

*jayhawk*  
journalist

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SPRING '84

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Cover photo: Linotype machine in the Thomas C. Ryther  
Museum at the K.U. Printing Service

### staff

Nancy Arteberry, Charlotte Burriss, Valerie Cummins, Christy Fisher, Laura Fleek, John Hoogesteger, Laure Jones, Cindi Merifield, Donna Reed, Becky Rourk, Linda Scott, Gary Smith, Sarah Stephenson, Angie Sutcliffe, Ellen Walterscheid, Sharon Warner, Brenda Wesierski. Adviser: Lee F. Young, professor.

### credits

Cover design by Valerie Cummins. Cover photo by Gary Mason, associate professor. Printer: William Kukuk, Mainline Printing, Topeka.

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# Washington hand press:

## A reminder of the past

By Angie Sutcliffe

Sturdy and erect, the Washington hand press on display in Stauffer-Flint Hall sits across from the computerized newsroom of the *University Daily Kansan*, a silent reminder of the roots of journalism.

The press was given to the School of Journalism by Ferd Violand in 1952. Violand's gift, which was built sometime between 1850 and 1900, is an updated model of the first Washington hand press built by an American named Samuel Rust in 1827.

According to Thomas C. "Mickey" Ryther, professor emeritus, Violand thought the press belonged in a university collection because it was the last type of hand press made in the United States. Ryther said Violand hoped that the press, which was formerly used as a proof press at the State Printing Plant in Topeka, would help educate students about the history of printing.

The press served precisely that function in Ryther's printing lab class during the 1950s and 1960s. Ryther recalled that one day in class John Suhler, the son of the late Les Suhler, circulation manager for *Look* magazine, asked to print a form on the old press, which was used solely for demonstrations. Ryther had no objection but curiosity forced him to ask for an explanation.

"John said, 'I just want to be able to tell my grandchildren that I once printed on a Washington hand press,'" Ryther said. Suhler, who became publisher of *Psychology Today* and then president of CBS Publishing, is now co-owner of a magazine publishing consulting firm in New York City.

Violand, who owned his own print shop in Topeka, became associated with the University of Kansas when he was elected state printer. As the superintendent for the government-owned printing plant, he directed the printing of the yearly KU catalog and semester timetable because the University could not accommodate the large press run. Violand served three four-year terms as state printer, from 1945 to 1957.

In 1968, the Printing Service moved out of Flint Hall and into a new building on West 15th Street. The hand press was moved as well and has been set up on display in the Thomas C. Ryther Printing Museum.

The press was probably made by R. Hoe & Company, which succeeded the inventor in manufacturing Washington hand presses in 1834. A pamphlet from the company in 1853 advertised its patented Washington Printing



Photo: GARY SMITH

**Offering a perspective on the size of the Washington hand press is Jill Casey, Shawnee junior, news-editorial.**

Press as "elegant in appearance, simple, quick and powerful in operation." At that time, 10 sizes were offered: the smallest had a 14½ inch by 9½ inch platen with a bed 18 by 24 inches, weighed 710 pounds and sold for \$165. The largest had a 34½ by 43½ inch platen with a 38½ by 48 inch bed, weighed 2,270 pounds and sold for \$380. If the frame was made to be taken apart, there would be an extra charge of \$10.

Last year, after the most recent Stauffer-Flint renovation, the vintage press returned to the journalism school, where it now stands in an alcove at the west end of the first floor.

# *Kansan* staff well-educated in modern newsroom technology

By Ellen Walterscheid

Chattering typewriters and copy-editing pencils worn to the nub — this former newsroom equipment doesn't mean much to the present *University Daily Kansan* staff.

This semester marks the first generation of students who have spent their entire *Kansan* careers with the newsroom's electronic video display system, which was installed two years ago.

Now that the paper's old production processes are not only out of sight but also out of mind, Paul Jess, general manager and news adviser to the *Kansan*, thinks the paper is finally leaving its transitional stage.

"The staff is now geared to the more modern newspaper production processes," he said. "They're not constantly thinking about how it used to be."

Because the *Kansan's* front-end computer system eliminates re-keyboarding and proofreading at the printing plant, time and money have been saved in production, Jess said.

Deadlines are met routinely now. The press is running by 7 a.m. every day, and the paper starts to hit the streets shortly before 8 a.m. — more than two hours ahead of the old system.

In addition, since Jess became general manager two years ago, the press run has increased by 3,500 copies, bringing circulation to 16,000.

"We will probably keep pushing up circulation until we reach the saturation point," Jess said.

Besides production processes, several newsroom procedures at the *Kansan* have changed, too, according to editor, Doug Cunningham, Pipestone, Minn., senior in news-editorial.

"I had a bunch of goals when I started," Cunningham said. "One was to increase campus coverage. The campus desk is the heart of the newsroom now."

Cunningham also added the position of news editor to the staff. The news editor supervises all production on the paper, working with the copy and layout editors, ranking wire briefs and choosing photos.

"We needed someone to supervise in the production room, someone making news decisions," Cunningham said. The news editor has streamlined production, he said.

Another of Cunningham's goals is less tangible — a happy newsroom.

"I don't want any crying in the newsroom," he said in a mock gruff voice.

To this end, reporters are allowed one day off a week. Jess, too, has a goal for the *Kansan*.

"My ideal would be to print the paper in the middle of the night and circulate it while it's still dark," he said.

Although Jess is leaving the general manager post after this semester, he said he would recommend this change to the new general manager.

Earlier circulation would mean less traffic, he said, and the contract carrier could deliver the paper to residence halls and other living groups so students could read their papers at breakfast.

In addition, he said, an earlier printing deadline would make the *Kansan* a more realistic experience for students.

"As it is now, our deadline is an artificial one, just to get the kids home and to bed. There's quite a spell of dead time.

"When you can play with the copy 'til 5 a.m. and massage things, that's not really good training for the real world."

Jess is pleased with the transition the *Kansan* has made during the past two years.

"I really do think we're on a roll. I think we're doing things pretty well." ■



Photo: SANDI MOLES

Doug Cunningham, *Kansan* editor.



Photo: GARY SMITH

After spending more than 50 years on Jayhawk Boulevard, the KU Printing Service in 1968 moved to this location on West 15th Street.

# From the Shack to West Campus: The Evolution of the KU Printing Service

By Nancy Arteberry

At the turn of the century, in the dimly lit quarters of Old Fraser Hall, Chancellor Francis Huntington Snow needed printed labels for his insect collection. So he purchased a case of type and a small hand press.

Unknowingly, the science professor set the stage for the development of printing at the University of Kansas. For the next 80 years, changes in printing methods were to be the main factors in the formation and growth of the *University Daily Kansan*.

## CHAPTER I: Old Fraser Hall, 1905-1911

While Chancellor Snow and his students were cranking out insect labels for use in science laboratories, faculty members decided KU needed a printing service. In 1905, a hand-roller proof press was acquired, and a small print shop was set up in the dingy basement of Old Fraser Hall. For the next six years, the basement press would produce the alumni magazine, the *Graduate*, and the University's semi-weekly newspaper, the *Kansan*.

When, in 1909, the cost of doing the quickly expanding volume of work on the hand press became too high, the University decided to purchase a Mergenthaler Linotype. The Linotype was the newest model of typesetter and the pride of the faculty. Although it was expensive initially, the typesetter would prove to be economical in the long run by saving on publishing costs.

While printing was rapidly expanding in Old Fraser Hall, the University was growing and changing in other directions. Just down the road, where the east wing of Watson Library now stands, a department of journalism had been established in the basement of the Medical Building.

Merle Thorpe, the ambitious new department head, thought the University needed a daily newspaper. He convinced the Board of Regents that journalism students should have a practical laboratory and succeeded in getting the press moved, in December of 1911, from Old Fraser to the Medical Building.

Despite a terrible blizzard, the first *Kansan* was published Jan. 16, 1912.

## CHAPTER II: The Shack, 1911-1952

The basement of the Medical Building came to be known as the "Shack" and was to house both the department of journalism and the printing service for 40 years. The printing service, the "Journalism Press," was used as a training laboratory for aspiring journalists.

Training in the Shack was different from the journalism school education of today. Students were involved in all phases of production — getting hands-on experience while transforming print from the typewritten to the printed page.

"The kids learned far more about the mechanical aspects of journalism," said Calder Pickett, professor,

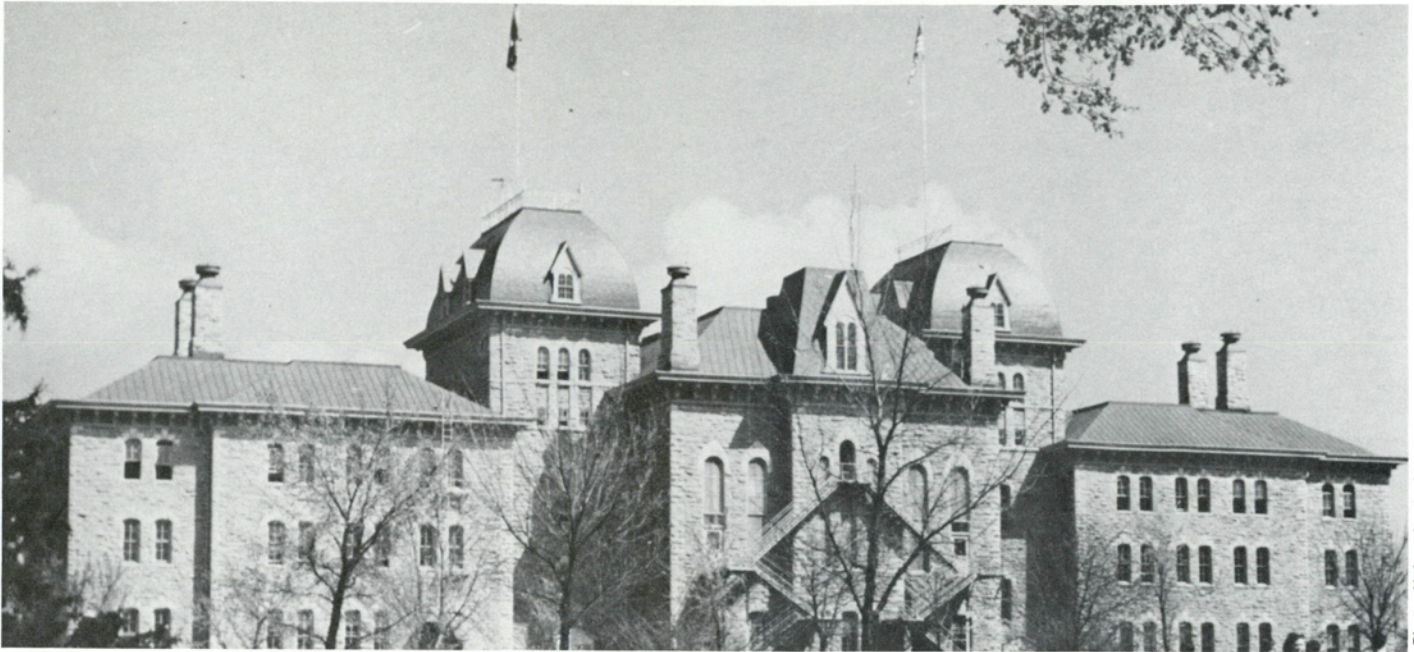


Photo: University Archives

**Old Fraser Hall — the home of KU's first press. The corner of the "Shack," its next home, is visible at far right.**

who was an instructor in the Shack in 1952.

"There was a real involvement between the printing staff and faculty and students. I knew them and they all knew me. The foreman used to bang on the pipes when he was out of copy," he said.

One of the foremen who banged on the pipes was Robert Jaeger, now assistant director of the Printing Service. He said the press was located below the news and editing rooms and the staff of the *Kansan* would send copy down through a metal chute.

At this time all the University's printing and publishing needs were filled in the Shack. Books, pamphlets and newspapers were printed and published in the same place by the same people. The name of the service changed from "Journalism Press" to the "University of Kansas Press."

Although its name changed, the all-encompassing function of the KU press did not, until the demise of the Shack in 1952. In that year, the Medical Building was destroyed, and the printing service was moved to the north side of the Old Fowler Shops, now Stauffer-Flint Hall.

### **CHAPTER III: Flint Hall, 1952-1968**

The University of Kansas Press moved to Flint Hall in the summer of 1952, and the first summer issue of the *Kansan* was published June 9, after a delay of less than two weeks.

Flint Hall was never an ideal place for a printing service. As the School of Journalism and the needs of the University grew, the need arose for the separation of the printing and publishing functions. In 1964, Raymond Nichols, executive secretary of the University, finally established the printing service as a separate entity. From that point on, the University Press would oversee book publishing, and the Printing Service would handle



Photo: University Archives

The interior of the first printing plant in the basement of Old Fraser. The press on the extreme left is now on display in the Ryther Printing Museum in the Printing Service building.

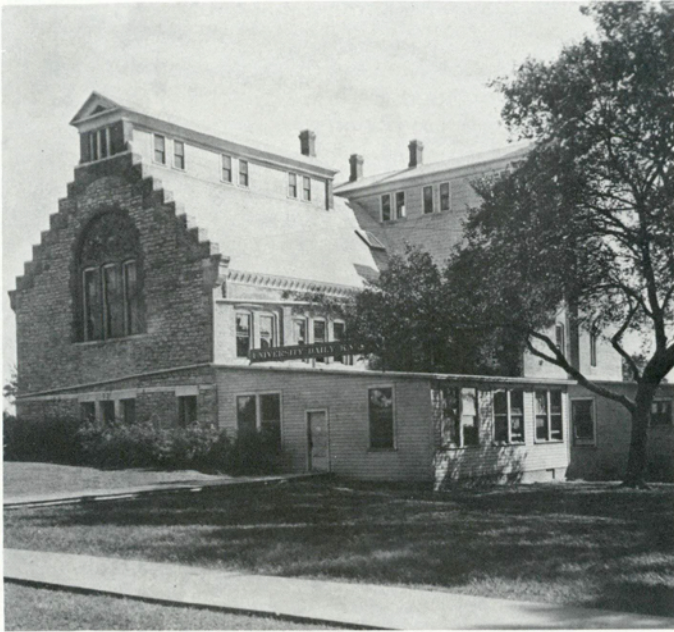


Photo: University Archives

The journalism "Shack," located where the east wing of Watson library now stands, printed the *Kansan* from 1911-1952.

most of the other University printing needs.

With the printing service in Flint, it got noisy at times. "You could almost feel the noise as the paper was printed," said Pickett. "But, having the service there made for a camaraderie and uniformity — we all felt we were part of an operation."

With the expansion of the journalism school, it was becoming increasingly difficult for Flint Hall to house the press. More students in the school meant less room for press operations.

"It got to the point where our printers had to step aside to let people walk by the press," Jaeger said.

For this reason, it was decided that a new building was needed for the KU Printing Service. The location of the new service was the cause of some debate. Thomas "Mickey" Ryther, who had been superintendent of the Printing Service for almost 26 years, advocated a location near Flint so that the printing and journalism functions could be together. He suggested the location where the Computer Center now stands, but Chancellor W. Clarke Wescoe did not want anything built on that property. After some debate, it was decided to move the Printing Service to the northwest corner of the University's property.

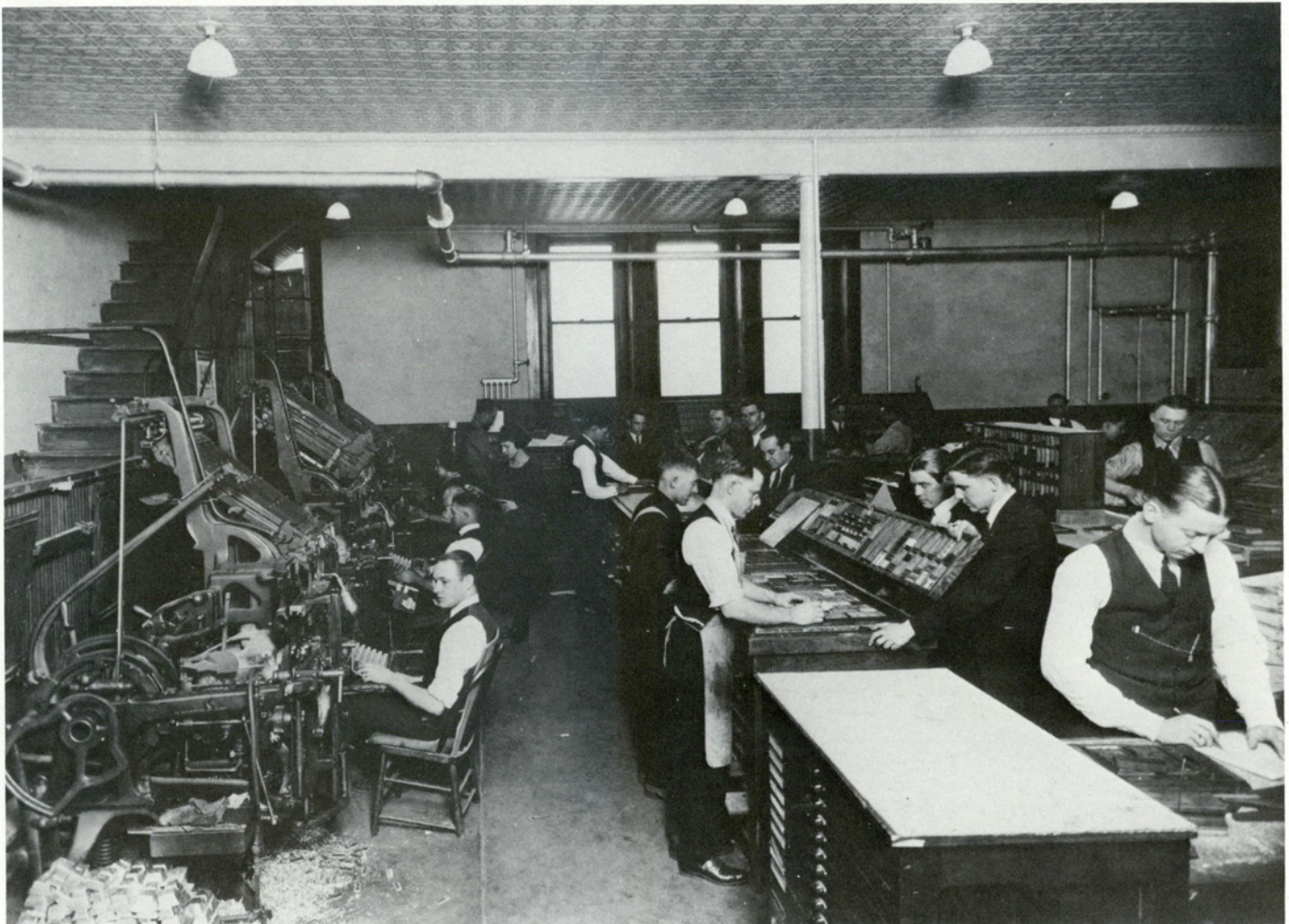


Photo: University Archives

The composing room in the Shack, 1921. Students work on linotype machines and the "make-up" stone.

## CHAPTER IV: 2425 W. 15th Street, 1968-present

In 1968, the KU Printing Service moved to its present location on West 15th Street.

The biggest advances in print technology since the move have been the evolution of the offset process and advances in the use of color. The offset process has almost put engraving houses out of business, and two-color and four-color presses have made color printing the rule rather than the exception.

Today, the Printing Service, under the direction of John Sayler, handles most of the University's printing needs.

"We have to reproduce almost anything the University requires, from business cards to magazines," said Jaeger. "We must be very versatile."

One of the Printing Service's responsibilities is to produce the *Kansan* five days a week. Jaeger said it used to take about three hours to produce 10,000 copies of the

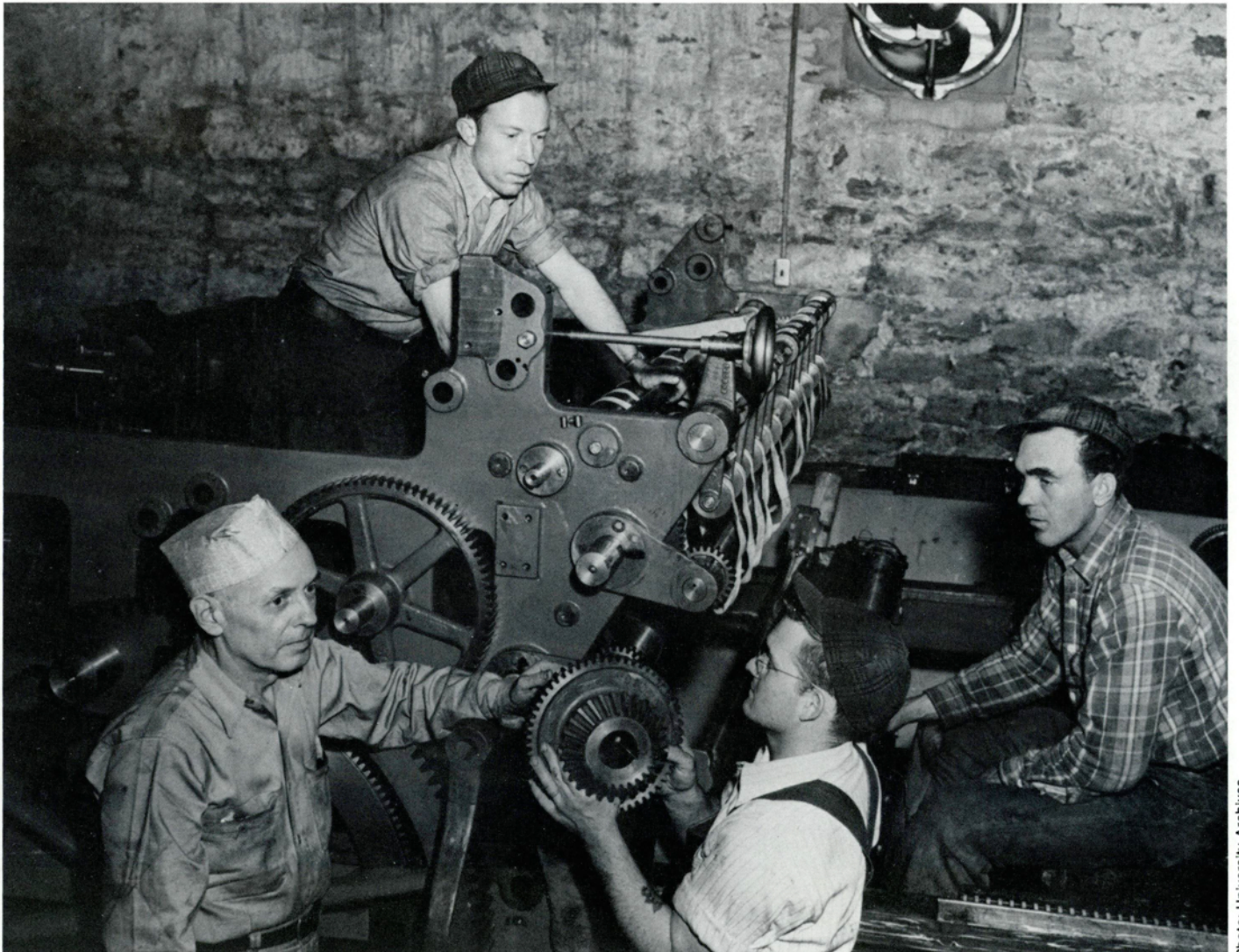
paper, and it now takes just more than an hour to produce 15,000.

The Printing Service opens at 5 a.m. to begin production of the *Kansan*. The day's news, which has been typeset and sent to the Printing Service by a phone-link computer system, is usually waiting to be printed when the first employees arrive. If all goes as scheduled, the first *Kansans* are on the street by 8 a.m.

## EPILOGUE

Changes in print technology and the growing needs of an expanding university led the Printing Service out of the depths of Old Fraser Hall into the bustling basement of the Shack, to Flint Hall, and, finally, to the clean, off-set world of the KU Printing Service building.

Today, remnants of KU's printing past can be seen in the Ryther Printing Museum in the Printing Service building. Mickey Ryther, professor emeritus, has collected an assortment of print memorabilia, which can be seen upon request. ■



Workmen assemble the press in the basement of Flint Hall after its move there in 1952.

Photo: University Archives



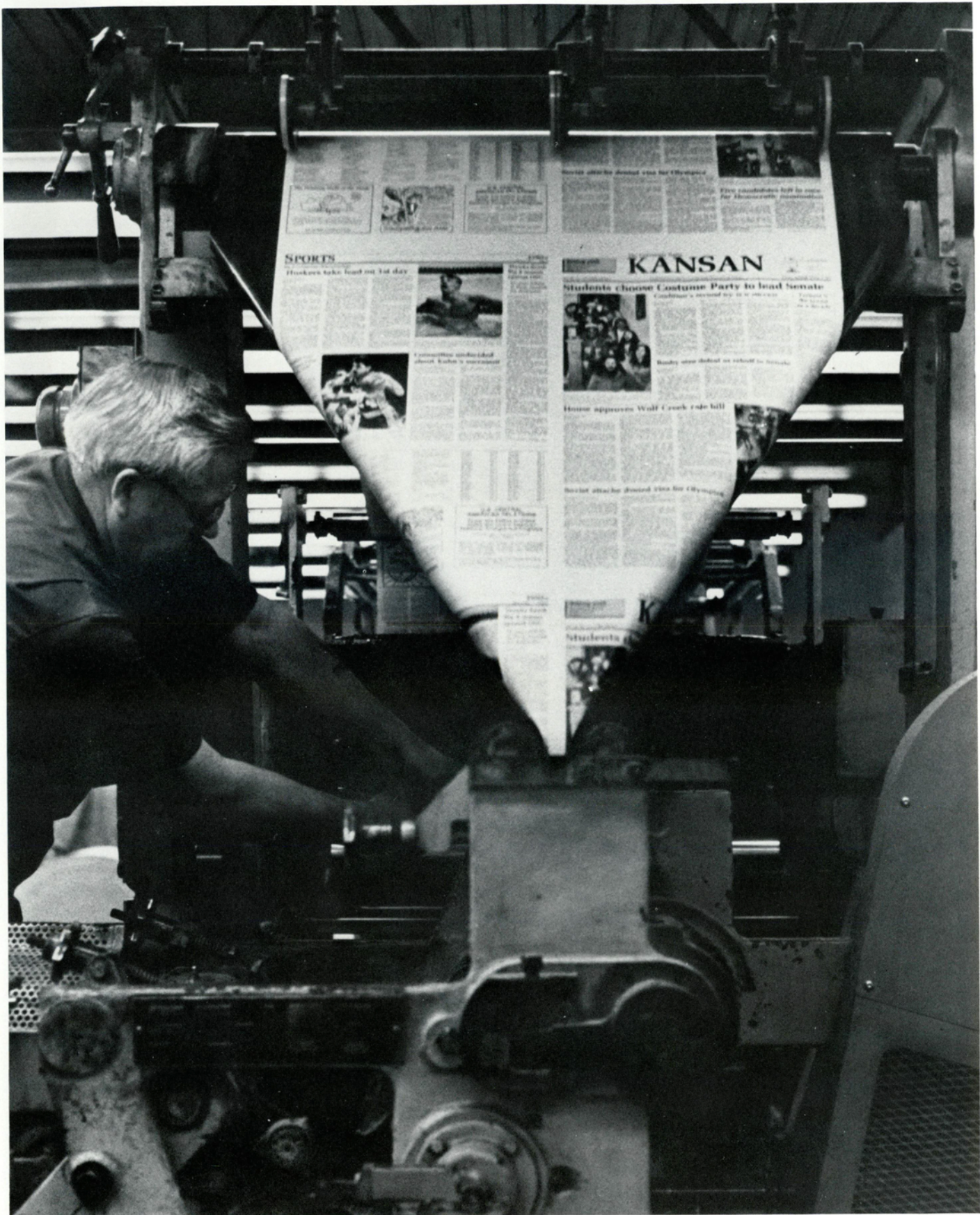


PHOTO: GARY SMITH

Otto Benson of the Printing Service greets the dawn by starting production of the *Kansan* at 5 a.m. In less than three hours, the newspapers are ready for distribution on campus.

# Enrollment of women in School of Journalism on the rise



By Christy Fisher

The tables are turning in journalism school enrollments.

In a school where men used to outnumber women almost three-to-one, women now comprise a majority of the students enrolled.

That is one of the latest School of Journalism and national enrollment trends based on 1973, 1978 and 1983 enrollment reports.

In the fall of 1973, women made up 34 percent of the School of Journalism's enrollment. By the fall of 1983, women represented 56 percent of the school's enrollment.

This coincides with national enrollment trends where women make up 58 percent of all enrollments, reported Paul V. Peterson, professor of journalism at Ohio State University. Peterson conducts annual enrollment studies for the Association for Education in Journalism and Mass Communications.

Although the enrollment of women has risen in all the school's sequences, the largest increases were in advertising, public relations and radio-television film.

However, women make up the largest enrollments in public relations, magazine and advertising.

Dana Leibengood, associate dean, said there was a high number of women in journalism because the field had always been open to them.

He also said women might be attracted to public relations and advertising because they had been open for a long time and many KU graduates had done quite well — many holding management positions.

Peterson said women might not be attracted to news-

editorial because many viewed the newsroom as off-limits because few women held managerial positions.

He also said that fields such as radio-television film offered women who were highly visible role models, while news-editorial did not. The media's portrayal of public relations and advertising fields as glamorous and news-editorial as grueling might also encourage women to go into those fields.

Although more women are entering journalism schools, journalism enrollments are not increasing, reports show.

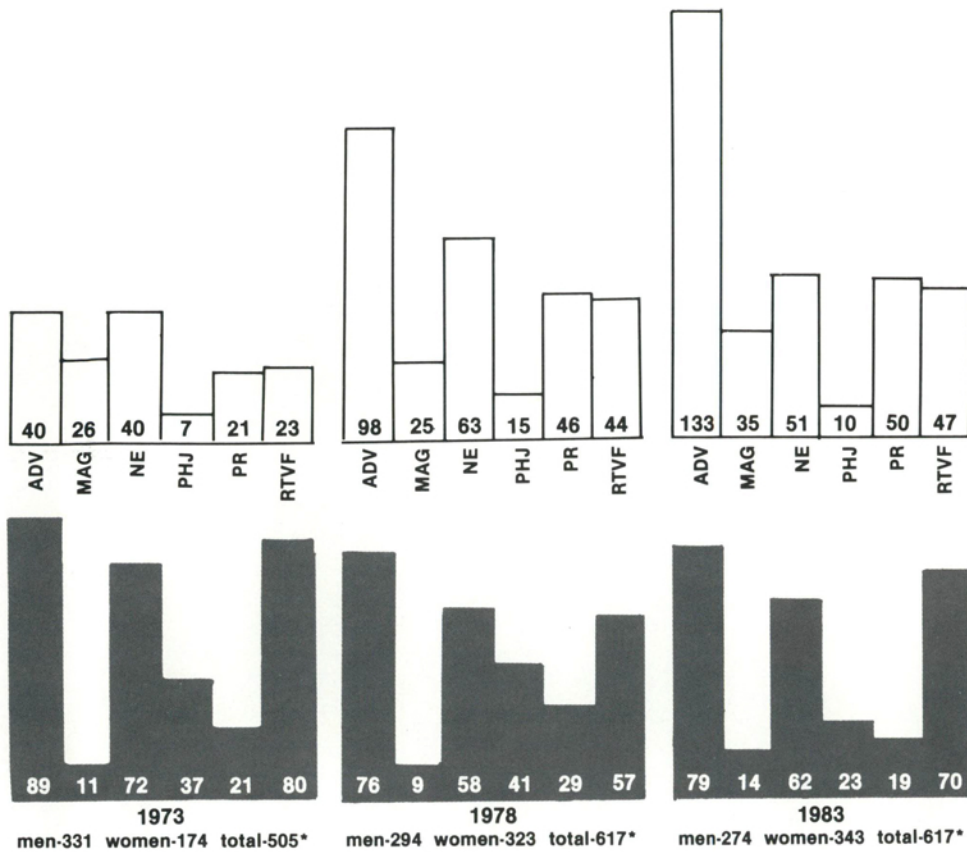
"Journalism has experienced a leveling off," Peterson said. "It has grown so much for so long that it appears to have reached a saturation."

At KU, enrollment grew from 505 students in 1973 to 617 students in 1978. It has since held steady at 617 students.

This also coincides with national enrollment figures, which grew about 10 percent annually between 1973 and 1978, but remained constant between 1978 and 1983, according to Peterson's statistics.

"The days are gone when journalism schools experienced phenomenal growths in enrollments," he said. "Quality rather than quantity would seem to be the major consideration of journalism education for the years to come.

Peterson said this trend is occurring because schools tended to grow too quickly and that many implemented higher standards to curb the swelling enrollments and to abolish grade inflations.



ART: VALERIE CUMMINS

Another reason for the declining enrollments might be the job market. Peterson said that more students were going into computer science and engineering fields because of the growing demand.

In the School of Journalism, three sequences — advertising, public relations and magazine — reported enrollment increases for the 10-year period.

Meanwhile, news-editorial, radio-television film and photojournalism reported slight enrollment losses.

Leibengood said photojournalism enrollment dropped not because students were less interested in it, but because the School of Fine Arts now offered a degree in photography.

Tim Bengtson, associate professor, said that he thought the shift toward advertising was because students were becoming more job-oriented and pragmatic in their career selections.

“An advertising background equips students to move into fields other than advertising, such as sales,” he said. “Students are well suited for business. They are essentially marketing majors.”

He said poorer news-editorial salaries and the potential for moving-up within a company might also be reasons that students were going into fields such as advertising. But, Peterson said news-editorial enrollment was not dropping.

“It’s not that news-editorial is less popular,” Peterson said. “It’s actually the increase of enrollments in other fields. It’s a drop of the total enrollment by percentage, but not in the number of majors.”

Key to graph:



ADV—advertising

MAG—magazine

NE—news-editorial

PHJ—photojournalism

PR—public relations

RTVF—radio-television-film

\*graph figures do not include a small number of students enrolled in science writing or community journalism

In 1968, there was a plan to construct the tallest building in Kansas on the KU campus. It was to have a 25-story tower, with two five-story wings. In the place where it was to be, the present Wescoe Hall stands.



## The Class of '68

By Calder M. Pickett

**"Someone left the cake out in the rain,  
I don't think that I can take it, 'cause it took so long to  
bake it,**

**And I'll never have that recipe again."**

I didn't know what the man was trying to say in 1968, and I'm still mystified in 1984, but then a lot of things mystify me in 1984, as even more mystified me in 1968. And the 1967-68 school year, the perusal I have just completed tells me, was one of the most mystifying in the history of the University of Kansas.

You young rebels of '67-'68. My Lord, but there were a lot of rebels around! Protest all over the place. Some of you who are now big in the Ronald Reagan camp may even have forgotten how much hell you raised that year.

The six-day war in the Middle East was the biggest story of 1967, or so said my editorial writing students in the late December wrap-up. "Escalation," as the military

always said, of the war in Vietnam was on top, followed by racial disturbances, protests, the fire that took the lives of three astronauts, the Lyndon Johnson-Alexei Kosygin conference in New Jersey, the Eugene McCarthy candidacy, the 90th Congress, the flowering of hippies and the launching of Saturn 5 in the space program. The big newsmaker in Kansas was Gov. Robert Docking; the symbolic protester was the "man of the year." (We still said things like "man of the year" back in those ancient times.)

Hippies and Twiggy and Bobby Kennedy and Norman Mailer and psychedelic posters and miniskirts and Marshall McLuhan and the "new Beatles" and Mama Cass and all those campus doings that I'll get to after while. 1968 was a year of presidential campaigning, and we had George Wallace making a lot of noise and Eugene McCarthy and then Bobby Kennedy giving LBJ fits and finally LBJ shocking us all by announcing he wouldn't be a candidate for re-election. And right after the school

year came to an end Kennedy was campaigning in California and was shot down in a hotel hallway.

His assassination followed that of Martin Luther King Jr. by two months. King, a genuinely inspiring figure, was killed on a motel balcony in Memphis, Tenn. His death set off violence and looting in many of the big cities of America; in one of them, Chicago, Mayor Richard Daley issued an order to shoot arsonists. A new civil rights act was signed, and black mayors were elected in Cleveland and Gary, Ind., and the Poor Peoples' March, led by the Rev. Ralph Abernathy, came late in the spring. A year of constant ferment, 1967-68.

**"And here's to you, Mrs. Robinson,**

**"Jesus loves you more than you can know,  
wo-wo-wo. . ."**

It was a time that many of us are glad is 'way back there, and I'm one teacher who was burned enough by the whole experience that I still date things from those years. The hippies, with all their trappings, their Navajo headbands, their talk of love, their affectations, in my judgment. Hell, they became as afraid to go against the others of their gang as the establishment they were always reviling. San Francisco was their home base; they had a lovely "hippie funeral" out there that year. The underground press — a phony misnomer if there ever was one — came into being, and it even had its own Liberation News Service. Why all the protest? Well, Vietnam, in great part. That year we learned that 464,000 U.S. troops had been committed there. There had been 19,670 combat deaths. In the autumn of '67 there came the now-celebrated march on the Pentagon; in the spring there was the long siege at Khesanh, and the Tet offensive. At Columbia, the students, led by one Mark Rudd, took over some buildings, and we read about the Berri-gan brothers and the Catonsville 9 and the burning of the draft files. It wasn't just in America; Paris had student riots in '68 in which beautiful old trees that had survived the revolutions of 1848 and 1870 were cut down and used as barricades.

**"Day after day, alone on the hill,**

**A man with a foolish grin is keeping perfectly still . . ."**

That was the year Michigan Gov. George Romney came back from Vietnam and said he had been brain-washed. He soon dropped out of the competition for the presidential nomination. Thurgood Marshall became the first black to serve on the Supreme Court. Sixty-three nations signed a treaty for the peaceful use of outer space. There was a world gold crisis. The Apollo program started. We read that the nation's population was now 200 million. Robert McNamara, secretary of defense, resigned to head up the World Bank. Biochemists created synthetic DNA. North Korea captured the U.S.S. Pueblo. Annette Buchanan of the University of Oregon went to jail for refusing to divulge her source for a story about drugs. All new cars now had to have seatbelts. The first successful heart transplant took place, in South Africa. Helen Keller and Francis Cardinal Spellman died, and Lynda Bird Johnson got married in a White House ceremony.

**"And Windy has stormy eyes,**

**That flash at the sound of lies . . ."**

The songs, oh, the songs.

Who were you, you people of the class of '68, and where are you now, or at least the last time you sent us your address?

Robert Allen, Shawnee Mission . . . David Anderson, Clifton . . . Mallory Anderson, Leawood . . . Charles Arndt, Evanston, Ill. . . . Dan Austin, New York City . . . Jerry Bean, Cortez, Colo. . . . Marsha Barth Bennett, Shawnee . . . Robert Bettcher, Boca Raton, Fla. . . . Charles Blount, Independence, Mo. . . . Julia Borel, Millersville, Md. . . . Margaret Boring, Wichita . . . Tom Bowser, Lenexa . . . Randa Lee Bowyer, Hopkins, Minn. . . . Thomas Brunner, Houston . . . Dennis Buck, Lawrence . . . John Carras, Mission . . . Robert Campbell, Chicago . . . John Casady, deceased . . . David Clutter, Shawnee Mission . . . Swaebou Conateh, Bathurst, Gambia . . . Christopher Coyle, Coffeyville . . . Nancy Curtright, Spring Hill . . . Thomas DiBiase, San Francisco . . . Robert Dotson, Cleveland . . . Lyle Duer, San Francisco . . . Robert Ehrlich, Steamboat Springs, Colo. . . . Joyce Grist Evans, Lawrence . . . Robert Fall, Burdett . . . Terrance Fitzgerald, Overland Park . . . Charles Fordyce, Houston . . . Richard Folkers, Wichita . . . Kenneth Fry, Burnsville, Minn. . . . Joseph Godfrey, Topeka . . . Charles Goodsell, Milton, Fla. . . . Jo Anna Shipley Gorth, Meridian, Miss. . . . Richard Grove, Moraga, Calif. . . . Gail Habluetzel, Irving, Texas . . . Will Hardesty, Wheat Ridge, Colo. . . . Patricia Pruitt Hassan, Olathe . . . Judith McGhee Heidrich, Kansas City, Mo. . . . Robert Henry, Marysville, Mo. . . . Alan Hermes, Denver . . . Alan Hoffman, Olathe . . . David Holt, Kansas City, Mo. . . . Charles Huntress, Shawnee Mission . . . Jacqueline Lee Kemp, Kansas City, Mo. . . . Ruth Rohrer Kirtland, Washington, D.C. . . . Joel Klaassen, Hillsboro . . . Beverly Heath Lake, Stewartsville, Mo. . . . James Langford, Fort Calhoun, Neb. . . . Marsha Montague Ledgin, Arthur, Ill. . . . Rose Marie Lee, Milwaukee . . . Sandra Lee, Tulsa . . . Ben Lightfoot, Jetmore . . . Gail Logan, Jacksonville, Fla. . . . Francis Lovekin, Merriam . . . Carol DeBonis Lovett, Kansas City, Mo. . . . Richard Lovett, Kansas City, Mo. . . . Roman Magur, Chicago . . . Douglas Markley, Fort Collins, Colo. . . . Warren Massey, Jacksonville, Ill. . . . William Meyer, Marion . . . Michael Moline, Wichita . . . Gail Freiermuth Moran, Overland Park . . . Carol Motherway, Overland, Mo. . . . Gary Murrell, Portland, Maine . . . Barbara Musgrave, Wichita . . . Roger Myers, Lake Forest, Ill. . . . Susan Myers, Joliet, Ill. . . . William Myers, Overland Park . . . Robert Neely, St. Louis . . . Brian Nelson, Sao Paulo, Brazil . . . James Nichols, Los Angeles . . . Robert Nordyke, Lawrence . . . Allan Northcutt, Maplewood, N.J. . . . Roanne Nelson Pecher, Mission . . . David Preston, Macksville . . . Michael Pretzer, Bethesda, Md. . . . Dennis Pruitt, Overland Park . . . Mike Reardon, Marietta, Ga. . . . Donald Reynolds, Shawnee Mission . . . Marilyn Kay Risely, Hopkins, Minn. . . . James Ross, Wichita . . . Chip Rouse, Shawnee Mission . . . Richard Sambol, Kansas City, Kan. . . . Stephen Schuyler, Aurora, Colo. . . . Randall Senti, San Francisco . . . Judy Simmons, Wichita . . . Linda Kay Steffel, Columbus, Ohio . . . Heather Smith, San Antonio . . . Karen Wayman Sommers, Emporia . . . Sandy Stapleton, Walnut Creek, Calif. . . . Laurie Streib, Shawnee Mission . . . Judy Hook Van Rest, Norman, Okla. . . . Barbara Ashton Waggoner,



# kansan

Serving KU For 78 of its

Year. No. 3

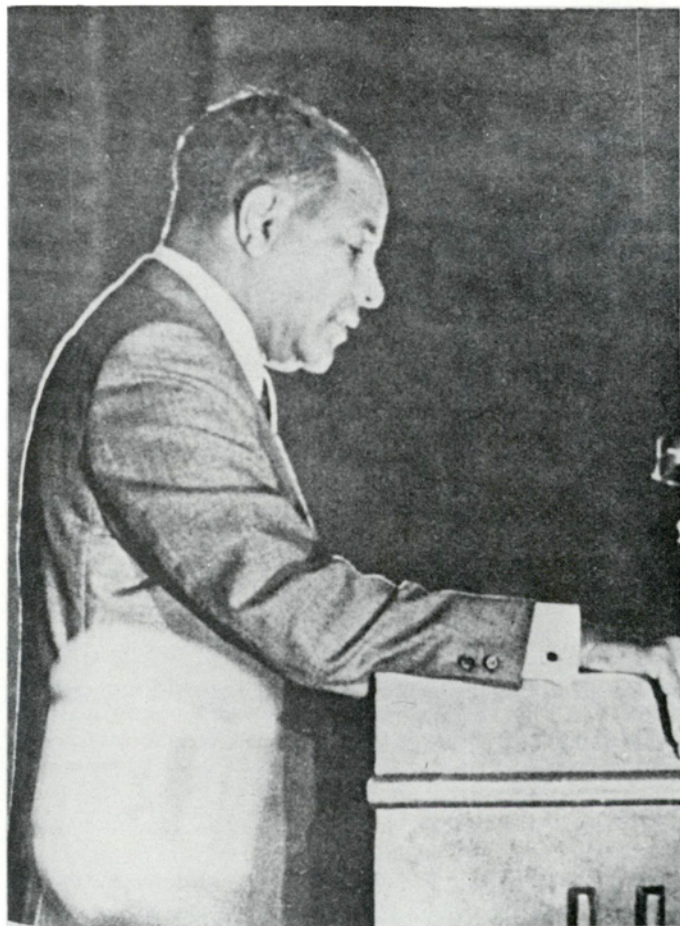
LAWRENCE, KANSAS



Photos by John Sumner

### ANOTHER QUEEN AT KU

She is 5-6, 113-pounds with light brown hair and brown eyes. She measures 35-24-35. See page 14.



Lawrence . . . William Waller, Prairie Village . . . Carl Williams, Parsons . . . and Robert Wilson, Lincoln, Neb.

Wow, what a list! I don't trust a lot of those addresses, by the way, but we go with what we've got.

**"She says I got some news this mornin' from up on Choctaw Ridge,**

**They say that Billie Joe McAllister jumped off the Tallahatchie Bridge . . ."**

And, boy, did we hear that one in the autumn of '67. John Hill, one of your number, did an expert satire on it — or maybe it was a satire on a new KU foolishness — excuse me, innovation — called the College Within a College.

That was the school year when we moved the printing of the *Kansan* to the new Printing Services, out there on West 15th Street. That seemed the end of the world in 1968. We had a high school journalism conference, and Don Granger of the *Wichita Eagle-Beacon* spoke. An editor named Willard Mayberry was named to the Kansas Newspaper Editors Hall of Fame. That year's national recipient of the William Allen White Award was Mark Ethridge of the *Louisville Courier-Journal*, and W. L. White — "Young Bill," they called him — gave a marvelous talk about his daddy at the big February luncheon, because 1968 was the centennial of the birth of William Allen White, and, boy, did we have a big show in April: the White Seminar. Our speakers included Theodore Koop of CBS; the satirist, Stan Freberg; Ben Bagdikian; Carl Rowan; Bill Moyers of *Newsday*; Bosley Crowther of the *New York Times*; Hodding Carter of Mississippi; Samuel Blackman of the AP; Kansas radio man Grover Cobb; Irving Dilliard of St. Louis; Richard Dodderidge of *Bruce Brewer*; Ben Hibbs; Norman Isaacs; Ernest K. Lindley; and the noted small-town editor, Houston Waring. A big show, folks, and a good one. The *Kansan* printed little items about journalism people from time to time: memorial services for Mrs. Ella Beth, the retirement of Jean McKnight as journalism librarian, the hiring of Jane Gunn as her successor, new videotape equipment, Elmer Beth being honored for his Humanities Lecture work, a feature on my collection of movie handbills, a Larry Day column about teaching, a programming change at KUOK, the *Kansan* going offset in the spring (and, my, did it look better), and the approval of three new sequences: photojournalism, magazine, and public relations. We often talk about the night we approved those three.

**"They say this guy, this guy's in love with you,  
And I'm the guy, who looks at you the way I do . . ."**

Well, how could he look at you any other way? Silly song, and did it get DJ time. Big names on the *Kansan* masthead that year were Dan Austin, Gary Murrell, John Lee, and Bob Nordyke. (Lee and Nordyke, both ad people, wound up editing newspapers.) I see the names of Hardesty, Tim Jones, Rich Lovett, Monte Mace, John Marshall, Diane Wengler, Roger Myers, Jerry Klein, Paul Haney, Betsy Wright, Northcutt, Casady, Heath, Holt — and such reporters and columnists as Bob Butler, Robert Entriiken, Allen Winchester, Rouse, Steve Morgan, Sam Neff, Alison Steimel, Ted Bell, Linda McCrerey, Pat Pruitt, Sharon Woodson, Gail Habluetzel, Merrily Robin-

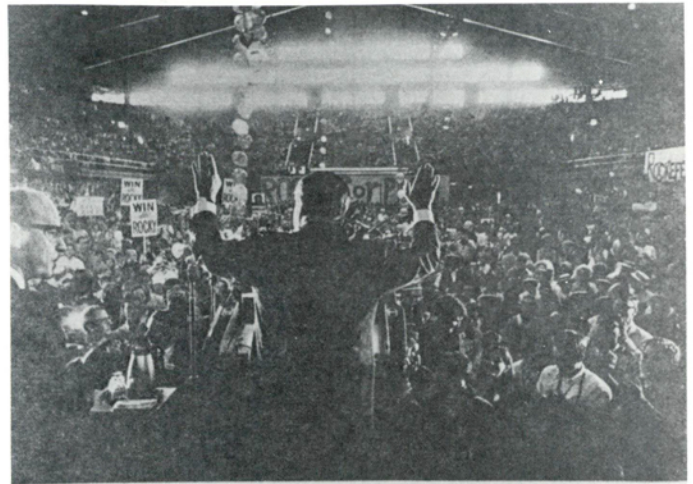
son, and Maggie Ogilvie. The *Kansan* was mainly campus in its emphasis, but I found stories about state liquor dealers wanting pictures on driver's licenses, a fair-housing ordinance proposed for Lawrence, a fellow named Ronald Reagan giving a Landon Lecture at K-State, Docking deciding to seek re-election, and Lawrence approving bonds for a swimming pool and fire stations but not for an airport (how I got blasted that fall for writing a letter to the *Journal-World* opposing the airport bond issue — you'd have thought that somebody thought I really had the capacity to sway public opinion, or something).

There were 15,000 students enrolled at KU that year. The dorms were occupied by 4,700. Budgets got slashed. Professorial salaries were below average, we read (that came as a big surprise, of course). The Regents approved an addition to the Union. A two-week final exam period got the go-ahead. Pre-enrollment got the axe. People were pushing for telephones in all residence hall rooms. Robinson Gym was coming down, and the design of a new humanities building was going up. Watson Library had financial troubles. Something to be called Jayhawker Towers was planned. There was controversy over "public display of affection" in McCollum Hall. There was controversy over graduate residence in Stouffer Place. There were squawks over buses that were too crowded. Oliver and Ellsworth Halls were to go coed. We had SUA Affairs Week, and World Affairs Week, and an underground paper called *The Screw*, which didn't make it through the year. *Vox Populi*, a political party, gave up the ghost. Chancellor Wescoe said "no" to buttons that read "POPP." (Something about Purple Pride, as I recall.) A panty raid was foiled. The University Press of Kansas was founded. Hours were extended at Watson.

And a *Playmate* advertised for Mister Guy, and there was talk about the pill for unmarried students. Kyle Craig, J-student, was All Student Council president. Dr. Raymond Schwegler warned about drugs, and some physicians said LSD was physically harmless, and page one still had pictures of queens, and the Program for Progress reached its halfway mark, and Wescoe gave a talk on the town-gown controversy (I was accused that year of stirring up town-gown trouble). Wescoe was mentioned as a possible president at Minnesota, and he said no. Eldon Fields, professor of political science, won the HOPE award. Clifford Clark became business dean, and John McKay, visual arts head, and Philip Humphrey, director of the Museum of Natural History. The School of Architecture and Urban Design was approved, and Russell Wiley retired as director of bands, and Bill Balfour was named dean of student affairs, and the space technology building was dedicated, and a Peace Corps man was here recruiting.

**"For a daydream believer,  
And a homecoming queen . . ."**

Yep, still homecoming queens. When I think of that school year I remember Rick Atkinson, who seemed to be in the forefront of much of the controversy. There was an organization of students that called itself *Voice*. Controversies: two men fired as campus ministers, for student representation in the University Senate. A fellow named Ham Salsich wrote a weekly column, and he was



**A GREAT HURRAH!**

Gov. Rockefeller, who addressed about 15,000 persons in Allen Field House Thursday, urges the jubilant crowd to be seated. The New York governor in his speech demanded an end to the present "unfair" draft system and criticized U.S. Vietnam policy. The address was delivered amid a political convention atmosphere with partisan placards and ascending balloons in the background.



**HIS TRADEMARK**

Gov. Nelson Rockefeller of New York, Republican presidential candidate, waves at the cheering thousands in Allen Field House Thursday, with his familiar pose—a raised hand—as Chancellor W. Clarke Wescoe looks on.



Photo by Bruce Patterson

**STUDENTS AND ADMINISTRATION MEET FACE TO FACE**

Student leaders of "Voice" and interested onlookers met with Chancellor W. Clarke Wescoe and other University officials Sunday night at the Wesley Foundation to discuss student participation in University administration decisions.

attached to every bit of protest that year. A Free University was launched on Tennessee Street. The hippies had a love-in at Potter Lake. There was a Peace Torch Marathon march. Students for a Democratic Society protested about a Marine Corps recruiting table and about CIA recruiters, sent people to the march in Washington, pushed Draft Resistance Week, opposed student dossiers. There was squabbling over dismissal of Norman Abrams, an art professor, and a math professor who apparently asked ROTC students to leave his class, and a speaker from Rhodesia who was here, and KU links to the military. Lawrence Velvel, a law professor, sued Lyndon Johnson, and Vice Chancellor Francis Heller and anti-war students had what some termed a "dialogue."

**"Those were the days, my friend,  
We thought they'd never end . . ."**

Truly, we did think they'd never end. Our student writers had many causes, many opinions. Watkins Hospital space, drugs, the march on the Pentagon, the need for Negro (a word we still used) pompon girls, the various presidential candidates. Dan Austin started off the year by saying "Our policy is to raise hell." Maggie Ogilvie — hippie music; Gail Habluetzel — the stupidity of protest; Don Steffens — miniskirts; Ruth Rohrer — a peace march; Linda Sleffel — the criminal code; Monte Mace — Western Civ. notes; Paul Haney — the draft; Carol DeBonis — China, and what whites did to blacks; Fred Shook — Minutemen; Scott Nunley — the dull movie, "Hawaii"; John Marshall — Bill Moyers; Joyce Grist, the 1968 election; Sam Neff, the right to smoke; Pat Pruitt — civil rights, and the Free University; Will Hardesty — pot, and black power; Swaebou Conateh — foreign students' housing needs, and the Olympics at Grenoble, and Rhodesia.

Allan Northcutt bewailed the dull minds on campus, called for withdrawal from Vietnam, called for beer at the Union, backed NASA, blasted the ASC, said Hubert Hum-

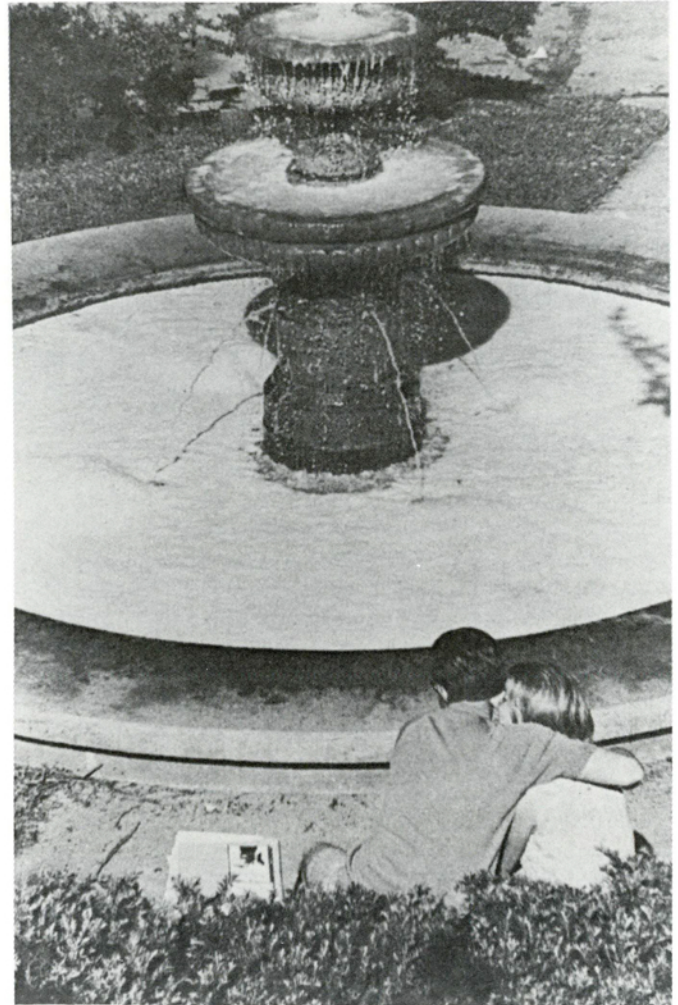


Photo by Bruce Patterson

**RUB-A-DUB-DUB . . .**

phrey was a dying politician (he would become the Democratic candidate in '68, Allan). Betsy Wright endorsed the library, hit grades, called for world peace, praised Nelson Rockefeller, blasted Lewis Hershey and the draft, opposed keeping student dossiers. John Hill declared himself against purple mountain majesty and motherhood, challenged the frosh, satirized Ham Salsich and Socrates, opposed the war, discussed euphemisms, wrote and wrote and wrote. Diane Wengler opposed the war, said hippie life was a fraud, discussed marijuana, praised Rockefeller, praised McCarthy, praised Alpha Kappa Lambda for pledging a black, opposed the draft, praised protesters. She and Don Walker again backed Rocky, and Walker let LBJ have it and praised Lenny Bruce and Paul Krassner and admired Madalyn Murray. And Hardesty and Barbara Phillips endorsed Pat Paulsen for the presidency.

**"Yummy, yummy, yummy,  
I've got love in my tummy . . ."**

Powerful musical commentary of the Age of Protest. It was a good time for Billie Jean King in tennis and for Peggy Fleming, our sole gold medalist at Grenoble. Gary Bender was the new voice of the Jayhawks, and the year brought a new fight song, "Fighting Jayhawk."



"Jayhawker Headlines" was the homecoming theme. Pepper Rodgers was our football coach, and he didn't have a bad season, and his big star was Bobby Douglass, and Rodgers got reprimanded (reprimanded?) for illegal recruiting. Jim Ryun was named UPI sportsman of the year, and the *Kansan* carried a page of Ryun's photographs. Good basketball year, and we went to the National Invitational Tournament, and JoJo White was our star, and Ted Owens asked the students not to boo, and some people found some old footballs in the ceiling as Robinson Gym was being dismantled.

I was amazed as I read and recalled all the Culture that was at KU that year. A Fall Festival, a Rock Chalk Revue with no theme. The Red Dog Inn. Our team went to the GE College Bowl and lost to Pittsburgh. A professor from MU spoke here and said a Communist victory was inevitable in Vietnam, and a nudist also spoke here. There were stories about appearances by the French movie director Jean-Luc Godard; writer Joseph Heller; actor Robert Vaughn; poet Mark Van Doren; historian Daniel Boorstin; journalist Edgar Snow; Benjamin Spock, baby expert and anti-war man; Sen. Mark Hatfield. And smashing appearances by Bobby Kennedy and Nelson Rockefeller, both in the fieldhouse. In Murphy Hall you could have seen "Gypsy," "The Knack," Ibsen's "Hedda Gabler," "Blithe Spirit," Stravinsky's "The Rake's Progress," and "Macbeth," starring a black actor. Woody Allen was to be here but canceled out, but the year brought Dick Gregory, Bill Cosby, Louis Armstrong, Oscar Peterson, Ella Fitzgerald, the Fifth Dimension, Al Capp and even the Harry Simeone Chorale.

**"Come on baby, light my fire,  
Try to set the night on fire . . ."**

*Airport* and *Myra Breckenridge* were big book buys, and people were angrily discussing Sen. William Fulbright's *The Arrogance of Power* and Eldridge Cleaver's *Soul on Ice* and Norman Mailer's book about the march on the Pentagon, and *The Confessions of Nat Turner*. The big ones at the movie theaters were a James Bond epic,

"You Only Live Twice"; that thriller about murder and race, "In the Heat of the Night"; the sensational "Bonnie and Clyde"; Disney's "Jungle Book"; the overdone "Camelot"; Audrey Hepburn in "Wait Until Dark"; "Elvira Madigan"; that prison drama, "Cool Hand Luke"; a silly one called "How I Won the War"; Mel Brooks' "The Producers"; that earnest story of racial intermarriage, "Guess Who's Coming to Dinner"; a superior comedy, "The Graduate"; the one about the Clutter murders, "In Cold Blood"; the trashy "Valley of the Dolls"; the awful "Doctor Dolittle"; the violent spaghetti western, "The Good, the Bad, and the Ugly"; "Planet of the Apes"; and the space adventure we now consider a classic, "2001: A Space Odyssey." "Hair" hit Broadway, and so did "George M.!" and "How Now, Dow Jones?." Woody Guthrie and Otis Redding both died, and the Beatles turned out "Magical Mystery Tour," and the Grateful Dead were hot, and a new magazine, *Rolling Stone*, got started.

You intellectuals in the class of '68 were watching "Bewitched," "The Flying Nun," "Gentle Ben," "The Guns of Will Sonnett," the Carol Burnett and Jerry Lewis and Jonathan Winters shows, "Ironside," "It Takes a Thief," "Cimarron Strip," "The Undersea World of Jacques Cousteau." Peter Graves came to "Mission: Impossible," and "The Fugitive" was running, and "The Diary of Anne Frank" special impressed the critics.

And it was the year of "Classical Gas," "The Letter," "Different Drum," "Hello, Goodbye," "Love Is Blue," "All You Need Is Love," "Sittin' on the Dock of the Bay," and "Stoned Soul Picnic," most of them things I had never even heard until I started doing some digging on '67 and '68 for my radio program and for these special articles for the *Jayhawk Journalist*. If this were audio we'd offer you the rousing fanfare from "2001," but we'll have to settle for a couple of lines from the song Mama Cass revived from my childhood days in the year you were all going out to face the "real world":

**"While I'm alone and blue as can be,  
Dream a little dream of me . . ."**



# LAST GASP '68

Volume 1, Number 1

Lawrence, Kansas

June 1, 1968



Courtesy: UNIVERSITY DAILY KANSAN

# HOLLYWOOD

By Cindi Merifield

Dale Gadd will soon be on his way to California with hopes of selling his idea for a new comedy series

Dale Gadd is exchanging the wheat fields of Kansas for the bright lights of Hollywood.

Gadd, associate professor and general manager of KJHK, is moving to Hollywood after 12 years of teaching broadcasting classes at the University of Kansas.

With a script for a new comedy series in hand and two screenplays in mind, Gadd will attempt to sell these ideas to producers in Hollywood.

"Silver Threads" is the title of his situation comedy, which deals with the daily lives of the elderly, a group Gadd thinks television often overlooks.

"I find the elderly new and refreshing," he said. "Television has yet to deal with this age group. There are many untapped themes and plots."

His personal experiences first sparked his interest in the elderly. Since his father died a few years ago, he said that he had watched his mother change from a traditional housewife to a competent, social human being who had become one of his better friends.

"My mother lives in a retirement community and when I visit her, I can't keep up with her and her friends. I've found that I'm the one that leaves the porch light on for my mother. The older people there are going through many of the same things that the younger people are going through. My mom becomes nervous before dates and worries about getting kissed good night," Gadd said.

By exposing the daily lives of the elderly, Gadd hopes to help others better understand older people.

"I would like to find a middle ground between the dirty old man image, like that of 'Laugh-In' where he sits on a park bench and tries to pick up women, and the do-no-wrong image of the Walton grandfather. Actually, the elderly are wise, wonderful, scared, dumb, and they make mistakes just the same as all of us."

The title of the show, "Silver Threads," was taken from the old song, "Silver Threads Among the Gold." The setting for the series is a high-rise apartment complex in a rough part of New York City. A retired tugboat captain is the main character, and his counterpart is a widow whose husband died of cancer. There is a spark of romance between them.

Gadd carried the idea for "Silver Threads" in his head for about three years before writing it down. One day, he sat down and wrote it in three hours.

"When all seems to be ready, it demands to come out. It gets scary, though, when I actually put it down on paper. It's then that I start thinking that it isn't going to work or that people will laugh at me."

Gadd has been considering the move to Hollywood for seven years. He said that he has hopes of becoming a story editor for a successful series — preferably his.

Gadd also has plans to delve into acting and to look into production companies, networks and project developments.

"I want to get a job that I can learn something from, where I can get into the system and take a look around. I'd like to find a job in which I can work long hours and become totally consumed."

Although excited about the move to Hollywood, Gadd said there was a lot about teaching and about KU that he would miss.

"I will dearly miss the friendships that I have had with

students. Since I have been general manager of KJHK, I've dealt more closely with a smaller group of students. They have made me feel younger. Now I feel like a college senior about to embark upon a new career. But it's a little scary to be starting from scratch at 40," he said.

Gadd was a student at KU from 1962 to 1964. He then transferred to the University of Missouri, where he earned his bachelor of science in journalism and his master of science and doctorate in radio-television-film.

His long-range goal is to become rich and famous in Hollywood and then return to teaching. He said that he would like to work up the ladder of success and return to teaching when all of the universities would love to have him teach on their campus. He would then have no paper work, no office and a maximum of two classes.

Gadd plans to leave at the first of the summer if he can land a job with ABC Sports in the coverage of the Olympics. Otherwise, he will wait out the Olympic crowd before heading for California.

Once there, he hopes someday to nab a date with Meryl Streep, go out for a night on the town with Dan Aykroyd and throw a pool party for Woody Allen and Mel Brooks.

Whether those special contacts ever develop, Gadd is leaving KU with an optimistic attitude.

"If this doesn't work out, I can always get a monkey and a grinder box," he said. ■



Dale Gadd is uncertain, yet optimistic about his future in Hollywood.

Photo: SARAH STEPHENSON

# Journalism & Law:

## Law background abundant in the J-school

By Angie Sutcliffe

Like a misspelled word in a headline, the degree abbreviation J.D. stands out by the names of journalism faculty members Ted Frederickson and Mike Kautsch. J.D. distinguishes them as recipients of a Juris Doctor or Doctor of Jurisprudence degree. This uncommon degree among School faculty is not necessary to teaching journalism; however, it is advantageous because the two disciplines require similar skills.

Both Frederickson and Kautsch viewed the study of law as a vehicle to potentially boost their journalistic talents. The far-reaching scope of the law and its importance in all sectors of society captured the interest of the two journalists.

Frederickson viewed his law school education as an extension of his study in the journalism master's program at the American University in Washington, D.C. "I was interested in the law because it is the set of rules by which we all live," he said. "It is precisely these rules that reporters cover. Journalism and law are not as different as people think."

Lawyers study the laws passed by local, state and national government as well as rulings by courts. Journalists report on the process of lawmaking to the public.

"Reporters and editors need to be more than generalists. They must have a depth of knowledge in some subject. I wanted mine to be law and government," said Frederickson, who studied law at Georgetown University and the University of North Dakota. He received his degree from the latter in 1975.

Kautsch said he saw law school as a way to get an intensive post-graduate education in economics and the political and legal ways of the world. He was further motivated to attend law school by his interest in the use of power by government and corporations. "Law school was a way for me to study the legislative enactment of that power," he said.

Kautsch's incentive to investigate power — its uses and abuses — through journalism was fueled by the startling facts contained in Vance Packard's books, *The Hidden Persuaders*, *The Status Seekers* and *The Waste Makers*, and Ralph Nader's book, *Unsafe At Any Speed*. He said he saw his role as a journalist with expertise in law as a productive one that would provide information to people so they could function in a democracy and control their own destiny.

Specific evidence of the two professors' law school



Mike Kautsch

Photo: GARY SMITH



Photo: GARY SMITH

**Ted Fredrickson**

training is revealed in their teaching styles and approaches to communicating subject matter to students. Their law background becomes apparent in different ways because each teaches a different aspect of journalism — editing for Fredrickson and reporting for Kautsch.

In his editing classes, Fredrickson emphasizes the recognition of potential legal problems in copy. He focuses class discussions on communications law topics such as libel, obscenity, open records and meetings laws.

Frederickson said he thought it was important that students thought about legal and ethical problems before they were forced to face them in the real world. This thinking process is similar to that used by lawyers before they enter the courtroom. If lawyers have thought about the possible problems beforehand, a comment or cited precedent by the opposing side will not catch them off guard and weaken their argument. For this reason, Frederickson uses a large amount of role-playing in the classroom to encourage students to discuss the proper conduct for newspaper management and individual reporters.

Denial of access to a meeting or to public information is a problem that Frederickson presents to his reporting and editing students. On the job, he said, students will encounter people who simply don't realize that the closed meeting they are holding or the document they are guarding is subject to either an open meetings or open records law.

"At these times, reporters and editors must gently educate public officials about the law," Frederickson said. "By reminding them in a non-adversarial way, we are more likely to gain access to the meeting or get the information we want."

Dealing with complaints from readers is another area

in which his editing students get experience. By playing roles as The Rev. Ted Frederickson, pastor of Our Lady of Perpetual Guilt Church, Frederickson gives his students an opportunity to explain their justification of the use of "nasty words" or "grotesque photos." This class exercise exposes students to strongly opinionated readers like those they might meet on the job. These readers must be treated respectfully, he said.

No editor can expect to hold his job if he opts to call every subscriber who complains an idiot or a fool rather than calmly explaining his rationale behind the decision in question. This situation for editors is similar to the procedures followed by lawyers in presenting a case in court. "Because I said so" will not stand up as substantial reasoning for a judge or jury nor will it satisfy a disgruntled reader.

Kautsch said law school taught him a method of thinking, writing and speaking that he would not have learned otherwise. "This schooling provided me a perspective into an organized and practical way to solve problems that I can share with my students." Lawyers deal with both the past and the future when they work on a case, he said. They study previous court cases and try to apply them to similar situations in the present. Lawyers also work on future problems by anticipating the possible outcomes of court decisions. In this way, lawyers create convincing arguments, he said.

In law study, Kautsch said, he was taught to break problems into manageable parts. This same process can help students attack complicated assignments. The ability to recognize different outcomes is another skill that he learned in law school that is applicable to reporters. Both reporters and lawyers, Kautsch said, need to ask, "What are the possible outcomes and the ramifications of each?"

Kautsch's prime objective in his reporting classes is to get the students to think ahead the way lawyers do. He wants each student to develop the ability to think imaginatively, so that he or she can anticipate problems and devise possible solutions beforehand. This process of hypothetical thinking, Kautsch said, was the meaning of having "a nose for news."

The interview situation is an excellent example of the usefulness of forward thinking, he said. By thinking about all the possible responses to questions, the reporter will never encounter anything unexpected in a face-to-face confrontation that would upset his line of questioning. For example, if a mayor unexpectedly tells a reporter he's not running for office, the reporter could easily be stuck with a list of questions pertaining to the election if he had not anticipated that answer. A reporter who had thought of that possibility could quickly shift the direction of the interview without missing a beat. "With this type of future twist on your thinking you'll never lose an opportunity in an interview and never come back to the office without a story," he said.

In the classroom, Kautsch uses a teaching method called "hiding the ball" that he was introduced to in law school. In this learning situation, the teacher creates a hypothetical case with many dimensions and features, some relevant and some not. The students' assignment

is to frame questions centering on key points of the subject matter and therefore gain the information needed to write the story.

Reporters are often tested on their ability to digest complex problems like those Kautsch presents to his classes and are often required to write an intelligible story in a matter of hours. Kautsch said he wanted his students to be ready to meet that challenge. "I would rather have students misjudge the value of some bit of information in the classroom and learn from the experience than to have it happen to them out on the job."

Kautsch has never given a conventional written final exam to his reporting classes. He said he preferred to have them interview him with a three-hour "hide-the-ball" session. Then he can evaluate whether his reporting students, like lawyers, have learned to identify and analyze the important elements in a complex set of facts.

Both Kautsch and Frederickson report that their law degrees are mixed blessings in the sense that they are frequently called on by journalists — many of them former students — to provide legal advice on problems relating to records, meetings, libel, and closed courtrooms. It gives them an opportunity to provide extra service, but adds to the workloads they carry. ■

The School of Journalism boasts three other faculty members with expertise in communications law.

Del Brinkman, dean, gained insights into law when he attended an intensive workshop on First Amendment law in the summer of 1968 at Stanford University. The workshop, which lasted several weeks, was for both lawyers and communications law teachers. Brinkman also studied law as part of the work for his Ph.D. in mass communications from Indiana University in 1971.

Brinkman taught reporting and communications law classes for five years. Although he rarely teaches law, he continues to use his law background. He said that he had found the knowledge applicable to personnel matters such as faculty tenure, promotions, equal pay and affirmative action as well as to student matters such as the student records privacy act.

Paul Jess, general manager and news adviser for the *University Daily Kansan*, also attended the Stanford workshop in 1968. After listening to a lecture at the workshop that focused on a libel case, Jess said, libel became his favorite communications law concept to teach. Jess has been teaching communications law and other journalism courses at the University since 1976.

Jess' primary source of communications law knowledge is his doctorate work in journalism at the University of Minnesota. To complement his minor in constitutional law, Jess took additional courses at the Minnesota School of Law. He completed his degree during two sabbaticals from the University of Michigan, where he taught in the journalism school.

Jess said he also regularly attended the annual communications law seminar sponsored by the Practicing Law Institute to keep abreast of changes in media law. He has participated in most of the summer seminars during the past 11 years.

Dorothy Bowles, associate professor, who teaches communications law and editing, said that the Law Division activities of the Association for Education in Journalism and Mass Communications as well as the seminars and publications of the Practicing Law Institute helped her keep up to date on media law.

She said her present position as the Law Division research chairman had helped her to keep up to date because she reads and helps judge scholarly papers on legal issues for the association's research paper contest.

Bowles also emphasized communications law in her Ph.D. work in journalism at the University of Wisconsin. She completed her study of law, which included Wisconsin law school courses, in 1978 while teaching editing at the University and working as a copy editor for the *Madison Capital-Times*.

Even if her students do not use the concepts taught in communications law in their jobs, Bowles said, the class will supply useful background for understanding lawsuits.

KU journalism students are not the only ones to benefit from the faculty's wealth of communications law knowledge. Kansas print and broadcast media also benefit, Brinkman said, especially smaller newspapers or radio stations that cannot afford a full-time staff lawyer. Brinkman said that the School receives calls from Kansas media people with legal questions at least three times a month.

By conducting communications law seminars, the School is able to continue education in this area for Kansas editors and journalists, Brinkman said.

By Angie Sutcliffe

# GARY SMITH: SENIOR TURNS COMBAT PHOTOGRAPHER IN EL SALVADOR

By Laure Jones

One week Gary Smith is writing his weekly column at a *University Daily Kansan* video display terminal. The next week he is a freelance writer and combat photographer in Suchitoto, a strategic village in war-torn El Salvador.

The transition is a familiar one for the 28-year-old Smith, Kutztown, Pa., senior, who has traveled to El Salvador twice and Northern Ireland once during the past two years.

On campus, Gary's appearance is one of "a man from the country," which is not surprising because Gary grew up just four miles from the Appalachian Trail.

Dressed in flannel shirt, jeans and sporting an Irish woolen hat, Gary walks with backpack slung over his shoulders and briefcase in hand.

"I grew up in the country and I'm real comfortable there," he said. Yet Smith has known the city life, too, with New York, Washington, D.C., and Philadelphia all situated within three hours of his hometown.

In May 1982, Gary headed to El Salvador, he said, because he was driven by his journalistic senses and curiosity about the evil side of life. During his first visit, Smith spent three months in the country photographing the horrors of war.

He easily recalls the most terrifying moment of the visit.

He and a fellow photographer had been taking pictures of a dumping ground for dead bodies — victims of a right-wing death squad — when they were spotted by Salvadoran soldiers flying a helicopter.

During the ensuing 30-minute chase, their lives were in constant danger.

"It hovered directly overhead for the longest minute imaginable," Smith recalled. "Sixty seconds of complete horror. It was the most frightening moment of my life."

Smith said that if the helicopter had moved 25 feet in any direction other than back, over a nearby cliff, he and his partner would have been dead.

"We'd have been spotted and blown apart with grenades and automatic gunfire. Fortunately we were in the only blind spot a chopper has — directly underneath."

Smith can easily recall other incidents of violence, also. During his first trip, Smith, and United Press International Television network cameraman Julian Harrison



Photo: JIM McCROSSEN

Gary Smith, columnist for the *Kansan*, types a story on one of the newsroom's video display terminals.





Photo: GARY SMITH

**A Salvadoran woman learns that her husband has just been killed in a bus three kilometers down the road to Suchitoto.**

photographed at least 13 firefights between guerrillas and government soldiers.

Gary attributed the ability to run through the jungle for half an hour to his agile conditioning, which was necessary for his running, hiking, mountain climbing and sky diving experiences.

From 1973 to 1975, Gary was a dedicated marathon runner. At age 17, he completed the Boston Marathon in just under three hours, an indication that he was well on his way to a successful running record.

After his fourth race, in Reading, Pa., Gary suffered a knee injury, requiring surgery.

The operation was a success, but the healing was not. Doctors put the cast on too tightly and Gary lost the feeling from the lower part of his left leg permanently.

In an out of court settlement, Gary won a "substantial amount of money," he said. It was enough to pay his way through college and still leave him with some money.

Smith's insurance money could not, however, finance his trip to El Salvador, so Smith took out a student loan so he could engage in this unusual war-time education.

During his stay, Smith spent two months living in an apartment called the Novo. He walked daily through

ghettos of refugee camps to a nearby hotel where war correspondents from ABC, NBC, CBS, AP, UPI, Newsweek and Time were stationed.

The dwellings were a far cry from his Lawrence home at 1234 Connecticut St. There, a natural woodcarved sign hangs from his front porch bearing the nickname of his house, "The Electric Bandana Ranch."

Inside, the house is subtly decorated in earth tones with dry flower and rock arrangements, handwoven wall hangings and original artwork done by his friends.

The Electric Bandana Ranch theme reflects an idea Gary has for a book in which he hopes to capture the culture of the 1970s by documenting his four-year work experience in the U.S. oil fields.

His oil field work, and his assorted travel adventures

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**"The number one opinion  
of the people is  
that they just want peace."**

---

throughout the United States, helped prepare Smith for what he would encounter in El Salvador.

He was philosophical about his trip to Central America.

"I knew that it would be a good chance for me to see one of the only things in life that I knew I would have no understanding of unless I actually saw it myself. That one thing was war."

In August 1982, Smith returned to the United States, after three months mired in the war zone, and told a Lawrence Daily Journal-World reporter, "I'll never go back again."

But Gary did go back.

In February.

Only this time he went to help Julian Harrison transfer a car from Washington, D.C., to Suchitoto. Harrison offered Smith a free ride if he would assist him in the journey.

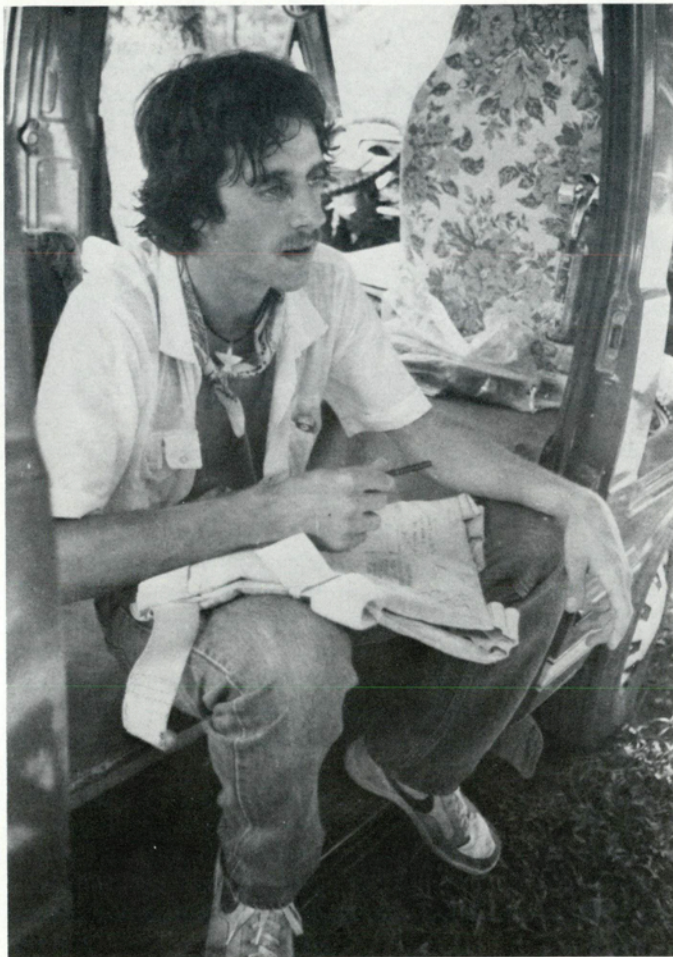


Photo: RON KINNEY

**While sitting in an ABC van signing a bullet proof vest, Gary Smith waits in the sweltering heat to join an army sweep into the village of Chalentango.**

Smith took a two-week leave of absence from his academic endeavors in Stauffer-Flint Hall and headed to El Salvador for 10 days.

"The whole thing sounds crazy, but it isn't," Smith said. "It is just something I had to do, and it was a calculated risk."

"This time I knew what I was going to see and I didn't think that I would even come close to dying."

He said that if it hadn't been for one close call when the brakes on his car failed, and he almost hit a group of Guatemalan soldiers, he would have been perfectly safe. However, during that moment he found himself staring down rifle barrels at several angry soldiers.

Beyond that, however, Smith and Harrison figured that they had paid their dues during their last visit, he said, and that this time they did not have to photograph actual battles.

Harrison was severely wounded during crossfire shortly after Gary's return to the States and was forced to take a leave of absence from the front line.

The closest they came to a firefight in February was a kilometer and a half.

"Instead of driving into it, we just waited until the fighting passed. It can be as dangerous as you want it to be," he said with a wry smile.

Smith predicted that American troops would eventually move into the war-torn country. Then he plans to visit a third time to complete the research for a photo-essay book.

"With some background of the history of Suchitoto, I would like to do a photo book of one village in a war," he said.

"Suchitoto is that village because it is a microcosm of everything that is bad in El Salvador. Somehow I think that will be the only thing that I ever write specifically on war."

During his trip last February, Smith took the opportunity to talk to villagers through an interpreter.

"Most people won't admit to any political feeling one way or the other," he said. "The number one opinion of the people is that they just want peace."

Upon graduation, Gary will carry his war education to Montana where he plans to work for a small-town newspaper and write books. He will leave KU with a journalism degree covering photojournalism, news-editorial and magazine.

Montana is special for him because it represents his love for nature and the country, he said. He plans to purchase some property with the remainder of his court settlement.

"I'll be land rich and cash poor. I'll work to pay the taxes and just live," he said.

With him will travel his black alley cat, Sleezebag, and his all-white Husky-German shepherd mix dog, Alpine, who was born only two days before his first trip to El Salvador. ■



Photo: LARRY FUNK

Stuart Aubrey receives William Allen White National Citation from David Walker.

## Burlington Hawk Eye editor-publisher honored

A journalist whose career began with William Allen White on the *Emporia Gazette* was this year's recipient of the William Allen White Foundation's National Citation for Journalistic Merit.

Stuart Aubrey, editor and publisher of the *Hawk Eye*, in Burlington, Iowa, accepted the award during William Allen White Day Feb. 10.

The 35th annual citation recognizes a journalist who exemplifies William Allen White in service to his profession and his country.

Awbrey has been with Harris Newspapers for 45 years and is senior vice president of Harris Enterprises Inc.

He began his career in 1938, working for White. Of this experience, Awbrey wrote: "What happened to me at the *Emporia Gazette* came mostly by osmosis . . . Mostly, of course, I was fascinated by a man who had carved a national reputation out of the rough stone of a small Kansas town. It seemed, at the time, a most exemplary life to lead, running a country newspaper in a country town. It still seems that way."

David Walker, publisher of the *Emporia Gazette* and this year's president of the White Foundation, told the audience of about 300 journalists at the awards luncheon in the Kansas Union how White was responsible for Awbrey joining Harris Newspapers.

After working for White during the summer after he graduated, Awbrey planned to leave for Columbia University, Walker said. But Awbrey got a telephone call from John P. Harris in Hutchinson, who needed a reporter. "Go on out," White told Awbrey. "You'll learn more in a month with Jack Harris than in a year in New York."

Awbrey, a native of El Paso, Texas, graduated from the University of Missouri. After working for White, he joined the *Hutchinson News* as a reporter. In 1953, he was promoted to editor and publisher of the *Garden City Telegram* when Harris acquired the paper.

When the *Hawk Eye* was added to the Harris group, Awbrey became editor.

Upon learning of Awbrey's citation, Ray Call, managing editor of the *Emporia Gazette*, wrote: ". . . the award should go to Stuart Awbrey because of his writing, which at times borders on sheer poetry."

In his acceptance speech, Awbrey urged journalists to keep the two functions of newspapers — making money and serving the public — balanced.

"Most of the shabbiness of radio and television today can be traced to the preoccupation of producers and managers with the bottom line," he said. "I'm sorry to note that the same cash-register approach is taking over news-

papers, thanks largely to the growth of big chains. Watch it. Guard against it. Management can become a poison that infects our senses and dulls creativity."

Awbrey specifically addressed the 50 journalism students in the audience. He told them to "dare to disturb the universe."

"Each year I become more perturbed," he said. "More and more students accept things as they are, as frightening as they are."

Because Awbrey had a tracheotomy about two years ago, his speech was read by Whitley Austin, retired editor and publisher of the *Salina Journal*. Awbrey worked for Austin during his early days on the *Hutchinson News*.

The other award presented at the luncheon went to Stephen Tompkins, a reporter for the *Wichita Eagle-Beacon*. Tompkins received the Burton W. Marvin Kansas News Enterprise Award for a series of articles he wrote last fall examining American Telephone and Telegraph's operations and requested rate increases.

The award is given annually to a Kansas newsperson who shows enterprise in developing and writing a significant news story.

Other White Day activities included the White Foundation's annual trustees' meeting and biennial election of officers.

## WICI sponsors job seminar

The Women in Communications Inc. annual job seminar Feb. 1 offered both graduating seniors and underclassmen a chance to see the light at the end of the academic tunnel.

The two-hour program, held in Stauffer-Flint Hall, drew about 130 students. It began with a general session conducted by John Sanger, district manager of the Procter & Gamble Co.

Describing the interview process used by Procter & Gamble, Sanger said his company looked for four qualities in a candidate for a management position: leadership, intelligence, competitiveness and well-roundedness.

The greatest piece of advice he could give, Sanger said, was to "Be yourself and don't try to fool anybody."

"Obviously, put your best foot forward," he added. "It's common sense."

One common fault he sees among applicants is an inability to be succinct.

"Don't blurt out what you're thinking. It's human nature to ramble," Sanger said. "Even though you're about to explode, organize your thoughts before speaking."

After the introductory session, students were invited to attend sequence-emphasis meetings in classrooms.

David Zeeck, managing editor of the *Kansas City Star*, spoke to the news-editorial students. He said the emerging areas of reporting and news jobs were business writing, technology writing and community or small town journalism in a big city.

"Since the economy has become a dominant topic and computers are big, this is where the jobs are," Zeeck said.

He said the beauty of a news-editorial background was that it was good for almost any endeavor.

"News-editorial teaches you to communicate, and with that you can do a zillion things," Zeeck said. "You can be an inquisitive and aggressive person who picks up things quickly."

In screening employees, Zeeck said he instantly rejected anyone who misspelled a job reference. He said he looked for someone who was interested but not abusively aggressive.

Zeeck's advice was to "get in, find the place where you're most needed and get there."

Steve Akins, Lawrence senior in advertising, listened to David Holt, vice president of Valentine-Radford Inc., and said Holt's session taught him a few things.

"I learned how to find information about the agency in advance and to have



Jim Hollis, news director of WIBW-TV in Topeka.

Photo: GARY SMITH

questions prepared for the interview," Akins said.

Holt, who was graduated from the school in 1968 with an advertising major, emphasized the importance of being unique to be remembered by the interviewer, Akins said.

"I also learned how important it is to start out at a smaller agency before going to a bigger one," he said.

Debbie Pratt, Independence, Mo., senior in public relations, said that Ray A. Cunningham, manager of public relations for Goodyear Tire & Rubber Co., was frank about what opportunities were available.

"We are going to have to pay our dues by not being at the top in the beginning," she said.

Other speakers at the job seminar were: Jan Sokoloff, news director of radio station KUDL; Jim Hollis, news director of television station WIBW; and Linda Hineman Gallagher, news editor for the *Packer*, a publication for the produce industry, owned by Vance Publishing. Gallagher, a KU graduate, earned a bachelor's degree in 1979 in the magazine sequence.

Sokoloff presented samples of resumes and cover letters during the broadcasting session. She said many letters were sloppy and some people did not even bother to spell her name correctly.

Many people don't seem to believe that a woman can be a news director, she said, because some letters are addressed to Mr. Sokoloff. Besides writing concise and accurate letters, Sokoloff suggested that students send a good tape or offer to send one as soon as possible.

Hollis emphasized how difficult it was to find jobs in broadcasting. He suggested that students start working at a young age for a radio station in a small market, one that is even smaller than Topeka. Hollis got his start in Independence. With today's competitive conditions, Hollis said, even some of the smaller markets are filled with college graduates and experience may be hard to find.

Gallagher opened the door to the business press for magazine majors. She said that there were many unseen opportunities for journalism graduates with in-house and trade publications, as well as business chronicles. Gallagher emphasized the importance of clips and job experience when looking for work. She also showed a video tape of people who work for the business press.

Women in Communications, Inc., has sponsored the job seminar since 1977, according to Marianne Fletcher, president of the KU chapter.



Photo: GARY SMITH

### 'WKRK' star talks of ethics

Gordon Jump, a former broadcaster better known for his portrayal of station manager Arthur Carlson on the television series "WKRK," spoke in January to a group of journalism students about the "grinding ax of creative journalism" in America.

"We live in a world of creative journalism rather than factual journalism," Jump said. "It's interesting, but is it good journalism?"

Jump emphasized the great responsibility that accompanies the powerful position of journalists

"You have the means to influence, both good and bad, the lives of everyone within the sound of your voice or the sight of your page," he said.

Despite mistakes by the media, Jump doesn't advocate censorship, he said.

"As long as people are taught the correct principles, they can govern themselves," he said.



Photo: JIM McCROSSEN

## KU wins sweepstakes in area communications competition

Several KU journalism alumni helped the University of Kansas win a regional award for excellence in communication in January.

KU won the Sweepstakes Award in a competition sponsored by Region VI of the Council for the Advancement and Support of Education. Region VI includes 201 universities, colleges and schools in Kansas, Missouri, Iowa, Nebraska, Colorado, Wyoming and North and South Dakota. KU last won the sweepstakes in 1979.

The award recognizes overall excellence in printed, electronic and filmed material produced to help the University communicate with staff, students, alumni and prospective students.

KU also won first, second or honorable mention in 15 separate categories. The winning entries in seven of those categories were produced by KU journalism alumni.

Wendi Warner, '83, bachelor's, and John Scarffe, '83, master's, helped produce two winners: the *Big Blue Book*, a guide for new students, and brochures for continuing education business seminars.

Daniel Reeder, '71, bachelor's, and '74, master's, was among those cited for *Kansas Alumni* magazine, a publication he edits that is issued by the University of Kansas Alumni Association.

Lynn Bretz, journalism graduate stu-

dent, won for *Oread*, a faculty and staff newsletter that she edits.

In addition, Earl Richardson, '84, bachelor's, won for a photo essay published in *Kansas Alumni*; Frank Barthell, '81, master's, was cited for "You and Your Child," a series of public service radio spots he helped produce; and Joyce Evans, B.S., 1968, won for the Greater University Fund brochures she helped produce.

Last year, four KU publications — *Report from the University of Kansas*, *Explore*, *An Introduction to the University of Kansas* and *Kansas Alumni* — won top awards in the council's national competition.



Photo: JACK FISHER

Mike Oatman, co-owner, executive vice president and general manager of Great Empire Broadcasting Inc., receives the Grover Cobb award for Broadcasting Service.



Photo: JACK FISHER

Gary Bender, NCAA lead announcer for CBS Sports, receives the Alumni Honor Citation.

## KU alumni receive telecommunication awards

Two broadcasters with ties to Kansas received awards Oct. 28 during Telecommunications Day, a seminar presented annually by the department of radio-television-film.

Gary Bender, lead announcer for CBS in National Collegiate Athletic Association sports, received the Alumni Honor Citation.

Mike Oatman, co-owner, executive vice president and general manager of Great Empire Broadcasting Inc., Wichita, won the Grover Cobb Award for Broadcasting Service. Both are KU alumni.

Bender, '64, master's degree, began his career as a radio sports broadcaster in Hutchinson. He later became sports director at WKOW-TV in Madison, Wis., where he was the voice of the Green Bay Packers and the Milwaukee Brewers. He first worked for CBS in St. Louis, and later moved to Phoenix, where he has worked for CBS since 1980. Among Bender's many awards is an Emmy for basketball coverage.

Oatman, who began his radio career in Texas, moved to Wichita in 1964, and has worked for radio station KFDI ever

since. His Great Empire broadcasting company owns and operates KFDI and other stations in Missouri, Nebraska, Louisiana and Denver. Oatman has been active in several broadcasting organizations and has received many broadcasting awards. His daughter, Melissa, is a KU senior in broadcast news.

The award Oatman received during Telecommunications Day is named for Cobb, a long-time Kansas broadcaster who was one of the founders of the Kansas Association of Broadcasters.

The day's activities were held in the Kansas Union and included presentations by professionals with national reputations.

The opening session, "Radio: New Forms, New Challenges," featured Wayne Cornils, senior vice president for radio with the National Association of Broadcasters; Larry Shipp, vice president for affiliate sales with the satellite network company Transtar; Chris Kreger, district radio sales manager for the Harris Corp.; and Mike Lynch, president of Great Empire Broadcasting.

Terry Shockley, '66, master's degree,

president of the Wisconsin Television Network, then gave his presentation, "The Computer News and Weather Center."

During the seminar's noon luncheon, Schockley and Bender surprised their former professor, Bruce Linton, with an audio cassette player. They presented the gift in honor of Linton's many years as head of the radio-television-film sequence.

After the luncheon, a session titled "Advertising and Research in a Media Explosion" featured Bill Miller, vice president of the A.C. Nielsen Co.; Bob Zuroweste, general sales manager for KSHB-TV; and Ruth Burke, president of Ruth Burke & Associates, a media-buying service.

The day closed with a discussion, "Hitting the Job Market," by former radio-television-film students Kevin Harlan, '82; Tammy Wilson, '83; Patti Snell Moorman, '81; Dawn Sprague, '82; Mike Thompson, '82; and Gillian Logan, who last enrolled in the School of Journalism in fall '82.

## Knox places in Hearst competition

Don Knox, Lakewood, Colo., senior in news-editorial, was the only KU finalist in the annual Hearst Award competitions for the fall semester.

Knox finished ninth in the general news competition held in January. Knox's story covered the problems encountered by KU on Wheels, the campus bus system, after system operator Steve McMurphy was caught embezzling \$252,000. The story also dealt with the rebuilding of KU on Wheels after the incident.

During the spring semester, Knox was the *University Daily Kansan's* managing editor. He has also been a copy chief, associate campus editor and campus editor on the *Kansan*.

Knox and the school each received \$200 for his winning entry.

Gretchen Day, Sioux Falls, S.D., senior in news-editorial, in February received honorable mention in the feature writing category for a story about people who hunt through trash bins behind grocery stores looking for food.

The monthly contests run from October through March, and stories from the previous 12 months are eligible for entry.

Paul Jess, *Kansan* news adviser and general manager, said it was the poorest showing the school had made in the contest in several years.



Don Knox

Photo: SANDI MOLES

## Honor societies initiate journalism students

Forty-eight students were invited this year to join Kappa Tau Alpha, a national journalism honor society.

Membership in Kappa Tau Alpha, the most selective of the various journalistic societies, is restricted to the top 10 percent of the School of Journalism's undergraduates. Graduate students who have done superior work are also elected.

Undergraduates asked to join were: Andrew Badeker, Alma senior in news-editorial; Mary Bernica, Topeka junior in advertising; Luanne Best, Lee's Summit, Mo., junior, College of Liberal Arts and Sciences; Laury Bobbish, Ottawa senior in radio-television; Joni Branstetter, Derby senior in advertising; Stephanie Day, Lawrence senior in science writing; Ana del Corral, Medellin, Colombia, senior in news-editorial; Patrice Dougherty, Wichita junior in broadcast management; Douglas Farah, La Paz, Bolivia, junior in news-editorial; Johnnie Fiscus, Rolla, Mo., senior in broadcast news; Glenda Fugate, Shawnee junior in advertising; Kim Gibson, Liberty, Mo., senior in magazine; Cynthia Holm, Omaha, Neb., junior in news-editorial; John Hoogesteger, Traverse City, Mich., senior in news-editorial; Erin Hughes, Overland Park junior in advertising; Lindalyn Hutter, Quincy, Ill., junior in broadcast news; Sara Kempin, Lawrence senior in magazine and news-editorial; Leif Lisec, Kansas City, Mo., junior in broadcast news; Kevin Lollar, Springfield, Mo., senior in news-editorial; Pamela Luttrell, Overland Park senior, College of Liberal Arts and Sciences; Hollie Markland, Raytown, Mo., senior in news-editorial; Mark Mears, Wichita senior in advertising; Theresa Quenstedt, Leavenworth junior in advertising; Joseph Reichlin, Seattle, Wash., junior in photojournalism; John Robinson, Lawrence junior in advertis-

ing; Dana Schmidt, Overland Park senior in broadcast management; Paul Severt, Wichita senior in news-editorial; Janice Sharon, Omaha, Neb., junior in public relations; Mary Shull, Kansas City, Kan., senior in public relations; Susan Stark, Overland Park junior in public relations; Lori Sunderland, Overland Park senior in broadcast management; Alicia Sutton, Satellite Beach, Fla., senior in news-editorial; Janice Tennant, Stafford senior in advertising; Gina Thornburg, Topeka senior in news-editorial; Joel Thornton, Lincoln, Neb., senior in news-editorial; Susan Waddell, Prairie Village junior in advertising; Lorri Wilkie, Sibley, Iowa, junior in advertising; Donna Woods, Great Bend senior in magazine; and Susan Wortman, Hutchinson junior in magazine.

Graduate students invited to join were: Patrick Cooney, Woodstock, Ill.; Charlene Frederick, Wichita; John Head, Platte City, Mo.; Judith Hindman, Overland Park; Francis Orzulak, Port Vue, Pa.; Ellie Rampey, Wichita; Donna Lancaster-Reed, Lansing; Alberto Saldarriaga, Bogota, Colombia; and Dallas Van Hoose, Leavenworth.

Three professional journalists were also honored at the annual dinner and initiation ceremony held March 29 in the Kansas Union.

Lucile Bluford, editor-publisher of the *Kansas City Call*; Zula Bennington Greene, writer whose column, "Peggy of the Flint Hills," appears in the *Topeka Capital-Journal*; and Peter Macdonald, chairman of Harris Enterprises, each received the Kappa Tau Alpha Certificate of Outstanding Service. The certificate commends noteworthy contributions to the journalism profession in the advancement of its ideals and objectives.

\* \* \*

Eleven journalism students became members Feb. 12 of the KU chapter of Phi Kappa Phi, an interdisciplinary honor society that honors good character and scholarship.

No more than 5 percent of the seniors from any academic discipline are chosen for Phi Kappa Phi. Graduate students are also considered.

The journalism initiates were: Andrew Badeker, Alma, news-editorial; Larry Bobbish, Ottawa, radio-television; Jeffrey Davis, Englewood, Colo., advertising; Matthew DeGalan, Cary, Ill., news-editorial; Nancy Edwards, Tulsa, Okla., magazine; Sara Kempin, Lawrence, magazine and news-editorial; Hollie Markland, Raytown, Mo., news-editorial; Lisa Mayhew, Prairie Village, advertising; Linda Scott, Prairie Village, news-editorial; Mary Shull, Kansas City, Kan., public relations; and Donna Woods, Great Bend, magazine.

All are seniors except Davis, who graduated in August 1983.

\* \* \*

Alpha Delta Sigma, the national honorary fraternity for advertising students, inducted four KU students for the fall 1983 semester. They are Lisa Bolton, Overland Park, who graduated in January; Mark Mears, Wichita senior; Lisa Vardeman, Kansas City, Mo., senior; and Stuart West, Roeland Park, who graduated in January.

The inductees for the spring 1984 semester are: Marianne Fletcher, Overland Park senior; Carole Minkin, Prairie Village senior; Kathryn Myers, Lawrence senior; and Janice Tennant, Stafford senior.

Criteria for membership in Alpha Delta Sigma include a minimum 3.25 grade point average in advertising and a 3.25 overall gpa.

## students



Photo: GARY SMITH

Outlook — Kansan's new monthly tabloid.

### Tabloid gives more students chance to work on Kansan

The *University Daily Kansan* is now publishing a monthly magazine called *KU Outlook*.

The tabloid-size magazine is designed to focus on one main topic, such as housing or fashion, each month, and to also feature other stories that deal with campus events or have high campus interest.

*KU Outlook* is also designed to give Reporting II and Editing students a chance to work on the *Kansan* that they wouldn't normally get.

Working on the tab gives those students the opportunity to become accustomed to the way the *Kansan* operates and to learn how to use the *Kansan's* video display terminals.

The *Kansan* printed three issues of *KU Outlook* this spring, which were largely edited and written by non-*Kansan* staff members.

Assignments and production responsibilities remained in the hands of regular *Kansan* staff in addition to their regular duties.

### Ad Club creates campaigns, hosts guest lecture series

The KU Advertising Club kept busy this semester by developing advertising campaigns for two local businesses and listening to a series of guest lectures.

Students conducted research for Bucky's Restaurant and the Sanctuary, Lawrence establishments, to learn what students liked and disliked about the present advertising. Based on this research, the students devised a series of advertisements to generate interest in and awareness of the restaurants.

Guest speakers this semester included: Jeff Hall, vice president and director of marketing and distribution for the *Kansas City Star*; Mark Boyer of Bozell & Jacobs, Houston; and representatives from Miller High Life.

Also this spring, club members entered the American Advertising Federation competition by creating a campaign for Tandy Radio Shack.

KUAD Club President Cort Gorman said that if the team won the regional competition, it would advance to the nationals on June 2 in Denver.

## Mears attends Collegiate Direct Marketing Institute

A five-day seminar, the Collegiate Direct Marketing Institute, conducted biannually by the Direct Marketing Educational Foundation, was held in Chicago April 23-28. Mark Mears, Wichita senior, was KU's representative.

The seminar, sponsored by the Chicago Association of Direct Marketing, brings together more than a dozen marketing experts who contribute their knowledge and teaching skills to the institute.

According to the foundation, they offer a curriculum that is "tight, controlled and tough."

The seminar includes orientation about direct marketing, how it works; how it relates to advertising and marketing; how to write mail-order copy; how to test, measure and project results; how to deal with space and TV marketing; and how to deal with what

lies ahead in the field.

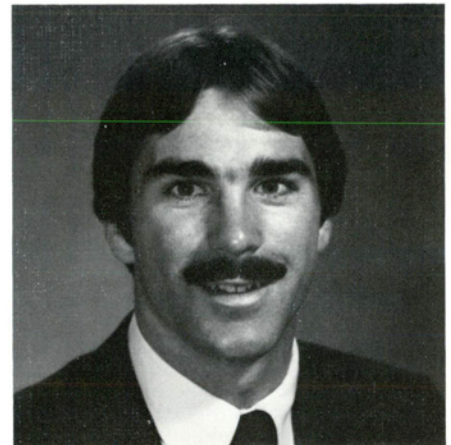
Because of the increasing career opportunities in direct marketing, students attending the institute were given the opportunity to improve their resumes and also learned how to use direct mail to promote themselves in the job market.

Students were selected for the institute on the basis of faculty recommendations, academic standing, area of interest in advertising and marketing, extra-curricular activity, employment and writing ability.

Extra consideration was given to outside activities related to advertising, marketing and sales.

Timothy Bengtson, associate professor, said KU has had representatives at the seminar in seven of the past nine semesters.

The foundation pays tuition and room and board for selected applicants.



Mark Mears

### Number of intersession internships sets record

During semester break, a record 158 students participated in the intersession internship program. Every student who requested an internship was placed in one.

Mel Adams, associate professor, said he placed 82 advertising students in internships across the country, and Dana Leibengood, associate dean, placed 76 students from the news-editorial, broadcast, public relations, magazine and photojournalism sequences.

The students were placed on newspaper and magazine staffs, in television

stations, advertising agencies, radio stations, direct mail agencies, banks, retail stores and service/counseling firms.

Leibengood said the program was invaluable for the students and the employers. The interns gain practical experience and confidence in their abilities, he said. The employers get a chance to see the quality of students of the University of Kansas. Often, these short one- and two-week internships lead to longer summer internships and occasionally to permanent jobs.

### Dary and students contribute to opening historical museum

David Dary, professor, is coordinating the involvement of three journalism school students who are working on preparations for the opening June 25 of the Kansas State Historical Museum in Topeka.

William Boeding, Manhattan senior in advertising, Jackie McGaugh, Topeka junior in advertising and Mary Bernica, Topeka junior in advertising, are writing feature stories, preparing press packets and coordinating events for the opening.

Dary said that the experience would give the students "hands-on experience in a real-life situation."



## Bowles sees need, writes Kansas Media Law Guide

Dorothy Bowles joined the ranks of the several journalism faculty members who have written books with the January release of her *Kansas Media Law Guide*.

Bowles, associate professor, began thinking about the book nearly three years ago but did not begin actual work until last year.

"Reporters and editors would call the School of Journalism with their legal questions, so I began to see a real need for a guide to Kansas media law," Bowles said.

Although about 20 other states have media law publications, she said, most of the other publications are pamphlets rather than books.

"I tried to write the book from the reporter's point of view, going step by step in the reporting process, helping to define legal procedures and terminology," Bowles said.

The book is bound loose-leaf so it can be easily updated as laws and procedures change, Bowles said.

Several graduate students in a communications law seminar last spring helped with the preliminary research for the book's 17 chapters. The book was published by the Kansas Press Association.

## Editing students get hands-on experience

Hands-on experience is what Dorothy Bowles tries to provide for her editing and reporting students. For several weeks each semester, Bowles' students work on an imaginary newspaper she refers to as the *Free Press*.

"My goal in the classroom is to make the learning experience more realistic for students," Bowles said. "With the *Free Press*, editing students learn how to make story assignments and how to exercise news judgment. Reporting students cover actual assignments and deal with meeting editors' deadlines."

Bowles said editing students made up local story assignments for reporters in Reporting I and Reporting II classes. On designated mornings, reporters come to Bowles' office and pick a story assignment — usually a meeting, speech or breaking news event. The reporter covers the story and writes it, then turns it in to Bowles early the next morning. The copy then goes back to the editing classes where students edit it, write headlines and layout a daily newspaper. Here the reality stops, as the stories for the *Free Press* never reach print.

When Bowles first started using the *Free Press* assignments in the classroom at the University of Wisconsin



Photo: VALERIE CUMMINS

**Dorothy Bowles, associate professor, looks over her book, *Kansas Media Law Guide*, which went on sale in January. She said she wrote the book from the reporter's point of view.**

the project lasted for approximately six weeks each semester, but because of a heavier teaching load and lack of graduate student help at KU, she has cut the program to two weeks.

Ultimately, Bowles would like to see the School of Journalism produce a laboratory newspaper for all journalism students who can't work on the *University Daily Kansan*.

"When I taught at the University of Wisconsin, the editing and reporting classes were involved in all aspects of the lab newspaper production, including setting type," she said. "But here, because of the lack of equipment, time and money, we have to do it on a much

smaller scale."

Bowles said that if this lab paper materialized, it would be feature-oriented and would be published weekly or monthly rather than daily.

"This would not be a substitute for the *Kansan*," she said. "I know that some students just don't have the time to work on the *Kansan*, and the lab paper would be especially good for public relations students whose career goals are not newspaper oriented."

"PR students often don't see the payoff for working on the *Kansan*, but most big companies require some media experience before they will consider you," she said.

## Kansan to finance new general manager position

The *University Daily Kansan* will have a new general manager starting in the fall semester.

For the first time in the history of the *Kansan*, the paper will be hiring a general manager with its own money instead of having the School of Journalism pay the salary of the general manager.

With the new financing method, the general manager position will become a non-tenure-track position.

Paul Jess, present *Kansan* general manager, said the move was a logical one because the *Kansan* had reached a solid financial position and could afford the added expense.

"Being a non-profit operation, the *Kansan* has to keep on a footing where expenses roughly match income," Jess said.

Jess, who has been general manager the past two years, and a search committee gave notice of the job in February, and took applications until mid-March. The results of the search were not available at press time.

Jess said the new general manager would make between \$28,000 and \$40,000 a year. The general manager will sign a one-year renewable contract.

"We hope that with the salary offering

we will attract someone really good who will want to stay," Jess said. "We want a good professional with solid experience."

Jess attributed the improved financial standing of the *Kansan* to the purchase of a front-end video display system two years ago when he became general manager.

"I came into the job with the idea that it was a transitional period," Jess said. "I saw myself as a transitional general manager who would keep the job no more than three years."

## Jugenheimer appointed Army consultant

Don Jugenheimer, professor, recently was appointed civilian consultant for the U.S. Army Recruiting Command.

He was one of four professors nationwide chosen to advise Recruiting Command on advertising patterns, media placement and sales promotion in the recruiting campaign, which uses the slogan "Be all that you can be."

A test that assessed the effectiveness of the advertising campaign was conducted for the Department of Defense by the University of Pennsylvania's School of Business. According to Jugenheimer, his task was to assist the Army Recruiting Command in "maximizing the benefit of the test."

Jugenheimer and professors from the

University of Texas, the University of Missouri and Northwestern University submitted reports to the Secretary of the Army and to the Secretary of Defense at the end of March.

Jugenheimer will be in Tokyo Oct. 2-5 to speak at the 29th World Advertising Congress on the scope of advertising media and changes in media concepts.

The congress, which occurs biennially, is directed by the International Association of Advertising. About 1,200 people are expected to attend the conference at Tokyo's Imperial Hotel.

Jugenheimer said he thought one goal of the congress was for foreign advertisers to establish better ties with the American advertising community.

## Day working for education corp.

Larry Day is a Universities Field Staff International Associate for 1983-84. The Field Staff was founded in 1952 as the American Universities Field staff, a non-profit, membership corporation of American educational institutions.

It employs a full-time staff of foreign area specialists and maintains a staff of faculty associates with area specialties and recent experience abroad. UFSI specialists make periodic visits to member institutions and write "USFI Reports" which are published and distributed by the Field Staff center in Hanover, N.H.

Day has written two UFSI Reports, and made two week-long campus visits. One was to the University of Indiana, the other to the University of Alabama.

## Utsler selected as new RTVF chairman

Max Utsler, former chairman of the University of Missouri broadcast news department, has been selected to be the new chairman of the radio-television-film sequence.

Utsler, who was assistant news director for KSDK-TV in St. Louis last year, is only the second chairman of the program. He replaces Bruce Linton, who has returned to full-time teaching after serving 29 years as chairman.

While an undergraduate at Knox College, Galesburg, Ill., Utsler worked for radio station WGIL in Galesburg and as sports information director for Knox College. He earned his master's degree and doctorate from the University of Missouri. At MU, Utsler worked as a general assignment reporter at KOMU-TV in Columbia, Mo. He also has worked at KMBC-TV in Kansas City, Mo.

## Frederickson studies new records law

Ted Frederickson, assistant professor, is researching and writing an analysis of the Kansas Open Records Act, which went into effect in January, 1984.

"The law is significantly better than the old law, which was really a closed records law," said Frederickson, whose article has already been accepted for publication in the *Kansas Law Review*.

"Under the old law, only those governmental records that state agencies were required by law to maintain had to be opened to the public. Only a small percentage of state records had to be kept by law, so only a small percentage were open," he said.

"The new law begins with the presumption that all governmental records in Kansas are open for inspection unless they are specifically exempted from the Open Records Law by the Legislature. Although the new law contains 34 such exceptions — far too many for Kansas journalists — the law

is still a vast improvement over the old law," he said.

Frederickson said law review articles tracing the legislative history of a new law and analyzing its provisions were valuable and influential reference works for courts when disputes arise over the meaning and intent of statutes.

Frederickson, who was first appointed to a tenure-track news-editorial position in August, 1983, is being supported in his records law research by a University New Faculty Research Grant. An attorney, he has undergraduate and law degrees from the University of North Dakota, and a masters in journalism from The American University. He has worked as a reporter and editor for several daily newspapers.

He lives in Topeka with his wife, Nancy G. Maxwell, an associate professor of law at Washburn University, and son, Maxwell Anders, who was born May 30, 1983.



Photo: GARY SMITH

Gary Warner

## KU grad Gary Warner now teaches part time

Teaching and being at the University of Kansas are not new adventures for Gary Warner, part-time faculty member who is teaching one Reporting I class. However, teaching at KU is a new experience.

Before he came to teach at KU this spring, Warner had conducted many workshops and seminars in his 11-year career with the Fellowship of Christian Athletes and in his present position as executive secretary of the Evangelical Press Association, which he took over in 1978.

Yet the University is a familiar sight to Warner because he earned his master's degree in journalism from KU last summer. Also, two of Warner's three children are KU graduates, and the other one is a KU sophomore.

Warner said teaching allowed him to have a varied lifestyle. He also said that teaching was an important profession and that he was "concerned about the press in America and that young people are capable of doing a good job."

After earning his bachelor's degree in journalism from Michigan State University in 1958, Warner returned to his hometown to work on the *Adrian, Mich., Daily Telegram*, where he worked as general assignment editor, photographer and sports editor. Then he worked for the Michigan Bell Telephone Co. magazine and for evangelist Billy Graham's magazine, *Decision*, before working for the FCA in 1966. At the FCA, Warner was director of communications and editor of the magazine *The Christian Athlete*.

In his spare time, Warner enjoys traveling and flying (he got his pilot's license within a week of receiving his master's degree). He also officiates high school and college baseball and basketball and teaches racquetball.

## Majure combines teaching, working for K.C. Times

Another KU alumna has returned to the fold.

Janet Majure, '76, news-editorial, has returned as a temporary instructor in Editing I.

"Teaching was something I always thought I would like to try," Majure said.

She has come back twice to Kansas and the University, but the path has been a convoluted one.

After Majure received her bachelor's degree in journalism, she took Horace Greeley's advice to go west. She spent three months at the *Arizona Daily Star* before moving to the *Denver Post*.

At the *Post*, Majure was a copy and layout editor. She described herself as a utility player on the news desk, substituting for every one of the seven shifts the *Post* ran. After two years there, she went back to Arizona to work for the *Arizona Republic* in Phoenix.

Majure stayed at the *Republic* less than a year. Unhappy with management

there, she decided to return to school.

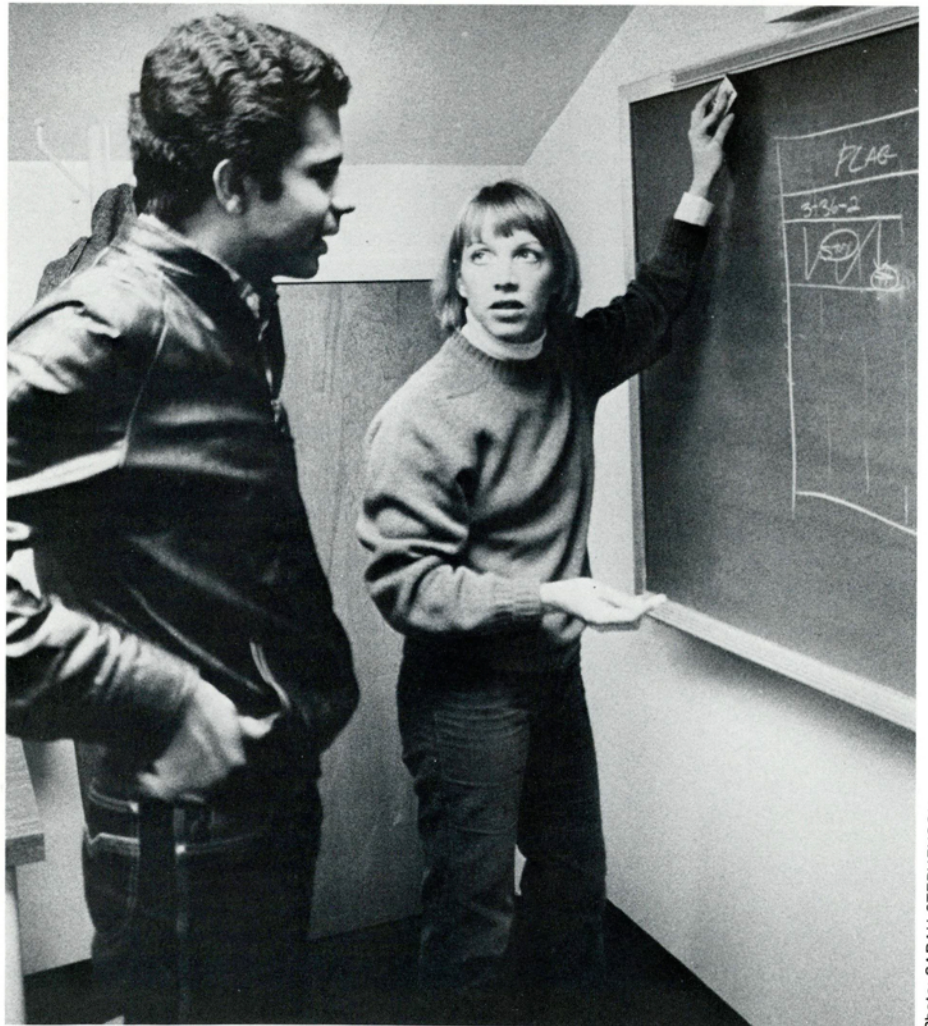
While earning a master's degree in business administration at the University of Kansas, Majure covered sports for the *Lawrence Daily Journal-World*. She also worked at the Institute for Business and Economic Research at KU, helping with its business journal and working on grant proposals.

After graduating in 1981, Majure took a job in Memphis as a financial analyst with W. R. Grace & Co.

But she found she missed journalism and would not miss Memphis, so once again Majure returned to Kansas, taking a job at the *Kansas City Times*. She now combines teaching with her job as a copy editor at the *Times*.

Although Majure said she could not envision herself sitting on the rim her entire career, she is content for now.

"I feel I belong in the news business," she said.



Janet Majure

Photo: SARAH STEPHENSON

## Harper designs course for gifted

For Nan Harper, lecturer, journalism education does not stop within the walls of Stauffer-Flint Hall.

Last November, Harper helped devise a journalism curriculum for elementary-age gifted children from Unified School District 497 in Lawrence.

She and Barbara VanKleunen, USD 497 gifted consultant, tested the project at Cordley School. In two sessions, Harper helped the children, who ranged from third to sixth grade, produce a newspaper.

"When working with kids that young, I had to strip the knowledge down to the very basics," Harper said.

After the test project, VanKleunen and Harper decided to bring together children from several schools so that more could benefit.

On Feb. 3, they conducted a workshop at the Lawrence Public Library. Each child came with a story he or she had written.

"I taught them how to write headlines with active verbs," Harper said. "It was a long day and we learned a lot."

The greatest value of the journalism curriculum for gifted children is that it moves some children with potential to be good at an early age, Harper said.

"It makes them conscious of the written word and helps them understand the



Photo: SARAH STEPHENSON

Nan Harper, lecturer, helped devise a journalism curriculum for gifted children.

difference between the active and passive voice," she said.

Another outside project of Harper's is Communications Unlimited, her Lawrence-based communication consulting firm. The firm's latest big marketing project is for the United States Hispanic Chamber of Commerce, an organization of 200,000 businessmen and women.

"As a consultant, I will handle all

publications and implement a marketing plan to aid in dealing with the media," Harper said.

"I want them to see how things work actually, and not how they work on paper," Harper said.

Last year Harper put together the organization's 88-page, four-color annual magazine by herself in six weeks, she said. She did all the writing for the magazine.

## Young judges National Magazine Awards

Lee Young, professor, was selected to help judge the prestigious 1984 National Magazine Awards last March.

The competition is sponsored annually by the American Society of Magazine Editors with a grant from the Magazine Publishers Association and is administered by the Columbia University Graduate School of Journalism.

The contest recognizes excellence in consumer magazines by judging them on: consistently superior performance in carrying out editorial objectives; innovative editorial techniques; journalistic enterprise; compatibility and vigor in layout and design; and demonstrations of the strength and importance of magazines.

"It's hard work," Young said of the judging. "You feel a lot of responsibility in the capacity as a judge, and I take it seriously."

Young, who has judged magazine awards for eight of the past 12 years, said he also saw the trip to New York as a getaway for some entertainment and to renew friendships in the magazine business.

But the most enjoyable part of the experience, he said, is getting to see the best magazine issues available and to rub elbows with the most talented magazine editors and journalists in the country.

"I can also pick up the newest and freshest ideas in the magazine business and bring those to my teaching at the University," Young said, adding that KU's reputation is also spread by his representation in the judging.

Besides the responsibility of judging and the opportunity to socialize, Young had another reason to go to New York. His first apartment, when he began working in that city, was across the street from Columbia University, and the trip gave him a chance to see old haunts and to reminisce about the days when he began his career.

The categories in this year's National Magazine Awards were: general excellence; public service; design; fiction; reporting; essay and criticism; single topic issues, and service to individuals.

## KU holds newspaper advertising seminar

Thirty-seven Kansas newspaper publishers, advertising managers and sales representatives attended the 12th annual Newspaper Advertising Seminar March 3 at the University of Kansas.

The seminar was coordinated by Don Walli, associate professor.

Walli said that often those who came to the seminar were relative newcomers to the business, while others kept coming back and always seemed to get something new out of the seminar.

The advertising seminar is sponsored by the William Allen White Foundation and the Kansas Press Association.

Speakers included Pat Antram, territorial manager of Multi-Ad Services Inc., and Mike Comerio, advertising director of the Decatur, Ill. *Herald & Review*.

Advertising faculty members who participated in the program were Chuck Chowins, assistant professor; Diane Lazarino, lecturer; Tim Bengtson, associate professor; and Mel Adams, associate professor.

## Former Gannett prof receives alumni award from DePauw University

Former Gannett professional-in-residence Bob Giles has received the distinguished alumni award from DePauw University in Greencastle, Ind., for his contributions to journalism.

Giles, who is editor of the Rochester, New York *Times-Union*, Gannett's flagship paper, taught in the School of Journalism in 1976 and during the first half of 1977 as the School's first Gannett professional-in-residence.

He came to KU from the Akron, Ohio *Beacon Journal*, where he was executive editor. The paper won a Pulitzer Prize for its coverage of the Kent State shootings in 1970, when he was managing editor.

Giles returned to KU March 1-2 as a visiting professional.

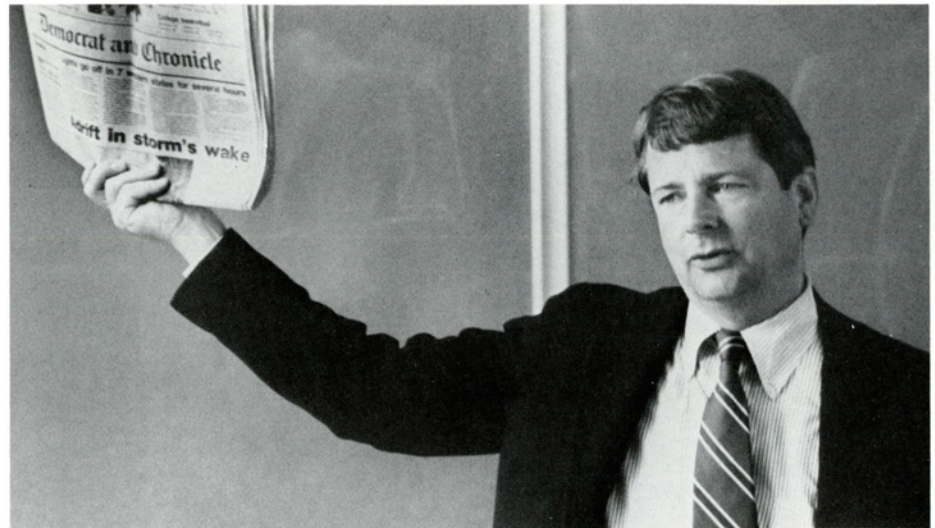


Photo: GARY SMITH

Bob Giles, editor of Rochester, N.Y., newspapers, lectured in journalism classes this spring.

## New magazine contest comes to KU

The City and Regional Magazine Association announced in April, at its annual conference, that it will conduct a yearly competition among its member publications. Publications will compete for awards in design and editorial excellence.

The William Allen White School of Journalism and Mass Communications has been named sponsor and administrator of the national competition. The first call for entries will reach member publications in September, 1984.

Sharon Bass, associate professor in the magazine sequence, will coordinate all contest events and activities. "It's a tremendous opportunity for us," Bass said. "The contest will allow students to see some of the best work being done by these publications, and will allow students to meet professionals in magazine journalism as the contest brings them to campus."

Lee Young, head of the magazine sequence, also was pleased that the school was able to attract a national magazine contest.

"The contest is helpful to the school because it gives the school an identity in the minds of city and regional magazine editors," he said.

Young also said the school was bound to get national publicity, which would probably open doors for KU students in employment and internship opportunities.

He said the personal contact between editors, publishers, faculty and students also would be valuable.

A collection of city and regional magazines is being established with the help of CRMA members, many of whom fur-

nished their media files. Young said these publications would be valuable teaching tools. The magazines will be housed in the journalism library.

Bass said that the contest may provide another lab publication for Journalism 661, Magazine Layout and Production, in addition to the *Jayhawk Journalist*. Last spring, Bass had her class design a publication made up of the award-winning entries.

Bass is especially pleased to have the contest come to KU because city and regional magazines are experiencing a boom period, thus becoming a large part of the consumer market and providing more jobs.

"Ten years ago, it was exceptional to see a small market magazine. Standard Rate and Data Service now lists more than 90 city and regional magazines, with a combined circulation of more than 17 million readers," Bass said.

The contest will be judged by academic and professional people throughout the country, Bass said. The design competition will be judged at the University, while the editorial submissions will be mailed to the judges.

First and second place plaques and honorable mention certificates will be awarded for editorial excellence in commentary, critical writing, investigative writing, local coverage and special presentations.

The design competition will offer awards for overall design, cover photography, cover illustration, individual art feature presentation in color and individual art feature presentation in black and white.

## Dary revises his book about old-time Kansas; set for sale in June

*True Tales of Old-Time Kansas*, a revision of Professor David Dary's 1979 book, *True Tales of the Old-Time Plains*, is being published at the University of Kansas Press and is expected to be ready for sale in June.

The 300-page, illustrated paperback narrows the scope of Dary's earlier book by extracting old stories and adding three new stories that focus exclusively on events and people of Kansas.

Dary said the book was a collection of Kansas folklore and legend, including stories about the "Bloody Benders" and the Dalton Gang's raid of Coffeyville.

"I pulled together all of the stories, whether they were true or false," Dary said.

Dary first published *True Tales of the Old-Time Plains* after completing a series of stories he had written as a freelance writer for *Star Magazine*, the Sunday supplement of the *Kansas City Star*.

Fred Woodward, press director at the University Press, said that the book would cost \$9.95 and that a minimum of 3,000 copies would be in regional bookstores by June.

**News Notes** written by Nancy Arteberry, Charlotte Burriss, Christy Fisher, Laura Fleek, John Hoogesteger, Laure Jones, Becky Rourk, Linda Scott, Gary Smith, Ellen Walterscheid, and Brenda Wesierski.

# alumni news

## 1940s

The journalism school received news of the death of **Anne (Rossman) Harris** ('44). **Lyle A. Young** ('49) died Sept. 26, 1983, in Topeka. A former manager of the Idaho and Nebraska press associations, Mr. Young is survived by his mother, wife and two children. His son, **Steve**, is a KU journalism grad and law student. **Allan Cromley** ('47) recently was named to the Oklahoma Journalism Hall of Fame. He has been the Washington bureau chief for the *Oklahoman and Times* for the past 30 years and lives in Falls Church, Va. **Robert Dellinger** ('48) was inducted into the National Wrestling Hall of Fame, which had named its wrestling writer-of-the-year award for him. As a wrestling reporter for 24 years in Oklahoma City, he wrote official scoring and tournament rules. He lives in Stillwater, Okla.

## 1950s

**Sally (Woodward) Church** ('50) died May 3, 1983, in Overland Park. She was a docent at the Nelson Gallery and had served on the board of governors of the Friends of Art and the Society of Fellows Council at the Nelson. **John Corporon** ('53) has been appointed president of Independent Network News, a division of WPIX in New York City, and continues as senior vice president of news for WPIX. He and his wife, Harriet (Sloan) Corporon (KU, '53), live in Brooklyn with their two children. **William DeLay** ('51) directs communications and public relations and is national spokesman for the Kansas City-based American Academy of Family Physicians. He recently was named Outstanding PR Practitioner of Kansas City by the local chapter of the Public Relations Society of America. **James Cazler** ('56) serves as Anderson County Hospital Administrator in Garnett, where he and his wife, Stella, now live. **Dick Walt** ('57) is editor of *American Medical News*, published by the American Medical Association in Chicago. He and other KU journalism grads — **Marvin Rowlands** ('50) and **Larry Boston** ('58) — have edited *AMN* for the past twenty years. After graduating from KU, **Ruth (Daniels) Dobson** ('58) worked for the NBC-TV show,

the "Hallmark Hall of Fame." She then went on to another NBC production, the "American Heritage" series, and later worked at the International Television Dept. of United Artists Corp. She is married and living in Aurora, Colo.

## 1960s

**Bob Hoyt** ('62; MSJ, '63) is associate director of communications in the KU Bureau of Child Research in Lawrence. **Bill Kurtis** ('62), anchorman on CBS Morning News, has written a book, *Bill Kurtis on Assignment*. **Kelly (Smith) Tunney** ('62) was appointed assistant general manager of Associated Press in November. She is the first woman to hold that title in AP's 135-year history. Mrs. Tunney, who served as a Vietnam war correspondent, was appointed AP's director of media relations in New York in 1981, and later in the same year she became assistant personnel manager. Last August, she was named director of corporate communications. Mrs. Tunney is married to Jay R. Tunney, an international shipping and trade executive and son of the late heavyweight boxing champion Gene Tunney. The Tunneys have two children and live in New York City. **Terry Murphy** ('63) is a copy editor for the *Minneapolis Star & Tribune* and wrote *Classroom to Newsroom: A Professional's Guide to Newspaper Reporting and Writing*, published last fall by Harper & Row. **Rose Tulecke** ('64) is editor of *Fort Worth*, an official Chamber of Commerce publication in that city. Her husband is a dermatologist, and they have two teenage children. As a student, Rose was the day editor of the *University Daily Kansan* at the time that President Kennedy was assassinated. She stopped the press run to revise the front page of the paper for the story. **Rebecca (Rohrer) Kirtland** ('68) reports on animal behavior and communication and writes travel articles for the National Geographic Society in Washington, D.C. She lives in Alexandria, Va., and has two children, Catherine, 12, and Amy, 10. **Roger Myers** ('68) is the executive vice president and creative director of Burch, Meyers, Cuttie, an advertising agency in Chicago that he and his two partners founded. In 1983, the agency placed in every major advertising creative awards competition. **Donald Steffens** ('69) was named to the 1984 official Athletics Congress statistics crew for his fourth Olympic games. He and his wife, Charlotte, live in Wichita. **Mike Walker** ('69) is president of Walker, Johnson & Co., an advertising and public relations firm in Phoenix, where he and his wife, Mary (Penny) Walker (KU, '70), make their home.

## 1970

**Tim Jones** is the author of the *Last Great Race*, a book about dog sled racing. He lives in Alaska, and works for the *Anchorage Daily News*. **Pete Kovac** is a partner in the Nicholson, Kovac, Huntley and Welsh public relations agency in Kansas City. **Steve Krug** is the Northwest regional manager of Seagram Wine Co. He and his wife, Marilyn (Bernstein) Krug (KU, '72), make their home in Bellvue, Wash. **Joann Marinelli** has opened a children's clothing store, "B'Gosh & B'Golly," in Kansas City, Mo. She is affiliated with the Gibson Consulting Group as an associate creative director for specialized marketing consulting assignments on a free-lance basis. Joann's daughter, Brooke, born in March, 1983, joins her brothers Benjamin, 6, and Brett, 3. **Dan Osborne** and his wife, Jane, and their son were killed in their home in Fort Wayne, Ind. The Osbornes' daughter survived. Dan had been an assistant business editor of the *Kansas City Star* before joining the *Fort Wayne News Sentinel* in June 1983, as editorial page editor. **Ken Peterson** serves as press secretary for Democratic Rep. Jim Slattery of Kansas. Ken's wife, Kathy, is a press secretary for Republican Rep. Pat Roberts of Kansas.

## 1971

**Stewart Farbman** is field sales manager for Pankow Associates, Inc. in Overland Park. **Patricia (Bailey) King** and her husband, Keith, announce the birth of their son, Patrick Keith, born Feb. 3, 1983, in Houston, where he joins Scott, 8, Courtney, 6, and Carolyn, 3. **Richard Louv** is the author of a new work, *America II*, published by Tarcher Press, a division of Houghton Mifflin. Louv was a special projects reporter for the *San Diego Union*, and *America II* is based on a series of articles he did for the paper as he traveled around the United States and saw a new nation emerging from an industrial culture. **Frank Slover** (MSJ) has been named director of corporate communications for Georgia-Pacific Corp. He was previously corporate public relations manager.

1972

Rita Haugh Oates works for Knight-Ridder and puts out the *Viewtron* magazine in Miami Beach.

1973

**Patti (Wacht) Brozanic** and her husband, **Ron**, ('74), announce the birth of their daughter, Meghan Jennifer, born April 17, 1983, in Omaha. Ron is the producer/director of corporate television for Northwestern Bell Telephone Co., and Patti is an MBA candidate in marketing at the University of Nebraska. **Trish (Teeter) Kandybowicz** is staff manager in charge of Kansas advertising for Southwestern Bell, state representative to the Midwestern Celiac-Spruce Association, and she is active in the local chapter of Women in Communications, Inc. She and her husband, Steve, an assistant superintendent of parks and recreation for Shawnee County, live in Topeka with their daughter, Kellie, 2. **Katherine (Ruddy) Soden** edits the program guide for KCPT, the public television station in Kansas City, where she and her husband, Stephen, live.

1974

**Ronald Dutton** moved from Kansas City to Tulsa, Okla., as group and pension manager of Bankers Life Group and Pension Office. **Carolyn Olson** edits copy for the *St. Louis Post-Dispatch*. Previously she worked at the *Daily Oklahoman* in Oklahoma City and at the *Hutchinson News*. **Harry (Hal) Ritter III** married Carolyn Pesce April 30, 1983. Their home is in Washington, D.C., where Hal is deputy managing editor for *USA Today*. **Jenny (Larsen) Simpson** works for BWA Advertising in Kansas City. **Lou Ann Thomas** teaches journalism at Harrisonville Senior High in Harrisonville, Mo.

1975

**Mike Cruver** recently was named sports-editor of the *Chanute-Tribune*. He and his wife, Jon Elise (McClure) Cruver (KU, '75), have two daughters. **Eric Meyer** continues to work on the national desk of the *Milwaukee Journal*, where he is also news systems editor. He covered the computer raids at Los Alamos and at the Sloan-Kettering Cancer Clinic in New York City. His wife, Patricia, is an account executive in display advertising at the *Journal*. **John Schilling** is executive director of the Golf Course Superintendent's Association of America in Lawrence. He commutes from Topeka, where he and his wife, Pamela, make their home. **Jan Seymour** is director of marketing for the Federal Land Bank of Wichita. In the last issue, the *JJ* incorrectly reported that she was publications editor; at that time, she was director of member relations. **Anita Solter** is on the communications staff of the Village United Presbyterian Church in Prairie Village. **Raymond Wilson** lives in Manchester, Mo., where he is key account manager for Helene Curtis industries.

1976

**Pamela (Rogge) Begert** and her husband, Mark, announce the birth of their son, Daniel, born May 13, 1983, in Lawrence. Daniel joins his brother, Joshua, 2. Mark is an industrial products specialist for Aeroquip. **Rosemary Bennett** is a merchandiser/buyer for Southland Corporation in Dallas. **Martin Dolan** is a copy editor for the *Arizona Republic*. **John P. Easley** has been named to the post of director of development of the Houston Symphony. Mr. Easley was previously management consultant for the Center for Non-profit Management, Inc., in Dallas. **Robert Embers** has been appointed as director of market research at Commodity News Services, Inc., a firm in Leawood that provides commodities and economic data. **Mike Goff** and **Bobbi Gean (Toalson) Goff** (KU, '79) had a daughter, Erin Flora, last June 26, in Overland Park. Mike is an account executive with Valentine-Radford Advertising in Kansas City. **Frederick Johnson** is a special assignment reporter on the *Hays Daily News*. **Brad Jones** opened a private law practice last September in Seattle, where he enjoys outdoor sports.

*"I was pleased to receive a copy of the Jayhawk Journalist, Fall 1983 from a cousin of mine, Jean Chappell. I read with great interest your article 'No more paper chase — Linton retires as RTVF head.'*

*"The picture on page 21 . . . includes me . . . Also, at that time, if I recall correctly, the call letters for the radio station were KUOK. The photo certainly brought back fond memories of good times."*

*Ruth (Daniels) Dobson '58*

**Michael L. Kadel** became the advertising director last November at the *Coffeyville Journal*. **Laura (Ware) Miller** reports the birth of a second son, Michael, and a move to Ames, Iowa, where her husband, Dave, is employed by Iowa State University. **William "Biff" Roberts** manages communications for the Paslode Co. in Skokie, Ill. He and his wife, Patti (Quirk) Roberts, live in Hanover Park with their son, Matthew, who is nearly 2. **Paul Sherbo** is in Japan working on *Pacific Stars & Stripes*, the Armed Services newspaper. **Kathy Stechert** (MSJ) has joined the staff of *Better Homes & Gardens* magazine as the New York features editor. She formerly had served as the associate articles editor for *Woman's Day*. **Andrea (Groves) Yoxall** gave birth to a daughter, Ashlee Renee, last July 16. Andrea and her husband, Rick, live in Liberal.

## 1977

**Robert Britain** is a copywriter for the Barkley and Evergreen Advertising Agency in Kansas City, and he also writes for the "Wizard of Id" comic strip. **Dwight Custer** married Nancy Luker May 21, 1983, in Tulsa, where they make their home. Dwight is an industrial account executive for Motorola, and Nancy, an Oklahoma University alumna, is an interior design consultant for Business Interiors. **Randy Fassold** married Marsha Brockschmidt, a K-State graduate, last June 18 in Mission. They make their home in Olathe. **Debbie Gump** is working for the *San Jose Mercury News* on the national desk. **Mark Holefelder** is a claims representative for Royal Insurance in Overland Park. **Boyd Howard II** married Lisa Callahan May 21, 1983, in Wichita. **Lawrence Kampa** is working as a reporter/sales representative for *The Packer*, Vance Publishing in Los Angeles. **Kathy Russell** is an account executive with the Foote, Cone and Belding advertising agency in San Francisco. **Lynda Smith** is an assistant feature editor for the *Miami Herald*. **Carl Lee Young** covers the suburban beat for the *Phoenix Gazette*; he resides in Mesa, Ariz.

## 1978

**Becky (Herman) Budke** and her husband, Earl, announce the birth of their

daughter, Brooke Christine, Sept. 4, 1983, in Hays, where she joins Brett, 2. Becky is a realtor with Horizon Homes, and Earl is a commercial building supervisor. **Jane (Piper) Mahoney** married Rod Mahoney. They live in Albuquerque and have a 14-month-old daughter, Megan. **Susan Miller** recently was named "Television Personality-Reporter of the Year" by the Kansas City Chapter of American Women in Radio and Television. She is the morning news anchor and reporter for KMBC-TV in Kansas City. **Sandra (Dechant) Pennington** has been promoted to Senior Marketing Analyst at the Commodity News Services, Inc., in Leawood. **Jeffrey Summers** married Stephanie Luben March 13, 1983, in Overland Park, where they live. Stephanie graduated from the University of Missouri and from St. Luke's Hospital School of Radiologic Technology. **Susan Van Ness** (MSJ '83) works as a promotional writer in the marketing and communications department of Hewlett-Packard in San Diego.

## 1979

**Richard Alm** (MSJ) is a business writer for *U.S. News & World Report*; he lives in Dallas. **Leslie (Russo) Bayer** works as a media coordinator for the Sunflower Group in Lenexa. **Duncan Butts** is presently a student in the MBA/Law program at KU. **Marc Ford** joined Harmon Smith of Kansas City as an account executive. **John Frazer** has moved from St. Louis, where he was assistant news director at KMOX-TV, to New York, where he works as the executive producer of Newsfeed. He is responsible for the daily audio/visual news feed to CBS stations. **LaDonna Hale**, a former Wooldridge scholarship recipient, has recently accepted a position with Republican National Committee and will return to Capitol Hill to work in the communications division. She was also selected as a 1983 Outstanding Young Woman of America. **Liz McMahon** works for Chrysler's sales and marketing division in Overland Park. **Patricia Manson** is a city desk reporter for the *Pensacola (Fla.) Journal*. **Dave Miller** is assistant editorial art director and chief artist at the *Denver Post*. **Scott Morgan**, who received his law degree from KU in 1983, married **Kathleen O'Leary** ('83) October 8, 1983, in Lawrence. **Caroline Trowbridge**, reporter with the *Lawrence Journal-World*, received the Victor Murdock Award for Excellence and Achievement in Journalism

*"I'm executive vice president and creative director of Burch Myers Cuttie, an ad agency in Chicago that I and two partners founded about four years ago. Our goal at the time was to become rich and famous, and part of that objective (the famous part) was achieved during 1983 when we placed in every major advertising creative competition — Clios, Addys, Effies, Tellys, U.S. Commercial Festival, and The One Show."*

Roger Myers '68



from the Kansas Press Association for her coverage of a Lawrence city commissioner's attempt to secure the city manager's resignation and the situation's aftermath. **Ladd Welch** and **Shelly (Brown) Welch** (KU, '82) had a daughter, Natalie Kay, Aug. 20, 1983, in Liberal. Ladd works for Brown's Furniture, and Shelly teaches in the Seward County Community College School of Nursing.

## 1980

**Vincent Lawrence Coultis** is manager for the financial services classification for Knight-Ridder Newspapers in New York City. **Phillip J. Garcia** is with the *San Diego Union*. **Gregory Gough** married Marsha Brewer June 18, 1983. They live in Little Rock, Ark., where he works as a district manager for Western Merchandisers of Amarillo. **Barbara Kinney** is a photographer and photo editor for *USA Today* in Washington, D.C. **Jon Kirkpatrick** married Devon Menehan May 28, 1983, in Wichita, where he manages Pisciotta's Food Distributors and she works for Maxine's Monogram Shop. **Dan Schenkein** has been hired as the new manager and executive secretary of the Deadwood, S.D., Chamber of Commerce. **Brent Schlender** is with the Asian edition of the *Wall Street Journal* as the Hong Kong bureau chief. **William Stivers** is an account executive for the Valentine-Radford ad agency in Kansas City, Mo.

## 1981

**Rick A. Binkley** is working for the Emerson/Nichols/Bailey ad agency in Dallas. **Jonelle Birney** works as an account executive for Ogilvy and Mather Public Relations in Washington, D.C. **Jullienne Marie Borchers** is with Hallmark in Kansas City, Mo. **Juliette B. Bradley** is working for Western Auto in the Kansas City area. **Cecilia Ann Catazano** is a media supervisor at Phase One Advertising in St. Louis. **Nancy J. Clauson** is with Foote, Cone & Belding, an ad agency in Chicago. **Shelly (Coker) Holm** is an account executive for *San Antonio* magazine. She was married in March to Keith Holm, a Nebraska graduate. **Melanie Dunn** is the editor for news and internal publications at United Telecommunications. **Gary Fish** recently was promoted to assistant media director with Emer-

son/Nichols/Bailey Inc., an ad agency in Irving, Texas. **Terri Jane Fry** is an account executive for Leo Burnett & Co. in Chicago. **Tamara Harbert** is the editor of a weekly newsletter, *Enhanced Energy Week*, published by Pasha Publications in Arlington, Va. **Brenda J. Harden** is a sales representative for the *Kansas City Star*. **Judith Howard** is with the *Star-Gazette* in Elmira, N.Y. **Charles Howland** is a reporter for the Marion (Ind.) *Chronicle-Tribune*. **Pamela (Tomas) Huxen** works for *Town's West* magazine, a publication for west Texas cities. She lives with her husband, Mark, in Odessa. **Ellen Iwamoto** is news editor for the *Lexington (Ky.) Herald-Leader*. **Mark Johnston** is a sales representative for the *Kansas City Star*. **Susan Keck** is working in the media department for Compton Advertising in New York City. **Katie Kennedy** is an account executive with the McCann-Erickson ad agency in Atlanta. **Kevin Neal Koster** is a sales representative for the "Business Today" section of the *Kansas City Star*. **R. Korbin Kraus** is working as an assistant account executive for Young and Rubicam/Dentsu in Los Angeles.

**Rhonda LaHue** is an assistant media buyer for Fremmerman-Maley in Kansas City. **Terry Leatherman** is a news reporter and noon anchor for television station KSNT in Topeka, and **Sharon (Coffeen) Leatherman** works as an administrative assistant for the Kansas Health Care Association. **Ted James Lickteig** is attending law school at Creighton University in Omaha, Neb. **Kathryn Miller** is an assistant on a book being written about the skywalk collapse at the Hyatt Regency. **Sandra Odenbaugh** is an assistant manager for Dolgin's stores in the Kansas City area. **John Roberts** and **Helen Arnold** were married April 16, 1983, in Roeland Park. They make their home in New York City. **Stephanie (Cook) Scardino** is in retail advertising for the *Kansas City Star and Times*. **Matthew A. Seeley** is working for *The Packer*, a Vance Publishing periodical, in Los Angeles. **Shelly (Maizlish) Silverman** is with the Valentine-Radford ad agency in Kansas City. **Stephen Spector** is in medical photography at the University of Kansas Medical Center. **Elaine (Strahler) Stansfield** has been promoted from account executive to vice president at the Sunflower Group in Lenexa. **Lois Winkleman** works for Genesys Systems, Inc., in Ellinwood. Another J-school alum, **Larry Knupp** ('75) is president of that company. **Thomas Alan Whittacker** is with the Gardner ad agency in St. Louis. **Kathryn J. Wisecup** is an assistant media planner for SSC & B and Lintes Worldwide in New York City. **Joseph Zanatta** (MSJ) is a publisher in the technical publications division of the Intertec Publishing Corp. in Overland Park.

*"It is such a pleasure to read and remember about the sixties. I haven't thought about those days in so long. (Did you remember that I was the day editor who stopped the presses and headlined the JFK assassination story at 3 p.m. the day of his murder? A woman even. I didn't even know it was remarkable until I read that a Kansas State editor got a special award for the same event.)"*

Rose Tulecke '64

*"Hope things are great at K.U. Being out in the 'real' world sure makes you want those carefree college days!"*

*Shelly (Coker) Holm '81*

*"You said that students are the reason some of you are teachers. Well, it works the other way, too. I hope you have some idea of the impact you make on our lives . . ."*

*Susan Van Ness '78 (MSJ) '83)*

## 1982

**Marcy Chudy** is a copywriter in the advertising department at the Beneficial Management corporate headquarters in Peapack, N.J. **Anthony Coleman** is an account executive for the radio station KHTR (CBS affiliate) in St. Louis. **Amy Collins** edits copy at the *Arizona Republic* in Phoenix. **Penni Crabtree** works for the *National Catholic Reporter* in Kansas City. **Eric Wayne Dahlinger** is an assistant account executive for Kenyon and Eckhardt ad agency. **Joy DeBacker** is working in Chicago for J. Walter Thompson as an assistant account executive. **Lisa DeMeyer** is creative coordinator at Valentine-Radford in Kansas City. **Debby Foster** works for Sun Publications Inc. as a reporter. She covers the Prairie Village and Mission beats and also works as a feature writer. She married Mark Wayne McDonald (KU, '82) March 12, 1983. Mark works as a freelance photographer and studio assistant for Hollis Office Studios Inc. in Kansas City, Mo. They make their home in Shawnee. **Kevin Helliker** is a reporter for the *Kansas City Times*. **Joye Jobe** lives in Oklahoma City, where she is studying to become an air traffic controller. **Theresa Knoebber** married Floyd Lyssy Sept. 24, 1983. They live in Mobile, Ala., where Theresa works for Procter & Gamble, and Floyd is a search and rescue pilot for the U.S. Coast Guard. **Steven Koppes** (MSJ) is a manager trainee at an elegant new hamburger restaurant in Tempe, Ariz. **Diane Makovsky** works as an assistant to the editor at *Across the Board*, a magazine published by the Conference Board in New York City. **Christopher Mehl** married Sandra Coulter July 2, 1983 in Overland Park. **Steve Menaugh** (MSJ) is a public relations coordinator for the Kansas University Endowment Association in Lawrence. **George Pollock Jr.** is a copy editor for the *Omaha World-Herald*. **Bruce Schmidt** is attending the Washburn University School of Nursing. **Jo Lynne Walz** works in the public relations department at U.M.K.C. **Valentia Webb** married Richard Kluge Jr. (KU, '81) April 30, 1983, in Topeka. He works for Burroughs Corp., and she is employed by The Agency, an advertising firm in Wichita, where they make their home. **Shayla Williams** joined the news staff of K6KZ-TV in Junction City as evening anchorwoman. **John Zuroweste** is working as a media planner for D'Arcy-MacManus & Masius, Inc., in St. Louis.

## 1983

**Justin Abelson** is a night reporter for the *Emporia Gazette*. **Michelle Ayres** is

an administrative assistant for Harmon Smith Advertising in Kansas City. **Pamela S. Berke** is a marketing coordinator/customer service agent for the cable division of Titsch Communications, Inc., in Denver. **David Cook** was promoted from media assistant to media buyer at the Sunflower Group, an advertising agency in Lenexa. **Jeff Davis** is the editorial production/traffic assistant in charge of coordinating all materials for publication on *Computer Technology Review* magazine in Los Angeles. **Tom Gress** has moved to Texas and is a general assignment reporter for the *Abilene Reporter-News*.

**Nina Kronschnabel** is working in the accounting department of the Sunflower Group in Lenexa. **Nancy McGeary** is a public relations assistant for Dinner Playhouse, Inc., in Kansas City, Mo. In the Fall '83 issue of the *J.J.*, **Ross McIntosh** was listed as a sales representative at KGIW/KAIQ. The station is actually KALQ. Our apologies, Ross. **Deanna Miles** has been promoted to news editor at the *Hays Daily News*. **Kathy Noble** is a publications assistant for Continuing Legal Education at UMKC. **Laurel Ransom** is working as publications editor for Mize, House, Mehlinger & Kimes Accounting in Topeka. **Julia Sanders** is a free-lance public relations assistant for Allen & Dorward Advertising in San Francisco. **Wendi Belinda Warner** works in the communications department of the Security Benefit Group of Companies in Topeka. **Laurie Winslow** works for the *Emporia Gazette*.

## 1984

Upon graduating, **Scott Dorman** plans to join the Sunflower Group in Leawood as an account executive. **Patricia (Lynch) Eisele** is editor of the *Noon News*, a publication of Hallmark Public Affairs and Communications. **Ann Fitzgerald** is an associate editor of *Revista Maryknoll* magazine, in Maryknoll, N.Y. **Dawn Graham** has joined the staff of *Home Center* magazine in Lincolnwood, Ill. **Jill Hirsekorn** works in media sales at the Leisure Publishing Co. in Roanoke, Va. **Brian Levinson** is a reporter for the Beaumont (Texas) *Enterprise*. **Paul Mallory** is a media buyer/junior account executive at Setter and Associates, Inc., in Wichita. **Earl Richardson** is a photographer for the *Topeka Capital-Journal*.

Compiled by Cindi Merifield, Donna Reed and Sharon Warner.

# Whooooooooooooooooooooo!

By Gary Smith

Everyone who has attended the University of Kansas can vividly remember the steam whistle that traditionally bellowed the end of classes. Those memories, however, are bound to be less than pleasant if you were ever caught between Watson Library and Flint Hall when the hourly holocaust of sound exploded.

In fact, you may have wondered why someone, maybe one of the folks who work near enough to the blast to dread 20-after-the-hour — every hour — hasn't tried to silence the horn.

Well, someone did try to shut it down once, but the silence was short-lived. It seems that in the autumn of 1976 Chancellor Archie Dykes was easily persuaded into flipping the off switch when he and others attending a journalism faculty meeting were jolted out of their agenda by the blast.

But, professors overextended their classes, students became lost in time and town folks missed the horn and called the Chancellor to complain. It seems that nobody knew what time it was any more. They realized that they depended on the sound somewhat like Pavlov's dog.

The horn was switched back on, but some of the people who work in the surrounding buildings still remember that period of pleasant silence. However, if there was a moral to the events of that autumn it was the uselessness of fighting a tradition. The horn continues to blow its hourly message and the ultimate sacrifice of always remembering the ghastly blast as a vivid image of KU days remain.

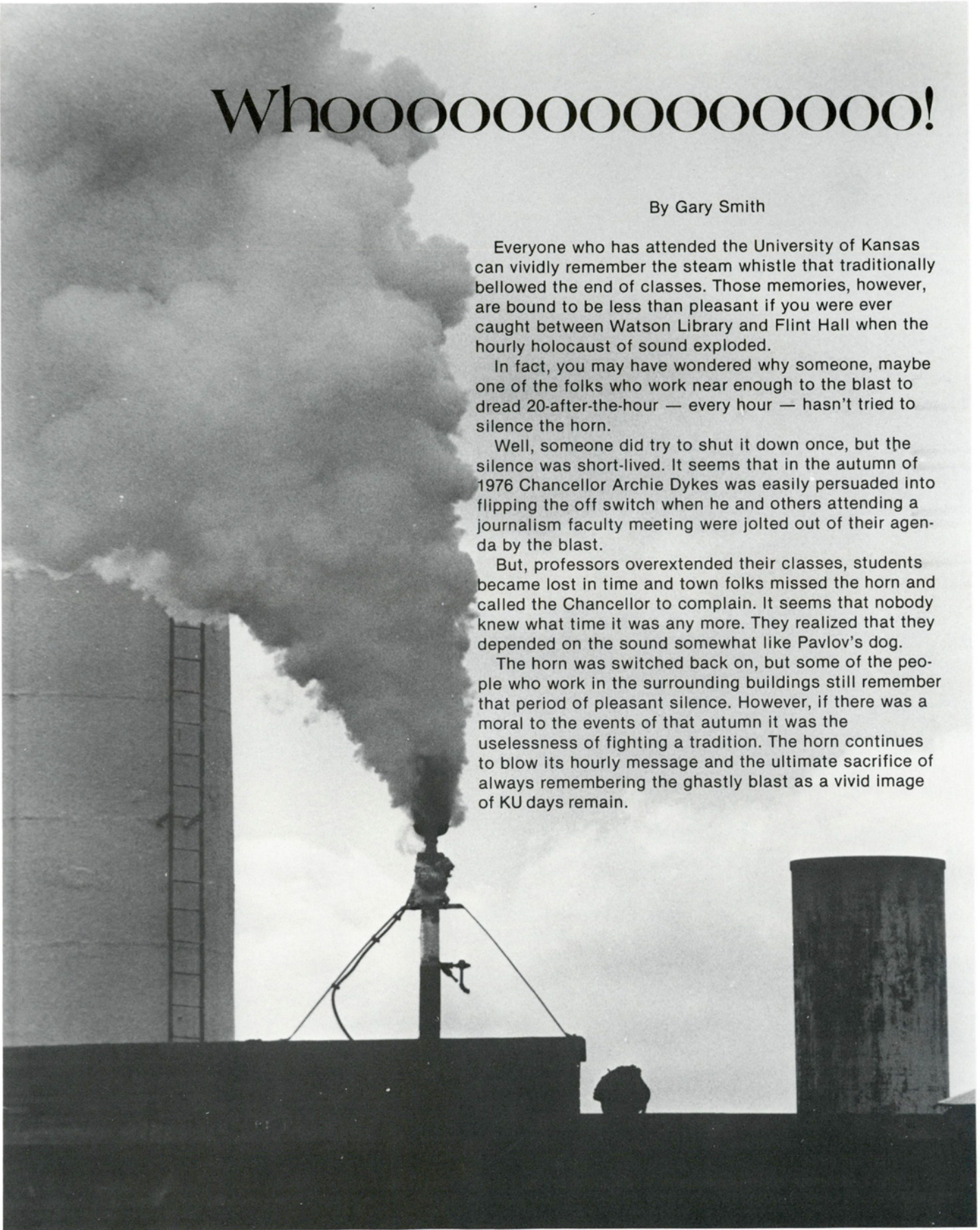


Photo: GARY SMITH

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