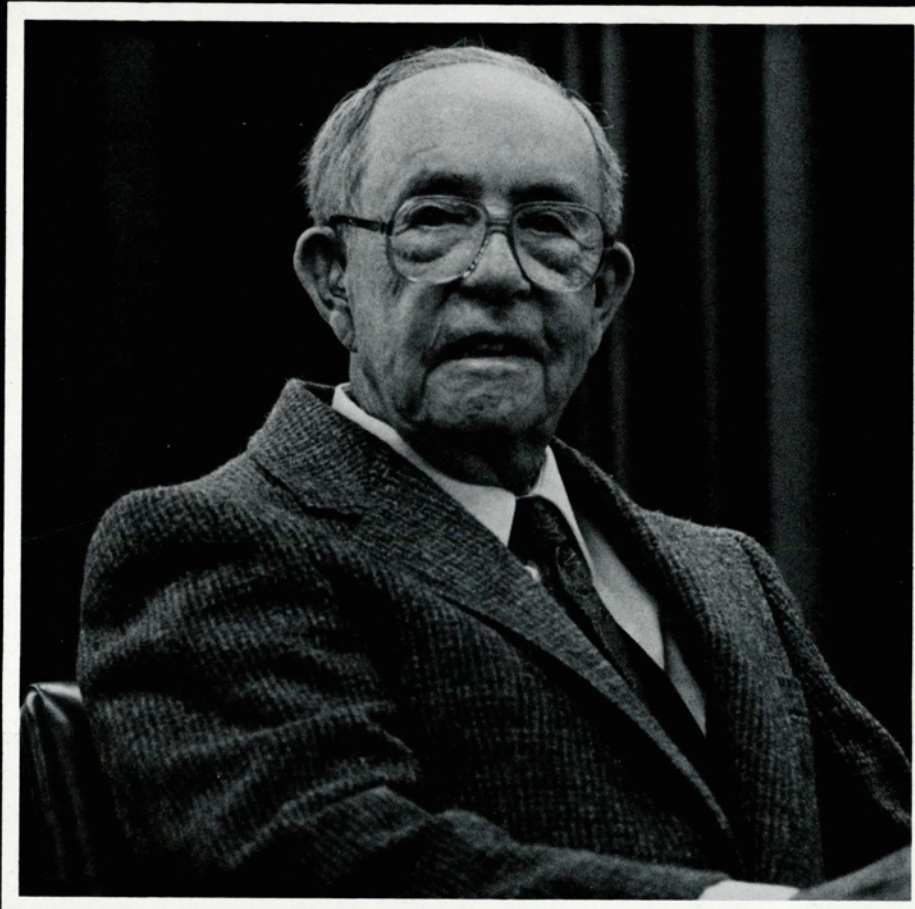


Jayhawk Journalist

Spring 1982



OSCAR S. STAUFFER

"Kindness was of the essence of Mr. Stauffer. In the course of his long brilliant career, kindness moved him."

—John Bremner

*"... every worthwhile advancement that has
come to me was made possible by a friend."*

—O. S. Stauffer

In Memory Of . . .

Oscar S. Stauffer, 95, a small-town Kansas boy who grew up to head an 11-state newspaper and broadcast group, died February 23 in Scottsdale, Ariz. Mr. Stauffer, one of the strongest supporters of the William Allen White School of Journalism throughout its history, was a legendary figure in Kansas journalism, education and politics.

Mr. Stauffer was a journalism giant. He ranks with his beloved mentor, William Allen White, in the immense influence he has had on state and area journalism. He helped create the School of Journalism at the University of Kansas when he was on the Board of Regents. His loyalty and support of the school and the University are unmatched.

His influence on the William Allen White School of Journalism lives on in the many scholarships, the Stauffer Distinguished Professorship and his recent gift of \$1 million. But his greatest contribution to his profession and to his school was his ability to make big dreams come true.

Mr. Stauffer, who was born at Hope near Herington, attended schools in Emporia and graduated from Emporia High School in 1906. He worked for the Emporia *Gazette* for two years before entering the University of Kansas. He worked five years in the editorial department of the Kansas City *Star*, and in 1915 he bought the Peabody *Gazette*, which he edited for nine years.

In 1924, he became editor of the Arkansas City *Traveler*, the first acquisition among current subsidiaries and divisions of Stauffer Communications Inc., which includes interests in Kansas, Nebraska, South Dakota, Missouri, Colorado, Michigan, Oklahoma, Iowa, Arizona and Texas.

In 1930, Mr. Stauffer became president and executive head of Stauffer Publications Inc. He served until 1969, when he was elected chairman of the board. Until 1977, he also was editor and publisher of the Topeka State *Journal* and the Topeka *Daily Capital*. He was former president of the Inland Daily Press Association and former vice president of the Associated Press.

In addition to his journalism career, Mr. Stauffer devoted much of his life to service to Kansas education. He was on the Kansas Board of Regents for 24 years, including several terms as chairman. He was trustee of Washburn University, the Kansas State College Endowment Association, the KU

Endowment Association, and the William Allen White Foundation, which he helped to found.

As president of the KU Alumni Association in 1940-41, he created the Distinguished Service Citations, awards given annually by the University and the Alumni Association for service to society. He received one of the citations in 1947.

Mr. Stauffer previously endowed KU scholarships for journalism students and for students from communities in which Stauffer Communications has interests. In 1973, he established the Oscar S. Stauffer Professorship in Journalism, a chair now held by John Bremner.

In 1979, Mr. Stauffer capped his years of support for the University of Kansas and the School of Journalism by giving \$1 million to strengthen journalism education. The gift, by far the largest single gift ever made to the School of Journalism, linked two of the most famous names in Kansas newspaper history, Oscar S. Stauffer and William Allen White.

Mr. Stauffer said at the time of the gift: "It is because of the early start in journalism that I received from William Allen White, who was like a father to me, and the very highest esteem in which I held him, and my further desire to make a substantial contribution to professional education of journalists that I am making this gift to the Endowment Association for the benefit of the journalism school.

"It is specifically my wish that these private funds be used to build a level of excellence into the journalism building which would not be possible with state funds alone."

Renovation of the journalism building will be completed this summer. The remodeling, furnishing and equipping of the building was made possible by a combination of the Stauffer gift and a state appropriation.

On his 90th birthday, Mr. Stauffer wrote: "I can truly say that almost without exception, every worthwhile advancement that has come to me was made possible by a friend. Work hard and make friends. In everything I've done, I've always found a friend. Life is people."

We at the William Allen White School of Journalism were delighted to be his friends. We thank him. He didn't have to make promises, but he did. And he kept them.

□ Del Brinkman

Jayhawk Journalist

SPRING 1982

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DISPLACED



PERSONS



Flint Hall has been a home away from home for journalism faculty and students for as long as most people can recall. The battered desks, cracked ceilings, and institutional green walls provided comfortable surroundings for the William Allen White School of Journalism. Students and faculty grew accustomed to squeezing between the secretary's desk and the faculty mailbox before entering Dana Leibengood's office. The *Kansan* staff continued to produce a fine paper despite outdated facilities and equipment in constant need of repair and students crowded into the stifling reading room without complaint to study for exams or to scan local papers in preparation for the weekly news quiz.

The renovation will replace these familiar surroundings with convenient and updated facilities. But, while the changes are a welcome sight, they have not occurred without some discomfort and inconvenience.

Calder Pickett, professor, found the walk between his temporary office in Carruth-O'Leary and his classes to be one of the most annoying aspects of the renovation.

"When you leave your office you have to make sure you have everything you need," he said, adding, "You have to lug all that stuff around campus."

Pickett also was unhappy about teaching his "History of American Journalism" class in Lippincott (Old Green). The room was unsuitable for the audio-visual materials he presents during his lectures.

"I didn't like teaching in Lippincott. The room was in the west end of the building and had no blinds and no electrical plugs. The class had to go to the basement one day a week to see the slides," he said.

Because Flint was no longer a home base, students and faculty were spread throughout the campus. The renovation prevented them from mixing as much as they had in the past.

"You don't associate with people in the same way. You don't see people," Pickett remarked.

Ted Frederickson, assistant professor, also disliked having his office in Carruth-O'Leary. "It's been a pain in the butt," he said. He found the half-hour trip between his office and Flint to be very inconvenient, especially when he had to make that trip two or three times a day.

"I can't count the number of times that I've gotten to Flint and remembered something I needed that I had left in my office," he said.

The worst problem he encountered was that students no longer stopped by his office as often as they had in the past. It is important for an instructor to be available to his students for advice, Frederickson said, but last semester his students usually tried to solve their problems with him between classes or over the phone.

Scattered classes have also created a problem for student organizations. Pam Alloway, Parsons senior and vice president of membership for Women in Communications, said that it was impossible to contact everyone involved in the organization.

"We used to be able to plaster posters all over Flint to reach people, but now we've had to put them up in Lippincott, Strong, and all over campus," she said.

The few who had classes in Flint found the building had its share of shortcomings. Lectures were often lost to the sound of jackhammers and the pounding of construction workers.

"The noise was really bad," said Diane Lazzarino, lecturer. "The noise and the dust were the worst. Although I was able to talk above the noise."

Journalism classes were held in Lippincott, Fraser, Wescoe and Strong halls. "With the renovation of Flint we were scattered all over campus," said Bob Legler, Overland Park senior. "There used to be a common identity that journalism students shared. Now, with the renovation, that feeling of belonging is lost."

Some phases of the renovation project were completed in time for the start of the spring semester, allowing the deans' office personnel to occupy their new quarters on the second floor, the *Kansan* staff to move into comparatively luxurious surroundings in the west end of Flint, and the Reading Room to open for business in its new location on the second floor west.

Ethel Stewart, librarian, is confronting several problems that will be remedied when the reconstruction is completed. At present, she faces a lack of security and the noise caused by the fact that there is no separation between the west entrance, with its access to *Kansan* advertising offices, and the Reading Room. A wall will be constructed to do away with this problem, but until then, Stewart and students using the facility put up with distractions.

The *Kansan* newsroom also is near completion. Yet, although reporters and staff gradually are adjusting, many students expressed nostalgia when placed in new surroundings.

"I really felt at home in the old newsroom. In a day or two they really gutted the place. The new newsroom is kind of antiseptic and doesn't have the same flavor to it," Steve Robrahn, Wichita senior and assignment editor reminisced.

Improvements aside, many seniors were disappointed with the consequences of the renovation. After enjoying the security of a second home, they suddenly found themselves orphaned during their last year, with journalism classes being held in Lippincott, Fraser, Wescoe and Strong halls.

"it leaves me with an empty feeling every time I trudge up to the third floor of Strong Hall and walk past the math and computer science bulletin boards," said Mary Riddell, McPherson senior in magazine. "I just don't feel at home."

Moving out of Flint Hall had a special implication for the faculty of Radio-TV-Film, according to Professor Bruce Linton. Unlike the other faculty members of the School, who would soon return to their refurbished quarters, the faculty of RTVF was moving out permanently. In approximately two years they will move to a new Communications Building, but until that time they will have to live in temporary quarters.

To complicate matters, two moves were involved. In June 1982, they moved to a cramped, open-office area in Blake Annex, spending considerable time fighting the invasion of the sow bugs, and water which poured in from a leaking roof. The next move, in October, brought them to the east end of Blake Annex where conditions are somewhat better.

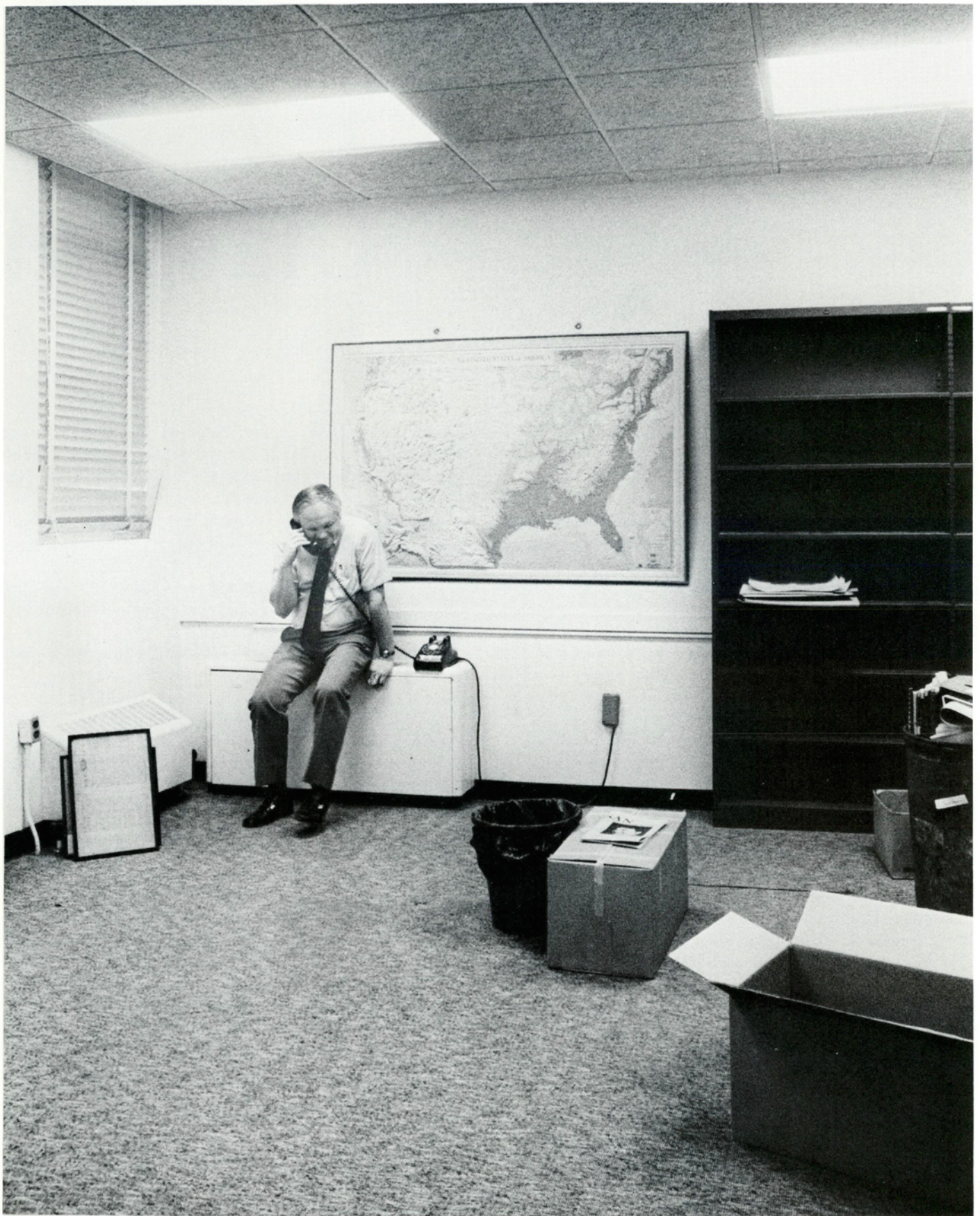
It has been a move of mixed emotions. Foremost is the delight that at last RTVF will have an appropriate facility for teaching and production. But this is tempered with the realization that the easy and informal communication with other members of the faculty will no longer be possible, and it will take extra effort to maintain close relationships.

"I guess that with the move to Blake Annex we are in the weaning process," said Linton. "But even when we are separated we will always be a part of the School."

□ Mary Bukaty
□ Susan Jezak



Left: First floor of Flint Hall was reduced to a cavity of rubble. Right: Dean Brinkman conducts journalism business for the last time in the first floor dean's office.



Gary Mason

The University of Kansas began to hear the rumblings
of discontent, on the verge of a radical era.

Class of

"To dream the impossible dream,
To right the unrightable wrong . . ."

Dreaming impossible dreams, and righting unrightable wrongs. I suppose that such ambitions were as characteristic of 1965-66 as anything we could mention. It was a time for dreams, and for making protests in behalf of many causes. It was a stimulating time to be a teacher at the University of Kansas, for it was the year of the University's centennial, and though the protests were beginning they hadn't yet become an obsession. And if you were a teacher in the William Allen White School of Journalism you'd have found it an inspiring — yes, inspiring, not inspiring — place to be.

If you're thinking of 1966 as high tide sixties you're wrong. Hair was still short. In my editorial writing class in the fall of '65 we were talking about the matter. We had Larry Ketchum, who told us he was a conservative with long hair. So he was. We had Harihar Krishnan, from India. His hair was long by taste. It was either in that class or another one that we had John Garlinghouse, who was talking about something called the SDS, wanted to be a "polemicist," and told me he was troubled because the people he most liked to be with were hard-hat types, who liked to take their guns and go out hunting. The ads were featuring a fellow named Bob Dylan. "The Man from UNCLE" was popular on the tube, and so was "Get Smart"; half the students were going around saying, "Would you believe?" and "Sorry about that, Chief."

The developing war in Vietnam was the major story in the world, I suppose. During that school year Pope Paul visited New York, and Lyndon Johnson had gall bladder surgery and showed us all his scar, which one cartoonist turned into the map of Indochina. John Lindsay became mayor of New York, and his woes were just beginning. New York itself had a big blackout, and the marvel was that the place didn't ex-

plode. Those New Yorkers behaved like human beings, some of them even like ladies and gentlemen (and the birth rate nine months later suggested how some of the New Yorkers had spent the blackout). A word called "camp" was being kicked around, and many women were donning a piece of attire that we heard about in the hit song of the year.

"These boots were made for walking . . .
And one of these days these boots are gonna
walk all over you . . ."

I'm sure you remember it. Nancy Sinatra, who wasn't much of a singer, did it for us. It was the year when "The Sound of Music" was breaking movie box-office records, when the Oscar, horrifying some movie purists ("film" people, obviously), went to that movie. You could have seen, during that school year, Burt Lancaster and friends hamming it up on "The Hallelujah Trail," Curtis and Lemmon hamming it up in "The Great Race," some dazzling old planes in "Those Magnificent Men in Their Flying Machines." There were two versions of the life of Jean Harlow, both trashy. There was a super-cast in a super-dull movie, "Ship of Fools." Charlton Heston was painting the Sistine Chapel in "The Agony and the Ecstasy" (mostly agony, one critic said). "The Loved One" was about the funeral industry, and Jason Robards was in "A Thousand Clowns," and the James Bond offering was "Thunderball," and James Coburn was "Our Man Flint," and there was a lot of talk about sex in "The Group," and Paul Newman was "Harper," and "Born Free" had a female lion named Elsa and a big soaring sound track, and "The Russians Are Coming, the Russians Are Coming" contained much fun and excitement, and the Beatles were shouting the title tune of their second movie:

"Help, I need somebody!
Help, not just anybody!
Help, you know I need someone — Help!"

'66

1965-66, a bit year. Medicare came into being. Watts, a section of Los Angeles, exploded in racial rioting just before school started that fall. Albert Schweitzer died in Africa, and 200,000 died in a Communist coup in Indonesia. The Dodgers beat the Twins in the World Series. Rhodesia declared its independence. The Gemini 7 flight took place. There was a Christmas truce in Vietnam. Charles de Gaulle was saying "Yankee, go home." Atom bombs fell out of a plane over Palomares, Spain, and they eventually were found, after half of the Spanish people had been scared to death. Indira Gandhi took over in India. The Russians dropped a space capsule, Luna IX, on the moon. Kwame Nkrumah was overthrown in Ghana. The Labor Party won the British election. And the cultural revolution was taking place in China.


"To everything (turn, turn, turn)

There is a season (turn, turn, turn) . . ."

The words of Ecclesiastes, folksied up by Pete Seeger and done in a hit recording by the Byrds. It was the Centennial year, as I noted, and I should know, having spent many hours on the Centennial committee that year. There was a Centennial medallion. Douglas Moore, the composer, premiered his "Carry Nation" opera here. There was a Centennial ball in the Armory. The Metropolitan Opera brought "Susannah" to us. The *Kansan* published a huge Centennial edition, and the University had a distinguished series called the Inter-Century Seminar on Man and the Future. Flashy. We had Loren Eiseley, scientist-philosopher; Charles Whittaker, ex-justice; Buckminster Fuller, the architect of big dreams and big ideas; Arthur Larson, ex-aide to Eisenhower; Harold Clurman, the critic; Karl Menninger of Topeka; Jules Feiffer, cartoonist and social critic; Arthur Clarke, prophet of the age of science; Dwight Macdonald, cultural authority and gadfly; Ashley Montagu, anthropologist; Sylvester Weaver, television pioneer. The final convocation brought back Franklin D. Murphy, for

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Jerry Lee Lewis




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Get Jerry

FRIDAY

See the Rising Sons at the Free TGIF
and at the evening show.

SATURDAY

Starr and his rhythm and blues orchestra.
including: The Idols, The Blades, and
Miss Bulah Roberts.



78

many years our chancellor. His talk was truly distinguished, and the orchestra played Brahms' "Academic Festival Overture," and we walked out into the street and were greeted by protesters. "END THE WAR AGAINST VIETNAM," the poster carried by one of our students, Rick Mabbutt, said. The protests brought us back to earth after the euphoria of that program inside Hoch.



the centennial university

DAILY KANSAN



serving k.u. for 76 of its 100 years

76th Year, No. 113

LAWRENCE, KANSAS

Wednesday, April 13, 1966

Cong strike big base

"Yesterday, all my troubles seemed so far away,
I need a place to hide away . . ."

I think it went like that. Even we non-lovers of rock thought the Beatles had recorded a good one with that number. In '65-'66 Fraser Hall was gone, disappearing under the big ball that summer. Chancellor Wescoe promised to recognize students as individuals. The draft continued. There was a crisis in India and Pakistan, and news stories discussed it. We had almost 14,000 students. The Greeks outlawed discrimination that year (and how many blacks, say, are there in fraternities and sororities in 1982?). Bert Carlyle of the *Topeka Pictorial Times* told the world that KU had a big Communist cell. (Where, Bert, where?) TV teaching was inaugurated at the Medical Center. Deborah Fowler, a junior, was queen of the American Royal. Debbie Bryant, another KU student, was Miss America. There was a week to honor the Peace Corps. An overpass was planned on Daisy Hill, to cross Iowa Street. Seniors wore cowboy hats for Senior Day. The SDS had an anti-war demonstration. Charlie Corcoran wrote a series about life on Parris Island, where he had — more or less — lived. McCollum Hall was dedicated. A merger planned for the KU-Washburn law schools was discarded. Lee Byrd wrote about the SDS. A slight earthquake was felt here. An SUA panel concluded that student unrest was good for KU (hope you guys remembered that four years later). Truman Capote's new book, "In Cold Blood," about the Clutter family murders, was popular. Templin Hall had a bomb threat, and so did Summerfield. Marijuana was being talked about. And there was a hearing on fluoridation of water.

"I can't get no satisfaction,
I can't get no satisfaction,
And I try, and I try, and I try, and I try . . ."

The Rolling Stones were new that year, new to me. As a matter of fact, I'm not sure I'd heard about them even then. Work started on a new building, the one we call Haworth,

and Alpha Kappa Lambda had a ground-breaking for a new house. KU students marched on Washington, protesting the war. Mont Bleu was opened for skiing, making Lawrence the Aspen of Kansas. A Missourian named Robert DePugh, of the Minutemen, was here; Stop Week was endorsed by the All Student Council; Howard Mossberg was named pharmacy dean. Bob Rollins did a series on the American Indian, and he caused a school controversy when he printed a picture of a Pom Pon girl whose skirt flew up and revealed an expanse of flesh. We learned the cable TV was coming to Lawrence, and John Ise, veteran professor of economics, was 80 and still sounding off. A picture showed students skating on Potter Lake, and the Spencers announced the gift that provided for Spencer Library. The homes owned by Dan Ling, physics professor, were in the news, and there was endless controversy over rules in the dormitories and other organized houses, and '65-'66 brought big changes in that area. A fellow named Laird Wilcox, then an ardent liberal, was being quoted, years before he became an ardent conservative. Coeds — a word we still used — seemed to be in rebellion everywhere. The University Party and Vox Populi were big, and it was that year that Vox ordered me to order the editorial editors to quit opposing Vox, and I told Vox to go to hell. Al Martin was elected ASC president, and some K-Staters burned "KS" on the Campanile hillside. Coeds were learning karate, and there was a Model UN (probably better than the one we have today). Clark Bricker won the HOPE award, for the first time, and plans were announced for something that became Jayhawk Towers, and an assistant in the English department, Ham Salsich, began to make waves, and regents were studying the "trimester."

"On a clear day, rise and look around you,
And you'll see who you are . . ."

Want to know who spoke here that year? Well, I'll tell you anyway. Carl Oglesby, national SDS mucky-muck. Gen. Maxwell Taylor. Rep. Bob Dole of Kansas — yes, I said

representative. Sen. Frank Carlson of Kansas. William Inge, the Kansas playwright. Arthur M. Schlesinger Jr., who called for withdrawal from you-know-where. Thor Heyerdahl, the "Kon-Tiki" man. Bernard Fall, who would become a casualty in Vietnam. Nelson Algren, who wrote "The Man with the Golden Arm." Truman Capote. Plus all those Centennial speakers.

That was the year we were told something many of us knew: students are bored by good music. Like, I suppose, the KU production of "My Fair Lady." Or Robert Goulet, here for Homecoming (he led cheers at half-time). "Who's Afraid of Virginia Woolf?" was done by the University Theatre, and some shocked folks walked out. Clayton Krehbiel, choral director, resigned to direct the Cleveland Orchestra chorus. "Two for the Seesaw" was performed, and so was a terrible thing called "The Bedbug." And the students who were bored by good music were in love with a place called the Red Dog Inn, hearing Ike and Tina Turner, Glenn Yarbrough and Jerry Lee Lewis.

"I'm Henry the eighth I am
Henry the eighth I am, I am . . ."

Herman's Hermits. My knowing that will tell you how square I was, and am. Okay, here's news for you sports fans. We played at Texas Tech in early September, and there was a tornado alert at the game. Officials began to demand showing of student IDs at games. Jack Mitchell was still coach. Phog Allen turned 80. We lost eight football games, beating Oklahoma State and Kansas State. We scored 100 points in a basketball game. Our superstar was one Jo Jo White. We won the conference in basketball but lost in the first NCAA game. Yep, 16 years ago. Bill Easton was coaching the Olympics track team for '68. Jim Ryun was burning up the tracks, doing the mile; '66 was his record year. Rain came for the Relays, and the track coach was Bob Timmons.

And journalism had a new dean. His name was Warren Agee, and he came here from Texas Christian, and he was

Kansan reader opportunity

*(write your own editorial
and
if you can't say something nice,
don't say anything at all)*

a good one. Big journalism names on the masthead were Judy Farrell, Janet Hamilton, Karen Lambert, Ed Vaughn, Dale Reinecker, Fred Frailey, Jacke Thayer and Justin Beck. One semester all our assistant managing editors were women, and they were a good bunch, the best class of women I've ever taught. Pretty, too. "Little Man on Campus" had yielded to the more topical Herblock. We set an enrollment record that year — 148 students! How about that? There was a picture of a *Kansan* staff party, our editors feeling no pain. A story told about ex-Dean Burton W. Marvin, who was at Tel Aviv University; one told about the William Allen White speaker, Gardner Cowles of *Look* and the Des Moines papers; others told about two state honorees, Roy F. Bailey and Earl Fickertt. The *Kansan* was huge, much of the time, and John Casady was *Jayhawker* editor, and the Flint reading room was remodeled, and the J-school was accredited, and Bill Blundell from the class of '61 spoke at the *Kansan* Board dinner, and we honored such people as Carolyn Hoke, Larry Bast, Janet Hamilton, Fred Frailey, Penny Donaldson and Tom Rosenbaum.

"You coaxed the blues right out of the horn, Mame,
You charmed the husk right off of the corn,
Mame . . ."

I love going back to see what the editorial writers were sounding off about. Karen Lambert: KU culture, the terrible state of TV, communication, the obsolescence of college, the futility of protest, life in Cuba, course evaluations, the barbarism of final examinations. Janet Hamilton: on being a freshman, more hospital space, "Alice in Wonderland," civil rights protests, stupidity of the cigarette ban, advisers, burning yourself to death to make a protest point, compensation for victims of crime, test tube life. She and Jacke Thayer denied that morals were on the way out. Jacke Thayer: in loco parentis (the three words Jacke hated most in life), Lawrence being a 19th century village for its plans to seek out smut, the *Jayhawker*. Judy Farrell: man as the cruelest animal, the cigarette ban, the value of dissent, the anniver-



New Dean Appointed For Journalism School

Warren K. Agee, 48, has been named Dean of the William Allen White School of Journalism and Public Information. Dean Agee will assume the position on Oct. 1 as successor to Burton W. Marvin, who resigned the post to develop a Mass Communications Center for the University of Tel Aviv, Israel.

Joining Dean Agee on the faculty is Marvin E. Arth, 35, of Cincinnati, Ohio. Arth will teach reporting and editing courses and serve as news adviser to the University Daily Kansan. He will teach in place of Prof. John DeMott, who is on leave to study toward a doctoral degree at Northwestern University.

Dean Agee has been professor of journalism and dean of the Evening College at Texas Christian University since 1962. He was a member of the Fort Worth, Tex., Star-Telegram editorial staff from 1937 to 1948 and headed the TCU department of journalism for eight years. He left TCU to serve as dean of the West Virginia University School of Journalism and as national executive officer of Sigma Delta Chi, professional journalism society, before returning to TCU three years ago.

DEAN AGEE WILL also act as director of the William Allen White Foundation and serve as a member of the American Council on Edu-

cation for Journalism (ACEJ), a group which supervises a program concerned with accreditation of collegiate journalism curriculums.

His appointment as White Foundation director is subject to formal action by the Foundation's board of trustees at the 1966 annual meeting in February. He was elected to the ACEJ at the August meeting of 1,000 members of the Association for Education in Journalism.

Aside from an extensive career



Warren K. Agee
... due Oct. 1

in journalism, Dean Agee is co-author of a textbook, "Introduction to Mass Communications." The book is used in 175 colleges and has been translated into Japanese and Korean.

The new dean earned a bachelor of arts degree in journalism and English from TCU and a master's degree in journalism and history and Ph.D. in American Studies from the University of Minnesota.

Dean and Mrs. Agee have two daughters, Kim, 19, a senior at TCU, and Robyn, 7.

Calder M. Pickett, professor of journalism, is acting dean of the School until Dean Agee arrives.

ARTH, A GRADUATE of KU, was editor of the University Daily Kansan while attending school here. He worked on the Salina Journal before serving six years on the Cincinnati Times-Star in several editorial positions.

From 1958 to 1960 he was news director of WCPO-TV in Cincinnati and earned a law degree at the Salmon P. Chase School of Law. He has practiced law in Ohio since 1960 and was an assistant attorney general of the state for three years. In 1963 and 1964 he was news director of WKRC-TV, another Cincinnati station.

He and his wife have two children.

sary of Kennedy's assassination. Suzy Black: abortion laws as archaic, wiretapping. Terry Joslin: bigotry. Bob Stevens: student dossiers. Justin Beck: the Watts riots, the war in Vietnam, the ASC. Rosalie Jenkins: poverty, four years at KU. Rich Lovett: how to study. Bob Curtright: censorship, the Western Civ exam. Walt Blackledge: those who talk of conformity, the state's laws on discrimination. Ernie Ballweg: man as ruthless destroyer. Elizabeth Rhodes: the need to give blood. Barbara Phillips: on getting kicks from cough syrup. Glen Phillips: ugly KU buildings. Harihar Krishnan: the African blood bath. John Garlinghouse: Vietnam. Jane Larson: welfare, Americanese. The *Kansan* turned over space that year to student politician Bill Robinson and to the column of Mike Miller and Jim Girard, and Miller and Girard wailed in agony when the column was dropped.

"England swings like a pendulum do

Bobbies on bicycles two by two,

Westminster Abbey, the tower of Big Ben,

The rosy red cheeks of the little children . . ."

1965-'66. It was a transitional time. The years of protest were only being hinted at in the mild teach-ins and the like of that year. Soon it would seem incredible that we had actually been sentimental enough to have a centennial celebration, and probably some of you whose names have been listed in this memory piece would wonder how you could have been caught up in such matters. And some of you, like many I have known out of the long dead past, might long, even sentimentally, for an occasional return to the mood and times of 16 years ago.

□ Calder Pickett

Journalism ethics:

Students look for answers, find more questions

In retrospect, many journalists say, the current debate over journalism ethics began with Watergate. Washington *Post* reporters Bob Woodward and Carl Bernstein, with their extended expose of the Nixon administration, ushered in a heady new era for the press. Suddenly, journalists were the good guys, fighting for "the public's right to know." Enrollment at journalism schools swelled, and members of the press took a new pride in themselves and their work.

Somewhere along the way, however, pride grew beyond healthy bounds and became arrogance. More and more reporters began to lose sight of exactly what they were doing, why they were doing it and who they might be hurting — the all-important end became the justification for any means.

In the past year and a half, a number of scars have marred the face of the press. The Washington *Post* was again in the limelight, but this time for less honorable reasons. The newspaper returned a Pulitzer Prize after discovering that the main character in Janet Cooke's winning feature story about an 8-year-old heroin addict was a "composite." Several months later, the *Post* ran a front-page apology for having published a gossip item suggesting President Jimmy Carter had bugged the presidential guest house. Carol Burnett waged a much-publicized war against the *National Enquirer* and won a hefty libel suit. Finally, at the end of 1981, the movie "Absence of Malice" crystallized the negative conceptions of the press and promptly took the shine off any halos created five years earlier by "All the President's Men."

Today, journalists are facing a whole new set of adversaries, but their greatest critics come from within. Ethics has become an almost constant topic of thought and conversation among soul-searching professional journalists. The questions are many: Do reporters rely too heavily on unnamed sources? Does questioning of public or private figures sometimes turn into harassment? Does a reporter have the right to misrepresent himself in order to get information he thinks is important to public safety? Has intense

competition for readers, advertisers, prizes and fame desensitized the press and induced some journalists to act irresponsibly?

As might be expected, the only consensus arising from all this questioning is that there are no easy answers. The fact that journalists are seriously debating these issues, however, is generally seen as a step forward. In the interest of bringing this timely debate to journalism students at KU, the school introduced an ethics course this academic year. Offered as a section of The American Press, the course was taught by Mike Moore, lecturer, in the fall semester and by Del Brinkman, dean, and Susanne Shaw, associate dean, in the spring.

The ethics class was an experimental course designed to determine whether there was enough student interest and subject matter to establish it as a full course. It will not be offered in the fall of 1982, but if it gets a positive response from faculty and students the dean will move to have it renewed by the School Committee for inclusion in the regular curriculum.

According to Brinkman, ethics has recently become of greater importance to all professional schools, including law, business, medicine and journalism. In fact, the national accrediting agency for journalism education now inquires about the emphasis given to ethics at the journalism schools it evaluates.

"All fields require judgments to be made," Brinkman said. "The quality of professional work is often tied to those judgments. There's been increasing discussion on the kind of moral, philosophical and legal basis for them."

For the most part, journalism courses have been stressing the legal aspects of decision making, Brinkman said, and students need to be acquainted with the other aspects. The purpose of the class is not to prescribe a set code of behavior, but to raise students' sensitivity about ethical issues and about the effect the press has on people who become "news."

As taught in the second semester, the course was divided roughly into two parts. During the first half of the semester, students were required to see "Absence of Malice" and write a reaction paper on it. The movie was a vehicle for dramatizing some of the issues the class would be talking about, Brinkman said. Next, students heard a variety of speakers discuss their beliefs about ethics in journalism and in other professions. Guests included Mike Davis, dean of KU's law school; Don Marquis, associate professor of philosophy; Ralph Reed, Lawrence physician; Butch Henderson, senior pastor of the Plymouth Congregational Church in Lawrence; and several newspaper editors. At midsemester, students wrote a comprehensive paper incorporating class discussions and readings and outlining their own opinions.

"In the first half, they develop a philosophical base for ethics — discover their own personal thresholds in a sense," Brinkman said. "In the second half, we deal more specifically with judgmental problems. We use hypotheticals in journalism situations and others," to test the philosophies students have developed.

The format and content of the course generally seemed to please the students who enrolled. All of those interviewed thought it should be retained as a regularly offered, if not required, class.

Dave Lewis, Lawrence senior in news-editorial, said he had always thought the journalism school needed a course focusing on ethics.

"It was good from the standpoint that the ethics class goes much deeper than not accepting freebies or misrepresenting yourself — the obvious things," Lewis said. "There are deeper, darker issues. What role does the journalist play? Should the pursuit of 'truth' come above all else? When do we cheat and steal, or should we? How important is the individual? Sometimes he gets lost in the shuffle."

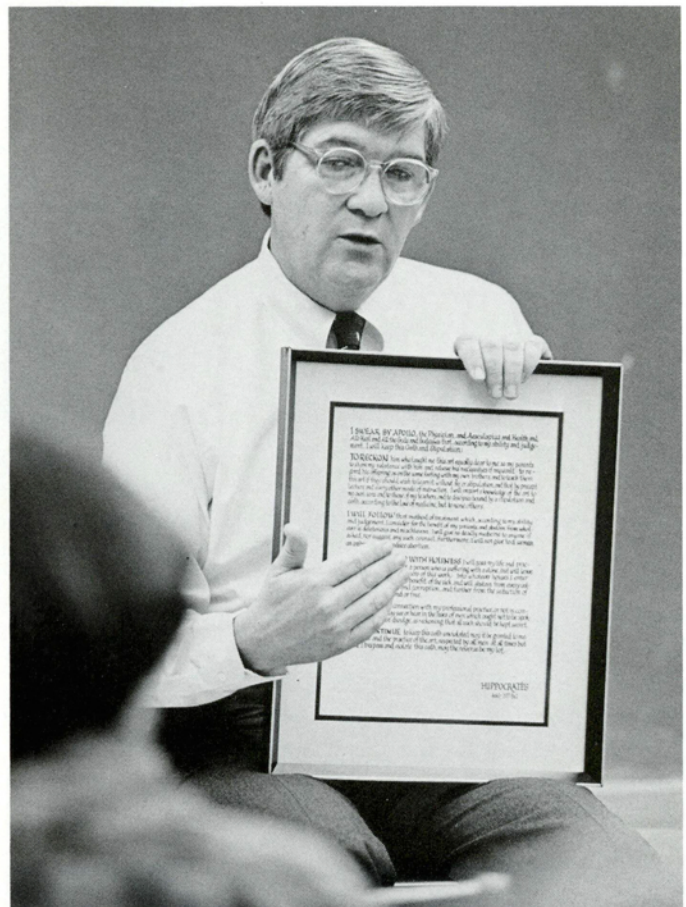
The new interest in journalism ethics may stem from the fact that Americans are placing more and more emphasis on social responsibility and on making all institutions more accountable to the public, Lewis said.

"One reason we're examining ethics is the whole freedom-of-the-press issue," he said. "If we can't get a grip on what we're doing and why we're doing it, then someone else will, like the government. That's a real concern with me. If we aren't a responsible organ, someone will make us one."

Mark Hamrick, Coffeyville senior in broadcast news, said an ethics course such as the one being tested should be part of the education of anyone going into a reporting or editing job.

"Broadcast people have to be particularly aware of the problems in ethics, because anymore, the public tends to be more and more dependent on broadcast news," he said. "We need a sensitivity to that."

Hamrick lauded the course for "truly addressing profes-



David Hornback

Ralph Reed, Lawrence physician and one of several guest lecturers in the ethics class, discusses the Hippocratic oath and its bearing on the ethics of his own profession.

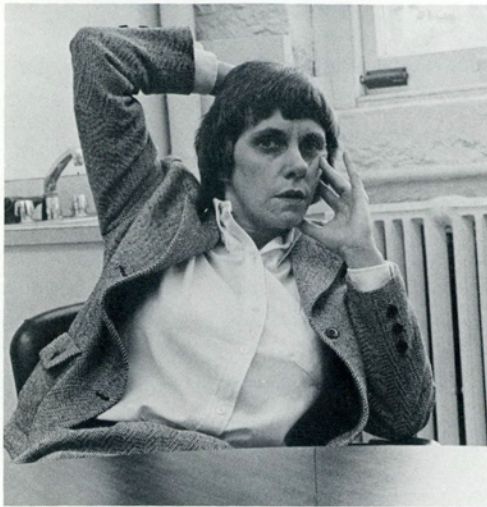
sional problems."

According to Sharon Appelbaum, Prairie Village junior, many of the visiting editors told the ethics class its discussions were much like the conference-room discussions that take place on professional publications, when a reporter, city editor, managing editor or others meet to hash out an issue or an approach to covering a story. The study of ethics is a timely one for college students, she added.

"We'll have to deal with it out in the real world — why not start now?" she said.

Actually, students who work for the *Kansan* or other student publications can come face to face with ethical dilemmas even before they reach the "real world" of journalism. Sometimes, they are ill-prepared to deal with the problems thrust at them.

Vanessa Herron, Junction City senior in news-editorial and editor of the *Kansan* during the spring semester, said students would probably be better equipped to work on the staff as reporters if they were more accustomed to dealing with the complexities of ethical questions. Aside from a staff memo outlining *Kansan* policies — including those forbidding the acceptance of "freebies" of any kind and urging professional and courteous conduct at all times — student



Susanne Shaw, associate dean, and Del Brinkman, dean, teamed up to teach the ethics course. The purpose of the class, according to Brinkman, was to raise students' sensitivity about ethical issues and about the effect the press can have on its subjects and its readers.

reporters are given a few concrete guidelines when they begin writing for the paper. A framed copy of the Sigma Delta Chi Code of Ethics can be found in the editors' office, but the *Kansan* has no specific code of its own.

"The problem with setting down rules is that people automatically try to get around them," Herron said. At the beginning of the semester, she and the other editors talked about stressing ethics and general policies with the staff, but that was never done, she said. "We haven't really had anything to learn from, so far," she added.

Herron did have one problem during the first week of her reign as *Kansan* editor. One of the reporters fabricated quotes and situations for a story, Herron said. The reporter was promptly terminated, but the incident brought home the seriousness of recent concerns about journalism ethics and the possibility of breeches of conduct occurring even within the school's domain.

A bigger controversy involving the ethics of the *Kansan* staff came in the fall of 1980. A University search committee was conducting a closed search for a new chancellor following the resignation of Archie R. Dykes. According to Richard Von Ende, executive secretary of the University, the committee conducted the search confidentially to insure that good candidates would apply. Several KU groups, including the Classified Senate, the American Association of University Professors and the *Kansan's* editorial staff, spoke out against the policy of secret selection of an administrator who would command an annual salary of \$70,000 and would control a combined budget of more than \$260 million.

In mid-November, a *Kansan* reporter obtained a copy of the master list of chancellorship candidates after the list had been photocopied for distribution to the 12-member committee and left stacked on a copy machine in the chancellor's office complex. Almost immediately, the staff was entangled in a dispute over whether the paper had properly acquired the information and would be justified in using it for a story. Carol Beier Wolf, then the editor of the

Kansan, said recently that she had no qualms about how the reporter had obtained the list and that her initial reaction was to publish it in its entirety.

Beier Wolf's position in wanting to proceed with such a story was that the KU chancellor, being a state employee, should be accountable to the public. In her opinion, the selection of the chancellor deserved the same openness and discussion that accompany the election of a public official. The paper and the public had a right to know who was being considered for the chancellor position, she said.

However, University officials became very upset upon learning that the *Kansan* had a copy of the list and was working on a story. Beier Wolf decided to hold the story until the issue could be fully discussed. After hearing from the acting chancellor, the Board of Regents, the student body president, the dean of the school and several respected jour-

'If we can't get a grip on what we're doing and why we're doing it, then someone else will, like the government.'

—Dave Lewis

nalism professors, Beier Wolf ultimately concluded that it would not be in the best interest of the paper to print the complete list. Instead, the paper ran a story on Nov. 19 that focused only on the general makeup of the list and on the fact that it contained few women and blacks.

During the discussions of the situation, Beier Wolf said, she became more and more convinced that the issue concerned not just the chancellor's list, but the existence of the *Kansan* as she knew it — an independent publication within a state-run institution. She feared the autonomy, perhaps



Bob Giles, executive editor of the Rochester Times-Union and Democrat and Chronicle, shares some of his papers' ethical dilemmas with members of the ethics class. He spoke in particular about coverage of an accident at a nearby nuclear power plant.

even the whole future, of the paper would be jeopardized if she were to publish the list amid heated criticism from both on and off campus.

"I felt that if I persisted, I might endanger the paper," Beier Wolf said. "I didn't want to do that. The *Kansan* was what had kept me going through all the long nights of work; I had devoted a lot to it. I felt I had no right to take that opportunity away from countless people, both those on the staff at the time and those who would come after me."

Beier Wolf said that she didn't regret any of her decisions, only some of the processes used to reach them, and that she didn't blame the paper for what happened. Although she had been exposed to discussions of ethics in the past, the topic was never stressed at the journalism school, she said. *Kansan* staff members might have better understood the problems and debates surrounding the chancellor-list story if they had had more training or experience in such matters, Beier Wolf said.

Lewis, who was editorial page editor and who became editor the following semester, said communication within the staff broke down during this controversy, compounding the difficulties in dealing with the criticisms and in deciding how to handle the story.

"It was a volatile situation," Lewis said. "But it brought to light the need to look at ourselves. I have no doubt that the chancellor-list issue enhanced the situation for the formation of an ethics class."

Lewis suggested that the ethics course should be a re-

quirement for all journalism students. A seminar-type class like the spring semester's is fine, he said, but students entering the school need to take a basic ethics course while they are developing their reporting and editing habits.

Herron agreed that all students would benefit from an ethics course.

"Just thinking about it when you don't have to, when you're not under a deadline, helps you develop a framework to deal with problems when they do come up," she said.

Rick Musser, associate professor and news adviser for the *Kansan* since the summer of 1977, said he had been stressing the importance of sensitivity in his Advanced Reporting class, which acts as the backbone of the *Kansan* staff.

"Over the semesters, I've seen more and more of a need for the reporters simply to understand what it is they do to people," he said. "To me, the basis of ethics is being fair to the people you deal with."

One of the main problems, Musser said, is that most reporters are busily quoting people every day, but have never been a source themselves. He tries to turn the tables in class and show the students how it feels to be "on the other side."

Also, much of his teaching is done on a one-on-one basis, Musser said, with reporters coming to him for conferences when they are working on feature projects and in-depth final projects.

"We talk about entrapment, unnamed sources, using people's names in stories — a lot of that comes up," he said. "I don't have a formal ethical component that I plug into the class, but I try to find something each semester."

The concerns about journalism ethics voiced by the school's faculty and students are the same concerns heard in classrooms and newsrooms across the country. More and more universities are establishing journalism courses that analyze ethics; the use of ombudsmen and media critics is becoming more common in the professional world; codes of conduct continue to be forged and updated by various groups, with the American Society of Newspaper Editors issuing a guidebook on ethics that will apply its Statement of Principles to practical situations. Everywhere, journalists, their supporters and their critics are talking about press ethics and about what can be done to restore lost credibility and respect.

The issues involving questions of journalism ethics can never be solved in terms of black and white, but the press and the public can only benefit by open discussion of such issues. Journalists may always have a somewhat antagonistic relationship with government officials and other sources, but the words "journalism" and "ethical conduct" needn't be — nor should they be — mutually exclusive.

□ Katherine Brussell

The end of an era



Simply by saying goodbye, removing the men's room sign from his office door and capping the vitriolic pen that had written "Fools! Scum!" critiques over countless pages of reporting mistakes, Rick Musser, associate professor, has left the *University Daily Kansan*.

"Hey, I've flown enough missions," said Musser, who is ending a fertile five-year term as news adviser and general manager at the *Kansan*.

"I could get in the sucker and fire up the engines and fly off for another semester, (but) I can see the flak coming," he said.

Yet Musser, who has been at his position longer than anyone in recent memory, has been enormously successful at dodging the flak discharged by disgruntled readers, impatient advertisers and, especially, confused rookie reporters.

More than one despairing student has stumbled into his office at the beginning of each semester, armed with drop slips and several hundred reasons why the world of journalism is certainly no place for him or her.

And after talking with a man who looks as if he should be driving a psychedelic van, paddling a canoe down a moun-

"A lot of the goals I had for the paper, I've virtually met all of them. I can leave it feeling good."
—Rick Musser

tain stream or reworking sketches of a Dutch landscape, the new reporters leave, determined to stick it out at least one more week. Frequently, those weeks stretch into months and the months into years and the years, perhaps, may some day form into lifetimes.

This brand of student metamorphosis is what Musser can do, and will continue to do as he returns to his former job of teaching Reporting I and II.

And the way he does it is pure, unmitigated Rick Musser.

"I remember one day he came in looking like three pounds of dog meat in a two-pound bag," recalled W.S. Wilson, a reporter for the *Kansas City Star* and a former Musser protege at Indiana University.

"He said something about having lost himself in a bottle of wine the night before, and then he proceeded to give what may have been the best lecture I have ever heard in my life."

The lecture, Wilson fondly explained, dealt with how "cat sweat" was used to manufacture perfume. This, Musser had said, was an example of a story that would catch the reader's attention.

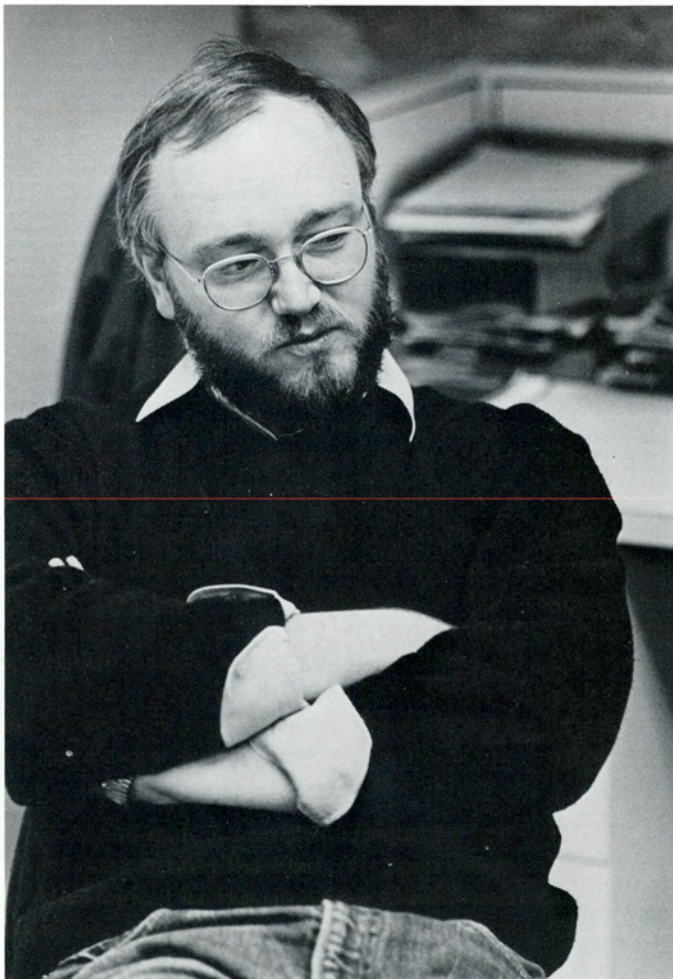
"Can you believe it? Cat sweat!" Wilson laughed as he explained, "It piqued my interest in newspapers."

But those days 10 years ago at Indiana University, when Musser would stick a beer in a student's hand and con him into working on the paper, only served as auditions for what was to follow. Following his work at the *Indiana Daily Student*, Musser has picked up a master's degree, a doctorate and reporting experience on the South Bend *Tribune* and the Wichita *Eagle-Beacon*.

At KU, those past experiences have blended into a personal teaching style that has made his Advanced Reporting classes legendary. Past reporters still remember the class in which they imagined they were floating on a lake along with a big number one — part of Musser's mystical mid-semester "stress lecture." And even Wilson recalls Musser's highly suspenseful "burning-match routine," when the brief life of a sputtering match was compared to the time period of future news decisions.

"If it can't be fun, you shouldn't be doing it," Musser said. "You gotta lighten the load. You gotta enjoy it."

And enjoy it he has, in a style affectionately called "bombastic and sometimes crude" by Del Brinkman, dean.



"He relates well to students," Brinkman said. "He has high standards. He knows what a university is all about."

"I knew him when he was a little kid," Brinkman said, smiling. "He's grown up a little bit."

And under Musser's guidance, he said, so has the *Kansan*.

"I think the *Kansan* enjoys a great deal of respect and certainly a great deal of readership," Brinkman said.

"If people were throwing the *Kansan* in trash cans or not picking it up at all, you'd have to say that the *Kansan* has screwed up somewhere. That is just not the case.

"Rick Musser will turn it over in great shape."

In the five years Musser has been at the *Kansan*, the paper has placed first in several competitions, including the Hearst Intercollegiate Writing Competition, captured numerous individual writing awards and was given the Pacemaker Award for being one of the top three college newspapers in the country.

"He said something about having lost himself in a bottle of wine the night before, and then proceeded to give what may have been the best lecture I have ever heard in my life."

—W. S. Wilson, former student

"I think it's the best," Musser said. "It's a damn good paper, but it's a damn good college."

He stressed that the awards were products of the students and the school's fine faculty, not the result of his term as general manager.

"I suppose what I've done is kind of hold their hands a little. You tell them they're good."

Vanessa Herron, editor of the spring 1982 *Kansan*, agreed. "He's a good morale booster. That's one of the most important things he does," she said.

In the stressful and demanding world of college journalism, "it's good to know that someone cares," she said.

But she added that she was happy Musser had decided to return to Reporting I and II.

"I think it's not fair that we have a monopoly on him," Herron said.

And with a new newsroom at Flint Hall and a stable financial footing for the paper, it's time for a change, Musser said.



As well as being adviser for the *Kansan*, Musser helps students with their academic careers. Above, he reviews a transcript with Eileen Markey, junior in news-editorial.

"A lot of the goals I had for the paper, I've met virtually all of them," he said. "I can leave it feeling good."

He said he's looking forward to returning to the basic reporting courses.

"Maybe it's because I can still get enthusiastic about opening up that world of journalism," he said. "You're dealing with the true, raw clay. You don't get these people with bad habits. It's the bread and butter kind of course."

Friend and former student Wilson said he was happy Musser had decided to return to the basics.

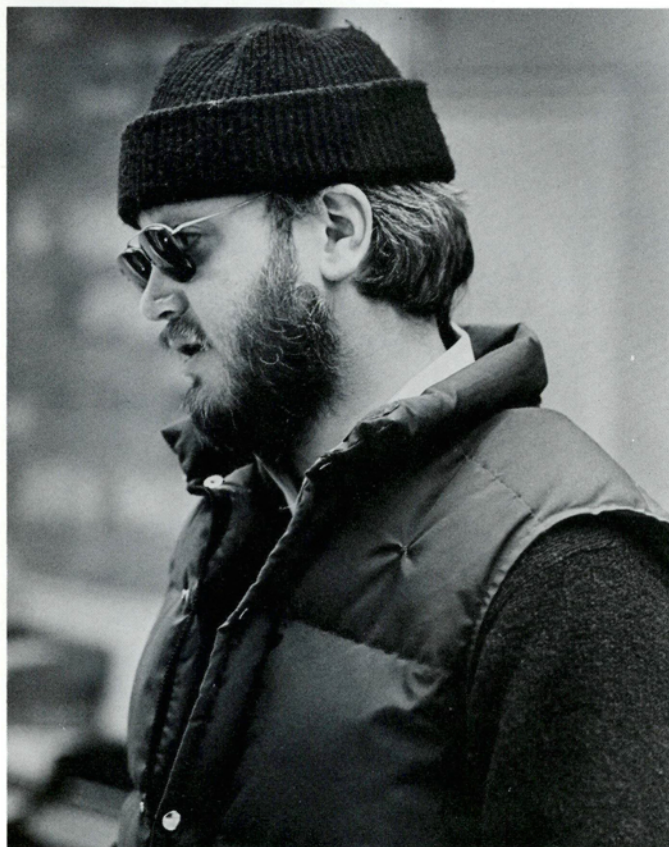
"That's really his element," Wilson said. "Kind of like grabbing that 19-year-old pimply face by the lungs and saying, 'Look, buddy, here's where the story is.'"

So Musser is saying a simple good-bye to the *Kansan* and to the wild, rejuvenating and always enlightening press clubs at the local bars he attended for five years. He will miss the press clubs and the parties, he said. He will miss the *Kansan*.

But it is time to move on, time to pack it in.

"The *Kansan* has an inertia all its own," he said. "It rolls on."

□ Mark Zieman



Doug Cunningham

Jess takes over as Kansan adviser

Paul Jess, professor, sees his takeover as general manager and news adviser of the *Kansan* as a chance to upgrade the educational value of working on all levels of the campus daily.

"Without taking away the spirit, I'd like to try to increase the professionalism," Jess said. "And of course I want to keep everyone pulling in the same direction."

Jess will begin as general manager in June. He will succeed Rick Musser, associate professor, who is leaving the position after five years to return to full-time teaching in the School.

Jess described his goal of increasing the professional training on the *Kansan* as focusing on management.

"Newspapers typically promote the best reporters into editor's jobs," he said. "The *Kansan* is no different in that regard."

But, he said, the traits that make a good reporter are not necessarily the traits that make a good editor. He hopes to start a modest training effort to help the new editors in their roles as managers of people.

Jess said that often the learning process on the *Kansan* stopped when students earned management positions. A breakdown therefore occurs, he said, when new reporters come into the system; editors are unskilled as to how best to encourage good writing and reporting.

A series of conferences, Jess said, would be one way to get the staff going in the right direction, guiding new reporters toward the goal of getting a story and reporting it well. By working with editors, Jess said, he hopes to achieve professionalism through preplanning and discussion that would lead to a newspaper experience that was fun and rewarding.

"Increasing professionalism doesn't have to lead to a deadening atmosphere," he said. "There's a time for horseplay, but when there's a job to be done, it gets done."

Jess said he did not plan to get involved in the daily decisions of the news staff, but that he would be around to assure that everything went smoothly.

As news adviser, Jess will teach the Advanced Reporting class in the fall. He said, however, that he did not plan to be locked into teaching the class.

"Sometime I plan to give it up," Jess said. "I don't intend to have it (the general manager position) that long. I'm not convinced I have to teach the advanced class. The person who can do the best job for the students and the newspaper should do it."



Paul Jess

Chris Harrington

Jess said as an instructor he would stress that each reporter should develop his own style. Reporters should be tenacious, he said, but not rude.

"Too often reporters think they have to be rude," Jess said. "I like to show students how to develop their own strengths, so that they don't have to change the way they interact with people to be a good reporter. They just need to know right off the importance of getting the story."

Jess said he secretly hoped to give some of the general manager's business responsibilities to the business manager. He, however, will take full responsibility for the newspaper and any conflicts that might result from it.

That responsibility was one reason why Jess, as a tenured professor, was chosen to replace Musser. It is increasingly difficult, Jess said, for faculty members who work as a general manager to get tenure. The difficulty is increased because university promotion and tenure committees have fewer positions to give and often the general manager's job does not lend itself to doing the kinds of things needed for tenure, in the committee's view.

Jess's involvement in the School of Journalism includes teaching for six years, five of those as head of the news-editorial sequence. He began his career as a printer's devil in Iowa and has worked as a reporter, copy editor and makeup editor since then. He has worked on the *Des Moines Register*, the *Worthington (Minn.) Daily Globe* and summers for the *Philadelphia Inquirer*. Before coming to KU, Jess taught for 15 years at the University of Michigan and South Dakota State University.

□ Cynthia Currie

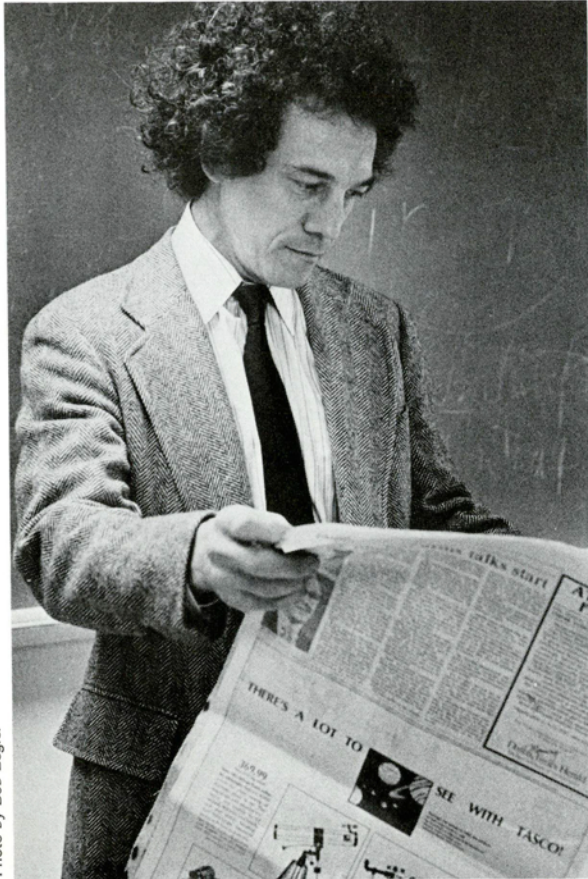


Photo by Bob Legler

Larry Jolidon, Gannett professional from Dallas, emphasizes grammar and writing techniques in his reporting class.

Professionals-in-residence

Gannett-sponsored program brings exposure, experience to students and professionals

Something new and distinctive has become part of the pattern of journalism education at KU in the past six years: the Gannett professional-in-residence.

A teacher who finds himself somewhere between the academic and professional worlds, the professional-in-residence offers his talents, experience and personality to students in a classroom or in an informal meeting. His contribution is invaluable to the journalism student.

The School of Journalism has always recognized the value of the professional's experience and has served as host for newspapermen visiting the University of Kansas.

Moreover, the American Society of Newspaper Editors has encouraged editors to visit journalism schools to meet with faculty and students for two or three days. Traveling expenses are paid by the publication, and the participating journalism school pays for housing and meals.

According to Del Brinkman, dean, that program was not enough. "People were not here long enough — some were spinning off their war stories and thought that they were teaching. Many were good and

were not giving a lasting impression," Brinkman said.

A grant from the Frank E. Gannett Foundation offered a solution to the transient nature of the professional's stay in Lawrence. Gannett offered to finance the hiring of a professional journalist who would live in Lawrence, teach and also receive a salary.

"The advantage for us was having a person of recent professional experience to call on at anytime," Brinkman said.

Gannett's offer was motivation enough for the journalism school to advertise nationally for the position and form a search committee, consisting of faculty members and students.

That was in 1975. The first professional chosen to participate in the program was Robert Giles, then executive editor of the *Beacon Journal* in Akron, Ohio. He was followed by five others: John Hohenberg (1977-78), Richard Reid (1978-79), Tom Eblen (1979-80), Robert Samsot (1980-81) and the current professional, Larry Jolidon.

Giles began work January 1976, and worked until the fall of 1977. He applied for the job because it was a new challenge.

"I was looking for a change, I didn't know if I wanted to stay in newspapering and I wanted to look into teaching," Giles said.

Teaching gave Giles insight into his future career plans. When he left KU, he was ready to return to the professional world, he said. Working at KU had been enjoyable — he had built a winning rapport with students and faculty. Giles had even outlined the class structure for a new course — Newspaper Management.

But he now admits that in teaching there were drawbacks and he longed for the professional grind.

"Teaching is very hard work. I have a great respect for those who make it their life's work," he said.

However, for Giles, it was frustrating to work with students — many times repeating the same problems. He was more familiar with working with professionals and then going to a new problem. Giles missed the fresh new challenge that being in a professional atmosphere gave, as well



Gina Stevens

Left: Robert Giles, editor of the Gannett Rochester Newspapers, found teaching a challenge and gave him insight for his future plans. Right: Robert Samsot came to KU in 1980 from *Newsday* and is presently working as Metro Editor of the *Kansas City Times*.

as the excitement of a hot news item.

Faculty politics also bothered him.

"What I saw of it I found distasteful and I knew that I did not want to be involved," he said.

"I say all this with the great respect and affection for the School of Journalism here," he added. Giles has continued to communicate with the school from his new position in Rochester, N.Y., as editor of the Gannett Rochester papers.

He remembered that for the first semester at KU, he was separated from his family and could only visit them once a month. He also fondly remembers how his two sons became devout fans of the Jayhawks.

* * *

For John Hohenberg, seasoned journalist, teaching was as basic to his life as reporting. The author of the *Professional Journalist*, and many other books, he offered his world-traveling experiences, and his writing and teaching abilities to students.

Hohenberg said that he taught them their first steps to get them really flying.

Hohenberg has been in the newspaper business since 1923 and has been teaching for 30 years. He has taught at Columbia University, where Prof. John Bremner was a student of his.

He also worked for the *New York Journal American* and the *New York Post*. He is now teaching at the University of Florida.

Then there was Richard Reid, assistant to the editor for the *Minneapolis Star*.

"I was in a rut, and by late winter of 1978, my wife had tired of hearing about it," Reid said. Mrs. Reid told him that there was an ad in the *Editor & Publisher* for a visiting journalism teacher at the University of Kansas.

"Sounds as if they might take an ordinary newsie," she said. "Either apply or shut up about your job."

"Ridiculous," Reid replied. "They get the big names for those jobs, or a Ph.D. or ..."

"You're chicken," she said.

Rising to that loving challenge, Reid polished a resume and applied for the position. He got the job.

"My wife was aghast," he said.

For Reid, apprehensions about his new job made his work just that much harder to do well. Bundled with ideas and a month's worth of lessons, Reid began to realize that he was dealing with Reporting II students, not hardnosed "Rossi types" simply expanding their beats.

"I was trying to tell my students how to build a beat while they were fighting the battle of sentence construction — and losing. So I started teaching and writing, little by little, and fed in the tricks of the reporting trade as we went. The students cooperated beautifully."

Reid attributed much of his survival that year to the *Kansan* adviser, Rick Musser. As a result of the close proximity of Musser's and Reid's offices, Reid could

pick up tips from Musser when he counseled students.

"As *Kansan* adviser, Musser teaches very practical journalism, one-on-one, to students who happen by. And he does it very loudly. What he told his troops one day, I told mine the next. In following years, my students probably thought Rick's advanced reporting class was a bit repetitive, but I was long gone by then," Reid said.

In retrospect, he believes that in the journalism trenches is where he wanted to be, although his year at KU illustrated the importance of continued effort to be a good journalist no matter how experienced.

"My year at Kansas reinforced for me what we in newsrooms often lose sight of: journalism is more than coping with phone calls, fighting for staff and budget, grappling with tight papers. There is a building process that starts in journalism schools and continues as each pro tries to do a little better with each succeeding assignment. I've participated in both ends of the process now. Everybody in journalism should do so," he said.

* * *

In 1979, Tom Eblen was deep at work in the professional world. He and his wife, Jeannie, were considering buying a small, weekly group of newspapers. However, once Brinkman suggested he apply, the professional-in-residence job grew in appeal.

"I had one more strong reason in favor of KU," Eblen said. "In the previous years, it had been my impression that the best-trained graduates — particularly in editing,

were coming out of KU. My one-day visit, during which I talked to faculty and students, left me favorably inclined. I was delighted when Brinkman called with the offer."

Fortunately for Eblen, coming to KU to teach from his managing editor position at the *Kansas City Star*, wasn't cold turkey. Because Gannett offered a program during the summer for professionals who would be teaching, Eblen, along with faculty member, Mike Kautsch, took advantage of it.

"We listened to master teachers, including John Bremner of KU, tell us how they taught. We were competitive, argumentative and perhaps a touch alcoholic. That, plus invaluable assistance from KU faculty — particularly Bremner — was an ideal introduction to the process of teaching," Eblen said.

His first lesson at KU was that teaching was not effortless, and that grading was time-consuming — one of the "dues" teachers pay.

Eblen, who commuted to KU from his home in Kansas City, Mo., said, "More than once I punctuated the trip with an outburst of righteous indignation at some transgression. A reference to the attack on Pearl Harbor in December 1943 stands out in my mind."

As professional-in-residence, Eblen said that he had the privilege to be unhindered by faculty meetings, University committees and research projects. Therefore, he could spend more time with students.

"When I was an editor and when I was a teacher, I believed in a one-to-one approach, and I tried to use it even in the middle of a crowded room of reporting or editing students," he said.

Satisfying moments during his stay at KU included seeing his students eventually learn how to work with the language, as well or better than the professional. Even now he feels a surge of warmth when he sees a familiar name in the *Kansan*.

At Fort Scott, as general manager and editor of the *Fort Scott Tribune*, Eblen still experiences the gratification of a learning environment.

"I spend more time on business, advertising, circulation and production than I do editorial," he said. "It's fascinating! I believe that it still comes down to creating a good environment in every department to allow intelligent, well-motivated people an opportunity to do their best. You see, I haven't really left teaching."

* * *

Robert Samsot also went to the Gannett program to prepare for the classroom. Still, it was quite a change from the metropolis of Long Island to the sloping greenery of Mount Oread.

"It's not New York. That's a plus. New York is a very draining environment; it takes its physical and emotional tolls," Samsot said.

Besides, being near his job was a new change and an unusual luxury. In New York, he grew accustomed to long drives to work. Being five minutes from the office was a relief, he said.

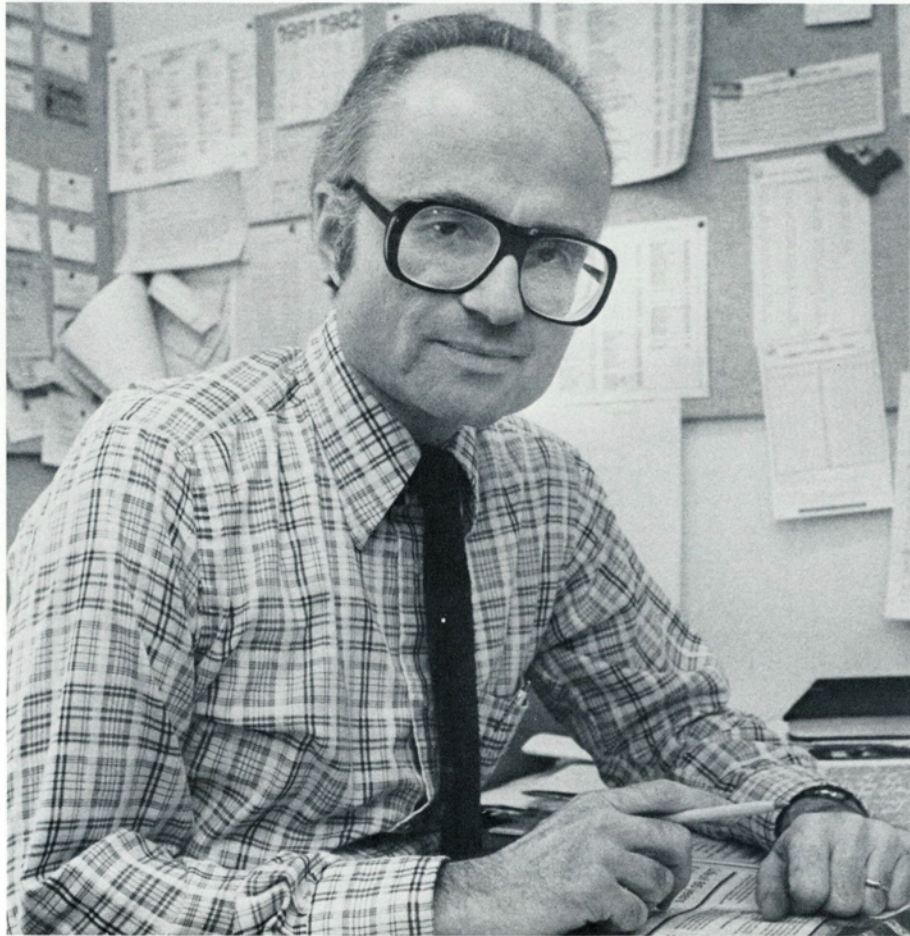
Samsot is originally from New Orleans. He has been in the business since 1965. His career has spanned reporting, stringing for *Life*, *Time* and *Medical World news*,

and working as deputy editor for the arts and leisure section of *Newsday*.

One halting surprise for Samsot as a KU teacher was that all students aren't aware of all news events. For example, the movie, "Fort Apache, The Bronx," starring Paul Newman, is about an area in the South Bronx, noted for its civil disturbances years ago. Since then, Samsot said, Fort Apache, as the famous area was once called, has sought to improve on its history by building on its future. The incidents of the



John Hohenberg, author of the *Professional Journalist*, brought his journalistic skills to KU and taught the basics of reporting.



Linda Mangelsdorf

Richard Reid came to KU after being in a "rut" as the assistant to the editor for the Minneapolis **Star**. While at KU, he learned the importance of being a good journalist no matter how experienced.

past serve as painful reminders they would rather put behind them.

Samsot described *Newsday's* attempted interview with Newman when he was shooting the film, and how *Newsday* was unable to reach him. However, because students in his class were unaware of the controversy, they did not know how to discuss *Newsday's* handling of the story.

Discussing the "Fort Apache" incident was a common style of Samsot's. Bringing some of his experiences to the classroom, he forced students to act upon them as if they were the decision-makers.

Samsot set deadlines and sometimes gave his reporting class several different types of stories to complete, just to develop their adaptability to an unpredictable newspaper setting.

"This is what will happen to them on a job," he said. "What I tried to really do is to put them up against the clock."

These kinds of exercises are good for the student because journalism theory is taken from the textbook and placed in beneficial practice, he said.

Samsot said, "One of the big values of this program is to let one who has a range

of experience offer insight into this experience and, above all, make the people of the classroom think."

Samsot now serves as the metropolitan editor of *The Kansas City Times*.

* * *

Unlike his predecessors, Larry Jolidon came to KU with previous teaching experience under his belt. Having dabbled in a variety of journalistic endeavors, Jolidon said he didn't worry about the basic teaching skills, adding, "I knew which way to turn to write on the blackboard."

For Jolidon, the most recent Gannett professional-in-residence, teaching was more than mastering a skill.

"The very act of teaching someone, teaches you what you know," he said. "To me the excitement of teaching is the spontaneous insight that comes to you or one of your students as the two of you are talking in class. It gives you a buzz to think, 'Hey, somebody just learned something, and I saw it happen.' I learn as much by teaching as I do by slogging along trying to improve my writing."

Prior to coming to KU, Jolidon had been

"slogging along" with considerable luck as a free-lancer after leaving the Austin (Texas) *Observer* in December, 1980.

"It's hit and miss," he said of free-lancing. "When you're working on an assignment, you feel great because somebody wants you. Between assignments, you just have to have a lot of determination and a lot of groceries on the shelf."

Teaching also takes a certain amount of determination, according to Jolidon's standards.

"I know you're supposed to be able to teach three reporting classes, write a novel, produce a movie, direct a documentary and throw a lot of parties, but all I can do is teach my reporting and go to a movie once in a while," he said. "It's consuming. If you take it seriously — which I do — there's a lot of work involved."

Jolidon said he noticed similarities between his KU classes and the classes he taught four years ago at Southern Methodist University in Dallas, Texas: both groups of students needed a stronger background in grammar and writing techniques. He said he saw this as a national trend, and thought the solution would be to require students to take more writing courses before college.

"If anything, I think students of today seem a little reluctant to speak up," he observed. "I've even had students say, 'I apologize for asking that question.' I say, 'If you stop asking questions, I'll fail you.'"

Looking back, Jolidon said he thought the Gannett program and programs like it were great opportunities for journalism professionals to "swing back and forth" between their jobs and teaching.

"A lot of these programs got bad names because people would go and meet a bunch of people from other papers and find out that the pay was better in San Jose, and the city editor was close to being a human being in Pensacola, and before you knew it, they'd be gone. I think you have to roll with the punches and give people the opportunity to broaden their knowledge," he said.

Looking into the future, Jolidon is planning to leave his hometown of Dallas, Texas, to go to Mexico as a correspondent for the *Dallas Times Herald*. After that, he isn't sure.

"I've got a whole lot of plans," he said. "I'd like to become better at all the things I've tried so far. I've tried a whole lot of different things, and each one of them seems worthwhile, but each one of them is a lifetime's work."

"I'd like to be good and versatile, both. It's a question of how many lives I'm going to live."

☐ Deborah Seusy
☐ Judy Howard

Alumni News



1940's

DEAN SIMS ('45) is the president of Public Relations International Ltd., in Tulsa, Ok.

1950's

YVONNE JOSSERAND WILSON ('50), former editor of *Veteran's Voice* and the *Journal of the Jackson County Historical Society*, died March 10, 1981, after a brief illness.

1960's

MURREL BLAND ('63), editor and publisher of the *Wyandotte West*, has been presented with the Community Commitment award by the Kansas City, Ks. Area Chamber of Commerce for his continuing support for the betterment of Kansas City. BOB BROOKS ('64) was named president of Valentine-Radford advertising agency in Kansas City last December. RUSS CORBITT ('65) has rejoined the staff of the *Wichita Eagle-Beacon* as editor of special advertising sections.

BARBARA PHILLIPS ('67) is editor of the *Salina Journal's Sunflower* magazine. The Camel G.T. Segment of the International Motor Sports Association's annual press contest was won by ROBERT "ROCKY" ENTRIEN ('69).

1970

BARBARA LAUTER, communications director with the American Society of Internal Medicine, Washington, D.C., was recently presented the Clarion Award for her role in the Indiana Voluntary Effort campaign on lowering health costs. The award was given by Women in Communications, Inc. MICHAEL T. RIEKE is the managing editor of *Lost Treasure* and *Pro Bass*, two national special interest magazines.

1971

MARTHA ATLAS now owns and operates Media Management, a media buying service in Kansas City. CARLA RUPP is a free-lance writer living in New York City. LINDA TALARICO GALLE

and her husband, Carey, announce the birth of their second child, Carey III, who was born last summer ('81).

1972

JOE BULLARD is the news editor for the *Denver Post*. MARTHA MANGELSDORF WALKER and her husband announce the birth of a son, Jacob Frederick Walker.

1973

STEVEN R. CRAIG died in an auto accident in Kansas City on January 24, 1982. SALLY CARLSON GRAY and her husband had a baby boy August 25, 1981, named Samuel August Gray. Another birth was announced by BYRON MYERS and his wife, who had a son on June 2, 1981, named Christopher William. BARBARA JO PADGETT is the secretary to the director of the Museum of Natural History at KU. RIDGE WHITE has been promoted from vice-president to senior vice president at Fletcher/Mayo/Associates Inc., of St. Joseph, Mo.

1974

DAVE HUNKE, general advertising manager for the *Wichita Eagle-Beacon*, is now managing the paper's co-op advertising and special projects divisions in the advertising department. EUGENE A. NICK is employed by the Nebraska Agricultural Communications Department. BILL WILLETS is the communications manager for United Telephone System, Midwest Group.

1975

DOUG BALLOU was named vice president of Fletcher/Mayo/Associates Inc., of St. Joseph, Mo., last July. MARK E. BAXTER has been named manager of media relations for Combustion Engineering, Inc., in Stamford, Conn. Prior to joining C-E, Baxter was manager, public relations for American Can Company in Greenwich, Conn. GARY BORG is now a copy editor on the national desk of the *Los Angeles Times*. He makes his home in Van

Nuys, Calif. JOHN BROOKS is working for American Telephone and Telegraph in Reston, Va.

ALICE COSTELLO is the editor of *San Antonio Magazine*. DENNIS ELLSWORTH is assistant city editor of the *Wichita Eagle-Beacon* and makes his home in Wichita with his wife, Debbie. JAMES KENDALL is now at the University of Wisconsin working toward his M.A. in Public Policy and Administration with a certificate in Energy Policy and Analysis.

GEORGE LANDIS has been made vice president of Gordon Marks & Co., Advertising and Public Relations with offices in Jackson and Tupelo, Miss. NANCY MONNAT was named director of the Division of University Relations at the University of Kansas School of Medicine in Wichita last July. CRAIG STOCK is a business reporter for the *Philadelphia Inquirer*. TIM TYSON is a reporter for the Huntsville, Ala., *Times*. The John C. Lincoln Hospital in Phoenix, Ariz., has named MIKE WARDROP as associate director, community relations.

1976

TIM BRADLEY has been named executive producer of "The Health Connection," a Los Angeles radio program hosted by Dr. Gershon Lesser. Until recently, Bradley emceed a country music program on KCRW in Santa Monica, Calif. PEGGY BROWN is the editor of the *Forum for Liberal Education* in Washington, D.C. JEFF GOROSH has been named media supervisor in the media planning and research department of Barkley & Evergreen, the Kansas City based ad agency.

JACQUELINE SHAFER OSBORNE currently holds the position of communication specialist at the Bureau of Child Research at KU. DAVID OLSON is a copy editor in Olympia, Wash. The 1981 winner of the Oscar Stauffer award as the sports writer of the year, was ALLEN QUACKENBUSH. SARAH WOHLRABE is teaching journalism at the Dubuque Senior High School in Dubuque, Iowa.

1977

JOHN BENDER is now teaching at Culver-Stockton College in Canton, Mo. He is making plans to start work on a doctorate. CATHY BENZ has finished student teaching at Oak Park High School in Kansas City and is in the process of getting secondary certification. She married Pat Sheeran, an assistant features editor of the *Idaho Statesman* in Boise. LARRY D. KELLEY is the media supervisor and the manager of media research for Bozell & Jacobs, Inc. in Dallas. CHARLOTTE KIRK is the senior staff writer/editor in the Industrial Relations Department of Dresser's Oilfield Products Group, located in Houston, Texas. SUSAN BAKER SPAULDING was named in December the new research director at Valentine-Radford Advertising Agency in Kansas City.

1978

LYNN BONNEY is on the copy desk of the *Wichita Eagle-Beacon*. JOYCE HADLEY is managing editor of publications at Resort Condominiums International. TERESA HORNICK is a livestock reporter for Commodity News Services in Kansas City. MARSHA WOOLERY LILLY is a copy editor for the *Springfield Daily News* in Missouri.

JOHN MUELLER has joined the Austin, Texas *American-Statesman*. HARRIS RAYL has been named associate editor of the *Olathe Daily News*. RICK THAEMART has accepted a post with Valentine-Radford as an account executive in the public relations department. LINDA CALGAARD TROTTER has accepted a position with United Telecom.

1979

BARBARA BAELOW is assistant sports information director at the University of Kansas. DUNCAN BUTTS is employed in sales with Jankus-Tibes Advertising Agency in Kansas City. BONNIE DUNHAM is a reporter for the *Lawrence Journal-World*. JOHN FISCHER is a reporter for the *Hutchinson News*. ALLEN FLANNER is in the Peace Corps and is teaching English in Thailand.

PAM EKEY FORD was married in April. CAIT GOODWIN is a copy editor for Commodity News Service in Kansas City. LESLIE GUILD is a reporter for the *Topeka Capital-Journal*. PATTY MCCARTHY is the classified advertising manager for the *Garden City Telegram*.

ZOE ANN MERRYFIELD has been promoted to advertising manager for Dolgin's in Kansas City. MARY MITCHELL is the

publicity account executive at Louis Benito Advertising in Tampa, Fla. JOHN MORIARTY is a copywriter in the advertising department for Western Auto in Kansas City and also writes a monthly column in *Corporate Report* magazine. MARY BETH MUELLER is a registered representative with Stern Brothers and Company, investment bankers in Kansas City.

SHEILA NOONAN is the media planner with Fletcher/Mayo/Associates in St. Joseph, Mo. MARK L. OLSEN is an associate communications specialist for IBM in Princeton, N.J. BILL POLLARD is in the Associate Arts program in computer science at Washburn University. JOE RADCLIFFE is in the sales department of Solar Resources in Merriam.

CATHY RISCH is in graduate school at Columbia University. CYNDI UEBEL-HART ROTH is in the media department of Sullivan, Higdon and Sink, a Wichita advertising agency. TRACY SPIVA is working at the National Training Center in Fort Irwin, Calif., in the Public Affairs office.

DIANE WIGGER is media director for Gardner, Stein and Frank, Inc., in Chicago. TOM ZIND is a reporter for the *Chanute Tribune*.

1980

GENE BROWNING is a reporter for the *North Platte Telegraph*. LYNN BYCZYNSKI has been named Kansas correspondent for Harris Newspapers. TRACY CARBONNEAU is working for the Valentine-Radford Advertising Agency in Kansas City.

SHARON COFFEEN LEATHERMAN is working at KSCK-AM and KMRJ-FM radio in Pittsburg. MIKE COLEMAN is at the Chicago office of Leo Burnett and Company in the media department. KATHY CONKEY has had bylined articles on the postal service published recently in both *Parade* and the *Chicago Tribune*. She is employed by Ralph Nader's Consumer Affairs Agency in Washington, D.C.

VINCE COULTIS has been promoted to the Knight-Ridder News Service office in Chicago where he works with advertising agencies on behalf of 33 Knight-Ridder newspapers. HOPE RHODABARGER DUBOIS is in the media department at Ogilvy and Mather in Houston. LAURA ANN DOUGLASS is an account coordinator at Valentine-Radford in Kansas City.

TONY FITTS is the Sunday editor for the *Coffeyville Journal*. AMY GREGG is a reporter for KTVH-TV in Wichita. SUSAN HALL was promoted to editor/corporate communications specialist for Volume Shoe Corporation. JENNIFER HOLT is

studying in the MBA program at Northwest Missouri State University. MARIANNE LEARY is a commodities broker in Kansas City. She also does contributory article-writing for the *Kansas Horseman* magazine.

TED LICKTEIG is the news editor of the *Parsons Sun*. RICH LINK is the operations manager for Lien Services of Lawrence.

SCOTT McCLURE is manager for Jacuzzi Brothers in North Kansas City.

JAMES OBERMEYER is the associate client services representative in the public relations department of McDonald-Douglas Automation Company. BOB PITTMAN is a copy editor for the *Lawrence Journal-World*. CORA RAY is the editor of *Crown Magazine* at the Hallmark Corporation. KAREN FREYERMUTH REIFF is working at the *Wichita Eagle-Beacon* in the advertising department.

GAIL SCOTT is an assistant media buyer for Ryder & Schild Advertising Agency in Miami, Fla. BRIAN SETTLE is the sports copy editor for the *Wichita Eagle-Beacon*. LISA ZIMMERMAN is an assistant editor for Vance Publishing Company in Overland Park.

1981

PHILLIP ANDERSON works in the advertising sales department of the *Show Business Weekly* newspaper in New York City. LAURA BEDWELL and BARBARA LIGHT are copywriters for Calhoun's Collectors Society. JULIETTE BEELER is a copywriter for Western Auto Supply Company.

RICK BINKLEY is an artist for Emerson/Nichols/Bailey in Topeka. SUSAN BIRNBAUM is in the public relations department at St. Luke's Hospital in Kansas City. JON BLONGEWICZ is in law school at KU. KAREN BOOTH works in production at Intertec Publishing in Kansas City. BRIAN BOOTON works in sales at Procter and Gamble.

JULIENNE MARIE BORCHERS is a copywriter for Macy's in Kansas City. GAIL EGGERS BORELLI is a copy editor with the *Kansas City Times*. JEFF BOSWELL is a copy editor at the *San Antonio Light*. SHARON BRISCOE is the outreach coordinator at Murray State College in Kentucky. TIMOTHY MICHAEL BURKE is working for Jerry Burke Travel in Kansas City.

SUZANNE BURSON is attending law school at KU. ALLYSON CAMPBELL is working at Valentine-Radford Advertising Agency in Kansas City. REBECCA CARLTON is in the sales department for the *Lawrence Journal-World*. LEO CAROSELLA is a staff writer for the *St. Louis*

Construction News and Review. CECILIA CATAMZARO is a media buyer at Phase One Advertising in St. Louis.

NANCY CLAUSEN works in the media department at Foote, Cone and Belding in Chicago. KERRY COFFEE is a direct mail copywriter for *Unicover* in Cheyenne, Wyo. SHELLY COKER is the advertising representative for the San Antonio (TX) *Times*. BRETT CONLEY is in financial and estate planning at Greer and Associates in Shawnee Mission. KEN DESIEGHARDT is an advertising assistant at Wellcome Animal Health in Kansas City.

ED FENSHOLT attends law school at KU. GARY FISH is working with Emerson/Nichols/Bailey Advertising Agency in Topeka. TERRI FRY is a trainee for Leo Burnett and Company in Chicago. BYRON GINSBURG is in the purchasing department of Covert Marine Company in Kansas City. ARNE GREEN is a reporter for the *Atchison Globe*. SANDRA GREY is employed by Veterinary Medicine Publishing Company, Edwardsville.

TAMARA HARBERT is a staff writer for *American Oil and Gas Reporter* in Derby. JUDITH HAXO is an art director at *Arts and Leisure Magazine* in San Francisco. JEANNE HAYES is an assistant in the marketing department of United Computing Systems in Overland Park. RIGEL HERRIN is the assistant to the director of advertising and public relations for Fuller and Company in Denver. JANETTE HESS is a reporter for the *McPherson Sentinel*.

JOHN HOLT is attending law school at KU. ELLEN IWAMATO is a copy editor for the Lexington (Ky.) *Herald*. LORI JABARA is a reporter for the *Atchison Globe*. JENNIFER JACKSON works for *Kansas City Magazine*. MARNELL JAMESON is the assistant director of public relations for the Northridge Hospital Medical Center in the San Fernando Valley, Calif., and is editor of its public relations magazine.

BARB JENSEN is an editorial assistant for *Hart's Mining Directory* in Denver. MARK JOHNSTON is a sales representative for the *Kansas City Star*. RICHARD KASTNER works for Montara-Lario Enterprises, Inc., in Topeka. SUSAN KECK is employed by the Compton Advertising Agency in New York City.

KATY KENNEDY is employed by McCann-Erickson in Atlanta. TRACY COON NOHE is a sales representative for the *Kansas City Star*. KEVIN KOSTER is a

sales representative for the Orange County (Calif.) *Pilot*. KYLE KRULL is in law school at KU.

KRISTIN LACY is the media director for Mission Advertising Agency in Mission. RHONDA LAHUE is an assistant media buyer at Fremmerman-Malcy advertising agency in Kansas City. LAURIE LARSON is an assistant editor of two trade magazines for Sosland Publishing Company in Kansas City. LORI LINENBERGER is a reporter for United Press International.

RANDY MARTIN is the manager of business service for the Greater Kansas City Chamber of Commerce. CAROLYN KOBOLT McCLURE is assistant director of the Kansas City, Kansas Convention and Tourism Bureau, Inc. KEVIN McMASTER is attending law school at KU. ROB McNEELY is news director at KEDD radio in Dodge City. DON MUNDAY is a copy editor with the *Wichita Eagle-Beacon*.

SANDY ODENBAUGH is an assistant advertising manager with Dolgin's in Kansas City. MARY ANN OLIVAR works for Vance Publishing Co. in Overland Park. BARBARA PADGET is a secretary at the KU Museum of Natural History. MARK PITTMAN works as a reporter at the *Coffeyville Journal*.

BRENDA PRESS works as an account executive with the *Kansas City Star*. BRIAN PURDY is the head sports director and assistant account executive at KIUL radio in Garden City. PHILLIP ROSSITER is employed in the sales department of Bic Pens in Milford, Conn. STEPHANIE COOK SCARDINO is in advertising sales at the *Kansas City Star*.

GRETCHEN SCHMITT is an editorial assistant in the public relations department of the Kansas City Life Insurance Co. GREG SCHNACKE and SUSAN SCHOENMAKER are in law school at the University of Tulsa and the University of Iowa respectively. JAN SCROGGIN works at the Alameda Plaza Hotel in Kansas City.

JUDITH SEILER is communications coordinator for the Reuben H. Donnelley Co.-Midwest Division in Chicago. THAINE SHETTER has been promoted to advertising director of the Fort Scott *Tribune*. SHELLY MAIZLISH SILVERMAN is an account executive with Valentine-Radford advertising agency in Kansas City.

ELAINE STRAHLER is a media buyer for the Sunflower Group ad agency in Overland Park. DIANE SWANSON is a reporter with the *Beatrice Daily Sun*.

DENISE CASAMENTO THARP is a proofreader and writer at the public relations and advertising firm of Gene R. Todd and Assoc. in Ft. Worth, Texas. ANTHONY TILSON works as a sales representative with the *Kansas City Star*.

CHRIS TODD works in photography at the *Jackson Clairon Ledger* and *Daily News* in Mississippi. BILL VENABLE is in the Booker Management Training Program with 20th Century Fox in Kansas City. BILL VOGRIN is a reporter with the Associated Press in Topeka.

SUSAN WATERMAN is a sales representative for the Topeka *Capital-Journal*. PAT WEEMS is a reporter for the Rochester (N.Y.) *Democrat and Chronicle*. BRUCE WELLS is employed by the *American Oil and Gas Reporter*, Derby.

CINDY WHITCOME is a reporter for the *Hutchinson News*. TOM WHITTAKER is a media buyer with Botz-Hodgson-Neuwoehner in St. Louis. LOIS WINKELMAN is working in the KU law school admissions office. KAY WISECUP has been promoted to media planner at S.S.C. and B.-Lintas Worldwide in New York City.

CAROL BEIER WOLF is a copy editor with the *Kansas City Times*. KENDRA ZACHER is a reporter and feature writer for the Nacodoches (Texas) *Daily Sentinel*.

1982

MATT BUTLER is a commissioned officer for the U.S. Navy. KARI ELLIOTT is a copy editor for the Sioux Falls *Argus-Leader*. RAY FORMANEK and BILL MENEZES are reporters with the Associated Press. FORMANEK is based in St. Louis and MENEZES is in Kansas City.

MARY MARTIN works as a reporter for the *Concordia Blade-Empire*. STEPHANIE MOKOFSKY works for Foote, Cone and Belding in Chicago. DON MUNDAY is a copy editor with the *Wichita Eagle-Beacon*.

KATE POUND is a reporter for the Springfield (Mo.) *Daily News*. DAVID STIPP (MSJ) works as a reporter with the Dallas Bureau of the *Wall Street Journal*. JEFF SJERVEN is a copy editor at the *Miami Herald*. TAMMY TIERNEY is a reporter for the *Kansas City Star*. SALI Y TURNER works for J. Walter Thompson advertising agency in Dallas.

□ Compiled by Leslie Howell, Stu Litchfield and Gloria Matsdorff.

Six new faculty members join journalism school staff



Bob Legler

Joyce Wagner, left, with magazine student Janice Gunn.

produced the Sunday tabloid and wrote four columns a week for both the *Star* and *Times*. While at the *Star*, Wagner also produced and hosted a 39-week talk show for KCPT-TV, Channel 19.

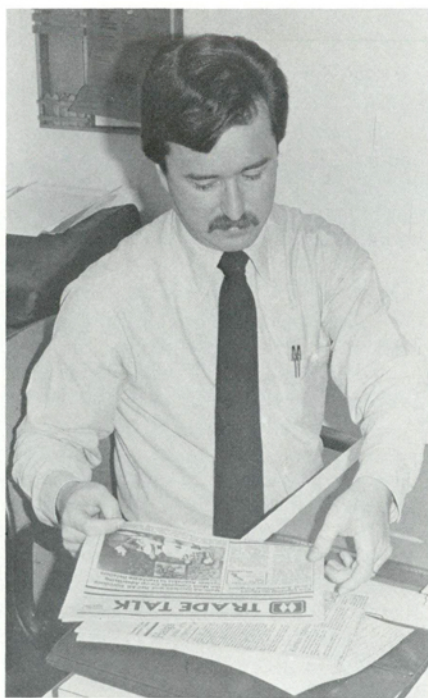
In 1978 Wagner launched *City* magazine in the Kansas City area. As editor and publisher, she became totally immersed in all aspects of magazine publishing, which, when the magazine folded in 1981, brought her to KU.

Wagner said she wanted to teach because she was ready for something new, and she wanted to teach at KU for two reasons: the quality of KU's J-school and Lee Young, head of the magazine sequence.

"Lee Young turns out students who are reality oriented," she said. "I couldn't teach at a school that was all theory."

Wagner said she enjoyed teaching but was anxious to get back into writing. She plans to move to California this summer and hopes to write books and scripts.

"I hope the next chapter is half as interesting as the first has been," she said, referring to her westward move.



Chris Harrington

John Oberzan

The 1981-1982 school year has been a year of changes for Flint Hall, and the family inside Flint has made some changes, too. Last fall, the School of Journalism faculty and staff welcomed six new members to their team.

Joyce Wagner — reporter, columnist, editor, producer, publisher — now can add assistant professor to her list of journalism credits. As the newest member of the magazine sequence, Wagner is teaching students hands-on skills in the magazine field.

Wagner views her journalism career as chapters in a book that began when she was 18. After her freshman year at the University of Missouri, Wagner entered the newspaper profession by editing the *Warrenville News*, an 8-page daily published outside Chicago.

Following another year at MU, Wagner decided to try her hand at music, but she didn't want to teach and didn't have the disposition to perform. So she returned to journalism by moving to Kansas City in 1963 and went to work for the *Kansas City Kansan*.

Within two years, Wagner was offered the position of television editor with the *Kansas City Star*. For the next 12 years she

Alumnus John Oberzan returned to KU last summer planning to enter graduate school. Instead, he took a job as sales and marketing adviser to the *University Daily Kansan*.

Although he is not a faculty member, Oberzan works closely with advertising students, helping them with the mechanical skills of advertising sales. He teaches students how to make sales calls and advises them on the design and layout of *Kansan* ads.

"If you're experienced in the field, it's easier to transmit your knowledge," he said. "Anyone can read a book, but there's no experience like actually doing it."

Oberzan has that experience. He graduated from KU in 1970 with a bachelor of science degree in journalism, emphasis in advertising. In 1974 Oberzan became an advertising sales representative for the *Lawrence Journal-World*. After two years, he went to Arizona where he worked as an ad salesman for a small daily, the *Casa Grande Dispatch*.

For Oberzan, whose wife is an assistant professor of occupational therapy, returning to Lawrence and KU was like coming home.



John Arnett

Some people know from the time they leave high school that they want to be in journalism. Others find an alternative route into the profession. For John Arnett, part-time lecturer and instructor, his knees guided his career choice.

Arnett graduated from Grove City College in 1965 and went to Washburn Law School until he was drafted in 1967. While waiting to take his physical, he accepted a job with the *Kansas City Star*. A knee injury received from playing football kept him out of the army, so he stayed on at the *Star* to become director of marketing research, a position he still holds.

For the past seven years, Arnett has been an occasional lecturer in the School of Journalism. Last year he was asked if he could help fill the void left by Chuck Chowins' departure from full-time teaching.

"They couldn't get another professor on such short notice," he said, "so they asked me if I wanted to teach. It's something I've always wanted to do."

Arnett said that when he became a teacher, he broke two rules he had set for himself: never take a Saturday class and never teach a Saturday class. Naturally, his class is held on Saturday.

Book learning and practical experience, Arnett said, are combined in his Advertising Research course. He said a potential problem arises when a text doesn't completely cover information that will be needed for the students.

"I try to emphasize things I know they'll need," he said. "Having done quite a few surveys, I can give them some background."

Hank Young, assistant professor, joined the photojournalism staff last fall on a one-year appointment after spending eight years as a free-lance photographer in Kansas City. His work has appeared in such publications as *Newsweek*, *People*, *Us*, *Forbes*, *Fortune* and the *New York Times*. Young obtained a bachelor's degree in education from KU in 1968 and a master's in journalism in 1972. He taught journalism and political science courses at Haskell Indian Junior College for a year before becoming a free-lance photographer.

KU may not be a magnet, but it seems to draw Chuck Chowins back from wherever he goes.

Chowins, who graduated from KU in 1970, went to work in the advertising department of the Minneapolis *Star and Tribune*. He followed that job with a brief stint on an Arizona newspaper. Then, in 1976, Chowins returned to KU for his master's degree. And when the School of Journalism happened to need a new faculty member to teach and to work with the *University Daily Kansan*, Chowins took the job. "I happened to be at the right place at the right time," he said.

During his four years at KU, Chowins rose to head of the advertising department, was advertising manager for the *Kansan*, and was a finalist for the HOPE award in 1980. He left KU in 1981 to work with the *Kansas City Star*, then returned to Lawrence at the beginning of 1982 to work as director of advertising and marketing for the *Lawrence Journal-World* and to teach part-time at KU.

Chowins said he enjoyed both teaching and working for a newspaper.

"I sort of have the best of both worlds," he said. "Each has its own advantages and disadvantages."

Chowins said he would consider returning to a full-time teaching job if the opportunity arose. At least he would be qualified.

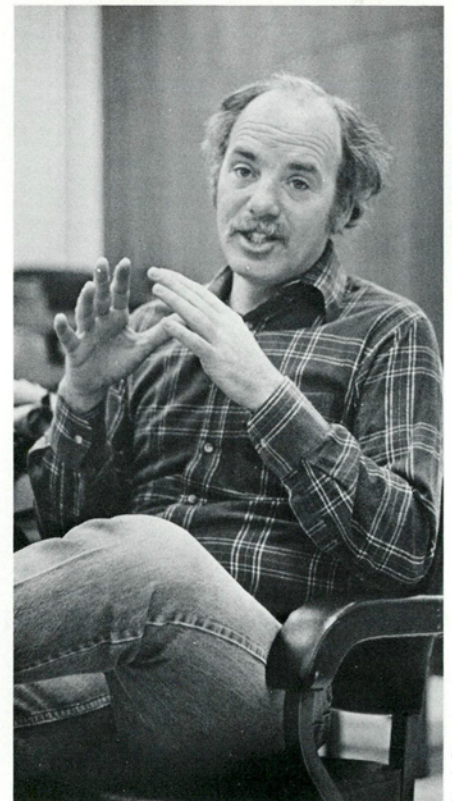
"I guess I've taught just about every advertising class in the school," he said.

* * *

Len Alfano, who obtained a master's degree from KU in 1970, brings years of experience to his students. He was a lecturer in the journalism and business schools from 1968 to 1976 and lists Copywriting and Layout, as well as Radio and Television Advertising among the classes he has taught at KU.

Along with teaching part time at KU, Alfano is president of Communication Consultants Inc., which he founded in 1966. He also raises Hereford cattle on his 80-acre ranch near Topeka.

□ Lynda Horn
□ Craig Parkhurst



Hank Young

News Notes



MacNeil, Lehrer receive journalism award for merit

Lawrence—Robert MacNeil and Jim Lehrer, editors and co-anchors of public television's innovative public affairs program, "The MacNeil/Lehrer Report," have been named the 1982 recipients of the William Allen White Foundation Award for Journalistic Merit.

They received their citations Wednesday, Feb. 10, 1982, at the University of Kansas.

Del Brinkman, dean of the William Allen White School of Journalism and director of the White Foundation, said the committee made the dual choice to honor MacNeil and Lehrer's talents as journalists and to pay tribute to their contributions to the team concept of television news reporting.

John D. Montgomery, chairman of the foundation's national citation committee, and John Stauffer, foundation president, expressed pleasure at the choice of MacNeil and Lehrer.

"We are delighted to add the names of MacNeil and Lehrer to the list of outstanding journalists, especially at a time when broadcast news is growing in significance. The stature of 'The MacNeil/Lehrer Report' is equal to any such program on the air today."

"The MacNeil/Lehrer Report," a co-production of WETA/26 in Washington, D.C., and WNET/Thirteen in New York, has been aired since October 1975.

MacNeil, a Canadian citizen, and Lehrer, a native of Wichita and a University of Missouri graduate, first teamed on public television's Emmy Award-winning live coverage of the Senate Watergate hearings.

MacNeil began his news career in Canada, working for two commercial radio stations and the Canadian Broadcasting Co. He moved to England in 1955.

After five years with Reuters News Service, he joined NBC News as a London correspondent and covered the Algerian civil war, fighting in the Belgian Congo and the conflict over the construction of the Berlin Wall. He spent four years in NBC's Washington bureau and worked a year



Robert MacNeil (left), Jim Lehrer

for the British Broadcasting Co. before he joined the Public Broadcasting Laboratory in 1968.

There he wrote and narrated a 90-minute documentary about American commercial television coverage of the violence at the 1968 Chicago Democratic convention.

About the same time, he wrote "The People Machine," which "Current Biography" cited as a "blistering indictment of commercial television's preoccupation with entertainment."

As senior correspondent for NPACT, public television's National Public Affairs Center for Television, MacNeil moderated "Washington Week in Review" from 1971 to 1973 and co-anchored reports of the 1972 presidential elections with Sander Vanocur.

He covered impeachment proceedings and the resignation of Richard Nixon for the BBC.

Lehrer's first public affairs reporting experience was as a reporter, political writer and col-

umnist for the Dallas newspapers. In 1968 he became city editor of the Dallas *Times-Herald*.

He broke into television with KWRA-TV in Dallas, where he was executive director of public affairs and host and editor of the local nightly news program "Newsroom."

He also has been public affairs coordinator for the Public Broadcasting Service, a member of PBS' journalism advisory board and a fellow at the Corporation for Public Broadcasting.

Lehrer joined WPACT in 1973 and moderated coverage of the House Judiciary Committee's impeachment inquiry, "Washington Straight Talk" and "Washington Connection."

He won the 1974 George Polk Award for his coverage with MacNeil of the Senate Watergate investigation. For his work on other productions he won the American Bar Association Silver Gavel Certificate of Merit and the 1974 George Foster Peabody Award.

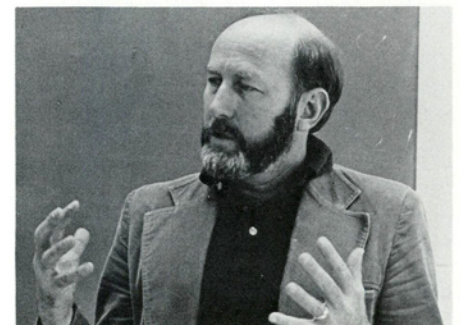
Day may study coverage of South American conflicts

Larry Day, professor, was selected first alternate for the Tinker Foundation Central American Summer Fellowship. He submitted a proposal to study the international coverage of the border conflicts between Honduras and Nicaragua.

Day also was selected as chairman of a panel, "A Fresh Look at Traditional Media: Implications for Policy and Planning," at

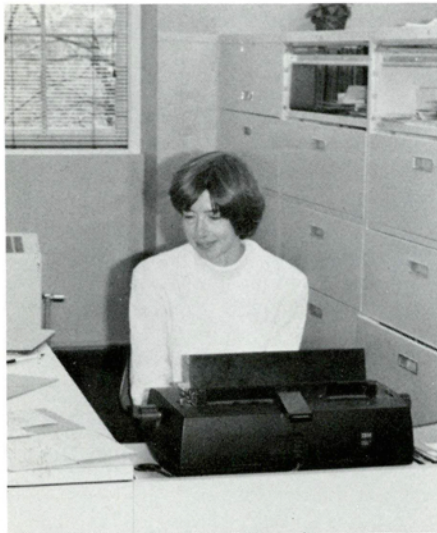
the 32nd annual conference of the International Communication Association in Boston in May.

Day's other activities during the year included conducting a writing workshop for members of the Kansas Association for Education Professional Development and for the staff of the Teacher Center Program in Topeka last March.



Laurence Day

Chris Harrington



Lynne Tidwell

Records clerk keeps students on the right track

Lynne Tidwell, student records clerk, has a lot to keep track of. In her new position, Tidwell adds students to class rosters, takes them off rosters and makes sure that by the time graduation rolls around all this movement somehow jibes.

Tidwell's responsibilities include all pre-enrollment schedules, class changes, and distribution and graduation requirements. She also updates student folders with new grades, transfers credit hours to other schools and completes applications for degrees. She also serves as secretary to John Bremner and Don Jugenheimer, professors.

"Immediately after enrollment I start checking to see if seniors will graduate," she said. "If the students have had a bad

day, then they might get mad at me if their hours aren't falling into the right places."

"I can get grouchy, too," she said. Tidwell said she hopes students didn't think she was a "creep" if she had to tell them some of their hours were wrong or if they wouldn't graduate on schedule.

Tidwell began working with student records last July when Jan Erhart left after three years. She previously worked as secretary for the Association for Education in Journalism and Susanne Shaw, associate dean.

Married and the mother of a seven-year-old son, Marshall, Tidwell has a Master of Music degree from the University of Oklahoma.

Bowles involved in AEJ; promoted to new position

The Association for Education in Journalism has been keeping Dorothy Bowles, associate professor, very busy during the past year.

As chairman of the Public Service Committee of the AEJ Law Division, Bowles and other committee members have been working to compile media survival kits in several states and to prepare teaching materials for communication law courses. In addition, the committee has been involved in cooperative ventures with the American Bar Association and the Student Press Law Center. Bowles was in charge of the selection process and awards ceremony for the law division's Distinguished Service Award.

Along with two faculty members from K-State, Bowles organized a South-Central regional convention for members of the AEJ newspaper, history and law divisions. Encompassing a six-state area, the convention was held at K-State last spring.

Bowles also was the only faculty member in the School of Journalism to have a research proposal accepted in the university-wide competition for General Research Fund grants. Her research project deals with newspaper exemptions from anti-trust laws, a subject she plans to study for at least a year.

In other activities, Bowles was selected as a member of the editorial board of *Journalism Abstracts*, a magazine dealing with the high school press; had an article published in *Scholastic Editor*; and was a



Dorothy Bowles, right.

speaker at the annual two-day Media Law Seminar held at Washburn University in Topeka. She also served on the University Judicial Board for 1981-1982 and spoke at the national convention of the Journalism Educators Association and the National Scholastic Press Association.

Bowles, who was promoted to associate professor and awarded tenure last May after three years of teaching at KU, worked with the Women's Studies department faculty to put together a new course, "Women and the Media," which was taught for the first time in the spring.

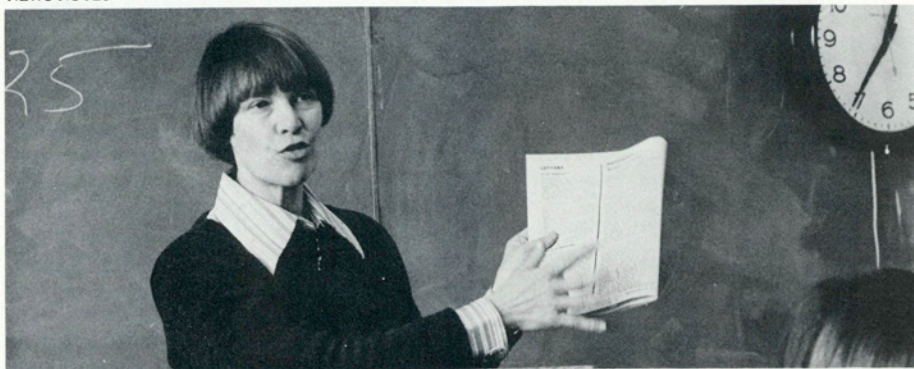
Brinkman begins appointment on accrediting committee

Del Brinkman, dean, is serving the first of a three-year appointment to the accrediting committee of the Accrediting Council on Education in Journalism and Mass Communications. The committee, composed of professional journalists and journalism educators, conducts site visits and makes recommendations on whether journalism programs should be accredited or reaccredited.

Brinkman also continues to serve on the Association for Education in Journalism. He has been an AEJ member since 1965 and has held several offices within the association, including that of president.



Del Brinkman



Diane Lazzarino

Promotional writing classes work with local volunteers

In line with President Reagan's call for volunteers to organize for effectiveness, Diane Lazzarino's two promotional writing classes are working this semester to "raise the image of the volunteer."

Lazzarino, a lecturer since 1969, has her students working in an advertiser-client relationship with community organizations such as Headquarters, Volunteer Clearinghouse, Human Sexuality Network, Social Services Council and Consumer Af-

fairs. The students are working directly with the organizations to develop promotional plans designed to meet the needs of each individual program.

Last semester students prepared brochures, press releases, television spots and posters to promote the Senior Scholar and Elderhostel Summer Workshop Programs at the University. Participants in the Senior Scholar Program, age 60 and over, are allowed to audit KU classes free of charge. The Elderhostel Summer Workshop is a nationwide program that allows the scholars to visit universities across the country, taking part in each college's individual programs of tours, plays and lectures.

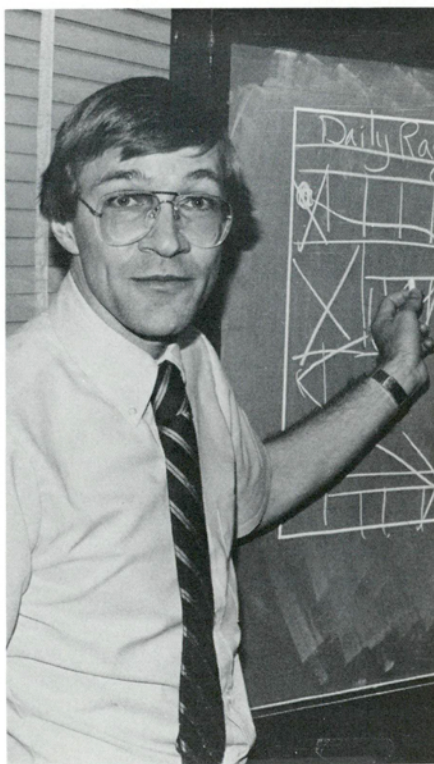
Frederickson participates in Midwest media seminars

Ted Frederickson, assistant professor, made the rounds to college seminars last semester. In March he spoke at the Washburn Media Law Seminar in Topeka and in April he moderated a Minnesota Media Day panel at St. Cloud State University in Minnesota.

In Topeka, Frederickson discussed how reporters and newspapers should react when a judge attempted to close a criminal proceeding. He included in his presentation a written standard objection that reporters could use in Kansas when a closure is made, and a standard legal argument to use against the closure motion. He said training reporters to object could be critical in keeping the courtroom open.

Frederickson also led a discussion group on how student journalists could get information contained in public records. The seminar was sponsored by the Washburn School of Law, the Kansas Bar Association and the School of Journalism.

At Minnesota Media Day, Frederickson served on a panel titled "Future Shock: To Our Children's Children," which focused on the future role of media in society. The panel included educators, publishers, the manager of the Minnesota Newspaper Association and the director of the Minnesota News Council.



Ted Frederickson

Bremner leads seminars for journalism groups

John Bremner, professor, was on leave of absence from August 1980 to August 1981 with a grant from the Gannett Foundation to conduct editing seminars for groups of newspapers and journalism schools around the country.

He conducted 26 seminars for 1,756 participants from 299 newspapers in 32 states.

"But these are mere figures," Bremner said. "Whether the foundation's purpose was achieved can be measured only by the response of the participants and by the effects of the seminars on the quality of editing in the newspapers."

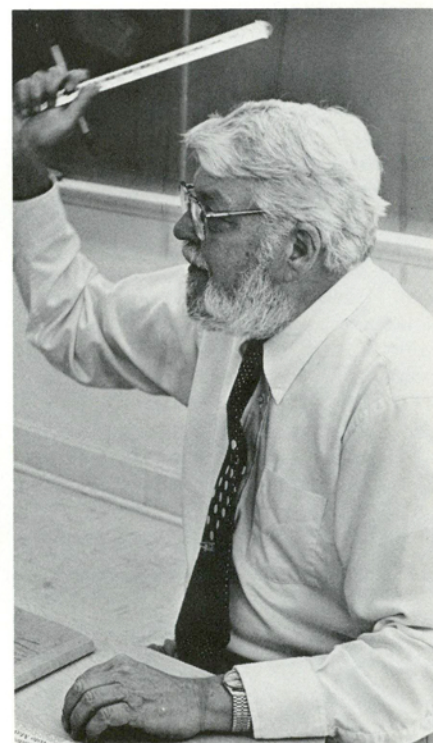
"I am not an objective judge. However, both the want and the need for the program were evident."

He received requests for seminars from 429 newspapers and journalism schools.

Bremner returned to KU for the 1981-82 academic year.

"The pace of the previous year, in preparation and travel and presentation, left me drained," he said. "I worked a seven-day week and took only seven days off during the entire year."

"Also, I wanted to return to teaching for at least a year because I didn't want to lose a generation of KU journalism students."



John Bremner

Elliott brings cable television to students in new course

Beginning this fall, a new radio-television-film course dealing with the rapidly growing cable television industry will be offered to students.

Elements of Cable will be a survey course taught by Sam Elliott, assistant professor.

Elliott, who owns part of two southwestern Kansas CATV systems, said he was eager to present the new course.

"Cable television is the same as broadcast television in the production area, but the legal, distribution, financial and busi-

ness aspects are entirely different," Elliott said.

The course will cover four areas: legal history, including importation of distant signals and copyright; technical and equipment development from five-channel capacity to modern 100+ channel systems; programming available via cable, including satellite programming; and business and financial aspects, including franchise.

Elements of Cable will be the University's first course that deals exclusively with cable television and one of the few CATV courses being offered in the United States.



Sam Elliott

Dart flirts with limelight, but won't drop teaching job

In his first national television commercial, Peter Dart, radio-television-film professor, appeared as the Roto Rooter man. The commercial has been on the air in New York City since Jan. 11.

"It was great experience for me," Dart said. "It confirmed a lot of the things I had been telling my students about television production."

Dart said that besides confirming what he already knew about the business, he also learned many new things.

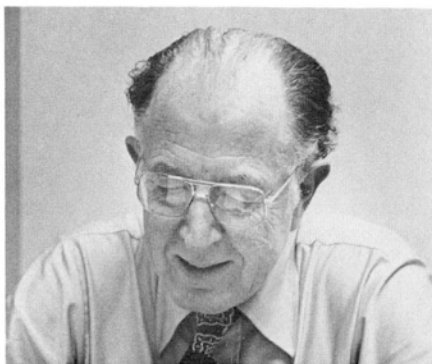
"I found that directors of television commercials are very, very careful," Dart said. "The director may have you go through 100 takes so he can find just the right nuance."

Although the Roto Rooter commercials were Dart's first national television experience, he has appeared in many education-industrial films. Centron Films of Lawrence has cast Dart in a parody of Dracula in a home safety film, as the parent of a pregnant teenager, as a tractor mechanic, an agronomist, a traffic accident victim, a filling station attendant and many more.

Dart also has performed in numerous community theatre productions. His portrayals include the con artist Erwenter in "The Silver Whistle," the singing Uncle Oscar in "Little Mary Sunshine," Charley in the premier production of the "Wabash Winning Streak" and Brady in "Inherit the Wind."

Dart said that he drew on his theatrical experiences to provide specific instructive examples for his classes and that, although he enjoyed his part-time acting career, he could not imagine giving up teaching for full-time acting.

"Only if someone could give me something steady, like a soap opera role, would I even consider acting full time," Dart said.



Bill Baker

Living Church Foundation elects Baker as president

Bill Baker, assistant professor, was elected president of The Living Church Foundation, which publishes a weekly magazine in Milwaukee. Primarily for the Episcopal Church, the publication is devoted to both news of the church and to religion in American life today.

Two grab Gannett Awards; KU represented once again

Lisa Massoth, Madison junior in news-editorial, and Mike Robinson, Salina junior in news-editorial, received two of 20 national \$1,500 Gannett Foundation scholarships for the 1982-83 school year.

Massoth will work as a summer intern at the Oregon Statesman-Journal in Salem. Robinson spent the spring semester working for the Wichita Eagle-Beacon.

This is the second year KU has had two winners. Last year Vanessa Herron, Junction City senior in news-editorial, and Scott Faust, Prairie Village senior in news-editorial, were recipients of Gannett scholarships.

Dary's latest book destroys Hollywood's cowboy myths

Truth is stranger than fiction, said David A. Dary, professor, as he explained why he continued to write on his favorite subject — the West.

Dary completed his fourth book on the West last summer. This one, *Cowboy Culture: A Saga of Five Centuries*, traces the North American cowboy from his beginnings in Mexico 500 years ago. His other books on the West include a collection of stories called *True Tales of the Old-Time Plains* and a history of the American bison called *The Buffalo Book*.

Dary's interest in the West goes back to his childhood in Manhattan when 30 cents paid for an outing to the movies. He said he had only one problem with Hollywood Westerns. "Movies didn't seem real," he explained. "This disturbed me. Sometimes the same scenery would be used or the same characters had different names."

Breaking the Hollywood cowboy myth was one reason for writing the book. "People needed to know what the real cowboy was like. I've tried to portray the cowboy as he really was," Dary explained. Part of that portrayal demanded that Dary begin with the Spanish-American cowboy of the 15th Century. He said he could trace the cowboy to the Spanish "vaquero" who first appeared between 1550 and 1555.

According to Dary, *Cowboy Culture* took almost three years to research and write. He said he traveled to California, Texas, Wyoming, Nevada, Montana and Mexico to gather information he needed. "I keep finding stories I think are fiction and they turn out to be true," Dary said.

According to the Chicago Sun-Times, *Cowboy Culture* is "a book that entertains and teaches. It's fun and enriching and it gives us a better understanding of that part of our past we have always worshipped."

Young judges Neal Awards; attends New York seminar

Lee Young, professor, served as a Neal Awards judge for the American Business Press last January in New York City. The Neal Awards recognize editorial achievement and are the business press equivalent of the Pulitzer Prize.

Young also attended a week-long seminar last summer as a guest of the Magazine Publishers Association. The seminar was held in New York.



Lee Young with magazine major Laurel Ransom.

Bob Legler

KU hosts ASNE conference on minorities in journalism

The University of Kansas held a two-day conference on the preparation of minorities for careers in newspaper journalism in late February.

The conference brought together newspaper editors, journalism professors, college and university administrators and other professional journalists from throughout the journalism schools. This was the second of seven meetings on issues that affect minorities and journalism, sponsored by the American Society of Newspaper Editors.

Albert E. Fitzpatrick, chairman of the ASNE Committee on Minorities, wrote in a letter to Susanne Shaw, associate dean, that the problem to be discussed was not one which confronted only newspapers and journalism educators, but that the problem was the nation's problem.

The four topic areas which Fitzpatrick outlined for the KU session included: defining more clearly the necessary and appropriate role of newspapers and journalism educators in the effort to recruit and prepare minorities for newspaper jobs; identifying the various classroom, laboratory, extracurricular and internship practices which were most effective in the preparation of minorities for careers with newspapers; examining the adequacy of journalism training which most minorities have received at the time they begin to look for their first newspaper jobs; and considering whether journalism education would be able to produce the number of well-qualified minorities seeking newspaper jobs that would be required to achieve the ASNE goal of parity in employment by the year 2000.

Information gathered from the sessions and other sources was compiled into a comprehensive report that was delivered at the American Society of Newspaper Editors convention in Chicago in May.

Rare *Esquire* illustrations exhibited at art museum

Photographs from the *Esquire* magazine collection of original illustrations were on display at the Spencer Museum of Art last February. The exhibition of 110 photographs is only a small portion of the more than 40,000 individual pieces in the collection.

Esquire Inc. first contacted Lee Young, head of the magazine journalism sequence, about donating the illustrations to KU. Young said that *Esquire* had chosen KU to receive the collection because of the already-prominent magazine collection of first and last issues housed in the journalism school.

The *Esquire* collection provides a rare look into the anatomy of a magazine, Young said.

When KU received the collection in December 1980, it was packed in huge, metal cases. It took more than six months

to unpack, sort and index the collection, which includes more than 150 original paintings of the Varga Girls, the alluring pin-ups that first appeared in *Esquire* in 1940. It was said that during World War II every American GI carried a picture of a Varga Girl.

The collection also includes 31 vintage photographs by the late Diane Arbus; photographic portraits of John F. Kennedy, Mae West, Richard Nixon and other celebrities; a rare oil painting by German artist Richard Linder; and an outstanding collection of cartoons and comic strips.

Approximately 1,000 pieces from the collection were cataloged and will be exhibited regularly as part of the museum's permanent collection. The remainder of the collection will be stored in the magazine collection in Flint Hall.

Jugenheimer to begin work on fellowship project

Donald Jugenheimer, professor, has been selected as a Kellogg National Fellow. He is the first KU faculty member to be selected for this prestigious fellowship.

Starting in the fall, Jugenheimer will be released from teaching duties to work on a self-directed, interdisciplinary project. Funds are also provided for travel and for two annual seminars for all 50 of the national fellowship holders. The fellowship lasts for three years.

The Kellogg Foundation, established in 1930 by W.K. Kellogg, supports the fellowship program. Since its inception, the foundation's total expenditures have exceeded \$583 million for projects in agriculture, health and education.


Jugenheimer also published two books over the past year. Last spring he revised the *Advanced Media Source Book and Work Book* with Lee Young, professor.



Don Jugenheimer

Last fall he wrote *Problems and Practices in Advertising Research* with Alan Fletcher, a professor at the University of Tennessee.

□ News Notes compiled by Martha Brink, Paige Coolidge, Lisa DeMeyer, Susan Jezak, Laura Luckert, Mary Riddell and Dede Shellenberger.



How I used to complain about Flint Hall, with its crowded classrooms, noisy reading room and general disorganization. Offices were scattered throughout the building. Student records were on the third floor. The dean's office was on the first, the ladies' restroom on the second. It was like walking through a labyrinth to make a photocopy for an assignment.

Not surprisingly, I greeted news of the renovation project with a warm welcome. At last Flint Hall would receive the face-lift that was long overdue. I envied those students who would reap the full benefits of the modernization. Since I'd be graduating in May I'd have only a few months to enjoy the new changes.

Unfortunately, May is approaching and I've had a few occasions to enjoy the new Flint. I feel like a child from a broken home, having jumped from Fraser, Strong, and Lippincott halls during my final semester of journalism classes. I miss the familiar faces and the small talk exchanged in the hallways. I feel cheated every time I need last-minute advice from an instructor whose office has been temporarily relocated in Carruth-O'Leary.

I've wandered in and out of buildings across Jayhawk Boulevard like a restless nomad this year. There's been no sense of security, no place to call home. Perhaps now the break from KU will be easier. I've been shoved out of the nest; come May I'd better learn to fly.

Mary Bukaty, Kansas City
senior in magazine



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