



# Jayhawk Journalist

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The University of Kansas Newsletter Edited by the School of Journalism

September, 1966

## KU Journalism—New Look in '66

### Program Changes, Staff Grows

(EDITOR'S NOTE: The following article by Dean Warren K. Agee will give Jayhawk Journalist readers a review of activities in Flint Hall during the past year and an idea of plans for the future. The article also was published in the Lawrence Journal-World. More detailed stories on faculty appointments and activities, speakers appearing at the School, and other topics appear on other pages of the newsletter.)

Journalism at Kansas University took a turn toward graduate studies and research, international communication, improved news writing and editing, film documentary and mass media criticism,

advertising, and television news during the past year.

At the same time, the William Allen White School of Journalism faculty approved a reduced "core curriculum" for its news-editorial majors and a strongly professional reporting and editing core course, both effective in the fall of 1967. These changes, together with a stepped-up summer internship program and procedures to insure that students plunge even more deeply into the social sciences and the humanities, are designed to produce journalists with a knowledge of both how to communicate and what to communicate.

**FACULTY ADDITIONS** emphasized the school's determination to move forward in performing the fundamental functions of a university, those of teaching, research and service. For example:

Dr. J. Laurence Day, who has just earned his doctorate in journalism from the University of Minnesota, is expected to apply superior teaching and research skills in the areas of international communication, basic reporting and editing, and communication theory and research scope and methods. Day's chief field is journalism in Latin America, where he undertook research studies as well as wire service reporting.

and will return to fulltime duties November 1.

**AT THE SAME TIME**, Elmer Beth will undertake research in problems of press law while on a semester's leave of absence; Dr. Calder Pickett will complete the writing of a book on Ed Howe, famed editor of the Atchison Globe; Darrel Holt will continue the writing of his doctoral dissertation on public service broadcasting; Frances Grinstead will continue her writing based on research of the past two summers into the social structure and history of certain Missouri counties regionally known as "Little Dixie"; and Bruce Linton will continue work on a book dealing with self-regulation in broadcasting.

(Continued on page 2)

## Press Enters Computer Age; Good Writing Still Imperative

Newspapers are moving rapidly to the computer age.

"By 1970, well over half the newspaper operations will have computers geared to production," John W. Colburn, editor and publisher of the Wichita Eagle and Beacon, told University of Kansas journalism students. "Technological changes are pushing newspapers into great improvements in transmitting and presenting news."

But, despite the changes, Colburn cautioned, nothing can—nor will—take the place of good writing, honest and penetrating reporting and intelligent editing.

**SPEAKING AT THE** William Allen White School of Journalism's monthly convocation, Colburn gave his audience, which

that can store 100,000 normal 5 x 10 pages.

Continuing, Colburn said that 25 years from now, television as we know it today will be as outdated as the radio-cystal set.

"Instead of a TV-stereo combination in your home, you'll have a computer-facsimile console if you want to be in the 'in' group," he explained. "Through the computer information retrieval facility, you'll be able to get a video rerun of the 1964 political conventions or the 1965 Notre Dame-Michigan State tie, also included students and faculty from engineering and business, a peek at the newspaper of the future."

He outlined such dramatic developments as times as film production direc-

"You can select the background information from any number of newspapers—or you can pay your bills via the computer and order goods and services from your favorite department store."

**ALL OF THIS** is going to make the news business more challenging, more stimulating for creative people and more demanding of our mental resources, he said. It will take the maximum utilization of human resources—and brainpower—to enable us to take advantage to the fullest of our technological advances.



How much have things changed? See page 1.

## Photo, Ad Programs Expand

KU's research and graduate programs in advertising will receive a strong boost this September from a new faculty member, Don H. Sunoo.

A native Korean, Sunoo will fill a fourth faculty position in the advertising sequence, which has had a 50 per cent enrollment increase over the past 18 months.

The new assistant professor of journalism is completing requirements for his doctorate degree at the University of Missouri this summer.

He has had extensive experience in advertising marketing research, working as a communication research specialist for Facts Consolidated in San Francisco from 1959-60 and as associate research director for D'Arcy Advertising Agency.

In addition, he has done freelance research work for such firms as Foote, Cone and Belding,

budgeted \$2,000 to supplement state funds in upgrading the school's photography program.

The 29-year-old Louisianian is teaching courses in the Midwestern Journalism Camp now in progress at KU and completing a thesis toward a master's degree in photojournalism from East Texas State University, to be awarded in August. He earned a bachelor's degree in journalism at Texas Christian University.

Seymour's professional experience includes two years as a reporter-cameraman for WBAP-TV in Fort Worth and one year as bureau chief for KTVT-TV news in Dallas. He was a member of the WBAP staff which won a national Sigma Delta Chi award for coverage of the Kennedy assassination.

Seymour will serve half-time as director of news and feature photo services for the office of University Relations.

"You can select the background information from any number of newspapers—or you can pay your bills via the computer and order goods and services from your favorite department store."

Ottawa Herald before entering military service in 1964.

He worked as an international counselor in KU's office of University Relations before joining the journalism faculty.

## Kukuk Directs KU Print Shop

A 22-year-old former student employee of the KU Printing Service has returned to the University's printing plant—this time as supervisor.

Bill Kukuk (with a name like that, how could he be anything but a Jayhawk?) replaced the

retiring T. C. (Mickie) Ryther on July 1. Kukuk—who will be an instructor in journalism and will assist Ryther in laboratory sections of history and art of printing



# Jayhawk Journalist



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## In Flint Hall some things never change

If your journalism college days were spent in Flint Hall, you may be wondering whether you would feel at home there any more. The tug of technology, the need to accommodate more people and more equipment, has brought about many changes. Recent issues of the *Jayhawk Journalist* have described many of them.

The student radio station now broadcasts on FM from a new location. In the *Kansan* newsroom, reporters type on IBM Selectrics for the "scanner," and the copy desk isn't in there any more. It's in the adjacent "rim room," where editors edit faster (when the equipment is working) on the TV-like screens of the video display system.

Wire machines deliver the news faster and computers set the type faster.

Within Flint Hall, the remodeling of what was a loft, making it a third floor, helped alleviate a shortage of office and classroom space. And, there's an elevator to take you up there.

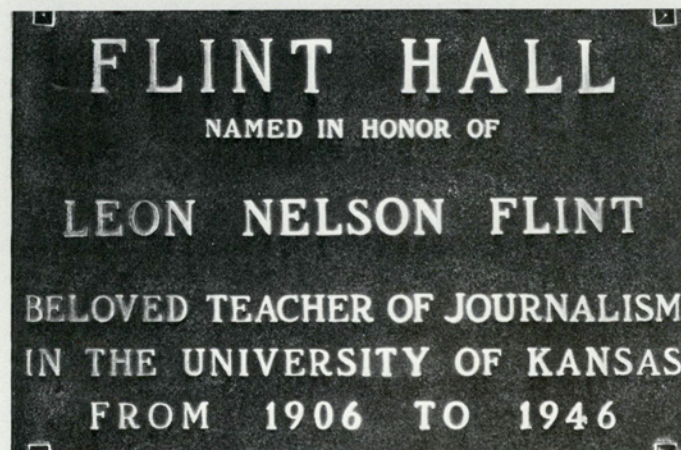
The west end of the building, once the home of the University Printing Service, is being vacated by the Fine Arts people who inhabited it for the past 10 years, and journalists are taking it over, room by room.

Soon, we're told, the whole *Kansan* operation will be moved there. The television studio will be enlarged. Perhaps even the Reading Room will be moved to the west end of the building.

Well, despite the changes, you can rest assured that some things are the same in Flint Hall. Some things never change.

For one thing, it still looks the same from the outside. Built in 1897 to serve as a machinery shop, this earth-hugging building with ivy wrapping its stony exterior has served as a second home for journalism students since it was remodeled in 1952.

The bronze plaque that commemorates Leon "Daddy" Flint, "beloved teacher of journalism," still hangs in the entrance hall, informing newcomers that the former Fowler Shops were renamed in his honor in 1955.

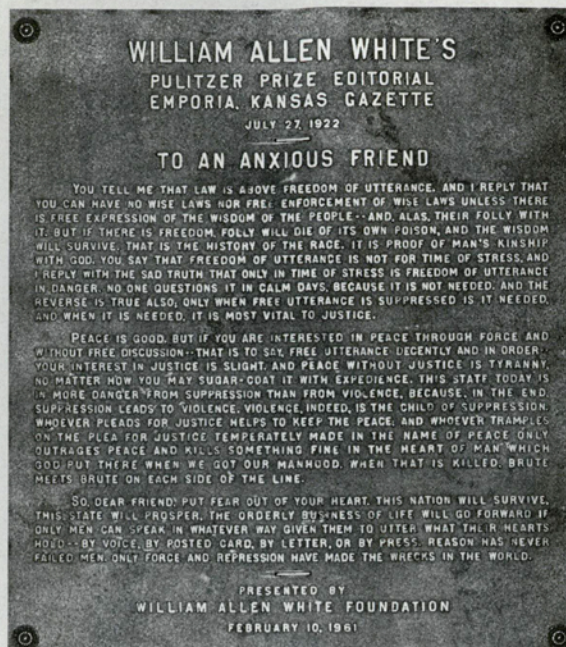
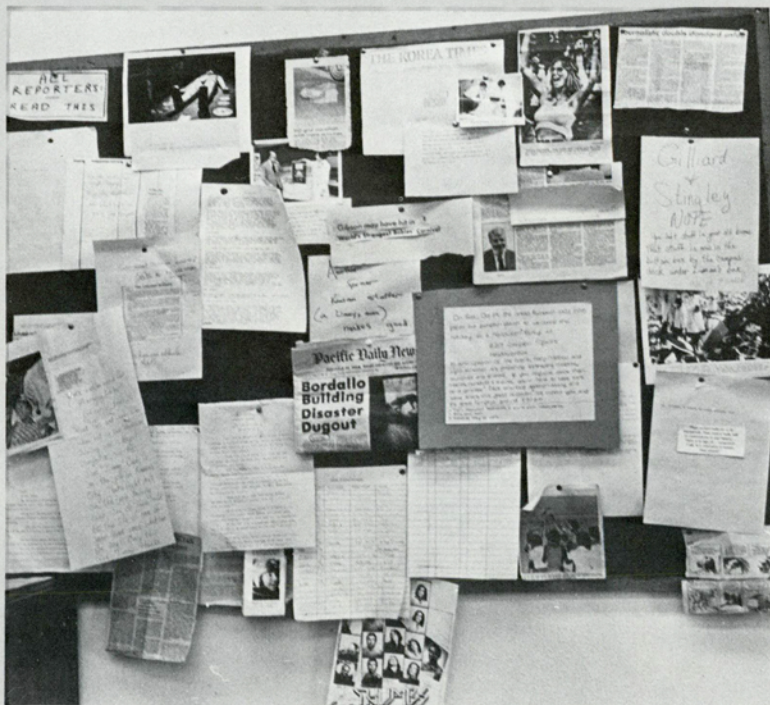


Another plaque is still in its place outside the dean's office. This one carries the message of a Pulitzer prize-winning editorial, "To an Anxious Friend," honoring the man for whom the school is named—William Allen White.

Still more evidence of KU journalism tradition lies in Flint Hall, reminding today's students of the past. You probably remember the framed pictures of the Kansas Hall of Fame editors. They reside on a wall in the Reading Room now, like sentinels of history.

Yet, you'll remember that all was not serious in Flint Hall. It still isn't. In that same Reading Room, students attempting to keep up with what's going on in the news (still prodded by professors who lament that journalism students don't read) are frustrated by encounters with mutilated newspapers and magazines, evidence that some scamp with scissors has snatched a clipping of a favorite sex symbol, cartoon or grammar blunder.

Such clippings discreetly reappear in the *University Daily Kansan* newsroom and deface the bulletin boards above editors' desks with a proliferating mass of scraps. They help to relieve the pressures of the newsroom and offer students an alternate form of freedom of expression.



On a typical day in the glass-fronted newsroom, fondly called the "day-care center" by one neighbor, passersby still gawk at the scurrying hustle-bustle of *Kansan* staffers and groupies and hear the never-changing sounds . . . clicking typewriters, insistent ringing of the phones . . . the atmosphere . . . the haze from nervously smoked cigarettes, the litter of paper sacks, wrappers and cups, signs of fast-food eating that are a tradition in the newspaper's harried existence.

And in the late nights and early mornings before the paper goes to bed, comes the cry for a Joe's run. Even the most weary student is revitalized by the aroma of hot donuts from Joe's Bakery, a 24-hour haven for night owls since 1952.

When the week's last *Kansan* has been grabbed from the overflowing distribution boxes on Fridays, and journalism assignments have been brushed aside for the weekend, students flock in relief to "press club," a euphemistic entity where friends and cohorts mingle to lament and praise the week's events over a beer. Or two. Or three.



The current refuge is Dirty Herbie's, where a sixth pitcher is on the house as a special press club arrangement. You may have gone to the Hawk, or the Wheel, Bierstube or the Ball Park (now a pizza place). The places and faces change, not the custom.

And the weekends move on to *Kansan* parties and the end-of-year party or softball game that draws together the "ad side" and the "news side."

Though coexisting in Flint, side-by-side, the barrier between the two departments can be as obvious as the barricaded door between them.

In 111 Flint, ad students still stage perpetual hunts for lost pencils and layouts among the numerous boxes, posters and cabinets that clutter the cramped living space.



The ad side has its own distinct quirks and traditions. Missed deadlines and tardy accounts representatives result in the inevitable changes of page dummies.

The University Printing Service backshop calls these days on the direct "hot-line" and ad people know something is wrong—more changes at the shop.

The deletion of a coupon's expiration date or a dropped ad always cause surprise and dismay, especially when the mistake is caught only after the *Kansan* is off the press.

The photo lab also is not immune to such crisis situations. Each photographer has his first time to lose a roll of film, ruin a print, spill developing chemicals.

And, if you were in the Radio-TV-Film department, you must remember the turmoils of broadcasting-bungling beginners and broken equipment, the fears of stagefright that accompany first television experiences, the lonely midnight vigil behind the radio microphone when disc jockeys ask, "Is anyone out there?"

But you may also remember how Pat English, department secretary since 1966, could turn a day around with her helpfulness, humor, or some cookies and other treats.

The first-floor entrance to the TV studio is another unchangeable. Since the studio was moved into Flint Hall in 1967, there has been a sign asking people not to use a front-door entrance to Flint because of interruptions to classes inside the door. This fall, the door was locked for good. Too many lazy people ignored the "No thru-way" signs.

It's KJHK now, not KUOK, and it broadcasts its signals on FM, not by wire just to the residence halls. You don't have to be long-departed from KU to remember the dingy basement-of-Hoch quarters where you first learned your radio skills. Now the studio has a building (well, a two-story former garage) of its own, tucked away on 11th street and North Campus Road.



Bruce Linton



There are still housing frustrations though. Today, students complain of leaky roofs and of sunburned necks from morning rays glaring through an east-side window. At least they help Phred the plant to survive.

Behind the facilities and functions that make the journalism school visible, that bespeak change or links with the past, are flesh-and-blood traditions that make the school live in your memory. Their names are synonymous with Flint Hall.

Mel Adams

Calder Pickett



Roaming among and mingling with students and faculty members for 17 years has been the friendly face of Jim Lewis, the Flint Hall night custodian. Few will forget how Lewis, with blaring transistor radio attached to his ear, paces the halls, awaiting the crucial outcomes of Kansas City baseball or football games.

Newer names enrich the faculty and dominate its roster: Adams (Sam, not Mel), Bannister, Brinkman (the dean), Chowins, Dary, Ernst, Gadd, Iqbal, Jess, Jugenheimer, Lazzarino, Martin, Musser, Shaw (the associate dean), Smeyak, Turk, Wilson and several part-time instructors—teachers of



more recent vintage who are contributing to the heritage of Flint Hall. You've read about them in recent issues of the *J. J.*; some appear in this one.

But this is an article about the past, and how parts of it still live today, and we've chosen 1969 as the cut-off point.

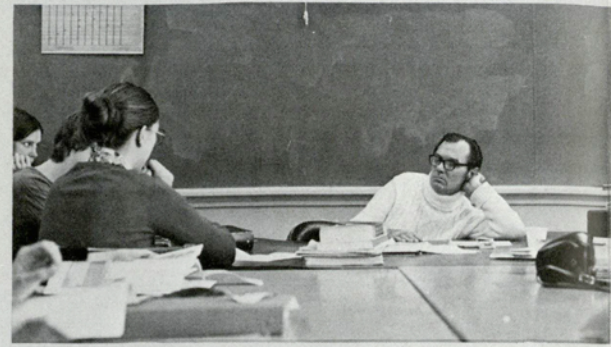
Calder Pickett, who came to KU in 1951 and refers to himself as the "oldest living inhabitant," is a stalwart against too much change. His recollections (see "The Class of '53"), lectures, authorship and more recent audio presentations in class stress his theory that the past is part of today.

As always, Pickett is bemusedly offended by those students who gaze dreamily out the lecture room windows while he plays his favorite Sinatra or Whiteman music from the "good old days." He evens the score with memorable, many-worded lectures on America's past that leave the students with writer's cramp, the mascot disease of the school. Knowing that we too will be part of his fond recollections, we'll probably write to him, as you do, testifying that his words have withstood the test of time.

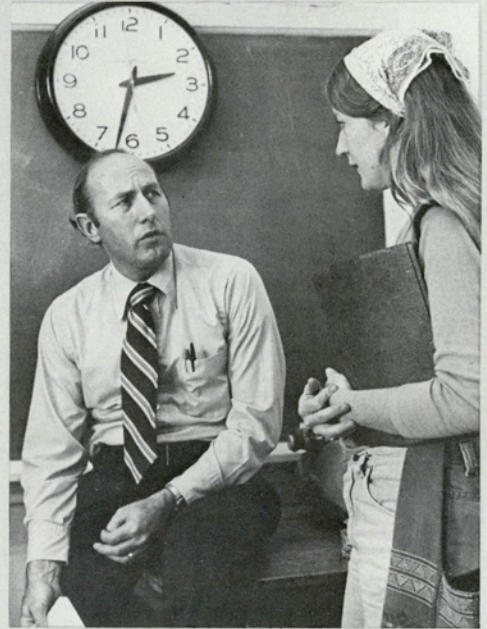
Bruce Linton has been around almost as long. He came here from the University of Omaha in 1952, and still heads the RTVF department. In Flint's television teaching studios, Linton still demonstrates on ancient black-and-white TV cameras, not because he is tradition-bound, but because of the funding problems that plague this teaching area.

Linton and his colleagues overcome them by scrounging equipment and making arrangements with nearby commercial stations for internships. Broadcast students are able to overcome the handicaps of an under-equipped facility and compete and prosper in the professional field.

If you were in advertising, you remember Mel Adams. He came from the University of Iowa in 1960, offering professional advice on how to sell



Lee Young



Larry Day



Peter Dart

Hickey-Freeman suits to Ronco pocket fishermen. He knows the ropes and tries to show you how to get the job done, as advertising adviser for the *Kansan*, long-time newspaper advertising teacher, or through large-class lectures in "Elements of Advertising."

Perhaps what you remember best about Adams is his cluttered office, piled high with numerous stacks of papers and periodicals, and his commitment to cleaning and reorganizing it all once a year, "whether it needs it or not." Somehow, he always finds what he's looking for.

Speaking of large classes, things haven't changed much in or around Room 205. It's the room closest to the never-to-be-forgotten sound, *The Whistle*.

After a class, students still pour out with their ear drums ringing. They are still met by a horde clogging the hallway and stairway waiting to get in. A veteran traffic cop at 42nd and Broadway would quit the force rather than cope with the tangle. Some of your graffiti is still etched on the movable arms of those venerable chairs in 205.

Lee Young, who started out as an advertising teacher and now teaches magazine classes, still concentrates on offering practical experience. His classes, since he came to Flint in 1964 from the advertising and magazine fields, have taught students the varying facets of production. His students produce the *Jayhawk Journalist* and



work on publications outside the classroom. An ever-increasing number of his students still remember that sleep-stealing dummy magazine in his introductory course.

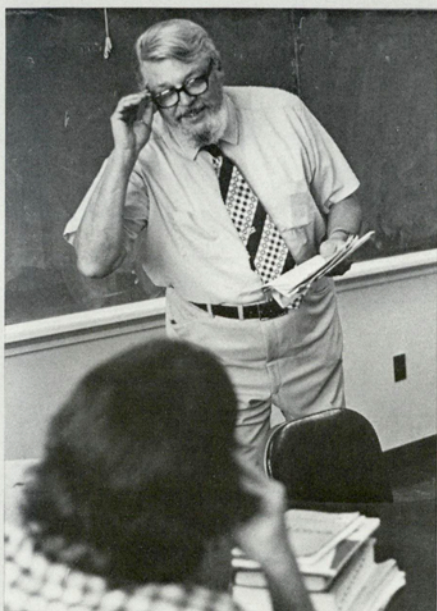
With glasses perched low on his nose and eyebrows fretted, a frowning Young always seems to threaten a swift kick for anyone who fails to fulfill a class responsibility. But history has proved that looks are deceiving. He just reflects a serious attitude toward his work, complimented by honesty and compassion for his students.

Larry Day, a 1966 addition from Minnesota, teaches reporting but has a special interest in international communications. He is known by many to be the most easily approachable journalism professor, even if he doesn't always remember your name. Day, who speaks fluent Spanish and spent his recent sabbatical in Argentina, still keeps a detached attitude in the midst of a frenzied Flint Hall.

The photography department has to its credit Gary Mason, who came to KU from Emporia State University in 1968. His pleasant and serene attitude is an asset in the



Gary Mason



John Bremner

photo labs, where hordes of beginning photographers are crowding around him, asking questions ("What went wrong?"). When the inevitable problems occur, Mason is there to answer the questions and console failures. After all, teachers can be friends, too.

A changeable appearance is becoming a tradition with another of the long-time teachers, Peter Dart, who came here in 1967 from San Francisco State and is now on sabbatical leave. An expert on film-making who uses shock and surprise treatment to get his points across, Dart is perhaps best-remembered for his off-again, on-again hair arrangement.

A former governor's wife is probably still talking about the time she met him on an elevator and complimented him on his attractive hairdo. In courtly fashion, Dart bowed and removed his beard-matching wig.

John Bremner, who arrived in Flint Hall in 1969 from the University of Iowa, is a crusader against change, this time concerning the language. "What a language we have," he bellows, swinging an imaginary golf club and stalking and pacing the classroom like a large bear. Though his resonant voice has frightened more than one student the first day of classes, his anecdotes about his favorite scotch and about life with Mary reveal a sentimental softie underneath his arrogant and gruff demeanor.

In room 216, around a desk that was once a *Kansan* copy rim, editing students learn about headlines, layout and the difference between "which" and "that." That same room still contains the chalkboard depicting a 5-column and 8-column newspaper format, another sign of days going by in newspaper history. The room's walls are covered with yellowed examples of dated blunders and

corrections from newspapers around the country—examples collected by Bremner of how and how not to do it.

The sagest one of all at Flint, perhaps, is Dana Leibengood, the assistant dean who transferred to Flint Hall in 1969 from KU's Conferences and Institutes. He bears the burden of helping students and alumni find jobs in a profession where competition is fierce. Enrollment in journalism schools across the country has vastly increased in the past 10 years.

Leibengood, who confers with and counsels students while he puffs a stogie or pipe, knows better than anyone the feelings of those students who glance day after day at the Flint bulletin board of job opportunities and who try to reason away rejection notices. Leibengood shares the students' gut feelings of anxiety that never will change.

When graduation comes (and, one hopes, a job offer), we can look back on Flint Hall for a last time as a student and see its homey lines silhouetted against a Kansas sky. That sight reassures us, as it should you if you ever return, that the more things change, the more they also stay the same.



Dana Leibengood

# Politics spells trouble for some in

by Calder Pickett

It was all happening 25 years ago this school year, and I suppose that's far enough back in the past so that we can manage certain recollections without being badly wounded. What was happening was happening to the class of '53, which may be gathering this commencement to compare notes and look at each other and say things (under the breath, of course) like "Boy, does she look old," or "I'm the only young-looking one around here."

I've been probing into the 1952-53 school year the past few days, as I have previously probed into a few other KU school years, and as Jimmie Fidler, the Hollywood reporter, used to say, "These are memories that both bless and burn." The one that burns most is the memory of how three stalwart young men named Chuck Zuegner, Bob Stewart and Roger Yarrington came out for Adlai Stevenson in the '52 presidential election, and how we all sweated out the matter for the rest of the school year.

I wasn't blameless in the affair, I'm afraid. One of my superiors once said to me, after some hassle or another, "You know, Pickett, you do have a bit of the agent provocateur about you." I also was teaching a class called The Editorial, and I had been given instructions that I was to do more supervising and directing of the work of the editorial writers. Besides that I was a good Democrat, in good Republican Kansas. Zuegner, as one area editorial writer said, had been conditioned in the boss atmosphere of Jake Arvey's Democratic city, Chicago, and Stewart and Yarrington had both been brought up in Tom Pendergast's bailiwick.

Well, anyway, these three decided to endorse Adlai Stevenson, even though a Kansan whose name you may remember was running on the Republican ticket. And away we went. I had, as I remember, fewer than a dozen students in my class. Only one of the dozen was willing to admit to being a Republican, and she wouldn't write pro-Eisenhower editorials. Our young gentlemen even bought an ad in the *Kansan* calling for pro-Eisenhower statements, and they had no takers. Meanwhile, it was becoming a bit touchier. Yarrington wrote an editorial linking Eisenhower to McCarthyism. Richard Nixon gave his Checkers talk in September, and that received treatment.

Then the *Kansan* sponsored a poll and held a mock election. Eisenhower overwhelmed Stevenson in the



# class of '53

voting, though I should note that as you moved up through the classes the pro-Stevenson vote increased. An editorial appeared elsewhere that blasted Zuegner as being an alien force in clean sunflower-covered Kansas, and Zuegner replied—with restraint. But what did them—or us—in, was that cartoon, a handout from the Democratic National Committee. It appeared the day before the election, and you can see it for yourselves somewhere in these pages. (Fellows, you really weren't exactly wise to publish that.) There already had been cries from around the state, and the pro-Eisenhower mood in Kansas didn't help; after all, if your readers are all Republicans shouldn't you be a Republican, too? One newspaper that backed the *Kansan* editors was the *Hutchinson News*, which called its editorial "Heresy on Oread":

Somewhere, I suspect, William Allen White is romping in heavenly pastures where the printers' ink is sparkling Burgundy and no one ever worries about missing an edition.

And if he tires of his editor's harp, with the pastepot and scissors attached, he can wander onto that special cloud set aside for Republicans. Here he can also feel at home, remembering old battles with Dave Mulvane and Mark Hanna and Teddy.

He surely is a happy angel and so I hope he is too busy showing off his Bull Moose scars to find time to read the papers. He probably doesn't read them because none but the Chicago Tribune would boast of having circulation there.

And it is just as well. For, up at the William Allen White school of journalism, on Mt. Oread the other day, heresy was committed. The editors of the school paper came out for Stevenson for president.

White was a great and liberal and broad-minded man. In the springtime and on the off-years he sometimes ran wild and great were his sins. But when those important, quadrennial autumns came round, and the elms along Emporia's Union street dropped their yellow leaves among the campaign handbills, he lined up

with full pack and double bandoliers of ammunition with the Republican party.

So he might cheer young wickedness on Mt. Oread in April, but for October heresies, he could have nothing but contempt. Were he where he could twirl a sheet of copy paper into a typewriter, the young editors of the *Kansan* would get their argyles blasted off. (For the sake of heavenly peace, it is unlikely they let him near a typewriter.)

He once, the story goes, refused to pray at a Democratic convention because he didn't want God to know he was there. If told of this sacrilege in the school which bears his name, he probably would insist that he never went to college.

Someone gasped at the *Kansan's* editorial and remarked that it probably will be talked of when the KU appropriation comes up in the Republican legislature next spring. And the poor chancellor surely already has heard from some of the heavy giving alumni.

Which is what got me to thinking about William Allen White. I'm sure he'd have something to say to the editors of the paper which gets its inspiration from his name, for coming out for a Democrat. But that would be nothing compared to the scorching he'd give anyone who said they didn't have the editorial freedom to come out for whom they pleased.



"I got several to clip to my final exam, papers—I don't want Prof. Snarf to forget whose paper he's grading."

What came out of all this was, importantly, a strong feeling among our students that a newspaper should lead, not follow; one of the students had posters printed that said as much, and they were tacked up in every classroom. Phil Newman wrote an editorial on the matter, not long after Zuegner wrote, mistakenly, in my opinion, that he had failed as an editor because he didn't get certain things achieved. And we finally set up an editorial board to treat touchy editorial page topics, and the *Kansan* constitution was amended so that never again (well, hardly ever) could editors endorse candidates in election campaigns.

It was quite a tempest. It made the year one I'll never forget, and it offered a case study that I've talked about dozens of times.

1952-53. What else were you writing about that year? One must educate oneself in a university. Go out for extra activities, said Zuegner. Be good sports at the Colorado game, said Don Sarten. Language training is vital in an atomic age, said Yarrington. KU women's dorms are a mess, said Jackie Jones. The alma mater tune is not for me, said Don Moser. The fate of Kansas arts is up to the legislature, said Jerry Knudson. An unreasoning fear of communism is abroad in the land, said Moser. We have treated Charlie Chaplin badly, said Knudson. "Gimme that degree, I wanna go, go, go!" chanted Zuegner. And the staff wound up the year arguing out the matter of big dams vs. little dams (this was two years after the great Kansas flood, and Tuttle Creek was being debated, remember), and the editorial that impressed me most was by Knudson: "Once upon a time the rains fell. And the rivers rose. And the creeks rose."

Ah, me, so long ago! Do you Class of '53 people realize that a reading of the *Kansan* suggests that you were more of the forties, certainly postwar people, than of the fifties? Your *Kansan* looks and reads quite like the paper I was working on at my college 10 years earlier. The paper had many news stories, and they were much shorter than those in the *Kansan* of 1977. There were articles on fashions (white bucks, wool jerseys, fitted suits) and lists of people who passed the English proficiency examination. There was much about the Greeks. The editors, as I read the masthead, included Zuegner, Charlie Burch, Yarrington, Diane Stonebraker, Moser, Stewart and Bob Longstaff. Top executives on the ad side were Bill Taggart, Frank Lisec, Clark Akers, Elbert Spivey, Virginia Mackey and Patty Vance.

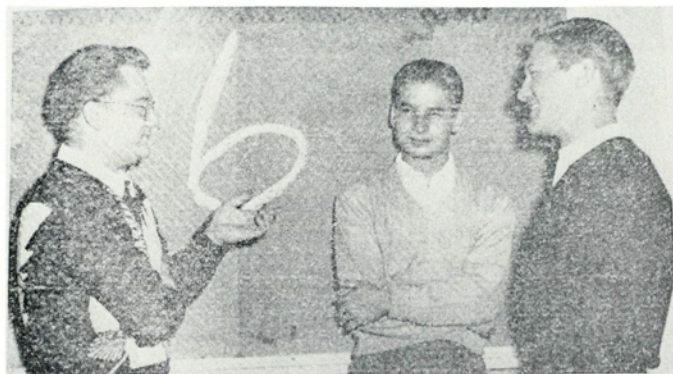
You would certainly learn more about the School of Journalism from the '52-'53 *Kansan* than you'd learn about it today from our current paper. The first annual Radio News Clinic was held. Merle Harmon, whose name you may know if you follow sports, was doing Jayhawk broadcasting. KANU-FM came into being that year, and Clarke Keys criticized its programming, and the KANU staff responded in strong words. A wired wireless station to be called KDGU was on the way.

Dick Bibler was doing a new series of "Little Man on Campus" cartoons. Louis LaCoss of the St. Louis *Globe-Democrat*, Pulitzer Prize winner for editorial writing, spoke on Editors' Day, and Palmer Hoyt, editor of the *Denver Post*, spoke on William Allen White Day and told us how his paper was making war on Joe McCarthy. The columnist Doris Fleenon came to campus, sponsored by her old KU sorority, Chi Omega. A trailer came along that exhibited 4,500 years of printing (though not quite that long at KU). Rick Clarkson, a junior about then, won four awards in the AP's regional photography contest. Frank McNaughton of *Time-Life* lectured at the school (I remember his description of Westbrook Pegler in a rage because the Republicans nominated that famous Red, Dwight Eisenhower). A political party called Pachacamac backed freedom of the press for the *Kansan*—provided that the *Kansan* stayed within its constitution. There was a big controversy over salaries for *Jayhawker* editors, and an editorial praised the yearbook



at Kansas State (well, it *was* a good one). Jim Reed of the Topeka *Daily Capital* addressed Sigma Delta Chi; the *Sour Owl*, edited by Ron Kull, went on sale; Maurice Lungren was named an aide in the William Allen White Foundation; there was a photo short course; the *Kansan* leased something called the Scan-o-graver to get better engravings; the *Kansan* placed second in a collegiate news contest on safe driving campaigns. Pachacamac kept the *Kansan* from covering a meeting. Bob White came over from Mexico, Mo., to talk at an editorial writing conference, and he defended the "right to know." Alvin McCoy of the Kansas City *Star* spoke at the *Kansan* Board dinner; he was about to win a Pulitzer Prize for exposing the fact that a Republican National Committee chairman named Wes Roberts, a *Kansan*, had been engaged in a deal that sold the state of Kansas a building it already owned (or something like that; old age is making my mind foggier by the day). Oh yes: honored at that dinner as top senior students were DeWayne Oglesbee, Jeanne Fitzgerald, Virginia Mackey, Jim Murray and Bob Stewart.

A brief interruption from such heavy stuff—what were we singing in '52-'53? Well, I remember a party in what we now call the Reading Room, a place with almost no furniture, and I recall that Jim Baird used to sleep there at night. At that party Don Nielsen led us all in



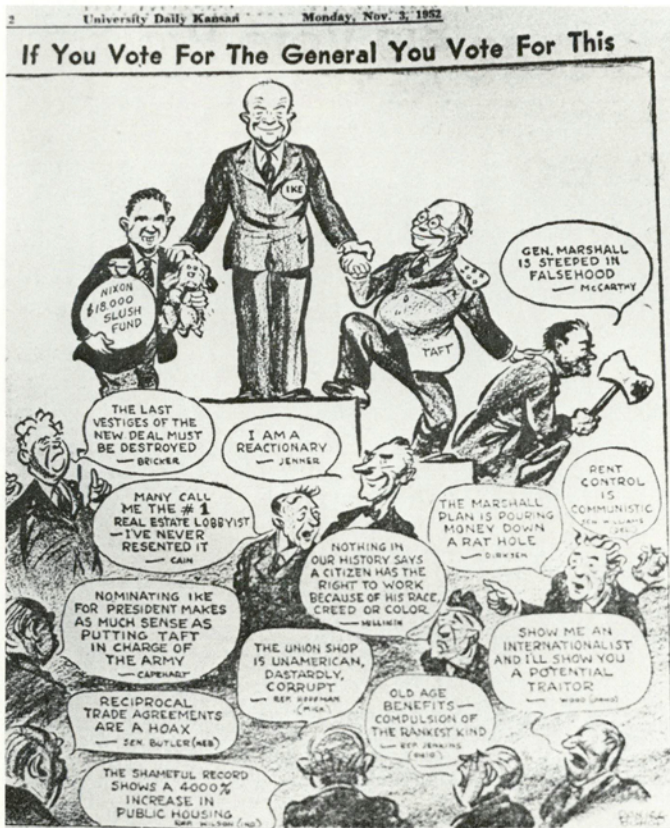
LESS THAN A WEEK AWAY—Charles Ziegner (left) editor-in-chief of the *Daily Kansan*, discusses details of next Tuesday's *Kansan*-sponsored presidential preferential election with Clifford Ratner, head of the Young Republicans and Bob Walker, who heads the Young Democrats. Large number 6 on blackboard denotes that only six days remain until the balloting.—*Kansan* photo by Phil Newman.

## **isan** Parade to Precede KILSMILL Grid Tiff

singing "The sun is shining, oh happy day, no more troubles, no skies of gray, ever since you said those words to me." "Wonderful, wonderful Copenhagen, crazy old girl of a town." "Botch-a-me, I botch-a-you, and everything goes crazy" (I'll swear Rosemary Clooney sang it all summer). "Don't let the stars get in your eyes; don't let the moon break your heart" (Perry Como). "Glow little glow worm, light a fire, glow like an incandescent wire" (the Mills brothers). "I saw Mommy kissing Santa Claus." "Jambalaya and a crawfish pie and a filet gumbo" (Jo Stafford, and I guess that's what she was saying). "There's a pawnshop on a corner in Pittsburgh, Pennsylvania." "They're not making the skies as blue this year; wish you were here" (Eddie Fisher). "A song of love is a sad song, hi-Lili, hi-Lili, hi-lo" (Leslie Caron). "I believe for every drop of rain that falls, a flower grows" (Frankie Lane). "How much is that doggie in the window, the one with the waggly tail" (Patti Page). "Whenever we kiss, I worry and wonder, your lips may be here, but where is your heart." And surely you remember "Do not forsake me, oh my darling, on this our wedding day." Or the Terry theme from "Lime-light," or the theme from a new TV show called "Drag-net."

You younger folks may marvel at some of this, but one statistic will really astonish you; the enrollment at KU that year was only around 6,800, but that figure represented a big gain over expectations. A front-page story proclaimed that ROTC was open to all (men, that is). Self-service was instituted at the Union bookstore. A story informed us that women had higher grade-point averages than men (with our present propensity not to discriminate we wouldn't dare take note of such a fact). On page one we learned that 757 had pledged fraternities and sororities, and that there were 12 new house-mothers. We had a nightshirt parade, the swingers snake dancing from the Union to Ninth, to Massachusetts, and then to a rally in South Park.

New buildings were on the way. The cornerstone was



**CTS, Pach Outline Party Policie**

KU sports was big in 1952-53. It looked for a time there as if we'd sweep the world in football, but we wound up losing three in a row. Meanwhile, Gil Reich

Television had come into our lives, even though there was only one channel; I remember that the Picketts bought their first set so that they could see the World Series and watch Stevenson beat Eisenhower. We had an election night party with the Vic Danilovs and the Harold Reddachs (you old folks will remember them well), and it ended at 9 o'clock. On the faculty, in addition to these two and your Humble Narrator, were

# Be Happy-Go LUCKY

Dean Burton Marvin, Elmer Beth, Emil Telfel, Frances Grinstead (I remember Bob Stewart telling Miss Grinstead, "You have a student named Charles Zuegner in Critical Writing, and he'd like to specialize in reviewing ballet"), Willard Doores, Dale Novotny, Harris Smith, Edwin Browne, and of course Mickey Ryther.

We were seeing Gary Cooper in "High Noon," Robert Taylor in "Ivanhoe," John Wayne in "The Quiet Man," Mario Lanza in "Because You're Mine," Charlie Chaplin in "Limelight," Danny Kaye in "Hans Christian Andersen," Ethel Waters in "The Member of the Wedding," Shirley Booth in "Come Back, Little Sheba," Jose Ferrer in "Moulin Rouge," Disney's "Peter Pan," Leslie Caron in "Lili," Ethel Merman in "Call Me Madam," Alan Ladd in "Shane," William Holden in "Stalag 17" and Marlon Brando in "Julius Caesar." We also were seeing "Has Anybody Seen My Gal?," "Bonzo Goes to College," "She's Working Her Way Through College," and "Island of Desire," *Kansan* ads suggest. The new books were "East of Eden," "Giant," "The Old Man and the Sea," "My Cousin Rachel," "The Silver Chalice," "The Return of Lanny Budd," and much inspirational stuff: Anne Frank's diary, "The Power of Positive Thinking," and "A Man Called Peter."

And, even though we had the UP (not yet UPI) teletype, the *Kansan* didn't carry huge quantities of wire news. But the stories were there. The election, the Checkers speech, the death of Josef Stalin (*Kansan* head: STALIN DETERIORATING), the death of Robert Taft, continued warfare in Korea, nuclear tests, the 500th birthday of the Gutenberg Bible, Joe McCarthy on the warpath, release of William Oatis by Czechoslovakia, the coming coronation of Elizabeth II, the pending execution of the Rosenbergs, and a Pulitzer Prize for KU's own William Inge.

I failed to find a story in the *Kansan* about the baby girl who arrived in March to gladden the Picketts (a baby who graduated from journalism two years ago), but I do remember that some of you from the classes of '53 and '54 served as babysitters for both our daughters.

It was quite an experience, plowing through those old pages and making all these lists. And what it did for me, especially, was to make me realize that in many ways I remember some of you people from the class of '53 (you still are young in my Mr. Chips memory) much better than I do many who have come along in the 1970s.

#### THE CLASS OF '53

(Address is last in our alumni files;  
please send corrections.)

Clark Akers, Hollywood, Calif.  
David Arthurs, Lompoc, Calif.  
Lorena Barlow, Halstead, Kan.  
Thomas Breckenridge, New York City, N. Y.  
Joyce Brown (Mrs. Lee Vogel), Prairie Village, Kan.  
Charles Burch, San Antonio, Texas



## Horrendous Hoch

By Bob Longstaff

HOCH AUDITORIUM has provided a field for the slaying of many a "David." Great teams have entered Hoch confident of victory and left on the short end of the score.

Opponents tend to look on Hoch as a frightening battlefield. The Jayhawkers' fighting attack is a major factor in the auditorium being tabbed "Horrendous Hoch," but the proximity of the cheering crowd can send a chill tingling down a normally stalwart player's spine.

The last game that the Jayhawkers lost in Hoch was in the spring of 1951. The following year Kansas had an undefeated season in Hoch and lost only two games on the road during the regular season. This year the Jayhawkers appear headed toward another undefeated season in Hoch.



Mary Cooper (Mrs. Charles Kellog), Canoga Park, Calif.  
John Crawford, Wichita, Kan.  
Marilyn Dubach (Mrs. Lorenzo Taylor), Houston, Texas  
Jeanne Fitzgerald (Mrs. Ralph Smith), St. Louis, Mo.  
Bill Foose, Ottawa, Kan.  
Alan Frame, Piedmont, Calif.  
Patsy Gardenhire (Mrs. Alan Anderson), St. Petersburg, Fla.  
Lorraine Godding (Mrs. Gerald Bodin), Lawrence, Kan.  
Marcia Horn (Mrs. Richard Docking), Kansas City, Kan.  
Jacqueline Jones, Linwood, Kan.  
Joan Lambert Kohman, Augusta, Kan.  
Ronald Kull, Topeka, Kan.  
Frank Lisec, Kansas City, Kan.  
Robert Longstaff, Lansing, Mich.  
Virginia Mackey (Mrs. H. M. Snyder), Winfield, Kan.  
Mona Millikan, Salina, Kan.  
Donald Moser, New York City, N. Y.  
Robert Nelson, Lawrence, Kan.  
Philip Newman, New York City, N. Y.  
Donald Nielsen, Norfolk, Va.  
Robert Nold, Akron, Ohio  
James Powers, Denver, Colo.  
DeWayne Oglesbee, Kansas City, Kan.  
Maurice Prather, Kansas City, Mo.  
Gerald Renner, Concordia, Kan.  
Donald Sarten, San Diego, Calif.  
Arthur Schaaf, Topeka, Kan.  
Elbert Spivey, Topeka, Kan.  
William Stanfill, Denver, Colo.  
Robert Stewart, Cincinnati, Ohio  
Katrina Swartz (Mrs. Frank Adams), Wichita, Kan.  
Max Thompson, Davenport, Iowa  
Patricia Vance (Mrs. H. L. Francis), Scarsdale, N. Y.  
Arthur Wahlstedt, Newport Beach, Calif.  
Richard Wilson, St. James, Mo.  
Roger Yarrington, Washington, D. C.  
Charles Zuegner, Omaha, Neb.

# Indian Summer

## *Tepee serves as professor's summer office*

Living in a tepee in the Colorado Rocky Mountains at an elevation of 10,500 feet should give a person a sense of adventure. But for Sandra Ernst, assistant professor of advertising, it also brought a sense of mysticism.

This mysticism, according to Ernst, was created by sun rays that hit the tepee and formed patterns inside it. Patterns of circles and cones were formed by seams in the tepee's canvas covering and by support poles that came together at the top of the tepee.

These patterns, along with rising smoke from a stove inside the tepee, drew her eyes upward. For Ernst, this produced a mystical experience similar to meditating and helped her to better understand the Indian heritage.

"I can see why Indians were so fascinated by circles," she said.

From mid-June until the end of July last summer, Ernst lived in the mountains in a tepee with her husband, Gene, and her 16-year-old son, Tom, while they began to hand-build a cabin.

Five years ago, the Ernsts bought their acre of mountain property in a Colorado ghost town called Erwin. The one person who lives year-round near the Ernsts' cabin must travel for supplies during the winter by ski or snowmobile to the nearest town, Crested Butte.

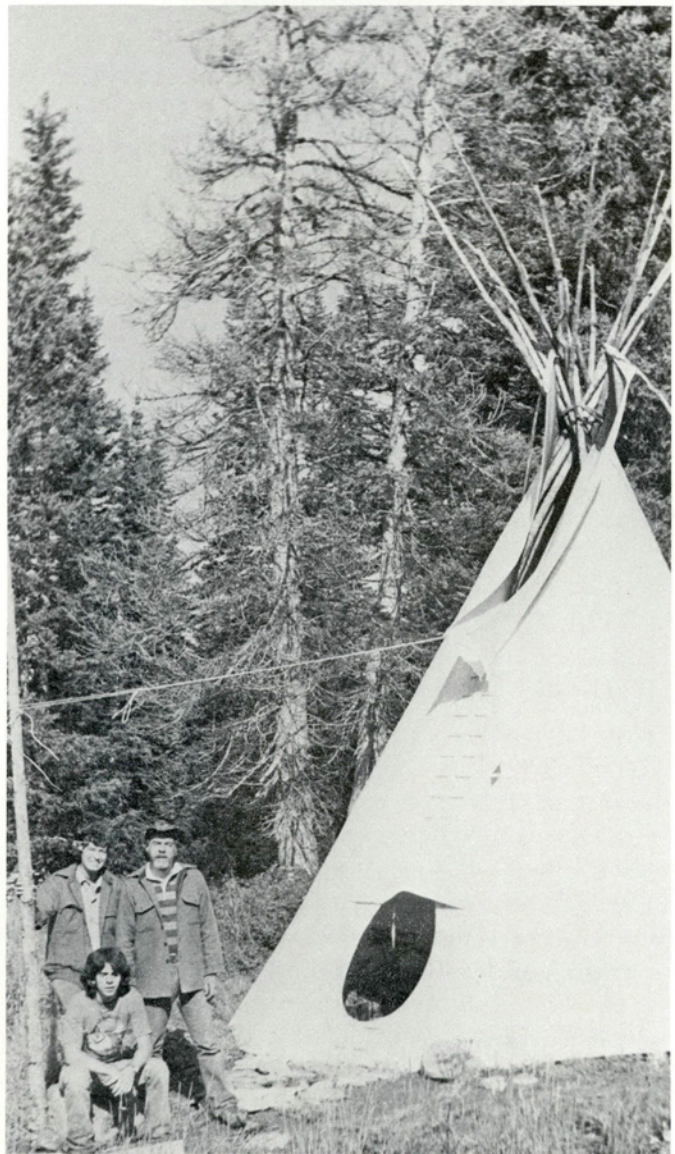
Isolation from other towns and people added problems to everyday chores such as cooking and showering and forced the cabin to be built by hand. But first the tepee had to be set up.

When the tepee was erected, the canvas wasn't tight enough and flapped against the 15 support poles whenever the wind blew. "It was like sleeping in a drum," Ernst said. Another problem was the tepee's support poles.

After spending a full day finding dead, standing trees that had no sap in them but were not rotten, the Ernsts erected the tepee. After the first rain, however, the Ernsts found that they hadn't removed all the burrs on the trees—the notches where the branches had been—and when it rained water ran down the poles and dripped from the burrs onto the tepee floor.

Had the poles been smooth, rain would have dripped down the poles into a drainage ditch around the inside perimeter of the tepee.

The tepee, about 20 feet in diameter, could sleep about five persons. The living area, in the back away from the entrance, was covered by a mat. There was a



Prof. Sandra Ernst; her husband, Gene; son, Tom and their summer home.



patio both inside and outside the entrance, which, especially during rain, prevented mud from being tracked throughout the tepee.

The tepee also served as a makeshift office for Ernst, who continued work on a new book and on a research project throughout the summer. It was equipped with a "desk" made from a large stone and set outside the tepee and with shelves attached to the support beams with a cord of macrame.

Another convenience the Ernsts had was a portable toilet and shower in a shack nearby. The shack was constructed by her husband, a member of the Kansas State University architecture faculty. For hot water, Mr. Ernst used rudimentary solar panels for the top of the shack. During the day, the panels would heat the water in one of two 20-gallon storage tanks. This water was much warmer than the water in the nearby lake, which Ernst said, was so cold "that you could only dangle your feet and hands in it."

Cooking was still another problem. Although they did most of the cooking outside over an open fire, there was a two-burner cast-iron stove inside the tepee. After

adjusting to campfire cooking, Ernst said her son became proficient at making cobbles. At times the Ernsts dabbled with making king crab and dinners for 14.

For the group of 14—the family of a French restaurant owner in Crested Butte, where Tom worked—Ernst cooked an 11-pound brisket on coals overnight. At supertime, she reheated the meat over the campfire.

"I had knots in my stomach about serving raw meat to 14 people, but it came out super," she said.

Ernst had been skeptical about what the weather would be like during the early summer, but, she said, it turned out to be beautiful and relatively warm. "Relatively warm" meant temperatures into the 30s at night. To keep warm, Ernst slept in two nylon-filled sleeping bags and her husband and son slept in down-filled bags.

After they had been in the mountains a couple of weeks, the unusually dry summer turned wet. During July some mountain storms rolled in and pummeled the tepee with snow, sleet and hail.

Besides the weather, Ernst said they had to cope with animals—at least the threat of them. During her first week in the mountains, she said, a woman told her that her cabin had been battered in by a bear seeking food.

"After she told me that, I didn't sleep well the whole time I was there," Ernst said. But no bears arrived.

What was most noticeable to Ernst were physical and cultural changes occurring in her and her family.

The physical changes were obvious—plenty of dry lips and noses that were perpetually peeling. The thin air in the high elevations, which made Ernst feel tired, caused her to start running to build up her stamina. Her increased strength was noticeable upon her return to KU.

"The first time I came up to my office, I ran up the three flights of stairs and wasn't breathing hard at all."

The cultural changes were a bit more subtle than the physical ones, but no less real. Perhaps the biggest problem was getting used to living so closely with other people. Ernst normally sees her family only on weekends when she leaves Lawrence to go to the family home in Manhattan.

"It was really tight living and it put a strain on personal relationships," she said.

The summer also provided a different experience for her husband. Although he had built many houses while working his way through school at Kansas State, this was the first time he had to do everything, including mixing the cement, by hand.

By the time they finished for the summer, they had built the cabin only to ground-floor level. Ernst estimated that it would take two more summers before the cabin would be finished. But she doesn't know whether she will be spending any more summers in a tepee.

"It was fun," she said, "but I don't know whether I could take it again. It was one of those things that you are glad you can say you did, but think you don't ever want to try again."

# *"I'm part of the woodv*

## Former director Dick Wright recalls his 20 years at KANU

Dick Wright has been a tireless source of energy and enthusiasm at public radio station KANU, 91.5 FM. The station recently celebrated its 25th anniversary, and for 20 of those years, Wright has been associated with it. He has, in that time, watched KANU change, grow and achieve national recognition for excellence in broadcasting.

Wright, associate station director, is proud of KANU. He should be. It is one of the ten most powerful FM stations in the country. Its programs reach nearly three million listeners. And it is one of only three stations in Kansas classified as a public radio station, those that feature educational programming and broadcast no commercials.

It also is one of the handful of stations in the country that broadcasts on a second frequency to a blind audience. And its reputation as a jazz and classical music station is unprecedented.

KANU's beginnings were humble. With Edwin Browne as director and Mildred Seaman as program director, the station started broadcasting in 1952, intending to be Kansas' first "serious music" station. Its format was mostly classical, but it dabbled in jazz. Early programming also included classroom lectures and "School of the Air," a listening program for children. The seeds of format firmly planted by Browne and Seaman have since yielded fruits of success.

When the station was started, Wright was pursuing a bachelor's degree in voice from the University of Kansas. In 1953 he graduated and served two years in the army. He returned to KU in 1955 and got his master's degree in 1956. That same year, Wright won one of several regional auditions that gave winners the chance to audition for the Metropolitan Opera in New York.

"I thought I was going to set the world on fire," recalls Wright. However, after finding competition with hundreds of operatic hopefuls tough, later in 1956 he accepted a job as KANU's music librarian.

Wright remained the librarian for 12 years, witnessing both the station's growth in popularity and its temporary hardships. In 1960, a fire in the engineering department of the KANU building ruined some equipment but miraculously left the record library untouched. That same year, a storm leveled the transmitter tower, caus-

ing the station to leave the air until a new tower was constructed.

In 1968, Wright left the station because of program disputes and for financial reasons.

"I was on civil service, but we had six children and I just wasn't making enough money," says Wright. "I began managing the record department of Bell Music in Lawrence. Also, I was singing around town and playing in a dance band—anything to make extra money. The band was called 'The Collegiates.' We were a little old for collegiates, but nevertheless, we called ourselves that."

Wright's departure wasn't the only change for KANU in the late '60s. Chief announcer Glenn Price left the station in 1966. In 1968, Browne went on sabbatical and Seaman retired. RTVF director Bruce Linton was called in to act as director.

Browne returned in 1970 but later resigned. Linton then persuaded Wright to return to KANU, this time as station director.



# *work here."*

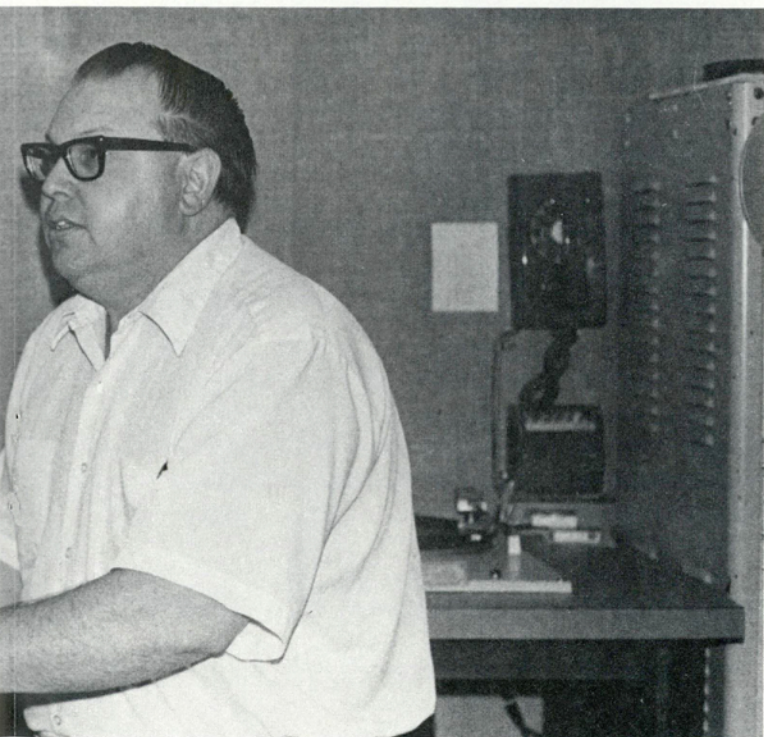
Wright recalls, "The station was like a ship without a sail. It had no direction. It was really floundering."

But not for long. Wright put his enthusiasm and ideas to work and began picking up the pieces. He hired the graduate student news assistant, Bill Redlin, as news director to transform the "rip-and-read news operation" into a thorough, organized department. Wright moved Gary Shivers from special projects director to programming director in an attempt to improve the hasty "grab a record and throw it on" music format.

Although the station's format was to remain based on "fine arts," Wright added jazz and bluegrass music.

"I must confess that I'm the culprit as far as the station's format is concerned," Wright says. "I'm guilty. I have a great love for both classical and jazz music. We like to call ourselves an alternative station. What we try to do is complement what other stations are doing but not duplicate them. When you get to be my age, you start fiddling with the radio to find something you like."

To sell his musical wares, Wright wanted better equip-



Mary Beth Davison, music director at KANU, and Wright work in the master studio at the station.

ment. In 1973, donations enabled him to purchase a subcarrier transmitter, one able to transmit on a different frequency to the blind. Besides making KANU the first university-related station that broadcasted to the blind, the transmitter boosted the station's power to its current rating of 110,000 watts, the limit allowed by the FCC.

Others reacted to Wright's enthusiasm. A grant from the Department of Health, Education and Welfare helped buy new equipment, including a new antenna. Other donations, including funds from KU, were used to remodel the building. Altogether, Wright says, generous financial aid "has given us one of the best stations in the region as far as equipment."

Funding for KANU's expansion might have occurred sooner had not a misconception about the station been perpetuated. Some thought an educational station was a series of dull lectures and dull programming.

"There was a lot of confusion. Many people didn't know the difference between us and the student station - KJHK. We had to do a selling job. Finally, they began to take a little notice."

More grants provided a larger staff and more syndicated broadcasts and the stage was set for growth.

The cumulative work of Browne, Seaman, Price, Shivers, Redlin, Linton and many others began paying off in the '70s. The station received the Armstrong Memorial Research Foundation "Major" award in 1971 for a program on Aaron Copeland and, in 1974, for a program on Charles Ives. The George Foster Peabody Award, broadcasting's highest honor, was awarded the station in 1973 for Prof. Calder Pickett's historical programs called "The American Past." KANU also received awards for local programming from the Corporation for Public Broadcasting in 1975 and 1976.

Other station programs continued to excel. James Seaver, professor of history, who was named Kansas Broadcaster of the Year in 1963, continued his popular program, "Opera Is My Hobby." Sports programming, too, upheld a winning tradition that already had produced noted sportscasters such as Merle Harmon, Monte Moore, Tom Hedrick and Gary Bender.

Of all programs, however, Wright says, "Our jazz program is probably one of our biggest assets."

In fact, the demand for several jazz classes at KU and in Kansas City influenced Wright's decision to step down as station director last January, when teaching and directing full-time became too hectic. Howard Hill came from a station management position in Springfield, Ill., to take over KANU's directorship.

The jazz program also is promulgated in Topeka by the original KU station, KFKU, which became a secondary service after 1952 when a donated transmitter enabled KANU to get off the ground. Now, KFKU broadcasts, via programs taped by KANU staffers, over the AM airwaves of WREN radio for six and a half hours a

week. Wright calls the station "a strange bird," but wouldn't think of giving it up.

In addition, Wright is a member of the Kansas Arts Commission's music panel, a KU faculty member and a board member for the Topeka Jazz Workshop and the "Friends of Jazz" in Kansas City. He also is a consultant for the Kansas City arm of "Young Audiences," a national organization that brings performers to schools.

"I'm on the run," admits Wright, who still works vigorously at the station when he's not teaching or spending time with his wife and children.

But he doesn't mind. Music is in his blood. A collection of 8,000 recordings, his adeptness on the clarinet and the saxophone and his fervent performances in the Lawrence area as both a vocalist and instrumentalist are constant reminders of that.

Despite his bustling life, he doesn't plan to relinquish any of his musical endeavors, especially KANU.

"I'm part of the wookwork here," he says. "We love it here in Lawrence, I'm fortunate to have a lot of people who seem to like what I'm doing on the air."

Fortunate and proud. His 20 years with KANU have been a major rung in the station's ladder to success.



Wright searches through the tape library at KANU.

# Seminars link J-school to professionals

To give professionals an alternative to continuing formal education and to keep educators abreast of developments in professional fields, the School of Journalism in the last six years has been offering a variety of seminars.

Dean Del Brinkman said the seminars have extended the service function of the school to professional journalists and have linked the school with more potential employers.

Some of the seminars, such as a circulation management program held in Topeka Nov. 12, were planned in response to requests from Kansas newspapermen, Brinkman said. Others, such as the proposed law and ethics seminar planned for February in Wichita, have been initiated as something professors thought was needed.

"Rather than have persons come back for journalism courses for a semester, at this point the best we can do is have seminars to keep them up-to-date in their profession," he said.

Last July, for the third year, the school cosponsored a weeklong newspaper management seminar with the University of Nebraska. All three years the seminar has been funded by a Gannett Newspaper Foundation Grant.

Directed toward those persons likely to advance into managerial positions on a daily or weekly newspaper, the seminar covered topics from marketing and advertising to legal problems and managing techniques.

The 10 participants were nominated by their newspapers and selected by the school from the recommendations and statements they submitted. Their lodging and travel expenses were paid for by the Gannett grant.

The circulation seminar, conducted for the first time this fall, was sponsored by the William Allen White Foundation and the Kansas Press Association.

The one-day session was led by Ron Anderson, director of circulation for the Rochester, N. Y., newspapers, the *Times-Union* and the *Democrat and Chronicle*. Anderson was the director of circulation for the Gannett newspaper chain from 1971 to 1976 and has led the circulation program at the American Press Institute more than a dozen times.

He covered current newspaper concerns such as how to raise subscription rates without losing subscribers, how to recruit the best carriers and how to gain more total market coverage.

Donald Jugenheimer, associate professor of advertising and coordinator of both the newspaper management and circulation seminars, said seminars not covered by grants had to be paid for by participants. Any losses the school encounters in offering a seminar cannot be met with public tax funds.

The more than 40 participants in the circulation seminar each paid \$55 for the program, lunch and coffee break if they were the only employee of their newspapers who attended. A reduced rate of \$45 was charged for any additional persons attending from the same newspaper.

Jugenheimer also is organizing the sixth newspaper management seminar, to be held in the Kansas Union on Jan. 14. This program also will be cosponsored by the William Allen White Foundation and the Kansas Press Association.

Scheduled to last either a day or a day and a half, the seminar will include some outside speakers. The approximate cost is \$40 a person.

Suggestions will be given on how to improve selling, how to plan special sections with graphic production and how to measure the effectiveness of advertising. Jugenheimer said newspapermen could also submit advertisements for critique.

The law and ethics outreach program planned for February will be sponsored by the William Allen White Foundation and tentatively the Ford Foundation. It will be open not only to newspapermen, Brinkman said, but also to lawyers and judges.

The program primarily will study the conflict between the rights of reporters and the privacy rights of individuals.

Also in the planning stages for this spring is a broadcast seminar being coordinated by David Dary, associate professor.

The school will be cosponsoring the seminar with the Associated Press Broadcasters Association. The seminar will double as a national meeting for the Radio-Television-News Directors Association.

Speakers, panel discussions and demonstrations of equipment will be directed toward the small market radio and television news stations.

"That is primarily because almost all who come, come from small stations," Dary said. "We're talking about a subject that always exists because year after year it may not be the same people attending. People usually start on these smaller stations and then move on.

"We're kind of helping them in a way by helping them to meet other professionals and giving them the chance to discuss problems and ideas."

Through the seminars and outreach programs, Jugenheimer said, the school maintains good will.

"We show the press of the state of Kansas that we care about their problems," he said. "Obviously then, if we think about them, then maybe they'll think about us when it comes time to hire people."

# NEWS NOTES

## Ad prof is HOPE finalist, carries on 10-year tradition

Donald Jugenheimer, associate professor of advertising, was selected in October as one of five finalists for the Honor to an Outstanding Progressive Educator (HOPE) Award by the Class of 1978.

By becoming a finalist, Jugenheimer carried on a 10-year tradition of journalism teachers selected as semifinalists or finalists for the honor.

Jugenheimer has taught advertising courses at KU since 1971. He earned his bachelor's, master's and doctoral degrees from the University of Illinois, where he was an advertising instructor and agricultural communications teaching assistant from 1965 to 1971.

His classes stress the practical. Students in Jugenheimer's classes can't simply learn advertising principles by rote learning, but instead must be able to apply them to problems, Jugenheimer said.

For 10 consecutive years, the journalism school has had a faculty member in the running for the HOPE Award, which was established by the Class of 1959 with a little prompting from the *University Daily Kansan*. The HOPE Award is the only award to KU faculty for which students select a winner.

The 1959 seniors were given three options on a gift to leave the University: trophy cases for Allen Field House, accessories for the Kansas Union's new addition or a Kansas scene in a display at the Museum of Natural History.

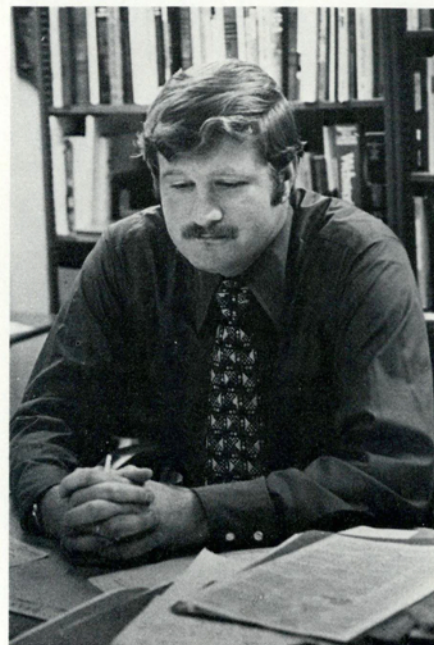
However, the editors of the *University Daily Kansan* had what they considered a better idea, and thus was born the HOPE Award.

"HOPE will benefit the University not only materially but spiritually," said an April 29, 1959, editorial that introduced the idea for the award. "This gift from our senior class will set a precedent that may have repercussions throughout our University, state and even nation."

"HOPE speaks of its own time—the 20th century—our age of nuclear warfare and the possible destruction of mankind. Our main pole of steadfastness today is hope. And our greatest hope lies in better education."

The editorial appeared just two days before the seniors voted on their gift. The HOPE idea was overwhelmingly approved, outdistancing the trophy cases by a vote of 216 to 100.

Journalism teachers have done well in HOPE voting. This year, Richard Musser, assistant professor and *Kansan* adviser, was among the 12 HOPE Award semifinalists.



Don Jugenheimer

John B. Bremner, professor, won the HOPE Award in 1971, Calder Pickett, professor, followed in 1975 and Peter Turk, associate professor, won in 1976. Pickett also was a finalist in 1972 and 1973.

Lee F. Young, professor, was a HOPE Award finalist in 1968, 1969, 1973, 1974 and 1975 and a semifinalist in 1970.

Susanne Shaw, associate dean, and Gerald Smeyak, associate professors, were semifinalists in 1976.

## Advertising club regroups after 5 years of dormancy

About 100 students were involved in the KUAD advertising club this fall, the first time the club has been active since 1972.

Asst. prof. Sandra Ernst, faculty adviser, said the club brought together a mixture of students interested in advertising, from business to graphics majors.

During the semester, the club invited eight recent graduates to an "Alumni Answer All" to answer questions about their jobs. The club also took a field trip to Hallmark, Inc., in Kansas City, Mo., and learned about small advertising agencies and interviewing techniques.

Officers were: Tom Hansen, president; Marsha Bjerkan, vice president of programs; Steve McCracken, vice president of membership; Sandy Grady, treasurer; Melanie Smith, secretary; and Brooke Kramer, publicity.

## Kansas editors name White to Editors' Hall of Fame

W. L. White, late editor of the *Emporia Gazette*, CBS war correspondent, magazine writer and author of several best-selling books, was named to the Kansas Newspaper Editors' Hall of Fame on Editors' Day, Sept. 24.

Kansas editors selected White, who died in 1973. About 250 Kansas edi-

tors and newspaper executives attended the day's activities in the Kansas Union.

Calder M. Pickett, professor, delivered the citation installing White, also known as "Young Bill," into the Hall of Fame.

Pickett said White had become famous during World War II, not as a Kansas editor, but as a CBS war correspondent and author of books and magazine articles.

White, who was the son of *Emporia Gazette* editor William Allen White, attended KU but graduated from Harvard University.

He was on the staffs of the *Washington Post*, *Fortune* and *Reader's Digest* magazines and the North American Newspaper Alliance. He worked his way from *Gazette* reporter to publisher after his father's death.

His best known books include a novel, "What People Said," and two books on war correspondents, "Zero Hour" and "Queens Die Proudly." In addition, White's books "Journey for Margaret" and "They Were Expendable" both were made into motion pictures.

Of "They Were Expendable," White wrote, "I have been wandering in and out of wars since 1939, and many times before have I seen the sad young men come out of battle—come with the whistle of flying steel and the rumble of falling walls still in their ears, come out to the fat, well-fed cities behind the lines, where the complacent citizens always choose from the news-stands those papers whose headlines proclaim every skirmish as a magnificent victory."

White married Kathrine Klinkenberg in 1931 and they adopted one daughter, Barbara. White's wife and daughter both attended Editors' Day.

Also at Editors' Day, John Hohenberg, Gannett professional-in-residence, defended the watchdog role of the press and urged small and large newspapers to report the news and protect the public's interests.

Chancellor Archie R. Dykes, Emerson Lynn Jr., president of the Kansas Press Association, Dean Del Brinkman and John B. Bremner, professor, also spoke.

### Dary represents teachers in radio-tv-news association

David Dary, associate professor, is acting as a liaison between students, educators and professionals as a member of the board of directors of the International Radio-Television-News Directors Association (RTNDA).

Dary, in his second year of a two-year term, attended RTNDA's annual conference in San Francisco in September.

One of 20 board members, Dary represents college and university instructors in broadcast journalism.

Dary said his job was to provide input for professionals from educators. "At the same time, we also contribute suggestions and maintain close liaison between RTNDA for graduates," Dary said. "It's important in the sense that it provides professional contact for the broadcast journalism educators."

Dary, who has been associated with RTNDA since 1958, said he would remain active in the organization after his term on the board of directors ended in August.

### J-school faculty teaches at high school workshop

On Sept. 10 approximately 200 high school journalism students and advisers converged on Flint and Wescoe halls for an annual workshop sponsored by the School of Journalism.

Susanne Shaw, associate dean, planned and coordinated the daylong event. This was the 54th workshop sponsored by the school.

KU professors of journalism taught most of the 13 sessions, but lecturers from outside the school also participated.

Ben Van Zante, journalism adviser at West High School in Iowa City, taught the yearbook division, and Malcolm Turner, photographer for the Chanute *Tribune*, assisted Gary Mason, assistant professor, in the photography section.

Yael Abouhalkah, sports writer for the Lawrence *Daily Journal-World* and a KU student, and Jerry Seib, editor of the *Kansan*, gave tips on sports writing.

The following instructors conducted the newspaper division workshops: Richard Musser, reporting; Norma Wilson, editing; Charles Chowin, advertising; David Dary, feature writing; Sandra Ernst, makeup and design; Calder Pickett, editorial and column writing.

Larry Day, Paul Jess, Lee Young, Musser, Wilson, and Shaw critiqued participants' newspapers and magazines.

According to Dana Leibengood, assistant dean, the School of Journalism will continue to participate in Kansas Scholastic Press Association activities for state high schools. KU is home base for the KSPA and will again participate in the regional writing contests this spring, he said.



Faculty members Dana Leibengood, Calder Pickett, Susanne Shaw, Lee Young and graduate student David Walsh hold a meeting of the School Committee in the new faculty lounge.

### Artist's studio transformed into new faculty-staff lounge

A studio formerly used by a professor of painting became the new faculty-staff lounge and conference room the second week of October.

Room 117, the new conference room, will be used temporarily for faculty staff meetings, various journalism com-

mittee meetings and on-campus interviews.

The conference room is temporary because plans have been submitted to remodel Flint Hall, according to Dana Leibengood, assistant dean. A decision about the remodeling plans has not been made.

The furniture in the conference room was taken from the Hall of Fame Room, which was eliminated when the elevator was installed.

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## news notes

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### Professionals-in-residence share experience in class

Three editors, an advertising executive and a public relations director visited KU this fall as professionals-in-residence.

The professionals-in-residence program began about six years ago as an editors-in-residence program organized by the Newspaper Fund. Since then it has been expanded to all areas of the school.

Angie Rizzo, city editor of the Lafayette (Ind.) *Journal and Courier*, spoke to reporting, editing and magazine classes Sept. 24.

Dean Sims, president of Public Relations International, Ltd., Tulsa, spoke to classes Oct. 20-21.

Wendell Sullivan, a 1954 KU advertising graduate, attended journalism classes Nov. 14-15. Sullivan is an executive with the Sullivan-Higdon Advertising Agency in Wichita.

All professionals-in-residence are contacted through KU faculty, asst. dean Dana Leibengood said, and usually are responsible for their own expenses.

### KU named as repository for first-issue magazines

Through the efforts of Prof. Lee Young and John Suhler, a KU graduate, the Magazine Publishers Association (MPA) has named KU as the official repository for a collection of first-issue magazines.

To be known as the MPA Magazine Collection, the magazines will be housed in the Kenneth Spencer Research Library on the Lawrence campus. The project will be cosponsored by the MPA and the School of Journalism.

The MPA Magazine Collection will be an extension of the first-issue collection the school has had since 1954. Robert L. Gilbert, a 1923 KU gradu-

ate, donated about 4,500 items he collected to start the magazine museum. Among the items Gilbert collected and gave to the school were first issues of *Time*, *Life*, *Newsweek* and *Esquire*.

Suhler, a 1965 journalism graduate, said he became interested in the project when he noticed a news item about the collection in the Fall '76 issue of the *Jayhawk Journalist*. He was interested in establishing a memorial to his father, Lester Suhler, a 1930 KU graduate.

Suhler, now the president of the consumer magazine division of the Columbia Broadcasting System, contacted Young about his idea. Together they petitioned the MPA.

Lester Suhler was for many years the circulation and promotional director for *Look* magazine. Using donations from the elder Suhler's friends and business associates, the MPA has established the Lester Suhler Memorial Fund at KU. The money from the fund will finance the maintenance of the MPA Collection.

"This will make the University of Kansas an important center for magazine scholarship. The collection will be unique because it is so far removed from New York, the center of the consumer magazine industry," Young said.

Additional money from the Suhler Memorial fund will be used for scholarships for students studying magazine journalism. The fund will be administered by the KU Endowment Association.



H. L. Stevenson, editor-in-chief of UPI.

H. L. Stevenson, editor-in-chief and vice president of UPI, attended classes Nov. 3-4, and Clarke Thomas, editorial page editor of the Pittsburgh (Pa.) *Post-Gazette* and president of the National Conference of Editorial Writers, visited Nov. 17-18.



Professor Lee Young displays first-issue magazines, including one from 1810.

## Faculty attends convention, returns with AEJ positions

The faculty of the William Allen White School of Journalism once again proved its excellence at the Association for Education in Journalism (AEJ) convention last August. Of the 10 faculty members attending, several were appointed and elected to committee and division responsibilities for 1977-78.

Division chairmanships were assumed by: Lee Young, professor, magazine division; Donald Jugenheimer, associate professor, advertising division; and David Dary, associate professor, radio-television division. Dary is also a member of the place of convention committee for 1978.

Sandra Ernst, assistant professor, is vice-head of the graphics division.

Dean Del Brinkman was elected president of the American Association of Schools and Departments of Journalism. He is also a member of the AEJ committee on teaching standards.

The convention elected Sam Adams, associate professor, to the board of directors of the minorities and communications division. Adams is also a member of the AEJ endowment committee and the teaching committee of the minorities division.

Susanne Shaw, associate dean, is a member of the AEJ membership committee.

Continuing as a member of the AEJ and American Newspaper Publishers Association's cooperative committee is Paul Jess, associate professor. The committee focuses on journalism education.

## Pickett's lifelong project published for use in class

Prof. Calder M. Pickett finally has just the right book for his History of American Journalism class—one he wrote and edited himself.

"Voices of the Past," released last summer, has been a lifelong project for Pickett, who said he incorporated facts he remembered from his childhood.

The book required countless hours of research to obtain documents and hours of sifting and sorting to select what was included.

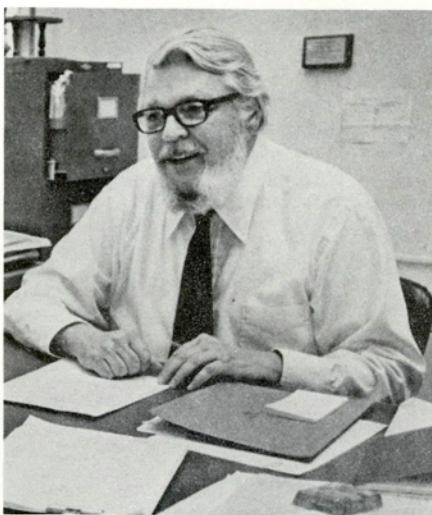
But his love for history and his students kept him on the project.

"I dedicate this book to my students, especially those who care about history

as I care about history," Pickett said. "I hope they read it. It's for them."

Trying to present the key documents of American history, Pickett ran into the problem of conveying the emotional impact of historical events. For this reason he made the account an aural one.

"We hear a lot of our history. It's the voice of Thomas Paine I'm hearing, not just the words," he said. "We hear Washington praying at Valley Forge. We hear Lincoln on the battlefield. We hear some of the great writers in our history."



Professor John B. Bremner

## Bremner named recipient of Oscar Stauffer chair

Prof. John B. Bremner has been named KU's second Oscar S. Stauffer Distinguished Professor of Journalism.

He succeeds Prof. Calder M. Pickett, who was chosen in 1973.

The chair was established through a \$100,000 gift to the School of Journalism from Stauffer. Bremner will serve for four years and will receive an annual cash supplement to his regular salary.

His appointment, based on recommendations from the journalism faculty, was made Sept. 27.

Bremner, a native of Australia, joined the journalism faculty in 1969. He teaches editing courses.

He completed his master's degree at Columbia University in 1952 and was a Pulitzer Traveling Scholar in South

Africa, Italy and the West Indies in 1953. He received his Ph. D. in mass communications from the University of Iowa in 1965. Bremner has taught at Iowa and the University of San Diego and has worked for newspapers and magazines in Australia and in the United States.

He has been chairman of the school's graduate program and director of graduate studies since 1971. He received the 1971 Standard Oil Company Foundation Award and the 1972 HOPE Award given by the senior class to honor outstanding teachers.

## SDX provides job booklet, presents guest speakers

Attracting more broadcast student members and publishing a job booklet were two endeavors undertaken by KU's chapter of the Society of Professional Journalists, Sigma Delta Chi (SDX).

SDX also hosted guest editors and speakers; some members attended the SDX convention in Detroit, Nov. 16-19.

Jim Cobb, SDX president, said SDX hadn't had enough broadcast student members in recent years.

"We have been trying to get more involvement among broadcast students because I think we really need them to become a truly representative organization of journalism students," Cobb said.

One attraction for broadcast students was Jerry Holley, vice president of Topoka's WIBW, who was guest speaker at the first SDX meeting in September. Holley answered questions about broadcasting programming and government control over broadcasting.

The SDX job booklet, which details how to get journalism jobs, was published in November. The booklet includes sections on getting jobs in different journalism sequences and on writing resumes.

Also included in the \$1 booklet is advice from professionals, students who have gotten internships and recent graduates.

In a successful effort to raise money in October, SDX showed the original film, "The Front Page."

Scheduled speakers at SDX meetings were Ron Willnow, news editor of the St. Louis *Post-Dispatch* and regional SDX director; visiting editor H. L. Stevenson, UPI editor-in-chief and vice president; and visiting professor Mel

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## news notes

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Mencher, professor of journalism at Columbia University and former *Kansan* adviser.

Besides Cobb, fall SDX officers were Jerry Seib, vice president; Barbara Rosewicz, secretary; Nicolay, and Marsha Woolery, campus correspondent for *Quill* magazine, the official publication of SDX.

### Ross and Messick resign; new staffers join J-school

The *University Daily Kansan* lost its most experienced staff member this fall when Helen Ross resigned.

Mrs. Ross had been business coordinator for the *Kansan* for 12 years but resigned in October to travel with her husband, Robert, a carpenter and contractor for Holiday Inn.

As business coordinator, Mrs. Ross was in charge of billing clients, paying expenditures and recording advertising lineage.

Because Mr. Ross remodels Holiday Inns nationwide, the Rosses will be

moving from town to town every few months.

Mrs. Sue Forbes, former secretary for an elementary school in Lawrence, has replaced Mrs. Ross.

Students looking for their folders will see a new face in the journalism records office. Sammie Messick has left the School of Journalism after six years.

She has been replaced by Virginia Daily as student records clerk and secretary to Professors John Bremner, Calder Pickett and John Hohenberg, professional-in-residence this year.

Mrs. Messick now is working in the Dean of Women's Office where she is in charge of processing housing applications for residence halls. She also supervises five of the six student assistants in that office.

"I thought I needed to meet some more people and I thought I could get more lines on promotion if I left Flint," she said.

Mrs. Daily came to the School of Journalism from the Office of Admissions and Records.

### Kansan editor is selected as Barney Kilgore finalist

Jerry Seib, Hays senior, was selected as one of four finalists in the Barney Kilgore Award competition sponsored by the Sigma Delta Chi Foundation.

He received a certificate at the national SDX November convention in Detroit.

Cheryl Angel Patterson, a senior majoring in journalism and political science at California State University at Fullerton, won the \$2,500 first prize.

She and the finalists were selected from nominations submitted by the society's campus chapters, chapter advisers and professional members.

Seib, a member of the Sachem honorary society, was editor of the *University Daily Kansan* during the fall semester.

He worked for the *Wall Street Journal* at the Dallas bureau last summer and also has worked for the *Salina Journal*, the *Phillips County Record* and the *Fort Hays State Leader*, that university's student newspaper.

Seib will be working in Washington, D. C., during the spring semester as a recipient of a Sears Washington Internship Scholarship.

### Topeka junior is awarded Press Women scholarship

Mary Teresa Doyle, Topeka junior, was awarded the Mamie Boyd Scholarship from the Kansas Press Women Association.

She received the \$200 scholarship at the association's annual fall meeting in Lawrence Oct. 8-9.

The scholarship is given from the Boyd Trust Fund in honor of Mamie Boyd, a veteran newspaper editor. It is one of three scholarships, totaling \$800, that are awarded by the association annually.

The scholarships are rotated among the University of Kansas, Kansas State University and Wichita State University, each receiving one scholarship every year.

### Women in Communications gives certificate to Wilson

Norma Wilson, instructor of journalism, was awarded a chapter adviser certificate at the national meeting of Women in Communications, Inc., in Honolulu, the first week in October.

Women in Communications is a women's national professional journalism society.

Wilson, faculty adviser of the KU chapter of Women in Communications, was the only adviser nominated by a chapter. The other chapter advisers were nominated by national officers.

The certificate recognizes outstanding work in Women in Communications.

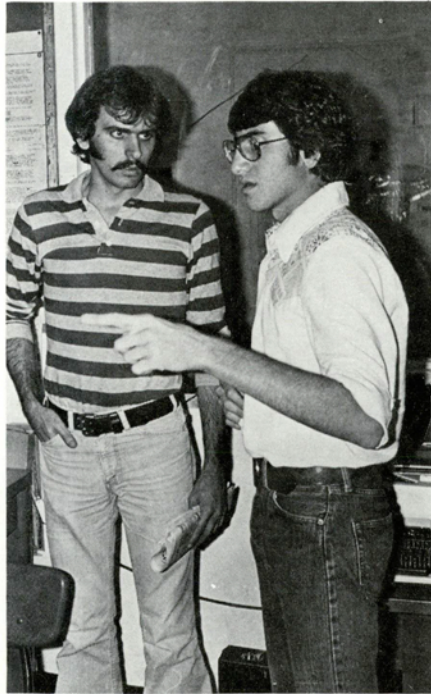
### Alumni meet for reception before homecoming game

About 80 journalism alumni attended an informal reception before the homecoming game Oct. 15, Dana Leibengood, assistant dean, said.

Alumni gathered in the Big Eight Room of the Kansas Union to visit professors and former classmates and meet new faculty.

Most of the graduates who attended had graduated within the last few years, Leibengood said, but some were also older graduates still living in the vicinity.

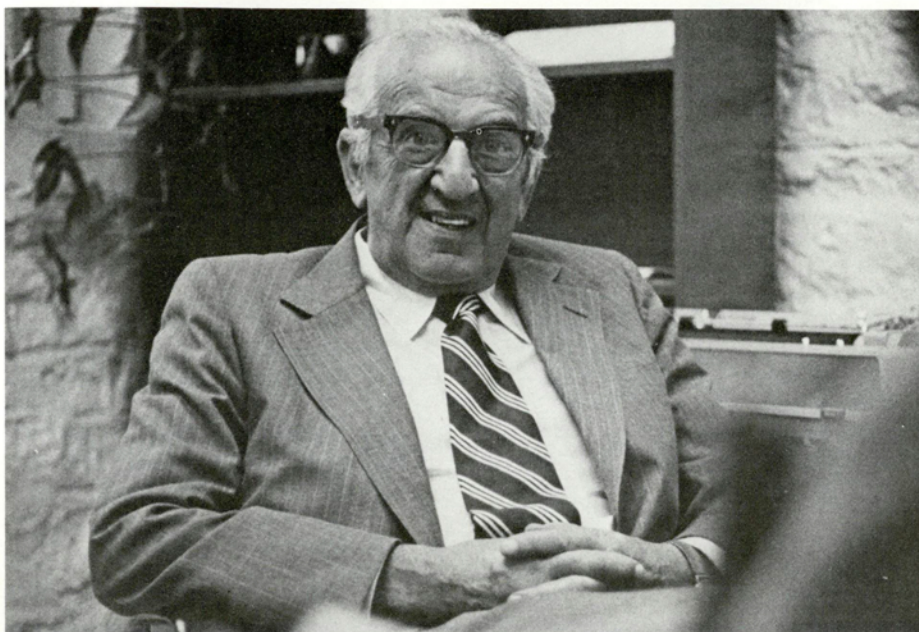
"It was a nice, informal occasion," he said. "Dean (Del) Brinkman introduced the faculty and Prof. (Calder M.) Pickett reminisced a little."



Jerry Seib, left, with Eli Reichman, *Kansan* photographer.

## New Faculty

Well-known journalist, writer  
professional-in-residence



KU journalism students this year are learning first-hand about their profession from the man who wrote the book on it—John Hohenberg, author of “The Professional Journalist,” a text widely used in journalism schools throughout the country.

Hohenberg, administrator of the Pulitzer Prize for 23 years and author of nine books on journalism, is Gannett professional-in-residence this year at the School of Journalism.

One of Hohenberg’s two classes this semester is Reporting I, which he has taught since he joined the Columbia University faculty in 1950. It is the one class he thinks is most important in shaping a student’s career in journalism.

“If you’re any good in this business, you’ve got to teach your students to take his first steps,” said Hohenberg, who has taught more than 3,000 journalism students during his 27 years as a journalism professor. “After a year or so they’re able to go by themselves, and then they’re really flying.”

Hundreds of Hohenberg’s former students have “shot to the top,” an excellent measure of his professorial success.

One of Hohenberg’s students in a basic reporting class required of all students at Columbia University was

John B. Bremner, now Oscar S. Stauffer Distinguished Professor of Journalism at KU.

Bremner had six years of newspaper experience in 1951 when he enrolled in Columbia University as a graduate student.

“I thought I knew everything,” he said. “I quickly learned how little I knew. Whatever success I’ve had as a journalist I owe to him. He changed my life.”

Hohenberg, with incisive, thorough critiques, gave Bremner an ample share of advice typed at the top of his returned assignments:

“When are you going to learn the difference between fact and opinion?”

“Who do you think you are? Walter Lippmann?”

“Your lead is as long as a Presbyterian prayer and that’s too long.”

As administrator of the Pulitzer Prizes, Hohenberg had a unique vantage point from which to observe his profession.

Through the years, Hohenberg said he has seen public service journalism assume a large role among Pulitzer entries.

“When I started there was a certain amount of investigative and public service reporting, but today it’s fairly

typical. There’s more emphasis now on the watchdog aspect of journalism—over big business, big labor, big government,” he said.

Hohenberg began his career in 1923 as a reporter for the *Seattle Star*.

“I interviewed Warren G. Harding. Imagine that!” he told his KU class on the American press. “No one should be that old.”

After he was graduated from Columbia in 1927, he spent 14 months in Europe as a correspondent and stringer for several newspapers. Three months were spent with UPI in Austria at a salary of \$25 a week.

He returned to New York and in 1933 began a distinguished career with the *New York Journal-American* and later the *New York Post*. He was the *Post*’s only European correspondent after World War II. He resigned in 1950 to join the Columbia University journalism faculty.

“When I joined the Columbia faculty I thought I was entering a genteel semi-retirement,” he said. “But I traveled more, saw more leaders and was part of more big stories than I’d ever dreamed of as a reporter.”

While at Columbia, Hohenberg found time to do research in Europe and Asia for several of his nine books.

While studying and working in Weisbaden, Germany, during 1956-57, Hohenberg and his wife, Dorothy, took a 9,000-mile trip throughout Europe and the British Isles, talking with foreign correspondents as they traveled. These conversations led to Hohenberg's book *Foreign Correspondents—The Great Reporters and Their Times*, published in 1964.

To complete work on that book, the Hohenbergs traveled to the Far East in 1963 and visited 10 Asian countries, in which the U. S. State Department also had invited him to give a series of lectures.

One of the countries he visited on his own was Vietnam.

"The State Department wasn't about to pay my way to Vietnam, not then,"

he said. "Incidentally, it's the best book I ever wrote."

During 1968-69, while on a sabbatical, Hohenberg took his third trip around the world—this time to report on the free press for the book *Free Press/Free People: The Best Cause*.

In 1970, he wrote *New Era in the Pacific*, requested by publishers Simon and Schuster, which involved more traveling.

Hohenberg, fluent in German and French, has learned phrases from many languages to get around.

A reporter's fluency in a language is no guarantee he or she will be sent to a country where it can be used, however, he said.

"Newspaper personnel policies are crazy. You'll go where they need you," he said. He said he knew a specialist

in Russian language who was sent to Buenos Aires and a reporter fluent in Chinese who was sent to Japan.

But conversing with the natives can somehow be managed. Phrase books, hand language and pointing can be helpful.

During his career, Hohenberg has traveled to almost every country, but there are a few he has yet to see. While he was a visiting professor in Hong Kong at Chinese University during 1970-71, he tried every day to be allowed entry to Mainland China, but was refused. Two years later, the country began opening to journalists.

"That's where I want to go before I hang up my shingle and write my last book," he said. "I've made it everywhere else so I don't see why I can't make it there."

## New photo prof forsakes law for journalism career

Although Phil Bannister joined the journalism faculty as an assistant professor of photojournalism this fall, professional photography has hardly been his whole life. He also is a lawyer and has a master's degree in agriculture.

"I kind of play down the lawyer image because I like for people to look at me and think I'm just a dumb photographer," he said. "Then when they find out I'm a lawyer, they can eat their words."

Law school, he said, was something he did for his own legal protection and knowledge.

"I hadn't planned to practice law from the very day I entered," Bannister said. "I just entered law school with the thought in mind that I would learn something different."

Bannister said that he never looked at his law school grades or his Florida bar certificate, which is still sealed in its envelope.

Although Bannister doesn't take his law or agriculture degrees seriously, he does take his photography seriously.

While an undergraduate at the University of Florida, he quit school to work for the Palm Beach *Post*. That year the paper won the National Press Photographers Award of the Year for the best photographic use.

Before Bannister worked for the *Post*, he worked on the University of Florida's student newspaper and did free-lance photography, concentrating on the Sunday magazine sections of Florida newspapers.

His first published free-lance photo won the Florida National Press Pho-

tographers Award for color feature. The picture, which accompanied a story about a wildlife reserve, ran on the cover of the Sunday magazine in the St. Petersburg (Fla.) *Times*.

After he returned to school he continued to free-lance to support himself.

Every two months while he was in law school, he would take a five- to ten-day trip to the Caribbean to shoot features on resort areas for *Holiday* magazine.

"I would return and study like mad," Bannister said.

After completing law school, Bannister knew he wanted to continue in photography.

"I knew the creative urge would always be in me, and if I didn't take advantage of it, I wouldn't be happy," he said.

But even though Bannister enjoys relaying his photographic knowledge to students, he finds the field of journalism restrictive and mechanical.

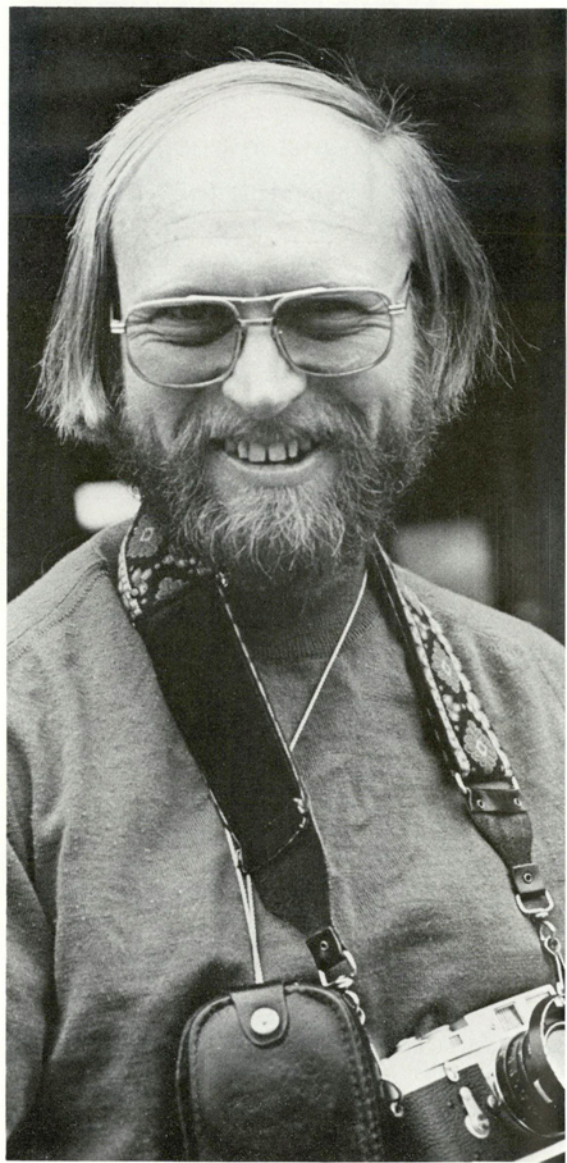
"It's just following the formulas and punching out the stories," he said.

"A photograph puts a reader there at the event. He can identify with it, he sees it, he feels a part of it.

"The words add to and modify. They make the reader fully aware. Once the reader has an emotional tie, the writer can manipulate him with facts and work words."

Bannister said he came to KU looking for another experience to expand his life and knowledge.

"Maybe I'll be able to grow," he said. "I grow every day and get experiences every day from the students."



## Flint's classrooms provide familiar setting for Chowins

Chuck Chowins once waded through the heavy traffic in Flint Hall's corridors and sat in its crowded classrooms, an experience known to all journalism students.

In fact, he did it in two periods of his life—first as an undergraduate in the 1960s and more recently, as a master's degree candidate.

Chowins still wades through the halls and enters those classrooms, but, instead of sitting among students, he stands in front of them. This fall he received an appointment on the faculty as an assistant professor of advertising.

In September 1966, Chowins began his college career at KU. He was graduated in 1970 and was hired as a classified account representative for the Minneapolis *Star and Tribune*.

In 1973, he was promoted to the retail advertising department of the *Star and Tribune*. And in February 1975, he went to the Casa Grande Valley Newspaper, Inc., Casa Grande, Ariz.

While employed at Casa Grande, Chowins was given an award for one of the 10 best advertising ideas for Casa Grande by the International Newspaper Advertising Executives.

In August 1976, Chowins resigned and returned to KU to work on his master's degree.

"I wanted to come back for a long time," he said. "It was a recurring thought, and when I resigned in Arizona, it was financially possible."

But Chowins didn't expect to get on the faculty at KU. He called it fate when a position opened last summer for an advertising instructor.

He was offered other jobs after he completed his master's degree work, he said, but he and his wife liked Lawrence and wanted to stay in the area. His job experiences and his familiarity with KU helped him to secure the job.

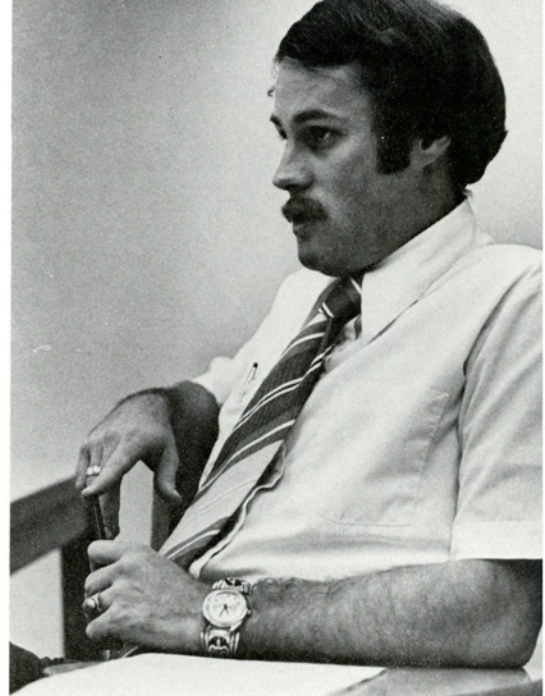
The transition from student to teacher wasn't easy.

"I was pretty scared for about the first four weeks," he said. "On a scale of 1 to 10, I was about 9.9. I wasn't used to getting up in front of people."

Chowins combined his previous experiences and input from former instructors in pacing the course and assigning course material.

"The most surprising aspect of teaching is the amount of time it takes to prepare for class," he said. "As a student I didn't think about that."

"Definitely my practical experience has helped. I think back and wish that I had been taught certain things because it would have been useful in my job."



Chowins says he thinks that he can relate to students better than instructors did when he attended KU as an undergraduate.

"There wasn't much two-way communication when I was a student," he said. "When I came back I found instructors far more responsive to students and more open."

Chowins thinks that his practical experience can help him to prepare graduating seniors for future jobs.

"I hope to incorporate my experiences here at KU so that students are better prepared," he said. "I did a lot of interviewing and hiring at my other job, so I know what employers are looking for."

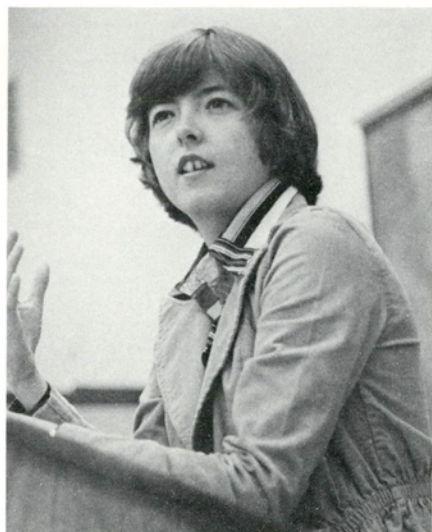
Although Chowins majored in advertising in both his undergraduate and graduate level course work, he also took the magazine journalism courses.

He was in the Magazine Layout and Production course the first time it was offered in the fall of 1969 and was student editor of the first edition of the *Jayhawk Journalist*.

"We were a class of seven, and along with Professor Young, were the entire staff of the magazine. We encountered a lot of unforeseen problems and the production took a lot longer than we expected," he said.

The students continued working on the issue into the spring semester even though they were no longer enrolled in the course. The first issue finally came out in April 1970. The magazine is now published every semester.

There are many alumni readers of this magazine who will remember Chuck as a former classmate. The next time they return to Flint Hall, they can renew acquaintances with Professor Chowins.



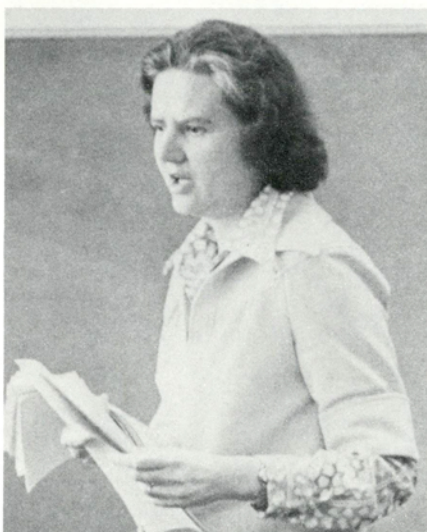
Tonda Rush, left, a 1973 KU journalism graduate, taught a section of the Promotional Writing class this fall.

Rush was a reporter for the Lawrence *Daily Journal-World* and is a first-year law student. She has worked for several newspapers in Kansas and Nebraska.

Mary Wallace, right, also joined the journalism staff part-time this year as a Reporting I instructor.

Wallace received her bachelor's degree from the College of William and Mary, Williamsburg, Va., in 1959 and her master's from the University of Michigan in 1962.

She has worked for newspapers in North Carolina and Michigan and has taught news writing at the University of North Carolina.



# Alumni News



1927

VAUGHN A. KIMBALL received his 50-Year Pin at the Class of '27 reunion this year. He discontinued his journalism career in 1946 and has been a New York Life insurance agent in Dodge City for 31 years.

1935

THENO F. GRAVES is a life member of the Million Dollar Round Table of the New York Life Insurance Company of Los Angeles.

1938

HUGH S. WIRE retired from the San Francisco Unified School District. He taught journalism to high school students and served as head of public relations for the district.

1941

CHARLES G. PEARSON is chairman of the journalism department at Wichita State University. Pearson was editor of the editorial page of the *Wichita Eagle-Beacon* for 12 years before moving to Wichita State.

1943

GLEE S. SMITH is serving on the Kansas Board of Regents and as a member of the Board of Directors of Legal Services Corporation in Washington, D. C. Smith has been a practicing attorney in Larned for 30 years.

1947

VIRGINIA STEPHENSON ELDER is teaching freshman English part-time at Del Mar College, Corpus Christi, Tex.

1949

PATRICIA JAMES BAKER is working for RC Brokerage, Prairie Village, and writing plays. Baker sent a screenplay to a Los Angeles agent and is currently working on a children's television play.

1950

NANCY BOLTON CHAPMAN and BILL CHAPMAN work for the Bastrop (La.) *Daily Enterprise*. Bill is business manager. FRED BROOKS has been appointed to the University of Kansas

Medical School Selection Panel for the second year. Brooks is one of six lay members on the 24-member committee. He lives in Garden City. DALE MULLEN is on the copy desk of the *Phoenix (Ariz.) Gazette*. DARELL F. NORRIS is president of Farmers New World Management Company, the management company for New World Fund, Inc., a mutual fund in Los Angeles.

1951

DICK DILSAVER spent the past year on the city desk of the *Wichita Eagle-Beacon*.

1952

DAVID S. ARTHURS is president and publisher of Citrus Publishing, Inc., and Tri-County Broadcasters, Inc., Inverness, Fla. DICK HALE is editor of *The Professional Golfer*, the official magazine of the Professional Golfers' Association, Lake Park, Fla. MELVA "MICKEY" LUTZ STUDDT received her master's degree in secondary education with an emphasis on art, and teaches junior high and workshops at the junior college level. Studdt lives in Cleveland, Tenn.

1953

ROBERT B. STEWART is associate manager of the Public and Community Relations Division of Procter and Gamble in Cincinnati, Ohio. JOSEPH A. TAYLOR was a recipient of the Maria Moors Cabot Award given to journalists who have advanced international friendship in the western hemispheres. Taylor, a staff member of the University of Texas at Austin School of Communication is one of the few North Americans to win the award and was the first journalism educator chosen for the honor.

1954

RODNEY O. DAVIS is a professor of history at Knox College, Galesburg, Ill. MARY DUROCHE is editorial assistant for *Evaluation*, a publication produced by Program Evaluation Resource Center, an organization funded by the National Institute of Mental Health in Minneapolis. VELMA GASTON FARRER teaches in the North Kansas City (Mo.) school district. TOM

STEWART is covering the Supreme Court and the Department of Justice for Reuters from Vienna, Va. Stewart is also a member of the Board of Governors of the National Press Club.

1956

RICHARD S. (DICK) HUNTER is executive director of the Iowa Association of Plumbing-Heating-Cooling Contractors.

1957

LARRY STROUP is vice-president and director of marketing at McPherson State Bank and Trust Company.

1959

ROMANA RUSH is dean of the College of Communication at the University of Kentucky, Lexington. Rush is the first female dean of communication at a major university. MARTHA CROSIER WOOD is a member of the National Association of Science Writers. Wood is communication officer for Sidney Farber Cancer Institute in Boston and writes a medical column for the *Boston Globe* and other New England newspapers.

1960

DAVE GORDON is the top retail salesman in a staff of 40 at the San Jose (Calif.) *Mercury-News*. SARAH ANNE SHAFFER PECKHAM is a television producer for Compton Advertising, New York, and the mother of two sons, ages six and seven. She lives in Greenwich, Conn.

1961

JANE BOYD OWCZARZAK teaches journalism and English at Leland High School, San Jose, Calif. She is also adviser to the yearbook and newspaper.

1962

JEAN GILMOUR BABINGTON is media director with Long John Silver's Seafood Shoppes' house agency. She is living in Lexington, Ky. JOHN L. (JACK) MCCALL is a representative for Southwestern Bell Yellow Pages Directory in Overland Park. THOMAS TURNER was selected the Grand Award Winner in the 1976 Edward Meeman Conservation Writing Competition. Turner was recognized for 32

editorial and opinion articles on Arizona water written for the Tucson (Ariz.) *Daily Star*.

## 1963

FRANK NORMAN BECK has accepted a 5-year term as chairman of the Greater Des Moines General University Fund. CARRIE MERRYFIELD HEIM is co-owner of Graduate Portrait Studios, a company that does church directory photography in Austin, Tex.

## 1964

STEVE CLARK is executive vice-president of Williams-Thomas and Associates, a commercial real estate firm in Topeka. He was formerly with the University of Kansas Alumni Association. THOMAS HOUGH was killed in Casper, Wyo., in July in a head-on car collision. He is survived by his wife and three daughters. ROSE OSBORNE TULECKE is a regular contributor to *Fort Worth* magazine and works part-time as assistant editor of the *Tarrant County Medical Society Bulletin* in Fort Worth.

## 1965

JAMI RANKIN owns a sporting goods business and safe and locksmith service with her husband. She is compiling information for a sailors' cookbook. J. PHILIP WEAVER is program director at KIUL radio in Garden City.

## 1966

GARY LINK is vice-president of account services for Travis/Walz/Lane advertising agency in Kansas City, Mo.

## 1967

RONALD E. BROCKMAN is production director for *The Packer*, *Drivers' Journal* and *Redbook* published by Vance Publishing Company, Kansas City, Kan. ERIC MORGENTHALER is working for the London bureau of the *Wall Street Journal*. STEPHEN STRAIGHT is a disc jockey at KSNO in Aspen, Colo., and has his own advertising agency, Straight Advertising. He and his wife, Jody, own the Aspen Tea and Spice Company. SHERI WOLTERS JONES is a management analyst with the Federal Communications Commission in Washington, D. C.

## 1968

MARSHA BARTH BENNETT is doing free-lance work for Interstate

Securities Corp. in Kansas City, Mo. She has a one-year-old daughter, Laura. DAVE CLUTTER is an account executive at Cargill Investor Services in Kansas City, Mo. LINDA LEPLEY CURRY is working in the Kansas City, Mo., regional sales office of Clairol, Inc. She has two children, Christopher, 6, and Patrick, 2. TERRY FIZGERALD is an account executive with the J. Walter Thompson Advertising Agency in New York.

WILLIAM B. HARDESTY is a music columnist for *The Rocky Mountain Journal*. He is also writing for the *Rocky Mountain Musical Express*. He spends his days practicing law in Lakewood, Colo. REBECCA RUTH KIRTLAND works part-time, writing and editing for a consulting firm in Washington, D. C. She is also doing some free-lance writing. BEVERLY HEATH LAKE is an accounting supervisor for Mobil Oil in Kansas City, Mo., and she is expecting her first child in the spring.

## 1969

STEPHEN S. ADAMS has moved to Tulsa and is now involved in farm and ranch management in Oklahoma and Kansas. He was married in June. ROBERT ENTRIKEN JR., has received an award for his coverage of the National Autocross Championship. The story appeared in *Sports Car Magazine* in February.

MONTE MACE helped launch *Logging Management* and he is now editor. He is also editor of *Wood & Wood Products*. Both magazines are published in Chicago. JOHN MARSHALL is editor of the morning *Hutchinson News*. JIM OLSON is a copy supervisor at Needham, Harper and Stein in Chicago. He is also chief executive officer of "The Easy Way Out" Corporation, a direct-mail corporation featuring novelty items. MIKE WALKER is living in Waukegan, Ill., and is editorial services manager at Johnson Outboards.

## 1970

BRUCE BARKER is an Air Force captain at Offutt Air Force Base in Omaha. LARK BILLICK is public relations director for the Iowa Bankers Association. He has two children.

ZOLTAN JAMES CZUPOR is director of public relations for Regis College and High School in Denver. He is working on his thesis for his MSJ in mass communications at the University of Denver. RUTH RADE-

MACHER HLAVACEK recently had her first child, Jeremy. She is living in Brooklyn. JACK HURLEY is living in Overland Park and is a partner and president of ARH Advertising and Marketing, Inc.

WILLIAM KILLOUGH is married and is living in Lawrence. He works for Killough, Inc., in Ottawa. PETER KOVAC is vice-president of Fletcher/Mayo Associates ad agency and is manager of the agency's Kansas City, Mo., office. LINDA LOYD FINEMAN is a reporter for the *Philadelphia Inquirer*. KEVIN MERCIER, Lt., USN, is supply officer on the USS Stein. STEVE SHRIVER has a life insurance agency in Houston. His son, Matt, is one and a half years old.

## 1971

MATT AMSDEN has been named Kansas publicity chairman for Ducks Unlimited. STEVEN O. FRITZ died and was buried in Arlington, Va. He had been with the Nebraska White House Photographers Association.

RICHARD LOUV is one of those rare free-lance writers who manages to support himself solely by writing. He is living in San Diego. ALAN MOSER is an account executive with Don Tenant Advertising in Chicago.

DARREL PETERSON is advertising manager of Old Faithful Advertising Agency in Billings, Mont. TERRY WILLIAMSON WHELAN is director of public relations and a lobbyist for the Kansas Association of Osteopathic Medicine.

## 1972

LEE BARNHART is assistant circulation director for Modern Handcraft, a publishing company in Kansas City, Mo. ROBERT BURTCH, recently a father, is news editor for the Dodge City *Daily Globe*. JOSEPH COON is senior account executive with The Kansas City Agency, Inc., a branch of New Product Insights, in Overland Park. MELISSA BERG HARMON is a reporter for the *Kansas City Star*. DICK HAY and DEANNE WATTS HAY are both associated with the Topeka law firm of Goodell, Cogswell, Stratten, Edmonds, Palmer and Wright.

MARTHA (MARTI) LYONS is executive assistant to Edward Bassett, former dean of this school and currently director of the School of Journalism at the University of Southern California. NICK NIEWALD is a loan officer at First Federal Savings and Loan Association of Beloit, Kan. He now has two children. JACK NIXON

## alumni news

spends his weekends as radio sports announcer in Las Cruces, N. M. ROGER TWIBELL is a sportscaster with WTVJ-Miami.

### 1973

JOHN BAILEY is an agricultural writer for the Wichita *Eagle-Beacon*. He recently won second prize in a national journalism contest conducted by *Progressive Grocer Magazine*. JOHN BRAZELTON is a member of the production staff at KVIA-TV in El Paso. He is also working for his MA in Drama and Speech at the University of Texas at El Paso. PATTI WACHT BROZANIC is assistant to the regional account executive of McCann-Erickson advertising agency, Kansas City, Mo., branch, working on the Coca-Cola account. RON BROZANIC is audio production engineer for Madison Group Audio-Visual Productions in Kansas City, Mo.

VICKI BUENING is working for William M. Mercer, Inc., an employee benefit consulting firm in Topeka. STEVE COHEN is with Jackson-Bailey Public Relations in Phoenix. He is also a regular contributor to *Phoenix* magazine. DOUGLAS FARMER is a representative for Lady Manhattan clothing. He has two sons. DAVID HEALY is a member of the Project on Property Rights at Georgetown University Law Center in Washington, D. C. RAYNA LANCASTER is senior copywriter for Denton and French, Inc., in Tampa. BARBARA LAUTER is editor of *Music Notes* at the Indiana University School of Music. She has won several Kansas Press Women awards in magazine publicity, public relations and direct mail.

BARBARA SPURLOCK MOFFET is a writer for the news service of National Geographic Society in Washington, D. C. CATHY SHERMAN is a writer for the Office of University Relations at KU and is working on her B. A. in Biology. BOB TOTTON is assistant news director at KTSB-TV in Topeka. DON WEISER is executive assistant for the Salina Chamber of Commerce.

### 1974

DAVID AHLSTROM is media director at Oliver Advertising in Kansas City, Mo. CHRISTINE ALLEN is working as a sales representative for the Auto Club of Missouri in Kansas City. CAROL GWINN is now the copy editor for *Business Latin America*, a weekly publication produced by Business International Corporation in New York.



Ethel Stewart, J-school librarian, shown here assisting Donna Kirk, graduate student, also maintains the alumni records.

LYNN ESPELAND is a newscaster for KHAS-TV in Hastings, Neb. KAYE ANSTINE FOX is an account executive for WOC-TV in Davenport, Iowa. HARRY H. GRACE III has become a member of the International Monetary Trading Futures in Gold and Interest Rates in Chicago.

JOCELYN WOLBER HEARST is working at Livingston Industries in Lenexa, Kan. JUDITH K. HENRY was transferred by Burston-Marsteller Advertising to Buenos Aires, where she works as an account executive. BUD HUFFMAN has become the editor of two Elk County newspapers, the *Howard Courier-Citizen* and the *Elk County Reporter*. BARBARA JOHNSON is doing morning radio news at KMBR in Kansas City, Mo., under the name of Julie Wells.

PATRICIA J. JOHNSON is working in San Francisco for the American Diabetes Association where she is the advertising and public relations coordinator for northern California. JIM KENDALL is an administrative assistant for environmentalist Barry Commoner in St. Louis. MARY LOFTUS is anchoring the weekend news and reporting for KTSB-TV in Topeka. BRETT MARSHALL is a member on the sports staff of the *Hutchinson News*, and CAROLYN OLSON is a reporter

for the *Hutchinson News*. CHUCK POTTER is working as a county reporter for the Wichita *Eagle-Beacon*.

JOYCE PRUESSNER-MORLAN was married in February and is presently working as the office manager of the Department of Community Development in Kansas City, Kan. RANDY SCHUYLER works on the San Antonio *Express-News* as a copy editor. MARY E. SNAPP has been promoted to the position of staff assistant in Stockholder Relations for General Motors Corp. in Detroit. ANN WINTERS is the makeup editor of the Scottsbluff *Star-Herald* in Scottsbluff, Neb.

### 1975

PATRICK BARKER is now the assistant director of the audio-visual department at Kansas City, Kansas, Community College. His wife, LINDA BARKER, continues to teach journalism and is the adviser for the newspaper at Washington High School in Kansas City. RANDY BLACK is the director of information for the Lake Park, Ill., high school district. GARY W. BORG is the bureau chief for Commodity News Service in Minneapolis. LAURA L. DAVIS is working for Southwestern Bell as a service consultant in the marketing department

in Mission. ANN GARDNER works for the Lawrence *Daily Journal-World* as a reporter.

BILL GRAY is working for the Cawker City *Ledger*. DON JEFFERSON is doing personnel work and technical writing for Iowa Beef Processors in Dakota City, Neb. TERRY B. KAFKA has been promoted to media supervisor in the out-of-home media department of the Leo Burnett advertising agency in Chicago. KATHY LARSEN is a customer service representative for Color Central, Inc., in Denver.

ARNOLD R. LYTLE is news editor at the Holton *Recorder*, but he plans to move to Wichita when he marries in December. ERIC MEYER is with the Milwaukee *Journal*. JEANNENE KEATON RIDER is working for Social and Rehabilitation Services in Leavenworth. BRENT SCHLOSSER is now the advertising manager for Dolgin's. He and his wife, CYNTHIA WOODY, live in Mission.

BUNNY MILLER SMITH works for the Lawrence *Daily Journal-World* as the women's editor. NANCY SMITH (MSJ) is wire editor of the Holyoke (Mass.) *Transcript-Telegram*. ALICE RETTER SUMMERS is a partner in Sun Marketing Consultants, an advertising agency in Tulsa. TIMOTHY WATSON has been promoted to advertising manager for the American Econo-Clad Division of the American Companies, Inc., in Topeka.

## 1976

JON BOGART is presently an associate editor and photographer for *Workbench* magazine in Kansas City, Mo., and GARY BURCH is the equipment editor for *Boxoffice* magazine, also in Kansas City. As news editor of the Pratt *Tribune*, SUSAN CALBECK directs the news staff to assist her in news coverage. WAYNE CEROVICH is the associate editor of *V. F. W.* magazine in Kansas City, Mo., and STEVE CLARK is sports editor of the Hays *Daily News*. TOM DEASE has been promoted to managing editor of *World Farming* magazine, published in Overland Park.

MARK EKLUND is teaching advertising, marketing, and public relations courses as a Peace Corps volunteer at the Institute of Journalism in Accra, Ghana, West Africa. ROBERT GAVIN is a discotheque broadcaster with the K. C. Stangel Disco Company in Kansas City, Mo. Another Pratt *Tribune*

staff member, KENNA GIFFIN, works as sports editor.

MIKE GOFF has joined the staff of Vance Publishing Co., Kansas City, as a staff representative for *The Packer* and *The Redbook*. JEFF GOROSH is working with the Brewer Advertising Agency media department in Kansas City, Mo., as an assistant planner. RICK GRABILL and SARA HURT were married in June and he is working as a reporter-photographer for the *Miami Republican* and *Western Spirit* newspapers in Paola. TERRY and APRIL PITCAIRN HANSON are living in Santa Barbara, Calif., where he has been promoted to fountain manager for 7-Up Bottling Co. She works for the Santa Barbara National Bank in the Master Charge Administration.

KAREN HETLAND (MSJ) is the director of Information Services for the American Crystal Sugar Co. in Moorhead, Minn., and DICK JOHNSON works for WIBW AM-FM, Topeka, as a board and production engineer. CAROLYN KADLEC, 2nd lieutenant in the Signal Corps, is making films in Atlanta, Ga. KAREN E. LEONARD, studying in England, is very close to finishing her master's in European History. In Kansas City, Mo., JANE WINDSCHEFFEL MERRIWEATHER has just started a new job with Waddell and Reed, while her husband, Dick, is in his third year of dental school at UMKC.

JILL DOLES MICHAUX was married to Marc Wayne Michaux in October, and in August JERI KADEL MORRIS married Steven Morris. MICHAEL PACK is selling advertising for the Kansas City *Kansan*. ROSY PARRIS, with Fleming Food Co. in Topeka, was promoted from a management trainee in advertising to the assistant advertising manager. MARNE RINDOM joined the staff of the McPherson *Sentinel* as a news writer, and WILLIAM RISS is a news reporter/photographer for KTVH-TV in Wichita, working especially on weekend sports.

WILLIAM (BIFF) ROBERTS, married in July to Patricia Quirk, acts as a retail advertising specialist for Montgomery Ward in Chicago. JACKIE SCHAFER (MSJ) is on the editorial staff of *Agency Sales*, a manufacturer's agent association magazine published in Anaheim, Calif. VICKI SEVATSON is an assistant area sales manager with Sears in Littleton, Conn., and KEN STONE is the editor of the San Marcos (Calif.) *Courier*.

## 1977

JEAN BLACKMORE is an assistant editor on *Bike World* magazine in Mountain View, Calif. Working with Grey Advertising in New York, JAMES C. BOGIE is a trainee in the media analysis department. JIM CAMBRON is a production engineer at WIBW-TV in Topeka, and MIKE CAMPBELL is a photographer on the news staff of the Independence *Daily Reporter*. BILL FRENCH is a marketing representative with IBM in Tulsa, with the Office Products Division.

GREG HACK is a copy editor on the Wichita *Eagle-Beacon*. MARILYN HAYES is in the education department of the Independent Insurance Agents of America in New York. MARTISCHILLER JOHNSON is working for KTSB-TV in Topeka as a reporter covering the city/county beat and anchoring the noon news. In Topeka, DEBBIE LEE is an advertising representative for the Kansas Press Association's central office.

TIM MARTIN is an account coordinator for Brewer Advertising Agency in Kansas City, Mo., and NANCY McCAMANT works with the Kansas Lung Association as a field representative for north central Kansas. DOREEN O'GINO is an assistant editor of *Flower News*, a weekly trade publication in Chicago, and TIM O'SHEA is in advertising sales for Interec Publishing Co. in Overland Park. BILL SNIFFEN is a copy editor for the Duluth (Minn.) *News-Tribune*.

### COPY EDITORS

Among our alumni are copy editors spread from Boston to Los Angeles, from Minneapolis to Miami. We get more requests for copy editors, both beginning and experienced, than we can usually fill.

We have no master list of alumni who are now copy editors, nor have we lists of alumni who want copy editing jobs or who want to move from one copy editing job to another.

Please do us a favor. If you are a copy editor, let us know where you are and whether you want to move. And if you want to be considered for a beginning copy editing job, let us know.

Write a note to Prof. John B. Bremner, School of Journalism, University of Kansas, Lawrence, Kan. 66045.

## 25 wrds perminUte iTs" easY

Twenty-five words a minute. It's easy. As far as Journalism School entrance requirements go, the typing test is easier than a 2.2 G. P. A., it's easier than four semesters of foreign language, it's easier than Western Civilization. But when you walk into Room 210 Flint Hall you have to wonder—

"Manual? Does that mean I can't plug it in?"

"I swear I can type more than 16 words a minute. Honest, if I just had my own typewriter."

"This °@€" typewriter just jammed. Stop the clock, this is going to take me three days."

Twenty-five words a minute. Easy.



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