

Jayhawk Journalist

FALL 1980



Changing Faces

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STAFF

Michael Acton, Nancy Clark, Shelly Coker, Jerry Fincher, Tim Harkins, Judy Howard, Marnell Jameson, Cathy D. Jarrett, Carol Massman, Candy Mullen, Kathy Reardon, Joleen A. Robison, Dennis Ryan, Polly Scott, Bunny Seymour, Vickie Walton, David Weed, Arnold Williams, Lois Winkelman.
Adviser: Lee Young, professor of journalism.

CREDITS

Cover Design: Art by Kathy Reardon.
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.



Greg Schwaake, student body president, converses with Matt Davis, student body vice president, before Senate elections at work.

Senate favors student regent; vetoes free speech changes

By DIANE SWANSON
 Staff Reporter

The Student Senate voted last night to petition the Kansas Legislature to create a provision for a permanent student representative on the Kansas Board of Regents.

The 29 senators attending the meeting also voted a resolution recommending changes to the Chancellor's Blue Ribbon Committee on Freedom of Speech and passed a petition urging the Regents to rename the Visual Arts Building after former Chancellor E. Lawrence Chalmers.

THE ASSOCIATED STUDENTS of Kansas has endorsed the idea of a student regent, but not all the student body presidents of the Regents schools have given their full support to the proposal.

Greg Schwaake, student body president and one writer of the petition, said the proposal was a result of his year as student body president and his ideas on improving the Regents.

Student body presidents of the seven Regents institutions are members of the Student Advisory Council to the Board. However, Schwaake said, the council can only make recommendations and does not have voting power.

Term '77, journalism senator, questioned how the Regents could remain an impartial board if

there was a student with voting power on the council.

Schwacke argued that students are the consumers of education and should have a voice in decisions that affect them.

Discussion on the freedom of speech resolution was opened with an explanation of the University's videotaping policy by Jim Denney, director of police. Elimination of videotaping was one of the Senate's recommendations on the resolution, which failed 18-9.

Schwacke said he thought videotaping was a tool that helped campus police manage public demonstrations.

Denney explained the University's policy so senators would understand why Schwacke opposed eliminating videotaping of public events.

THE REST of the resolution recommended that the University place no restrictions on freedom of expression, eliminate its banner policy, provide a forum for minority viewpoints and disband the idea of restricting speeches and rallies to a particular area of campus.

"We are guaranteed rights by the First Amendment, and so far I think the University has done a good job," Jeff Miller, liberal arts and sciences senator, said. "I support the idea of free speech, but this is not the way to do it."

In other discussion, Jim Borelli, LA&S

senator, moved to consider a petition to create a Shaffer Neighborhood Association Senate seat.

But Mike Gordon, engineering senator and executive secretary, recommended an amendment eliminating all housing seats.

Before a vote could be taken, quorum was called and the Senate voted to adjourn.

The Senate will meet tonight at 8:30 p.m. in 100 South Hall to finish its business. Discussion will continue on the Shaffer Neighborhood Association housing seat, a bill to amend the rules and regulations concerning the Athletics Seating Board, a resolution limiting the use of religious facilities by the department of Health, Physical Education and Recreation and a resolution supporting an intercollegiate football game with Wichita State University.

Schwacke also told the Senate last night that he was disturbed that the Kansas had acquired a list of the applicants for the Chancellor's position. The chancellor's search committee is a closed search, and Schwacke said that divulging the names of the applicants could hurt the quality of the search.

David Adams, Nanometer senator and a member of the Kansas Board, said the Senate should consider recommending the creation of a student publication board.

The Kansas does not intend to print the names of the nominees for chancellor.

Moslem demonstrators disrupt presentation by Israeli consul

By ELIZABETH MORGAN
 Staff Reporter

A demonstration last night by about 75 Moslems caused a lecture by an Israeli representative to be moved to a private home.

Ehud Gol, consul for information of Israel for the Midwest, was to speak last night at the Satellite Union on "Israel and the Middle East: Present Realities." The lecture was sponsored by KU (an IRFD Hill).

DAVID PEARLMAN, Chicago junior and president of Hill, announced at 7 p.m. that the lecture had been canceled.

Pearlman said that the KU police department suggested the cancellation, and that Hill also decided to cancel to prevent any disruptions.

The demonstrators were holding signs and distributing literature.

"You people are arguing among yourselves," Pearlman told the group of Moslems. "We need to have an argument."

Pearlman said that the protesters were welcome to attend the speech, but that he thought they planned to interrupt the speaker before the question and answer period.

The protesters held signs in front of the door to the conference room that read, "Zionism is Racism" and "Long Live Islam: Revolution of Palestine."

Most of the protesters were men, and some were shouting at their shoulders. Most refused to give their names and said they were not with an organization.

"Our organization is Islam," one said. All Benaras, Libya senator, said, "I don't think it's fair they canceled this. People came to listen to the guy and, once we got the chance, to explain our views."

The Moslems stayed in the Satellite Union after the announcement, several gave speeches. "They chickened out," one said. "They were scared of us. Did you have any plans other than to ask questions? He was scared of the truth. We have the right to Palestine."

GOL, LATER SPOKE TO A group of about 25 students at a private home. "I came to talk to the Jewish students," he said. "I was able to talk to them. They were able to ask me questions."

Gol said of the protesters, "It wasn't anything spontaneous. I don't think such a number can be accidental. What they had in mind was to sabotage it. They took all the seats there—two Palestinians and Israelis for each seat. A lot of nerve for people holding Americans."

At his lecture, Gol spoke about the blow in the United Nations about 28 of 136 nations that voted against Israel consistently. He said the United Nations dealt with the Palestine and Israel issue while ignoring other problems, such as the Soviet invasion of Afghanistan and the Iraq-Iran conflict.

"In 1980, the United Nations spent one-third of not more of its money, to deal with our support—Palestine and Israel," he said. "Maybe the thought of Jews and Moslems living in coexistence is horrible."



David Pearlman, Chicago junior and president of Hill, announces the cancellation of a public lecture by Ehud Gol, an Israeli information consul, last night at the Satellite Union. Hill decided to move the lecture to a home west of campus when about 75 Moslem protesters arrived.

Coalitions hope odd names attract votes

By DIANE SWANSON
 Staff Reporter

Despite a rise of student apathy and Student Senate inactivity, most of the candidates running for office this year are conducting serious campaigns and are intent on improving the Senate image.

There are a number of smaller coalitions with one, two or four members that have chosen coalition names representing specific interests. What is lacking, however, is a joint coalition spearheaded by a president and vice president campaigning on the premise that the Senate is serious and that students are apathetic.

Blair McDaniel, treasurer, Wichita graduate student, was a vice-presidential candidate in the November election last year; a coalition that called Senate should.

Senate had little power, he said, and had no real chance of improving University policy. McDaniel, NAIS treasurer, said he had thought running on a coalition with Chris

Fletcher, English senior, who was the Apathy Coalition's presidential candidate last year.

"We decided it was pointless, though," McDaniel said. "I don't think the like Student Senate is going to fall apart any second, and I don't want to be involved."

Fletcher is running for a liberal arts and sciences seat on the Insurance to help. He could not be reached for comment.

Thirteen students are using coalition titles to draw more attention to their names.

Peter Gray, Wichita graduate student, is running for a graduate seat on the Marijuana Reform ticket.

"You might call it a one-man coalition," he said.

Gray said that although he supported marijuana reform, the issue was not the primary reason for his choice of the name.

Gray said most students wouldn't recognize the names of candidates but might recognize the issue, and vote for him instead of the other candidates because of it.

Patricia Lewis, Shawnee sophomore, is running for a Nanometer seat on the No Bull ticket.

Lewis said she and Kenyon Conroy, a Lawrence sophomore who is another No Bull candidate, chose the name to show that they were "not running just for the hell of it."

A lot of students run for something to put on their resumes," she said. "I'm running because I have ideas and things that I would like to see get done."

Lewis said she wanted students to vote for her because of her ideas, not because she belonged to a coalition.

Two other students have formed the NAIS coalition to show their dislike of coalitions. MATT DAVIS, student body vice president and candidate for an LA&S seat, and David Henry, who is running for reelection for an LA&S seat, said the name meant "Not Just Another Dumb Senator."

Yes, I guess you could say that in effect, we are lampooning the notion of coalitions. Henry said.

See COALITION page 3

Wichita State supports revised residency plan

By DALE WETZEL
 Staff Reporter

KU students from out-of-state, currently saddled with \$40 more in semester fees than their in-state counterparts, could benefit from attempts by Wichita State University officials to modify state residency requirements.

Kansas law requires that people live in the state for one year before they are considered residents. It efforts by Clark Atchberg, Wichita State president, and other Wichita State officials are successful, the residency requirement will be reduced to six months.

We have contacted the appropriate legislators and legislative committees to attempt to present our case," said Russell Ward, Wichita State dean of admissions and records.

He said he could not say specifically who the legislators were.

HOWEVER, WENTWORTH said, Wichita State was not trying to attract out-of-state students or benefit the ones already in Kansas.

"I really don't believe that a change in the residency requirements would attract many out-of-state students to Kansas specifically for that reason," Wentworth said.

The proposed change is designed to ease the financial burden for industry workers and professional people who move to Kansas.

"The Kansas Chamber of Commerce, on the one hand, seeks to attract industry and professional people to Kansas. On the other hand, we ask that they pay out-of-state tuition for their children for one year," he said.

WENTWORTH USED an employee transferred by a corporation as an example of someone who is financially disadvantaged by the one-year residency requirement.

He said an employee he knew wanted to move to Wichita but hesitated to take a job that lacked the prospect of paying a year's tuition at out-of-state prices for his four young children.

Wentworth said he agreed with the principle of differential tuition, but still believed the residency law could be revised.

"We need a law that recognizes the legitimate differences between nontraditional students or situations and the situation of the average in-state out-of-state student from New Jersey," he said.

Wentworth said he favored granting immediate residency to people transferred to Kansas for work or other reasons.

"I'm talking about people who are adults, people who must be using their families' resources, people to take care of all the other things that parents normally do," Wentworth said.

Wichita State officials have hope of all motions and reports said he was not familiar with any of the preliminary legislation. Wentworth said he didn't know what the residency requirement was.

"I have no money, one way or the other on the matter," Kelly said. "If there's anything that they should do, let them do it."

Applications available for Kansan positions

Applications for teaching job Kansan editor and business manager are available at the office of student affairs on 114 Strong Hall, of the student senate office on 100 of the Kansas Union and on the front hall. Completed applications are due at 5 p.m. Nov. 20 at the KU.

Weather



Rate is likely today and tonight, and the high temperature will be in the low to mid 40s, according to the National Weather Service in Topeka. Temperatures will fall steadily this afternoon, reaching a low tonight in the 30s. Winds will be gusty and from the south at 10 to 15 mph.

There will be clouds and mild snowmelt with a high in the low 40s. There is a chance of rain or snow Saturday, and the snow falling the weekend will be in the mid to high 40s will be in the 40s.

A new face for an old friend

It's easier to hold now because it's no longer the widest newspaper in Kansas. The new look hasn't changed the traditions of campus journalism at KU.

It was early Monday morning, June 9, 1980, at the University Printing Service shop. A small group of exhausted but excited printers, journalism students and advisers gathered around the press. They had been up all night waiting for this moment.

At last, after a month of intense preparation and solid work, they were going to see the actual product — the first issue of the redesigned *University Daily Kansan*.

They grabbed for the first copy and looked it over. There it was. Clean, sharp and modern with its new format and bold banner. Until this moment the paper's layout had been only discussed and imagined. Now it was real.

"The students had not really been able to visualize the layout changes," Mike Kautsch, faculty news adviser for the summer *Kansan*, said. "You should have seen the way their eyes lit up as the first issue rolled off the press. It was a thrilling time for us all."

Jennifer Roblez, editor of the summer *Kansan*, remembers the moment with pride. "That issue was the product of a month of solid work — a real cooperative effort," she said. "We were all kind of relieved, but we were also proud."

Last summer, the *Kansan* underwent an overhaul like that experienced by hundreds of newspapers all over the country in the past few years. The new design was long overdue, because the *Kansan* had remained the same since the change from the tabloid format ten years ago.

But unlike most papers, the format changes at the *Kansan* were not designed to arrest declining readership. Instead the format was changed more for convenience and economic reasons.

The decision to redesign the *Kansan* followed an earlier decision by Rick Musser, *Kansan* adviser, to reduce the width of a two-page spread from 33 inches to 30 inches. The narrower width cuts skyrocketing paper costs and reduces worries of paper shortages. Now, if a paper shipment is delayed, the *Kansan* will be able to find an emergency source more easily because a 30-inch roll of paper is easier to buy and trade with other papers.

But more importantly, *Kansan* readers find the narrower newspaper easier to hold and read.

Musser was probably the first to consider redesign of the paper. Last fall, he entered his own redesign of the *Kansan* in a seminar sponsored by the Kansas City *Star* and *Times* when the publishers were considering the redesign of their own papers. Musser's entry used the same headline, body type and flag, but for practical purposes implemented

the 30-inch web.

That design started people thinking about a new face for the *Kansan*, and since changing the printing press to accommodate the new size was necessary, the staff decided to go ahead with even more radical changes.

"We just figured we might as well go all the way," said Cyndi Hughes, *Kansan* art director last spring and managing editor in the fall. "We wanted the *Kansan* to look not so ordinary anymore."

So early last spring, Tom Eblen, last year's Gannett Professional-in-Residence, and his newspaper production class began experimenting with various layouts. Students experimented with headline and body types on pages of six, five, four and even three columns.

Together the class members produced a mock paper incorporating all their ideas. With this prototype in hand, the spring, summer, and fall 1980 *Kansan* staffs and advisers sat down for an intense brainstorming session.

The group also considered results of a market study of *Kansan* readers — students, faculty and alumni — recommending changes. Also, several randomly chosen students were brought in to discuss the *Kansan* and prospective format changes.

By the end of the brainstorming session, the group had reached a decision. "Although we were open to change, we all seemed pretty much of the same mind about those changes," said Chuck Chowins, *Kansan* business adviser.

The group decided that the *Kansan* should be more structured and more consistent in its day-to-day layout. Readership studies have shown that packaged papers, such as the *Kansan*, are easier to read and therefore preferred by readers. So each feature, such as "On Campus," was given a specific location in the paper so readers would know exactly where to find it each day.

"We wanted to make sure, however, that the new packaged format would not be so structured as to limit content," Chowins said. "It had to allow for some flexibility."

Once the format decisions were made, concern switched to implementing the new ideas. In the weeks between spring semester and summer session, the staff and the printers busily set the printing press for the new layout.

"There was a helluva lot of work to do," Chowins said. "We worked on it so long that in some ways the first issue was rather anticlimactic."

In any case, the new *Kansan* in its final form has a clean, professional look.

Instead of the 14.5 pica, six-column format, the *Kansan* now has five 16-pica

columns on the front, editorial and jump pages. The rest of the paper is laid out in a 13-pica, six-column format.

Each page in the *Kansan* now has its *raison d'être*. News briefs are always on page two. "On Campus" events are always listed in the top right-hand corner of page three. Page four is the editorial page, "Opinion." And page five is reserved for the front-page story jumps.

Sports fans find their favorite stories on the back page and sometimes inside the back page above the classified ads. Any pages left are for news. Local, national and international news are placed on separate pages if possible.

A new layout, grid and make-up sheets also had to be designed and printed for the new *Kansan*.

Implementing all these changes went more smoothly than anyone expected. Chowins said, "There was no major unexpected crisis. We had predicted and forecasted most of the problems in managing this beast."

The fact that it was a summer paper may have helped this smooth transition. The paper was published only twice a week, so more time could be spent laying out each issue.

"The staff's main purpose this summer was to lay down the groundwork for the fall paper," Roblez said. "My goal was to make the transition as smooth as possible. We needed to get all the snags worked out before the fall."

Old habits were hard to break and the layout change was not entirely without problems. The actual transition may have gone smoothly, but adapting to the requirements of the new layout took a bit longer.

Reporters and editors did not always remember to use the new headline and body-type count, so stories sometimes had to be cut and headlines rewritten at the shop at the last minute.

Problems arose from boxed stories with column widths of 12 instead of 13 picas. Photographs were no longer measured in number of columns but in picas.

Because the inside *Kansan* pages were six columns and the front was only five, each jumped story from the front page had to be set for both column widths. This led to quite a few problems. Stories occasionally were set for the wrong column width. One modification in the fall was to use five columns on the jump page also, which has greatly simplified matters.

"Most problems were solved by time," said David Weed, summer assistant campus editor. "It was, for the most part, a matter of adjustment."

Judith Haxo



Kansas photos: Bunny Seymour



FACES OF THE PAST: From top — first issue, 1912; as the paper looked in 1955, a 1969 issue, and the 1976 look. BELOW: Faculty advisers Chuck Chowins, Rick Musser and Mike Kautsch seem pleased with the new face of an old friend.



Photo: Dennis Ryan

The class of '61



Calder Pickett with President John F. Kennedy at the Hearst writing contest award ceremony. In the center is a Stanford student who was the top student winner.



Beatles



JOE'S BAKERY
 Artwork: Kathy Reardon



Maybe I shouldn't spend so much time looking back through those old *Kansans*. By the time I get through I feel as old as Jose Cardenal. There's a handsome kid named Dick Wintermote, who looks about 16. Can he really be alumni secretary — so young? There are Roy Laird and Cliff Ketzal, as young as the Cassidy boys, those ubiquitous professors of political science who are quoted on every hand concerning what's going on in the world. There are those *Kansan* editors and reporters, looking like the cast of "American Graffiti." Their hair is so short. They're not out somewhere protesting. I thought they were all protesting in the sixties.

But the autumn of 1960 was still the fifties, in a way, and I've concluded from previous research that things really got wild around '64 and '65. September, 1960. Classes start in September, when any sensible class will want to start. There are more than 10,000 students. My. There are 7,000-8,000 cars registered, and in those early months those cars are still discharging passengers all along the boulevard. "Little Man on Campus" is still on the editorial page. There are lists of the new fraternity and sorority members; now how in the world did Mel Mencher let those lists get past? I suppose you students of 20 years ago knew some of those silly songs of the day: "Please, Mr. Custer, I don't wanna die." "Alley-Oop." "'Twas just an itsy-bitsy teenie-weenie yellow polka-dot bikini that she wore for the first time today." I first heard that one while driving into the parking lot at Mt. Vernon that August.

Was Elvis out of the Army yet? "It's Now or Never" and "Are You Lonesome Tonight?" were major hits. The twist was getting started. The school year brought the strains of "Never on Sunday," of "Wonderland by Night," of "Calcutta," which was a Lawrence Welk hit. Yes, I said Lawrence Welk. "Where the boys are, that's where the girls are, too." And all the songs from "The Unsinkable Molly Brown," "Camelot," "Carnival" and "Milk and Honey." And the theme from "Exodus."

Stop reading, you swingers from the seventies. I'm writing about 1960-61, when life was still placid, though the portents were there to see. Issues that dog our lives were almost unknown in the year Kennedy debated Nixon, the year Kennedy became president, the year of the Bay of Pigs, the year when the William Allen White School of Journalism became the first school in the nation to win the William Randolph Hearst writing competition.

It came in May, that award, and why not talk about the matter right now? I

was acting dean, thereby the representative who got to go back to Washington and New York, have lunch at the National Press Club, meet Kennedy's press secretary, Pierre Salinger, go to the White House for the presentation by, no less, the man himself, then travel on to New York for some sightseeing, an evening seeing Richard Burton and Julie Andrews in "Camelot," and lunch at the Stork Club. And if you thought I was going to write about '60-'61 and not talk about all that you're much more modest than I. Our Frank Morgan won second place among all students, and our Fred Zimmerman won seventh place (some of us thought Morgan really should have been the first place winner).

I had better explain why I was acting dean. Burton W. Marvin was on leave, teaching at the University of Tehran, in Iran. You people of '61 may remember the faculty. Elmer Beth, of course — "Soft Old Beth," as he liked to call himself. Frances Grinstead, Mickey Ryther, Jim Dykes. Bruce Linton headed radio-TV then, as now. Clarke Keys was teaching then, and Mel Mencher was adviser of the *Kansan*, on the news side, and we had a brand new business adviser, Mel Adams. Linton, Adams and I are the only ones from those days still on hand.

In my memories that Hearst matter will always be No. 1 for that school year. Some of you may have been aware of something else: it was the 100th birthday for Kansas. Our state entered the Union in 1861, which also was the year the Civil War began. So there were numerous articles in the *Kansan* throughout the year that made reference to the war, and to early Kansas history.

It was the year KU's production of "Brigadoon" toured the Far East, that the new cooperative program with Costa Rica was, as Ed Sullivan was saying about then, "mighty big." Book reviews filled the pages, and I note with some embarrassment (especially on re-reading them) that I was writing a great many of them. The UDK was emphasizing culture, with a capital "C." I recall hearing students talk about "the culture page."

1960-61 was a year of mighty news stories. Nikita Khrushchev of the Soviet Union came to this country again, and he spoke at the United Nations, and he pounded the lectern with his shoe. Remember? The Pittsburgh Pirates beat the New York Yankees in the World Series; I remember that Ray Miller covered the arrival of the Pirates at the Municipal Airport, that he asked a young Pirate "how it felt" to be number one, that the kid replied, puzzled, "Huh?" The Pirates, for him, had

always been a big club. Racial integration began in 400 chain stores of the South. Clark Gable died in the fall, and Gary Cooper in the spring. William L. Shirer published *The Rise and Fall of the Third Reich*. A Staten Island air collision took 134 lives. Russia's Yuri Gagarin became the first man in space. The Peace Corps was formed, an adventure in international idealism. Young people from the North began their "Freedom Rides" to the South. Reporters and editorial writers were saying a lot about Cuba, which Kennedy pronounced "Cuber." Kennedy also got us to thinking about "vigah," touch football games, long hikes, and all that.

Election night was a time of high excitement if, like me, you were for Kennedy. We had our victory celebration early in the evening, and then the results began to come in, and the longer we stayed up the worse it got. The *Kansan* gave much space to the election. And in '61, when we finally put an astronaut up there, one Alan Shepard, that also was a big story. Few were talking about South Vietnam in '60-'61; Laos was the country in the news. State and local elections were attracting interest, and we elected a governor named John Anderson. Those who had been angered by Gov. George Docking, who was not exactly a fan of the University, were triumphant, even, we may presume, a few Democrats.

And it was the year when Marilyn Monroe and Arthur Miller decided they had had enough. Most importantly at KU, it was the year of Clarke Wescoe. He had been dean of the School of Medicine, and he became our chancellor in '60, and he seemed everywhere, almost as full of "vigah" as the Kennedys. "Today opens a new era for the University, and her new era presents stimulating challenges," he said in the inaugural address. He caught our attention by quoting a famous philosopher, Satchel Paige: "Don't look back; something may be gaining on you." He gave the Humanities Lecture that year, quite a distinction itself; he drove to Wichita to address the Kansas Press Association; he served food at Lewis Hall; angered by barbershop discrimination he personally took a black student to one of the shops and integrated the place. He was argumentative, pugnacious, witty, and full of charm. The hours that I spent with him, when I was journalism dean, were delightful, though sometimes a bit frustrating. He backed the school in many ways, and in April he made it possible for me to attend a State Department background briefing in Washington. There I first saw and heard Kennedy, along with

Class of '61...

Dean Rusk, Edward R. Murrow, and a whole galaxy, and there I learned a lot about how the press of the age of the big media operates.

The University of Kansas was in ferment in 1960-61. The civil rights story was breaking all around us; a new body, the Civil Rights Council, was busily investigating discrimination in many quarters. Thomas Buckman became head of Watson Library. William Moore became dean of the School of Religion. Gerald Bernstein became curator of the art museum. A magazine called *Spectrum*, which had involved a few journalism students, went \$1,500 in the hole. Gov. Docking denied that KU needed new buildings. The Pi Kappa Alpha fraternity bought a fire engine. A new student party, University, was started. Much controversy attended an organization called the National Student Association. A party called Vox excluded the UDK from a meeting. Pictures of queens still adorned the newspaper's front page. Students were still taking the much-hated English proficiency examination. My friend Roy Laird predicted almost immediate admission of Red China to the UN.

Senior keys were in the news, and Craig Stevens, "Peter Gunn" of TV, came to the campus. He was a charming, unaffected, handsome cuss. John Ise, the economics professor, continued to raise hell. Two etchings by Rembrandt were stolen from the art museum. There was a Sadie Hawkins Day. College Dean George Waggoner considered, then turned down, the presidency at Oregon. Regents went for a faculty retirement fund, and a good many professors thereby got no real raises the next year. The College was pushing its honors program. The Sig Eps were put on probation for dressing a pledge in a swimming suit, molasses, and corn flakes. The discrimination issue moved to the taverns, and a special target was a place called "Louise's." William Inge, the playwright, visited the Sigma Nu house unexpectedly.

We had, for weeks, controversy over a film called "Operation Abolition," which dealt with a House Un-American Activities Committee hearing in San Francisco. There were showings, and speakers, and panels, and an area newspaper publisher got into the battle, and so did an American Legion post from Wichita. George Brown, a 1950 journalism graduate, a black journalist of distinction in Denver, spoke at the Brotherhood Week banquet; he recalled the discrimination he had known as a



PHOTO OF THE KANSAN-UDK award winning staffers admire a William Randolph Hearst Foundation citation. They are: (left to right) Fred Zimmerman, Kansas City, Mo., sophomore; Dan Felger, Mishawaka, Ind., senior, and Frank Morgan, Webster Groves, Mo., senior.

Kansan 'Best in Nation' In Writing Competition

The William Allen White School of Journalism has won first place in the William Randolph Hearst National Journalism Contest. The nation's 46 accredited journalism schools were entered in the six-month writing contest which offered awards totaling \$29,500 for winning students and the schools.

FRANK MORGAN, Webster Groves, Mo., senior, won second place in the nation among individuals and will receive \$1000. Fred Zimmerman, Kansas City, Mo., sophomore, won seventh place in the competition and will receive \$500.

KU's School of Journalism will receive \$5,000-\$8,000 for winning first place, and \$2,000 matching Morgan's and Zimmerman's awards.

Morgan won first place in the news-writing division and second place in the editorial division. Zimmerman won fifth place in news-writing and placed high in feature writing. The Hearst competition was a cumulative six-month contest in which points were awarded for monthly winners. Final winners were those

amassing the most points over the six-month period.

John Peterson, managing editor of the University Daily Kansan and Topica senior, said: "The Daily Kansan is extremely proud of its writers who have won national acclaim for the School of Journalism and the University Daily Kansan. The winning entries are examples of our finest reporting and editing."

"I feel the basic reason for our superior showing is a result of the kind of newspaper the Daily Kansan is."

"THE AWARDS were for stories that investigated and reported the problems of the University—the need for a faculty retirement program and the student reasoning behind the sit-in at a local tavern."

"This superior reporting is only possible in a crusading, liberal and free press."

THE KU SCHOOL of Journalism will use the first place award to establish journalism scholarships. The award was presented to Acting Dean Calder M. Pickett by Presidential Press Secretary Pierre

Salinger at a luncheon today in Washington, D.C.

All KU entries in the competition were samples of work assigned and written by students on the staff of the UDK in the period Nov. 1, 1960-April 29, 1961.

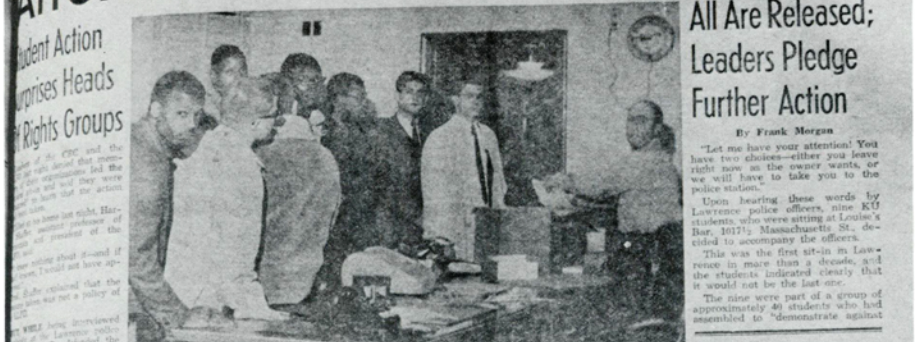
Besides the winning entries of Morgan and Zimmerman, other entries which placed in the top 19 in monthly competitions were news stories by Byron Klapper, New York City; news writing on the Lawrence Times, an art editorial by Dan Felger, Mishawaka, Ind., senior.

RULES FOR THE contest, which included separate monthly competitions in news, editorial, sports and feature writing, were established by the American Association of Schools and Departments of Journalism.

Entries were judged by Roger Tatham, managing editor of United Press International, Hubbard Kevoy, chief of the Los Angeles Bureau of the Associated Press and William B. Ruggies, former editorial editor of the Dallas Morning News.



Police Detain 19 KU Students After Sit-in at Local Tavern



Students detained by Lawrence police stand in line as officers take down their names. After detention at the police station, these sit-in demonstrators were released and allowed to return to campus.

Just Another Thursday Night—

By Fred Zimmerman

An old woman dropped another nickel into the pinball machine and unenthusiastically watched as the lights blinked on and off. Six or seven tompeople sat quietly at the bar drinking their beer.

Country-western music blared from the jukebox.

It was just another Thursday night at Louise's bar, a 15-stool tavern on Massachusetts Street, Louise Williams, the middle-aged proprietress, was alone behind the bar, serving an occasional refill and joking with the regular customers.

Then the door opened and 10 university students walked in. Most of them were suits and ties, and they said nothing as they sat down at the bar. Four of the students were Negroes.

This was no longer just another Thursday night. The first Lawrence sit-in in 12 years was beginning.

"No service, boys, no service," the woman said. Two or three of the students asked for a soft drink.

"No service, I said." The woman was nervous.

A member of the group standing near the door quietly motioned for a few more students to enter. Soon all the available stools were occupied, and a line of students was standing against the wall, leaving only three or four feet between themselves and the persons at the bar.

When the proprietress had refused them service several times, the students stopped speaking, except among themselves in whispers. The woman went to the back of the bar and began conversing with her regular customers, several of whom were standing in a group watching the students.

The proprietress then went to the cash register, took out a dime, walked again the length of the bar, down the narrow aisle to the pay telephone near the door and phoned the police.

Returning to the bar, the woman called out: "You'd better get out boys. There's going to be trouble." The students sat motionless, and exchanged nervous glances.

There was trouble. Officers arrived and began escorting the students to the station. The first Lawrence sit-in in 12 years came to an abrupt end.

Spokesmen for the sit-in demonstrators made this point: "The sit-in was the first sit-in in Lawrence in more than a decade, and the students indicated clearly that it would not be the last one."

The nine were part of a group of approximately 40 students who had assembled to "demonstrate against sit-in Spokesmen Promise More Action"

"Until the authorities of this state make it illegal to congregate in a public place, we shall continue with such positive action as we deem appropriate and necessary to resolve the situation. And until the situation has been met and conquered, we will not be satisfied."

—Michael Landwehr and Tom Heitz

the tavern's policy of racial discrimination. They had agreed to demonstrate by a "non-violent, peaceful sit-in." Five white and four Negro students were taken to the station.

WHEN THEY had left in the patrol cars, 10 more students entered the tavern and were refused service. They waited for the police to be summoned once more to take them to the station. In this group were four white and five Negro students making a total of 19 students taken into custody.

The sit-in had been organized by Michael Landwehr, Brooklyn, N.Y., junior, after he and a Negro friend had refused service in the tavern yesterday afternoon. Landwehr invited residents of his dormitory, Caruth-O'Leary, to return and protest the discrimination.

"I went from room to room and told them what had happened," he said. "I was so mad about it that I just wanted those that felt the same way to do something with me."

THE STUDENTS entered the tavern at 8:15. They sat on the empty

KU Put on Probation

Wescoe Calls Decision 'Star Chamber' Ruling

By John Peterson

Chancellor W. Clarke Wescoe was in a state of frustrated indignation last night. He said the University was dealt a gross injustice by the NCAA decision to place KU on athletic probation.

"The University was in effect before a Star Chamber proceeding," he said. "The NCAA is a tribunal beyond which there is no appeal, witnesses are not brought before the accused and the entire procedure is beyond judicial process," Dr. Wescoe said.

THE CHANCELLOR was quick to point out that KU's probation is no way reflected upon the integrity of any University officials.

"The NCAA has accused the University of nothing. In fact, the NCAA officials commended our faculty for their fine cooperation in the proceedings."

"A basic fallacy is that the NCAA regards alumni as official school representatives," Dr. Wescoe said.

WHEN ASKED if he felt that it would be in order to change the procedure of the NCAA's investigation, the chancellor replied with an emphatic yes.

"One gentleman that is supposed to be a KU contact has not seen a KU athletic contest in 13 years," he said.

Dr. Wescoe said that all athletic scholarships are handled through the Endowment Assn. and that a yearly report is filed on expenditures. He said that the University does not and has never confined any spending beyond NCAA and Big Eight Conference regulations.

"IT'S DIFFICULT to be in a situation where the public does not have



WILT CHAMBERLAIN - pivot man

Harp Cautious About Probation

"I don't know anything except that we are on probation," answered Richard F. Harp, head basketball coach, to most of the questions put to him by reporters last night.

"I don't know the facts and I haven't read the story. You probably know more about it than I do," the head coach said.

Coch Harp was not available for a statement when the full story finally broke.

COACH HARP SAID he did not think the probationary status would ruin the season.

"All the boys like playing the game and we will play each game to win regardless of the NCAA probation," he said.

NCAA Action Ends Bowl, Tourney Dreams With Ban

By Ray Miller

Anger and frustration greeted yesterday's action by the National Collegiate Athletic Association's executive council which placed KU's basketball and football teams on probation, stripping Orange Bowl aspirations and hopes for a possible NCAA basketball championship.

Only last week the Big Eight coaches were unanimously picking KU as a hands down winner of the Big Eight basketball championship and were talking of possible regional and national championships. The NCAA action ruled out any post season basketball competition for two years.

Also destroyed were three years of hard work by Football Coach Jack Mitchell to bring KU its first trip to the Orange Bowl since 1947.

Only last week the Big Eight coaches were unanimously picking KU as a hands down winner of the Big Eight football competition with

Lonborg Disheartened By Probation Decision

By Bill Sheldon

"I feel like a coach who had just lost a championship game." This was a saddened A. C. "Dutch" Lonborg speaking. The KU athletic director had just received the official notice from the National Collegiate Athletic Association Council of the probation placed on Kansas.

Lonborg looked like the disheartened coach he had commented about when he was sitting in his chair glumly glancing about his office trying vainly to describe his feelings about the situation.

HE WAS OBVIOUSLY DISAPPOINTED with the Council's decision, a copy of which was lying on the desk in the form of a multi-page telegram. But with somewhat of a sigh of relief he added, "As I have said many times, I wanted to get the Chamberlain case resolved. It is good to have it finally settled even though I am not pleased with the result."

Lonborg went on to explain he had been going to meetings such as the one this week in San Francisco for five years and worrying that the NCAA was going to place Kansas on probation because of Wilt Chamberlain.

LONBORG NAMED CHAMBERLAIN as the player accused by the NCAA of having received a car as a gift in 1957.

Lonborg did feel the NCAA has done a thorough job in investigating the causes for the present KU probation. He had no complaints about the investigation or the manner in which it was conducted.

He explained: "I went out to San Francisco to try to refute the accusations of

(Continued on page 3)

ruled out by the NCAA for one year.

Boonick Gives Penalty Late yesterday afternoon, H. J. Boonick, president of the NCAA, announced the only penalty meted by the association, San Francisco meeting was against KU.

Specifically, the NCAA charges stated that a KU basketball player in 1957 had been given a one-year-old car valued at \$1,564 as an inducement to continue his career at the University. This was the same year Wilt Chamberlain played his first year of varsity basketball for KU. (See charges, page 3.)

The council said the University had violated recruiting procedures on two counts. The first count found KU guilty of recruiting "bare student athletes of other member institutions of the NCAA without contacting the athletic directors of the schools as required by the association bylaws.

Entertainment Violations

The second count found KU violating "excessive entertainment of prospective student athletes" regulations.

During the summer of 1959, according to the report, a representative of KU athletic interests transported a student athlete from his Texas residence to Chicago for the purpose of viewing the All-Star football game.

This was the same summer Bud Adams, wealthy Houston oilman and head of the American Football League's Houston Oilers, took Bert Coan, then attending TCU, to Chicago from Texas to view the All-Star game.

Last night, Adams denied any connection with KU athletic interests and said Coan paid his own expenses on the trip.

Denies Being Booster "I have never been a KU booster

and my recruiting for KU," Adams said. "Bert (Coan) went on the trip to Chicago to see the All-Star game with me, but he paid his own way. My only interest in

(Continued on page 3)

Mitchell Says Action Unjust

child and young man in his hometown, Lawrence. In the State Legislature the process began to try to admit Wichita U. to the state system; the plan failed in '60-'61. A teaching award was established by H. Bernerd Fink. Lowell Lee Andrews, a former student who had done in his family a year or so earlier, was granted a stay of execution. And that grand old dog, Sarge, left our midst. He was 14.

What a year! There was a mock United Nations (was that the year I saw Russia and Iran holding hands?). Jim Logan, a former KU student, was named law dean. Eight Russians drew a huge crowd at a Current Events Forum; my, but the *Kansan* was current events-conscious that year. Allen Crafton of the Speech Department, one of KU's greatest professors, got the HOPE award, one of the first to do so. Much controversy accompanied the matter of reserved seats for sports events. The senior gift was prosaic, but idealistic in the mood of the times: a loan fund of \$3,300.

Let's see, what were you people writing about? I should note that there were few students then; I believe Reporting II had only three one

semester, and Whitley Austin, editor of the *Salina Journal*, and a member of the Board of Regents, was making noise about reducing us to a department and the K-State department to an emphasis in the English department. In early '61 I had to meet with the K-State people to defend our very existence. Why? Well, we had only 69 students that year, including graduate students. Editorials on discrimination, the Bay of Pigs, the John Birch Society (brand new), the KU-MU rivalry, the Civil Rights Council. John Peterson, all six-feet-eight of him, wrote about class dues, about that awful Gov. Docking, about Fidel Castro, about Nigeria, about "the educated vote," about athletes cutting class, about the study called "The University and World Affairs," about some recent rape attempts, about Martin Luther King, Jr., about complacency in politics, about civil rights being our biggest challenge, and one called "Get Tough, America!" You tell 'em, John. Bill Blundell, graduate student of decided charisma, wrote about the Eichmann trial, about the challenges facing Wescoe, about anarchy in the Congo, about KU funding crises, about the beatniks, about

Eisenhower and his foreign policy speech (Blundell liked Ike), about Louisiana politics, about political hucksters, about Docking (naturally), and China (a blast), about boors at KU games, about Castro, about campus litter, about religious bigotry in the election, about the poor old Electoral College. With Frank Morgan he collaborated on a piece praising H.L. Mencken. Morgan, all by himself, wrote about civil rights, about "apologetic America" (this was a chauvinistic crew, I gather), about Chinese capitalism, about sit-ins (I think this one won Frank a first-place Hearst award), about *Spectrum*, about the Campus Chest, about Richard Nixon, about Operation Abolition, about the Peace Corps, about Castro (Frank was dubious), about the Rock Chalk Revue, about Cuba. He wrote one editorial in the form of a letter to Ann Landers, too.

What inspired all this erudition? The '60-'61 *Kansan* was as well informed a student paper as I've ever seen. Dan Felger was a busy writer, too: Red China, the Civil War centennial, civil rights in the South, "don't get out the vote," "ban the bomb," the futility of dressing up for our 100th birthday, Cuba and the Monroe Doctrine, the Shah of Iran. Ray Miller blasted Docking and super-patriots. Bill Mullins wrote about Russian goals. Lynn Cheatum took on summer jobs and highway safety. Byron Klapper did a piece called "They refused me because I am black!" Susanne Shaw, now our associate dean, wrote about John Anderson and said goodbye to the beloved Ike. Carrie Merryfield wrote on the English pro exam. John Macdonald wrote on JFK's post-inauguration problems. Carol Heller advocated highway safety and denounced southern gerrymandering.

If you've read this far you might want to know the names of our top staff members. The names that jump off the masthead at me are Ray Miller, Peterson, Blundell, Morgan, Felger, Mark Dull and John Massa. There was a lot of news about our school, definitely a contrast to the situation in recent years. KANU-FM got itself a new tower. Frank Boyd of Mankato was the editor honored on Editors' Day, and Hodding Carter of Greenville, Miss., and Marcellus Murdock of Wichita on William Allen White Day. John Conard spoke at the Kansan Board dinner, and the student honorees included Tom Turner, Peterson, Carol Edwards, Dick Horn, Dorothy Boller, Alan Wuthnow and Rosa Lind.

There was quite a list of distinguished speakers: Margaret Mead, the anthropologist; Henry Nash Smith, who wrote

Class of '61...

"Virgin Land;" G. Mennen Williams, Michigan Democrat; former Gov. Alfred M. Landon; S.I. Hayakawa, the semanticist; Russell Lynes, the magazine editor and authority on American culture; James Wadsworth, ex-UN ambassador; Kenneth MacGowan, movie producer. Stories in sports, too: Mike Getto, ex-coach and Eldridge Hotel man, died at 55 and so did Ernest Quigley, ex-athletic director. KU's Al Oerter, Bill Nieder and Allen Kelley were all gold medalists at the Rome Olympics, and Cliff Cushman won a silver. Syracuse came to play, and it was a big story. John Hadl was our famous name in football, and we won all our conference games except for Oklahoma, which we tied, and all games except Syracuse, which beat us 14 to 7. And, because of the ineligibility of Bert Coan, so said the NCAA, we lost our title. It was to some of us raw and rank. There were editorials and denunciations; the "deck was stacked," said the UDK editors. I tend to agree, all these years later. When the season was all over, despite the hassle, Coach Jack Mitchell got a lifetime contract. The basketball



season wasn't bad, either — 10-4. And nobody took our title away from us.

Well, we're about to commencement. Hang on. "Culture" included Christopher Fry's "The Lady's Not for Burning," Frank Loesser's "The Most Happy Fella," Count Basie for Home-

coming, the Kansas City Philharmonic in Hoch, Dave Brubeck in Hoch, Ketti Frings' "Look Homeward, Angel," "La Boheme" by the Boston Opera Company, and a flock of movies. If you scan the ads, as I scanned them, you'll spot "Elmer Gantry," "Inherit the Wind," "From the Terrace," "Sons and Lovers," "Ocean's 11," Marilyn Monroe in "Let's Make Love," "Sunrise at Campobello," "Spartacus," John Wayne in "The Alamo," "The Magnificent Seven," Elizabeth Taylor in "Butterfield 8," "The Sundowners," "Exodus," "Cimarron," Gable's last, "The Misfits," Disney's "The Absent-Minded Professor," Brando's "One-Eyed Jacks," "A Raisin in the Sun," and "Where the Boys Are." In 1960-61 the boys were, as usual, where the girls were, and both sexes were still playing Kingston Trio records and not yet knowing they were in what *Newsweek* termed the "soaring sixties," and taking seriously such things as football championships and centennial celebrations and Hearst awards and other old-fashioned things from a year that seemed oh-so-swinging-new and that 20 years later seems what it was, in actuality, just another year in the life of the University of Kansas.

Calder M. Pickett

THE CAST OF CHARACTERS (with latest city address we have)

Faith Alton Rollins, Kansas City, Mo.
 Dorothy Boller Hall, Fort Worth, Texas
 Jane Boyd Owczarzak, San Jose, Calif.
 Lynn Cheatum, Kansas City, Mo.
 Mark Dull, Lutherville, Md.
 Carol Edwards Erickson, East Norwalk, Conn.
 Daniel Felger, Shaker Heights, Ohio
 William Goodwin, Bethesda, Md.
 Milo Harris, Chanute, Kan.
 Warren Haskin, Houston, Texas
 Melvin Hawk, Shawnee Mission, Kan.
 Carol Heller Nation, El Paso, Texas
 Duane Hill, Madison, Wis.
 Richard Horn, Shawnee Mission, Kan.
 Judith Young Knapp, Norman, Okla.

Rosa Lind Fuchs, Silver Spring, Md.
 Robert Lynn Jr., Long Beach, Calif.
 John Massa, St. Joseph, Mo.
 Michael McCarthy, Boulder, Colo.
 Frank Morgan, Newton, Mass.
 Thomas Nation, Austin, Texas
 Nelson Ober, Bowling Green, Ohio
 Priscilla Burton Owings, Blue Springs, Mo.
 John Peterson, Silver Spring, Md.
 Larry Rickey, Kansas City, Kan.
 Gary Settle, Western Springs, Ill.
 Susanne Shaw, Lawrence, Kan.
 Albert Stevenson, Los Angeles, Calif.
 Alan Wuthnow, Rochester, N.Y.
 Ralph Wilson, Chicago, Ill.

Marlin Zimmerman, Shawnee Mission, Kan.

Coming Home

J-school holds its first reunion



There is a Howard Pankratz



Master-of-ceremonies Calder Pickett, with Susan Black and Nancy Misch, greets a returning alum (who didn't show up on the photographer's negative).

The 1980 Homecoming took a different twist for former **University Daily Kansan** editors, business managers, and staff members as they revived the Friday "Press Club" meetings with cocktails and dinner at Lawrence's Eldridge House last October.

For many, of course, there had never been a Friday Press Club. This euphemism for a party might have been called T.G.I.F. in earlier years. Journalism alumni going back as far as the 1940's were on hand, each arising to identify himself or herself—and current place of residence. Several offered reminiscences: Becky Bright, '46; Shirley Frizzell, '54; Bob Hartley, '58; "Zeke" Wigglesworth, '63; Jane Lee, '66; Bob Butler, '70, and Jim Cobb, '77.

A faculty member who had taught many of them, Prof. Calder Pickett, was master of ceremonies. He offered his own reminiscences:

"I'm not nostalgic about the 1952 controversy, when Chuck Zuegner and friends—Shirley Piatt, Republican matron of 1980, wore an Adlai button—when Zuegner and friends endorsed Stevenson for the presidency....Nor am I nostalgic for the spring of 1956, when the Sour Owl Confidential almost lost me my job...Nor for the spring of '70, when the union burned...."

Joined by current journalism faculty members, about 150 graduates relived the bygone times, which were spent working, eating and sleeping in the Kansan newsroom. Those who were there ranged in time from Becky Bright, one of the first graduates of the William Allen White School of Journalism, '46, to Nancy Borst, of '80, now with the Topeka **Capital-Journal**. They came from as far away as Luis Santos, '70, now with **El Tiempo** in Bogota, Columbia.

"....there were the fine Kansas City Press Club dinnersAnd the small classes. And the relatively small faculty. The close work with editors when I was Kansan adviser....The Kansan picnics at Lone Star Lake, when the male class of '53 chased the female class of '54 along the shore line...The 1966 KU centennial, and the 1968 William Allen White birthday...."

Del Brinkman, dean, said it was the first time the school had sponsored a dinner for returning graduates at Homecoming. He said it might become an annual event, one honoring different groups—advertising, broadcasting, for example. Dean Sims, head of one of the largest public relations firms in the Southwest, said the evening "was a super idea.... it made Homecoming really feel like coming home."

". . .certain memories: students limping into class after a Socratic session with Elmer Beth. . . .Emil Telfel, shouting "Bubblehead!" at some poor Kansan editor....-the 1960 parties at Dick Crocker's apartment on Massachusetts Street....the look on Nancy Neville's face when I asked her how Lawrence Welk rated in comparison to Stan Kenton...."

The gathering included Howard Pankratz, '67, the almost legendary old grad who had been described by Prof. John Bremner in simple words: "There is no Howard Pankratz." Pankratz identified himself as a non-existent person.



Photography: Cathy Jarrett



Too numerous to name are School of Journalism alumni who appeared at the reunion party. You will probably recognize some classmates — maybe yourself — in these pictures.

“It was a time for the younger people to realize their experiences on the Kansan had not been unique,” said Laura Stevens, ‘79, who works for her hometown paper in Galesburg, Ill.

“...The student who went to the Cotton Bowl to cover the KU-SMU game and got drunk and missed the whole thing....Everybody in the newsroom putting out an extra on the Kennedy assassination....Don Tice spelling Jesus “Jeasus” in Reporting I....My pleasure on seeing that my class roll had not only Jonathan Belcher but David Burpee—next to each other on the list.

William “Zeke” Wigglesworth, ‘63, now working on the Minneapolis Star, expressed the sentiment of some of the oldtimers when he apologized to Prof. Pickett for the things the students had done to him—the insults about his suits and his ties—and thanked him for what he had done for students.

“Those hundreds of faces—in History—that I couldn’t attach to names. Seeing superstars emerge out of the mass....”

Candace Mullen and Arnold Williams



Operation

The KU Cooperative Journalism Degree Program could be called a military invasion of the J-school, but that would undoubtedly leave the wrong impression. It is true that there is a graduate degree program in cooperation with the U.S. Army, but there are no tanks or guns in Flint Hall. Instead, there are five army officers with stylebooks and pica poles in hand, all working toward masters' degrees in journalism.

Journalism is the most recent field of study to cooperate with the Army's Command and General Staff College at Fort Leavenworth, the Army's highest level tactical school. History and political science programs were organized in 1970. The journalism program was coordinated in the summer of 1979 after the Army realized there was a need for more graduate study in public affairs.

The 36-credit-hour master's program, coordinated by Don Jugenheimer, director of graduate studies and research for the journalism school, begins with two semesters at Fort Leavenworth. In these two semesters, officers take courses such as tactics, strategic studies and logistics, plus nine hours of journalism taught by KU journalism school professors.

The final two semesters taken at the Lawrence campus consist of 21 credit hours and include writing a graduate thesis.

The 18-month degree program enrolled 13 officers at Fort Leavenworth this fall and five officers finished degree requirements in Lawrence in December. In addition to these five officers, Candy Mullen, the wife of a military graduate student in the political science program, has worked on her master's degree in journalism.

"I saw my husband's involvement in the political science program as a perfect opportunity for me to get my master's degree in journalism," Mullen said.

"It's an opportunity you'd never expect to get," said Jim Smith, an Army pilot. "I'm paying for my tuition with my Veterans Aid benefits and also getting my regular salary. I wouldn't miss the program."

The program is also a great opportunity for the journalism school, according to Del Brinkman, dean.

"The Army has chosen our school for its graduate degree program when it could have chosen many others," Brinkman said. "Our being chosen is recognition of the fact that we have a good program."

Brinkman also sees advantages in having the officers in the classroom because they are more mature and help



The Army advances on Flint Hall

Jayhawk

bring a different perspective into the classroom.

Spending the summer and fall in Lawrence also has provided new perspectives for the five officers.

"The atmosphere is much more relaxed," said Arnie Williams, an air-defense artillery officer. At Leavenworth we went to class from 8 a.m. to 4 p.m. every day with the same people, who wear the same uniform, and who generally have the same background. It's just psychologically more pleasant being around different people."

Mike Acton, an infantry officer, agreed.

"It's fun to be around different people who have an interest in journalism," he said. "Back at Leavenworth we say we're studying journalism and other officers say, 'JOURNALISM??!!' "

Most of the military graduate students agree that the program strengthens the tie between civilians and soldiers.

"The KU campus keeps us in touch with reality," Williams said. "After all, we are a citizen army. It's important to listen to what civilians are thinking."

Williams will be stationed in West Germany this spring, where he will command an air defense unit.

"I will be commanding men and women of college age, so being here gives me a great opportunity to know how the younger people are thinking and what their concerns are," Williams said.

Jim Simon, a field artillery officer, also sees advantages in his exposure to younger students. Working with N.W. Ayer Advertising Agency, Simon will be managing the Army's advertising account this spring.

"It is very important that I see how the young college student thinks," Simon said. "From a marketing standpoint, it is an excellent opportunity for me to understand what this target market likes and dislikes; what turns them on and what doesn't."

The military presence on campus has also helped give the J-school faculty and students a chance to form different opinions about the military, according to Acton.

Undergraduates have benefited from the presence of military grads in the classroom.

"They're so enthusiastic about things we're covering that they help me get excited," Judy Howard, St. Louis senior, said.

"I'm going to miss them. They're serious about what they're doing but at the same time they're a lot of fun," adds Lois Winkelman, Ellinwood senior. "They aren't

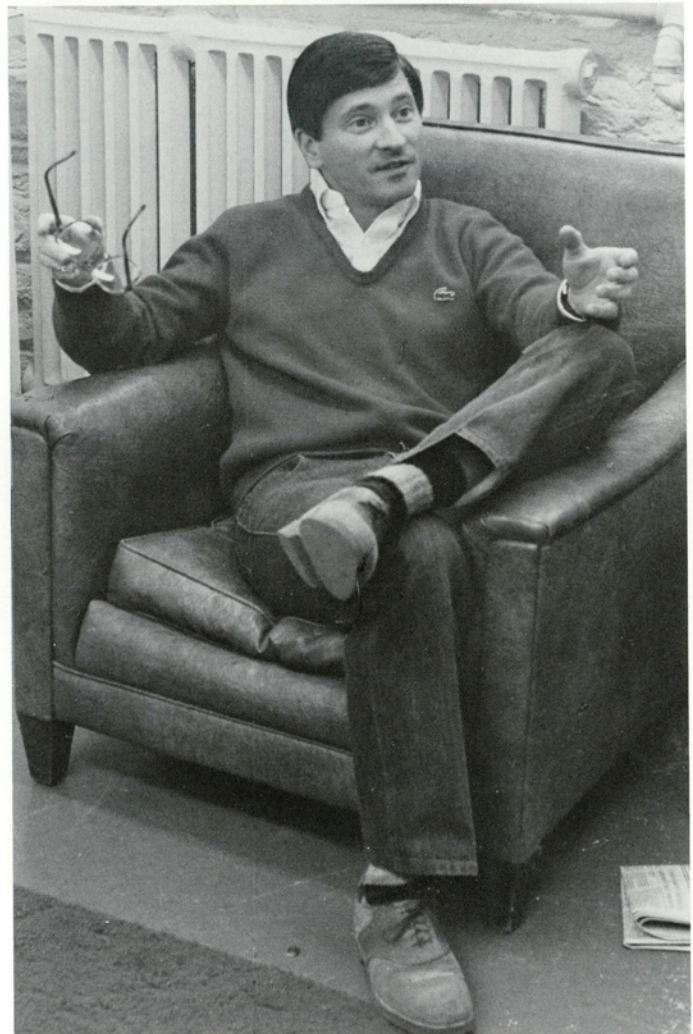
afraid to say what they think and that makes the rest of the class more likely to speak up.

"I guess I expected them to be stiff and very professional, but they all are outgoing and very easy to get to know," Winkelman said.

Acton said, "I think the faculty was a bit apprehensive about instructing military students at first, but they really have taken an interest in getting to know us."

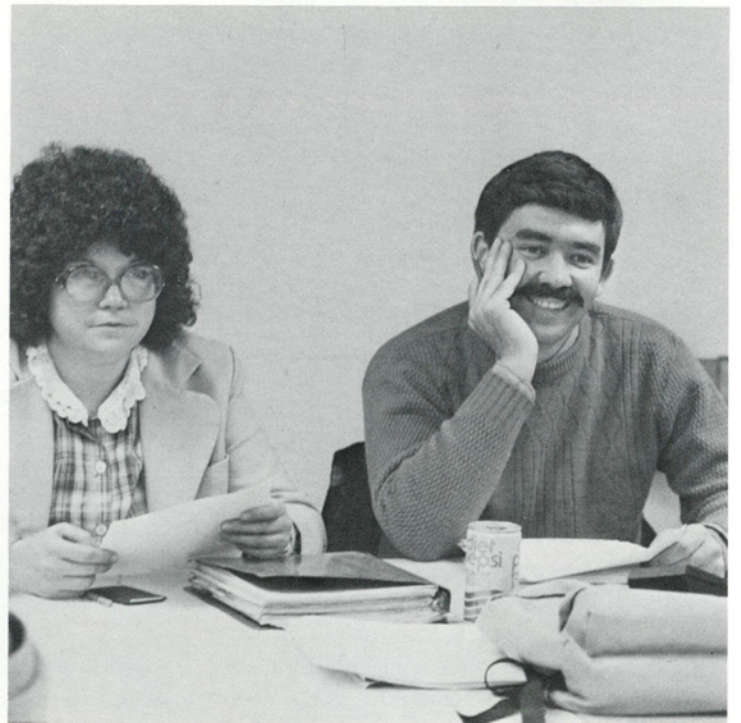
Besides the relaxed atmosphere, faculty members have played a big part in the officers' enjoyment of the program.

"They've been very helpful and very understanding



Jim Simon

Operation Jayhawk . . .



Above: Nancy Clark, Topeka senior; Candy Mullen, Mike Acton and Dennis Ryan from Fort Leavenworth. Below, left: Officers Arnie Williams and Mike Acton. Below, right: Alice McCart, civilian employee at the Fort who is taking graduate courses, and Jim Smith, officer in the program.

about the amount of time we can spend on a certain class," Acton said.

Smith said, "It's been like going to a family school. The faculty has shepherded us in the program."

Faculty members involved in the program agreed that teaching the military graduates is pleasurable. They have found that the students are highly motivated and hard working but also possess lighthearted and easygoing senses of humor.

Mike Kautsch, assistant professor, taught Law of Communications last spring at Fort Leavenworth.

"It's probably the best law class I'll ever see," Kautsch said. "The exchange of opinions was invigorating. These students were all well-informed, and relaxed, and they came to class prepared to debate."

Lee Young, professor, thoroughly enjoyed his magazine seminar last summer.

"I had trouble keeping the lid on," Young said. "They'd get so excited I felt like I had to limit the amount of work they wanted to do. They are a very lively group and I have found them just delightful."

Calder Pickett, professor, said, "I have a very enthusiastic feeling about the program." Pickett teaches History of American Journalism at Fort Leavenworth.

"I guess my first semester I expected to find these military people a little different—everyone has certain stereotypes about professions," Pickett said. "But they are just like us. They are great people with a good sense of humor. The military is just their job."

"In class they are extraordinarily attentive and quite interested—a difference from most undergraduates that I find quite refreshing."

The only complaint of the officers and faculty is the amount of time allotted for the degree program.

"Unfortunately the program is locked in by time, which I think forces them to choose a thesis idea too soon," Young said. "I'm also sorry there's not more of an opportunity for the younger students to mix with the graduates and see the human side of the military."

Dennis Ryan, who also is an Army pilot, said, "I'd like to see the program last longer. The time is too short to get my master's and take all the courses I want to, but in the Army, people are at a premium and they can't afford to have us out of circulation for 24 months."

Simon said the only drawback is that they are not exposed to enough of the different aspects of journalism.

"What we need is a condensed course, which would involve more advertising and marketing along with the news-editorial and magazine," Simon said.

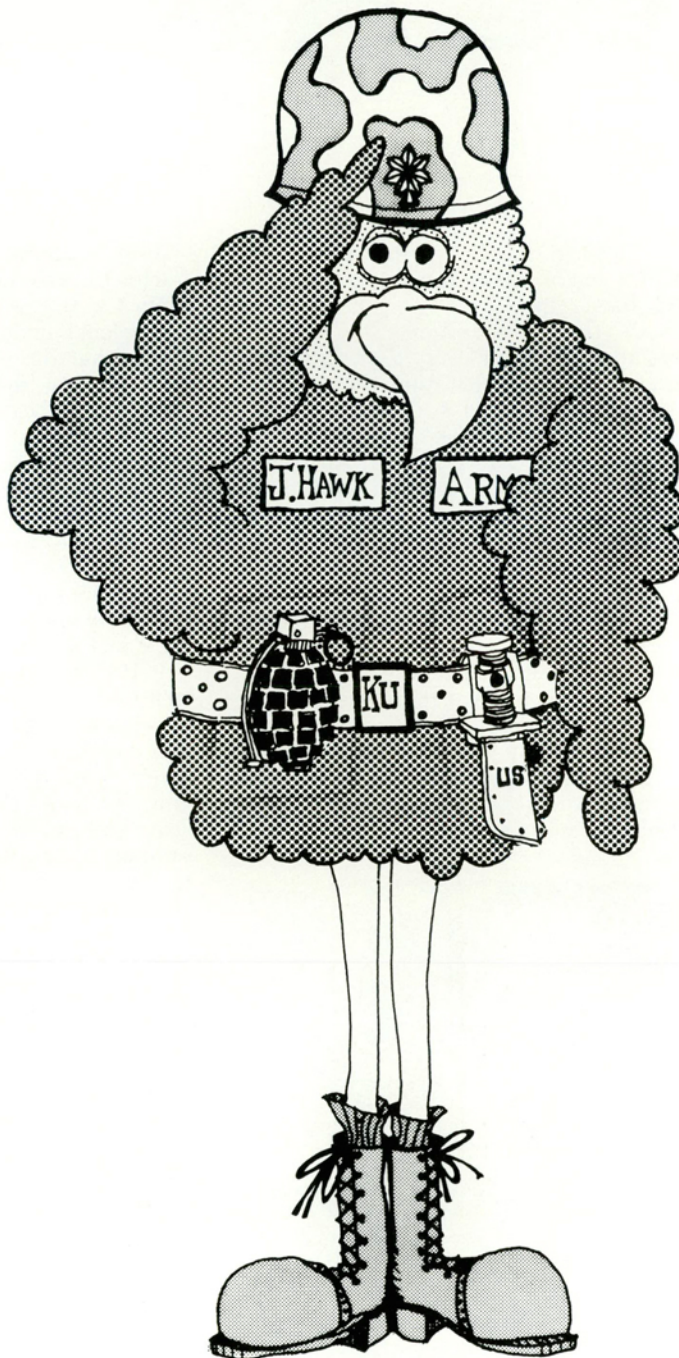
Finishing a thesis with such a heavy course load has caused added pressures, but most of the officers have taken writing their theses in stride.

"It's our job," Simon said. "And just like any other job, there are going to be deadlines. I think we all understand that."

In December, after just 18 months, the first five officers to participate in the Cooperative Journalism

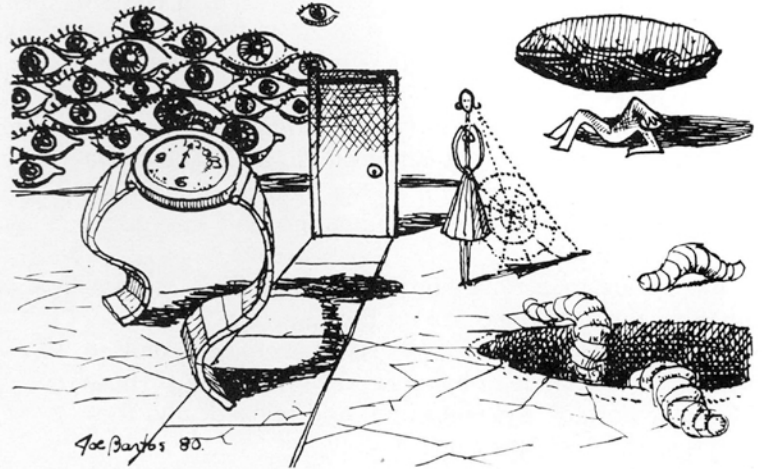
Degree Program received their master's degrees in journalism. They will move to South Korea, West Germany, and other parts of the world having obtained professional journalistic skills enabling them to better operate armed forces radio, magazine and newspaper media around the world. But they will also take with them a better understanding of the civilian world as seen through the eyes of university students.

Carol Massman



Artwork: Dennis Ryan

FEAR



I stared in disbelief at the “D” on my first Law of Communications exam. I felt like crying.

All that preparation — reading, memorizing, thinking that I knew exactly what the First Amendment guaranteed — thinking I understood perfectly the Supreme Court’s power of judicial review. Twelve hours of studying . . . and I got a big 64 on a 100-point test.

The smart aleck who sat next to me got an 84. He said that he never opened his book.

I HAVE FEARS. Fears that I wasn’t meant to be a journalist. Fears that education will not guarantee the job of my choice. Fears that there really isn’t a job of my choice.

Most student journalists hope to be writers. Not just writers, but great writers. And above all, they want to see their names in print.

Most students, like me, enter the J-School at the age of 19, mere babies. From the beginning, we must become professional in our classwork. At least that’s what the professors teach. From the beginning, the goal is the pursuit of excellence — becoming the professional. Your copy must be error-free. Learn how to make it fit. Write headlines that fit too (and are free of libel).

I wonder about the alumni who read this. Did they learn this professionalism when they were students in Flint Hall? Apparently they’ve got what it takes in the cold world out there. But, did they get it in J-School?

I HAVE ANXIETIES. They seem well-founded. The first thing to go was my writing style. Those flowery phrases that embellished my English themes no longer fit the purpose. Each paragraph must be tight. Each sentence, simple. The writer’s goal is to be concise in writing, telling the reader the story in the least number of words. I no longer need the writing devices and artistic

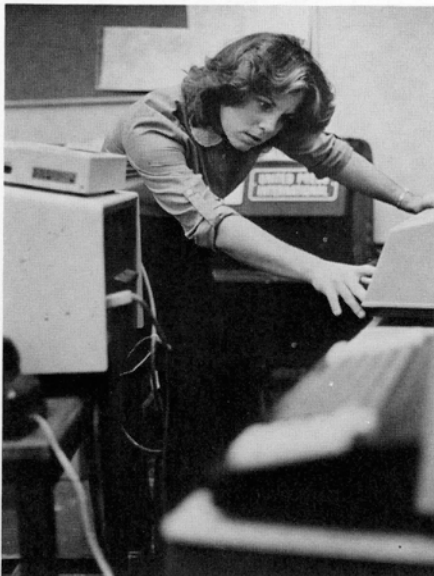
style I worked to develop.

Reporting I was my first challenge. Panic developed when I received my first assignment.

“These are the notes of an actual courtroom case. Read the notes, interpret the events, and report the important facts in a concise lead and a couple of graphs. You have 15 minutes,” said the professor.

For five minutes I frantically decided who was guilty and why, only to discover in the last paragraph of the assignment, after typing a couple of graphs, that the judge reversed his decision. With ten minutes to go, I was still writing the lead.

I inserted a new piece of paper. Before I even completed a paragraph, I made 10 mistakes. Ripping the paper out of the typewriter, I cursed my stupidity and dropped all my notes and typing paper across the floor. Five minutes to go. I inserted another sheet, typed ten words and heard, “Time is up, turn in your assignments.”



The growing pains of a J-school undergrad.

I refused to give up. After mastering (?) Reporting I skills, I moved to Reporting II. Here my challenge was not only typing stories but finding stories to type.

And then Editing and its terrors, and Advanced Reporting, where I spent every day from noon to six p.m. telephoning, interviewing, writing and rewriting stories, trying to please *Kansas* editors. After rewriting one story six times, I decided that newspaper reporting wasn't my thing.

I joined the magazine sequence. Magazines don't require the hurried writing and deadlines that newspapers demand, or so I thought. Then I learned that most of the time is spent in researching and organizing, polishing prose, and suddenly facing that last-minute rush again before making a printer's deadline in the hope of a perfect publication.

And I had to learn the four-color process, camera-ready pasteups, page imposition, and the weird jargon of the printing industry — the magazine journalist lives with the production as well as the prose, apparently. I learned how to determine the magazine's audience, how to determine an ad cost, and how to layout the pages, finding out that magazine publishing is a business with profit and loss.

One of my professional fears in magazine work is cropping and scaling photographs. Proportion wheels cause more anxiety than they are worth. And once the photo is measured and cropped according to repro size, how happy will

my editor be if I accidentally cut off part of a person's head or crop too near a chinline?

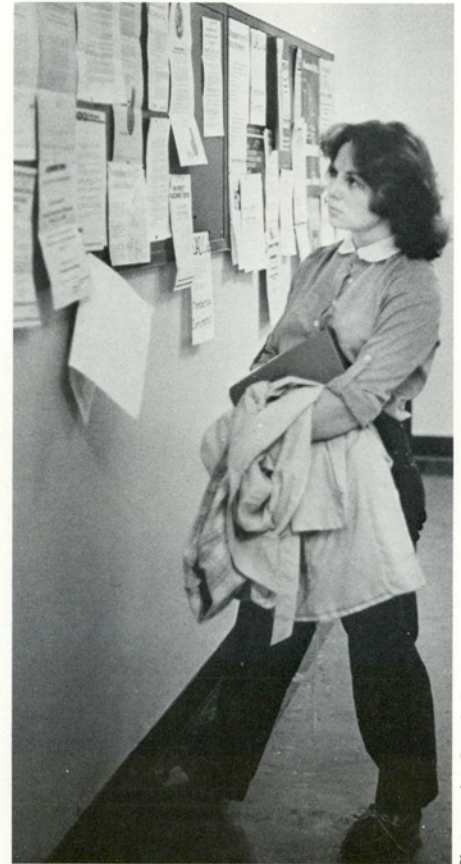
Finally, I fear that all the journalistic rules of layout that I meticulously learned will and can be broken. No one publication does everything the same. For example, in my first layout assignment I might give instructions to the printer for a COB photograph, only to find from my editor's icy stares that the publication has not and never will use COBs.

I'M WORRIED. Is this how it is in the real world? Do reporters really endure mental cruelty from indignant sources? Does a copy editor really sit at a desk editing copy for eight straight hours?

Nightly I toss and turn, as visions of electronic in-house production machines dance in my head. My greatest nightmare, however, is when I first sit down to one of these ingenious know-it-all machines. I see myself typing away on a video display terminal only to find that I've set a story with numerous errors and don't know how to correct it.

How will I handle salary? This is one of those unanswered questions that causes blank stares at interviews. A person should be assertive, I'm told, in asking an employer for salary. However, I cannot quite see myself asking for "more" with the effectiveness and charm of the sad-eyed *Oliver Twist*.

But I'm not complaining. There's a story out there and I'm going to write it. There's a feature out there and I'm going to sell it. There's a mountain out there and . . .



Photography: Dennis Ryan

SHE HAS HOPE. Despite her concerns, author Shelly Coker scans the bulletin boards searching for the job that will give her the chance to prove that she has something to offer the profession of journalism.



Magazine Collections: Repositories of Dreams



Photo: Cathy Jarrett

Students with an interest in magazine journalism at the University of Kansas have a unique opportunity.

Thanks to the collections housed in the journalism school, we can see and hold first issues of both famous and obscure periodicals and begin to understand the dreams of magazine entrepreneurs. Last issues show us the perils of the magazine business.

Every year about 250 magazines are born and almost as many die. Yet magazine start-ups continue against heavy odds. Their optimistic starters are attracted to the magazine business by the powerful feeling that comes from seeing their ideas in print, from the dream of communicating to many thousands of people.

There are several thousand magazines in Flint Hall's collections. Many of these were contributed by an alumnus, Robert L. Gilbert ('23), who turned over the fruits of his collecting hobby to the school in 1956. Others are part of the official Magazine Publishers Association repository at KU.

These magazines instill awe in me, as they do many students here. Instead of merely memorizing names from class notes or textbooks, we see them when Prof. Lee Young, head of the magazine sequence, brings the issues to class.

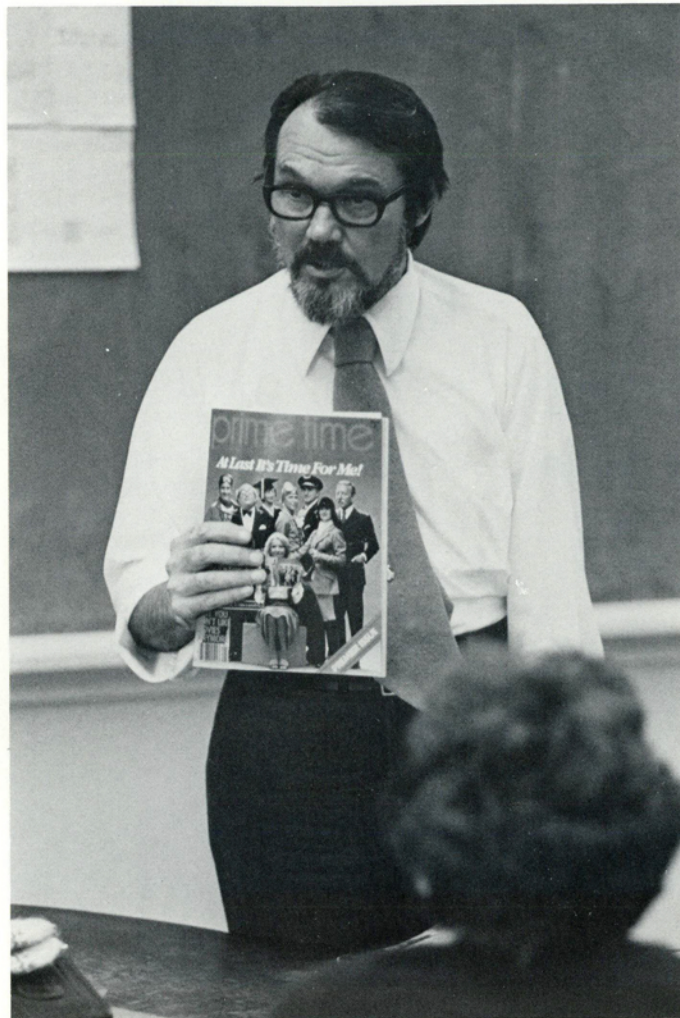
There is the skinny little prototype issue of *Time* magazine, produced in 1922. Who would have dreamed that someday this would be the largest newsmagazine in the country, reaching almost 20,000,000 readers each week, or that it would serve as the cornerstone for a gigantic communications empire?

Henry Luce did. When he and partner Brit Hadden developed their dream they saw Americans drowning in a sea of news furnished by the 2,000 daily newspapers being published at that time. With the help of two others, Luce and Hadden launched a publication that would fit into the harried businessman's schedule and keep him informed.

Luce had a talent for finding a vacuum in magazine journalism and filling it. He and the company that he formed, Time Inc., successfully launched **Fortune**, **Life**, **Sports Illustrated**, **Money**, **People**, and most recently, the science magazine, **Discover**.

It's hard to imagine DeWitt and Lila Wallace pasting up the **Reader's Digest** in their apartment, but you can see the results of their work—the prototypes and the regular first issue, when you look through the magazine collection. Now the **Reader's Digest** is the number one publication in circulation in the world.

The collection also contains several issues of the **Saturday Evening Post** that were produced in the first decade of this century, when George Horace Lorimer was hitting his stride as its editor. We can see the evidence that supports historians' claim that the **Post** became the best-loved, most popular magazine in America. It represents America to Americans. **The Post**



Lee Young shows a new special interest magazine to students in the introductory magazine course.

and **The Ladies Home Journal** became the basis of the Curtis Publishing Company.

Just a handful of bright minds gave rise to huge corporations. The Gilbert and the MPA Collections illustrate the foundation of the modern magazine industry, and offer promise to journalists who take that risky, rocky road to launching magazines.

By studying the industry, we learn that it takes relentless motivation, the financial support of friends and investors, and a tough skin to carry a magazine through its first three years.

There are disadvantages to launching a magazine today that pioneers in the early part of the century didn't face. But there advantages as well.

Fortunately, a new breed of magazines is proliferating today. Samples from the collection show that today's magazines cater to special interests. Audiences now are much less homogeneous. Diversified interests are making magazines survive today.

In a recent article in TWA's **Ambassador** magazine, James Kobak, a management consultant who

Magazines



Photo: Bunny Seymour

specializes in magazine start-ups, said, "When I was growing up, everyone was interested in the same damn things. Now with television, access to travel and more education, people have more specialized interests. Now people can classify themselves as golfers, gourmets and gardeners."

"We're headed for increased specialization in all realms of media," Lee Young says. "Even television is becoming more specialized....Specialization will be inherent in all media."

Earlier magazines didn't have television to contend with. They had the general interest all to themselves. Television came on the scene and lured away much of that audience.

This hurt magazines initially, Kobak said, but in the long run television helped magazines. As television becomes more specialized, it develops even more interests, which spawn more magazines. Thus television and magazines have a symbiotic relationship.

One advantage today's magazines have, which earlier magazines didn't, is the availability of market research. Kobak says. "This ability to test audience reaction is one of the beauties of the magazine business. Without it, raising capital to publish new magazines would be almost impossible."

Cost is the biggest obstacle to launching a new

magazine, Young said. Production costs are larger, which increases the capital investment required.

In general it takes at least three years to break even. At that point, circulation and credibility among advertisers have been established. These factors steadily accumulate a profit and pull a magazine out of the red.

Kobak averts many magazine disasters by stressing that his clients crystalize their concepts. If the concept is too narrow, too expensive to produce, or if the idea would make a better book or pamphlet, the idea can be aborted with a minimum of financial and emotional loss.

In our introductory class (The Magazine in American Society), this principle becomes a reality when we develop our own prototype dummy and business plan under Prof. Young's critical eye.

One reality we don't face is amassing the required capital for our magazine. Acquiring capital is an almost insurmountable obstacle for entrepreneurs. For this reason, major corporations launch most magazines because they can research, market and test audiences more easily. They can afford to spend millions on TV campaigns and promotions. They also have personnel on hand to run a new magazine.

The business isn't closed to entrepreneurs, Young conceded. "A market will always be there for a good idea. I don't think we've ended the days where a good idea can make a go of it."

Kobak puts even more faith in entrepreneurs. He's convinced that people who dream up magazines are some of the most fanatical, irrepressible entrepreneurs around.

Producing a magazine isn't like producing any other product. A magazine has a unique aura and mystique, he says. It's a state of mind packaged and sold.

"A bunch of business experts can never create a good magazine—with a few important exceptions. There has to be that spark of madness, that editorial oomph, that creative fire that pushes the whole project forward."

But once a magazine is launched, that fickle arbitrator, the American public, will determine whether it will clutter coffee tables for decades to come.

Media are so ephemeral. A little piece of a journalist dies when he sees his story become obsolete shortly after it's published. But I share a dream with the entrepreneurs of the past and present: To produce a magazine that will become part of a collection, that will inspire future journalists and will serve as the foundation for the next era of magazines.

Marnell Jameson

Big

The Dallas Chamber of Commerce boasts of having a “highly diversified economy,” holding a dominant position in air transportation, and being a visitor and convention center. From a different point of view, KU School of Journalism graduates living in Dallas describe the city as the “Communications Center of the Southwest,” “a really fine place to be—from an advertising or journalism career standpoint,” and as an “aggressive, ambitious and demanding city.”

The KU Alumni Association lists more than 30 graduates of the William Allen White School of Journalism living in the Dallas area. These “Jayhawk Journalists” work in advertising, marketing, public relations, newspaper reporting and allied fields. Most agree that Dallas provides a rewarding job market for journalism grads.

Dallas is indeed a communications center, with six television stations, 43 radio stations, regional offices for AP and UPI wire services, three major daily newspapers and more than 170 advertising firms. Dallas County is the largest graphics arts center in the Southwest, with

more than 500 printing and publishing firms and 80 commercial photographic and art agencies.

Bob Carl, '50, a marketing executive, says that Dallas' communications community offers "abundant opportunities for accelerated earnings for those who are truly qualified as professional communicators."

Besides being a KU booster in Dallas, Carl is very enthusiastic about the city he's called home since his graduation 30 years ago. "Dallas is the best place in the United States to live," he boasts, "especially for young people. It is far more dynamic and exciting than my more conservative hometown of Kansas City, yet it has similar charms if not equal beauty. There's just no comparing 'Big D' to 'Lawrence on the Kaw'—and you can take that any way you like!"

Carl is active in alumni activities in Dallas, and returned to Lawrence for the 1980 Homecoming festivities. As a result of Alumni Association friendships, he is now acquainted with many of Dallas' civic leaders who are fellow Jayhawks.

Carl is senior vice president of marketing services for Vantage Companies, commercial real estate investors and developers. He supervises the planning and preparation of all company advertising, publicity, public relations, sales promotion and other forms of marketing communications. (Vantage's president, John F. Eulich, is a 1951 graduate of the KU School of Business.) Carl is listed in **Who's Who in Finance and Industry**, **Who's Who in the South and Southwest**, as well as **Who's Who in the World**.

As an undergraduate at KU, Carl sold advertising for the **Kansan** and helped edit a union newsletter.

In recalling his KU journalism education, Carl says, "Professor Ryther taught me the principles of typography, photo engraving and printing. Elmer Beth helped fine-tune my mind for responsive, if not creative, agility. And Dean Burton Marvin



Bob Carl

demonstrated competent and compassionate management techniques through his able administration of KU's fledgling J-school."

John Rheinfrank, '69, says about the diverse people of Dallas:

"I think this would be a remarkable area for a good journalist to get inside these peoples' heads and see what is going on—they are exciting, vivacious and successful."

Rheinfrank is vice president of marketing for Thurston Mailers, Inc. He designs, sells and supervises the production of computerized direct response packages for politicians, oil companies, food manufacturers, retail stores and health agencies. He travels extensively and calls the Dallas-Forth Worth airport "one of the best airports in the world." (The airport, 17 miles from downtown Dallas, is the nation's largest—17,500 acres, nine miles long, eight miles wide, the third busiest in the United States.)

A Dallas resident of only 18 months, Rheinfrank's opinions of the city are somewhat different from Carl's. "My impressions are that the business community is very provincial and conservative," he says. "The school system is still debating whether or not there should be sex education in the schools and there is a suburb of the city that does send its students home from school for long hair."

Rheinfrank thinks his summer internships at the Omaha World Herald were a valuable part of his education, echoing sentiments of other KU grads. "The Omaha experience taught me how to knock on doors for ads," he says. "Fighting for an agate line of advertising type can make anybody learn to sell."

Steve Frazier, '79, reporter for the **Wall Street Journal** in Dallas, experienced a wide variety of internships while at KU. He worked a summer at the Miami **Herald**, had a brief internship at the Topeka **Journal** and the Abilene **Reflector-Chronicle**, and was a Sears Congressional intern in Washington.

"I think the internships were essential in learning the ropes and in proving to prospective employers I could handle the 'real world,'" Frazier says. "I can't see getting out of J-school without intern experience."

"I think this would be a remarkable area for a good journalist to get inside these peoples' heads and see what is going on—they are exciting, vivacious and successful."



In addition to internships and working for the **Kansan**, Frazier recalls that some of his journalism classes were especially helpful. "The one course that pays off every time I sit down at the typewriter is Dr. Bremner's editing class. And I respect Lee Young as much as anyone there," he says, "although I still feel bad about sleeping through or skipping a large portion of his morning magazine class."

At the **Wall Street Journal**, Frazier covers a variety of news beyond the predictable business stories. He describes his job:

"My stories have ranged from bread-and-butter **Journal** stories like coverage of the housing industry and profiles of corporations, to odds and ends like a look at the Chinese community in Houston and coverage of Hurricane Allen in South Texas in August. Although most of my time is spent in Dallas or traveling around this bureau's seven-state territory, I'm responsible for covering Central America."

Frazier calls Dallas "a pleasant place to live if you can get away from its own hype. It's sometimes hard to get below the surface layer of discos, Cadillacs, shopping malls, Dallas Cowboy cheerleaders, urban cowboys and J.R. Ewing emulators." He says the weather is great—"winter happens for about three hours one afternoon in January."

Paul Haney, '69, manager of news services with American Airlines, is in public relations.

"When American decided to relocate its corporate headquarters to Dallas-Fort Worth from New York City," Haney tells, "I was invited to join the PR staff by



the vice president of public relations, David Frailey. I became acquainted with Frailey while covering an American Airlines story for the **Rochester (N.Y.) Times-Union** in the winter on 1969, one of my first assignments."

Haney says his internship experiences at KU were invaluable. He worked for UPI in Kansas City in the summers of 1967 and 1968 and served an internship in Topeka during the 1968 legislative session.



KU journalism grads working in advertising include Larry Kelley, '77, and Sue Witt, '78. Kelley is a media planner at the Bloom Agency, and Witt is production manager at Reed Melnichek. Kelley calls Dallas "a very good market for ad majors—there are plenty of new publications and agencies either starting or relocating." Witt agrees, but adds the common complaint about journalism jobs—"entry level positions don't pay very well."

Both Kelley and Witt keep in touch with a growing community of KU alumni in Dallas. "Some of us old 'Hawks still get together and moan about Ted Owens," Kelley says.

Don Jugenheimer's advertising and media classes were commended by both Kelley and Witt, although Witt added, "None of my classes prepared me for my employment. They were all outdated." Kelley's experience as business manager of the **Kansan** helped bring the "real world" to KU for him.

Witt suggests that the best way to get ahead in advertising and to get involved in your market area is to join local advertising and communications organizations.

She describes Dallas as "bigger, faster and more exciting than K.C.," and Kelley expands on Dallas advertising firms.

"Bloom and the other major agencies all have gotten much more sophisticated in terms of type of accounts and personnel," he says. "The Dallas agencies are making major strides in pursuing national clients. In fact, McCann-Erickson is moving an office to Dallas—the big guys are heading down to the Lone Star State. It is nice to get major agency experience without leaving the Sunbelt."

Kelley recently received a master's in advertising and marketing from the University of Texas at Austin. In his spare time, he has written an article for **Advertising Age**, done several Harvard Case Studies, and is now working with Jugenheimer on a paper on inter-media comparison.

“It’s sometimes hard to get below the surface layer of discos, shopping malls, Dallas Cowboy cheerleaders, urban cowboys and J.R. Ewing imitators.”

C. Lynne Watkins, '76, missed out on the internship experience, but says KU ad media and ad campaigns classes were “terrific.” After working as an account executive at a small ad agency in Hawaii after graduation, where she also prepared media proposals, Watkins moved to Dallas three-and-one-half years ago. She is customer training coordinator for General Dynamics Corp.

“You cannot live in Dallas without a car,” Watkins complains. “Public transportation is very poor, and you’re very dependent on your own transportation.” Traffic problems aside, “I really like Dallas,” she says.

Traffic may be a problem in any big city, of course, but John Easley, '76, states the “bottom line” rationale for choosing Dallas over other locations.

“Salary structures are better than most anywhere,” he says enthusiastically. “I’d say Dallas and Houston are among the best markets nationwide for journalism, particularly public relations, advertising and broadcasting. It’s an aggressive, ambitious and demanding city. . . I love it!”

Easley’s advice to journalism students includes taking business and humanities classes in addition to the

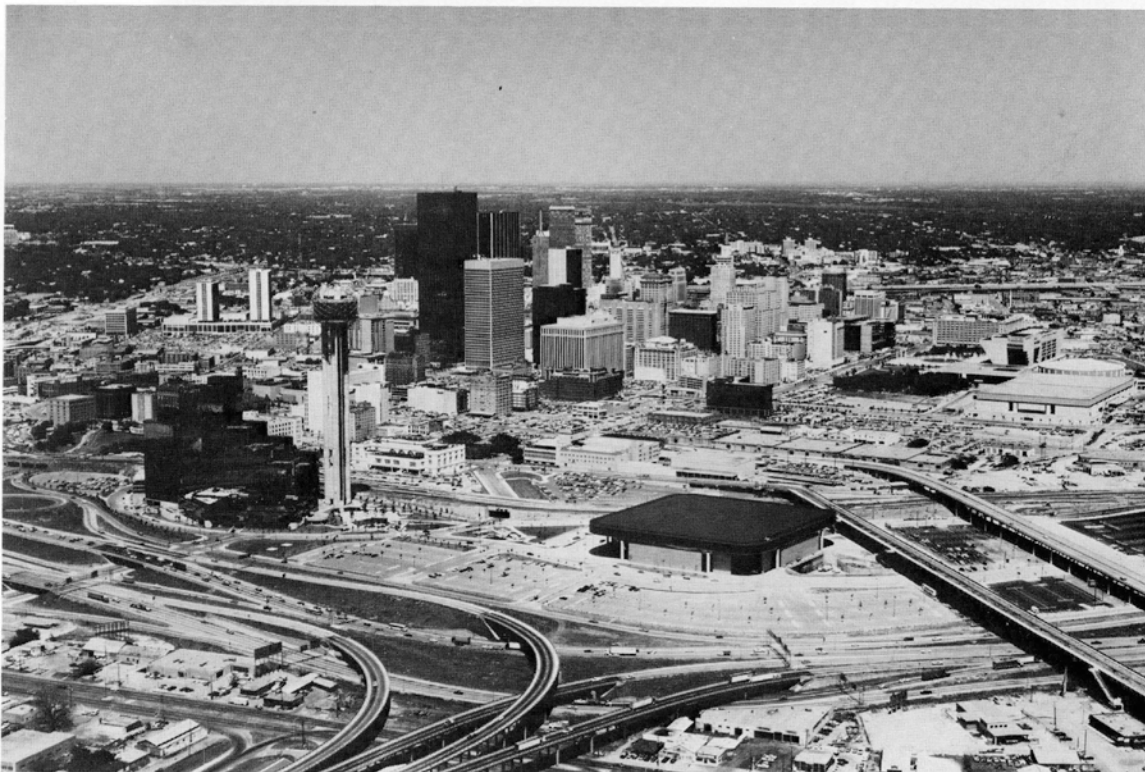
standard journalism fare. “Get a general broad education,” he counsels. “Calder Pickett has the right idea. Take his advice!”

Easley is the new director of development for the Dallas Symphony and recently led the 1980 one million dollar fund-raising campaign. He previously served for 18 months as assistant director of development for the corporate campaign.

Bob Carl eloquently and enthusiastically sums up what many other J-school grads living in Dallas hinted at:

“As a rapidly growing ‘City of Commerce,’ Dallas offers a wide variety of optional lifestyles, diverse career opportunities and easy accessibility to some of the finest and most exceptional people you will ever meet (excluding J.R. Ewing, of course!). I’ve been privileged to work with oil barons, corporate giants, political king-makers and financial wizards as well as outstanding journalists here in Dallas. And I earnestly believe my formal education at the University of Kansas helped prepare and direct me toward such experiences ‘deep in the heart of Texas.’ ”

Polly Scott



Dallas photos: Courtesy of Dallas Chamber of Commerce

Flint secretaries more like sisters

We could call them the Flint Sisters. Even though they don't all live together, they are part of the family that inhabits the journalism building. Actually it's more than that. They help hold the family together.

Alice Richardson, Carole Dickey, Jan Erhart and Pat English.

You can find them five days a week, scattered throughout Flint Hall. Two live in Room 105, one in 217 and another in 314.

Alice does the bookkeeping, answers the phone and handles the other duties recognized under her title as secretary of the School of Journalism. She is also the personal secretary for six members of the faculty. Carole, in the same office, is Dean Brinkman's personal secretary. Carole also keeps track of the faculty and staff sick leave, vacation leave and payroll papers. They both spend a lot of time sending students up to Jan.

Jan is the student records clerk. She handles all of the students' pre-enrollment cards, as well as their changes in status, applications for degrees and class drops and adds. She answers questions that students ask her about distribution requirements, hours needed for graduation, and transfer hours from other universities. She even shows them how to compute their GPA's. In her spare time she serves as personal secretary to Don Jugenheimer, director of graduate studies, and takes time out to see all of the students that Alice and Carole send up to her.

Pat is secretary for the radio-television-film department. She has worked in Flint Hall for 14 years. She used to think that anyone who stayed at a job for more than five years was probably completely crazy. Now she thinks that she might qualify.

Most students frequently see the secretaries in the main office, Room 105, and many need to stop in and see Jan in Room 314 from time to time. Pat is a little more tucked away, but RTVF students keep her occupied and others see her from day to day on the second floor.

The Flint Sisters know more about us than we think they do. They know that J-school students are diverse but that the easiest way to spot one is by a reporter's



notebook, a pencil over the ear, a camera or a tape recorder.

They think that the photojournalism students are a bit more outgoing, relaxed, a bit crazier than the rest.

They remember some of the really dumb questions that J-students ask.

"Where is Jan's office?"

Alice replies, smiling, "314."

"Is that on third floor?" a future, curious journalist responds.

Another question is often repeated in the main office. "Is Mrs. Lazzarino's typing test at 9 a.m.?"

"Yes," Alice answers, still smiling.

"What time will that be given?"

These are not the only problems that plague journalism students. Pat says that drop, add slips and other enrollment forms seem to baffle students.

Jan, 'way up in the student records office, meets some interesting students when she works on transcripts.

"Some students think that I perform miracles when I actually change something on their transcript," she said.

She also said that students tend to expect her to answer all of their questions about which class is open and which class will still be open if they can get a card signed and be back in 20 minutes.



But students have no fear. The secretaries like the students they see in Flint Hall.

They like the size of the journalism school, which has about 690 students. "We're closer because we're smaller," Alice said. "We're a little school inside a big school."

Pat said that Flint Hall is more like a family than a school.

"I don't know if it's because in RTVF you work in crews and in news areas the people work in groups," she said. "Maybe that promotes the closeness."

The secretaries also like the faculty. While they could not differentiate between the photojournalism faculty and the news-editorial and advertising faculty members as they did with the students, they did say they are great, diverse and crazy. In that order.

Alice and Carole enjoy Calder Pickett's serenades. "He mostly sings old songs," Alice said. "Ones from the 1940s like you would hear on 'Name That Tune.'"

Calder Pickett was not the only one to receive honorable mention. They said they were also amused by Lee Young's searches through the office at 3 p.m. for food, by Larry Day's letters to be typed in Spanish and by the constant blue fog of smoke that permeates the office from Dana Leibengood's cigar.

"Sad thing is," Carole said, "he has the healthiest looking plant in the building. When he is gone we have to make someone go in and blow smoke on it."

The secretaries in the main office also have a personal paper boy. Rick Musser, **Kansan** adviser, brings them



Photography: Kathy Reardon, Cathy Jarrett

Top, left: Carole Dickey with student assistant Joni Blair. Top, right: Alice Richardson. Above: Pat English with RTVF instructor Frank Barthell.

Flint sisters



Jan Erhart assists Mark Thomas, Overland Park junior.

copies of the **Kansan** every morning straight from the printer. They said they would remember him at Christmas.

Upstairs in 217, Pat enjoys the antics of the RTVF group. She said Peter Dart's dynamic personality kept the office alive but she is glad that they all try to do their share of teasing her "at least once an hour."

Jan is entertained by Don Jugenheimer dancing in and out of her office. She also enjoys seeing Gary Mason who comes "all the way up on third floor from the basement photo lab." She said he aims straight for the candy jar and the Brach's assortment.

"I've accused him that it's his only reason for climbing the stairs," she said.

The Flint Sisters did have a little bit to say about the Flint walls, halls and bathroom stalls.

Alice, Carole and Pat noted that an endless supply of toilet paper in the women's restrooms would make life in Flint Hall a lot easier. Clean floors were second on the list of things that needed improvement.

They also suggested that the walls in the class rooms and the restrooms needed painting. They all suggested a new building.

Pat wants an exterminator. She has an "army of dead box elder bugs on the floor." Perhaps she no longer needs an exterminator but a clean-up crew with a broom.

She likes her squirrels, though. During the winter she

has two or three squirrels on her window ledge daily, feeding on the walnuts she gives them. They tap on the window until she brings them the walnuts in much the same way that students try to kick down her door during the lunch hour until she answers it. She finds that most students do not think that the office should be closed during the lunch hour.

Jan had the same problem and finally gave up. She keeps her office open during the lunch hour and goes home an hour earlier.

On thing holds true. The Flint Sisters add a lot to life in Flint Hall. You can hear Alice's laugh in the main office as you walk into the Reading Room. You can see Carole's smile as she pulls another file or gets another cup of coffee for Dean Brinkman. "I spoil him rotten," she said.

When you enter room 217, you can see Pat standing guard over the RTVF department. You are greeted by Jan's jar of candy in 314 and the sign posted above her desk:

When I face life's computer
I hope it can be told
That though I'm spindled and mutilated
I didn't fold.

They haven't and they won't.

Kathy Oldfield

News Notes



Professors enhance skills away from Mount Oread

While most of the journalism faculty sweltered in Lawrence's record heat this summer, three professors spent the summer elsewhere.

Larry Day, professor, taught in Colombia, South America; Paul Jess, professor, was a copy editor for the *Philadelphia Inquirer*; and Rick Musser, assistant professor, went south, where it was even hotter, as a reporter for the *Wichita Eagle-Beacon*.

Day received a senior Fulbright lecture grant providing an opportunity to teach at both the academic and professional levels. Day gave three seminars to over 500 journalists from leading newspapers in Colombia. He taught other seminars at three major universities and was one of two international judges for the First Congress of Advertising Professionals. Francisco Gnecco, director of the Fulbright Commission in Bogota, said of Day, "Never was anyone so in demand by both the professional and academic programs."

Day previously received Fulbright grants for mass communication seminars in Latin American countries, and was a Fulbright professor at the University of LaPlata in both 1974 and 1975.

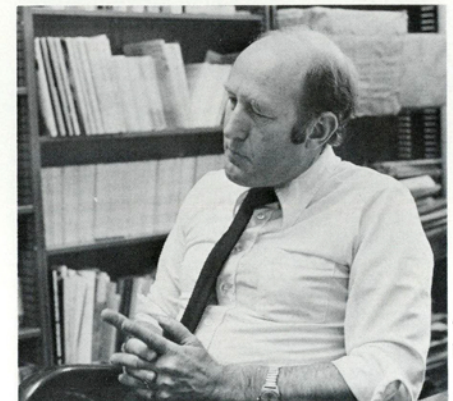
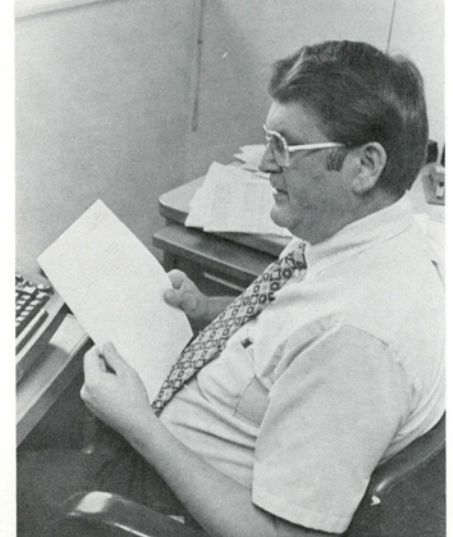
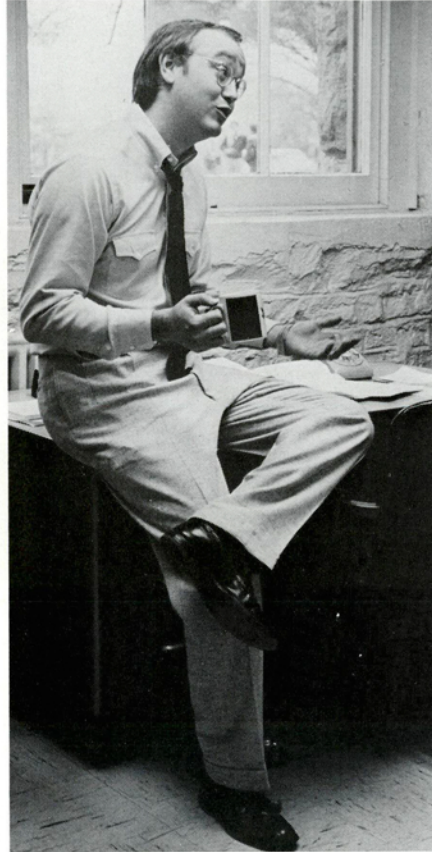
Jess took his first break in 20 years of teaching by working as copy editor to replace vacationing help on the *Philadelphia Inquirer*. Wanting a change of pace, Jess said, he took the job to remind himself "what it was all about."

He found that the newsroom hadn't changed too much and that most of the changes were in technology. What used to be done by the printer is now done in the newsroom on video screens, he said.

Musser not only had to endure Wichita's 100-degree heat for days and days, but also had to write about it. Heat was only one of Musser's front page stories for the *Wichita Eagle-Beacon*.

Musser listed a number of other front-page stories and a variety of reasons for spending the summer as a reporter.

"If you deal with the news and reporting you need to periodically prove to yourself and others that you can do it," he said. "It was an opportunity to get back to work in the newsroom. I love



Jerry Fincher

newspapers. I love to see my by-line. It might sound crazy, but seeing my name in print is part of what motivates me."

This fall the three professors returned to teaching students the basics of journalism with some added practical tidbits to toss into their teaching.

Joleen Robison

Left: Rick Musser. Right, top: Paul Jess; below, Larry Day.

Professor Sunada's death marks loss to J-school

Upon the death of Mae Utaka Sunada, the journalism school lost a faculty member who brought a wealth of practical experience and had the ability to share that knowledge with her students.

Sunada, 49, died at the University of Kansas Medical Center on June 6, 1980, following an extended illness.

In 1976 Sunada obtained her master's degree at the University of Kansas and

began teaching courses in radio-television and film in the journalism school in 1978.

She was born in December 1929 in Green River, Wyo. She was salutatorian of her high school class and graduated with honors from the University of Wyoming with a bachelor of arts degree.

Her career in radio and television began in her home state in 1950. From Wyoming she went to California, where she worked at KRON-TV and KNEW-TV in San Francisco, for WTTV Metromedia in Los Angeles, and as a

television traffic manager for an advertising firm in San Francisco.

Sunada also worked in Denver at KBTB; in Washington, D.C. at WTTG-TV; and in Boston at WCTB-TV.

Dorothy Bowles, assistant professor, said, "At a time in life when many people are satisfied to rest on their laurels, Mae chose to begin a whole new career. She brought to that new career great enthusiasm, devotion and pride."

Joleen Robison

KU sweeps writing awards in intercollegiate competition

Lynn Byczynski (Dec. '79) has been awarded first place in the William Randolph Hearst Foundation's twentieth annual national awards program. The honor carried with it a \$2000 cash prize and capped two previous scholarships awards from the Hearst Foundation for Byczynski last year. The winner of numerous collegiate writing awards, she won first place in the Hearst Foundation's Editorial Writing and Opinion competition in December, 1979, authorizing her prize-winning submission to the national contest.

Overall, 10 students garnered 12 awards in the 1980 Intercollegiate Writing Competition. KU placed second out of 78 colleges and universities participating in the Hearst Foundation contests.

Carol Beier Wolf, senior in news editorial and the editor of the fall semester *Kansan*, is the winner of this year's Barney Kilgore award, sponsored by the Society of Professional Journalists, Sigma Delta Chi. Wolf received a \$2500 cash prize in November at the National convention of Sigma Delta Chi in Columbus, Ohio. She is the second KU journalism student to receive the Kilgore Award. Bob Simison ('74) was a winner in 1973.

Three additional William Allen White students won first place in contests sponsored by the Association for Education in Journalism's magazine division. Alice Costello (MSJ, Dec. '80) won \$250 for an article submitted in the American Business Press category; Barbara Smith (May, '80) received \$50 for an article submitted in the Feature Article writing category; and Kathy Conkey (May, '80) won a \$50 first place award for an article submitted in the American Society of Travel Writers contest, also sponsored by the AEJ's magazine division.

Mike Acton



Cathy Jarrett

Gathering before the meeting at Editor's Day.

Induction of Rolla Clymer highlights Editors' Day 1980

Kansas Editor's Day gave more than 200 Kansas journalists the opportunity to meet, discuss the art of journalism, and rekindle special memories. It was also a day to honor their own members.

The event, sponsored annually by the William Allen White School of Journalism, was held Sept. 27 in the Kansas Union. The late Rolla A. Clymer, former editor of the *El Dorado Times*, was inducted into the Kansas Newspaper Editors' Hall of Fame. Calder Pickett, professor, presented the induction speech and said that the vote cast by Kansas editors and publishers this fall favored Clymer overwhelmingly.

"I should note that the vote in Clymer's favor was overpowering, a fact that those of us who worked on the Hall of Fame over the years had anticipated," Pickett said.

Clymer was born in 1888 in Alton, Kan. In 1907, he began his career, which lasted more than 70 years, as a reporter for the *Emporia Gazette* under William Allen White. He was editor and manager of the *Olathe Register* and manager of the *Daily Republican* in El Dorado. The *Republican* merged in 1919 with the *Walnut Valley Times* to become the *El Dorado Times*.

Pickett described several memories Clymer had given to Kansas journalists.

"These several years later, and remembering Clymer, and all the Clymer editorials and orations, we can feel special pleasure and pride that Rolla was once among us," he said. Clymer died in 1977.

Clymer served as president of the Kansas Daily Newspaper Association in 1936 and as president of the William Allen White Foundation from 1954 to

1956. He also participated in Kansas politics. In 1932 he was a delegate to the Republican National Convention; in 1936 he was an aide to Gov. Alf Landon.

Speakers Robert Samsot, Gannett-Professional-in-Residence, and Michael Davies, editor of the *Kansas City Star and Times*, discussed challenges and responsibilities of newspapers.

Samsot, on leave from *Newsday*, said, "The temptation to plug reporters into VDT's and let each become a reporter-editor-typesetter means that jobs and the challenges of news-gathering are lost."

"Out of the mass of reporters and editors, only a handful have been willing and able to challenge the technocracy," Samsot said.

Davies commented on the public image of the newspapers and their accuracy in newsgathering.

"Unfortunately, right now many of us are badly out of sync with the readership," he said. "The time must come for newspapers to make a pact with readers."

The elements ensuring the success of a pact will lie with the newspaper because it is perceived by the public as being arrogant and unconcerned with accuracy.

He described the attitude of resignation shown by a funeral director who had phoned him about mistakes in the obituary column as an example of the need for accuracy in basic reporting.

"Perhaps a reader can understand errors in other stories," he said, "but he may be hard-pressed to understand why his mother's name is wrong in her own obituary. That, to him, is arrogance."

Judy Howard

J-school graduate student to see byline in Redbook

The name Andrea Warren suggests talent — that of an actress or a Broadway dancer. Actually, the name belongs to a KU graduate student in journalism who has developed her writing talent and has free-lanced for eight years.

Warren's proposal of an article on child support to *Redbook* magazine ended in a sale. *Redbook* bought the article for \$1,500.

"In my query I went out on a limb and said that the magazine had failed to report on a subject of vital interest which touches many lives," said Warren.

Warren received the okay from *Redbook* on her query and then spent three months researching and writing the article. Her sources included parents, state officials, the KU law library and books on child support.

"I wanted to write an article that was informative, that presented fairly how this issue affects both custodial and



Cathy Jarrett

Dennis Ryan and Andie Warren discuss her forthcoming article in *Redbook* magazine.

non-custodial parents, society as a whole, and particularly, the children involved. I collect child support myself and know the financial problems for a single parent raising a family," said Warren.

Along with fattening her billfold, publication of the article opened doors

for her as a free-lance writer for *Redbook*. Warren sold the article without an agent.

"I now have direct contact with the associate articles editor and we are discussing the possibility of other articles," said Warren.

Shelly Coker

Advertising dolls subject of student's collection, writing

Aunt Jemima, Snap, Crackle and Pop, Jolly Green Giant, Campbell Kids . . . Joleen A. Robison has been collecting these and many other trademark

dolls for three years and now has written a book about them. Her book, *Advertising Dolls: Identification and Value Guide*, deals with dolls created especially for advertising purposes.

Robison's doll collection, which she began 14 years ago, contains many kinds of dolls, primarily antique.

She began collecting advertising dolls

and writing a book about them when she realized there was no book on the subject. She began by writing to businesses with trademark figure dolls. A friend, Kay Sellers, did the photography. The book has about 700 photographs of dolls, many are from Robison's collection. The project took about three years to complete.

"The collection all started with a mink stole," she said. "I won the stole in a drawing and never wore it, so decided to sell it and use the money to buy something special to remind me of my lucky day. I used the money to buy my first antique doll, a Civil War-vintage china head. I've been collecting ever since."

After a disastrous start — 100 pages of manuscript and 80 photos were lost by the first publisher — the book was published by Collectors Books of Paducah, Ky. It costs less than \$10 and is selling well.

"Advertising dolls are becoming very collectable as the price of antique dolls sky-rockets. They are becoming too expensive for the average collector," Robison said.

Robison plans to do a thesis on trademark figures. Elsie the Cow, Philip Morris' Johnny, the Pillsbury Doby and Ronald McDonald continue to occupy much of her time.

Candy Mullen



Suzanne Burdick, Lawrence Daily-Journal World

Joleen Robison displays part of her extensive collection of advertising dolls.

RTVF department receives major donation from Weirs

KU broadcasting departments could have a new home by 1982, according to Bruce Linton, chairman of the radio-television-film department.

A \$3.5 million gift from Bud and Barbara Weir will make possible construction of a new broadcast building on West Campus, south of the Geological Survey building.

Bud Weir was graduated from KU in 1944 and began his career in radio by building his own radio station, KJCK, in Junction City. He formed the Junction City Cable Television Company in 1958 and eventually developed a cable company which owned and operated 30 cable television companies in five states. He is a member of the KU Radio-Television-Film Advisory Board.

His wife, Barbara, was graduated from the University in 1944 and has been a strong supporter of the arts in Kansas, serving on the advisory council of the Kansas Arts Commission and being involved in various arts programs throughout the state.

The Weirs' gift to the KU Endowment Association will provide funds for the building to house the academic programs in broadcast journalism; KU's public radio station, KANU; the student-operated station, KJHK; and a



Photo courtesy of KU Alumni Association

Barbara and Ralph L. "Bud" Weir

radio reading service for the visually handicapped, Audio Reader.

University committees have completed work on reports specifying what the building should contain and architects have begun the design of the structure. Linton hopes to have rough drawings ready by January.

Linton said the structure will contain more than 19,000 square feet of space to be used for studios, control and editing

rooms. Construction could start as early as the summer of 1981.

"We're anxiously waiting to see what concepts the architects will have and these should be ready this winter," Linton said. "With good luck, including a mild winter next year, it would be possible to move to the building sometime during the 1982-83 school year."

Vickie Walton

KU professors join experts in discussion of the 1950's

Calder Pickett, professor, recently discussed America in the '50s as a panelist at a conference sponsored by the Kansas Committee for the Humanities, Sept. 26 and 27, at the Dwight D. Eisenhower Library in Abilene. Activities included presentations by educators, artists, and government personalities familiar with that decade and its hectic days.

Pickett joined Robert E. Lee, playwright and co-author of "Inherit the Wind;" Newton Graber, orchestra leader; and Cary Clatz, professor of theater at Pittsburg State University, in a discussion of film, music and drama during the 1950s.

"Movie and theater productions of the '50s are regarded as productive and exciting," said Pickett, "and despite the

fact that some of them were conceived during the hysterical age of McCarthyism, many productions still contained solid and meaningful social comment."

Panel members for other sessions included Lt. Gen. Andrew J. Goodpastor, superintendent of the U.S. Military Academy; Allen Ginsberg, poet; Eugene Emme, NASA historian; James Gunn, professor of English, University of Kansas; and Arthur S. Fleming, chairman of the U.S. Commission on Civil Rights.

Mike Acton

Foreign affairs students hear AP's Peking bureau chief

In October Professor Larry Day's International Communications and Foreign Affairs class heard firsthand experiences from John Roderick, *Associated Press* correspondent to China.

In March 1979, Roderick was the first American to re-establish a news bureau in Peking, China, after a 30-year hiatus.

Roderick began his career as foreign correspondent in China in 1945 as Edgar Snow and Theodore White were leaving. Shortly after arriving, he and three other reporters went to an area near the Gobi Desert to report on the confrontations between Chiang Kai-shek's Nationalists and Mao Tse-tung's Communists. From his living quarters in a comfortable cave, Roderick soon was sending exclusive stories on the conflict back to Peking. He was the only one left in the area to report.

During the next four years, Roderick became acquainted with many Chinese leaders. When the news media were banned from China in 1949, Mao personally invited Roderick to return in a couple of years when the government was stable. But the stability Mao wanted took longer than two years.

In 1971 when the U.S. ping-pong team went to play in China, Roderick remembered the invitation and wrote Mao asking if he could report on the team. Giving Roderick only hours'

notice, the Chinese granted him permission. He spent a grueling ten days reporting on the ping-pong team.

After the ping-pong trip, Chou En-lai said, "Mr. Roderick you've opened the door."

Roderick concluded the account of his 43 years with the AP by asking the students for questions.

When asked what a student should do if he wanted to become a foreign correspondent, Roderick said, "Go foreign. Go to the country you are interested in and obtain a job, any job, at the news bureau."

He also advised students to write news whenever possible, so that when a job became available he would be the first one considered.

Joleen Robison

New correspondence course added to school curriculum

A new correspondence course, created and taught by Calder Pickett, professor, is being offered to students wishing to take the course by mail.

Mass Media and the Popular Arts in America is a three-credit-hour Independent Study course offered through the Division of Continuing Education.

"As a teacher, and as an observer of the arts and the media in America, I have long felt that more attention should be paid to the effect that the arts and media have had and have on readers, viewers and listeners," Pickett said.

"I created this course because of what has been happening in our understanding of the arts and the media and because of my own interests in these fields," he said.

The course includes writing assignments, readings from two required texts, essays written by Pickett, and listening to tape recordings from Pickett's KANU radio series, "The American Past."

Topics covered in the course include newspapers, magazines, motion pictures, radio, television, books, poetry, music, sports and the comics.

Pickett said that by taking the course, students should gain a better comprehension of the role of mass culture in their lives and society.

Nancy Clark

Jugenheimer publishes texts, acts as consulting editor

Professor Don Jugenheimer's students receive no sympathy when they ask to cut class to fulfill a writing assignment for another course. Jugenheimer not only meets his teaching obligations, he is also a prolific writer, a consulting editor, and is deeply involved in research.

In 1980, Grid Publishing House published two of Jugenheimer's textbooks, *Basic Advertising* and *Advertising Media*.

Basic Advertising is used in the J-school's Elements of Advertising class. The 484-page book was co-authored by a professor at the University of Illinois.

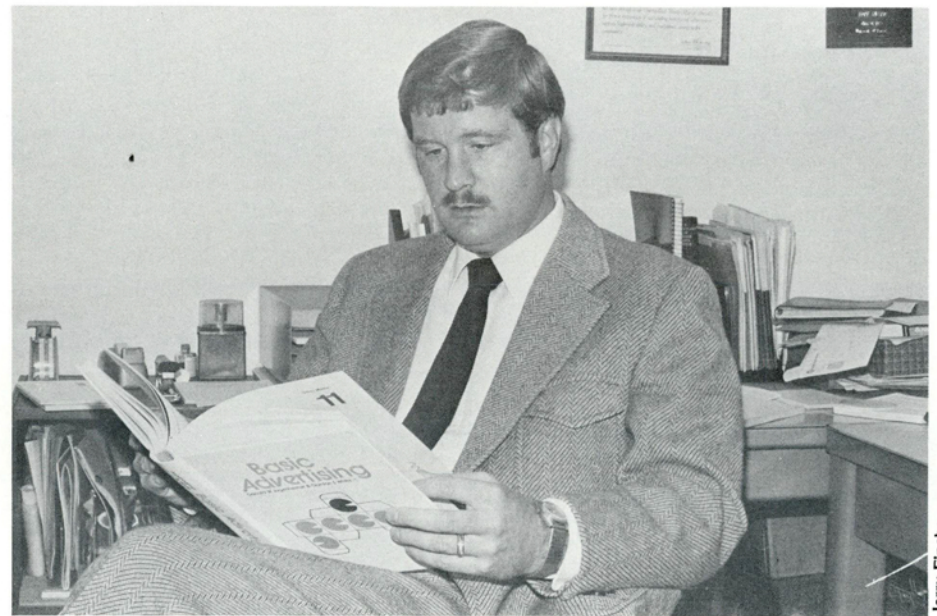
It is an unusual textbook for several reasons. With it the student receives a separate workbook coordinated to the text. For each section in the book there is a tape recording the instructor can play in class. On the tape the authors further explain information especially important for the student to understand.

Illustrative materials are provided to supplement the text. Masters for a series of overhead transparencies visually re-emphasize points. The instructor is even provided with camera-ready tests.

All the materials are included in a package if the text is adopted. The package is particularly useful for the inexperienced instructor.

The other text published this year, *Advertising Media*, is co-authored by a former University of Kansas journalism professor, Peter B. Turk, who is now teaching at Syracuse University.

Jugenheimer is a consulting editor for Grid Publishing Company of Columbus, Ohio. Grid specializes in books on specific subjects such as advertising and journalism.



Don Jugenheimer

As a consulting editor, Jugenheimer gives direction to the series on advertising and journalism. He determines what areas should be served, what areas to explore, and suggests potential authors. One of the most time-consuming duties of being a consulting editor is reading the manuscripts and proposals for texts. He reads about a dozen of each a year. After reading the manuscripts and proposals he makes one of three recommendations: that Grid publish the material, that it be revised and reconsidered, or that it be rejected.

Jugenheimer's first book, a workbook, was published by Grid in 1975. It proved more successful than either Grid or Jugenheimer had anticipated. Jugenheimer said he had expected 12 or 15

advertising programs would use the workbook, but 40 schools used *Advertising Media Sourcebook* and *Workbook*.

The workbook was co-authored by the chairman of the department of advertising at the University of Illinois and by Lee F. Young, professor at KU. Because advertising books go out of date rapidly, the authors are working on a revision of the workbook.

Jugenheimer is also working on the revision of another workbook with a faculty member at the University of Tennessee. The workbook is a supplement to the text, *Fundamentals of Advertising Research*. It will be published in the spring of 1981.

Joleen Robison

Dean Brinkman leads AEJ through period of transition

Del Brinkman, dean, took office as the president of the Association for Education in Journalism at the association's August convention in Boston.

AEJ is the largest organization of journalism educators in the world and has over 1700 members from 300 universities and colleges in the United States and Canada.

Duties of the new president will include overseeing the association's seminars on journalism teaching and its scholarship program for minority students in journalism programs.

Brinkman has been an AEJ member since 1965 and has held several offices within the association. He has served on the teaching standards committee and was one of the group's representatives on the American Council on Education for Journalism, the national accrediting agency for journalism education.

The convention also voted to move the organization's national headquarters to KU until a permanent site could be found. Brinkman considers the KU headquarters and being a full-time executive director as two pressing responsibilities.

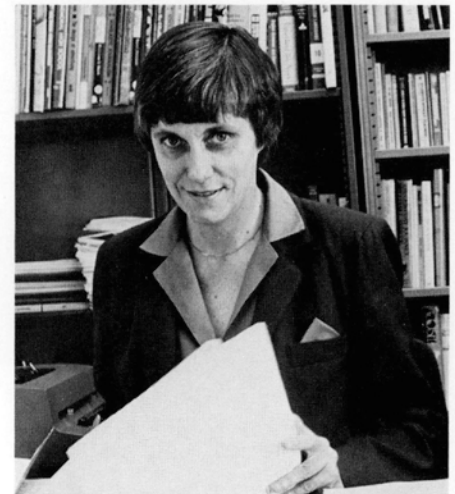


Del Brinkman

Under his direction the AEJ has embarked this fall on a nationwide search for both a full-time executive director and for a place to permanently house the association.

Until both are found, AEJ headquarters will continue to occupy a third-floor office in Flint Hall and Susanne Shaw, associate dean, will serve as a one-year appointment as acting executive director.

Shaw's duties include organizational



Susanne Shaw

management, budgeting, fund raising, public relations and communications for the AEJ, as well as coordinating the association's annual convention, which is a forum for journalism educators from around the world.

The current AEJ headquarters staff includes Robert Summerman, business man; Susana Namnum, editorial assistant; Joal Hetherington, publications assistant; and Lynne Tidwell, secretary.

Mike Acton

Flint's new terminal expands computer-assisted instruction

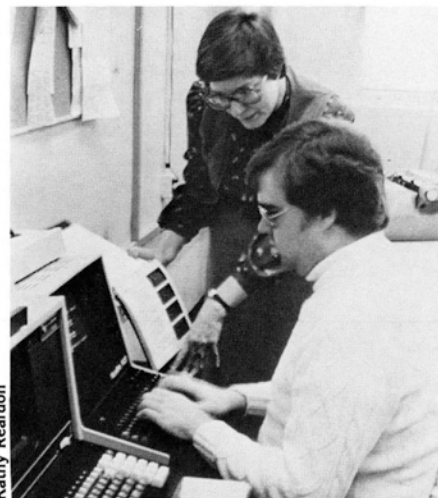
A product of the computer age has come to Flint Hall with the installation of a remote access computer terminal in the J-school last July.

Dorothy Bowles, assistant professor, obtained the terminal through a KU Endowment Association grant, and now uses it to help students in her reporting and editing courses.

Computer-assisted instruction, as the process is called, is not new to the journalism school. Before the Flint Hall terminal was installed, students used the terminals in Strong Hall and the Academic Computer Center to practice grammar lessons useful in reporting and editing.

Now that Flint has its own terminal, Bowles thinks the use of such programs will increase. Twelve programs have been written for the terminal covering subjects ranging from dangling modifiers to comma usage to sentence structure.

Reporting and editing students are not



Prof. Dorothy Bowles instructs Bob Schaad, news-editorial major, on the new terminal.

the only ones reaping the benefits of Flint's terminal. The *University Daily Kansan* staff uses the terminal to organize data compiled from various surveys and polls; students who have chosen the computer science option instead of the language requirement use

it to write programs.

Bowles said that because many publications now use video display terminals for editing, the terminal will provide journalism students with practice before they begin applying for jobs.

Future plans for the terminal include programming it to provide lessons based on *The Associated Press Stylebook* and for use in advertising classes.

Vickie Walton

Chuck Chowins chosen as finalist for H.O.P.E. award

It's like saying Oklahoma has the number one football team in the Big Eight again this year to say the School of Journalism has a finalist for the HOPE award again this year. It is almost expected.

This year Chuck Chowins, head of the advertising sequence and advertising manager for the *University Daily Kansan*, was nominated for the award and became a finalist.

Chowins has had a meteoric rise from grad student in journalism at KU in 1976 to HOPE finalist after only four years teaching at the university.

"I was first very surprised and very elated to have been nominated and subsequently to be one of the finalists." Chowins said.

Chowins follows a history of achievements by journalism professors. Three professors have received the HOPE award: John B. Bremner, 1972; Calder Pickett, 1976; and Peter B. Turk, 1977. Semi-finalists have been David Dary, Susanne Shaw, Rick Musser and Lee Young. Finalists, in addition to Chowins, have been Donald Jugenheimer and Lee Young.

In all except two of the past 12 years journalism professors have been included in the finals. The HOPE award is the only student award given to an outstanding teacher at KU.

Another indication of achievement by journalism professors is that they have received five of the Chancellor's Distinguished Teaching Awards in the last 15 years. Bremner, Pickett, Turk, Shaw, and Young have won these awards.

Judy Howard

Broadcast seminar brings students and pros together

Professional broadcasters and students participated in the first Radio-Television-Broadcast Student Seminar held Oct. 1 in the Bicentennial Center in Salina.

"The seminar gave broadcasters an opportunity to meet with students to discuss station procedures," said Bruce Linton, professor and chairman of the event.

Most of the broadcasters who appeared were longtime professionals within specific areas — i.e., news directors, promotion directors, sales directors, program directors, managers.

Students were able to attend specialized seminars during the day — making it possible for them to learn about various aspects of station operation which might be interesting to them.

Linton said that responses from the students, broadcasters and educators were highly positive and it is likely that a broadcast-student seminar will become an annual event and will be given a high priority by the professional broadcasters of the state.

Aspects of broadcast, sales, promotions and management were represented in round-robin seminar discussions.

The Kansas Association of Broadcasters sponsored the seminar. Twenty-five Kansas broadcasters and 104 broadcast students from state universities and junior colleges attended.

Shelly Coker

Journalism internships send students throughout U.S.

A summer in New York City working for *Mademoiselle* magazine sounds glamorous and fun, but for Judy Woodburn, Wheaton, Ill., senior in journalism, it was also work.

The internship, sponsored by the Magazine Publishers Association in New York, was one of 30 awarded to journalism students by the MPA.

Woodburn spent the summer moving from department to department proof-reading manuscripts, typing rejection



Kathy Reardon

Judy Woodburn

letters, and writing copy for the magazine's health guide and diet columns.

"I really enjoyed working for the magazine. I loved New York but it was good to come back to Lawrence," Woodburn said. "Most of the information I needed to write stories was given to me. I did interview some doctors, though."

Woodburn said that the J-school prepared her for the job but she added, "I think it's important to have a good liberal arts background to work on magazines. Most people who work for *Mademoiselle* are English majors."

Woodburn and 65 other KU students from every sequence worked as interns last summer. Some students who participated in internships were Blake Gumprecht, Los Angeles *Times* reporter; Eli Reichman, *National Geographic* photographer; Mary Ernst, Kansas City *Star* reporter; Kate Pound, Dallas Bureau *Wall Street Journal* reporter; Phil Garcia, Boston-*Globe* reporter; and Chuck Alexander, Milwaukee *Journal* reporter.

Shelly Coker

SEND MONEY?

In the last stages of production of this issue of the *JJ* (well behind the deadlines that we had optimistically set last October), we ended up with a column of empty space in our "News Notes" section even after a half-dozen layout revisions.

With our friendly printer, Bill Kukuk, pushing us to complete the issue, I said jokingly, "let's just set 'SEND MONEY' in large type and get this job finished."

The more that I thought about what should go into this empty column, the less it seemed like a funny idea. It is a serious request. We have been asking for donations from you for the past two years — trying to build an endowment fund to keep the *Jayhawk Journalist* alive.

Some of you have responded — generously. Including the most recent donors listed below, there have been 146 contributions, three of them corporate gifts (Hallmark in Kansas City and CBS Publishing in New York matched contributions made by employees who are J-school alumni, and Vance Publishing Company, which has employed many of our graduates, provided a very major donation).

Recently, the Women in Communications chapter in Kansas City made a sizeable contribution. One current faculty member sent us a check. And, perhaps the most thoughtful donation came in last summer when the classes of 1939, 1940, and 1941 held a reunion here that was organized by Stew Jones, Jay Simon, and Harry Hill. The alums who attended deliberately set the price for their party above the anticipated costs of holding it, with the intention of contribution the balance to the *JJ*'s endowment fund. It resulted in a gift of \$300.

A few of you have even contributed twice to our fund.

We now have over \$7,000 in the endowment association, drawing interest. It has been our intention to develop the capital — not touch it, but instead, offset the costs of producing the *JJ* with the income derived from the investment. It has also been our intention to approach journalism corporations, seeking matching gifts, once the giving on the part of individual alumni provided sufficient numbers of participants to demonstrate a strong interest in the survival of this non-commercial publication.

We are nowhere close to that. This issue will be mailed to over 3,800 alumni of the School of Journalism. And, not counting the group gifts, only about 140 of you have offered financial support. We don't know whether this represents the true level of interest in the continuation of the *Jayhawk Journalist* or whether it is just typical of attempts at fund raising. Much larger numbers of you send us news about yourself, your changes of address so you can continue to receive the magazine, or write to tell us that you enjoy receiving it. We can't help but think that many more of you care about keeping it alive and just haven't yet taken action to giving to the endowment fund.

We continue to put an item in our school's annual budget request for an appropriation because this is demonstrably a valuable laboratory instrument for students studying magazine journalism (more than half of our contributors are former staff members of the magazine, and all of the corporate gifts came about because of the efforts of these people).

The University administration is sympathetic, and it forwards this item request, but the need for funding of academic programs is so great that our appeal has never survived.

We continue to scrape money from other School resources to pay the printer (at well below his costs — a true accounting would show that he has been the biggest contributor of all), but it is a burden that becomes increasingly difficult to carry.

We have thoroughly studied the possibility of going commercial — selling subscriptions and advertising — and we know that it just won't work for the *Jayhawk Journalist*.

And, finally, we continue to hold to the promise that we have made to those who have contributed already — that we would not use their money to pay for getting one or two more issues out to all of you and when the money was gone, give up the *JJ*. If the endowment fund proposal doesn't work, those of you who have contributed will be given the option of having your money returned, or designated for some other purpose at the University. That commitment will be honored.

We continue to hope for the miracle that only you can bring about.

Thanks to the following people or organizations who have contributed since our last publication of donors:

Charles F. Arndt, Evanston, Ill.; Ed and Karen Bassett, La Canada, Calif.; Sharon A. Bowles, Hutchinson; CBS, Inc., New York, N.Y.; Dennis Ellsworth, Tallahassee, Fla.; Joe Flannery, Lawrence; the classes of 1939, 1940 and 1941; Mrs. Harley Holladay, Dodge City; Kay Jarvis Jones, Kenosha, Wis.; Paul Miner, Kansas City, Mo.; Dagmar Paden, Lawrence; Kevin Ragan, Columbus, Ohio; Jay Simon, Norwalk, Conn.; Sam Smith, Lemon Grove, Calif.; Priscilla Taylor, Morrison, Colo.; Pat Tobias, Madison, Wis.; Michael G. Wardrop, Kansas City, Mo.; Michelle Kocour Whitaker, Kansas City; Charles Wilson, Naperville, Ill.; Women in Communications, Inc., Kansas City, Mo.

New Faculty: seven join teaching staff

Four full-time and three part-time instructors hired

In the fall, 1980, four new full-time and three part-time faculty joined the School of Journalism.

Gannett Professor-in-Residence Robert Samsot left a position as deputy editor of the "Art and Leisure" department at *Newsday* in Long Island, New York, to come to KU.

He said that a combination of reasons led to the decision to accept the one-year Gannett position. "I was looking for an opportunity to test my teaching ability. I realized as an editor I was actually teaching when I sat down with a reporter and went over his weaknesses and strengths. I was learning, too, as all teachers do. I wondered if I could teach in the classroom."

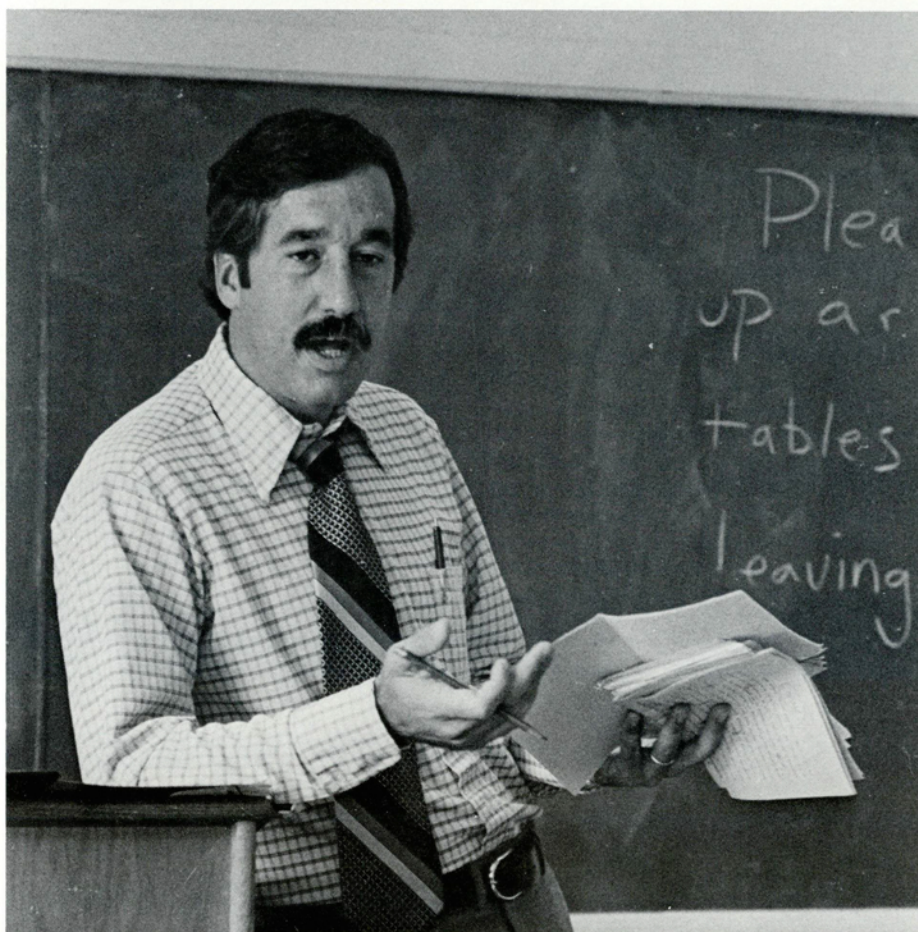
Samsot's newspaper work began in 1965 as a reporter in Denver, Colorado, on the *Rocky Mountain News*. After graduating with a bachelor's degree in journalism from the University of North Carolina, he was eager for writing opportunities, so he also agreed to be a stringer for *Life*, *Time* and *Medical World News*.

He moved from the West in 1967 to work on the *Commercial Appeal* in Memphis, Tennessee. At that time, when James Earl Ray was on trial for the assassination of Martin Luther King, Jr., Samsot was the "eyes and ears" on the case for the Springer Foreign News service.

In 1972 Samsot left the South, the section of the country where he grew up, and went to New York. He was rather fearful at his first job on the copy desk of *Newsday*. "My life changed from pushing people around to pushing semicolons around. I only stayed on the copy desk until something else opened up."

A couple of months later he became night editor, and for the next seven years held various editorial positions for *Newsday*. In 1979 Samsot became deputy editor for the "Arts and Leisure" department.

"It is good to have changes. I'd spent my entire time at newspapers in hard news. I thought the change to soft news would be good to round my experience out . . . I could never afford the kind of education that 'song and dance editor'



Cathy Jarrett

Robert Samsot

gave me, with tickets for an opera at the Met selling at \$50 each."

Samsot said that in his Reporting I and II and Advanced Reporting classes, he involved the students in "action type work."

One day the students came to class and through the window they could see and hear an evangelist preach to a gathering of students. Samsot asked if anyone knew who the man was. No one knew, so he excused the class to go outside, write a short piece and turn it in for grading 25 minutes later. Samsot strives to provide realistic writing experiences for his students.

Jo Ann Dickerson brings many years of experience to the students who take her Editing and Newspaper Production classes. The past six years she worked for

the Los Angeles *Times* and was senior editor on the national desk before coming to KU.

While working in California, she wrote a list of priorities. Dickerson wanted to live in a small city with a large university and be near a major league baseball team. Lawrence fit her requirements perfectly.

When asked how she enjoyed teaching in Lawrence, she said, "I think I've died and gone to heaven."

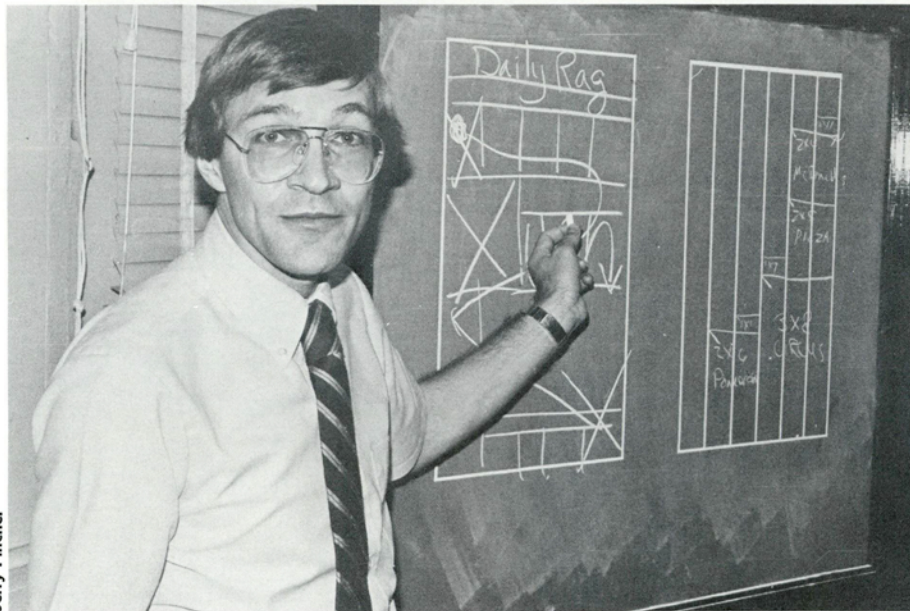
Before working at the Los Angeles *Times*, Dickerson taught at the University of Missouri for six years, where she won the 1974 Joyce Swan award for teaching excellence.

Dickerson also worked on the Columbia *Missourian* and several Texas newspapers. In 1971 she received her master's degree in art history from the University



Nancy Clark

Jo Ann Dickerson



Jerry Fincher

Ted Frederickson

of Missouri. She earned her bachelor's degree in journalism from the University of Texas, in her hometown of Austin, Texas.

Ted Frederickson had two post-graduate plans: one, work for a large daily

newspaper or two, teach journalism. To prepare himself, he chose to obtain a law degree.

"A law degree is an excellent terminal degree for either plan. Much of law is research, and half of reporting is research. Also, First Amendment law is

very important for the journalist," Frederickson said.

Frederickson said that after considering the environmental factors of the two plans, he and his wife, who is also a lawyer, decided to teach. He is teaching at KU and she is teaching at Washburn in Topeka. Working on a large daily newspaper would require living in a large city. This did not appeal to either of them.

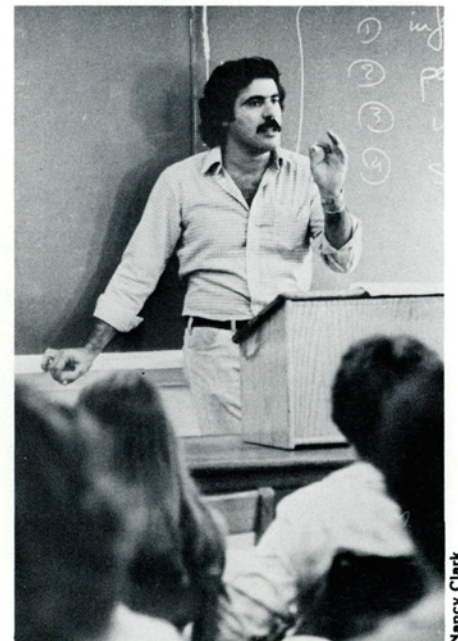
In addition to teaching, Frederickson loves the outdoors. To canoe or wander in the woods with a bird or wildflower book in hand is his idea of the good life. University teaching allows him to enjoy both worlds — the classroom and the outdoors.

"The Midwest has fine J-schools, solid, near the top in teaching, and you can live in a beautiful place," he said.

He obtained his bachelor's degree in political science in 1970 from the University of North Dakota and his master's degree in journalism from the American University in Washington, D.C., in 1971.

Frederickson said that he is a firm believer in providing service to professionals. Small newspapers and editors with legal problems occasionally need help.

"They often don't have the knowledge or resources to handle a problem. The implication of what happens to them often goes far beyond the situation at the time. It sends signals for others that sometimes is acceptable when it is not. I want to stop it where it is," Frederickson said.



Nancy Clark

Roberto Friedmann

new faculty...

When Sam Elliott left Ulysses to teach at KU he probably created quite a gap in the community. In this small south-western Kansas town Elliott has been mayor, city councilman, president of the Rotary Club, active Episcopalian, race car enthusiast, president and owner of radio station KULY and president of the cable television system.

He finds the change from industry to academia stimulating. "It takes a different type of preparation from the business world. To keep three classes lined up keeps me on my toes," Elliott said.

Elliott uses his practical experience to teach Introduction to Writing for Radio and Television, Radio Programming, Production and Operation and a graduate seminar on Research in Bibliographic Methods.

After obtaining a master's degree in business administration from KU in 1965, Elliott began his career in radio that year by founding radio station KULY.

He said, "I hear people in industry



Nancy Clark

Sam Elliott



Bunny Seymour

Dan Reeder



Jerry Fincher

Ralph Gage

being glad to have an industry-experienced person teaching. Academia is glad to have an industry person seeing what they go through. They have a job to do and it is not easy sometimes. It is hard to give a student an F. I see myself as a sounding board or buffer for both areas, academia and industry.

Dan Reeder obtained a master's of

science in journalism from KU in 1971 and is teaching a section of Magazine Layout and Production. He has been editor of *Kansas Alumni* for five years.

Robert Friedmann is a lecturer from the School of Business and is teaching Marketing and the Mass Media this semester. Friedmann, a native of Uruguay, South America, has been in

the United States for seven years and is working on his doctorate in business.

Ralph Gage is assistant to the publisher of the *Lawrence Journal-World* and is also teaching a Reporting I section in the journalism school. Gage, a 1964 journalism graduate of KU, has been with the *Lawrence Journal-World* for more than 11 years.

Joleen Robison

Alumni News



1940's

PAUL R. CONRAD, '49, is the executive director of **Allied Daily News**, Tacoma, Wash.

The spring issue of the **Jayhawk Journalist** reported BEVERLY BAUMER, '48, as listed in **Who's Who in American Women**, **Who's Who in Finance and Industry**, and the **Dictionary of International Biography** for her work in researching genealogy. There was an error in this report. She is listed in these references because of her work in journalism, not genealogy. Baumer's career includes work on the **Hutchinson News**, the **Salina Journal**, radio station KWBW in Hutchinson, and as a trade journalist on numerous national magazines. She also worked as a writer for the state of Kansas during its Centennial Year activities.

R.T. KINGMAN, '47, has moved from Bloomfield Hills, Mich., to Washington, D.C., where he will serve as director of Public Relations for General Motors' Washington offices.

1950's

GORDON ROSS, '54, manages research for McGraw-Hill Publications Co. in New York. His home is in Florham Park, N.J. CARL ROBERT, '50, of Dallas serves on the board of United Enterprise Security Corp. He is vice president of Executive International Association, a sales and marketing organization. BOB ENRIGHT, '50, serves as executive editor of the **Oil and Gas Journal** in Tulsa, Okla. KEITH R. KOST, '50, is the associate administrator for communications of the Health Resources Administration in the U.S. Department of Health and Human Services, Washington, D.C. VIRGINIA FROST RUHL, '50, works as an educational aide in the Shawnee Mission schools.

1960

MARCIA MORAN JANES, a realtor with Baird and Warner in Glen Ellyn, Ill., has been designated a certified residential specialist by the Realtors National Marketing Institute. Her daughter Dana, is a KU sophomore, and her son Greg, a freshman.

1961

ALAN WUTHNOW lives in Mill Valley, Calif., and has been appointed general manager of Alpha Photo Products in Oakland. He had been with Eastman Kodak for 17 years.

1962

HAROLD "COTTON" SMITH has been appointed president of Valentine-Radford, Inc.,

a Kansas City advertising and public relations agency.

1963

DENNIS FARNEY, a staff reporter on the **Wall Street Journal**, won the National Press Club's Washington Correspondent Award for congressional reporting. JUDITH YOUNG KNAPP has been elected president of the League of Women Voters in Norman, Okla.

1964

BYRON KLAPPER has been named director of research for Standard & Poor's Corporation of New York. He had been a reporter for ten years with the **Wall Street Journal's** New York bureau. He resides in Montville, N.Y. JOANNE PRIM SHADE has been named associate director of financial development for the YMCA of Chicago. In connection with her avocation, she made a presentation on children's poetry to the Chicago Children's Reading Round Table at its fall conference.

1966

DON E. BLACK is editor of the **Daily Gate**, newspaper in Keokuk, Iowa. GLEN A. PHILLIPS JR. was married August 14. He and his wife Patricia live in Topeka, where he is a wire editor for the Topeka **State Journal**. JUDITH SHIREMAN has formed her own business, Judith Shireman Research, in San Francisco. The firm conducts research for executive selection.

SUSAN BRINKLEY STOFFLE has joined the Public Affairs staff of Phillips Petroleum Company in Bartlesville, Okla.

1967

BILL MAUK directs educational support services for Telecom Cablevision, Inc., in Chesterfield, Mo. He was previously director of instructional film production for the St. Louis County Special school district. BARBARA PHILLIPS won a second place national award from the Harris Group for editing the Sunday **Salina Journal**. She is now editor of the **Journal's Sunflower** magazine.

CAROLYN DRURY PLAVCAN edits **Cess-quire** and other publications with the Pawnee division of Cessna Aircraft in Wichita.

1968

CHARLES ARNDT is a facilities planner for the Chicago Transit Authority. He and his wife had a child last March. THOMAS DiBIASE was recently appointed an assistant vice president of E. F. Hutton. He co-manages the firm's Omaha office.

1969

HARLAN EVERETT recently moved to Albuquerque and started his own business, The Everett Company, which represents manufacturers of heavy-duty cleaning equipment. CHRISTOPHER LAWSON is a copywriter with Broyles, Allebaugh, Davis advertising agency in Denver. His wife, Barbara, is a 1970 graduate of the KU School of Education.

1970

JIM BIEHLER is associate publisher and chief operations officer for **The American Oil & Gas Reporter** in Derby.

JIMMY BORDA is owner and director of **Criterion**, La Paz, Bolivia, GEORGE FREEMAN, former managing editor of the Coffeyville **Journal**, has been named executive editor of the Marietta (Ohio) **Times**.

KENRICK JAMES does newscasting for KMBR-FM in Kansas City. He was previously with WNCI-FM in Columbus, Ohio. BARBARA LAUTER, formerly Director of Public Relations for the Indiana State Medical Association, has been named Director of Communications for the American Society of Internal Medicine (ASIM), headquartered in Washington, D.C.

SANDEE SMITH has been promoted to staff manager of corporate public relations with Mountain Bell in Denver. Her employee video newsmagazine won a second annual Golden Reel award from the International Television Association. KYLE T. CRAIG is director of National Advertising & Sales Promotion for Burger King, Inc., Miami, Fla.

1971

DAVE ANDERSEN and his wife Nancy announced the birth of their first child, Elizabeth Emery, in Atlanta, May 13, 1979. Andersen is General Motor's southeast regional public relations representative. STEVE BURNETT recently moved from Brookfield, Wis., to Franklin, Tenn., in his work as general manager of mail orders for TSC Industries.

JERRY PERCY is the assistant vice president of the legal department of Columbia Savings and Loan Association. He is at home in Englewood, Colo. TIMOTHY TURNER was awarded a doctor of podiatric medicine degree in May at the Illinois College of Podiatric Medicine in Chicago. He's begun a year's residency at the Veterans Administration Medical Center at Leavenworth.

BION DEEBE and his wife announce the birth of a daughter, Sara Nicole, born November 18, 1979, in McPherson, where he practices law. JOE BULLARD is news editor of the Jacksonville (Fla.) **Times-Union**. THOMAS

E. SLAUGHTER is chief of the New Jersey Associated Press Bureau. SUSAN MORGAN THOMPSON and her husband, Lee, announce the birth of a son Andrew Lee, born November 19, 1979, in Wichita.

MIKE VRABAC has been promoted to local sales manager of TV station KTEW in Tulsa, where he makes his home. KAREN ZUPKO was named "Educator of the Year" by the American Society of Association Executives. She is director of the Department of Practice Management for the American Medical Association in Chicago.

1973

STEVE COHEN has been appointed membership chairman of the newly established Ad II national board of directors. Ad II is the American Advertising Federation's division for advertising professionals under the age of 30. Steve is publications editor for the Salt River Project in Phoenix, Ariz.

TRISH TEETER KANDYBOWICZ is employed in the public relations department of Southwestern Bell in Topeka, and edits **Pioneer News**, a quarterly publication. ANITA KNOPP married Michael Doll last fall. They live in Binghamton, N.Y.

WALTER LIETZEN and his son TIM ('75) are editor and advertising manager respectively, of the **Silver City Record**, a weekly newspaper distributed in southern Wyandotte County. TONDA RUSH is director of the Sigma Delta Chi-Reporters Committee for Freedom of Information at the FOI Service Center in Hyattsville, Md. She obtained a law degree from KU in 1980.

KEVIN SHAFER is a technical editor for PRW Electronics in San Francisco. CATHY SHERMAN married Mikel Ludwikoski on May 17, 1980. She works as an editor at the KU Medical Center. JERRY VOKRACKA has joined the Federal Land Bank of St. Paul, Minn., as public relations manager. ARTHUR WADE is a writer and producer for Ted Turner's Cable News Network, Atlanta.

RIDGE WHITE is vice president and general manager of the Atlanta office of Fletcher/Mayo Associates advertising agency, St. Joseph, Mo. TIM and ANN McFERRIN WINTERS work for the Omaha **World-Herald**. He's wire editor on the night desk and she's assistant regional editor.

1974

STEPH BLACKWOOD is the administrative associate to the vice president for business and administration at Ohio State University in Columbus. WILLIAM BROWN was promoted in June to producer and director at television station WHO in Des Moines. He directs week-night newscasts and, last October, produced the airport segment of Pope John Paul II's visit to that city.

MARK DEVANEY is a lecturer in Management Communications for the government of Papua, New Guinea, at the Electricity Commission College. RANDY SCHUYLER is living in Bakersfield, Calif., and is a copy editor on the **Bakersfield Californian**.

ROMALYN TILGHMAN is regional coordinator in a five-state area for the National Endowment for the Arts in Omaha.

1975

DOUG BALLOU has been appointed assistant vice president and account supervisor for Fletcher/Mayo Associates advertising agency, headquartered in St. Joseph, Mo. GAROLD ELLIS married Breta Bloomberg on July 4, 1980. They live in Manhattan, where he is an attorney.

ARNOLD LYTLE edits copy for the Tacoma, (Wash.), **News Tribune**. KEN MC-CRACKEN and his wife, Pat Corcoran, announce the birth of a son, Matthew Kenneth, born March 3, 1980.

ERIC MEYER is a writer and editor on the national desk of the Milwaukee **Journal**. DANIEL C. MOORE married Mieke Kato on July 19, 1980. They live in Riyadh, Saudi Arabia, where he is teaching English at the Institute of Public Administration. KAREN NELSON is working in Dakar, Senegal, (Africa) for the Peace Corps.

DAVID SCHEMM was selected as one of St. Joseph, Missouri's Outstanding Young Men for 1980 by the local Junior Chamber of Commerce. Schemm works for Downtown St. Joseph, Inc. DANNY SEAY is employed as regional sales manager for the Swinger Company, Shawnee Mission.

ANITA MARTIN SOLTER works as assistant editor of **Kansas Alumni**. TERRY WHITE has joined the Washington-based advertising and public relations agency of Henry J. Kaufman & Associates as a writer in the public relations division.

SHARON WOODSON, formerly director of information services for the journalism department at Florida A & M University and publisher of a weekly community newspaper in Tallahassee, has joined the news relations staff of corporate communications for Bank of America's San Francisco headquarters. She was recently awarded 1st place in the 1980 Florida Press Woman Communications Contest for columns published in the **Capitol Outlook**.

1976

MARY ANN BEAHON (MSJ) and her husband, Mike, announced the birth of a daughter, Kelly Kathleen, on September 25, 1980. They live in Coral Gables, Fla. TIM BRADLEY is living in North Hollywood and working as a freelance writer, musician, and photographer.

STEVE BROWNBAC, and his wife Patti Hall Brownback, have a new son, Thomas Eugene, born January 15 in Salina. Steve's a senior sales representative with the NuTone division of Scoville Industries. CONNIE BRUCE is an assistant editor in the publications department of the BDM Corporation in Albuquerque. The company publishes research and testing material for the U.S. Government. DOUG CAMPBELL is Director of Public Relations for the Maryland Aviation Historical Society in Washington, D.C.

DAVE CRENSHAW won the 1979 Carl Ragan Memorial Award, a regional honor of the Associated Press for news and feature photography, and was named Oklahoma Press Association Photographer of the Year for both 1978 & 1979. He's on the staff of the **Enid, Okla. News and Eagle**.

GARTH FROMME is editor and general manager of the Lindsborg **News-Record**. MIKE GOFF has joined the KU Alumni Association as field director. He's responsible for all off-campus activities and meetings, which includes work with volunteer leaders, local alumni chapters, and the Kansas Honors Program.

MIKE SOLARZ is copy supervisor for Cramer Incorporated, a Chicago advertising agency. DAN SPENCER announces the birth of a son, Dan Sage IV, January 14, 1980. Dan III is employed as national advertising manager for the Topeka **Capital-Journal**.

JOHN TARKINGTON is staff writer and senior copywriter at Cramer Incorporated, a Chicago advertising agency. ROCH THORNTON was married August 30, 1980. He and his wife, Jean, live in Cheyenne, Wyo., where he works as a reporter for the Associated Press.

1977

JIM BATES is the assistant news editor for the Colorado Springs **Sun**. TOM BOLITHO is attending Washburn Law School at Topeka, and is in his first year. LYLE L. BOLL received his law degree from Cornell and is practicing in Denver. LARRY BONURA is director of the bike library in Dickinson, Tex.

JEAN CLEMENT works in the data processing department of City National Bank in Austin, Texas. She is also pledge adviser of the Alpha Phi sorority at the University of Texas. JANICE CLEMENTS is associate media director for the SSC & B advertising agency in New York City. ROBIN GRUENDER BULLER works for WRAL radio, Raleigh, N.C., as promotion director.

DEBBIE GUMP has been named food editor of the Rochester, N.Y., **Times-Union**. ALISON GWINN works on the copy desk of the Chicago **Tribune**. GREGORY HACK is copy chief on the metropolitan desk of the Kansas City **Times**. MARCIA HARPER lives in Topeka, where she is a management trainee with Sears.

JANIE "DOT" HURSH and her husband, Kenneth Graf, are residents of Rolla, Missouri, where she is on the advertising staff of the Rolla **Daily News**. JILL KIMBROUGH married Bruce Michael on June 21, 1980, and is employed as a media buyer at Mace Advertising in Leawood.

MICHELLE KOCOIR married Dr. Kevin Whitaker on June, 1979. She is a group representative for the Equitable Life Assurance Company, in Chicago. JOHN O'CONNOR has joined **TV Guide** magazine's national advertising staff in Radnor, Pa. He previously worked with the advertising staff of the Chicago **Sun-Times**.

MICHAEL PACK has joined SGC Advertising as an Account Executive on the Volume Shoe account. ROD RANDEL is on the advertising staff of the Lawrence **Journal-World**. LYNDA SMITH has been named assistant features editor of the Rochester, N.Y., **Times-Union**.

TERRI HILL SNYDER is public relations account executive for Kenrick Advertising, St. Louis.

1978

RICK BRYANT is assistant editor and production manager of the **American Oil & Gas Reporter** in Derby. BECKY HERMAN BUDKE is

assistant director of admissions at Fort Hays State University. MELISSA CORDINIER is a reporter for Commodity News Service's wire service in Leawood. LANNY DAWSON is working for Fletcher/Mayo Advertising Agency, St. Joseph, Mo.

TERRY DIEBOLT has resigned as police reporter for the St. Joseph **Gazette** to become a police reporter for the Tulsa **Tribune**. JEFF DOHERTY was named Assistant Director of Production Services and Production Manager of McCormick-Armstrong Advertising Agency, Wichita. JOHN FAERBER studies dentistry at Creighton University in Omaha.

RUSS GROVES manages the news department at KNEX in McPherson. DOUGLAS ALAN HUNDLEY married Molly Ege on June 14, 1980. He is a third-year law student at KU. EVAN JAMES is a media supervisor for Barkley & Evergreen advertising agency in Kansas City. PAUL JEFFERSON is a religion writer for the Topeka **Capital-Journal**.

KEVIN KIOUS was hired by Intertec Publishing, Overland Park, as a managing editor for a group of four publications. His wife, LORI BERGMANN, is associate editor of **Grounds Maintenance**, an Intertec magazine. AUDREY LEE (MSJ) does public relations work for Jarvis Christian College in Hawkins, Texas.

BOLIVAR MARQUEZ is now enrolled in the MBA program at the University of Miami (Fla.). Before returning to school he was employed as an account executive in the Panama branch of McCann-Erickson advertising agency. One of his accounts, Dairy Queen, won a CLIO award as an outstanding television commercial. It was the first CLIO award won by a Panamanian ad agency.

DEBRA MILLER married Bryan Kim April 19 in Concordia. She is an editorial assistant for Intertec Publishing Co. in Overland Park. DEBRA J. MORROW has been transferred to Topeka to become an administrative assistant to Ken Bronson, vice president of affiliated newspapers for Stauffer Publications. JOHN MUELLER is an assistant city editor of the Clearwater (Fla.) **Sun**.

CAROL CHAPMAN NEUGENT coordinates the public participation and information activities of the Physical Resources Planning Division at the Central Texas Council of Governments. She is also the editor of the agency's newsletter, **Region Report**, which recently won an award. She is attending night school at Southwest Texas State University, enrolled in the Master's of Public Administration program.

SCOTT NEWTON is employed by the Pratt **Tribune**. MARY ANNE OLIVAR is working in Kansas City for **The Packer**. PATRICK E. PEERY married Cheri L. Messer June 14, 1980. He is a third year law student at KU and is employed by Jeffrey Heeb, Lawrence attorney.

DAN RIORDAN works as an account executive for The Dallas **Morning News**. TERRY SELBY is the news editor for the Leavenworth **Times**. LINDA STEWART works as a reporter for the **Sun** newspapers in Overland Park. JEFFREY SUMMERS has left his work in broadcast journalism to take over his family's business in Kansas City.

RICK THAEMERT is an associate editor for Little Publications, Memphis. DON WALLER works as a photographer for the Alexandria (La.) **Daily Town Talk**. JANET WARD was the first woman selected to participate in the Harris Group internship program, which includes 2 years of working in various departments of a newspaper or radio station and 2 years of managerial training.

VENNIE WHITE, a reporter and photographer, is in charge of the "People" section of the Green River (Wyo.) **Star**. She also does volunteer work for the local YWCA. MARSHA KAY WOOLERY married Phillip Lilley on July 26, 1980. She was the news editor of the Parsons **Sun** before moving to Tulsa, where they make their home.

1979

BRENT AKERS is an assistant advertising manager with the Topeka division of Fleming Foods Company. RODNEY ANDERSON is a general assignment reporter for the **Miami Republican**, in Paola. TOM APPLE married Deborah E. Wagner on August 9, 1980. He lives in Overland Park.

CAL BRUNS is a marketing assistant with Intertec Publishing Co., Overland Park, and works as a copywriter for their **Implement & Tractor** magazine. ELIZABETH CALDWELL is the manager of Act One, Ltd., a theatrical book and supply store in Lawrence.

NANCY DRESSLER married Mark Borst on August 16, 1980. She is a reporter in Topeka on the state desk of the **Capital-Journal** and lives in Lawrence. SUSAN MURRAY FOLEY works in administration for **Sport America** magazine in Denver.

MARC FORD is a media specialist for the Thrifty Rent-a-Car account of Brewer Advertising, Kansas City.

DAVID GOODE is employed on the production staff at Brewer Advertising, Kansas City. LADONNA HALE is with the American Bankers Association in Washington, D.C., assisting in the administration of its political Action Committee called BankPac.

ALLEN HOLDER has been named managing editor of the Parsons **Sun**. SARAH ILES JOHNSTON is working on a Ph.D. in classics at Cornell University, Ithaca, N.Y. Her husband, LEROY, ('77) completed work for his law degree at KU last May and is practicing in New York.

CARRIE KENT is an editorial assistant for **The Mother Earth News** in Hendersonville, N.C.

1980

BECKY ALDRIDGE is employed by McGraw-Hill Edutronics, Overland Park, as an editorial assistant in textbook preparations. JEFF ARMSTRONG is an advertising sales representative with the Wichita **Eagle-Beacon**. MARY BRUMBACK is a media coordinator for Barickman Advertising in Kansas City. JULIE BURROUGHS is a collections teller for the Mercantile Bank of Shawnee Mission.

The news editor for the Parsons **Sun** is BILL BUZBEE. He had served as an assistant

sports editor of the Olathe **Daily News**. Montgomery Ward in Chicago has HOLLY CADDEN employed in its advertising department. PAMELA CLARK is a clerk in the sports department of the Kansas City **Times**.

The assistant editor for **Mobile Manufactured Home Merchandiser**, a business magazine in Chicago, is PAMELA CLIFF. KATHY CONKEY is a researcher and writer for Ralph Nader at the Center for Study of Responsive Law, Washington, D.C.

MARCENE CRUM married Steven Knoll ('80) June 21 in Topeka where he is with Knoll Welding Supply. DIANNE DECKER is doing studio photography work in Manhattan. JEFFREY DOZIER is working as a copywriter and sales promotion coordinator for Didde-Glaser Inc., Emporia. Southwestern Bell Telephone Company, Kansas City, has LESLIE GRAVES working as a Business Services Supervisor.

MAUREEN GREELEY edits **The Magazine of Kansas City Art Institute**. LAINE JEAN GRUENING married LANCE ARMER ('79) on December 29, 1979. She is employed by Ross Roy Advertising, Detroit. MERRICK HELLMAN is employed at the St. Joseph (Mo.) **News-Press** as a reporter. RHONDA HOLMAN lives in New York City, where she is an editorial trainee with **Opera News** magazine. She married Robert Neu (F'79) on June 7 in Halstead.

SHELLY HOWELL is an assistant media planner at SSC&B Advertising, New York City. JON KIRKPATRICK is a branch manager of Pisciotas Food Distributors in Wichita. CINDY KUSE is a copy editor for the Coffeyville Journal. PAM LANDON is assistant editor for **Veterinary Medicine** magazine in Bonner Springs.

BARBARA ANN LINVILLE married Robert M. Wood on August 16, 1980. She works for Hallmark in the Tel-Sales division, in Kansas City. KAREN MAJORS has a public relations job with Barkley & Evergreen, advertising agency in Kansas City. JULIE MCCOOL is the editor of the **Cherryvale Citizen**.

BRIAN McFALL is handling numerous duties related to **Esquire** newsstand sales as well as maintaining its client and sponsor relations with college and high school programs. SUSAN ANNE MINTEER married RICHARD SCHOLERB on August 23, 1980. He is employed by KICK radio in Springfield.

WESLEY ORZECZOWSKI is employed in Steamboat Springs, Colo. TERRY DEE PHILLIPS was married to Mark Alan Cogley on August 2, 1980. The Coffeyville **Journal** has BOB PITMAN working on the news staff. CAROL PITTS is doing some free-lance writing. HOPE RHODABARGER is working in advertising sales with the Fort Scott **Tribune**.

The editor of the **Journal** in Shawnee Mission is ROBIN ROBERTS. ANN M. SHIELDS is a reporter for the Coffeyville **Journal**. BARBARA SMITH is a sports reporter and advertising salesperson for the Centralia (Mo.) **Fireside Guard**. TONI WOOD is a city hall reporter for the **Daily News**, Olathe. LISA ZIMMERMAN is the editor of **Where**, a Kansas City dining and entertainment magazine, published by the 3M Company.



University of Kansas
NEWSLETTER

(ISSN 0041-9680)

Volume 80

January 24, 1981

Number 21

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.