

Jayhawk Journalist

SPRING 1978



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The Jayhawk Journalist is published each semester by the School of Journalism, University of Kansas, for alumni, students and faculty of the school. It is a laboratory project for students in Magazine Layout and Production.

This is the last issue of the *Jayhawk Journalist* . . . unless there is a miracle.

Why does a magazine die?

I seek answers to that question, and try to provide them to students enrolled in my magazine journalism courses. We look at the factors that made it inevitable that the 18th century magazines would have a very brief 18 months lifespan on the average, provoking one publisher, Noah Webster, in the 1770s to say, "The expectation of failure is connected with the very name of a Magazine."

My lectures on magazine history trace the rise and fall of great 19th century periodicals, some lasting well into this century. More recent failures—the closing of such American institutions as *Collier's*, the original *Saturday Evening Post*, *Life* and *Look*—are analyzed in our classrooms.

There are many reasons for the death of a magazine. Sometimes, the publication thrives because of the genius of the man or woman in the editor's chair, and when that spark is gone, so is the magazine.

Other publications survive through generations of editors, but fall prey to bad business management, or perhaps, business management that is too efficient and places its emphasis on profit.

Some publications simply wear out, like out-dated machines. They serve their time, and changing conditions in society or economics dictate that it is time to retire them.

Perhaps magazines are like people, too. There is a lifespan. Some perform brilliantly for a few years—as *Life* did—and die young. Others seem to go on forever, like *Harper's*, *The Nation*, *Atlantic*—all more than 100 years old. But, it is likely that no magazine will be immortal.

For all of the possible reasons, though, there is one that is almost always in the background of each failure—lack of money.

It takes money to produce a magazine. And when there isn't enough of it, regardless of its age, its size or influence or the affection its readers hold for it, a magazine dies.

The School of Journalism can no longer scrape together enough money to continue to publish the *Jayhawk Journalist*. When it began in 1969, it was subsidized from funds provided by the William Allen White Foundation. But the publication's cost soon outgrew the Foundation's budget.

Each year, it became more expensive to produce, not only because printing costs, like all others, have increased substantially in recent years (and our printer, Bill Kukuk,

an alumnus of the school, has printed this magazine below his actual cost all of this time) but because our distribution has grown tremendously as more and more alumni get on our mailing list.

The first press run in the fall 1969 was for 1,600 copies. This spring's issue will be for 4,500. When a magazine's circulation triples in nine years, it's usually a sign of success. But not when you are giving it away.

We've tapped every source of income we can think of to continue to issue the *Jayhawk Journalist*. Once, we even solicited some money from the chancellor.

It doesn't make sense to subsidize the *J. J.* with advertising. Our market is too diverse, too widely scattered. We'd really be asking for donations, not presenting a sound business investment, if we sought to sell space.

Nor would it really work to try to sell subscriptions. Circulation promotion is a time-consuming, expensive proposition and the cost of mailings and record keeping alone would take a big chunk of the income derived from subscription sales. We would lose our right to use the University mailing permit too, which saves a great amount of money in postage expense. It just wouldn't pay off on that inevitable "bottom-line" accounting.

And, we're not going to beg you for money.

It would take about \$5,000 to produce two issues of the magazine next year. We don't know where to find it.

So, unless a miracle occurs, another magazine dies. There won't be any obituaries carried in the nation's press, as was the case with the decline and fall of the mass circulation giants. The *J. J.*, after all, is really just an obscure little house organ, one of ten thousand little magazines that come and go in American journalism.

Some of you will miss it, I'm sure. Particularly the students who worked to produce it for these last nine years and got a little taste, at least, of real magazine production. So will I. Forgive me for the personal tone in all of this, but the *J. J.* was my invention, and I served as its editor for all but two issues.

The School of Journalism will continue to keep in touch with you through other media.

"There is a desire . . . to maintain contact with journalism alumni and keep them informed about life where they experienced it. There is a nostalgia that binds graduates to alma mater, and faculty to departed students," (from "About the *Jayhawk Journalist*," fall issue, 1969).

The spirit that moved us to create the *Jayhawk Journalist* in 1969 still lives.

Lee F. Young
Professor of Journalism

Class of '58 saw segregation, Sputnik and loss of friend

BY CALDER M. PICKETT

We are about to embark, you and I, on another trip into Nostalgia Land. It's to be the story of the wonderful school year called 1957-58, but first of all it's to be the story of a man that I, and the students of '57-'58, knew pretty well. His name was Emil L. Telfel, and he was an associate professor in the School of Journalism.

Telfel was a remarkable man. When I joined the journalism faculty in '51 he became a close friend, even though he and I were known to tangle on occasion. I remember one shouting match in the newsroom that was followed by apologies and laughs in his office. He was an opinionated cuss, a disciplinarian and one of the most sentimental people I've ever known. He had a lovely wife, Helen, and he loved children, had none of his own, and he loved his students. Sometimes, I thought, he got himself a bit too involved in their personal problems, but he helped them very much. He had a passion for his native Hungary; in 1956, when the Russians put

down the rebellion in Budapest, Telfel went before the student body at a football game and made an impassioned plea for support of the Hungarian people. He had a terrible temper. In those days there was a folding door between rooms 206 and 207, and I'd hear him chewing out his students in Editing as I was teaching Reporting I. Once I told him, "Emil, next time I hear you doing that I'm going to call your doctor." He pleaded, "You wouldn't do that, would you, kid, you wouldn't do that?" "Slow down, kid," he'd say as we walked up the hill from the Faculty Club together. "Slow down. Walking that fast is bad for your heart."

Because, as you older folks will remember, Telfel had a bad heart. But he could strike terror in even a Bill Taggart; I'll remember when Taggart—all 250 pounds of him—stayed in the Telfel home one summer, taking care of the cat, and how the cat got away. "I know a little Hungarian who's going to tear you apart," I told Taggart, and he replied, "I know, I know, but where in the hell is that cat?" Fortunately for Taggart the cat was found before the Telfels returned from Rochester or Toledo or wherever it was he'd been working on a paper that summer.

He worked on a paper every summer, and his letters from Rochester made me angry. I was sweltering in the unair-conditioned *Daily Capital* newsroom as he basked in the comfort of upper New York state. He helped me get started on the *Capital*, first working with Jim Reed, the executive editor, on copy for the Sunday paper, then working on the copydesk.

Telfel and I rode together (he never drove, himself) and we had some marvelous talks. He knew history, politics, literature, religion; he was an ardent Catholic who once exploded when a favorite student—a Catholic—got a bit loaded at the Kansas Press Club dinner (which was on a Friday) and ate meat instead of fish. I tried to calm him down, but he was troubled that such a fine student would do such a terrible thing.

We were in Minnesota that spring of '58 when the special delivery letter came from Dean Burton W. Marvin. My wife and I knew, somehow, that there was bad news inside, and there it was: Emil Telfel had died of a stroke. It was a leading story on the UDK front page that March 24, and directly below the story was one of the finest student editorials I've ever read:

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Docking something... Lawrence J.

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Emil L. Telfel Dies Of A Stroke

Emil Luke Telfel, associate professor of journalism and a newspaper and public relations man for more than 35 years, died this morning following a stroke. He was 53 years old.

Prof. Telfel was news adviser to The Daily Kansan. He lived at 2500 Montana St. with his wife, Mrs. Helen Anita Telfel.

Prof. Telfel came to KU as an assistant professor of journalism in 1946 and was appointed associate professor in 1950.

He first became adviser to The Daily Kansan in 1947 and served in that position until 1949. He was adviser again from 1950 to 1951, and took over his third adviser term in 1955. Under his direction The Daily Kansan won several All America ratings.

Taught Western Civ

Prof. Telfel at various times taught courses in reporting, editing, radio and advertising. He was teaching Reporting II and Editing II this semester and was an instructor in Western Civilization, a position he held for three years.


In recent years Prof. Telfel had become a widely sought lecturer on public relations matters for trade and professional groups. For six consecutive years he was a speaker at the Headliner Week of Lincoln University, Jefferson City, Mo.

Born in Hungary

Born in Budapest, Hungary, Nov. 20, 1904, Prof. Telfel received his A.B. in journalism (magna cum laude) from the University of Notre Dame in 1931 and his A.M. in political science from St. Norbert College, West De Pere, Wis., in 1935.

After his first job in 1935 as a reporter for the Newark (N.J.)

(Continued on Page 3.)



EMIL L. TELFEL

D

55th Year.

Survey Faculty Fundec

Eighty-three responses to a survey by KU staff indicated that changing to a retirement plan was the best solution.

The survey is a committee of the American University Professors will present its report at a meeting Friday the 15th.

Harold Krogh, chairman of the AAUP, said the survey of 342 representatives of the profession is a "very good" change. He was anxious to see the results of the poll for consideration at the 30th meeting.

Prof. Krogh, Kansas State has and that the 100th anniversary is figuring

The Professional

The University Daily Kansan, like most afternoon newspapers, comes alive early in the morning.

The United Press teletype begins its steady clatter as early as

THE PROFESSIONAL

The *University Daily Kansan*, like most afternoon newspapers, comes alive early in the morning.

The United Press teletype begins its steady clatter as early as 7 a. m., hammering out the day's news. By 8 a. m. the office is filled with the noises and voices of reporters and editors as they bend to the task of shaping today's newspaper.

Other operations are going on, too. Back in the newspaper's composing room, the linotypes clatter as the operators tap out the words of the first story to be set in type. Salesmen are out on the streets, convincing, cajoling; selling the revenue-producing advertisements which are the lifeblood of the paper. The pressmen make the first adjustments on their monstrous child, the press which prints the paper.

This sounds like the description of any newspaper's procedure, doesn't it? It is, with one notable exception.

Many of the staff members of the paper, particularly the reporters and editors, are young men and women who never saw the inside of a newspaper office before they came to work for *The Daily Kansan*.

They are the youngsters who give the journalism school its purpose—making men and women of journalism out of them.

It takes a lot of teaching to make a competent reporter from a farm boy. It takes a lot of explaining before those first stumbling words become simple, beautiful sentences which tell the news in a straightforward manner.

It takes a heap of yelling, too, before complacent, lazy, and woefully ignorant youngsters "shape up" into reasonable energetic newspapermen.

The teacher for such a job obviously must be a professional newsman—one who loves the news and doesn't give a damn about being the most popular professor on the campus.

For want of a better term, we'll call him adviser. Advise he must, in great heaping doses. The advice comes softly at times. But when enraged over errors of fact or sloppy writing, you should be able to hear his voice above the power plant whistle.

Without that advice, the newspaper is almost dead—a mediocre student publication. With it, the old *Daily Kansan* sometimes gets up and gallops like a quarter horse, a real professional among newspapers.

As the morning goes on, the newspaper takes form. The "floor men" shift handfuls of type to make them fit into the forms. In the newsroom, the editor for the day chain smokes as he worries over page layouts.

By 2 p. m. the last type has been "locked up," the last correction made. The flat pages of type are taken down to the pressroom and locked into the belly of the press.

When all is ready, a pressman throws a switch and the huge machine begins to roll. Ink rollers dart in and



SPRING SEMESTER KANSAN HEADS—They are from left, Del Haley, editorial editor; Dick Brown, managing editor, and

out as the newsprint begins to slide by. Slowly at first, then faster, the great cylinder slides over the type. Gradually the huge machine gains momentum until it is thundering along at a steady continuous roar. The newspapers pour from it in the thousands and once again a newspaper has repeated the daily ritual of going to press.

The *Daily Kansan* went to press today, but it was a headless, heartless operation.

Emil T. Telfel, associate professor of journalism and news adviser of the *University Daily Kansan*, died at 8:40 a. m. today. He was 53. More than 34 of those years had been spent as a newsman.

—The Editors

Larry Boston wrote the editorial and Dick Brown put the paper together. They carried on for the rest of the year, putting out a newspaper that Emil Telfel would have been proud of.

I said earlier that I was in Minnesota, and so I must admit, too, that I don't know as much about the '57-'58 school year as I should and that there's probably a better chronicler somewhere. However, the *Kansan* was coming to us all year and there were letters from friends on the faculty, so we kept up-to-date. I was at the University, working on my Ph. D., living on what we called the "farm campus," in St. Paul, driving or taking a bus to the nearby main campus. Nola, my wife, worked at the University Hospital, and there were two little girls, one of whom was in the second grade. I did much babysitting, by the way, and it occurs to me that I've said too much about myself already in this article.

The school year of 1957-58 was one of the most important in our modern history, and you people on the *Kansan* were responding, most of the time, to what was

Class of '58

taking place. Two epochal events marked the fall: The school segregation crisis in Little Rock and the Russians sending up their Sputnik. It also was the year when Elvis was singing "Jailhouse Rock," when the nuclear-powered *Skate* made its transatlantic crossing, when there were crises in Berlin and Lebanon and on the offshore islands of Quemoy and Matsu, when the Milwaukee Braves beat the Yankees in the World Series (marvelous cartoon in the Minneapolis *Tribune*: a coffin, labeled "New York Yankees," and a caption, "The Bier That Made Milwaukee Famous").

Somehow, even though we weren't in Lawrence, the stories and the editorials in the *Kansan* all had a familiar ring. Whitley Austin of the Salina Journal was trying to consolidate (or maybe eliminate) journalism at KU and K-State, and Larry Boston was righteously indignant (so was I, from afar). Chuck Barnes headed KUOK. A writer praised National Newspaper Week. Marvin addressed Editors' Day: "Education for Journalism: 1958 Model." A high school journalism conference was held, and there was a picture of six of the delegates, and not one, so far as I know, ever studied journalism at KU.



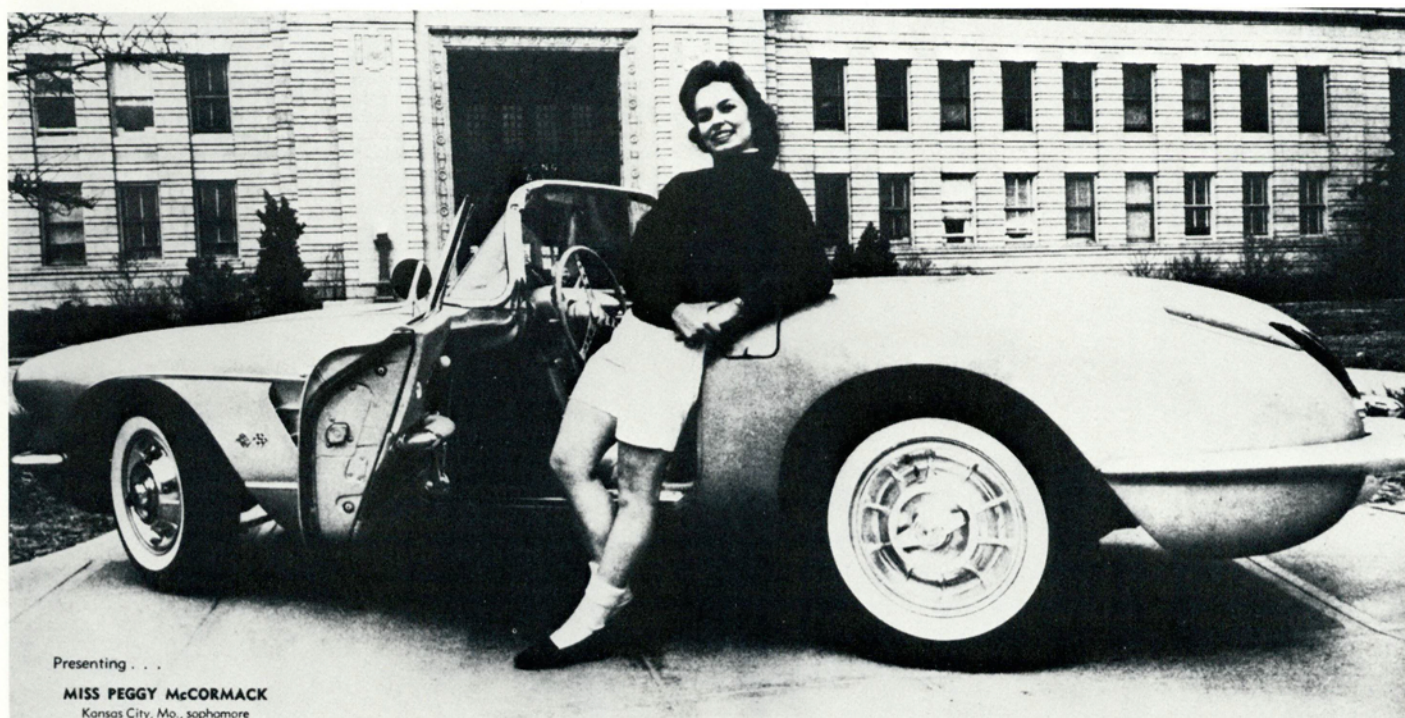
KUOK STAFF—Jerry Bailey, Humboldt junior and station manager, reads some of the material to be used on the station while Tom Hedrick, Newton Centre, Mass. graduate student and graduate assistant, and Doug Stephens, Kansas City, Mo. junior and program director, look on. (Daily Kansan photo by Jim Hohn.)

Kent Pelz was a big man in the campus Republican party. There was a nice feature on Frances Grinstead and her feature writing class. The *Kansan* sponsored a Miss Santa contest again, and a picture showed Ted Winkler and Steve Schmidt giving roses to the winner, Suzann Smith. Bob Lyle, Boston, Brown and Del Haley were the key names on the news side, and Harry Turner, Pelz, Winkler and John Clarke on the ad side. Jenkin Lloyd Jones of Tulsa gave the William Allen White Lecture, and Angelo Scott of Iola received the state editors' citation. There was a radio-TV news clinic, Kappa Alpha Mu chose Miss KU Press Photographer, Pelz announced that Ezra Taft Benson was a liability in the Eisenhower administration, ad students Turner and Jere Glover got engaged, Burt Brewer and his mother were both KU students, James Gunn was interviewed on science writing, a humor magazine called *Squat* was in trouble (Jerry Blatherwick was the editor), Jerry Bailey won the first annual KUOK campus service award, the *Kansan* got an All American, and Bill Vaughn spoke at the *Kansan* Board dinner. The student all-stars at that occasion were names already noted here: Boston, Brown, Glover, Turner, plus Nancy Harmon, Ardeth Nieman and Ward Weldon. Nancy was president of Theta Sigma Phi and she was shown giving the Matrix Table award to Leota Motz of the Hays *Daily News*.

Oh yes: Jimmy Bedford announced at the *Kansan* dinner that he was resigning, to head off on a round-the-world trip. And, you know, he did just that. Others on the faculty that year, besides those I've mentioned, were Elmer Beth, of course, and Bruce Linton, Gale Adkins, Vic Hyden, Jim Dykes, George Link, Mickey Ryther, Ed Browne, Maurice Lungren and Glenn Price. We were a small group in those days, but we got the job done.

The *Kansan* editors pontificated on national and world affairs with frequency and also told us how to think about things like good sportsmanship and driving home safely for Thanksgiving dinner. Boston: Orval Faubus is wrong on Little Rock. Apathy is a big problem on U. S. campuses. The new lights on Naismith Road look like toadstools. John Eaton: The new Stouffer Place apartments are fine. Boston: Cheers for the increasing number of women on campus. Haley: Satchmo is on target for telling America to "go to hell" on the segregation issue. Watkins Hospital needs more space. Lee Lord: We're losing the space race. Lord: The grading system is a mess. Eaton: Women should have a right to dress as they choose. Eaton, on TV violence: "I've been stabbed, shot, poisoned, pushed in front of speeding cars, brainwashed and bludgeoned. I watched television for 30 minutes last night, and narrowly escaped with my life." (My God, John, what an evening that must have been!)

Eaton also wrote a set of modern fables, casting various national and campus types as Aesop-Thurber ani-



mals. Boston: Watson Library is a nightmare. Marilyn Mermis: "Once upon a Christmas time there were no sequinned fly-swatters, no Jayne Mansfield hot water bottles, no gilt telephone dialers. Not a mouse stirred in a mink-wrapped mousetrap anywhere. This was the golden, gadgetless era." Haley: Our Jupiter-C satellite is great. Alan Jones: Enrollment scandals are scandalous. Haley: Down with final exams. Evelyn Hall: Cheers for William Allen White. Malcolm Applegate: The ominous space age is upon us. Applegate: Secrecy in government is bad and it has been bad since the days of John Peter Zenger. Hall: Cheers for Brotherhood Week. Doug Parker: Many students are not ready for college (true, Doug, and still true). Western Civ should be wiped out. Haley: Is school spirit dying? Carol Stilwell: Foreign language is good.

Editorials, that is, much like a good many others all of us have read in our time. At the University of Nebraska, a fraternity lost its privileges because it shipped a nude pledge, in a laundry bag, to a sorority house. The girls gave him a good beating and some clothes and sent him home. That's the spirit, girls.

It was a year of rather sizeable campus stories. Dean George Smith predicted an enrollment of 15,000 to 18,000 by 1970, and Keith Lawton foresaw a ban on cars on campuses in the sixties. There were 9,300 students, and quite a few of them, from the agate lists in the *Kansan*, pledged fraternities and sororities. Women wore long dresses—oh, how long. There was still a nightshirt parade. POGO and FACTS were the parties on campuses, and POGO died that year. Gov. George Docking

addressed the Young Democrats and started his blasts at faculty members and administrators who didn't work. Vox Populi replaced POGO, and Vox was still in the news several years later. Dean Emily Taylor threw out the first ball for a women's intramural basketball game. A lot of people had Asian flu, but the head of the hospital, Ralph Canuteson, said there was no epidemic.

It was the year of the big controversy over whether women should wear Bermuda shorts to class. It was the year when band director Russell Wiley said a marching band was no place for women. There was a dog called Sarge, which belonged to the Sigma Nus, and he was always in the news, but another feature on dogs revealed that there were a few other canines on Oread. (Today there are 10,000, at least.) A poll showed that students thought Sputnik had damaged U. S. prestige, and that old iconoclast in the economics department, John Ise, said Eisenhower couldn't manage world affairs. TNE was still around (as a matter of fact, we rented our house to several fine young fraternity types in '57 and got back in '58 and learned that one of them had been the kingpin in TNE. TNE probably had meetings at 1712 Tennessee St. that year).

Much news: an SUA Carnival, won by the SAEs and the AOPis; architectural drawings for the Sprague apartments and a new business school building; 95 students on probation for using fake early enrollment permits; a peak in enrollment from foreign countries; an announcement that Blake Hall's days were numbered; approval by the Regents of plans for two halls, Lewis and Tempelin; a fight between Pi Beta Phi and the city about build-

Kennedy At The Grassroots

The Bright Young Man

In case you missed him, girls, he looks just like his picture. The opposite drew out the she and she where Sen. John F. Kennedy stride onto the stage of Hosh Auditorium Thursday morning, but the frenzied gape were there, nevertheless.

Any professional politicians looking on may have caught their breath, too, for Sen. Kennedy put on a good show for the about-to-be voters.

Dressed in a gray city suit, complete with dark shoes and dark tie, Sen. Kennedy looked the part of a successful young man. That forelock of hair was properly mussed, he stood tall and straight, and he followed Chancellor Murphy onto the stage like a young man about to carry off all the awards at an honors convention.

There wasn't much that could be called out-and-out campaigning in the Kennedy speech. He made the usual call for bright, short college graduates in politics—dressed up with references to local state history. But the young Senator displayed the calm confidence that has helped make his rapid rise in national affairs.

He spoke rapidly, with a powerful voice that trailed off in a nasal sound New England's. Because he spoke with confidence, there was a kind of confidence rubbed off on the audience that has long been a trademark of audiences caught under the Kennedy spell. From Senate sessions to meetings with factory workers in his home state, Massachusetts, Kennedy has proved on the charm and confidence and political shrewdness. The result has been a rise of interest in politics among the American youth.

"He looks like he would make a good president, but he's so young," one cooed remark at the left Hosh Auditorium.

"You, and some handsome," cooed another.

"If I were he, I would be starting my 1960 campaign right now," the first coo concluded.

You don't know it, young lady, but he's started already.

—Larry Boston



Battling For 1960

Political guns were booming across the nation Thursday and KU was right in the middle of the barrage. Sen. John Kennedy (D-Mass.) raised enthusiasm for political careers and "cool" temperatures Thursday morning in Hosh Auditorium with a plea for more young people in politics (see next editorial). There wasn't much political hawking in Kennedy's KU speech, but the mere fact he made an appearance here indicates the grassroots campaign for the next presidential election is already underway.

Wednesday night, Sen. Kennedy spoke at a Democratic fundraising meeting in Topeka. The party faithful mused when he jumped on the Eisenhower Administration's handling of national defense. He called on the President to "tell us squarely where we stand today" in the space race with Russia and to withhold the "giant platitudes of faith and hope."

President Eisenhower was expected to answer his critics Thursday evening in a television speech outlining U.S. progress in scientific research and defense. That whatever he answers, the President is backing some pretty tough talk, including that from the young Senator.

The Democrats believe they smell victory in 1960. As one of their shining young hopefuls, Sen. Kennedy is not heating the benches. From Lawrence he goes to Oklahoma, then Nevada, sniffing for the heady aroma of voter approval.

Is Sen. Kennedy "available" for the presidency, that is, could he be elected? There are several things in his favor, including a winning political record, wealth, residence in a key state and membership in a distinguished family.

The political skeleton in John Kennedy's closet is the fact that he is a Catholic. That seems a strange qualification for a U.S. President and it is, but we Americans are strange voters. Consider the case of the late Al Smith.

Voter preference moves in strange ways. Sen. Kennedy may be able to overcome his religious handicap between now and election time by appealing to American common sense. If he can do this, and if he can build up enthusiasm among voters that he received from his KU listeners, then from here the young Massachusetts Democrat can almost see the avenue on the White House lawn.

—Larry Boston

Reprints of this article from the University Daily Kansan are available for \$1.00 per copy. Contact the University Daily Kansan for more information.



Jerks Of The Week

KU has been treated to the big-time and small-time in politics this week. A national political figure, Sen. John Kennedy, addressed the students Thursday.

His presence must have inspired the bunko artists who are peddling one chap or another for Little Man On The Campus. The bunko artists have been at their noxious worst this week.

A peddler would be out of his mind to step back down Jayhawk Boulevard with Our Hero ahead. The object of a Little Man caravan seems to be to put as much pressure as possible on the

Wednesday night a group of them held a press conference for Sen. Kennedy in D. They asked Sen. Kennedy to pose for a p with a Little Man candidate and the p good honestly went along with the gag same outfit tried to print their phony Sen endorsement" as a Kansas news story 1 day.

This sort of juvenile foolishness has got enough. The Little Man On The Campus should be abolished of notice such as those result. What we need are more adult-size on the campus and fewer big-headed

Mr. White Is Just Bill

If the mail contained at the of Journalism in our and the name William Allen W. just another Joe would find into the state of Kansas.

It is a week's waiting to the letter addressed to the White House, waiting for something from people to sit on home, waiting for some news. This week two letters were received that should have been accepted by some secretary as well.

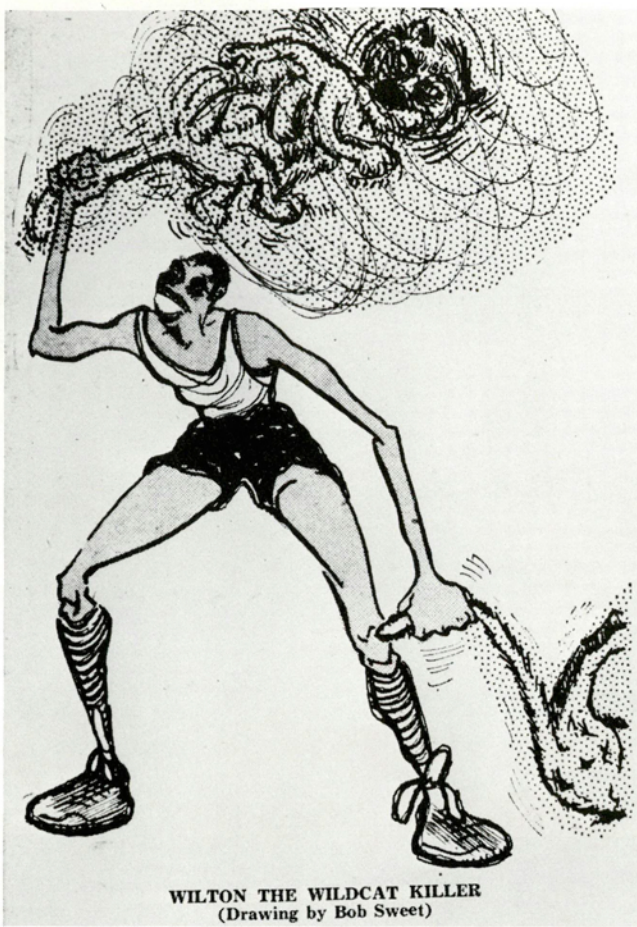
The first was received the work and was addressed to White House. With that letter chattered dreams of the White House of Journalism.

To top it all off, we two letter Wednesday addressed White House. One of his standing in the House, the other in the Senate. That just goes to show the things you do live on in 1957.

The House's Clerk notice to White that his credit was good as the 14,000 clubs all in world.

We actually with Mr. White read to him something in the The Director of Internal. It (because we) was asked as that a detailed account of those spent on loans and testament must be written out one we received credit on his tax form. It is known public our journalist doesn't want the name of his entire We'll buy books and send but we'll do an entire into down to William Allen White, and William Allen White like the chairman's offer to come to our address Chancellor D. W. Miller, Jr.

—Larry Boston



ing on 15th Street; Eldon Tefft finishing work on a bronze jayhawk; seniors giving a fountain for the courtyard of Murphy Hall.

And there were some distinguished speakers in town. The most famous was a young senator from Massachusetts, John F. Kennedy, who was heard by 4,500 students. A poll showed that most of the gathering thought he was vague, but Chancellor Murphy defended our future president, who had a cold. William Boyd, old Hopalong Cassidy, was interviewed by Ardeth Nieman and Carolyn Carter. Ogden Nash, the poet, was interviewed by Marilyn Mermis. Archibald MacLeish, the poet, spoke and so did Loren C. Eiseley, the scientist; Thomas Hart Benton, the painter; Thurgood Marshall, of the NAACP; James McCain, the K-State president; and J. C. Penney, the store man.

I wish I could have been in town to hear the NBC Opera Company do "La Traviata," to hear the composer, Howard Hanson; to see "Henry IV, Part I," in the University Theatre. (Well, maybe I'd have been home watching "Wagon Train.") The Minneapolis Symphony performed, and John Husar praised the concert, and Joseph Szigeti, the violinist, performed, and Husar praised the concert. There were two Shaw shows: "Man and Superman" and excerpts from "Don Juan in Hell."

There also were "The Saint of Bleecker Street" and "The Seven Year Itch." Even though Elvis and Little Richard and Fats Domino were becoming popular the big bands were still on hand, and the school year had Woody Herman, Ralph Flanagan, and Count Basie—plus a popular bunch called the Four Freshmen (already old enough to be the Four Alumni).

When the school year began the Fearless Forecasters saw us as the conference dark horse in football. We beat TCU, lost to Oregon State, edged Colorado by one point, and then lost three straight. Then Coach Chuck Mather resigned, along with four assistants, and we wound up in second place, winning our last four games. Jack Mitchell was named coach, after George Anthon had so predicted several weeks earlier (a story strongly denied, of course). The University of Missouri was interviewing Dan Devine of Arizona State, Don Fambrough joined the Mitchell staff, and Curtis McClinton was missing for several days. And in basketball: well, we wound up in second place in the conference, beating K-State, which was No. 1 in the country, in the final game. The Relays were hot, with thunderclouds and all that, and 11 records fell, and stars of the show were Oklahoma and Texas.

That was the way it was. I don't know how you spent

your evenings (I can guess), but despite a thin budget that was the winter we saw "The Bridge on the River Kwai," "The Brothers Karamazov," "The Young Lions" and "Witness for the Prosecution" (although I was spending more time on Henry Adams and Ralph Waldo Emerson and Henry David Thoreau). As we pulled our trailer to the Twin Cities our car radio offered Tony Bennett singing "In the Middle of an Island," and during the year our older daughter kept singing something about "I told the witch doctor I was in love with you" and "purple people eaters," and the big songs from "The Music Man" and "West Side Story" were bursting forth that winter. One of the big songs of the year, my notes tell me, was Jerry Lee Lewis and "Whole Lotta Shakin' Going On." Maybe that title sums up 1957-58, a year when I wasn't even on the KU campus but one that remains mighty vivid in my memory.

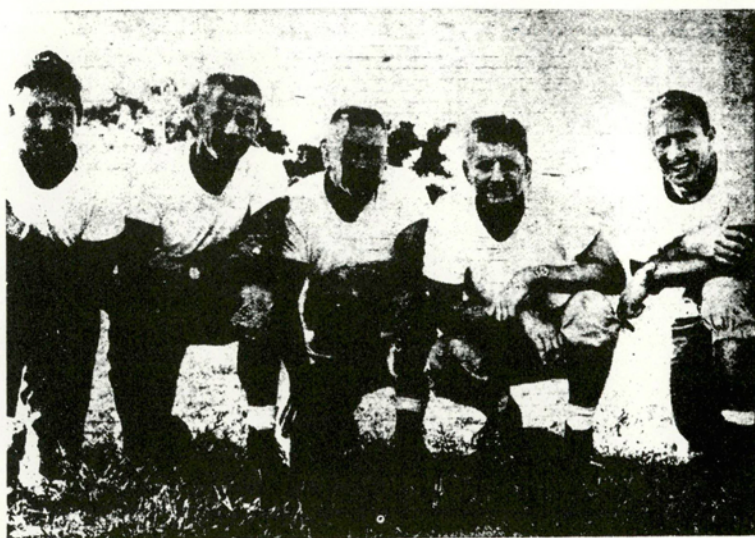
CLASS OF '58

(with latest hometown address we have)

George Anthan, Des Moines, Iowa
James Banman, Denver, Colo.
Charles Barnes, Overland Park, Kan.
Martha Billingsley, Kansas City, Mo.
Gerald Blatherwick, Kirkwood, Mo.
Larry Boston, Silver Springs, Md.
Burton Brewer, Ottawa, Kan.
Richard Brown, DeKalb, Ill.
John Clarke, Jetmore, Kan.
Margaret Armstrong D'Ardenne, San Jose, Calif.
Marilyn Mermis Ebersole, Shawnee Mission, Kan.
Mary Noyes Elder, Troy, Kan.

Nancy Harmon Gronoos, Altadena, Calif.
Gary Hale, Hugoton, Kan.
Delbert Haley, Shawnee Mission, Kan.
Herbert Jack Hanslip, Madison, Wis.
William Harmon, Kansas City, Mo.
Robert Hartley, Decatur, Ill.
James Hohn, Shawnee, Kan.
Karen Hancock Jones, Lawrence, Kan.
Claude Kean, Lawrence, Kan.
Marybeth Lane Lake, Mission, Kan.
Nancy Collins Lewis, Spearfish, S. D.
Robert Lyle, Kansas City, Kan.
Thomas McGrath, Kansas City, Mo.
Ardeth Nieman, Colorado Springs, Colo.
Nancy Landess Oliver, Stockton, Calif.
Kent Pelz, Pacific Palisades, Calif.
George Pester, Emporia, Kan.
Colby Rehmer, Jetmore, Kan.
Karolyn Hanson Schmidt, Overland Park, Kan.
Stevenson Schmidt, New York, N. Y.
Carol Ann Huston Schneider, Kansas City, Mo.
Carol Stilwell, Superior, Wis.
Gerald Thomas, Eugene, Ore.
Harry Turner, Topeka, Kan.
Jere Glover Turner, Topeka, Kan.
Martin Walz, Louisville, Ky.
Ward Weldon, Evanston, Ill.
Ray Wingerson, Topeka, Kan.
Theodore Winkler, Garland, Tex.
LeRoy Zimmerman, Cottage Grove, Ore.
Evelyn Hall Zuercher, Wichita, Kan.

Mather, 5 Assistants Resign



—(Daily Kansan photo)
HEY RESIGNED ALSO—These five members of Mather's staff resigned with him. From left: Dick Piskoty, Paul Schofer, Lauri Warttinen, Tom Triplett, and Dave Putts, assistant coaches.

Quitting 'In Fairness To Team,' Coach Says

By GEORGE ANTHAN
(Daily Kansan Sports Editor)

Chuck Mather, who came to Kansas in 1954 in an attempt to lift the University from its football doldrums, resigned unexpectedly Wednesday afternoon.

In his letter of resignation he said he is quitting "in fairness to the fine young men on our team who have already played to the best of their ability."

"We feel that it is only fair not to have them competing under pressure of winning to save the coach's job."

Five members of Mather's staff, Paul Schofer, Dave Putts, Dick Piskoty, Lauri Warttinen and Tom Triplett, also announced their resignations effective at the end of the season.

Mather, who is completing his fourth year as head football coach, had won six consecutive state football championships as head coach at Washington High School in Massillon before coming to Kansas.

Won 7, Lost 26, Tied 2

Mather, whose record at Kansas is 7-26-2 including 1-4-1 for the present season, said in his letter of resignation that the team has "been plagued by injury and sickness and highly over-matched, yet they have never quit, and I am sure will not quit until the last minute of the last game."

"I would like to publicly thank Dutch Lonborg and all those people who have tried so hard to be helpful. They have provided our happiness in Kansas for."

PHOTOPRINTS BY KENT VAN HOESEN

Jocks and

The men athletes

BY JASON NUSS

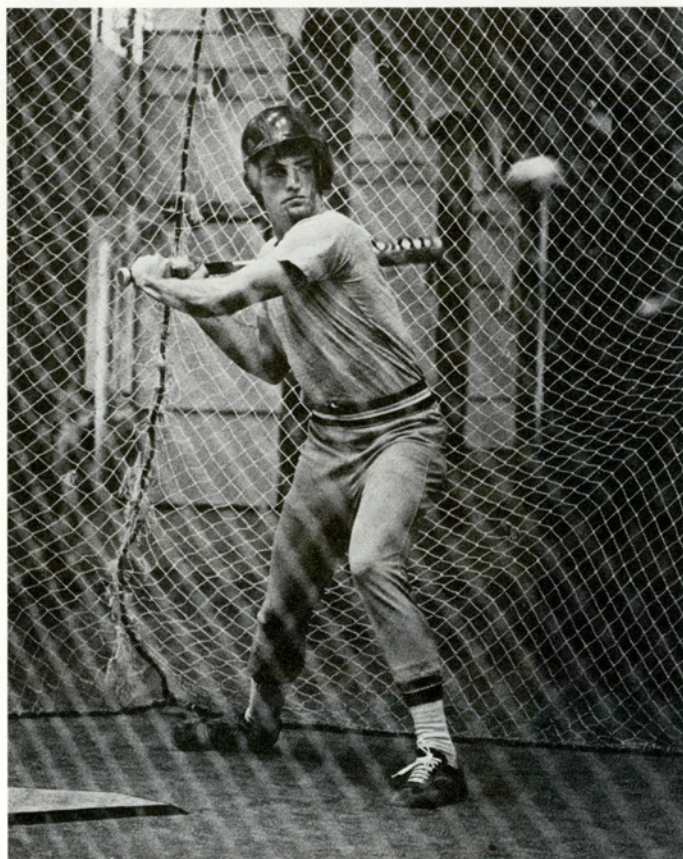
At least eight journalism students are finding out that not all the education they will receive from the University of Kansas will occur in Flint Hall or after working for the *University Daily Kansan*, KJHK-FM or the *Jayhawk Journalist*.

The past semester these journalism students received an education of sorts by participating in intercollegiate athletics for the Kansas Jayhawks.

Involved in baseball, basketball, gymnastics and men's and women's track, these student athletes have traveled around the country competing in intercollegiate athletics. They have met and been exposed to journalists around the country.

Monty Hobbs, Great Bend senior in public relations, lettered his first three years at KU in baseball. As a sophomore Hobbs led the Jayhawks in hitting in the Big Eight tournament.

(Continued on page 10)



Monty Hobbs, top, and Sean Williams, right.

PHOTOS BY KENT VAN HOESSEN



Journalists:

and women of Flint Hall

BY VAL KJELLENSEN

Every day a rigorous routine in class and out faces three women students. In addition to preparing for journalism careers, the three are distance runners.

The athletes are Heidi Wallace, Tonganoxie senior in magazine journalism; Deb Strehle, Little Rock, Ark., senior in news-editorial; and Michelle Brown, Oklahoma City, Okla., sophomore. All compete in distance races, but each runs for a different reason.

Heidi Wallace overcame what is often called the "ultimate challenge" for a long-distance runner. Last summer Wallace completed the Pike's Peak marathon and placed fifth in the women's division with a time of five hours and 52 minutes. She talks unpretentiously of the run, which is 14 miles up and 14 miles down. Wal-

lace considered the marathon at times during the summer, but didn't train with it in mind, she said.

"I averaged six miles a day and that included some hiking on Pike's Peak. The hiking is what helped me the most because I knew the trail and could keep a steady pace."

The Pike's Peak trail has a reputation for its difficulty, but Wallace said, "It wasn't as grueling as I thought it would be. A friend ran with me, which helped a lot, and the people on the trail were wonderful."

Wallace didn't allow the marathon's reputation to control her attitudes about running.

"I always give myself the option to get out—I'm not

(Continued on page 11)



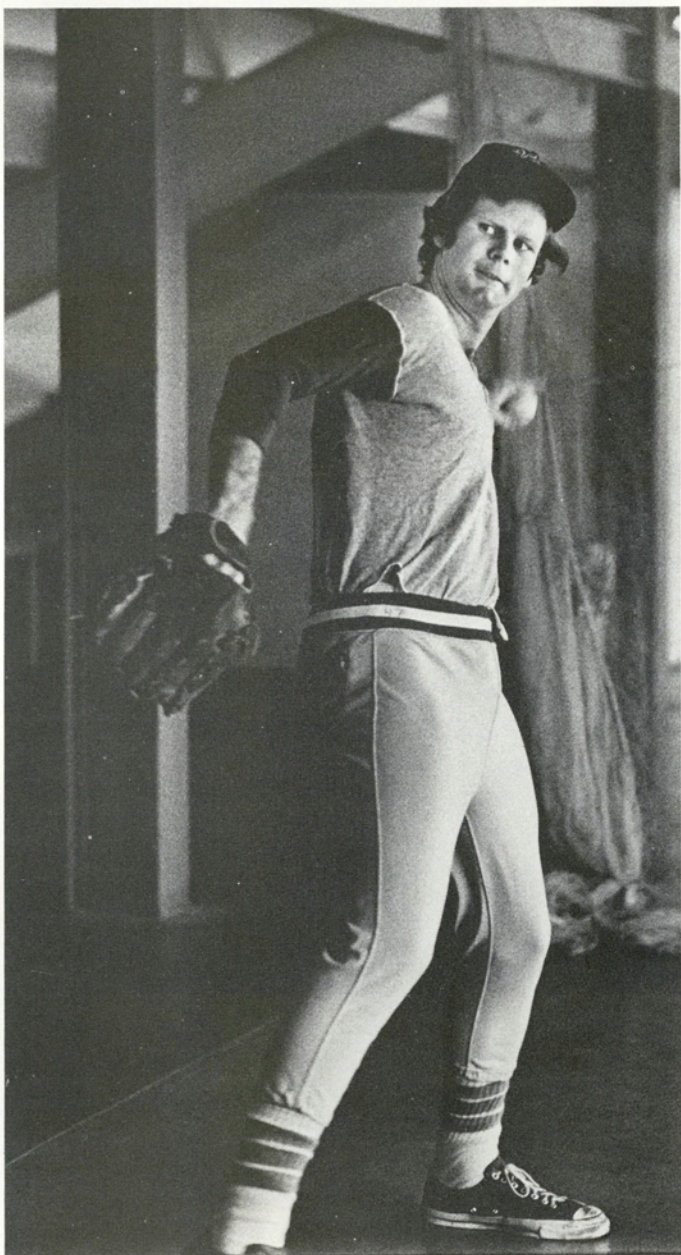
Deb Strehle, right, and Michelle Brown, left.

Men athletes

"Most of my instructors have been very understanding when I have to miss a class because of a baseball game," Hobbs said. "Some of the instructors even consider playing baseball at the collegiate level an education that others are not exposed to."

Hobbs, who also was a place kicker for the Jayhawk football team his freshman year, hopes to become a sports information director in the future. He is planning on attending KU this fall to complete his coursework for his degree and to work as a student intern in KU's sports information office.

"I have always enjoyed athletics and think I know



Richard Dodson



Kevin Newell

enough about sports to be a good sports information director," Hobbs said. "Working as a sports information director will enable me to combine my love for sports with a journalism background."

Another student who hopes to combine his athletic ability with journalism is Paul Mokeski. Mokeski, Encino, Calif., junior in radio-TV-film is a three-year letterman in basketball.

"My goal is to play professional basketball after I graduate from KU," Mokeski, who is 7-1, said. "Then when you are in the pros, sports announcing is the next step for many. That's something I would enjoy."

Mokeski, who switched from a business major to journalism because he thought there were more opportuni-

(Continued on page 12)

Women athletes

too hard on myself," she said. "I decided the morning of the run to compete. I wanted to run if I felt good."

Wallace's friend, who ran up and down the 14,110-foot mountain with her, had run for only four months, a short time by marathon standards. He completed the course, which confirmed Wallace's belief that the race is based on determination and a strong mental attitude.

"It's definitely a mental race and it's so fulfilling to complete the marathon," she said. "We felt great for three days after it was over."

Wallace says she finds fulfillment in long-distance running because she knows she's helping herself.

"I run to be healthy," she said. "It isn't worth it if I injure myself. Also, my self-esteem and integrity are greater because of my running. Now I feel as if I can endure anything."

Wallace may run the marathon in the KU relays this spring. Wallace also may be looking for a job this spring. Of all the possibilities within journalism, magazine work appeals most to her.

She ran for the KU track team in her freshman and sophomore years, but now runs independently. However, Michelle Brown, who runs the mile and two-mile, is on KU's team to win.

Brown said she graduated from a high school at which the women coaches left her to train alone or run with the men's team. The women coaches at her school weren't familiar with distance running, she said.

"My mom helped me train," Brown said. "She would come out every day to time me and at meets we'd talk to other coaches to devise workouts. The other coaches were always helpful."

Their help must have been beneficial, because Brown has a long list of victories, including state track and cross-country meet titles. In high school, Brown traveled to Houston, Texas, for national cross-country competition. She finished 14th.

"There were girls at Houston who were better than me, but the competition wasn't very tough because women's cross-country was so new to everybody," she said. "It was the first time, though, that I really had to work at a cross-country meet."

Brown's desire to win wasn't quenched with the state meet championship. A great victory for her was at the Big 8 Championship Meet November 19 in Nebraska.

She finished third in both the mile and two-mile runs with times of 4:55 and 10:48, the fastest time ever by a KU woman.

"The Big 8 Championship was one of my biggest thrills," she said. "I ran two events and placed. It was a realization that I can be a contender if I work."

Work seems to be the course Brown must follow to have continued success. She prepares for one race at a time, although others expect her to reach the Olympics, she said.

"Terri Anderson, the women's track coach, tells me that I can be a world class runner if I work hard enough," she said. "Other people say that they're going to see me in the Olympics someday. But I'm afraid to think of that now. I know I'm not a world class runner, but maybe by the time I'm a senior."

Brown's dedication to track leaves little time for other activities. She sometimes does minimum work in her sorority activities and in her studying, she said.

"School suffers a lot," she said. "So far I haven't missed my tests, but I've missed some important assignments. Teachers say I must decide what I want and so far I've picked track. I miss lots of parties too, especially in the spring, and it gets a bit lonely but . . ."

(Continued on page 12)



Heidi Wallace

Men athletes

ties for an athlete with a journalism background, said his experience in the school already had been helpful.

"Most people think that the education they are receiving will only benefit them after graduation," Mokeski said. "But I have been able to combine my journalism education with other experiences, such as appearing on television shows as the 'Ted Owens Show' and the 'Rich Bailey Show' and in various interviews. I watch the techniques that different broadcasters use and try to benefit from them."

Richard Dodson, Topeka senior in public relations, lettered last spring in baseball. Dodson, like Hobbs, said he would enjoy a career in sports information. Last fall Dodson worked as a general assignment reporter for the *University Daily Kansan*.

"It really was a unique experience," Dodson said. "I wasn't really interested in newspapers, but I came away with a different point of view. For the rest of my life I will respect the newspaper business. It's a lot harder and more complicated than most people imagine."

Kevin Newell, Chicago junior in advertising, is a member of the Kansas track team. Newell shares the 60-meter run indoor school record and also was a member of the mile relay team that set the school indoor record last year.

"I'm really enjoying journalism," Newell said. "The school is giving me a broad education in advertising and I really appreciate that. When I graduate, I want to be able to do a little bit of everything in the advertising field, and it appears that I will achieve that goal."

Sean Williams, Lawrence senior in advertising, is on the KU gymnastic squad. Williams is the school record holder in vaulting and has turned in one of the top five floor exercises in the school's history.

"The only regret I have is that I didn't get more involved with school," Williams said. "I wish I would have sold ads for the *Kansan* and things like that, but I didn't and I have only myself to blame. But I certainly believe the opportunity is there and available for athletes as well as other students."

These student athletes look at the baseball field, the basketball court, the gymnasium and the track as additional classrooms at KU.

Women athletes

Brown wants to mesh her desire to run with her writing.

"Sports writing is what I'd really like to do," she said. "I think I could relate with the athletes, especially the women athletes, and cover the events well."

Deb Strehle is another miler whose dream job would incorporate running and writing.

"The ideal job would be as a public relations director or writer for a magazine such as *Runner's World*," Strehle said. "It would also be nice to have a Jane Pauley type job, but I'd just have to keep running."

Running into the job market isn't Strehle's only concern. She strives to cut her time when she competes. At the Big 8 Meet, Strehle wanted to run the mile faster than five minutes and 20 seconds, she said.

Her personal best before the Big 8 Meet was 5:23 and Strehle's determination helped her meet the goal. She finished the race with a time of 5:18.

"The five-second cut didn't give me a place in the Big 8, but I was satisfied because it was a personal best," she said. "I run for my personal improvement. It's become part of my life."

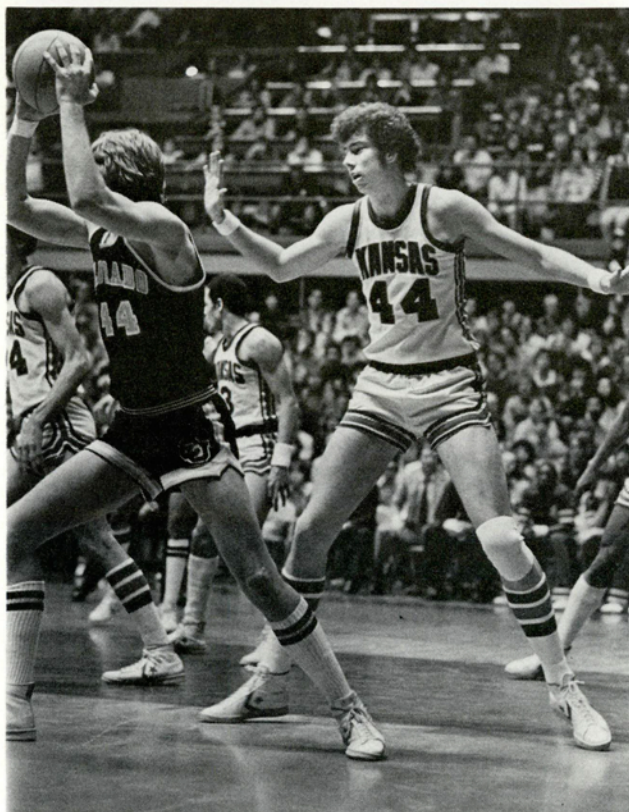
Strehle didn't intend to run in college, but she said she disliked not running. She first ran while she attended college in Kirksville. She transferred to KU last year and her running has improved.

"I really attribute my improvement to Terri Anderson," she said. "She's a fantastic runner and knows how to adapt workouts for each of us. She explains the workout and I am running with a true purpose in mind now."

Strehle runs about seven miles a day, alternating between a "distance" and "speed" day. Her training includes weight-lifting twice a week. The long workouts require that she set her priorities.

"Track is also my social life, and sometimes my studies go to the side," she said. "I don't consider track a sacrifice because it's worth it for the personal rewards. I've learned discipline and to pace myself and those things will help me in everything I do. Also, I get to visit my friends at other schools."

"Even if I stop running, track has given me things that I'll always have."



Paul Mokeski

Former reporter, professor accepts his role as dean

BY ROSEMARY CVETKOVICH

"There are days when I just itch to be a reporter."

Although Del Brinkman, dean of the School of Journalism, recently admitted this daydream, he also quickly acknowledged that his reporting skills probably were rusty. Unfortunately, with his duties as dean, he didn't have time to try those skills out in the spring semester.

There was the upcoming accreditation for the journalism school, his many speech-making and award-giving trips and his presidency of the American Association of Schools and Departments of Journalism cutting into his already-full schedule of administrative concerns.

But he's well at home in his harried job.

"My wife says I wouldn't be happy if I weren't doing a lot of things," he said. "The person in this job has to be willing to go in any direction at any time."

The job of dean, however, has restricted Brinkman in many other areas that he would like to be devoting time besides professional work as a reporter.

Perhaps he is most concerned about his limited contact with the students. Brinkman usually tries to teach every semester, but this past spring was too fraught with other activities to allow time to prepare class lectures. And this is his biggest regret and frustration about being dean.

"My teaching has been spotty," Brinkman says, referring to his past semesters' performance of juggling teaching and administrating and trying to do good work in both.

These days, he says solemnly, he doesn't see students until they're completely frustrated with everything else and see him as a last resort.

Despite this loss of student, and sometimes faculty, contact, Brinkman steadfastly devotes the days to providing an atmosphere of encouragement and opportunity within the journalism school.

"We set up an atmosphere where people will respect the student who comes out of KU with a journalism degree," he said. "And that, in the long run, is one of the greatest things people have going for them."



Brinkman has put in a full day when it comes time for him to leave Flint Hall each evening. The job of dean involves doing many different things and a willingness to go in any direction at any time, he said.

Brinkman sees the time spent by himself and other faculty members who participate in journalistic organizations and societies as a means of creating a positive attitude towards the journalism school and its graduates. From this attitude may come jobs and other opportunities for the students themselves.

"I live and die with some of the best students we have around here as far as employment is concerned," he said, "but I know we're not in control of that. We can only help."

To Brinkman this form of help goes far beyond teaching students the basic journalistic skills of reporting, copy editing, advertising and photography.

"One of the reasons we limit a student to 35 journalism hours is to give him the opportunity to take things like literature, philosophy and other subjects," he says.

The main part of the journalism degree, that vast segment of course work outside the journalism school, has as

Brinkman

its purpose the broadening of the minds of the students, he says, which in turn, gives them a more general basis of education.

"Journalism education reflects what journalism is all about," he says. "It's an open society. Anyone who is able to, who has the skills, can do it. You don't have to go to journalism school, either, to be a journalist, so no one is closing the door."

Brinkman says that it used to bother him that about one-quarter of the students graduating from journalism schools do not go into what could be termed journalism jobs. But after having talked to some students who had followed that path, he was surprised to discover that many of them were the biggest boosters of the School of Journalism.

"They thought they had a great education," he says. That "great education" comes from great teachers, something Brinkman feels assured that Flint Hall has.

"Our emphasis is teaching," he says.

One special characteristic of the faculty, Brinkman says, is their involvement in areas other than their specialty.

"And we're small enough so that students can get to know faculty members pretty well," he says.

Not all students take advantage of the guidance and support the faculty is willing to offer them, but other students want all the help they can get and more, he says.

"Most faculty members would tell you that their biggest frustration is that students don't go as far as they'd like them to," Brinkman says.

The pride that Brinkman feels for the faculty is plainly visible. Even so, a new sidelight provides the faculty with an opportunity to strengthen their abilities further.

A grant from the Stauffer Communications Foundation allows the School of Journalism to encourage staff members to go back out into the field as working re-

Great education comes from great teachers, Brinkman believes, and in his opinion, the journalism school has them.

PHOTOS BY DEBORAH FAWKES





Brinkman takes time out from a busy schedule, which includes being president of the American Association of Schools and Departments of Journalism, to talk with a student.

porters or in other media jobs. The grant provides funds to supplement salaries received from the media.

Equipment from the radio, television and film sequence also has received a recent financial boost. Brinkman says that last year the School of Journalism received \$33,000 out of the KU equipment appropriations to purchase needed television apparatus.

"This year, we are part of a major legislative request of \$50,000 to \$150,000," he says. That money would be used to expand the sequence's capabilities to color television and to update the black and white equipment.

Brinkman says that acquiring the basic equipment is necessary for the journalism school to keep up with other institutions but that the real value of a program should not be tied to equipment as much as it should be tied to teaching.

New things are happening for the *University Daily Kansan*, too, according to Brinkman.

The *Kansan* Board has recommended a new position of general manager for the *Kansan*. The general manager will be responsible for the paper on a full-time basis, he says.

Brinkman thinks that the *Kansan* is a better newspaper than it was during his term as news adviser from 1970 to 1972, but that a lack of management has kept the *Kansan* from getting even better. The obstacle that remains is finding the money to make the position possible.

"Our current financial abilities mean it will probably have to be someone on staff currently," he says.

Brinkman says that if the general manager is selected from the faculty before money is appropriated to hire an outside person, that faculty person still will be able to teach one or two classes.

"I wouldn't want anybody not to teach," Brinkman says emphatically. That is understandable.

Movie Handbills:

Pickett collects relics of early advertising

BY MARY MITCHELL



Just as newsboys no longer hawk newspapers on street corners, movies are no longer promoted by handbills.

Handbills, usually 8 inches by 11 inches or smaller, were once distributed house-to-house or placed on windshields of cars to publicize the current movie in town. Some of them were in color; others were black and white; still others attracted attention by their bizarre shapes.

Movie handbills have been forgotten by many, but some people who lived during that first decade of the talkies have collected those relics of the past.

Calder M. Pickett, professor, has such a collection. He says he was about 10 when he began collecting handbills in the early 1930s. He was paid a dime to distribute

them and many times used that money to see the movie that he had helped to publicize.

Pickett says he just started saving the handbills. At the time he was living in Preston, Idaho. He continued to collect the handbills or to obtain them from the theaters until he was in college.

"Sometimes I would lift them out of the gutter," he says. "Often the handbills were wet. My mother would become upset when I placed them all over the house to dry out.

"See, here's one on 'The Informer.' I remember getting it from a gutter and taking it home. It must be about 43 years old."

"The Informer," made in 1935, was directed by John

Ford. The film, which symbolized Ireland's political chaos, starred Victor McLaglen, who later won the Oscar for his performance.

Pickett turns the pages of the scrapbooks that contain the handbills—many of which are dried, fragile and yellowed with age.

"Here's one on 'Tarzan the Ape Man,'" Pickett says. "That was a great movie; at least I thought so then. This must have been one of the first ones I saved."

Some of the posters stand out from the other ones. "Silver Dollar," a 1932 movie about silver tycoon Horace Tabor, is represented by a coin-shaped handbill that folds out. Its stars were Edward G. Robinson and Bebe Daniels.



"See, here's one on 'The Informer.' I remember getting it from a gutter and taking it home. It must be 43 years old."

"I guess I could arrange these chronologically," Pickett says. "That way you could see the trends in advertising."

He points to a handbill for the 1940 movie "Rebecca," based upon the Daphne Du Maurier novel. The poster has portraits of the stars—Joan Fontaine and Laurence Olivier, but standing out prominently is the depiction of a scantily clad woman in a negligee. The woman represents the title character who never appears in the movie.

"That's a good example of the lurid advertising they used," Pickett says.

The movies of the period never were very risqué but the advertising certainly was. For example, fleshy chorus girls with bare legs appear on a handbill for the 1933 movie "Flying Down to Rio"—the first Fred Astaire and Ginger Rogers musical.

The handbills span the decade of the '30s. Everything from the movies of Will Rogers and Shirley Temple to westerns, gangster movies and musicals appear between the pages of the scrapbooks.

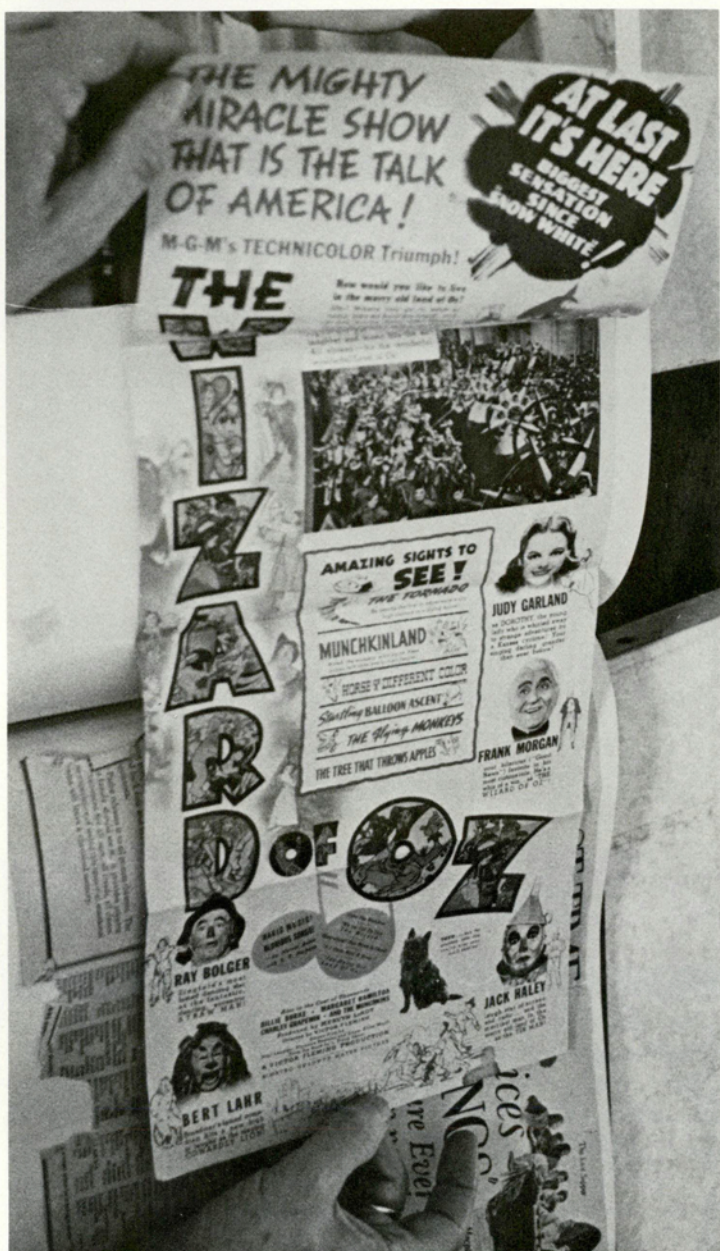
There's a handbill for "The Trail of the Lonesome Pine," the first outdoor Technicolor movie. Another handbill shows the characters of the first three-color Technicolor movie, "Becky Sharp." Produced in 1935, the movie was based upon the Thackeray novel.

The movies of such stars as James Cagney, Humphrey Bogart, Spencer Tracy, Henry Fonda, Robert Taylor, Irene Dunne, Mary Pickford, Clark Gable and Katharine Hepburn are represented in Pickett's collection. The list is almost endless.

More interesting are some of those forgotten movies and stars. Posters promote movies with the Dionne quintuplets. It's hard to recall such stars as Lily Pons and Grace Moore, but they are there, illustrating the trend of using opera stars in musicals.

Other handbills represent the historical events that happened during the '30s. "The Woman I Love," a 1938 movie, starred Miriam Hopkins and Paul Muni. There is no doubt about its subject.

(at left) "Stanley and Livingstone" is one movie which has come up with discussion of the New York *Herald* in Pickett's History of American Journalism class. (right) The Marlon Brando version of "Mutiny on the Bounty," according to Pickett, is a pale imitation of the original version with Clark Gable.



"The Wizard of Oz" is one movie for which Pickett's memories aren't as fond as those of some of his students.

PHOTOS BY DEBORAH FAWKES

"This one was made right after Edward VIII's abdication," Pickett says.

Some of the others show the tenuous nature of the star system. "Algiers" was Hedy Lamarr's first American movie. Charles Boyer was the star. But as one looks at the poster, Lamarr's beautiful profile is what pervades the handbill.

"She is well displayed in the ad," Pickett says. "There's no question about who's important."

Another handbill is for "A Yank at Oxford," starring Robert Taylor, Maureen O'Sullivan and Vivien Leigh.

"This was MGM's campaign to put hair on Robert Taylor's chest," Pickett says. Taylor was considered by many people at the time to be "a pretty young man." He lacked the earthy appeal of a Gable or the toughness of a Cagney.

The extremely young, handsome face of Henry Fonda is depicted on a handbill for John Ford's "The Grapes of Wrath." A much skinnier, more youthful John Wayne appears on a handbill for "The Long Voyage Home."

Strange names from another time crop up. There are posters of Deanna Durbin.

"She saved Universal Studios by herself," Pickett says. Durbin was a rather heavy-set teenager with a pretty face and a powerful operatic voice.

"Three Comrades," the story of the Germans after World War I, bears the name of F. Scott Fitzgerald as the writer of the screenplay. Fitzgerald worked on several movies in Hollywood, but this is one of the few that bears his name.

Movie buffs probably will remember many of the other movies for which Pickett has handbills. There are handbills for "The Sea Hawk" and "The Prince and the Pauper" with Errol Flynn.

Clark Gable's famous profile comes into view. Handbills show him in "Too Hot to Handle" and "Mutiny on the Bounty." Pickett says the Marlon Brando remake of "Mutiny" cannot compete with the older version.

Last fall when the American Film Institute came out with its list of the 10 best movies of all time, Pickett decided to make his own list.

"I made up my mind one day and changed it the next," he says. "It's so hard to do something like that."

However, Pickett did come up with a list that is composed of "Casablanca," "The Grapes of Wrath," "The Informer," "Citizen Kane," "Gone With the Wind," "Wuthering Heights," "It Happened One Night," "The Gold Rush," "Stage Coach" and "Birth of a Nation."

"I guess 'The Maltese Falcon' would have to go in here somewhere," he says. "I watch it every time it comes on television."

He says that "Casablanca" is his favorite, although it probably isn't the best.

"Gone With the Wind," was not, in Pickett's opinion, the best movie of all time, as some movie critics have contended.



(at left) The handbill for "Silver Dollar," a 1932 movie about silver tycoon Horace Tabor, is very fragile because of its folding design. (below) "The Woman I Love," about Edward VIII's abdication, was a picture, like many of its time, which represented historical events.

"My classic comment to anyone who disagrees with me is 'If you disagree with my opinion, then, frankly my dear, I don't give a damn,'" Pickett says.

The films of today in many respects seem very different from those of the 1930s. America is now deluged with disaster and science fiction pictures. Pickett says it is all a cycle.

"They certainly had fads in the '30s," he says.

Pickett's favorite kinds of movies are westerns and tales of the sea.

"What bothers me today is that the newer movies are those three-character things, where the actors just look at each other," he says. "Young people today are interested in themselves and personal relationships, instead of bigger relationships. This explains the trend."

Violence in the movies isn't new, either.

"The climax of 'Public Enemy,' where Cagney's body is propped up and pushed into his mother's door, is about as horrible as any of the things we have today," he says. "The floggings in the original 'Mutiny on the Bounty' were pretty brutal, too."

In the '30s, there were many so-called women's pictures. Pickett says we get the same effect today with the soap operas.

"Women used to go to the matinees to see what they can now see at home on TV," he says.

Gangster movies, particularly with Edward G. Robinson, George Raft and James Cagney, were dominant in the '30s.

"I think 'The Godfather' is better than most gangster movies," Pickett says. "As a technical movie, it's just marvelous."

The collection proves that movies of that decade were predecessors of some of the movies and television programs today.

The Andy Hardy series, which began in 1936, gave rise to the situation comedies that seem to permeate television now, Pickett says.

"In 1939, the movie 'Jesse James' was made, and for



three years producers exhausted the subject of old western bandits," he says. "They did everyone—Judge Roy Bean, Belle Starr and the Daltons."

Today there is talk of reviving westerns again, even though John Wayne still makes some and they do well at the box office.

"They sound as if they are discovering a new process," Pickett says. "Westerns have been around for a long time."

Pickett's movie handbills reflect not only the history of the movies in the '30s but also the culture of the people of that decade.

Pickett says he has about 1,000 handbills.

"I guess I forgot about them until sometime after the war," he says. "My younger sister said she had saved them. I wonder whether any of them are any good, but I don't worry about them much. I'll probably just give them to my daughters."

Movie dream still alive for Peter Dart

BY LINDSAY PETERSON

Judy Garland and Mickey Rooney could do it with little more than a barn and lots of energy.

"Why couldn't we do it here at the University?" Peter Dart thought.

So, 15 months ago, with a script written by James Gunn, professor of journalism and English, Dart proposed to the KU Endowment Association that the University of Kansas make a movie.

"I wanted to put this school to work," he said. "We could get the production from the radio-TV-film department. The music could be composed and performed by the School of Fine Arts. We could get ads designed and produced by the journalism school. The law school could work out the legal arrangements. And we'd get the business procedures taken care of by the School of Business."

Of course, Judy and Mickey weren't making a movie—they *were* the movie. Dart was a solitary professor, practically alone with his ambition to see a University of Kansas film production.

"I figured for about \$100,000 we could make this university \$3 million or \$4 million," he said.

But not enough people were interested.

It was then that Dart decided what he was going to do with his coming sabbatical.

"I was really willing to work," he said. "And I knew that I could make movies cheaper than anyone else around."

So he set out to do it alone. He was going to topple the odds against him by singly taking the job that he had tried to get an entire university to coordinate.

Preparations began in the fall of 1976 as Dart gathered information on independent film producers in and around Kansas. And in June 1977, with a script that he had written himself, producer-director and master planner Dart began to take care of the endless details. He found himself scouting locations, raising money, arranging for insurance, gathering props, negotiating union agreements with the Screen Actors Guild, ordering

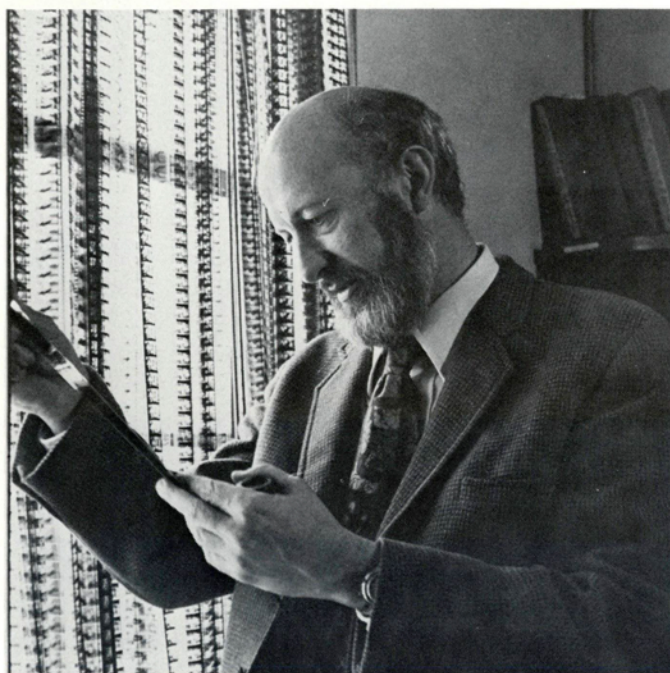


PHOTO BY MARY-ANNE OLIVAR

During part of his sabbatical, Peter Dart took on the job of planning a movie alone. "I knew I could make movies cheaper than anyone else around," he said.

equipment, continuing legal arrangements . . . and on and on.

The schedule was tight; the insurance company said a comprehensive package would take six weeks; money was scarce—Dart was juggling too many balls. Finally the actors notified him that they couldn't stay past Oct. 10 so Dart had to let the production drop.

"I was trying to strike sparks in a mixture that hadn't been carbureted sufficiently . . . maybe I didn't even build the carburetor sufficiently to make the mixture," he said.

The script is now being rewritten, and Robe/Ackerman Productions in Los Angeles has the option to buy it.

"It can still be that publication that professors need to have in order not to perish," Dart said. "In fact, I'd be



Peter Dart got to rave and rant in "Inherit the Wind," a Topeka dinner theater production in which he played the William Jennings Bryan character.

willing to bet \$100 that it'll be shot by the end of next October."

If so, the production will probably be filmed in Kansas. Two of the actors, Kip and Sue Niven, are from KU, as are Dart and Mike Robe of Robe/Ackerman.

"It's a good script and it's cheap, and that's a rare commodity," Dart said. "They all think it takes \$3 million to make a movie. I figure it can be done with less than \$150,000 because we don't have limos for every player and we're not going to fly anybody's motorcycle in for him."

The production would require one location and three actors. It revolves around a couple on the verge of a separation who head for an isolated retreat to amicably settle the terms of the split. When they finally reach the point of no return, their trailer hitch breaks. They wander to a nearby house, wherein lurks a child, disfigured by a fire that also had killed his parents.

"He already lost one set of parents and he isn't about to let this second set get away," Dart said.

Each room of the house is a collage of the child's twisted thoughts and fears. And the couple has tripped the wire of discovery that sets the horror story in motion.

"It's a formula picture," Dart said, "but it has the gimmick."

The gimmick lets the producer cut corners without cutting the effect. An intriguing idea can do away with the need for flashy sets and high-voltage spectacles, according to Dart. He contends that the future of the film industry demands good ideas and good writers.

The risks of broad-scale productions with big names,

big sets and big budgets are stifling the independent producers. If a film is not a big hit, it's a bad loss, Dart said. And this practice has got to stop.

He thinks it is up to the pioneers who are willing to take these bold steps toward decentralizing the film industry. And his recent efforts have put him in league with those pioneers.

"But," he said, "the big distributors who operate between the producer and the exhibitor are about to be shaken apart by the Justice Department. It's about time, and maybe even too late, to save movies as regular entertainment apart from television."

The independent producers are slowly gaining ground, however. Through his research Dart has learned that it is up to those who will take the risks. But the risk well taken has abundant rewards.

The film business has developed a powerful reward system. And, Dart said, many producers will carry a heavy load to get that reward. He cited the case of a Shreveport, La., producer, Charles Pierce, who invested \$42,000 in a film entitled "Winter Hawk." The picture grossed \$42 million.

"By guts, instinct and intuition a person can make a lot of money," Dart said.

Leaving the frustration of being entangled in the complex machinery of film-making, Dart took his sabbatical to the stage in October and November. He portrayed the William Jennings Bryan character in a Topeka dinner theater production of "Inherit the Wind."

"It was a lovely role. I got to do all the things that actors like to do—rant, rave, spout and shout, be tender and gentle," Dart said. "I got to die on stage."

Four J-School alums



Kansas Alumni staff from left, Dan Reeder, editor; B. J. Pattee, former editor; and Anita Solter, editorial assistant, regard their endeavor as a "family affair" and see eye to eye on most aspects of the publication they produce.

'graduate' to

BY JOYCE HADLEY

There's no rule that says alumni magazines must be staffed by alumni, but the staff of *Kansas Alumni* thinks it's a good idea. The publication's editor, editorial assistant, photographer and even its former editor were graduated from KU and owe much of their journalistic training to the William Allen White School of Journalism.

Dan Reeder, who took over as editor of *Kansas Alumni* in 1976, probably could not have predicted, though, the roundabout way in which he'd come to the job.

While teaching in New York State, he saw an ad in *Kansas Alumni* for the job of assistant director of the KU Alumni Association and he applied for the position. In the meantime, B. J. Pattee, who had been editor of the publication for five years, decided to give the job a try and Reeder was left with a counter-offer of the editorship, something he says he would rather have had in the first place. He and Pattee were friends anyway, and he had her respect from his days as an intern on the publication while in graduate school.

"I had become very possessive of the magazine," Pattee said. "I felt as if it were another child and it was very hard to let it go. I wrestled with it for a long time, but when I found out that Dan would come back as editor, I had no reservations."

An alumnus of the William Allen White School of Journalism, Reeder received his B.S. in news-editorial and public relations in 1971. But he took Lee Young's course, "Magazine in American Society," before he graduated.

"I've always been a magazine buff," he said. He is convinced the introductory course was one of the main things that brought him back for his master's degree in magazine journalism.

With Young as his adviser, Reeder was the first master's candidate to have Young as chairman, and John Bremner and Calder Pickett on his thesis committee.

"I'm still not sure I wasn't a glutton for punishment," Reeder said. "I knew it would be very hard to please these people because their standards were so high. I also thought the discipline I would learn going through that experience would make me a better journalist and that, after all, is the name of the game."

KANSAS ALUMNI

Reeder left KU for Cowley County Community College in Arkansas City, where, along with teaching a full load of classes, he had the task of directing both the college's public relations and journalism departments.

He left the community college after a year to join the journalism faculty at the State University of New York at Morrisville, where he advised the student weekly, *Morrisville Chimes*.

It was there that he saw the ad that brought him back to KU, and to a tough act to follow.

Pattee, with a bachelor's degree in sociology, hadn't started to work until the last of her four children was in school. As a student at KU, she had written the class notes for the alumni publication, and that was the job she went back to.

"I found the job hadn't changed any, but I certainly had," she said.

To develop new skills after she became editor and to brush up on the old ones she had put to use in her five years as an assistant editor, Pattee enrolled in several journalism courses, including editing, photography and Young's two magazine courses.

From the beginning she brought a new look to a publication that had what was once little more than a report on alumni. Pattee's *Kansas Alumni* was a comfortable, people-oriented magazine that emphasized photography and a wide range of feature stories.

"I think whoever is editor of the magazine reflects himself in it," she said. "I'm Mrs. Average American enough to think that what interests me interests a lot of other people, too. But editors also have to reflect this University, which is made up of people."

Pattee, whose new job revolves around keeping track of alumni membership, on-campus activities that involve alumni and most of the printed material originating from the office, found the biggest problem and perhaps the biggest challenge of the job was that "you have to be and do everything, and there's not enough time in the day."

It was something current editor Reeder found out fast.

"I came in the door running," he said. When his first issue was ready to go to press, former President Gerald

J-School alums

Ford made his unexpected announcement that Kansas Senator Robert Dole would be his vice-presidential running mate. Reeder had to stop production while he and his assistant researched and wrote for three days, days he says constituted his "baptism by fire."

Since then Reeder has attempted to bring a softer, more interpretive approach to the six tabloids and two slick magazines that make up a yearly production. He also has tried to organize and tie together the contents into a more readable departmentalized format.

"One of my guiding principles in editing *Kansas Alumni* is that no single issue should be produced without its being able to pleasantly surprise the reader," Reeder said. His biggest problem in the editor's chair is deciding what *not* to publish.

Every editor has his own system for making those decisions. Although Pattee filed her story ideas on scraps of paper she was apt to carry around for weeks, Reeder's ideas go into his "future file." Some ideas can be planned as stories months in advance and some must remain

definite maybes, depending on the schedules of Reeder's writers and photographers.

The photographer Reeder depends on most is Hank Young, also a KU graduate, whose name has been in the photo credits of such national magazines as *Newsweek*, *Cosmopolitan* and *Sports Illustrated*.

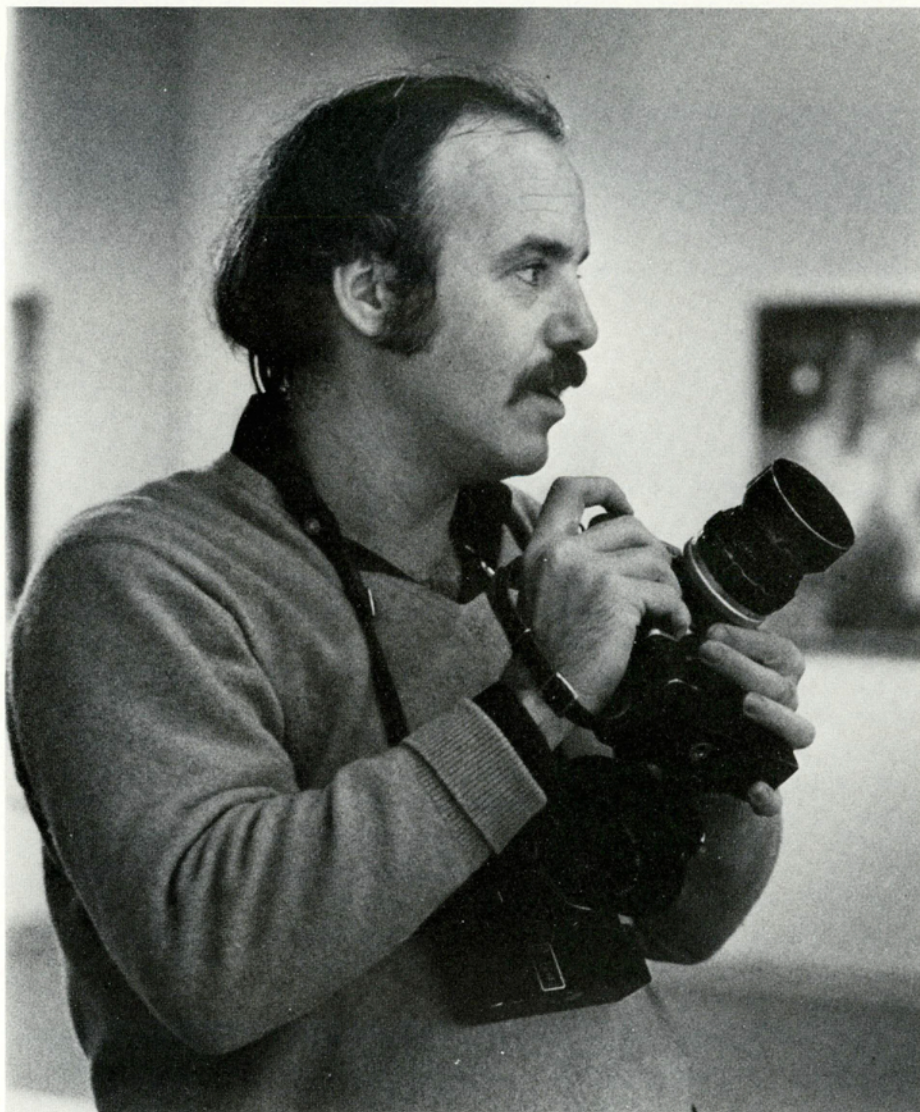
Recently, on assignment at a party of dignitaries in New Orleans, Young even found himself splitting a beer with President Jimmy Carter's brother, Billy. He didn't care much for the beer, Billy's own brand, and on top of that was sick for a month afterward with the flu.

"I always wondered whether I got it from Billy Carter," he said.

He is quick to add, though, that 90 percent of his photography is "really down to earth"—anything from promotional pictures of the Campfire Girls to plumbing supply catalogues.

On retainer to *Kansas Alumni*, Young spends two days a month away from his free-lance photography business in Kansas City on assignment at KU.

Hank Young, KU graduate and *Kansas Alumni* photographer, feels an obligation to produce good work for the magazine because the Alumni Association bought his very first picture years ago.



PHOTOS BY KENT VAN HOESSEN

"This is the longest I've ever worked for anyone, and it's been the closest association I've ever had with any place I've ever worked," he said.

It is a question of loyalty with Young, and much of him still belongs to KU, where he received his B.S. in education ('68) and M.S. in news-editorial journalism ('72), and to the KU Alumni Association that bought his first picture, a mug shot. At that time, Young said, mug shots were the staple of the tabloid and magazine, making up as much as 90 percent of their photographic content.

"I owe a great deal to the Alumni Association for accepting some of my first pictures, which were kind of bleak," he said. "Now I feel I can pay them back with some good work."

One way he does that is his routine photography of yearly KU events, including commencement.

"Commencement is one event I've covered every year all the way back to 1971," he said. "Each year I go into it thinking 'My God, what will I photograph!'—but each year seems to be different."

Such University events may be necessary evils to an alumni photographer, but Young is one who shies away from what can become another—standard campus scenes. The Campanile and Potter Lake were once the only things that appeared on *Kansas Alumni* covers.

"I figure it's been done and done," he said. "The people are what change. I'd just as soon shoot the people."

The people and the events in which they are involved make the most interesting stories in Reeder's *Kansas Alumni*, he thinks.

"The focus depends in large measure on what's going on at the University at the time, and also on practical measures, such as who is available to do a story on a particular topic," Reeder said.

He tries to include what he calls "thought pieces" in each issue—"general social kinds of articles with a University of Kansas tag," he said. "I think we owe our alumni that consideration. After all, they don't live in a vacuum; they're part of the world at large."

Recent articles have dealt with the condition of KU's library system and the KU debate coach, who was a judge for the presidential debates last year.

As editor and primary writer for *Kansas Alumni*, Reeder has built-in Alumni Association responsibilities that may range from taking a Scandinavian holiday with the "Flying Jayhawks" to speaking at Parents' Orientation. He plans each issue of *Kansas Alumni*, makes assignments and does a lot of reading and sifting through releases trying to find new ways to cover the annual events.

"The question often becomes, 'How can I cover the same things without boring the readership to death?'" he said. "Commencement, for example, or alumni profiles."

Class Notes also are an example, perhaps the best-read example.

Reeder's editorial assistant, Anita Solter, is in charge of compiling an average of 500 separate class notes that appear in each of the tabloids. Her efforts pay off, she thinks, in the best coverage she's seen in any alumni magazine.

"There's never any lack of information," Solter said. "I get all kinds of crazy pieces of paper with what people are doing and sift through them."

She also is in charge of the entire back half of the tabloids, called the "backbone," including the short news stories in "Along the Jayhawk Walk" and profiles of alumni, many of whom graduated 50 or more years ago. The rest of her time is spent planning, proofreading and writing cutlines and headlines for the publications.

"It takes a certain attention to detail and I'm that way," she said. "I'm the champion nit-picker."

Solter's first degree was not in writing or nit-picking, however. After receiving a B.A. in Latin American Studies in 1968, she worked in a travel agency writing letters in response to inquiries about tour details and travel tips.

"I started looking at them and saying, 'Hey, this stuff's not bad,'" she said. So she decided to come back to KU for a degree in journalism to make the work even better.

After interning for the alumni magazine during her senior year in journalism, Solter was delighted when she was asked to stay on. She commutes to Lawrence from Prairie Village several days a week and does the rest of her work at home.

"We all like each other very much and have a special working relationship," she said.

The unspoken communication that seems to exist among the members of the small staff makes a big difference, according to Reeder. In fact, publishing the magazine has become something of a family affair, a family of journalism alumni who see eye to eye on a lot of things.

"We're all of the same school of thought, which helps in getting together the publication," he said. "There's a lot of unspoken communication that goes on between us that, if we weren't all from the KU School of Journalism, might not be there."

Reeder's positive attitude is shared by all the staff members, despite some of their unhappiness that the campus they knew so well as students seems to have become little more than a view from their office windows. It's an occupational hazard. Like any other alums, they would like to have the time just to walk around the place as they did when they were students, hurrying to class or skipping it.

"I think it all boils down to the fact that we all do it for love," Solter said. "We all care very much for the University of Kansas or we wouldn't have stayed around."



Rows of "triumphant titans of the Kansas press" can be seen in Flint Hall's reading room. The photographs of these members of the Kansas Newspaper Hall of Fame appear in the order of their selection since 1931.

Hall of Fame editors await permanent home in Flint

BY DEBBIE EIFFERT

PHOTOS BY DONNA KIRK

Sixty-three photographs in three rows are lined up in a glass case on the west wall of Flint Hall's Reading Room.

Rolla A. Clymer, late editor and publisher of the *El Dorado Times*, called these men and women "triumphant titans of the Kansas press." They are the editors of the past century who have been named to the Kansas Newspaper Hall of Fame.

The Reading Room houses the Hall of Fame pictures, which appear in the order of their selection since 1931. Before the addition of the elevator and the remodeling of the northeast corner of Flint Hall in 1976, the area just as you enter the building and head toward the Reading Room was the Hall of Fame room. The pictures were located in two groups on the walls of the 12-by-20-foot room, which was dedicated on Editors' Day, Oct. 14, 1966.

"This room should mean a place of sanctity and high inspiration . . ." Clymer, guest speaker that day, said. The Hall of Fame room was opened to the public for the first time.

The idea for a Kansas Newspaper Hall of Fame was conceived in 1927 by Leon N. Flint, then the chairman of the department of journalism. He organized the Quarter Century Club, a group of Kansas newspaper editors who had been in the journalism profession in the state for 25 years or longer. The members' only duty was to cast their ballots each year in search of a name to enter into the Hall of Fame. Nominations could be made by any Kansas editor, but the final decision was made by the Quarter Century Club.

The first six to be honored in the Hall of Fame were announced April 17, 1931. They were Solomon Miller, *Kansas Chief*, Troy; Joseph K. Hudson, *Topeka Daily Capital*; Marshall M. Murdock, *Wichita Eagle*; Daniel R. Anthony, *Leavenworth Times*; Noble L. Prentis, *Atchison Champion*; and Daniel Webster Wilder, *Hiawatha Daily World*.

At that time, the plan was to hang oil portraits of selected editors in the School of Journalism—that is, as soon as a building that the school could call home was found. Flint Hall in 1931 was Fowler Shops, a building that housed machinery for the School of Engineering. It didn't become the home of the School of Journalism until Feb. 22, 1952.

The Quarter Century Club had about 50 members in 1931 but had grown to 125 members by 1945. The club had no initiation fees, collected no dues, held no meetings—it just chose a Hall of Fame member yearly from the list of qualified nominees. One qualification for nomination to the Hall of Fame was death; the rule laid down from the beginning was that one could not be selected until three years after his death.

The only two exceptions to that rule have been William Allen White, named to the Hall of Fame in 1944, and Fred Brinkerhoff, named in 1966. Both were selected in the year of their deaths because of their extraordinary eminence as journalists.

By 1966 the Quarter Century Club had dwindled to about 50 members. Almost 50 Kansas editors had been selected to the Hall of Fame but had not been recognized in any other way except the yearly citation given on Editors' Day.

Plans for a special place of honor were drawn up, and the Hall of Fame room was dedicated on Editors' Day in 1966, when Arthur J. Carruth Jr., *Topeka State Capital*, and Brinkerhoff, *Pittsburg Headlight and Sun*, were selected for the Hall of Fame. Instead of oil portraits, photographs of each journalist were hung on the north and south walls of the room.

The Kansas Newspaper Hall of Fame finally had a place it could call home.

But it was a short stay.

Ten years later, in the fall of 1976, the elevator was installed in Flint Hall. The Hall of Fame room was lost in the redesigned entrance area, and the photographs had to be moved to their current location in the Reading Room.

In that time the Quarter Century Club had selected

12 more members to the Hall of Fame, including the first two women editors to be named, Bertha Shore in 1968 and Mamie Boyd in 1976. In 1977 the son of William Allen White, William L. White, was selected.

The same selection process to the Hall of Fame still exists today. Dana Leibengood, assistant dean of the School of Journalism, sends out ballots of qualified candidates every August. Kansas editors list their first three choices. Only the votes of those who have been in journalism for at least 25 years are counted toward election of the editor to the Hall of Fame. Votes of the other editors are used to nominate candidates who will be listed the following year.

Editors' Day still exists. Calder M. Pickett, professor, gives the citation every fall in the Kansas Union on a home football game day.

The Quarter Century Club still exists, and so does the Kansas Newspaper Hall of Fame; only the room doesn't.

Plans for remodeling Flint Hall will go before the Legislature for approval next year, and Del Brinkman, dean of the School of Journalism, says a Hall of Fame room is in those plans.

But for the next few years, the editors selected to the Kansas Newspaper Hall of Fame will have no place to call home.



For a few more years students must gaze at Hall of Fame members in the reading room. Plans for remodeling Flint Hall, which include a Hall of Fame room, go before the Legislature for approval next year.

news notes

Compiled by Lynn Kirkman, Joyce Hadley, Martha Fassett, Donna Kirk, Mary Mitchell and Peg Spencer. Photographs by Deborah Fawkes, Donna Kirk, Mary-Anne Olivar and Kent Van Hoesen.

Marketing research studies occupy Chowins' internship

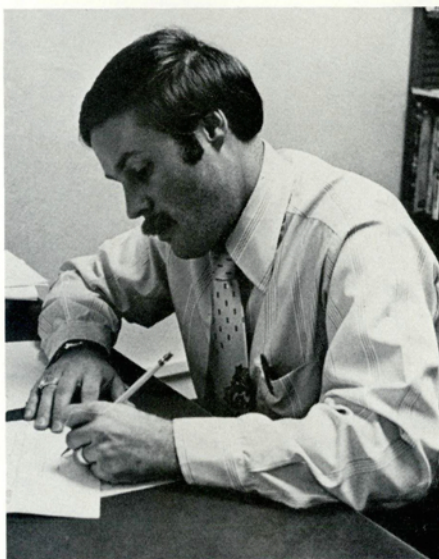
Chuck Chowins, assistant professor, will work on a marketing research internship with the Minneapolis (Minn.) *Star and Tribune* from May 22 until June 9.

Chowins is not new to the *Star and Tribune*. After graduating from KU in 1970, he worked as a classified account representative for the paper and, in 1973, was promoted to the retail advertising department.

Chowins will be collecting demographic and circulation information to determine which kinds of audiences are reached and can be reached.

In 1975 Chowins left the *Star and Tribune* to work for the *Casa Grande* (Ariz.) *Valley* newspaper. While working there, Chowins received an award for one of the 10 best advertising ideas for Casa Grande by the International Newspaper Advertising Executives.

From March 12 to 19, he also worked for the *Star and Tribune* in marketing



Chuck Chowins

research for the Sentinel newspapers, a chain of weekly newspapers in the Denver area.

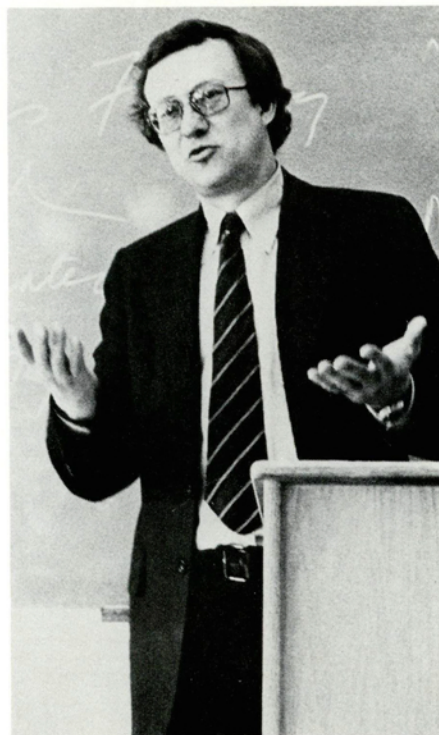
In 1977, Chowins received his master's degree from KU.

Chowins will be the business adviser for the *Kansan* in the fall.

Editors-in-Residence share experience with students

Ten "working journalists" shared their experience and expertise with School of Journalism students and faculty during the spring semester.

The "Editor-in-Residence" Program, supported by The Newspaper Fund, brought the following journalists to the KU campus: W. W. Baker, former editor and president, *Kansas City Star*; Robert Giles, executive editor, *Gannett Rochester Newspapers*; Harry Hill, assistant managing editor, *Milwaukee Journal*; Keith Fuller, president and general manager, *Associated Press*; Dennis Farney, White House correspondent, *Wall Street Journal*; Dale Freeman, executive editor, *Springfield (Mo.) Newspapers*; Whitley Austin, former publisher, *Salina Journal*; Clyde M. Reed, publisher, *Parsons Sun*; John G. Montgomery, publisher, *Junction City Union*; and John H. Stauffer, general manager, *Topeka Daily Capital*.



Dennis Farney

Nine KU journalists cited in 18th Hearst competitions

Nine KU students were among the winners in three of the writing competitions of the 18th annual William Randolph Hearst Foundation's Journalism Awards Program.

The awards program, which offers more than \$87,000 yearly in scholarships and grants, is held in cooperation with the American Association of Schools and Departments of Journalism. It is composed of six separate monthly writing competitions and one photojournalism contest with championship finals in both divisions.

Jerry Seib, Hays senior in news-editorial, won fourth place and a \$400 scholarship in the opening news writing competition. Seib worked in Washington during the spring semester as a recipient of a Sears Washington Internship Scholarship.

Yael Abouhalkah, a December 1977 graduate, received an award scroll in the news writing competition for placing in the top 20 in the October judging.

John Mueller, Winfield senior in news-editorial, won second place and a \$600 scholarship in the December editorial writing competition for his editorial on KU's Watson Library, published in the *Kansan* last fall.

In January, John Whitesides, Lawrence junior in news-editorial, placed in the top 20 in the investigative writing competition.

Jane Piper, Colby senior, received a \$450 scholarship for her third-place tie in the general news writing category.

Leon Unruh placed 11th in the general news category in February.

Steve Stingley won 5th place and a \$300 scholarship in the March in-depth reporting. Peg Spencer was 11th in the same competition.

Kansas won first place in the Hearst National Intercollegiate Writing Championship. The national championship competition is based on the number of judging points awarded to schools across the country in various categories of newspaper writing.

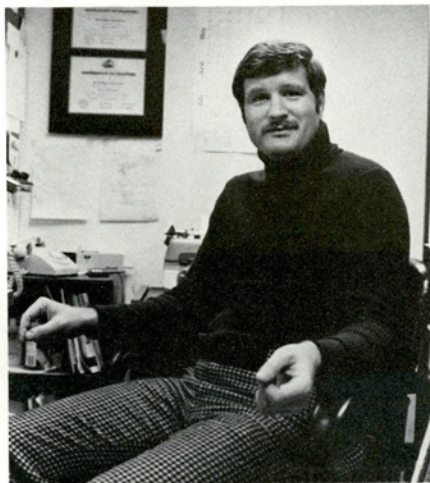
Jugenheimer chosen as VIP by advertising association

Donald Jugenheimer, associate professor, was selected this spring as one of 15 "very important professors" in advertising by the Specialty Advertising Association.

Jugenheimer attended the national association's conference and convention in Dallas Feb. 15 and 16. His trip was paid for by the association.

Jugenheimer, who is head of the advertising sequence, has taught advertising courses at KU since 1971.

He was one of five finalists for the Honor to an Outstanding Progressive Educator (HOPE) Award by the class of 1978.



Don Jugenheimer

Jolliffe remodeling adds to RTVF practical facilities

Jolliffe Hall, home of part of the radio-television-film department, is in the early stages of a two- to three-year remodeling project.

Bruce Linton, department chairman, said that by the fall semester the second floor would house a new color TV studio, control room and other supply areas.

Linton said that when the project was completed, the former scholarship hall also would house KJHK radio station and provide space for film production and editing. A TV broadcast news lab is currently used at Jolliffe.

A general remodeling fund at KU provides money for the project. Department offices, a small TV studio and a radio broadcast news lab will remain at Flint.

Seminar in public relations gives on-the-job experience

For the first time last semester, students interested in public relations got some on-the-job experience with a Madison Avenue public relations firm, a Chamber of Commerce and an on-going public relations campaign.

Their assignment? To sell Kansas City to its own citizens.

The 15 student "account executives" in assistant professor Jim Collier's public relations seminar met for two hours a week to discuss the use of such public relations tools and techniques as news releases and public service announcements in an actual campaign called Kansas City "Prime Time."

In cooperation with the Greater Kansas City Chamber of Commerce and in association with Carl Byoir & Associates of New York City, one of the country's largest public relations firms, students worked on plans that could be used in a segment of a national campaign by the firm to promote Kansas City.

The Byoir agency has been spreading the word for five years that metropolitan Kansas City is a good place to work, to learn and to live.

Working in groups of three, students in Collier's class focused on different ways to let Kansas Citians know about the place in which they live and work, a place they may have less appreciation for than many people living in other areas of the country, Collier said.

Under the supervision of Collier, who also directs the Office of University Relations, and of representatives of the Byoir agency, students had the opportunity to apply what they had learned in the introductory public relations course required in the public relations sequence, in meetings with Chamber of Commerce executives as well as members of civic and promotional organizations.

Collier began planning and organizing the small seminar course for people interested in a career in public relations after arriving at KU in August 1975. The public relations seminar was first offered in the Spring 1976 semester.

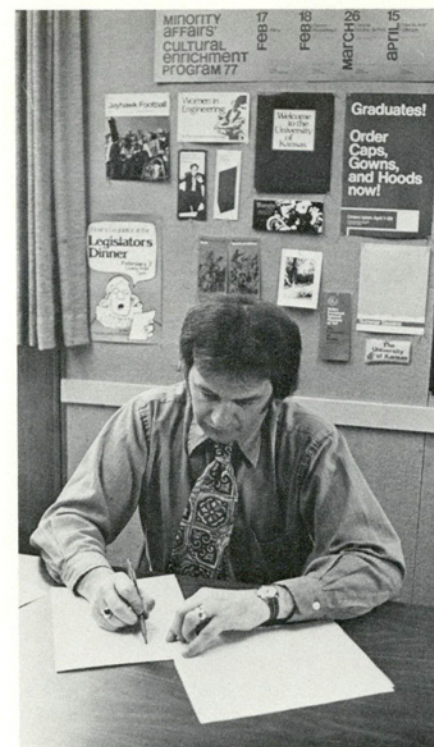
Collier had always been looking for a class project that would involve students in a real campaign, he said. The

past semester's campaign was the first one he had arranged.

Besides the practical experience they gained, Collier's students also developed their skills in writing news releases and background and in-depth stories. In individual projects, students defined, researched and learned to handle the public relations problems of a major company.

The course also featured guest speakers, who own their own public relations companies or who work in industrial or corporate public relations.

To encourage discussion, Collier tries to limit enrollment in the seminar to 12, although he has had as many as 20 students. This also allows students to become more involved in the practical opportunities such as Kansas City "Prime Time" and other on-the-job experiences that Collier hopes will continue.



Jim Collier

news notes

High school students enter KSPA journalism contest

Kansas high school journalists had an opportunity to have their work evaluated March 11 when the Kansas Scholastic Press Association held its seventh annual high school journalism contest.

There were 397 students from 85 KSPA-member schools competing in the state contests at KU. These students were winners from among approximately 1,400 who competed at regional contests in February.

In both the regional and the state final contests, students compete in one of three divisions determined by the schools' enrollment.

The contest categories, judged by professional journalists and the faculty of the School of Journalism, include newspaper make-up, news writing, headline writing, editorial, feature and sports writing; photography and a number of yearbook categories.

The KSPA, which was founded in 1971, held its first contest in spring 1972. The state finals competition has been held at KU every year except 1973.

Dana Leibengood, executive secretary of KSPA, said, "These contests give the high school journalist some opportunity to compete in the same way that debaters and musicians in the state do.

"The contests are a good learning experience and provide recognition for high school journalists that wasn't available before."

Leibengood, assistant dean of the school, is assisted by Susanne Shaw, associate dean, in coordinating the program.

In addition to the contests, the KSPA provides members with a critiquing service for newspapers and yearbooks and has lending libraries of these publications. The organization also sponsors one-day workshops each fall.

Ernst will leave J-school for Michigan State position

Sandra Ernst, assistant professor, will leave KU at the end of this academic year to join the department of advertising at Michigan State University.

Ernst has been at KU for the past two years. She came to Lawrence from Kansas State University, where she was director of publications.

Ernst's book, *The ABC's of Typography*, was published in March. She is working on a textbook for use in advanced copy and layout classes. The book has an August deadline.



Sandra Ernst



Larry Day

Workbooks based on media supplement language texts

"I'd always had the idea that the mass media, particularly the printed mass media, had been neglected as sources for language teaching."

Larry Day, associate professor, has put his philosophy to work.

He and a friend, Ned Seelye, director of bicultural and bilingual education in Illinois, have begun a series of workbooks that use newspapers and magazines to teach Spanish. These workbooks are supplementary to basic texts, and the latest publication contains removable ditto masters.

The latest of the series, "The Sports Page," was published in September by National Textbook.

"A common thread of interest in all

cultures is sports. There are key sports words to look for in all cultures," Day said.

Foundations were laid for the series in 1971 when he and Seelye published an article, "How to Read Heads," in the October *Foreign Language Journal*. The article gained national recognition in 1973 when it received the Stephen A. Freeman Award for the best article printed on foreign pedagogy in the past two years, Day said.

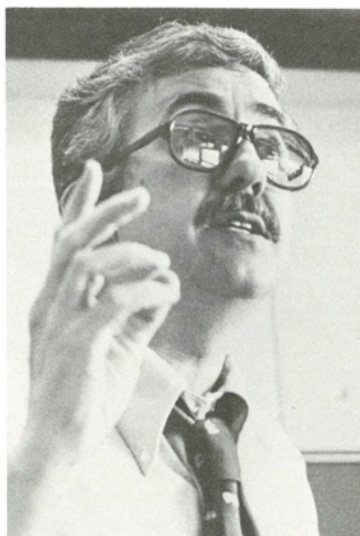
"A Mini Cultural Unit: The Newspaper," published and distributed by National Textbook, followed in 1973.

Day said that both workbooks were mainly for high school teaching and were not used at KU.

Plans are being made to continue the series in a study of the mass media in Latin America, to be published by the Iowa State University Press.



Norma Wilson



Peter Turk

Wilson, Turk finish Ph. D.s, continue professional efforts

Norma Wilson, instructor, and Peter Turk, associate professor, received their Ph. D.s in December 1977.

Wilson, who is teaching for the third year at KU, received her doctoral degree from the School of Education, with an emphasis in journalism, at KU. Her dissertation was a survey to find out which representative courses beyond the basic ones were taught in accredited journalism programs across the country. Wilson is now writing an article based upon her research.

She previously published *Adviser's Guide to Painless Yearbooking*, based on her master's thesis from KU. She also has written two film scripts for the American Yearbook Company in Topeka. One script was on organizing a yearbook staff; the other concerned preparation of yearbook material for the printer.

Before coming to KU, Wilson taught at high schools in Missouri and was the editor of the *Fort Gateway Guide* in St. Roberts, Mo.

Turk, who received his Ph. D. from the University of Wisconsin, has been a member of the KU faculty since 1974.

Before coming to KU, Turk worked for 10 years in advertising agencies in Cleveland and Pittsburgh.

His dissertation discussed regulatory laws in advertising with particular reference to the Federal Trade Commission. Turk said it was a historical analysis of deception in television advertising.

He said he had no plans to publish his dissertation, although he had been approached by one publishing company.

He is now working on an advertising primer for students and a revision of a media source book.

Rosewicz edits Kansan; 107th woman to hold post

Barbara Rosewicz, editor of the *University Daily Kansan*, is the 107th woman to hold that position.

There have been about 400 *Kansan* editors since 1912. Microfilm records of all *Kansans*, however, are not complete.

In the *Kansan's* earlier years, editorships lasted for a few weeks and sometimes for only a few days. For example, in 1916 there were 15 editors.

Since 1958, three *Kansan* editors have been selected each year. Editorship positions last the length of the spring, summer or fall semesters.

Rosewicz, Kansas City senior in news-editorial, said a complete semester was not too long for a student to be *Kansan* editor.

"I'd rather have more time to establish policies and make them stick," she said. "Everybody seems to just get caught up in the day-to-day activities."

Rosewicz, the 12th woman to be editor since 1958, said she hadn't had any special trouble as editor because she was a woman.

"You're judged by your peers," she said. "In a college situation, no one thinks about your sex. You're judged on your experience and authority."

This semester the *Kansan* began a monthly tabloid magazine called *Spare Time*. The idea for the magazine supplement began, Rosewicz said, with a *Kansan* editor in 1974.

Rosewicz said it was important for the *Kansan* to maintain an identity on campus from semester to semester.

"As editor," Rosewicz said, "I'm more interested in editorial content than the package."

SDX, WICI provide materials, professional advice for J-school job seekers

After a student spends years and money to attend a university, finding a job becomes a coveted reward for academic labors.

But getting that job means knowing how to survive in an employer's market. For many applicants, that means a stream of rejection letters from choosy employers.

To help job seekers from the School of Journalism, the student chapters of Sigma Delta Chi and Women in Com-

munications Inc. collected job-hunting advice from KU graduates, journalism faculty and area professionals and produced a book and sponsored a job counseling seminar.

Welcome to the Real World, the SDX book, contains advice for job seekers and tips for resumes and job interviews.

Susanne Shaw, SDX adviser, said that the chapter had sold about 400 books and had sent copies to other

journalism schools and departments.

Women in Communications Inc. sponsored 12 professional journalists, who conducted sessions in each of the sequence areas. The journalists talked about how students could get their foot in the door and what employers looked for when applicants came knocking.

WICI members took part in mini-internships with professional journalists during spring break.

news notes



Bill Baker

W. W. Baker joins faculty after leaving K. C. papers

W. W. Baker, former editor and president of the *Kansas City Star and Times*, is now teaching at the School of Journalism.

Baker is a part-time lecturer in the Editorial and Interpretative Writing and Newspaper Management courses.

"I teach from my perspective and my style," he said. "I teach me."

Baker said he might join the journalism school faculty on a more permanent basis as a part-time instructor in the fall.

"I'm especially interested in teaching newspaper management," Baker said.

"I find teaching highly enjoyable. I enjoy the interplay with students and faculty. I enjoy working with the students.

"And this is the first time I've had a private office."

Baker resigned his position at the *Star and Times* in November. Before that time, Baker had been a reporter, copy editor, make-up editor, picture editor, editorial writer and associate editor for the *Kansas City* newspapers.



Susanne Shaw

Shaw to spend 15 months in Knight-Ridder training

Susanne Shaw, associate dean, will take a leave of absence beginning July 1 to begin a management training program with Knight-Ridder Newspapers.

She will join the staff of the *Tallahassee Democrat* for a 15-month period. After working as a reporter and editor on the city and news desks, she will spend her time working as assistant to the executive editor, Richard Oppel.

The *Tallahassee Democrat* is a daily morning newspaper.

Martin to leave teaching for Cox Broadcasting Co.

Ernie Martin, assistant professor, will leave KU after this semester to join the Cox Broadcasting Co. in Atlanta. Martin has taught in the radio-television-film sequence for three years.

His new position will be director of research, and he will head the largest research department of any group broadcasting company in the country. He will do all sales and market research for Cox's 17 stations and ten markets.

"It's an awfully good opportunity and I couldn't pass it up," Martin said.

Dean Del Brinkman said no replacement had been named yet for Martin.



Ernie Martin

Turk third from J-School to receive FINK award

Peter Turk, associate professor, received the H. Bernerd Fink Distinguished Teaching Award last fall. He became the third person from Flint Hall to be so honored in the past eight years.

Lee Young, professor, received the award in 1969 and Susanne Shaw, associate dean, received it in 1975.

The \$1,000 award is endowed by H. Bernerd Fink, Topeka, a KU benefactor. The selection is made by a chancellor's committee composed of faculty and students.

Turk said, "I was flabbergasted, although it wasn't the shock that receiving HOPE was."

Turk was chosen by the 1977 senior class for the Honor to an Outstanding Progressive Educator (HOPE) Award.

Turk was selected for the HOPE Award after teaching at KU for only five semesters.

He said both awards were great honors.

"I feel rather sheepish about receiving the two awards so close together," he said.

Turk received his doctoral degree from the University of Wisconsin last fall.

He taught Law of Communications, Advanced Media Strategy and a seminar on children and television advertising at KU this spring.

Before coming to KU, he was with an advertising agency. He said it only seemed natural to teach again because he was involved with personnel work and the recruiting of college students at the agency.

"There was no single reason why I entered teaching, but I did have difficulty reconciling my job to what I was contributing to society," he said.

"I thought it would be more useful to use my talents to direct the talents of others rather than milking them for the agency."

Turk said his basic goal of teaching was to try to make the material understandable.

"It becomes a difficult task, especially in law, to try to achieve that without sacrificing the complexity of the issue," he said.



Mrs. W. L. White greets economist-writer Sylvia Porter on William Allen White Day. Porter is the author of several books and articles about economics for the consumer.

William Allen White Award presented to Sylvia Porter

Sylvia Porter, a nationally known economics columnist, received the 29th annual William Allen White Award in ceremonies at KU Feb. 10. The award is given each year to the journalist who best exemplifies the standards set by White, a KU student who became internationally famous as the editor and publisher of the *Emporia Gazette*.

Porter told the 200 Kansas journalists who attended William Allen White Day activities that the United States was a nation of economic illiterates. She said that reporters, editors and broadcasters were at fault because they did not report enough economic news to keep their publics adequately informed about practices that affected them every day.

In other White Day activities, David Bartel, a 1972 graduate of the School of Journalism, received the Kansas News Enterprise Award. Bartel, now assistant city editor and city-county government bureau chief for the *Wichita Eagle and Beacon*, spearheaded the reporting efforts on a proposed Sedgwick County Coal gasification plant. The stories Bartel's team produced resulted in an investigation of the project by city officials.

At the annual banquet, Clyde Reed, editor and publisher of the *Parsons Sun*, read a special tribute to Rolla Clymer, late editor and publisher of the *El Dorado Times* and one of the founders of the William Allen White Foundation.

J-school one of 3 schools to become SNAP member

This fall the School of Journalism joined the Society of National Association Publications (SNAP), composed mostly of business magazines.

The school's membership will open opportunities for jobs, summer internships and visiting classroom speakers from member publications, said Prof. Lee Young, teacher of the school's magazine courses.

The School of Journalism is one of three schools to join the organization since the opportunity became available.

Day takes part in seminars sponsored by State Dept.

J. Laurence Day, associate professor, attended a series of seminars in Santo Domingo, Dominican Republic, in March.

The week of meetings, sponsored by the U. S. State Department, was attended by experts in anthropology, economics, physics, politics and sociology. Day represented mass communications.

The seminars were conducted in Spanish.

Alumni News.....

1936

GENEVIEVE HORN LINDSAY is retiring to Sun City, Ariz.

1948

CLARKE THOMAS is associate editorial editor of the Pittsburgh (Pa.) *Post-Gazette*. He is married to Jean Waters, a graduate of the KU School of Fine Arts.

1949

JAMES D. HEAD recently became editor of *Parade* magazine.

1950

JAMES W. SCOTT is the new editorial page editor for the Kansas City *Star and Times*.

1952

RICHARD LEE HALE is the editor of the *Professional Golfer* magazine, which is the official magazine of the Professional Golfers' Association in Lake Park, Fla.

1953

DAVID S. ARTHURS is vice president and president-elect of the Florida Press Association.

1957

PAUL CULP is assistant director of international marketing for the Parker Pen Co., Janesville, Wis. FELICIA (FENBERG) STITCHER works for the School of Social Work at Arizona State University and lives in Phoenix.

1963

DENNIS FARNEY, White House correspondent for the *Wall Street Journal*, was an editor-in-residence at the School of Journalism.

1966

TERRY JOSLIN is support services manager for Deltex Systems Inc.,

Vienna, Va. THOMAS S. MOORE owns a printing plant in McAllen, Texas. LINDA SIMPSON works for Roundtrip Travel in Kansas City.

1967

BARB PHILLIPS is features editor for the *Salina Journal*.

1968

JOE GODFREY has been admitted to the University of Kansas Medical School for Fall 1978. JOHN and JANE (LARSON) LEE have a daughter, Erica. John is editor and publisher of the *Hays Daily News*. ALAN CURTIS NORTHCUTT is now working in the planning division of the Public Relations and Employee Information Dept. of AT&T in New York City. SANDY STAPLETON is San Francisco branch manager for the *Ladies' Home Journal*. He recently received his MBA from St. Mary's College of California.

1969

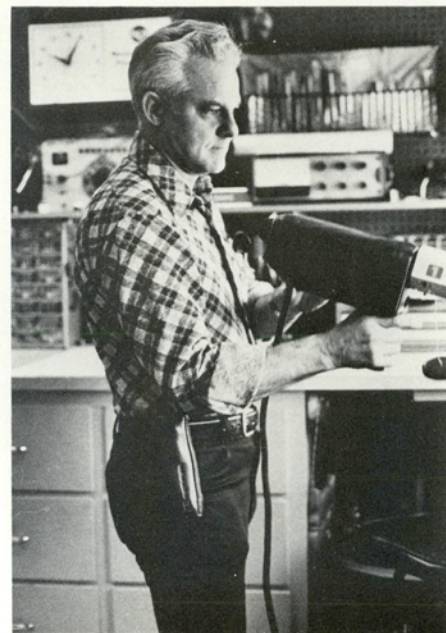
ROBERT ENTRIKEN JR. is special editions editor of the *Salina Journal*. He also writes a motor-sports column. JOHN MARSHALL is now the executive editor of the *Hutchinson News*. ALLEN WINCHESTER lives in Rapid City, S. D., where he does out-patient mental health work and public relations work.

1970

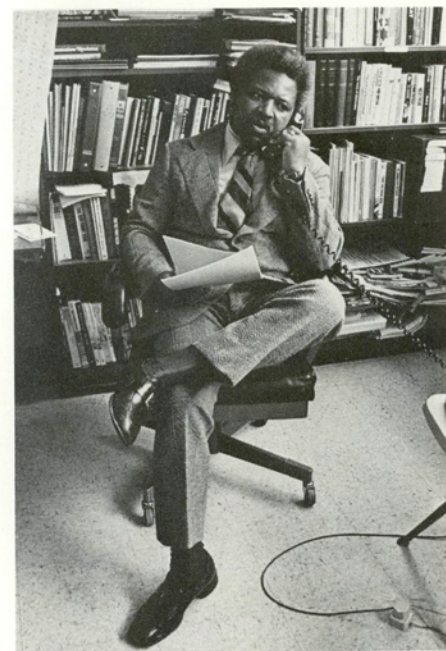
PETE KOVAC is a vice-president of Fletcher/Mayo Associates and manages their Kansas City office.

1971

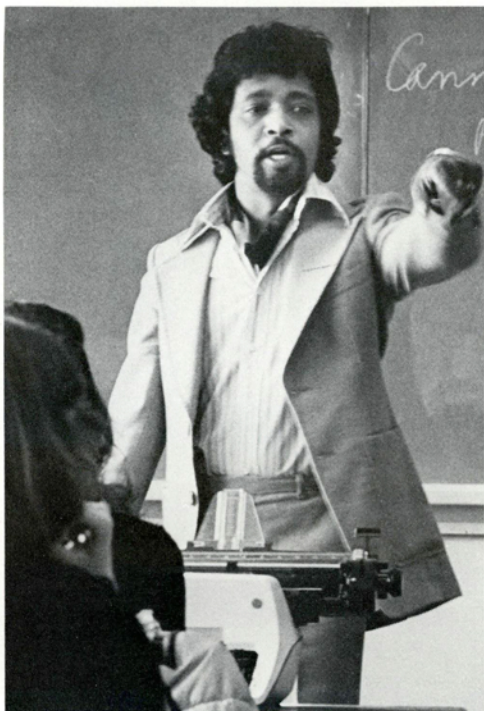
MONROE DODD is regional editor for the *Kansas City Star*. RICHARD LOUV is a free-lance writer living in San Diego. He was the subject of an article in the editor's column of *Human Behavior*. PRISCILLA MYERS TAYLOR is a public relations associate with the National Health Agencies of



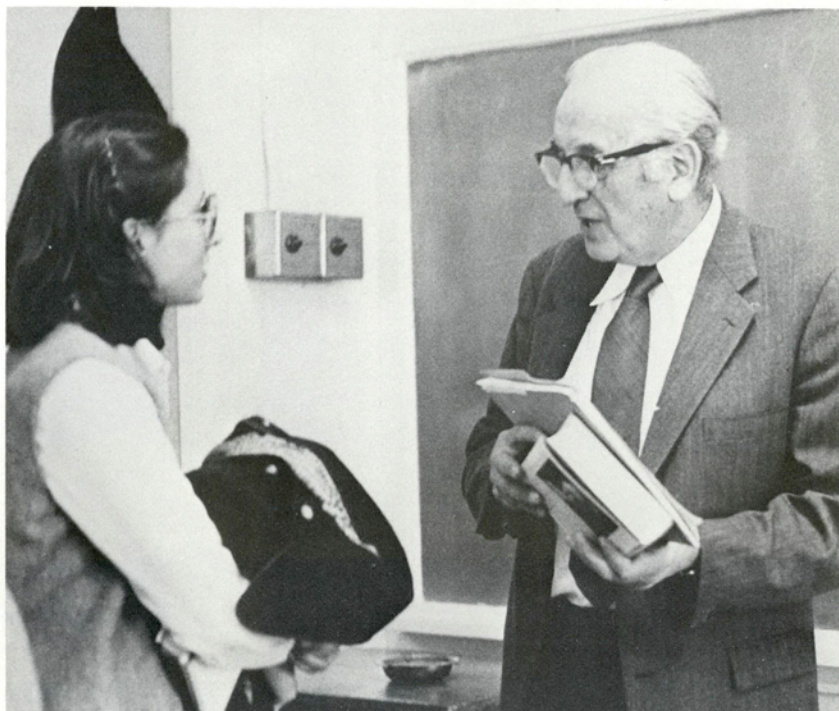
Rod Davis, RTVF engineer



Sam Adams, associate professor



Zahid Iqbal, instructor



John Hohenberg, Gannett professional-in-residence



Rick Musser, assistant professor



Ethel Stewart, librarian

Alumni News

Colorado. TOM WEIR is the retail advertising manager for the Loveland (Colo.) *Daily Reporter-Herald*.

1972

DAVE BARTEL won the 1978 Kansas News Enterprise Award from the William Allen White Foundation, one of the top two newspaper awards in the state. He is chief of the Wichita *Eagle and Beacon* city-county government bureau and assistant city editor. ROBERT T. BURTCH is city editor of the Dodge City *Globe*.

JACK NIXON is the sports director at KOBE in Las Cruces, N. M., and does play-by-play coverage for New Mexico State University's sports network. KATE DONNELLY PLIMPTON lives in Lenexa and recently became the mother of twins. PAM (KUDA) QUINN is director of public information at Richland College in Dallas. She received a master's degree in journalism from East Texas State University this spring. GREG SORBER is a photographer for the Albuquerque (N. M.) *Journal*.

1973

JOLENE HARWOOD is the departments editor of *Industrial Engineering*, a magazine published in Atlanta by the American Institute of Industrial Engineers. SALLY MORGAN HUGGINS was recently married and works for the Topeka *Daily Capital*. MARION JOHNSON was named managing editor of the Linn County *News*, a consolidation of the Mound City *Republic*, the La Cygne *Journal* and the Pleasanton *Observer*.

JAN KESSINGER is a field representative for *The Packer* in the Los Angeles area, where he lives with his wife and two-year-old daughter. MARILYN McMULLEN KING is the director of government relations for the College of Mount St. Joseph in Ohio. BARBARA LAUTER, editor of *Music Alumni Notes* at Indiana University at Bloomington, won four Kansas Press Women awards last year as well as a national first-place award in magazine publicity. RONNIE JOE LUCAS is an account executive for Advertising Inc. Agency in Tulsa, Okla.

STEVE RIEL is on the copy desk of the Minneapolis *Tribune*. CLARENCE



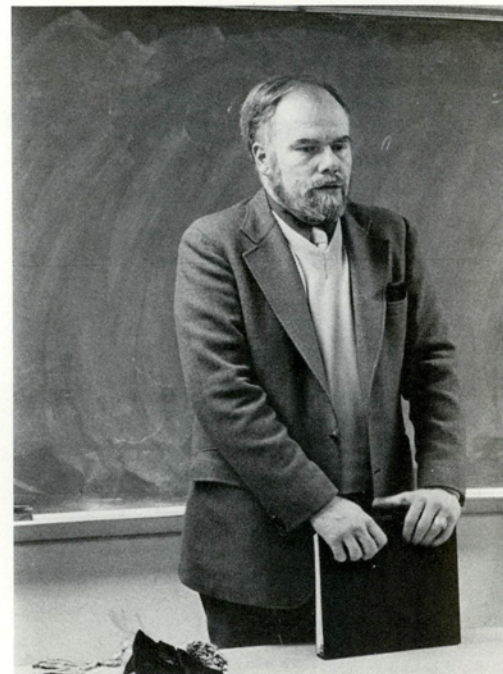
Mel Adams, associate professor



John Bremner, professor



Alice Richardson, secretary



David Dary and Paul Jess, associate professors



Jan Erhart, student record clerk



Dale Gadd, associate professor



Mary Wallace, lecturer



SCHMIDT directs Alumni Affairs and Development at the UMKC School of Dentistry. JAMES D. SCHUMM works for Owens-Corning Fiberglass in Omaha, Neb., as a Mechanical Products Division representative for South Dakota, Nebraska, Iowa and western Illinois. MYLA STARR is the news editor for the Berthoud *Bulletin* in Berthoud, Colo. PAUL H. STEVENS (MSJ) lives in Wichita, where he is a correspondent for the Associated Press and where his second daughter, Molly Michelle, was born.

LINDA SCHILD TWITCHELL is a reporter for the Bellingham (Wash.) *Herald*. She was married last summer. ELDREDGE WHITE is vice president and account service manager for Fletcher/Mayo Associates in their newly opened Atlanta office.

1974

DAVID H. AHLSTROM is the media director for Oliver Advertising in Overland Park. CAROL GWINN has been promoted to the position of senior copy editor of *Business Latin America*, a weekly publication produced by Business International Corp. in New York City. MARILYN GIBSON is marrying Ben Rainwater and is moving to Atlanta. HARRY GRACE is a member of the International Monetary Market, trading in commodities futures in Chicago.

Lt. Junior Grade ERIC HANSON died Dec. 18, 1977. He was stationed in San Francisco. RICHARD MURPHY directs public relations for the International Sanitary Supply Association in Chicago. LOU ANN THOMAS is teaching English and journalism at Ottawa High School. BOB WELLBORN lives in Topeka and is editor of *Post Rock*, a publication of the Kansas Department of Health and Environment.

1975

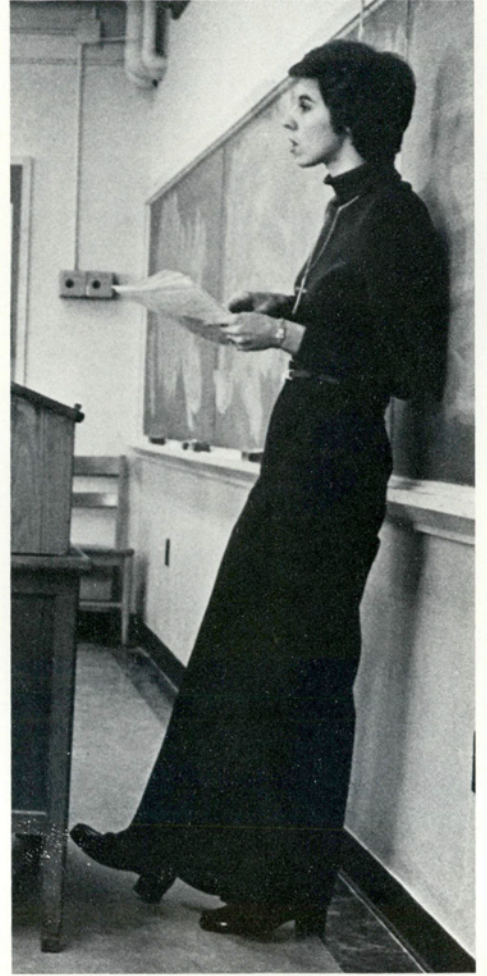
LAURA (DAVIS) GREGORY is a service consultant in the marketing department of Southwestern Bell in Kansas City. She was married in March to Lewis Gregory. NANCY LYNN ELLIOTT is now a copy writer for the advertising department of Burstein Applebee. WINONA FLOOD works for KTSB in Topeka as the A. M. news



Pat English, secretary, RTVF



Sue Forbes, Kansan bookkeeper



Elizabeth Maxwell, lecturer



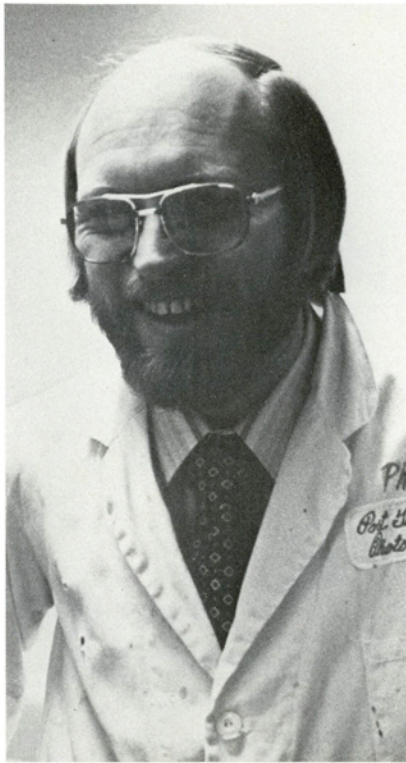
Gary Mason, assistant professor



Tom Hedrick, instructor



Bruce Linton, professor



Phil Bannister, assistant professor



Carole Dickey, dean's secretary

anchor. KENNETH B. HARWOOD is the public relations account executive for PRI of Houston. CAROLYN HOWE has been promoted to the newly created position of cooperative advertising sales coordinator for the Ban/De Publishing Co., Huntington Beach, Calif.

DEBBIE (ARBONIES) McCOY is working for IBM in Reston, Va. ERIC MEYER is now working as a copy editor for the Milwaukee *Journal*. JILL (WILLIS) MEYER is on the district reporting staff of the Salina *Journal*. She covers news in northcentral and northwest Kansas. DEBRA (DANIELS) MORAN is a legal intern for the Kansas Commission on Civil Rights in Topeka. JOHN L. MORRIS works for the Cheney *Sentinel* and West Sedgwick County *News-Sentinel* as the managing editor. SUZANNE OLSON is the information coordinator for the Mid-America Cancer Center at the KU Med Center. DAVE REECE is an account executive with Fletcher/Mayo Associates advertising agency in St. Joseph, Mo.

TIM TYSON is now the news director for WBHP radio in Huntsville, Ala. MICHAEL G. WARDROP was named as news editor for the Linn County *News*. MARK ZELIGMAN, currently sports editor for the Overland Park *Sun*, was married to Carolyn Pickett March 18.

1976

GREG BASHAW is personnel manager for Owen Douglas, an entertainer, in Wichita and also is general manager of Cornucopia, Inc. SUSAN BETTS handles in-house advertising and public relations for Alaska Northwest Publishing Company in Edmonds, Wash. She also operates a free-lance advertising agency.

TOM BILLAM is working for United Press International in Kansas City and was recently married. DEBORAH BOOKER is working on the Kansas City *Kansan* in the advertising sales department. MERILYN BOWMAN is a field representative for the March of Dimes in Wichita. GAVIN (WOODY) BRINKERHOFF is working for KTSB in Topeka in production. DOUGLAS CAMPBELL is the public affairs officer for the Naval Air Reserve Unit at Andrews Air Force Base in Washington.

He married Patricia Mills, civilian personnel coordinator for the NARU, Dec. 8, 1977.

DENNIS ELLSWORTH is a reporter for the Lawrence *Journal-World*. WALTER EMERSON works for the McPherson *Sentinel* as a photographer. BRUCE ERICKSON (MSJ) is public relations director and a journalism instructor at Culver-Stockton College in Canton, Mo. KATHY (HODAK) GAUME (MSJ) is the copy editor for the Little Rock (Ark.) *Democrat*. Her husband TOM (MSJ) is an information specialist for the U. S. Army Recruiting Command in Little Rock. MICHAEL GOFF is a field representative for *The Packer* magazine in Florida. CAROLYN KADLEC belongs to the Signal Corps and is making films in Atlanta.

JANNA DYE KELLEY is working in the production-advertising department of Burstein Applebee in Kansas City. SCOTT KRIGEL is putting his advertising knowledge to work while working for Krigel's in Kansas City. TERRY LEVINE is a broadcast media assistant at Travis/Walz advertising agency in Kansas City. PAT LIPNICKY is a member of the communications staff of Mid-America Regional Council of Governments in Kansas City. RODNEY RANDEL is selling advertising for the *Observer* in LaGrande, Ore.

BRUCE SPENCE is a reporter for the Idaho *Statesman*. KATHY STECHERT works for *Woman's Day* in New York as the assistant to the articles editor. BARBARA J. STEERE is a lieutenant in the United States Army Signal Corps and is currently serving as a tactical communications platoon leader in Germany.

1977.

BILL ASHLEY works on *The Packer* for Vance Publishing Company in Kansas City. CHERYL (HAWLEY) ATTEBURY (MSJ) is teaching journalism at Lawrence High School. SHERI BALDWIN is a copywriter for Harzfelds in Kansas City. PAUL W. BALTZER is in graduate school at KU.

WILLIAM R. CALVERT is a reporter for the Garden City *Telegram*. MICHAEL C. CAMPBELL is a photographer for the Independence *Reporter*.

Alumni News

FAITH E. CHAFFEE works in public relations for the American Lung Association of Northeast Kansas in Lenexa. JACK FISCHER is a reporter on the biweekly *Post*, covering 13 towns in Bergen County, N. J. JANICE EARLY is the news editor of the *Holton Recorder*. DONNA GEORGE has a sales position with Woehmyer Business Forms in Shawnee Mission.

JEFF GOROSH and TIM MARTIN are employed by Brewer advertising agency in Kansas City. Jeff works in the media department and Tim is an account coordinator. ROBIN GRUENDER works in the advertising department of Fleming Foods in Topeka. DEBBIE GUMP is a reporter for the *Times-Union* in Rochester, N. Y.

TERRI HILL works with advertising sales for the Kansas City *Kansan*. JULIE G. JOHNSON works with sales for the Westport *Shopper* in Kansas City. JILL KIMBROUGH is in the media department at Barickman advertising agency in Kansas City. MICHAEL KING is a reporter for the St. Petersburg (Fla.) *Times*.

KERRY KIPER works with advertising and promotion for Maupintour in Lawrence. CHARLOTTE KIRK is a reporter for the Warrensburg (Mo.) *Star-Journal*. MICHELLE N. KOCOUR works in media selection with the Valentine-Radford advertising agency in Kansas City. DEBRA N. (LOCKETT) LEE works in advertising sales for the Kansas Press Association. SARAH McANANY is in the advertising department of the Kansas City *Star*.

MARLENE NORDMAN is a general assignment reporter for the Great Bend *Tribune*. BARBARA O'BRIEN is a photographer for the Kansas Association of Community Arts Councils. DEBBIE OSWALT is a reporter with the Hutchinson *News' Focus* department. MICHAEL PACK works with advertising sales for the Kansas City *Kansan*. CHERYL (PAYNE) ELLIOTT works with the advertising and promotion for Electric Realty Association, Inc., in Shawnee Mission. BETH REIBER is a reporter for the Independence *Daily Reporter*.

CAROLE ROSENKOETTER is an assistant to the chairman at Frerman Malcy and Associates, Inc., in Kansas City. KATHY RUSSELL is a media

assistant with Marsteller, Inc., advertising agency in Chicago. KURT SCHIFF is an account executive with Barrett/Yehle advertising agency in Kansas City. STEVE SCHOENFELD is a sports reporter for the *Tulsa Tribune*. JAN SCOTT is media coordinator for Barickman advertising agency in Kansas City.

DALE SEUFERLING is coordinator of radio and television programming for the Office of University Relations at KU. MICHELE SIMMONS is the news editor for the Overbrook *Citizen*. MARK TROTTER is an assistant account executive with Bernstein/Rein & Boasberg advertising agency in Kansas City.

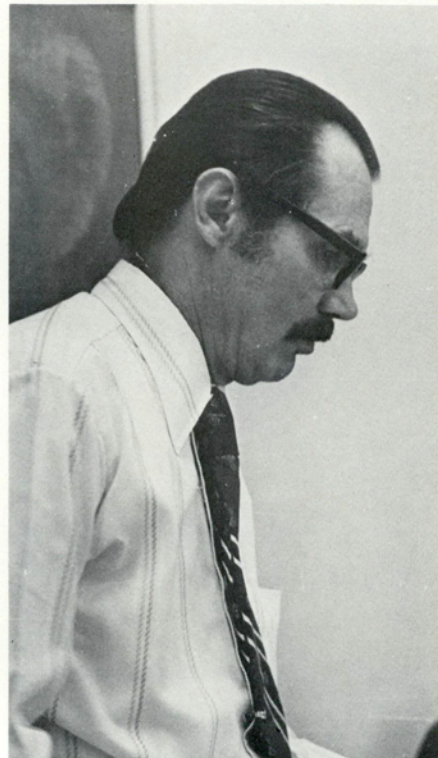
WILLIAM K. UKEKI is a field representative for advertising and editorial coverage for Vance Publications in Los Angeles. NANCY (HELLING) WICKSTROM is a representative in the Provider Relations Department of Blue Cross-Blue Shield in Kansas City. DIANE WOLKOW covers sports, city council, the local merchants and writes one feature each week for the Marysville *Advocate*. MARK WOOLF (MSJ) is a copywriter for a radio station in Butte, Mont. JOE VOSICKY works in the sales department for *The Packer* in Kansas City.

The information for the "Alumni News" section was compiled by Carol Chapman, Joyce Hadley, Heather McIntosh and Heidi Wallace. Photographs of staff members shown in this section were taken by Deborah Fawkes, Donna Kirk, Mary-Anne Olivar and Kent Van Hoesen.

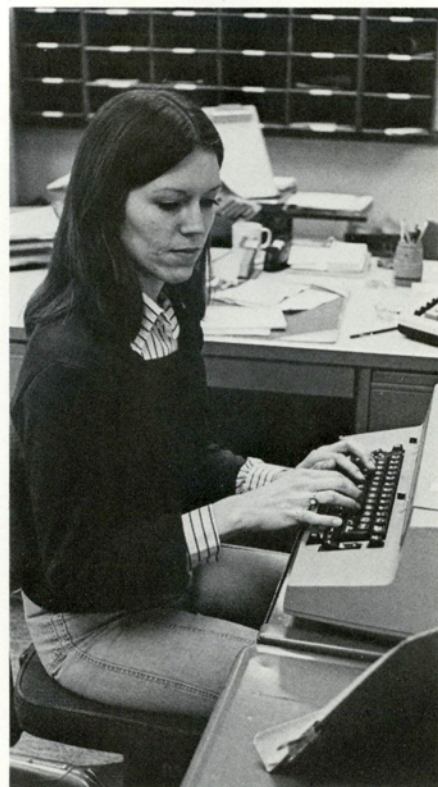
Because this is probably going to be the last issue of the *Jayhawk Journalist*, the staff decided to try to run a photograph of every faculty and staff member in Flint Hall. We almost succeeded. Ironically, the one we're missing is Rich Clarkson, nationally famous photographer who commutes from Topeka to teach an advanced photojournalism course.

Otherwise, you should find them all, either in a feature article, in "News Notes" or in the pages of this alumni section—faces in Flint Hall, some familiar, some new—who harass and help students now, as they did in your years here.

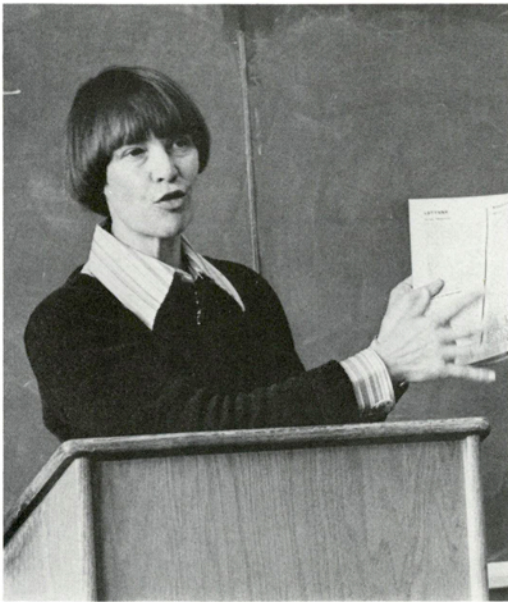
(John Bremner suffered a broken ankle as a result of fall on ice this winter. That's the reason you see him in a wheel chair.)



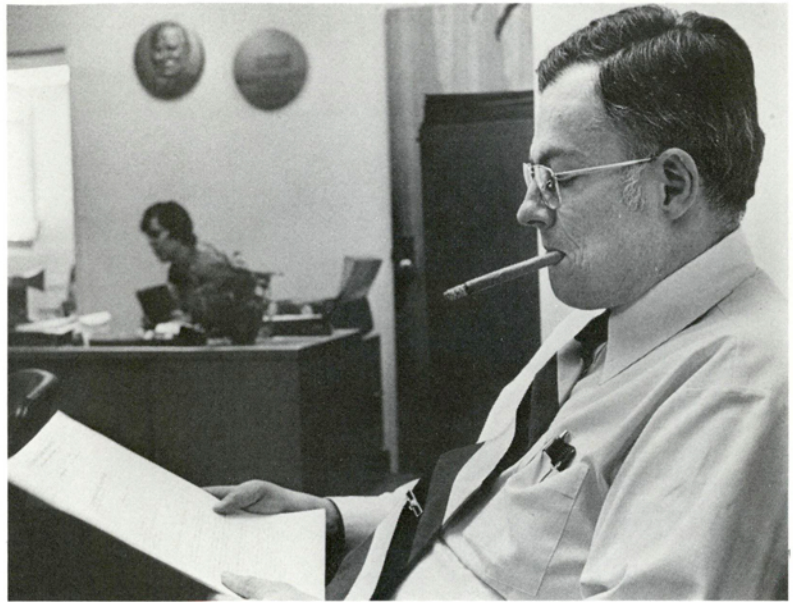
Lee Young, professor



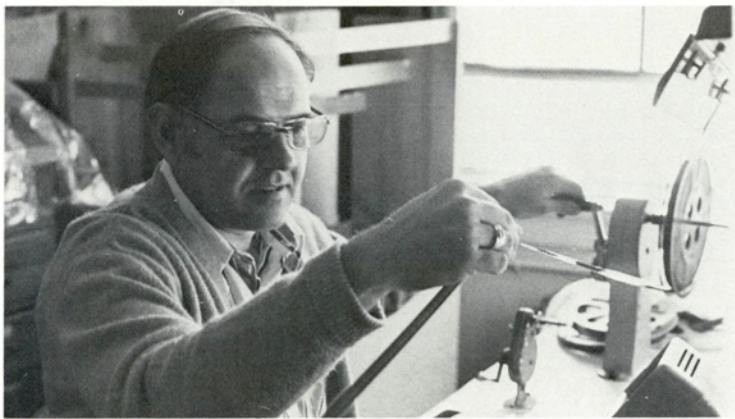
Linda Alonzo, secretary



Diane Lazzarino, lecturer



Dana Leibengood, assistant dean



Francis Ellis, lecturer



Paul Smeyak, associate professor



Janell Commons, Kansan secretary

Please continue to send us news about yourself and to furnish us with changes of address. Both the Alumni Association and the School of Journalism maintain records on you and want this information. Please stay in touch with us.

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