

JAYHAWK

FALL 1986

Journalist

Home on the Plains:

Dorothy's ruby slippers fit comfortably for many journalism graduates.

Stormy Weather:

Business takes the upper hand against its old nemesis, the press.

JAYHAWK INDEX

Number of news-editorial grads since 1982 whose first jobs were on non-daily newspapers: 10

Number whose first jobs were on papers with circulations exceeding 100,000: 34

Percentage of women in the School of Journalism in 1966: 27.6

In 1976: 39.1

In 1986: 62.8

Percentage of KU students who withdrew from all their classes in 1982: 2.3

In 1985: 4.2

Average 1985 grade point average in the School of Journalism: 3.01

Business: 2.82

Engineering: 2.74

Social Welfare: 3.14

Number of slides in Professor Calder Pickett's history of American journalism course: 1,462

Student attendance at Student Assistance Center workshops

In fall 1981 — alcohol control, 13; human sexuality, 264

In fall 1985 — alcohol control, 611; human sexuality, 29

Number of KU journalism students in 1966: 196

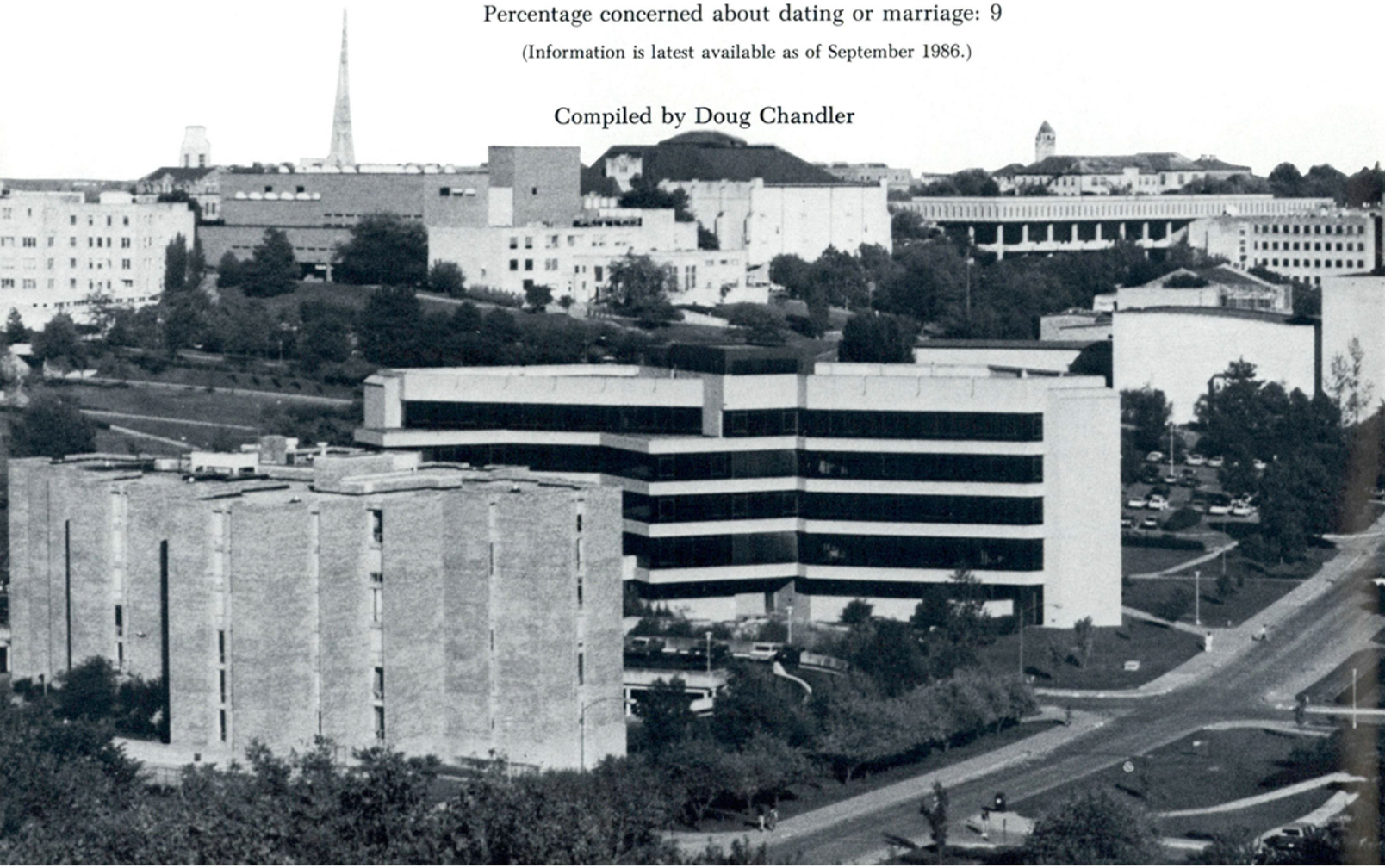
In 1986: 810

Percentage of visitors to the University counseling center
who were concerned about career decisions: 53

Percentage concerned about dating or marriage: 9

(Information is latest available as of September 1986.)

Compiled by Doug Chandler



CONTENTS

9 Summer in Israel

A journalism student spends her summer vacation working on tanks as a volunteer with the Israeli army.

By Kirk Roberts Garrett

12 Welcome Back to School

Graduate students juggle work, families and classes in a new program at the Regents Center.

By Patricia Hale

14 Passion Pete and the Voodoo Doctor

Two DJs break the rules and bring havoc to the airways to spice up their jobs at KJHK.

By Judy Scott

16 Business Meets the Press

Media and the business community have had an on and off relationship. Today, the affair seems one-sided.

Interview by Sharon Stephens and Colleen Murphy

20 Staying Home

Not all journalism graduates choose the big city life. Some opt for the beauty and simplicity of life in Kansas.

By Mark S. Brown and Colleen Murphy

30 Shhhhhh!

With a friendly smile and a stern hand, Ethel Stewart keeps the peace in the J-School reading room.

By Sheri Donaldson

32 The Real World

Many college students, while rushing to join it, see this strange place as dark and foreboding.

By Dee Dacey

37 Changing Scenes: The Class of '75

Nixon resigns and the Vietnam War ends. An age between flower children and young Republicans.

By Calder Pickett

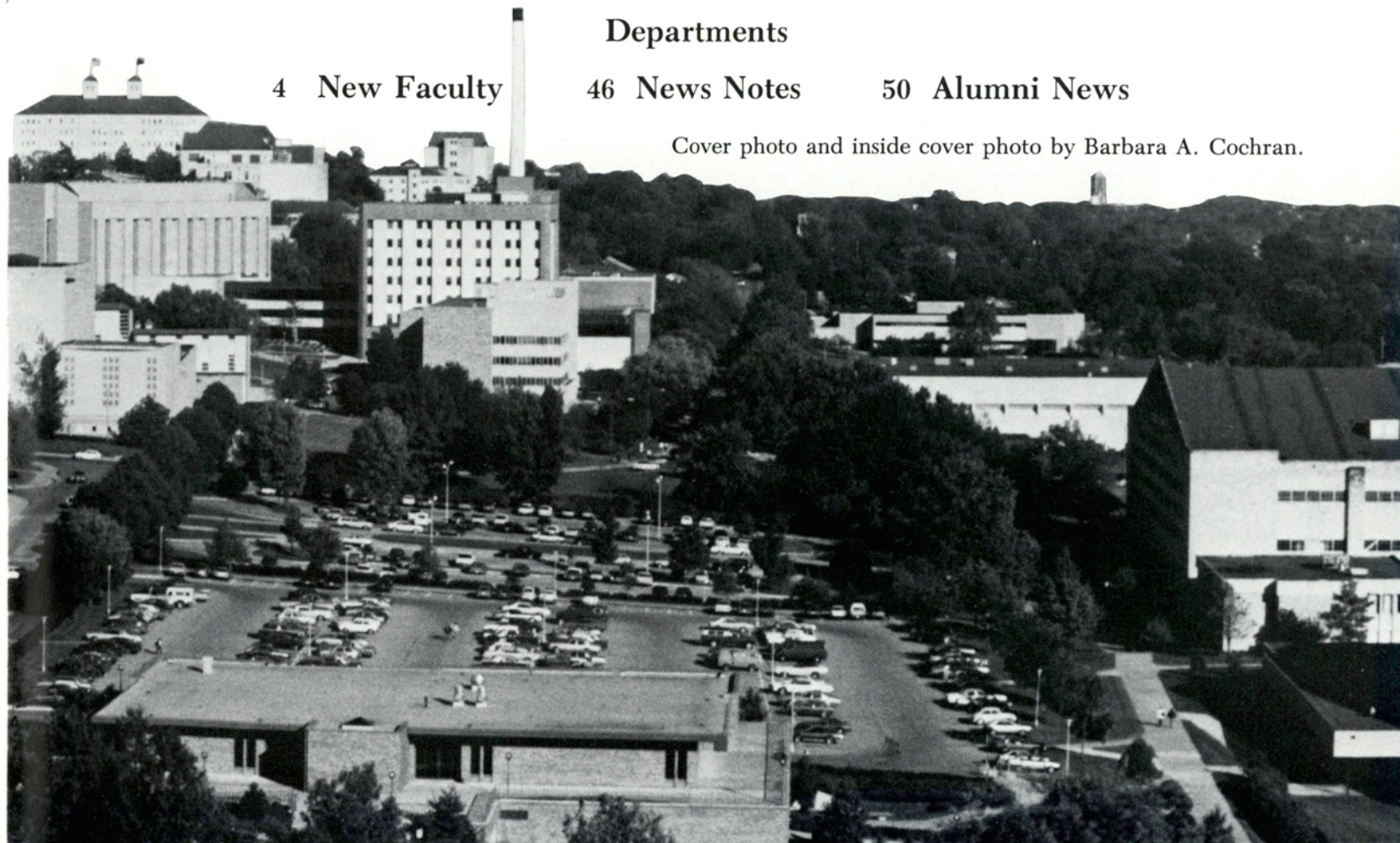
Departments

4 New Faculty

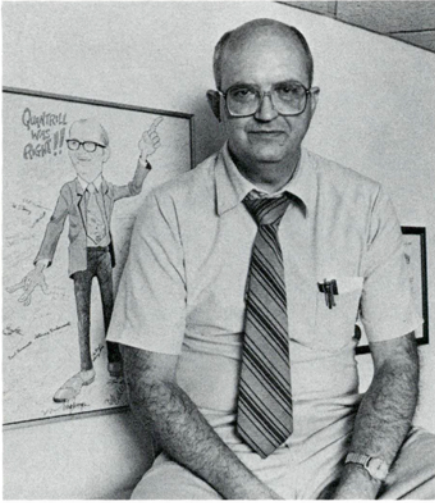
46 News Notes

50 Alumni News

Cover photo and inside cover photo by Barbara A. Cochran.



NEW FACULTY



Jacki Kelly

Tom Eblen

Every semester the *Kansan* newsroom gains a new staff of editors, reporters, and photographers. In the fall semester there was an additional change. Tom Eblen, editor and general manager of the *Fort Scott Tribune* for the past six years, became general manager and news adviser for the *Kansan*.

Mr. Eblen succeeded Susanne Shaw, who left to devote more time to her position as executive director of the Accrediting Council on Education in Journalism and Mass Communications, based at the University of Kansas.

Mr. Eblen, no stranger to the School, came with twenty-five years of reporting and editing experience. He taught at KU in 1979-80 as the Gannett Foundation professional in residence. He said he was attracted to KU because of Del Brinkman, the former dean, and because of the abundance of fine copy editors, an abundance he attributed to the influence of John Bremner in his many years at KU.

When Mr. Eblen left KU, he had planned to buy his own newspaper, but he put that dream aside to work for the *Fort Scott Tribune*. Under his leadership, the *Tribune* won an

award for editorial excellence in 1983 from the Inland Daily Press Association.

Earlier in his career, Mr. Eblen worked for the *Kansas City Star*. He worked his way through the ranks as a reporter, copy editor, assistant city editor, city editor, and managing editor. In 1979 he was managing editor for administration for both the *Star* and the *Kansas City Times*.

Mr. Eblen said his goal is to create an environment in which people can best use their skills to create a quality product. He advises the editorial, advertising, and photography staffs of the *Kansan*, in addition to teaching advanced reporting.

He said the job of general manager and news adviser is not a typical forty-hour-a-week job. Most days he arrives at the printing shop about 7:30 a.m. to make sure the newspaper is rolling on the press. He then goes to the J-School and spends an hour or two reading and editing the original drafts of each reporter's stories. He said he tries to look for recurring problems and holes in each story. He critiques the newspaper as a whole and tries to comment on production as well as editing. After these tasks, he works on producing a

newspaper for the next day. Often his day ends in the newsroom as late as 9 or 10 p.m.

Mr. Eblen said he tries to praise as well as criticize the contents of the paper. Mr. Eblen thinks it is good that students have the opportunity to determine their own product. "In fifteen to sixteen weeks, students have more opportunities and power than they may have in the future," Mr. Eblen said.

In addition to his work on the *Kansan*, Mr. Eblen is a member of several journalism and scholarly societies and recently completed a term as Kansas Press Association treasurer. He was elected KPA vice president for 1986-87. He is a board member of the Associated Press Managing Editors and chairman of APME's small newspapers committee. He is also a member of the William Allen White Foundation.

Mr. Eblen has a bachelor's degree in journalism from the University of Missouri-Columbia, where he also completed his graduate work. He is vice president of the *Columbia Missourian* board of directors and a member of the University of Missouri communications committee, which oversees the school's alumni publication. — by Jennifer Gardner



Margie Chambers

John Katich

A love of entrepreneurship brought John Katich to Lawrence, but a love of teaching has kept him here. He came in late 1984 to oversee the start-up of TV-30, Lawrence's short-lived low-power television station, which began broadcasting in December of that year. He began teaching part-time as a lecturer in the School of Journalism during the spring 1985 semester.

Professor Katich says the situation gave him "the best of both worlds" — the chance to be both a businessman and a teacher. Although he left one of those worlds when he resigned his post as TV-30 general manager in January 1986, he stayed on at the University of Kansas. In August he was named an assistant professor to fill a vacancy on the journalism faculty.

"The thought of starting up a television station was very attractive to me," Professor Katich says of his decision to come to Lawrence. "I have a very strong entrepreneurial strain." He had been general manager of radio stations in Malden, Missouri, for nearly four years when he was hired by Low Power Technology of Austin, Texas, TV-30's parent company. He first went to Anchorage, Alaska, for the start-up of the Low Power Tech-

nology station there. Then he came to help build TV-30 from the ground up. "When I got here it was an empty shell of a building," he says.

He left TV-30 four months before it closed down in May 1986. He had been looking forward to the planned expansion of the station. Translators, repeater stations that would pick up and rebroadcast the TV-30 signal, were supposed to be installed in Topeka and Kansas City. He resigned when he realized that the station owners were not going to proceed with those plans.

Meanwhile, he had found that he loved the academic lifestyle. When he was a part-time lecturer, he says, "The days I enjoyed most were the days I came in to teach."

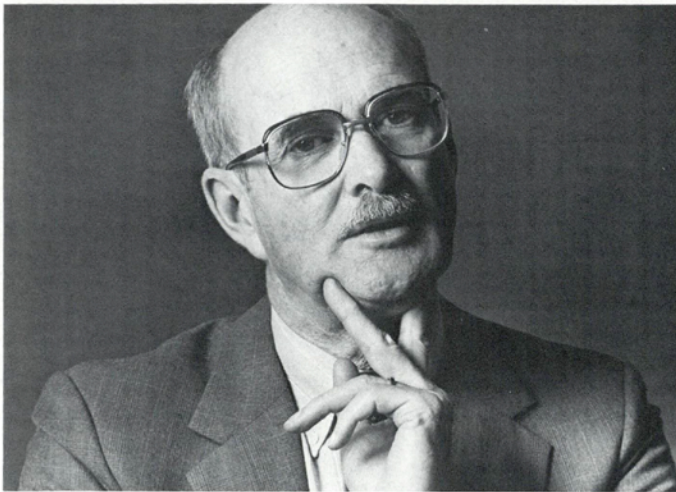
"This journalism school is very progressive," Professor Katich says. "Here there's a sense that the School has a mission beyond the esoteric." He lauds the J-School for teaching more than just theory and emphasizing practical education. "As a manager, I appreciate a graduate who comes to a job prepared from day one," he says.

Professor Katich also likes the J-School's emphasis of broadcast sales, the area in which he does much of teaching. "This is the only university

I'm aware of that treats broadcast sales as an equal emphasis," he says.

Although he now concentrates on sales and management, Professor Katich, who is 36 years old, has been involved in just about every aspect of broadcasting during his career. He received a bachelor's degree in history from the University of Missouri-Columbia in 1972 and spent two years as a military court reporter after being drafted into the Army. He then returned to Missouri to pursue a master's in journalism. During graduate school he worked for two Columbia stations, as a reporter for KBIA radio and as a producer for KOMU-TV. He then worked in advertising and management for radio stations in Fulton, Missouri; Red Wing, Minnesota; and Waterloo, Iowa.

Professor Katich was drawn to Lawrence and TV-30 with the idea that he would be able to exert even more control. Although TV-30 is now gone, he is still able to satisfy his interest in the business side of broadcasting through his teaching. His philosophy, however, is that there is a business side to everything. "Everyone's selling something," he asserts. "The ones who do the better job are the ones who are aware that they're selling." — *by Mark S. Brown*



Margie Chambers

Leslie Polk

At the age of fourteen, when most boys dream about what they might do when they grow up, Leslie Polk was already doing it. Other boys worried about which position they would play on the baseball team or about how to convince their fathers that they were old enough to drive a car. Young Mr. Polk worried about comma splices and matters of style because, after all, he was one of the youngest wire editors in the country.

His father was publisher of the *Williston Herald*, a small daily in Williston, North Dakota. He grew up working on the newspaper. It was natural that he should pursue journalism as his life's work, both as a professional and as a journalism teacher. He is now Professor Leslie Polk, the J-School's newest editing teacher.

The primary problem journalism students have after graduation is failure to understand journalism standards, Professor Polk says, so he organizes his classes to teach students what will be expected of them. He tries to teach them the standards they must meet in their writing, their editing, and their thinking. "If you can't think, you can't write. If you can't write, you can't edit. If you can't edit,

you can't think. It is our job to help students learn all that," he says. Professor Polk says he considers teaching students to think critically the most difficult part of the process. "You have to challenge them to be critical-minded, challenge their preconceptions, challenge their notions, and demonstrate the fallacies of their thinking."

Professor Polk received his bachelor of science in journalism from the University of Oregon. He then studied journalism as a graduate student at the University of Wisconsin — Madison, where he received his master's degree in 1953.

He worked for two years at the *Kansas City Star* as a copy editor and reporter, then went to the *Wall Street Journal*, where he worked for eleven years as a copy editor and news production editor. For the past eighteen years, Professor Polk has taught editing at the University of Wisconsin — Eau Claire.

In his work with various schools of journalism, both as student and teacher, Professor Polk has noticed some big differences, but one thing remains consistent. "The students never

change. They're the same everywhere," he says. "All the difference is in the faculty and the facilities, and that's possibly the reason for KU's excellent reputation."

At the University of Wisconsin, Professor Polk was involved in many activities. He served on several faculty committees and faculty senate, and produced a faculty and alumni magazine. At KU, he looks forward to concentrating his time on teaching. "I just want to help the University cultivate its obvious tradition of excellence in journalism," he says.

Professor Polk's decision to become a journalist appears natural since he was raised in a newspaper family, but it wasn't automatic. He also considered careers as a musician, an actor, and a clergyman. He has studied the piano, organ, and voice, and has directed bands and choirs. Now he plays only in his spare time for his own amusement. He was active in the theatre when he was in school and acted in community theatre plays when he was in Wisconsin. "Now I only act in the classroom," he says. "Students are my only paying audience."

— by Judy Scott and Doug Chandler

Dick Thien



Diane Dultmeier

Late at night the aroma of cigars lingers, long after Dick Thien has left Stauffer-Flint Hall. Mr. Thien, this year's Gannett professional in residence, brought not only his cigars but also a long list of accomplishments and experience.

Mr. Thien left the *Argus Leader* in Sioux Falls, South Dakota, where he was executive editor for almost six years, to come to the University of Kansas. Ever since he has been working in journalism, Mr. Thien said, he has been fascinated with journalism education. After a suggestion from a friend on the KU faculty, Mr. Thien decided to apply for the professional-in-residence position. He is on a work-endorsed leave from his Gannett paper.

The *Argus Leader* won the outstanding achievement award in the ninth annual Best of Gannett competition. The award was Mr. Thien's second. His first came in 1977 when he was editor at the *Chronicle-Tribune* in Marion, Indiana. Mr. Thien credited these awards to the efforts of his entire staff, not just his leadership abilities.

This is not the first time Mr. Thien has lived and worked in

Lawrence. After graduating from the University of Missouri, Mr. Thien became the city, county, and state government reporter for the *Lawrence Journal-World*. Small towns appeal to Mr. Thien. Although he was born and raised in St. Louis, he finds large cities nice places to visit but does not want to live in one again.

The Journalism School has grown over the last 40 years. Seven faculty members were on staff in 1946, as compared to 41 in 1986.

Small towns appeal to him so much that he hopes to begin working for a small-town newspaper after his year at KU. "I want to stay in the Midwest, but who knows," he said. His family will move with him after the school year is over, but this year

they stayed in Sioux Falls. "Moving my family twice in nine months would be ridiculous."

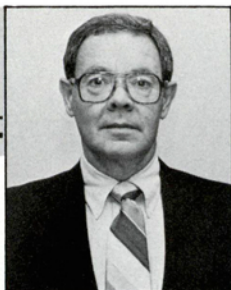
Mr. Thien taught two Reporting II sections and newspaper production in the fall semester. He will teach reporting, editing, and ethics next semester.

In his Reporting II classes he required daily in-class stories and many out-of-class stories. Mr. Thien assigned each student to a member of the journalism faculty and asked for a mock obituary. He said he did not require students to do this assignment but highly recommended it. The students had to get the information for the obituaries any way they could, including interviewing the subject if necessary. The idea was to improve the students' writing skills and to impress upon them that even though obituaries are not the most liked assignments, they are often the most-read items in the paper.

Besides improving his students' ability to write and report, Mr. Thien hopes to improve his teaching skills. He hopes to leave the J-School with another year of experience under his belt, leaving only the aroma of cigars to linger in the halls.

— by Dana L. Spoor

Ridge Shannon,
Radio-Television



Tom Thornton



Tom Thornton

Laura Ofobike,
Radio-Television



Tom Thornton

Denise Linville,
Advertising

The School of Journalism welcomed new part-time members to its faculty and staff this year. They bring with them experience from as far away as Ghana and Washington, D.C.

Ridge Shannon is a new lecturer in the radio-television sequence. He spent six years as news director at KMBC-TV in Kansas City, Missouri, after having served as a news producer and director for three television stations in Detroit, as well as stations in Pittsburgh and Washington, D.C. While in Washington, Mr. Shannon spent four years covering regional elections for NBC News and helped devise statewide election projection and reporting systems for Maryland and Virginia.

A graduate of Ohio University, Mr. Shannon served as editor for the *Hubbard (Ohio) Weekly News* directly after graduating from college. He then worked as a broadcast specialist for the Psychological Warfare Center at Fort Bragg, North Carolina, before entering the television field.

Laura Ofobike traveled a long road to her new role as lecturer in the radio-television sequence. After attaining an English degree at the University of Ghana, located on the southern coast of West Africa, Dr. Ofobike attended the University of Leeds in England, earning a master's degree in drama. She then returned to Ghana for her master's in English. Moving halfway across the globe, she spent four years earning her doctorate in telecommunications and film at the University of Oregon.

Dr. Ofobike served as a speech instructor at Oregon, taught English at the University of Nigeria, and taught at three schools in Ghana. She came to KU with her husband, Emeke, when he became an assistant professor of business here last year. She said that the transition from the lifestyle of Africa to that of the American Midwest has not been difficult and that she believed her part-time position was a good beginning for her teaching career.

Denise Linville, a new instructor in the advertising sequence, received her education closer to home, earning a bachelor of science in marketing and a master's in business administration at Northwest Missouri State University. She is presently pursuing a doctorate in marketing at KU and has served for two years as a graduate teaching assistant in the business school.

Along with the new faces in the classrooms, the school offices also welcomed new employees this year. Susan Crawford began work in the journalism office. Gale Troth became the new bookkeeper for the *Kansan* office. Nancy Wolfe-Jackson has returned to school records.

Peggy Kramer was the new student assistant for the Kansas Press Association and Kristi Schroeder joined the student records staff as student assistant. New graduate assistants were Regan Brown, Kerry Knudsen, Lisa Maloney, Joseph Rebello, Lynn Marie Ross, and Leslie Skyrms.

— by Kirk Roberts Garrett



קיץ בישראל

Summer in Israel

A journalism student gains insight into the nuts and bolts of the Israeli army.

By Kirk Roberts Garrett

Lori Kagan is not a person one would expect to see in army fatigues. She is petite and soft-spoken, hardly the type who would respond to a gung-ho recruitment poster. But Miss Kagan spent her summer vacation in oversized fatigues and boots, working on tanks in the desert of Israel.

Miss Kagan, a student in the magazine sequence, was part of the Volunteers for Israel program, which brings civilian volunteers to Israeli military bases to do work which would otherwise be done by reserve soldiers and officers.

"I entered the program because I wanted to see Israel and I wanted to meet Israelis and see the way they live," she says.

Miss Kagan admits that she was scared when she arrived in Israel. The brochure describing the program said little about what she would actually be doing. She might be cleaning latrines or cleaning rifles. She was scared at the thought of working in the desert heat and living in a tent in a strange, war-torn land. After a spring filled with headlines about terrorism, she says her family was upset about her determination to go. They were worried. She says she was too, and at each airport she looked around anxiously for suspicious characters.

She and her volunteer group were taken with an armed escort to a

tank repair base outside the desert town of Ashqelon. She spent her summer there working with soldiers, some of whom were barely eighteen years of age. Military service is mandatory for the young people of Israel, and Miss Kagan was startled at the youth of the soldiers.

"To be blunt, they were beautiful. They were all tan, had appealing



Lori Kagan and a friend stand before the famous Western Wall (Wailing Wall) in Jerusalem.

features, and had thin, muscular bodies. And most of them didn't walk, they kind of strutted," she says. "It looked like a game, these little boys dressed up in army uniforms, carrying guns, playing soldier."

The base had the same surreal appearance. Used missile shells were brightly painted and used as planters for flowers. A sculpture of a menorah was made out of spare rifle pieces, and hundreds of pieces of trashed artillery were constructed into a huge sculpture of a shofar, or ram's horn. The fence around the base was painted bright red and yellow, and the barracks resembled dorms.

"All the people, the whole place, was completely foreign to anything I had experienced before," she says. "I walked in a daze until I got used to it. I started talking to the soldiers because I wanted to know what it was like to live as they do. But they really had little to say about it. This was normal to them. It was the way they had grown up."

Typically, Miss Kagan and the other volunteers awoke about 6:30 a.m., climbed into their uniforms and had a breakfast of bad eggs, stale bread, and sweet tea. Her job was simple — climb aboard the huge American-made Patton tanks with her wrench and tighten the bolts. On her unstable perch atop the tanks, she had to quickly overcome a fear of heights.

"I was scared at first, but I got used to it because I had no choice."

From morning to night, one sound was constant — the sonic booms of fighter planes screaming overhead. "Constantly, it felt like an air raid was happening," Miss Kagan says. "It was strange because since the planes were faster than the speed of sound, you would hear the boom and look up, but the planes would already be off in the distance. I never got used to that, though. It startled me every day."

By 8 a.m. the desert sun sent the



temperature into the eighties, and by noon it was often above one hundred degrees. The group took breaks frequently, drinking Turkish coffee which they not-so-lovingly referred to as "mud." At noon, they ate chicken. The base could not afford the luxuries of napkins or knives, so the troops ate with their fingers and wiped the chicken grease on their uniforms along with the grease of the tanks. By evening, they were exhausted by the work and sat down to another meal of bad eggs, stale bread, and sweet tea.

Eventually, as the bread became more stale and the eggs more rancid, Miss Kagan found relief in a candy bar and a Sprite from the base PX, a change which her digestive system greatly appreciated.

In the evening the young soldiers and the volunteers gathered to play guitars, sing, and smoke cigarettes. In addition to their Hebrew songs, the

Left: Lori Kagan does laundry by hand in the bathroom sink.

Below: Volunteers take many breaks from maintaining the American-made Israeli tanks.

soldiers enjoyed James Taylor, Carole King, and Simon and Garfunkel.

"It was in the evenings that I could forget they were soldiers and see them as just people my own age. It's amazing. At eighteen, no one I knew back in the United States had any thoughts of responsibility. Israelis, at eighteen, go through basic training and are assigned to a base before their nineteenth birthday. To me, it seems overwhelming. To them, it's just a fact of life."

The army life is more casual in Israel than in the United States. Soldiers commonly sit down and drink Turkish coffee with the officers, whom they call "bosses." Many of the soldiers, like most eighteen-year-olds, would rather be playing. "It's too much like work," one of them told Miss Kagan. But most felt the need for a strong military in a small country surrounded by hostile neighbors. "We are a small country. We all need to work together to survive," one soldier said.

War is a part of daily life in Israel. One day Miss Kagan was asked if she would like to spend a day working at Ramallah. "Sure," she said,



"Where is it?" The officer replied, "The West Bank."

"My mouth dropped. I thought people on the West Bank spent most of their time dodging bullets. But I was determined to be brave. As it turned out, I didn't even realize when we passed through the West Bank. It was all still desert. No bullets, no bombs."

Later in the summer, Miss Kagan returned to the West Bank with some friends from Jerusalem. On the West Bank, one can tell the origin of a traveler — Arab or Israeli — by the license tag on the car. To Miss Kagan, this identification seemed vastly more important than the difference between a Missouri driver and a Kansas driver.

The strife of the Middle East was sometimes apparent, however. When she was visiting Tel Aviv, a bomb went off in a cafe on a popular street there. The next day, on that same street, there was a dedication of the Yaacov Agam fountain. Agam, a famous Israeli artist, had constructed a computerized fountain which moved to music, complete with flames in the center.

"I was scared about going the day after the bomb went off, but no one else seemed worried at all. It's so normal for them — they just pick up the pieces and move on. I'm glad I went, though. The fountain was beautiful. We sat and watched it for hours."

At first, Miss Kagan says, she found the people of Israel to be abrasive and "down right rude. But in getting to know them I found them to be kind and giving. If I looked lost or confused on a street, which was often, someone always stopped and helped me. On Fridays at the Jerusalem bus station, religious Jews would stop me and ask if I needed a place to spend the Sabbath. People tend to trust each other and talk to each other even if they don't know one another."

One day, on the bus, a woman climbed aboard and held out her baby toward Miss Kagan. She didn't know

what to do, but an Israeli she was with said, "Well, what's the matter? Take him." Miss Kagan held the baby for five minutes or so while the mother folded up her baby carriage and put it aboard the bus. It was the kind of trust which was common among the people.

There was one thing the soldiers agreed upon when they talked to Miss Kagan as an American. "They always said 'Our country is not rich like yours.' It took me a while to realize they were right." The inflation rate in

Israel has often been above one hundred percent. A pair of Levis could cost up to one hundred dollars; and Israelis cannot afford to spend money on stylish clothes. Long lines are also common. People often wait an hour to cash a check or buy a stamp. Miss Kagan says the service was seldom as polite or attentive as Americans are accustomed to.

"I think I got a good idea of how these people live and how they think from this program," she says. "I'm a lot less sheltered than I was." ■



Lori Kagan

The close quarters of Israeli living.



Back Welcome to School

**Professionals work overtime
on their graduate journalism
studies at the Regents Center.**

By Patricia Hale

Many working journalists, after a long day at the office, make their way home to relax in front of the television or read the paper before dinner. But Elaine Grob, still dressed in her business suit, rushes from work to class at the University of Kansas Regents Center. Ms. Grob is working on her master of science degree in journalism at the center in Shawnee Mission.

The Regents Center graduate program began in spring 1986 on a two-year trial basis. The class schedule caters to a professional's work hours, says Rick Musser, director of graduate studies. Professor Musser says the program offers a comprehensive approach for individuals who want to sharpen or redirect their journalism skills or who want the knowledge and credentials to advance in their jobs.

Professor Musser says the program emphasizes management and most of the students work in management. "Management must be familiar

with all the competition and must know a lot beyond their own specialty area."

The master's degree requires thirty-six credit-hours, including two seminars and two required courses: mass media and popular culture, and introduction to graduate studies and research methods.

All master's candidates must meet the J-School core requirements, either through undergraduate courses or work experience. Courses needed to complete the master's program can be taken at the Regents Center, with the exception of a thesis and the core curriculum. Core classes may be taken on the Lawrence campus.

Instructors at the Regents Center include professors from the Lawrence campus and noted professionals from the area, Dan Reeder, a lecturer, taught the magazine layout and production course in the fall semester.

The students at the center are in the graduate program for a variety of

reasons. Ms. Grob received her undergraduate degree in education. After graduation, she worked as ticket manager for the Kansas City Comets and Kings. In her present job as recreation supervisor for Overland Park, she has to write, develop promotions, and deal with various media. "Up until now I have been self-taught in this area. Now I want to go back and understand what I've been doing."

Some graduate students are in the program to increase their marketability. Stuart Ciske has been teaching English and journalism at Washington High School in Kansas City, Kansas, for four years. He once worked on a small daily newspaper in Wisconsin. "If I decide not to teach, I'll have enough background. I'll be broadening my career opportunities," says Mr. Ciske.

Studying at the Regents Center has several advantages, says Ms. Grob. It fits her work schedule, she says, unlike most university programs that are geared toward full-time stu-

dents and offer most classes during the day.

Robert Redling, who works in public relations for the Kansas Association of Public Employees, drives from Topeka every Tuesday night to attend the magazine layout and production class at the Regents Center. Mr. Redling says he appreciates the convenience of night classes.

The Regents Center students agree that the hardest thing about the program is getting back into the routine of going to school. Mr. Ciske says that he now has sympathy for his own students. After teaching and planning classes all day, he has to make sure there is enough time to get his own homework done.

Ms. Grob says that the people in the graduate program are highly motivated. "They are the kind of people who can do four or five things at once. I'm one of those people. I wouldn't be happy if I didn't have ten million things to do."

Mr. Reeder says motivation is the difference between his undergraduate students and his graduate students. He says it is a serious decision for a professional to return to school. "They have to be motivated. If they're not, they won't last long." He adds that gradu-

ate students are more serious because they already have gone through the undergraduate experience of going away to college, the new-found freedom and parties. Graduate students come back of their own accord. "They're serious about these classes," he says.

Professor Musser says his class is filled with people from many different media such as television, radio, print, and public relations. He says the variety stimulates interesting classroom discussion. "Everyone brings their work experience to the classroom." Compared with teaching undergraduate courses, it is easier to generate discussions and arguments.

Ms. Grob says the classroom discussions are helpful because she learns what professionals look for in others' work. For instance, she learned what newspaper editors look for in news releases.

Mr. Ciske says there is a camaraderie in the classes. "I thought it was going to be filled with stuffy, intellectual-type people." Not so, he says. "These people are here because they have an interest in journalism and an interest in furthering their education. It makes the class less tension-filled."

Having people support the decision to go back to school is important for many of the graduate students. Ms. Grob says she has received moral and financial support from her employer. Her company pays part of her tuition. According to Ms. Grob, many companies will back an employee's education if it relates to the employee's present job. Her boss earned his master's and she says that they often talk about his thesis problems and his present work. He is also understanding when he finds her typing homework assignments at the office.

Professor Musser and Mr. Reeder agree that they would like to have more interaction with other departments in the Regents Center graduate program. Mr. Reeder believes that journalists don't exist in a vacuum. He says they need to have a knowledge of business, history, philosophy, and science. In addition, Mr. Reeder would like to see more specialty courses added such as ones dealing with production color use, magazine writing, and editing. He says that many of his students work for small publications where they have to know how to do a little bit of everything. He thinks these specific classes would be helpful. ■

The Regents Center in Overland Park opened in 1975. The first J-School course was offered in 1977.



Dan Ruettimann



Diane Dultmeier

Passion Pete and the Voodoo Doctor: Absurdity and Art on the Airwaves

by Judy Scott

Having a low threshold for boredom causes Pete Laufer to do unusual things. He is known to KJHK listeners as Passion Pete, or as Phil, Father Corpuscule, Willy Wonka, Pete Moss, or Pukin' Pete, depending on his mood. Some days he may be Phil, the sexy, 1970s, laid-back disc jockey. Or he is Father Corpuscule who, along with the Corpuscilian Choir, gives

five minutes of philosophical advice to lucky listeners. Sometimes in the middle of a show, Pete Moss, the disc jockey who gets hung up on issues, switches to Willy Wonka, a funny guy who is most like the real Mr. Laufer. When Mr. Laufer is on the air, expect the unexpected.

Mr. Laufer once broadcast in the nude and only played requests if the

callers undressed. Why? "Why not?" he says. The "Naked Broadcast" will almost certainly go down in KJHK history. Another time Mr. Laufer stretched his imagination and performed an illegal act — subliminal suggestion. He put his mouth close to the microphone and whispered, 'Drink orange soda.' "I wanted to go to Dillons and see if people were walk-

ing out with cases of orange soda," he says.

Mr. Laufer arrived at the University of Kansas four-and-a-half years ago with plans to major in human biology and psychology. His fascination with the human brain and his desire to help troubled youths — of which he says he was one — still exist. But after listening to KJHK his first semester, he decided to work at the radio station. Mr. Laufer says he was at first interested in producing radio shows. The music and creativity involved fascinated him. "I decided to become a part of it, because I liked what I heard."

Mr. Laufer climbed the ladder from promotional director to production director to special features director, and became operations manager this fall. Disc jockeying on TV-30 filled his spare time for awhile. But neither radio nor television completely held Mr. Laufer's interest. "The mystery was lost for me with radio and television. The media lost their mystique." Mr. Laufer decided not to pursue a career in commercial television or radio but instead to study film production. He has spent many hours working on his own films. "It's still mystical to me how a two-dimensional image such as film can make something look three-dimensional," he says.

His film company, Pink Pig Productions, has created several films, including his first completed film, *No TV*. Just as Mr. Laufer is a unique disc jockey, he is a unique film producer. *No TV* consists of images scratched into the emulsion of eight-millimeter film. The scratches are delicate and Mr. Laufer spent sixty hours to scratch three thousand frames of the film. A homemade soundtrack accompanies the scratched images. Some images say "TV is bad," or "exercise," and some are pictures of stick men exercising.

Mr. Laufer says the images move past at a rapid rate, but are not intended to be subliminal. "They're not intended to be sneaky or tricky. They're supposed to give a bombardment effect — the effect of being

bombarded with lots of things at once," he says.

Mr. Laufer's attitude toward television is that it could be vastly improved. He says his film offers alternatives to television, such as exercise or owning a pet.

Mr. Laufer has been rewarded for his work with the Odd Williams Award for the outstanding undergraduate in film study and with an award for excellence in promotions from the radio-television sequence.

Mr. Laufer is not the only remarkable disc jockey at KJHK. A turn of the radio dial to 90.7 FM on Sunday will produce the smooth voice of D'arcy Gholston, better known to his Sunday morning listeners as the Voodoo Doctor. Mr. Gholston mixes reggae, blues, jazz, "African bongo jazz," and Island music.

Mr. Gholston's roommate, Alex Rappoport, also a disc jockey at KJHK, asked Mr. Gholston a few semesters ago to act in a five-minute radio play that the station occasionally produces. For Mr. Gholston, that was the beginning of his side-life as a disc jockey. KJHK was like a dream for him. Originally from St. Louis, he says no radio station in his hometown had played the music he enjoyed.

In KJHK, he has found an open-minded station with a diverse music format that appeals to him and reflects his nonconformist attitudes.

D'Arcy Gholston, on air mixing reggae, blues, and jazz. He and Pete Laufer (when he is not on his cycle) specialize in non-plastic music.



He is majoring in geology and he would like to work in South Africa someday with a petroleum company. But he enjoys radio broadcasting and says if he finds a station like KJHK, he may be tempted to continue.

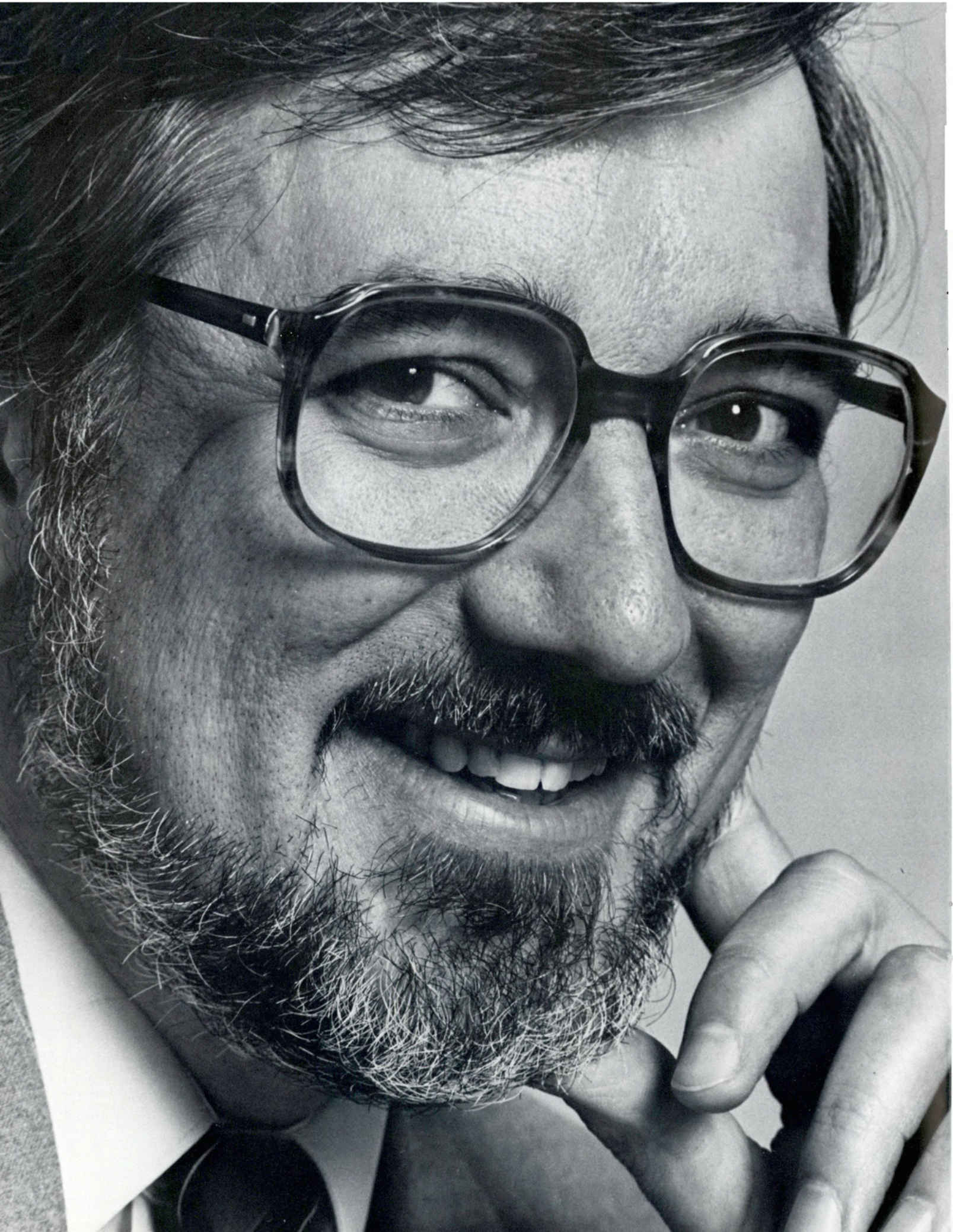
But the chances of working for another radio station like KJHK are slim. Both Mr. Gholston and Mr. Laufer agree that working at KJHK has given them more than classroom experience. Working there has heightened Mr. Laufer's awareness of his environment. He says he is more accepting of others and looks at life more openly. Mr. Gholston says his work experience at KJHK has improved his attitude toward working professionally with different types of people.

Mr. Gholston says the program director, David Hoyle, encourages diversity in each show and in the disc jockeys. The station's format reflects a variety of musical tastes. During the week progressive music and jazz fill the airwaves. Weekends comprise a variety of shows, from Saturday morning's "ethnic cowboy" program to a women's program of music by female artists. Other programs feature reggae, blues, an international potpourri of foreign music, rock-a-billy, classic rock, and what some call "industrial music" — loud music, with a heavy electronic beat.

Some people hate the music and some love it, Mr. Gholston says. But the important thing is that KJHK gives listeners a choice.

"Commercial music is too plastic," Mr. Laufer says. "Nine out of ten times, the music they play is garbage." KJHK exposes the listener to different attitudes and ideas through sounds and lyrics, he says. Mr. Laufer plays everything from Mozart to the progressive rock group Millions of Dead Cops.

KJHK has been a learning experience for both disc jockeys. Most of all, it has been fun. After they graduate — Mr. Laufer this month, and Mr. Gholston in December 1987 — they say they will look back on their disheveled lives at KJHK with fond memories.



Business Meets the Press

Mike Kautsch teaches courses in communications law and reporting. In these courses and in a graduate seminar on press responsibility, he and his students have discussed news coverage of complicated issues, issues such as the economy and business. Last year, Professor Kautsch was named a research fellow at the Gannett Center for Media Studies at Columbia University. While in New York, Professor Kautsch developed a formal line of research on press coverage of business and the economy. On his return to KU, he met with members of the *Jayhawk Journalist* staff to talk about his initial observations and some tentative conclusions from this research. Here is a summary of his study, adapted from Professor Kautsch's responses to the staff's questions.

The institutions of business and the press share a remarkable history and relationship. Business advertising supports the press, but the press is not obligated to report positively on business. The result is a tension that can be useful but one that must be understood. Business and the press sometimes act like honeymooners; other times they clash in the most dramatic ways. Their fights with each other sometimes become top-rated news. These moments of conflict and accommodation seem worth studying.

My interest in philosophical, moral, and ethical concerns underlies my study of the relationship of the press and the business community. I am particularly interested in this relationship during the fifteen years, 1970-1985, and I am interested in the changes that show up during this period.

In the early '70s, news coverage of business appeared to be antagonis-

tic, and the business community perceived the press as hostile. In many stories businessmen came across as villains. They were stereotyped as evildoers. They complained that stories often distorted business news and contained errors of fact.

Many stories, to be sure, were oriented toward the consumer and did cast businessmen in a questionable light. But those were the front-page stories. The special business pages in newspapers fifteen years ago often appeared to be the work of shills for local businesses. The pages were not written so much as laid out, carrying business announcements, promotions, and other material that arrived at newspaper offices in the form of press releases.

In the past three or four years, things have changed to a striking degree. Today, the press appears to handle business news more thoroughly and fairly. The reports are more

honest, more balanced. Today, business reports include favorable news, not just the bad news.

Businessmen today are often portrayed as heroes. Business and the corporate culture are seen more romantically by the press and its readers.

The business beat has taken on status too. Many journalists are educating themselves and being encouraged by their organizations to upgrade their knowledge of business and the economy. Today's journalists are beginning to *explain* business more to their readers. When there is a decline in an industry or in the economy today, it will be prominently reported, but today's journalists will make an effort to explain how the industry is dealing with the decline and will describe strategies for recovery.

My question, upon reflection on this evolution in business coverage,

Interview by Sharon Stephens and Colleen Murphy.

was, why? Why the change? How can I account for such change? Looking for the answer meant closer examination of the early 1970s. It meant examining what influenced the news media to reflect, initially, deep disillusionment about both government and business and, later, business' return to grace.

The early '70s brought the close of the Vietnam era, a time when many people in this country had doubts about the war. People had become more questioning, more skeptical, and eventually disillusioned. The skepticism and doubt extended to business and was especially evident in hostile attitudes toward companies that had produced materiel for the war effort, especially the chemical industry.

While business and government were the subjects of deepening doubt, consumer advocates gained remarkable public attention and prominence. Ralph Nader's book, *Unsafe at Any Speed*, had provoked a long period of harsh public scrutiny for the automobile industry. Rachel Carson's *Silent Spring* created lasting popular awareness of the adverse effect of technology on the environment.

In the early '70s, oil price shocks and a rising rate of inflation underscored the belief that things were out of control. Events conspired to create distrust for any and all institutions. Among the most important events, of course, was Watergate, which came eventually to represent intolerably corrupt business and political practices. The fear grew that the institutions of America just could not keep people safe. To a large extent, journalists shared this fear and reflected the doubting of authority.

Journalists readily reported the bad news about business, and the image of business consequently worsened. Reporters treated critics of business as major newsmakers. The critics often were quotable and knowledgeable at gaining attention. They were able to take advantage of reporters whose traditional concern had been government, not business. Such reporters were not skilled in fer-

reting out the valid criticisms and those that were unfounded. At the same time business executives tended not to speak well on their own behalf. They were not accustomed to publicity. They had a tradition of privacy, based in part on competitive concerns. They were disinclined to rebut bad news and act as high-profile newsmakers.

In response to the criticism and alarms about the nation's institutions, the public took both government and business to task. Honesty in politics became a matter of law. And consumer advocates brought regulation of business to a peak of power. The Environmental Protection Agency, the Federal Trade Commission, and the Occupational Safety and Health Administration all were symbols of a popular desire to bring business to heel. Government agencies stuck a heavy hand into the marketplace.

What struck me while I was in New York was the historical evidence of how the business community fought back, beginning in the mid-'70s. The goal became one of asserting themselves as a force for good and of telling their own story through the news media.

Businessmen believed they had been misperceived. Their answer was to tend to image, to educate, and even, to propagandize, on their own behalf. They rallied and called upon themselves to speak out, to confront journalists who reported critically about business, and to challenge the bad-news business story. Concerted efforts were made to turn around the image in trade journals, through business-sponsored think tanks, and through business associations.

Interestingly enough, as the decade of the '70s wore on, the business community's view of itself began to prevail. Government agencies eventually fell from grace. The public lost faith in their ability to solve problems. A notion emerged to the effect that, "Well, government can't solve the problem. Let's let business have a chance."

With that swing in attitude came deregulation. Ronald Reagan's cam-

paign cry, to get the government off the people's backs, struck a chord.

The good business story then began to emerge as a hallmark of press coverage. Businessmen, led by Chrysler's Lee Iacocca, surfaced as heroes in newspapers and magazines and on television and radio.

In my opinion, favorable coverage occurred in part because business made its concerted effort, beginning in the mid-70s, to project a better image through the media. Another factor, however, was an unprecedented need for business to communicate with the public following deregulation. Competition reached unprecedented levels as deregulation occurred, and companies soon found that marketing was more important than ever. They had to speak clearly and be noticed, in the news as much as anywhere, to win the favor of all their constituencies — customers, investors, creditors, and, in large firms, even employees. In fact, the nation entered an age of marketing, marketing in business and in government, in politics, and in the electoral process.

Journalists use the conventions of business language, but too many journalists do not understand these terms themselves. For example, television journalists dutifully report stock market news. They recite the Dow Jones averages, smiling or frowning depending on the upward or downward trend. Few journalists, however, put the Dow Jones into any context. Where economists see insignificant stock market movement, journalists see alarming volatility in the index. They lead consumers to attach undue importance to this indicator. Then, when alarm turns out to be unjustified, and disaster fails to occur, consumers become cynical about the index and about the news media that made so much of it.

The aggressive move by business to project a favorable image benefited from propitious advances in communications technology. Just as business recognized the need to tell its story better than ever before, there came the information explosion, created and aided by new technolo-

gies — video tapes, satellites, video magazines, cable and low-power television, and specialized magazines. All needed copy or footage.

The result was that business found its story welcome. The press had many pages, hours of air time, and tapes to fill. The business community, seeing the need, was not idle. Corporations pirated the best journalists and put them to work. The business communicators were skilled at filling the media's space and programming needs with slickly packaged information.

So what? What does it matter? Even if substantive change in business news coverage has occurred in fifteen years, and if we understand why, is there anything to be concerned about? Well, it matters if the forces at work in society cause the news media to deliver inadequate information and ideas about business and the economy. It matters if journalists are undereducated and can not bring independent, thoughtful judgment to bear on what business tells them.

Studies indicate that most people today get most of their information about business and the economy from the mass media. Yet, studies also indicate that these readers are not knowledgeable about basic business and economic developments. For example, few consumers are aware of recent corporate acquisitions or what they might add up to. Most people don't know what is meant by GNP or the consumer price index, and they certainly could not explain how these indicators work or what they might mean to them personally.

It is of concern to me that where the business community is savvy about marketing, journalists may not be equally smart. Journalists are in danger of being mere pawns in the game of marketing. When Johnson & Johnson had to answer the news media's questions about the latest Tylenol capsule poisoning scare, the firm's CEO used the national spotlight to introduce a new product. It was part of the firm's response to the consumer alert. Only a few newspapers reported the company's marketing strategy

behind the story. Most of the media played the story straight, simply accepting it as a consumer story and not caring, perhaps not realizing, that they were assisting in marketing of a product.

The press today might be characterized as less questioning than it used to be. I hesitate to say business news coverage is weak, soft, or inadequate, because there are so many good journalists who do report well and comprehensively.

But I do believe corporations are remarkably successful at gaining favorable news coverage. In addition, they make great efforts to confront and intimidate the news media when coverage is critical. Some are especially imaginative about making it costly to report critically about business.

Mobil's Herb Schmertz, in his book *Good-bye to the Low Profile*, signals the trend. The book has become a rallying point. Although not all business executives welcome Mr. Schmertz's philosophy, many do agree on the need to be more confrontational in dealing with the press. Today, business executives at the highest levels are willing to get in front of the camera. They are willing to get their views across through paid "advertorials" or other attention-getting means.

Because of this shift in attitude, journalists face an unprecedented challenge to understand the processes of business and economics. They need to know how to judge the worth of what corporate spokesmen say. They need to know, in detail, how things work in banking, in health care, and in countless other areas.

Today, the constant and urgent need is for education in the basics of business. Journalists need to learn how to define and explain basic terms in their stories. There is also a need to become more thoroughly grounded in the context of business developments. Journalists need to have time, to make time, to learn.

That means news organizations will have to invest more in education. They will have to upgrade pay and provide opportunities for staff to gain the needed education. As it is, the best

in journalism often are going over to the business side, attracted by the benefits there.

The larger goal for the news media has to become one of educating the public. Journalists need to see themselves more as teachers — well-informed individuals who can explain how things work and how these things affect the public.

The media have to offer more help to the consumer. Even the intelligent consumers have substantial problems understanding and shopping for insurance, medical care, mortgages, and banking services.

Too much of today's business news is technical or narrow in appeal. It is useful mainly to financial analysts, investors, and government regulators — the sources of the news.

The press also must re-examine the intrusion of viewpoints in business reporting. For example, what might be economically good for Vermont may spell disaster for Kansas. The press needs to find ways to report both good and bad sides of economic developments. Stories should help the public become not only more informed but also gain an understanding and appreciation of the issues.

Finally, journalists have to face the fact that they are in danger of being co-opted — by their business sources, by the good life, by the celebrity and gossip story, by the technical story. All of these preoccupations make it easier to forget the public policy story, the story that addresses the effects of business on the society and upon the citizens.

The problem is age-old, the same in reporting on business and the economy as it has been in reporting on government and other subjects. Journalists must be wary lest their sources direct too much of what they do. Journalists must be careful to see themselves as something more than a channel or conduit for information. They must be accurate and fair, but they also must have skill in probing and questioning, always seeking to provide a diversity of stories, from diverse sources, and incorporating multiple viewpoints. ■





Staying Home

Not all journalism graduates need the lights of the big cities. Some grads choose to stay home; others return later in life to Kansas. They are all looking for something, something that comes with homeplaces — a sense of community, a place of belonging, and land on which to establish roots.

By Mark S. Brown and Colleen Murphy

Bill Meyer

One thing Bill Meyer learned as a newspaper intern in Kansas City was that he didn't want to be a big-city journalist. He had seen too many reporters stuck for years on the same beat. So when Mr. Meyer graduated, he didn't look for jobs in Chicago or Topeka, or even his hometown of El Dorado. He landed instead in Marion County, working for the weekly *Marion County Record*. It was a place where wheat prices were big news and where Mr. Meyer had a chance to do everything but get stuck in a rut. Rather than spend his first week on the job learning the ropes at city hall, he spent it writing stories, addressing papers, selling ads, and setting type. He loved it. Thirty-eight years later, and now editor and publisher of the *Record*, he still loves it.

"In a small town, you're like a country doctor," says Mr. Meyer, drawing a favorite analogy. "You're

not a specialist. You're a general practitioner."

At 61, Mr. Meyer is nearing retirement, but doesn't feel ready to retire. "I'm at the place where it's time for me to quit and I don't want to quit."

Aside from not wanting to step down, he has another problem. He can't find a qualified person to take his place. He says there are just not enough graduates who want to work as small-town journalists — even at the University of Kansas, where the J-School is named after one of the most famous small-town editors. "There are a lot of really good community newspapers in the state," Mr. Meyer says, "but these days people are more metropolitan-oriented."

On Editors' Day in 1982, Mr. Meyer gave a somewhat controversial speech in which he implied that if William Allen White were graduating from the University today, he would not wind up at the *Emporia Gazette*. Journalistic blasphemy, perhaps, but he is quick to emphasize that he

Dan Ruettimann

doesn't fault the School of Journalism. There is, after all, a community journalism emphasis available. It's just that he thinks that students don't seem much interested.

But why should they be? Mr. Meyer could snatch up a handy pen, as he has a way of doing, and jot down the reasons without hesitation. Money is certainly not one of the attractions. Mr. Meyer says he is satisfied just to live comfortably. A slower pace is not one of the attractions. Mr. Meyer never works fewer than sixty hours a week, and since he makes up ten percent of the staff, he finds it difficult to take vacations. What a small newspaper offers is the same opportunity it offered Mr. Meyer in 1948 — the chance to do more, both on the paper and in the community. Finally, what about the fear of moldering forever in seclusion and obscurity? Bill Meyer's life argues against that fear even better than do his words.

Marion, the seat of Marion County, lies in the rumpled Flint Hills country north of Wichita. Just east of town, sunflowers in a huge field nod to approaching visitors. Yes, Toto, we are definitely in Kansas. In downtown Marion, across from the turn-of-the-century stone courthouse, the office of the *Record* sits in a low, plain-looking building. Inside, the office is small but completely modern. No one pecks away at an antique Underwood. Instead, there are video display terminals and Compugraphic typesetting equipment. Mr. Meyer, when he's not covering a meeting in Marion or elsewhere in the county, sits in a large partitioned space at the back of the office. His walls and shelves are filled with mementos and awards, many from his days with the Ninety-ninth Infantry in Europe during World War II.

After participating in this part of history, fighting with a division at the Battle of the Bulge and liberating Dachau concentration camp, Mr. Meyer returned to Kansas. He completed his last two years of college and decided to go into community journalism. He had known William Allen



Bill Meyer

White and the editor from El Dorado, Rolla Clymer, and he admired what they were doing. "I could just see that it was so darn fulfilling."

When Mr. Meyer graduated, Elmer Beth, then chairman of the journalism department, suggested he look into an opening in Marion. Back then Mr. Meyer had in mind some place a little larger. Mr. Meyer took the job, however. And never left.

Now he and his staff of nine, which includes three writers, put out the *Record* every Wednesday for 3,300 subscribers. It is full of country newspaper staples — news from farms, schools and churches, court records, and reports from correspondents around the county. In all this, Mr. Meyer stresses quality; in fact, he's adamant about it. "Small doesn't mean poor," he asserts.

Sometimes, in his column variously titled "Malarkey" or "Mostly Malarkey," Mr. Meyer criticizes other area papers that don't seem to agree with him. The column, in which Mr. Meyer refers to himself as "your Ol' Editor" and the paper as "the Ol' Thing," gives him a chance to voice his opinion on just about anything he wants to. It's a chance he probably never would have on a big-city newspaper. Mr. Meyer says that the typical community journalist gets more public exposure than most reporters in a large city ever will.

"You get lost on a metropolitan newspaper."

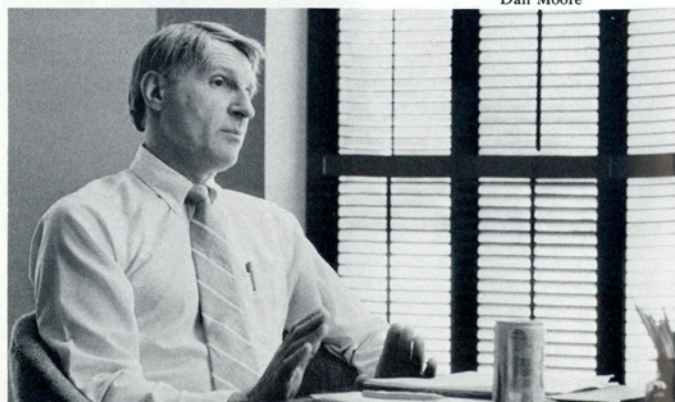
But aren't the days of people like William Allen White long gone? Is it possible for a small-town Kansas editor to gain recognition beyond the paper's few thousand subscribers? If the editor is good, yes, says Bill Meyer. The limelight has found Mr. Meyer on several occasions. He has interviewed political candidates on television in the Wichita area. He has twice appeared on public television's news show, the "MacNeil/Lehrer Newshour," to give the rural Middle America viewpoint on issues. In 1984 he was one of sixty persons invited by the Chinese government on a tour from Shanghai to Peking. All of which, says Mr. Meyer, is not too bad for an ol' country editor.

Wendell Sullivan

Last December an advertisement appeared in *Time* magazine appealing for donations to the Statue of Liberty restoration project. The ad showed a close-up of an elderly, bearded man, with the statue reflected in his round, steel-rimmed glasses. "The other lady in your grandfather's heart still carries a torch," the copy read.

The ad was one of eighteen winners in a nationwide contest sponsored by *Time*, but it didn't come from a giant Madison Avenue agency. It was a product of Sullivan Higdon & Sink of Wichita. The New Yorkers in the contest had the advantage of easily photographing Lady Liberty. The Sullivan Higdon & Sink team made do with an eighteen-inch model and creativity. But they could do some-

Wendell Sullivan



thing no East Coast firm could — understand and convey the feelings of a Midwestern audience about the statue.

That's precisely the strength of a Kansas-based agency, says Wendell Sullivan, a 1954 J-School graduate and a partner in Sullivan Higdon & Sink. "Our people maybe have quicker access to the marketplace," he explains. "They're not isolated from the people they're trying to talk to." More and more businesses across the country are hiring Mr. Sullivan's firm to do the talking for them. The agency serves businesses in several states, including Maryland, Michigan, and Pennsylvania. In fact, Mr. Sullivan thinks of the firm as a national agency that happens to have its home in Wichita.

For almost twenty years following Mr. Sullivan's graduation, however, Wichita firms couldn't break the borders of Kansas. Advertising in Wichita was a more restricted field when he entered it in 1957. He had been an information officer at a missile base in New Mexico and, at first, had not planned to return to Wichita. Then he heard of an opening at Beech Aircraft and started working in the public relations department. He later moved into the advertising department and then into agency advertising.

In 1971, Mr. Sullivan started Sullivan Higdon Inc. with Al Higdon, a KU business school graduate with a public relations background. The partners contemplated setting up shop in a bigger market such as Kansas City or Denver but thought they would be better off staying where their work was known. They also had an idea that they thought would be new to Wichita — an agency that emphasized both advertising and public relations. Sullivan says many companies at that time did not realize how much public relations could help them. By offering both services, the partners hoped to get more businesses interested in public relations.

The concept was apparently a good one. The agency has, by several yardsticks, been an unqualified success. It now has forty employees and a third partner, B. Vaughn Sink. Since 1984, Sullivan Higdon & Sink has been the top ad agency in Wichita. Last year it reported combined billings of \$19 million. That is roughly a fourfold increase from just five years ago. "It's been kind of fun to rise to the top," says Mr. Sullivan. He says the real reward, however, is seeing the agency's clients grow, too.

Sullivan Higdon & Sink has grown not only financially but geographically. Not long after the agency was formed, it took a lead role in attracting out-of-state clients. In 1973 it landed the account of PPG Chemicals, a maker of aviation fuel additives in Pittsburgh. Since then, more and more advertising and public relations work has come to the Wichita agency from outside Kansas, bringing national recognition. In addition to the award for the Statue of Liberty ad, the agency won a Clio — the equivalent of an Oscar for those in television advertising — for a spot it produced for Wichita's Wesley Medical Center. The agency's print ads have scored high in readership studies for such distinguished publications as the *Wall Street Journal*, *Fortune*, and *Forbes*. Much of Sullivan Higdon & Sink's future growth is expected to come from out-of-state clients. Although the agency is firmly planted in Wichita, it may open a branch office elsewhere in the country in five to ten years.

But even as the firm expands out of Kansas, it is drawing Kansans back home. Mr. Sullivan says people find it exciting to begin their careers in the big cities but want to return to the Midwest once they begin raising families. They find the lifestyle more appealing.

Wendell Sullivan and his partners seemed to have helped blaze two trails—one bringing out-of-state clients to local agencies, and one bringing back to Kansas some of her brightest sons and daughters.



Mike Gullett

Mike Gullett

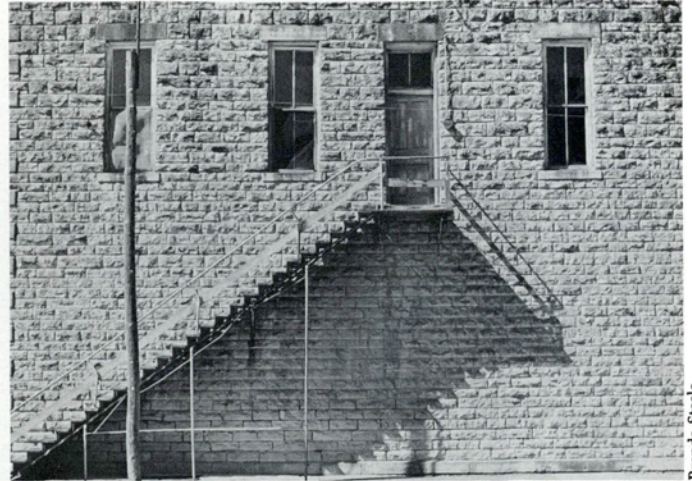
After spending a year painting cars and installing sunroofs in Las Vegas, Mike Gullett had quite enough of big city life. His real love was photojournalism and although he had had many opportunities to work for newspapers, he wanted a simpler life. In 1981, he returned to Kansas to work for the *Chanute Tribune*.

Mr. Gullett finds it to his advantage to work in an area where he grew up. Many of his story ideas come from local residents. Once a farmer called him during a long drought. It seems that there were hundreds of grasshoppers covering the fence. Mr. Gullett drove to the farm and ended up with one of his favorite photos. He says it was so hot that the grasshoppers were lined up on the underside of the barbed wire, trying to find shade in the thin cover of the wire. One grasshopper would climb over the rest looking for room, only to be kicked off by the others. Mr. Gullett says that it reminded him of people fighting for space.

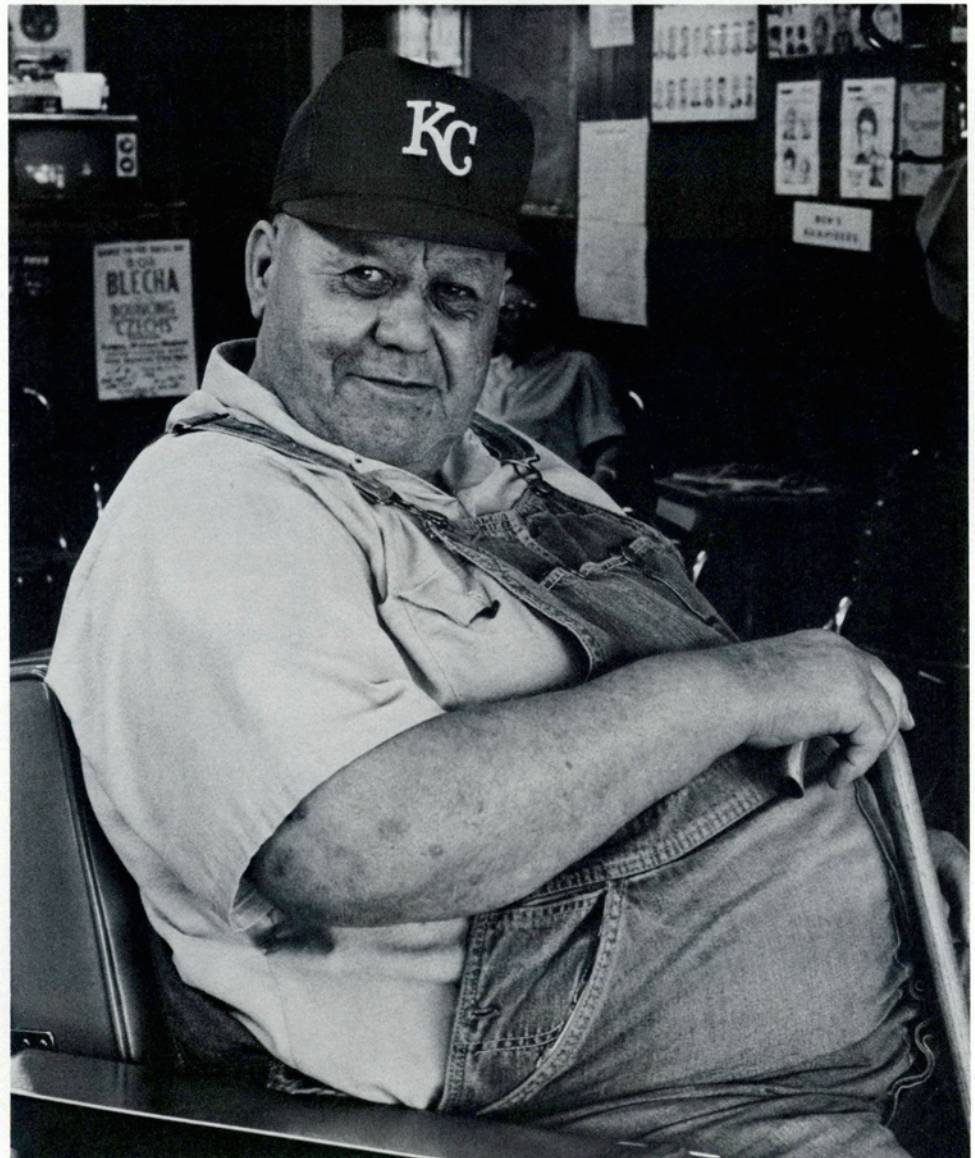
Another time a school teacher called to notify Mr. Gullett that the next day was Law Day. The local school children would be going to the courthouse to meet the city attorney. What might have been a typical grip-and-grin photo instead became a delightful picture of the children fidgeting in the jury box, distracted by the surroundings and obviously uninterested in the city attorney addressing them.

Mr. Gullett first worked as a photographer at the *Ottawa Herald* for a year after graduating. He then moved to Parsons, his hometown, to
continued on page 28

The staples of many Kansas towns: limestone buildings, friendly barber-shops, small taverns. Steve's barbershop is where Louis Moravec comes to have his hair cut. His barber in Marion says that he likes his work — people come in, they take their hats off, and they let you talk behind their backs.



Brenda Steele



Brenda Steele



Brenda Steele



Dan Ruettimann

Most Kansas towns have fewer than four thousand persons. In Kansas today, only seven percent of the population lives on the farm although thirty percent of the population lives in rural areas.

Margie Chambers



continued from page 23

work on the *Parsons Sun*. At the *Sun*, Mr. Gullett was the only staff photographer. The pace was more hectic than at the *Herald*. Mr. Gullett worked on call twenty-four hours a day, seven days a week, and shot three photo feature pages a week for four years. He says this pace finally left him burned out.

Ready for new places and new subjects to photograph, Mr. Gullett went to Las Vegas. But what he found didn't appeal to him, especially the people. "The pace of living was faster, the crime rate was greater, and the smog was thicker — all things created by people," he says. In a city like Las Vegas, he says, a photographer must be careful because the people aren't as trusting as they are in Chanute.

Keeping people's trust is important to Mr. Gullett. He relies on the people who have lived in the Chanute area for most of their lives. They often call him with news and ideas, often about the weather. In a part of the country where tornadoes can kill and drought can rob the farmer of his livelihood, a change of weather is important news to the community.

Mr. Gullett enjoys tramping through the woods, sitting up in the trees waiting to photograph deer and other wildlife. He doesn't like to be tied down to studio photography. He would rather go out in the field to photograph fishermen, hunters, and trappers.

Mr. Gullett says many college graduates often miss these opportunities because they head for the big cities to find work when they could get more experience working at a small newspaper.

At the *Tribune*, Mr. Gullett is involved with every aspect of the newspaper — as a photographer, writer, copy editor, and production and layout worker. He says people who don't work for small-town newspapers don't realize all the opportunities they offer. He has learned about advertising and press work,

how to produce halftones, and how to use the process camera. He crops his own pictures and writes many of the stories that accompany his art. He says he likes the added involvement because it gives him more control over his own work.

There are drawbacks to working for a small newspaper, however. One is that they often cannot afford as much photo equipment as larger papers. Mr. Gullett felt at a disadvantage while photographing the 1985 World Series, because he didn't have the equipment many of the other photographers had. But Mr. Gullett thinks it is good photographers, not fancy equipment, who make good photos.

Free-lance work offers Mr. Gullett another outlet for his creativity. He has done magazine and advertising work and has had some of his photos used in a sports book. When magazines or advertisers need work done in and around Chanute, they usually go through the *Tribune* to find a photographer for the job.

Six months ago, Mr. Gullett's duties at the *Tribune* increased again. He became graphics director, a position which at first frustrated him, because it allowed him less time for photography. He was unhappy when, at the end of the month, he had no photos to enter in a contest. But he now thinks that with fewer photo assignments, his photography has improved. He says it is a refreshing break not to shoot every day. As graphics director, Mr. Gullett fills in for the managing editor when he is gone. He occasionally writes a column.

Although Kansas may be stereotyped as backwards by some, Mr. Gullett says the stereotypes are fine with him. When he left the state to live in Las Vegas, he came to appreciate what he had in Kansas. "I like the quiet, peaceful life of rural America in Kansas. Being from here, I knew what it was like and what I wanted." He knows what he wants for his family as well — Kansas sunsets, a good environment, and a small-town atmosphere in which to grow. ■

The talk of any small town includes sports, government, and in Kansas, farming. Weather also gets its share of everyone's conversation — even squeezed into the workday of the town's historical society. Music or baseball, however, makes the job of mowing grass go just a bit faster.





Brenda Steele



Cheryl Youngblood



Margie Chambers

Shhhhh!

Ethel Stewart, the reading room's grandmotherly enforcer, packs no revolver. With no more than a stern voice, she succeeds in keeping the peace in Stauffer-Flint's wild west wing.

By Sheri Donaldson

It's quiet in the reading room, too quiet. Ethel Stewart likes it that way, and she keeps it that way. The librarian of the journalism school reading room requires special qualities. She must be friendly and helpful, yet tough when enforcing library rules. A combination of Aunt Bea and Dirty Harry perhaps? Mrs. Stewart, official peacekeeper of the reading room for thirteen years, doesn't pack a .44 magnum like Harry. She prefers smiles and firm words to keep talkative students in line.

"I don't like telling students to be quiet," Mrs. Stewart said. "Or telling them to keep their feet out of the chairs. Or no pop in the reading room. Most of the time they're polite and say, 'I'm sorry. I didn't know that.'" But once in a while she says that somebody will get upset. "It takes me by surprise because I try to tell them so that it doesn't embarrass them."

John Hanna has grown fond of

the ruler of the reading room. Hanna is a senior in the news-editorial sequence. He says that Mrs. Stewart seems like the ideal housemother. "She makes an effort to find out the names of students and to say hello to them in the hallways. I'm one who's quiet in libraries, so I've never had any unpleasant run-ins with her."

Many overly talkative journalism students have had brushes with Mrs. Stewart. Amy Dugan, who is a senior in advertising, says that she was given the "shush" on her very first visit and has held her tongue ever since.

Some students, haggard because of deadlines, study sessions or wild nights, see the reading room as a quiet place to sleep. "If someone falls asleep at a table, I don't wake them up. No way," says Mrs. Stewart with a laugh. "I suppose if they were snoring I would. Just as long as they're quiet." Shush remains rule number one.

In addition to keeping her turf quiet, she has an uncanny knowledge

of where books, papers, files, and other library items can be located. Dana Leibengood, associate dean of the School, says that he has the highest regard for Mrs. Stewart. "She's a valuable member of our staff. She's been helpful to me and to the students and is well organized."

The reading room houses a wide variety of current and past issues of magazines, newspapers, reference materials, and books. It also stores a series of William Allen White books, a collection of *Life* magazines dating back to 1936, and first editions of many magazines. Mrs. Stewart is the only person who knows where all of these materials are stored.

Mrs. Stewart became the reading room librarian in 1973. She recalls the time the library was down on the first floor where the lecture hall is now located. "There was room for only thirty-six people in there. We had tables and chairs all scrunched together and only one door out. There were



Chris Modrow

times when I wondered what would happen if we ever had a fire in there.”

Mrs. Stewart was born Ethel LaRosh in Hays, Kansas. She was one of eight children. “We lived in almost every little town between Garden City and the Colorado line on Highway 50,” she said. “My father was a building contractor, and we had to move to where the jobs were.” She attended secretarial school, worked at a USO club, and sold newspaper ads before marrying Ben Stewart when she was twenty-five years old.

After raising their four children, Mrs. Stewart began working in 1963 as a librarian at East Heights Elementary School in Lawrence. In 1969 she came to the university to work in the periodical department at Watson Library. “It was a lot more nerve-racking to work at Watson,” she says. Her job included checking in magazines coming back from the bindery. “Sometimes when they all came back at once, it was like a mad-

house. I’ve found out that I like working with people better than I do with things.” She says that in the early ’70s she needed a change, so she moved over to Stauffer-Flint Hall.

Mrs. Stewart does not anticipate retiring soon, but says she and her husband hope to move to Pagosa Springs, Colorado, when they retire. “It is beautiful there. But we would probably keep our home here in Lawrence also,” she says.

But both Stewarts want a place for their fourteen grandchildren. “They keep us busy when they visit,” she says. Besides the house and the grandchildren, Mrs. Stewart also enjoys sewing, reading, and listening to music from Broadway shows, such as *Oklahoma* and *Brigadoon*.

Ethel Stewart has seen a lot of students come and go — thirteen graduating classes. She’s worked with many faculty, some who have come and gone in that time. The librarian’s task may be the same year in and year

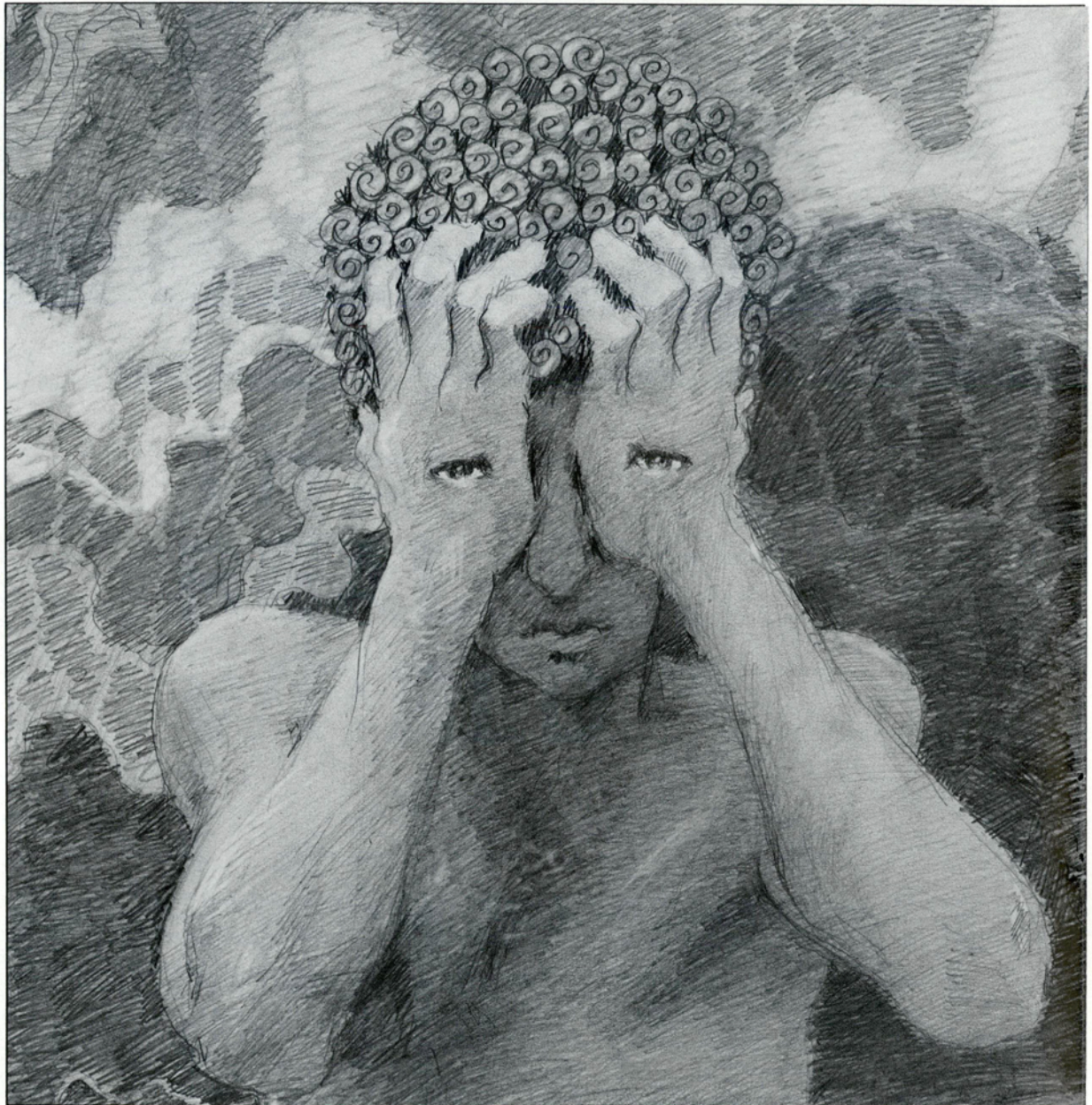
out, but there have been changes. She says one of the most noticeable changes has been in the general appearance of students. She says students look neater today than when her youngest daughter was a KU student in the early ’70s. She says the “Let It Be” era “might have been a blessing. Money was tight for her, and for us too.”

The change to the remodeled reading room was one of the more noticeable changes too, although no one wants to go back through the period of remodeling.

There are new magazines, new newspapers, and new acquisitions each year. There is also lots of old unclaimed student work at the beginning of each semester. Same old book lists from the faculty, same old routine to organize, to keep chaos at bay. Same shushing to be done. But every year new faces, new students, some who only admire grudgingly, others who became friends. ■

THE REAL WORLD

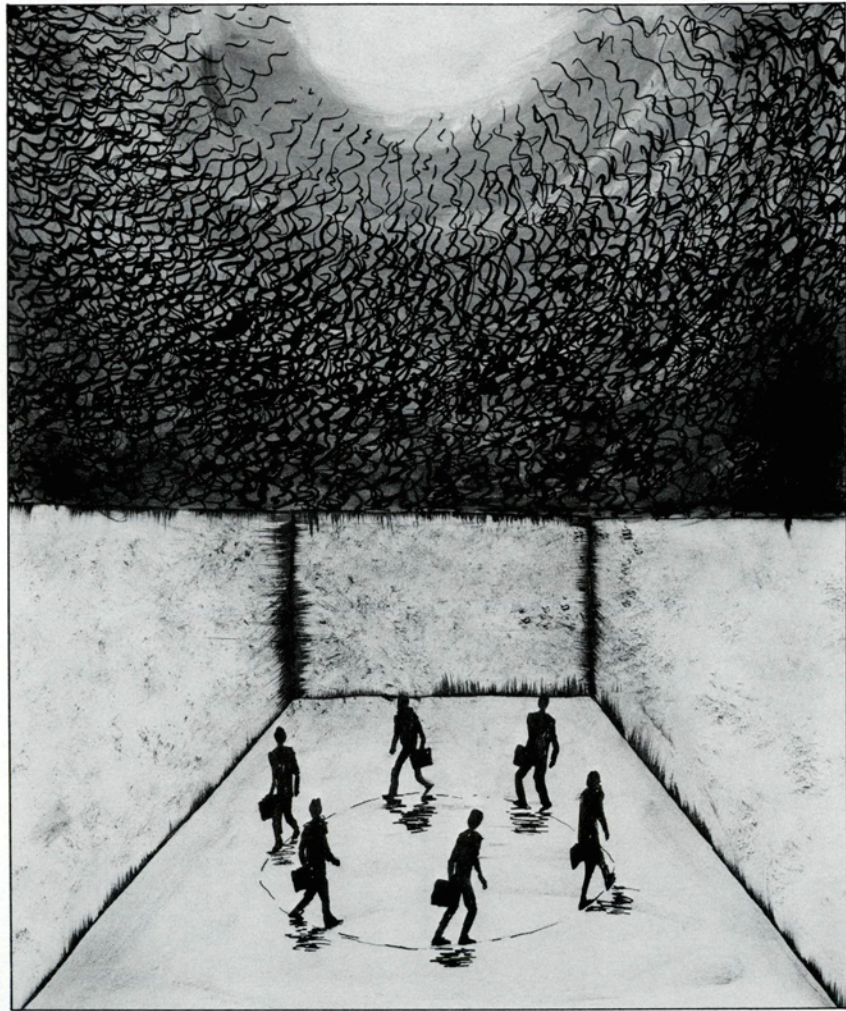
By Dee Dacey



real world / rēl wûrld / adj., n.: 1. coloring only within the lines; 2. a two-car garage somewhere in the Twilight Zone of suburbia; 3. a land of green grass and neuroses; 4. an intangible space entered by individuals at an uncertain time; 5. one part Atlantis, four parts Alcatraz.



Mark Riche



Kevin Pyle

As stark as black print on a white page, the so-called “real world” lies in wait. We look over our shoulders as if, suddenly, it will sneak up on us. There are many interpretations of the line between college and the real world. Where is the line? When do we get there? What if we don’t want to enter?

Those persons in power and authority often tell us students we live in a special place, separate from *real* pleasures and *real* demands of *real* life. Some of these people suggest that we live in an academic playpen.

We hear phrases in classes, from our parents, from speakers on the campus. The texts vary but the messages are all the same, “Just wait, one of these days you will be in the ‘real world,’ and then you’ll see.” The “real world” is a term which is often used but seldom defined. We in the playpen have our own ideas about the place.

The mind’s eye is the thesaurus from which the following verbal and visual definitions have been extracted. We asked students, both currently enrolled and those out there in that other world, how they perceived the “real world,” and we asked them to describe their perceptions in words or pictures. The art comes from students studying illustration in the design department of the School of Fine Arts.

“I find that too many journalism students have this idea of their first job as being a worker in a little office, with a small window, overlooking a busy street. Perhaps they share a secretary, and have to do, maybe, a story a week. And of course they’re willing to start at seventeen thousand five hundred a year. The real world is more likely cold coffee from a paper cup, or from a police station vending machine, at 2 a.m. for two hundred fifty a week.”

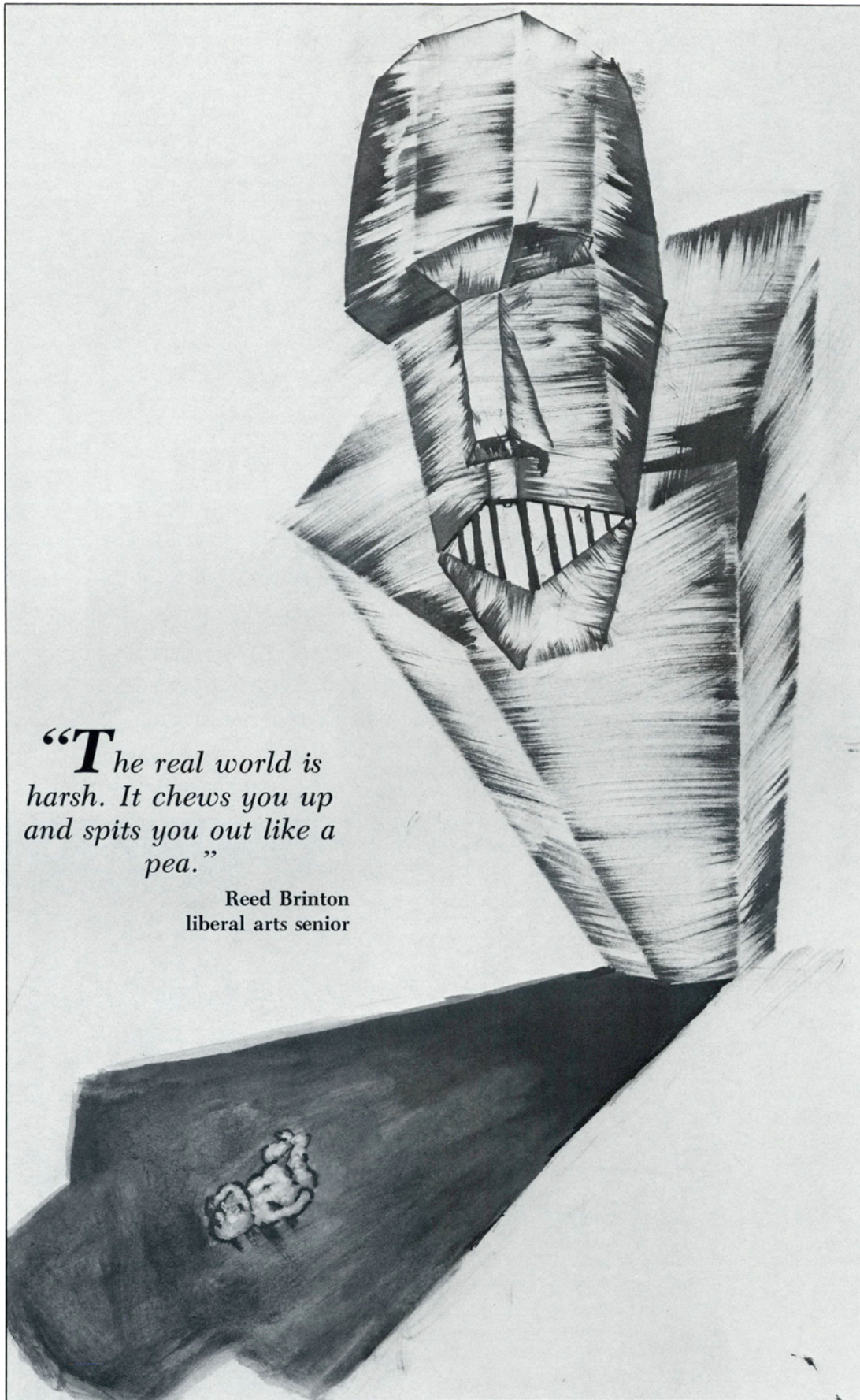
Rick Musser
associate professor
journalism

“The real world is the personal change from learning to doing, from being influenced to being influential, and from being impressionable to being impressive.”

Jon Brax
political science senior



Roland Berthold



"The real world is harsh. It chews you up and spits you out like a pea."

Reed Brinton
liberal arts senior

"People think it's magical. It's not. You don't just pay attention to what you will get in the end. You have to pay attention to where you start and what happens in the middle."

Dana Meier
'84, business
Mayer Hoffman
McCann

Kevin Pyle



Mark Riche

“We’re there and we don’t even see it in the horizon. What do you do? You can’t go screaming into the night.”

J. Joey Miller
Lawrence weaver

“The real world reminds me of Disney World. There are cartoon characters everywhere. It’s all a question of who knows Mickey Mouse the best.”

Dennis Kane
business senior



Stephen Johnson

Changing Scenes:

Getting ready for the age of Ronnie

Well, children, here I go again, back into the Twilight Zone, attempting to bring back for you and for me a sense of what it was like to be in the School of Journalism in 1974-75, a year that I picked because my daughter Kathy and my son-in-law Mark were graduating seniors then and I wanted to get this year into the *Jayhawk Journalist* archives in case I decide to hang up the cap and gown one of these years.

Though I suppose I'll think of '74-'75 as the year of Kathy and Mark it also was the year of a lot of other good people, and most importantly for American history it was the year after Richard Nixon resigned the presidency and it was the year of Gerald Ford. Watergate had been the big story of 1972, but it also was the big story of '74. "NIXON RESIGNS!" the headlines shouted, the president resigning after all the tape disclosures and the likelihood that he was going to be impeached.



By Calder Pickett

The Class of '75

And Gerald Ford pardoned him, and that was the big story of September. How you *Kansan* superstars wrote about that! At the end of the year, for my editorial writing class, some of you said that the other big stories of 1974 had been "energy," with all its implications; the world food crisis; trouble in the Middle East; the Ford presidency; the off-year elections, with big victories for the Democrats; many acts of terrorism; Henry Kissinger and detente; the naming of Nelson Rockefeller as vice president; governmental turnovers in Europe; trouble in Cyprus; Richard Nixon's health. These were the big ones.

"And a pony she named
Wildfire
Busted down its stall. . ."

A song some of you may remember from that school year. A pretty sappy one, but I must have heard it, because I know how it goes. I thought



Del Brinkman



we should use that one to get this article off on a highly cultural tone.

You were becoming rather staid, you people of '74-'75. I compare you with the bunch from 1969-70 whose activities I reviewed for the last *JJ* and you come across as people almost ready for the age of Ronnie and George. But a good crew, all told, one of the best graduating classes in my memory (a memory that goes back a few years now). The spring of '75 would find the getting of jobs a bit harder than it had been, because the economy was tightening up. And we were worrying about whether we should use a lot of gasoline, and we started driving (theoretically, at least) fifty-five miles an hour that year. The war in Vietnam was coming to an end, though we had been out of it since early '73, and the spring would bring the horrible debacle of Saigon. And we could forget, and start seeing all those movies about the war, few such appearing while the thing was in progress.

We established diplomatic relations with East Germany, and sixty-nine people died in an Eastern Airlines crash, and Boston had some shocking anti-busing demonstrations, and Ford offered conditional amnesty to draft evaders, and Muhammad Ali knocked out George Foreman in Zaire, and Judge Sirica released three of the Watergate gang, and Ford proposed massive income tax rebates and an oil tax, and the Supreme Court ruled that women could not be denied the right to serve on juries just because they were women, and the Bicentennial

officially opened. Patty Hearst was in prison, and Daniel Moynihan was our delegate at the United Nations, and Teddy Kennedy said "no" to '76, and Wilbur Mills lived it up with Fanne Foxe. Ah, '74 and '75.

"Ridin' out on a horse
In a star-spangled rodeo. . ."

Glen Campbell. And the nostalgia boom. If there was anything old that year somebody wanted to turn it into a shopping center, all over the land. Thus we were yearning for the past. Evel Knievel tried to drive one of his cars over the Snake River Canyon, and Karen Ann Quinlan lapsed into her coma. Charles A. Lindbergh, Jack Benny, Ed Sullivan, Thomas Hart Benton, and Fredric March all died.

So that I could write this article I went, as I am wont to do, through the *Kansans* of the year. I wish I knew who did the ads, so that I could comment on the ad majors, too, but I must restrict myself to pictures and news stories and editorials. The *Kansan* told us that dormitories were nearing capacity. Liberal arts majors were having a rough time getting jobs. A new building for the School of Law was on the way, and we kept reading about funding priorities and financial exigency, and SenEx secrecy, and traffic control, and the possibility of early enrollment (which our editorial writers thought would solve the problems of the universe).

People were voicing criticism about X-zone parking being reserved for special people at football games.

Linda Lovelace, who has now gone straight, was here to make a movie, and Danny Knight and Rick Suttle led the Lovelace parade down the avenue. That statue of Moses was spending its time in Learned Hall, and the Pearson humanities program was in trouble; boy was it in trouble. That was the year everybody was writing about the program, and the year, I believe, that I got zapped for writing a defense of the Pearson people.

"Someday when we meet up
yonder,
We'll stroll hand in hand
again. . ."

Willie Nelson. The age of the Good Old Boys was underway. Let's see, now. Burglaries were on the increase, and we were trying to understand the Buckley amendment, though we did learn that we couldn't attach the names of students to the names of their parents in news stories. Big steps forward in the Age of Freedom. There was a blood drive, and then Lee Young and I went out and stood on the turf (or was it still grass in '74?) and found that although we were finalists we weren't going to win the HOPE award. John Senior, one of the beleaguered three of the Pearson program, won.

We had 103 bands here for Band Day, and Indians and Chicanos said they wanted their situation at the University of Kansas upgraded, and there was talk of naming a student to the Board of Regents, and talk of early retirement plans, and parking per-



Robert Dole



Gary Hart

William Rehnquist



Sly Stone

mits, and the Black Student Union, and financing of the library, and faculty pay, and Hoch being called a firetrap, and bias in promotion policies, and racial discrimination, and academic freedom, and sexual discrimination, and being disabled, and sick leave, and rock concerts, and a liquor bill, and no smoking, and testing people for drugs, and gay groups. And Chancellor Archie Dykes said that at KU teaching was always "Number One," and some of us would have said "Tell that to the promotions committee."

"Hear with your heart,
And you won't hear a sound,
Love will keep us together. . ."

The Captain and Tennille. My, it's too bad I can't play all these musical epics for you. The Graduate Student Council got more student funds, and a student committee was studying the quality of teaching, and the status of ROTC was debated (does all this sound familiar, as though it happens every year?). Housing code, euthanasia, collective bargaining, bus service. The "Hawklet" closed in Summerfield, and the athletic department was attacked as being discriminatory, and seven students were found guilty of battery at Lewis Hall, and the School of Religion became a department in the College of Liberal Arts and Sciences, and the chancellor told the Senate it had been a good school year.

That was the year Mike Davis became University general counsel, that Emily Taylor resigned as dean of

women, that Kala Stroup became her successor, that Ed Bassett resigned as our dean and became vice chancellor and then resigned to become head of journalism at USC, that the Bassett-Ralph Christoffersen appointments were held up by affirmative action, that William Rieke quit as executive chancellor at the Med Center, that Ambrose Saricks resigned as vice chancellor, that George Waggoner resigned as dean of the college, that Irving Youngberg resigned from the Endowment Association. And the year that Del Brinkman was named dean of journalism. I think of all the search committees named that year and I have a brief nightmare.

"Please, won'tcha play,
Another somebody done somebody wrong song. . ."

I think a chap named B.J. Thomas decorated our lives with that one. Fall of '74 was election time, and Senator Robert Dole was here twice, campaigning against Bill Roy. A Supreme Court justice, William Rehnquist, came here to talk, as did Bill Glass, a revivalist; Alfred M. Landon, addressing a journalism class; Elliot Richardson, once Nixon's attorney-general; some Russians; Senator Edward Brooke of Massachusetts; Representative Morris Udall of Arizona; Gary Hart of Colorado; an unknown fellow from Georgia named Jimmy Carter; and Erwin Canham of the *Christian Science Monitor*.

Dick Gregory came, and said the CIA was connected with both Kennedy assassinations. Dionne Warwick

was here, and Sly and the Family Stone, and Count Basie, and Phoebe Snow, and the Beach Boys, I believe. And somebody did *Godspell*.

"Every time I try to tell you
The words all come out wrong,
So I'll have to say I love you with
a song. . ."

Jim Croce. Was that the year he was killed in a plane crash, students?

There was a shooting that year, a student named Todd Storbeck being killed in a robbery, and a man was sentenced to seventy-eight years to life for doing it. The *Kansan* often covered the city of Lawrence that year as though Lawrence were on campus, and we had the election (Dole and Governor Bennett both won), and we had Vern Miller as our attorney-general. There were plans for a new bridge over the Kaw River, and during the summer the Oread Bar and Grill, formerly the Gaslight, burned. Beer prices were on the rise, and bars were being labeled "too noisy," and somebody wrote about the potency of booze, and short haircuts were coming back, and weight fads, and we had streakers again in the spring of '75, as we had had them in all their pristine glory a year before.

"I shouted, 'Don't look, Ethel!'
But it was too late —
She'd already been
mooned. . ."

A fellow named John Beisner was student body president that year, and one was elected that spring whose name was Ed Rolfs. And the wonderful year in sports, presided over by



Don Fambrough



Jim Ryun

Mark Zeligman, *Kansan* sports editor. Phog Allen died, and Mark wrote about him, as he also wrote about Jim Ryun, who was here training (a runner, to you who don't follow such things). The sports discrimination issue so upset Clyde Walker, athletic director, that he talked of resigning. Shuttle buses were being initiated for ball games. Frank Robinson was named first black manager of the Cleveland Indians. Oakland beat Los Angeles in a five-game World Series. The KU football season was not distinguished, and we finished in the cellar with K-State, but we were hearing the name of one Nolan Cromwell. Don Fambrough quit as head coach, and the *Kansan* editor, Eric Meyer, and Zeligman both editorialized in praise of the man. The Student Senate then voted to ask Fambrough to stay. There was, of course, a basketball season, a notch better than football, and we had the Relays.

Susanne Shaw was *Kansan* news adviser, and Mel Adams business adviser. The key executives that year appeared to be Eric Meyer, Jeff Stinson, Jill Willis, Carol Gwinn, Bunny Miller, Steve Haugan, Alice Retter, Dave Reece, John Pike, Craig Stock, Dennis Ellsworth, Deborah Arbonies, and Carolyn Howe. The editorial page carried both Carl Rowan and James J. Kilpatrick, both too often, in my judgment. We read that the spring '74 *Kansan* had been All-American, and we had a big spread on fall fashions, and a special on the city of Lawrence, and columns by Leland Pritchard of the department

of economics, and much entertainment news. David Finch, '67, was here as an editor-in-residence, and David Dary resigned his job at University Relations, and Joseph Shquist of the *Milwaukee Journal* was here. Otis Chandler of the *Los Angeles Times* received the White award. A *Kansan* reporter was asked to leave a Black Student Union meeting, and The Office Cat wrote an editorial. A big page on the Bicentennial was published, and Martin Umansky of KAKE-TV was here, and there was a panel on press freedom starring Bassett, Brinkman, Pickett, Pike, and Bill Mayer of the *Journal-World*, and I have absolutely no memory of the occasion. And we read that an FM station was going to replace KUOK.

"Don't play B-17,
It was our song, it was his song,
But it's over. . ."

Olivia Newton-John, an Australian, as I recall.

Oh, the news events and the editorial issues. Eric Meyer told us that he had been urged to write a "non-controversial" editorial for Editors' Day. Shocking. Meyer wrote of financial exigency, rebuilding the reputation of KU (rebuilding?), press objectivity. Mark Mitchell advocated studying and wrote of the "pardon." Carl Young talked of enrollment and homemade wine. Kenn Loudon was all over the place: dorms, movie profits, the "academic garbage can" (a term he stole from me, I think), Senator Fulbright, Vietnam, Ronald

Reagan (Louden had his doubts), Carter, and our governor.

Louden and Kathy Pickett reviewed Andre Previn and the London Symphony, and Kathy wrote of drama, libraries, KU and the drought, Jim Seaver, the right of privacy, *Around the World with Fanny Hill*, Ford and the WIN campaign, a Polynesian group, Charles Ives, Thomas Hart Benton, *Don Giovanni*, and the Kansas election. Jeff Stinson sounded off on office hours, campus police, the town-gown controversy (I hadn't known there was one, Jeff), the pardon, the athletic fee hike, the Pearson program. Glenn Meyer blasted Ford, blasted pollution, blasted Howard Cosell. Steve Lewis blasted Dole, and pontificated on inflation, the foreign language requirement, abortion, grade averages, the Bible (he was agin it), FDR, and the library. And Yael Abouhalkah, gentler in spirit, wrote of the LA&S courses and parking lots.

"Havin' ma baby,
What a wonderful way
Of sayin' how much ya love
me. . ."

Boy, was that a dog. Paul Anka?
Was that his name?

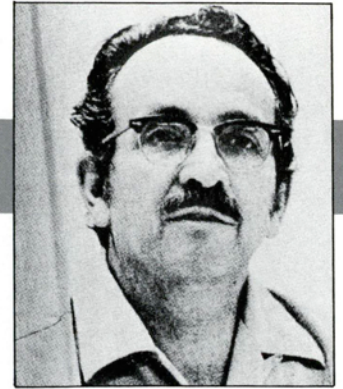
And Roy Clevenger: mail service, Ford, Kansas. Richard Paxson: Title IX (an athletic thing, as I remember), Ford, the Robert Docking years, Ford, Watergate souvenirs, Rockefeller, early enrollment, rape victims. Jim Kendall: Attica, the CIA, atomic reactors. Craig Stock: George Wallace, Ford, Congress, Dean Bassett, railroads, Vietnam, University



Gerald Ford



Calder Pickett



lectures, American Nazis. Boy, did Stock have opinions.

Mike Fitzgerald wrote about ROTC and about rock concerts. Jack McNeely said we should forget Nixon, compared the evangelist and Linda Lovelace, endorsed amnesty. Jill Willis was anti-busing, anti-Feedback, anti-delays in affirmative action. John Pike, who became a lawyer, wrote of bar exams, Ford coming to Kansas, H.R. Haldeman, gun control, and he bowed out as editor. Betty Haegelin wrote about rape, sick leave, and faculty loads. Mark Zeligman wrote about the coup in Chile and about counseling. Evie Rapport reviewed the arts and wrote of mental illness. Steve Buser wrote about obscenity, Smokey the Bear, censorship, dry laws, pollution, and the "real world."

And Tom Billam reviewed the Basie concert and wrote of the CIA and search committees and George Wallace and capital punishment (Billam also became a lawyer). Debbie Bump: discrimination and affirmative action. John Johnston: Student Senate. Mona Duckworth: student lists. David Olson: Robinson Gymnasium, unleaded gas, and Kansas prisons. Ken Fulton: nuclear power. Steve Fry: toilets in bars. Jan Hyatt: gun control. John Brooks: the Jesus movement. Roxi Taylor: Valentine's Day. Rich Hird: gasoline prices. Rick Grabill: doors at KU. Bill Gray: KU crime. Shannon Greene: Rock Chalk Revue history. Dwight Thomas: black dialect.

Mark Eklund: race relations. Dagmar Paden: mental patients. Alan

Mansager: discrimination at KU. Ken Stone: women's sports. Dennis Ellsworth: the KU administration. Jill Doles: women composers. Don Smith: Bill Roy Jr. campaigning for his dad. Gary Borg: Feedback. Ken Stephens: energy. David Burpee: the KU-K-State rivalry. Jim McLean: graduate students. Steve Boyce: the new journalism dean. Ward Harkavy: the Oscars. Janet Majure: the city garage. And I found pieces by Tricia Bork, Bill Hoch, Rachel Lipman, Berneil Juhnke, Stan Stenersen, Kathy Stechert, Rafael Santos, Gerald Ewing, Allen Quakenbush, Ken Krehbiel, Angela Pothetes, Pat Watkins, Mike Rieke, Kempton Lundquist, Clark Case, Mike Meeske, Jane Penner, and Cindy Morgan.

"Hey, it's good to be back home again,
Sometimes this old farm
Seems like like a long-lost
friend . . ."

John Denver, and '74-'75, if you're still with me, was the year of William Manchester's *The Glory and the Dream*; of the Woodward-Bernstein book, *All the President's Men*; of a biography of Thomas Jefferson that dredged up the stuff about Jefferson and a black mistress; of John Le Carre's *Tinker, Tailor, Soldier, Spy*; of a book named *Jaws* and one named *Centennial* and one named *Ragtime* and one named *Shogun*; and that book so rough on war correspondents, *The First Casualty*.

The Broadway theatre offered little that you'd remember, though the musicals *The Wiz* and *Shenan-*

doah, both came out. And at the movies you saw that football game in *The Longest Yard*; and Jack Lemmon in *Airport 1975*, and *The Texas Chainsaw Massacre* (first time around), and Dustin Hoffman as Lenny Bruce, and all those killers in *Murder on the Orient Express*. *The Godfather, Part II* came along, and Madeline Kahn sang "Ah, Sweet Mystery of Life" to the monster in *Young Frankenstein* and we had *The Front Page*, *The Man with the Golden Gun*, *Alice Doesn't Live Here Any More*, *Shampoo*, *Funny Lady*, *Tommy*, *The Four Musketeers*, *The Day of the Locust*, *Mandingo*, and *Monty Python and the Holy Grail*. A few of these got reviewed in the *Kansan*.

And there was a look back at 1974, that disaster year, in the *Kansan*, one that recalled the comet Kohoutek, jokes about Watergate, jokes about Ford, streaking, "We really move our tail for you," Polack jokes ("How would the Polacks have handled Watergate?" Answer: "The same way"). And all the other grand things that make a year: "Midnight at the Oasis," and "Time in a Bottle," and "Let Me Be There," and "Feel Like Makin' Love," and a thing about vampires called "Daybreak," and a song for all of us Idaho hicks in that year of Watergate and rampant sophistication:

"Got me a farm, got me a fiddle
Sun's comin' up, got cakes on
the griddle
Life ain't nothin' but a funny
funny riddle —
Thank God I'm a country boy." ■

NEWS NOTES



Susie Bishop

Brinkman Honored for Academic Achievement

Del Brinkman, KU vice chancellor for academic affairs and former dean of journalism, received an Indiana University Distinguished Service Alumni Award on June 15. The award is given to several alumni each year in recognition of achievements in their fields. Brinkman received graduate degrees in journalism and political science at Indiana University.

"I was very pleased to receive the award. I knew about these kinds of awards, but never thought I would receive one. Many of the

recipients are usually much older, and it was nice to be recognized so early in my career," he said.

Brinkman was one of five alumni honored at a banquet on the Indiana University campus in Bloomington. The other winners were Otis R. Bowen, U.S. secretary of health and human services and former governor of Indiana; Harriett S. Inskeep, former Indiana University trustee; Bruno Nettel, senior university scholar and professor of music at the University of Illinois; and

Michael Ryan, Marion County, Indiana, circuit court judge.

Brinkman was dean of the School of Journalism from 1975 to July 1986, when he became vice chancellor for academic affairs.

Brinkman received master's degrees in journalism and political science in 1963 and a doctorate in mass communications and political science in 1971, all from Indiana. He earned his bachelor's degree in English and social sciences from Emporia State University.

— by Sheri Donaldson

Space Program Delayed

In January the nation watched as the space shuttle *Challenger* exploded shortly after takeoff. Yet by March, 1,700 journalists had applied to be selected as the first journalist in space. The National Aeronautics and Space Administration announced plans in October 1985 to send a journalist on a shuttle mission by the fall of 1986 as part of the space flight participant program.

The School of Journalism was in charge of selecting candidates for the program at the regional level. After preliminary screenings, the field of 1,700 was narrowed to one hundred journalists, who were interviewed at five regional locations. These regional semi-finalists were chosen based on applications, work samples, and interviews. Each region then selected eight finalists. That select group of forty was to be interviewed by a national panel in Washington, D.C.

Rick Musser, associate professor and director of the graduate program, was the coordinator for this region. He was in charge of making travel arrangements and accommodations for journalists, scheduling tape crews, making appointments for panel members, managing the budget, setting up schedules for candidates, and contacting the project office.

The eight finalists from this region were Michael R. Masterson, special writer, WEHCO Media, Little Rock, Arkansas; Frederic K. "Ted" Conover, free-lance writer, Denver; Diane Eicher, health writer, *Denver Post*; Storer H. Rowley, national correspondent, *Chicago Tribune*; John C. Hockenberry, reporter, National Public Radio, Chicago; Robert M. White II, editor and publisher, *Mexico (Missouri) Ledger*; Colice Kathryn "Katie" Sherrod, columnist, *Fort Worth Star-Telegram*; and James R. Asker, science, technology, and space reporter, *Houston Post*.

The *Challenger* disaster, however, has delayed the journalist-in-space program. "The project is on indefinite hold," Musser said. "When — and even if, in some people's minds — the journalist-in-space program will go ahead, really remains to be seen."

Musser sees the program as beneficial because it allows the public to see the space program from the angle of a trained observer.

The journalist-in-space program would begin "to spread out the benefits and the ability to ride in the shuttle to people in different walks of life," he said. "One does not have to be an astronaut anymore to go into space."

— by Barbara A. Cochran

Emerson Shoots for *Star*

Walter Emerson took the summer off from teaching photography to work with a pool of photographers on the *Kansas City Times*.

He said he applied for the position so that he could be near his family in Lawrence. Emerson has worked the previous two summers on out-of-state publications, which took him away from his family. He was picture editor at the *Louisville Courier-Journal* the summer of 1985.

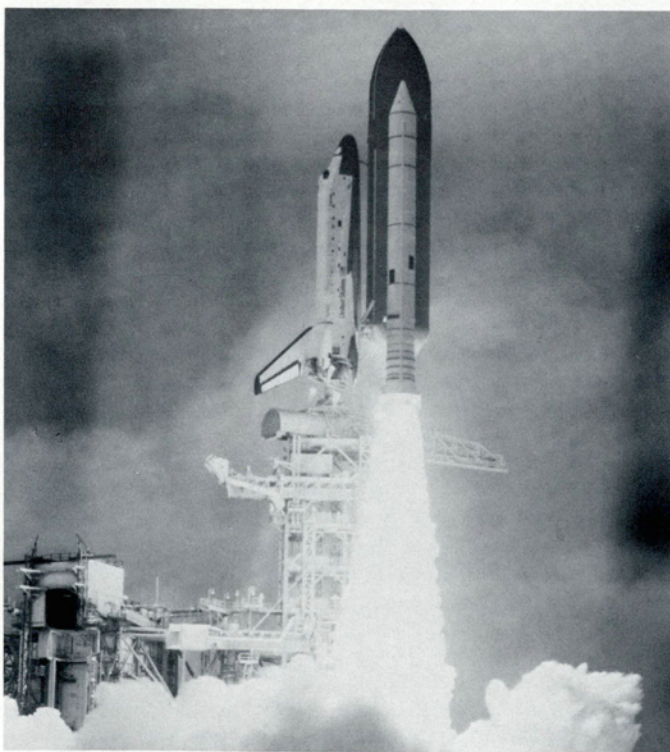
As a staff photographer on the *Times*, Emerson spent time out in the field instead of playing the role of

editor. "When you work as an editor, you do not have the time to go out and cover stories," he said. "Working at the *Kansas City Times* provided me the opportunity to do that."

Emerson said his working professionally benefits his students. "It was a good opportunity to switch gears," he said. "It keeps my perspective fresh for teaching."

Emerson plans to continue working summers on publications. He said journalism educators need to continue to be active in their profession.

—by Sharon Stephens



The Space Shuttle takes off with the seven member crew aboard.

Linton Chairs Search Committee; J-School Looking For New Dean

The Marines are looking for a few good men. The School of Journalism is looking for just one. The number of people capable of wearing a pair of spit-shined Marine boots is huge compared to the number who could fill the shoes of Del Brinkman, but Professor Bruce Linton is organizing the search to find someone who can do the job.

Linton is chairman of the search committee assigned the task of finding a new dean for the J-School — someone who can fill the void left when Brinkman resigned in July to become vice chancellor for academic affairs. The search began with a campaign to gather names.

The committee has advertised the position in journalism trade publications and publications of higher learning, and has sent direct mailings to accredited journalism schools and professionals in the field. "We've thrown out the bait," Linton said, "and now it's just a matter of waiting for a bite."

The person who bites will need a hefty portfolio to be considered by the search committee. A position announcement, which is sent to anyone interested in the job, lists the following re-

quirements: an earned master's degree in journalism, mass communications, or a related field; academic and professional credentials that would qualify the applicant for an appointment as a tenured member of the faculty; demonstrated experience and ability in administration; and evidence of successful leadership and interpersonal abilities. The position announcement also lists preferred qualifications such as a doctorate in journalism, mass communications, or a related field.

The dean's duties include serving as the chief administrative officer and academic leader for the J-School, providing leadership in maintaining University policies, establishing goals and presenting plans and budgets to achieve these goals, recruiting faculty and staff, maintaining relations between the J-School and the journalism profession, serving as director of the William Allen White Foundation, and fund raising.

Linton said he hopes that the first wave of applications will bring someone right for the job, in which case the journalism school might have a dean by the spring 1987 semester.

— *by Doug Chandler*

Sequence Offers New Approach For Broadcast Sales

The broadcast sales emphasis, in its second year, has been attracting positive attention recently, said Max Utsler, head of the radio-television sequence.

Along with the class requirements, students get on-the-job experience. Media sales class students sell time for KJHK, the campus radio station. Students enrolled in the sales management class are given a chance to work for other media outlets in the area such as Sunflower Cable Vision and KLZR.

The students work with clients in situations that occur on a day-to-day basis in many broadcasting stations.

Utsler said the radio-television sequence wants to offer more options to students. These sales classes are an excellent way for students to increase their knowledge in general sales. The sales sequence provides alternatives and options for journalism students, said Utsler.

— *by Tim Clough*

Editors Honor McLaughlin In Newspaper Hall of Fame

Newspaper people throughout the state came to Lawrence October 11 for Editors' Day. The annual event is held to enter the name of a Kansas journalist into the state Newspaper Hall of Fame. It is also a chance for journalists to get away from their desks and to socialize with their peers.

"It's a very social event and one of the few times all year many of these people can get together," said Lee Young, acting dean of the School of Journalism. "We

have a coffee and doughnut get-together before the program begins and one of the toughest parts of the day is getting them inside for the program and getting things started since these people have so much to catch up on."

The speeches were brief and enjoyable, Young said, leaving plenty of time for alumni and journalists to interact and attend the Kansas-Iowa State football game in the afternoon. This year marked the first time

since 1969 that Young has helped organize the program. At that time, Editors' Day activities were held in Stauffer-Flint Hall, but interest has grown so much in the past few years that the program has been moved to the Kansas Union to accommodate the 250 journalists who attended.

The focus of the program is the induction of a new member into the Newspaper Hall of Fame.

This year, Drew McLaughlin Jr. was honored.

McLaughlin was the editor of the *Miami Republican* and *Western Spirit* in Paola. He was an overwhelming choice for the honor, said Calder Pickett, professor, historian, and emcee. McLaughlin, joined his father, Drew McLaughlin Sr., in the Hall of Fame. Drew McLaughlin Jr. graduated from the University of Kansas in 1938.



Marjorie McLaughlin, Paola, and her son-in-law, Mark Stremel, Lawrence, check their registration at Editors' Day.



Carl Rice, Kansas City, Kansas, 1918 graduate of KU law school, studies the University Daily Kansan Editors' Day edition.

To be considered for induction into the Hall of Fame, a journalist must have been deceased for at least three years. This rule has been in effect since the first journalists were honored in 1931.

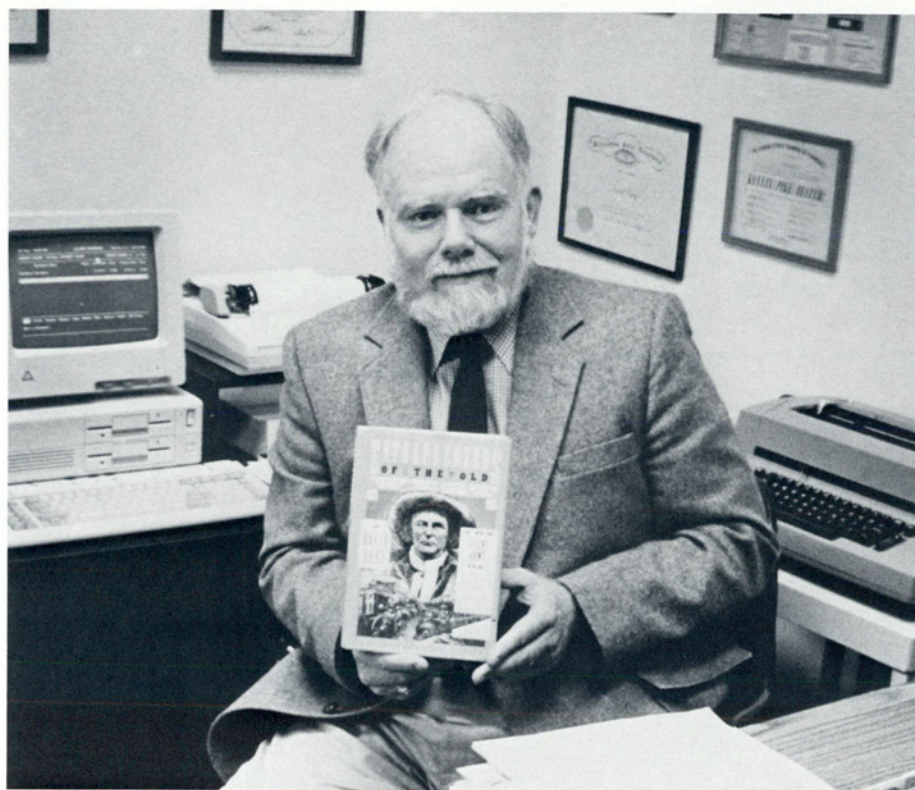
Leon N. "Daddy" Flint took the first steps in the formation of the Hall of Fame by organizing the Quarter Century Club in 1927. It is an honorary club made up of all living Kansas newspaper editors who have served their profession in the state for twenty-five years or longer. The club had as many as 125 members in the 1940s, though it presently has about fifty members. Every year club members cast their ballots for a new

addition to the Hall of Fame. A portrait of the honoree is placed in the Hall of Fame in Stauffer-Flint Hall.

In addition to honoring a Kansas journalist and providing a social occasion, Editors' Day also serves to remind the members of the journalism school of their function in the state, Young said.

"It's an outreach program of sorts. It's a good way to maintain personal contact with the press and let them be aware of our programs at the University," he said. "Plus, with the more formal Hall of Fame, it's a way of honoring the tradition of the press in this state."

— by Mark S. Brown



Shari Oetting

Dave Dary Writes Again Book Stampedes Newsstands with Western Theme

"... a tightly-written account of an important and fascinating period in American history." — *Washington Post*

They were called the "silent army." They were the people who migrated from the East to the wild frontier of the West. These people didn't come for the romance or glamour, as depicted in movies. They came seeking opportunity and profit.

This theme is elaborated in *Entrepreneurs of the Old West*, a new book by David Dary. His book spans the nineteenth century and a few years beyond. Dary said people who traveled West were known as the si-

lent army because of the lack of established newspapers in the West at that time to publicize their move West. The settlers included fur traders, merchants, mountainmen, and other entrepreneurs who were seeking a better, more profitable life.

Entrepreneurs of the Old West was released in July and was the product of four years of research. Much of the information came from primary sources such as correspondence and art from the period.

Dary has written several books about the Old West and cowboys. He became

interested in the subject when he moved to Texas as a young man. He discovered that Texans, proud of their past, taught their state history in all the schools. He realized this was not the case in his native Kansas. Dary, whose great grandfather migrated to Manhattan, Kansas, became curious about his own heritage and the idea of individual initiative.

Dary came to the conclusion that initiative and enterprise formed the American dream, and that this ideal carried over into the twentieth century. His book examines whether such

an ideal is a positive or negative motivator in today's culture.

David Masello, writer for *Barron's* magazine, in one of many national reviews, said of Dary's book, "In the Old West, great commerce and adventure melded and Dary never loses sight of this vital dynamic. The stories he tells are largely new ones, but they are among the grandest in American culture. Better than any Western novel could, Dary captures the scale of the prairies and plains, of the people and the businesses they made."

— by Patricia Hale

High Tech Arrives in J-School Labs — Computers Give Edge to Reporting Students

Typewriters took another step toward extinction from Stauffer-Flint Hall when nineteen personal computers were installed at the beginning of the summer. During the fall semester the machines were used in all five Reporting II sections, one Reporting I section, and three promotional writing sections in the advertising sequence.

These were the first computers in journalism classrooms. Computers have been in use in administrative and some faculty offices since January and on the *Kansan* since 1981.

Paul Jess, professor and head of the news-editorial sequence, said the decision to buy personal computers (PCs) for classroom use was made at the end of the spring semester, with the intention of having them ready by fall. Funds were authorized more quickly than expected, however, and the machines were used during the summer session. Jess said the money came from endowment earnings. Lee Young, acting dean of journalism, said \$88,000 had been spent on PCs for the J-School. About half of that amount went for the new classroom equipment.

The new PCs were from Leading Edge Products, Inc., a Massachusetts firm. Jess said Leading Edge computers

were singled out long before the purchase as providing the best value for the money. Each work station included an amber monitor, a keyboard, and dual disk drives. Five Toshiba dot-matrix printers were also purchased for classroom use. Students stored copy on their own disks.

Jess said the computers were intended primarily for Reporting II classes because they could be introduced more easily than in Reporting I classes. He explained that Reporting II classes, with fewer students and less in-class writing, made it less hectic for professors trying to teach on a system they were still learning themselves. He said the PCs were inappropriate for editing classes because they were not hooked into one network and could not do editing chores such as headline writing and copy fitting.

Dorothy Bowles, an associate professor, said her students' writing had improved because the machines made revision easier. "It gives them more time to think about their writing than the old typewriter system," she said. "Already I can see a big difference in the students' attitudes toward rewriting."

Jess said there were no definite plans to introduce computers into other classes, but he did outline one

possible plan. He said the *Kansan* may replace its Mycro-Tek system and donate it to the J-School, in which case it could be used by intermediate-level class-

es to produce a lab newspaper. The PCs could then go to Reporting I classes.

—by Mark S. Brown

Day Reports for City Paper As Part of Exchange Program

Larry Day worked on the general assignment desk at the *Kansas City Star* and *Kansas City Times* the fall semester as part of an exchange program between the newspapers and the University of Kansas.

The program started in the spring semester through the efforts of Del Brinkman, former dean of journalism, and Mike Waller and Joe McGuff, editors of the *Star* and *Times*. A professional from the newspaper will come to KU each spring to teach a semester of journalism classes. In the fall, a member of the journalism faculty will work full time at the paper. Mike McKenzie, sports writer for the *Star* and *Times*, taught reporting classes during the 1986 spring semester.

Day has been teaching at KU since 1966. He has been a reporter for the *Idaho Falls Post-Register*, worked on the editorial desk at the *Deseret News* in Salt Lake City, edited copy for

the *Minneapolis Tribune*, and covered the Falkland Islands crisis for United Press International in 1982.

Day said he was excited to have a chance to be a full-time reporter again. "It's a refreshing experience for any journalism faculty member to see what is going on in a metropolitan newspaper. My observations and experiences help reaffirm things that I'm doing in the classroom, as well as show me things I should be doing," he said.

At his job on the general assignment desk, Day said he dealt with many public relations people. He said these people are important because they provide reporters with information about their company or organization. Day said journalism students and faculty must realize that students in public relations must work hard to develop their communications skills.

— by Patricia Hale

Bowles Organizes Ethics Contest, Presents Burnett Award

Actress Carol Burnett wanted to see higher ethical standards in journalism after her celebrated libel case against the *National Enquirer*. She established a \$100,000 endowment in 1984 to award annual prizes to one undergraduate and one graduate student for the best article or research paper about journalism ethics.

Dorothy Bowles, associate professor, served as 1985-86 contest director for the Carol Burnett Prize for Journalism Ethics. Bowles publicized the contest to col-

leges and universities nationwide, collected entries, arranged for judging of papers, publicized the winners, made printing arrangements, and circulated the papers to interested parties. In August, Bowles presented the prizes to the winners at the national meeting of the Association for Education in Journalism and Mass Communications, in Norman, Oklahoma.

While at the AEJMC convention, Bowles also led a workshop entitled "Teaching Media Law in Other Courses: What To Do and

How To Do It." She is currently serving the second year of a three-year term as a national officer of AEJMC.

In other activities, Bowles recently contributed a chapter to a book entitled *Women: Social Roles and Personal Lives*, which will be published next year. Her chapter examines the roles that women have played in the newspaper business and how opportunities for women have changed and expanded.

Bowles also served on two KU search committees

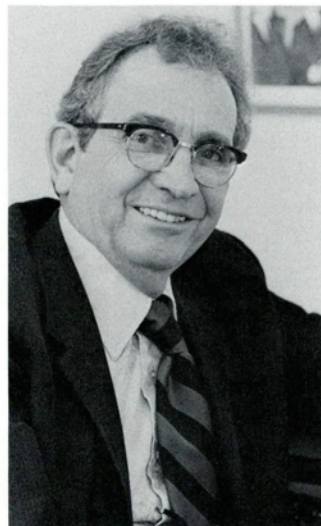
last year and was head of the search committee for the Gannett professional-in-residence position. She recently completed a three-year term on the KU affirmative action advisory board. The board's main task for the past two years was to rewrite the *Affirmative Action Handbook* and affirmative action guidelines for the University. Bowles said the committee tried to rewrite the handbook and guidelines so that they would be easier to understand.

— by Lucinda Johnson

Pickett Marks 14th Year of "The American Past"

Calder M. Pickett began the fourteenth season of his radio program, "The American Past," which is heard at 7 p.m. each Thursday on KANU-FM, Lawrence.

Three lectures during the 1986-87 school year are in the format of the radio hour, although two will use visual as well as audio materials. On September 20 he was the speaker at the annual banquet of the Kansas Association of Professional Psychologists, speaking on music in American history. On January 15 he will be on the program "Chronicles of Kansas" at the Salina Art Center, speaking on America in the post-Civil War period. On



Calder M. Pickett

April 22 he will present a lecture for the University Constitutional Bicentennial observance called "We the People — 1787 Remembered."

Ad Agency Helps Students

Communication Consultants is a small advertising agency in Topeka, owned and operated by Len Alfano, who teaches advertising in the journalism school. The agency, twenty years old this year, combines the services of advertising for small- to medium-sized businesses, business marketing analysis, and MPC management seminars. Most work done at the agency is for banks throughout the state.

All employees of Communication Consultants are KU students, and all began working at the agency as interns. Alfano has hired about sixty students to work for him over a ten-year period. He stresses the role students play in running the agency. Alfano provides

guidance and instruction, but allows students to expand their knowledge and skills by working on a wide variety of projects. Workers' individual strengths and weaknesses are taken into consideration as projects are assigned, so that the stronger writers may write copy while the graphically oriented workers may complete ad sketches and layouts.

Employees of the agency during the fall semester were Ann Crosby, Chicago senior majoring in graphic arts; Eric Luling, Topeka senior, graphic arts/journalism; Dave Stewart, McPherson senior, journalism; and Janet Saunders, Chillicothe, Ohio, senior, journalism.



Thomas Ryther displays part of the memorabilia in the journalism archives.

J-School's Memorabilia Part of Archives

Thomas Ryther, professor emeritus, has spent much of the past sixteen years in the archives of Spencer Research Library organizing files, photographs, and other journalism school memorabilia.

Ryther became interested in the files in 1970, after a faculty member died and his office had to be cleaned out. Ryther found interesting items in the office and drew them to the attention of the dean, Edward Bassett, and told Bassett that he wanted to continue the search. Bassett directed Ryther to the journalism school's attic, where Ryther began digging

through file cabinets. Neither Bassett nor Ryther were quite sure of what they would find, Ryther said.

What he found was sixty-one boxes of journalism history. The first records date back to April 25, 1919, when Professor Leon N. "Daddy" Flint sent a letter to Chancellor Frank Strong, requesting possession of the School of Engineering machine shop for a journalism building. That building became Flint Hall in 1955, after Flint's death. There is also a letter from Professor Merle Thorpe, first full-time chairman of the journalism department, asking for funds to establish a printing

plant to produce a daily newspaper. There are photographs, mostly from the 1940s, and copies of the *Bibler* cartoons, once a regular feature of the *Kansan*.

Ryther said that although he has enjoyed the many years spent organizing the materials, they are not useful unless somebody looks at them. And more work is needed. Flint's history of journalism, which ends around 1940, needs updating, he said. But the catalog listings Ryther has compiled have helped make the material easily available to the public.

— by Dana L. Spoor

Canon Loans Equipment to Photo Students

The University of Kansas was one of two schools to receive \$14,000 worth of camera equipment on permanent loan from Canon U.S.A. of Dallas.

Canon has promised to fix any problems with the equipment caused by normal wear.

Gary Mason, head of the photojournalism sequence, has been working for several years to get such a loan.

Canon also supplied \$100,000 worth of lenses for fifteen photographers at a KU football game this season. The lenses were loaned for twenty-four hours.

— by Barbara A. Cochran

ALUMNI NEWS

1940s

Nora Temple Cleland edits the *Oread*, KU's faculty and staff newsletter, and serves as second vice president of Kansas Press Women.

R.T. Kingman, Washington, D.C., public relations director for General Motors and a pioneer member of the National Press Foundation, died April 10 of cancer.

1950s

Malcolm Applegate became publisher of the *Lansing (Michigan) State Journal* earlier this year.

Carol Buhler Francis owns Carol Francis Creative Communications in Lawrence and serves as president of Kansas Press Women.

Richard Hunter has been promoted to national account manager at the *Des Moines Register*.

Jerry Knudson wrote *Bolivia: Press and Revolution*, which was published earlier this year by University Press of America. He is a professor of communications at Temple University and lives in Philadelphia.

Darell Norris serves as senior vice president of Farmers Insurance Group of Companies in Los Angeles.

Emlin "Pete" North Jr. edits *Menninger Perspective*, a quarterly magazine published by the Menninger Foundation in Topeka. The magazine placed first in the 1985 National Association of Private Psychiatric Hospitals Public Relations Awards competition.

Rollin Peschka has joined Sotheby's International Realty in San Francisco.

1960s

Kyle T. Craig is chief executive officer of Steak and Ale Restaurant Corp. and has been elected a vice president of Pillsbury. He lives in Plano, Texas.

Rebecca Rohrer Kirtland has joined Rogers and Cowan, Inc., of Washington, D.C. She is vice president for media relations.

Gary Murrell has been named vice president of New England Mailing Systems. He lives in Portland, Maine.

Robert Neely is president of Robert J. Neely and Associates, an advertising agency in Flemington, New Jersey.

David Pearson is regional manager of American Multi-Cinema in Littleton, Colorado, where he and **Elizabeth Anthony Pearson** live with their two daughters.

1970

Larry Cates is vice president for marketing and operations for Pizza Hut and Taco Bell International. He and his wife and three children are relocating from Sydney, Australia, to Pizza Hut headquarters in Wichita.

Jean Noel Jr. is a principal and managing partner of Market Research and Management Corp. He and his wife, Ardy, live in Hutchinson with their three children.

Mike Rieke is editor of *Horseman Magazine*, a 144,000-circulation business magazine owned by Scripps-Howard and published in Houston.

Sandra Smith directs communications for Minnegasco in Minneapolis, Minnesota.

1971

Mary Arnold Cady serves as a major in the U.S. Army Reserve. She and her husband, Rob, live in Orowo, Maine, with their three children.

Carla Rupp works as a free-lance journalist in New York City.

1972

Susan Stout Frost works as assistant vice president for development at the Clarke School for the Deaf in Northampton, Massachusetts.

Dick Hay and his wife, Deanne Watts Hay, are parents of Bryan Richard, born April 5. They live in Topeka. Chris Miller practices law in Lawrence.

1973

Steven Arthur Cohen works as a communications consultant in the Netherlands.

Leslie Riss-Raemdonck and her husband, Dirk, are parents of Dieter Jozef, born January 29. They live in Kansas City.

Catherine Sherman and her husband, Mike Ludwikosky, are parents of a new son, Matthew, born January 30. They live in Leawood with their daughter.

1974

Ana Ortiz-Vargas Gabriel directs public relations for AT&T. She lives in Troy, Michigan, with her husband and daughter.

1975

David Burpee is a lieutenant colonel in the U.S. Army in Washington.

1976

Kent Cornish is program director for WIBW-TV in Topeka.

Dennis Ellsworth has been promoted to assistant managing editor at the *Wichita Eagle-Beacon*.

Michael Fitzgerald and his wife, Susan, are parents of John Patrick, born January 23 in Overland Park.

Vicki Sevatson Schillinger is manager of customer service for American Express. She lives in Denver with her husband and son.

Ken Stone edits copy for the *San Diego Tribune*.

1977

Marty Krehbiel Bogart and her husband, Jon, are the parents of Kathrine Grace, born February 4. They live in Spring Hill.

Dwight Custer is territorial account executive with Avery Label in Tulsa.

Judi Fogelman makes animated films. Her award-winning work has been shown at numerous festivals, galleries, and workshops, particularly in New York, San Francisco, and Italy.

Michael King practices law with the Federal Trade Commission and does free-lance magazine writing. He and his wife and daughter live in Cleveland.

Randy Seba is director of support marketing for Wilson and Company Associates in Salina.

1978

Lynn Bonney is a copy editor in St. Petersburg, Florida.

Kathy Gannon is managing editor of the American Academy of Family Physicians' home-study and self-assessment program. She lives in Kansas City.

Dan Harrell is a senior technical communications specialist for Micro MRP, Inc., in Foster City, California.

Roy Heatherly is advertising director of the *Jackson Sun*. He lives in Jackson, Tennessee, with his wife, Beth, and their two daughters.

Patricia Thornton Keil has joined the *Cincinnati Enquirer* as retail advertising director for Gannett.

1979

Captain Mark Anthony Besich is chief of media relations for the European Army and Air Force Exchange Service in Munich, West Germany.

Linda Hineman Gallagher is managing editor for *Milling and Baking News*, Sosland Publishing Company, in Shawnee Mission.

Eric Lamer has joined MarketAide, Inc., of Salina as advertising production manager.

Catherine Risch teaches high school English in New York City.

Barbara Koenig Sturner and her husband, Peter, own Midwestern Fire Consultants in Lincoln, Nebraska.

Leon Unruh is a copy editor for the *Dallas Morning News*.

1980

Maureen Greeley married Steven Joines on June 15. They live in Solana Beach, California.

Mike Haugen is agency manager for McConachie Insurance and business development officer for Andover State Bank. He lives in Wichita.

Mary-Lane Ladewig Kamberg does free-lance writing for magazines and local publications and is education editor for the *Johnson County Gazette* in Olathe.

Amy Ladewig is a sales representative for KFKF radio in Kansas City.

Lisa Zimmerman has married Greg Mott. They live in Olathe.

Luanne O'Dell is manager of marketing communications for Ralston Purina in St. Louis.

Meg Curtis Reggie is press secretary to Governor Edwin W. Edwards of Louisiana.

Lucile Smith married Kenneth Fraser on March 22 in KU's Danforth Chapel. They live in Rockland, Maine.

Madeleine Pickard Toombs was honored earlier this year as the blood program consultant of the year by the Blood Center of Northern Illinois. She lives in Glenview.

1981

Marnell Jameson is president of a Los Angeles-based public relations firm specializing in health care marketing.

Barbara Light is director for business development for Hughes Associates in Boston.

Jennifer Jackson Sanner and her husband, Robert, are the parents of a new daughter, Rachel Kathleen, born August 3. They live in Lawrence.

1982

Michael Murphy will retire from the Army.

Brian Orr is a quality assurance engineer for Fox Photo in St. Louis.

Leslie Howell Purdy is director of community relations at St. Catherine Hospital in Garden City.

John Taylor is a sports and feature writer for the *Coffeyville Journal*.

Melanie Terrill is coordinator of public information for Salina schools.

1983

Tom Gress works for the *Kansas City Business Journal*.

Therese Mufic works as marketing project manager for Weyerhaeuser's repair and remodel division in Minneapolis, Minnesota.

Larry Retta is an Army spokesman at Fort Rucker, Alabama.

John Scarffe is public relations director for the KU Endowment Association.

Gino Strippoli works at the *Colorado Springs Gazette-Telegraph*.

Michelle Ayres Sweeney coordinates marketing for Goodwill Industries in Chicago.

Brad Swisher is director of development for the Training and Evaluation Center of Hutchinson, Inc.

Lori Wilber has been promoted to creative director of Summit Associated Marketing in Kansas City.

1984

Anne Amoury is the staff writer for the city manager's office in Santa Ana, California.

Mike Beck is a reporter for the *Topeka Capital-Journal*.

Tim Cadden is advertising manager for Alphatype Corp. in Niles, Illinois.

Nancy Edwards has received a scholarship and has enrolled at the University of Southern California in Los Angeles.

Laura Fleek married Al Brumley on December 28. They live in Boone, North Carolina, where she is editor of *The Weekender*.

Mary Goodell is a media estimator for Eisaman, Johns and Laws Advertising in Los Angeles.

Steve Johnson is merchandising food store specialist for Black and Decker in Chicago.

Marsha Kindrachuk is a television news producer at WXIA-TV in Atlanta.

Cindi Merifield studies law at the University of Tulsa and is editor-in-chief of the law school newspaper.

Mallery Nagle is a reporter for the *Tulsa World*.

Mistie Reynolds works for the South Main Bank and lives in Houston.

Randy Sands is marketing director for Poll and Erickson Print Communication in Minneapolis, Minnesota.

David Shay studies law at KU.

Chris Stamets is a sportscaster for KFDX-TV in Wichita Falls, Texas.

Sarah Stephenson is associate editor for *Recording Engineer/Producer* magazine at Intertec Publishing in Overland Park.

Joel Thornton is a copy editor for the *Dallas Morning News*.

1985

Amy Balding is associate editor for *KS Magazine*.

Teddi Bankes-Domann is projects coordinator for Sherman, Goelz and Associates in Kansas City.

Paul Carter is a reporter for the *Chanute Tribune*.

Melissa Sampson Chestnut is staff writer/advertising coordinator for *Women in Business* in Overland Park.

Christine Coffelt is the circulation manager for *Westword*, Denver's free news and arts weekly.

Marina Galzerano-Fabiani is assistant international account manager for Public Relations International in Tulsa.

Susan Lahey is a business and financial writer for the *Kansas City Star*.

Robert Merritt is public relations director for the Coleman Company in Wichita.

Robin Palmer is a community relations representative for St. Catherine Hospital in Garden City.

1986

Marc Artieres is account executive for KHUM radio in Ottawa.

Christopher Barber studies law at KU.

Deborah Barnes is a public relation representative for United Missouri Bank in Kansas City.

Kiera Barnett is a sales representative for the *Kansas City Star* and *Kansas City Times*.

Diana Bartlett is a sales representative for the *Daily News of Johnson County* in Olathe.

Melissa Bell is a sales representative for NCR.

Gwen Belmont is a production assistant for Vance Publishing Company in Kansas City.

Heather Biggins is a reporter for the *Miami Republican* and *Western Spirit* in Paola.

Mary Bray studies law at KU.

Amy Brown is a copy editor for the *Argus Leader* in Sioux Falls, South Dakota.

Barbara Brown is assistant account executive for Wunderman, Ricotta and Kline in New York City.

DeNeen Brown is a copy editor for the *Washington Post*.

Terry Bryant is a meteorologist for WTVA-TV in Tupelo, Mississippi.

Melissa Buford works at Bernstein-Rein Advertising, Inc., in Kansas City.

Brian Burch is an account executive for Wysong, Quimby and Jones in Kansas City.

Terry Burkart is assistant manager at Gibson's in Lawrence.

Lisa Carlson is advertising manager for *Sign Business Magazine* in Broomfield, Colorado.

Mary Carter is a copy editor for the *Dallas Morning News*.

Linda Chapman is a telemarketer for the *Kansas City Star* and *Kansas City Times*.

Maria Charlons is a sales executive for Caldwell Banker in Olathe.

Barbara Cochran has returned to school at KU.
Bill Comfort works in the news department at WIBW-TV in Topeka.

David Crew does news and sports for KSSC-FM in Pittsburg.

Sarah Dickey works in sales for ZZ99 radio in Kansas City.

Jeff Doll works in the media department for Valentine-Radford in Kansas City.

Valerie Emery is a sales representative for the *Kansas City Star* and *Kansas City Times*.

Susie Fall is an account representative for E.F. Hut-
ton in Washington, D.C.

Kathy Flanders is a reporter and copy editor for the Springfield Newspapers, Gannett Publications, in Springfield, Missouri.

Tonya Forbes works in retail sales at Function Junction in Kansas City.

Luise Fuzy is a producer and director for WXXI-TV in Rochester, New York.

Sue Goosen works part time as an assistant at the NDF Company and part time as a promotional assistant at the Newton Convention and Tourism Bureau in Newton.

Paul Gowen does news for KSNF-TV in Joplin, Missouri.

Mike Green studies law at KU.

Donna Gullett is a production assistant for Vance Publishing Company in Kansas City.

Margaret Gust is retail supervisor for Fashion Gal.

Laura Hedquist is an account representative executive for the *Kansas City Star* and *Kansas City Times*.

Victoria Hiatt works for Ogilvy and Mather in Chicago.

Michele Hinger is writer/editor for *Glass Art* magazine in Broomfield, Colorado.

Tim Hrenchir is a reporter for the *Topeka Capital-Journal*.

Andrew Ingram is a graduate student in film production at UCLA.

Rob Karwath is a reporter for the *Chicago Tribune*.

Gina Kellogg is editorial assistant for *Lawn and Garden* magazine and editor for *Intertalk* at Intertec Publishing Company in Overland Park.

Joeanna Kobak works in the advertising department for Shook, Hardy and Bacon in Kansas City.

Kim Kupiszewski is a management trainee at Function Junction in Kansas City.

Nancy Lane is an advertising sales representative for *Webster-Kirkwood Times* in St. Louis.

Alison Lang is a trainee at Valentine-Radford in Kansas City.

Kristy Lantz is a production coordinator for Vance Publishing Company in Kansas City.

Linda League works at the *Wichita Eagle-Beacon* in classified advertising/telemarketing sales.

John Lechlitter is a reporter for the *Fort Scott Tribune*.

Shelle Lewis is a marketing representative for Valley View State Bank in Overland Park.

Mark Lipsitz has joined the Peace Corps in Africa.

Marilyn Lizer is a marketing representative for Simmons USA in Janesville, Wisconsin.

Bengt Ljung is an AP reporter in Stockholm.

Nancy Loveless is a sales representative for the *Kansas City Kansan*.

Charles "Buddy" Mangine is a photographer at the *Tulsa Tribune*.

Kelly McArthur works in sales for Kain-McArthur in Kansas City.

Patricia Eberle McBratney writes for ProNet, Vance Publishing Company in Kansas City.

Alexandra McMillen is a collegiate field consultant for Alpha Chi Omega.

Anna Merritt is an account executive for WDAF radio in Kansas City.

Laura Meyer works in public relations for United Telephone System in Jefferson City, Missouri.

Victoria Murphy writes promotional copy for the Corporation for Public Broadcasting in Washington, D.C.

David O'Brien is a sports writer for the *Emporia Gazette*.

Elizabeth Oster is a trainee at K-Mart

Lee Pallen is a sales assistant for *Murdoch Magazine* in Los Angeles.

Chris Patchin is an assistant in the U.S. Senate press gallery in Washington, D.C.

Mark Pavia is an assistant media planner for D'Arcy, Masius, Benton and Bowles, Inc. in Chicago.

Maria Pemberton works in sales at KLZR in Lawrence

Ann Peterson is a copy editor at the *Duluth News-Tribune and Herald*.

Janet Rabin does clerical work for Robert Hables Accountants in Kansas City.

Susan Reichle is in the management program for Hospital Corporation of America.

Lacey Root is a media buyer for Valentine-Radford in Kansas City.

Tom Rosewicz works in the advertising department for Spangler Printers in Kansas City.

Bill Roskens studies law at Creighton University.

JAYHAWK

Journalist

FALL 1986

Sharon Rosse is a suburban reporter for the *Omaha World-Herald*.

Sarah Rossi is a field representative for Senator Don Nickles of Oklahoma.

Cynthia Russell is a production coordinator for Corporate Communication in Overland Park.

Loralee Saxon is an editorial and production associate for *Kansas City Parent* in Overland Park.

Ann Schaeffer is a flight attendant for Delta Air Lines in Atlanta.

Mark Schick is a sales representative for Vance Publishing Company in Kansas City.

Jennifer Schumacher is a writer for the Greater Washington Society in Kansas City.

Theresa Scott studies law at Emory University in Atlanta.

Kim Setty does news for WIBW-TV in Topeka.

Janice Sharon is a copy editor for Vance Publishing Company in Kansas City.

Christine Sinatra is a sales representative for Motorola in Los Angeles.

Julie Siress is a retail jewelry specialist at J.C. Penney in Wichita.

Patty Skalla is a reporter for the Johnson County bureau of the *Kansas City Star*.

Mike Snider is a reporter for the *Examiner* in Independence, Missouri.

Karen Spannenberg is an advertising/marketing assistant for Allen Press in Lawrence.

Kay Stanley is assistant art director for Higbee, Grant, and Farriss in Kansas City.

Amy Sullivan is a sales representative for KICT radio in Wichita.

Todd Tilford is a copy writer for Valentine-Radford in Kansas City.

Bob Tinsley is a copy editor for the *Wichita Eagle-Beacon*.

Mike Totty is a reporter for the Dallas bureau of the *Wall Street Journal*.

Martin Wall is a reporter/anchor for KLZR radio in Lawrence.

David Wanamaker works for the Sunflower Group in Lenexa.

Amanda Waters does news for KBEA radio in Shawnee Mission.

Jim Williamson is a graduate student in advertising at Northwestern University.

To bring the *JJ* staff up to date on you and your work, write the *JJ*, School of Journalism, Lawrence, Kansas 66045.

Executive Editor: ☆ Kirk Roberts Garrett

Editorial Secretary: ☆ Colleen Meier

Senior Editor: ☆ Colleen Murphy

Associate Editor: ☆ Doug Chandler

Editorial Assistant: ☆ Lori Kagan

Copy Editor: ☆ Mark S. Brown

Assistant Copy Editor: ☆ Jennifer Gardner

Assistant Copy Editor: ☆ DeAnn Thomas

Production Director: ☆ Tim Clough

Production Assistant: ☆ Dee Dacey

Production Assistant: ☆ Mary Sparks

Photo Editor: ☆ Barbara A. Cochran

News Notes Editor: ☆ Dana L. Spoor

Associate Editor, News Notes: ☆ Sheri Donaldson

Associate Editor, News Notes: ☆ Patricia Hale

Alumni News Editor: ☆ Cindy Johnson

Associate Editor, Alumni News: ☆ Judy Scott

Circulation Manager: ☆ Sharon Stephens

The *Jayhawk Journalist* is published each semester by the School of Journalism at the University of Kansas for alumni, students, and faculty of the school. It is produced by students enrolled in Magazine Layout and Production. Faculty adviser: S.M.W. Bass. Photographic assistance: Walter Emerson and the students in Photojournalism III. Printer: William Kukuk, Mainline Printing, Topeka.

JAYHAWK JOURNALIST
William Allen White School of Journalism
University of Kansas
Lawrence, KS 66045

Nonprofit Organization
U.S. POSTAGE
PAID
Lawrence, Kansas
Permit No. 65

