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Journalist



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Anne Amoury, Kim Gibson, Dawn Graham, April Hackathorn, Lynlea Hall, Judith Hindman, Paul Humburg, Lauren Peterson, Margaret Safranek, Alberto Saldarriaga, Laurie Samuelson, R.D. Sands, Trish Snyder, Anita Valdivia, Dallas Van Hoose, Jr., Cheryl Waldron, Tracy Wilson. Adviser: Lee F. Young, professor.

C • R • E • D • I • T • S

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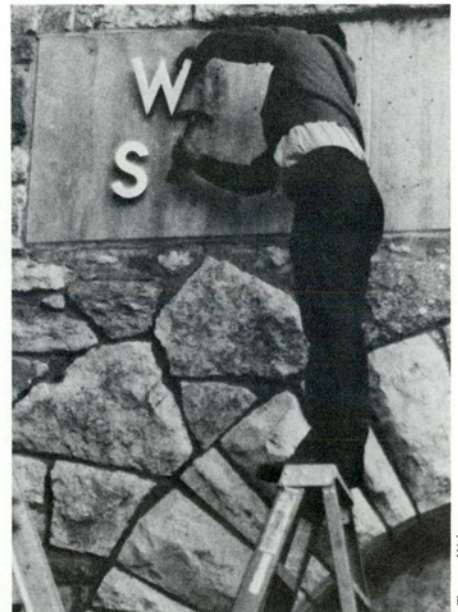
Tracy Wilson

Out with the old . . . in with the new

On October 13, 1983, the face of Flint Hall changed. Two workmen appeared with a crane and within minutes began pulling off old letters. Two hours later the new names appeared on a very old building. See back cover for the new look and page 28 for related story.



Tracy Wilson



Tracy Wilson



Gary Smith



Jim Evans, Wilson and Company, Engineers and Architects.



Buddy Mantine, Tulsa Tribune.

***Photos taken during internships
record interesting images***



Two KU photography students captured these dissimilar architectural images during their summer internships.

Buddy Mangine, Chanute junior, discovered the shadowy patterns of the 51st Street Bridge being constructed across the Arkansas River in Tulsa. Two weeks later he returned to photograph a local runner sprinting through the shadows.

Mangine interned with the *Tulsa Tribune*, an afternoon newspaper with four staff photographers who are KU graduates, including assistant chief photographer, Don Pierce.

Jim Evans, Brush, Colo., senior, photographed a pristine Lutheran church on one of several trips he made during his summer internships with Wilson and Company, Engineers and Architects, in Salina. He traveled 6,500 miles through Kansas, Colorado and Nebraska photographing the company's designs.

Three other KU interns photographed the disarming faces of summer.

Dave Hornback, Wichita senior, captured a fight between a security guard and a taxi cab driver.

Hornback said the fight erupted when the guard yelled at the driver, who, in anger, had kicked over a bus station trash can after getting his pants dirty. Both men were arrested.

"While I was taking this picture the cab driver's friends were coming up behind me and threatening me if I didn't stop taking pictures," Hornback said. "I tried to ignore them."

Hornback said that after his paper, the Providence, R.I., *Journal-Bulletin*, ran the picture, the cab driver came to the office and bought six issues of the paper.

The camera lens of Larry George, Sublette senior, focused on Miss France in the Veiled Prophet Fair crowd over the Fourth of July weekend. She was participating in Fair activities as a contestant in the Miss Universe contest.

George took the photograph during his summer internship on the St. Louis *Suburban* weekly.

Two young cousins tried to look threatening on their ranch twenty miles northwest of Gillette, Wyo. Their greatgrandfather homesteaded the ranch nearly a hundred years ago.

Keith Cutler, Papillion, Neb., senior, photographed the two hombres during his internship at the *Gillette News-Record*.

Cutler said that they were called the "little ranchers" by their grandfather. "He hopes they will choose the life of a rancher as his sons did," Cutler said. "But he said the decision would be theirs."

Judith Hindman is a graduate student from Overland Park. She will earn her master's in 1984.



Keith Cutler, *Gillette (Wyo.) News-Record*.



Larry George, *St. Louis Suburban*.



Dave Hornback, *Providence, R.I., Journal-Bulletin*.

Neil Maxwell: Gannett Professional-in-Residence

When Neil Maxwell found that he was grading papers in the men's room, he realized that he had underestimated the demands of teaching journalism.

"When Dean Brinkman first called me to say I had been selected, my first thought was that it would be good to leave the rat race of the newspaper business and escape to the warm bosom of academic life," he said.

"It hasn't turned out that way at all."

As KU's eighth Gannett professional-in-residence, Maxwell quickly became overwhelmed by the amount of paperwork and grading required to teach two reporting classes and a class in feature writing.

"At first I thought I could ease the load by having the students do a lot of work," he said. "Then I found out that the more they write in class, the more papers I have to grade."

Seven weeks into his first teaching experience, Maxwell has realized that campus life has some unexpected benefits.

"Every morning as I drive to campus, I think that I could be in Dallas fighting the traffic instead of driving through Lawrence," he said.

Maxwell began his newspaper career as a copy boy for the *Dallas Morning News* while he was an undergraduate at Southern Methodist University.

After graduating in 1952 with a degree in journalism, he got his first "real" newspaper job as a copy editor for the *Ft. Smith (Ark.) Times-Record*.

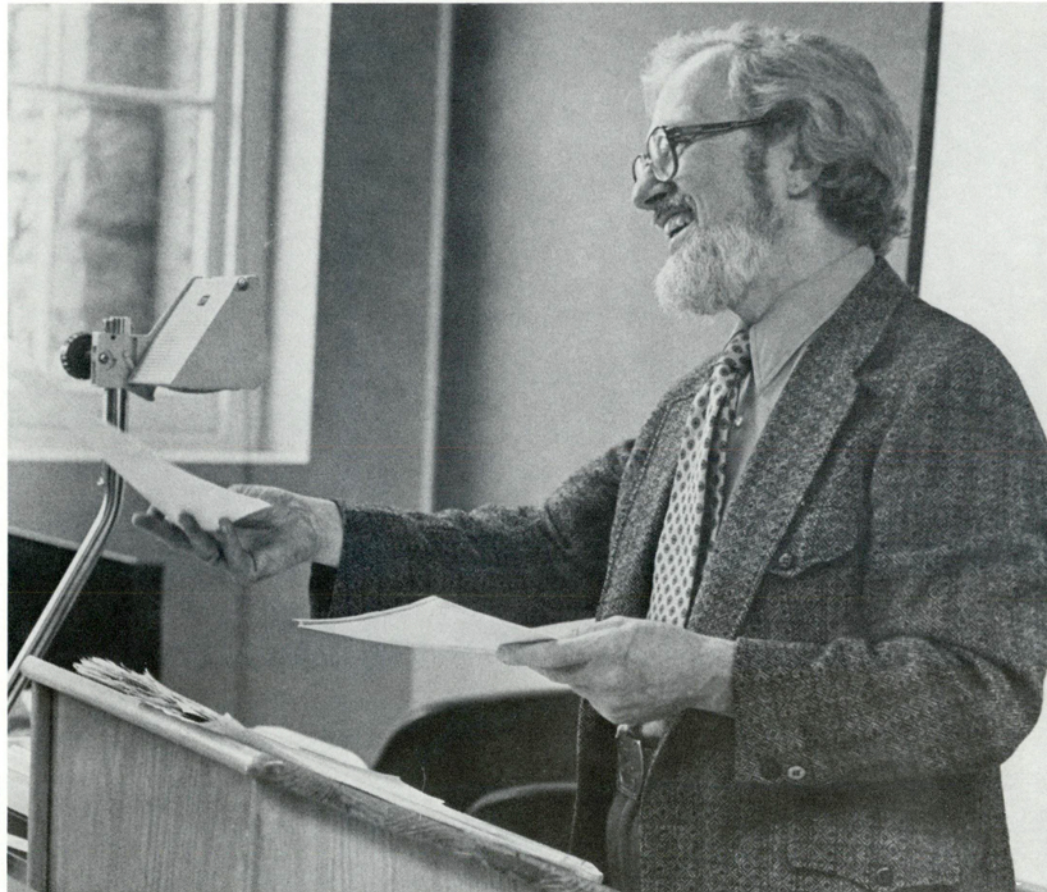
There, he says, "the real challenge was getting by on the salary — \$45 a week."

A year later he answered an ad in *Editor and Publisher* for a copy editor on a major Southern daily, hoping it was for the *Atlanta Constitution*. It was for the *Birmingham (Ala.) Post-Herald*.

After working at the *Post-Herald* for a year, he became editor of the *Daily Facts-Review*, Freeport, Texas, for a short time before going to the *Temple (Texas) Daily Telegram*.

At the *Telegram* he won an Associated Press feature writing contest for what he calls "a truly inconsequential piece" about a young hitchhiker picked up for vagrancy.

Although he found his work there as a reporter and columnist very satisfying, that satisfaction didn't help to pay his bills.



Lauren Peterson

Maxwell returns papers to his Reporting II class.

"They had never paid a reporter more than \$79 a week and said they weren't going to start with me," he said. "So I said to hell with it, I'll go where the money is — the *Wall Street Journal*."

He began in 1956 as a *Wall Street Journal* staff member, writing business news and feature stories, first in Dallas and later in Atlanta.

While in Atlanta he covered Cuba, the Caribbean and the civil rights movement.

His series on civil rights problems made the Pulitzer Prize semi-finals in 1967, an unusual year in which non-winners were announced because of a controversy.

He became the *Journal's* bureau chief in Atlanta in 1968 and national correspondent in Dallas in 1977.

He described his years covering the civil rights era as the most rewarding part of his career.

In teaching his feature writing class, Maxwell draws extensively on his war stories from the *Journal*.

He said the variety of stories a reporter covers in 27 years with the *Wall Street Journal* defied description.

"But where else would you find a range from writing about the bravery of black children daring to present themselves at a hostile white school to the delightful inanity of folks in Yellville, Ark., celebrating their town festival by throwing turkeys out of airplanes?" he asked.

He quickly dug out two snapshots of his cabin in Arkansas. It is obviously his favorite subject.

"It's more important to talk about this because this is where I'll end up," he said. "That's more important than where I've been."

Sharon Bass:

New Member of Magazine Faculty



Tracy Wilson

The School of Journalism's emphasis on and commitment to teaching were two things that attracted Sharon Bass, the new associate professor in the magazine sequence, to the school. She was also impressed by the strength of the program and the support it receives from alumni and professional groups.

"I'm already a better teacher for being here," she said.

Bass came here from the University of Arkansas, where she had taught a variety of courses since 1978. She is currently teaching Magazine in American Society, Magazine Layout and Production, and Magazine Article Writing. She said that

she had taught a wider diversity of classes in Arkansas, including classes in graphics and design.

Bass received her bachelor's degree in journalism from the University of Arkansas. In the summer after graduation, she served as editor for the Sunday supplement of the *Springdale News* in Arkansas. She then went to Austin, where she obtained her master's degree at the University of Texas.

Her free-lance experience has included extensive research on a photographer, James Maurice Wait, who documented the forests of Arkansas in the 1920s and was instrumental in the formation of the two national forests in that state. Bass compiled a collection of his photographs, set up a traveling exhibit and wrote a book based on his journals and diaries. She also had a contract with the U.S. Forestry Department, editing environmental impact statements.

In the summer of 1981, Bass went to New Guinea, where she conducted a one-month workshop in graphics and design at the university in Papua. The assignment grew out of a semester project in which her Magazine Editing and Production class developed a magazine for women in New Guinea. Bass had met an editor of an English language newspaper in New Guinea who was interested in such a project and had asked him whether one of her classes could develop the idea. Bass now has a KU student from New Guinea living with her in Lawrence.

Bass is married to Dennis O'Malley, a microbiologist who is still in Arkansas doing research in chemical conversion for energy sources. Her 15-year-old son, Jon, is living here with her and she hopes that her husband will be able to join her soon. She said that she and her husband enjoy the outdoors and that she particularly likes to photograph and identify wildflowers. She is looking forward to searching out the prairie flowers of Kansas.

Bass has recently renewed two old interests: baseball and opera. She said that baseball fascinated her because it is such a part of American culture. She is also intrigued by the statistics of the game. She has been attending the popular KU English class, "The Literature of Baseball." She has also joined the Lyric Opera Guild of Lawrence and is looking forward to finding out more about the art.



Teaching must come naturally to **Jim Sneegas**, temporary instructor in the radio-television sequence, who teaches Basic Television Production and Color Television Production classes.

Before he came to the University of Kansas this fall, Sneegas taught in a different way. He made training films for a multinational construction corporation, and before that, free-lanced for American Telephone and Telegraph, making management communication tapes.

He had just returned to work, after taking a leave of absence to finish his master's thesis at KU, when the University offered him a teaching position. Sneegas said yes, although it meant taking a cut in pay.

"The atmosphere around the University is very nice, and the students really require you to know what you're talking about," he said. "It's an impetus to push yourself to know a little more about what you're doing, and I enjoy it."

Sneegas said when he worked in corporate media, he sometimes felt as if he were alone on an island, because there were not many people around him who did the same kind of work.

Corporate film production was interesting work, he said, but he often felt frustrated. He did not usually work with a crew, but handled all phases of the production himself, from writing the script and arranging for talent, to editing the final product.

"It's hard to be a one-man band," he said.

Sneegas earned a bachelor's in psychology as well as a bachelor's and master's in radio-television-film from KU. His area of emphasis was television production. He plans to return to school next fall to work for a doctorate.



For **Art Wolf**, teaching is a refuge from the dreadful beast of boredom.

Wolf, a co-founder of Centron Corp. film company in Lawrence, retired last year, intending to spend his workless days on his sailboat or motorcycle. It didn't quite turn out that way, though.

"After two months, I found out retirement is not for me," he said. "I found out that a man's work is really vital to his life."

Wolf now spends his mornings in Jolliffe Hall as a consultant for students in KU's radio-television-film sequence.

Bruce Linton, professor and chairman of the RTVF sequence, offered Wolf the position. Said Linton, "He's a very strong person, and we're delighted that he got bored with his retirement."

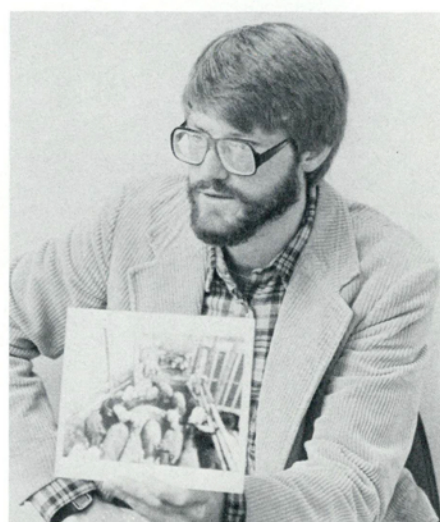
Wolf also does some guest lecturing. "When they want a lecture on a particular subject, I do it," Wolf said.

Wolf is a 1939 economics graduate of the University of Kansas. Both he and Centron co-founder Russ Mosser grew up in Topeka and worked together in KU's visual film library, where they developed their interests in film.

In 35 years, Centron has produced more than 1,000 films, documentaries, educational "how-tos," musicals, travel films, promotional films and mini-dramas.

Centron films have won numerous international film festival awards and 45 CINE Golden Eagle awards from the Council on International Nontheatrical Events.

Wolf was co-producer for the inspirational film, "Leo Buerman," about a deaf, partially blind, crippled Lawrence dwarf, which was nominated for a 1969 Academy Award.



Photos by Lauren Peterson

Wally Emerson is becoming a familiar face again, but this time as a teacher. Emerson graduated in 1976 with an emphasis in photojournalism and is currently teaching Photo II and III classes. He comes to Lawrence from Independence where he has been the chief photographer at the Independence Daily Reporter for the past five years.

Emerson taught photography workshops while in Independence, but said his students there treated photography more as a hobby.

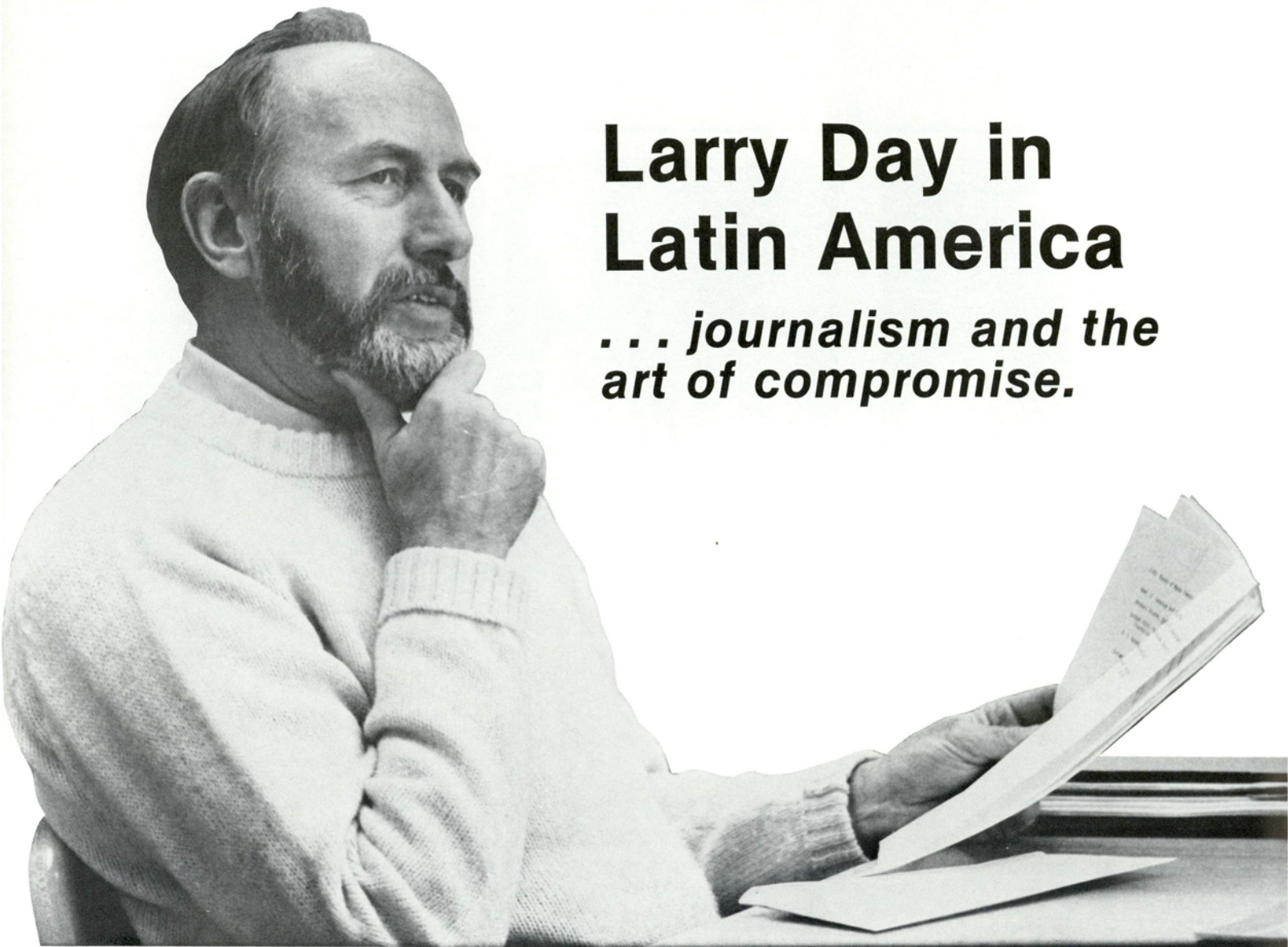
"The students here are not in it for a hobby," he said. "They are a little more serious."

He is also interested in pursuing a career as a free-lance photographer for magazines and has had his photography published in the 1983 2nd and 3rd issues of *Kansas*!

Emerson said his biggest challenge as a teacher was to prepare the students to get a job, but that was not all.

"They need to leave here with the anticipation of getting involved with the community. They must try to understand the effect they will have, especially those who are going to a small town to work. They need to be sensitive to the community."

Written by Judith Hindman, Lauren Peterson, Linda Scott and Cheryl Waldron.



Larry Day in Latin America

*... journalism and the
art of compromise.*

Alberto Saldarriaga

As the visiting journalism professor, J. Laurence Day, described the technique of going undercover as an orderly in a hospital investigation, hands waved around the classroom.

"That's great in the United States where you have a big city like Chicago, but we work here in San Jose," the students told him. "When we show up and tell them we want to get a job as an orderly, they'll say, 'You dumb journalist, I know who you are, go away.'"

That incident, which occurred last spring in Day's investigative reporting class at the University of Costa Rica, demonstrates one of the many ways journalism in Latin America differs from journalism in the United States.

In this case, an almost incestuous relationship between business and government virtually assures that journalists will be quickly recognized.

In the more than 20 years Day has been studying journalism in Latin America, he, his friends, his students, and even some graduates of KU's School of Journalism have had to learn how to operate within a set of restrictive ground rules if they wish to keep working as journalists in that region.

While conditions have improved in many Latin American countries in the past two years, many journalists in Central and South America are still subjected to censorship and restraints that include the mandatory licensing of journalists, low incomes that necessitate more than one job, threats of personal danger and an intricate good-old-boy network that blocks many sources of information.

"I was urging greater professionalism on the part of the journalists, urging them to check out the story," Day said. "Yet on the other hand, my own inner sense was telling me that there are times when some of those journalists are more intrepid than we are."

The mandatory licensing rule forced many of the 30 students in that investigative reporting class to take a 7 a.m. class twice a week as proof of working on their license requirements while they were employed as unlicensed journalists.

Costa Rica passed a law in the early 1970s, Day said, that required all journalists to be licensed. In order to be licensed, they must be a graduate of the University of Costa Rica. The licensing then makes them a member of the College of Journalists, much as a physician might be a member of the Kansas Medical Association.

Day said that although the licensing of journalists had never been used as a form of censorship or control in Costa Rica, it was opposed by the Inter-American Press Association because of potential abuse of the rule.

And for the journalists who are already licensed, many find that they must have at least two jobs because of the extremely low wages journalists are paid.

As a result, Day said, a journalist might work for a newspaper, a radio station and also be a public relations practitioner for a governmental body or private industry.

"Within the cultural context of Latin America, this is not looked down upon or frowned upon," Day said. "It is simply a fact of life."

KU currently has a journalism graduate student, Alberto Saldarriaga, who was both a correspondent for Colprensa news agency in Bogota, Colombia, and a member of the faculty at the University of La Sabana, where he taught reporting.

Saldarriaga is working with Day to develop some ways of adapting North American investigative reporting techniques to the Latin American context.

Day said there have been other Colombians who have graduated from KU's School of Journalism.

"Perhaps the best known Latin American journalist today is a graduate of the University of Kansas, Daniel Samper Pizano," Day said. "He was written up recently in *The World Press*, which called him the best investigative reporter in Latin America."

Day also said many Latin American journalists faced physical and financial intimidation for some of their reporting.

"I admire Latin American journalists. There are a lot of them who suffer a great deal of danger and problems," he said. "Not in Costa Rica, necessarily, but in other Latin American countries where they just flat disappear."

"Many have been physically attacked or killed. There have been dozens of reporters missing in Guatemala and El Salvador, for example," he said.

Day said that in 1978 an Argentine friend and journalist, Teodulo Dominguez, was concerned about disappearing.

Late that year, Day received a letter Dominguez had written from Mexico City. He was covering the pope's trip to Mexico and felt freer to write about the dangers he was facing. At home he feared that his mail was being checked.

Dominguez wrote in the lengthy letter that his graduate assistant at the University of La Plata had already disappeared and that he, himself, was receiving threats at home.

Day devised a plan whereby Dominguez's wife would call Day if Dominguez was more than two hours late getting home or she had information that he had disappeared.

Day said that if enough international furor were raised before someone had been missing 24 hours, the odds were much better for that person to be found.

Eventually that dangerous situation in Argentina subsided as the political tensions eased.

Dominguez was at the KU School of Journalism from January to March 1976 as a guest editor. He had received a Fulbright grant from the U.S. State Department to study journalism education in the United States.

Latin American journalists trying to do investigative reporting, including many of the students in his class, Day said, often found it difficult to even conduct an investigation of a business because of the prevalent good-old-boy network that flows between government and the different businesses.



"They say that in an investigation, say of a company that is ripping off the public, they don't get more than five people down the chain until they run into somebody who's a relative of their boss."

Day said the relative then would tell the journalist's boss to call off his watchdog.

Day was teaching that class and a graduate seminar during his tenure as director of the KU Study Abroad Program at the University of Costa Rica in San Jose. One of the stipulations of the program is that the director must also teach in the department in which he is qualified.

Day arrived in Costa Rica in late January and completed his work at the University in mid-July. As the director he coordinated the North American student program and helped students with housing and registration problems and in dealing with Latin American bureaucracy.

After Day finished his duties at the University of Costa Rica, he taught for three weeks at Rafael Landivar University in Guatemala.

After leaving Guatemala, Day went to several Caribbean countries giving lectures and seminars to professional journalists and university students under the auspices of the U.S. Information Agency.

While he was in Costa Rica, Day also reported on Pope John Paul II's eight-day, eight-country trip to Central America.

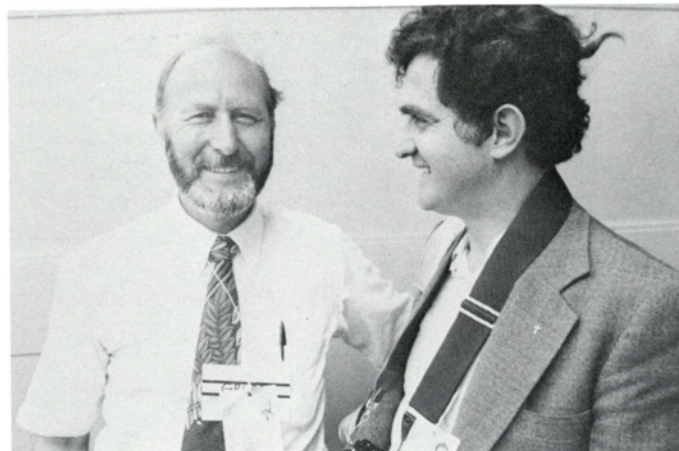
Day reported for the *Kansan* and Universal Press Syndicate on the pope's appeal to the people.

"There were some cases of people walking for miles and miles and standing in place for hours and hours just to get a look at the pope," Day said.

While the pope was in Central America he made Costa Rica his base of operations, Day said, because of its location and because it was regarded as a country with a free press.

Day did not follow the pope in his travels but followed him from the press center set up in San Jose.

Day thought this way of covering the pope's story was easier because many press corps members were either get-



Larry Day and a Latin-American journalist.

ting caught in airports without their credentials or were only allowed to see a select number of events.

Day did cover some of the pope's visit in person, however. He went to the airport to meet the pope when he was coming to Costa Rica for the first time. Security checks were so stringent that he was frisked and before he got out of the tarmac, his small pen knife was taken away.

In September, Day presented two papers at the XI International Congress of the Latin American Studies Association in Mexico City.

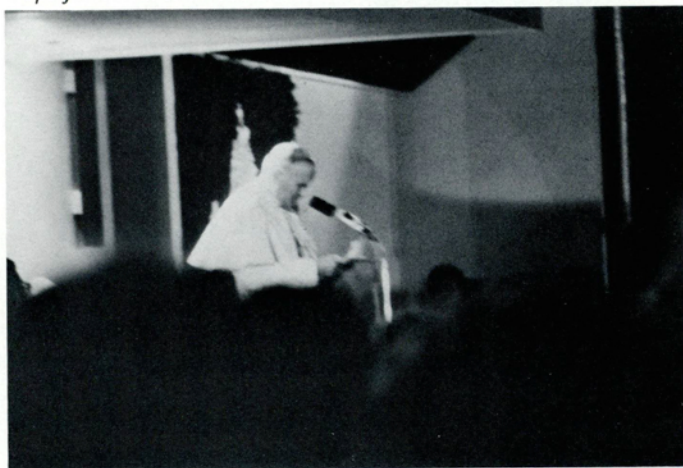
One paper was on the Falklands/Malvinas conflict, which Day covered for 10 days in May 1982, and the other was on Latin American journalism.

Day first went to Latin America in 1955 as a missionary for the Mormon Church in Uruguay. In 1974 he was president of the International Division of the Association for Education in Journalism and a senior Fulbright lecturer at the University of La Plata, Argentina.

KU's study abroad program in Costa Rica is the oldest bilateral agreement between universities in the hemisphere, Day said.

Story by Judith Hindman.

Pope John Paul II in Costa Rica.

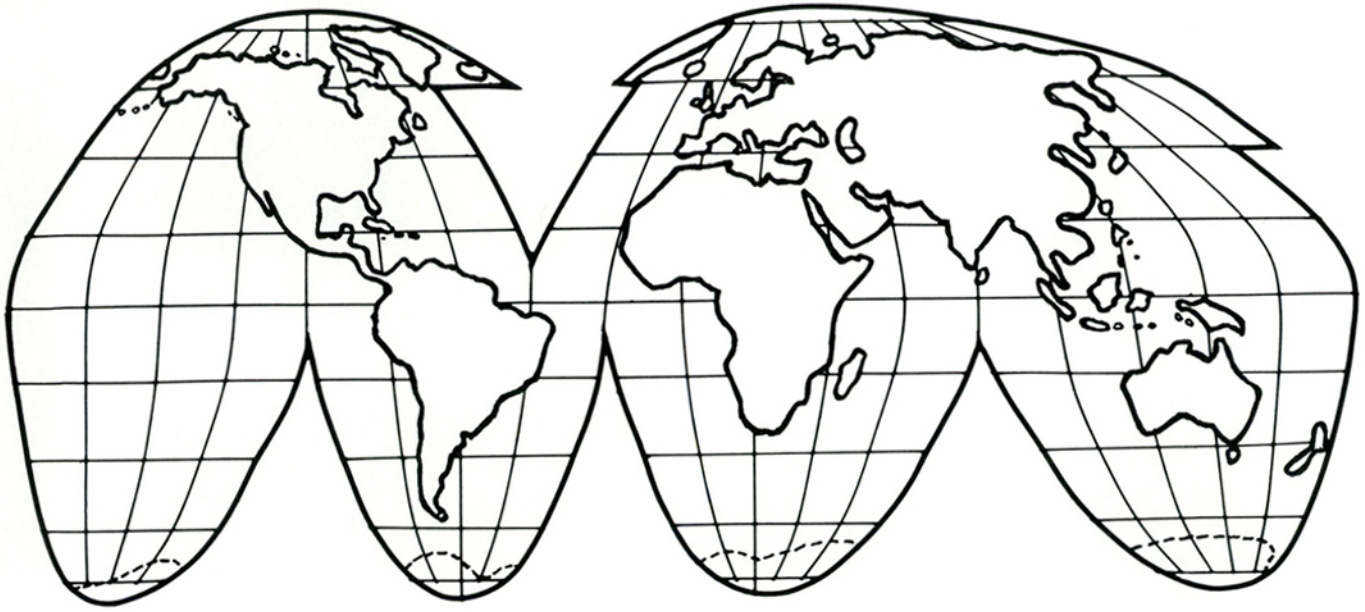


Larry Day

A newscaster reports the Pope's visit for NBC-TV.



Larry Day



Continents apart:

Foreign students at the j-school

They come from Norway and Puerto Rico, Mexico and Iceland. They are about as common in Stauffer-Flint Hall as New York Yankee fans are in Kansas. They are the 16 foreign students who attend the School of Journalism.

America's journalistic legacy attracts foreign students. "I always desired to come to the United States to do my master's in journalism," said Alberto Saldarriaga, a graduate student from Bogota, Colombia. "I thought the American press was the best in the world."

Cecilia Kwok, a senior from Singapore, said, "I had heard about America's legendary freedom of the press and I felt that in America the press says what it wants to say. I admire that."

But American journalistic excellence is not the only reason foreigners are lured to the United States. Donald Jugenheimer, director of graduate studies, said, "Some countries just don't have specialty schools. A degree from a U.S. college can open doors back home. Plus, there is a sort of mystique to attending a foreign school."

The mystique usually wears off when the foreign students sit behind their IBMs on the first day of Reporting I. American students have difficulties mastering the nuances of news writing and for foreign students the task is daun-

ting. English is a second language for many of these students.

Saldarriaga arrived at KU in January 1983, having "learned a little English at home, some in school and the rest at a one-month English course in New York." He knew the techniques of news writing, but writing in English was another story.

"The American students had trouble finishing the stories in 50 minutes, so you can imagine how difficult it was for me in Reporting I," he said.

By the end of the semester his inverted pyramid was symmetrical in English and by final project time in Reporting II he was getting published in the *Kansan* and claiming English as "*really* my second language."

English is the *lingua franca* in Singapore, and Cecilia Kwok attended school at an English convent. At home, however, she spoke Cantonese.

"Writing was difficult at first, despite my proficiency in English," she said. "I had to learn a whole new way of writing for Reporting I."

Kwok worked for a magazine in Singapore before becoming a student at KU in August 1981. "I really didn't know what journalism was all about. I came here to learn

to write properly," she said. The ebullient magazine major speaks properly: She gushes forth just slower than the speed of sound.

While a dearth of journalism schools plagues some countries, Saldarriaga and Kwok were forced to choose from the cornucopia of American journalism schools. Saldarriaga's trek northward from Bogota to Mount Oread was instigated by a visit to Colombia by Larry Day, professor. Day visited the Universidad de la Sabana, where Saldarriaga graduated with a bachelor's degree in journalism in 1980, as a guest professor.

After graduation, Saldarriaga received an internship from a Bogota newspaper, *El Tiempo*. There he met managing editor Rafael Santos, a KU alumnus. Saldarriaga also met Daniel Samper Pizano, considered to be the best investigative reporter in Colombia, and an erstwhile graduate student at KU. Samper Pizano and Santos encouraged Saldarriaga to attend KU.

After his internship Saldarriaga worked for a time as a sports writer at *El Tiempo*, and then joined Colprensa, a new syndicated news agency. While working for Colprensa he won a scholarship to study in Spain from January to June 1981. Then it was back to Colprensa, along with his Colombian bride, Patricia, whom he had met in Rome.

After his return to Colprensa he worked as a political reporter. In July 1982, Saldarriaga covered the war in Lebanon for a Colombian news magazine. It did not take him long to decide to attend KU when he won yet another scholarship in 1982, this time from the Inter-American Press Association.

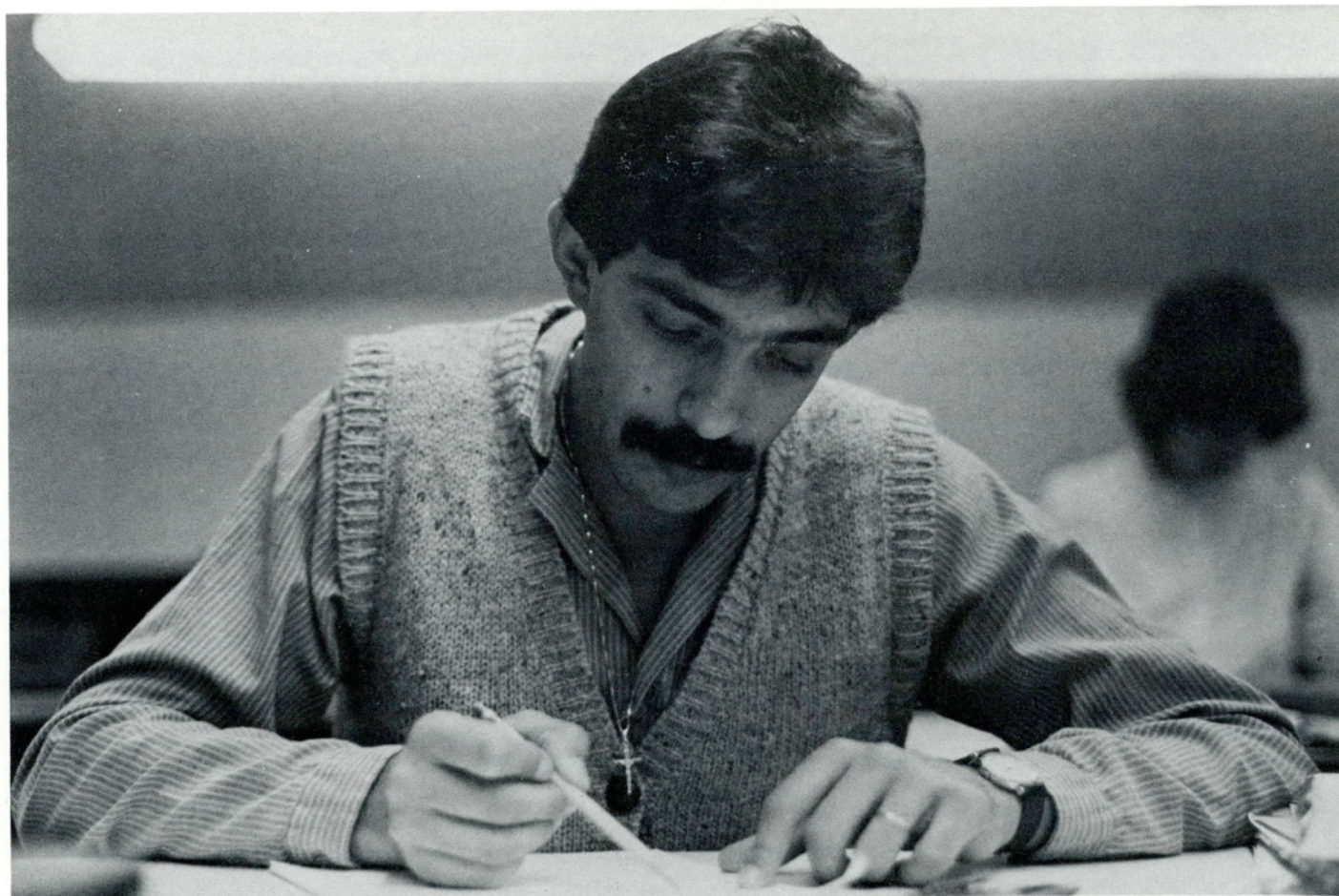
Kwok decided to attend KU after discussing various universities with a counselor at the American Embassy in Singapore. The counselor told her that he had visited KU.

"He said it was a nice university with a slow pace. Singapore is hectic and I thought KU would be a nice change of environment," she said.

The biggest change in environment at KU turned out to be the snow, for the native of temperate Singapore.

Though both students have enjoyed their matriculation at KU, the road to academic accomplishment has not been without pitfalls. Saldarriaga's biggest pothole was Reporting I. Kwok has encountered a number of culs-de-sac at the journalism school.

"The History of American Journalism has been difficult. My memory is like a sieve and I have problems differentiating the Ben Days and Henry Raymonds," she said. "I'll know more about American history than Singaporean history when I'm done."



Alberto Saldarriaga, a Bogota, Colombia, journalist, converts centimeters into inches.

Terry Wilson

Saldarriaga's encounter with the history of American journalism has been enlightening. "At least now when I watch a film I know who this guy Custer was," he said. "I think I have finally figured out the Civil War too."

The only thing Kwok would like to figure out is which essay Calder Pickett, professor, will select for the final exam in December. She put her money on Hearst and Pulitzer on exam two and Pickett crossed her up with an essay question on press technology, she said.

Mastering the pica pole, a measuring stick based on inches, has been a millstone for Saldarriaga, who is accustomed to the metric system. He hopes that one day we will have one-world measurement.

Kwok loathes news quizzes. "Each semester I think I am finished with news quizzes, but the next semester I have them again," she said.

Not only has Kwok taken a crash course in American government, she has also ingested a plethora of American names. This is like forcing Americans to learn the first names of all the Wongs listed in Taipei's phonebook. The Bells have rung Kwok's bell more than once. She said, "I still have problems distinguishing Kerwin, Dino and the phone company."

Transportation is another problem for Kwok. "It is hard for me to get around town since I don't have a car," said the native of pedestrian Singapore.

And once she finds a ride so she can contact a source for an article, Kwok sometimes feels awkward in her role as a reporter. "We have to learn to speak to Americans. Some people in Lawrence feel strange speaking to a foreigner," she said.

Saldarriaga and Kwok are anxious to display their journalistic skills back home. Saldarriaga has a position open at Colprensa. He might assume the editorship of a proposed family magazine which Colprensa would distribute through member newspapers.

Kwok's anxiety to return to Singapore to "write the fluff pieces my reporting teachers despise" is manifested by her burdensome class load. She took 21 hours last semester and 20 hours this semester and will graduate a year earlier than scheduled, in May 1984.



Tracy Wilson

Cecilia Kwok, a student from Singapore, reviews information from the School of Journalism.

Foreign students learn shortly after their arrival at KU that success in the journalism school will depend on more than just their admiration for the freedom of the press. Foreigners struggle with the language, culture and the American way. American journalism students should all be sentenced to writing stories for two weeks in their 16 hours of foreign language taken at KU. Then, maybe, they would appreciate what foreigners endure to receive an education that they can't get back in Norway and Puerto Rico, Mexico and Iceland.

Paul Humburg, Dallas senior majoring in magazine, will earn his bachelor's degree in May 1984.

Other foreign students at the j-school

Undergraduate students

Ana del Corral, Colombia
 Thorir Gudmundsson, Iceland
 Hua Yao, China (Peking)
 Maritza Vazquez, Puerto Rico
 Katia Silva, Brazil
 Marina Galzerano-Fabiani, Mexico
 Yashwant Bhagwanji, Malaysia
 Tone Berg, Norway

Carlos Gonzales-Brun, Paraguay
 Beril Atakan, Turkey

Graduate students

Juergen Hoedel, West Germany
 Abhik Roy, India
 Kalpana Trivadi, India
 Priya Perianayakam, India



Alums Find Careers on the Hill

Across the campus, tucked in various corners of the University, they write news releases, work with printers and edit publications. Graduates of the journalism school are putting their educations to use in offices from University Relations to radio station KANU. One graduate has filled the chancellor's position, and several have joined the ranks of the faculty.

While their experiences as students varied, nearly all discussed the concerned faculty, their fellow students and a course or two that they still recalled quite fondly, with, as one alumnus said, "final grades aside."

Ray Nichols earned his B.A. in journalism in 1926, when the school was a department in the College of Liberal Arts and Sciences. Two years later he received his master's in journalism and had a brief career as a reporter. But in late 1929, he returned to K.U. as executive secretary of the University, with responsibility for the University's budget, a job he had for 33 years. In 1968 he became a vice-chancellor and in 1972-73 he filled the role of chancellor at the request of the Kansas Legislature.

He said that although he did very little actual reporting once he started at the University, his job with the budget called into play many of the skills he had developed in journalism school. "I did a great deal of writing with the budget work, requests to the Legislature and many pieces in defense of the budget, supporting the University's position," he said. "Of course, they were all anonymous pieces, but they still had to be written, and they had to be written well because they were important pieces to the Legislature."

Looking at how KU now differed from when he was in school, Nichols said the most obvious change was the



Ray Nichols, who has served the University for more than 50 years, attends one of his many committee meetings.

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growth of the University. He also recalled that there were no radios when he was in school and very few cars around the campus. But despite the smaller school and less mobility, time never weighed heavy on his hands. As editor of the *Kansan* when an undergraduate, he kept such a hectic pace that graduate school was a welcome change for him.

"I finally had a chance to go over to the library and spend hours with the books," he said. "I really enjoyed the seminars we had in graduate school and the research that went along with it. It felt good to be able to do a lot of reading."

Today, as chancellor emeritus, Nichols stays busy studying issues at the University and making recommendations to the various committees on which he serves. He still has little free time.

On West Campus, in the offices of the Kansas University Endowment Association, at least three alumni of the school are busy with a variety of responsibilities. Todd Seymour, who received his bachelor's degree in 1950, is head of the Endowment Association. Working for him are two other graduates of the school, Steve Menaugh, (MSJ '82), coordinator of public relations, and Dale Seufferling,

director of constituent fund raising and public relations. Menaugh's responsibilities include writing news releases, serving as media liaison and working on special events. He and Seufferling also help run the annual Greater University Fund tele-fund, a phone campaign to raise money for scholarships.

Prior to his position with the Endowment Association, Seufferling, a '77 graduate, was the coordinator of broadcast media at University Relations. One of his accomplishments there was producing several television features about the University, which were run at half-time of

televised football games.

On the opposite edge of campus, in the new K.S. "Boots" Adams Alumni Center, several other graduates of the J-school have their offices. Dan Reeder, editor of the University of Kansas alumni publications, has been with the Alumni Association since 1976. He completed both his undergraduate and master's degree programs at KU and in the past has been on the faculty of the J-school. While at the Alumni Association, Reeder has produced several award-winning publications.

Clair Keizer graduated in the spring of 1980 with his bachelor's in journalism. A year later, he was appointed field director for the Alumni Association. He said the public relations emphasis he had chosen while in school has been of real value to him in his work, that it's what the job is all about. He is responsible for coordinating all of the alumni chapters throughout the country, which keeps him busy both with the planning of events and travel to some of the chapter activities.

John Oberzan graduated from the School of Journalism in 1970 and returned in 1981 to become the sales and marketing adviser to the *Kansan*. Oberzan works with students on the newspaper, oversees the advertising that goes into the *Kansan* and handles some business aspects of the advertising side of the newspaper. He said he finds the job enjoyable, challenging, rewarding and frustrating — sometimes all in the same day. But he added that the advertising copy and layout classes he had while in school were a big help to him.

"I realize the usefulness of that information and now I try to pass it on to the students. It's rewarding to see the students' progress. That's what I'm interested in," he said, "getting them tuned-in to what they will be facing after graduation and helping to see that they know what they will need for the jobs they will have once they leave here."

In a corner of Allen Field House is Barbara Zeff, a 1979 graduate with an emphasis in RTVF. Her job as assistant sports information director for the University came after a stint with the Kansas City Kings, a professional basketball team. She was the assistant director of public relations there when she returned to KU to assume her present position. In the sports information office, Zeff handles much of the work with the football and basketball game programs and also handles many of the press details for KU women's sports. She said one of the enjoyable parts of the job is the travel with the teams.

"It's not always what you would call fun exactly, sitting on the bus for the long ride back after losing a close game, for instance, but there's something very special about it. I



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Barbara Zeff, assistant sports information director, verifies statistics for a game program with Ann Schell, Greeley, Colo., sophomore on KU's women's basketball team.



like that part of the job," she said, "though the work can be very demanding at times, with all the information we are responsible for getting out."

Criss-crossing back across campus to the offices of University Relations, the largest number of J-school graduates can be found amidst piles of paper: schedules, brochures, newspapers, booklets, yearbooks and other printed matter.

Tom Yoe graduated in 1939 with his bachelor's degree. When he returned to the campus in 1946, it was to take a job working with the director of the KU News Bureau and Public Information. In 1972, he left the News Bureau to work in University Relations.

He has been at University Relations ever since and also serves as faculty adviser to the *Jayhawker*, KU's yearbook. But he says he still holds to the edict he learned and came to appreciate while he was in school, serving as editor of the *Jayhawker* when it was still a five-issue magazine.

"The least interference is the best interference, and I try to leave the students pretty much alone," he said. "I appreciated it for the learning experience it was for me, and I want it to be the same for them."

Down the hall from Yoe is Marla Gleason's office. She graduated from the school with her bachelor's degree in 1970 but started at the KU News Bureau before she had even gone through commencement.



Tom Yoe critiques a past issue of the *Jayhawker* before a meeting with the yearbook staff.



Tracy Wilson

Lynn Bretz, editor of the *Oread*, checks negatives in preparation of a forthcoming issue.

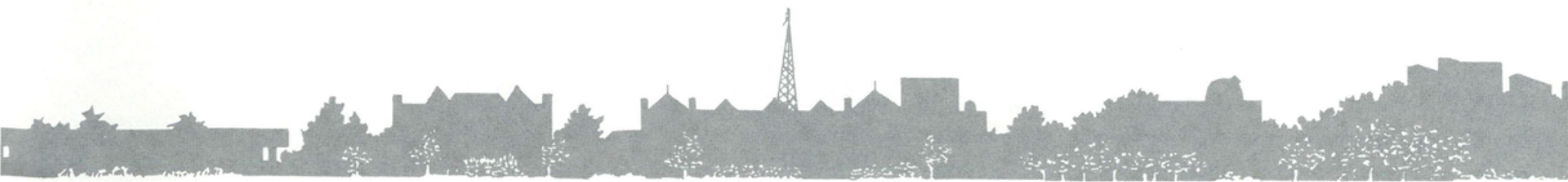
"The place was much smaller then," she said. "I started out as an information writer, writing press releases and handling media requests." Expansion, consolidation and specialization of the various media-related offices at the University resulted in the office of University Relations and in 1982, Gleason started there as the assistant director for public issues. Her job there involves assisting with the planning of some of the special events at the University such as the convocation and Homecoming and also doing some writing and editing.

Gleason stays in tune with public affairs issues, especially those which affect the University. "I study the issues and see if there are ways the University can respond or contribute to the needs of the state. It's also my job to help others keep informed of trends and developments which KU might have a role in or be impacted by."

Gleason said the job has helped her both develop some skills and use some skills she always thought she would. When she looked back on her days at Flint Hall, she said she felt fortunate to have had professors who really emphasized a liberal education.

"It's been such a very important part of my life," she said. "You really find that you apply the elements of a liberal education to professional life. There is really nothing you can learn as a journalist that you won't use. I look at Professors Pickett and Bremner, and I'm grateful to have had those teachers . . . they provided me with exposure to so much. Journalism was a very important part of that, but there was also so much more . . ."

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Lynn Bretz has not quite finished her master's degree in journalism, but she is also elbow-deep in paper at University Relations. While working on her degree, already in possession of a master's in English from another university, Bretz took a break from school to take a job as arts editor for the *Lawrence Journal-World*. From there, she worked for 18 months with the Commodity News Service in Kansas City as a copy editor, and in March of last year, she took a position as editor of the *Oread*, a newsletter, more like a small newspaper, for faculty and staff at the University.

Bretz said she really enjoyed the job. "There's the gratification," she said, "of seeing your work laid out and presented well."

In editing the newsletter, Bretz said she was grateful for what she learned in her editing classes. "The better editor you are, the better writer you'll be," she said. And in her job, there's plenty of both to do. "It's a weekly paper," she said, "and time is always the biggest consideration. It's the nature of journalism, the immediate world . . . but perhaps that is what makes it gratifying for those of us in it: it's right here and now."

But Bretz also pointed out something she tries to remind herself of — the need to replenish oneself with ideas, information and material.

"You have to be constantly taking care of your intellectual life in this profession. Being around the University makes it a little easier to do that," she said. "It's so important to keep feeding yourself. It's a situation where you are constantly putting out a lot, and you have to have something to draw on. If you don't take time for that, you'll discover you've gone dry."

Another journalism graduate at University Relations is Joyce Evans, who received her bachelor's degree in 1968. In 1979 she started working in the office as community services editor, where she has responsibility for what could be called "KU style."

She helps departments in the University produce newsletters, brochures, posters and other publications. The job requires some writing, but mostly editing. "We really try for consistency," Evans says. "It's important that the information a department puts out is factual and consistent with information other departments are putting out."

"We also have our own style which we like the departments to follow so that there's some consistency there. What you read in a brochure from one department should be written in the same style as a newsletter from some other department," she said. "Of course this doesn't always happen, but we stay very busy working with all of

the different departments to try to meet those standards."

Many of the journalism alums on the Hill mentioned the skills they learned while in school, discussing the value of editing classes or the usefulness of magazine layout and production. But Alan Berman, a 1978 graduate of the school with his bachelor's degree now working on a master's, said he would often read some of the case studies in his advertising texts and think they were little more than that — textbook cases.

As the director of development at KANU radio station, it didn't take him long to realize that some of the cases are more reality than hypothetical. "When the KANU tower collapsed, I realized that I had the perfect case study on my hands. All of a sudden I was real glad that I had studied some of the case studies while I was in school. It made my job a little easier."

Jackie Schafer Osborne says her magazine layout and production class with Professor Lee Young comes in handy many times when she is working in her position as community director for the Kansas University Affiliated Facility at the Bureau of Child Research. At KUAF, Osborne works with a national group of people who are mentally and physically disabled. The job involves developing slide shows, putting together displays, writing and editing a quarterly newspaper with national distribution and serving as a self-advocacy coordinator for the national group. "There's a great variety of things to do on this job," Osborne said, "and that's what makes it so great. I'm always doing something new and learning new things."

For Osborne, who worked in California for a trade publication before taking the position with KUAF, the return to KU offered a bonus situation.

"I had grown up in California," she said, "but when I got back there, I realized how much I missed the Midwest. Out there, I was 12 miles from work but it took me one and a half hours to get there. And the people in the Midwest are much warmer, friendlier. In California you could know a million people but not be friends with any of them. It feels good to be back here. I've decided that this is home."

Another alum in the Bureau of Child Research is Bob Hoyt. He is the associate director for communications for the Bureau of Child Research, of which Osborne's program is one part. Hoyt's position requires work of an even more diverse nature, helping with the publications and communications for the many programs within the bureau.

For Sammie Messick, who received her B.S. in 1976, the



enjoyment she got out of taking journalism classes has been more important than the actual application of skills she learned. As the office manager in the Residential Programs office, Messick says she uses some of the writing skills but not much else she learned in school. "But I really enjoyed the people and the learning," she says. "History of American Journalism was a wonderful class, and I also liked Photojournalism." Messick had been a records clerk in the J-school and the exposure to many of the teachers and courses at the school had helped her decide to major in journalism.

Courses and workshops at the University are still a concern to John Pattinson. As the director of conferences and special programs for the department of continuing education, Pattinson is responsible for helping all of the academic departments with budgeting, planning and logistical support for on-campus conferences and some held in other locations.

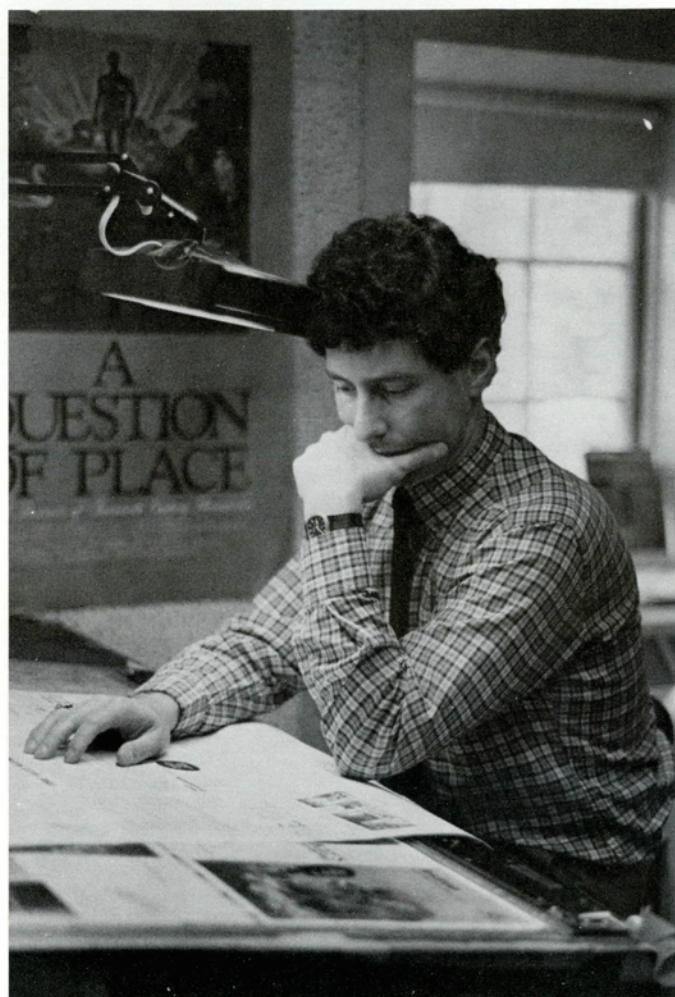
There are about 100 events each year at the University that fall under Pattinson's domain, and with more than 1300 enrollments over the course of the year, details are one of his main concerns.

"The primary source of enrollment is through the mail, and informing people about our programs involves publishing quite a few brochures and the use of a lot of direct mail," he said. "Doing all of this kind of work, the courses I had in advertising were very useful to me; ad copy and design, and ad layout taught me things I use all the time here."

Meanwhile, back in the School of Journalism, the professors continue teaching those "useful skills," those "valuable courses," the "courses that have made a difference in my job and in my life."

Many of the professors are themselves graduates of the school, recipients of the knowledge they now spend their days dispensing to students. Dana Leibengood is the associate dean; Lee Young, Dorothy Bowles, Dave Dary, Mel Adams, Chuck Chowins and Chuck Berg have all sat in the student's desk at Flint before moving up to head the class. Len Alfano, Nan Harper and Diane Lazzarino, part-time faculty of the school, have also done so. Lynn Byczynski and Wally Emerson, temporary faculty at the school, received their bachelor's degrees there.

Here and there they have their offices around Mount Oread. There are undoubtedly several more people who have passed through the halls of the journalism school and now find themselves working in other areas of the University.



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Alan Berman, director of development at KANU, considers a layout for the RADIO program guide.

Publications and programs reflect some of the skills the alumni of the school once struggled to acquire. Other skills or talents are not so easily displayed in printed matter.

"I learned a lot at the school. It made me believe in higher education," said Menaugh.

Gleason said, "I don't translate all of what I learned onto paper but somehow it's become part of my life and now, what I do, how I act in my job as a professional is somehow tied to the education I received at the J-school."

Margaret Safranek is a graduate student from Omaha. She will complete her master's work in May 1984.

No more paper chase

Linton retires as RTVF head

Bruce Linton tipped slightly forward in his chair, smiling across the mounds of paper spilling from his desk onto an adjacent work table. "I'm tired of pushing paper," he said. "The administrative work has become less fun and more frustrating through the years."

Linton will soon walk away from those frustrations. He has resigned after 28 years as the first and only head of the radio-television-film sequence. Because he has agreed to remain as the acting head until a replacement can be found, Linton continues to run a program that has one foot in the School of Journalism and another in the speech department.

Once his replacement is found, he will become a full-time journalism faculty member. It will also be a new experience for the 69-year-old educator, who has always combined teaching duties with administrative responsibilities.

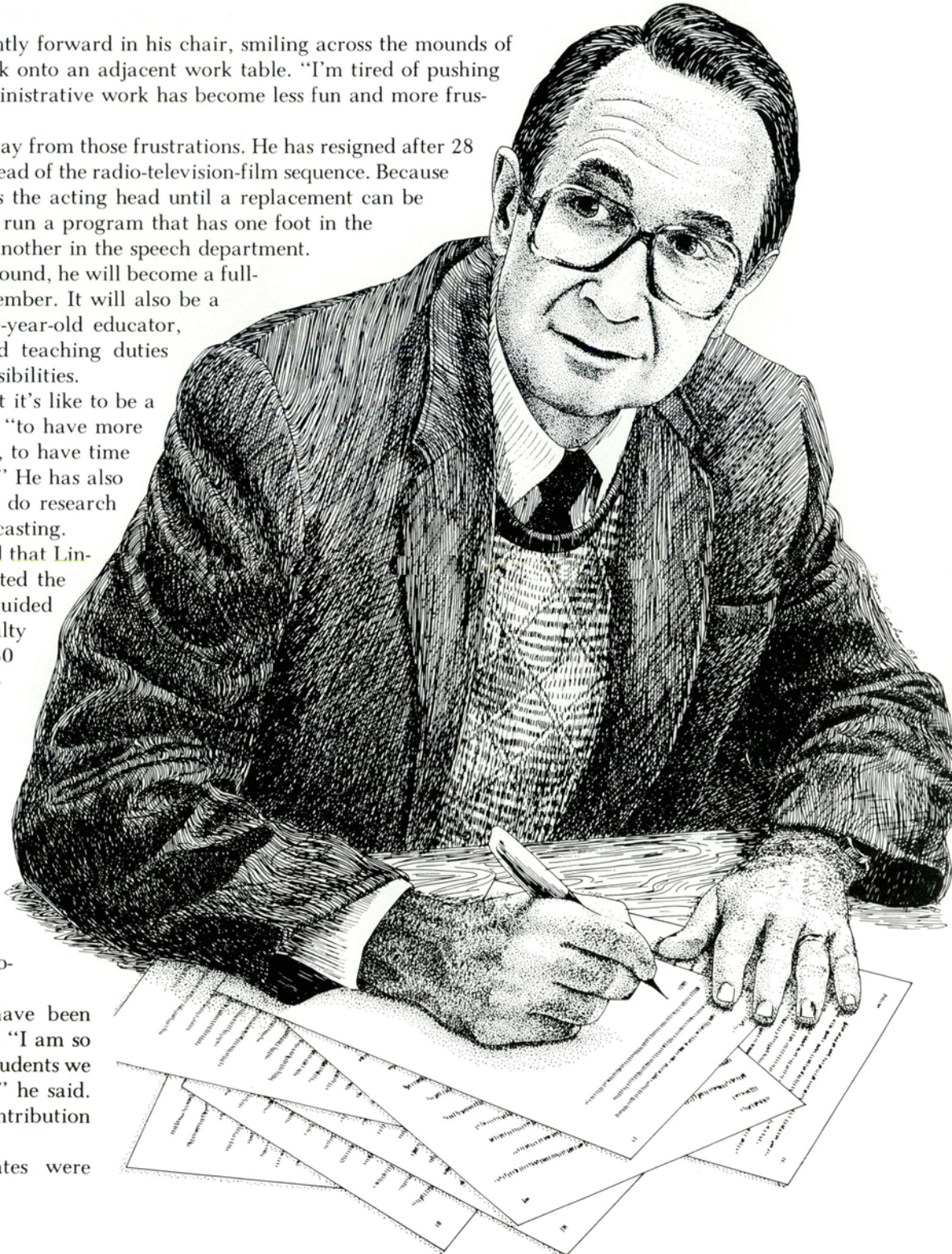
"I'd like to find out what it's like to be a regular member," he said, "to have more time to prepare my classes, to have time to spend with the students." He has also applied for a sabbatical to do research on self-regulation in broadcasting.

Del Brinkman, dean, said that Linton had almost solely created the RTVF program. He has guided the sequence from two faculty members and fewer than 30 students to a strong program of nine full-time faculty members, two teaching assistants and about 250 students.

Linton is pleased with the program's progress. "It's not perfect, none of them are, and it has its weaknesses," he said. "But it's a solid program and it has produced strong people."

Those strong students have been one of Linton's joys at KU. "I am so proud of the record of the students we have had in this program," he said. "They have made a fine contribution in the media."

He said RTVF graduates were



working in 48 states and seven foreign countries. He met with several of those graduates in October when he attended a TV production seminar of the Broadcast Education Association in Los Angeles.

Although the program has been a source of pride for Linton, it has, inevitably, been a source of frustration. "There's never enough money to do what we need to do," he said. "My greatest frustration is the lack of proper facilities and always having inadequate equipment in a field where equipment is necessary."

Linton said that the postponement of the new RTVF building contributed to those frustrations. When Stauffer-Flint Hall was recently renovated, no space was allotted for the radio-television-film sequence because a new RTVF building, to be financed from private sources, was being planned for West Campus.

"I'm sure RTVF will have excellent facilities," he said. "But this will take a few years and I want to get on with other things."

Although the RTVF sequence continues to be scattered around the campus, it will not remain permanently homeless. Dean Brinkman said that a new building was the first priority and that a communications review committee was assessing the entire RTVF program.

Lack of a public television station has been another frustration for Linton. "When I came here in 1955, part of my mission was to manage the public television that would be placed on this campus," he said. "This never happened for a lot of reasons."

He said that in 1965 station WIBW in Topeka offered its soon-to-be-replaced tower and transmitter to the University. The Kansas Legislature, however, failed to appropriate the money needed to take advantage of that offer. As a result, Channel 11, which was originally planned for the University, went instead to Washburn University in Topeka.

Dean Brinkman said that this loss of Channel 11 had probably hurt the development of the RTVF program as much as anything. However, he said that the absence of a public television station meant that KU would be able to emphasize production without the hassles of running a public television station.

Linton's main mission was to head a program that would serve students from both the School of Journalism and the College of Liberal Arts and Sciences.

"Chancellor Murphy felt it important that we not have two competing, growing operations on this campus," Linton said. "Instead they got a faculty that had joint appointments in both speech and journalism. It made an awful lot of sense in those days because it cut out warring between units and forced people to work with others who had dissimilar backgrounds."

Linton came to KU from Omaha University where he had been the chairman of the department of speech and drama and director of radio-television.

He almost didn't make it to Lawrence or Omaha. After finishing his master's degree at Northwestern in 1948, he



A shooting scene from "This is KU," a feature film produced in 1966 for the centennial fund raising campaign.



Linton edits film in the cutting room, 1958.

nearly left journalism education.

Said Linton, who also holds a doctorate from Northwestern, "I was really torn at that time as to whether I wanted to continue teaching or whether I wanted to go back into the industry. I guess I kept being seduced by teaching — you have a lot of freedom to do a lot of things."

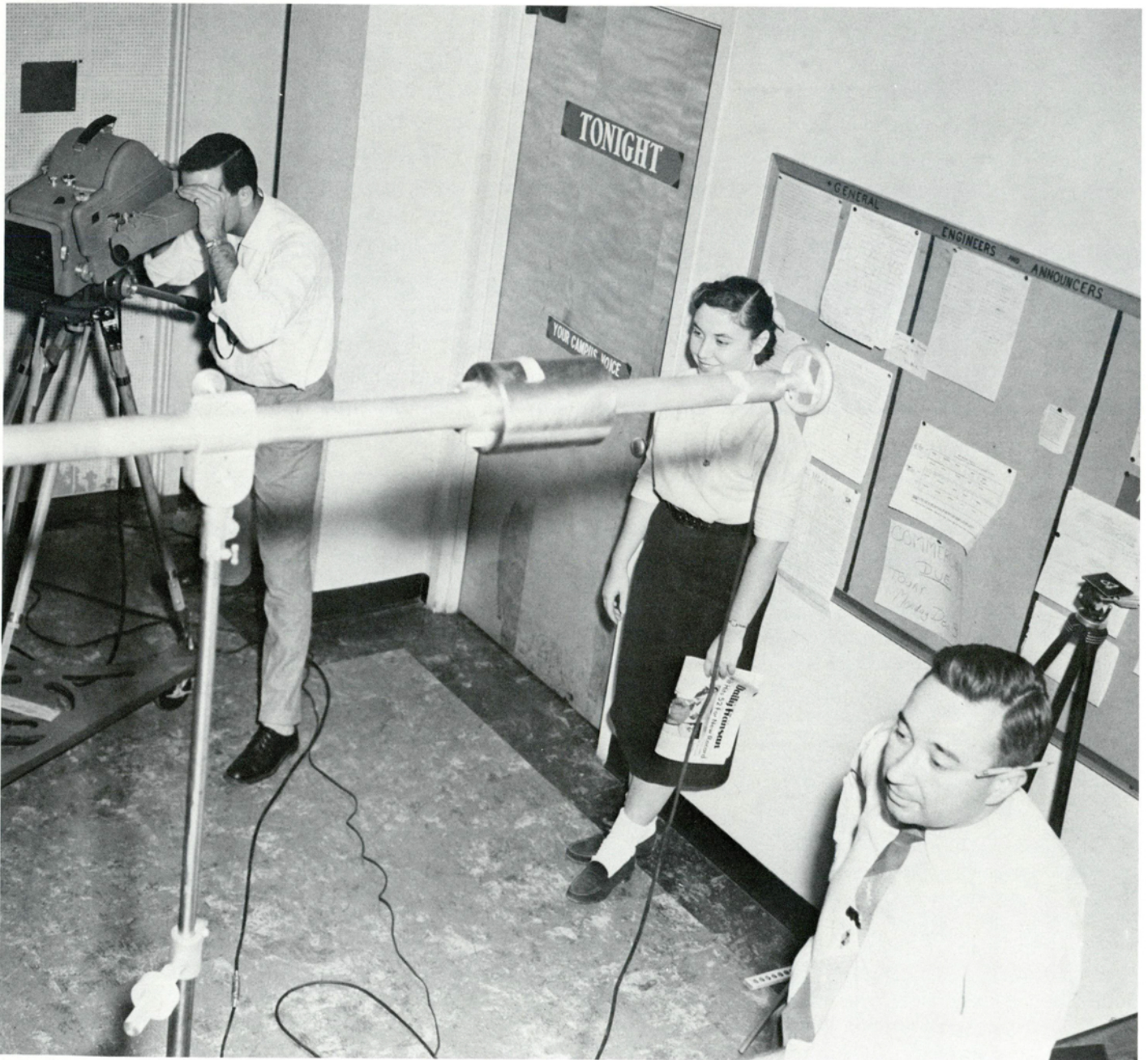
He was elected president of the Broadcast Education Association in 1960 and 1961. Since 1962 he has been the national scholarships chairman for BEA, supervising the awarding of scholarships to college students. He also served four terms on the BEA board of directors. The BEA is a national organization of about 275 institutional members and nearly 500 individual members.

Professionally, Linton is proudest of the fact that in 1968 a committee of broadcasters nominated him as a commissioner for the Federal Communications Commission. Linton said that a communications educator had never served on the FCC, although one professor from a law school served in 1972.

Nearly 30 years after he first came to Lawrence, Linton will no longer have to juggle the two-headed RTVF program.

"Maybe it's time for some aggressive, younger person to come in and take this program the next several steps down the road, to continue to develop it, and help it meet the challenges in communications education today," he said.

Story by Judith Hindman.



Filming a student project in the KDGU (campus radio) studio with students John Stephens and Ruth Daniels, 1960.

THE CLASS OF '63

By Calder M. Pickett

The resident antiquarian/historian of the William Allen White School of Journalism just sat down at his electric typewriter, a contraption he doesn't believe he was aware of 20 years ago, and began to type away at an article about the 1962-63 school year, doing so in full recognition of the likelihood that some of you out there in the Real World couldn't care less. But '62-'63 was an epochal time, and your historian, to be known hereafter in this article mainly as "I," has fond memories of many of the young people who sat in his classes, and he has recollections, especially, of the rowdy, rowing students in Editorial Writing.

1962-63, the year of the Cuban missile crisis, of James Meredith at the University of Mississippi, the year of "Hatari!" and "The Music Man" and "Tie me kangaroo down, sport, tie me kangaroo down" and "Danke schoen, darling, danke schoen, thank you for, seeing me again," and "Call me irresponsible, call me unreliable," or whatever it was that Frankie was singing

about then. The year of Gale Sayers and the Eurich Report and a nationwide flu epidemic and Dutch elm disease coming to Lawrence.

Well, as I usually do about this time, I now list the cast of characters, some of them, the graduating class of '63. Here you are, and the home town is the last one we have in our alumni files:

Norman Beck, Des Moines . . . Eddy Bennett, San Mateo, Calif. . . . Murrell Bland, Kansas City, Kan. . . . Rich Bonett, Warrensburg, Mo. . . . Dennis Branstiter, Minneapolis, Minn. . . . Jack Cannon, Shawnee Mission . . . Mike Carson, Shawnee Mission . . . Margaret Cathcart Clark, Kansas City, Mo. . . . Martin Dick, Tappan, N.Y. . . . Carol Ann Phillippi Eberly, Brea, Calif. . . . Tim Emert, Independence, Kan. . . . Gary Farmer, Blue Springs, Mo. . . . Dennis Farney, Alexandria, Va. . . . William Finley, Junction City . . . Carol Merryfield Heim, Austin, Texas . . . John Husar, Willow Springs, Ill. . . . Ruth Anne James, San Francisco . . . Judith Knapp, Omaha . . . Ben Marshall, San Diego . . . Jeanne Barrow Marshall, San Diego . . . Chuck Martinache, Fairfax, Va. . . . Kenneth McGregor, Ann Arbor, Mich. . . . Danny

Meek, San Francisco . . . Tom Miller, Little Rock, Ark. . . . Bill Mullins, Chicago . . . Terry Murphy, Minneapolis, Minn. . . . Jerry Musil, Washington, D.C. . . . Terry Ostmeyer, Ottawa, Kan. . . . Janice Pauls, McPherson, Kan. . . . Dian Upton Quatrochi, Boulder, Colo. . . . Susan Suhler Sheldon, Wichita . . . Bill Sheldon, Wichita . . . Gerald Smith, Milwaukee . . . Leo Spalding, Middle Village, N.Y. . . . Jim Stevens, Denver . . . Larry Wagner, Shawnee Mission . . . John Ward, Prairie Village . . . Zeke Wigglesworth, San Jose, Calif. . . . Bill Woodburn, Whittier, Calif. . . . and Fred Zimmerman, New York City.

Not quite the rock generation, those folks. I'll bet that some of them even went around singing "Ramblin' rose, ramblin' rose, why you ramble, no one knows." Nat King Cole, kiddies.

A couple of times I've mentioned the Cuban missile crisis, which was the year's biggest story, and it, of course, was about how Russian missile emplacements were spotted on Cuba and how we almost got ourselves into war as President John Kennedy stared down the Russians and got them to remove the missiles. *The University Daily Kansan* paid a lot of attention to that story, and our editorial

writers pontificated on the matter. And Walter Schirra and Gordon Cooper were up there in space in 1962-63. There was a newspaper strike in New York that succeeded in closing some Broadway shows and finally putting the Daily Mirror out of existence. Just before school started Marilyn Monroe took her life. Richard Nixon lost the California gubernatorial race to Pat Brown, and he gave a petulant talk in which he said we wouldn't have Nixon to kick around anymore. James Meredith, a black man, tried to enroll at the University of Mississippi, and there was campus rioting, some of it led by a general named Edwin Walker. The Seattle World's Fair was on. In Yugoslavia, there was a terrible earthquake in a city called Skopje. Martin Luther King began to organize black protests in Birmingham. There were awful floods, and 12,000 people were killed in a hurricane in Pakistan. The Thresher, a nuclear sub, was lost, with 129 aboard. And Bobby Baker, a pal of Vice President Lyndon Johnson, was getting into a lot of grief. Oh, yes, there were suggestions that trouble was brewing in southeast Asia, but the big international dateline, for us, was still "Cuba."

And Eleanor Roosevelt died, John Steinbeck won the Nobel prize for literature (and some KU faculty members, including this one, got into a snit over whether he should have won it), the Mona Lisa came to America, the Peace Corps was mighty big, Gov. Nelson Rockefeller took a second wife and Charles de Gaulle was a headline name. In Kansas, John Anderson was re-elected governor and Frank Carlson and James Pearson were re-elected to the Senate (Pearson had been an appointee, as I recall).

My notes and files convey some interesting matters about that school year. The Yankees beat the San Francisco Giants in the World Series. The Mets lost their 117th game. Sonny Liston beat Floyd Patterson in a heavyweight bout. Some Broadway shows still worth a memory included Anthony Newley's "Stop the World — I Want to Get Off," that domestic party called "Who's Afraid of Virginia Woolf?," the British "Oliver!," an American musical, "She Loves Me!," and Tennessee Williams' "The Milk Train Doesn't Stop Here Anymore." You old grads from the class of '63 would more likely have gone to see John Wayne in "Hatari!," Robert Preston in "The Music Man," a thing called "David and Lisa," "Divorce—Italian Style," "The Longest Day," an epic about D-day, Eugene O'Neill's "Long Day's Journey into Night," the stunning drama, "The Miracle Worker" (which I recommended to a class, as I remember), "The Manchurian Candidate," "What Ever Happened to Baby Jane?," Marlon Brando's desecration of "Mutiny on the Bounty," "Lawrence of Arabia," "To Kill a Mockingbird," "Days of Wine and Roses," "How the West Was Won," Hitchcock's "The Birds" and the first James Bond movie, "Doctor No."

And a song, which went "More, than the greatest love the world has known." It was in a tacky Italian documentary, "Mondo Cane." New on the tube that school year were "The Beverly Hillbillies," "McHale's Navy," "Combat," "The Nurses," "Stoney Burke," the "Andy Williams Show," "Sing Along with Mitch," "My Favorite Martian," the "Bill Dana Show," "Wild Kingdom," the "Jimmy Dean Show," the "Danny Kaye Show" and "Petticoat Junction." Walker Cronkite began his run as Mr. CBS Evening News, Johnny Carson came to the "Tonight Show" and Ernie Kovacs was killed in an automobile crash. You intellectuals might have read William Faulkner's *The Reivers*, Mr. Nixon's *Six Crises*, Barry Goldwater's *Why Not Victory?*, two thrillers named *Fail-Safe* and *Seven Days in May*, Betty Friedan's hot new one, *The Feminine Mystique*, Henry Miller's finally published *Tropic of Capricorn*, Michael Harrington's *The Other America*, Rachel Carson's *Silent Spring* and James Baldwin's *The Fire Next Time*. Or, maybe, *Happiness Is a Warm Puppy*.

"He ne'er came back, to his love so fair, and so she died, dreaming of his kiss, a kiss of honey, a kiss much sweeter than wine." Everywhere you heard that song in '62-'63. A new year for the School of Journalism, and two new pro-





fessors, John DeMott and John Knowles. Some kooks were inserting religious bigotry propaganda in the *Kansan* and *Kansan* editors protested — rightly. Editors seemed to be plugging the paper with wire news and putting out big special sections: Latin America, Japan. (I have an uneasy feeling that these articles originated in one of my classes.) There was a huge paperback edition and I know that I wrote most of the reviews. Key staff members were Scott Payne, Clayton Keller, Bill Sheldon, Chuck Martinache, Dan Meek, Fred Zimmerman, Dennis Branstiter, Terry Murphy, Jack Cannon and Jim Stevens. I remember them well.

One of your professors, Elmer Beth, gave a humanities lecture that year on right of privacy. Sigma Delta Chi had a national convention in Tulsa and I have painful memories of the cocktail party, dinner and aftermath. Gene Howe, once of Atchison, was named to the Kansas Editors' Hall of Fame, Paul Miller of Gannett and the Associated Press got the national William Allen White citation and Clyde Reed of Parsons the state citation. Les Suhler of *Look* magazine was here, we had the customary high school journalism conference and a radio-television clinic.

In your school year, you ancients, there were songs about blue velvet and one I've heard is obscene, though I've never spotted the obscenities: "Louie, Louie." Steve Lawrence said, "Go Away, Little Girl," and the surfin' boys were out: on safari, and across the whole U.S.A. Which leads me, uncomfortably, into sports: the KU Athletic Board approved the stadium expansion that year. That long ago! We won a few football games, had a mediocre basketball season, did well in the Big Eight Indoor and the Relays, had the NCAA Regionals here and had a national star named Gale Sayers on the gridiron.

The *Kansan* of that year seemed rather bland to me in my recent perusal, but the stories still come through big and noisy. Classes began in September in those blessed days (oh, what an August and early September we have just been through as I sit here writing). Enrollment passed 11,000 that fall. The traffic control booths were opened for the first time, and they caused much confusion at first. Chancellor Clarke Wescoe told the students, at the opening convocation, that they were the "driving force" of the University. Direct dialing came to KU. Strong basement was so littered there was controversy, vandals were stirring up the law by throwing beer cans at passing cars, ice and sleet came in the winter, the power failed campus-wide at one point and a boiler blew up in Templin Hall in January: no heat for two hours. A student was shot at Carruth-O'Leary and a story said there'd be no more free cigarettes to minors. That nuclear reactor center on 15th Street was dedicated, the razing of old Blake Hall began and ground was broken for a new house for the men of Lambda Chi.

And great controversy over Wichita State. Something called the Eurich Report was issued, advocating the bringing of Wichita into the state system. Student leaders and administrative leaders said no, and *Kansan* editorial writers — to my great dismay — said yes. The College of Liberal Arts tightened credits for graduation. The Civil Rights Council was mighty, stirring up criticism of racial discrimination in Lawrence homes, calling for tougher civil rights measures everywhere, blasting the human relations commission here in Lawrence. Don Warner, a CRC leader, visited with James Meredith in Oxford, Miss. Lowell Lee Andrews, the former KU student who had shot up his family a few years earlier, was in the news. His appeals for clemency were turned down and he was hanged — with one of our reporters, Byron Klapper, there to see it all happen. A painting by Manet was stolen from the art museum and was found late in the year in California. President Kennedy called upon all of us to exercise, and long hikes became the thing for the trendy. And Fred Zimmerman wrote about how the president of the University of Colorado had fired a student editor who had attacked Barry Goldwater in print.

Campus news followed national and international news: Peace Corps, Peace Union. There was a march for peace. A panel questioned how JFK had handled

the Cuban missile crisis, Warren Wiggins of the Peace Corps was here for a convocation, there was another Model UN and such professors as Roy Laird and Cliff Ketzler of political science were interviewed almost every night. Jerry Dickson was student body president and Reuben McCornack succeeded him in the spring. Young Democrats were fighting with each other, in good Democratic party style. KU considered joining the Big Ten student government organization, and fees went up at Watkins Hospital. And the ASC and the *Kansan* feuded, much of the year. KU's team from Stephenson Hall won the Big Eight College Bowl, and people were looking with puzzlement at a thing called the hyperbolic paraboloid.

J. Allen Reese, dean of pharmacy, resigned, Joseph McGuire became business dean and Oscar Haugh of the School of Education won the HOPE award. George Beckmann of history became associate dean of faculties, Ray Brewster of chemistry was honored, John Nelson ended his tenure as Graduate School dean and Fred Ellsworth of the University of Kansas Alumni Association retired. There was a front page picture of the Military Ball queen, a black woman, the first of her race to have such an honor at KU. Barbara Ann Schmidt was Homecoming queen, and the chancellor was shown kissing the Greek Week queen, and the Tri Delts won the Sigma Chi Derby. Big news: 1962-63.

And "Look at me, I'm as helpless as a kitten up a tree." I think that's how it goes. Culture, KU: Tom Winston and Rose Osborne wrote many reviews, Bob Hoyt did some articles on the critic, James Agee. Hal Orel of the English department talked on his specialty, Thomas Hardy. Professor Emeritus John Ise of economics spoke, so did Attorney General William Ferguson and so did Robert De Pugh, of Missouri, head of an outfit called the Minutemen. The eminent historian, Arnold Toynbee, spoke and so did Basil Rathbone, our old Sherlock Holmes friend in the movies. William Warfield, baritone, was here and so was the Cincinnati Symphony. Somewhat lower culture, too: the Delta Chi's brought Jerry Lee Lewis to town, and the events committee said no to Peter, Paul and Mary, but I note that those three were here later in the year anyway. A Student Union Association Carnival, a Rock Chalk Revue and some then rather obscure fellows called the Smothers Brothers. The *Kansan* fought (that year the *Kansan* fought with everybody) with the University Theatre over prices and seating policies and the plays for us to see included MacLeish's "J.B.," the musical, "Paint Your Wagon," a version of Kafka's "The Trial," "The Fantasticks," Chekhov's "The Cherry Orchard," Schiller's "Mary Stuart," and Rostand's "Cyrano de Bergerac."

That was the year that offered the best editorial class I ever had: arguments all hour, and then I'd go to the newsroom an hour after class and they'd still be at it. I can still hear Zeke Wigglesworth yelling, "Ad hominem, Miller!" Zeke checked out my ties and my suits and Terry Murphy argued with me at the drop of a hat, or anything. Clayton Keller was very omniscient, writing about Cuba, Red China, the lack of debates and forums on campus. Bill Sheldon warned of dangers in driving on Memorial Drive, which became our Indianapolis Speedway with the installation of the control booths; he commented on the new senator, Teddy Kennedy, on student government, on problems at the University of Colorado. Terry Murphy seemed to be writing about everything: Cuba (they all wrote about Cuba), Greeks and the Civil Rights Council, the Homecoming queen, Howard K. Smith giving time to Alger Hiss on a TV show about Nixon, capital punishment (the Andrews execution set off our columnists and editorial writers), how the ASC should investigate the book store, what good guys we had in Strong Hall, on liquor by the drink (Murphy was dubious) and on Geneva arms talks.

Zeke Wigglesworth asked Mississippi's governor, Ross Barnett, whether he was an American. He wrote on Venusians visiting Earth and on the press in the missile crisis. Dennis Branstiter came out for "stop week," told us an astronaut

(Continued on page 26)



would die, wrote on Cuban inspection, on banning barn parties, on the Common Market, on the English proficiency exam, on abortion and prohibition and on editor Dwight Payton of Ellsworth. He and Fred Zimmerman wrote on Robert DePugh, and Zimmerman dealt with Cuba, Alger Hiss, what he labeled "white shame," and the meaning of Birmingham. Bob Hoyt went from Hungary to hillbillies, from birth control to addressing "a darker friend." Denis Farney scolded Kennedy for snubbing Floyd Breeding in Kansas, recalled the Harding administration and expounded on union coffee. Art Miller wrote about serving debts to society and on that state Art so hated, Mississippi. Ben Marshall wrote on Lowell Lee Andrews and on the "farce of campus politics."

Scott Payne editorialized on Eleanor Roosevelt and on fallout shelters. Terry Ostmeyer wrote about education, hikers, and *Silent Spring*. Byron Klapper wrote about Goldwater and about Kansas liquor laws. Patti Behen did a series on colds. Jim Alsbrook, Margaret Cathcart, Joanne Prim, Blaine King, Roy Miller and Linda Machin were byline names. Miller: KU politics, the newspaper strike. Bill Mullins: the Common Market. Rich Bonett, fiscal responsibility. Wow. Jerry Musil: communism. Elaine Blaylock: FDR. Larry Schmidt: Nelson Rockefeller. Carol Lathrop: an interview with Peter, Paul and Mary. Rose Osborne: mental health. Jackie Helstrom: civil rights. Ralph Gage: KU politics. Willis Henson: the fraternity system. Dolores Orman: farmers. Kay Jarvis: enrollment.

I skimmed the surface and I jumped around on that list. 1962-63 was a critical time in our recent history. The missile crisis almost seemed to be getting us into war, and that very year, 1963, would bring the terrible event in Dallas, the death of our president, whom most of us admired so much in the early sixties. It's hard to end on a note of levity when I think about that, and about those stormy years, '62 and '63, which still had a little of the fifties about them and which were soon to give way to the tormented later sixties, one of the most important, and most devastating, times in the whole history of the United States, and the world.



Calder Pickett: A Window to the Past

In the manner of an aspiring free-lance artist, Calder Pickett contacted Lee Young in the fall of 1975 about the possibility of writing a “meandering down memory lane” piece for the *Jayhawk Journalist*. Pickett’s query would be analogous to that of an Ernest Hemingway, perched at the pinnacle of prose, asking a PR magazine whether he could write for it. Young assented, and Pickett has been a regular contributor since his “Class of ’56” review in the Spring 1976 edition.

Pickett writes these class recollections because “I just do stuff like this.” Busyness is a preoccupation of his, and these reminiscences give KU’s taskmaster of journalism trivia a chance to work on his forte: presenting the past in an erudite and spellbinding fashion.

“These articles are formula,” Pickett said. First, he decides what class to write about — usually picking an anniversary year. His next step is to scan the Kansan file for red-letter stories. Pickett peruses the news stories and editorials for pertinent information. He jots notes on phone-pad size slips of paper and ends up with a stack about three inches high.

For his “American Past” radio show, Pickett has recorded hour-long, year-in-review segments for each year since 1913. He listens to the recording pertaining to the class he is chronicling and gleans the salient news events.

He also looks for lists of the popular songs and movies of that year. Sporting events form another bridge to the past. “I look for anything to spice these stories up a bit,” Pickett said.

He uses the alumni cards from the J-school and correspondence he has received from alumni to compile the class roster. Pickett, a 32-year maestro on Mount Oread, has a filing cabinet that is bulging with a drawer and a half of alumni correspondence.

He tries to use an element of shock — usually lyrics from a popular song — to offer a break in what he considers insipid articles. “Fortunately, with writing there are many elements I can use to cause a break,” he said.

Don’t know much about history;

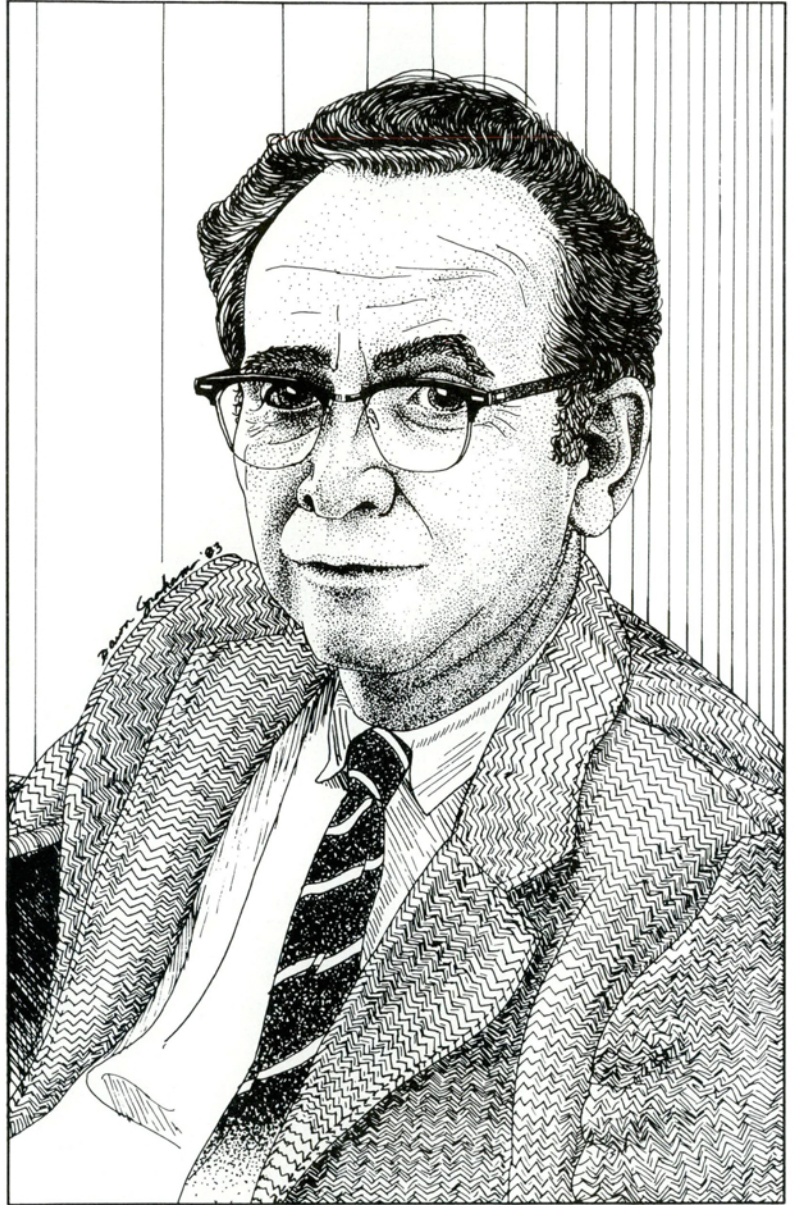
Don’t know much biology . . .

And the rest is “just formula” — a historical narrative peculiar to Pickett — and a formula that his laboring History of American Journalism students would like to master for their “year of birth in review,” Pickett’s perennial term paper assignment.

He admits that some years are easier to write about than others. “Some will be better and brighter because something jumps out at me,” he said. “I feel more comfortable with some.”

Pickett said he plans to continue to do these pieces until he retires or until the alumni readers lose interest.

The alumni will lose interest in these class recollections when the rest of America loses interest in the Super Bowl. People like to read about themselves, and this present class of graduating journalists is already anticipating what the historian-king of the Kaw will write about the class of ’83.



Written by Paul Humburg

Flint Hall renamed Stauffer-Flint at Editors' Day ceremony

It wasn't typical of Editors' Days of years past.

In addition to naming two former state editors to the Kansas Newspaper Editors' Hall of Fame, Flint Hall was officially renamed, and the media resources center was dedicated and renamed.

Last year the School of Journalism opened its doors with a new look. The building had been renovated and redesigned. This year the building took on a new name. Flint Hall was no more.

At ceremonies in mid-October, Flint Hall was officially renamed Stauffer-Flint Hall, in honor of Oscar S. Stauffer, founder of Stauffer Communications, Inc. and a former member of the Board of Regents.

Stauffer, who died in 1981, had long been a supporter of the journalism school.

"Stauffer provided special touches beyond what the journalism faculty could provide for students' advancement," said John Montgomery, chairman of the Board of Regents. "The Stauffer family has coupled monetary and verbal support for the school."

John Stauffer, son of Oscar S. Stauffer, spoke on the family's behalf. "We appreciate the honor bestowed on our father," he said. "I know he would have been particularly pleased with how the building has turned out and how the funds he provided were used."

Stauffer gave the J-school \$1 million in 1979 for the building's renovation and improvement of the academic programs. He also was instrumental in the founding of the J-school and establishing the William Allen White Foundation. Students have benefited from his scholar-

ships, and he established the distinguished professorship first held by Calder Pickett, professor. John Bremner, professor on leave, currently holds the distinguished professorship.

According to Del Brinkman, dean, it was Stauffer who was largely responsible for making the department of journalism into the actual School of Journalism.

Also honored at the Editors' Day ceremonies were two former editors who were placed among the ranks of William Allen White (1944), Leon N. Flint (1963) and Oscar S. Stauffer (1982) in the Kansas Newspaper Editors' Hall of Fame. The late E.A. "Ernie" Briles and the late Ernest R. Woodward were named to the Hall of Fame, which dates back to 1931.

Briles, of the *Stafford Courier*, and Woodward, of the *Oberlin Herald*, were recognized by Pickett during the ceremonies in the Kansas Union.

Pickett summed up Briles' accomplishments: "He was president of the Kansas Press Association in 1932, served in the Kansas Legislature for more than 20 years, becoming both speaker of the House of Representatives and president pro tempore of the Senate, was chairman of the State Board of Social Welfare, a former mayor of Stafford, and a member of the Chamber of Commerce."

Briles also received the 16th William Allen White Foundation Award for Journalistic Merit in 1970.

Woodward, like Briles, was also a newspaper editor with strong public service convictions.

Woodward was elected a representative to the Kansas Legislature five times. He was president of the Kansas Press Associ-

ation, president of the U.S. 36 Highway Association, president of the Oberlin Chamber of Commerce, Oberlin Rotary Club and Oberlin Industrial Development, Inc., and was secretary-manager of the Chamber of Commerce from 1965 to 1970.

In addition to the renaming of Stauffer-Flint Hall and the induction of Briles and Woodward into the Hall of Fame, the J-school's media resources center was also renamed at the ceremonies.

Brinkman dedicated the center in honor of Roger N. Wooldridge, a junior majoring in public relations at the time of his death in 1973.

Wooldridge's parents, Norris and Helena Wooldridge of Kingsman, established an annual scholarship in honor of their son.

Since 1973, 34 students have received help from the scholarship, Brinkman said.

The Roger N. Wooldridge Media Resources Center is designed to provide printed material, such as magazines, journals and other forms of publication, for students and faculty.

Neil Maxwell, Gannett professional-in-residence, also spoke at the Editors' Day ceremonies about his experiences as a journalism professor.

Maxwell, the eighth Gannett professional, left a job as a national correspondent for the Dallas bureau of the *Wall Street Journal*.

Since coming to Lawrence, he said he had begun to recognize community or "grass-roots" journalism throughout the state. "Small town dailies are community journalism at its best," Maxwell said.

Dorothy Bowles serves on numbers of committees to promote communication

Dorothy Bowles, associate professor, continues her interests in communications law and women in journalism through writing, teaching and serving on committees.

In August she was appointed national research chairman for the law division of the Association for Education in Journalism and Mass Communication.

"We receive papers from people doing legal research — mostly faculty and lawyers — and critique them and select the best ones to be presented at the annual

convention," Bowles explained.

Another new committee position for Bowles is membership on the University's Affirmative Action Advisory Board, where she is currently assisting the group in revising its guidelines and handbook.

Last summer Bowles taught editing for two weeks of a six-week workshop at Northwestern University.

"It really was a lot of fun," she said. "It was for college seniors who were minorities. At the end of the six weeks they worked for some of the really big

papers on short internships."

The workshop, sponsored by the Gannett Foundation, was part of the Consortium for the Advancement of Minorities in Journalism Education at Northwestern's Urban Journalism Center.

Bowles continues working on her law book, serving on the national board of directors for the Student Press Law Center and the advisory board for the KU Women's Studies department, and editing the Kansas Women's Sports Inc. newsletter.



The second level of the reading room was part of the renovation which won Gould Evans Partnership an award of merit. (Above, right). Mike Fountain and David Evans with remodeling plan."



J. Sharp Smith

Stauffer-Flint renovation wins recognition award for architectural design

The renovation of Stauffer-Flint Hall won an award of recognition for the architectural firm responsible for the designs.

The firm, Gould Evans Partnership, received the Award of Merit given by the Kansas Society of Architects of the American Institute of Architects at the state convention held in Lawrence, September 8.

"The award was recognizing an outstanding contribution of good architecture," said David Evans, a partner in the firm.

Evans said a combination of factors probably led to the decision. Two that he cited were the freshness of the designs and the way the changes complemented the building's rock walls.

This accolade was in recognition of the designs for the first and second floors of the building. The renovations were of the library, classrooms and faculty offices.

Robert Gould and David Evans had been working on the improvements since 1981.

May '83 graduate receives Barney Kilgore Award from Sigma Delta Chi chapter

Sharon Appelbaum, who graduated with distinction last May, was one of two national winners of the Barney Kilgore Freedom of Information internship. This is the highest award given by the Society of Professional Journalists/Sigma Delta Chi, which formerly awarded money instead of the internship. Appelbaum worked at the Freedom of Information Center in Washington, D.C. with Tonda Rush, a graduate of the KU journalism and law schools. She is now working as a reporter for the Rochester (N.Y.) Times-Union.

KU Advertising Club sponsors guest speakers

KU Advertising Club packed a busy semester with guest speakers and projects.

In a joint lecture, Lamar LeMonte, senior vice president of N.W. Ayer in New York, and Maj. Dennis Ryan, chief of media and distribution of the U.S. Army, presented a summary of the advertising campaign for the U.S. Army.

Wendell Sullivan of Sullivan, Higdon & Sink in Wichita, presented his agency's

sales pitch used to solicit new accounts. Bill Giles, of Grey Advertising in New York, spoke of his experiences as creative director on the Renault account.

The club also worked with local merchants to develop comprehensive advertising programs tailored specifically to the local business. Areas covered included research, budgeting, copy and layout and media strategy.

Students assist press at Governors' Conference

Twelve journalism students worked in the pressroom at the Midwestern Governors' Conference at the Lawrence Holiday home on October 9-11.

The students, supervised by Mary Wallace, assistant dean, performed a number of duties: registering members of the press, informing them of what sessions were available, getting copies of speeches and resolutions, running messages; and

answering the telephone. About 125 members of the press were in attendance.

The conference was attended by the governors of Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, South Dakota, Nebraska and Kansas.

Mike Swenson, Governor Carlin's press secretary, invited the journalism students to help. Swenson is a graduate of the School of Journalism.

Sigma Delta Chi presents professional journalists

The KU chapter of the Society of Professional Journalists, Sigma Delta Chi, presented several lectures by professional journalists during the fall and assisted in the placement of interns during Christmas break.

Arthur Brisbane of *The Kansas City Star* spoke about his career as a professional columnist. Brad Smoot from the Kansas Attorney General's Office explained changes in the state's open meetings law.

In addition, Sigma Delta Chi president Jan Boutte and faculty adviser Rick Musser attended the national Sigma Delta Chi convention in San Francisco.

KU Journalism graduate earns first place award in national Hearst contest

Tracee Hamilton won first place and \$2,000 in national competition for the Hearst Award in May 1983. She competed in San Francisco against other monthly winners of the award.

This same amount was given to the School of Journalism for a scholarship fund. Earlier in the year, both Hamilton and the school received \$1,200 when she won the monthly Hearst Award for editorial writing.

Her winning editorial opposed the renaming of Flint Hall. For her first place national award, Hamilton covered the same speech as other contestants.

During the 1982-83 school year, Hamilton was sports editor for the *Kansan*. She had also been managing editor and assistant to Paul Jess, faculty adviser to the *Kansan*.



Tracee Hamilton

Todd Holmes



Lauren Peterson

Dana A. Leibengood was recently named associate dean.

Leibengood named as associate dean

Dana A. Leibengood, assistant dean, was officially named associate dean on August 15, replacing Susanne Shaw. He had been assistant dean since 1969.

Leibengood's new responsibilities include organizing and supervising undergraduate journalism programs. He will continue as the school's placement director.

This appointment was based on recommendations made by the faculty committee. All faculty members were eligible for the position.

In April, Leibengood was chosen as one of five finalists for the Outstanding Unclassified Employee Award. The award is given to non-teaching employees by the

Employee Recognition Committee for Employee of the Year Award.

"Dean Leibengood was recognized for his work in supporting and advising students. It is a pretty significant award," Del Brinkman, dean, said.

The five finalists were selected from nominations by faculty, staff and students. Final decisions of the committee were based on interviews with supervisors and colleagues.

The finalists and other honorees were honored at a luncheon at the Kansas Union on April 26.

Leibengood is executive secretary of the Kansas Press Association.

Tim Bengtson nominated as J-school candidate for HOPE award finalist

Tim Bengtson, associate professor, was one of five finalists for the 1983 HOPE award. This is the third time Bengtson has been a finalist for the Honor for Outstanding Progressive Educator award.

"There are so many excellent teachers in the School of Journalism and throughout the University of Kansas that one has to be surprised when selected as a finalist for the HOPE award. It's thrilling, yet humbling, experience. It's thrilling to be in the company of other journalism faculty members who have been finalists, for example, John Bremner, Calder Pickett, Lee Young, Dave Dary, Don Jugenheimer, and Chuck Chowins. The group's credentials are inspiring — and awesome! I know Lady Luck played no small part in my becoming a finalist. How else can one rise to the top when there's so much cream everywhere on campus?" Bengtson said.

Other nominees for the award included Don Green, professor of chemical and petroleum engineering; Louis Michel, professor of architecture and urban design; Lawrence Sherr, professor of business; and Erica Stern, assistant professor of occupational therapy.

The five finalists were selected from a field of 11 semi-finalists including Chuck Chowins, and Mike Kautsch, assistant professors.

The HOPE award is bestowed annually to a KU professor by the senior class. It is the only award in which students can honor a particular professor.

The winner, as well as the finalists, was recognized during the half time of the Nov. 5 Colorado-KU football game.



Tim Bengtson was named a finalist for the 1983 HOPE award.

Committee studies broadcast program

The communications committee has sent Chancellor Budig 12 recommendations which would greatly strengthen the broadcast program in the School of Journalism and Mass Communications.

The committee, which Chancellor Budig appointed last spring to study communications education at KU, gave top priority to constructing a new building for the radio-television-film program. Earlier building plans were delayed by budget and other financial considerations.

Del Brinkman, dean and chairman of the committee, said that he expected most of the recommendations to be acted upon soon.

The purpose of the study was to reassess the entire KU radio-television-film sequence and recommend ways to make the sequence more responsive to the continuing rapid changes in the telecommunications industry.

"The University is at a crossroads about communications education," said

Brinkman. "We need to emphasize the broadcast area more than in the past."

He also said the rapid technological and organizational changes in the industry were intertwining engineering, speech, communications programming and computer science.

"You almost have to define what is communications and decide the part you do well," he said.

Bruce Linton, who has resigned as head of the RTVF sequence, agreed that the field was changing tremendously.

"Lines are fuzzing all the time on this whole business of electronic communications," he said.

The committee's other recommendations include hiring a highly qualified person to head the program, creating a professional-in-residence program in broadcasting, revising the curriculum to reflect changes in the broadcast industry, restructuring the graduate program and obtaining additional faculty, engineering and staff support.

KANU's power still low due to corporate stalling

What goes up must come down, or so it has seemed this year at KANU-FM, the public radio station of the University of Kansas.

Last December the station's 605-foot tower came down — folding like an accordion when vandals severed three of the tower's 24 support cables. With the help of a temporary tower and a rented antenna, the station resumed broadcasting at reduced power a week later.

Then on May 25, the station's 100-foot temporary tower went down — toppling when a construction truck's portable crane hit one of the tower's guidelines.

One month later the station's transmitter shut down — turning off automatically when a cooling fan burned out. Replacement parts, air-shipped overnight from Continental Electronics of Dallas, enabled the station to resume broadcasting the next afternoon.

Now, months after the original sabotage, KANU's operating power is still down — remaining low because of corporate foot-dragging.

Howard Hill, director of KANU, said that the station's new permanent tower was complete. However RCA Inc. of Camden, N.J., is still unable to give Hill a completion date for the station's new antenna.

As a result of these delays, the station

continues to operate at about 8.5 kilowatts, far below its normal 110 kilowatts of power.

The station must also continue to delay its annual Campaign for Excellence fund drive that was scheduled for last February. With its reduced power, KANU cannot reach the Kansas City and Topeka areas, two main sources of contributions.

Fortunately some money continues to trickle in. In September the station held a limited fund drive, The Drive to Survive, to replace \$14,000 cut from National Public Radio grants. Pledges from the drive totaled \$17,000. KANU will send NPR 25 percent of the extra \$3,000.

In October, FMC Corp., a Lawrence chemical plant, gave \$1,000 to help defray approximately \$5,000 damage not covered by the station's insurance.

After Joel Jacobs, FMC Lawrence Division Manager accepted a grant request, Robert H. Malott, FMC chairman of the board and chief executive officer, presented a \$1,000 check to Howard Hill and Al Berman, KANU director of development.

The money will help to replenish general operating funds that have been used to pay for extra costs associated with operating the station on less than full power this past year.

'The American Past' wins Armstrong Award in education category

Calder M. Pickett, professor, and his weekly program, "The American Past," won an Edwin Howard "Major" Armstrong Award, one of the most prestigious national prizes given annually for excellence in radio programming.

"Great Radio Commentators," an episode of "The American Past" depicting leading figures of broadcasting from 1927 through World War II, was awarded second place in the education category of the Armstrong Award.

The Canadian Broadcasting Corp. won first place for "The Marriage of True Minds."

The Armstrong Awards, named after the man who is considered the inventor of FM radio, are given annually by the Columbia University School of Journalism.

Columbia Professor Harry A. Rouh, former CBS correspondent, presented the awards October 14 at Fordham University in New York City.

Both Pickett and Beth Meyers, "The American Past" producer, were cited in the award ceremonies.

Pickett added the Armstrong award to another honor for "The American Past" — the George Foster Peabody Award in 1974.

The weekly radio show, written and hosted by Pickett, and engineered by Meyers for the past six and one-half years, depicts major events, trends and stages of United States history in a lively and reminiscent way.

"The objective of 'The American Past' is to bring American history to listeners in a way that is both informative and entertaining and to make the American experience come alive," Pickett said.

On the "Great Radio Commentators" episode, Pickett presented actual recordings of such journalists as Walter Winchell, Eric Sevareid and Edward R. Murrow. They were combined with biographical profiles and descriptions of the times and situations covered by those announcers.

"The American Past" has aired for ten years. In that time Pickett has presented more than 500 different aspects of the history of the United States and its people.

"Calder Pickett is a marvelously prolific writer with a tremendous range of interests and expertise," Meyers said.

"Using the authentic material of the time is what really creates the feeling of the period for the listener."

"The American Past" is aired Thursday at 7 p.m. on KANU-FM in Lawrence.



Calder M. Pickett won an Edwin Howard "Major" Armstrong Award for his weekly radio program, "The American Past."

Internships provide taste of real world

Every summer, many journalism students have an opportunity to get a taste of the real world through internships. The arrangement is mutually beneficial for students and employers, according to Dana Leibengood, associate dean and placement director.

Sometimes student interns fill in for permanent staff members on vacation, work on special projects or assume other responsible roles. Leibengood emphasizes this type of meaningful work as an important goal of the summer internship program.

He said most students realized the necessity of doing some observing and task-oriented assignments, but it was important for the student to be as involved in the work of the organization as possible.

For employers seeking a summer intern, the procedure is simple. Those who wish to interview on campus are readily welcomed by the School of Journalism. The school posts employers' job descrip-

tions and desired qualifications for applicants, along with a schedule indicating when campus interviews will take place. When employers arrive on campus, they have a chance to meet faculty, conduct interviews with the students who have signed up, and check the students' references. After the on-campus interviews, companies can invite leading candidates to their offices for follow-ups.

If time or distance does not allow a company to send a representative to the campus, intern recruitment is still possible. Prospective employers can call Leibengood or send him information about their internship position, and it will be posted in the school for one week.

Students interested in the positions posted submit a letter of application, a resume and samples of their work to Leibengood. He forwards the application files to the employers, who can then screen the applicants, check references and invite leading candidates to the company for interviews.

Army officers receive training in advertising

Last August, three officers from the U.S. Army came to Lawrence for a two-day briefing on advertising and marketing. Included in the group were two generals. Don Jugenheimer, professor, and Tim Bengtson, associate professor, were in charge of the program, and Bobby Friedmann, lecturer, also helped.

The Army selected KU because of its

long-standing arrangement for a master's program in conjunction with the Army's Command and General Staff College at Fort Leavenworth. Each year, a group of Army officers takes courses in journalism at the fort, then transfers to Lawrence to complete the requirements for the master of science degree in journalism.



Technicians work the controls for the student newscast for KU's "Fifteen Minutes."

Broadcast news students anchor television show

Five broadcast journalism majors spend their Wednesday afternoons in front of the cameras as anchors for KU's "Fifteen Minutes" newscast. The newscast began its fifth semester of telecasting in October.

Another 29 broadcast majors are getting equally valuable, if less glamorous experience behind the cameras — producing the program for their Television News Production class. The newscasts are written by members of the Broadcast News II class.

"The people you see throwing things around the studio and hanging from ladders are people from the production class," said George Rasmussen, associate professor and head of the project.

In addition to learning how to produce a news telecast, the students are also learning methods of creative coping. Amy Gilman, Prairie Village senior, who is a member of the production class, said on a break from her stint as cameraman, that broken equipment was a continual headache for the class.

"About half our equipment doesn't work," she said. "But I guess you just learn to work around it."

"Fifteen Minutes" is broadcast Wednesday evenings on Lawrence's Sunflower Cable Channel 6. The newscast features local and campus news, including videotaped stories done outside the studio.

The five anchors were selected from 48 candidates who auditioned for the positions on September 21. The principal anchors are Kristin Anderson, Hutchinson junior; Leon Liebl, Lawrence senior; Melissa Oatman, Wichita senior; Devin Scillian, Fort Sam Houston, Texas, junior; and Michael Smith, Virginia Beach, Va., senior.

Campaigns students take first in contest

Six students from an Advertising Campaigns class taught by Don Walli placed first in the American Advertising Federation's 9th District student competition last April. Presenters of the winning campaign were Mary Lesslie, Shawnee; Tim Doty, Shawnee; and Carla Peltzer, Lawrence. Other team members who had worked on the campaign were Mike Conaghan and Barry Fishman, Prairie Village; and Dave Hagan, Overland Park. All were seniors who graduated in May.

Winning the district competition meant that four KU students (Lesslie, Doty, Peltzer and Hagan) received expense-paid trips to the final competition in Washington, D.C., in June.

The district competition, held at the Radisson Muehlebach Hotel in Kansas City, attracted teams of students from eight schools in Kansas, Iowa, Missouri and Nebraska. In district competitions, 112 schools competed, Walli said. The 15 districts each sent one team to nationals.

The campaign assignment came from Maxwell House Division of General Foods, which spent about \$50,000 to sponsor the competition, Walli said. The problem was that coffee consumption has declined about 60 percent among young people ages 16-24, and the company needed to promote coffee as an alternative to soft drink beverages.

An ad campaign includes suggestions for the actual advertising, the media to be used, sales promotions and new packaging ideas.

The KU team submitted a 40-page marketing plan book that detailed the background of the problem, the strategies suggested to overcome it and the advertising message to be promoted. One of the team's ideas was for Maxwell House to sponsor a rock concert where promotional t-shirts would be sold, Walli said.

The team also prepared a 10-page graphic presentation of the campaign and presented a 20-minute slide show, which Gary Mason, associate professor, had helped to produce. The competitors justified the rationale for their suggestions in a 10-minute question and answer period that followed their presentations.

The national competition took place on the first day of the AAF convention, and the students then had three days to attend meetings and tour the city.

"The students not only have the experience of presenting a campaign before about 250 professionals who are involved in the conference," said Walli, "but they have the opportunity to meet a lot of advertising management people."

Some KU students have obtained jobs as the result of contacts they made, he said.

Gunn wins Hugo award for science fiction book

James Gunn, professor of English and School of Journalism graduate, Sunday, Sept. 4, received the Hugo award for his nonfiction book, *Isaac Asimov: The Foundations of Science Fiction*, at the World Science Fiction Convention in Baltimore.

Gunn, who has won other awards for science fiction writing, said the excitement of winning never grew old.

"I don't know if anybody ever gets tired of that sort of thing; certainly I don't feel as if I have," he said.

Gunn said the book for which he won the Hugo, a nickname for the Science Fiction Achievement Award, required the journalistic skills of research, study and analysis as much as it did literary criticism skills.

"Good writing is good writing, I think, and it doesn't matter where you do it. You still have to put words together in good order and you have to say what you mean in the best possible form," he said.

Gunn said the demand on the journalist to use words accurately and sparingly

was the basic demand of any kind of writing, and anything that didn't advance the story or improve the sentence hurt it.

"Journalism teaches you to say what you have to say in the fewest and best possible words and this is all that any kind of writing can ask for. People who don't have that training, I think, tend to over-value words for their own sake — to love the sound of words and use them without the kind of concern for meaning and for the communication process that the journalist always has to have in mind," he said.

Gunn received his BSJ in 1947 and a master's degree in English from KU in 1951.

He has had 75 stories published in magazines and books and is the editor of six books and author of 18.

He also served as managing editor of KU alumni publications and as administrative assistant to the chancellor for university relations.

Kansan editor interns at *Wall Street Journal* in Dallas

Mark Zieman arrived in Dallas last May 22 and moved immediately into La-Quinta, a motel only a block away from the *Wall Street Journal* office where he was to work as a summer intern.

"I wanted to make sure that I wasn't late," he laughed. On his first day of work, he showed up at 7:30 a.m. thinking that he would be a little early.

"I waited in the dark for an hour," he said. "I found out later that the earliest man came in at 8:30 and that most of them didn't come in until 9 or 10 o'clock."

The rest of his first week went fairly smoothly except that his car collided with a truck on his way to work one day and he got to work around 11 a.m. That same day he was sent to New Orleans to collect information on the winning bids at the United States' sale of the Gulf of Mexico oil drilling rights at the Super Dome.

If he hadn't had enough rotten luck, the list of bids was not in computer print-out form, so he had to assemble the information for 600 plots, which took six hours to dictate by phone to his boss, Wayne Green, the Dallas bureau chief.

"I didn't get a number wrong," he said gloating.

Zieman said he was assigned, like the rest of the staff, to work on spot news for a few weeks and features for another couple

of weeks.

"It's a lot of pressure. You have the best writers in the country," he said.

In 12 weeks, he completed three stories, and his second story, which dealt with the apartment glut in the Sun Belt, was a leader. Zieman explained that a leader was a front-page story usually to the far left or right.

"I spent 2½ weeks researching it and one week writing it. It's the longest I've ever spent on a story. I revised it 30 times before I showed it to Wayne."

After the leader came out, he said that he received calls from lawyers and large company vice presidents asking advice on the apartment glut.

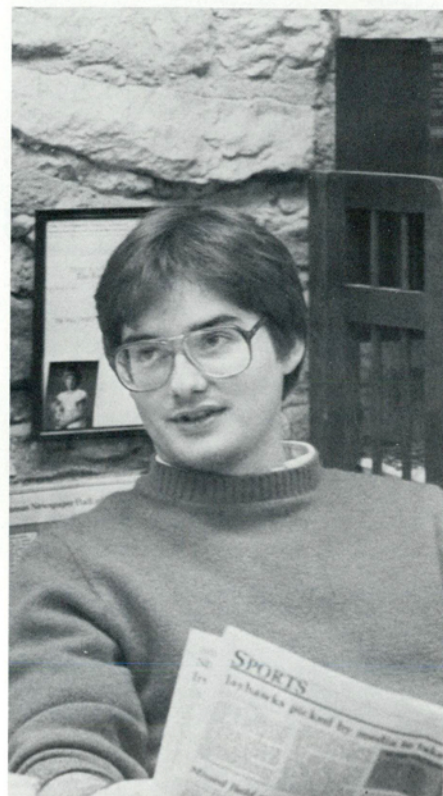
Zieman worked 10 to 12-hour days, he said, but learned more about writing in those 12 weeks than he had in any other place in his life.

"You write pages and pages of copy, and it is whittled down to a few graffs."

He said he can deal with pressure better now, but that the pressure at the *Wall Street Journal* was different because he had a couple of weeks to work on a story.

"But, it better be the best when it's done," he said.

Zieman accepted a reporting job with the *Wall Street Journal* in November and will begin working at the Houston Bureau sometime in January.



Lauren Peterson

Mark Zieman, *Kansan* editor, worked as an intern at the *Wall Street Journal* in Dallas last summer.

Kautsch presents in-depth study of press corps to Kansas legislators

When Mike Kautsch, assistant professor, finished his eight-chapter, in-depth study of the Kansas legislators and press corps, he wondered what would happen to the monograph, titled "Kansas Legislators and the Kansas Capitol Press Corps: Good News and Bad."

"I knew I had been asked to research the topic because of the interest in the subject," he said, "but even then, you wonder whether the publication will just find a spot on a library shelf and that's it. The response made the effort that much more gratifying."

Response has come in the way of requests for presentations, a television interview and seminar discussions. Both legislators and the press have been interested in finding out what Kautsch discovered.

Kautsch gave his first presentation in December 1982 to newly elected Kansas legislators. After the presentation, he participated in a panel discussion with

members of the press corps, giving the legislators an opportunity to hear personally from some of the subjects of the study.

"It was basically an informational session to discuss my findings with the two groups involved," Kautsch said. "It was interesting to have people from both groups there to give their thoughts on some of the issues raised in the study."

A few weeks later, Channel 11, the Topeka public television station, did a two-part series on the study for the program, "Statehouse '83," and, once more, Kautsch's study proved to be a useful source of information.

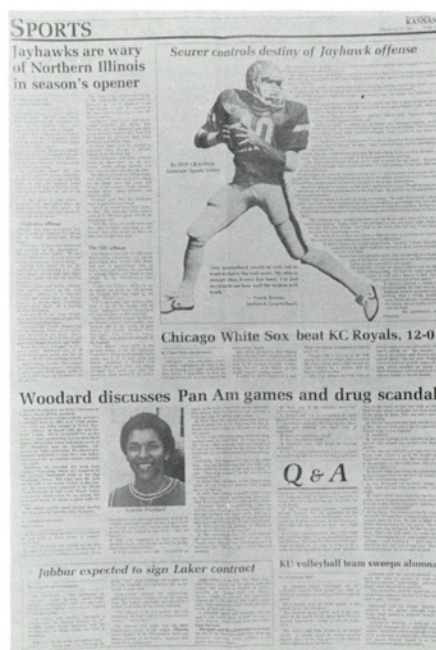
On the program, I was able to discuss the study and cite a few of the specific things that the study seemed to indicate.

"It reported some self-criticism by the press — that they might not be aggressive enough, and the issue of the 'herd instinct' — that sometimes the press reports some

issue because of its drama rather than substance and does so at the expense of other issues."

As 1983 progressed, Kautsch presented the study elsewhere. It was discussed at the 11th annual Broadcast Journalism Seminar, a regional meeting of people from Kansas and surrounding states and at a two-day convention of the Kansas Associated Press News Council and the Missouri Associated Press Wire Editors. The Harris News Service carried an article about Kautsch's study.

"There might be a few changes as a result," he said. "The study pointed out the need for the press to talk to a greater variety of legislators and not just the most quotable, for instance. But in any case, it has served as a source for some useful dialogue between the press corps and the legislators."



Blacks in Communications to pair up with KC Chapter

Blacks in Communications, an organization devoted to black KU students interested in the communications professions, plans to enter into a "buddy system" with the Kansas City Chapter of the Association of Black Journalists.

This arrangement will go beyond the mere payment of membership dues in exchange for a few lectures and a line on the resume and will involve students directly in the profession.

Melissa Hayes, public relations officer for BIC, said that ABJ was "willing to take students on and teach them about the profession."

She said that students would work with established professionals on a one-to-one basis, thereby developing important ties and friendships as they learn about the business firsthand.

While the friendships to be developed were important, Hayes said, so was the need to "get a foot in the door."

"No one can say it's easy for minorities to make it in journalism — especially management."

Changes in format give a new look to the *Kansan*

Mark Zieman, editor of the *Kansan*, thought it was about time to get away from the "gray and boring" look of the *Kansan* and revamp the paper's layout.

He, along with Doug Cunningham, managing editor, and Steve Cusick, editorial page editor, spent two days scanning layout and design books and about 60 newspapers to get an idea of what they were looking for in layout, Zieman said.

The papers that most influenced them, Zieman said, were *The Kansas City Star*, *The Kansas City Times* and *The Columbia (Mo.) Tribune*. He said these papers were the easiest to examine on a regular basis and that they were the regional papers best known for their layouts.

Zieman's goal was to come up with a modern, professional-looking newspaper that would do three things: devote plenty of space to news; make the news easily accessible to readers; and make the *Kansan* visually appealing.

Most of the changes from the old *Kansan* format can be spotted on the front page. The flag was elevated and slightly reduced, giving the page more space. The date and publication information, which last year appeared on the front page ears, were moved and placed between two rules below the flag.

A "reefer box" calling attention to an inside story was added at the left ear and the weather bird was placed at the right

ear permanently, instead of flying to different spots on the page as it had previously.

All the news headlines were changed to boldface, while the editorial page headlines remained standard.

The editorial page now has a six-column format instead of five columns, and three editorials are printed each day. Zieman was particularly proud of the editorial page's new look and attributed its success largely to the efforts of editorial page editor Cusick.

"I think we have the most professional-looking editorial page of all college newspapers, thanks to Steve Cusick," he said.

The six-column page gives the paper more layout versatility, according to managing editor Cunningham.

The masthead, which now includes fewer names than before, has been standardized and maintains a permanent position on the upper left-hand corner of the editorial page.

A daily UPI national weather map is now displayed below eight UPI news briefs on page two.

A list of local briefs was also added on page three, allowing for increased state and local coverage.

Finally, the entertainment section was expanded to two pages a week, allowing for longer features and more complete coverage.

News editorial major chosen for Congressional internship

Vince Hess, Hays senior majoring in history and journalism (news-editorial sequence), is one of 20 U.S. college students who will participate in the Sears Congressional Internships this spring in Washington, D.C. Hess applied for the internship last May by writing a sample constituent letter on the withholding tax issue.

"I went to the 1980 Democratic Convention in New York, but I've never been to Washington, D.C.," he said. "I'm interested in talking with politicians and journalists. I was told by one of last year's interns that the first thing they do in the morning is read the *Post*. I'm sure I'll learn a lot."

Lisa Massoth, Madison senior, also in the news-editorial sequence, was one of 15 students chosen last spring to work as a Sears Congressional intern in Washington, D.C. She worked in the office of Rep. Douglas K. Bereuter, R.-Neb.

She said one of the most exciting events she attended was President Reagan's address to the Joint Session on El Salvador at the Capitol.

Three KU publications win awards in national competition

Three University of Kansas publications received awards in separate categories in the 1983 national recognition competition sponsored by the Council for Advancement and Support of Education.

Kansas Alumni magazine, published by the University of Kansas Alumni Association since 1902, took first in the nation for the best university alumni tabloid.

Daniel Reeder, editor, said that very seldom had a public university won this award. Reeder, a KU journalism graduate, received a bachelor's degree in 1971 and a master's degree in 1974.

Kansas Alumni is printed in tabloid form six times a year and as a full-color magazine semiannually. About 27,000 copies are sent to alumni across the country.

"My philosophy is that the alumni do not live in a vacuum where they are constantly thinking about KU," he said. "We must make the University relative to their lives."

The two-year old research magazine, *Explore*, was one of eight publications to receive an exceptional achievement award for its excellence in writing. Published by University Relations in cooperation with the Office of Research and Graduate Studies and Public Service, *Explore* was specifically noted for its use of verbs.

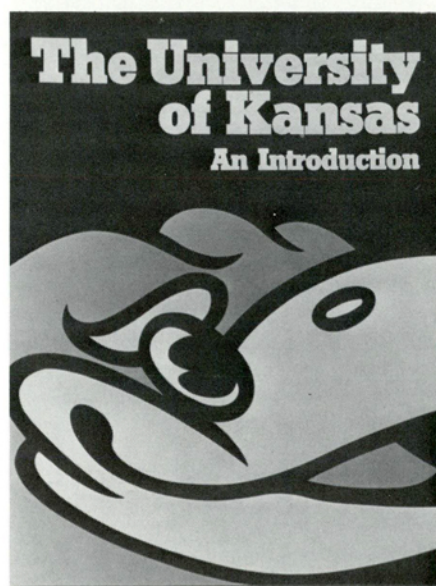
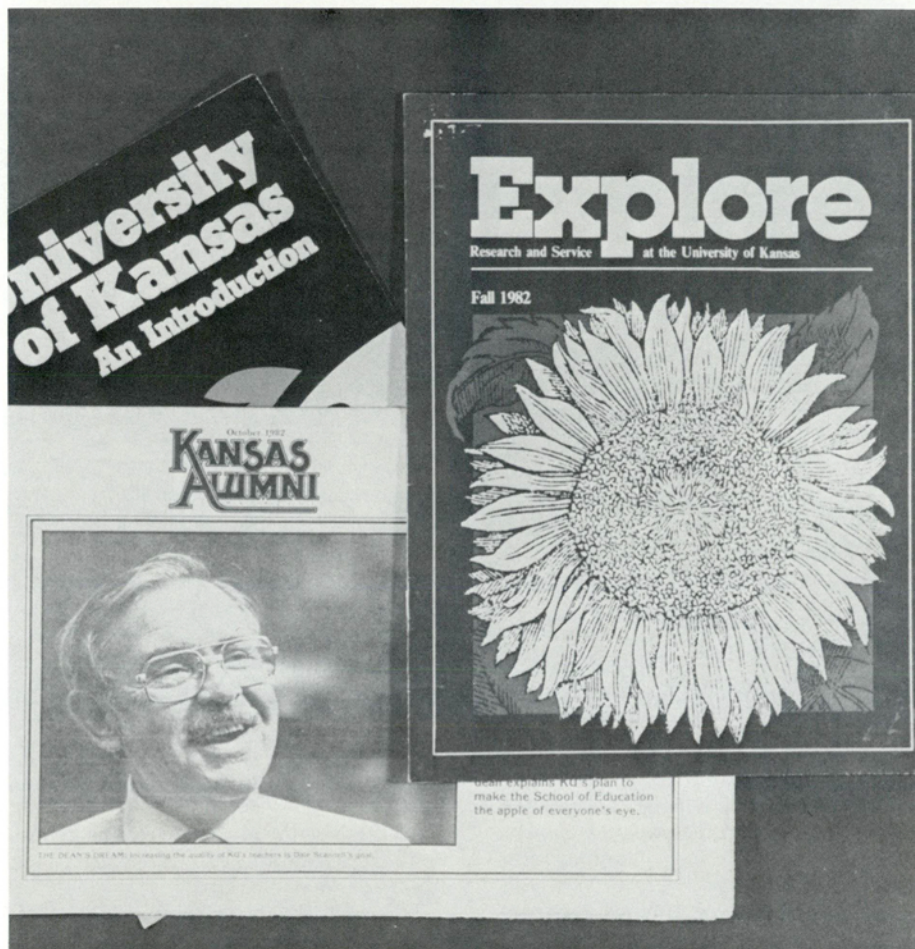
Said Roger Martin, editor, "Good writing comes from using precise verbs." Martin received a master's degree in 1973 from KU.

Martin and Liz Pennisi, a graduate student in the J-school, are the main writers of *Explore*. They cover research topics in the areas of science, medicine, humanities and social science. About 4,000 copies of *Explore* are sent throughout Kansas and across the country.

A special merit award in excellence in visual design was awarded to University Relations for its 1982-83 cover of the General Information catalog.

Jeannot Seymour, assistant director of communications and designer of the winning cover, said that in the beginning there was some controversy over using the cover. The cover is an enlarged head of a jayhawk on a black background. Seymour said that black was considered a sophisticated color and that some people liked it but others did not. Despite objections, Seymour went ahead with her design.

Seymour attended KU from 1934 to 1936. She married and raised her family before returning to obtain a bachelor's degree in design in 1964.



The Council for Advancement and Support of Education recognized three KU publications this year.

Alberto Saldarriaga

Summer internship takes senior to New York and *Chemical Week*

Sitting at a desk in the offices of *Chemical Week* was not exactly what Deborah Seusy, Moline, Ill., senior in magazine, had in mind when she applied to the American Society of Magazine Editors Summer Internship Program.

"I had applied for the internship requesting a woman's magazine because that is where I thought I really ought to work," she said. "When I opened the letter and it said, 'Congratulations, you have a summer internship at *Chemical Week*,' I thought, 'Oh my gosh, they made a mistake. I don't know anything about science.'"

But while *Chemical Week* was not the magazine she had been hoping to work for, the experiences of the summer surpassed many of her expectations. "New York City is really the mecca of the magazine world. It's where everyone interested in magazines seems to be. You have all of the big ones there and you get a real good picture of what the magazine business is all about," Seusy said.

Although her acceptance letter told her that the summer position would be an editing internship, Seusy said that a lot of her work involved research and writing.

"My friend would be sitting around making up lists like 'Habits men have that aggravate women.' I mean really, that's

what these people do. Here I was worrying about chemicals and the Food and Drug Administration's approval, and my friend was making up lists. I couldn't do that," she said.

Seusy said that her work was usually very involved. "I got some real good experience. The first day I got to work there was a big file on my desk. I was told to read through it — it was on a court case — to research it and to write it up. That was generally the way it worked through the summer. I always had a number of things I was working on. They gave me a lot of responsibility, and it felt good to know I could do the job.

"I also had a chance to learn about a lot of other magazines. Every week the students in the program would get together for lunch and hear a speaker from one of the magazines. That was very valuable, plus just talking with the people who were working at the other magazines. I had another friend who was working at *Sports Illustrated* and a friend working for *Forbes*."

Seusy said that the summer experience gave her a clearer idea of the magazine industry and how some of the many pieces fit together. "After seeing how the magazine world operates, I feel a lot more confident. I don't want to sound like the

industry expert, but I have a better idea of how it all works and I discovered that people who work at magazines are human beings who have started out in many different ways. There is not a single way to get into the business.

"Before I spent the summer in New York, I thought that I could never work there in the magazine business. I didn't know the right people and I didn't know how they worked. But now I have a much clearer idea of how it fits together and what it takes to make it there.

"I learned that people in New York are real pushy and aggressive, and when you go to New York City, you give up some things — your privacy for example. But on the other hand, the city is a place where you can see everything. It's all there. When the program was over, I stayed two extra weeks because I didn't want to leave. But, neither did I have such an idealistic view of the city. I realized what was involved; my summer there had given me the chance to see that."

Seusy said the experience on the magazine had been very valuable. If she returns to New York, she thinks she can pick up a loose end somewhere and weave it back into something. It is a possibility she had never considered before heading East.

Harper's many interests include supporting son's rock band

Nan Harper is not always easy to find. When she is not teaching a section of the Magazine in American Society, she may be in her third floor office talking to students.

She may also be working on one of her free-lance projects, overseeing a fund drive as residential co-chairman for the United Fund, watching her daughter perform in a play, or attending a rock concert.

In fact, Harper, a part-time faculty member, has gone to a lot of rock concerts in the past two years. Her son John, 17, plays lead guitar for the Mortal Micronotz, a locally popular band whose audience is growing.

"It's been fun to watch them develop a following and their own brand of showmanship and music," Harper said. "We thought at first it might be a phase. But it isn't."

Harper said her son started the band around Christmas of 1981, after teaching himself to play the guitar. He and three high school friends got together to write

their own music and form their own sound.

"Their music is ... rock 'n' roll," Harper said. "It's not New Wave and it's not punk rock. And it's definitely not disco."

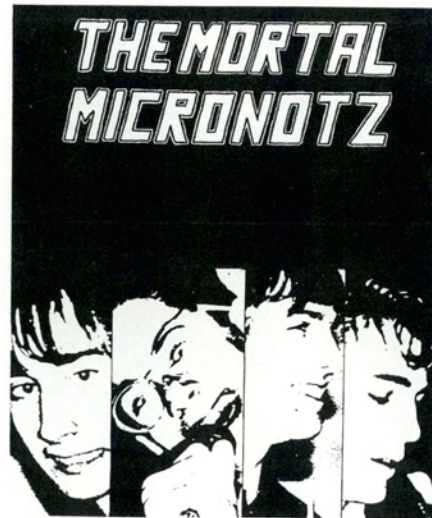
After a successful first album, two extensive tours and fan mail from as far away as Holland, the Mortal Micronotz recently released a second LP with good reviews.

"We're really proud of the follow-through and all the work that goes into the band," Harper said. She added that, since John acts as the group's promotional director and manager, he has made the experience part of his education.

"Several of my acquaintances said when John became involved in rock music his brain would boil or rot or whatever," Harper said. "But he's proved that that isn't the case. He's a National Merit semifinalist and studies hard."

Harper said her son would probably attend KU in order to keep working with the Mortal Micronotz. "He'd like to live

as a rock star," Harper said, laughing. "But he is preparing for other things, too."



John Harper, son of Nan Harper, journalism instructor, and his band the Mortal Micronotz, have released their second album.

New *Kansan* technology enhances efficiency and improves news content

Three advances in the *Kansan's* technology are helping to enhance its efficiency in news delivery.

The addition of a United Press International photo machine, a UPI satellite dish and a computerized advertisement composer are the latest improvements in the *Kansan's* technology.

The photo machine receives news, feature and sports photos from all over the world through a telephone wire. The machine produces a finished photograph, ready for reproduction, about every 10 minutes, 24 hours a day. These wire photos signal a great improvement for this semester's *Kansan*, according to Doug Cunningham, managing editor.

"They have added greatly to the flexibility and news presentation of the paper and offer an important perspective on national and world news the *Kansan* didn't have before," he said.

The *Kansan* was one of UPI's last clients to change to a satellite dish delivery of wire news, said Paul Jess, professor and general manager of the *Kansan*.

Since the spring 1983 semester, the *Kansan* has been using a satellite dish to receive UPI wire news. The main result of this change, Jess said, was "reduced overhead for UPI." The installation of the



The Ad Comp sets up and arranges type to help increase production efficiency.

Lauren Peterson

dish means that UPI need no longer pay AT&T for long distance data-phone service.

"It's a break for them, not for us," Jess said.

The *Kansan* now pays UPI about \$800 a month for the service.

Finally, the advertisement composition video terminal, or Ad Comp, brings the increased convenience of computer technology to the *Kansan's* advertising department.

The composer, which is a special ter-

minal in the *Kansan's* computer system, allows the advertising staff to set its own type, as the news staff has been doing since last fall. Instead of laying out and delivering ads to the printer, the ad staff now sends ads over the telephone line to the KU Printing Service.

The composer can typeset up to about one-fourth of a page at a time and uses 24 different typefaces that can be enlarged or reduced over a range of point sizes at the touch of a button.

The *Kansan* receives five-star rating and qualifies for Pacemaker contest

The *University Daily Kansan* has done it again.

The *Kansan* has been rated by the Associated Collegiate Press as a five-star All-American newspaper, the highest rating given by ACP. The *Kansan* received stars in all areas of competition: coverage and content, writing and editing, opinion, design and photography, and art and graphics.

The five-star rating automatically qualifies the paper for the Pacemaker competition. According to Paul Buys, ACP's director of critical services, the Pacemaker is given each year to campus newspapers in five size categories across the nation. The *Kansan* won the Pacemaker award in 1971, 1975 and 1981.

Buys also said there were only 50 five-star ratings awarded nationwide this year, and the *Kansan* had consistently received the five-star rating.

"The *Kansan* displays all essentials of good journalism," he said, "as well as providing extra and exceptional work in the areas of display and design."

Paul Jess, professor and *Kansan* adviser, said he was proud of his staff. "It's a good feeling to have someone say you're doing a good job," he said, "especially when reporters and editors are spending 60 to 70 hours a week on the paper."

But Jess sees the rating service as more of a morale builder than a learning tool. "Our faculty, advisers and staff have a good idea of what a good newspaper is," he said. "The rating isn't as helpful to us as it might be to smaller papers whose staffs are feeling their way along with their newspapers."

Besides, Jess said, judges often differ in their criticisms of the paper. "There's variation from judge to judge. Some judges are more realistic when giving

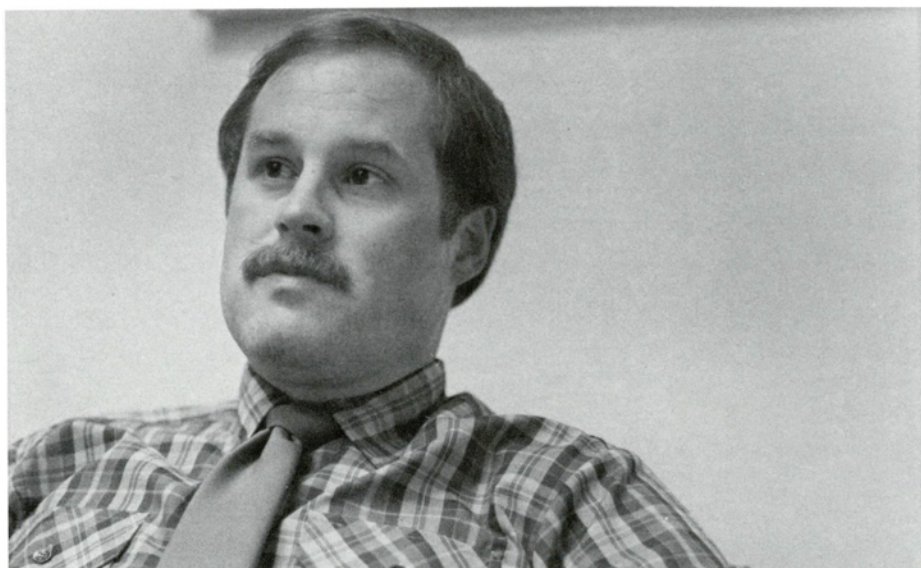
points."

The *Kansan's* strongest areas, according to Judge Pete Townsend of Miami Dade Community College, were photography, news coverage, news writing and editing and editorial writing.

"The KU journalism professors have turned out an excellent group of reporters, writers and editors," Townsend said.

Jess said it was interesting to note the suggestions for improvement Townsend made — headline and page design and sports page content. "The areas this judge criticized strongly also were the things that Mark Ziemann, *Kansan* editor, saw as weaknesses and changed in the fall *Kansan*," he said.

Of 4,000 possible points, the *Kansan* received 3,780 points for the 1983 spring semester.



Chuck Chowins, assistant professor, worked as an intern at the Lawrence Daily Journal World as circulation marketing coordinator.

Alberto Saldarriaga

Journalism scholarships help students in need

Journalism students with financial need have a good chance of getting aid through one of the 36 scholarship funds at the School of Journalism, according to Mary Wallace, assistant dean. There are also several prize funds available. The school gave over \$50,000 to students for the 1983-84 school year.

The scholarships include a new \$1,000 scholarship honoring Stan Rose, chairman and publisher of the *Johnson County Sun* newspapers of Overland Park. The scholarship is awarded to a student who excels in editorial and/or feature writing.

The head of each sequence and Wallace select most of the scholarship recipients.

There are also several national competitions, such as one sponsored by Gannett, which picks its own winners. This year there are three Gannett scholars at the school, each of whom won \$3,000. Harris Enterprises of Hutchinson provides two scholarships of \$3,000 each to two students for their junior year. The scholarships are renewable for the senior year if the students do well. The Harris scholars are chosen after interviews by a committee of Harris officials and journalism faculty.

Wallace said many of the larger scholarship funds were broken up into smaller scholarships to help more students and some were specified for certain sequences or for students from certain locales.

The largest fund is given by Mr. and Mrs. Norris Wooldridge in memory of their son, Roger, a journalism student who was killed in an auto accident in 1973. This year there are eight Wooldridge scholars. The recipients must be graduates of Kansas high schools. The Wooldridges hold a dinner for their scholars each year, and this year's dinner was on October 14, right before Editor's Day. The Media Resources area of the Reading Room was dedicated to Roger's memory on Editors' Day.

News Notes written by Anne Amoury, Dawn Graham, April Hackathorn, Judith Hindman, Donald Jugenheimer, Lauren Peterson, Margaret Safranek, Alberto Saldarriaga, Laurie Samuelson, R.D. Sands, Linda Scott, Trish Snyder, Anita Valdivia, and Cheryl Waldron.

Chowins interns in circulation at *Journal-World*

Last summer, Chuck Chowins, assistant professor, had the opportunity to work in an eight-week internship position at the *Lawrence Daily Journal-World* as the newspaper's circulation marketing coordinator.

That position was designed by the *Journal-World* to pull together the newspaper's promotion, training and marketing aspects.

In addition, Chowins spent much of the summer with Keith Wood, *Lawrence Daily Journal-World* circulation manager, planning for the production and distribution of Gannett's *USA Today*, which will be printed by the *Journal-World* beginning in early 1984.

They worked on staffing needs, timing patterns, and various production aspects of this new venture.

The *Journal-World* will be responsible both for printing *USA Today* for Midwest distribution and for home delivery and single copy sales of the national newspaper.

As *Journal-World* circulation marketing coordinator, Chowins focused his efforts on increasing the newspaper's circulation in the home delivery city zone.

"It appears this goal is being achieved due in large measure to our stepped-up efforts last summer," Chowins said.

He concentrated on increasing the *Journal-World's* circulation to nonsubscribers and former subscribers in the

Lawrence area, and increasing circulation to KU students this fall.

His specific responsibilities were to develop, design and implement a number of new circulation marketing aspects such as carrier contests and promotions, a carrier training program, advertisements and promotions for nonsubscribers and direct mail campaigns.

Chowins edited scripts and helped produce eight cable television spots aimed at nonsubscribers. He also worked with Lawrence's KLZR radio station to develop spots and schedule a promotional night (KLZR 106 Night) as part of the circulation campaign.

He said that last summer was the first time one person had sole marketing responsibilities for the *Journal-World*.

"It is possible that in the future a person may be hired permanently to handle circulation/marketing/promotion responsibilities. If the efforts last summer result in increased bottom-line results then it is likely that such a position will be funded," he said.

"The summer's experience at the *Journal-World* was both exciting and rewarding. I had an opportunity to learn more about specific aspects of the circulation department, and it was fun to be involved with the development of plans for printing and distributing *USA Today*.

"I hope that future summers may be spent refining and building on what was begun last summer," he said.

An Officer's Affair With His Car

KU graduate student Bob Perrich flies helicopters for the U.S. Army and drives a Model A in his spare time.

Bob Perrich's affair with his 1929 Model A Ford has been like one of those bittersweet love stories in which neither time nor distance are able to ruin a romance.

Perrich, a major in the Army and a graduate student in journalism last year, and his 55-year-old green and black Model A Ford have survived at least seven long-term separations which have taken Perrich to Germany, Alabama, Korea, Kentucky, Washington, Missouri and Kansas while his Model A has been left behind in storage.

It seems as though not even the Pacific Ocean will be able to break this story of faithfulness.

Perrich will be in Hawaii for three years, beginning in January, working as a public affairs officer for the Army while his Model A will remain on the mainland, waiting faithfully in the darkness of Perrich's garage in Colorado Springs, Colo.

The affair between the car and the Army officer who loves old things began back in the '60s when Perrich was an industrial studies major at San Jose State University.

Perrich bought the Model A in 1967 for \$400 when he

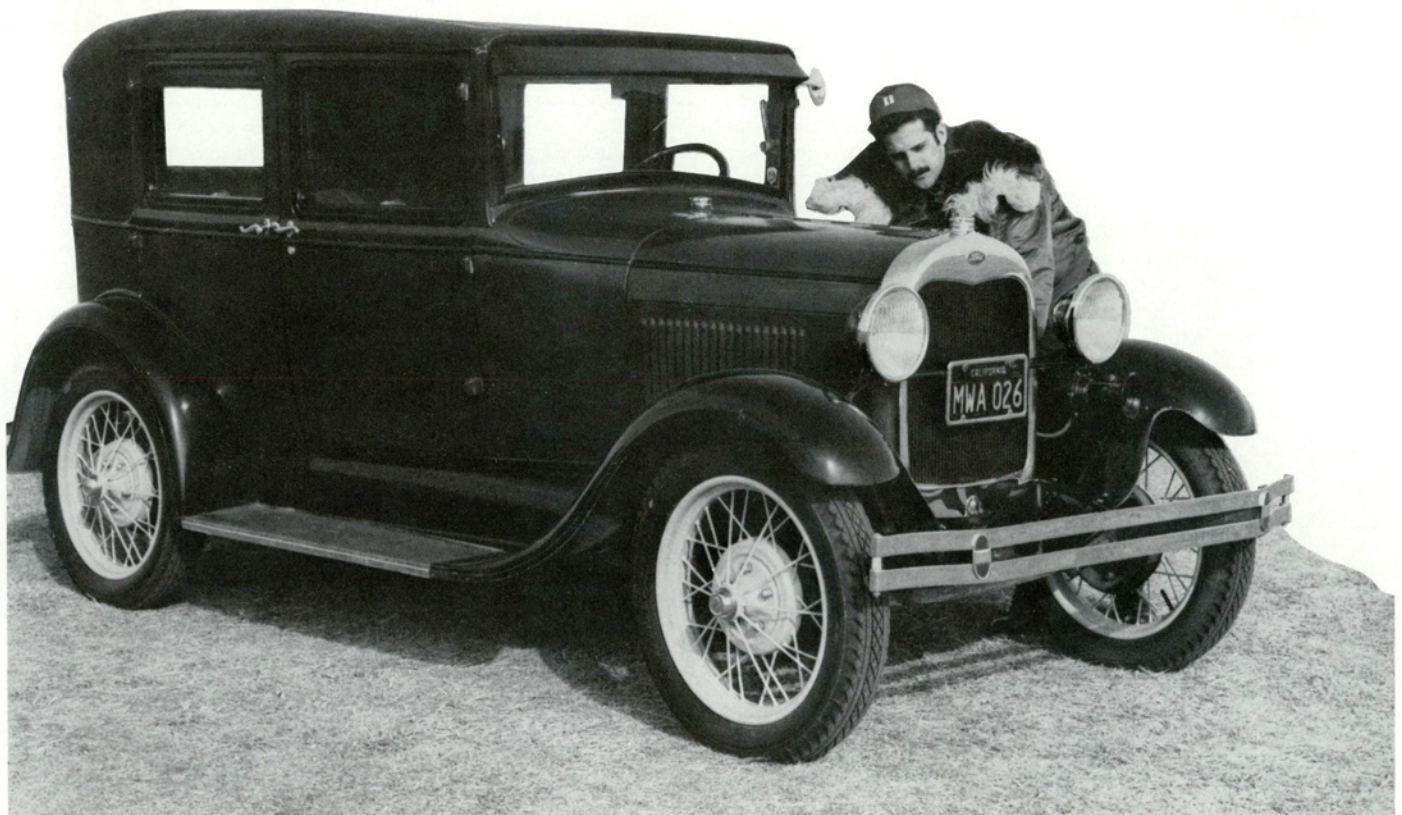
was 18. He worked on it for about a year, investing \$850 in spare parts and repairs. He did all the labor himself, devoting long hours of work to rebuild the engine and restore the body.

"First, I rebuilt the engine, the transmission and the drivetrain. I got new tires and I rechromed the metallic parts," Perrich said.

During college at San Jose State, Perrich drove the Model A every day — for a variety of reasons. Perrich used the car on dates and in Fourth of July and Founders' Day parades. He even used the car to camp in Yosemite National Park.

"The car was *the* sensation in town," Perrich said. "Everybody used to look at it; people used to praise it at the stoplights, and I remember older people coming up and telling me that they also had had a car like mine in the past.

"I bought the car because I am a nostalgic person. I love old things. It's my way of holding on to the past and preserving an American legacy. I think it's a good way to



Perrich makes last-minute preparations for his 1,540-mile trip to celebrate the U.S. bicentennial.

remember years that were very good for the United States.”

Perrich himself is a mixture of the old and the new. His regular job in the army, before switching to public affairs, was an aircraft maintenance test pilot on the new Black Hawk helicopter.

In 1983 Perrich, 35, worked toward his master’s degree in journalism through the cooperative degree program, a joint effort between the University of Kansas and the U.S. Army.

In Hawaii, Perrich will not be involved with helicopters or cars but with the press.

“I wish I could always have my car with me and drive it,” Perrich said. “My family enjoys going on Sunday picnics in the Model A, but we can’t always have the car because we have to move a lot in the Army. I can’t take the car with me every time I move.”

Perrich and his wife, Linda, have two children and are expecting a third child in April. He has many stories to tell his family about his Model A.

One of the most colorful is the 1,540-mile trip he took in his Model A during the U.S. bicentennial.

“I wanted to do something to celebrate the bicentennial of my country. I was stationed in Colorado Springs and my car had been stored for four years in Los Gatos, Calif. I decided to drive it from San Francisco to Colorado Springs.

“Four of my sergeants told me each of them would take responsibility for one of the four states on the trip — they would come and get me if I had trouble. That convinced me to attempt the trip,” he said.

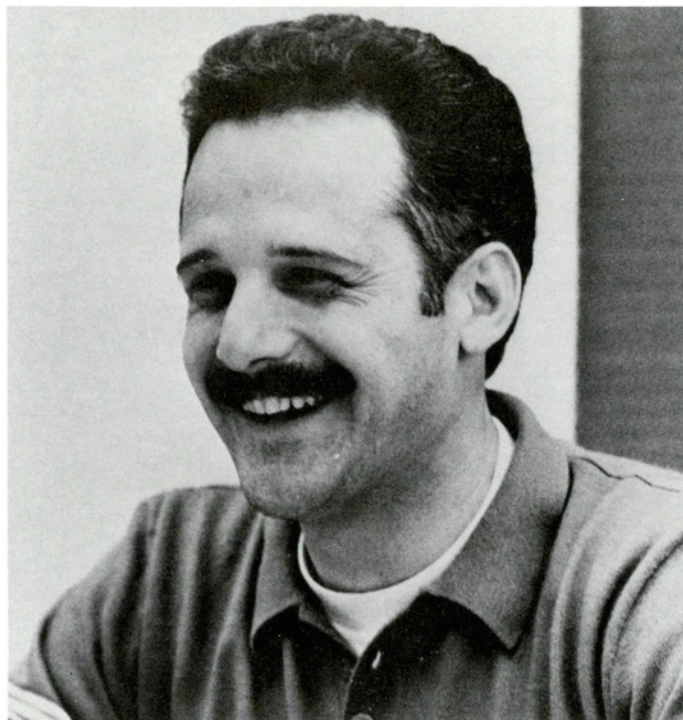
Perrich picked his car up at his home in San Jose and began the 52-hour trip through California, Arizona, New Mexico and Colorado, in the cold February of 1976.

“I hit a blizzard driving through New Mexico. It was about 20 below and I had snow coming in from every crack and corner. The snow was about one-inch deep on the floor. In an effort to keep warm,” he said, “I put an old hamburger wrapper between the floorboard and the clutch pedal to stop the wind from coming in.”

Perrich recalled that a few miles out of the storm he pulled his car into a gas station. A new Ford pulled alongside, and the driver remarked that he didn’t think Perrich could make it through that storm. Perrich told him he didn’t think so, either. The driver made a few snide remarks about Perrich’s Model A.

A few miles down the road, Perrich spotted the Ford spun out on the side — stuck. “It was a real pleasure driving him back to the gas station even though he kept complaining that there was no heater in the car,” Perrich said.

Perrich said only two things went wrong with the car during the trip. The windshield wiper line broke, and he had to cut a wooden plug out of a nearby telephone pole and fix the line with it. Then he had to stay overnight in Gallup, N.M., because the rear main seal on the engine started leaking. After the car cooled down, the leaking stopped.



Alberto Saldarriaga

Other than that, Perrich said he never turned off his car during the three-day trip. He bought all his meals at the drive-up windows of McDonald’s along the way.

Perrich arrived safely in Colorado Springs after his solo trip in which his Model A averaged 40 mph. The old vehicle not only conquered snow storms and new Fords but also the Mojave Desert and the Rocky Mountains.

Since 1976 the Model A has been left behind in Colorado Springs while Perrich travels the world from assignment to assignment.

Last time he saw his car was in August 1983, when Roy Trumble, also a major in the Army and a graduate student in journalism at KU last year, and this writer helped Perrich to move and store the precious antique inside a plywood enclosure built in his garage in Colorado Springs.

Perrich and his helpers lifted the beautiful machine of the late ’20s over four jacks so the tires Perrich had imported from Brazil would not have to bear the weight of the car during the three years he would be in Hawaii.

Underneath, Perrich placed the parts for the 1924 Model T Ford Roadster that he hoped to restore in the future.

In truth, Perrich has had more than one love affair with an automobile. He has owned 14 Volkswagen Beetles in 10 years. In 1980, he bought and restored a 1948 Chrysler, which he used to drive between Fort Leavenworth and his journalism classes at KU last year. He also owns a VW convertible, and last September he sold a 1970 VW Beetle, a 1970 Volvo station wagon and a 1966 VW Beetle.

He reflected, “They just don’t make them like in the old days.”

Alberto Saldarriaga is a graduate student from Bogota, Colombia. He will finish his master’s in May 1984.

1 · 9 · 4 · 0 · S

Lawrence R. (Larry) Blair ('41) retired from his job as a technical editor for the Douglas Aircraft Company in Long Beach, Calif. He has moved to Manteca, a town in the San Joaquin Valley. **James Gunn**, ('47) science fiction writer and KU professor of English, won the Hugo Award for a book of criticism on Isaac Asimov. The Hugo is the science fiction field's highest award.

1 · 9 · 5 · 0 · S

Ron K. Miller ('59) has been named advertising manager of the Agricultural Chemicals Division of Mobay Chemical Corp. in Kansas City. **Jack Stonestreet** ('54) reports that he is semi-retired from his sales management career and spends most of his time playing golf, baby-sitting his two granddaughters, and officiating football and basketball games. He played varsity baseball at KU and returns each fall for the "old timers" baseball game here. **David Webb** ('57) now lives in Richmond, Va., where he does evangelistic work and free-lance writing for Christian publications. **Charles Whalen Jr.** ('59) is with Towle Silversmiths in Newburyport, Mass. He lives in Boxford.

1 · 9 · 6 · 0 · S

Anthony Thomas Chop ('67) is an account executive for Batten, Barton, Durstine & Osborn Inc. in Shawnee Mission. **George DeBord** ('60) is editor of the daily *San Luis Obispo County Telegram-Tribune*. **Mark Dull** ('61, MSJ '68) gave the commencement address last spring at the Antonelli Institute of Art and Photo-

Editor's Note: Students who receive degrees in August and December are classified as members of the following class year.

graphy in York, Pa. He is vice president and account supervisor of the Trahan, Burden & Charles Advertising and Public Relations Agency in Baltimore. In 1982 he won a CLIO Award for the best U.S. television commercial in the "foods" category for his Schmidt Baking ad. Mark and his wife, Melissa, live in Lutherville, Md. **John Erickson** ('65) is a scout executive for the Sioux Council of the Boy Scouts of America in Sioux Falls, S.D. He and his wife, Sarah, have two sons, Tom and Mike. **Connie (Myers) Gaston** ('67) has three sons and lives in Wichita. Her husband, Barry, is owner-manager of KFH-KBRA and WREN radio stations. **Joseph L. Godfrey** ('68) received his M.D. degree from KU in May. **Mike Harris** ('61), publisher of *The Chanute Tribune*, is the new president of the Kansas Press Association. **Donald Hunter** ('67) is publisher of *Home Center* magazine. It is a monthly national business magazine published in Chicago that serves home improvement retailers. Donald lives in Glendale Heights, Ill. **Keith A. Issitt** ('66) is senior vice president at Strategic Promotions Inc. in Dallas. He is responsible for sales and administration. **Judi (Young) Knapp** ('63) does public information work for the Pioneer Multi-County Library System in Norman, Okla. **Beverly (Heath) Lake** ('68) and her husband, Joe, opened a new restaurant called Lake's Landing in Smithville, Mo., in October 1982. They live near Stewartsville, Mo., and have two children, Randy, 5, and Ryan, 3. **Mary Dunlap Stein** ('66) has her own business, MD Communications, for medical writing, editing and photography in Manchester, Conn. She and her husband, Donald, celebrated their first anniversary in August. **Doug Yocom** ('60) is an editorial writer on the *Portland (Ore.) Journal*.

1 · 9 · 7 · 0

Beth (McRobbie) Janeczek and her husband, Joseph, live in Bowie, Md., with their one-year-old daughter, Julia. **Scott Killough** and his wife, Susan, have another daughter, Elizabeth "Betsy" Brier, born March 12 in Lawrence. Daughter Katie is now 3. **Linda Phelps** is director of circulation for the *Kansas City Business Journal*.

1 · 9 · 7 · 1

Don Baker married Mala Diane Johnston on April 9 in Lawrence, where they make their home. Don is district representative for Adams Business Forms. **Mike Tharp** and his wife announce the birth of a son last February. Mike works for the *Far Eastern Economic Review* in Tokyo.

1 · 9 · 7 · 2

Vicki (Phillips) Bullard is now a press aide assisting the press secretary of New Mexico's governor, Toney Anaya. She was formerly a political reporter for the *Albuquerque Tribune*, and from 1977 to 1981 she covered the Colorado General Assembly for the *Colorado Springs Gazette Telegraph*. **Don Loncasty** manages systems development for North Supply Co. in Kansas City. He and his wife, Becky, live in Overland Park.

1 · 9 · 7 · 3

John Bailey is director of the Republican Agricultural Task Force in the U.S. House of Representatives. **Clarence J. "Clancy" Schmidt** is director of development for the St. Lawrence Catholic Center in Lawrence. **Tom Allen Throne** is managing editor of the *McPherson Sentinel*. **Roger Twibell**, a sportscaster for the ESPN network, does play-by-play for the NBA Sunday night games, anchors the Sportscenter desk and covers international track and field events. He lives in Avon, Conn.

1 · 9 · 7 · 4

Jeffrey Hutter is director of communications for the city of Louisville, Ky. Formerly he was a political reporter for a

television station. **Barbara Johnson** and her husband, Chad Posladek, announce the birth of a daughter, Chelka Joanne, on March 7 in Shawnee Mission. Barbara is a news announcer for radio stations KMBR and KMBZ.

1 · 9 · 7 · 5

Jim Kendell received a master's degree in public administration at the University of Wisconsin in Madison. He works in the Petroleum Supply Division of the Energy Information Administration in Washington, D.C. **Jan Seymour** is a publications editor for the Federal Land Bank of Wichita.

1 · 9 · 7 · 6

Douglas E. Campbell is technical writer/senior editor for the Systems Group of System Development Corporation in McLean, Va. **Janet Majure** edits copy for the *Kansas City Star*.

1 · 9 · 7 · 7

Conrad Bibens is a copy editor for the *Kansas City Times*. **Cathy (Benz) Sherran** (MSJ) and her husband, Pat, announce the birth of their daughter, Kathleen Elizabeth, on April 19. They live in Boise, Idaho.

1 · 9 · 7 · 8

Jim Cobb works for *Detroit* magazine and lives in Grosse Pointe. **John Faerber** completed a dental residency in Oklahoma City and in August joined a practice in Des Moines, where he now lives with his wife, Julie. **Roy Heatherly** is an account executive and also does promotions for *The Jackson Sun* in Jackson, Tenn. **Audrey Lee** (MSJ) is a staff member

of the Disciples of Christ Office of Communications in Indianapolis. **John McAnulty** is managing editor of *Bench Mark* magazine, the PR publication of Burns & McDonnell in Kansas City. **Vennie White**, of Show Low, Ariz., received seven first-place awards in the Arizona Press Women's annual competition for her photography and editorial work. She had the highest total of top awards for the year. **James Zirul** is now a physician practicing in Flint, Mich.

1 · 9 · 7 · 9

Marcy (Gloe) English sells advertising for television station KQCD in Dickinson, N.D. **Linda (Hineman) Gallagher** is news editor of *The Packer* in Overland Park. She and her husband, Michael, celebrated their first anniversary in April. **Leslie Guild** is a staff writer for the *Topeka Capital-Journal*. She received media awards in 1982 from the Kansas Bar Association and the Shawnee County Mental Health Association. **Carol Ann Hunter** is metro editor for *The Courier-News* in Bridgewater, N.J. **Hildy Ann (Cordes) McElvain** is assistant marketing manager for the St. Louis Suburban Newspapers. She received her master's degree in business administration and media communication from Webster University in St. Louis in May. Hildy and her husband, Rob, celebrated their first anniversary in September 1983. **Bill Newsome** completed an MBA in December 1982 and now works in the credit department of InterFirst Bank of Dallas. **Sheila Agnes Noonan** has joined Monsanto Co. as a media supervisor in the agricultural division in St. Louis. **Linda O'Keefe** sells directory advertising for Southwestern Bell and lives in Mission. **Allen Peachell** is an advertising writer for Westcom Communications in Winnipeg, Manitoba. He is working on the Manitoba tourism campaign and a new program that encourages the wearing of seatbelts. **Linda Jeanne Saiger** is marketing coordinator for Black & Veatch and lives in Mission. **Susan (Kulp) Stolle** received a law degree from KU in 1982 and is an assistant district attorney for Johnson County. She and her husband, Calvin, live in Fairway. **Melissa Thompson** is editor of *Host* and *Colorado Wildlife* magazines published by the North Suburban Printing and Publishing Company in Westminster,

Colo. **Leon Dale Unruh** is a copy editor for *The Wichita Eagle-Beacon*. **Jane Wilcox-Carreder** is sales manager for Manhattan Cable TV. **Laurel Wolkey** is a public relations specialist at Children's Mercy Hospital in Kansas City. **Thomas Edward Zind** is editor of publications for the computer division of United Telecommunications in Kansas City.

1 · 9 · 8 · 0

Margaret Barry is teaching and working on a master's degree in art history at Brown University in Providence, R.I. **Jeff Dozier** is manager of the Flint Hills Mall in Emporia. **Amy Gregg** went to Moscow and Leningrad with the Friendship Force Tour. She lives in Wichita. **Holly (Cadden) Jenks** is now working for *Home Center* magazine in Lincolnshire, Ill. **Debbie Kennett** (MSJ '82) has joined Smith & Yehle Advertising in Kansas City as an account coordinator. **Richard Link** is assistant vice president and promotion director for Lien Services in Chicago. **Scott D. McClure** is a benefit authorizer for the Social Security Administration in Kansas City. **Tony Middleton** lives in Downey, Calif., and works in the marketing department of AVCO Financial Services in Anaheim. **David Preston** was elected managing editor of the *Oklahoma Law Review* in Norman, where he is a second-year student at the University of Oklahoma College of Law. **Carolyn Patricia Reed** received an MBA from KU in May and is now employed by American White Goods in Kansas City. **Renee (Hilgenberg) Weisner** and her husband, Patrick, announce the birth of Frank Patrick on March 1 in Hays.

1 · 9 · 8 · 1

Michael Acton (MSJ) teaches courses in magazine layout/production and public relations at Clarke College in Dubuque, Iowa. **Jonelle Birney** is program coordinator for the Public Relations division of the Tobacco Institute in Washington, D.C. **Leslie Feagley** edits an employee magazine and produces video training films for a corporation in Dallas. **Robyn Kahn** is

the marketing coordinator for five electronics group magazines for Intertec Publishing Corp. in Overland Park. **Rick Kastner** is a law student at Washburn University in Topeka. **Tamara Newport Love** works as a public relations specialist for the Harris Hospital-Methodist in Fort Worth, Texas. This year she received an Addy Award for a brochure she produced and two awards of merit from the local chapter of the International Association of Business Communicators. **Carolyn S. (Kobolt) McClure** is sales manager for the Convention and Tourism Bureau Inc. located in Gateway Centre II in Kansas City, Kan. **Lori Menard** edits corporate publications for K-Mart Insurance Services Inc. in Dallas. **Dana Sue Miller** is assistant news editor for the *Kansas City Times*. **Kathryn A. Oldfield** is assistant editor of *Bank Marketing Magazine*, official publication of the Bank Marketing Association, in Chicago. **James Mark Pittman** has been promoted to city editor of *The Coffeyville Journal*. **Brian Purdy** is sports director and sells advertising for KIUL in Garden City. **Shari Schrufer** is an editorial clerk for the Fort Lauderdale (Fla.) *News/Sun Sentinel*. **Craig D. Templeton** is national communications director for Sigma Phi Epsilon fraternity in Richmond, Va. **Cindy Whitcome** is a writer/editor for the national headquarters of the American Heart Association in Dallas. **Carol Beier Wolf**, a KU law student, won the Intra-School Client Counseling Competition sponsored by the American Bar Association in February. **Judith P. Woodburn** is associate editor of *Milwaukee Magazine*.

1 · 9 · 8 · 2

Walter Bettis is a medical sales representative for Mead Johnson Nutritional Division in Wichita. **Mary Ann Clifft** (MSJ) was promoted in January to manuscript editor for the *Bulletin of the Menninger Clinic*. It is a bimonthly, scholarly psychological journal published by the Menninger Foundation in Topeka. **Chris Craig Cobler** is a reporter for the *Colorado Springs Gazette Telegraph*. **Kari Elliott** is a copy editor for the *Sioux Falls* (S.D.) *Argus Leader*. **Judith Galas** (MSJ) has been transferred to the New York bureau of Commodity News Services as an agricultural reporter covering commodity futures. She lives in Jersey City, N.J. **Kathryn Kase** reports for the

Amarillo (Texas) *Daily News*. **Larry Leibengood** is an advertising account executive for the *St. Petersburg* (Fla.) *Times*. **Phillip Marchbanks** is attending graduate school at the University of Oregon, seeking an M.S. in advertising. **Mark McClanahan** is an insurance broker for Sherebrooke Underwriting Agencies in Plano, Texas. He lives in Dallas. **Sally Milgram** of Kansas City has joined Barkely & Evergreen Advertising as media coordinator. **Mindy V. Moore** is assistant manager for Emerson/Nichols/Bailey Southwest Inc. in Irving, Texas. She lives in Dallas. **Vivian Pine** is promotion manager for two industrial magazines published by the Putnam Publishing Co. in Chicago. **Kate Pound** reports health news for *The Springfield* (Mo.) *Daily News*. **Melissa Rader** has completed a master's degree at Northwestern University and works as an account manager at Campbell Mithun, a Chicago ad agency. **Maj. Steven Rausch** (MSJ) is an action officer with the community relations division of the Army's public affairs office in the Pentagon. He lives in Burke, Va. **Kelly (Silver) Rayne** is a substitute teacher for the Paola, Osawatomie and Louisburg school districts. She and her husband, Patrick, live in Hillsdale. **Paul Snyder** reports for television station KSNW in Wichita. **Leslie Spangler** is a technical writer for Electronic Data Systems Corp. in Dallas. **Renee Youree** is hostess and entertainer at the AbraKDabra entertainment restaurant in Florissant, Mo. The restaurant features magic shows for children.

1 · 9 · 8 · 3

Larry D. Allison works in the ad sales department of the *Ark Valley News* in Valley Center. **Susan Allison** is a marketing assistant with the Alaska Repertory Theatre in Anchorage. **Cynthia Amundson** is attending law school at the University of Missouri, Kansas City. **Sharon Appelbaum** recently completed an SDX Freedom of Information internship in Washington, D.C. She now works as a reporter for the *Rochester* (N.Y.) *Times-Union*. **Michael Ardis** is a reporter for the *Junction City Daily Union*. **Coleen Ball** sells retail advertising for the Tuesday business section of the *Kansas City Times*. **R. Lynn Barnes** works in Washington, D.C., for the World Future Society, publisher of *The Futurist*. **Matthew Bartel** is a reporter for the *Newton Kansan*. **Linda Bauer** is a videotape

editor, camera operator and reporter for KSNT-TV in Topeka. **Marsha Bell** is a copywriter for *Yount-Moeller* in Tulsa, Okla. **Daniel Biehler** is the production manager for the *American Oil and Gas Reporter* in Wichita. **Benjamin Bigler** is a photographer for *The Coffeyville Journal*. **Philip Bressler** is a traffic manager for Ackerman & McQueen in Tulsa, Okla. **Martha Brink** (MSJ) married David Dale McCormick on April 9 in Kansas City. **Colleen Cacy** attends law school at KU. **Anne Calovich** reports for *The Coffeyville Journal*. **James Chappell** is a law student at Washburn University. **Jane (Forman) Cigard** (MSJ) works for Intertec Publishing Corp. in Overland Park. **Lisa Citow** is assistant production manager with Gams Chicago Inc. in Chicago. **Sandra Clark** edits copy for *The Philadelphia Inquirer*. **David Cook** is assistant media director with The Sunflower Group in Lenexa. **Thomas Cook** is associate editor of *Sound & Video Contractor*, Intertec Publishing Corp. in Overland Park. **Scott Cooper** is in sales with Jack Henry Clothing in Kansas City. **Amy Craig** is a copy editor for the *Kansas City Times*. **Daniel Cunningham** attends law school at KU. **Lillian Davis** is a reporter for the *Weatherford Daily News* in Weatherford, Okla. **Donald Delphia** is a photographer for the *Fremont Tribune* in Fremont, Neb. **Deborah Dennington** works in public relations for Club Travel Agency in Topeka. **Joseph Doherty** sells advertising for KEYN-KQAM in Wichita. **Timothy P. Doty** is a retail advertising salesman for *The Coffeyville Journal*. **Sheila Dressman** is a reporter and anchor for KSNW-TV in Wichita. **Barbara Ehli** completed a summer internship with *Hardware Retailing Magazine* in Indianapolis, Ind. and is now employed by Intertec Publishing in Overland Park. **David Evans** is a news photographer for KAKE-TV in Wichita. **Victor Finkelstein** attends law school at KU. **Stephen Flood** is in sales with PSI Hydraulics and Electronics in Kansas City. **Jim Flynn** works in sales for Moore Business Forms Co. and lives in Denton, Texas. **Paul Forio** is a media specialist for the U.S. Hispanic Chamber of Commerce in Kansas City. **Dave Gantenbein** is a news reporter and weekend anchor for television station KAYS in Hays. **Marjorie Gronniger** is a city hall clerk in Eudora. **Bonnie Grosser** is a graduate student in the School of Education at KU. **Lisa Gutierrez** reports business and state news for *The Examiner* in Independence, Mo. **Gretchen Haden** is assistant director of promotions for the Kansas City Kings. **David Hagen** works with the Harmon

True Pruitt Advertising Agency in Kansas City. **Tracee Hamilton** edits sports copy for the *Detroit Free Press*. **James R. Hawley** is a sports and news announcer for KSAL in Salina. **Julie Heaberlin** edits copy for the *Sioux Falls* (S.D.) *Argus-Leader*. **Charles Heinz** works in the sports department of KIUL in Garden City. **Natalie Herron** is in sales with Proctor & Gamble Distributing Co. in New Orleans. **Clayton Hunter** is an announcer and producer at KIUL Radio in Garden City. **Glen Huschka** is a sports and news announcer for KKOY in Chanute. **Thomas Hutton** reports for the *Hutchinson News*. **Kelli Jabara** is an account executive at KBEQ in Kansas City. **Monte Janssen** is a reporter at KAMC-TV in Lubbock, Texas. **Martha Jenkins** is a law student at Washburn University. **Janice Johnson** is a senior secretary for Cigna Health Plan Inc. in Dallas. **Margaret Justus** reports news for KLDH-TV in Topeka. **Melissa Kelly** attends law school at KU. **David Kyncl** reports for the *Independence Daily Reporter*. **Anthony Lacy** is working on an MBA at KU. **Steve Larrick** is a sales representative for the *Herald-Free Press* in Bolivar, Mo. **Julie Lenahan** is a technical writer for the Tandy Corp. in Fort Worth, Texas. **Mary Lesslie** is an editorial assistant with Intertec Publishing Corp. in Overland Park. **Adrian Marrullier** sells advertising for *Wind Rider Magazine* in St. Petersburg, Fla. **Ted Massing** is a sales representative for Moore Business Forms in Denton, Texas. **Joe McGowean** is working on a graduate degree in advertising at Northwestern University. **Mark McGreevy** is a sales representative for Alberto-Culver in Melrose Park, Ill. **Ross McIntosh** is a sales representative at KGIW/KAIQ in Alamosa, Colo. **Michael McKernan** is a sales representative and sports reporter at KVOE/KLRF in Emporia. **David McQueen** is sports editor for the *Atchison Globe*. **Mark Midgorden** is a weekend news photographer at KSNT-TV in Topeka. **Jonathan Milbourn** attends law school at the University of Tulsa. **Deanna Miles** edits copy for the *Hays Daily News*. **Dirk Miller** is a reporter for the *Peninsula Clarion* in Kenai, Alaska. **Julie Moomau** is a receptionist/account secretary at SCG Advertising Inc. in Overland Park. **Therese Mufic** is an assistant editor for *Home Center Magazine*, a publication of Vance Publishing Corp. in Chicago. **Christopher Nourrot** attends law school at KU. **Kathleen O'Leary** is a writer for the Department of Transportation's U.S. Highway Department in Washington, D.C. **Donise Osbourn** reports city and county government news for KMAJ and

KSKX in Topeka. **Timothy Parker** attends law school at Washburn University. **Karla Peltzer** is an account executive at Valentine-Radford in Kansas City. **Linda Pokorny** is a sales clerk and assistant at Harris Optical Shop in Mission. **Brenda Poor** is a news reporter and anchor at KSKX in Topeka. **J. Darrell Preston** is a reporter for the *Hays Daily News*. **William Raack** is news director for KVSF AM-FM in Beloit. **Laurel Ransom** completed a summer internship with the Missouri Restaurant Association in Kansas City. **Peyton Robinson** is an auditor at the Holidome in Lawrence. **Becky Rusk** is an associate editor for the American Academy of Family Practice in Kansas City. **Michael Scheopner** works at KIUL News in Garden City. **David Schmit** is in sales with Union Carbide in Long Beach, Calif. **Timothy Schnacke** attends law school at the University of Tulsa. **Matthew Spera Schofield** is a reporter for *The Coffeyville Journal* and covers police, fire, agricultural and business news. **Bruce Schreiner** is an Associated Press reporter in Kansas City. **Mark Smith** is editor of *The Record*, national magazine of Sigma Alpha Epsilon in Chicago. **Richard Sugg** is a photographer with the *Parsons Sun*. **Bradley Swisher** is a sports writer for the *Graphic* in Osawatomie. **Mary Wadden** is participating in a real estate investment training program with Balcor/American Express Inc. in Skokie, Ill. **Linda Walton** is studying law at Harvard University. **Andrea Warren** (MSJ) is editor of *Scotchtalk*, a newsletter for employees of Scotch Fabric Care Services, a local dry cleaning company. *Scotchtalk* was named the best employee newsletter in the textile maintenance industry in 1983. Andrea is also a free-lance writer. **Mary Ann Wiedeman** is editor of *Bits for Builders*, the magazine for the Home Builders Association of Greater Kansas City. **Lori Wilber** is employed by Summit Associated Marketing in Lee's Summit, Mo. **Victoria Wilt** is a reporter for the *Parsons Sun*. **Lee Winfrey** is assistant production coordinator at Golden West Television in Los Angeles. **Kirk Worthington** is in sales with Hoover Brothers in Austin, Texas. **Michael Wunsch** is a video editor at MCC Video Productions in Kansas City. **Mark Yearich** does layout, sells ads, rewrites copy and performs PR at *Showbusiness Magazine* in New York. **Yeva Zakaryan** is a sales representative for the *Kansas City Star and Times*.

Compiled by April Hackathorn, Anita Valdivia and Dallas Van Hoose Jr.



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