

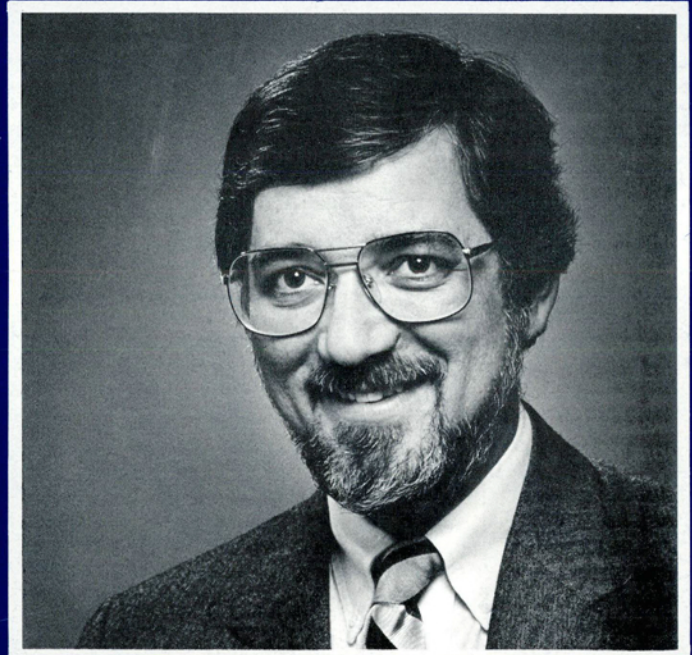
JAYHAWK

JOURNALIST

SPRING

1987

AN INTERVIEW WITH THE NEW MAN IN CHARGE





**DAVID PETERSON,
A '74 KU GRAD, WINS
PULITZER PRIZE FOR
FARM CRISIS PHOTOS**

David Peterson, a 1974 graduate of the KU School of Journalism, has won a 1987 Pulitzer Prize for his portrayal of the rural Midwestern crisis.

Peterson, who won the nature photography award for fifty photographs depicting the farm crisis, works for the Des Moines Register. The Register published his pictures in a December 7 special section titled "Shattered Dreams: The Rural Crisis."

Peterson said he had wanted to do a project about the plight of U.S. farm families and communities for a long time. When he won a \$10,000 Nikon National Press Photography grant last year, he took a three-month leave from the Register to concentrate on the farm photographs.

"It was something I had to do at the time," he said. "I really enjoyed doing it."

Peterson worked on the project from April to October 1986, when the Register saw the pictures and decided to print them.

"His photographs portrayed virtually the entire range of human emotion and experience: love, anger, fear, death, humor, loneliness, desperation, sorrow," Register Managing Editor Arnold Garson told the Pulitzer judges.

Before attending KU, Peterson attended Kansas State University, where he was a track athlete. He is a graduate of Rosedale High School in Kansas City, Kansas.



Peterson roamed the state of Iowa for three months to document on film the impact of the rural crisis. The resulting work was published as a special report in the Des Moines Register. (The photo above was shot directly from the publication's cover.) For his work, Peterson won a Pulitzer Prize. Two days later, he visited the campus to photograph the Kansas Relays, above left.

JAYHAWK

JOURNALIST

JAYHAWK JOURNALIST SPRING 1987

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The Jayhawk Journalist is published each semester by the School of Journalism and Mass Communications at the University of Kansas for alumni, students, and faculty of the School. It is produced by students enrolled in Magazine Layout and Production.

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Both a family man and a dedicated educator, Mike Kautsch will put his administrative talents to the test June 1, 1987.

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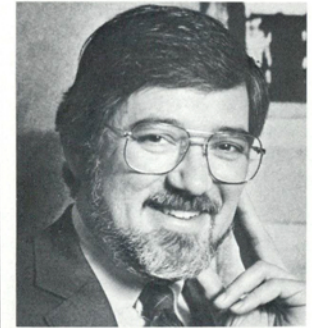
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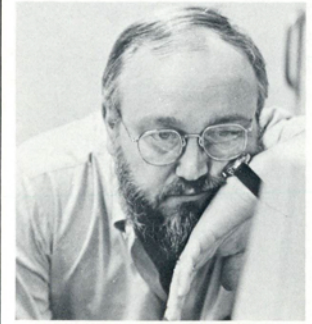
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COMPUTERS PURCHASED FOR KANSAN GRAPHICS

The School of Journalism has added some helpful features for the students who work on the University Daily Kansan.

The School paid more than \$16,000 for two Apple Macintosh™ computers, a printer, a scanner and a MacTablet.™

The decision to purchase the equipment was made by the fall semester's editor, Laurretta McMillen, and the then-business manager, David Nixon.

Bill Skeet, graphics editor for the Kansan, said the computer was an excellent addition to the newspaper.

"The computer, if you know how to use it, can augment your abilities," Skeet said. "The equipment has really helped with deadline pressure."

Skeet also said the computers made the Kansan look more professional.

Jeanne Hines, sales and marketing adviser for the Kansan, agreed. "The computers help make the paper more professional-looking for clients," she said. "The better the ads look, the better the chance you have to sell."

Hines said an ad that required an hour to draw by hand took only five minutes on the computer.

"Our students have limited artistic abilities. They are here to sell," Hines said. "The computers improve the artistic quality in the paper and save a lot of time."

The main advantage of the computers, Hines said, is that they help the students learn.

Many newspapers have this kind of equipment," she said. "If our students are training on it now, they have a great chance to work for these papers in the future."

Skeet said the purchase had been worth the money.

"They save me so much time," he said. "Computers will never replace pen and ink. There will always be a place for hand-done

art. You must know when to mix conventional art and computer art."

USA TODAY EDITOR HONORED

Grandstand journalists report to suit their egos and their contest entries, according to the editor of USA Today.

John C. Quinn, executive vice president and chief news executive for Gannett Co., Inc., and recipient of this year's William Allen White Foundation Award for Journalistic Merit, said in his

Heather McLeroy



QUINN: Recipient of award.

acceptance speech, "Journalists don't own the right to press freedom. It belongs to the people. Newspapers are merely stewards."

Quinn, who works with editors and publishers of the 92 Gannett daily papers and with executives of Gannett's eight television and eighteen radio stations, graduated *cum laude* from Providence College in 1945 with a bachelor's degree, and he

news.ed

earned a master's degree in journalism from Columbia University in 1946.

Most journalists work hard for the public, Quinn said. But for those who are working for themselves, there would be fewer lies and rumors if reporters were required to name their sources and to save confidentiality for extreme situations only, he said.

Citing William Allen White as an example of dedication to a newspaper, Quinn said White was willing to work with every aspect of his paper. Editors that spend too much time in their offices and leave early miss out on sharing in the paper's identity, he said.

Commenting on his own Pulitzer Prize-winning paper's identity, Quinn quipped that USA Today "has been acclaimed far and wide by its professional colleagues for bringing new depth to the definition of shallow."

IABC CHAPTER IS NEW AT KU

Students interested in professional communications now can join the International Association of Business Communicators (IABC). The first officers for the new chapter were elected in November 1986.

"IABC is a support and learning group. Members share ideas and can attend conferences and workshops," said Chris Hernandez, vice president.

The campus chapter functions as a part of the professional Kansas City chapter. The goal of the student chapter is to communicate professionally. To help with this goal, the Kansas City chapter has established mentor and internship programs and a Real World Workshop, said Karen See, director of Educational Relations for IABC in Kansas City.

STUDENT-PRESS CENSORSHIP CONCERNS PROFESSOR

The Supreme Court of the United States recently agreed to hear *Hazelwood School District v. Kuhlmeier*, its first case involving student-press censorship.

The case, which centers on the rights of students to use their newspapers as a public forum and the rights of school officials to control this material, is one in which the Student Press Law Center is actively involved.

Dorothy Bowles, associate professor of journalism, is a four-year member of the Student Press Law Center's board of directors. The organization, located in Washington, D.C., works to protect the First Amendment rights of college and high-school journalists.

The *Hazelwood School District v. Kuhlmeier* case began in 1983 when a high school principal in St. Louis deleted two stories from the high school newspaper. One story dealt with divorce and how it affected children. The other story concerned three students and their experiences with pregnancy. The principal, alarmed about possible invasion of privacy, deleted the stories without first notifying the student journalists.

Bowles said there were two points of view in the case. "Ideally," she said, "students should have complete freedom when it comes to their newspapers. But they must exercise responsibility. Responsibility is an important point here. Student journalists should observe the same laws and regulations as other journalists. However, I see nothing in either of these stories that invades the privacy of those involved or anything that is in poor taste."

In July 1986, a U.S. Court of Appeals in St. Louis ruled that the student newspaper at Hazelwood East High School was a public forum and that the articles in question could not have been forecast to materially disrupt classwork, give rise to sub-



BOWLES: Freedom of the student press requires responsibility.

stantial disorder or invade the rights of others.

The Hazelwood School District asked for a reversal of the decision. A Supreme Court decision isn't expected until the spring of 1988.

To support the student journalists, the Student Press Law Center encourages its board of directors to inform people about the case and to involve as many individuals as possible.

The center also will file an amicus brief in favor of the students.

An amicus brief is presented by people who have an interest but no legal standing in the case.

"This is an important case," Bowles pointed out. "It could have great bearing on many student publications."

HINES FILLS POSITION AS AD STAFF ADVISER

The busy day of Jeanne Hines, sales and marketing adviser for the University Daily Kansan, usually begins before 8 a.m. with a trip to the University Printing Service. After she is certain that everything is running smoothly with the day's Kansan, she heads for Stauffer-Flint Hall and a day filled with activity.

Hines accepted her job in November 1986. Her career began in Madison, Wis., where she worked eleven years for Madison Newspapers. She also has worked in sales promotion.

Although part of her day is spent evaluating and critiquing

advertisements, Hines also trains and counsels students.

"It's an exciting opportunity to be in a situation responsible for counseling and training in a university setting," Hines said. "I'm proud to be a part of the Kansan. It's a first-rate publication."

Hines also spends some of her day at the keyboard of an Apple MacIntosh,™ a computer capable of creating a camera-ready layout. Until recently, Hines had never operated a computer.

"It was a real learning experience," she said. "Conceivably, almost any ad in the Kansan could have been produced with the computer."

Another important part of being sales and marketing adviser for the Kansan is the training of the Kansan sales staff.

"This is a wonderfully challenging opportunity to work with talented and committed people. I wish I had more hours in the day and days in the week," Hines said.



JEANNE HINES: Proud to be a part of a first-rate publication.

DARY'S SUCCESS PROMPTS A SEQUEL

Sitting behind his desk, smoking a pipe, with an IBM computer behind him and an electric typewriter on his left, David Dary looks like a typical college professor. But what this man does in his spare time reaches and entertains far more people than his journalism students.

Dary is the author of fourteen books, nine of which have a Western theme. His most recent publication, *More True Tales of Old-Time Kansas*, appeared in April. It is a sequel to his 1984 book, *True Tales of Old-Time Kansas*.

The new book is a collection of stories set on the Kansas plains in the late eighteenth and early nineteenth centuries.

Dary has been writing about the West for more than twelve years. His first Western book, *The Buffalo Book*, took ten years of research. *The Buffalo Book* was an alternate selection of the Book-of-the-Month Club and a main selection of the National Science Book Club.

Many of Dary's novels are based upon early Kansas history. A native Kansan who later moved to Texas, Dary said he realized how important state history was. "In Texas they have such a high appreciation for their state's history that it made me

JoEllen Black

realize what I had been missing," he said.

When researching his books, primary resources from historical societies are Dary's most reliable sources. He praises the Kansas State Historical Society for its collection of newspapers. Diaries, newspapers and state records are used to document his novels.

"The American West isn't that old," he said. "Kansas didn't become a state until 1861, so third- and fourth-generation records are preserved."

In addition to his writing, Dary teaches two sections of Journalism 320, Public Relations, as well as a PR seminar.

J-SCHOOL ESTABLISHES NEW AWARDS

Two new awards have been established for the benefit of students in the School of Journalism.

Les Polk, professor of journalism, in memory of his father, has established the Harry E. Polk Memorial Award, which will be presented to several recipients for excellence in editing. Harry E. Polk was an editor and publisher in North Dakota.

Another award, the Wellington Eugene "Gene" Slais Memorial Award, will honor an outstanding broadcast-news undergraduate. Slais, a KU graduate who was the news producer for KCTV 5 in Kansas City, Mo., died in December 1986.

Other awards, which are presented annually at a year-end dinner, include the John Chandler Memorial Award for excellence in newspaper-editorial; the Walter Ewert Memorial Award for University Daily Kansan reporting; the Paul V. Miner Memorial Award for outstanding staff work on the Kansan; the Don Pierce Memorial award for best sports writer on the Kansan; the Angelo C. Scott Memorial Award for best reporting on the Kansan through the advanced reporting class; the Sullivan Higdon and Sink Memorial Award for outstanding senior in advertising; and the Henry Schott Memorial Award for the outstanding junior in advertising.

**AD CLUB
PRESENTS
AWARDS**

The KU Ad Club's annual award, given to a Midwestern advertiser who has shown a commitment to advertising education, this spring presented its annual Advancement Award to Valentine-Radford of Kansas City.

"Valentine-Radford has made many internships available to students over the years, and they have hired many of our students after graduation. They have had an ongoing interest in the ad sequence at KU," said Diane Lazzarino, adviser to the club.

This spring marks the second time the Advancement Award has been presented. The award is young, and possibly overdue, according to Chris Brennan, president of the club.

"There are a lot of people in Kansas City, in Wichita and around Lawrence who constantly give themselves to students in advertising, and there was never any recognition for them," Brennan said.

Bob Brooks of Valentine-Radford, a KU alumnus, accepted the award for the agency at a banquet sponsored by the club. Brooks' efforts to help KU students were recognized by Brennan. "He's constantly looking for the advancement of students through internships," Brennan said.

An Advancement Award also is presented to a faculty member at Kansas. Brennan said the award was an effort to recognize outstanding educators who, in the past, often have been recognized by the University but not by the School.

Last year, the first awards were presented to Vance Publishing Co., and to Mel Adams, who has taught at KU since 1960.

This year's faculty Advancement Award winner is the club's adviser, Diane Lazzarino. Brennan said the club chose Lazzarino because she had given her time continuously to students. "She is always available, ready and willing to help out. She'll be

straight with you all the time, and she's always willing to tell you what you are doing wrong and to get you back on track again," Brennan said.

Lisa Jones



LAZZARINO: Award winner.

Lazzarino said she was surprised with her selection. "I think being selected by students means more than some other awards do. They're the ones you are with in class everyday. It really is exciting," she said.

The names of the award recipients will be displayed on a plaque that will be placed in Stauffer-Flint Hall.

**DIRECTOR
INSPIRES
CREATIVITY**

When Sue Spedale talks, young advertising hopefuls listen. When college graduates step into her office at the Leo Burnett advertising agency in Chicago, where she is managing director of creative recruitment, she examines their work and makes decisions for the ninth-largest

advertising

advertising firm in the United States. When it comes to advertising, Sue Spedale knows what sells.

Spedale sometimes gives advice to the people whose work she inspects, which was why she came to the University of Kansas on March 12 to speak to the KU Ad Club.

She told students how, in 1935, five men set up an advertising agency in a suite of a Chicago hotel. The firm started with only three clients, but, she said, it grew because of a commitment to superior advertising.

She said the firm's founder, Leo Burnett, had composed a simple definition of creativity, which went to the heart of advertising. Burnett wrote, "Creativity is the art of establishing new and meaningful relationships between previously unrelated things in a manner that is relevant, believable and in good taste, but somehow presents the product in a fresh new light."

Spedale said creativity was the key for graduates searching for a job. "We don't hire creators for solid thinking or extensions on ideas," she said. "We hire for fresh, new thinking."

She said about 85 percent of the portfolios she looked at weren't good enough to get their creator hired. But she said there was no successful formula for presenting work to an ad agency. "There are a lot of things we can teach you, but we can't teach you ideas," she said.

Spedale advised club members to be persistent, willing to learn. "You need to be thick-skinned," she said. "You need to understand that you may love your work, your mom may love it and your grandma may love it. But when you get out in the real world, they may not love it. The worst thing to do is to get really upset if I tell you what is wrong with it."

**AD STUDENTS
ENTER
COMPETITION**

A team of students from the University of Kansas attended the American Advertising Federation college advertising competition held March 15 in St. Joseph, Mo. Chevrolet sponsored the competition, and the KU team focused its campaign on the Chevrolet Cavalier.

Lori Collinsworth, Wichita junior, said the contest was an opportunity for advertising students. "It was very realistic. It's about the only hands-on experience we get before our senior year," she said.

Collinsworth has participated in the competition for two years. "It was the best experience I've had in the advertising department so far," she said.

Anne Byerhof, a senior from Omaha, said contest officials provided a hypothetical \$12 million budget and a target market of college students and women, both in the 18-to-24 age group. The students, then, were responsible for carrying the campaign from conception to presentation while staying within budget. Students could not contact advertising agencies or Chevrolet dealers for help.

"It's hands-on experience. For the first time, it's like being thrown into a lion's den," Byerhof said.

The KU team divided into three groups — creative, media and research. The contest rules allowed no sales promotion in the campaigns, staying strictly with advertising. Byerhof said that the media and research groups did the preliminary work. The creative group then stepped in to decide how many advertisements were needed. The creative group also wrote jingles and lyrics for the campaign.

The winner will compete against fourteen other districts in Washington, D.C., in June.

Byerhof said the competition was invaluable. "It was a great thing for me. We used everything we've learned in the advertising sequence," she said.

KU HOSTS NATIONAL COMPETITION

For the past three years, magazines such as *Texas Monthly*, *Chicago*, *Toronto Life* and others that belong to the City and Regional Magazine association have had their pages critically examined in the rooms of Stauffer-Flint Hall as part of a national competition.

Although there are three major categories of judging — design, editorial content and general excellence — all but the design en-

Joe Wilkins III



HINRICHS: A CRMA judge.

tries are sent to judges all over the United States.

Sharon Bass, professor of journalism, administers the competition that had been developing while she was teaching at the University of Arkansas. When she decided to come to KU, she brought the competition with her. She coordinates the myriad duties of the contest, including the selection of the distinguished national judges.

"I try to combine all kinds of judges from different areas in the states and from the academic as well as professional fields," Bass said. The editorial judges had un-

magazine

til February 28 to turn in their decisions — but the awards won't be announced until May.

Entries for the design part of the competition filled several classrooms in Stauffer-Flint. Kit Hinrichs, Neil Shakery and Nancy Harper had the task of judging the competition. Hinrichs and Shakery are the San Francisco-partners in Pentagram, a design firm with bases in London and New York. Pentagram has produced award-winning pieces ranging from Queen Elizabeth's birthday celebration to a book on vegetables. Nancy Kellogg Harper is a KU alumna and president of Harper and Associates, a strategic-marketing firm in Lawrence.

The design competition included five subcategories, the first of which was a two-page spread for black and white magazines employing photographs, art or typographic treatments.

The judging for cover design was as different as the entries. The judges quickly selected those that they wanted to consider. The winning cover was a unanimous choice.

The other subcategories were color spreads, multiple-color spreads and the White Medal for design. The White Medal (named for the J-School's namesake) is awarded to the best single example of one issue of a magazine that serves the reader while sustaining visual interest.

In the past couple of years, the competition judging has been scheduled to give KU students the benefit of learning from the judges. Hinrichs and Shakery visited a magazine class and showed slides of design solutions and projects, completed by Pentagram, as part of the Hallmark Lecture program.

Hinrichs and Shakery stated that aesthetics sometimes had to

be sacrificed for practicality. Hinrichs said that the entrants often appeared to let their format dictate a feature presentation rather than letting the story itself suggest a possible treatment. "Sometimes you just have to make editorial decisions like that," he said.

Hinrichs and Shakery agreed that the best communication results from a good marriage between design and editorial concepts. "I think it's important not to compete against each other. The two sides should get together," Shakery said.

The two designers also stressed the interdependence of words and images. "The creation of good material is essential, but nobody is going to read it if the design doesn't draw the reader in."

The results of the competition are announced each year at the annual conference. This year it will be in New Orleans.

"Competitions such as this are very important because they give magazines something to work for, a way to improve," Hinrichs said.

Joe Wilkins III



HARPER, HINRICHS, SHAKERY: The judges discuss a layout.

THE SOUNDS OF IMAGINATION

In an auditorium at the Lawrence Arts Center, a microphone with an extended arm sits in the middle of the square room. Eight people gather around it. Darrel Brogdon, program director for KANU Radio, sits in the middle of the group.

Brogdon is directing an actor for the Imagination Workshop, a live radio drama aired from the art center. "It says 'a quiet ring is in your voice,'" Brogdon says. "However, on line twenty-two, do that quietly instead of commanding."

"Switch boxes" with multicolored cords sit on a banquet table to Brogdon's right. To his

left, sound effects are created from a box of sand and coconut shells.

A pianist begins a simple melody, and two actors recite the first lines from "The Diamond as Big as the Ritz," a thirty-minute drama adapted from F. Scott Fitzgerald's short story. The play is part of a ninety-minute broadcast of three additional radio plays and some short sketches. The Imagination Workshop broadcasts a diverse program three times each semester.

r.tv.f

Brogdon originated the Imagination Workshop in May 1985 when he taught a radio-theater class at the art center. Students in the class were the actors. Now, KANU produces the program, the actors need not be enrolled in the class.

Brogdon enjoys producing the Imagination Workshop. "It is a very unique experience," he said. "It is fun to do and to watch. I think we are the only radio station doing this on a regular basis."



BUBBLES: Live radio

PHOTO LAB GOES HI-TECH

As a result of a recommendation by the North Central Association of Colleges and Schools, the photojournalism sequence recently acquired twelve new timers, two digital electronic flash units and six Leitz photo enlargers. The equipment cost \$10,840.

Gary Mason, director of photojournalism, said the accrediting group thought that students — advanced students particularly — needed to work with high-quality enlarging equipment.

"The equipment was needed to bring our lab up to meet professional standards. We were very inadequate," Mason said. "The optics and mechanics of the new equipment are superior to any other brand."

Dale Fulkerson, Lawrence senior, pointed out the practical benefits of working with good equipment.

"They've allowed me more time," Fulkerson said. "They're autofocus and they have fully enclosed filters mounted on the enlarger. The advantage of their

being mounted is that they don't collect dust.

"They're much easier to use," Fulkerson said. "They are more precise instruments than the older enlargers in the Photo 1 lab. They're wonderful."

SHOOTERS TRAVEL WEST

In the Age of Enterprise, two of KU's own are off and running. Mark Porter, Pittsburg, Kan., senior, and Bill Baethke, Lenexa junior, both photojournalism majors, are taking a semester's leave from academia to develop perspectives and photographs of the western United States. They propose to expand and improve their portfolios with the resulting photos.

"My emphasis is on environmental portraits and landscapes, in addition to studio photogra-

phy," Porter said, "and we are going to shoot during the entire three months. That's the basis of the trip. I need a really, really strong portfolio to get into the graduate schools that I want to attend.

"I need to show people a lot of good prints instead of just a few," he said. "The competition is fierce."

Porter and Baethke's travels were to include the Grand Canyon, Las Vegas, Sequoia National Park, Yosemite, Mexico, San Francisco and the Redwood Forest in California. They planned to travel by pickup truck and mountain bike and to stop at various campsites.

Porter and Baethke planned to take a small enlarger to develop 35mm black and white prints that would be sent home as postcards to record their progress. To process the film, the two planned to make biweekly stops at hotels, using the bathrooms as

their photo labs.

Porter and Baethke intended to assist each other with set-ups and lighting but not to shoot from the same sites.

The students thought they would need an estimated 1,500 feet of 35mm black-and-white and color film and a supply of 4x5 film. Porter purchased a field camera for the trip.

"It's impossible to shoot landscapes without one, and I don't even like to shoot portraits with a thirty-five millimeter," Porter said.

Both photographers identified themes to emphasize throughout the trip, a creative freedom that Porter thought he couldn't achieve in an internship. He also wanted the liberty to shoot without the time restraints imposed by an academic schedule.

"Going to school, I never had enough time," Porter said. "Either I shot eight hours a day and didn't study, or I studied all the time and didn't get to shoot."

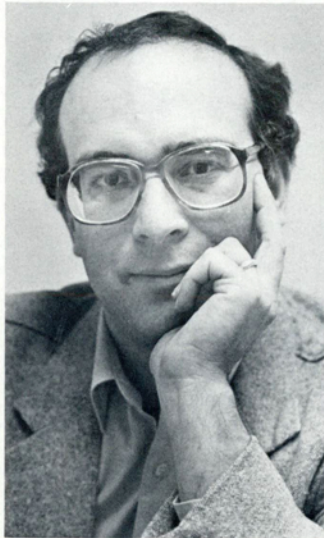
Porter and Baethke planned a \$1,000 expense budget for the trip, approximately \$100 a week for gas, food and miscellaneous expenses.

ROSENBERG, DALTON AND BROWN JOIN SCHOOL STAFF

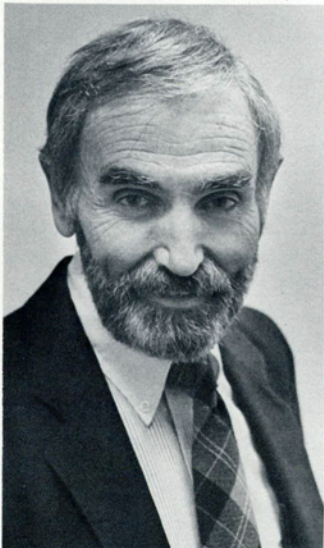
Three new faculty members this semester brought their experiences to KU from as far east as Great Britain, as far west as Salem, Ore., and as close to home as Topeka.

The three, Bill Brown, who was living last year in London; Martin Rosenberg, currently at the Kansas City Times from Salem, Ore.; and the newly retired editor of the Topeka Capital-Journal, Rick Dalton, came on

Lisa Jones



Lisa Jones



staff to carry the burden of teaching the fledgling Reporting I and Reporting II students.

Bill Brown, who taught both Reporting I and Reporting II, spent last year at the City University in London where he taught, studied and received a master's degree in international journalism.

As a student in England, Brown was one of forty students from twenty-nine countries participating in the program. His studies included classes in international news, international organizations and the state of the media. He also reported, during a practicum, on Parliament.

Brown also taught a class in design and production.

Before he began his work in

Lisa Jones



NEW FACULTY: Bill Brown (left), Martin Rosenberg (top left) and Rick Dalton (above) joined the KU journalism faculty this semester.

England, Brown was editor of the Garden City Telegram for eleven years and taught for fifteen years at K-State, where he had received his undergraduate degree.

Brown said that making the in-

new faculty

itial transition from American to British journalism wasn't easy. "The style of writing is different over there," he said. "They never use a delayed lead, and the spelling is very different. It's hard to break thirty years of writing habits."

In addition to his teaching duties at KU, Brown serves as writing coach to the Harris Group. Responsible for twelve newspapers in Kansas, Iowa and California, he works with the news staff of each paper to improve writing skills.

Martin Rosenberg split his time between Lawrence and Kansas City, Mo., where he is a financial writer for the Kansas City Times, specializing in energy and technology articles.

Although Rosenberg has to wear two hats in his daily routine — that of a high-powered financial writer for a major Midwestern daily, and that of a back-to-basics instructor of Reporting I — Rosenberg said he found the switch refreshing. "It gives me a chance to stop and think about why I do the things I do," he said.

Rosenberg had been business editor of the Portland (Ore.) Statesman-Journal before coming to the Times two years ago. And, according to him, it was a natural transition that he should teach as well as report. "I am interested in journalism education as well as writing," he said. "I have a master's in journalism as well as experience, and I taught journalism at Oregon State while I was working there."

In addition, Rosenberg was particularly attracted to KU. "I was attracted to KU," he said, "because of its fine reputation as a journalism school and because of its fine staff."

Rick Dalton, on the other hand, brings Kansas home to KU. Dalton was in the first class to graduate from KU with the words "William Allen White

School of Journalism" printed on their certificates. "That," Dalton said, "was January of '48."

This semester, Dalton returned to KU not to take classes, but to teach them. He is helping students to master the fundamentals of Reporting II.

And Dalton has had plenty of experience to do so. After his graduation, he went to work for the Manhattan Mercury-Chronicle for two years.

After his time in Manhattan, he went to the Garden City Telegram before moving to Topeka to be the wire editor for the Topeka State Journal.

For the next thirty years, Dalton worked in various capacities for Stauffer Communications. After his work as wire editor, he became news editor, and then city editor until, in 1972, he went to work for the "other" Stauffer paper in Topeka, the Capital. Since then, he has been the managing editor of the Capital — and then, in 1980, the Capital-Journal — until his retirement last year.

Dalton said he was a bit apprehensive during his first few weeks as a professor. "I didn't have any particular expectations; in most respects I was pleased with students' attitudes and willingness to listen.

"My one basic goal," he said, "was that at the end of the semester they could go into a newsroom and function as basic reporters."

Dalton's plans are indefinite, but one thing is certain: editing is in his future. "I still have the tendency to read as an editor when I read through a newspaper," he said. "I am always picking out mistakes and errors."

Mike Kautsch

God willing, and with your support, I will manage the deanship to preserve what we already have as an institution, to encourage thoughtful adaptations to change whenever necessary, and to foster as much public appreciation as possible of all that you contribute through our educational enterprise.

— Mike Kautsch, in a memo to the Journalism Faculty and Staff

By
Lisa
Jones

Frankly, it must be admitted that the School — inasmuch as it is gaining a dean — will feel the loss of a remarkable teacher.

Mike Kautsch has been described by faculty members as “extremely accessible,” and as “a very kind and considerate person.” Students know him as a fair but challenging instructor. He can frustrate them as easily as he encourages them, because he tirelessly prods them to think. Really *think*.

Unsatisfactory class performance on communications law mid-terms, for example, can result in their being retaken and retaken — returning to life so often they are dubbed Kautsch’s “Lazarus” exams — until the class has demonstrated a grasp of the tested concepts.

He coaxes, corrects and commands with a tenacity developed through years of experience. His commitment to teaching was honored in 1984-85 with the HOPE Award (Honor for Outstanding Progressive Educator), the only award given by University students as a group in recognition of teaching excellence.

Kautsch, 42, worked ten years as a journalist, mainly in investigative reporting, before joining the KU journalism faculty in 1979. He holds a bachelor’s degree in journalism and a law degree from the University of



Iowa. In addition to teaching courses in reporting and communications law, Kautsch has directed professional development courses for journalists and journalism educators. In 1985-86, he was among the first scholars chosen to spend nine months as fellows at the Gannett Center for Media Studies at Columbia University in New York.

Kautsch is an explorer. Born in Nebraska and reared in its rural parts, he is a self-described typical country boy, one who loved to tramp the sur-



rounding woods, who passed cherished hours playing by a creek. The daredevil attitude of youth was played against nature, and he thrilled at the discovery of river clams buried deep in the mud; he dared to skate on thin farm pond ice.

Young Kautsch completed first through eighth grades in a one-room parochial school, where he frequently cavedropped on upper grades being taught in the next row. Generally one of only two students in his grade, he

felt confined, frustrated, lonely.

He was taught, at an early age, the value of the printed word, and he excelled in reading. He also learned self-discipline and patience, traits shaped in part by his grandfather, who trusted him to break and train a horse. That grandfather's wisdom and sense of humor inspire him still.

Kautsch continued his education at a parochial boarding school and junior college in St. Paul, Minn. Although he initially assumed that he would

pursue the ministry — the career of his father — his penchant for exploration kindled an interest in other subjects. As preachers' kids may be wont to do, Kautsch indulged in a period of pranks, practical jokes and late-night philosophical bull sessions with his buddies. For pocket money, he performed with folksinging groups and briefly as a long-haired, sequined member of Mervin Vermin and the Maggots. The group satirized then-popular rock groups.

After two years of junior college, Kautsch transferred to the University of Iowa. It was there that his education took shape, there where he says he “treated the accumulation of knowledge as an end in itself.”

He chose a career in journalism because he liked to write, and, influenced by society’s preoccupation with the Vietnam War and the civil rights movements, he pursued the role of journalist. He also was interested in military organization, and he enrolled in the ROTC to discover, in part, what the military meant both to the people and to the soldier.

Next came law school, an educational choice fostered by his wish for an understanding of the world. “Before I became a journalist, I wanted this understanding,” he says. “I had never been exposed to that kind of education before, to the analytical process of law. You have a choice. You reach deep inside yourself and find the value upon which you can base a judgment, whether it’s right or wrong. Then you act on it. That can be such a positive experience.”

Now, long hours behind the administrative desk already have left their mark, and Kautsch pauses often to rub weary eyes. Yet, in six hours of interviews, Kautsch demonstrates keen insight and humor — and, especially, an overriding concern for the well-being and future success of the William Allen White School of Journalism and Mass Communications. Introspection marked by his unattended coffee, Kautsch often rests chin in hand as he chooses his words.

JJ: Upon your appointment as dean of the School of Journalism, you sent your colleagues a memo. What were your motives in sending this?

Kautsch: One was to express gratitude for this opportunity. Second, I wanted to acknowledge the potential awkwardness of the transition. I think it’s hard for someone to change from a role as colleague to administrator. I wanted to share my concern about that with my colleagues and ask for their support.

JJ: What were the reactions of your colleagues?

Kautsch: There was an incredible outpouring of support and congratulations from the faculty, former students and long-time supporters of the school. It humbled me to get that. I never expected it. It was a reflection, not necessarily on me personally, but of the feeling for the School. I was the recipient of loyalty for the School.

JJ: You enjoy teaching so much. Do you really think administrative duties can fulfill you as teaching has in the past?

Kautsch: Teaching is an art, and when done well, it can be the single most meaningful form of communication that can exist between individuals. As dean, I would take considerable pride and satisfaction, and find complete fulfillment, in encouraging teachers in our School — finding ways to ease their lot and making available to them whatever resources that can be found so that they can do their creative best in the classroom and be effective with their students.

JJ: In your academic career, did you have any instructors who made a lasting impression on you, who left you with something by which you are still inspired?

Kautsch: The teachers I remember are the people who could make a subject interesting and, at the same time, enlightening. They were all demanding, but they made their subjects appealing, even fun. I was amazed by their talent, and I learned to value that.

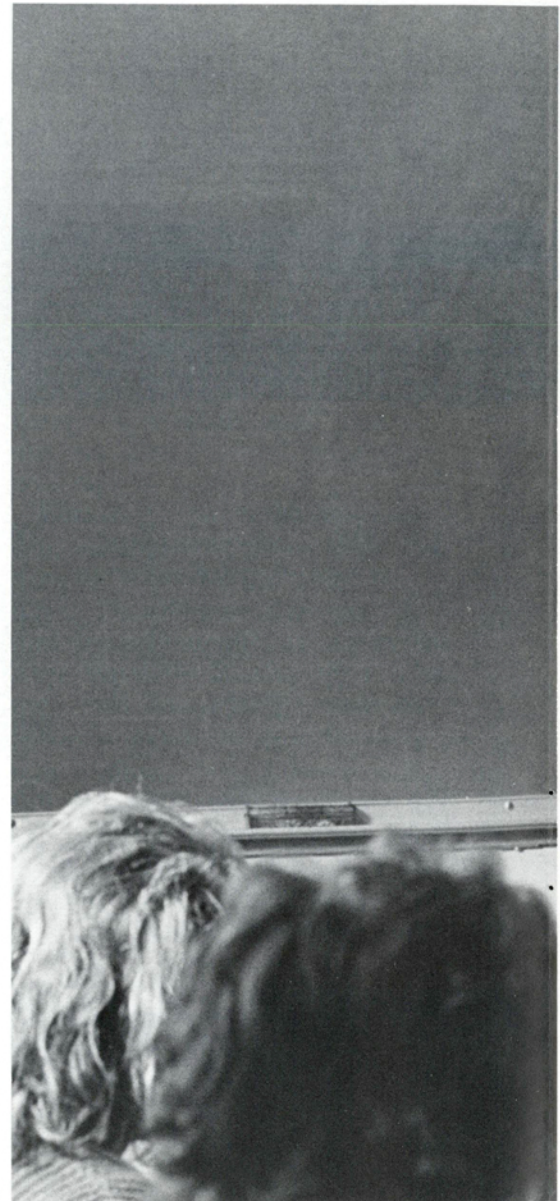
JJ: What is your favorite part of teaching?

Kautsch: Seeing students become curious about things they once did not care about, excited about learning things that once seemed boring. Seeing them become skeptical and questioning where they once were indifferent, and learn the art of teaching themselves, rather than depending on others to feed them what they should know.

JJ: It must have been difficult for you to choose between teaching and

the deanship. What was the factor that swung the balance toward the deanship?

Kautsch: I came to the conclusion that teaching could not be done effectively or be satisfying without the support of a dean who cares about teaching and puts the highest priority on it. When Del Brinkman left to become Vice Chancellor for Academic Affairs, I became anxious. He was a superb administrator. I was worried that the school might not be able to replace him with someone who cared about the institution the way he did. But I felt I had that commitment myself, and I thought it wouldn’t hurt



to offer myself as candidate for dean.

JJ: What do you view as the day-to-day activities of a dean? Meetings, meetings, meetings?

Kautsch: I like meetings. I don't seek them out — I'm just saying there's a positive element to a meeting. I start thinking about a lot of things that I probably wouldn't have thought about otherwise. For some reason, it usually results in a constructive process for me.

JJ: What additional day-to-day responsibilities will you undertake as dean?

Kautsch: Huge amounts of correspondence, and then circulating that

and forwarding it. A lot of it is studying the budget — how to allocate scarce resources and add to resources you have.

A lot of it is being encouraging and being around faculty and staff enough to find what the concerns are and finding spontaneous solutions to the problems.

There is a lot of travel involved. There is a great deal of preparation for annual events, such as William Allen White Day. The thing is, though, that all of these day-to-day activities are not the ends, but the means to the large end . . . to permitting the School to reach excellence in teaching,

Steve Purcell



'Teaching is an art, and when done well, it can be the single most meaningful form of communication that can exist between individuals.'

research and service.

JJ: What are some of your philosophies about the deanship, about journalism, about life?

Kautsch: I see the dean's job as a form of stewardship. There's a great asset here, and I've been appointed to look after it. I must find ways to preserve and build what's here.

I think a school of journalism is a fantastic idea, especially in the late twentieth century. There is no question that what's now a cliché — "The Age of Information" — is upon us. We have great businesses in this country devoted to the dissemination of news and information to large audiences. The First Amendment gives those enterprises freedom to do great good, or even great evil. The way news and information are distributed in this society can topple presidents, stultify the general public, help bring goods and services to the market, or undermine or lubricate the democratic process. All of this is worth studying in some depth, and a school of journalism is a perfect place for that. There could be no more exciting profession.

Life is very fragile, temporary. I think it's important to take each day that comes along and do the most with it. I like to concentrate on making each day as good as it can be, bearing in mind what can happen long-term.

JJ: How do you think you are perceived by your students and your colleagues?

Kautsch: It probably depends on the day.

Based on what I get in letters from former students, my assumption is that they see me as someone who's very interested in teaching and enthusiastic about it. I wish I were perceived more as an extremely active family man, because that's where I should be. I tend to borrow time from the family.

I suppose there must be a perception that I like working, and I do. I tend to work long hours, and I suppose people notice that.

JJ: If there is a criticism, or a worry

that your colleagues have for you, it is that you work *too* hard. Why are you so driven?

Kautsch: It's a very complex feeling. Working is fun. I don't know why, but it is. I like to be a part of a process that is aimed at yielding a constructive result — there's always a sense of discovery. Besides, it's never finished.

JJ: Do you perceive any traits in yourself that might hinder your abilities as an administrator?

Kautsch: I am still learning patience, and I don't suppose there's any place more demanding of patience than higher education. Understanding takes time. Communication takes time. All of us have an impatient streak — we want things done now.

I know I will be very concerned about finding adequate support for the teachers, support that ranges from equipment needs to professional advancement opportunities. If I can't get that — anything even close to what I want — I am fearful that I would become frustrated to a fault.

I find almost everything interesting. If you get interested in everything, then you exhaust yourself and lack the energy to deal with those things that need to be done first.

JJ: What are your goals for the School?

Kautsch: A dean does not have as much power or influence as he would like sometimes, nor does he have as much as others think he has. You don't have a single constituency to deal with. You have a great number of constituencies, all with different interests, and you have an obligation to keep them talking to each other. My goal is to encourage dialogue between the students and faculty, within the faculty and between the School and the University.

A goal for the School is to do as much as it possibly can for economic development. I think the School is facing crossroads: Either we're going to get more support from the state — and we should — or else we're going to have to depend more on private sources for funding.

'I see the Dean's job as a form of stewardship. There's a great asset here, and I've been appointed to look after it.'



KAUTSCH: He values the time spent with his wife, Elaine, and his children, Kristen, 5, and Max, 8.

JJ: What are some of your outside interests?

Kautsch: The most important activity outside of KU and this School is my family life. I try to get as much time as possible to spend with the children and my wife. I'm under a lot of pressure to play ball with my eight-year-old son. My five-year-old daughter likes to go on walks and ride double on the mo-ped and have me help her make things, like turning a cardboard box into a dollhouse.

I like to read as much as possible. The drawback there is that I like to read newspapers in a series and observe trends in what was covered. Unfortunately, huge stacks of newspapers build up. This does not make for har-

monious marital relations. But we laugh about it.

I am currently having trouble getting the time to do this, but I also like to write.

JJ: You have mentioned that you geared your research during your Gannett fellowship toward a book. What is it about?

Kautsch: Generally, it's about the relationship between business and the news media. The idea is to see how news media report on business and the economy. I'm interested in whether the news media are educating the public on business and economic matters.

JJ: Do you like movies?

Kautsch: I like comedies, mostly. I

am a Pink Panther fan. When I go to the theater, I like to see something that's uplifting and that highlights the positive side of life. I've always gotten a big charge out of the Bond movies. They're so ridiculous.

JJ: What are your musical preferences?

Kautsch: My favorite records are the ones that are about to wear out — Beethoven's greatest hits and Bach's greatest hits. I like Debussy. My next favorite type is jazz. I still like Dave Brubeck, even though he's no longer "in."

JJ: Have you ever had any musical training?

Kautsch: I suffered through the usual childhood piano lessons. I was

never able to attract an audience, so I didn't think it was worth pursuing as an interest.

JJ: What about the arts? Do you like museums and symphonies?

Kautsch: I'm probably just like most other folks in that regard. If there's a museum, I'll go and stand in front of everything in awe, and have the faint wish that I could do that sort of thing. I even tried painting once. It looked good, and then I

noticed that one of the man's legs was a third longer than the other.

JJ: What advice do you impart to students and journalists?

Kautsch: I like to urge the students to pay attention to details. Good-quality work depends on detail. Students have to be patient, willing and able to pay dues to get what they want. They should make sure their expectations are in line with reality. Ambition is good, but when it grows out

of delusion, it can be fatal.

Ask questions. Often the questions are more important than the answers.

Be courteous. The world was not made for you alone. We owe it to one another to be civil and courteous, even in the midst of disagreement and hot debate.

Have fun. It's definitely not good to be too serious about life, or oneself. Remember, life is short. ■

LEE F. YOUNG

From deanship back to class

The recent search for a dean to replace Del Brinkman caused less commotion than otherwise would have been expected. And the reason for the smooth transition is no surprise to the colleagues and students of Professor Lee F. Young.

Announcing Young's unanimous appointment as acting dean after Brinkman's move last year to become the vice chancellor for academic affairs, Chancellor Gene A. Budig said, "The School will be in able hands during the interim. No momentum will be lost."

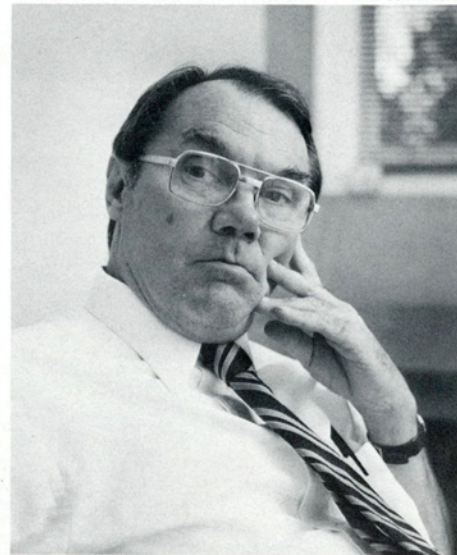
Budig's comments were well advised. Besides being the unanimous choice of the committee to carry forward the daily business of the School, Young has the distinction of having held the acting dean's position once before. In addition, he is curator of the Magazine Publishers Association's First Editions Collection, has directed the William Allen White Foundation, has led the University Daily Kansas board and has served on faculty search committees, the committees for affirmative action, parking and traffic, policies and procedures, and scholarships.

He holds the first William Allen White Distinguished Teaching Professorship, and he has been a finalist for the HOPE Award several times.

But Young did not reach this career distinction by a direct route.

After his graduation from Syracuse University with a bachelor's degree in history, Young took a job with Jay Publishing Company in New York. He rose to the position of production manager in two years, at which time he moved to Kansas City.

He stayed in Kansas City five years and changed jobs three times. He was



Earl Richardson

production manager of Burger-Baird Photoengraving before moving to Rogers & Smith Advertising Agency. After his tenure there, he became account executive at Standard & O'Hern Advertising Agency, where he worked until 1960.

Young then moved to Edwardsville to help publish professional magazines for Veterinary Medicine Publishing Company.

A search for new experiences led Young back into education. He wanted to teach history. But when he inquired at the KU School of Education, he was encouraged to enhance his journalistic knowledge.

Following that path, Young received a master's degree in journalism from KU in 1967. The next year, he became a full-time faculty member and head of the magazine sequence. He designed the Magazine in American Society and Magazine Layout and Production courses.

In addition to his teaching responsibilities, Young collaborated with 1965 KU graduate John Suhler, the son of *Look* magazine circulation-promotion director Lester Suhler, in an effort to establish a

memorial for the elder Suhler.

Under Young's guidance, approximately 4,000 first-issue magazines comprising the Gilbert Collection became the seed for a consolidated effort to combine both Suhler's and Gilbert's wishes, and which became the Magazine Publishers Association's First Editions Collection.

Robert Gilbert, a 1923 KU graduate, had established his collection, including an 1809 issue of *Port Folio*, and had loaned it to the William Allen White Foundation in 1954.

Fifteen years later, in 1969, Gilbert visited KU, wishing to see how his cherished collection was being used. Much to his consternation, he found that the collection not only was not being used, it was not to be found.

Under Young's careful ministrations, the collection was located, and it currently is being catalogued and is available for inspection.

Since Young and Suhler established the collection, industry publishers, KU alumni, friends and MPA members from across the country have donated hundreds of magazines, including some dummy magazines.

"We have received hundreds of magazines from publishers everywhere," Young said. "A vice president of *Esquire* even sent his own personal collection."

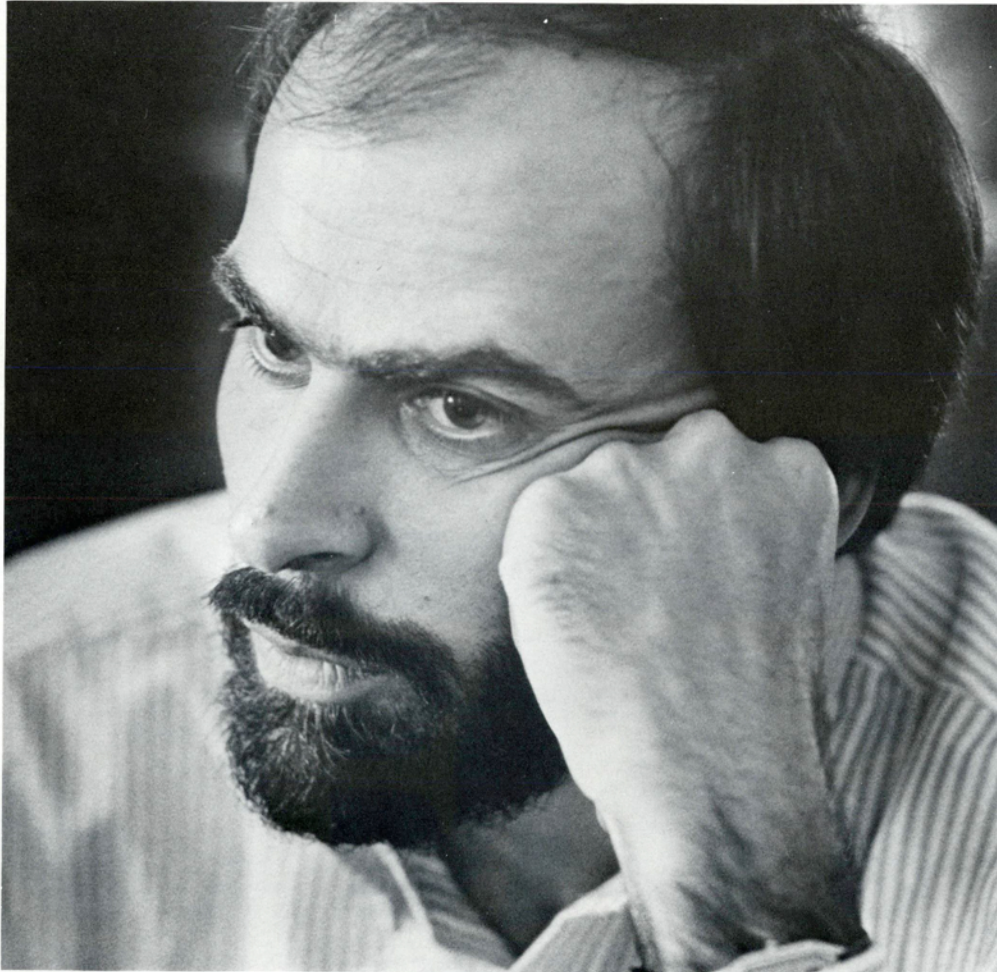
Currently, the collection includes gems such as the dummy issues of *Life* and *Reader's Digest* and last editions from *Collier's*, *Saturday Evening Post*, *The American* and *Life*.

Young's flair for collecting magazines and especially for teaching have earned for him the unending admiration of colleagues and students. As Warren Agee said when he resigned from the deanship in 1969, Young would "carry on the School's activities on more than a caretaker basis."

And so he has.

By Kerry Knudson

SEIB



*By Karen Schmidt and Rachel Flood
Photos by Joe Wilkins, III*

On the night of January 31, 1987, Gerald Seib, a Wall Street Journal reporter, was detained by plainclothes policemen in Tehran, Iran.

Invited to tour the Iran-Iraq war front, along with 56 other journalists, Seib had been preparing to return to his home in Cairo when he was arrested outside his hotel.

As fellow reporters boarded planes to return to their assignments throughout the Middle East, Seib was accused of spying for Israel. He was interrogated for five days in Evin Prison.

Suddenly and without fanfare, the journalist was released, and he flew to meet his wife in Zurich.

Days later, the citizens in Seib's hometown of Hays, Kansas, celebrated the safe return of their native son with banners and yellow ribbons.

The *Jayhawk Journalist* traveled to Hays to cover the happy homecoming of a J-School alumnus. What follows is an account of Gerald Seib's detention and his return to Kansas.

I.

Inside a dimly lit chapel in the middle of the United States, a candle burned for fifteen days. Outside Thomas More Prep-Marian High School in Hays, Kansas, yellow ribbons hung from the Gothic front door and clung to nearby trees.

On Friday, February 13, 1987, seven days after his release from Evin Prison in Tehran, Iran, Gerald F. Seib, a foreign correspondent for The Wall Street Journal, traveled to his hometown where, not so many years ago, he began his journalistic odyssey. A banner in the school hallway read, "Welcome Home, Jerry."

"One of the first things I wanted to do was come back here and say thank you," he told an assembly of students at his alma mater. "The silver lining in this whole ordeal was the support people gave me and my family."

That support came in the form of a six-day vigil by the priests, nuns and students of TMP-Marian High School in their attempts to help bring their alumnus home.

"Why I was released will remain one of the biggest mysteries of my life, but I think it's as good a reason as any that the prayers being said here helped to bring it about," Seib said.

Cartons of letters were delivered daily to Seib's parents, and a constant stream of neighbors bearing food and words of hope knocked at their door.

Letters to the Iranian government as well as records of Seib's baptism, communion and birth were sent to his captors with the hope of proving the folly of the charge that Seib was a Zionist spy.

On Monday, February 9, the many hours that students had devoted to making banners, hanging ribbons and praying were rewarded. The school's loudspeaker carried the announcement of Seib's release from prison and the students' release from school for the day.

"I think I went to extreme lengths

to get you all off," Seib said in his address to the student assembly.

Seib, a 1978 University of Kansas journalism graduate, was detained and interrogated in Iran for five days. The Iranian government had invited him and fifty-six other journalists to tour the war front in the Iran-Iraq conflict.

In Hays, hushed whispers and restlessness turned to attentive silence as Seib began to recount the most traumatic night of his detention. That night, he was placed in an eight-by-twelve cell with no bed, no window and no ventilation. As he paced from wall to wall, his mind began to race.

"There was no reason to think that I wouldn't be there for months, and I thought I should prepare myself for that eventuality," he said, "I decided I needed to have a mental strategy. I asked myself what my principles were going to be."

The first was a complete trust in God: "Not that I had much choice in the first place. But I thought that was a decent starting point."

The second was total honesty. "I had nothing to hide. Therefore, what was the point of being deceitful or trying to trick my captors?"

"The third one was, don't apologize for who you are or what you are."

Once he had embraced these principles, his captivity became easier. "If you're going to go down, go down with dignity," he said.

After he finished his remarks, Seib answered questions from students in the audience.

"There was a bit of good cop, bad cop played on me," he said. During his detention, Seib's interrogators placed a blindfold on him. He was allowed to remove it only at night. "There were some thinly veiled threats, and the biggest mind game was not being able to see the interrogators or what they were up to. But I was never afraid for my life," he said.

By the end of Seib's detention, empathy between captive and captors had developed. "I think they felt bad about what was happening to me. It was definitely a cordial parting," he said.



When Seib was released, the main interrogator took him to the prison gate and said, "We hope to see you in Iran again, but not in jail."

In another speech, Seib stressed to the students of Hays High School that the lack of understanding between the Middle East and the United States was the root to prejudices on both sides. The Iranians believe that American streets are paved with gold, he said, and U.S. citizens think all Iranians are fanatics.

"The simple problem is that there is not enough understanding between our two countries. We only hope this incident doesn't create hatred," he said. "We don't understand their culture, their religion. We have a lot more in common with people than we think."



After giving a speech, Seib and his wife, Barb Rosewicz, leave Hays High School amidst a throng of journalists. Camera crews and reporters became Seib's constant companion during his stay.

this would happen to one of our own."

Fr. Beyer said that many Iranian students who were pro-shah and anti-shah had attended the school. "Who would imagine that the war going on inside of our corridors would be spotlighted like this," he mused.

The principal at TMP-Marian, Sister Angeline Cepelka, said that students and townspeople lived in hope during Seib's ordeal. "Our hope had come to reality," she said. "But the yellow ribbons that Jerry and Barb are still wearing carry a double sign. There are others still in Iran who are not free."

II.

The gates opened, and the captive became the freed. As quickly as he was detained, he was now released. Jerry Seib later realized that these gates also led to Tehran's Evin Prison — the site where the former shah's secret police had tortured political prisoners.

A day-and-a-half later, the reporter for the Wall Street Journal boarded an Iran Air flight headed toward the southern Iranian city of Bandar Abbas.

When he switched planes en route to Zurich, an Iranian policeman grinned as he asked to see Seib's passport. Holding his breath, Seib watched as the guard slowly fingered each page and finally handed it back.

Free, but not yet safe.

At the Zurich airport, Barb Rosewicz waited anxiously as the passengers began to descend from the plane. An official told her, "There's no one by that name on this plane." Her knees momentarily felt weak. Suddenly, she heard the familiar voice call to her. For the first time in five days, she knew that her husband was safe.

A special moment for everyone came when Babak Merefat, an Iranian student who is a Hays High senior, shook Seib's hand and said, "I want to apologize in the name of the good and real Iranian people." Seib smiled and replied, "No apology necessary. There are good and bad people all over the world, in your country as well as in mine."

Back at his alma mater, Seib and his wife, Barb Rosewicz, a KU alumna who also reports for the Wall Street Journal, scanned a trophy case displaying photos of Seib as editor of his school newspaper, basketball player and senior-class president.

In front of the case, Father Blain Burkey, one of the priests at TMP-Marian and Seib's first journalism adviser, looked on. Burkey had clipped

articles about Seib's experience and had gathered mementos from his school days.

"From the sixth grade on, Jerry knew that he wanted to be a reporter," Fr. Burkey said. "He didn't talk much about himself. I know it's hard for journalists not to put themselves in a story, but Jerry never did — except for this week."

Camera crews and reporters, who had become Seib's constant companions during the week, roamed through the auditorium.

Father Greg Beyer, an instructor during Seib's student days, said, "Our auditorium is really the drabest thing on earth. I've never seen it so lighted in all my life. This school has become closer to what's happening out in our world. I never thought something like

When Seib was detained in Tehran, Rosewicz was covering the Islamic Summit Conference in Kuwait. "I spent most of that day on the telephone and listening to the radio," Rosewicz recalled. "At first I didn't want it to be on the radio, and then I was hoping it was all a bureaucratic foul-up and it would only last that day."

One of Rosewicz's main concerns was that her husband would be detained for an indeterminate time. He was the first U.S. journalist to have been officially invited by the Iranian government and then arrested.

Seib and Rosewicz had no opportunity to communicate during his detention. He did not call her immediately after his release because there was still a danger that the call could be traced.

"Jerry could have been easily nabbed by someone else," Rosewicz said.

Rosewicz had spent most of the five days at their home in Cairo, sleeping only intermittently, waiting for phone calls. "People assumed that I was concealing things. I really didn't know that much," she said.

Rosewicz was informed that her husband would fly into Zurich, but no flight had been confirmed. She said she stayed away from the press as well as the public because she did not want to place Seib in any additional danger.

"I was guessing along with the other reporters," she said.

The night before Seib went to the Iran-Iraq war front, they discussed the danger of his trip. "I was more worried about Jerry's being hit by artillery than I was of any possible detention," she said.

Rosewicz and Seib began reporting in the Middle East in January 1985. They were stationed in Cairo at the Wall Street Journal's Mideast bureau, the first bureau there since the late 1970s. Seib's reporting had taken him to the most radical areas, including Libya, Syria and Iraq. In 1986, Rosewicz covered the U.S. bombing of Libya.

In their two years in the Middle East, they have written mostly political analysis and stories centered on Islamic fundamentalism.

"Covering wars is something you do because you're there," Seib said. "It's not our forte, just something that comes with the territory."

Attitudes toward them as U.S. reporters vary in the Middle East. Rosewicz said being a Western woman reporting in the Mideast was sometimes easier because male officials were intrigued by what they saw as an oddity — a Western woman in the businessman's world.

"The Middle East is a complicated place. You can't write it off as being crazy," Seib said. "I genuinely believe people do need to understand more about the Middle East. We have a lot more in common than we do separating us."

As journalism students a decade ago at the University of Kansas, Rosewicz and Seib never dreamed that they would work abroad. Recalling when they were asked to go to the Middle East as a team, Seib said, "We kind of thought if we didn't do it then, we wouldn't do it at all, so we accepted the job."

"There were moments in Cairo when we were sitting on our balcony, looking down the Nile, looking at the Pyramids and thinking, 'How did we get here?'"

Seib paused, chuckled and deadpanned. "That's what I was thinking when I was sitting in Evin Prison."

III.

The white frame house on the corner of 24th and Main streets in Hays looks like many others in a small Midwestern town. But during the five days of Gerald Seib's detention, television camera crews and reporters camping on the front lawn set it noticeably apart from its neighbors. On the fifth day after his release, a multicolored banner bearing the



Above: Seib receives a welcome hug from journalism professor Suzanne Shaw as Paul Jess looks on. Right: Seib greets a possible future foreign correspondent at his high-school alma mater.

message "welcome home" and the signatures of family and friends was spread across the north wall.

Inside, flowers occupied every available space. Seib and Rosewicz were visibly tired, finally relaxing deep into armchairs.

"This is the first time since Jerry's release that we've really been able to relax," Rosewicz said.

Their journey home had started seven days previously with a fourteen-hour flight from Zurich to New York via London. They spent three days in New York, during which time Seib wrote his personal account for the Journal. When they had a chance to get away, one of the first things they did was to attend mass in Princeton,



N.J. "We tried to keep a low profile, hoping no one would recognize us. When we were in the church, however, it was not a problem because Brooke Shields sat down right next to us," Rosewicz recounted.

On the third day in New York, they answered questions at a press conference before leaving for Hays. "We couldn't wait to see my family in the flesh. Talking on the phone and reading letters are not the same," Seib said.

The response of the people of Hays was gratifying to the reporter. "It's a small town in the best sense of the word," Seib said. "It's tough to imagine, if my parents had lived in New York City, that they would have gotten the same support that they got in Hays. Being a journalist sometimes is hard on the families. When I got back, I was amazed at what they'd gone through."

During Seib's detention, his family kept in touch constantly by phone. "When I first heard that Jerry had been detained, I was more or less numb," said his brother Pat, who lives in Overland Park. "It didn't really sink in until I read the newspaper accounts."

The family heard the news before it was released in the newspapers. "That's when the worrying and lack of sleep started," Pat said. "We didn't really all get together until we heard he was coming home."

When Seib was released, his family began assembling in Hays. By Saturday, the whole family had gathered. "My mom's tried to get everyone together since 1981. I'm glad I got to do my part." Jerry said, laughing. "I guess it's a strange way to arrange a family reunion, but it worked."

As Seib's parents laughed in the kitchen and two young children batted a balloon, Seib and Rosewicz visited with *JJ* reporters. "After all this, we hope to quickly fade into the footnotes. We'd like to get back to writing our own stories and not being in them," Seib said.

They recalled their days as Jayhawks when they met as reporters for the

University Daily Kansan. Barb thought Jerry had mistakenly covered her beat. The misunderstanding soon evolved into a friendship that later led to a relationship despite jobs in different cities. "For a long time, we bended our personal lives for our professions," Rosewicz said.

When they think back to college, they remember late nights with the press club at Dirty Herbies bar and midnight dates with John Belushi, Dan Akroyd, Bill Murray and the rest of the *Saturday Night Live* gang. "I think Dirty Herbies burned to the ground, but if it hadn't it probably would have gone under financially after the Kansan staff left," Seib said.

They thought about seeking jobs on

the Wichita Eagle Beacon and The Kansas City Star. After a summer internship with The Wall Street Journal, Seib received an offer to work at the Journal's Dallas bureau. Barb went to work for UPI, also in Dallas as a copy editor. She later was sent to Topeka to cover the legislative beat. In 1981, both transferred to Washington, D.C., where Seib covered the defense department and Rosewicz covered economics.

KU memories came to life when former professors of Seib and Rosewicz honored him at the public assembly at TMP-Marian. "We'd like to welcome you back to the land of the Jayhawks," said Del Brinkman, former journalism dean and now Vice

Chancellor for Academic Affairs. "In our eyes, Jerry was a hero before all this happened." Suzanne Shaw, Rick Musser and Paul Jess also traveled to Hays to welcome home their former students.

Seib stood to thank the crowd of friends and relatives. "When Barb and I were first married, we made a promise that we would always be together on birthdays and Valentine's Day," he said. "I was released on my birthday, and I'm here today for Valentine's Day, so I guess I kept my promise."

And with that, he blew out the flame that had burned for fifteen days. ■

FARNEY

The pressman and the friend

For the first time in six years, Dick and Annette Seib's entire family came home. This time, however, an honorary member joined them — Dennis Farney, reporter for The Wall Street Journal.

Farney, a 1963 University of Kansas graduate, served the family as official spokesman during the six long days of waiting for news of Jerry Seib's release. During this time, Farney moved into the family's house on the corner of 24th and Main streets in Hays to deal with the many reporters and camera crews.

Sleeping only occasionally, Farney and the Seibs spent most of their days and nights in the living room and kitchen, making and answering phone calls. During the ordeal, neighbors constantly provided casseroles and traditional German food. "There really wasn't time to worry or be tired," Farney said.

Friday, February 6, was the most hectic day for the Seibs and their



FARNEY: He was the Seibs' spokesman.

spokesman. The family anxiously awaited official confirmation that their son was leaving Iran and on his way to the West. Preliminary reports suggested that Seib would board a flight to Frankfurt, West Germany. This, they soon learned, was only a rumor.

"We stayed up until 4 a.m. waiting for the news that Jerry was on a plane home. It wasn't until 5:35 a.m. that the news came over the CBS station that he was flying into Zurich," Farney said.

A phone call from the Journal's New York office confirmed the news. The Seib household received 156 phone calls that morning. The most awaited call, from Jerry, came at 10:40 a.m.

That morning, the town of Hays celebrated along with the Seibs. Church bells tolled and motorists, driving by the family home, honked congratulations.

Farney, who as a KU student was the assistant managing editor of the University Daily Kansan, now works as a reporter for the Journal in Kansas City. He was acquainted with Seib and his wife, Barb Rosewicz, when they were covering their beats in Washington, D.C., beginning in 1981. "I'd never met Jerry's parents before this ordeal," Farney said, "but when you go through a crisis like this one, it creates a real bond."

The Journal asked Farney to help the Seib family handle phone calls, press conferences and questions from reporters across the nation during Seib's detention. "It's difficult being a spokesman because it requires a reporter to reverse every instinct. Knowing information and not being able to divulge it is very hard," he said.

— By Karen Schmidt

It is 7:30 a.m. and life has yet to stir on Mount Oread. Absent are the hordes of students hustling to class; absent are the cars frantically searching for one of the coveted parking places on Jayhawk Boulevard.

The only signs of life are two dogs frisking on the lawn outside Stauffer-Flint — the home of journalism students for more than 35 years.

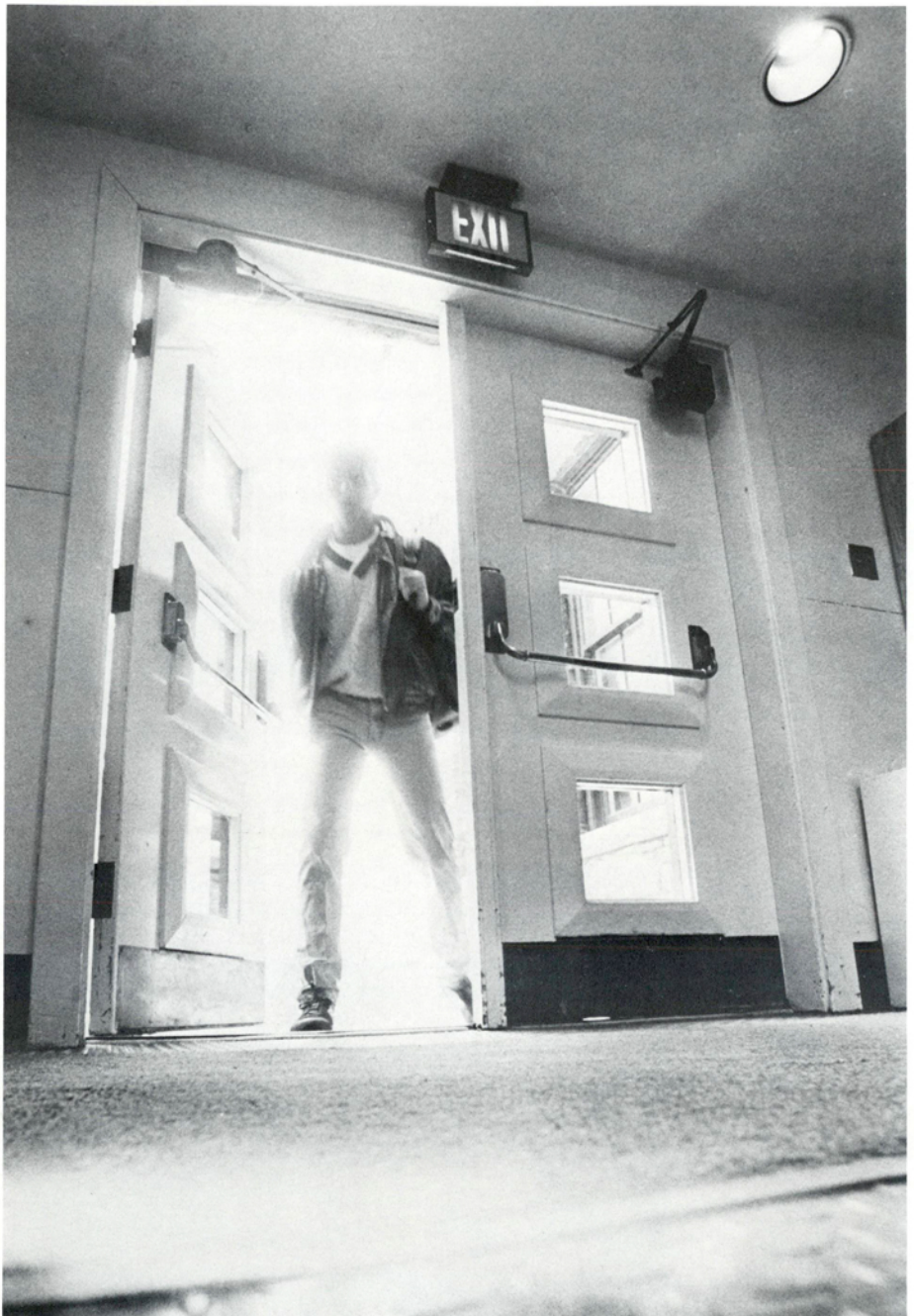
Though the inside of the building may appear new to some, the activities taking place are familiar to all alumni.

Students cluster in the hallways, talking and reading newspapers. Change clinks in the vending machines as students take mid-morning breaks.

Questions and answers interrupt the drone of lectures, and computer print-outs click and whine as student reporters prepare for their afternoon stories. As the sun makes its way across the western skies, the activities inside Stauffer-Flint slowly wind down.

Even though most faculty and students have gone home, the echoes of Calder Pickett reciting the gospel of American history can still be heard throughout the building. Though he no longer walks the halls of Stauffer-Flint, the thundering voice of John Bremner can still be felt. And in the distance, a telephone rings and a typewriter taps.

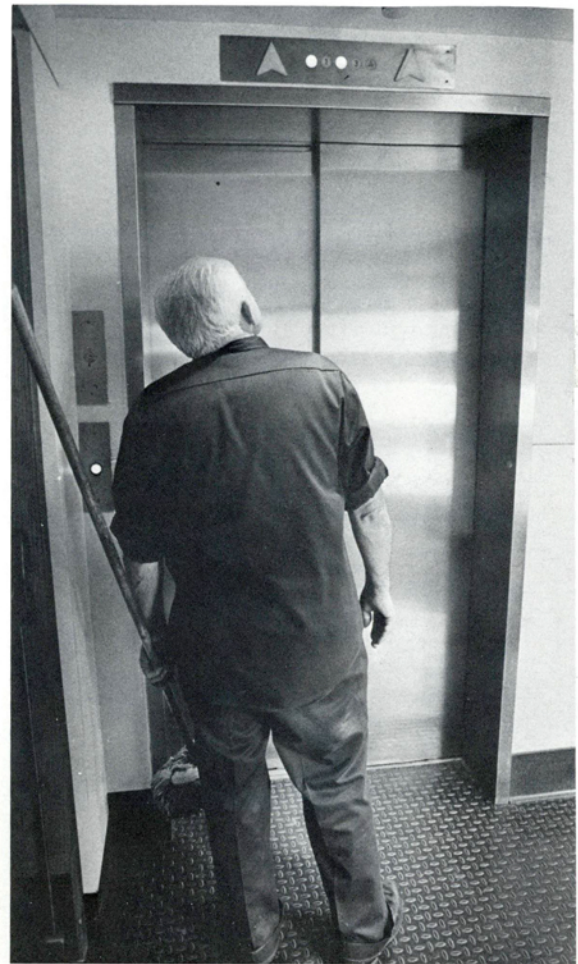
The activities inside Stauffer-Flint never die, they just slowly fade into another day . . . and into yesterday's news.

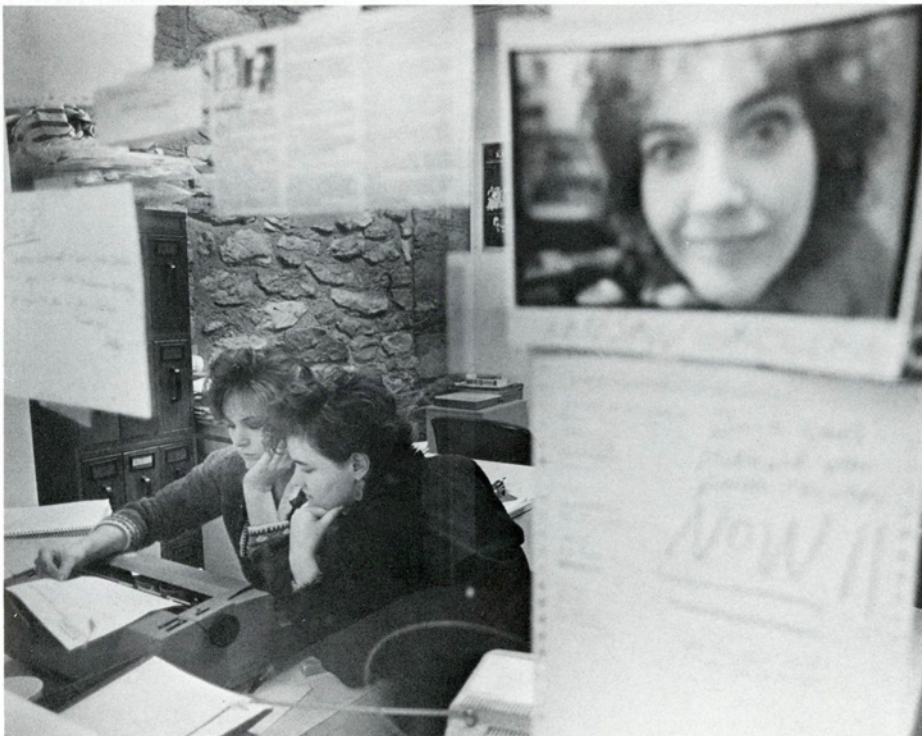
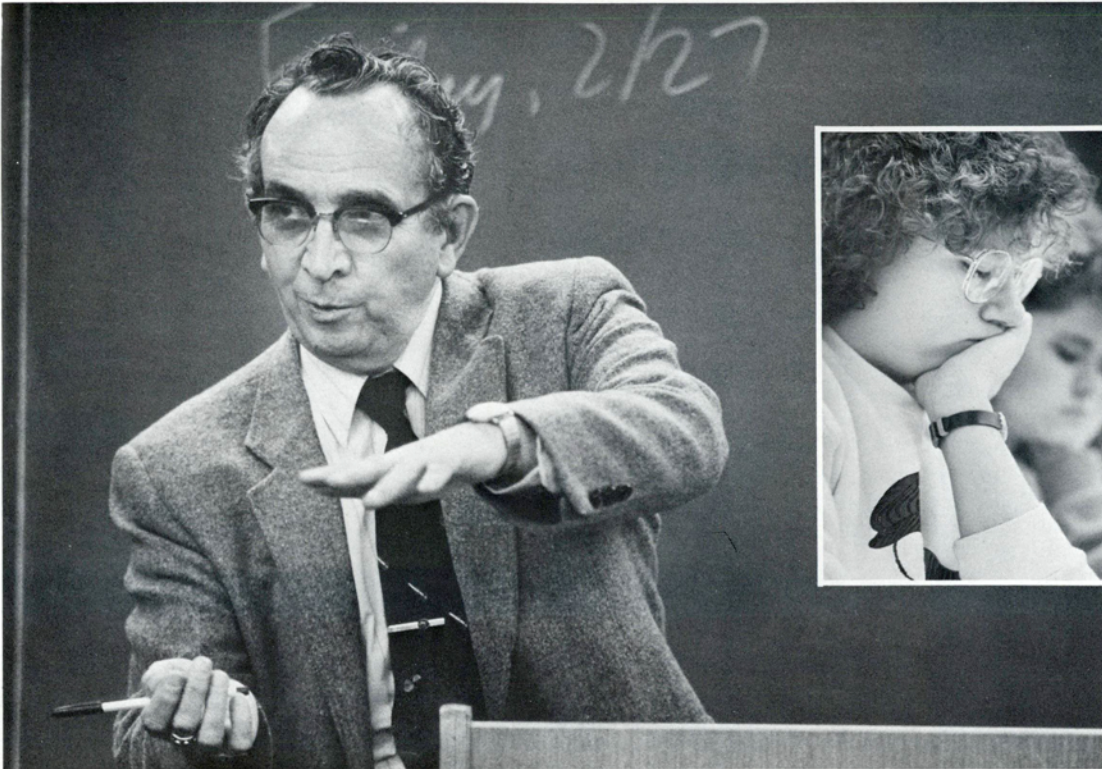


FOCUS ON STAUFFER-FLINT

Photographers: JoEllen Black, Margie Chambers, Alan Hagman, Jacki Kelly, Suzi Mast, L.A. Rauch, Brenda Steele, and Joe Wilkins III.

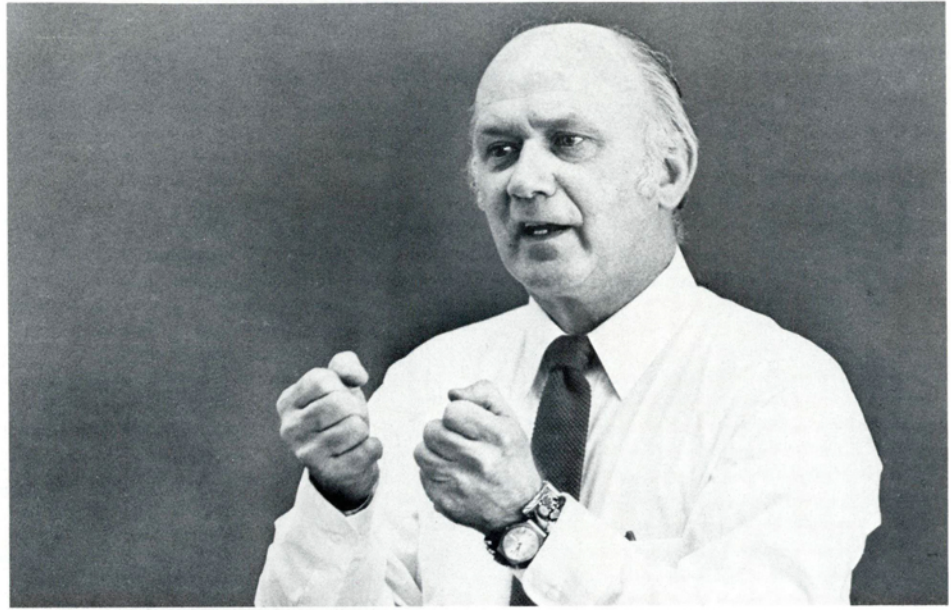
Clockwise: James Lewis waits at the elevator to clean the upstairs halls. Professor Calder Pickett explains the Hearst family and its newspaper empire to students in his History of American Journalism class. Inset: Students "take notes" in History of American Journalism class. Colleen Siebes (left) and Chris Tyler (right) work in the Kansan editor's office. Mel Smith braves the early morning hours to distribute the Kansan.

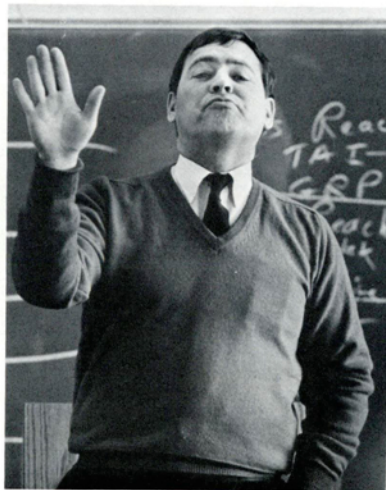
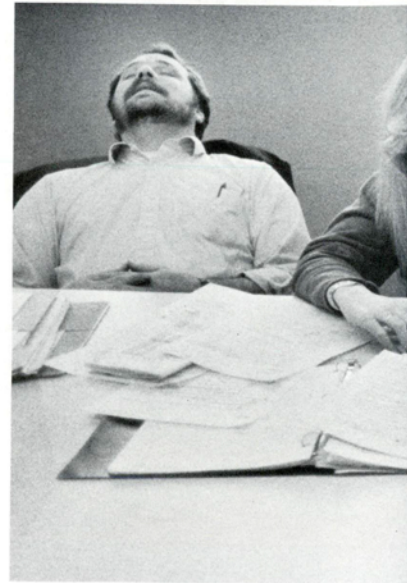
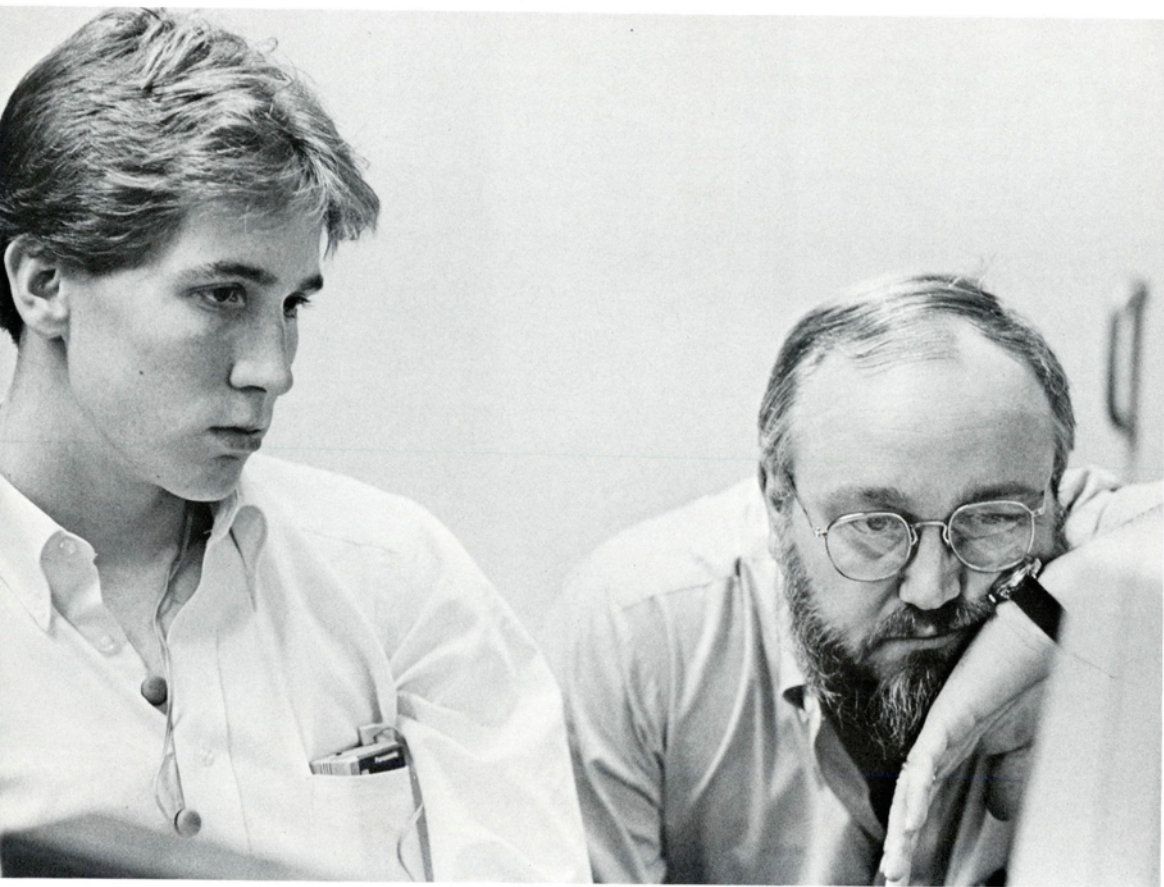




Clockwise: Students congregate on the first floor of Stauffer-Flint waiting for their classes to begin. Professor Gary Mason lectures to his photojournalism class. Kansan ad students break for lunch in the ad department. Professor Wally Emerson critiques students' work on a pictorial essay assignment. Holli Snyder works on an ad in Advertising Copy and Layout. Professor Paul Jess critiques the Kansan at "Daddy" Flint's desk.









Clockwise from far left: Stephen Wade gets help from Professor Rick Musser on a story for Reporting I. Chet Dickenson, Norissa Gordon and Jorn Kaalstad choose their own way of using an editing break. Professor Mel Adams smokes a cigarette before going to his Elements of Advertising class. Professor Tim Bengston lectures in his Advertising Campaigns class.



By Leslie Wohlwend Skyrms
and Rhonda Lindquist

The Clarksville Tribune, published by the Johnson family for three generations, has been the topic of bitter disagreement among the Johnson children since their father died last year. But they do agree on this: None wants to stay in Clarksville to run the paper.

Sarah Johnson wants to go to New York to become an opera diva. Benjamin Johnson wants to hitchhike across Europe. James Johnson wants to buy a yacht and sail to Tahiti.

Transglomerate Corporation, which owns fifty-three newspapers, offers a solution — \$90 million for the 100,000-circulation Tribune.

So Sarah heads for New York. Benjamin tours France, and James sails into the sunset. Another newspaper succumbs to . . .

The acquisition of newspapers by newspaper groups has become an increasingly common occurrence in the twentieth century. Newspaper groups are defined by *Editor & Publisher* as corporations that own controlling interest in two or more daily newspapers.

The eight groups in existence in 1900 owned only twenty-seven papers and controlled ten percent of circulation. At the beginning of 1987, 146 groups owned 1,217 dailies and controlled eighty percent of daily circulation in the United States.

Acquisitions are likely to continue because most daily newspapers are profitable. But some journalism educators and journalists fear that the scramble for dollars may hurt the quality of newspapers.

“Too many of us talk about newspapers as ‘our product’ — an unconscious revelation of a manufacturing mentality, instead of ‘our public trust’ or ‘our special responsibility under the First Amendment,’” James Ottaway Jr., senior vice president of Dow Jones & Company and chairman of the Ottaway Group, said in a recent speech.

Ted Frederickson, associate professor of journalism at KU, also thinks that newspaper groups place business above quality. “I think a chain puts business above quality,” he says. “A chain puts much more emphasis on profit, the bottom line. That’s its dominant reason for existing. That corporation is expecting a certain return on the dollar.”

Barrie Hartman, managing editor of the Daily Camera, a Knight-Ridder newspaper in Boulder, Colo., agrees that groups, like other businesses, are concerned with profits. “The most important thing we do is to meet the bottom line of the company,” he says.

“If we were to consistently miss meeting the bottom line, the publisher, the general manager and I would soon be out on our ears.”

But pressure to meet the bottom line does not keep Hartman from producing a good newspaper. This year, the Colorado Press Association named the Daily Camera as the best newspaper in the state, ahead of papers such as the Denver Post and the Rocky Mountain News. Knight-Ridder-owned papers won a record seven Pulitzer Prizes last year.

Not all group-owned papers have such a good reputation, however.

In his speech, Ottaway singled out two groups that he thinks suffer from a profit-driven mentality. “In my opinion,” Ottaway said, “some of the highest profit-margin, lowest-quality newspapers in America today are published by two of the largest newspaper groups — semi-private Thompson Newspapers of North America with ninety-nine dailies and the private Donrey Media group with fifty-seven dailies.”

A study of Thompson or Donrey newspapers before and after their purchases he said, would reveal “smaller newsholes, fewer reporters, less locally produced news, more wire news, higher-paid editors fired and replaced by less-experienced people, lower editorial budgets and lower quality.”

Although cost-cutting is a high priority for the Thompson and Donrey groups, many other groups increase

MERGER MANIA



the editorial budget and improve the news quality of the papers they purchase. The Ottaway group, for example, purchased the Traverse City (Mich.) Record-Eagle in 1973. During the next several years, it increased the newsroom staff from fourteen to twenty-two.

When the staff of a newly acquired newspaper is enlarged, some of these new members may be culled from other newspapers owned by the group. In addition, a corporate executive often is sent to the new paper to smooth the transition.

Frederickson criticizes this practice. He points out that some newspaper groups "have a corporate army of interchangeable people with briefcases who are ready to move from Sioux Falls to Des Moines to Rochester rather than have some sort of investment in the community."

Hartman and Malcolm Applegate, a KU alumnus, publisher of the Lansing (Mich.) State Journal and a vice president for Gannett, disagree.

Hartman, who worked on the in-

dependently owned Eugene Register-Guard for eighteen years before joining Knight-Ridder, says his company tries to transfer executives who it thinks will understand the community.

Of his transfer to Colorado, Hartman says, "Knight-Ridder figured out that Boulder is a lot like Eugene, Oregon. They felt I would probably fit in this community, that I would understand this community, which I do. They just saw a good marriage."

Applegate has been in Lansing for about a year. "From my own standpoint, I don't feel like a Gannett publisher in Lansing, although Gannett is my ultimate boss," he says. "I feel that I'm the publisher of the Lansing State Journal, and it is my responsibility to do well and to do the right thing."

In addition to bringing commitment

to a community, an outside executive can inject new energy into a paper that has become stagnant or timid. Joe Murray, the Pulitzer Prize-winning publisher of the Lufkin (Texas) Daily News, a Cox newspaper, says that sometimes the community roots of individually owned dailies can strangle news coverage.

"I started on the paper when it was owned by private people — by the same people that owned the paper mill, the foundry, the banks and everything else in town," he told students at an Investigative Reporters and Editors conference in February.

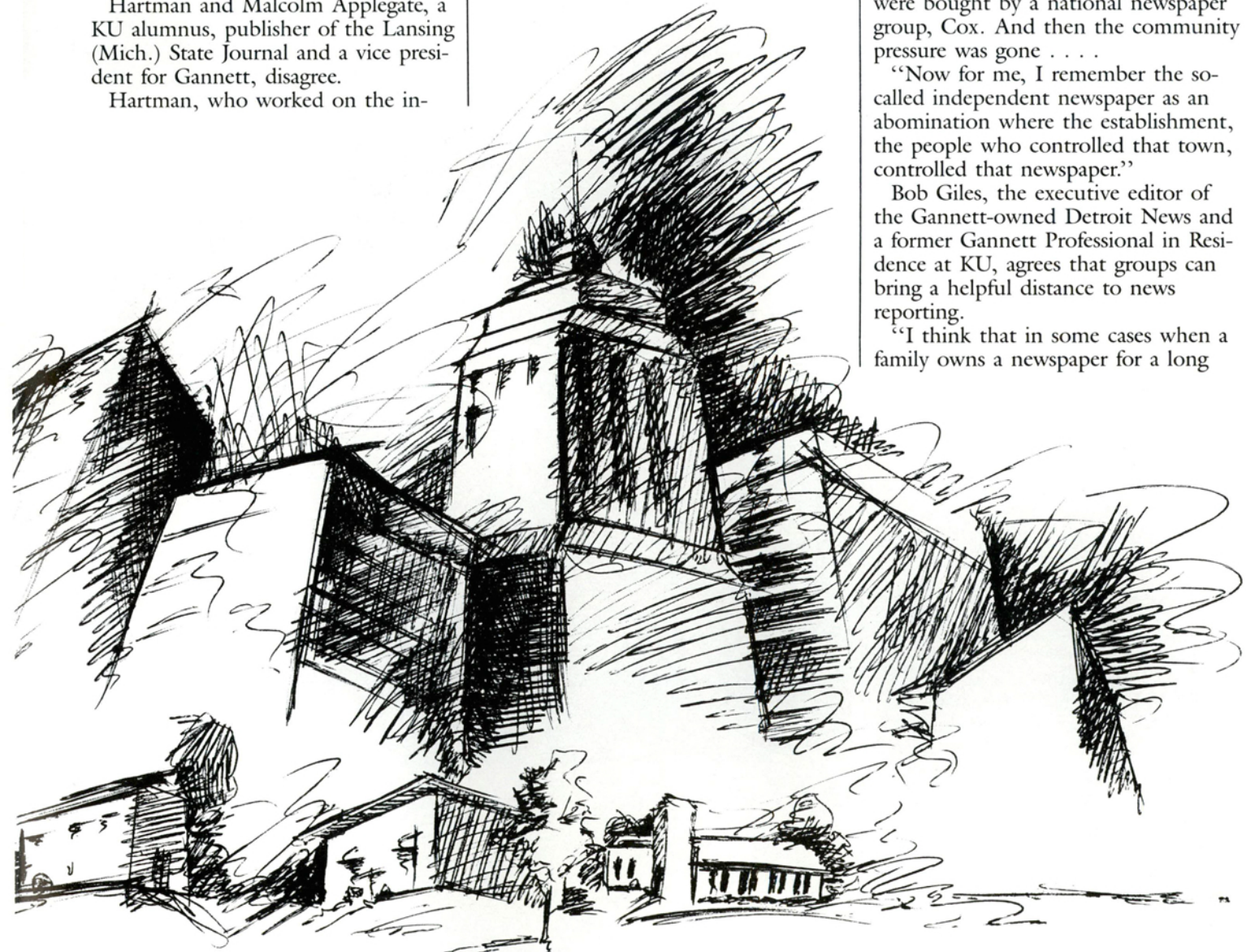
Murray said the paper published no controversial articles or articles that might put other businesses owned by the publisher in a bad light.

"Then we were owned by a state group that didn't care who owned the paper mill," he continued. "Then we were bought by a national newspaper group, Cox. And then the community pressure was gone"

"Now for me, I remember the so-called independent newspaper as an abomination where the establishment, the people who controlled that town, controlled that newspaper."

Bob Giles, the executive editor of the Gannett-owned Detroit News and a former Gannett Professional in Residence at KU, agrees that groups can bring a helpful distance to news reporting.

"I think that in some cases when a family owns a newspaper for a long



time," he says, "a cozy relationship may be developed between the business and industrial people in the community and the paper. What the newspaper group can bring in is an independent ownership with regard to the community."

When a group brings new insights to a community, it can benefit both parties. A case in point is Ottawa's Traverse City Record-Eagle. According to Ottawa, the revised paper has "much more fearless coverage of controversial issues in the community that either were not reported or were reported in a one-sided fashion before."

Since the acquisition in 1973, the circulation at the Record-Eagle has jumped from under 20,000 to 25,000 despite a depressed economy and a drop in population in some years.

"I cite that [rise in circulation] as a sign that it's a good newspaper that serves the community well," he says.

While the standards set by newspaper groups often improve the quality of their newspapers, these standards also may be responsible for what Frederickson calls the homogenization of newspapers. Although they are reluctant to admit it, some groups set content and form guidelines for their newspapers, which inhibits individuality.

Frederickson says, "They say they don't impose it from above, yet every one of their newspapers looks alike. They have a lot of short stories on page one, color, local pictures, two or three light features instead of longer, in-depth stories — the types of stories that most of us in journalism education think we ought to have."

Dorothy Bowles, associate professor of journalism at KU, agrees that some groups shy away from in-depth stories. "They stay away from controversy and hard-hitting news and give their readers a diet of entertainment and fluff," she says.

Not so, says Hartman, who describes his first day at the Daily Camera this way: "The publisher walked in, threw a tearsheet on my desk and said, 'This is puff. I don't like puff in my newspaper.' I could have hugged her. I wondered how many publishers would walk into an editor's office and say that."

Some groups' executives insist that

their newspapers have local autonomy and, because of this, that they are not group clones.

"Our papers have complete local autonomy," says Lloyd Ballhagen, president of Harris Enterprises. "That's very sacred to us." Harris, a group based in Hutchinson, owns eleven newspapers and other media properties in several states.

W. Davis "Buzz" Merritt Jr., executive editor of Knight-Ridder's Wichita Eagle-Beacon, says he also has enjoyed local autonomy throughout his newspaper career: "I have never had a newspaper decision dictated to me in 30 years," he says. "Never."

Group-owned papers that offer their newspapers autonomy also may offer job opportunities that otherwise would be unavailable on individually owned papers, says Hartman, who worked 18 years for a family-owned newspaper before joining Knight-Ridder. Making room for family members can cause problems at an independent paper, he says.

"In a family-owned paper, you've

got too many family members to deal with," Hartman says. "They've moved up because they're in the family. You have to accommodate their level of productivity, their level of ability. I don't want to indict everyone, but family members, by and large, are not always productive."

In contrast, people generally move up according to their ability at group-owned papers. Bowles says that some chains have provided more and better opportunities for minorities and women.

"I have to give Gannett and Knight-Ridder credit," she says. "They have been giving more opportunities to women and minorities than ever before. We should give them a pat on the back for that."

According to Dick Thien, KU's Gannett Professional in Residence this year and an eighteen-year veteran of Gannett, his company has contributed more to the placement of minorities and women than any other.

"It is a public goal that our company will reflect its readership," he says.



Brenda Steele

Not everybody agrees that chain ownership of papers is bad. Clockwise from above, Barric Hartman, Knight-Ridder's executive editor in Boulder, Colo.; James H. Ottaway, Jr., chairman of the Ottaway group; and Buzz Merritt, Knight-Ridder's Wichita exec, like it their way better.

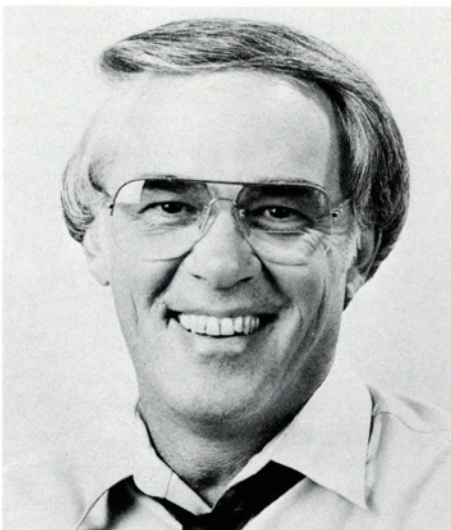
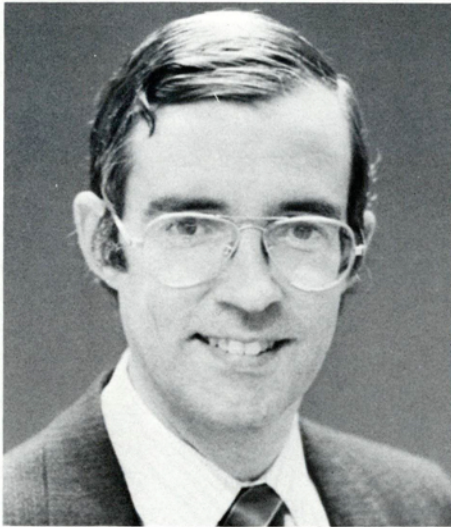
"Our newspapers will reflect our readers in the nature of our staff."

Toward that goal, minority employees fill nearly fifteen percent of the decision-making positions at Gannett. The media-wide national average for minority employees in executive positions is 5.8 percent. Women make up thirty-eight percent of the Gannett executive staff, and the company intends to hire women until they comprise fifty percent of the executive force.

Thien says that Gannett also helps to alleviate a chronic journalistic concern: low salaries.

"We ain't cheap," he says. "I ain't cheap. I won't work cheap. They [Gannett] have to make a ton of money or I'm not going to be there."

Money not only lures top-level executives but also entices families that own a daily newspaper to sell to a



group. (The Louisville Courier-Journal sold to Gannett recently for \$300 million.)

Most individually owned papers don't stay in the family for more than three generations, says Paul Jess, KU professor of journalism.

"About the third generation," he says, "they lose interest. Many of them are just spoiled, pampered rich. They're out there on the fringes, and somebody else is running the newspaper and they don't have any control. They say, 'My God, if you're not going to let me run this paper, then give me my money.'"

Families may have no newspapers to fight over in years to come, some observers say.

The worth of newspapers has been artificially inflated by aggressive group acquisitions, which, in turn increases the amount of taxes paid on the papers, Bowles says. Individual owners may not be able to afford the extra tax burden, she says.

Ottaway agrees that group acquisitions have raised the worth of newspapers to exorbitant heights, but he does not think the climb will continue.

"Perhaps it (the high price of newspapers) could be compared to the high salaries paid to baseball players," he says. "There comes a point where the owners have obviously decided that they are paying more money than some players are worth. Perhaps that moment will come for some newspapers. Now that doesn't mean that there aren't people ready and willing to make the high bids.

"But I think we've reached some kind of top. Maybe there'll be a cooling off of these prices in the years ahead. Some of the tax advantages to purchasers were removed by the new tax law. That may have a moderating effect on the prices paid for newspapers."

Bowles worries that newspaper groups themselves may become the target of takeover attempts by corporations that care more about diversifying operations than about running a newspaper.

"I worry about chains and other media being owned by widget manufacturers or something," she says. "I'm concerned that our sole source of news will be coming from a

company for which journalism is not the first love and first business."

Susanne Shaw, associate professor of journalism at KU, says that takeovers by businesses outside of journalism are unlikely to happen.

"Most corporations, not just those that own newspapers, have safeguards [against takeovers]," she says.

Safeguards may be simple, such as making directors' terms staggered to prevent a majority from being elected at the same time. Or they may be more complex. For example, some corporations have provisions that allow present stockholders, during a hostile-takeover attempt, to buy stock at a greatly reduced price. The buying privilege, which, when enacted, lowers the value and desirability of the corporation's stock, is triggered when a hostile buyer purchases or attempts to purchase more than a specified percentage of the corporation's stock.

In spite of the safeguards, Frederickson fears that three or four large groups someday will own all of the nation's newspapers. "But I don't think we'll have better journalism because of it," he says. "The chains that are real bottom-line types won't waste their money on editorial products."

Hartman says that even though Knight-Ridder keeps a close watch on the bottom line, it is still the "Cadillac of the newspaper industry."

"I tell my friends back in Eugene who are scared of death of being purchased by a group that they shouldn't worry so much," he says. "It may be the best thing that ever happened to them. I used to be just as bad when I worked for a family-owned newspaper. I used to have this very strong bias. And I can tell you right now that I was wrong. Dead wrong."

Are newspaper groups the evil empires some critics have made them out to be? Are independents dens of nepotism and inequality?

"People talk about chains versus other kinds of ownership," says Merritt. "That's like saying all Fords or all Chevys are bad. Some independently owned newspapers as well as some chain papers are washed up, miserable rags. Others are wonderful tributes to journalism. Neither kind of ownership is inherently bad.

"It all depends upon who's in the driver's seat." ■

THE CREED

We're doing our part to uphold its storied traditions

By Kirk Kahler

Illustration by Dave Uhlig

We at the William Allen White School of Journalism and Mass Communications are soon to become journalists. With this profession comes a certain responsibility to uphold the sacred image of journalists around the world.

I'm talking about print journalists: Those with a more recognizable image and, sometimes, odor.

Much to my delight, this image is no longer one of the heartless, sloppily dressed, foulmouthed, hard-drinking, cigar-chewing, pot-bellied old cuss with a press pass sticking from the hatband of his fedora. No, the newsman image has grown up. It hasn't kept up with the images of other professions such as lawyers, doctors or longshoremen. But at least we got rid of the fedora.

To preserve the newsman image, we all have secretly sworn to live by the unwritten Journalists' Creed. Because it is unwritten, nobody knows the creed word-for-word, but its precepts have become second nature to us. It has been subliminally pounded into our skulls. We have been assured that this code exists.

These precepts include abandoning all desire to earn more than starvation wages. We're *journalists*. And, although we perform one of the most sensitive and important jobs in the country, we cannot be overly rewarded. This, supposedly, enables us to keep our heads

on straight so we don't lose touch with our roles and functions. Besides, we'll work for nothing, so what the hell, says management.

And none of that nine-to-five nonsense for us! No sir. We're journalists. We *like* working fourteen to fifteen hours a day. We live for never-ending days in the newsroom with no more than a Moon Pie and an RC Cola providing the energy. Why? Because all good journalists live like this.

The transition should be easy. We've already proved in college that we can live on seven bucks a week and a jar of JIF. We've figured out how to live in trash dumpsters and abandoned vehicles and, with a little ingenuity and good will, to turn them into lovely budget apartments. The lifestyle of a reporter is merely an extension of one's college years. Except that dad no longer foots the bills.

Society may think of us what it will. We enter this field knowing full well that the kindest words we'll ever hear from the public are "vulture" or "heartless scumbag." You know who we are. We're the people you love to read and couldn't eat breakfast without — until we come knocking on your door or try to make an appointment with your boss about millions of missing dollars from Contra-Aid funds.

As heartless vultures, we have vowed to neglect our health. We no longer concern ourselves with trivialities such as proper body functions or the daily

ingestion of the four basic food groups. Nope. We are *journalists*. Give us a pack of cigarettes, a full pot of coffee and an Almond Joy, and we'll conduct interviews and crank out copy all day and night.

Alcohol has replaced many of the basic food groups. Once those interviews have been conducted and the copy has been dumped on the city desk, we hit the bars at the speed of light. We don't mess around, either. Our goal is to be ten toes up before last call. This becomes our only luxury because we have no money, and beer is still relatively cheap.

Stress, too, is a major factor in the lives of journalists. Why else are journalists known to be procrastinators? Why else would we neglect our stories until just before deadline? Stress. Lots of stress. More stress than normally accompanies the job. We tell ourselves and our screaming editors that we do our best work when under the wire. Besides, nudging deadlines allows us more time to swap lies around the coffee pot.

These propensities result in another unique characteristic of journalists. We're foul. *Foul*. Sometimes mean. We are ridden hard all day, then put away wet. We make no money, and we eat fake food from vending machines. We are always on the run, always on a caffeine/nicotine high. We drink to excess and cuss a lot. All of which is why

we dress the way we do. Foul just fits. Keep your kids away from us if you want them to experience a normal childhood.

We really have no choice. We've always been this way. Look at how we are portrayed in movies. Many of us come to journalism school because of images we've seen in the movies. The profession's glamour wears off in our first reporting class, but we decide to stick around for some reason. (Stupidity is as good a reason as any.)

If we stay at the WAWSOJ long enough, we learn to leap tall buildings, work at the speed of light and make issues such as sewerage interesting for Mr. and Mrs. America. And we suspect that, one day, we'll all end up looking like Lou Grant.

Why do we pursue this occupation that will afford us no material wealth and little recognition? Because somehow, despite the endless nights without sleep while working on reporting projects or waiting for student-senate election results, we have grown to love what we do.

We make friends so dear that we elect to abandon the friends we made outside of the newsroom. And we have pretty good evidence that we will make more of these friends when we leave the Hill. So we put the threat of looking like Lou Grant in the dead file and happily pursue the field of journalism.

What could be better? ■



1970-1971



A Y E A R O F

TURMOIL

Photos courtesy of University Archives

I am not sure that it's good for this weary old mind and these weary old bones to go through old Kansans and look up the titles of the old songs and inquire into the big news stories of ancient times. Digging into 1969 and 1970 was an exhausting experience, and '70-71 has been about as bad. I can't believe that some of that nonsense was perpetrated here at Athens-on-the-Kaw, as one of my cynical newspaper friends used to term the place.

That school year will always go down, for me, as a dreadful time in the history of the University of Kansas, and I suppose in the history of *mankind*, if I may use a word that was derided in an editorial at the time. By the autumn of 1971, I was ready to be gone, and if we hadn't had a sabbatical leave, traveling around the countries of western Europe, I'd have tried to get out of teaching. Francis Heller once told me that I was headed for an "R and R," and how right he was.

I was still hurting from the surgery I had had in April, and we were all hurting from the burning of the Union, and



CHALMERS: The beleaguered chancellor.

Kent state, and the "Day of Alternatives," and the awful summer that saw a young white man shot down on the campus and a young black man shot down by a pursuing policeman in Lawrence.

By Calder Pickett

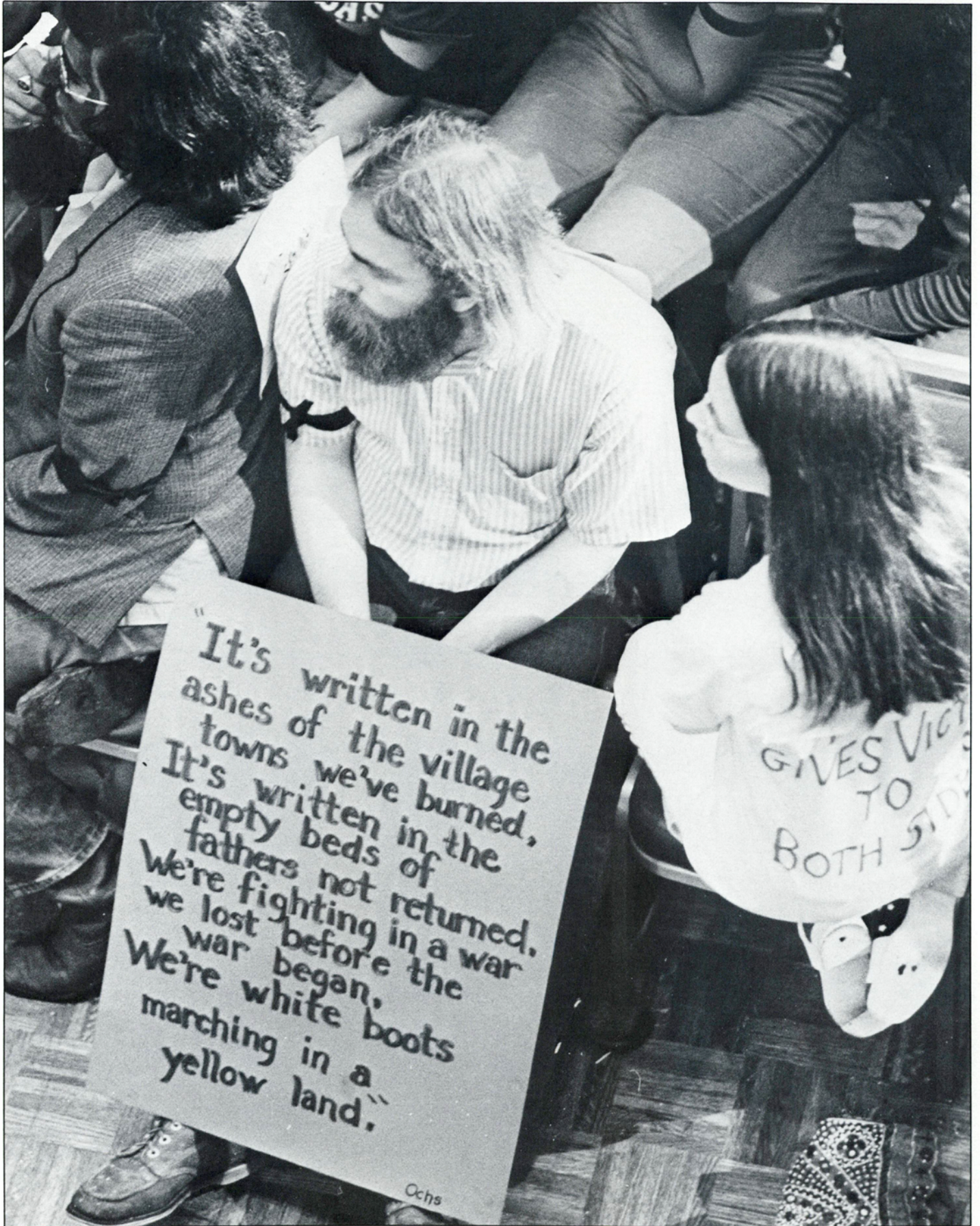
The trauma was thick. We were wondering whether the University could recover.

Our family went east that summer, and I remember the hippies at Walden Pond telling me who Thoreau was. At a service station in Washington, D.C., a black man was cussing at the kids and all the hell they were raising all over the land. And as we rode along, on that trip, we'd listen to a sweet song that seemed so out of the world we knew back in Lawrence.

*"On the day that you were born
The angels got together
And decided to create a dream
come true. . . ."*

Our daughter Carolyn was at KU, coming home to tell us about the protests and the atmosphere in the dorm where she lived. Our other daughter, Kathy, was a senior at Lawrence High School, which seemed to aspire to be a little KU. There was even an underground paper there called the UDK. And there was racial violence on our campus and at the high school.

Elsewhere in the autumn of 1970, they were investigating the National Guard



"It's written in the
ashes of the village
towns we've burned,
It's written in the
empty beds of
fathers not returned.
We're fighting in a war
we lost before the
war began.
We're white boots
marching in a
yellow land."

Ochs

shooting of four students at Kent State. There was an antiwar protest in Washington and a bomb explosion in the National Capitol. Richard Nixon was president, and he announced that he had a peace plan to end the mess in Southeast Asia. The Senate defeated an effort to end our involvement over there, and the South Vietnamese invaded Laos, and Lt. William Calley, to be known forevermore as the My Lai man, received a life sentence. The radicals called the Weathermen were busy. Out in San Rafael, Calif., Judge Harold Haley was taken hostage and shortly afterward was killed, and the radical teacher Angela Davis, who was at least on the fringe of the incident, was arrested.

And the trial of the Chicago Seven ended (I'm sorry, children, but you'll just have to look up some of these people for the history exam Friday at 8:30 a.m.). Charles Manson and his gang were found guilty in the massacre that took the life of Sharon Tate, among others. There was an International Women's Day, and NOW was pushing for ERA. In southern California, earthquake damage was set at a billion dollars, and our new dean, Ed Bassett, who was there at the time, brought back a vivid report.

The Democrats held Congress, and a new member of the House was that fire-eater, Bella Abzug. The Supreme Court endorsed busing as a way to end racial segregation in schools, and the House passed the bill giving the vote to eighteen-year-olds. The Environmental Protection Agency was established. Apollo Fourteen put more men on the moon, and the moon went through a total eclipse (pictures in the Kansan). A guy named D.B. Cooper leaped out of a plane and escaped with \$200,000 and passed into legend. Some famous people died: Charles de Gaulle, Gamal Abdel Nasser (Anwar Sadat became his successor), Sukarno of Indonesia, John Dos Passos the novelist, Igor Stravinsky the composer, Vince Lombardi the coach, and Senator Richard Russell of Georgia and Richard Cardinal Cushing, so associated in our minds with the Kennedy family.

*"The one I loved forever is untrue,
And if I could you know
That I would fly away with you. . . ."*

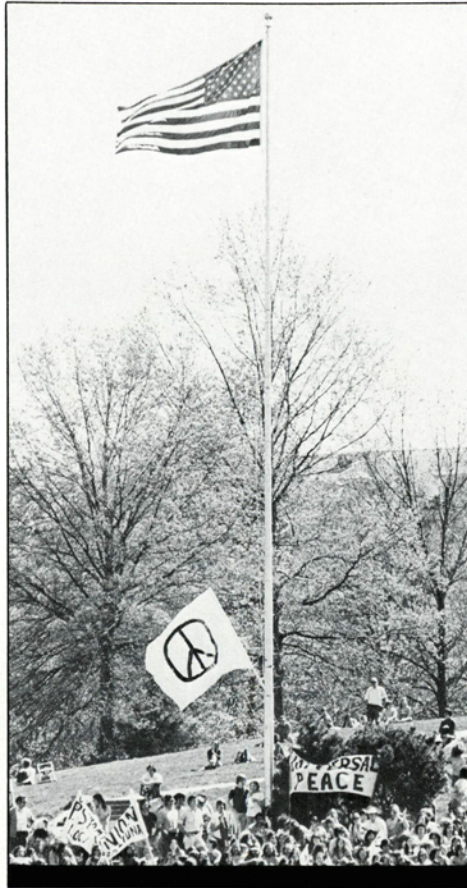
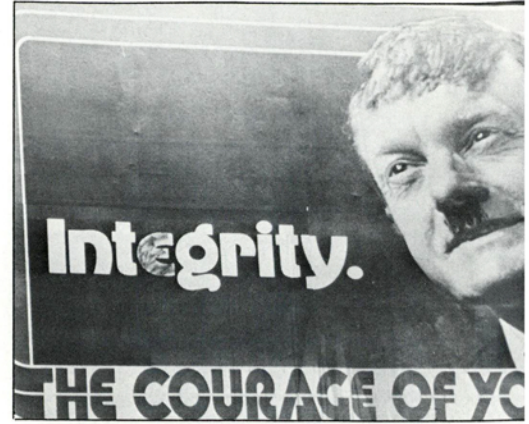


Photo courtesy Lawrence Journal World Collection



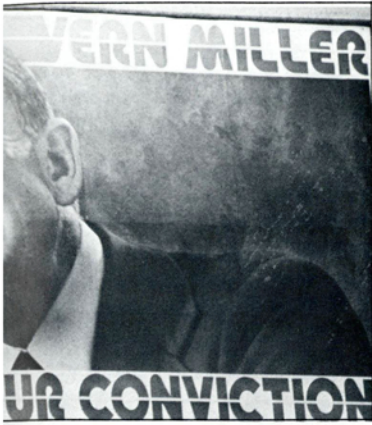
That's another of the songs we kept hearing on our car radio in the summer of '70. Enrollment was booming at KU, even though there were good folks out in the state who didn't want their kids at "that radical place." We had 17,000 students. Workmen were restoring the Union, and other workmen were filling what the students called "Wescoe Hole," that which became an architectural masterpiece now well known for a beach out in front. The Kansas Bureau of Investigation was looking into the troubles of July, and student leaders met with Governor Robert Docking, who was quoted during the year as saying he was "sick" of the turmoil on our campus.

Our chancellor, E. Laurence Chalmers, called at the opening convocation for a more "responsive university." More responsive to what? Lordy, Lordy. He also presented security proposals. We had a "relevant Homecoming," none of that queen stuff. Jim Koevenig, a biology professor, won the HOPE award, and we got a talk from him at halftime instead of a queen and "Let Me Call You Sweetheart." Relevance, relevance — how

we kept hearing the word.

Bill Ebert, who I believe became a fine young conservative in California, was our student body president, and in mid-year a new one came along, R.L. "Puf" Bailey. Good name, "Puf." The Kappa Sig house burned, and it was being repaired. There was a forum on drug use, and out in the county people were exterminating pot. A young black leader named Jesse Jackson came to Kansas City, and Chief Justice Earl Warren gave a Landon Lecture at K-State. Richard Nixon also visited K-State, a good, clean university untainted by beards and long hair and scruffy children. That fall Del Brinkman and I went to the KU-K-State football game, and some KU students packed around a banner reading "K-STATE IS NIXON'S FAVORITE HIGH SCHOOL," and they were mobbed. (I thought it pretty funny, but a solemn Kansan editorial writer was disgusted).

The Black Student Union was much in the news, and the BSU head was arrested by police after a high-speed automobile chase. Representative Larry Winn was interviewed, and he was disturbed about



Images of the past: The peace demonstrations at the campanile, the defacing of Attorney General Vern Miller, pressure to oust the ROTC from campus, and the campaign for sheriff by "outlaw" George Kimball, depict the mood and the spirit of the students and of the times.

the reputation KU was getting for itself. We had a hippie candidate for sheriff, one George Kimball, and he made national news.

*"Put your hand in the hand
Of the man that stilled the water,
Put your hand in the hand
Of the man that calmed the sea. . . ."*

Interesting times. It was even the time when a Joan Baez recording of the old gospel hymn, "Amazing Grace," made the Top Forty.

Christmas Vespers was canceled that year, and I never did find out whether the decision was rescinded. The University Senate repealed its rule that there must be 20 percent student representation on all committees, there was a squawk that could have been heard in Tonganoxie, and the decision was altered.

A conference on apathy was held, and twelve people attended it.

In Wichita, a sheriff named Vern Miller arrested George Kimball for using profane language. That Miller would become a name in the news. A man named Gary Jackson, who had been assistant to the dean of men, fought for his job: He had

been fired after the authorities reported that he had been buying ammunition. The Jackson case continued throughout the year. There was a bombing at Summerfield Hall, and a student leader named Dave Awbrey said students were being oppressed.

*"I beg your pardon,
I never promised you a rose garden"*

(. . . Or an "A," or even a "B," I remember hearing John Bremner tell a complaining student.)

Rick Von Ende, Walker Henrix, Brad Smoot, David Miller. Big names in the news, then and now. The Kansan whaled away at discrimination in Lawrence and at Lawrence housing. The SDS demanded that ROTC be kicked off the campus. Vern Miller, looking like Matt Dillon, conducted raids in Wichita, Topeka and Lawrence. Miller forced the closing of that den of iniquity, the Rock Chalk Cafe. West Campus was being developed, and the law dean, Lawrence Blades, bemoaned Green Hall facilities, and he resigned that year. The Student Senate voted a fund to help faculty members in

their salary problems, the dear children. And SenEx said no to recesses during the school year.

Two astronauts, Ronald Evans and Joe Engle, came for our Engineering Exposition. If you had gone in for High Culture you could have seen *Luv*, *Man of La Mancha*, *The Miracle Worker*, *Indians*, heard Brasil 66 and Ramsey Lewis, listened to the famed reporter, Leland Stowe, or TV writer Rod Serling, or rabble-rousing lawyer William Kunstler, or Alvin Toffler, who wrote *Future Shock*, or economist John Kenneth Galbraith. And there was a story about a student named Mandy Patinkin, who was doing 7-Up commercials. You may have heard of him.

*"I've seen fire and I've seen rain,
But I never thought that I'd
see you again. . . ."*

I think those are the words. (I never did think James Taylor was one of the storied names in pop music history.)

Our faculty seems to have been somewhat smaller then than it is now. Edward P. Bassett was dean, and Lee F. Young was named associate dean that very year. Other faculty included Dana Leibengood, assistant to the dean, Mel Adams, Elmer Beth, Del Brinkman (Kansan adviser), John Bremner, R. Edwin Browne, Peter Dart, David Dary, J. Laurence Day, James Dykes, Diane Lazzarino, Bruce Linton, Gary Mason, Jim Murray, Yours Truly, and Bill Seymour. Bill Smith headed the Printing Service, Jerry Bailey directed the KU Sports Network, and Dennis Branstiter was teaching. Susanne Shaw was editing the KU alumni publications and teaching a class. And one October morning a terrible telephone call came: Elmer Beth, our senior professor, a greatly loved and admired man, was dead. And I sat down and wrote an editorial about him for the Kansan. This was the conclusion:

"This fall had seemed a happy time for him. If there is any consolation it might be that Elmer Beth's last months had seemed good ones. His colleagues, those now at KU and those who had worked with him nationally, and those hundreds of students who had engaged with him in Socratic dialogue in the classroom, will remember him as one of the great men of journalism education."

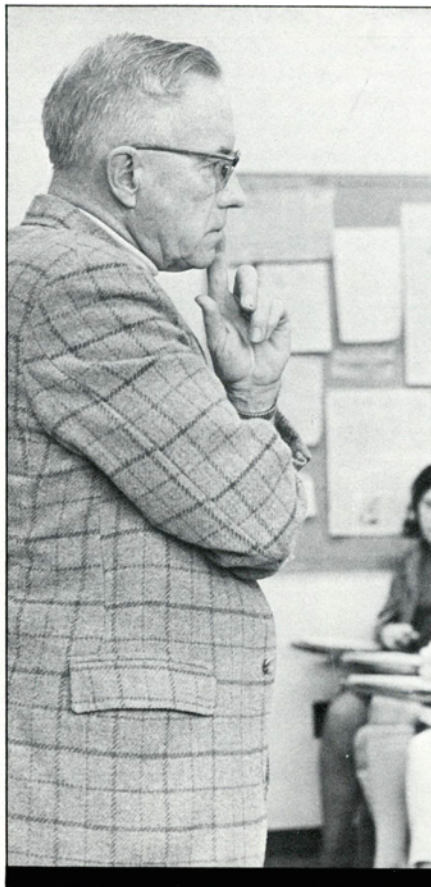
The Kansan celebrated its 60th birthday that fall, and in October it moved from tabloid size to the size we see today. It was a beautiful newspaper. Brinkman and Adams were advisers, Monroe Dodd and Galen Bland were editors and Mike Banks and David Hack were business managers. Robert M. White III, of the Mexico (Mo.) Ledger, worked as an editor-in-residence, and Frank Morgan came back to recall old times and tell about working for Newsweek in Boston. One of our editors, Tom Slaughter, ran for student body president. Our faculty voted to lighten the Western Civ. requirement, and the Printing Service rejected Harambee, the newspaper of the Black Student Union. High School Day, a two-day Editorial Writers Conference, Editors' Day (Will T. Beck of Holton was eulogized), and William Allen White Day, starring Vermont Royster of the Wall Street Journal — these were J-activities.

*"Bobby flagged a Diesel down,
Just before the rain. . . ."*

And how I remember that one. When we were in Yugoslavia in the fall of 1971, we heard that very Janis Joplin song coming out of a merry-go-round. I kid you not.

Busy student writers that year. Tom Slaughter seems to have been the busiest. My, but that kid did write. He joined Dodd and Cass Peterson in raising the devil with Senator Reynolds Shultz, who was not popular with our editorial writers. Tom wrote about the regents' code, Lawrence High (white community to blame), Chalmers, Nixon at KSU, landlords, college athletics, abortion, opening a football game with prayer (our team needed it that year, Tom), justice for Gary Jackson, ROIC. Bob Womack was busy, too: campus unrest, Spiro Agnew, pornography, Bill Ebert, student housing, our lack of heroes, Nixon, Vern Miller, war powers, the Mafia and making of *The Godfather*, J. Edgar Hoover. Galen Bland blasted Vern Miller and Reynolds Shultz, said KU was "everybody's whipping boy," fired away at apathy. Cass Peterson wrote about gay liberation, abortion, Nixon and Agnew, and called for "equality over chivalry." That's our Cass.

Ted Iliff also spent much time at the



Though protests made the headlines, work continued on campus, particularly in Communications Law, taught by Elmer Beth. Beth died that year. Ted Owens coached the basketball team to a 14-0 Big Eight title and lost to UCLA in the Final Four.

The football team opened the season with a bang. Pepper Rodgers was coach, and he ended disastrously. Don Fambrough became the coach. John Riggins was the big name in football and was drafted by the New York Jets. The Rock Chalk Cafe, a hotbed of student controversy, was closed by Vern Miller.

typewriter: booing at games, disgruntled faculty, liquor by the drink (pro), that year's weird Jayhawker (let's face it, it was weird), Agnew, "pingpong diplomacy," My Lai. Dan Evans wrote about cricket, our grading system, racism in Social Welfare, student files, William Kunstler. Mike Moffet wrote about class disruption, behavior at ball games, and Dean George Waggoner. Melissa Berg, Chip Crews and Steve Sherman reviewed plays and movies, and Richard Louv wrote a column.

And David Perkins, the futile election; Frank Slover, the era of protest; David Bartel, KU and Lawrence; John Ritter, politics; Rita Haugh, racial rows at residence halls; Charlie Cape, woman's lib; Richard Larimore, Headquarters; Dick Hay, Homecoming decorations; Duke Lambert, university security; Pat Malone, methadone clinics; Craig Parker, the wasteful space program; Joyce Neerman, our rivalry with K-State; Chris Seitz, pollution; Karen Holzmeister, John Kennedy; Bob Velsir, Bill Roy; Jeanne Goldfarb, "Calley is John Wayne in Vietnam"; Bruce Erickson, Taiwan; Don Baker, track man Sam Goldberg. And I found the

names of Mellie Delaney, Ann Moritz, Jewel Scott, Nila Walker, Robin Stewart, Phyllis Jones, Deanne Watts, Helen Cox, Mary Frojen, Walt Lietzen, Bob Patrick, Jan Kessinger, and Eric Kramer, and all those people paraded past like a scene out of *Goodbye, Mr. Chips*.

*"Knock three times
On the ceiling if you want me . . ."*

What a dumb one that was. (But, as is obvious, I must have listened to it a few times.)

Now to the Wonderful World of Sports, 1970-71. Our Tartan Turf was unfolded, "mod sod," the Kansan called it. There was controversy over whether there should be women in the marching band. Our yell squad tied with that of UCLA as best in the land. Sam Goldberg was rowing with everybody about being recruited illegally, as he charged. Pepper Rodgers was our football coach, and our biggest grid name was John Riggins, who was drafted that year by the Jets. We started well, but we ended disastrously, and I believe that Don Fambrough became coach before the year was out. Wade Stinson was athletic director. A terrible story



of the year was the crash of a plane in the Colorado Rockies, killing the Wichita State football team, thirty people altogether. Later that year, the Marshall University team was killed in a plane crash, seventy-five in that one. We were placed on probation for two years, K-State for three. Ted Owens coached our basketball team to a triumphant year, 14-0 in the Big Eight, and we beat Houston in the Midwest Regional and then lost to UCLA. Names to cherish: Dave Robisch, Pierre Russell, Roger Brown, Bud Stallworth, Aubrey Nash, Bob Kivisto. KU won its sixth straight Big Eight Indoor meet, and it did all right in the Relays. And we were reading about plans for the new Royals Stadium, about Baltimore beating Cincinnati in the World Series, about the Colts beating the Cowboys in the Super Bowl, and about the Knicks, and about Muhammad Ali, always in the news.

*"Me and you and a dog named Boo,
Travelin' and livin' off the land. . ."*

Sheer poetry. Like much of what you were listening to.

Janis Joplin died that year, and so did

Jimi Hendrix. A few years later, some nut was singing about that being up in that big rock 'n' roll home in the sky. Diana Ross, Bread, the Carpenters, Chicago, the Creedence Clearwater Revival, Bobby Sherman, Tony Orlando, Neil Diamond, the Jackson Five, Sugar Loaf, James Taylor, the Partridge Family, Smokey Robinson, the Fifth Dimension, George Harrison, Santana, the Bee Gees, Lynn Anderson, the Osmonds, Gordon Lightfoot, the Temptations, Tom Jones, Ike and Tina Turner, Marvin Gaye, Three Dog Night, Paul McCartney, Ocean, Lobo, the Rolling Stones. (And I'll bet some of you thought I'd never heard of these people.) I'd like to make it with you and Cracklin' Rosie you're a store-bought woman and one less bell to answer and for all we know and she's a lady and another day and I am, I said.

*"My sweet Lord,
Oh my Lord,
Really wanna see you,
Really wanna be with you. . ."*

Peter Boyle was raising a ruckus in *Joe*, and Jack Nicholson was in *Five Easy Pieces*, and James Earl Jones in *The Great White*

Hope, and Jagger and company in *Gimme Shelter*. A Kansan reviewer said only the tiny ones could like Disney's *The Aristocats*, and I take offense, reviewer. We watched Dustin Hoffman in *Little Big Man*, we let the Japanese co-produce *Tora! Tora! Tora!*, we saw Sarah Miles in *Ryan's Daughter*, and we saw *Little Murders*, *The Andromeda Strain*, *Summer of '42*, *Bananas*, and *Plaza Suite*. We learned that being in love means never having to say you're sorry, which was some of the dumbest philosophy to come out of the whole dumb early seventies, but quite in keeping with that movie called *Love Story*. *Patton* was named best movie, and George C. Scott won an oscar and wouldn't accept it, and Glenda Jackson won her first one.

The Rothschilds, *Two by Two*, *Follies*, and *Godspell* — all musicals — appeared on Broadway that year. Flip Wilson was on the tube, and the big run of the *Mary Tyler Moore Show* was getting started, and people liked *The Odd Couple*. *Laugh-In* was still around, and Monday Night Football entered our lives. One of the best things on public television was *The Six Wives of Henry VIII*. You were all reading, of course, Saul Bellow's *Mr. Sammler's Planet* and James Dickey's *Deliverance* and an old Hemingway novel just being published, *Islands in the Stream*. And you were buying the controversial *New American Bible*, and maybe you were reading Alvin Toffler's *Future Shock* and Charles Reich's *The Greening of America*. The latter was absolutely unadulterated nonsense, but how some of you were describing it in passionate terms!

And people began to sing "We've Only Just Begun" at weddings in that 1970-71 school year. The whole world would be better if only we'd get rid of required courses, throw Frisbies, listen to rock all day, make everything relevant, wear bell bottoms and Navajo headbands, smoke pot, get rid of Nixon (that did make sense to me, by the way), and put everybody over 30 in a retirement home. A marvelous time to be living, and as bad as 1987 is, I'm glad I'm not back in '70 and '71.

*"Joy to the world,
All the boys and girls,
Joy to the fishes in the deep blue sea,
Joy to you and me. . ."*

Steve Mingle



THOMPSON: Late again.

GONZO MEETS DOROTHY

Gonzo Journalist Hunter S. Thompson addressed a shoulder-to-shoulder, no-room-for-walking crowd in the smoke-hazed Kansas Union Ballroom late in February.

Thompson was half an hour late for his scheduled 8 p.m. starting time, after having been met by KU students at Kansas City International Airport at 2 that afternoon.

After four hours of drinking in the airport bar and arguing with his girlfriend, Maria, Thompson and friend asked to be escorted to Lawrence via the nearest liquor store. They arrived in Lawrence at 7:15, but Thompson waited thirty minutes past the appointed hour while restless fans sweltered, stamped and chanted as the air grew thick with varieties of smoke.

Thompson skipped the lecture portion of the performance, dragged the several microphones from their anchors on the podium to a table where he could sit, and slurred for whoever was "most pissed off and articulate" to ask a question.

The questions came, framed as invitations to do various things at various locations, and one fun-lover in the balcony tossed a beer to Thompson.

Thompson popped the top

people

and quipped, "Decency lives."

Thompson, a magazine veteran from *Time*, *The National Observer*, *The Nation*, *Ramparts* and *Rolling Stone*, is best known for his book-length contributions once called anthro-journalism.

Hell's Angels, Thompson's first-person narrative about the inner workings of the motorcycle club, and *Fear and Loathing in Las Vegas*, a bleary account of drugs, sex and death in the desert, won for him a place as a shrine among the 1970s drug counterculture.

MASON TAKES THE PLUNGE FOR PRSSA

Gary Mason, director of the photojournalism sequence, went swimming on a chilly December evening in a cozy indoor pool. About forty spectators, including camera crews, watched him slide into a pool of strawberry gelatin.

"It was very cold and mushy.

L.A. Rauch



ADAMS: He is encouraged by progress in the Virgin Islands.

ADAMS HELPS CARIBBEAN PROGRAM

Sam Adams, associate professor of journalism, has returned to campus after spending the past four semesters developing a journalism program at the University of the Virgin Islands.

Adams hopes the development will be the beginning of a Kansas-Caribbean connection, and he is encouraging KU professors to teach there.

Four years ago, the University of the Virgin Islands (UVI) received a Gannett grant to establish a journalism program. No journalism classes had been held there until 1982, when former dean Del Brinkman visited the school as a consultant.

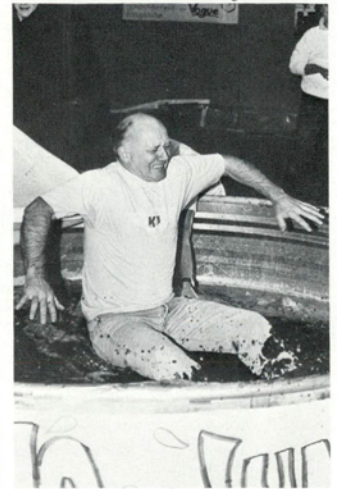
The first UVI journalism graduates found good jobs, Adams said. One works as an assistant to the Prime Minister of St. Kitts-Nevis, and another as an assistant in the university public relations office. Two students report for the Virgin Islands Daily News and another is assistant director of a Chamber of Commerce. Some students work part time for local magazines and papers promoting tourism.

"You can do good things in the United States and you don't see the changes. There, you can get feedback, which is sustained by the graduates," Adams said.

I went after it for total fun," Mason said. "I had never done anything like that before. It was great."

Mason was helping the KU chapter of Public Relations Student Society of America (PRSSA), which worked with the March of Dimes to organize a Gelatin Jump as part of a public relations campaign. PRSSA chapters were challenged in a national compe-

Margie Chambers



MASON: A good sport.

tition to design a campaign to publicize Levi's 501 jeans.

"The Levi's campaign was a monumental effort by the students. They all benefited, because they can carry this experience into the real world," said Professor David Dary, PRSSA faculty adviser.

"It was a lot of work, but it was worth it. I enjoyed working with people and organizing the events," said Karen Steen, PRSSA president.

The Gelatin Jump marked the end to the campaign. People wearing Levi's 501 jeans plunged into the chilled gelatin. The KU chapter earned 79 of 100 points for the campaign. The University of Idaho won the competition, and the University of Wisconsin and Drake University finished second and third respectively. A core group of five members worked on the KU campaign, and about ten others assisted.

"I think the campaign went well considering we had never done anything like that. It was a short campaign and we covered a lot," Steen said.



alumni notes

1946

Mary Turkington was named "Topeka Business Woman of the Year" by the American Business Women's Association.

1955

Letty L. Linhart married Dan Linhart last June. She does public relations work for Canterbury Retreat and Conference Center in Oniedo, Fla.

1967

David J. Holt is a partner of Hickerson Powell Phelps & Associates, Inc., a marketing communications firm. He is senior vice president of client services.

Randall R. Senti is editor of

Darkroom Photography magazine in San Francisco.

Rob Stevens works for Montgomery Publications in Junction City and is involved in the Junction City Little Theatre.

1969

Maggie Banman earned her teaching certificate last spring and is working on an English degree.

Kyle Craig works with Steak & Ale Restaurants in Dallas.

1970

Jerold K. James is a reporter and anchor at WBAL in Baltimore.

1971

James A. Gencur heads the James A. Gencur Agency, an advertising and public relations firm in Overland Park.

1972

Michael L. Pandzik works for

National Cable Television Cooperative, Inc. in Overland Park.

1974

Dave Hunke manages retail advertising for the Miami Herald.

1975

Jeff Stinson works for Gannett News Service in Albany, N.Y.

1976

Greg Bashaw is creative director and partner of DeLeeuw-Ferguson-Bashaw, a Detroit advertising agency.

Rick Kendall serves as vice

CLARKSON SHARES PHOTO PHILOSOPHY

Imagine being in charge of capturing the essence of the United States on film — in a twenty-four hour period.

Richard Clarkson did more than imagine that on May 2, 1986. He was director of photography for *A Day in the Life of America*, a book chronicling a typical day in the United States.

Clarkson, who visited the campus in February, spoke to KU journalism students about the book and other projects he has been associated with during his 30-year photojournalism career.

"Our goal was to take extraordinary photographs of ordinary events," Clarkson said.

Two hundred distinguished photojournalists, Clarkson added, shot nearly a quarter of a million frames for *A Day in the Life of America*. Deciding which photographs to use was a monumental task, he said.

Clarkson is no stranger to monumental tasks. He recently finished a 19-month stint as director of photography for *National Geographic* magazine where he

directed the work of twelve staff photographers, fourteen contract photographers and 175 free lancers. Clarkson currently is involved in the production of *A Day in the Life of the Soviet Union*.

Photographers who have worked for and argued with Clarkson describe him as meticulous, well-organized and, above all, a perfectionist.

Stephen Wade, Topeka sophomore, was a National Geographic intern who

Joe Wilkins III



CLARKSON: He gives photo tips.

worked with Clarkson this summer.

"It is true, he's demanding, but he is so willing to help people," Wade said. "The most important thing I learned from him is persistence."

The secret to superb photography is to spend enough time on a project, Clarkson said.

"The best shots are not taken when you go out with a laundry list of ten or fifteen pictures and try to take them all in one day. I once spent an entire season with the Oklahoma Sooners," he said.

Clarkson's pictures of the Oklahoma football team were featured in a *Sports Illustrated* photo essay and also in *Sooner*, a book co-authored by Clarkson and published in 1974.

A sports photographer must be alert during the entire game, not just when the ball is in play, Clarkson said.

"The best photograph might be on the bench right before the end of a game," he said. "When I do a football game, I really don't have time to stand around and visit. I look at the sidelines sometimes and the photographers look like a camera club, comparing lenses and visiting. Frankly, when those people get a good picture, it is more by accident than anything."

— By Rhonda Lindquist

president and branch manager of E.F. Hutton in Ventura, Calif.

Kathryn Stechert lives in San Francisco where she writes for *Better Homes and Gardens* and pursues free-lance projects.

Linda D. Von Fange and her husband, Carl, have a new son, Christopher James, born Nov. 6, 1986.

1979

Rodney D. Anderson and his wife, Naomi, live in St. John

where Rodney is managing editor of the St. John news.

Mark and Nancy Borst are the parents of a son, Sean Risley, born Aug. 19, 1986. The Borsts have two other sons, Evan, 4, and Aaron, 2. Nancy is a newsletter editor and KPW member. They live in Goddard.

1980

Jeff R. Armstrong and his wife, Kim, have a new son, Benjamin Duncan, born Aug. 24,

1986. Jeff is director of marketing for Mid American Bank and Trust in Kansas City.

Steve and Anita Fry had their first child, Andrew Miller, on October 28, 1986. Both are reporters for the Topeka Capital-Journal. Anita is a KPW member.

Julia Goplerud Hotchkiss married Arland Hotchkiss in 1983. The couple live in Austin where Julia is a science and engineering writer for the Austin News and Information Service. She also is a student at the

University of Texas and is working on a master's degree in molecular biology.

1981

C.A. Beier joined the staff of the National Women's Law Center in Washington, D.C. in September. She plans to join a law firm after a year at the center.

Pamela Tomasi Huxen and her husband, Mark, are expecting their first baby in April. The couple recently moved from Odessa, Texas, to St. Louis.

JOURNALIST OVERCOMES CHALLENGES

John Mbapuun, born in Mkar, a town of about 10,000 in the Benue State of Nigeria, has suffered a culture shock of unusual proportion since coming to the United States to study in 1982. Not only did he transport his family thousands of miles, a feat difficult but not unusual, but he also became a student of a subject in which he had held professional status in his native land.

Mbapuun held many honored titles, among them a considerable time as the press secretary to the governor of the Benue State. The transition from press secretary to student — and a student's lifestyle — was particularly difficult after having associated daily with international dignitaries and governmental leaders in Nigeria.

Mbapuun was discouraged because Americans were unaware of his previous status. Larry Day, professor of journalism and Mbapuun's adviser, attributes much of Mbapuun's discontent to a lack of deference. "The fact that he was who he was from where he was had no merit here," Day said. "He had to make it just like all other students."

Mbapuun's father had wanted him to be an engineer, but the boy showed talent in writing essays. Finally, Mbapuun's father encouraged him to study the geography of different nations as he himself had done in his travels during World War II.

"My father was out to invest everything in his life to see me educated," Mbapuun

said. "He wanted me to learn as much as he knew about the world. After one of his trips, he gave me a Webster's Dictionary, which became my tool to learning the English language."

Mbapuun's dexterity led him to many positions in the Nigerian government. He became an information officer near his home in the Benue-Plateau State. When the government split in 1976 because of agitations to create more Nigerian states, the staff was reduced. Mbapuun was sent on government scholarship to Britain for two years to study at the College of Journalism in London.

"I was always very pessimistic about how well I was doing in the school," Mbapuun said, "but the impact of my education was reflected immediately when I returned home."

In fact, his higher education contributed greatly to his advancement. Still, Mbapuun wanted to know more. Though he was better educated than most of the journalists in his country, Mbapuun wanted to return to school. While studying in London, Mbapuun had discovered that the best journalism schools were located in the United States, and he decided to go there to study. He still possesses the list of accredited U.S. journalism schools that was given to him by a young American lecturing in London.

He saw the entry for Kansas, which he said reminded him of the Nigerian word "Kasar" — a land that is both fertile and beautiful. When he learned that KU had one of the most respected journalism schools in the nation, he made up his mind to go.

Mbapuun applied to KU and once again he received a government scholar-

ship to attend. On July 21, 1982, he received a letter informing him that he had about three weeks to get to campus, more than 6,000 miles away. Having to rush, he was forced to leave his wife, Esther, in Nigeria. She waited for months until his parents were able to afford her air fare to the United States.

Problems plagued Mbapuun from the time he arrived at the University. He enrolled in basic courses in the College of Liberal Arts and Sciences. Jack Cohn, professor of English and Mbapuun's adviser while he was in the College, saw that Mbapuun was capable of doing more than his courses required. Cohn attempted to get him admitted as a graduate student. But because the diploma from the London school did not fulfill KU's undergraduate requirements, Mbapuun was not allowed to advance.

The former press secretary faced difficulty with math and English requirements, problems that still frustrate him. "I have been struggling with math for four years, dreading it everyday," Mbapuun said. He fulfilled his math requirements only by taking classes at Baker University in nearby Baldwin, where a tutor gave him the extra time he needed.

There were other problems. The Nigerian government discontinued his scholarship. But instead of going home, Mbapuun and his wife resolved to work even harder.

Esther has financially supported the family for the past five years. She continues to work the midnight to 8 a.m. shift as a press operator at Packer Plastics. She cares for their three-year-old daughter, Mimi, while her husband goes to school.

Mbapuun faced difficulty not only in Lawrence, but back home, too. He had

1982

Scott C. Faust joined the Detroit News in August and is a suburban reporter.

Keith A. Smith manages advertising for Derailed Commodities, an eight-store home improvement chain. He lives in Girard.

1983

Lillian Davis Bittman manages special projects at the

Rochester, Minn., Chamber of Commerce.

Jeff Davis is on the marketing staff of Central Colorado Planning in Denver.

Martha Brink McCormick has relocated to Kansas City where her husband is in charge of new product development for Rival Manufacturing Company.

Ross McIntosh works for Best Products in Boulder, Colo., while looking for a full-time teaching job. He completed the elementary education training se-

quence at the University of Colorado last spring.

Therese A. Mufic manages the Repair & Remodel Marketing Project for the Weyerhaeuser Company in Bloomington, Minn.

Ray E. Paine, Jr. received an MBA from the University of Kansas last May and now is manager of client services at DeMarche Associates, a pension investment consulting firm in Kansas City.

William J. Raack, Jr. is assis-

tant news director of WDAN-WDNL Radio in Danville, Ill.

Rebecca Roberts is a public information writer for Johnson County Community College. She lives in Overland Park.

Patricia M. Sommerfeld has joined Hickerson Powell Phelps in Kansas City, Mo., as an assistant production manager and graphics artist.

Bret Wallace is a county reporter for Harris News Service. Wallace formerly was farm editor and county and court reporter for the McPherson Sentinel.

left a 19-year-old son in Nigeria when he came to the United States. The boy had become ill with yellow fever while studying for his college entrance exams. He was among more than 4,000 young people there who died from the jaundice epidemic.

"My family knew that I had to concentrate on my studying," Mbapuun recalls, "and so they didn't inform me of his illness at all." His father called with the news on the day that the boy was to be buried.

Despite depression and misfortune, Mbapuun resolved to finish his studies. "My whole story is a history of plight and struggling with what I was to what I am now. I always hope that things will work out better. I believe in hard work; I believe a lot in God. My destiny is in his hands. I will do whatever I need to get out of this college and will be proud to have graduated from here."

Professor Day believes him. As his teacher, Day found Mbapuun to be an insatiable student. "He's the kind of student I couldn't do enough for," Day said. "He was willing to work more than I had time to give him."

But determination alone would not solve Mbapuun's troubles. "John was sent adrift when he lost his scholarship, and that was coupled with other frustrations," Day said. "He came to America as a well-recognized journalist, and suddenly he had professors telling him that he was wrong and marking red all over his papers."

But that was the trade-off Mbapuun made for pursuing the high-quality education that originally brought him to KU. "He was treated fairly," Day maintains. "His case was handled the way we had

to handle it.

"And when John graduates, he'll be able to go back to Nigeria and really contribute. His grades won't get him into Kappa Tau Alpha, but if we had an honor society for those with stamina, determination and will, John certainly would be nominated."

L.A. Rauch



THE MBAPUUNS: Overcoming difficulties

The qualities enumerated by Day are those that motivated Mbapuun to study in the first place. "One day I went to the civilian governor and told him that I was unsatisfied with my education. He couldn't understand it because of the honored position I had already earned. But I am someone, who by the way of dressing, by the way of speaking, wants to do everything the best possible way. It was pride that made me come.

"That's why I'm suffering here. If I had

wanted to study only for myself, I could go away. But what then would I depart to my people of how well I did?"

Day, the chairman of the Foreign Students Committee, said many Nigerian students had been stranded by their government. Some, like Mbapuun, are managing for themselves, some have gone home and some of those remaining have had to send their wives and families home.

Mbapuun is scheduled to graduate in May with a bachelor's degree in journalism — add an emphasis in news-editorial. He will return with his family to Nigeria as soon as he can afford the air fare. His wife, is especially eager, "I miss my family," she said. "I miss my home, my native food." She is also eager to take Mimi to Nigeria, the home that she has never seen.

Mbapuun said he had no solid plan for what he would do when he returned home. "All I know is that I won't be idle. I may teach, and I will surely work with my writings.

"The military government has promised that by 1990 they will turn back the government of Nigeria to its citizens. At that time, I'd like to run for national office. I wish to do something honest, something good for me and for Nigeria.

"America is our second home. It would be hard to leave but for the mission we have in mind," he said.

Now, his goal in sight, Mbapuun is confident that his struggle has been worthwhile. "History has its own way of shaping things," he says. "I believe that history would want me to record what happened at the zenith of my career."

— By Kris Kurtenbach

1984

Tim Cadden has been named marketing director for the Carter-Waters Company in Kansas City.

Douglas Kufahl works in Atlanta as a media planner and marketing associate for DDB-Needham Worldwide.

Donna Woods Spurlock married Charlie Spurlock in August 1986 in Lander, Wyo. She will graduate in May from the University of Wyoming with a degree in secondary education.

1985

Mary Bernica, a district field representative for Procter & Gamble, lives in Dallas.

Bruce Brock has been admitted to the master's degree program in history at the University of Colorado, Boulder.

Carol Dengel is a sales representative for *Kansas City* magazine.

Tammy Dodson is an assistant editor at *Capper's* in Topeka.

Laurie McGhee Egner and her husband, Bill, live in Fair Oaks, Calif., where Laurie is youth publications editor at Fair Oaks Presbyterian Church.

Christy Fisher joined the *Wichita Business Journal* reporting staff in March.

Lisa Reiss McGettrick is a district aide to Congressman Dan Glickman in his Wichita office.

Sauna Moore works as a flight attendant for Northwest Airlines and is based in Memphis.

Beth Vivian is district field representative for Procter & Gamble in Kansas City.

1986

Mary Alice Anderson writes for the Technical Reporting Corporation in Addison, Ill.

Joe Brewer edits copy for the

Montgomery Advertiser, Montgomery, Ala.

Barbara A. Cochran works at the Missouri House of Representatives Information Center in Jefferson City.

Jeff Cravens is assistant KU sports information director.

Mary Easley Rorabaugh works with Polk Directories in Lawrence.

Sue Goossen is a reporter for the *Newton Kansan*.

Amy Handelman is a marketing associate at Data Documents Systems, Inc. (Industrial Airport, Kan.)

Kristine Matt Holstine is eastern division sales manager for *The Grower* magazine in Dayton, Ohio.

Jeanine Howe lives in Denver where she works for *Activewear*, a trade journal, and for Sears while she looks for a full-time job.

Kristy D. Lantz coordinates advertising for the Lietz Compa-

ny, a surveying systems company in Overland Park.

Marcia Early Reeve is the constituent development officer for the KU Endowment Association.

P.J. Richardson writes and sells free-lance articles and lives in Overland Park.

Jennifer Roblez has taken a reporting job with the *Beacon-News* in Aurora, Ill. She covers the school district and municipal news.

1987

Neal Cohen accepted a job with Editel, a post-production and editing firm in Chicago.

Ann Henry lives in Gladstone, Mo., where she is associate editor for *Modern Jeweler* magazine. She flew to New York in March with the magazine staff to receive two Neal awards for reporting and editing.

Lauretta McMillen joined the *Wichita Eagle-Beacon* staff in January as metro reporter.



Stauffer-Flint custodian James Lewis dismantles old *Jayhawk Journalist* filing system.

Do anything interesting lately?

Face it. The reason you have read this far is to catch up on news from the University of Kansas and maybe even spot the name of a former classmate.

Unfortunately for you, the volume of news from your classmates is sketchy or nonexistent. And unfortunately for your classmates, you haven't actually had time to drop the *JJ* a note about the new job, spouse, project or, you

lucky devil, acquisition.

Fortunately for everybody, the *JJ* has installed a new filing system and would like an opportunity to update and consolidate the remaining information of all the School of Journalism's alums.

Take a moment to scribble your news on a postcard and drop it in the mail. We are at the same old address. Even if you aren't.

Brenda Steele



A senior citizen displays family photos for Debbi Roberts.

P.r.o.m.o Writing

Class relates students and senior citizens

Diane Lazzarino's promotional writing classes are doing more than writing stories for a grade. They are allowing Lawrence senior citizens to tell their life stories and share their experiences. Students are matched with a senior, and when the semester is over, each student will have completed a book about the partner's life story.

"I could not be happier about the writing project," Lazzarino said. "It's a very good experience."

Lazzarino, instructor of journalism, started the project four years ago and has seen it grow ever since. There are now forty-two student-senior pairs and a fifteen-name waiting list of potential interviewees. Seniors sign up for the class, called "Life Line," through the Lawrence Senior Center.

"This is an equal relationship. The students have to learn to work with older people," Lazzarino said.

Debbi Roberts, Overland Park sophomore and a member of the class, said the assignment was an interesting change from in-class coursework.

"It's fun," Roberts said. "It's a different kind of writing than most of us are used to."

The book substitutes as a final exam for the class. Roberts said each "book" ended up being twenty to thirty pages long. Most students tell their senior's life story in chronological order, but some take different aspects of that senior's life and develop each one separately.

"You have to think so much about writing their life story. You could really make a whole book about one point in their life," Roberts said.

Arlene Schaake read about the class in *Consult on Aging*, a newsletter for Lawrence senior citizens. With her daughter's encouragement, she decided to sign up.

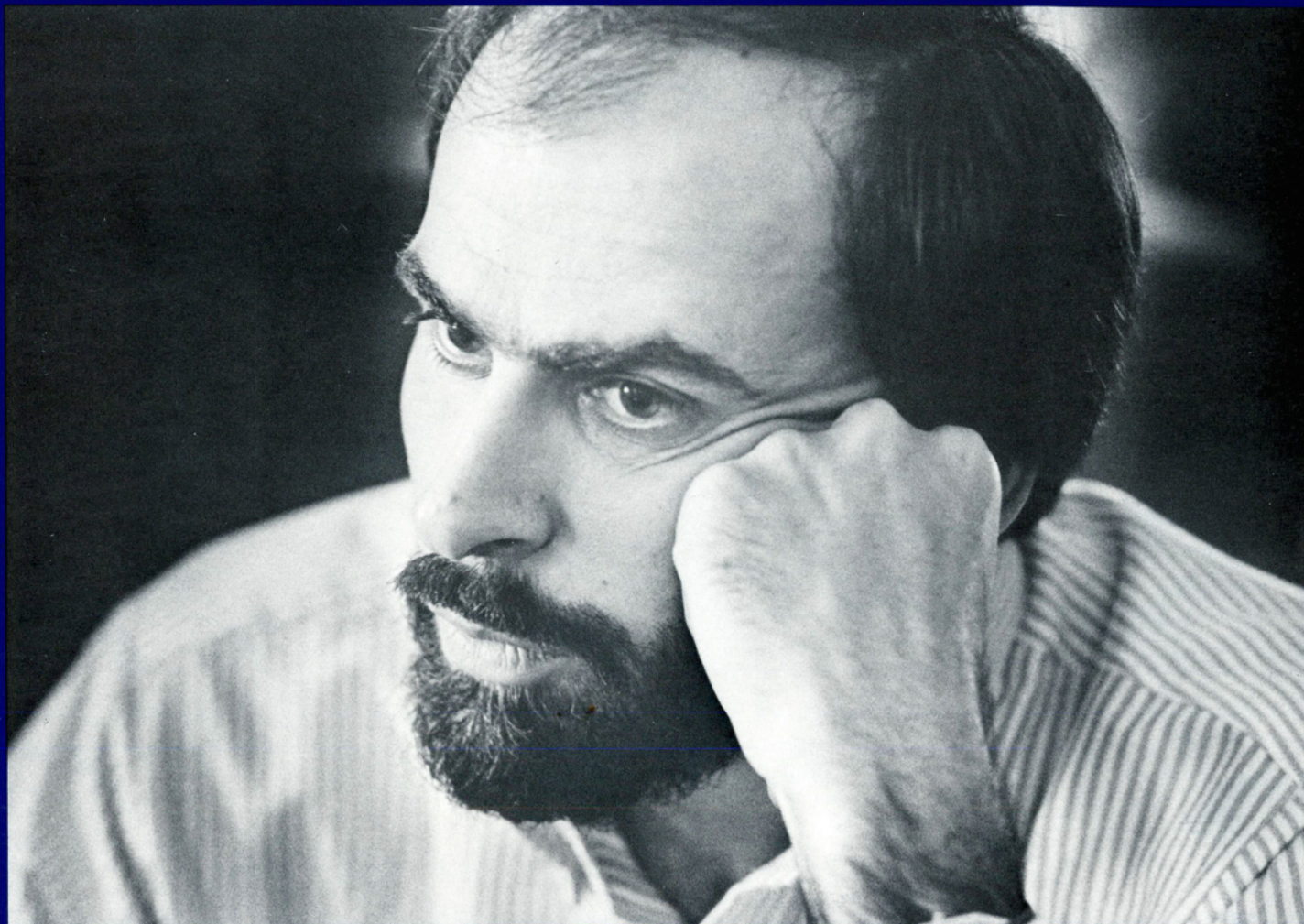
"I'm getting into the spirit of it now. I'm talking about my childhood and the main things in my life," Schaake said.

Seniors are asked to jot down notes during the interview process. The notes are usually included in the student's work. The book is then given to the senior to be shared with family and friends.

"We're writing the book for the seniors to pass on to family," Roberts said. "They're so willing to talk. They're so excited."

At the end of the semester, participants and classmates get together for a party. Lazzarino said that by the time the project was finished, most students and seniors were sorry to see their relationship end. Many times, pairs will continue to meet after the semester is over.

"One of the happy byproducts is that some of them become friends," Lazzarino said. "They usually exchange gifts at the end of class."



JAYHAWK JOURNALIST

**William Allen White School of Journalism
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