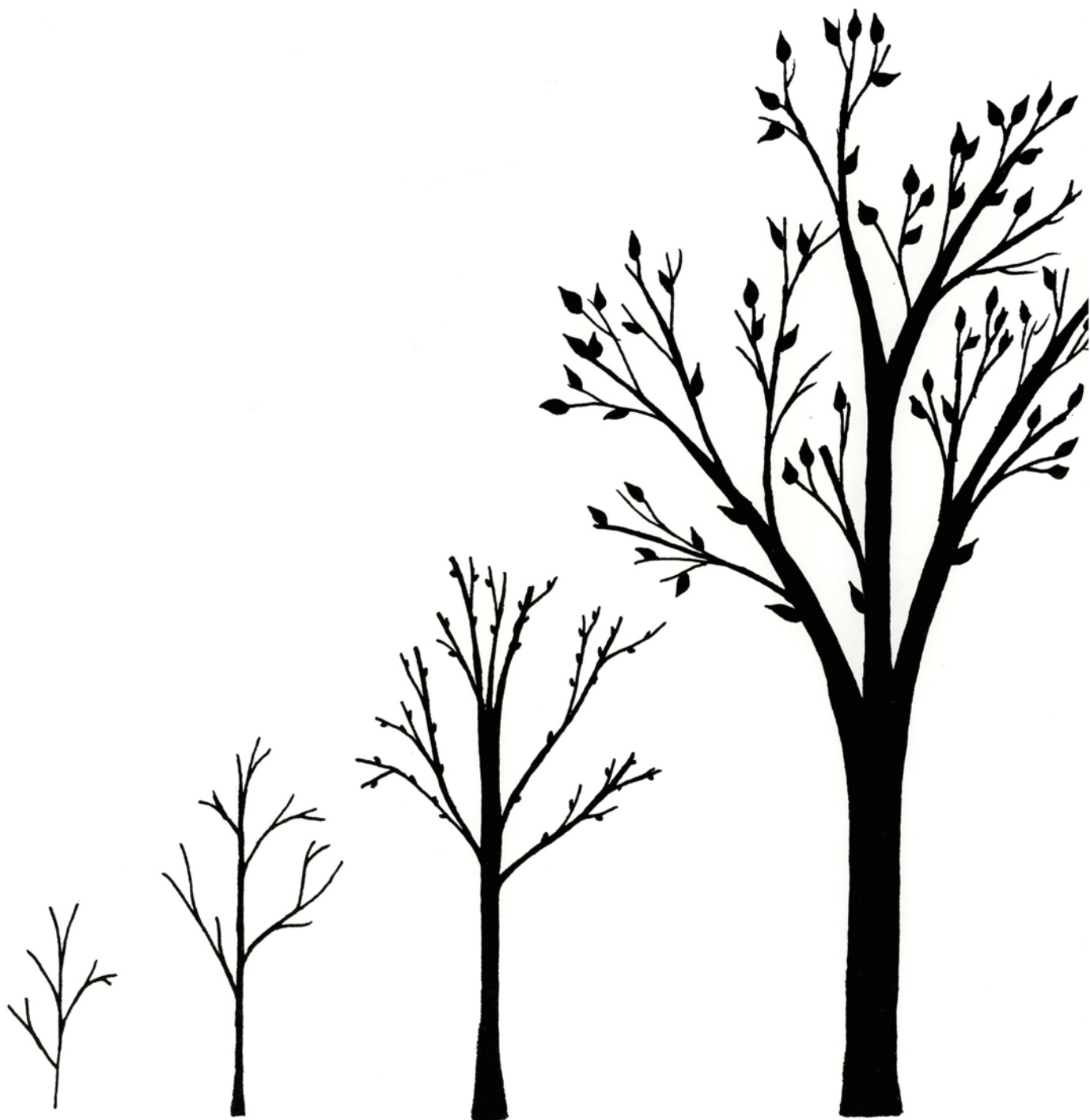
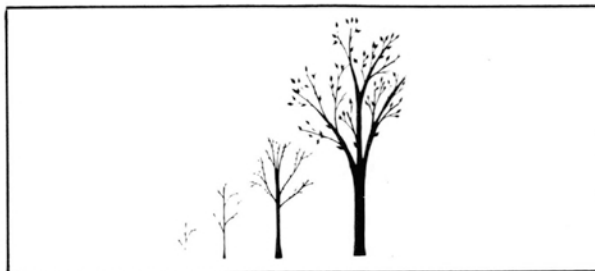


Jayhawk Journalist

SPRING 1980





Jayhawk
Journalist
SPRING 1980

CONTENTS

Class of '55	1
KU J-grads have Phoenix covered	6
Jayhawks take a bite of the Big Apple	11
Despite KUAC problems, journalism deans enjoy duties on KU athletic board	15
TV series plot, a horror film, books, are products of J-school mentors	18
TV commercials are gems of professor's treasure hunt	20
Minority paper makes KU debut, by Karen Steffen	24
Writing award, journalism career, twists of fate for December grad	27
Kansan Letters reflect years of change	28
Foundation aspires to promote William Allen White ideals	32
WAW award winner pays his own tribute — to White and the printed word	33
News Notes	36
Alumni News	38

STAFF

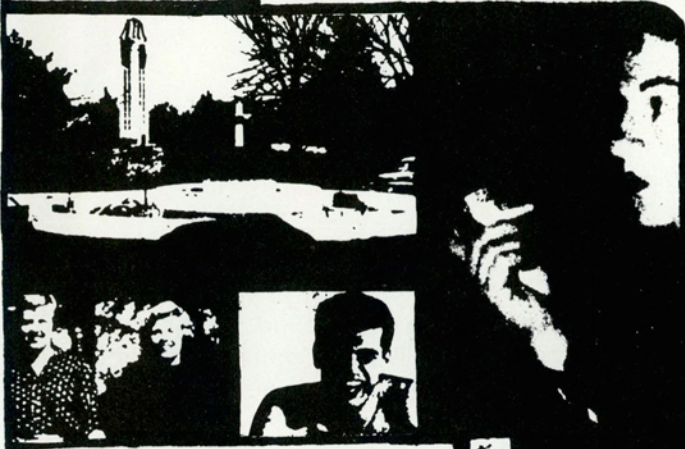
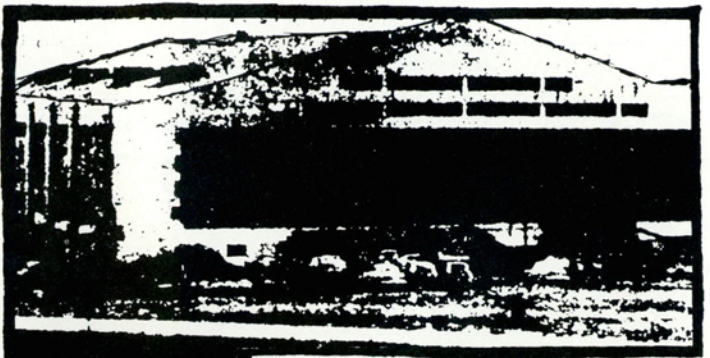
Martin Azarnoff, Michelle Brown, Pam Cliff, Dianne Decker, Maureen Greeley, Rhonda Holman, Jennifer Holt, Cindy Kuse, Ann Langenfeld, Amy Lebsack, Barbara Linville, Rick McCullough, Brian McFall, Mike Perrault, Lois Press, Randy Robinson, Brenda Watson, Alberta Wright, Lisa Zimmerman.
Adviser: Lee Young, professor of journalism.

CREDITS:

Cover Design: Alberta Wright.

Printer: William Kukuk, Mainline Printing, Topeka.

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



Class of '55

Calder M. Pickett

All of you members of the class of '55, impatiently sitting out there and wondering why the old man hasn't written about your big year, can relax, because the job has been done. It was 25 years ago that you were suffering through that last year, and the time has come to put into print the story of that epic time, the time when John Herrington ridiculed my favorite singer, "Perry Shmomo," he called him, when Nancy Neville was talking about Stan Kenton and I innocently—well, kind of innocently—asked "How does Welk rate?," when Bill Haley and his Comets were battering us with noise everywhere we turned.

**"One two three o'clock, four o'clock rock,
Five six seven o'clock, eight o'clock rock,
Nine ten eleven o'clock, twelve o'clock rock,
We're gonna rock around the clock tonight."**

We rocked around the clock, and let's rock around the 1954-55 school year. First of all, what were the history-making events of that time, the kinds of things you brilliant young minds were writing about? Your end-of-year wrapup, done for my Editorial class and written up by Dana Leibengood, told us that the biggest stories of the year were the war in Indochina, conflict with Communists in West Germany, the censure of Joseph McCarthy, the Army-McCarthy hearings, and the Supreme Court decision on school segregation. You carried much wire news, probably more than you should have carried, but you can blame your adviser of the time if this really was a problem.

During that school year there were three bad hurricanes named after women: Carol, Edna, Hazel. Carol killed 60, Edna killed 25, Hazel killed 25. The SEATO alliance was founded, the Democrats won the off-year elections, the United States agreed to compensate the Japanese fishermen who had been given an atomic dusting, our Congress resolved to aid Formosa against the folks we called the Red Chinese, Albert Einstein died, and the Salk polio vaccine was announced. Oh, yes, the Cutter polio vaccine caused a stir when several who had been administered the thing came down with polio, and Dwight Eisenhower, our President, led us all in prayers

for peace, and a nuclear submarine called the Nautilus was launched, and Ernest Hemingway won the Nobel Prize for Literature.

**"It's cherry pink and apple blossom white,
when your true lover comes your way...."**

Your true lover came your way in '55 to the tune of a lot of grunts, because it was Mambo Time, and Perez Prado recorded that grunting tune. It's quite an experience to go back and peruse the old Kansans, especially when they keep tearing because of the brittleness of the paper. As I keep saying in these articles, you people of the Age of Fonzie were a square crew, and I rather cherish you for it. Not much controversy in that **Kansan**.

What were the big campus stories? Well, George Waggoner became the dean of the College. The science building, which would be named Malott, was about ready. Franklin Murphy, our chancellor, told us at the opening convocation—remember, it was the Territorial Centennial still—that our state had a great heritage. There was a nightshirt parade, as usual, and there was a pep rally, and ABC, I read, came here to televise it. I'd really forgotten that. Vast numbers of students on campus: 7,517 enrolled that fall, 413 more than a year earlier. Vice President Richard Nixon came to Kansas to help the Republicans in the election.

And to promote the Centennial, the town of Lawrence brought the Big Top, the Barnum & Bailey Circus, to town. I remember going to the thing with Prof. Jim Dykes and our children, and of how the "lady riders" entranced my 3-year-old daughter. There was a big ball, and a pageant called "Trails West," and there was a railway car with Kansas exhibits. The **Kansan** told us that '54 was the 100th anniversary of entomology, and there could have been a story on 100 years of chiggers.

That was the year a new whistle was installed to tell us the time of day. There were rain and tornadoes that fall, and a big springtime blizzard right after I bought that beautiful new Chevrolet with automatic transmission, of all things. At MU 400 students rioted at the Beta house. Fred Hall was elected governor over George Docking,

and I remember that one of my favorite coeds, a relative of George, cried a bit. Wes Santee raced his Acacia fraternity brothers, the Union was remodeled, there was an SUA Carnival, a new house was completed for the Alpha Omicron Pi sorority, and somebody launched a campaign to send two-cent postcards to Manhattan to razz K-State.

Thirty-nine K-State Wildcats were arrested for painting things on our campus. The Eisenhower Museum was opened in Abilene, and the KU band was there and gave the beaming Ike a shako. John Ise, the famous professor of economics, called Joe McCarthy a witch-hunter. We had a blue Christmas tree in the rotunda of Strong, and there were several stories about a busty freshman who caused mob scenes every time she walked across the campus. Miss Santa was chosen again, and the Tekes brought Santa to needy children, and the Chi Omega fountain was dedicated.

And downtown a movie theatre, the Patee, was hit by a big fire. The marquee read: "ABBOTT AND COSTELLO MEET THE KEYSTONE COPS." Lawrence got a new park, the Centennial, and 800 Greeks cleaned it up. The Sigma Nu dog, Sarge, had his seventh birthday. The Trinity Episcopal Church burned. William Inge, the playwright, came to town, and Gene Shank interviewed him at his hotel—and was amazed. George Sheldon was elected ASC president, six Alpha Kappa Lambdas were hurt in a Lone Star Lake crash, the Garden City Telegram blasted the **Kansan** for calling Western Kansans "peasants," the ROTC had a sham battle on Campanile Hill, and degrees were awarded to 950 students, all of whom behaved like ladies and gentlemen.

"You gotta have heart, all you really need is heart,
When the odds are sayin' 'You'll never win,
That's when the grin should start..."

Yessir, and how we needed heart in the fall of '54. We had a new coach, named Chuck Mather, and we had an 0-10 season. Lost every game. Mather used a computer to figure things out, and that caused talk. At the Oklahoma game we honored a famous KU athlete, James Bausch, a star of the 1932 Olympics in Los Angeles. Sports, 1954-55: the Giants beat the Indians 4 to 0 in the World Series. Arnold Johnson was trying to buy the Philadelphia Athletics, to move them to Kansas City, and the deal was finally approved. Our runners won the Big Seven cross country and Coach Phog Allen had a 69th birthday, and the new fieldhouse was dedicated and named for him. We racked up Kansas State in the opener. And we won the Big Seven indoor track title, and we took fifth place in conference basketball, and there were several records set in the Relays, though Santee once again failed in his effort to run the four-minute mile. That year, of course, was the year of Roger Bannister.

"...It's the beginning, it's one of those clues,
For you're on the right track, for learning the
blues..."

Let's see, it's about time to list the cast of characters, as we say in Show Biz. Name, and last town address we have on you: Jim Cameron, Englewood, Colo. . . .Martha Ann Chambers Froese, London, England . . .David Conley, Bedford, Ohio . . .Amy De Yong, Kansas City, Mo. . . .Brian Dunning, London, England . . .Judith Ferrell Taggart, Fairfax, Va. . . .Stan Hamilton, Washington, D.C. . . .Karen Hilmer Herrington, Bay Village, Ohio . . .Audrey Holmes Collis, Annandale, Va....Jurden, Kansas City, Mo. . . .Dana Leibengood, Lawrence . . .Letty Lemon Kennedy, Orlando, Fla. . . .Jack Lindberg, Belton, Mo. . . .Thomas Lyons, Houston . . .Nancy Neville Glick, Orlando, Fla. . . .Charles O'Connell, Houston . . .Georgia Wallace Baker, Baltimore . . .David Riley, Kansas City, Mo. . . .Thomas Jay Rollheiser, Shawnee Mission, Kan. . . .Gene Shank, Salt Lake City . . .William Slamin, Shawnee Mission, Kan. . . .Mary Bess Stephens Joslin, Parsons, Kan. . . .Kenneth Winston, Coffeyville, Kan. . . .Elizabeth Wohlgemuth Duckers, Salina, Kan. . . .LaVerle Yates McKinney, Hollywood, Mo. . . .

You were a good group. I remember one day not long before Christmas; I had gone to class and most of you were late, and I chewed you out, and after class I went into my office downstairs and there you all were, with one of the nicest Christmas presents I've ever received. I felt like a creep.

Who were the big names on the **Kansan** staff? Stan Hamilton, Court Ernst, Liz Wohlgemuth, Letty Lemon, Dave Riley, Audrey Holmes, Martha Chambers, Gene Shank, Nancy Neville, Karen Hilmer, Georgia Wallace, Jerry Jurden and Bill Taggart, as I read the masthead. That was the year the Reading Room was opened, that Arthur Capper was named to the Kansas Editors' Hall of Fame, that there was controversy over how the **Jayhawker** would keep going, that Gamma Alpha Chi had a national convention here. Kappa Alpha Mu, the photo fraternity, organized, the **Sour Owl** went on sale, a competition magazine called **Squat** also tried to make it, and there was a photo short course. Norman Isaacs of the Louisville **Courier-Journal** received the national William Allen White Award, and a front page picture shows a fat Pickett talking to him (Karen Hilmer said I looked like Jackie Gleason). Will T. Beck of Holton was the state honoree, and Theta Sigma Phi gave an award to Bertha Shore of Augusta. And the names prominently in evidence at the Kansan Board dinner: Hamilton, Lemon, Wallace, O'Connell, Charlie Sledd and Bruce Dillman.

"That new year's eve, we did the town,
The day we tore the goalposts down,
We'll have these moments to remember...."

FRI. SAT. CINEMASCOPE in blushing COLOR and

M-G-M's hilarious honey-moon... set to music!

'SEVEN BRIDES for SEVEN BROTHERS'

starring **Jane POWELL · KEEL**

with Jeff RICHARDS · Russ TAMBLYN · Tommy RALL

ENDS TONIGHT

"BRIGADOON"

Granada SHOWS 2-7-9

3 Coins in the Fountain

CINEMASCOPE

CLIFTON WEBB · DOROTHY McGUIRE · JEAN PETERS

LOUIS JOURDAN · MAGGIE McNAMARA · HILLARY BRADY

THURSDAY Thru SATURDAY

Granada

SUNDAY OWL REVUE SAT. 11:15 P.M. **Granada** PHONE 944

CARMEN JONES

Hope you won't regret my experience when you see

CARMEN JONES

I got so excited I burned a big hole in the front of my dress. Yep, the film is that hot. It is a terrific picture!

—Hedda Hopper

OTTO PREMINGER presents OSCAR HARGREY'S **CARMEN JONES** with JEANETTE LINDAUR · JAMES CAGNEY · LEO GARY · LEO GARY · LEO GARY

CINEMASCOPE

ENDS SATURDAY HELL'S OUTPOST

Oh, the good old days. Tearing goalposts down? The editorials in the **Kansan** run the gamut. Many editorials on right-to-work laws, on the true spirit of Christmas, on the honor system. Leibengood: Our Big Seven teams aim at the Orange Bowl, campus traffic is a mess, Lyndon Johnson is a pretty darned good Senate leader, comics don't cause juvenile delinquency, wiretap evidence is sometimes justified, Russia has an evil eye on Egypt. Hilmer: all three student parties are alike, the Centennial is becoming a bore, the **Kansan** is better than its critics, voters are ignorant.

Herrington: an analysis of the Hall-Docking race, a fear about the revival of panty raids, a blast at those who failed to give to the Campus Chest, a tribute to Ernie Pyle, dead ten years. Ron Grandon: Dean Acheson was a great secretary of state, we need coasting lanes for our sleds (which sleds, Ron?), Secretary Benson is silly for advocating that we pray for rain in western Kansas.

Shank: Kansas is a beautiful state, Robert Oppenheimer has been badly treated, Billy Graham is a fraud, education is more important than grades, the rule requiring butter rather than oleo on KU tables is a bad one. Lemon: why finals for second semester seniors, why not sell beer in the Union (oh, come now, Letty), why put up with the awful blue Christmas tree, why not fix the steps to the science building? Letty did have her complaints.

And Neville was angry at a hoaxter who called in a phony engagement story. She also deplored the commercialism of Christmas, advocated free speech, and said there was more to democracy than cars and television. Judy Ferrell said radio deserved to have the first amendment extended to it. De Yong criticized the library and backed the Campus Chest. Ken Bronson called for positive thinking on that awful football season (how, Ken?). Hamilton praised Hilden Gibson, a popular KU professor who died that year. Ernst said the enrollment process could be improved and called for—yes, sir—pre-enrollment.

Wohlgemuth laughed at the legislature for taking time out to name the buffalo our state animal. Stephens urged us to get out and vote. Rich Clarkson advocated keeping Phog Allen on after 70. Wallace said Andrew Schoeppel wasn't much of a senator. Leo Flanagan praised St. Patrick's Day. Gordon Hudelson praised Harry Truman and the American press. Lee Ann Urban was doubtful that Alaska and Hawaii would become states soon. Lyons was opposed to loyalty oaths. Big, brave issues of '54-'55.

"St. Peter don't ya call me cause I can't go, I owe my soul to the company store..."

Those were the Happy Days. We had Faculty Follies. Alpha Tau Omega and North College won the Rock Revue competition. Allen Crafton did "Spoon River An-

thology," and the year's opera was "The Barber of Seville," and the plays included "The Philadelphia Story," "Ah, Wilderness" and "Richard III" (Dee Richards said the cast did as well as it could with the dumb plot.) Isaac Stern played his violin, and there was a ballet version of "A Streetcar Named Desire." Big bands still covered the land, and we got Ralph Flanagan, Sauter-Finegan and Louis Armstrong. Harry Truman talked here, and so did the newscaster, Richard Harkness, who praised Joe McCarthy, and Milton Caniff was at the Kansas City Press Club.

**"Three coins in the fountain, each one seeking happiness.
Thrown by three hopeful lovers, which one will the fountain bless...."**

The fountain blessed all three, as I remember the slightly sappy movie. We had that one, and John Wayne in "The High and the Mighty," and Marlon Brando in "On the Waterfront," and Jimmy Stewart in "Rear Window," and Humphrey Bogart and Audrey Hepburn in "Sabrina," and Judy Garland in "A Star is Born," and Spencer Tracy in "Bad Day at Black Rock," and Glenn Ford in "Blackboard Jungle," which had "Rock Around the Clock" playing as the credits unfolded, and James Dean in "East of Eden," and Richard Todd in "A Man Called Peter," and Ernest Borgnine in "Marty." Jack Paar had a morning show on TV, Sid Caesar's "Your Show of

Shows" folded, Bing Crosby made his debut on the tube, George Gobel was the TV success of the year, Robert Young began "Father Knows Best," and Wyatt Earp, Cheyenne, Disneyland, and the Mickey Mouse Club all came into our lives. So did this:

**"Borned on a mountain top in Tennessee,
Greenest state in the land of free...."**

Davy Crockett, king of the wild frontier. The Crockett craze was on. That was your year, children. Marilyn Monroe divorced Joe DiMaggio, there was much controversy over Princess Margaret and Peter Townsend, women took up pipe-smoking, men wore pink shirts, hair was short, dresses were long. Women, in fact, wore dresses. It may have been the time of new things like rock 'n' roll but it was also the time of old things, too, and in your senior year there was even a return to a popular song of long-forgotten days, the one you may remember hearing Mitch Miller and his troupe perform:

**"She's the sweetest little rosebud, that Texas
ever knew,
Her eyes are bright as diamonds, they sparkle
like the dew,
You may talk about your Clementine, or sing
of Rosalie,
But the yellow rose of Texas is the only girl
for me."**

E



**"We're gonna rock around the clock tonight,
We're gonna rock, rock, rock until broad daylight,
We're gonna rock, gonna rock around the clock tonight."**

Artwork: Dianne Decker

KU J-grads have Phoenix covered

Steve Cohen



NEWS

Last summer: Law enforcement authorities conducted Arizona's largest manhunt for convicts Gary Tison, Randy Greenawalt and Tison's three sons in connection with a prison escape and subsequent murders.



WEATHER

In mid-February: After heavy rains, residents are evacuated and eight of 10 crossings that link metropolitan Phoenix to the populous suburban Tempe-Mesa area are closed due to flooding.



SPORTS

One of college football's biggest scandals occurs in mid-October of 1979 when Frank Kush, head football coach at Arizona State University, is fired for allegedly grabbing a player by the helmet and punching him during a game.



Within the past year these major stories have appeared in newspapers across the country, in national magazines, and on network television broadcasts.

These same stories were reported to many of the 1.5 million residents living in metropolitan Phoenix by former KU journalism students who are employed by the local media.

One of them is Ken Coy (1954), weekday and evening anchorman and executive news producer at KPHO-TV, the highest rated independent television station in the country.

Coy was raised in Mullinville, Kan.

"When I entered KU," Coy said, "I wanted to be a pre-med student. But during the first semester I realized I didn't like anything about pre-med. Consequently, I took liberal arts courses and decided to major in journalism."

After working his way through college to pay expenses, Coy served in the Army. Back in Lawrence, he was news director for KLWN radio, and he then became managing editor for Outlook Publishing Co.

From 1960 to 1969, he was a general assignment reporter and newscaster for KCMO-TV in Kansas City.

In 1970 Coy joined WDAF-TV as the news director. He stayed there until 1973, when he joined KPHO-TV in Phoenix.

Coy advises journalism majors interested in broadcasting to be knowledgeable in some special field, such as law, economics or psychology.

"In the top 10 television market," Coy said "the general reporting staffs are being replaced with specialized staffs. For example, lawyers are covering legal affairs and scientists are reporting scientific news."

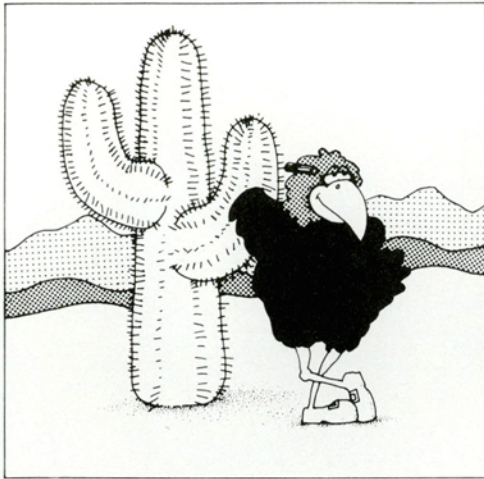
Phoenix TV viewers can hear news delivered by another KU graduate, Dayna Eubanks (1979). She is the weekend news co-anchor at KOOL-TV, a CBS affiliate.

Eubanks is the youngest newscaster in the "Valley of the Sun." She joined the station in June 1979, one month after graduation.

A little advice and a few introductions to key broadcasting people by KU's faculty members helped her land the job.

"I remember being told that if I wanted a job out of





Within the past year major news stories out of Phoenix have received national attention. And covering these stories for newspapers, radio and television have been an unusual number of KU J-school graduates.

school, not only did I need my degree, but I also needed a year of experience," she said.

Eubanks gained experience during her junior and senior years at KU as a volunteer radio newscaster at KJHK. She also participated in an internship program as a legislative reporter for WREN radio in Topeka and followed that with a half-year stint as a reporter, photographer and weekend newscaster for WIBW-TV in Topeka.

Topeka also was a training ground for Stan Wilson (1974), assistant sports editor of the Arizona **Republic**, the state's largest newspaper.

Wilson covered state and city high school sports for the Topeka **Capital-Journal** for 3½ years before moving to the Valley in May, 1978.

Of the **Republic**, Wilson said, "The opportunity is great, the salary and benefits are good and the working situation is pleasant."

During his junior and senior years he worked as a stringer for the **Capital-Journal**.

"It's a different world when you step out of school," Wilson said. "I learned the basic news-writing skills at KU, and the **Republic** has hired a number of graduates from KU. I think that says something about the school and its faculty."

In addition to Wilson, there are a number of copy editors at the **Republic** who attended KU.

Mark Zeligman (1975) is the assistant copy desk chief for sports. He was hired 1½ years ago.

"I like things to be in their proper order," he said. "Being on the copy desk means I make sure things are accurate and complete."

However, when Zeligman entered KU as a freshman, he was unclear about his future.

"I tried courses I thought I'd like, but didn't. It came down to majoring in political science or journalism, and my political science advisor recommended I choose journalism because it's more practical," he said.

After graduation, Zeligman went to work for the Evansville (Ind.) **Press**. He covered high school sports and horse racing for a year and then accepted a position as the sports editor for Sun Publications in Overland Park.

He and his wife, Carolyn (daughter of Prof. Calder Pickett), a 1973 graduate in education, moved to Phoenix in October, 1978.

Vinton Supplee and Rick Alm, both copy editors in news who earned their master's degrees from the journalism school in 1979, joined the **Republic** in May, 1979.

Supplee, who received his undergraduate degree seven years ago, did graduate work in the news sequence. Like others at the **Republic**, he heard about his current job through KU's job placement program.

At the time Alm was considering graduate school, he was living in Missouri and could have attended the University of Missouri-Columbia as an in-state student.

"Of the schools I applied to, KU seemed to have the highest quality of instruction. KU's graduate school had a smaller enrollment, which was another advantage," Alm said.

Alm gave advice to those who will be job hunting.

"Be flexible. The more restrictions you place on yourself, the fewer opportunities you'll be able to investigate. Start early and don't get discouraged."

Ward Harkavy, who was in KU's graduate program in journalism from 1974 to 1976, is the newest of the group at the **Republic**. He joined the staff in January 1980, as a copy editor.

"I get to do a lot of work I want to do, such as editing copy, doing layouts and writing headlines. The **Republic** is the best newspaper job I've ever had," he said.

During college Harkavy was a stringer for the Kansas City **Star** and **Times**. Then he went to work as a copy editor, movie reviewer and arts editor at the Lawrence **Journal-World**. Later, he worked as a radio-television writer for the Rochester (N.Y.) **Times-Union**.

Lionel Tipton (1979) was another graduate who landed a job as a sports copy editor shortly after graduation.

"I read about the job on the bulletin board, mailed a resume, came to Phoenix for a four-day tryout and was hired soon thereafter," he recalled.

Tipton said his biggest adjustment had been working alongside experienced copy editors. He said that he had a lot to learn but that he was grateful for his job in Phoenix.

And Now a Word from Our Sponsor...

The radio stations they work for play music, but the "music to their ears" is in the form of commercials.

Chuck Hammond (1971) and Julie Cantrell (1979) are responsible for promoting two of the Valley's top radio stations through advertising. In a market oversaturated with radio stations—Phoenix has 34—that is some challenge.

Hammond, sales manager at KBBC-FM 99, attracts local and regional sales, which account for 82 percent of the station's advertising.

"It's a different aspect of the media that involves music, promotions, production and creativity," Hammond said about KBBC, which aims at the 25 to 34-year-old well-educated adult. "I've found the radio business to be



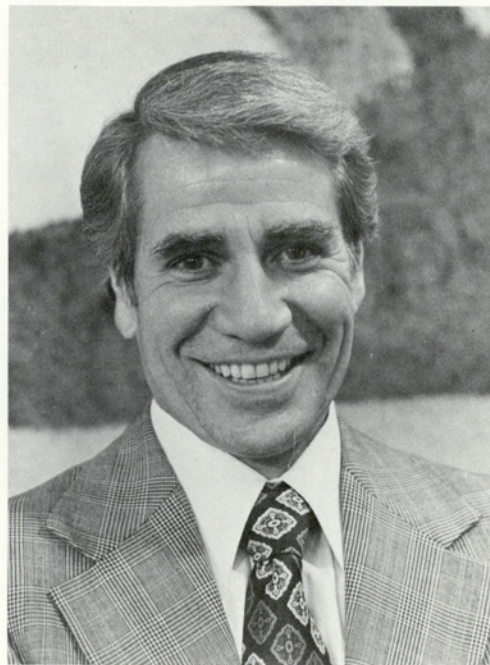
This welcome sign isn't a year-round fixture in Phoenix, but the outdoor poster greeted the visiting KU basketball team last winter.

young, progressive and exciting."

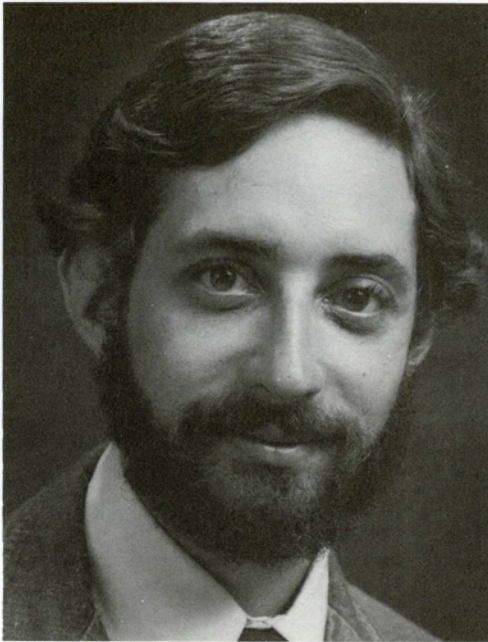
Hammond's first job out of KU was as a Chicago area salesman for Proctor and Gamble. Then, from 1973 to 1978 he worked as a wholesale television salesman and director of advertising for Electrical Equipment Co. in Phoenix.

Hammond, whose wife Ginny graduated with a degree in education in 1971, has worked at KBBC less than two years.

Cantrell began her job last July as continuity and copy director at KOY, the top-rated AM radio station in Phoenix.



Ken Coy and Dayna Eubanks are familiar faces on Phoenix television.



"The job came when I least expected it," she said. "One day last summer I was sitting by the apartment complex swimming pool, drinking iced tea from a plastic KU cup. A guy who graduated from another Big Eight school asked what I majored in. When I told him journalism, he said, 'Have I got a job for you,' and referred me to the sales manager at KOY. I called the next day, interviewed and was offered the job."

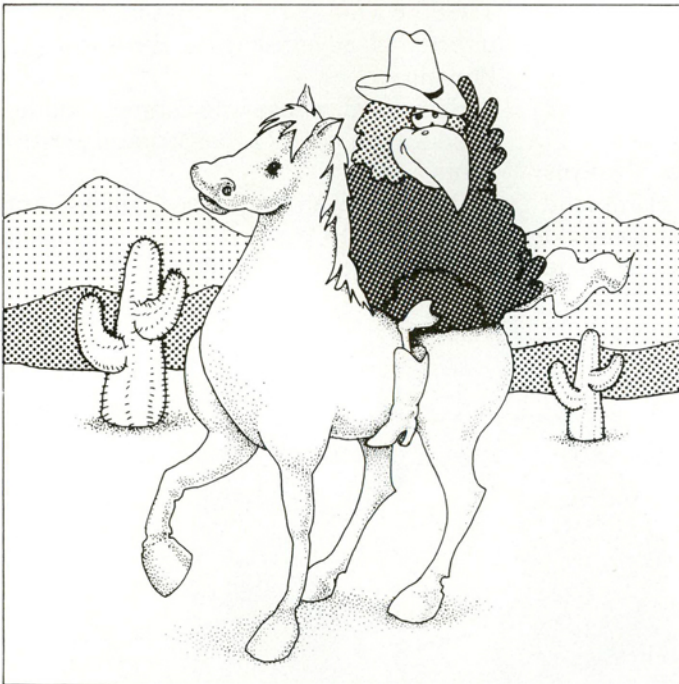
On the average, Cantrell writes 15 spots a week for local clients who don't retain an advertising agency. A fair amount of her copy is written for Valley restaurants.

"I always say that in order to write effectively I have to test the product," she said.

Flint Hall is a long way from the "Valley of the Sun," but the "Rock chalk, Jayhawk" chant is a familiar sound to many employees of the Phoenix media. E

Steve Cohen is a 1973 J-school graduate in public relations. Since then he has worked as a reporter for the Hollywood (Fla.) Sun-Tattler, the Yankee Clipper Seafood Gallery fast food franchise in Wichita, and the Jackson-Bailey Public Relations firm in Phoenix. He currently is a staff writer in employee communications for the Salt River Project, a public utility in Phoenix and is editor of the utilities internal management publications.

He also is the president of the KU Alumni Association in Phoenix.



Artwork: Juli Kangas

Jayhawks Take A Bite Of The



Rhonda Holman

Artwork: Dianne Decker

New York City has long been regarded by many journalists as the capital of the industry—offering glamour, professionalism, and unequaled excitement to those who can survive the crowds, expense and frantic pace.

And a number of recent KU journalism graduates, while many of their peers have clung to the comparable comforts of Kansas, have taken their chances in the "Big Apple." Those we asked agreed that whether one's career was in newspapers, magazines, advertising, public relations, or broadcasting, making a personal and professional move to New York required perseverance, luck, easy adaptation, a large budget, and willingness to start at the bottom.

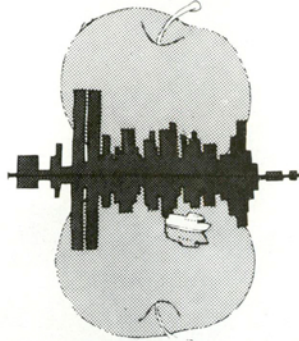
"Working in New York City did take some ad-

justment," said Kathy Stechert (MSJ, 1976) who is the assistant articles editor on **Woman's Day** magazine. "It really has a much different pace from the West. The people are different, work hours are different. Almost everyone I know who lives or works in the city makes trade-offs—time and money are at premiums here. The rewards are great though. The city pays you back for the sacrifices you make to be here."

Stechert was one of several New York-based Jayhawks who said they were drawn to the city by a desire to be at the center of the action in their industry.

Janice C. Clements (1977), who is an assistant media director at the SSC&B, Inc. advertising firm, said, "I knew if I wanted to be the best in the media, I would have to

Big Apple . . .



learn from the best and get the most experience possible. I believed three years ago, as I do now, that the best for media is in New York. And, no matter what you read in the trade press about Dallas, Atlanta, Los Angeles, or even Chicago, New York is still regarded by the industry's professionals as the epicenter of advertising."

But several other graduates said family ties and the nature of their skills and experiences had more to do with their decisions to move to New York.

"Seeking a job in New York City was secondary to joining my family here," said Marmaduke Lambert (1972), who works in the public relations division of Western Electric. "I assumed employment would come so long as I had something to offer."

Carol Gwinn (1974), a copy coordinator for **Fortune** magazine, said she had no desire to come to New York but made the move when her husband was offered an attractive fellowship at Columbia University.

A desire to return to the United States from Britain, where David Finch (MSJ, 1967) had been working for the World Service of the British Broadcasting Corp., led him to search for a job in New York.

"The BBC job was prestigious, but it was too much like the civil service," said Finch, who now works as a desk editor and correspondent for Reuters. "And I also wanted to escape from the British tax system. I didn't particularly want to go to New York, but it was the only place I could find a suitable job, bearing in mind my experience, without dropping a few rungs down the ladder."

Several graduates said that finding a job had been surprisingly easy, but others said that it would have been

easier if they'd had more time, patience and impressive names to drop.

"Finding a job was very simple," said Lindsay Peterson, B.S. '78, who is an editorial assistant at **Woman's Day** magazine. "Kind Prof. Lee Young suggested that I contact some people who turned out to be very helpful."

Judy Henry (MSJ, 1974) was hired as an account executive with the Burson-Marsteller public relations firm because she was bilingual and had extensive experience in Latin America. But she said she thought job-hunting was difficult.

"Since then I have discovered that the month and a half it took me was nothing compared to searches carried out by many people," she said. "I lucked into something. Although I took the first job offered (and the one I wanted at the time), several other possibilities did open up the same week."

Clements said, "I found it an easy process. There really are not that many reasonably bright people that want to make a career out of media. The logistics of getting a job in New York are the hard part—paying to fly out several times, the long-distance search for an apartment."

Gwinn said she was greatly aided in her job search by the classified ads in the Sunday edition of the **New York Times**, which often had columns of "editor" jobs.

Stechert said she found a job that suited her within a month.

"I found it through a combination of knowing what I was after and dumb luck (I was sitting in their personnel office when my predecessor was resigning)," Stechert said. "Magazine jobs are available here, though you have to be willing, in most cases, to start at the bottom."

Nann Goplerud (1972; MA, 1975) said that finding a job in broadcasting had been made more difficult by stiff competition and strong unions that eliminated jobs like the one she had in Topeka at WIBW—where she did a little bit of everything.

Goplerud, who is a news writer for CBS News in the Newsfeed Division, said that she encountered many people with negative feelings about Midwest journalists and that it took an assistant news director at WCBS-TV in New York who had worked at Channel 27 in Topeka to help her get her current job.

"I found that many New Yorkers are quite snobbish and seem to believe that the only good journalists are from the East or at least from Eastern colleges," she said.

But Lambert said his degree from KU had eased his search for a job.

"Everything from the University of Kansas has been positive for me," he said. "I was very pleased when I learned the school is respected on the East Coast."

Stechert said she thought more employers would be interested in hiring KU graduates if they weren't so outnumbered by the Eastern college graduates.

"KU is west of the Hudson River and therefore suspect along with every other J-school except Columbia," she

Kathy Stechert





said. "Columbia commands almost awe here. I think it's probably alums perpetuating myths."

Kristina Allen (1979) said she thought being from the Midwest had given her an advantage in obtaining her job as an assistant media planner at the Ogilvy and Mather advertising firm.

"I think many employers in New York City are eager to hire people from outside the area," she said. "It provides them with a better cross-section of the American public on their own staffs."

Several Jayhawks in New York said their employers had been pleasantly surprised by the practical education they had received at KU.

"Agencies are not used to a college graduate coming to them already knowing basic terms and concepts," Clements said. "My courses in media strategy, research and campaigns and my work on the **Kansan** provided me with skills which gave me a head start on the competition and which I continue to use today. True, much of that knowledge can be gained in the first six months on the job, but if you do not have to spend time learning the basics, you can be learning something more advanced. Plus the fact, if no one expects you to know what a GRP (Gross Rating Point) is or how to read an SRDS (which they don't), then when you supposedly pick up on it right off, you'll impress them."

Henry said the reporting and editing skills she had learned at KU had proven to be invaluable in her public relations work.

"I wonder how many students realize the excellence of Dr. (John) Bremner's class," she said. "His teachings have saved me many times."

Lambert said, "I did not take a course at William Allen White that has not served me well. I'm particularly grateful for having met people such as Larry Day, Calder Pickett and John Bremner."

Ben Weaver (B.G.S., 1975), who is a freelance photojournalist with the Camera 5 agency, said his degree in sociology from KU had very little to do with his career success. He said he learned the most from the photojournalism classes he took and the guest lecturers he met.

"I have found my degree to be absolutely worthless," he said. "However, people that I met while at KU have proven to be very valuable in my profession."

Other journalists said they were grateful for their long

Carol Gwinn



Big Apple...

hours on the **Kansan** and the campus radio stations. Several had been thankful for the thoroughness of the magazine courses and their knowledge of communications law. Some wished they'd taken a few more political science and economics courses. Others said that travel, job experience since KU, and a good knowledge of English had been most valuable to them.

"The more precise and accurate your grammar, spelling and punctuation, the more effective you are in getting someone's attention and recognition, whether it be in a memo, letter, job application or query," said Peterson. "Everyone here is in the business of passing information, and the more readily absorbed that information is, the better the results."

Even those graduates who lived in other large cities before moving to New York said that adjusting to the city took time.

Eric Kramer (1973) waited for two years to get his transfer to New York through the Associated Press, where he is one of 30 editors on the general desk. He said he thought what the city had to offer made the period of adaptation worthwhile.

"When you are used to pulling up to the supermarket in a Toyota Liftback and buying five weeks of groceries," he said, "it is difficult to get used to buying only what you can carry."

Gwinn said that after having a difficult start in the city, she had learned to appreciate the endless opportunities for entertainment.

"It took me six months to learn not to smile at people and to avert my eyes in public," she said. "I also learned to talk fast in order to get a word in. I have been slugged in Riverside Park by an adolescent nut, and my dog has

Nann Goplerud



Ben Weaver

been slugged in Prospect Park by a psychotic jogger, but I will be sad to leave New York."

Allen, who has been in New York for nearly a year, pinpointed the city's strengths and weaknesses.

"Living in Manhattan is incredibly expensive," she said. "The city is crowded, noisy and very dirty. Those are the negative aspects. If there weren't positive aspects, millions of people wouldn't live here. The cultural, financial and social facets of the city are truly amazing. The restaurants and nightlife are unparalleled; the parks are beautiful. You will never be bored."

Stechert said she and her husband had to live in New Jersey to be geographically between their jobs, requiring her to commute at least three hours each day.

Finch, like several other graduates, said he preferred to raise his children in the suburbs.

"You either love New York City, or you hate it," he said. "I tend to fit into the latter category: it's a good place to visit, but a disaster to live in. So I don't live in the city. I live in Greenwich, Conn., which is about 35 miles away, and I commute, which isn't as bad as it sounds."

Clements said she had learned to love the city, but acknowledged that everyone adapted to New York differently.

"I have seen some Mid-Westerners move back after six months: the standard of living is too high, they're lonely, the pace of life is too fast. And, of course, these are all very real problems that must be faced," she said. "However, now, after three years I find myself fairly well assimilated; with the accent, the same biases, the same values, the same drive as most New Yorkers. This is truly a wonderful place to be."

☞

Despite KUAC problems, journalism deans enjoy duties on KU athletics board

Ken Davis

Eligibility rules, athletic budgets, hardship recruiting violations, win-loss records, ticket prices, capacity crowds, rules and regulations. Those are just a few of the problems facing athletic directors at major universities these days.

But at the University of Kansas, those concerns aren't reserved for athletic director Bob Marcum. Two of the deans at the William Allen White School of Journalism also are concerned about the problems of intercollegiate athletics.

Dean Del Brinkman and Associate Dean Susanne Shaw are members of the Kansas Athletic Board, the advisory board that reports to Marcum and Chancellor Archie R. Dykes.

In addition, Brinkman serves as chairman of the board and is the University's representative to the Big Eight Conference and the National Collegiate Athletic Association. Shaw is also the KU representative to the Association of Intercollegiate Athletics for Women.

Under the bylaws governing the merger of KU men's and women's athletics that became effective July 1, 1979, Brinkman and Shaw will alternate as chairman of the board every other year. Shaw will begin her term in October.

The bylaws require that the board, a 21-member organization comprised of faculty, alumni and students, meet at least four times a year. Some think the board has little influence because it can only act in an advisory role.

"We advise the athletic director and the chancellor about the things that we think need to be dealt with," Brinkman said. "We are only an advisory organization but we do follow up with individual suggestions and we have instituted working committees.

"Some people say that the board is a paper tiger and some think it's window dressing. I think my biggest challenge as chairman is to make sure something is going on. We could very easily get together and exchange

athletic war stories. But I don't want that. Then again, we can't get involved in the day-to-day operations of the athletic department."

Brinkman said the board at KU was designed much like the boards at other universities. Most provide for the mixed constituency of faculty, alumni and students.

"The only difference is that ours is larger than most," Brinkman said. "There was a proposal to cut the membership of the board from 21 to 15, but it was defeated by one vote.

"I think the various constituencies are well-represented to the extent that any committee can do it."

Brinkman and Shaw were appointed as represen-

"Some people say that the board is a paper tiger and some think it's window dressing. I think my biggest challenge as chairman is to make sure something is going on."

tatives to the Big Eight, the NCAA and the AIAW by Chancellor Dykes. They are the University representatives in all matters concerning those organizations.

"It is our job to rule on all aspects of intercollegiate athletics and the way they are conducted," Brinkman said. "Most of our work is in applying the rules for the institutions or individuals. We deal with hardship cases, eligibility, and if an institution has been accused of some violation, we must first determine whether it is guilty and if so, what the penalty will be."

Shaw's responsibilities are much the same, with the only difference being that the guidelines discussed concern women's intercollegiate athletics.

"The coincidence that both of KU's athletic represen-

Big 8 Reps . . .

tatives happen to be from the School of Journalism has worked out well," she said.

"It is helpful for Brinkman and me to have offices next door because we can discuss athletic business," she said. "He shares NCAA information with me and I share AIAW information with him. We might not be able to do this if we were located across campus and really didn't know each other well."

Both Shaw and Brinkman have had an active interest in athletic competition all of their lives. And while the extra responsibilities require time on already crowded schedules, both enjoy their work on the athletic board.

"I don't really see it as being that much more work," Shaw said. "It offers a change of pace, and I really do enjoy it."

Some have raised ethical questions about the roles of Shaw and Brinkman, two journalism administrators, on the athletic board. The argument is that their extra duties constitute a conflict of interest.

"I don't see my job as a conflict of interest with my role now in the School of Journalism," Shaw said. "If I were the adviser to the **Kansan** I would think twice about accepting the job as the AIAW representative."

Brinkman became a member of the athletic board in 1978. Shaw was elected to the board during the 1978-79 school year, but she didn't begin serving then

because she was on leave of absence while working at the Tallahassee, Fla., **Democrat**. With her appointment as AIAW representative by the chancellor, she resigned her elected position on the athletic board.

This is a crucial time in the history of the KU athletic department. The merger of the men's and women's programs has required a new outlook on the role of athletics at KU. Problems in recruiting, eligibility and financing have struck intercollegiate athletics on a national scale.

The merger was inevitable, and has brought changes to the women's program. Shaw said she thought the merger had worked well.

"Since I'm not involved in the day-to-day affairs of the athletic department, I can't say for sure," she said. "But from my point of view, it (the merger) works and it's a good thing."

"The most important thing is that people are moving to this all over the country. I think our athletic department and the university are doing everything to give the women visibility and support."

Still, spectator interest in KU women's sports continues to be low. The KU women's basketball team was a top-ranked team in 1979-80 and still failed to attract the crowds the men's team did.

"I think larger crowds will come in time," Shaw said. "But I don't believe the women should emulate the men in sports. I think the women's program ought to be able to develop its own style. The women should take their own steps."

Shaw said she could see the effect of women's sports on newspapers' sports sections.

"I've noticed a tremendous difference in the coverage of women's sports recently," she said. "But, of course, that causes problems for the sports editors because they have to constantly request more space from their editors. But that is an indication that women's sports are coming along. They just have to exercise patience."

With the athletic department operating under a huge deficit, there could be some drastic changes ahead for Kansas athletics. This spring it was announced that the men's and women's gymnastics teams would be discontinued after the 1979-80 school year. Other announced budget cuts eliminated the deficit for this fiscal year.

"The bottom line is important, whether it is athletics, newspapers or any business. Any operation must be solvent," said Shaw.

"And sure, winning is important when it comes to attracting crowds. If the football program does poor financially, it is possible that the other sports may suffer."

Brinkman said he realized the importance of a sound financial program and agreed that it must start with the football program. But he said that was not the major KU athletic problem.

"It's a symptom of a bigger problem," Brinkman said. "The thing that concerns me the most is the question of where we are going with intercollegiate athletics. That is



Photo: S. Yolpanichkul

a broad question and implicit in it are many consequences, only one of which is financial.

"What should the relationship of the athletic program be to the University? How do you accommodate the emphasis on football with sports that are more participatory than spectator-oriented? Also, how do you get competitive with the Oklahomas and the Nebraskas?"

"An athletic director can't address those problems without knowing the institution's commitment. That has to come from the chancellor himself."

When the future of the program is considered, deci-



Photo: Mary Brumbach

sions are even harder to make.

"If you pour more money into athletics, what have you created then?" Brinkman asked. "Then you'll have an on-going expense program. Oklahoma has a deficit program, I understand. If they didn't go to all those bowl games and have success, they'd really be in trouble."

"But cutting back is in contradiction to the idea of participation. Eventually, sports like track and baseball are going to be club sports. I really think that is what is going to happen. It will mean more initiative on the part of individuals, but the first steps are close."

There has been speculation that Notre Dame University is considering the club sport concept in which there are no scholarships and athletes are on the team because

of their interest. Brinkman said that if Notre Dame should choose that solution, others would be sure to follow.

"Oklahoma is one of the first to talk about eliminating the non-revenue sports," Brinkman said. "They would still be around, but they would be club sports. And maybe the sooner it happens, the better it would be for everyone."

"Why not just call it the University of Kansas professional football team? Then you could admit it and really go after it."

Brinkman isn't saying that is the way he would like to see it. He simply points out that the public dictates that some sports, particularly football, be more important than others. He also admits that football is often the "athletic breadwinner" of a school's sports program.

"Eventually things are going to change," Brinkman said. "I believe that could very well be the case unless football starts bringing in more money. Football is really the only revenue sport. Basketball is, at its best, a break-even sport, and even that is on a spotty basis."

"As far as the women are concerned, the only

"I think larger crowds will come in time," Shaw said. "But I don't believe the women should emulate the men in sports. I think the women's program ought to be able to develop its own style."

possibility for revenue is in basketball, I think. Even at its ultimate, that would only be comparable to men's basketball. And hastening the move is the emphasis on women's sports and Title IX. Either you make more money or you're not going to have these programs."

While all of these problems paint a bleak picture for the future of Kansas athletics, Brinkman and Shaw are thankful that KU hasn't had the problems of recruiting violations and falsified transcripts that have plagued other universities.

Shaw grew up as a fan of the University of Oklahoma's football team. She was attracted by the Sooner's reputation for winning football games.

But now, she holds a much different perspective.

"I'm a competitive person," Shaw said. "I think we all like to be winners. But I wouldn't want the University of Kansas to become an Oklahoma, where football is talked about all year."

"The University of Kansas has a strong academic reputation, and I think it is important to keep the role of intercollegiate athletics in proper perspective at any institution. It is very important that student athletes get an education."

2

TV Series plot, a horror film, books, are products of J-school mentors

Brenda Watson

Photos by Suvanna Yolpanichkul and Cathy Jarrett.

Seven-figure incomes are much easier to dream about than they are to obtain, especially if one hopes to do it through a journalism career. However, the School of Journalism has a professor whose pet project came close to changing his income bracket and may yet do so.

In his spare time, Dale Gadd, associate professor in RTVF, wrote a situation comedy that ABC seriously considered buying. Gadd said he got the idea for the series, which deals with the situations older people encounter, six years ago.

"I didn't commit anything to paper until after five years, when things started taking form," Gadd said. "In fact, the thing that shocked me was it took only a few days to work out production details. It didn't take a huge amount of work. Most of the project boiled down to 16 pages.

"If it had been purchased and run six to eight years with syndication afterward, it would have been worth \$2 or \$3 million. It's kind of frightening to think that creativity is that valuable."

Major networks rarely consider television series ideas submitted by creators like Gadd who do not have agents.

"The problem is getting your material read," Gadd said. "You can't get anything read unless you have an agent, and you can't get an agent if you haven't sold any ideas. You have to walk around the circle and hunt for cracks."

Gadd got his chance while attending an international radio and TV workshop in New York. He had an appointment with an ABC executive and took advantage of it.

"I asked her what advice I could give a green student looking for a start in television," Gadd said. "She told me to tell my students to take advantage of any situation. And if they couldn't get in to have their material read, go to the bar they (TV executives) go to and sit on the stool next to them and see if they'll read it there.

"She said if that didn't work they should throw themselves in front of their cars. With that, I reached in my brief case and gave her my proposal."

Eight weeks later, Gadd received ABC's rejection. But he hasn't given up on his series and, with the assistance of Barbara Krause, RTVF graduate, Gadd plans to present his material to another network.

"I really have high hopes for the series," Gadd said. "It

could cause a stir like 'All in the Family' did. It deals with old people's sex problems, money problems and son and daughter problems, among other things.

"This idea has the potential to be successful. It is entertaining, yet it has social value. And the industry has shown that these kinds of ideas can work because they've done it before. Besides, it would keep a lot of old actors and actresses in work."

While Gadd is still trying to sell his series, Peter Dart, another RTVF professor, is putting off his plans to make a horror film because of the inordinate amount of money and time required.

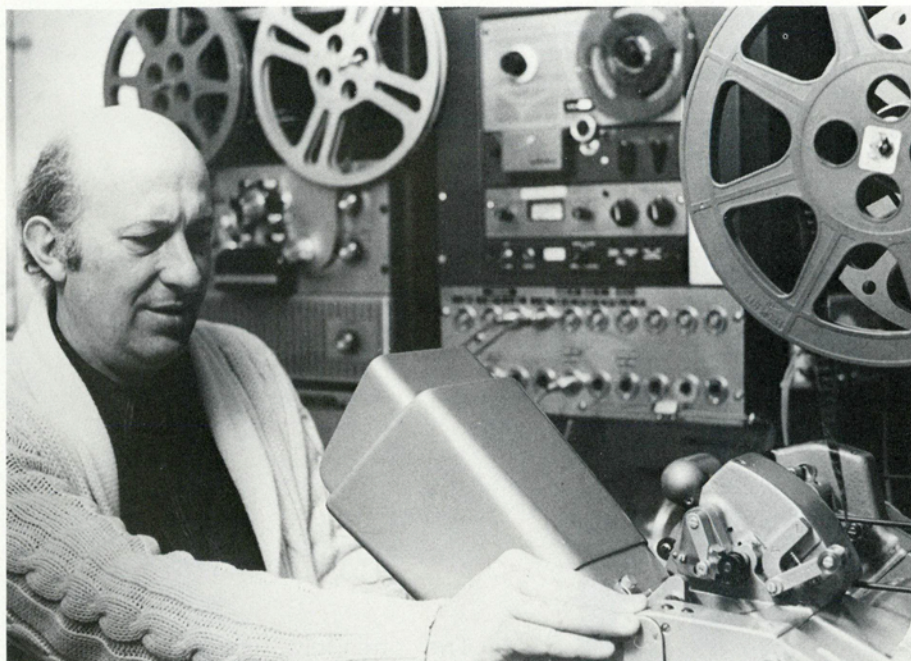
"It's impossible for one man to try to do much without money and support," Dart said. "It takes a cadre of people and money, along with camera crews and union negotiations.

"I'm letting the idea cool off; it's not even simmering anymore. It's in the freezer."

Despite Dart's unsuccessful attempt to produce his movie, which would be about a young couple whose car breaks down, forcing them to spend a terrifying evening with a demented teenager, he said the experience was well worth the time he spent on it.



Dale Gadd



Peter Dart cancelled plans to produce his horror film because of the amount of time and money necessary for such a project.

"I learned a helluva lot," Dart said. "It allowed me to stay current on systems and procedures I can relate to my students."

"I worked with a brand new lighting system that we can't afford, but I can tell my students about these new developments and they will be familiar with them when they graduate, even though we don't have that type of system on campus."

In addition to film and television endeavors by Gadd and Dart, new books have been written by several members of the journalism faculty.

No stranger to the publishing world, David Dary, associate professor, has finished his sixth book. Dary's

latest work, **True Tales of the Old-Time Plains**, is a collection of 41 short, non-fiction stories about the heritage of Kansas and other plains states.

Dary said he used correspondence, accounts of old newspapers and research facilities of various historical societies to accumulate information.

The book is divided into five units, each containing several stories of similar topics. One unit concerns stories set on early trails. Others concern buried treasure legends, outlaws, lawmen and other 19th century subjects.

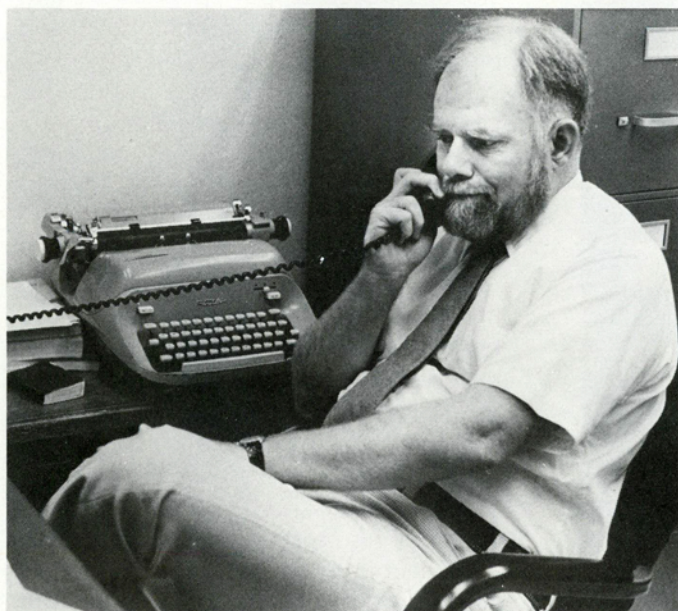
"It isn't necessarily for the college graduate," Dary said. "I've tried to look at the human side and chronicle the past in the same vein as a journalist would."

"I don't consider myself a pure historian. I wrote thinking of my audience and reaching people who won't usually pick up a book and read it. I've been surprised — a great many young people have shown interest in the book. I have been pleased with the response."

Crown Publishing Co., Dary's publisher, has sponsored several events to promote his book. Dary said he had driven more than 2,000 miles in two months for newspaper and radio interviews, television talk shows and bookstore appearances.

"I hope over the next year, as people read these stories, they will contact me with some additional information," Dary said. "Five days after one of my stories was published in **Star Magazine**, the Kansas City **Star**, a descendent of the man featured in my story contacted me. He loaned me the man's personal papers, well over 100 years old. Included was the man's gold field record book kept in California during the early 1850s. I was able to add much information to the man's story in my book."

(continued on inside back cover)



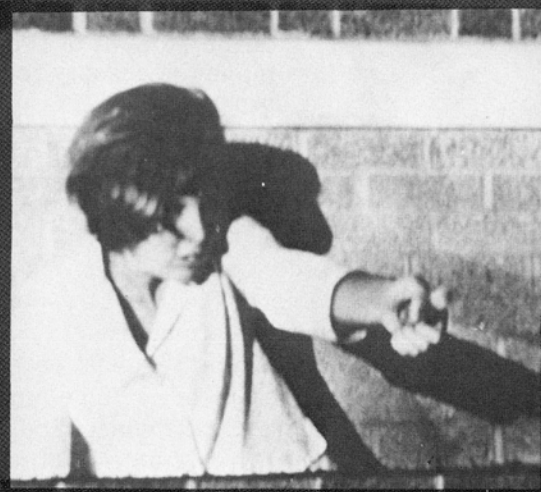
David Dary

Collector:

TV commercials are gems in professor's treasure hunt

Pam Cliff and Peter Dart

Artwork: Juli Kangas



They often have been called garbage.

But Peter Dart, professor, is so sure that people can learn a lot from watching television that he is collecting old commercials for use in his classes.

Dart keeps his commercials on shelves in a small room in the basement of Jolliffe Hall. He estimates there are 5,000 of them in the collection, although he isn't sure because he hasn't counted or viewed them all.

Dart began saving commercials 15 years ago when he was teaching in California. Former students who were working in advertising agencies or TV stations began to put spots aside, and Dart went around from station to station picking up the discards.

Dart also asked television stations for clips that weren't being used anymore.

"I was quite a scavenger," he said. "Found some of them in dumpsters—really."

Why did he bother?

They may be garbage to some, but I find them fascinating," Dart said. "The best 60 seconds on TV, as several critics have said. They are great teaching tools to show contemporary production techniques, rhetorical strategies, modifications in the 30 second versions of minute spots, etc."

One of his most unusual commercials was acquired by chance. Dart was visiting WDAF-TV in Kansas City with Steve Dice (RTVF 1974) and reporter

Jayhawk Journalist



THE SHACK, ABOUT FALL OF 1951 — Jim Powers is typing away on the back row, far left. Jim received his master's degree in 1952 and recently was an executive on the *Denver Post*. The man in the middle of the back row may be Bill Stanfill, a PR man in Denver. Sitting in the row by herself at the Underwood is Lonnie Barlow.

Relive the memories of your old masthead

The *University Daily Kansan* celebration will touch all the nostalgic chords in your heart. First, you'll relive Friday night Press Club when you toast old times at an Eldridge House cocktail party on Oct. 17. Then you'll dine and fraternize with colleagues in the Eldridge Crystal Room. Dinner costs \$8.95 a plate.

At 9:30 a.m. on Saturday, you'll once again enter the lofty confines of Flint Hall to sip coffee, munch doughnuts and mull over memories with those who share them with you.

Remember the days and the nights you spent working, eating, sleeping — virtually living — in the *Kansan* newsroom? Remember the ads, the deadlines, the news hole, the pizza at midnight and Joe's

doughnuts? And who can forget those delinquent advertising accounts that seemed to swing up and down like moody Kansas weather.

Saturday morning's Homecoming Luncheon, including presentation of the Fred Ellsworth Medallion Awards, begins at 11:15, a couple of hours before the football game.

The deadline for dinner and luncheon reservations (and you thought those *Kansan* deadlines would be the last you ever met or missed in Flint Hall) is **Friday, Oct. 10.**

Your football ticket orders must be postmarked no later than Oct. 4.

Please be sure to follow the mailing instructions on the backs of your coupons.

Rush to reserve Homecoming spot

To: All former *University Daily Kansan* editors, business managers and staff members.

From: The William Allen White School of Journalism and the *University Daily Kansan*.

Come home to the *Kansan* this fall. Let the autumn breeze gently whisk those cobwebs away and treat you to a tender weekend trip down memory lane.

The magic dates are Friday and Saturday, Oct. 17-18. You are invited to pack up your professional troubles and come back to the old academic stomping ground. Rekindle the fires of camaraderie and "creative tension" that went into forging a first-class student newspaper.

The *Kansan* opens its ink-stained arms and welcomes you to a celebration in its own honor — to dinner at the Eldridge House, to lunch at the Kansas Union, to coffee at Flint Hall and the newsroom and to watch the Jayhawks defeat Iowa State at the Homecoming game.

If a chance to relive bygone times and visit the old training ground sounds enticing, don't delay sending your reservations. Motel space is limited, so fill out your coupons and mail them immediately.



BUSINESS AS USUAL — Here's the *Kansan* newsroom as it looked in May 1977. The clunky, black Underwoods are long gone, but staffers still pound out punchy leads right up to the deadline.

Dinner, Luncheon, Reception And Motel Coupon

Name _____ KU Class _____

Address _____ City _____

State _____ Zip Code _____

Please reserve the following:

_____ will attend the Friday night cocktail party and dinner at the Eldridge House (\$8.95 each)

_____ will attend the Saturday, noon, All-University Homecoming Luncheon (\$4.75 each)

TOTAL AMOUNT ENCLOSED _____ (Make checks payable to the Alumni Association)

_____ will attend Saturday morning's Flint Hall Coffee (no charge)

Please reserve _____ motel room(s) for _____ people for the night(s) of _____.

Deadline For Reservations Is October 10, 1980.

Homecoming Football Game Ticket Reservation

Name _____ KU Class _____

Address _____ City _____

State _____ Zip Code _____

Please reserve _____ tickets for the KU-Iowa State Homecoming Football Game (\$9.30 for each ticket plus a \$1.00 handling charge for each ticket order).

TOTAL AMOUNT ENCLOSED _____.

All Ticket Orders Must Be Postmarked by October 4

University Daily Kansan to be talk, toast of town

The *Kansan* newsroom is at its best on Saturday morning. Mountains of crumpled copy, sandwich bags and pop cans have been emptied out of the room's brown metal wastebaskets. Carbon paper and rough drafts of Friday's stories have been cleared from desks and stowed away in drawers with reporters' names taped to them.

Sunlight filters through the windows. Finally the newsroom is at rest from the frantic clatter of typewriters.

On Saturday morning, you'll make your guest appearance at the *Kansan*. Maybe you'll even sit at your old newsroom desk. But don't get carried away and start pounding out a snappy lead. After all, you'll be there to have fun, not to work.

A tour of Flint Hall will follow the newsroom visit. You will come back to classrooms where Professor Pickett took you on an enchanting, custom-made tour of the history of American journalism; where Professor Bremner taught you to treasure and respect the English language; and where Professors Lee Young and Mel

Adams taught some of you everything you ever wanted to know about magazines and advertising.

After all that reminiscing, you'll be ripe for the pregame All-University Homecom-

ing Luncheon. A stroll down Jayhawk Boulevard leads to luncheon headquarters, the Kansas Union Ballroom. Surely nobody would unleash the sprinklers on Homecoming.

Society honors past, paves way for future

For some KU alumni, the magic of Homecoming happens only once a year. For members of the Journalism Professional Society and the KU Alumni Association, Homecoming is a year-round event.

The Alumni Association is the Society's parent organization, and membership in one guarantees membership in the other.

Just as the Association fosters ties between alumni and the University at large, the Society nurtures bonds between journalism graduates and their own professional school.

The Society also seeks to strengthen the lines of cooperation and communication between the professional and academic worlds of journalism. Members are encour-

aged to join in honoring the past and planning the future of the William Allen White School of Journalism.

Members receive the famous Calder Pickett Christmas letter, which is a celebration of the ties that exist among former students, friends, teachers and the School of Journalism itself.

The Society and the Association coordinate Homecoming events and special treats for journalism alumni. Journalism reunions have been held in the past, but this year marks the first Homecoming in honor of the *Kansan*.

In addition to the Pickett letter and the *Jayhawk Journalist*, Society members enjoy the full benefits of the Alumni Association.



LIFE IN THE SHACK — Can you guess this picture's vintage? The hair styles are a clue. Most of the people sitting on the rim were women; there were few male journalism students during the WWII years. And does it surprise you that the *Kansan* used to be a tabloid? Alumni at that time held some

notable journalism positions including: Ben Hibbs, editor, *Saturday Evening Post*; Chet Shaw, executive editor, *Newsweek*; Roy A. Roberts, editor, *Kansas City Star*; Earl J. Johnson, general news manager, United Press.

Football Ticket Coupon Mail To:

Athletic Department Ticket Office
Allen Field House, University of Kansas
Lawrence, Kansas 66045
ATTN: JOURNALISM SECTION

Dinner Coupon Mail To:

KU Alumni Association
403 Kansas Union
Lawrence, Kansas 66045
ATTN: Donna Neuner

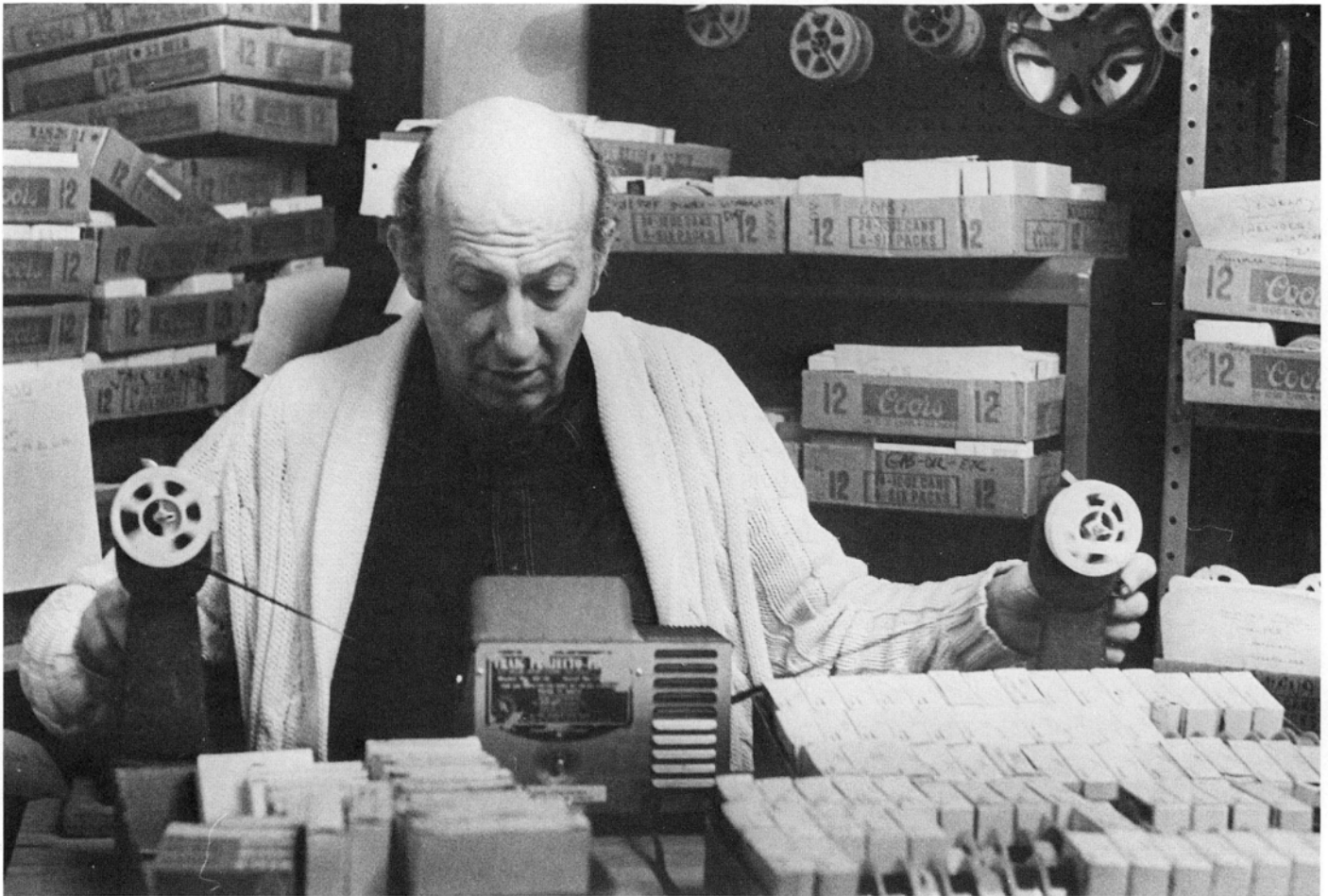


Photo: Cathy Jarrett

Dart began saving commercials 15 years ago when he was teaching in California.

Chris Blanchford while they were on assignment. A gully that had been used as a trash dump was being converted into a neighborhood park. While they were roaming around the gully, Dart saw a piece of film sticking up in the air. It turned out to be a spot for a product called "Tect-her," a chemical women could carry in purses to spray at attackers. Dart has never seen the spot on the air, and he thinks the product was taken off the market before the commercial had a chance to play.

Several other KU alumni have added to the collection.

"Gordon Alloway (RTVF 1972), KU alum working with RC Cola, got his people to send us a very nice reel with about a dozen Nehi and RC Cola spots," Dart said.

Dart has had problems obtaining clips through advertising agencies. The agencies seem reluctant to release their work to archives for public examination, he said.

"Perhaps the art directors at the agencies are afraid that they will be tagged as 'schlockmeisters,'" he said. "At any rate, we have sent dozens of letters to agencies asking for examples of their work, but we've had slim response."

Dart said agencies claimed that they didn't have enough copies and that they would be obligated to send

clips to other collections if they sent them to KU.

Copyright laws were another reason agencies gave for not sending clips but Dart said he wanted the spots so they could be stored and used in classes, not copied.

Dart thinks there is another reason the agencies won't give him the spots. Advertisers don't want students to study their old commercials.

"As soon as people realize that commercials are doing something, people build up defenses. Advertisers want commercials to be almost subliminal," Dart said. "They don't want to remind people that commercials infect society and modern culture by invading everyday communications, as did the catch phrase, 'I can't believe I ate the whole thing.'"

But Dart is not against commercials.

"I wouldn't be collecting these things if I was," he said. Dart believes commercials have a useful purpose beyond that of advertising.

"Eventually they will be recognized as an art form that will be respected by cultural anthropologists in decades to come," he said. And he thinks that television commercials should be saved for another reason.

The journalism school's rare-issue magazine collection is nationally famous, but few are aware of the TV commercial cache. Peter Dart refers to it as "garbage to some, the best 60 seconds on TV to others."

"You see, commercials are so ephemeral," he said. "We can go to the library and get examples of magazine and newspaper ads. But where are you going to go to get an example of a spot that ran on the air 10 years ago?"

As a part of our culture, commercials illustrate what Dart calls "the new nursery rhymes," such as the jingle "double good, double good" from a gum commercial, and "It's the real thing" from, of course, the Coca-cola commercials.

Comparing Mrs. Olson, the kindly, meddling coffee pusher, to the little old lady who lived in a shoe, Dart said

he thought that the old nursery rhymes had not been forgotten, but that now commercial characters are also being remembered by children.

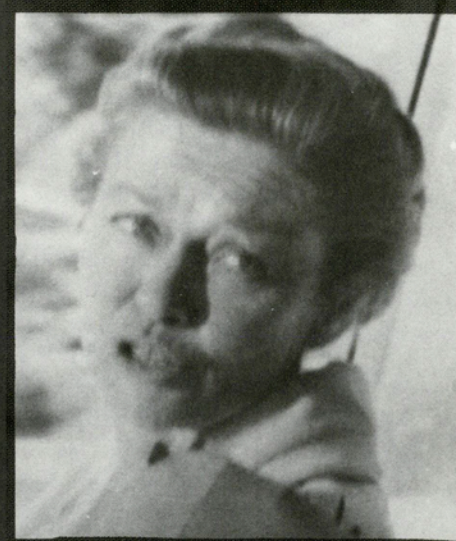
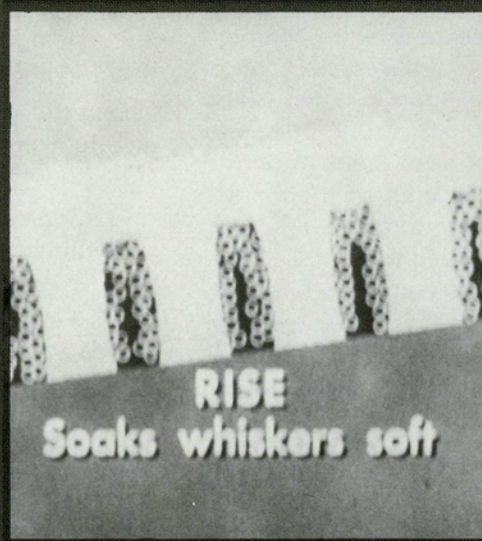
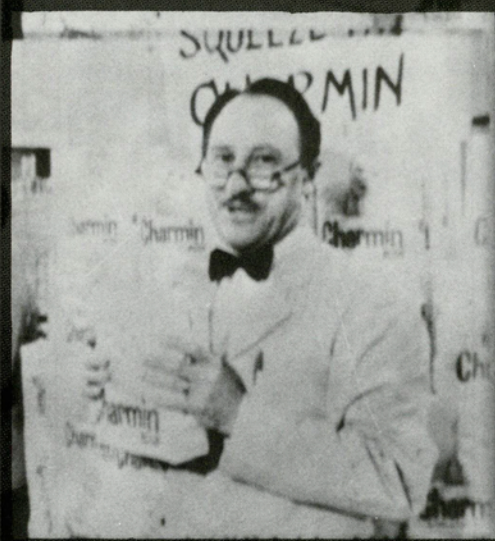
Although he has shown some of his commercial collection outside of class, its main purpose is to help illustrate to his students concepts such as persuasion and production techniques, aesthetics, and the art of subliminal seduction.

Others have used parts of the collection. Peter Turk, former associate professor at the school, used the collection for research. The Department of Human Development and Family Life organization CRTIC (Center for Research in Television's Influence on Children) used the large number of toy commercials in the collection in an experiment.

Dart still doesn't consider the collection complete.

"I'd like to have more examples of spots that have been the focus of government action of one kind or another—yet these are probably the very spots that agencies are most reluctant to release. We have a few, maybe a hundred cigarette commercials. And apparently cigarette commercials are nevermore to be seen on TV, so they are important historically.

"I'd also like to have complete sets—all the Mrs. Olson Folgers commercials, all the Mr. Whipple Charmin com-



mercials, all the Lite Beer commercials, so that we could see more complete campaigns. Comparisons over the run of a campaign can be very instructive. I'd also like to have every CLIO winner," Dart said.

The only other commercial collection Dart knows of is at the University of Arizona, which reportedly has about 50,000 spots. Dart hoped to swap duplicates with them, but it seems that nobody knows quite where AU's commercials are kept.

Dart thinks that films soon will be completely replaced by videotapes. Stations won't throw videotapes away because they can be recorded over. The use of videotapes will make collecting commercials more and more difficult for Dart. In the meantime, he will keep trying to organize the films he has, and his students will keep benefiting from the collection.

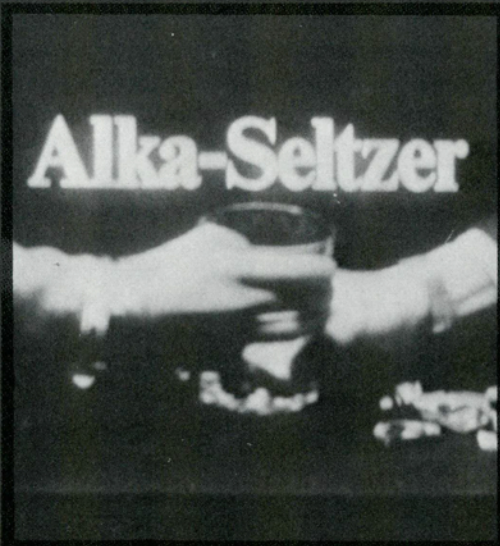
Dart remains enthusiastic when talking about the collection.

"KU has one of the largest collections that I know of," he said. "I think they're great. Fifty years from now they'll be seen for what they are—the most influential messages produced for mass effect. They will be seen as important artistic statements—in somewhat the same way that the 1930s comic books are revered by collectors and critics now."

E



**How do
you spell
relief?**



Criterion 9

Volume 2, Number 4

The University of Kansas

Friday, February 29, 1980

BLACKS COME A LONG WAY
IN BASEBALL

See page three

KU instructor says U.S. hostages could be long way from home

EDITOR'S NOTE: This is first in a series of articles focusing on the often forgotten members of a group of Lawrence students that traveled to Tehran, Iran in an attempt to negotiate the release of American hostages held in the U.S. Embassy there. Clarence Dillingham, the subject of our first article has refused to grant interviews to any other Lawrence area press to date.

By EDDIE WILLIAMS, III
Editor

He hasn't exactly taken a 360 degree turn for the new international figure. No one has come along with a movie script or offered him a lucrative television contract. He still lives comfortably with his wife and newborn son in their small Lawrence home.

He hasn't resigned from his city-league basketball team because of overflowing crowds at the game and he hasn't changed his phone number because it was jumping off the wall.

In fact, the media has so downplayed the role of Muriel Paul, Lawrence social worker, and he in the Iranian scenario that they have gone virtually unnoticed. The press has, instead, chosen to focus most of its attention on Norman Forer, KU professor.

Clarence Dillingham, 27, is a black man who has attracted little public attention. He excelled as high school athlete at Kansas City, Missouri's Central High School, the city's best black high school. When in fall 1970 Clarence Leroy Dillingham began a college career that would allow him to learn much about international affairs. Almost upon entering KU, Dillingham was involved in the mainstream of the campus activities that related to the increasing demands by blacks. Already politically oriented from his high school days, the headquarters of two militant organizations were staged in his neighborhood. Dillingham easily combined his political interest with new knowledge of international affairs.

"The University claims itself to be the center of diversity culturally and internationally," said Dillingham. "We cater to students all over the world; Asia, Africa, Europe, Germany, South America, etc. . . and I think we're all remiss in this community if we don't take advantage of that and learn something about different people."

He's certainly one to practice what he preaches.

On December 3, 1979 Dillingham, Paul and Forer, all a part of the Lawrence community, ventured to Iran in an attempt to negotiate the release of American hostages held in the U.S. Embassy in Tehran.

Q. Do you think the hostages will be out of Iran before the 1980 elections?

A. I am not going to make any predictions. When you ask me how long they (hostages) will be there I'll say 'How long can they live?' For as long as they can live they could be there.

The press has been the main ones whipping up the hysteria for a war. And now they're building up the hopes of the people to look for a release that's not even forthcoming in the near future."

The 27-year-old black man received his bachelor of social welfare degree from the University of Kansas in 1974 and has studied at the University of Chicago since 1975. Dillingham was hired as assistant director of the Office of Affirmative Action. He moved up rapidly and was the acting director when he left Affirmative Action to become a part-time instructor in the school of social welfare.

"I left Affirmative Action because we were going to have a child in the fall and it was obvious that I couldn't work full time and her (his wife's) work half-time and both provide adequate child care. Also, Affirmative Action is not a career area. I had really, as you can see from going to assistant to associate to director, experienced as much of Affirmative Action as I wanted to deal with."

Q. Will the recent election of Bani Sadr help America's cause in Iran?

A. We say that Bani Sadr is very reasonable and practical. But he also has a country to run . . . and we have to ask what are we doing to make it easier for him to meet the demands of his people and I say (we have done) absolutely nothing to make his position of wanting to negotiate tenable. In fact our position of not wanting to negotiate with anyone has added validity to the extremist's position in Iran that you shouldn't negotiate with the United States anyway. If we like the man (Sadr) we should help the man, because we're really hurting his chances of dealing with this issue.

On October 10, 1976, Dillingham was married to Sarah Russell now an administrative assistant in the department of Human Development and Family Life. Sarah Dillingham received her bachelors in speech communications and human relations in 1976 from KU. She earned her masters in day care administration in 1979.

On October 30, 1979 the couple's first child was born and christened Dreux Lamar Dillingham.

When Dillingham returned from Iran in January 1980, he discovered that because he had not received permission to leave, he would receive forfeiture of one month's pay "without due process of law," he said.

Q. Is the newly formed United Nations Commission to look into the charges of U.S. wrong doings in Iran going to help at all?

A. It's a folly. It's a sure shame. And more importantly it's an insult to the Iranian people who are engaging in negotiations with the U.N. to read that the U.S. government is predicting a timetable for the release of the hostages. It's like knocking a chip off their shoulders. So I think that whatever hopes that the Commission had for the release of the hostages has been



Photo by Rhonda McLain
Clarence Dillingham, instructor in the school of social work, was a member of the first delegation to Iran in Nov., 1979.

shelved and the Commission now has to be viewed as a separate step in maybe a long drawn out process.

Dillingham said that he has worked with Forer and Paul for over six years now. He joined the American Committee for Iran in 1976. The group, later named Crisis Resolutions, is the group that sponsored the trips to Iran.

Paul and Forer recently returned to Tehran but this time without Dillingham. He pointed out two major reasons why:

"I neither had a leave the first time nor can get a leave this time—given my status at the University (as a part-time instructor) so, practically speaking, I was looking at resigning to go.

"Also the organization needed some coordination back in the States. We realized that after the first trip."

Q. What do you think of President Carter's foreign policy?
A. It stinks.

Dream was real for founder

As 1980's Black History Month passes to oblivion, it seems appropriate to take good look at the man who's dream came a reality: Carter G. Woodson.

According to Dr. Woodson, "Not to know one's race has done in former times to continue always a child. If a race has history, if it has no worthwhile tradition, it becomes a negligible factor in the sight of the world, and it stands in need of being exterminated."

**BLACK HISTORY MONTH
FINALE
SOUL FOOD DINNER
ELLSWORTH HALL
FRIDAY, FEB 29, 1980**

Carter Godwin Woodson, who expressed above thoughts, was born in New Canaan in Buckingham County, Virginia on January 19, 1875. He was the son of a freed slave, James Woodson and Annie Maude Woodson. His family was poor and he, consequently, was able to attend the local school during only of its five-month term because he was needed by his parents to work on the

basics of common school subjects. It was also during this year that he moved with his family to Huntington, West Virginia. Here he went to work as a miner in the coal fields.

In personality, Dr. Woodson has been characterized as having been a lone-wolf who was persistent and almost dogmatic. This is understandable when one recalls that here was a man with a mission.

At the age of twenty, he entered Douglas High School of Huntington, West Virginia, and in less than two years completed his courses. He went on to earn both a baccalaureate and Master of Arts degree from the University of Chicago. The next year, he began studying at Harvard University. So that he could do research for his dissertation at the Library of Congress in 1906, he began teaching French, Spanish, English and History in the public schools of the District of Columbia. In 1912, his dissertation, "The Disruption of Virginia," was accepted by Harvard and he was awarded the degree of Doctor of Philosophy. Afterwards, he served as Dean of the School of Liberal Arts at Howard University, but left because he did not agree with certain administration policies. He eventually gave

MAJOR CONTRIBUTION

One of Dr. Woodson's major contributions to the historical profession came in 1915, Dr. Woodson met with four other persons in the office of the Executive Secretary of the Chicago Y.M.C.A. and organized the Association for the Study of Negro Life and History. It was incorporated on Oct. 3, 1915, under the laws of the District of Columbia. The Association was organized to "treat the records of race scientifically and to publish findings to the world." On January 1, 1916, Woodson published the first issue of the "Journal of Negro History," the official organ of the association. The cost of this first issue was about \$400 which was personally financed by Dr. Woodson. During his tenure as editor of the journal, it never missed a single issue.

Dr. Woodson was also responsible for the establishment of "Negro History Week." Working with the Omega Psi Phi Fraternity, Inc., he launched this annual celebration in 1926. Out of this venture grew the need for a popular periodical on black history. He met this need by beginning the publication of the "Negro History Bulletin" on October of 1937.

a discoverer, a contributor, an organizer, a disseminator, and a defender, all in the cause of truth. Even being all of these, he still died without realizing his life ambition of writing an "Encyclopedia Africana." Perhaps he had foreseen this when he wrote, "... A man has but so much energy to spend in this life. If he has to work always against handicaps he must finally fall short of his possibilities, and the country which hampers him for the apparent benefit of the privileged class is hanging a mill stone about its neck."

DISTRIBUTION

The Criterion is available every Friday in the lobbies of Lewis, Haehinger, Ellsworth and McCollum residence halls, in the entries of Flint Hall and the Kansas Union and in the office of minority affairs.

Please send suggestions for other locations to:

The Criterion
c/o Samuel Adams

Minority newspaper makes KU debut

Karen Steffens

Last semester, a weekly newspaper sponsored by Blacks in Communications, an organization of black journalism students, appeared on the campus. The purpose of the **Criterion** is to provide the University with minority news that is not extensively covered by the **University Daily Kansan**. The paper has been beset by financial and other problems, but the students who work on it have gained valuable experience in learning how to produce a newspaper and how to cover minority affairs.

Pat Rice, Kansas City senior in news-editorial, editor of the **Criterion** last semester, defined minority news as "things that happen that are a concern to the University's minority students.

"The **Criterion** covers minority news that rarely gets covered by the **Kansan**," she said.

This semester's editor, Eddie Williams III, Kansas City senior in news-editorial, said the **Criterion** was created because he and other minority students felt the **Kansan's** coverage of minority news was inadequate.

"The **Kansan's** coverage of minority news is typical of the nation's press coverage," he said.

When the idea of the **Criterion** was being developed, Williams said, some of the members of the faculty and even other students thought the paper never would get off the ground. They thought the students were undertaking a monumental task. Samuel Adams, BIC adviser and associate professor, said he had been aware of the crises the students would face.

"They were without an awareness. However, when they came to the crises, they had enough enthusiasm to get through," he said.

As their adviser, Adams tries "to shepherd the students away from pitfalls and create genuine enthusiasm."

"It is an awesome responsibility to be the eyes and ears of your readers," he said, "but the students have really convinced and surprised me that they can do it."

The fact that the **Criterion** has survived this long is a reflection of the students who produce it. The paper was given \$800 by the Student Senate last fall, but that money ran out early in the semester.

Advertising is the **Criterion's** only financial support now. Adams said Williams had been against using more than 20 to 30 percent advertising in the beginning. But Williams quickly realized that in order to survive, the paper would need a larger percentage of advertising.

Lack of money isn't the only source of problems for the staff. Neither BIC nor the **Criterion**, now a bi-weekly,

has an office. The students have been forced to produce their paper wherever they can find space, and these locations have included the Kansas Union, various students' residences and Adams' office. Adams said that many pages had been made up on his office floor. And, due to the lack of layout facilities, some of the editing isn't as thorough as it should be, he said.

An office would provide a place to keep files and collect mail and important information. The paper has survived without an office, but permanent space somewhere would ease the burden of an already difficult task, Adams said.

Williams said he thought the **Criterion** was an asset to the University and the community. He said the staff was trying to establish a news network between the administration, the students and other groups.

Adams said he used the **Criterion** to inform minority students about scholarships and job opportunities.

Some have questioned the need for a separate minority newspaper at KU. In a special career conference edition last fall, two letters-to-the-editor written by students asked the paper to explain its purpose. The letters' authors felt the paper promoted racism.

The next issue contained another student's opinion. Gary Jackson, New Orleans senior in liberal arts, said he thought the paper's purpose was to inform minorities about issues and events that affected them and the community. He responded with the following letter.

"The Criterion allows non-black students to further understand the concerns and problems faced by blacks in general. Hopefully this will help build some bridge of understanding...and only through understanding each others' concerns and problems in addition to working toward some sound solutions—can we ever hope to end racism."

One of the most important parts of learning journalism is getting practical experience, and the **Criterion** is another place for non-minority as well as minority students to get this experience. Jobs on the **Criterion** are available to all students who want to cover minority news. The paper also gives students experience in writing second-day stories.

Judy Howard, Creve Coeur, Mo., junior in magazine, publisher of the **Criterion**, said she got pleasure out of working on the paper.

"Starting something is different than joining an established paper," she said. "You have to learn how to



Photo: Amy Lebsack

From Left: Professor Sam Adams, Judy Howard, Pat Rice and Eddie Williams discuss plans for an issue of **The Criterion**.

set deadlines for yourself as well as for others. It's interesting to get a copy of the paper and see your errors, and it's rewarding to watch the paper improve with each issue."

The **Criterion's** sports editor, Sunny Jackson, Chicago junior in RTVF, said that her position had given her the chance to attend many of the University sports functions and that through these functions she had met many new people.

Williams said, "The **Criterion** is by far the best thing that ever happened to me. My grades suffered in the beginning, but it is a prelude of things to come."

Williams hopes to own his own paper someday and said that his work on the **Criterion** had taught him about newspaper production.

The **Criterion** is not in competition with the **Kansan**, according to Rick Musser, assistant professor and general manager of the **Kansan**.

"The **Kansan** is a general audience paper whereas the

Criterion is for and about minorities exclusively," he said. Musser believes that the paper is good because it provides experience and that any kind of writing read by other people was valuable.

Adams said the **Criterion** was unlike the **Kansan** because it tried to report the under-reported or missing aspects of certain stories. He said that the **Kansan's** deadlines often prevented it from covering a story with depth.

Adams used the story about Eugene Patterson, recipient of the William Allen White Foundation Award for Journalistic Merit, in February 1980, as an example. Adams said the **Criterion** had more space and time to devote to the story and to Patterson's background.

Despite all of its problems, the staff of the **Criterion** is producing a paper that is providing its readers with minority coverage. As they try to produce a newspaper, the students are getting valuable experience they will need when they leave the School of Journalism. E

Writing award, journalism career, twists of fate for December grad

Bob Pittman

Lynn Byczynski's life has been filled with pleasant accidents. One twist of fate caused her to major in journalism and another one two years ago brought her to the School of Journalism, where she wrote the editorial that recently won first place in the editorial writing division of the William Randolph Hearst Foundation journalism awards.

"Majoring in journalism was something that was forced upon me by the process of elimination," Byczynski said recently. "At the college that I first attended, they tended to treat people who hadn't decided on their major after a year as if there was something wrong with them. So they sent me to a counseling center and all their tests pointed toward journalism. They showed that I was very much oriented toward literature."

The counseling center tests proved to be prophetic. Byczynski, a December graduate of the School of Journalism, wrote her prize-winning editorial for the **University Daily Kansan** after she attended a speech on campus last September by consumer advocate Ralph Nader.

Byczynski said she had been only an admirer of Nader before the speech.

"I didn't really know that much about him," she said. "Although I did have a certain amount of respect for him, I wasn't really knowledgeable. I went there expecting to hear a good speech from him, but I only stayed for the speech. I didn't stay for the question-and-answer session because I got disgusted and left. He was so very didactic. He just didn't have room for opinions other than his own. There were some John Birch Society members there and he humiliated them. It just wasn't necessary."

"I wrote the editorial on the way home from the speech. I was just burning. Those are the things that really turn out the best—you've got this reaction in your gut and you just have to get it out."

Byczynski said she was surprised by the announcement that her editorial had won first place.

"It did a lot to help a depressing day," she said.

Byczynski plans to buy her first typewriter with part of the \$1,200 she won in the contest.

"People may not believe it, but I went through J-school without owning a typewriter," she said.

In January, Byczynski was hired as the city beat reporter on the Burlington **Hawk Eye** in Burlington, Iowa.

"Government used to bore me to tears," she said, "but Burlington's government is very representative and I get



Photo: John Gram, Burlington Hawkeye

to hear everything that's going on."

Byczynski first saw the Lawrence campus by chance.

"A friend and I went to Columbia, Mo., to visit the campus," Byczynski said. "I had heard that they had a good J-school. But I took one look at the town and decided against it. We then came over to Lake Perry and I saw the KU campus and fell in love with the place. It wasn't until later that I found out that the J-School here was good also."

Byczynski was born in Baltimore, Md., and she later moved to Bethlehem, Pa., with her family.

After finishing high school, she attended Indiana University of Pennsylvania for two years. Byczynski traveled around the country and worked for four more years before enrolling at KU.

"There's a lot to be said for getting an education that's not really traditional," she said. "After my years of traveling around, I learned a lot in class. I was more receptive to what I was taught."

"I think that one of the most valuable lessons I learned was in editing when Dr. (John) Bremner taught me to ask 'What do you mean?' I ask that so many times now. I have found that if you ask people to continually explain what they mean, you can get great quotes that way."

Byczynski said she was not sure what she would be doing 10 years from now, or even what she hoped to be doing.

She said her dislike of noise and pollution influenced her decision to move to a smaller town.

"After living in Baltimore and Bethlehem, I always felt that small cities and towns are better than large ones," Byczynski said. "Lawrence was nice when I got there, but by the time I had left, it almost seemed too large."

"I've been interested in ecology as far back as I can remember. When I was in high school I was writing papers on pollution in Manacacy Creek in Bethlehem."

"I don't know—I would definitely like to live out in the country after I've gotten journalism out of my system."

"I might stay interested in the business and decide to go to a large paper eventually. I also might get discouraged and do something else. I'll just wait and see."

Kansan letters reflect years of change

Lisa Zimmerman and Maureen Greenley

Every generation likes to think of itself as unique.

Well, in a sense it is. Issues are flavored and inflected by the period in which they occur, making any event distinct to its time.

While some issues never change, people's perspectives and attitudes toward them do. In the past 25 years, the changes in public opinion have sometimes been drastic. These major issues not only appear on the front pages of most college newspapers, but also are expressed in letters addressed to the editor. The **University Daily Kansan** is no exception.

The draft is an issue that seems to cycle frequently enough to touch every generation, causing controversy. In 1955, the government's slice from Veteran's Benefits was cause for students to vocalize their thoughts on this issue, as well as on military service in general.

When I joined the service in 1950, there wasn't any GI bill or any material gain offered to me as an inducement to put four years in for Uncle Sam. I wasn't making any sacrifice but fulfilling a time-honored obligation of offering myself to help stop aggression on democracy.

Two years of obligated service for high school graduates is the best thing in years. It is my opinion that a lot of these so-called men could use a little "squaring away" and the service is the best place to learn.

—January, 1955

In 1980, with draft registration proposed for both men and women, few reactions to the issue seem to favor being "squared away."

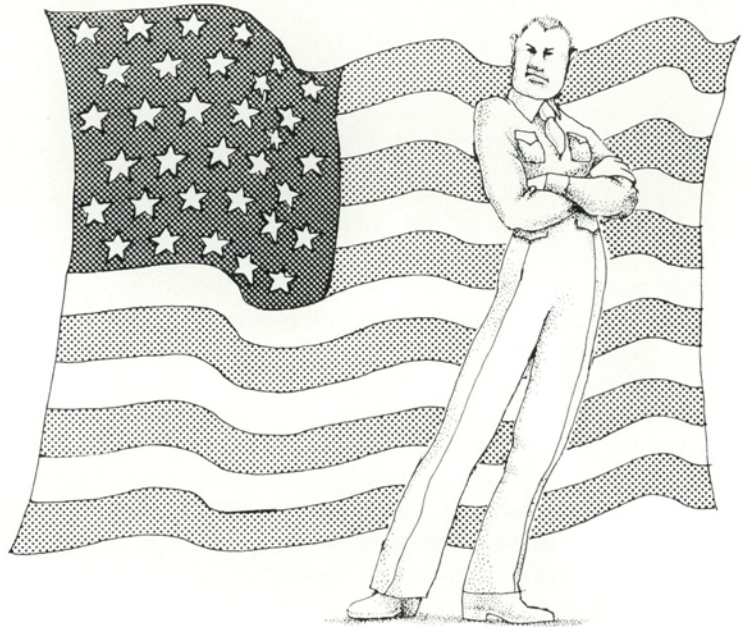
The draft is simply a technique to force the draftee to subsidize the cost of the military through low-paying and unwilling servitude.

Efforts to reinstitute the draft must be resisted.

—February, 1980

While the draft is a recurring issue, some issues that have been controversial are indicative of their time, making them unique to specific generations of students.

In the same year in which one student felt prompted to write to the **Kansan** in defense of wearing white socks (1960), others were compelled to write their annoyed



responses about saving seats at football games.

The old Jayhawk custom of seat saving at football games was in full blast. With all the brethren and old pals taking over many of the seats an individual didn't have a fair shake.

—September, 1960

A standard custom at football games long before and after seat-saving days has been drinking, but legal recognition of drinking on campus, especially in Kansas, has come grudgingly. Sale of beer at the Kansas Union was frowned upon by Kansas' dry forces.

Concerned persons regret that the Lawrence City Commission is plagued by complaints about bars on 14th Street, but will the answer be found in making the Student Union a recreational drug den? Is this why taxpayers should support the University?

—September, 1965

Proponents of the issue eventually won their case, but while they were still battling, one individual favoring the change deftly stated his point.

A class studying Plato's "Charmides" meets Wednesday nights at the Wheel, Ortega's "Revolt of the Masses" is discussed Thursday mornings at the Hawk. The Bierstube offers Pope's "Dunciad" Monday afternoons at 3. Why shouldn't the Union sell beer?

—September, 1975

Changes in tradition also evoke much public comment. One alumnus wrote a horrified response to an article headlined "Homecoming Queen out at Kansas U."

Now really! If I thought that the selection of a queen required so much energy that it detracted or lessened the energies expended for "socially oriented or academically related programs," I would be in complete agreement.

What disturbs me, though, is the fact that, in the hands of a few, a long held tradition, established and maintained by many, has been abolished.

—October, 1970

A tradition that still stands is convocation. Few people may remember that in 1957 the convocation speaker was a young senator from Massachusetts. It was this event that led to some almost eerie predictions by one University professor.

It didn't occur to the members of the Convocations Committee that there were many students who might not know who John F. Kennedy is. Jack Kennedy is a member of the Senate and is a junior member of the important Foreign Relations Committee.

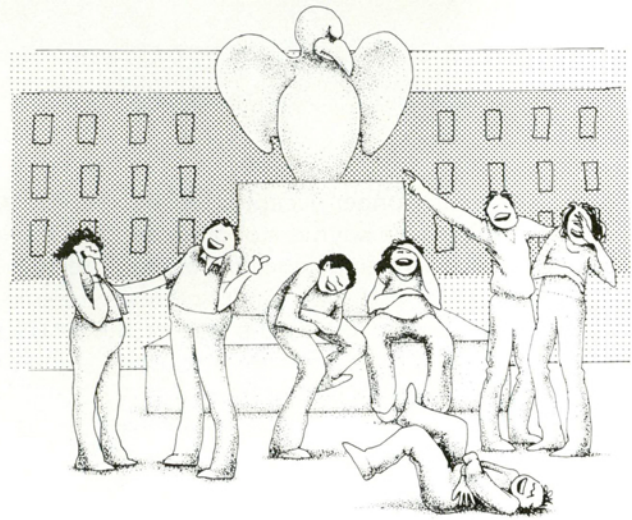
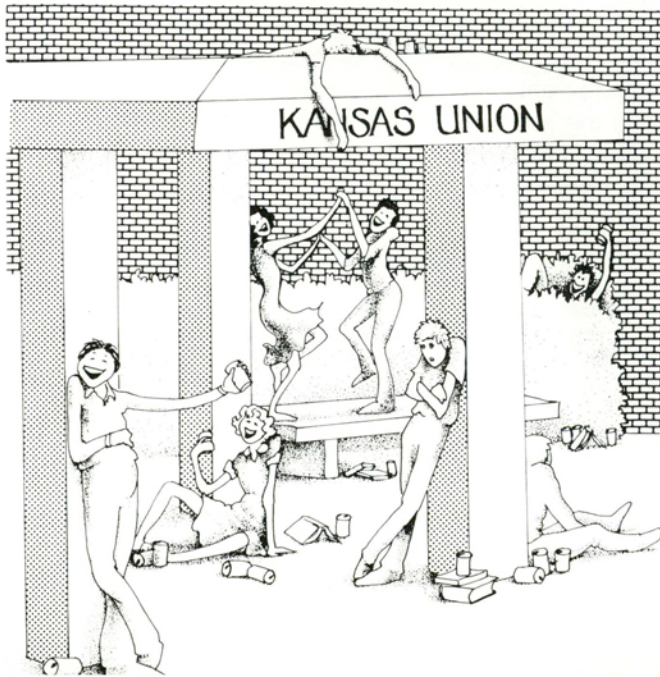
Kennedy will be remembered by many as coming close to the nomination for the Vice-President on the Democratic ticket of 1956. Already there is talk of his selection as the Democratic presidential nominee in 1960.

The fact that he is young (39) and is considered extremely attractive to the voters of the fair sex will not hinder his career in this day when television is so important in political campaigns.

Kennedy's appearance on the campus certainly is an opportunity for the KU student body to see and hear a man who is playing and no doubt will play an interesting role in American politics and history.

—November, 1957

Changing traditions provide the framework for the future, however, and one young man expressed his in-



sights on dating long before these views became acceptable.

An open letter to the men of KU:
Did you ever stop to wonder why, when you go on a date—you pay?

It just occurred to me that we are being taken for suckers. Can this be the way we want it or are we expected to take on the entire financial setback?

I'm quite sure that my question will not lead to a crusade for piggy bank breaking on the part of KU females, but I do hope it leads to some thought, discussion and eventually revolution.

—May, 1960

Some revolutionary social change was to occur, but it would be some time before it actually became an issue. The women's movement was in full force during the 1970s. The movement did have its effects. This is evident in the journalism school, where the number of women exceeds the number of men, as well as all over campus, where it is no longer uncommon for women to pay their own way on dates.

The seeds of many revolutionary movements were planted in the 1960s. The size of the student body grew during this decade and created a shift in student focus. Known as "consciousness-raising," students' actions began to extend beyond the writing of letters. This was especially true during the era of the Vietnam War, when the depth and breadth of a war reached out and not only touched lives, but also took them.

Several years ago students circulated petitions protesting the transfer of the Jimmy Green statue from Old Green to New Green Hall. During early April in 1975, students expressed their distaste with the relocation of a 1,000-pound bronze Jayhawk to the front of Strong Hall from its original home in the tunnel under the Union.

Now that April Fool's day is over, perhaps we could remove the pterodactyl from in front of Strong Hall.

—April, 1975

Letters . . .

Many students no longer accepted military service as part of citizenship or the payment of one's debts to society. An era of activism and rebellion began and once-important campus activities and interests seemed frivolous and irrelevant. It was the age of the Student Peace Union, the John Birchers, the Black Student Union and many other activist groups.

Pleas for peace took the form of demonstrations, anti-draft movements and riots.

Students continued to express their opinions to the editor, but these opinions were consistently more vehement and abstract.

A "revolution" has swept through the American University. It was, and is, not a "commie" revolution, a "bircher" revolution, a pacifist revolution or any other easily-mouthed stereotype.

It is, rather, a student revolution; a movement which began quickly and spread like fire through the long drought-stricken forest of academia. The voice of the student was heard sometimes in disgust, sometimes with respect; but always with recognition.

—October, 1965

Abbie Hoffman spoke at KU in 1970 on the day students held a strike from classes. He proclaimed that the role for the University was to serve as a training ground for revolutions and called the college degree a meaningless document.

In spite of his tremendous student reception, there were some dissenting voices among the student population.

I offer my heartiest congratulations to the Student Union Activities Minorities Opinion Forum for hiring Abbie Hoffman to speak at KU. What a wonderful job of pimping!

They succeeded in screwing 7,000 people for more than an hour and fifteen minutes. Think of it, more than an hour of verbal intercourse for less than 22¢ per person.

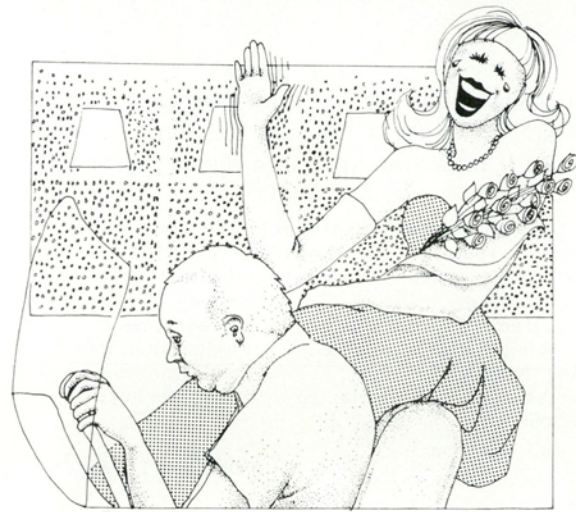
—April, 1970

Student unrest seemed to peak with the burning of the Union. There also were snipings on campus, a bomb in Summerfield Hall and some damage to the Military Science Building.

There, again, were critics of these activities in the ranks of the students.

I feel that I must write this letter of congratulations in the most simple language possible as those of you to whom it is meant may still be wearing diapers.

Congratulations to those of you who burned YOUR student union. You have at last destroyed a symbol of the establishment that YOU assisted in building. Your childishness is unsurpassed.



Congratulations. I hope you get your just rewards.

—May, 1970

The Kent State shootings had a large influence both on and off campus, leaving a sense of tragedy that outlasted the era.

One student voiced his reaction to democratic society as he saw it at that time:

A democratic society in which unarmed young civilians are killed by inadequately trained, part-time security guards? Four young people might still be living had the guard been limited to protection of buildings or completely eliminated.

I request the entire campus community to quickly establish an emergency, volunteer, unarmed student peace force to self-contain our own problems rather than patrolling caravans of armed troops in the event of campus crisis.

I am sick of this ignorance that kills.

I do not want to see a young woman dead at my feet.

—May, 1970

Those turbulent years were ones in which eyes were opened and minds and bodies took active parts in the issues.

More than any other issue, civil rights appears to have been the major concern of college students during the past 25 years.

In the fall of 1957, the segregation practices of another city affected some KU students both physically and mentally.

KU's football team journeyed to TCU over the weekend. However, the Kansas University team did not go to Fort Worth, Texas. In its place went two teams, one was a white team and the other was a Negro team. I say two teams went because essentially that was what they were, for if they had been one team that played together as a team, they would have lived together as a team. That is not what happened, for one team stayed in one hotel, while five members of the other team stayed in another.

It seems to me that a coach who respected his players would say that his players are a team, and as such they will stay together as a team. And if they can't stay together as a team, then we'll have to play elsewhere.

—September, 1957

Anger and confusion seemed to surround the football issue. These two sentiments appeared to be common when civil rights were discussed.

In the mid and late 1950s, discrimination in fraternities caught the attention of many students. And years later the problem had not been entirely resolved. The letters of the 1960s and the 1970s continued to express concern over discriminatory practices in the Greek system.

The real question is and remains, whose rights are being taken from who? What has precedence? Do fraternities and sororities have the right to hide their practice of racial discrimination behind the right to choose whomever they wish? If so, then the demonstrations of the last few days call into question not simply the covert racial policies of fraternities and sororities but the whole meaning of their existence...

—May, 1965

The disturbances concerning racial discrimination in fraternities and sororities made the national news in all forms of the media. ABC News produced a special report and **Newsweek** covered the latest happenings on college campuses in 1965.

The early 1970s saw more violence among college students than ever before. That violence developed out of racial issues as well as war issues. But as the violence and tension eased somewhat, letters to the editor increased in this area. Words were a major tool in fighting for civil rights from the mid-1970s on.

Possibly no other issue of 1975 caught the attention of students as did the proposed William Shockley-Richard Goldsby debate.

Shockley was planning a tour of college campuses across the country to discuss and debate a theory he described in a letter to the **Kansan**:

I have summed up my position on this in 13 words that I have sometimes used as a debate issue: The moral obligation to diagnose the American Negro tragedy of statistical IQ deficit.

I am aware that stating such an objective subjects me to an attack as being a racist. I deny that the racist label does apply to me. Racism implies fear and hate and feelings of universal superiority.

—October, 1975

Art by Juli Kangas

The original organization of the debate by its sponsor, the Student Union Activities Board, was controversial enough for the board to discuss the issue again and determine by vote whether the debate should be held. In the end, a vote of 7-6 canceled the debate but not the controversy.

The SUA board was unable to make any decision in the case that would satisfy everyone. Even though many students felt Shockley's theory was not valid, they agreed that he should be given the chance to explain his ideas.

The proposed Shockley-Goldsby debate was a glimmer of hope that this university might attain a piece of prominence in this country, as an academic institution unafraid of an unpleasant idea and as a forum for exposure of views so bizarre as to shock the more liberal of this university community.

—October, 1975

The area of civil rights has lived a long and difficult life, one that continues into the 1980s.

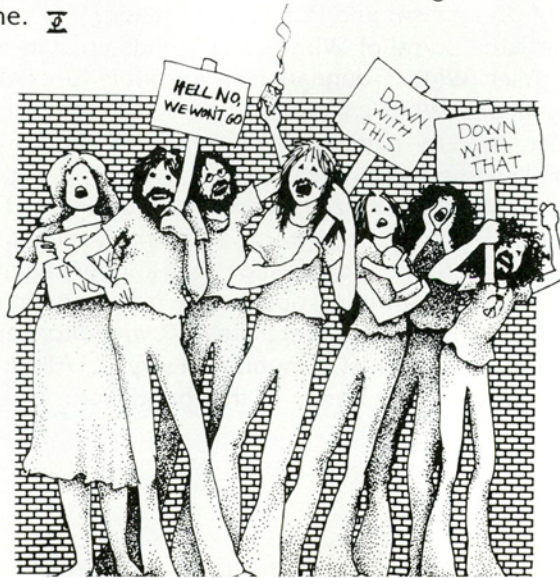
The black student population is no less active today, but unlike those more violent times, energies are being channeled elsewhere. There remains a strong Black Student Union on campus, a new student newspaper, the **Criterion**, is published bi-weekly by black students and new programs such as the Enrichment Program for Journalism Education of Minorities continue to develop at KU.

Not all of the issues, concerns and activities of students appear on the pages of the **Kansan**. There are some things that remain a familiar part of life at KU whether published or not.

What will develop as the issues of the 1980s?

Already we have seen the beginnings of concerns and questions. Questions exist about the "crisis" in Iran and the recurring question of draft registration, now including women.

But the birth of a new decade has always been a source of hope. Hope that this will be the time that produces a generation with the answers to those questions. And hope that this optimism will prove to be another of those characteristics that doesn't change too much with time. 2



Foundation Aspires to Promote William Allen White's Ideals



Photo: Cathy Jarrett

Chancellor Archie R. Dykes addresses the members of the WAW Foundation committee at a recent meeting.

Mike Perrault

William Allen White was a man whose many-sided, broad-shouldered approach to life prevented him from having narrow ideologies.

As the master craftsman of the Emporia **Gazette**, White's personal editorials, such as "What's The Matter With Kansas?", have become classics in American journalism.

Shortly after White's death in 1944, the Kansas Board of Regents voted to establish the William Allen White School of Journalism and Public Information.

A year later, some of White's old friends created the William Allen White Foundation in an effort to extend the influence of White's life of kindness and justice into the future, thereby gaining wider support for the principles he lived by and preached.

Editors and other citizens of Kansas designed the foundation to encourage better journalism in the state. The idea for the foundation was formally announced at a meeting May 13, 1944, in Topeka. The group attending the meeting consisted of several well-known editors and State Rep. F.B. Ross of Emporia. Henry J. Allen of Wichita was named chairman of the foundation.

This group agreed to raise a sum of at least \$50,000 with the hope that it eventually would exceed \$100,000. But the foundation was not born for almost a year.

The founders set several goals the foundation would aspire toward.

According to Chancellor Deane W. Malott, University administrator from 1939 to 1951, the foundation would be used for the improvement of Kansas journalism through lectures, awards, and possible institutes.

The foundation was designed to broaden the base of the School of Journalism by stimulating interest in the principles, ethics, and policies of public communications. Establishment of the foundation also would provide for expansion of extracurricular activities in the School of Journalism.

As a state institution, the University of Kansas would not be able to provide for such activities, but the foundation would only be limited in its scope by the vision of its faculty committees and the size of its funds.

The foundation sought to make the school a progressive center for aspiring students by engaging distinguished national and world leaders to deliver lec-

(continued on page 34)

WAW award winner pays his own tribute to White and the printed word

Brenda Watson



Photo: Gary Mason

Eugene Patterson, this year's recipient of the William Allen White Foundation Award, speaks to the audience about the goals of journalism.

Eugene Patterson, chief executive officer of the St. Petersburg (Fla.) **Times** and this year's recipient of the William Allen White Foundation Award for Journalistic Merit, arrived in Lawrence on Thursday, Feb. 7. He was to be honored at a noon luncheon in the Kansas Union Big Eight Room the next day.

Thursday night, however, 12 inches of snow fell, silently securing the town and campus in a white blanket. At 6:30 Friday morning, word went out that classes had been canceled — the second such miracle in the last four years. Students snuggled deeper into the warmth of their beds to dream of sunny Caribbean islands.

In fact, nearly everyone in town thankfully took advantage of the unexpected respite — everyone, that is, except Patterson and the more than 120 people who gathered in the warmth of the Big Eight Room as planned. Students, faculty members, administrators and friends shared congenial conversation, a good meal and, best of all, a vigorously reflective lecture by Patterson.

Patterson, who won a Pulitzer Prize for editorial writing in 1966 as editor of the Atlanta **Journal**, called upon media mentors to develop the new dimension of "explanatory journalism," drawing away from both the obedient journalism prevalent during the 1950s and the adversary journalism that flooded out of Watergate.

His crisp consonants exploding from the lectern, Patterson said, "For too long we (journalists) have settled for too little of ourselves.

"To explain complexity with simplicity, clarity and completeness is our call."

Patterson prefaced his hard-hitting address with recollections of an earlier time — a time when a 23-year-old cavalry soldier sat on a train rumbling away from Fort Riley through the snow, a time when that same cavalry soldier read the **Autobiography of William Allen White** and was moved to apply for work at the newspaper of the first town he came to when he left the army.

White's autobiography, Patterson said, rekindled the excitement of journalism in him. And, because of the influence White had on his own journalism career, Patterson questioned the current attitudes among journalists on White's behalf.

"I come here with more awe than pride, that you honor me in his name," Patterson said. "But I can't help but wonder what he would think of the graceless ways we employ language.

"Language lived for White.

"A huge exuberance guided his life. He would not be defeated or lose hope — life is either a daring challenge or nothing."

Patterson praised newspapers as the only medium that has shown a capacity for presenting the local news that "glues a community together."

"There will never be a substitute for the printed word," he said. "The written word makes our record on earth."

(continued on page 35)

Foundation . . .

tures at the journalism school. The subjects of these lectures would include freedom of speech, press and communications, and the place of labor and capital in a free economy.

With these goals in mind, the foundation also set out to collect and publish realistic and documented teaching abstracts in the field of journalism. The foundation would create case books: compilations of problems in newspaper publishing, reporting, editorial practice, and the radio and motion picture industry.

The goal of the foundation has been excellence in journalism education and the journalism profession. Foundation trustees now include 100 leading professionals, educators, and citizens throughout the country.

Various awards are presented annually by the foundation to bring attention to editorial excellence and contributions to the profession and society. Included among the activities of the foundation is the William Allen White Award Day at KU. During these ceremonies, outstanding national journalists are recognized for their contributions to journalism. Recent recipients of the award for journalistic merit have included Arthur O. Sulzberger, president of the New York **Times**; Walter Cronkite, CBS News; John S. Knight, chairman of the board, Knight-Ridder Newspapers, Inc.; Otis Chandler, publisher, Los Angeles **Times**; Peter Lisagor, bureau chief, Washington bureau, Chicago **Daily News**; James J. Kilpatrick, syndicated columnist; and Clayton Kirkpatrick, vice president and editor, Chicago **Tribune**.

The foundation also presents several other awards, including a Kansas News Enterprise Award given to recognize news enterprise on the part of active journalists in the state, and an annual Editorial Excellence Award in cooperation with the national Inland Daily Press Association. Recent awards for editorial excellence have been presented to the Detroit **Free Press**, the Milwaukee **Journal** and the Chicago **Tribune**.

Del Brinkman, dean and current director of the foundation, said the competition for awards this year was the toughest it had ever been. The Wichita **Eagle-Beacon** won the news enterprise award this year.

Strong support is given to special projects in the School of Journalism. The foundation helped finance the construction of the Kansas Newspaper Hall of Fame in Flint Hall, and it has purchased equipment for the school's library and photojournalism laboratories.

The journalism school's faculty has launched a series of seminars for professional newsmen with the support of the foundation.

In 1968, the 100th birthday anniversary of William Allen White was honored as a milestone by the foundation. A program was held in celebration of the event, and it included special tributes in Eldorado, Emporia and Lawrence.

Most of the seminars sponsored by the foundation and the school are self-supporting, although the registration fees charged are modest.

Dean Brinkman said that KU, Nebraska and Colorado had submitted a joint proposal to the Gannett Foundation for funds to sponsor a Foundation newspaper management seminar next year in Boulder.

A law and ethics seminar, co-sponsored by the Kansas Press Association and Washburn University, was scheduled for late March in Topeka.

Other seminars the foundation has helped support are the broadcast management seminar and the advertising seminar.

Brinkman also said that money had been allocated by the foundation each year to publish the William Allen White lectures given on awards day, but that none had been published since 1970. He said, however, that the lectures were widely distributed and that he received many questions about the foundation.

Brinkman has proposed that the foundation publish a magazine this year that would summarize all of the activities of the foundation during the 1970s. This would include the lectures, seminars, awards and other activities the foundation was involved in.

The work on the proposed magazine would be done annually by students in the Magazine Layout and Production class at KU, the same class that publishes the **Jayhawk Journalist**. Brinkman recommended that \$2500 be appropriated by the foundation for the project. He said the magazine would be mailed to trustees, people who inquired about the foundation, and a selected list of newspapers. He said it would provide a documentation of activities and would have considerable promotional value for both the foundation and the school.

The foundation is continuing to support the School of Journalism with the goal of fulfilling the image, the breadth of vision, and the integrity of the liberal, straightforward man whose name it bears.

E

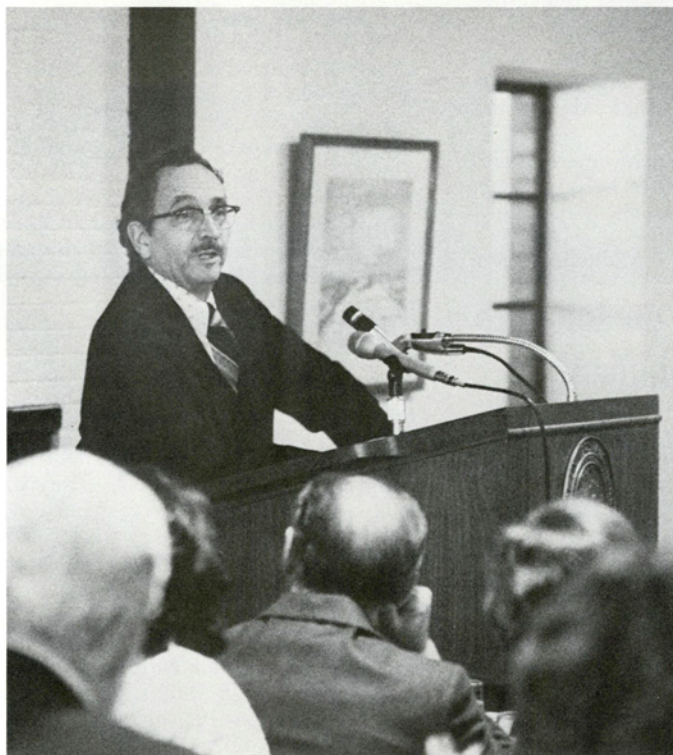


Photos: Gary Mason

Emerson Lynn speaks at the national citation ceremony.



More than 120 people attended the noon luncheon during the William Allen White awards February 7.



Calder Pickett pays tribute to Burton Marvin.

Patterson is the 31st recipient of the William Allen White medallion, which is given each year in honor of White's service to journalism and America. Before his present position with the **Times**, Patterson worked for the **Washington Post**, **Atlanta Journal** and **Constitution** and the old **United Press**.

Presentation of the national citation has not been postponed since 1968 when recipient Walter Cronkite could not get to the University because of snow. Throughout Patterson's address, he projected such dynamic warmth and professional pragmatism that those who heard him willingly would have plowed through the snow again to pay tribute to him.

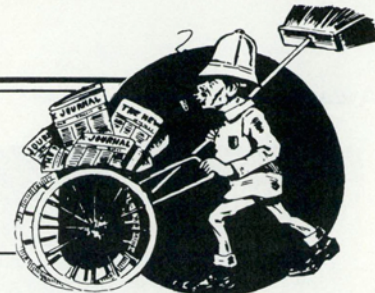
Also during the luncheon, Julie Charlit and Bill Hirschman of the Wichita **Eagle-Beacon** were awarded the Kansas News Enterprise Award for their story about questionable practices involving migrant workers around Wichita. This annual award honors reporters who show enterprise in investigating and writing important news stories.

Calder Pickett, professor, paid tribute to Burton Marvin, first dean of the journalism school at KU. Pickett directed many of his kind comments to Marvin's wife and three children, who were in the audience. Afterward, Del Brinkman, dean, announced the William Allen White Foundation's decision to rename the enterprise award in honor of Marvin.

Out-of-town guests at the luncheon included Bob Giles, first Gannett professional-in-residence, now with the Rochester, N.Y., papers; W. Davis "Buzz" Merritt, executive editor of the Wichita **Eagle-Beacon**; Harry Hill of the Milwaukee **Journal**; Jerry Sass of the Gannett Newspaper group and Bob Bontrager, acting chairman of the journalism department at Kansas State University.

E

News Notes



Student interest prompts new magazine sequence

Increasing student interest and the opportunity to be recognized nationally in the educational field of magazine journalism has prompted the School of Journalism to approve a proposal for a fully accredited magazine sequence to be installed in the fall 1980 semester.

The proposal was submitted by Lee Young, head of the new sequence. "This identity will give us greater recognition among magazine professionals, especially those who have been decrying the lack of emphasis on magazine education in schools and departments of journalism," he said.

Currently, there are only six accredited sequences in magazine journalism in the United States.

"Magazine Feature Writing" (J-662), added last fall, and "Magazine Publishing Management" (J-763), added this spring, along with "Magazine Layout and Production" (J-661) and "Magazine in American Society" (J-660) constitute the courses offered.

Students also will be required to take two reporting courses, "Law of Communications," "Editing" and "History of American Journalism" plus electives for the 28-hour minimum graduation requirement to complete the sequence.

In J-660, students learn the fundamentals and history of magazine journalism. The final project is a magazine dummy and its prospectus. J-661 offers students a unique laboratory experience as they produce the *Jayhawk Journalist*. J-662 involves intensive study and practice in writing magazine feature articles. Students are encouraged to submit their articles to the *JJ* and other magazines for publication. The management aspect of magazine publishing, with an emphasis on sources of revenue and budgeting, circulation, promotion and sales, staffing, postal regulations, and production costs, are offered in J-763. Students are required to prepare a complete operations plan for launching a new magazine and for its first three years of publication.

Sammye Johnson, assistant professor, joined the faculty last fall to assist Young in teaching the additional magazine courses. As student enrollment increases the number of magazine classes offered, other members of the current faculty

will aid in teaching time.

Another course addition in the School of Journalism last fall was J-649, "Sales Strategy," taught by Chuck Chowins, assistant professor. Chowins developed the course for the advertising sequence to better acquaint students with the sales function of advertising.

"No one taught students how to sell," he said. "They were teaching production. Everyone knows how to layout an ad, but nothing about selling them."

"Employers are very impressed that we are teaching this kind of class. As far as I know, there are only about five schools in the country that teach it."

Activities in the course are based on what a professional sales person would be doing. Students find out how to look for prospects and then develop communication skills to learn how to ask questions in the interview.

Students make an actual sales presentation using videotapes in order to see themselves and critique their own presentation. They also learn how to keep the advertiser and make the closing sales.

Role-playing and outside media sales personnel also are used to help students make the transition into the sales field.

Michelle Brown

KJHK will stay on top with new audio equipment

The addition of new audio equipment this summer and a probable wattage increase will keep KJHK a top college radio station, according to Dale Gadd, faculty adviser for KJHK.

KJHK, one of three radio stations owned by the University of Kansas, was in trouble last year when the FCC ruled that universities could own only one radio station. Only 10 watts strong against KANU and KFKU, KJHK seemed close to death. Although approval isn't official, Gadd is confident that KJHK will be granted an exemption.

KJHK will spend \$18,000 allocated by the Student Senate for a new transmitter to boost power to 100 watts and purchase new audio equipment.

The new equipment, which will be installed this summer, will include a cart machine, reel-to-reel tape recorders and a new audio mixer for the production

room to replace one that Gadd said was falling apart.

The new transmitter will be purchased and installed as soon as the FCC makes a definite ruling on KJHK.

The new equipment will improve production and help the student-operated station keep its good reputation in the industry.

"I'd put us definitely in the top three 10-watt student-run radio stations in the country," Gadd said. "And I'd have to sit and figure out who the other two are."

Pamela Cliff

Harris Group to award journalism scholarships

A new scholarship program will be available for juniors and seniors in the School of Journalism starting with the 1980-81 school year.

Four \$3,000 scholarships will be offered in memory of John P. and Sidney Harris, the newspaper publishing brothers who created the Harris Group.

Announcement of the new Harris Scholars was made by Del Brinkman, dean and Peter Macdonald, chairman of the Harris Group.

In the future, the program will sponsor two juniors and two seniors as Harris Scholars each year. Each scholarship will be \$3,000 for the junior and also for the senior year.

Two sophomores were named this spring, each to receive \$3,000. They will receive another \$3,000 for their junior and for their senior years if they still qualify as Harris Scholars. Two more sophomores will be named in the spring of 1981.

"The purpose of these awards is simply to bolster the ideals of journalism set by Jack and Sid Harris," Macdonald said. "The emphasis in selecting scholars will be on quality, which includes imagination and goals aimed at improving journalism."

Scholars will be selected by a special School of Journalism committee and representatives of the Harris Group. All aspects of a student's career will be considered, including academic standing, goals, needs and initiative. Final determination will be made through personal interviews with candidates.

Susanne Shaw, associate dean, will handle details of the selection.

John P. and Sidney Harris began their publishing careers under their father, Ralph Harris, at the *Ottawa Herald*. The organization they founded now embraces seven Kansas newspapers: the *Herald*, *Hutchinson News*, *Salina Journal*, *Garden City Telegram*, *Hays Daily News*, *Daily News* of Johnson County and *Chanute Tribune*, plus the *Burlington (Iowa) Hawk Eye* and two California papers, the *Camarillo Daily News* and the *Simi Valley Enterprise*. Ten radio stations are also included in the group.

Brenda Watson

Seminar provides chance to meet journalism pros

As spring semester begins in the School of Journalism, the senior students begin to focus their attentions away from classrooms and studying toward that job search after graduation. To assist them in this search, the members of Women in Communications Inc. and Public Relations Student Society of America sponsor the annual Journalism Job Seminar.

This year's seminar, titled "Entering the Journalism Job Market — 1980," was held Jan. 29. The program was designed to give students a view from professionals that is difficult to obtain in the classroom. Professionals were brought to the school from all areas of journalism, giving advice on resumes, interviewing, career goals and the market status in the different professions.

Tom Eblen, this year's Gannett professional-in-residence, opened the keynote session before approximately 175 students. He started the evening by giving general comments on interviewing from his past experience with the *Kansas City Star*. The students then attended different sessions according to their interests and majors.

Eblen went on to conduct the session on newspaper, dealing more specifically with those students interested in a newspaper career. Part of his talk included a mock interview with a volunteer to illustrate good interviewing techniques.

A session on photojournalism was led by Jim Selzer, art director of the *Kansas City Star Magazine*. He spoke to photo and magazine students about the production of the *Star Magazine*, and he was very optimistic about the opportunities for photographers.

Trish Kandybowicz, director of communications for the American Lung Association of Kansas, spoke on public

relations in a non-profit organization. She stressed the benefits of working for a non-profit association and urged public relations students to consider them in their job searches.

The advertising session was led by Austin Harmon, president of Harmon Smith advertising agency in Kansas City. Harmon gave advice on searching for an advertising job and explained what his agency looked for when hiring.

Sammye Johnson, assistant professor in the school and former editor of *San Antonio Magazine*, addressed the magazine session. She told of her career moves and responsibilities as a city magazine editor.

Jim Hollis, news director at WIBW-TV in Topeka, talked about his view of the broadcasting field to the RTVF students, stressing the degree of competition in the field. Hollis urged students to get working experience in an internship that would help them later when looking for a job.

The evening ended with a reception after the final session, giving students a chance to meet personally with the speakers. Hope Rhodabarger, Oakland, N.J., senior in advertising, described the night as "very educational."

"It gave me a chance to speak to the president of an advertising agency in an informal situation, something I could never do before. I really enjoyed it," she said.

Jennifer Holt, Maryville, Mo., senior in magazine, said, "I really liked the talk by Jim Selzer. He gave you a really positive and detailed outlook of his job and finding a job. It gave me a little more confidence about my chances of getting a job."

Shelly Howell

Hearst Foundation picks many winners from KU

The William Randolph Hearst Foundation Twentieth Awards Program selected a number of students from the School of Journalism as winners in a series of seven monthly competitions.

In December's Editorial Writing and Opinion competition, Lynn Byczynski, December graduate, won first place. She received a \$1,200 scholarship and the opportunity to compete in the Foundation's National Writing Championship this spring.

In the first contest, News Writing Competition, Tammy Tierney, Kansas City, Mo., junior in news-editorial, won fifth place and a \$300 scholarship. Byczynski placed again, winning seventh and a \$250 scholarship.

In November's Feature Writing Competition, Kathleen Pound, Parsons junior in news-editorial, was awarded seventh place and a \$250 scholarship.

In January's Investigative Writing Competition, David Edds, Pleasanton senior in news-editorial, won sixth place and a \$250 scholarship. Judith Woodburn, Wheaton, Ill., junior in magazine, won ninth place and a \$250 scholarship.

Elias Reichman, Leavenworth junior in photojournalism, was selected as a finalist in the photojournalism competition with 10 other students. Judges gathered May 8 to view the championship entries.

As of February 1980, the School of Journalism ranked second in the overall Hearst point totals, only 13 points behind the University of Florida.

Mike Perrault

Newspaper Fund honors McPherson instructor

The Newspaper Fund named Jackie Raymond Engel (MSJ, 1972) as the 1979 national High School Teacher of the Year.

A \$1,000 scholarship, named in honor of Engel, was awarded to Barb Friesen, a senior at McPherson High School who won a journalism competition and plans to major in news-editorial studies in college.

Many of Engel's former students at McPherson High School now work for newspapers such as the *Chicago Tribune*, *Detroit Free Press*, *Miami Herald*, *Wall Street Journal*, *Kansas City Times* and *Wichita Eagle-Beacon*.

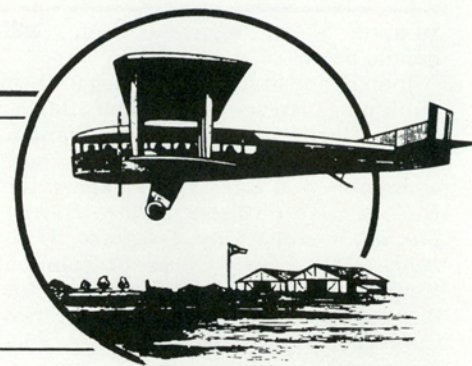
Del Brinkman, dean, nominated Engel for the award. He said she had been instrumental in organizing and breathing life into the Kansas Scholastic Press Association.

"Besides teaching English and journalism and advising the yearbook, newspaper and literary magazine, Jackie has always found time to teach in seminars, workshops and special short courses at Kansas universities," Brinkman said.

Engel also does free-lance writing, is senior class sponsor, adviser of her school's Quill and Scroll chapter, the school's public relations director, director of school musical productions, a member of the national Journalism Education Association, and a member of Kansas Press Women Inc.

Rebecca A. Rickert, editor of the McPherson High School newspaper and one of eight Quill and Scroll scholarship winners, said, "Journalism itself is not the love of Mrs. Engel's life — nurturing the talents of aspiring journalists is." *E*

Alumni News



CLASS OF '48

BEVERLY BAUMER has been listed in *Who's Who of American Women*, *Who's Who in Finance and Industry*, and the *Dictionary of International Biography*, Cambridge, England, for her work in researching her genealogy. She also organized a chapter of the Daughters of the Colonists in Hutchinson.

CLASS OF '51

DICK HALE is Director of Communications at the Golf Course Superintendents Association, Lawrence.

CLASS OF '54

TOM STEWART is now working in public information for the U.S. Commerce Department.

DONALD TICE is a foreign service inspector in Washington, D.C.

CLASS OF '56

MARION McCOY DOCKINS works for Boeing in Seattle as a motivation administrator for the MX missile program.

CLASS OF '57

DALE BOWERS sells and installs car radios at a retail store in Corpus Christi, Texas.

CLASS OF '58

BOB HARTLEY is executive editor with the Toledo (Ohio) *Blade*.

CLASS OF '60

DOUG YOCOM is the associate editor of the Oregon *Journal* in Portland.

CLASS OF '61

PRISCILLA OWINGS has started a business doing typesetting, layout, public relations, writing, editing and printing consulting. She also works part-time as director of public relations for Liberty Hospital, Liberty, Mo.

CLASS OF '63

MARGARET CATHCART CLARK is working part-time in public relations for the Kansas City Public Library.

DENNIS FARNEY, (MSJ, '65) and his wife, Peggy, had their second child in December.

CLASS OF '67

ROBERT BASOW and his wife, Lynn, announced the birth of their daughter, Annie, in 1979. Basow is product manager for Ralston Purina in St. Louis.

CLASS OF '68

ROBERT NORDYKE is now managing editor of the Lawrence *Journal-World*.

CLASS OF '69

JOHN MARSHALL is editor and publisher of *The Daily News* of Johnson County.

FRED SHOOK is teaching at Colorado State University.

MIKE WALKER is the director of public relations for Armour-Dial Company in Phoenix, Ariz.

CLASS OF '70

JO LERRET BAKER is a sales associate for Francis X. Thorne Realty in Lansing.

BRUCE BARKER is stationed in Okinawa, Japan, with the Air Force.

RICHARD D. HVALE is working on his master's degree in college student personnel administration at Indiana University in Bloomington.

CLASS OF '71

LINDA TALARICO GALLE and her husband are the parents of their first child, Natalie Denise, born Dec. 10, 1978.

RICHARD LOUV is a free-lance writer in San Diego.

LEON SAGALOFF and his wife, Linda, have their own business designing and manufacturing fly fishing vests and equipment in Fort Collins, Colo.

CHRIS SEITZ co-anchors Channel 6 TV in Salina.

FRANK SLOVER is in public relations for the Georgia-Pacific corporation in Portland, Ore.

PRIS MYERS TAYLOR is an audio-visual specialist for two hospitals in Denver.

TERRY WILLIAMSON WHELAN was appointed executive vice president and treasurer of the Kansas Osteopathic Foundation, Topeka.

MICHAEL YEAROUT was incorrectly identified in the last issue as being employed by the Great Northern Book and Poster Co. He is the owner of the firm.

CLASS OF '72

BOB BURTCH is a reporter for the Hays *Daily News*.

JACKIE RAYMOND ENGEL won the Newspaper Fund's 1979 national high school journalism teacher of the year award.

MARTHA MANGELSDORF, reporter for the Wichita *Eagle & Beacon*, has won the 1979 National AAAS Westinghouse Science Writing Award Competition.

MIKE THARP runs the bureau for the *Wall Street Journal* in Tokyo, Japan.

TOM THORNE was named the managing editor of the Junction City *Daily Union*.

PAUL STEVENS (MSJ) is bureau chief for the Associated Press in Albuquerque, N.M.

DAN CHEGWIDDEN is now the assistant dean of development at St. Mary of the Plains College in Dodge City.

RON WOMBLE is news-editor for the Pittsburg *Morning Sun*. He and his wife have a boy, Kenneth Evan, born December 1978.

CLASS OF '73

JOHN BAILEY is minority staff consultant for the House Agriculture Subcommittee on Livestock and Grains in Washington, D.C.

MARTI LYONS is moving to Culver City, Calif., to do magazine work.

REES OLANDER has a two-year old son, a second child on the way, and is the chairman of Parish Communications task force of Atlanta, Ga.

MARGIE COOK will graduate with a B.S. in nursing from Creighton University, Omaha, this May.

NANCY GILLILAND now lives in Los Angeles, working in a bookstore in Hollywood and writes for television. She obtained a master's of fine arts in writing from the University of Iowa.

TED AND BETH RETONDE ILIFF have moved to Europe, where he will work for Radio Free Europe.

PATTY JOHNSON is assistant vice president in charge of advertising and marketing for the Trust Department of the Bank of America, San Francisco.

MARJORY LEVIT died in 1978 in Kansas City.

PETER SANG has been appointed manager of advertising at WNBC-TV in New York.

RANDY SCHUYLER is now a copy editor on the Bakersfield *Californian*.

CAROL WEST works for the Omaha *World-Herald* in the advertising department.

CLASS OF '75

DAVID BURPEE has returned from Stuttgart, Germany, and is living in Harker Heights, Texas.

ANN L. GARDNER is the Sunday editor for the Lawrence *Journal-World*.

DAVID A. SCHEMM was elected executive vice president of "Downtown St. Joseph, Inc.," an organization incorporating all of the business activities in downtown St. Joseph, Mo.

BUNNY SMITH is editor of the Variety section for the Lawrence *Journal-World*.

MICHAEL WARDROP works for the *American Nurse*, Kansas City, as advertising director.

CLASS OF '76

GARY BORG has been hired as a copy editor by the Miami *Herald*.

TRICIA BORK is in Overland Park doing publications for the National Collegiate Athletic Association.

DON BOWMAN is in Grand Junction, Colo., working as a copywriter for Media West, an advertising and public relations agency.

CATHY FREUND works part-time with KARE radio in Atchinson, and is raising two children, ages one and two-and-a-half.

KATHY AND TOM GAUME (both MSJ) have had a child.

WARD HARKAVY is copy editing on the sports desk of the *Arizona Republic*.

PAULA JOLLY is managing editor for the *American Academy of Family Physicians' Reporter*.

JAN NOYCE works in California for Vance Publishing on *The Packer*.

KATHRYN STECHERT (MSJ) is assistant articles editor for *Woman's Day*. She has had her first major feature article published in the January issue of the magazine.

HARRY WATERHOUSE is in Huntington Beach, Calif., working for Wycliffe Bible Translators as the editor for *In Other Words* magazine.

TIMOTHY WATSON was promoted to marketing manager of The American Companies, Inc., of Topeka.

CLASS OF '77

LYLE BOLL completed his law degree at Cornell University, Ithaca, N.Y., this spring. **STEWART BRANN** is assistant wire editor of the Binghamton (N.Y.) *Evening Press*.

JIM HALL is in law school at KU after two and a half years at WREN-AM in Topeka.

LARRY KELLY lives in Georgetown, Texas, where he was promoted to media planner at the Bloom Agency in Dallas.

CLASS OF '78

LORI BERGMANN is associate editor of *Grounds Maintenance* magazine at Intertec Publishing Company in Overland Park.

PEGGI FRITZLER works for the Minnesota Association of Commerce and Industry in St. Paul as a staff assistant for communications.

DEB MILLER works as an editorial assistant in Intertec Publishing Company in Overland Park.

RICK PADDEN is photo coordinator for the *Pacific Daily News* in Guam.

VAL (KJELSEN) POLAND is associate feature editor of *American Family Physician* magazine in Kansas City.

JERRY SEIB was transferred to the Washington Bureau of the *Wall Street Journal*.

PETE SKAGGS is in charge of the audiovisual department at Grey Advertising in Los Angeles.

LINDA STEWART works for the *Dispatch Tribune* in Kansas City.

MELISSA STINSON works in the communications department of the Village Presbyterian Church, Kansas City.

SAM VANLEEUWEN is a reporter for the *Parsons Sun*.

HEIDI WALLACE was an Olympic torchbearer running from Albany, N.Y. She also will receive a masters in social welfare in May from KU.

JULIE WILLIAMS is a reporter for the *Wichita Eagle & Beacon*.

CHARLES WILSON is in Naperville, Ill., as the associate editor for the *Process Prepared Food* magazine in Chicago.

CLASS OF '79

BRENT AKERS is working in advertising sales for the *Parsons Sun*.

KRISTINA ALLEN is working with Ogilvy & Mather, Inc., in New York as an assistant media planner.

RICK ALM (MSJ) is a copy editor for the *Arizona Republic*.

RONALD ALTMAN is with Bernstein, Rein & Boasberg Advertising in Kansas City as an account coordinator.

RODNEY ANDERSON is reporting for the *Miami Republican and Western Spirit*.

TOM APPLE is a media specialist for Brewer advertising agency in Kansas City.

KARI AUNGST is working on her master's degree in journalism at KU.

JULIANNE B. AUSTIN is a copywriter with the High Plains advertising agency in Dodge City.

BARBARA BAELOW is assistant to the director of publicity for the Kansas City Kings.

TERESA BAHNER is a computer operator with the KU Office of Information Services.

BART BAKER lives in Arlington, Texas, and is a salesman with Scientific Products of American Hospital Supply Corp. in Pallos, Texas.

DENISE BALDWIN is a reporter and announcer for KTSB television in Topeka.

GARY BEDORE is a sports writer for the Lawrence *Journal-World*.

BRUCE BENEDICT is a free-lance photographer in Experience, Colo.

RUTH BENIEN is attending law school at KU.

WALT BRAUM is working as a reporter for the *Emporia Gazette*.

LYNN BRETZ is arts editor for the Lawrence *Journal-World*.

CORVAS BRINKERHOFF is in Lawrence and has accepted a position selling real estate for McGrew Agency.

TOM BYERS is a law student at KU.

PATRICK M. CALLAHAN is a field representative for the American Cancer Society in St. Louis.

JULIE CANTRELL is continuity and copy director for KOY-AM in Phoenix, Ariz.

SUSAN COUSINS is a copywriter/proofreader for United Farms Advertising Agency in Kansas City.

JACKIE DALY SUMMERS is working in the advertising department of Hardin-Stockton Real Estate and lives in Olathe.

LAURI DANIEL is the food editor for the *Baltimore News American*.

JULIE DEARBORN is working in production for *The Packer* in Overland Park.

NANCY DRESSLER is a reporter for the *Topeka Capital*.

DAYNA EUBANKS is a co-anchor and reporter for KOOL-TV, Phoenix, Ariz.

PAM EKEY is a sports editor and feature writer for the Osawatomie *Graphic-News*.

LINDA FINESTONE is a copy editor for the *Olympian* in Olympia, Wash.

MARC FORD is a media specialist for Brewer Advertising, Inc., in Kansas City.

CARY A. FOX is a sales representative for Crown Zellerbach in Kansas City.

RALPH GAGE is the assistant to the publisher for the Lawrence *Journal-World*.

ALLEN GILSTRAP is a consultant to Acacia Fraternity in Boulder, Colo.

MARCY GLOE is in a management trainee program for J.C. Penny Co., in Kansas City.

ROSE GOLDBERGER is attending graduate school at Indiana University at Bloomington.

RUTHANNE F. GREELEY works for the U.S. Consumer Product Safety Commission in Kansas City as a public information specialist.

LESLIE GUILD is a reporter with the *Hays Daily News*.

LADONNA HALE is doing public relations work for Representative Jim Jeffries of Kansas in Washington, D.C.

BETTINITA HARRIS is a reporter for the St. Petersburg (Fla.) *Independent*.

ROBERT HART is doing photography and other duties for Hart Publications in Denver.

LINDA HINEMAN is reporting and editing for *The Packer* in Overland Park.

LORI HOFFMAN works in the advertising department of Brandsmark Midwest in Kan-

sas City.

THERESE HORNICK is an editorial assistant for the **Hereford World**, a monthly livestock magazine in Kansas City.

CAROL HUNTER is a copy editor at the Santa Fe **New Mexican**.

LENORA IVY entered the army in September as a second lieutenant and will serve for three years.

SARAH ILES JOHNSTON, who obtained her journalism degree, is completing a second degree in Classics at KU.

CAROLYN JENKINS is a writer for DORF/MJH Public Relations in St. Louis.

LORI KAHLER is in advertising sales for the Lawrence **Journal-World**.

CARRIE KENT is an assistant editor for **Workbench** magazine in Kansas City.

KENNETH L. KIDDER is the owner of Creative Marketing, a consulting firm in Overland Park.

PAUL KNOLL is working in sales for **Home Center Magazine** in Chicago.

BARBARA KOENIG is a reporter with the Lincoln (Neb.) **Journal**.

STEVEN P. KRAUSE is a salesman in ad specialties in Kansas City.

SUSIE KULP attends the KU Law School.

ERIC K. LAMER is product communication manager for Premier Pneumatics, Inc., in Salina.

DEBRA LAMFERS works in the advertising department of Livingston Industries in Lenexa.

TRISH LEWIS is a photographer for the Des Moines (Iowa) **Register**.

DAVID LINK works on the copy desk of the Pacific **Daily News** in Guam.

JIM LOB is an account executive with Mountain States Recreation in Denver.

STEVE LUNDBLADE works in classified sales for the Wichita **Eagle & Beacon**.

PAM MANSON is a copy editor at the Sioux Falls (S.D.) **Argus-Leader**.

PAT MANSON attends the law school at KU.

BARRY MASSEY is a reporter for the Associated Press in Kansas City.

EUNICE MAY works for Proctor & Gamble in Memphis, Tenn. as a sales representative.

KITTY MCMAHON has been hired as sales manager for the Lansing **Leader**. She will contact local businesses as well as work in advertising, layout and make-up.

DARRYL MCKINNEY does advertising sales for a radio station in Denver.

ZOANN MERRYFIELD does advertising sales for Dolgins in Kansas City.

MARY MITCHELL (MSJ) has started a new job with Public Communications in St. Petersburg, Fla. Headquartered in Chicago, they handle several well-known companies, including Kraft Foods.

SCOTT E. MORGAN is a legislative correspondent for Senator Nancy Kassebaum in Washington, D.C.

SUSAN MORGENSTERN is a copy editor for the Nashville (Tenn.) **Banner**.

GREG MUNZER works in advertising sales for the Independence (Mo.) **Examiner**.

CARLOS MURGUIA is a law student at KU.

JOHN NOHE is advertising manager for Shepler's Store in Kansas City.

SHEILA NOONAN was promoted to assistant planner/buyer for the Ozark Air Lines account at D'Arcy, a St. Louis advertising agency.

LINDA O'KEEFE is in public relations with Success Unlimited in Chicago.

MARY ANN OLIVAR is a reporter for the Hutchinson **News**.

MARK OLSON is a reporter/photographer for **The Packer** in Overland Park.

BRENDA PAXTON is with the Topeka Bus Service doing advertising and public relations.

BETH PETERS is in sales for Xerox in Kansas City.

BILL POLLARD (MSJ) is a sales clerk to enter management training with K-Mart in Topeka.

WENDA REYNOLDS is a reporter for KTVJ-TV in Joplin, Mo.

GRANT RINGEL is sports editor/photographer for the **Saint Tamney Guide**, a weekly in Covington, La.

LESLIE RUSSO works for the Kansas City **Star** in the advertising department.

JILL SAFT is an assistant to the circulation director at Intertec Publications in Overland Park.

JERRY SASS is a reporter for the Idaho **Statesman** in Boise, Idaho.

GRETCHEN SCHMITT is a graduate student in the journalism school.

STEVE SELL is a sports editor for the McPherson **Sentinel**.

DAVID SIMPSON is a district representative for Sigma Phi Epsilon Fraternity living in Richmond, Va.

JAN SMITH is managing editor of the **Magazine of the Kansas City Art Institute**.

MEL SMITH works in sales for KLEY in Wellington.

VERNON SMITH is a reporter for the St. Petersburg (Fla.) **Times**.

PAULA SOUTHERLAND is a copy editor for the Sioux Falls (S.D.) **Argus-Leader**.

ALTA SPENCER is in Kansas City in a management training program for Sears, Roebuck & Co.

DIRCK STEIMEL works as a reporter for Commodity News Service in Leawood.

LAURA E. STEVENS is an education reporter for the Galesburg (Ill.) **Register-Mail**.

RICK SUMMERS is a salesman for the 3M Co. and lives in Olathe.

VINTON SUPPLEE is a copy editor for the **Arizona Republic**.

LIONEL TIPTON is a sports copy editor for the **Arizona Republic**.

JAKE THOMPSON is a reporter for the Lincoln (Neb.) **Journal**.

SARAH TOEVS is in public relations at Coldwell Banker Commercial Brokerage Co. in Kansas City.

KEVIN TRAVIS is a KU law student.

CYNTHIA A. UEBELHART ROTH is working for Quillen, Elsea and Trabue, Inc., an advertising agency in Wichita. She is production manager for the firm.

LEON UNRUH is a copy editor for the Austin (Texas) **American Statesman**.

ALISA VANAUKEN is an assistant buyer for May/D & F Department stores in Denver.

LADD WELCH is a sales representative with the Equitable Life Insurance Society in Wichita.

KAREN WENDEROTT works for the Dallas **Times Herald** in advertising sales.

LYNN WILLIAMS is a reporter for the Pittsburgh **Morning Sun**.

SUZI J. YEDDIS BLACKMAN is an advertising representative for the Kansas City - **Jewish Chronicle**.

JOE ZANATTA is an advertising copy writer for Intertec Publications in Overland Park.

MARTIN ZIMMERMAN is with the Gary (Ind.) **Post-Tribune** as a reporter.

CLASS OF '80

DUNCAN BUTTS is now in the MBA program at KU.

JOHN FISCHER is a reporter for the Coffeyville **Journal**.

MARK GATES is working in sales for **Home Center Magazine**.

CAITLIN GOODWIN is a copy editor for the Springfield **News & Leader**.

BILL HIGGINS works as a copy editor for the Wichita **Eagle**.

SUSAN JACOBSON is now a management trainee for a consumer loan company in Omaha, Neb.

KENNETHA KUTTLER has a job in broadcast sales in Kansas City.

RICK LINK is operations director for Kantronics in Lawrence.

SUSAN MILLER works in the news department of KMBZ and KMBR radio stations in Kansas City.

BILL NEWSOME is assistant director of sports information at KU.

DAVID PARRIS is attending acting school in New York City.

ALLEN REYNOLDS has a job in advertising sales with the Blue Springs (Mo.) **Examiner**.

LUCY SMITH is assistant manager of the Jay Shoppe in Lawrence.

MIKE WILLIAMS works as a photographer for the Oregon **Statesman and Capital Journal**.

SHIRLEY SHOUP is a reporter for the Lawrence **Journal-World**.

JOHN SWETNAM works in advertising sales for the Independence **Examiner**.

BOB BARNES has been working in the accounting department of the Kansas Union this spring and will enter law school this summer.

THOMAS (RANDY) O'BOYLE has joined the military service for six years.

ANITA FRY is a reporter for the Topeka **Capital-Journal**.

LYNN BYCZYNSKI works as a reporter for the Burlington **Hawk Eye**.

MELISSA THOMPSON works for the American Oil and Gas Reporter in Wichita.

GENE LINN is a reporter for the Pacific **Daily News** in Guam.

DIANE SHEEDY is employed by a news service in Albany, N.Y. covering the legislature.

BRIAN SETTLE works as a reporter for the Coffeyville **Journal**.

Mentors . . .

In addition to Dary's works, John Bremner, professor, has also made a recent literary contribution. He has used his spare time to produce a dictionary because, he said, "one was needed."


Bremner's 425-page dictionary, which he started in the spring of 1976, has just been published by Columbia University Press and is titled **Words on Words: A Dictionary for Writers and Others Who Care About Words**.

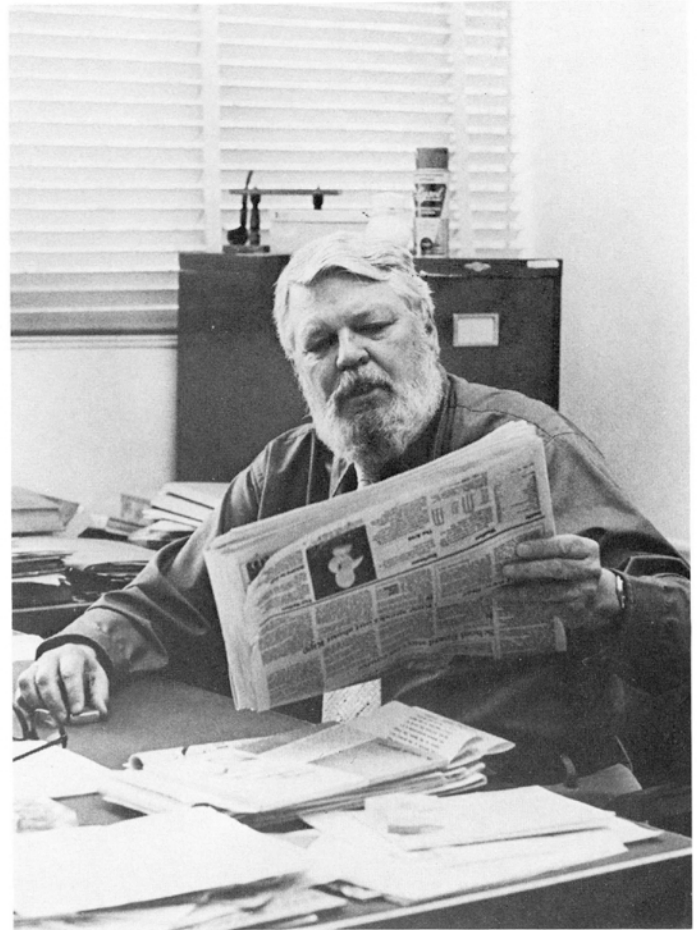
"I think there is more emphasis on etymology than in other dictionaries of usage," Bremner said of his book. "I started research in the spring of 1976 and finished the writing in August of 1978. Finding the time was the most serious problem."

James J. Kilpatrick, nationally known editorial columnist, obtained a copy of Bremner's manuscript several months before it was published. Kilpatrick noted and praised the book in one of his columns.

Bremner's dictionary is the second book he has published. His first book, **HTK**, deals with the fundamentals of newspaper headline writing.

In the advertising sequence, Don Jugenheimer, professor, has written three new books and revised a fourth book. The new books are **Basic Advertising**, **Advertising Media** and **Advertising Research Readings**. The advertising research book also has an accompanying workbook.

The book revised by Jugenheimer is a media workbook, co-authored with Lee Young, professor. 



John Bremner

Some last words . . .

This is the twenty-second issue of the **Jayhawk Journalist**; its eleventh year of publication.

This issue is being sent to 3,600 journalism alumni on our mailing lists. Another 1,000 copies were distributed to students and faculty members in Flint Hall, to administrators on the campus, and to other schools and departments of journalism.

This is the largest issue of the JJ — 42 pages, including the insert from the KU Alumni Association.

It was produced by twenty-one students, including two volunteer photographers and an artist from the School of Fine Arts, who contributed their work without charge. The other eighteen students were enrolled in the course Magazine Layout and Production (there were thirty-one students in the class; the others were engaged in producing a new magazine for the William Allen White Foundation).

* * *

What does the cover design symbolize? We're not quite sure. All we know is that when class member Alberta Wright brought in a sketch early in the semester, everyone liked it. Slight modifications were made during the semester. In the first draft, all of the trees had bare limbs. As you see, in the final version, tree number three has buds, the fourth is getting leaves, and carried over on the back, our tree is mature, fully leaved.

Some of the students suggested that it represented the "rites of passage" of a college student, from freshman through the senior years, with the back cover depicting the alumni firmly rooted in their careers (which this nearly all-senior class hopes to be soon).

I was tempted to suggest that it could represent the growth of contributions to the **Jayhawk Journalist** Endowment Fund. The trouble with that fantasy is that in reality, we're on-

ly at the "tree two" stage. The fund is growing, but it needs a lot more nurturing to come to maturity.

Others have said that they don't know what the design stands for, but "it just looks pretty." We'll let it go at that.

* * *

The JJ Fund now has slightly over \$6,000 in it. We're letting it draw interest at the Endowment Association, scraping together money from other school funds to pay the printer for this one. (Bill Kukuk, our "friendly printer," will, as usual, lose about \$400 by billing his work well under cost. He is by far our biggest alumni contributor.)

We keep searching for alternative methods of financing the JJ, rejecting, for now, letting the publication die, or limiting distribution to those who are dues-paying members of the Alumni Association.

lly



University of Kansas
NEWSLETTER

(ISSN 0041-9680)

Volume 79

May 10, 1980

Number 32

Published by University Relations, The University of Kansas, Lawrence, KS 66045, 32 times during the school year, weekly September through February and biweekly in March, April and May. Second-class postage paid at Lawrence, Kansas.

The Jayhawk Journalist edition of The University of Kansas Newsletter is prepared twice a year by students in the Magazine Layout and Production class at the William Allen White School of Journalism.