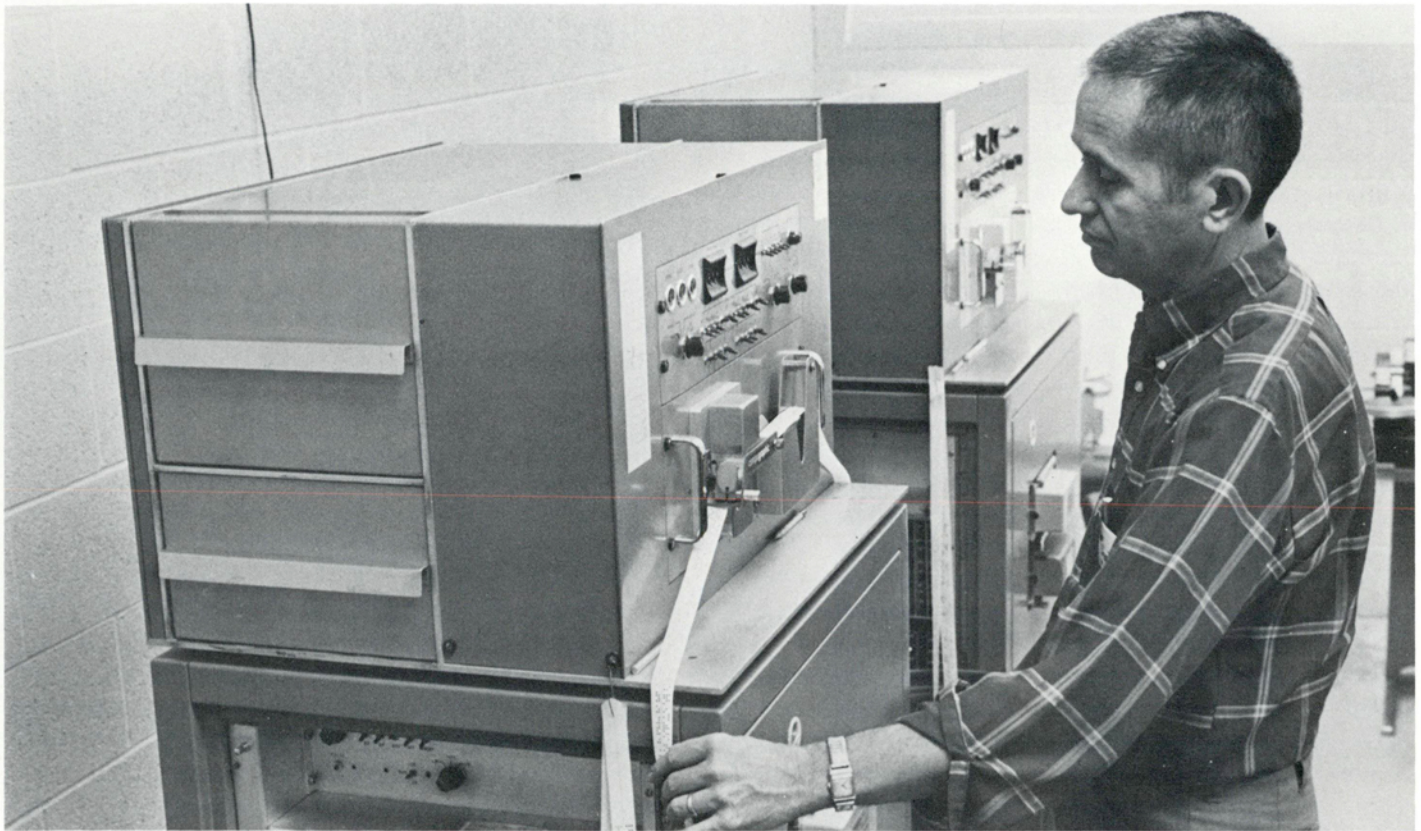
Concerning the need to proofread at the shop, Verberg said, "We'll be reading it anyway for a while until we see how good you people are."

He said he did not expect the *Kansan* to reach campus any earlier than it does now—about 10:30—at least for a while. He said the shop was getting a new Compu-graphic UniSetter, which sets 80 lines a minute com-



**These IBM Selectric typewriters are now employed in the *Kansan* newsroom. They are also used by advertising staff members to prepare classified copy for the scanner.**





**The punched tape produced by the staff will be sent to the Printing Service for photocomposition. Raymond Glass, a Printing Service employe, is shown running the tape through the Compugraphic 4961 phototypesetter. The phototypesetter "reads" the tape, produces galley proof which is justified and ready for pasteup.**

pared with the current model's 30, but it will require errorless tape to save time.

"The UniSetter could speed up the text composition somewhat, and quite a bit once we get used to it," he said. "But it means that the tape must be accurate."

Bill Thomas, in charge of the *Kansan's* composing, said, "If we get tape sent over like the copy we've been getting, we'll probably be late."

"And they're talking about putting classifieds on the UniSetter, too. And classifieds have been sent over pathetic—often misspelled. But it's no slur on the present staff; it's been this way for 11 years."

Thomas said the primary advantage of the UniSetter would be its ability to set ad copy rapidly, handling eight type faces.

*Kansan* Business Manager Janice Clements said the biggest impact on the ad department would be concerning classified ads.

"We hope to change the classified deadline from 5 o'clock two days before to 10 o'clock the day before," she said. "Also, I think it will eliminate mistakes, delays and communication problems."

Giles was hopeful that production would be faster, saying, "We hope to have the paper on the campus by the start of the school day—at perhaps 8:30 or 9 o'clock."

But the *Kansan* may not be out earlier during the

transition because much coordination will be needed to keep copy flowing smoothly.

"The editing itself probably won't be quicker," Giles said. "As a matter of fact, it'll probably take a little longer until the students become familiar with it."

To prepare for the changes, copy editors practiced on the two terminals already operational and reporters received instruction sheets and demonstrations on how to type copy for the scanner.

Jim Bates, spring *Kansan* editor, said, "It'll take about a week to get things rolling. I'm afraid that during the transition period we may be up until dawn."

"The transition is going to be difficult, probably harder for the copy editors and copy chiefs than reporters."

Because all corrections on scannable copy must be retyped on the VDTs, the reporters' copy has to be cleaner to avoid time-consuming re-editing.

"We may start having reporters do rough drafts," Bates said. "We may have to go to a system where the lead is written on a scrap of paper and approved by the editors."

"About one in three leads now needs changes. A rim that has to retype all those changes isn't going to like it. Reporters will have to type cleaner copy, even if it means slower typing."

But Bates was optimistic about the long-term effect of the switch.



"Eventually the paper will improve in quality; on most papers this has been the case. People edit more carefully on the VDT, although at first they may not edit enough."

Reporters will be taught in beginning reporting classes how to code their copy to be read into the controller by the scanner. In the future, reporters may be typing all their copy directly on VDTs rather than for the scanner, Giles said, but costs prohibited purchasing enough equipment for a full VDT newsroom.

"If we decided to use all VDTs, we probably would have run into three or four times the cost," he said.

"There is a point of view in the newspaper industry that the scanner will become obsolete. I think that in a span of 10 to 20 years that may be so, but right now for the *Kansan* it is the best system to use out of consideration for the costs."

The scanner and IBM Selectrics were cheaper, Giles said, because the scanner costs \$13,500 and each Selectric costs \$570. Had the *Kansan* gone to a full VDT newsroom, 15 terminals at \$3,950 each would have been needed. There would be further costs for another controller.

"The 6200 has a limit of eight terminals on one controller," he said. "And we would have had to buy additional memory to handle 15 terminals."

Part of the \$55,000 investment was used to expand the present controller's memory from 16,000 to 32,000 characters. But the capacity of the memory still will not be large enough to handle wire service copy directly. Wire copy has to be retyped on scannable copy or on a VDT, Giles said.

Purchase of more memory will be considered in what Giles calls Phase II of the *Kansan's* electronic changes. He also said a Phase III was being discussed, which could include delivering pages to the printer pasted up and ready to photograph.

An advantage of using the scanner, Giles said, is that hard copy is available as a backup in case of power failure or error in coding stories, which could result in the story being lost in the controller.

In either case, the hard copy could be sent to the printing service to be retyped as before.

"Should that happen I foresee a catastrophe," Thomas said with a chuckle. And then more seriously he added, "If we get hard copy down here I definitely foresee a late paper. But we'll get it out."

Both Jerry Seib, assistant campus editor, and John Mueller, staff reporter, were enthusiastic about the *Kansan's* VDT-OCR scanner system.

They worked in full VDT newsrooms over the summer and experienced power failures that wiped out all stories in a controller. Having hard copy to fall back on will minimize the problems, they said.

Mechanical breakdowns in the Hendrix system will



The Hendrix 6200 controller stores the copy that is fed into it from the scanner and retrieves it for editing on the video display terminals.



be handled whenever possible, Giles said, without hiring commercial repairmen, who charge \$35 an hour.

Much of the burden of maintenance now lies with Giles, who can make minor repairs when instructed by the manufacturer's service personnel.

"Hendrix has round-the-clock field service headquarters at Manchester, New York," Giles said. "They have people helpful for troubleshooting over the telephone.

"The manufacturers also have maintenance contracts, but they are very expensive and we are not going to sign one."

Giles also said that Dr. Wesley White of the Electronic Design Lab in Malott Hall would work closely with the *Kansan* staff through the installation of the equipment and would bear some responsibility in its maintenance.

In August, when Giles finishes his stay as professional-in-residence, the repair duties may be taken over by

Rick Musser, assistant professor, who is scheduled to be the next *Kansan* news adviser.

Musser said that the new technology would not change the newsroom's basic operation.

"You fit the technology to the paper, not the reverse," he said. "I'm excited because the kids will be able to see the changeover—this doesn't happen very often."

John Bremner, professor, reacted to the *Kansan's* use of editing terminals, saying there would be no changes in the way he taught editing fundamentals.

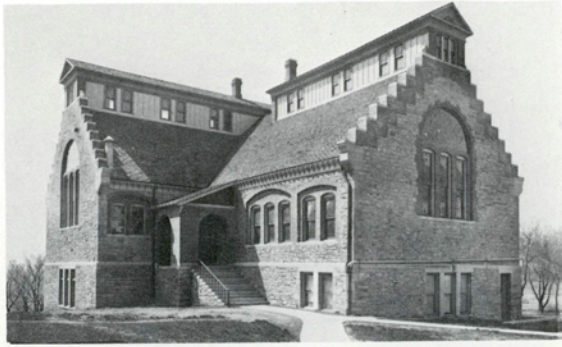
"I teach words," Bremner said. "You can't teach words with a VDT. No machine is as good as a human brain. I'm working with the brain first."

No one on the faculty argues with Bremner on this, but most of them agree that converting the *Kansan* to electronics is merely keeping in step with professional newspaper production—a costly, sometimes agonizing, but necessary move.



**Bob Giles, Gannett professional-in-residence, instructs John Whitesides, Shawnee Mission junior, in using the VDT for copy editing.**





The Kansan's 1934-35 home, called "The Shack"

## Brother, Can You Spare a Dime?

# '34 Kansan Editor Recalls School Years

by Angela Pothetes Johnson

The 1934 *University Daily Kansan* editor recalls two of the school's historic figures with quite different memories.

He remembers William Allen White as a man who seemed, to the student editor, to be overly impressed with himself. Leon Flint, then chairman of the journalism department, sticks in this man's mind as a gentle, easy-going man who was "recognized better in his grubbies than when he was dressed up."

It was more than 40 years ago that the former *Kansan* editor, William Blizzard, associated with the two men.



Reporters and editors in the *Kansan* newsroom, circa 1935

Today, Blizzard is owner and publisher of the Lake Oswego *Review*, a weekly newspaper that, with subsidiaries, has a circulation of 16,000.

Blizzard received his baccalaureate and master's degrees in journalism from the University of Kansas in 1934 and 1935.

Back then, no radio, television or film classes were offered by the department. Photojournalism was so new that Blizzard recalls a story about a student who interviewed the wife of a prominent publisher. The student took a photograph of the woman and was ensured a job upon graduation because of his ingenuity.

Students learned many of the writing skills taught today—and some lessons suited to the times. They learned that barter was often necessary during the Depression to keep newspapers going. Blizzard said a publisher learned to accept two bushels of potatoes or three chickens instead of cash when a subscriber could not pay.

A 1934-35 *Jayhawker* yearbook story by George Lerigo, night editor, sketched part of the *Kansan* scene:

"Bill Blizzard, editor-in-chief, is seen running around with a worried look on his face, for he is the man who guides the destinies of the editorial page."

Those destinies caused some trouble, and Blizzard remembers one time when he needed Flint's support.

Blizzard wrote an editorial titled "Brother, Can You Spare a Dime?" about the unfairness of making students who received government aid go through one line in the cafeteria and those who could pay go through another.

The scars of the Depression were no excuse for loss of dignity as far as Blizzard, who could pay, was concerned. He expressed his distress at the injustice of different lines and was criticized by the KU administration.

Flint backed Blizzard and his staff in their publication of the editorial and a week later all students were going through the same cafeteria line.

Another trying time was the first "strike against the war" campaign in May 1935. Several people did not sympathize with the peace movement, in which crosses covered the lawn of Strong Hall.

Joe Doctor, the *Kansan* editor and Blizzard's roommate, did not support the movement. But the *Kansan* Board, which set editorial policy, adopted a stand favoring the peace movement. Blizzard, *Kansan* Board chairman at the time, resigned in protest along with Doctor and the managing editor. The Associated Press picked up the story.

A less serious memory was when Blizzard was president of the KU chapter of the journalism society Sigma Delta Chi and William Allen White was invited to speak at an SDX dinner.

Blizzard had finished only half of his meal when he



noticed that everyone else was through eating and was waiting for him to introduce the journalistic sage.

White did not impress Blizzard, who could only stare at his unfinished meal during the now-forgotten speech.

Blizzard was active in SDX and in publishing the *Kansan* and shaping its editorial policy, but he can't remember anyone in the journalism circle caring much about the type of newspaper he someday hoped to own—a weekly.

He had been interested in weeklies since he was in high school in Rocky Ford, Colo., where he worked free for a print shop and learned to set type by hand.

A friend who had moved west told him to get out of the Midwest and come to “lands that promised more.” Shortly after Blizzard graduated from KU, he bought a \$200 car and started driving.

Out west he worked for seven or eight shops doing everything from bookkeeping to reporting to type-setting.

He was fired from a job because he “didn't fit into the pattern of a person working his way up through the ranks.” On a Friday the 13th he lost his bookkeeping job because he joined the union.

He finally bought a newspaper in Portola, California. It was his type of town, he said, because it was in the mountains and “there were about 17 saloons, three houses and one Protestant church, which was about the right proportion.”

There Blizzard met his future wife, Marge, to whom he has been married 38 years. Their son, Richard, now associate publisher of the *Lake Oswego Review* and owner of Lake Oswego Litho Printers, was born there.

Blizzard leased his newspaper to a neighboring publisher during World War II and was stationed in Bremerton, Wash., for officers' training in the Navy. He liked the area and scrutinized small newspapers. After the war, he bought the *Review* and his family moved to Oswego, Ore., in 1945.

The newspaper then averaged six pages and a circulation of 900. Today it averages 60 pages, has a paid circulation of 8,000, and has another edition that has gone to cities surrounding Lake Oswego for the past four years.

The city's name has changed from Oswego to Lake Oswego and the population has grown from 2,300 to 19,000.

Today, the newspaper competes with the twice-daily *Portland Oregonian* and *Oregon Journal*, but in the beginning Blizzard had competition “across the street” in an ad sheet called the *Buyer's Guide*. It carried as much news as the *Review* and gave away classified ad space.

The *Guide* ran stories about the enterprising new publisher and called him “Pinko,” “Buzzard” and “Gizzard.” Blizzard struggled to settle the slurs, mainly because he didn't want his young family to be hurt.



Photo by Angela Pothetes Johnson

**William Blizzard, editor of the *Lake Oswego Review*, works to keep his weekly competitive with daily Portland papers.**

Using the textbook from his class at KU on libel law, he finally convinced his lawyer that he had a case. After seven years, the case was settled out of court.

As publisher of a weekly newspaper, Blizzard offers young journalists a choice to do more than rewrites and obituaries. High school students are photography and sports news stringers, and college students have summer internships writing news and feature stories.

Many prominent journalists started at the *Review*, including two notable photographers.

Ron Bennet, a former high school intern at the *Review*, is a United Press International White House photographer. Jimmy Carter is the third President he has covered, following Gerald Ford and Richard Nixon.

David Kennerly, another former *Review* high school intern, has been with *Time* magazine, won a Pulitzer Prize with UPI, and was the White House photographer for the Ford administration.

To keep up with changes in the newspaper business, Blizzard is active on the board of directors for the Oregon Newspaper Publishers Association and takes part in the annual conference of the California, Oregon and Washington suburban organization of the National Newspaper Association.

He is retiring gradually and plans for his son to become publisher of the *Review*.



## Class of '57:

# A good group, but square

by Calder M. Pickett

To the Class of '57:

I just riffled through the alumni cards of you by-now distinguished American citizens, as I stumbled for an angle to introduce an article about you, third in a series for the *Jayhawk Journalist*—about *you*, in the event you'd been wondering, because it was 20 years ago that you left Flint Hall to go out and conquer the world. I remembered all of you (something I'll never be able to say about the Class of '77), and one of you just called me yesterday from Tokyo, one Sam L. Jones, who's been an Associated Press photography man there for some time. I can still see you sitting there in Editing or The Editorial or Reporting I, sleeping, some of you, looking bored, most of you. Wasn't it in the spring of '57 that Jim Sledd told The Editorial class that journalism students are all misfits, and none of you seemed to disagree?

*John Battin, Holtville, Calif. . . . Dale Bowers, Kansas City, Mo. . . . Conboy Brown, Kansas City, Mo. . . . Bob Bruce, Abilene, Texas . . . Ralph Butler, Salina . . . Barbara Bell Ciboski, Wichita . . . Mary Lu Wickersham Cole, Albuquerque, N. M. . . . Todd Crittenden, Macon, Mo. . . . Paul Culp, New York City . . . Virginia Bartlett Dale, Ukiah, Calif. . . .*

Names, with the most recent addresses. As I said in the article about the Class of '52, we can't vouch for where people are if people don't keep us up-to-date. I thought it might be instructive in looking at the Class of '57 to consider what was in the *University Daily Kansan* in those days and compare it with what's in the *Kansan*



AS IN ROME, SO AT KU — This toga-garbed, fan-cooled, grape-eating chariot master comfortably enjoys his glory. The drivers were honored and displayed before the chariot.

in '77. By sheer coincidence (I cannot tell a lie) I picked Feb. 20, 1957, and I write this on Feb. 20, 1977. The paper is a tabloid, of course, usually eight pages, though this one has 12. Brace makeup, with 16 stories on the front page, all quite short. Main story is a Humanities Lecture by Dr. Roland Bainton, who spoke about Erasmus. Plans were discarded to have a session watching the KU-Kansas State basketball game on television. The Rev. M. C. Allen of the First Baptist Church in Lawrence criticized the modern creed of skepticism. Irvin Youngberg, executive secretary of the Endowment Association, said the demand for loans and aids was excessive. Four geologists were planning a field trip to south Florida. "Is Religion the Answer?" was the theme of Religious Emphasis Week. A bridge tournament was to begin in the Kansas Union. The weather was cloudy and drizzly. The KU Chorale was to sing at a benefit for the Jewish Community Center. Rossini's "The Barber of Seville" was scheduled in the Museum of Art record concert series. Robert E. Beer, associate professor of entomology, was given a summer job at the University of Michigan. The cast for Jean Anouilh's *Thieves' Carnival*, a University Theatre production, was announced. The Kansas City Press Club gave \$200 scholarships to Dick Brown and Dale Morsch. A student who had been at the Press Club dinner was informed that the "tiny potatoes with a rather odd taste" he had eaten were turnips. *One Summer of Happiness* was the Film Series offering of the week. And a graduate student from Sweden, Tor Ek, was wondering where





—(Daily Kansan photo)



—(Photo by Gene Smo...  
...d in a frolicking proces...  
...sts left the starting line.

he'd find the money to go home for his father's funeral. All this, on one page.

Compare this then, with the *Kansan* of Friday, February 18, 1977. Steve Leben has been elected student body president. There's a huge picture of him calling his parents to give them the news. A poll shows that most students want The Whistle returned. The state architect says the law building will be completed on time. A pacifist presents his point of view on war. A photograph shows members of the Avanti Coalition (a political party) awaiting the election results.

The makeup is horizontal, and the page looks to me to be the widest newspaper page in America.

What does all of this mean? Well, I'm not sure, but I can tell you one thing: Bob Dylan was right when he sang "the times they are a-changin'."

Jerry Dawson, Minneapolis, Minn. . . . David Dickey, Chicago . . . Charles Drew, Kansas City, Mo. . . . Leo Flanagan, Chicago . . . Jane Pecinovsky Fowler, Kansas City, Mo. . . . Daryl Hall, Scottsbluff, Neb. . . . Wayne Helgesen, Omaha, Neb. . . . Sam Jones, Tokyo . . . James Kohlenberg, St. Petersburg, Fla. . . . John Hedley, Fairfax, Va. . . .

As I said of the Class of '56, you really were a square group. A good group, but square. I've been saying for years that you weren't, but a perusing of one year of the *Kansan* persuades me otherwise. You probably liked Hugo Winterhalter's "Canadian Sunset" (I did, and still do), Pat Boone singing "Friendly Persuasion" and "When I Lost My Baby, I Almost Lost My Mind," that big

instrumental, "Lisbon Antigua," "Just in Time" and "The Party's Over." Plus some others I'll sneak into this account later on. What was that '56-'57 school year like, what were you doing besides listening to those songs? The Young Republicans were a lively lot then, but it *was* the Age of Eisenhower. People got engaged, and the *Kansan* duly reported every engagement, with a picture. There were calendar queens, and a KU coed (dare we use that word today?) was Miss Kansas—one Mary Ann McGrew. A picture of the Military Ball queen candidates was on the front page. There was a competition for Little Man on Campus (historical note: based on the Dick Bibler cartoon character). There was a Greek Week sing, Miss Santa displayed her lovely charms on page 1, the Alpha Omicron Pi's moved into a new house and a major story was word that Comanche, the horse in Dyche Museum, would be portrayed in a Walt Disney movie (he was, by the way, and it starred Sal Mineo). There was a Rock Chalk Revue, best I've ever seen, and the DU's won with their "Remarkable Tale of the Pie-Eyed Piper" and the Thetas with their "Boston Betsy Goes West."

Touchdown IV, which I believe was the K-State wildcat, was stolen again, and Chancellor Murphy and President McCain issued a joint statement deploring such shenanigans. There was a trial for a KU party raider who invaded the sacred campus of Baker University. No Avanti Coalition, but a student party called POGO moved to alter the constitution of the ASC, and Bob Billings, a basketball star, was elected student body

## Athletes, Engineers Whoop Up Weekend



—(Daily Kansan photo)  
FLOAT OF FLOATS—Delta Tau Delta's float, "Sports for Peace," with a sportsman and a dove leading the world to peace, won first place in the men's division of the KU Relays parade Saturday. Camera fans are not hesitating to photograph the beauties displaying a javelin, basketball and other sports equipment. Paul Brown, Kansas City, Mo., freshman, is the sportsman standing on top of the "world."

Photo reproduction by Amy Janssen



president and seniors gave the Union entrance canopy as the class gift.

Harold Metz, Kansas City, Kan. . . . Joan George Paine, Caney, Kan. . . . Jim Pontius, Topeka . . . Dee Richards, Peoria, Ill. . . . Bob Riley, New York City . . . Betty Jean Stanford, Topeka . . . John Stephens, Sepulveda, Calif. . . . Albert Stevenson, Los Angeles . . . Felecia Fenberg Sticher, Basking Ridge, N. J. . . .

It's hard to believe there were only 8,500 students that school year; you must come visit the second floor of Flint as classes are changing, troops. A new policy was put into effect: students must register their cars. Construction began at Stouffer Place. An announcement was made that we were to get a Computation Center. Bailey Hall was dedicated as the home of the School of Education. A front-page story said KU was losing its best faculty because of low salaries, and I remember how Emil Telfel complained about the notion that the "best" were leaving. Meanwhile, the legislature authorized a five per cent increase in faculty salaries. Three new deans: John McNown, engineering; Jim Surface, business; Emily Taylor, women; a new comptroller, Keith Nitcher. A famous name came to the faculty, Bernard "Poco" Frazier, and the western civilization department decided to order a few paperbacks to alleviate the problem of reading all those authors in the reserve library. Remember all those things?

Remember "Mack the Knife" on every jukebox, "See You Later, Alligator," Patience and Prudence singing "Tonight You Belong to Me," Jimmie Rodgers singing

"Honeycomb," Harry Belafonte singing "Jamaica Farewell" ("Down the way where the nights are gay . . .") and Perry Como singing "Round and Round"? The Film Series that year was one to remember: *Oliver Twist*, *Citizen Kane*, *Hamlet*, *Ugetsu*, *The Red Shoes*. That for you Class of '77 people who think we were in the dark ages 20 years ago. Dark ages? When Alfred M. Landon talked here, and Herbert Hoover, Jr., and Margaret Mead and Sir William John Haley of the *London Times*? When *Waiting for Godot* and *Of Thee I Sing* were produced, and one year brought "Jazz at the Philharmonic," with Gene Krupa, Ella Fitzgerald, Dizzy Gillespie and Stan Getz; when Frankie Carle, Jimmy Dorsey and Louis Armstrong played on campus, when the Berlin Philharmonic was here and John Stuart Curry's paintings were exhibited in the Museum of Art?

There was a six-state blizzard, and April 11 brought the heaviest spring snow to Lawrence in 70 years. Worse still, May brought the terrible tornado that killed 36 persons in northeast Kansas and the Kansas City area, especially in the Ruskin Heights area. I remember those things, and I'd forgotten all about some of the other matters I've mentioned.

You were powerful, tough, hard-hitting editorial writers (I can read the *Kansan* of that year and remember the assignments I was giving, or suggesting, in class). Jim Sledd said that fraternities lacked maturity; that Jim Sledd let us all have it. Dave Webb urged us not to be conformists (this was the heyday of *The Hidden Persuaders* and *The Lonely Crowd* and *The Organiza-*



RUTH RONEY



ELIZABETH TITSWORTH



GERI ANN LILEY

## Diamonds To Three Students

Mr. and Mrs. Roland E. Roney of Lawrence announce the engagement of their daughter, Ruth, to John Irby Hughes, son of Mr. and

Mr. and Mrs. George A. Titsworth of Green Ridge, Mo., announce the engagement of their daughter, Elizabeth Louise, to John A. DeHoff, son of Mr. and Mrs. Elmer DeHoff

Mr. and Mrs. John M. Liley of Oskaloosa, Iowa, announce the engagement of their daughter, Geri Ann, to Nelson Alan Perkins, son of Mr. and Mrs. Cecil J. Perkins

## New Styles Featured For

Winter wool skirts and sweaters will soon be packed in mothballs and the new spring fashions will appear on campus.

### Blouses Are More Feminine

For a comfortable and chic spring look, blouses have changed from the man-tailored style to a softer and more feminine cut. The collar is looser, in the Italian manner, and sleeves have been cut shorter and rolled to just above the elbow. Fabrics are also more sheer and delicate. Heavier cottons have been taken over by more light-weight materials such as gingham, dacron and cotton mixtures, and pure silk, for dressier wear with suits.

With these smart blouses one will find matched slim ivy-league cotton skirts. Besides looking neat, straight skirts are also much cooler than full petticoats. Full skirts are not done away with, but they are trimmed down to a loosely pleated or flared cut.

For very early spring there are blouse and skirt ensembles of light-weight wool flannel with matching



tion Man). Jerry Dawson asked "why not conform?" Ray Wingerson asked "why conform?" Wingerson blasted White Citizens Councils. Jane Pecinovsky urged us to get polio shots. Leo Flanagan said that Eisenhower's leadership was zero. Pecinovsky wrote about James Dean worship. Dawson wrote about James Dean worship (major issue in '57). Pecinovsky urged us to play Santa. John Battin asked "Are rock 'n' rollers pagans?" (The thought had never occurred to me, by the way.) Marilyn Mermis sounded off about trashy music on the radio. Felecia Fenberg said that "Johnny can't talk, either." Peggy Armstrong remembered that Lindy flew the Atlantic 30 years earlier, and Jim Tice defended critics and said that graduate students weren't crazy (another idea that hadn't entered my 36-year-old head) and that KU spirit was dead. Larry Boston criticized vandalism, LeRoy Zimmerman systematically analyzed the Union food and Dawson commandeered the front page to let the proposed parking fee increase have it.

Larry Stroup, McPherson . . . Louis Stroup, McPherson . . . Kent Thomas, York, Neb. . . Jim Tice, Kansas City, Mo. . . Dick Walt, Chicago . . . Martin Walz, Bonner Springs . . . Dave Webb, Alexandria, Va. . . Nancy Wells, Denver . . .

One of the editorials, by Kent Thomas, was about KU and a now-famous figure named Wilt Chamberlain. This was Wilt's super-year. It was quite a year for two KU men at the Summer Olympics, Bill Nieder placing second in the shotput and Al Oerter breaking the record with his discus throw. The World Series was on television, and we watched as Don Larsen of the New York Yankees pitched his perfect game. Don Faurot ended his coaching career at Missouri and Chuck Mather continued his at KU. We won four, lost five, tied one. Chamberlain hit 36 one night in beating Oklahoma A & M, was on the Ed Sullivan Show when he was named to the All America team, and of course our basketball team won the Big Seven, won the NCAA regionals, and then lost in three overtimes to the University of North Carolina. Big speculation in the spring: Will Wilt turn pro? Will he play for the Harlem Globetrotters? Well, not quite yet. Oh yes—14 records were broken in the Kansas Relays that April.

The *Kansan* printed much news about the School of Journalism, far more than we read today. There was a new man on the advertising faculty, George Link. Dean Burton W. Marvin went to Strasbourg to be a consultant on a journalism center, Elmer Beth talked at the University of Alabama and Emil Telfel was quoted as saying that "an informed people are the backbone of democracy." All of this on the front page, naturally, plus a visit by the "History of American Journalism" class to Emporia. It was the year of the big debate over whether the *Kansan* should be politically neutral, all stimulated

## Eastern's Strong; Jayes First

RYL HALL, Managing Editor of *Daily Kansan*

and the nation's No. 1 basketball power in pre-end Wilt Chamberlain pre-season all-star, make their debut in Allen Fieldhouse a strong North- as the Jayhawkers test for the Big championship and

game crowd of well expected for the scheduled for 7:35 p.m. eastern game opens toughest collegiate edules in the nation, awkers facing such arquette, Wisconsin, California and Okla- along with the regu- reams.

At League? in conference is ex- toughest league in winter, with Kan- owa State both listed ntry's top 20 teams. ed 12th and 1-State re-season polls, starting five of last supplemented by a ip of sophomores in- berlain, forward Ron guard Bob Billings, drills last month to ck Harp, in his first coach, one of the squads ever assem-

has named the fol- lineup for tonight's rain at center, Lew ) and Gene Elstun ds, and Johnny Park- Maurice King (6-2) at

ng Reserves ced bench will also give Harp additional ry position. The re- Eddie Dater (6-2), John Cleland (6-2) -10) at guards; Lee Ron Johnston (6-2), Lynn Kindred (6-3), Simpson (6-3) at for- onie Johnson, (6-4)

n, the much publi- phia sophomore. is son why conference Kansas with despair the Jayhawkers to league in basket- he next three years. schol player, Wilt oints and in his first ance at KU, scored ad the frosh 'o an 81- r the varsity in 1955. was the first for the e history of the serie

ed by Surgery was hampered dur- weeks of drills by throat which caused the first two weeks of d if Wilt had fully each Harp said that performance in any indication, he covered.



# Daily Kansan

54th Year, No. 52 LAWRENCE, KANSAS

## Relief Funds To Be Collected At Game

An appeal for support for refugee Hungarian students will be made by Emil L. Telfel, associate professor of journalism and native of Hungary, during half-time at the KU-Northwestern basketball game tonight. Prof. Telfel will describe the recent Hungarian uprising in an appeal for relief funds for the students who fled into Austria during the revolt. Funds will be collected by Campus Chest officials. (See related editorial and feature story on page 2.)

## Eta Kappa Nu Initiates 15

Eta Kappa Nu, professional electrical engineering fraternity, Friday initiated one faculty member and 14 students. Those initiated were Dale Rummel, instructor in electrical engineering; James D. Hardy and Bruce Nielson, Lawrence seniors; Loney Duncan, Coffeyville senior; Harold DeMoss, Tulsa, Okla., senior; Fred Riley, senior, and Raymond H. Dean, junior, of Kansas City, Mo.; Cletus Iabell and Richard Hinderliter, juniors and Russell E. Hayes, senior, of Wichita; Robert J. Justice, McPherson senior; John E. Lembke, Prairie Village junior; Warren D. Chinn and Richard W. Fergus, Lawrence juniors, and Billy Demmon, Topeka senior. The initiation was held in the electrical engineering laboratory, and a banquet was served afterwards.

## Films On Medieval Life To Be Shown

Medieval society and culture will be shown in film at 4 p.m. Wednesday in 3 Bailey Hall. "Medieval Manor" shows several different manors combined to create one household representative of its time. "Medieval Guilds" shows a medieval community which can be studied from its beginning to final development. Next week "The Little Angel" will be shown. It is the story of the little cherub whose gift is chosen to be given to the Christ Child. The film story is adapted from Charles Tetzewell's book.

## Leavenworth Comm To Crown Military B

Highlighting the Military Ball Saturday night will be the crowning of the 1956 ball queen by Maj.-Gen. Lionel C. McGarr, commandant of the Command and General Staff College at Ft. Leavenworth. A 1928 graduate of the Military Academy at West Point, Gen. McGarr has been decorated many

## Rec Fun

Clubs and appropriation senior, before

## Planni To Me

Walter Blum American So- fls, Chicago, address Dec. Conference at KU.

Mr. Blucher "Ideals of C has been asso City Planning tional Resour- reau of Recla er executive of State Plan Agencies and of Planning C

A panel of government planning pro- and Melvin west Resear City, Mo., wi munity plan E. Gordon fessor of s luncheon ad People."

## Newmal In Weel

Members Catholic stud the weekend tion Abbey, t The group Saturday the service for ordinarily s During their ed lectures i

when the *Kansan* Board voted to repeal the neutrality clause in the *Kansan* Constitution. Dean Marvin and the *Iola Register* were opposed, but the *Kansas City Star*, *Wichita Beacon* and the *Hutchinson News-Herald* all backed the board in what it had done. More controversy, right on top of that *Sour Owl* mess of the spring of '56.

As I read the editorial page I conclude that Walt, Pecinovsky and Thomas were managing editors; Wingerson, Webb and Dawson were editorial editors, and Crittenden, Flanagan, Bowers and Dickey were the top people on the business side. Wingerson was one of several editors who interviewed a young politician named Richard Nixon. Stauffer Publications purchased most of the Capper enterprises and the radio-television depart-



ment made a lot of news: Meredith Publishing gave a \$15,000 transmitter, the wired wireless station KDGU, became KUOK, there was a TV-film-radio workshop and the students made a television film themselves. In 1956-57? A student critic named Tom Sawyer was busy writing, and acting, too, Kent Pelz was elected Little Man on Campus and Peggy Armstrong returned from a safari to Kenya. Marie Engelman of the Hill City *Times* won the Matrix Table award, Irving Dilliard of the St. Louis *Post-Dispatch* was the William Allen White speaker and Hal Boyle of the Associated Press spoke at the *Kansan* Board dinner.

Ah yes, the *Kansan* Board dinner. My memory tells me that there was a pleasant pre-party at a place called the Dine-A-Mite, and I recall that Jerry Dawson and Bob Hartley, wearing their white sports coats and green carnations, told me to keep off their blue suede shoes and that they were all shook up. For this was the year of Elvis and Jerry Lee Lewis and Fats Domino, of "Don't Be Cruel," "Hound Dog," "Love Me Tender," "Teddy Bear" and "A Whole Lot-ta Shakin' Goin' On." So there was, Jerry, but this was a quiet time compared with ten years later. Stepping up for awards at that dinner where Hal Boyle spoke were such people as Thomas, Walt, Fenberg, Ciboski (then just Bell), Bowers, Flanagan and Bill Harmon, whose name doesn't seem to have entered this account earlier.

What was happening out there in the "real world" (a term being used even in '57) as some of these things were taking place? Rosalind Russell was on Broadway in *Auntie Mame*, and so was Judy Holliday in *Bells Are Ringing*. It was the year of *Long Day's Journey into Night*, *Separate Tables* and a musical version of *L'il Abner*. *Kansan* ads will back me up when I tell you that the movies of the school year included *Moby Dick*, *The King and I*, *High Society*, *War and Peace*, *Bus Stop*, *Tea and Sympathy*, *Giant*, *Around the World in 80 Days*, *The Ten Commandments*, *Anastasia*, *Baby Doll*, *The Spirit of St. Louis*, *Heaven Knows*, *Mr. Allison*, *Twelve Angry Men* and *The Bachelor Party*. Not an X-rated one in the bunch. Edwin O'Connor's *The Last Hurrah* was a big-selling book, and so were *Peyton Place*, *Profiles in Courage*, *The Search for Bridey Murphy*, *A Death in the Family* and *By Love Possessed*.

The previous summer, Gamel Abdel Nasser of Egypt had seized the Suez Canal, and the fall of '56 brought war in the Middle East. It also brought a rebellion in Budapest against the Russian power there, and I vividly recall Emil Telfel—our resident Hungarian—at a KU basketball game calling on the student body to join a protest. It was a marvelous moment, and we didn't do a damned thing about it. Nasser was voted by my Editorial class (three of you, as I recall) the newsmaker of the year, despite the fact that Dwight Eisenhower had just won his second term. (Do you remember that Gar-



JUDITH DUNKLEY

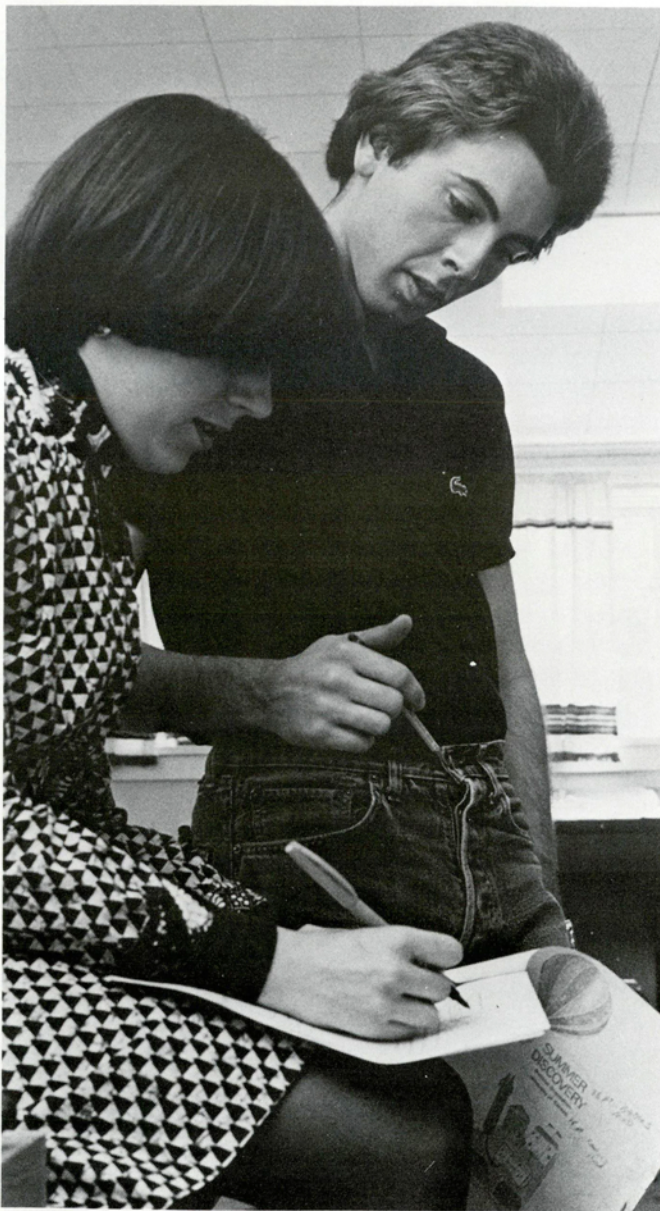
den City *Telegram* banner headline of that fall, about the presidential, gubernatorial and congressional races? "It's Ike, Docking, Probably Breeding.") Anthony Eden resigned as British prime minister over the Suez crisis, there was a Mad Bomber in New York, Joe McCarthy and Humphrey Bogart both died, we had a commencement and ended the school year of 1956-57 and deans breathed sighs of relief. Who could have believed that 20 years later we'd look back and wish for a school year as placid as the one given us by the quiet—but quite memorable—Class of '57?



# Clients, Deadlines, Practicality: Focus of Studio 744

by Merlyn Brown

Photos by Jennifer Carter



Kurt Schiff, senior in advertising, shows copy to his client, Leslie Prince.

Studio 744 is unusual, productive, creative, practical and at times a bit crazy.

Studio 744 is the name of the advertising studio developed for practical experience by Sandra Ernst, assistant professor, and her 13 advanced advertising copy students.

The studio is a practical approach that is somewhat different for the advanced copy course at the school. The course, which is currently offered once a year, is open only to seniors and graduate students who have taken the required sequence of courses in advertising.

The name, Studio 744, was chosen by the students in class competition. Possible names were offered by the students and the winning entry became the name of the class' advertising studio.

The studio is a method for gaining a practical education. Students are a part of a working environment in which real clients pose real deadlines and good ideas are often found to be unworkable.

There are few lectures given during class time. Most of the knowledge is gained by the students while participating in actual working situations. This means the students often must bend their schedules to meet the demands of the clients. The three hours of class per week is seldom enough time to fulfill the requirements of the jobs.

The students work in groups and are involved directly with the pressures of working situations and of individual responsibility within a group to do their share of the work and to meet the deadlines.

**“So much undergraduate work is done solo. But life isn't solo. The working world is a big group.”**

*Kathy Russell, senior in advertising*



**“In the timetable it’s listed as ‘Jour 744—Advanced problems in copy and layout.’ It might as well have a double listing: ‘Jour 101—topics and problems (mostly problems) in the Client.’”**

*Kathy Russell*

Ernst explained that “the students learn everything from the production process to the development of a concept to explaining a particular concept or logo or brochure to a client.

“It brings them face to face with the real world of production. They often find that some neat ideas don’t work because the ideas can’t be produced within the limitations of the budget. They must find one that actually works, unlike in class where students design something and that’s the end of it. In class they may not have to worry about whether or not it works or whether the client likes it,” Ernst said.

The students are now working with a brochure that, according to Ernst, sounded easy but, as they worked with the concept, posed a problem in the final stages with different types of art. The end result was considerably different from the original concept.

“Probably the most valuable experience our students are going to get out of this studio is the realization that you try an approach and lots of times it doesn’t work out and you go back and try another approach,” Ernst said.

Jan Mercer, senior in graphic arts, agreed with Ernst. “The class is run like an actual agency,” Mercer said. “We take the concept from beginning to end. The important thing is that if the product doesn’t work we must design one that does.”

This valuable learning experience didn’t begin simply or inexpensively. At the beginning of the semester the class had little to work with.

“In fact,” Ernest said, “we had not so much as a bottle of rubber cement. We had to start from scratch.”

Each student contributed five dollars for working capital and necessary supplies such as pica rulers and poster board. These supplies and the few supplies donated by the school were the beginning inventory of Studio 744.

The studio soon had three clients, 18 jobs and a few problems. The jobs ranged from business card and logo designing to orientation material designing. The problems were mostly organizational and managerial.

The organization of a business atmosphere was difficult when only two class periods a week were available. Also the 18 jobs had to be divided between 13 students to give each student maximum experience.

The students often gave their lunchtimes or Friday afternoons to help alleviate one of the problems.

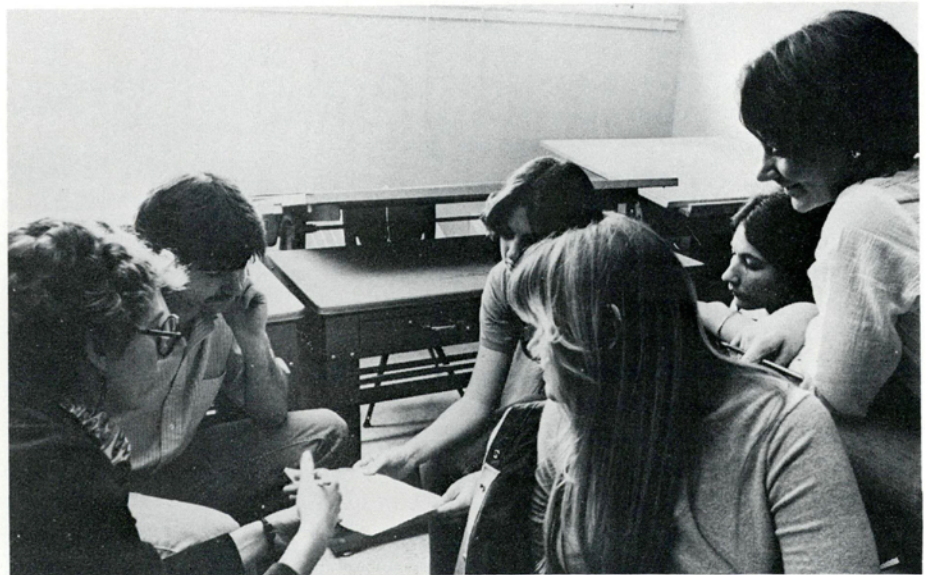
“You don’t spend that much time in class,” Ernst said. “It is difficult for a class to do a 40-hour-a-week business’ work. It is pushing us to keep class time in relationship.”

Kurt Schiff, senior in advertising, said that the extra time spent on the class was worthwhile.

“We are not overworked. We get as much done as we can and the product and the experience make it worth the extra time,” he said.

To help solve another problem, the jobs were divided among the students by using creative competition. The

**Students and professor huddle to discuss a client project. From left: Prof. Sandra Ernst, Tim O’Shea, Sarah McAnany, Marjory Hawkins, Judy Jarsulic, Terri Hill.**







**Cheryl Payne makes a presentation to the class as Prof. Ernest and Randy Pease look on.**

class as a whole acted as a creative board. Each concept was displayed for the board to look at and the best concept for the job was chosen. The creator or creators of the design were then assigned to the job.

Ernst said, "As much as half of the class might work on one job in the creative period. As we narrow down the ideas that might work for the client, the number should reduce to two students."

The designs are screened by the class board, the teacher, and the clients. Ernst said the students will learn that clients are unpredictable and the process of revision is a constant one. She said this is a critical lesson to learn.

"Working with a client is a shattering experience the first time around. They're coming up with some really fine creative ideas and they take them to the client and the client may say 'I don't like that.' They say 'why don't you like it?' All the client can say is 'I don't know why I don't like it, I just don't. Show me something else.' Well, that's a shattering experience," Ernst said.

"These students are learning to cope with the communication problem with their client. They're learning how to present their ideas and develop their idea, first of all, so they can explain and sometimes defend their idea in a professional manner."

Greg Zillner, senior in graphic arts, and Terri Hill, senior in advertising, said that working with the client was valuable experience although it was not always easy.

One of the clients, Roger Campbell, who has recently started a school supply company in Kansas City, said that communication had not been a problem for him. The only problem that he had with Studio 744 was that all four designs presented to him were very good and he had to pick one.

"For me it has worked out tremendously," Campbell said. "They have come up with some super creative

ideas. My situation is an extremely difficult one to come up with ideas for and they have completely outdone themselves. I doubt if I could have gotten anything close to that caliber of creativity in an outside firm."

In addition to giving the clients high quality work, the class gives them a good price. The client must pay only the cost of the supplies used to complete the job.

Campbell said he believed that he was getting more than his money's worth from the class and that he could not say enough good things about the class or about Ernst.

Not only was Campbell completely satisfied with the class but students also expressed satisfaction with it.

Zillner said, "The class is the most beneficial one I have taken since I have been at the University. It is the first practical experience I have received. I have learned a hell of a lot."

Mercer said she enjoyed the class and that it was a helpful experience.

"If they can continue Studio 744 I think that it will be successful," she said. "It gives the student an opportunity to feel as if he or she is doing something important."

With responses like these there seems to be no reason to change the method of teaching the class. According to Ernst, however, there are a few things that need revision to make the class more workable.

Ernst said that she would like to see the course offered in a once-a-week, four-hour-block format to give the students more time and a sense of working continuity.

With these changes, Ernst may improve what is already a rare and valuable learning experience. The physical products of the course, the logos and other designs, could be difficult to improve, however, at least if you listen to Roger Campbell and the other clients.



# Mason captures

Story by Marea Liebert

To Gary Mason, assistant professor, photography is more than an art. It's the confirmation of truth—truth that is sincere and meaningful.

When he was on sabbatical leave last fall, Mason had the opportunity to shoot and print more than 300 photographs of the lives, land and accomplishments of the Navajos. His pictures were sincere. They did have meaning.

Mason was invited by the Navajos to take pictures for his project, "The Navajo History Book." He worked through the Navajo legal council and had to get a permit for a month at a time in order to stay on their reservation. He has deep respect for their customs and traditions, and obtained permission to take all of his photographs. The Navajos will not allow any photographs of their ceremonies. There is a myth that if you take a picture of the *ya ba chai* dance, for example, you will go blind.

Covering 5,000 miles of the 24,000-square-mile reservation, he traveled by Gremlin throughout Arizona, New Mexico, Colorado and Utah. An interpreter ac-



Photo by Bill Uyeki

Above, Prof. Gary Mason prepares his slide show of the Navajo Nation's history for presentation in area schools and churches. Right, one of Mason's pictures depicts the dry sandy soil, which covers 55 per cent of the Navajo reservation.





# res Navajos on film

accompanied him because the tribe spoke its own language, which is similar to Chinese in tonal sound. Home base was a trailer home in Farmington, N. M., where he lived with a Navajo family, Mr. and Mrs. Harrison Charley and their daughter Stephanie.

The exterior of the trailer is typical of any other trailer, but step inside and it's an entirely different world, Mason said, because of the Navajo culture.

There is little electricity or running water available to the homes on the reservation. The water is carried back to the homes in barrels either on the back of pickup trucks or wagons. Because of the high cost of gasoline (76¢/gallon) many of the people are returning to the horse as a means of transportation.

"My biggest worry was having enough fuel and water on the reservation for my car," he said. "The service stations were miles apart."

Mason's project, "The Navajo History Book," begins by depicting life around the year 900 and ends with the present. Weaving has been documented as early as 911, and a portion of the book deals with the intricate de-

signs, techniques and legends of this famed Navajo handcraft. Besides rug and blanket weaving, the Navajos are accomplished silversmiths.

Mason photographed some of the first dresses. Among them was a wild-cotton dress that the women wore before 1705. Later, they had to use wool for clothing because the sheep had consumed most of the cotton plants.

The early dresses consisted of two pieces of woven material fastened together with a hole at the top and at the sides and base. Although warm and uncomfortable, they were very durable.

Mason also took a picture of a bayeta blanket. Bayeta was the red underwear worn by the Spanish soldiers. The Indians unraveled the thin red thread and reweave it into blankets for their chiefs. They interspersed the bayeta with vivid red, blue, white and yellow wool dyed from roots and plants. Today the blankets are very valuable.

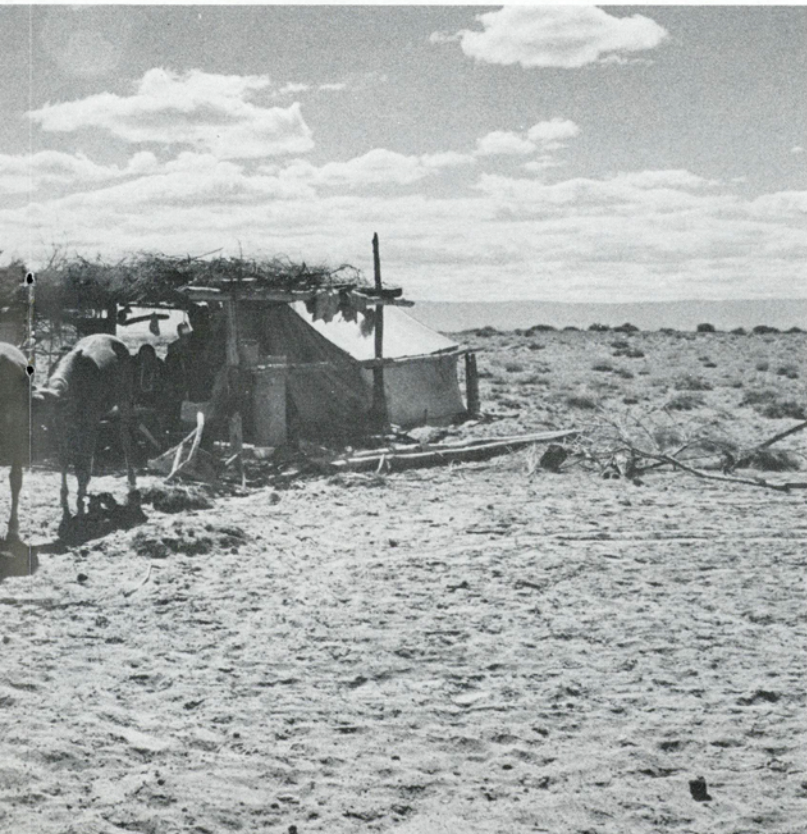
The Navajos refer to their weaving as the "handiwork of gods." In their early beliefs, the Spider woman was taught the art of weaving from a spider and she, in turn, taught the Navajo women. They left a spirit hole in the center of the blanket like the center hole of a spider's web. It allowed the evil spirits to flow from the blanket. Later, when they began to trade their blankets for other goods, they omitted the hole and made one irregular line from the center of the blanket to its edge for the same purpose.

No family designs are drawn. The women carry the designs in their head and hand them down from grandmother to mother to daughter. They are reluctant to have them photographed and Mason made it a point to get their permission before he did so.

The history of the Navajo nation is one of poverty, deprivation and neglect.

Mason, who witnessed their suffering, said, "The white man has never lived up to any of the treaties in total. I don't see how they (the Navajos) can trust anyone, yet they go on trusting."

Mason said the book will correct many false historical references. For example, the reason Kit Carson drove





the Indians away from Fort Defiance, forcing them to walk 300 miles to Fort Sumner in 1863, and the reasons behind all the death and destruction caused by the Spanish-Indian Wars and slave trading, will be discussed.

One photograph dealing with more recent history was taken of the World War II code talkers, who played an important role in the victory over Japan. They spoke in Navajo and the enemy could not break the code. It is estimated that more than 3,000 young Navajos joined the armed forces during the war. Proportionally, this figure represents one of the highest percentages of total population in the armed services of any ethnic group in the U. S. Their contribution was recently recognized by the President of the U. S. prior to the Bicentennial, but it took more than 30 years for this recognition.

The reservation is very much a part of the Navajo history and life, and Mason caught its various moods and beauty for the book. Dry tan desert covers 55 per cent of the reservation. Herds of cattle and flocks of sheep graze on the sparse grass and herbage. Mountainous terrain covers 37 per cent of the land and dense forests cover the remaining eight per cent, providing ample wood for a large lumber mill.

One of Mason's favorite people was Andy Natonabah, a medicine man and teacher at the Navajo Community College in Tsaile, Arizona. Natonabah has been a medicine man for over 30 years and has never lost a cancer patient. People from all over the country seek his help, and *Science Digest* published an article about his remarkable medicine. He prays before he begins looking for the roots and herbs he uses for medicine, and once he finds them, he can even tell how long a person will be sick by looking at the plant.

To Mason, it's the calm spirituality and wisdom of Andy and the other older tribesmen he most admires.

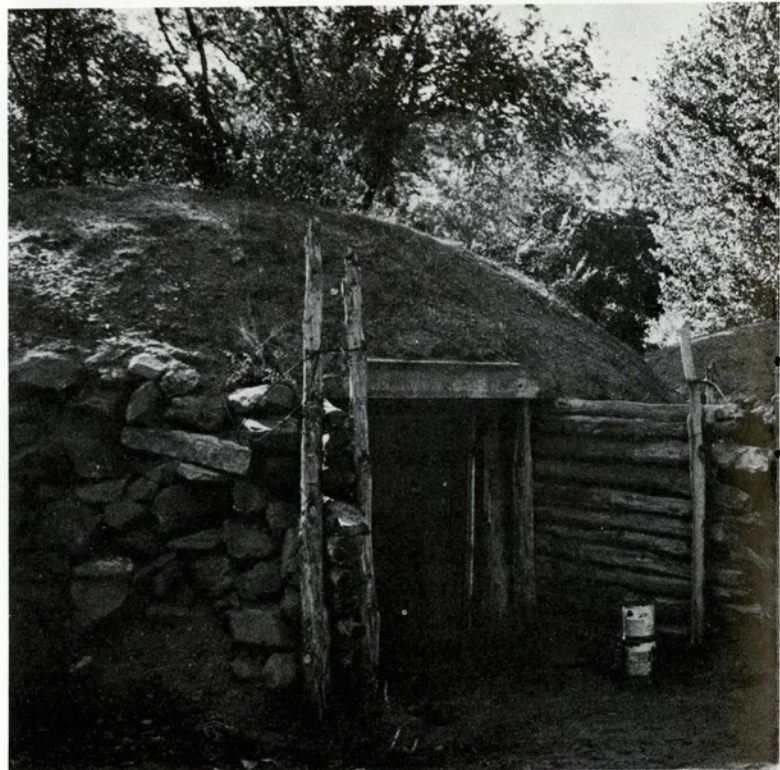
"I like the old people. They're all very true to nature and to society."

Mason has written down a quotation from another medicine man that represents the people's deep concern for goodness and righteousness.

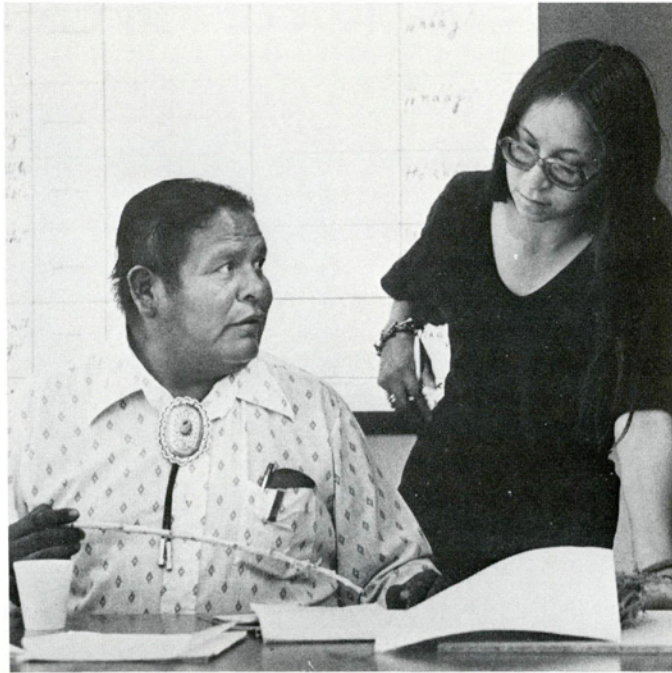
It reads, "You can't get riches if you treat your relatives right. You can't get rich without cheating people. Cheating people is the wrong way. That way gets you into trouble. Men should be honest to get along."

While Mason learned to love and respect the Navajos, they, too, learned to respect and trust him. He had the rare opportunity of being invited to a sing and a ceremonial hogan.

He said, "The primary purpose of the ceremonials, called sings or holy chant or song, is to keep man in harmony with the universe."







**Left, a Navajo woman cards wool, preparing it for spinning. Above, Andy Natonabah, medicine man and teacher, instructs one of his students at the Navajo Community College in Tsaile, Ariz. Below, the Navajos lived in these hogans made of earth, stone and wood as early as 900 A. D.**



A ceremonial sing is performed to help or treat a person to recover from sickness. In this case a man had moved bones from a sacred place to another place for greater security. The clan (family) spent three days praying and singing to eliminate his nightmare caused by his action.

At the ceremonial hogan he attended, a medicine man, a father and a son met to pray, but Mason would not reveal the purpose. To do so, he said, would be violating Navajo trust.

The present situation of the Navajos according to United States standards looks rather dismal. Per capita personal income averages \$900 a year as compared to \$3,921 elsewhere in the U. S. Twelve years is the average in school for U. S. adults; it's five years for the Navajos; and 50 per cent of the adults cannot read or write English. Only eight per cent of the Navajo homes have inside plumbing, compared with 82 per cent in other U. S. homes. But the Navajos are working at closing these gaps with the development of the Ten Year Plan, which began in 1972. A large part of the history book will discuss the plan and its results.

The first part of the plan outlines the deficits that separate the Navajo's economic and social circumstances from their fellow Americans. Public investment will be the means of closing the gap. Part II of the plan outlines goals and steps that must be taken to achieve them.

The irrigation project greatly impressed Mason. An elaborate plan to irrigate 100,000 acres by creating a gravity flow from the Navajo Lake to the farming areas, is a primary goal of the plan. Barley, corn and alfalfa are now grown on 20,000 acres where the irrigation system is completed. Last summer, the Coors Company bought the barley from the nation.

"It's an amazing sight," said Mason, "to stand on a cliff and see squares of green where there was only tan before."

Substantial gains have been made in Navajo health, education and welfare. The young people who receive scholarships and leave the reservation will be able to come back.

"The Navajo can go back as farmers," Mason said. "The land belongs to the Navajo nation and will now be able to supply jobs. What will be needed, though, is education. The whole program centers around education."

Mason, too, would like to go back, retiring there. The simplicity and beauty of the Navajo nation has left a permanent impression on this softspoken, gentle man. His contribution to this great tribe, the photographs for "The Navajo History Book," will live for many years.

Photos by Gary Mason



# Young's sabbatical dream



Photo by Amy Janssen

by Sharon Warren Walsh

We call a professor's leave of absence after seven years of work a sabbatical. The word originally denoted a year observed every seven years by the ancient Jews during which the land remained fallow. It allowed the land to rest, thus preparing it for another growing season.

Lee Young, professor, wanted his sabbatical to fulfill the word's meaning. After twelve years of teaching journalism at KU, including duties as associate dean and acting dean, he looked forward to his sabbatical as a time of rest and refreshment. But he found an old truth: Sometimes the best part of something you look forward to is just that—the looking forward, the dream of what it will be.

Young encountered the dreams long before he actually began his sabbatical last fall. He gets a faraway look in his eyes as he leans back in his office and remembers those pre-sabbatical dreams.

"I wondered what it would be like not to have to come to Flint Hall for five months, not to grade a paper or prepare a lecture," he says.

It was a prospect he enjoyed. He saw himself reading books and, his special interest, magazines, sleeping late and "going up into the mountains," a phrase he uses to describe those quiet times when he sits back to reflect on his life.

But his main resolve was, "I'm not going up to Flint

Hall, ever!" It was a resolve that was soon broken by circumstances he could not fully control.

Before his leave began, Young took the precaution of moving all the books and papers that he would need for his research to his home so that he wouldn't have to return to the hill for anything.

On his first day of freedom, Young didn't spend much time "up in the mountains." That was to come later. First, he had to mentally separate himself from the hill. He went shopping, cleaned house, had dinner ready when his wife came home and, at the end of the day, was to be found sitting in a lawn chair on his neighbor's (Dean Del Brinkman's) driveway with a martini in his hand, lying in wait to gloat over his freedom.

His first week at home was spent in much the same way, he says, working in the yard, doing housework, relaxing. "It was a wonderful release and a great relief to me just to relax."

And then there was his beloved golf. For seven consecutive days he played golf with his wife, Shirley.

Then came the fateful eighth day, which, in part, was responsible for the undoing of his sabbatical. Feeling very free, Young went for a neighborhood walk with his wife and the Brinkmans. At the end of the walk he went over to pull down the garage door and in the process broke the ends of two fingers. No more golf, no more typing for a month and a half.



# meets reality

This ended the sabbatical honeymoon and began the magnetic pull of Flint Hall on Lee Young. On the fourth week of his sabbatical, Young returned to the hallowed halls of Flint because it contained two valuable resources. First, there were secretaries to type the notes he needed for his research and could no longer type for himself. Second, there were people with knowledge and advice about his topic of research. Bob Giles, visiting professor, and Rick Musser, assistant professor, offered advice and aid in Young's area of research—the new technology in newspapers.

Young's research included surveying Kansas newspapers to find to what extent they are produced by electronic means and what preparation their editors expect journalism students to have in the new technology. He also visited newspapers and journalism schools around the country to study their equipment and training programs, and he surveyed several schools to find out what they were doing.

In this line of duty Young visited such teeming metropolises as Athens, Ohio; Lafayette, Ind.; Rochester, N. Y.; Minneapolis, Milwaukee, Detroit and Kansas City.

Young's Kansas press survey, which was published in the *Kansas Publisher*, will help him design a series of courses that will give news-editorial majors more experience with the production aspect of newspapers. His research also resulted in invitations for speaking appearances in Wichita and San Francisco.

So, Young could be seen trudging up the hill on many days of his sabbatical to talk to Giles or Musser. Once in Flint Hall, he was often waylaid in the corridors by innocent students who needed his advice and counsel.

He admits there were disappointments in the sabbatical. His wife couldn't travel with him because of her work in the chemistry department at KU. His son, a KU sophomore, was ill and hospitalized most of the time. He was a housekeeper a great deal of the time. It didn't quite live up to his pre-sabbatical dreams.

"I didn't get that beautiful sense of being away that Bremner got in Australia and Pickett in Europe," he says. "I think I'd look back on it with more fondness if it had been a real separation."

But he learned about more than newsroom technology. He learned that he didn't play golf any worse with braces on his fingers than he did without them.

He also learned that he didn't miss anything about school. He admits that without guilt. He spent his time "in the mountains" considering what options there might be to teaching.

"I must confess that I started counting down the weeks and then the days until I had to come back," he says. "I had a terrible fear that I wouldn't be able to gear up for teaching, that I wouldn't enjoy it as much."

Now he says he found that it was a groundless fear. Young, a six-time HOPE award finalist and winner of the H. Bernerd Fink distinguished teaching award, still enjoys teaching. "Now, it's as if I never left," he says.

Although he didn't miss teaching classes, he did think about them, especially his "Magazine in American Society" course, a favorite of many students. The class, which has almost fifty students enrolled this semester, had become too large a burden for him, especially in the area of grading papers. Young sat down one day and decided he needed to reduce the number of assignments. He studied the pros and cons of each assignment and considered its value to the students. He ended up, you've guessed it, adding one assignment to the course.

Now he looks back on those five months as "just another part of life."

Ah, well, only seven more years before he has another chance to make the dream the reality.





Journalists are supposed to be communicators, so it's no surprise that a number of publications are produced in Flint Hall. Most, however, are not as well known or widely distributed as the *University Daily Kansan* or the *Jayhawk Journalist*.

There are at least a half-dozen newsletters coming from the J-School, ranging in frequency from weekly to yearly.

Professor Calder Pickett's Christmas newsletter is the granddaddy of the mimeographed media. Despite Pickett's annual announcement to the contrary, the newsletter has come out every December since 1962. It was mailed to more than 600 alumni and other friends last year, bringing them up-to-date on happenings around the school and among each other. The only requirement for receiving the letter is providing Pickett a current address.

The letter itself is pure Pickett, encapsulating his views on education, politics, the arts and student behavior. Most recently, for example, he was decrying the growing illiteracy in KU students. "They'll continue to be that way," he wrote, "as long as we spend our time with mini-courses on 'Jonathan Livingston Seagull,' ignoring the times table, hell even ignoring the alphabet."

Another publication intended primarily for alums is *Segué*, from a radio term for the blending from one record to another. Bruce Linton, *Segué's* editor and chairman of the Radio-Television-Film committee, said that though *Segué* has used that title only since 1972, the department has been sending out a newsletter for about 15 years.

*Segué* appears usually twice a year and has a mailing list of about 300. It's a mixture of news from the department and notes from former students. The latest issue was Summer 1976.

The advertising sequence has *Ad Hoc*, which is sent to about 200 advertising professionals, mostly in Kansas and Missouri. Don Jugenheimer, advertising chairman, said that in addition to keeping alumni informed, *Ad Hoc* is meant to "maintain relations with potential employers and to enhance the image people have of the advertising program."

Chuck Chowins, a graduate assistant in advertising, has edited the first two issues, and has included news of curriculum changes, internships and the speakers' program maintained by the sequence.

Within the school, the primary source of news is the *Monday Memo*, distributed to the faculty to keep them abreast of special meetings, seminars, staff member activities and awards, a little gossip and frequent references to the status of the office coffee fund.

Founded and long guided by Professor Lee Young, the editorship of *Monday Memo* has become a duty of the associate dean. Susanne Shaw took over when she assumed that position last fall. A January issue of the

# News, views

by Larry Fish

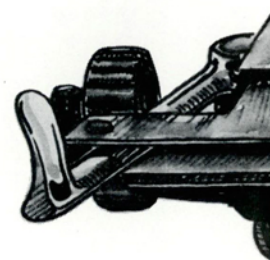


Illustration by LeRoy Johnston

*Memo* promoted a faculty bus trip planned for spring break, which was to culminate in a visit to the "Rubber Hall of Fame" in Youngstown, Ohio. Sources close to the *Monday Memo* describe this anonymous contribution as humor.

Also within the school, the *Purple Passion Sheet* is to the copy editors of the *Daily Kansan* what Theodore M. Bernstein's *Winners and Sinners* was to the *New York Times*.

Issued to Professor Norma Wilson's students as the occasion demands, *Purple Passion* used editing slips from the *Kansan* to illustrate points from one of Bernstein's books, *The Careful Writer*.

Last, and some would argue, demonstrably least among Flint's publications, is *Slug*, an irregularly published literary magazine produced by J-school graduate students and supported by funds from the Graduate Student Council. Founded last year by Ron Hartung, now a copy editor on the Tallahassee *Democrat*, *Slug* was so named because Hartung wanted a title with journalistic connotations and *New York Times* was already being used by someone else.

With Barb Hinton as editor and Mark Wolff as business manager, *Slug* is preparing its fourth big issue, which will include a slick cover. It is distributed free within the school.



and memoranda  
circulate in Flint Hall





# Flint Hall gets a lift

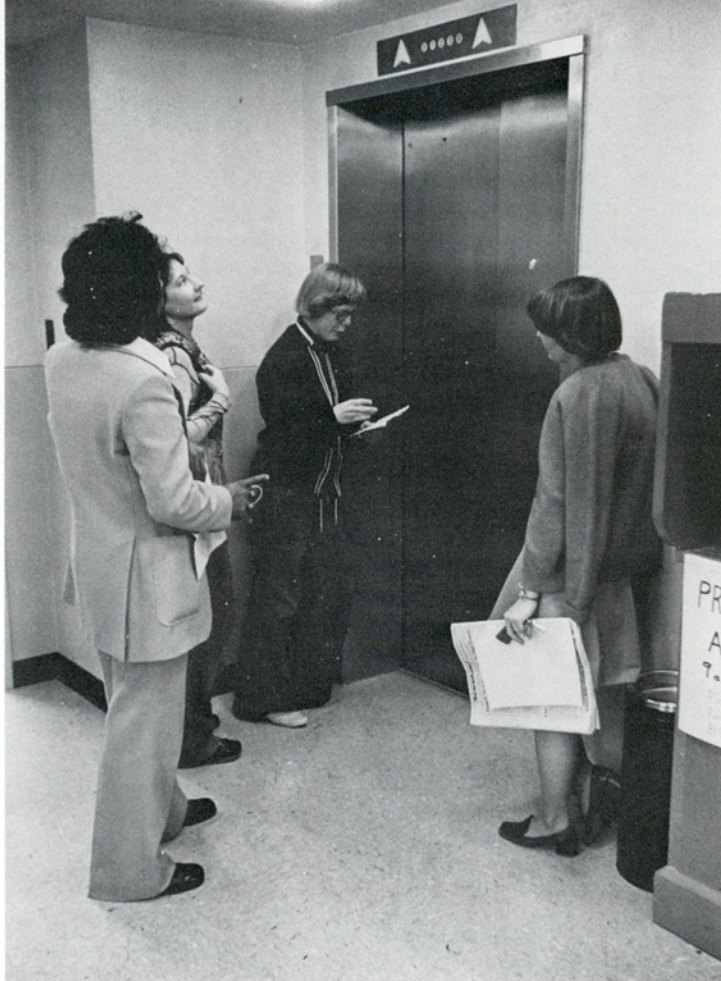


Photo by Barbara Welter

by Doreen Ogino

Flint Hall has lost working space, but has gained an elevator. As a result, three faculty members have new office locations and the faculty lounge and Hall of Fame room no longer exist.

An elevator was needed in Flint to meet University specifications, Del Brinkman, dean of the School of Journalism, said.

"A number of years ago, the University of Kansas committed itself to upgrade the buildings on this campus, to make them all available to the physically handicapped students," Brinkman said. "Some of the new buildings already met with the architectural code specifications.

"All facilities must be accessible to all who want to use them. This building was never constructed with the idea of ever having an elevator and it has caused some problems."

To finance the construction of the elevator, a University committee for Flint and Bailey Halls obtained federal funds. Brinkman said he initially opposed the idea of constructing an elevator.

"We were losing space, in effect, and going through inconveniences in this whole process, but it was something we couldn't control," he said.

The only feasible place to install the elevator was in the tower and the main entrance. The elevator shaft took out the offices of three faculty members. Laurence Day, associate professor, formerly had the office at the top of the tower.

When asked about the move, Day said, "I was really unhappy. I was in that office for 10 years. I had a variety of office partners and mates. Some of the luminaries who have passed through were Lee Young and John Bremner."

Day said he enjoyed viewing the entire campus from the four windows of his former office. Also, being on the fourth floor provided him with good exercise. "I always had a good walk up the stairs. The more inefficient I was, the better it was for my heart and lungs," he said.

Day said he could tell which students really wanted to see him by whether they would be willing to climb the four flights of stairs. Day

said his former office wasn't a place for students to rest on the way to class.

Other relocated faculty members are Zahid Iqbal, instructor, and Don Jugenheimer, associate professor, who now have office space in the third floor area opened two years ago.

When the construction started last semester, the workers waited for the late afternoon classes to finish before they started blasting through the walls, to avoid disturbing classes.

Brinkman said that the contract made with the construction company was for 300 work days. The construction company kept on schedule and the only delay they encountered was due to the late delivery of equipment.

"I'm sure individual faculty and student members got annoyed by the construction, but they had to accept that inconvenience because it could have been a lot worse," he said. "The construction workers cooperated the best they could, under the circumstances."

Since it was the University that recommended the installation of an elevator, the School of Journalism "couldn't quarrel with that," he said.



# Alumni News

Compiled by Jean Blackmore, Mary Ann Daugherty and Karen Salisbury

1928

RICHARD HARKNESS, longtime radio news broadcaster, died in February at his home in Naples, Fla.

Harkness joined the United Press wire service in 1928 and moved to the UP bureau in Washington, D. C., in 1934.

He covered the White House for UP until 1937, when he joined the Washington bureau of the Philadelphia *Inquirer*. There he covered the White House, the Senate and the 1940 Presidential campaigns of Franklin Roosevelt and Wendell Willkie.

In 1943, Harkness moved to NBC, where he reported, among other things, the signing of the peace treaty with Japan after World War II and the Army-McCarthy hearings.

He broadcast the first network television news program in 1948 from Washington. In the early 1950s, he became anchorman on the WRC-TV news show in Washington. He developed throat cancer in the late 1960s and had to stop broadcasting. He continued to work for NBC, however, until his retirement in 1972.

Harkness was twice chairman of the Congressional Radio and Television



Correspondents' Galleries, twice president of the Overseas Writers Association and was a former chairman of the board of governors of the National Press Club.

The William Allen White School of Journalism annually presents an award in Harkness' name to an outstanding student in radio, television and film. The 1976 recipient was Cathy Freund.

1956

RICHARD HUNTER is executive director of Iowa Public Broadcasting Network's division of the Friends' Professional Council, a branch of the National Association of Educational Broadcasters in Des Moines.

1958

CHUCK BARNES was recently promoted to general manager of the western division of Cochemo, Inc., in Placentia, Calif. VIRGINIA BARTLETT-DALE is a volunteer worker for the Meridian Junior Auxiliary in Meridian, Miss. MARY NOYES ELDER and her husband were members of a People-to-

People goodwill delegation to Europe in September and toured five countries, including the USSR.

1961

BYRON REDDING is an account executive with KCKN AM/FM in Kansas City.

1963

MARTIN DICK retired from teaching and joined a real estate firm in Alpine, N. J.

1964

JOANNE PRIM SHADE was mar-

ried June 1, 1975, to Richard E. Thompson. They live with son Skip in Wilmette, Ill. She is an editor in publications for Northwestern University, Evanston, and a free-lance writer and reporter. From September 1974 to January 1977, she was a staff writer for Wilmette Life, one of the Papers of Pioneer Press, a subsidiary of Time, Inc.

1965

ROY INMAN is director of photography for the Kansas City *Star Sunday Magazine*. HENRY JAMESON is president of Help Yourself, Inc., a personnel and management development company in Dallas.

1966

GARY LINK is an advertising executive at Travis/Walz/Lane advertising agency in Kansas City, Mo.

1968

ROBERT ERLICH practices radiology in Steamboat Springs, Colo. CHARLES GOODSSELL is assistant division manager for Southern California with American Multi-Cinema Corp. in Cucamonga, Calif. ALAN NORTH-CUTT is division public relations supervisor at Southwestern Bell in Wichita. LAURIE STREIB REEDER is a general accountant for United Telecommunications in Westwood. She had a son last September. JEANIE ROGERS WEBER has a free-lance publicity business in Walnut Creek, Calif. She and her husband have adopted a second child.

1969

BOB BURDICK is director of the Division of Information at KU. JACQUALYN CAMPBELL is executive director of Colorado Apartment Association and was recently married. CHRIS LAWSON works in Denver as



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# alumni news

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an advertising copywriter for Broyles, Allebaugh and Davis.

JOHN THORNE MARSHALL is assistant and Sunday editor of the *Hutchinson News*. SUSAN BRANDMEYER MARSHALL is public relations coordinator for Hutchinson Community College. TOM RHOADS has started his own film company, Marquee Productions, in Rockville, Md. DON WESTERHAUS is a promotion copywriter for *Successful Farming* magazine and lives in West Des Moines.

## 1970

PETE KOVAC is an account executive for Fletcher/Mayo Associates. JOAN RUFF became the first woman to serve on the Board of Governors of the KU Law Society. She lives in Mission Hills and has a daughter.

## 1971

CHARLES CAPE is director of public relations at the National Farm and Power Equipment Dealers Association. MIKE and JAN GODDISON COMEAU are living in Santa Fe, N. M., where he works for Bigbee, Stephenson, Carpenter and Crout law firm, and she is a judicial planner and public information officer for the New Mexico Supreme Court and its administrative office. JEFF GOUDIE is employed by Town Crier Bookstore in Lawrence. LEW KETCHAM is now the press secretary for Congressman Dan Glickman. He and his wife Lottie now live in Alexandria, Va. PAUL MATTINGLY is stationed at Rhein Main, West Germany, where he is a captain in the U. S. Air Force.

DIANE QUINN is editor of employe publications at the Union Trust Bank in Baltimore. RALPH ROBINSON works for Central Personnel in Kansas City, Mo. WILLIAM SELLERS JR. works in Washington, D. C., as a writer for the U. S. Department of Transportation. THOMAS SLAUGHTER is working for the Associated Press in Denver. FRANK SLOVER

(MSJ) has joined the corporate public relations department of R. J. Reynolds Industries, Inc., as a public relations representative in Winston-Salem, N. C. Prior to joining R. J. Reynolds, Slover was a financial and editorial writer for the *Gazette* in Montreal.

DEBORAH TAYLOR STURGEON is a manager of public affairs for the Metropolitan Community College District of Kansas City. THOMAS VRABAC was elected president of State Savings and Loan Association at the association's annual meeting in January. MICHAEL YEAROUT owns the Great Northern Book and Poster Co. in Breckenridge, Colo.

## 1972

JOHN ALDEN is news director for KLWN Radio in Lawrence. GORDON ALLOWAY is an advertising services assistant at Royal Crown Cola Co. in Columbus, Ga. He had a son last June. KRISTINE COLBURN is a photographer-editorial assistant for the Kansas Geological Survey at KU. KATHLEEN COLETON is a communications consultant for Southwestern Bell. RAYMOND CREWS is working for the *Los Angeles Times*. MELISSA BERG HARMON is assistant editor of *Milling & Baking News* in Kansas City, Mo.

KAREN KLINKENBERG has joined the Wichita *Eagle-Beacon* as a general assignment reporter. DONALD LONCASTY is advertising manager for North Electric Co. in Lenexa. MIKE VRABAC works for KMBA-TV in Kansas City, Mo., as an account executive.

## 1973

CONNIE DE ARMOND is attending para-legal training school in Philadelphia. LINDA CHAPUT is editor for a publishing firm in San Francisco. MARSHA CLIFTON has a secretarial job with Thrifty Rent-A-Car at its international headquarters in Tulsa. She revived the company's monthly publication, the *Thrifty Times*. MARC CRAWFORD has joined the Associated

Advertising Agency, Inc., in Wichita as an account service manager.

TUCK DUNCAN completed work for a law degree at Washburn University and works for the Kansas State Board of Tax Appeals as an attorney. STEVEN HIX is an account executive for Biddle Advertising in Kansas City, Mo. PAUL HUI is a reporter for the *Chinese Times* in San Francisco. MONTE MACE (MSJ) is editor of *Wood and Wood Products* in Chicago. JOHN NICE is head of the photo-composition department at Allen Press, which prints and publishes scientific and scholarly journals in Lawrence. STEPHEN RUSSELL is working at the Champaign-Urbana (Ill.) *Courier*. PATRICIA ZWEGO is traffic manager and administrative assistant for Poppycock, Balderdash and Pshaw, audiovisual division of Barnett/Yehle, Inc., in Kansas City, Mo.

## 1974

CAROL GWINN ALTMAN is working on a trade association magazine in New York. MARGIE COOK returned from seven months in India as an exchange student in an experimental program of the International Living Institute and worked last summer as a lookout at the U. S. Forest Service station in Challis, Idaho. ANA MARIA ORTIZ VARGAS GABRIEL is the associate editor in the public relations department at AT&T Long Lines in Kansas City, Mo. NANCY GILLILAND received her master's degree in English literature at Iowa University in November.

BUD and NANCY HUFFMAN are the parents of a boy, born last May 8. He is a technical writer for Kustom Electronics in Chanute. DAVID HUNKE is working in advertising sales and promotion for the *Kansas City Star*. ALAN HURLBUT is a representative in southern Arizona for Meridian Publishing Co. of Ogden, Utah. PATRICIA JOHNSON works in sales and account services for Artworks, a



communications art studio in San Francisco. PRISCILLA KAUFMAN is a copy editor for the *Dallas Times-Herald*.

MARC MAY is a photographer for the public schools in Omaha and was married last summer. ALAN McCOY is supervisor of employe communication of Armco Steel. MARTIN RAY RASKIN is executive producer-director of public affairs programs and sports programs for CBS radio. He is stationed in St. Louis at KNOX Radio. ELISE RITTER is production manager for *New Republic* in Washington, D. C. JOHN RITTER works at the Rochester (N. Y.) *Times-Union*. DIANA DAVENPORT SCHMIDT is working for the Department of Research, Evaluation and Information Systems of the Dallas Independent School District.

ROBERT SCHULTE is program director for KLWN Radio in Lawrence. RANDY SCHUYLER is a copy editor for the San Antonio (Tex.) *Express News*. JENNY LARSEN SIMPSON is a broadcast media buyer for FROMM, Inc., advertising agency in Kansas City, Mo. CAROL SNIFFEN is a third-year law student at the University of Missouri-Kansas City and editor of the law review. SUSAN BRINKLEY STOFFLE is a stringer and Wichita correspondent for the *Kansas City Star*.

STEPHEN SWARTZ is a reporter for the *Alexandria Town Talk* in Alexandria, La. STEPHAN VON BEVERN is project director for New Product Insights, Inc., in Overland Park. BARBARA WELTER is associate communications director of KUAF-Bureau of Child Research and is doing graduate work in journalism at KU. DIANE YEAMANS is working on the *Ottawa Herald*.

## 1975

THOMAS BADDELEY is advertising sales manager for the *Greater Kansas City Golfer* in Kansas City, Mo.

MARK BAXTER is working in press relations for W. R. Grace and Co. in New York. SANDRA BESINGER is working in advertising for the Wilson County *Citizen*. JOHN M. BROOKS works for the *Chanute Tribune*. CLARK CASE is working on an MBA at KU and lives in Lawrence. PHILIP COCHRAN is a retail coordinator for Hallmark Cards. MARK EKLUND was promoted to managing editor of *Wyandotte West* newspaper in Kansas City. KEN FULTON is a staff member on *Boys' Life* magazine in New Brunswick, N. J.

STEVEN GRANZOW is news director of KUIL Radio in Garden City. CAREY GROOM does free-lance writing in Washington, D. C. She is also composing music and playing original compositions in cafes. STEPHEN F. HAUGEN is in the advertising department of United Grocers in Kansas City, Mo. PATRICIA HENDERSON is editor of *Spotlight*, the employe publication of the Lynn Insurance Group of Kansas City, Mo. CAROLYN ANN HOWE is a retail sales representative for the *Pennysaver*, a direct-mail shopper, in Newport Beach, Calif. DONNA HOWELL edits and prints the church newspaper for the Community Christian Church in Kansas City, Mo.

KRISTIN HUETER is working in public relations, admissions and development at the Sunset Hill Girls' School in Kansas City, Mo. ANGELA POTHETES JOHNSON is a reporter for the *Lake Oswego Review* in Milwaukie, Oregon. LINDA JOHNSON is a copywriter with Hallmark Cards in Kansas City, Mo. RICK KENDALL is doing merchandising, promotional writing and sales work in national advertising for the Los Angeles *Herald-Examiner*. LARRY (MSJ) and CAROL KNUPP have purchased the *Ellinwood Leader*, where he is now editor and publisher. DONNA HOWELL MULL is a reporter for the *Great Bend Tribune*.

JOHN PIKE was married last summer and is a law student at KU. DEBBY SPRUK SMALL is a public

relations assistant for Southwestern Bell in St. Louis. JAMES THOMAS is stationed in Ansbauch, Germany, where he is a lieutenant in the U. S. Army. He was recently married. THOMAS WALKER works in sales for WREN Radio in Topeka. ODELL WEIDNER is manager of the Last Chance Dinner Club in Topeka.

## 1976

GREG BASHAW is a reporter on the *Coffeyville Journal*. MARY ANN BEAHON (MSJ) is editor of *The Oread* in the Office of University Relations at KU. LINDA BECKHAM is in the advertising department of Milgrams' in Kansas City, Mo. LES GAY is working for KVFC in Cortez, Colo. ALFRED BESSER JR. is a field representative for the Kansas Lung Association in Topeka. TOM BOLITHO is working as a reporter for the *Waterville Telegraph*. DEBBIE BOOKER is a trainee in sales and promotion at WHB Radio in Kansas City, Mo.

CYNTHIA BOOS is a sales service executive for KOTV in St. Joseph, Mo. PATRICIA BORK is writer-production assistant for *The Golf Superintendent* in Lawrence. DONALD BOWMAN is sports editor for Sun newspapers in La Grange Park, Ill. TIMOTHY BRADLEY teaches guitar in Lawrence. MARY SUE BRENNAN is an assistant in the media department of Christenson, Barclay & Shaw in Kansas City, Mo. DAVID BROPHY announces and works in production at KOYY AM/FM in El Dorado.

MARGARET BROWN is an editorial assistant at Intertec Publishing in Overland Park. GARY BURCH is in advertising and promotion for Grunz Realty in Manhattan. DOUGLAS CAMPBELL is a naval flight officer living in Pensacola, Fla. ANTHONY CARROLLA is program manager for TeleCable of Overland Park. BURMA CENOVICH is in advertising for Bob Owen Realtors, Inc., of Overland Park. WAYNE CEROVICH serves as edi-



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## alumni news

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torial assistant to *Veterans of Foreign Wars Magazine* in Kansas City, Mo.

WILSON CLARK is assistant vice president of G. T. Clark Jewelry in Sioux City, Iowa. DAVID L. COAKE has purchased a retail floral shop on the University of Denver campus. RANDY CULP is a salesman for Jay Reed's Co. in Kansas City, Mo. CATHY CUTTING is news director for KOFO Radio in Ottawa. RANDALL CZARLINSKY is a stringer for the Kansas City Royals at the Associated Press in Kansas City, Mo. LYNN DEAL does advertising and promotion work for Grunz Realty in Manhattan. WILLIAM DICKINSON is a legislative reporter for UPI wire service in Topeka.

J. MARTIN DOLAN is a reporter for the Hays *Daily News*. JILL DOLES is a reporter for the Hollywood (Fla.) *Sun-Tattler*. HATTIE DUKES is assistant to the film librarian at KCMO-TV in Kansas City, Mo. KRIS ECKEL works for the *Polled Hereford World* magazine in Kansas City, Mo. ROBERT EMBERS is a contract specialist for Midwest Research Institute in Kansas City, Mo. CAROL YARNEVICH FIELDS is a reporter for the *Pictorial Times* in Topeka. VICKI FINCHAM is attending graduate school at Phillips University. CATHY FREUND is night news editor for WAPE Radio in Orange Park, Fla.

ROYCE FULLMER does advertising for White Lakes, Inc., of Topeka. EVAN ROBERT GALE is checking service equipment in and out at Bledsoe's Rental in Overland Park. TOM GAUME is an information writer-editor for the U. S. Army District Recruiting Command in Kansas City, Mo. ROBERT GAVIN is a traffic production coordinator and chief editorial writer for KCNW in Shawnee Mission. MICHAEL GOFF is in retail sales for Mister Guy at Crown Center in Kansas City, Mo. GRADY GOLDEN is training in production with *The Packer* in Kansas City. BONITA GOOCH is working with KTVH-TV in Wichita.

RICHARD GRABILL is a reporter

and photographer for the Miami Publishing Co. of Paola. MICHAEL GULLETT is a photographer with the Ottawa *Herald*. ELIZABETH HAEGELIN is attending law school at George Washington University. GREGORY HAFLICH is an advertising account executive and copywriter for Midland International. APRIL PITCAIRN HANSON is married to TERRY HANSON. WARD HARKAVY is a copy editor for the Lawrence *Journal-World*.

CYNTHIA LONG HAUGEN is working in advertising sales for Vance Publishing in Kansas City and was married last summer to STEPHAN HAUGEN, a 1975 graduate. DOUGLAS HEACOCK is an intern director of YFC's Campus Life Program in Eudora. JOHN HENDEL is a sports writer for the Kansas City *Kansas*. LOUISE HENRY is attending graduate school at KU. MARK HESSE (MSJ) is working for the Wichita *Eagle-Beacon*. RODNEY HOFFMAN is a reporter for the Garden City *Telegram*. CHERYL HOWARD is working for New England Spot Sales in Boston. MARY ANNE HUDDLESTON is a copy editor for the Kansas City *Times*.

FRED JOHNSON is a reporter for the Hays *Daily News*. JOHN JOHNSTON was recently married and is studying law at the University of Illinois. SHEREE JOHNSON does media work for Brewer Advertising Agency in Kansas City, Mo. PAULA JOLLY is editor of *Dialogue*, *The Kansas Journal of Health Concerns* and is a teaching associate in the preceptorship program at the KU Med Center. BRADLEY JONES is attending the University of Puget Sound Law School in Tacoma, Wash.

JERI KADEL is selling advertising for the Kansas City *Star*. MIKE KADEL is selling advertising for the Coffeyville *Journal*. CAROLYN KADLEC is a second lieutenant in the U. S. Army. JANA KELLEY is a clerk-typist for the KU Housing Department. DAVID KELLY is attending graduate

school at the University of Illinois. RENAY KERKMAN is an account executive for Storer TV in Chicago. NORMA KOMP is director of media planning, research and placement of ads for John Stephenson Advertising Agency in Tulsa. KENNETH KREHBIEL is attending law school at the University of Tulsa. DAVID KROBOT is a radio time salesman for Sampson Communications (KSKU Radio) in Hutchinson.

STEVE LEVINE is in advertising sales for the Kansas City *Star*. ROBERT McCARTHY is attending graduate school at the University of Illinois. JOLENE McCLENAGHAN is in advertising sales for the Kansas City *Star*. KENTON McCORD is production manager of Woltz Studios in Moline, Ill. MARY BETH MARKLEY is editor of the weekend feature section of the Hollywood (Fla.) *Sun-Tattler*. TERRY MENDENHALL is a reporter for Fairchild Publications at its Washington Bureau. LAURA MILLER reports for the Olathe *Daily News*. CINDY MORGAN is a reporter for the Parsons *Sun*. JAN NOYCE lives in Wyoming, Mich., where she works for Vance Publishing as a field representative for *The Packer*.

DAVID OLSON reports for the Lawrence *Journal-World*. GERALD O'CONNOR is a sports writer for the Ada *Evening News* in Ada, Okla. BETTY PALLANICH is an assistant production manager at Fromm, Inc., advertising agency in Kansas City, Mo. ROSEMARY PARRIS works in the advertising department of Fleming Foods, Inc., in Topeka. MARK PENNINGTON is studying for an MBA at KU and works part-time as an administrative assistant to the director of the master's program. FLORESTINE PURNELL is a general assignment reporter on the Rockford (Ill.) *Star-Republic*.

WILLIAM RISS is a newsman for KBTO Radio in El Dorado. PAUL RUSSELL is working in advertising for High Plains Publishing. LAUREL ANDERSON SASS is working at In-



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terstate Brands in Kansas City, Mo. CYNTHIA WOODY SCHLOSSER is assistant to the advertising manager of the National Plant Breeders Association in Shawnee Mission and has married BRENT DOUGLAS SCHLOSSER, a 1975 graduate. VICKI SEVATSON is in the retail development management program at Sears Roebuck & Co. in Amarillo, Texas.

JAIN M. PENNER SILKS is head of the camera and photo supply department at Tempo department store in Beatrice, Neb., and will attend graduate school at Boston University. DON SMITH interned last summer for the Hutchinson News and is now attending law school at Washburn University. BRUCE SPENCE is with the Idaho Statesman in Boise, Idaho. DAN S.

SPENCER is a sales representative for Procter & Gamble in Omaha. STAN STENERSEN (MSJ) is working in the Division of Post Audit of the Kansas Legislature in Topeka. PAMELA STRUBY is a sales representative with IBM in Topeka.

THOMAS STUBBS is producing photo composites for American Composite Corp. in Bonner Springs. SHERRY THIXTON is a management trainee in the marketing and sales departments of Rival Manufacturing Co. in Kansas City, Mo. ROCK THORNTON is news editor of the Abilene Reflector-Chronicle. HENRY WATERHOUSE is program director of KLCC and assistant professor of Christian Communications at Calvary Bible College in Kansas City, Mo.

DEBRA KAY WATTS is a photographer for the Naperville (Ill.) Journal. DARYL WEBB is a photographer for the Parsons Sun. THOMAS WEISHAAR (MSJ) is a special projects editor for Community News Service in Kansas City, Mo. GORDON WELLS works at CBS-FM in St. Louis. MARSHA WILLIAMS is an advertising copywriter for Macy's in Kansas City, Mo. MARK WINTERS is working on the Coffeyville Journal. DIANE M. WILSON has been named associate editor of The Golf Superintendent magazine in Lawrence. CASSANDRA WONG is attending graduate school at Arizona State University. ILZE ZVIRGZDINS is a reporter and news announcer for KAYQ in Kansas City, Mo.

*To our alumni readers:*

Please let us know what you are doing. Your classmates are interested in reading about you and our mail shows us that the Alumni News section gets attention.

If you have only been out of school for two or three years, and are interested in changing jobs, let us know about it. We won't publish the fact in the *Jayhawk Journalist*, of course, but we get a number of attractive openings brought to our attention and often lack qualified candidates to fill them. We'll contact you.

Send news about yourself to Prof. Lee Young, editor. If you're interested in learning about job opportunities, write to assistant dean Dana Leibengood, our placement director.



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# News Notes

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Compiled by Carol Hochscheid, Lyle Boll, Jennifer Carter, Barbara Hinton, Doreen Ogino and Bill Uyeki.

## William Allen White Award goes to Clayton Kirkpatrick

Clayton Kirkpatrick, editor of the *Chicago Tribune*, is the 1977 recipient of the William Allen White Foundation Award for journalistic merit.

Kirkpatrick, the 28th recipient of the award, was honored at a luncheon at the Kansas Union Feb. 10, which was the 109th anniversary of the birthday of William Allen White.

Nearly 200 representatives from newspapers and journalism departments across the state attended the luncheon.

The foundation's award annually goes to the journalist "who exemplifies William Allen White in service to his profession and his country."

Kirkpatrick praised White for providing inspiration to "generations of young Americans."

Also, he emphasized that print

journalism still is the prime information source today.

"The printed word—White's instrument that he employed so skillfully to achieve success—still is the supreme medium of significant information," Kirkpatrick said.

He added that the future of newspapers appears bright because of two factors—the "industrial revolution of newspapers" and a new, stronger commitment to protection of First Amendment rights.

Kirkpatrick, 62, joined the *Tribune* as a reporter in 1938 and became editor in 1969.

## New instructor in advertising boasts diverse background

The new part-time instructor for the Marketing and the Mass Media course has an educational background not often seen among teachers in Flint Hall.



Elizabeth Maxwell

Elizabeth Maxwell, who began teaching the course this semester, has a bachelor's degree in industrial management and a master's in agricultural economics. But she calls herself a "consumer economist by trade."

She received both degrees from Purdue University and then taught economics there. She also taught marketing at the University of Cincinnati and accounting at Ottawa University before coming to KU.

And at the same time she taught at Cincinnati, she worked for Procter and Gamble in their market research department.

Maxwell and her husband, Jack, who is dean of students at Ottawa University, and their two children live in Ottawa.

## Ad students win recognition for class promotion projects

Five advertising students were recognized for their projects done in cooperation with the Kansas Department of Economic Development (KDDE) to promote Kansas to tourists and industries.

For an assignment in the advertising copy class taught last fall by Len Alfano, instructor, students produced ideas for a new state symbol and slo-



Photo by George Millener

**KDDE project winners from left: Guy Hargreaves, Sheila Simons, Janie Hursh and Joe MacCabe. Front: Ray Kuhn, first-place winner.**



gan. They were to use their symbols and slogans in planning examples of promotional material for various media.

Ray Kuhn, Lawrence senior, was the first-place winner. His project promoted Kansas as the "Continental Crossroads." Sheila Simons, Overland Park senior, won the second-place award for her "Surprised at Kansas" theme. The other finalists were Guy

Hargreaves, Junction City senior; Janie Hursh, Mission senior; and Joe MacCabe, Leawood senior.

The five winners were honored at a luncheon in February at the Kansas Union, and each received a letter of congratulations from Gov. Robert F. Bennett.

The KDED may use ideas from these five projects in state advertising.

Alfano, who has taught part-time at KU, is the owner of a communication agency in Topeka. He also teaches adult education courses at Washburn University in Topeka.

In previous semesters at KU, Alfano has involved his advertising classes in major projects dealing with The Fleming Company, Santa Fe Railway and Skelly Oil Company.

## Faculty members active outside J-school

### BRINKMAN

Dean Del Brinkman is one of three members of the selection committee for the 1978 Sears Congressional Internship Program for journalism students.

The candidates are judged by the selection committee on the basis of grades, campus activities, faculty recommendations, journalism experience and a detailed application form that includes writing an essay on a hypothetical issue.

Schools or departments of journalism across the country can nominate two applicants each for the internships, which are open only to persons who will be juniors or seniors during the internship. The winners will be named this fall.

The program comprises one semester of work and study on the staff of a congressman in Washington, D. C. Up to 25 internships will be awarded and each includes a stipend to cover living and travel expenses.

Yael Abouhalkah, Lawrence senior, is serving one of the internships during the spring semester. Since the program's inception, at least one of the interns has been from KU each year.

Sears, Roebuck and Co. sponsors the program, which is offered in cooperation with the American Association of Schools and Departments of Journalism and the American Council on Education for Journalism.

Dean Brinkman is also one of the judges for the research category for the Distinguished Service Award of the

Society of Professional Journalists, Sigma Delta Chi.

The award is for an outstanding and significant research work in journalism, based on the judges' evaluations of the entries. The award will be made this spring at one of the society's 11 regional convention sites.

### YOUNG

Lee Young, professor, will be a luncheon speaker at the 1977 Annual Publication Conference of the Society of National Association Publications in Washington, D. C., June 8-10. He has been invited to speak on magazine education in journalism schools, emphasizing the training of students for careers with the business association press.

Young also gave a presentation at the American Association of Schools and Departments of Journalism (AASDJ) convention in San Francisco in April.

He spoke on the state of electronic technology in journalism education, the subject of his research during his fall 1976 sabbatical leave.

Dean Del Brinkman is program director of AASDJ in his position as president-elect of the association, which comprises deans and department heads of journalism schools and departments across the country.

### DAY

Laurence Day, associate professor, served as a consultant on the mass media at the Society for Intercultural Education, Training and Research's

third annual conference in Chicago on February 25-27.

The theme of the conference was "Intercultural Education, Training and Research: The State of the Art."

As a consultant, Day said, "I presented material in a couple of sessions dealing with the mass media in intercultural communication and then I met with members of the board of directors of the society to talk about future sessions of conferences and the integration of mass media for some of the sessions."

At the conference, individuals got together to evaluate three areas: education, training and research, and to plan programs and projects to improve the areas and the mass communication and cross cultural elements of it.

"I worked strongly for the inclusion of future conferences for sessions on the mass media," he said.

This organization was established in 1969. It includes people who work in cross cultural and international areas and is designed to bring scholars, governmental personnel, professionals, business and industrial individuals who are interested in improving the intercultural education, training and research, Day said.

Approximately 400 persons attended the workshops, seminars and sessions at which papers were presented on intercultural topics, Day said.

### LEIBENGOOD

In February, Dana Leibengood, assistant dean, was installed as president of the Kansas City chapter of the Public Relations Society of America.



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# More News Notes

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## Promotions for fall include four from journalism faculty

Four journalism school faculty members received promotions in rank to become effective with the 1977-78 school year.

Dean Del Brinkman has been promoted to full professor. Dale Gadd, Paul Smeyak and Peter Turk were promoted to associate professor rank. Gadd and Smeyak teach radio-television-film courses. Turk teaches advertising courses and communications law.

The promotion to associate professor carries with it the award of tenure at the University.

Brinkman joined the J-school faculty in 1970, coming here from Indiana University where he earned his Ph. D. He formerly taught at Kansas State University. He became associate dean in 1973 and was selected as dean in 1975.

Gadd came here in 1972 after completing course work on his Ph. D. at the University of Missouri. Smeyak and Turk came to KU in 1974. Smeyak had taught at North Texas State and Eastern Kentucky Universities. Turk came from the University of Wisconsin where he taught and completed course work on his Ph. D. and also has taught at Pennsylvania State University.

## Speakers' program provides look at professional world

An advertising speakers' program begun last fall was expanded this spring to bring students in closer contact with professionals in the advertising field.

The program, sponsored by the Missouri Council of the American Association of Advertising Agencies (AAAA) and the School of Journalism, has been coordinated through the work of Austin Harmon, president of Harmon Smith

Inc. Advertising Agency in Kansas City, Mo.

Last semester, representatives from Barickman Advertising and Brewer Advertising, from Kansas City, Mo., spoke to several advertising classes.

This spring, ad agency members of AAAA from Kansas City sent speakers to address students in Elements of Advertising, Advertising Research, Advertising Copy and Layout and Advertising Campaigns classes.

In addition to the speakers, the program included expanded use of source materials used in mass communications research, many of which were recently contributed by Topeka and Kansas City advertisers, agencies and media, expansion of the intersession internship program and additional seminars hosted by area advertising practitioners.

## KJHK newsroom remodeled by student production staff

Radio-TV-Film students involved with the production of news on KJHK have remodeled and improved newsroom facilities in Flint Hall.

Working over the semester break, the students, headed by Russ Groves,

Lawrence senior, and Dale Seufferling, Louisburg senior, lowered the ceiling, carpeted the walls and fully enclosed the sound studio with self-closing doors. The audio control board was rewired for tandem broadcasts and two new tape recorders were added to the system.

The new studio is more acoustically effective as well as more professional in appearance, according to Chris Carter, KJHK news director. A short hallway created by the remodeling separates the editing and wire rooms from the sound studio, preventing background interference.

Further improvements, such as shag carpeting, may be completed by the end of the spring semester.

## High school students enter KSPA journalism contest

It was another successful year for the Kansas Scholastic Press Association (KSPA) high school journalism contest, Dana Leibengood, assistant dean and KSPA executive secretary, said.

In the regional contests held in February, 1,145 high school students participated in competition at the University of Kansas, Kansas State University, Wichita State University and Fort Hays Kansas State College. There were three divisions of competition—one for 5A and 4A schools, one for 3A schools and one for 2A and 1A schools.



**Mark Redmond, Louisburg junior and broadcast news major, tests KJHK's new broadcast facility. (Photo by Bill Uyeki.)**



The competition consisted of 13 categories: news writing, sports features, feature writing, editorial writing, headlines, make-up, photography, advertising, yearbook copywriting, yearbook outline writing, yearbook theme development, yearbook two-page spread design and yearbook graphics and special effects.

The first- through third-place finishers in each category then participated in the state contest in March in Flint Hall. This was the sixth year that the final competition had taken place at Flint.

Leibengood, who was assisted by Susanne Shaw, associate dean, said the contest was a part of the School of Journalism's overall service to high school journalism.

"The contest encourages support of high school journalism," he said. "It helps students and journalism programs."

The KSPA contest also has educational value, Leibengood said.

"It gives students a chance to measure their abilities against other high school journalism students. Also, it gives students a chance to see various colleges and journalism schools."

## Chuck Barrett leaves faculty for farming in Newfoundland

Chuck Barrett, photojournalism instructor, will be leaving KU at the end of this semester to farm on the island of Newfoundland.

Barrett, who has been teaching Photojournalism I and Chromatic Photojournalism at KU since Fall 1975, has been offered a land grant of a 99-year lease on 100 acres by the Canadian government. The land is located at Lark Harbour about 30 miles west of Corner Brook.

"The land will never be privately owned but I think 99 years should be long enough to develop it," he said.

Barrett said Newfoundland mainly centered its life on fishing. Because everything has to be shipped in at extra expense from Nova Scotia, which takes nine hours, the government is now looking into ways to provide the necessities on the island, he said.

Barrett said he saw no risk in the

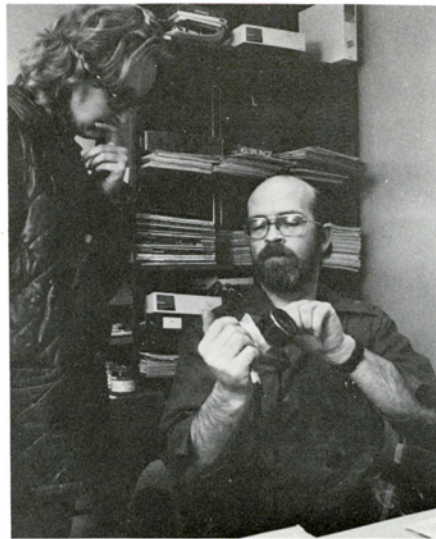


Photo by Jennifer Carter

### Chuck Barrett

venture. He will be growing experimental crops with the government covering any losses.

In a way, he said, it will be like homesteading. Only about a third of the land has been cleared. He and his wife will be clearing and planting it.

He said they will have access to practically the best rams in Canada and that they will probably raise sheep for their own food at the start.

He doesn't know how they will live to begin with, he said, but his wife is from Newfoundland and she has relatives there who may help them.

He doesn't plan to give up photography, however. "I hope after a while I will be able to continue teaching but that will have to be secondary," he said.

"This is an opportunity I don't feel I can afford to turn down. I'm looking forward to the challenge."

## Hearst competition names six KU students as finalists

Six University of Kansas journalism students were finalists in the William Randolph Hearst Foundation's 1977 annual Journalism Awards Program.

Chuck Alexander, Wichita senior, was eighth in the opening news writing competition. He was awarded a \$200 scholarship for his story about method used to avoid paying traffic

finer, written while he was an intern on the Wichita *Eagle-Beacon* last summer.

Alexander also placed fifth, and received a \$300 scholarship in the February investigative writing competition.

Jerry Seib, Hays junior, placed sixth in the same competition and received a \$250 scholarship.

George Millener, Lawrence junior, and Dave Regier, Overland Park senior, were among the 20 finalists selected to compete in the final judging in May for the photojournalism competition.

Berneil Juhnke, McPherson senior, was a finalist in the January general news competition and Greg Hejna, Lawrence senior, was a finalist in the November competition.

## KJHK responds to listeners; conversion to stereo planned

In response to student listener surveys, KJHK will soon convert to stereo broadcasting, according to Ernie Martin, assistant professor and KJHK general manager.

The surveys, taken twice a semester, indicated that the listeners' two major complaints with KJHK were that it wasn't stereo and that the signal was too weak at times.

KJHK's control studio is already capable of stereo broadcast. But the conversion also requires a stereo generator in addition to the monophonic equipment now in use.

The purchase of the new equipment, to be paid for by KJHK's funding allocation from the Student Senate, is awaiting approval by the Senate. Martin estimated the cost at \$1,400.

Martin said KJHK now ranks fifth in listenership among FM stations in the Lawrence area but the conversion to stereo should increase the number of KJHK listeners, of whom the majority are juniors and seniors.

Martin said he expected stereo operations to begin by next winter at the latest. Other desired improvements include an increase in power, which would give KJHK a consistently strong signal in the Lawrence area.



# Chairperson

An antique wheelchair takes the place of a metal office chair, and colorful tapestries decorate the walls in Sandra Ernst's Flint Hall office. The unique decor of her third floor office reflects Ernst's interest in color and design, and sets it apart from other journalism offices.

Ernst, assistant professor, said that her chair was in several pieces when she bought it from an antique store in Alma, Kan. She refinished the wood, assembled the chair and had the caning replaced.

The tapestries she made herself, from various fabrics.

She said that students and faculty members often comment on her unusual chair and jokingly remark that it's too bad that someone in a wheel chair has to have an office on the third floor.

Photo by Barbara Welter



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