

# Wound Up in the Job: **STRESS** In the Newsroom

## The Hemingway Syndrome John Bremner's World of Words

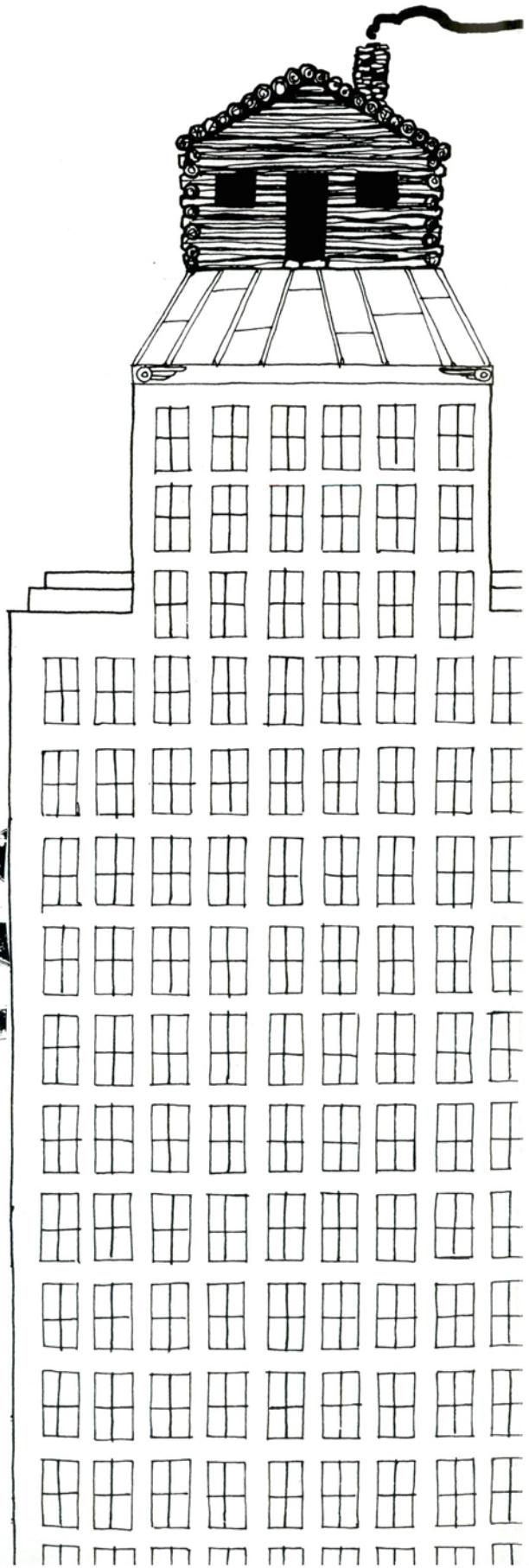
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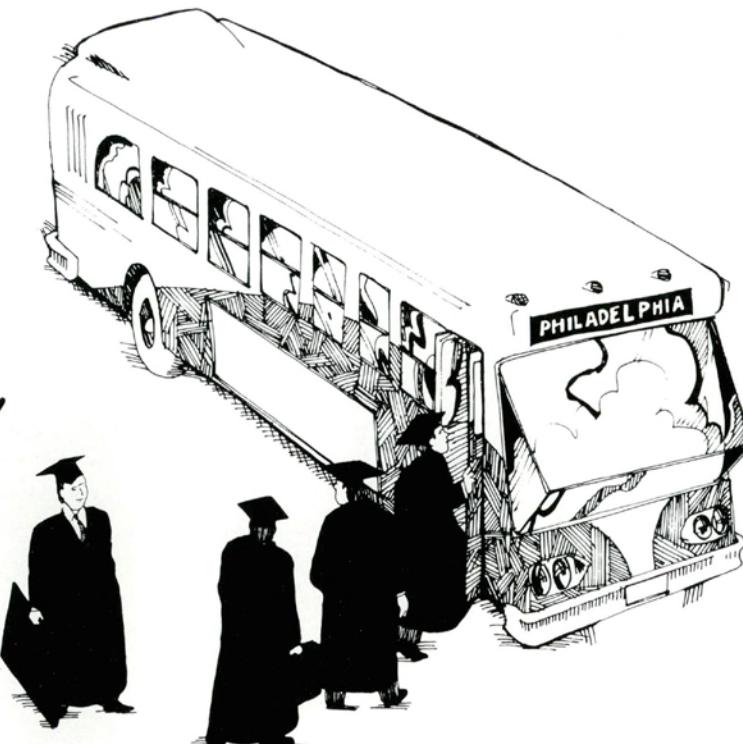
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### Engel brings talents to KU classrooms

Jackie Engel, lecturer, returned to the University of Kansas ready to face the challenge of teaching university students after teaching McPherson high school students for 17 years.

"Maybe I felt like Tennyson when he wrote Ulysses. You know — he didn't want to rust, he wanted to go out with one more challenge. I think I wanted to see if I could rise to the bait," Engel said.

Engel has been a student and teacher at KU. She received her master's degree in journalism from KU in 1972. She was a teaching assistant in the school while she earned her degree.

Engel, who is also the new executive secretary of the Kansas Scholastic Press Association, taught two sections of Reporting I this past fall.

In addition to her fall and spring duties, Engel will become director of the newspaper sequence for this summer's KU journalism camp. She will also teach school publication this summer for high school journalism educators.

Engel thinks it is important to teach her students what it means to have a free press. She would like to see a rebirth of the inquisitive nature of high school students in the 1960s in the high school students of today.

"I usually find that I'm the heretic of the class," Engel said. "I'm the one that's trying to stir things up usually."

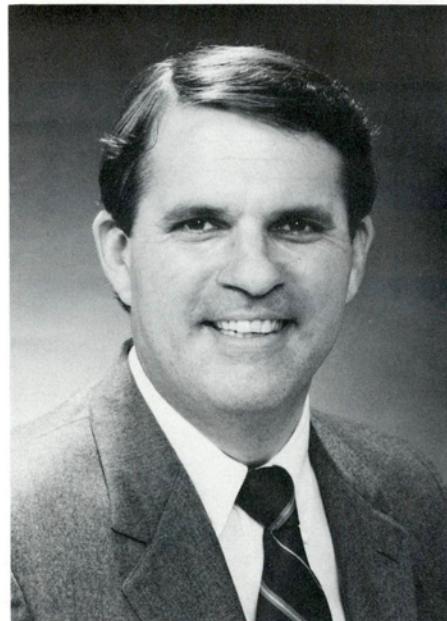
Engel calls herself "a late bloomer." She began teaching at 42, after the McPherson county superintendent of schools suggested the idea to her at the grocery store.

"I acted on it immediately, and I've never had a moment's regret," Engel said.

Engel originally planned to teach English literature. One month before she planned to teach, a job opened at McPherson high school for a publica-



Dave Niebergall



**Jackie Engel settled into her office in August, top. Bob Basow left a 20-year career at Ralston-Purina to teach at KU, bottom.**

tions adviser and journalism teacher. In addition to teaching journalism, Engel has taught English for college-bound students.

Success has followed Engel throughout her career. In 1979, she was named National Journalism Teacher of the Year by the Newspaper

Fund, Inc. She was recently named a 1987 Kansas Master Teacher.

— Karen Harvey

### Basow is back: 1967 graduate now an ad professor

After 20 years of professional experience, Bob Basow, a 1967 graduate in advertising, has returned to the University of Kansas as an assistant professor. He is teaching three sections of advertising copy and layout.

Basow's last position was business group director for Ralston Purina in St. Louis, Mo., where he had worked since graduating from KU.

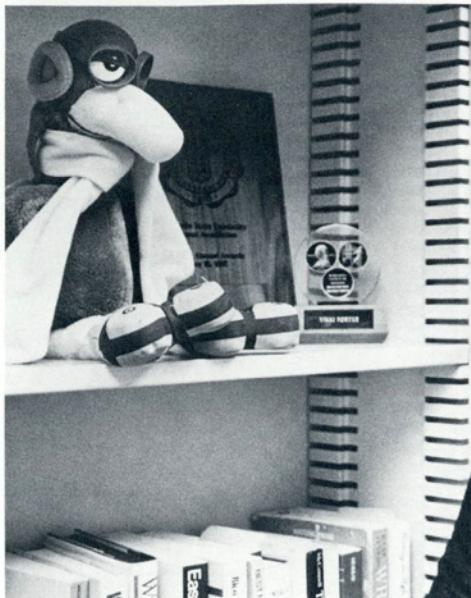
Basow had not planned on going into teaching, but when he heard of the opening at KU, he sent in his resume. Basow said that he would not have taught anywhere except at KU.

"I believe in the school," Basow said. "I believe in the students. I believe in the faculty. This school was very good to me."

Basow is enjoying his first experience as an instructor. He has his own teaching method, which involves using props. He said that props help people learn because they can remember things more easily when they have both seen and heard them. Basow would like his students to learn that there are opportunities for creative people to influence a product. He looks forward to receiving comments from students and to continuing his own learning.

Basow noticed several changes in the journalism school since he graduated. He said that the school has grown considerably in size and curriculum. He also said that the school is continuing to meet the needs of students by preparing them to enter positions of responsibility.

— Beth Reussner



Lisa Jones

## Rich brings spirit to reporting classes

Enthusiasm, passion and commitment — that's Carole Rich for you, the new assistant professor in the news-editorial sequence. Rich comes to KU from the University of Arizona, and now teaches Reporting II, editorial and interpretive writing and public affairs reporting.

An English major with a master's degree in education, Rich moved from teaching to journalism 17 years ago, when she joined the Montgomery Newspapers in Fort Washington, Pa. She later worked as an editor at the *Fort Lauderdale News/Sun Sentinel* and at the *Hartford (Conn.) Courant*, where she was deputy metropolitan editor from 1983 to 1985.

Rich also worked for the now defunct *Philadelphia Bulletin* as a reporter and received the 1976 News-woman of the Year Award from the Pennsylvania Women's Press Association.

Rich says journalism is hard work, but it can be enormously rewarding. She constantly tells her students to work with passion and commitment, and to have fun.



Dave Niebergall

**New professor Carole Rich, bottom, and Gannett professional Vikki Porter, top, share a broad range of professional expertise with KU students. Both teach in the news-editorial sequence.**

As an enthusiastic journalist who has given her best years to reporting, editing, and teaching, Rich regrets not having spent as much time as she would have liked with her children.

"Where else can you have so much fun? I was a single mother who raised two children. I worked hard and learned on my own. But I was having such a good time that I did not notice I was exhausted. I have never been bored a day in my life. That is a

trade-off. But my children have turned out so well because I wasn't around to ruin them."

— Muktha Sarangpani

## Porter leaves Post to teach at KU

After working 16 years in journalism, Vikki Porter, the Gannett Professional-in-Residence this year, has had to change her thinking to teach journalism.

"In the newsroom you're conditioned to react now, think later. In the classroom, you're in a more contemplative mood and you can stop to ask questions," Porter said.

Porter, who teaches Reporting I and Editing I, would also like to design and teach a line-editing course at KU. She said that although learning reporting and copy-editing is important, students should also learn to develop the line-editing skills needed to be city editors.

Porter, who came to KU after being city editor at the *Denver Post* for two years, started her career in journalism in the late '60s while attending Colorado State University. Porter was forced to "flip a mental coin" to decide between creative writing or journalism as a major. At the time, journalism looked like the more exciting choice.

"During the late '60s and early '70s, there was a lot to write about," she said. "It was a good time to be in journalism because of all that was going on."

While still in school, Porter and three other students started a weekly newspaper in Fort Collins. Porter has also worked on other Colorado newspapers and The *Arizona Daily Star*.

Although she is still unsure what her next move will be, Porter said that she genuinely enjoyed teaching. "I'd love to stay at KU," she said.

— Amy Gilgut

## **Yarrington shares his expertise**

Roger Yarrington, a publishing executive by day, is a lecturer by night at the Regents Center in Overland Park. He is teaching the magazine publishing management course this semester.

Until three years ago he was a full-time university professor. He said he likes the combination of professional magazine editing and teaching, especially working with the diverse group of 20 students at the Regents Center.

Yarrington is editorial director of the Herald Publishing House, Independence, Mo., where he is responsible for the entire communications program of the Reorganized Church of Jesus Christ of Latter Day Saints. He was previously associate dean of the College of Journalism and chairman of the magazine sequence at the University of Maryland.

Yarrington received his B.S. in journalism from the University of Kansas in 1953 and then completed an M.A. in journalism from the University of Iowa and a Ph.D. in American Studies from the University of Maryland.

— Kathi Polcar

## **Jeanne Hines acts as teacher, adviser**

Jeanne Hines, sales and marketing adviser for the *University Daily Kansan*, started teaching one of three sales strategy sections this semester.

Hines started her journalism career at the University of Wisconsin, Madison.

After receiving her degree in journalism with an advertising emphasis, she moved on to telemarketing, outside sales then to sales management with Madison Newspapers.

After 11 years with Madison



Dave Niebergall



Dave Niebergall



Dave Niebergall

**Roger Yarrington combines a publishing career and teaching, top. Jeanne Hines now teaches part-time in the advertising sequence, middle. Abhik Roy brings his ad know-how to the classroom, bottom.**

Newspapers she realized that she missed the university atmosphere. When she walked up the hill for her interview at the University of Kansas, she knew just how much she missed the atmosphere because she thought that Lawrence and Madison had the same flavor and beauty. Hines accepted her advising job in November 1986.

Even though Hines is teaching, she spends most of her time advising and supporting the advertising staff of the *Kansan*. She also trains the staff to use equipment such as the Macintosh computer.

— Jill Sherman

## **Abhik Roy teaches copy and layout**

Abhik Roy, a native of India, came to the University of Kansas four and a half years ago to begin graduate work in the advertising program. This semester he taught advertising copy and layout.

After receiving his undergraduate degree in accounting from Saint Xavier's College in Calcutta, India, Roy worked for six and a half years as an account executive for Kenyon and Eckhardt Ltd. and Phoenix Advertising Ltd. in East India. Roy came to KU in the spring of 1983 and began working as a research assistant in the School of Journalism while working on his master's degree. As coordinator for the division of continuing education in 1984, he worked on sales brochures for the Kansas City, Topeka, and Wichita areas.

In his spare time, Roy enjoys meeting new people through his travels around the United States and Europe. Throughout his four-and-a-half-year stay in Kansas, he has traveled through most of this country's largest cities. Roy hopes to continue working in advertising, but eventually he would like to return to India.

— Sherri L. Scheffel

### Internship program leads to jobs for ad students

Mel Adams, associate professor, has taken an internship program that placed 34 advertising students into agencies and transformed it into a program that today assigns more than 96 advertising students each year.

In 1986, junior- and senior-level students were placed in businesses in the continental United States, in Hawaii, Thailand and England. Major cities that had KU interns were Chicago, Kansas City, Wichita, Dallas, Atlanta and New York.

"Wherever we can get professional guidance in an advertising area — that's where we place them. We're not confined to ad agencies. We place students in various media management firms, magazines, radio, television, outdoor advertisers, direct mail houses and private businesses," Adams said. Interns write copy, do layouts, research, media selection, sales and public relations.

"Many of the internships have developed into permanent jobs upon graduation. If they have an opening, they remember this person. They've already sized him up," Adams said.

— Jessica Wornall

### Two recent grads among Ad Age's top 100 sales reps

The September issue of *Ad Age* listed two recent graduates among the top 100 sales representatives in the United States. Terri Fry and Kay Wisecup, both '81 graduates in the advertising sequence were selected as two of the "best and brightest" by their agency's media directors.

Fry worked as business manager for the *Kansan* while at KU. "Terri was



**Mel Adams has used organizational skills to expand the advertising internship program to include more than twice as many students as it used to. Some internships result in permanent job offers.**

one of the best business managers the *Kansan* ever had," said Tim Bengtson, who taught Fry in one of his classes. "She was well skilled in dealing with people and clients."

After graduating, Fry went on to work as a client service representative trainee at Leo Burnett Co., and then as Chicago regional manager for *Field & Stream* magazine. She started her own firm, The Fry Group, last March.

Wisecup has been working for Conde Nast since 1985. She started out with *Mademoiselle* magazine and last March switched to her present position as New England manager for Conde Nast's *Traveler* magazine.

Bengtson said that he remembered Wisecup as an outstanding student. "Kay was a good writer and an excellent presenter. I thought she would go on to do wonderful things," Bengtson said.

At 28, both Fry and Wisecup were two of the youngest sales representatives selected.

— Amy Gilgut

### Gage refurbishes old RTV equipment

In Jolliffe Hall, it is common to see broadcast students splicing and editing segments of film footage to form 15-second news briefs. Another common sight is Mitchell Gage's splicing and editing broken and unused camera equipment into usable equipment.

Gage is the new television engineering supervisor and instructor. The position was changed from a classified to an unclassified position last December when Gage came to the University of Kansas. The job now requires planning the television budget and the instruction of students in the proper use and care of the equipment, in addition to maintaining the equipment.

Over the summer, Gage, who received his technical skills while working for the U.S. Navy for six years, has improved the studio by rewiring the lighting grid. He rewired the lighting in the studio and moved the sections of the grid so that there is now an equal amount of space between each section.

Gage has also been building an A/B roll editor, which has two play-back sources for easier mixing and splicing. It is usable right now, but he hopes to eventually purchase an edit controller that controls the flow of tape and a second play-back machine.

Gage has also built a sound booth in a closet on the top floor of Jolliffe. Gage purchased carpet remnants, which he hung on the wall, floor and door. He also put acoustical tiles on the ceiling. A microphone was set in the booth with a wire leading to a recording system just outside the closet door.

"It is very cheap and it's homemade, but now the students can get quality sound," Gage said.

The dismantling of the control room is one of Gage's largest projects.

He is assessing the equipment for future upgrading.

"Right now, it doesn't work," Gage said. "I hope to have it working in the near future, but it depends on funding."

Gage's main goal since he came to KU has been working to improve maintenance.

"It's a lot cheaper to fix the equipment you have than to buy new equipment."

— Jodel Wickham

## Ad sales program combines theory with experience

The one-year-old advertising sales program at the School of Journalism marks a new era in the teaching of media sales. Not only do students learn the theories behind selling, but they also earn six credit hours for actual sales work by graduation day.

"KU is the only university in the United States, to my knowledge, that has a fully developed program in sales," said John Katich, assistant professor. "There are three pure sales courses and a marketing course."

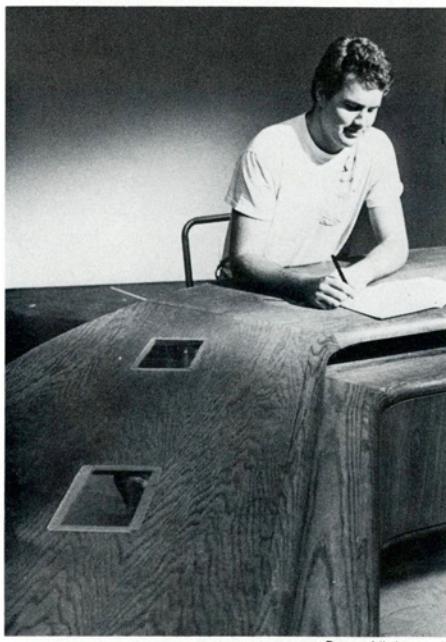
One of the common complaints Katich hears from media sales professionals is, "Why don't universities teach our people what they need to know to enter at a professional level and perform day one?"

KU teaches ethical, non-manipulative sales, based on sales in theory and psychology, and then gives students the opportunity to try the theories they have learned. Other universities differ from KU by teaching only the theory.

With the addition of the sales sequence, the broadcast department now teaches all areas needed to propagate broadcasting: news, production and sales. The sales sequence has three courses in sales and one in marketing. The first sales course is Sales Strategy. In that



Dave Niebergall



Dave Niebergall

**Broadcast students Patty Noland and Hugh Williams work with the A/B roll editor that Gage built, top. Williams works at the news desk donated by KMBC Channel 9. Max Utsler heard that the Channel 9 news set was to be redesigned and asked General Manager Dino Dinovitz, News Director Brian Bracco and Assistant News Director Garry Roberts, all of whom are KU graduates, to donate the desk to RTV, bottom.**

course, students are introduced to sales theory. The second course is Media Sales, in which students sell advertisements for KJHK, the University radio station. The third course is Sales Management, in which students study management theory and sell advertisements for local media. Most students in the class work for KLZR, KCMO and Sunflower Cablevision.

— Jodel Wickham

## TV students sell video productions

The corporate television class, in its third semester at the School of Journalism, is training its students to sell video productions to local and university organizations.

When the class first started, the students made but did not sell their productions to clients. Many clients did not take the students seriously, so they added sales training and a fee for services to the course.

"It has worked well since we added the sales component. The client meets with the students more," said Max Utsler, head of the radio-tv sequence.

During the first couple of weeks, the students are taught how to prospect the client, which includes how to identify clients, how to approach them, how to find problem areas, and how to determine whether a video solution fits a problem. Students then pair up and sell their video services to local clients. The students must produce and sell three video productions each semester.

The tapes are generally five to eight minutes long and have cost less than \$100 to more than \$1,000 to produce.

"Most students in the class are new refugees — people who enjoy the information gathering and audio-visual communication process, but want a nine-to-five schedule," Utsler said.

— Jodel Wickham

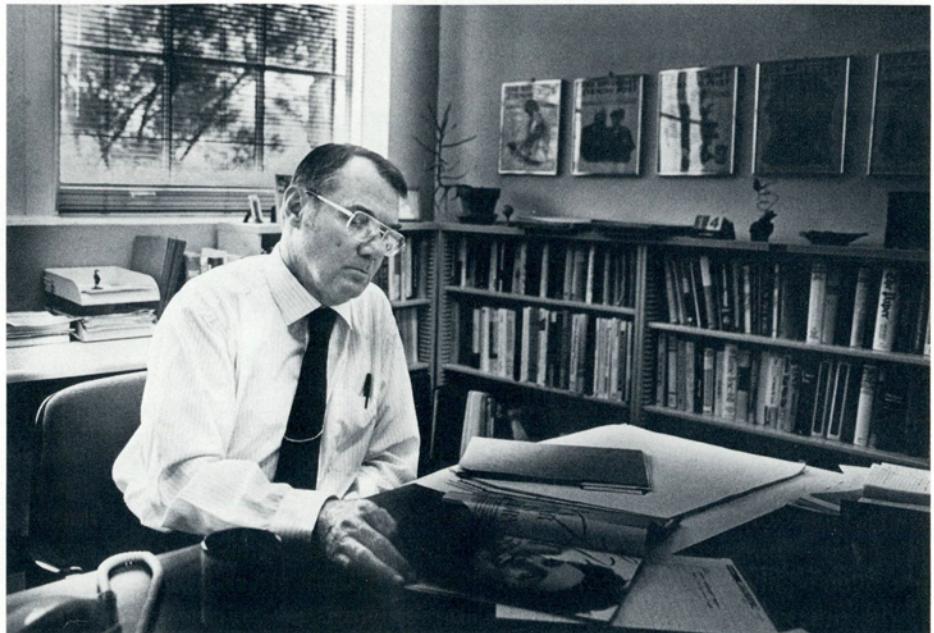
## Young honored by AEJMC award for excellence

Lee F. Young received the Association for Education in Journalism and Mass Communication's annual teaching excellence award last August from the association's magazine division at its national convention in San Antonio, Texas.

The award recognized Young's contribution to education in magazine journalism. Young had established the award in the late 1970s to recognize a working professional who had been helpful to journalism education. Young said that receiving the award came as a pleasant surprise because he did not know he had been nominated.

AEJMC is a professional organization for journalism educators that sponsors continuing education programs, accreditation activities and student and faculty research papers and projects.

— Kathi Polcar



Lisa Jones

**Lee Young is back in his own office after a year as acting dean. He recently won the AEJMC annual award for excellence in teaching.**

and to send samples of published work. Filipowski also submitted her Magazine in American Society project, a prospectus and 32-page comprehensive dummy. "I think that my magazine project really helped me get the internship," Filipowski said.

The questionnaire and the letter were used to match the interns with the magazines. Interns picked five magazines in rank order and the editors did likewise. ASME then used the information to match interns with the magazines.

The internship was nine weeks long. During that time, Filipowski lived in the dorms at New York University and her office was in the Conde Nast Building. She wrote three short department pieces. "Money Watch," one of Filipowski's articles ran in the November issue of *SELF*. She also spent a day in *SELF*'s advertising and promotion departments and attended two photo shoots.

— Jill Sherman

## Student receives ASME internship

Diane Filipowski, a senior in the magazine sequence, had an internship last summer with *SELF* magazine in New York.

Filipowski received the internship through the American Society of Magazine Editors' summer internship program. Competition is fierce for these internships because there are only 50 participating magazines, each taking one student for the summer. Schools from all over the United States sent applications to the ASME office in New York.

The application required students to write an essay on why journalism interested them and what their goals were, to complete a questionnaire,

## CRMA begins new regional seminars

At the beginning of 1987, the City and Regional Magazine Association expanded its educational program to include a program of regional seminars. The Association wanted to keep the seminars small and close to home for employees in mid-level positions. The plan for the seminars was approved in January, 1987 and the first seminar was held in Pittsburgh in August on ad sales training. The second seminar, focusing on design, was held at the end of October in San Francisco.

Sharon Bass, associate professor and director of professional development for CRMA had the job of coordinating and supervising the seminars.

Bass is planning to hold four seminars in 1988. The first two seminars will be held at the University of Kansas in early June, and will focus on editorial content and advertising. The other two seminars, will be on production and circulation, possibly held in New Jersey.

— Jill Sherman

## Tunney advises students to write, write and rewrite

Kelly Smith Tunney, assistant general manager and director of corporate communications for the Associated Press, was a professional-in-residence September 21-22 at the School of Journalism. Tunney brought 25 years of experience in news writing and management to classes that ranged from Introduction to Radio-TV & New Technologies to Reporting and Promotional Writing.

Tunney, graduated from the University of Kansas with a degree in journalism and political science. While in school, she wrote articles for both the *University Daily Kansan* and the *Lawrence Journal-World*.

"We wrote tons every day," Tunney said. "We had teachers who were very tough about the amount of writing we did." The daily writing and editing of the *Kansan* taught Tunney that we "can only learn by writing, editing and writing again."

Tunney was hired after graduation to work for the AP's Miami bureau in 1962. She had decided that straight news reporting was her strength, rather than feature columns, and the AP gave her a chance to fine-tune her skills.

Between 1962 and 1967, Tunney had many different assignments. She covered the legislature in Tallahassee, Fla., and had news assignments in the Caribbean. Later she was assigned to AP News features in New York and then was transferred to Washington, D.C. She also worked on news assignments in Europe, Asia and Central America.

In 1967, during the Vietnam War, Tunney was assigned to be a war correspondent. She was the first woman the AP had sent into a war zone since World War II.



**Kelly Smith Tunney lectures at the J-School as a professional-in-residence, on leave from the AP.**

A woman correspondent did have a few advantages, though, because most of the reporters were men. Politicians and statesmen were more willing to talk to women because they did not equate the female reporter with aggressiveness. Sometimes they granted interviews simply out of curiosity.

After a 10-year hiatus in Asia, Tunney returned to the AP in 1981 to become the director of media relations in New York. Later that year she was named director of corporate communications. In 1984 she became the first woman assistant general manager for the AP.

Tunney sees a difference in young people today compared with when she was a KU.

"We didn't think twice about benefits, whether we lived in a hole in the wall," Tunney said. "Today there are a lot more two-career families who make mutual decisions. People are more interested in the quality of life."

The best atmosphere for writers to be in today is one where they work with the best people, whether that is in Hutchinson, Kan., or Chicago.

"You need a mentor," Tunney said. "Work with good people who

you would communicate with, and have a job which offers you a chance to learn and grow with it. This field is very much an apprenticeship. Learning is relative to what you work with."

- Jessica Wornall

## Reeds establish new teaching professorship

Clyde M. Reed and his wife, Betty, have established a new journalism teaching professorship with the Kansas University Endowment Association. The \$100,000 gift will provide a salary supplement to a faculty member in recognition of excellence in classroom teaching.

Reed graduated from The University of Kansas in 1937. He is a former editor of the *Parsons Sun*, and lectured at KU from 1982 to 1986.

The Clyde and Betty Reed teaching professorship will be the School of Journalism's second. The existing William Allen White teaching professorship is currently held by Lee Young.

This is the third contribution the Reeds have made to the journalism school. In 1955, they established the Clyde and Betty Reed scholarship fund, which provides scholarships to journalism students. In 1984, the Clyde M. Reed distinguished professorship in journalism, which supports a named chair for a news-editorial faculty member, was established. That professorship is currently held by Calder M. Pickett.

Distinguished professorships are administered by the University. Teaching professorships are given by the School of Journalism. As a lecturer, The School of Journalism appreciated Reed sharing with faculty members and students the lessons he learned during his career as a Kansas journalist.

- Beth Reussner

## Eblen adds KPA position to duties

The lives of most students are hectic and demanding, but the lives of most professors often are more hectic. Tom Eblen, general manager and news adviser to the *University Daily Kansan*, is one example. Last April, Eblen also took on the responsibilities of president of the Kansas Press Association.

KPA is an independent press association that serves the needs of the industry within the state. There are about 45 daily newspaper members and about 200 weekly newspaper members.

KPA serves the industry by sponsoring writing and circulation workshops, providing a legal hotline and acting as a lobbyist when issues arise that could affect the industry.



Dave Niebergall

In a survey conducted three years ago, KPA members indicated that they wanted more frequent contact with one another.

"The thing that I really set out to do personally this year was to get out to the newspapers," he said. Over the summer, Eblen visited approximately 90 newspapers in Kansas.

Eblen said that people become president in a graduated manner. The



Lisa Jones

**Tom Eblen visited newsrooms in Kansas this summer as KPA president. Lynn Maree Ross and Bill Skeet work on the newspaper for the Board of Regents, bottom.**

treasurer is nominated and at that time he essentially agrees to serve as vice president the following year and president the year after. Eblen's term as president ends in April.

— Amber Stenger

## KU students design Regents' paper

Five University of Kansas journalism students were commissioned by the Board of Regents to create a newspaper to inform high school juniors and seniors about preparing for college and selecting colleges. The newspaper provides general and specific information about the seven Regents institutions.

"The purpose is to help them prepare themselves to go to college if they've already decided they're going to college, or to make them feel like anyone with the desire to go to college can go," said Lynn Ross, Lawrence graduate student and editor of the newspaper. A possible name was the Kansas Board of Regents Schoolbook.

Bill Skeet, McLouth senior in news-editorial and graphics editor, said that the newspaper would be similar to a special edition of the *University Daily Kansan* in size. The newspaper is divided topically into six sections.

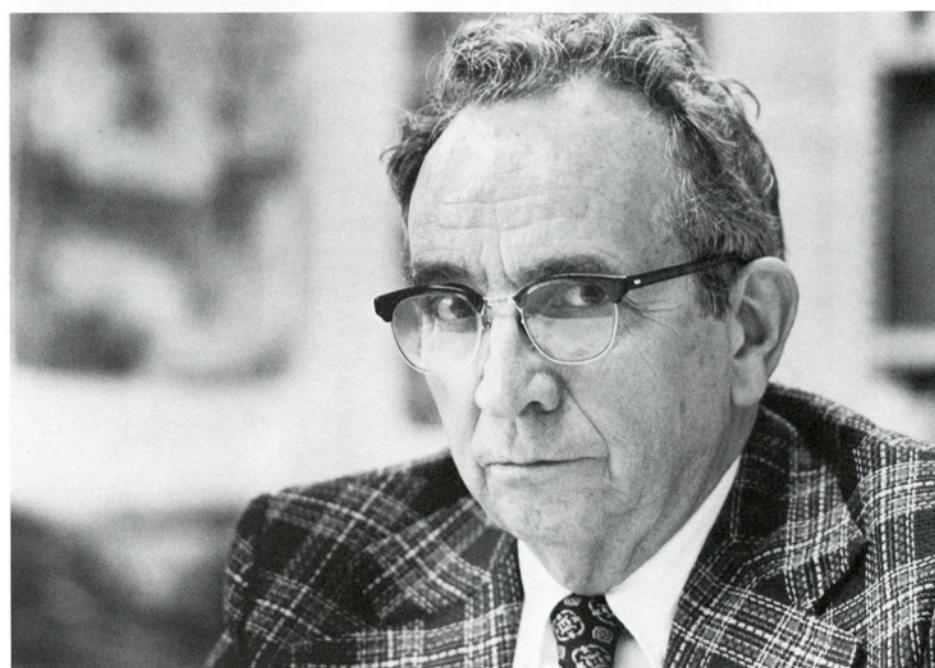
Each Regents institution contributed information pertaining to its school. Ross and her staff will compile and, in some cases, rewrite the information. The first two pages of the newspaper contain a purpose statement from the Board of Regents and a glossary of terms. One example of a term that could be defined is "Bachelor of Science," Skeet said.

The next section provides information about pitfalls students should avoid.

Other sections were devoted to explaining financial aid policies of each institution, historical information about each school and the features of each school's campus. The last section of the newspaper describes the specific degrees and departments each school considers to be its strongest or most unique.

The other staff members are Mark Jost, Elaine Sung and Brenda Finnell.

— Amber Stenger



Lisa Jones

## Pickett recreates Constitution's birth

The sights and sounds of Philadelphia in 1787 came alive on Sept. 16, when Calder Pickett, Clyde M. Reed distinguished professor, narrated the story of the signing of the Constitution to an audience of about 200 students, faculty and administrators.

Pickett spoke at Woodruff Auditorium in the Kansas Union, at the invitation of Del Brinkman, vice chancellor for academic affairs.

Pickett, who will retire in May after 37 years of teaching at the University of Kansas, described the events leading up to the signing of the Constitution in the manner that made his History of American Journalism classes so memorable to his students.

"I hope I won't put you to sleep," Pickett said, "because this won't be as exciting as a rock concert or 'L.A. Law' or watching Danny Manning — maybe as exciting as watching our football team."

Then, using about 150 slides and the music of the Revolutionary period, he took his audience on a fascinat-

**Calder Pickett, Clyde M. Reed distinguished professor, narrated the signing of the Constitution Sept. 16 at Woodruff Auditorium.**

ing journey into the past, describing the sweltering heat of Philadelphia in the summer of 1787, the long, often volatile debates of the delegates at the Philadelphia Convention, the pitched battles fought against ratification of the Constitution, and finally the jubilant celebrations that greeted ratification in 1788.

"Most Americans," Pickett said, "are fuzzy about the difference between Senate and House of Representatives . . . We shy away from the Bill of Rights, are scared to death of freedom of press, and speech, and religion and assembly. We can't get excited about the Constitution, because it's not fun like the Super Bowl."

But what a document, and what a concept, and how it has endured! And how, I think most of us would agree, all Americans, here in the year of this bicentennial, should be proud of their heritage, and even get excited on occasion — despite the abuses in our lives."

— Joe Rebello

## Kansan design improved by new graphics systems

Excitement has been spreading among the *University Daily Kansan* staff since the delivery of two Apple Macintosh graphic systems from Apple and the newly acquired access to the Knight-Ridder Graphics Network. The School of Journalism has also purchased two Macintosh terminals for use in several classes.

The first two computers were delivered last January. They have enabled the *Kansan* staff to create advertising and editorial graphics.

The greatest enthusiasm comes from Bill Skeet, McLouth senior in news-editorial and graphics editor for the *Kansan*. Skeet shared his enthusiasm about the Apple system with fellow staff members last year while he was also working part-time at a computer store. The *Kansan* Board was interested and approved the idea.

The *Kansan* hooked into the Knight-Ridder Graphics Network Sept. 21. This enables the newspaper to use any graphics from the Knight-Ridder system with the *Kansan's* system.

Tom Eblen, *Kansan* general manager, said, "This opens a new vista for us. This will provide students with the best graphics available today."

Skeet inquired about the Knight-Ridder system during a summer internship with the *Wichita Eagle-Beacon*, one of the Knight-Ridder papers. Through that contact, the hookup became much more feasible.

Jeanne Hines, *Kansan* marketing and sales adviser, said that the *Kansan* staff can analyze the Knight-Ridder graphics to discover how they were created and that can help them to develop their own graphics.

The journalism school purchased two additional Apple terminals for

class use in magazine and advertising classes. Response has been so good that Bob Basow, who teaches ad copy and layout, has formed a MacUser Interest group.

— Shad Schoenke

### Jackie Engel cited as Master Teacher in state of Kansas

Jackie Engel, lecturer, received the 1987 Kansas Master Teacher Award one month before ending a 17-year career at McPherson high school to begin teaching at the University of Kansas.

The award, which is sponsored by Emporia State University, was given to seven teachers. Engel received a plaque and watch on April 8 at Emporia State after a day of activities honoring the Master Teachers.

"For that day you really do feel like as a teacher you're a queen," Engel said.

Applicants for the award passed several stages before being selected winners. One person was nominated from each school district by peers. Engel considers that selection by peers the most meaningful part of the award.

Nominations must be approved by a designated Emporia State committee. Award candidates submit a stringbook of clippings and letters from a cross-section of peers, former students, professors, organizations, and community people.

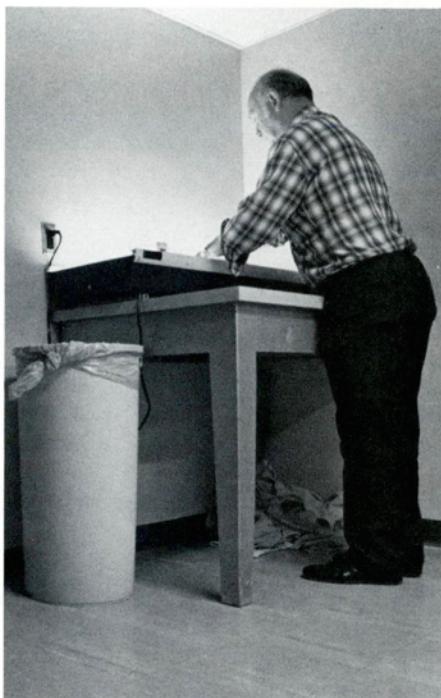
Engel said she was chagrined when asked to arrange the scrapbook in as original a way as she could. "I am organized. I am not artistic, so this was a real challenge for me."

Engel said the award was special to her because it involved nomination by her peers and it was awarded to her one month before her last year of high school teaching ended.

— Karen Harvey



Joe Wilkins III



Joe Wilkins III

**Cleaning 19 years' accumulation of photo equipment occupies Gary Mason after his resignation. Later, he stopped to check negatives one more time.**

### Mason resigns after 19 years with KU J-School

The basement in Stauffer-Flint Hall is not the same. Gary Mason's office has been cleaned out and years of accumulated paper, photos and other items have been taken home or thrown away. Mason, an associate professor and head of the photojournalism sequence, turned in a letter of resignation Sept. 22. In his letter, Mason mentioned his health as his reason for leaving. His last day was Oct. 2.

For the last 19 years, Mason has worked in the photojournalism sequence at the University of Kansas. He considers the students and faculty a second family. "I have worked with both closely. That is the only reason you're a teacher," Mason said. "You don't have goals, you have expectations of having the best students."

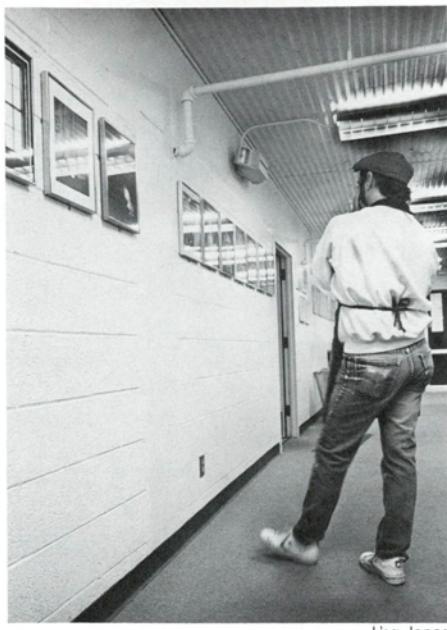
In 1960, Mason photographed the Rome Olympics for the *Detroit Free Press*. While he was there, he met the

Pope. He also worked for the *Emporia Gazette* and Emporia State University during that year. In 1963, he resigned from Emporia State and moved to a Navajo Indian reservation in Arizona. Mason and his wife helped teach adult Indians reading and language skills. They worked and lived on \$1,800 for the whole year. The Navajo Indians remain an important part of Mason's life. He is the godparent of one of his Indian friends' children and that same friend is the godparent of Mason's two children.

During the summer of 1976, Mason returned to the 25,000-square mile reservation to photograph Navajo people in every day life. Over a two-and-a-half month period he shot more than 250 rolls of film and drove 15,000 miles. The pictures were for a Navajo history book. He returned in 1980 and 1986 to take more pictures. The book is still being researched and written.

After working from 1963 to 1964 on the Navajo Indian reservation, Mason returned to Emporia and worked as an instructor in library service and special collections. From 1964 to 1968 he classified and cataloged the words of William Allen White and published a two-volume bibliography on him, while finishing his master's degree in education at Emporia State. In 1968 he came to KU as an assistant professor and in 1973 he became head of the photojournalism sequence. In addition to working in the journalism school, he was also a thesis adviser for the masters program in the School of Fine Arts in 1977 and its doctoral adviser from 1978 to his retirement.

Mason also helps with the Cub Scouts, church functions and 4-H in his spare time. He also volunteered to help photograph the KU Marching Band and the University, made high school visits to demonstrate equipment and printing techniques to students, taught seminars for junior colleges and constructed a darkroom for the Spencer Museum of Art photo



**Mason's student photo gallery.**

lab for its glass negative collections. He also has made a slide presentation "After Rape" for the Douglas County health program and has helped with more than 16 books and articles. He has press credentials from the FBI to cover presidential visits to the Lawrence and Kansas City areas.

Throughout his teaching career, Mason has tried to teach students to photograph the truth. "Every photograph should be a piece of truth for the news. I have never set up a picture," Mason said. "In photography, you try to bring out the best in every student so he can cope with tomorrow."

Mason is undecided on his plans for the future. "I will deal with it a day at a time," Mason said. "I've been very lucky. I have always been able to shoot every picture I've ever wanted to. God has been good to me."

Two instructors, Timothy Erickson and Bruce Bandle, were hired to take over the classes Mason was teaching. Both are recent KU graduates and former students of Mason. They will teach the Photojournalism I and advertising photography classes for the remainder of the semester.

— *Jodel Wickham*

## **Peterson returns to KU to lecture**

David Peterson, a '74 graduate who was awarded a Pulitzer Prize for photography in 1987 for his "Iowa Farm Crisis" series, returned to KU this fall to speak to students in the photojournalism classes.

Peterson had just finished a cross-country tour with The Flying Short Course, an annual event sponsored by the National Press Photographers Association. Peterson was one of seven selected photographers, editors and broadcasters on this year's tour. The Flying Short Course takes place in one week, and is a series of one-day photographic extravaganzas that begins in one city in the East and progresses across the country with the show.

— *Liza Van Mol*

## **Photo student gets job at L.A. Times**

Alan Hagman, a senior in photojournalism, was chosen in July to be a general assignment photographer at the South Bank office of the *Los Angeles Times*. He is a participant in the newspaper's training program.

Hagman, who is completing a three-hour correspondence course at the University of Kansas before graduating, competed with applicants from across the nation.

Hagman heard about the training program from Gary Mason, who taught photojournalism, in January 1986. Hagman sent a portfolio and waited for the paper's decision.

Hagman can participate in the training program for two years.

Hagman has had many internships, including an internship at the *Allentown Morning Call* in Allentown, Pa., last summer and an internship at the White House during the spring semester of 1986. Hagman was also a photographer for vice president George Bush during his White House internship.

— *Karen Harvey*

## Foreign journalists visit KU J-School

Twenty foreign journalists from various parts of the globe were KU students for a day on Sept. 22, when they attended classes in public affairs reporting, media sales strategy and magazine production in the School of Journalism.

The visitors, guests of the United States Information Agency and the State Department, were on a 30-day tour of the United States for a crash course in U.S. journalism. They came to KU from Springfield, Mass., where they observed a city election and the coverage of that election.

"They're here to study newspapers, schools of journalism, see cultural events and to get a general understanding of the United States," said John Buckwalter, a contract escort for the State Department, who accompanied the visitors.

KU was the first journalism school the journalists visited. Meridian House International, a private organization in Washington, D.C. that helps the State Department organize programs for foreign visitors, recommended KU.

The visitors toured the school and the *University Daily Kansan* newsroom. They also met with faculty members and visited the Spencer Museum of Art and the Spencer Research Library.

At the end of the visit, some of the foreign journalists said they would like to come back to KU, perhaps to pursue a master's degree in journalism. Most said they were fascinated by the technology that was made available to students in the school.

"Your computers in school amazed me," said Frank Senge, a political columnist for the *Post-Courier* in Papua New Guinea. "In my country, we don't even have them at work."

Senge said he also liked the informality of the student-teacher relation-

ship in the J-School. "It's not just someone standing up on a pulpit preaching," he said.

"What I saw here was lacking in my country: the emphasis on liberal arts, in aspects other than the skills and tools of journalism," Senge said. "After I left college I learned that how to write must be learned on the job. But you have to be equipped with the knowledge of what to write. That's what the School of Journalism does here."

While in the United States, Senge and another journalist, Khoo How San, assistant to the editor of the *Straits Times* in Singapore, said they found they were answering as many questions as they were asking. Senge and Khoo were interviewed by a Springfield television station for their views on American life.

"The vastness of the land is incredible," Khoo said. "And the way people travel by air — it's like taking buses. It's an eye-opener."

Buckwalter said the group's next stop was San Francisco, where the journalists would visit a Chinese newspaper. After that they planned to travel to Atlanta to visit a black newspaper. While the journalists are in the United States, they also will spend a few days living with American families, he said.

"It's a two-way street," Buckwalter said. "People in the United States learn as much from this as the visitors."

— Joseph Rebello

## Franklin endows 3 new scholarships

The Ada and Chester Franklin Scholarships for minorities in print journalism were instituted this fall when Ada Franklin left a part of her estate to the School of Journalism to establish the fund. Ada was the wife of Chester Franklin, founder of the

*Kansas City Call*, a leading black newspaper in Kansas City, Mo.

The scholarships are to be given to undergraduate or graduate students. Applicants must possess strong scholastic ability, show financial need and demonstrate a strong ability to make a successful career as a newspaper journalist. Candidates are nominated each year by the school.

The journalism school has divided \$10,000 among three students this fall from the Franklin Trust Scholarship Fund. Recipients are Javan Owens, Bonner Springs junior, La-Tonya Hubbard, Wichita sophomore, and Teresa Clark, Lawrence freshman.

Owens has a busy schedule reporting for the *University Daily Kansan* and trying to complete a second degree in English. He loves going to school.

Hubbard enjoys writing features and would like to work for a large newspaper after she graduates.

Clark got her first taste of writing when she participated in the Urban Journalism Workshop organized by the journalism school last summer. A fourth-generation Jayhawk, Clark would like to combine her family's tradition of law with journalism.

— Muktha Sarangpani

## Readers Digest funds grad program

The Reader's Digest Foundation has awarded a grant of \$12,500 to the School of Journalism to use for scholarship aid to incoming graduate students with liberal arts backgrounds and little or no journalistic experience.

The award is the first significant amount of money to come to the school specifically for graduate education, Rick Musser, director of graduate studies, said. Fifteen other U.S. universities, including the University of Missouri, received grant funds. The award is renewable for five years.



"Our goal is to attract top liberal arts students with no prior course work in journalism and turn them into working journalists," Musser said.

Two \$6,000 fellowships will be awarded next year. The school will supplement these fellowships with \$2,200 quarter-time graduate assistantships to help the recipients complete the 36-hour graduate program, including prerequisite courses, in two academic years, Musser said. The remaining \$500 will be used to publicize the program to a selected group of small liberal arts colleges around the country.

Applicants must hold or be completing a bachelor's degree in a liberal arts area, present evidence of strong writing skills and leadership ability and meet the school's usual requirements for admission. These requirements are a 3.0 grade point average on a 4.0-point scale, a score of 500 on the verbal section of the Graduate Record Examination and three letters of recommendation.

Fellowship recipients will be chosen by a committee of the school's faculty and working professionals.

— Kathi Polcar

# IABC

*International Association of Business Communicators*

The KU chapter of the International Association of Business Communicators is proving to be an attractive and innovative organization.

The chapter was founded in November 1986. Michelle Depenbusch, president, said that the main attraction for students was the mentor program, which allows students to make contacts with professionals.

Depenbusch said that each member is personally assigned a mentor from the professional Kansas City chapter of IABC. The mentor acts as a friend, guide and confidante. Depen-

busch said that most of the members are interested in making these professional contacts.

The chapter is working on an innovative project this year. The group plans to produce and sell a video year-in-review. The video will cover important events at KU during the 1987-88 academic year, and will be 20-30 minutes in length.

Deborah Brauser, vice president, said that this is the first time a project of that kind has been undertaken. She said that orders for the video will be taken during the Spring '88 semester.

For additional information, call Deborah Brauser at (913) 841-4793 and Max Utsler, IABC advisor, at (913) 864-3991.

— Penny Krugman



The KU chapter of the Public Relations Student Society of America focused on fund raising and the Levi's campus challenge this semester.

Jodel Wickham, president, said a scholarship fund was set up to help send PRSSA members to the national conference held in Los Angeles.

"This scholarship was given to paid members who attended at least three meetings and helped with the fund-raising events," Wickham said.

The conference featured activities ranging from workshops to talks by guest speakers.

To raise money for the scholarships, PRSSA members sold T-shirts, and Halloween-O-Grams on campus. They also petitioned the Student Senate for funds, which is something they had only thought about in the past.

"This is something we haven't tried before," Wickham said. "We had a lot of new ideas for fund raising and we were all very enthusiastic."

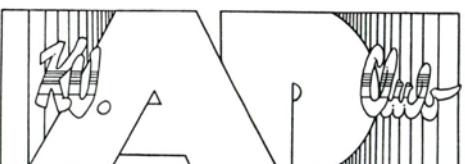
The Levi's campaign was also on the agenda for the semester. Last year's PRSSA chapter was one of 25 schools from across the United States selected to implement a plan designed to promote Levi's 501 jeans.

This year's PRSSA plans to improve on last year's plans.

We learned a lot by doing this last year," Wickham said. "We were able to use our experience to help us do an even better job this year. Considering that we only had five to eight core members working on the plan last year, as compared to 75 members at some schools, I think we did pretty well."

PRSSA also offered three workshops over the fall semester for members and non-members. The first was a layout and design workshop, the second was on corporate communications, and the third was a press release writing workshop.

— Amy Gilgut



The Advertising Club has been attracting more members this semester by offering special seminars, panel discussions, outside speakers, sweatshirt sales, a new logo design and a new membership card. It has expanded its membership drive to the School of Business and the School of Fine Arts.

KU Ad Club continued its tradition of "Grad Talk" this semester. At "Grad Talk", a panel of recent graduates from companies such as Marketing Communications, Inc., Burnstein-Rein, and KXTR radio discuss their careers and answer questions about finding jobs.

"Peers talking to them (the students) are often more helpful than us talking in a classroom," Diane Lazzarino, instructor and Ad Club adviser, said.

A representative from the Chicago office of the Leo Burnett Advertising company, Sue Spiddell, spoke earlier this year at an Ad Club meeting. She showed samples of the work the agency has done and work that is in progress. She discussed the special client-agency relationship, that Leo Burnett has developed, and the company's advertising creed and how it was created.

Through sweatshirt sales, a new logo design, and a membership card, the Ad Club is maintaining and expanding membership. The sweatshirts are printed with the logo for the School of Journalism, — a Jayhawk seated at a table in front of a typewriter. These sweatshirts were featured at the Kansas State Fair in Hutchinson.

A logo design contest in the spring of 1987 produced two logos; one for a letterhead, and the other for flyers, posters and other materials. The new logos and memberships cards were designed this fall to help unite the club and identify its members.

— Jessica Wornall

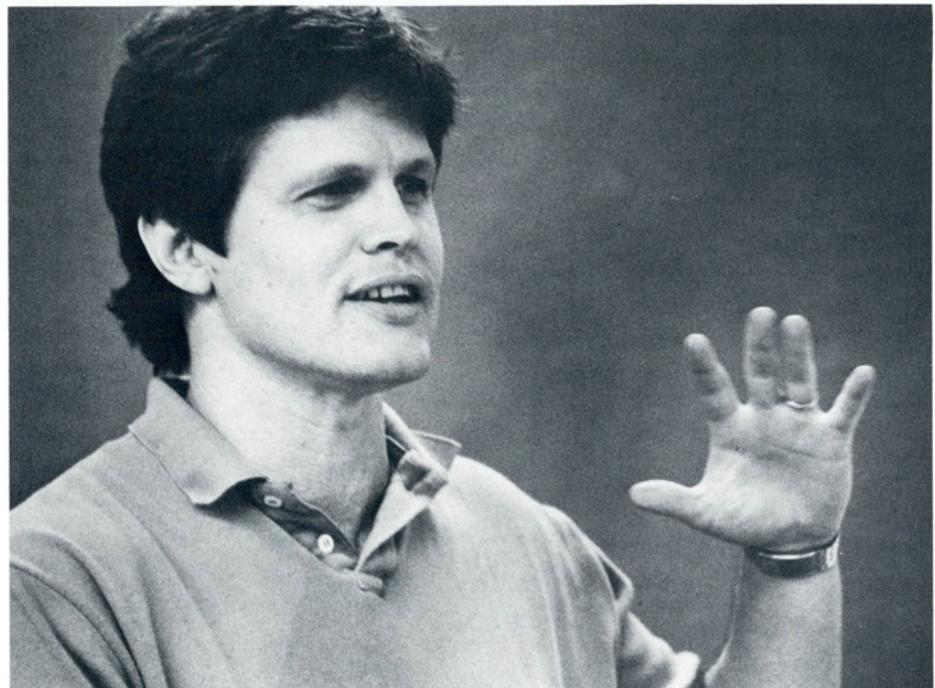
**SDX**



Journalism students at the University of Kansas won more awards than any other school in the regional Mark of Excellence contest sponsored by the Sigma Delta Chi Society of Professional Journalists.

KU students won nine awards in the contest, including a first-place award for the *University Daily Kansan*, which was recognized as the best student newspaper in the region.

The competition included journalism students from the universities of Kansas, Iowa, Missouri, Nebraska, and Illinois. Professional journalists from across the nation judged more than 2,500 entries in 14 categories. The first-place winners will go on to com-



L.A. Rauch

**Lee Judge, K.C. Times cartoonist, speaks to members of Sigma Delta Chi.**

pete nationally against winners from other regions.

KU winners included Dawn Tongish and Bob Kealing, first, television documentary; Kealing, first, television spot news; Tongish, second, television non-deadline news; Kealing, third, television non-deadline news; *University Daily Kansan*, first, best student newspaper; Leslie Hirschbach, third, best newspaper spot news; Patti Noland, first, best radio spot news; Matt Ehrlich, first, best radio non-deadline news; and Kris Anderson, third, best radio non-deadline news.

The chapter of KU Sigma Delta Chi invited Lee Judge, a cartoonist for the *Kansas City Times*, and Denis Farney, a Kansas City correspondent for the *Wall Street Journal*, to speak to journalism students. Chapter members also traveled to Chicago in November to attend Sigma Delta Chi's National Convention.

— Penny Krugman



The KU Chapter of Women in Communication Inc.'s main goal this semester has been to increase membership. WICI is working hard to educate journalism students about its program, which includes a mentor program — job contacts through speakers and discussions on women in journalism.

"The WICI Chapter has disappeared here at KU, compared with the '70s, when membership was 60 or 70," Tiffany Skrabal, president of the chapter, said. "We are working hard to educate students on what WICI can do for them."

The mentor program is one of WICI's strong selling points. Each member is assigned to a mentor from the Kansas City professional WICI Chapter.

In January, WICI will hold its annual job fair, which will be open to the entire University.

— Jodel Wickham



by  
**Muktha  
Sarangpani**

**A survey of two thousand journalists indicates that newsroom stress should be a matter of concern for newspaper management and that women, in particular, may need to be better prepared for dealing with job stress, even when, or especially when, they love their jobs.**

**S**he may be a first-hand expert on newsroom stress, not that it shows. With huge rings on at least one finger of each hand, she waves dramatically, jingling bracelets and flashing a wide smile. She reads editorials and columns in a soft, baby-like voice, her fingers combing the pockets of her skirt. The class listens, then waits for her deep breath, the one that she always takes before she questions them, "Well, what do you think?"

Enthusiasm, passion about her work, honest praise for her peers, and a teen-agish anticipation of things to come. That's Carole Rich, the new assistant professor of journalism who joined the faculty this semester.

She has been down the road though, working seventeen years in newsrooms. From a part-time reporter for Montgomery Newspapers in Washington, Pennsylvania, Rich rose in the profession to become the deputy metropolitan editor of the *Hartford Courant*. Board meetings, the police beat, investigative pieces, food columns — she's done it all. She began as a part-time reporter and says she has always found the newsroom a rewarding and enjoyable place to work but a place where there has always been pressure. She knows all about eighty-hour work weeks and she knows the stress placed on newsroom employees especially women, by the dual demands of home and career. She is a single parent of two children.

When Rich began teaching journalism at the Univer-



sity of Arizona, she also began research on how radical changes in newspaper management would affect employees. Rich was interested in the frequent management changes seen in recent years and how these changes could affect workers in the newsroom, especially the changes brought on by a decade of newspaper chains buying up smaller newspapers.

Her study took a year to complete. Rich developed a survey of eighty-two items that included measures of job satisfaction, Type A behavior, health disorders, as well as demographic information. Questionnaires went to 2,016 journalists at twelve newspapers between September and November 1986. The newspapers were selected to provide a geographical balance, a mix of publication cycles, and represented two circulation sizes — six over 100,000 and six between 50,000 and 100,000 circulation. The questionnaires were distributed to all editorial employees (reporters, copy editors, photographers, etc.) below the rank of managing editor, and excluded clerical employees. The newspapers that participated in the study included the *Louisville Courier Journal*, the *Dallas Times-Herald*, the *Fort Lauderdale (Fla.) News/Sun Sentinel*, the *Portland Oregonian*, the *Pittsburg Press*, the *Kansas City Star*, the *New Haven Register*, the *Duluth (Minnesota) News Tribune and Herald*, the *Albuquerque Journal*, the *Cedar Rapids (Iowa) Gazette*, the *Contra Costa (Calif.) Times* and the *Bangor (Maine) Daily News*.

**R**ich heard from 552 men and 269 women. The response showed that seventy percent or more of the respondents enjoyed their work, and found it satisfying. But both men and women respondents said that their job stress had increased in the last year, and fifty percent of them indicated they had considered leaving the profession. They also responded that there is constant pressure in their job, that they work too many hours, and that their job causes conflict with their personal life. More women appear to exhibit health disorders connected with stress and say they would participate in stress counseling programs. Men appear to experience more job stress that stems from holding different values or opinions than their superiors. Both men and women said unresponsiveness of supervisors, too little feedback, too much work and too little time, tremendous pressure to produce copy, and multiple family demands are some of the stress-producing elements in the life of a journalist.

Rich concludes her report by saying, "It is too sweeping to say that journalists, and women in particular, are at risk for serious health disorders, but the findings in this study indicate a cause for concern for newspaper managers."

Rich is not the first person to research stress in the workplace. For the past twenty years, researchers have predicted that as more women enter the work force, par-

ticularly in jobs that were traditionally dominated by men, gender differences in job stress and stress-related health disorders would equalize. During these two decades, the percentage of women in newspaper jobs nearly doubled to its present forty-one percent and today, sixty percent of the students in higher education journalism programs are women.

Women, however, still do not fill as many positions in management as do men. They still fall behind men in salary comparisons. A recent study by the Bureau of Labor Statistics confirms that U.S. women, overall, are still earning approximately two-thirds the salaries men collect, or sixty-nine cents to the dollar. This same report does indicate that the lot of women is improving as those women now under the age of thirty-five earn more than three-fourths of their male colleagues' salary. Women in the twenty- to twenty-four-age group, just entering the job market, now earn eighty-eight cents for every dollar their male peers earn.

Rich says that studies have shown that in the past women were so grateful to have a job that they were satisfied to accept lower salaries than men. Apparently that attitude has changed. Rich's own study shows that forty-two percent of the women and thirty-eight percent of the men express the belief they were not paid fairly in relation to their peers. One female reporter in her twenties says: "I am a rookie reporter at a medium-sized daily, and after working here for a year-and-a-half I've come to the conclusion that if I could start over again, I wouldn't go into journalism. I have sacrificed personal relationships and my own free time for this job. My salary, over \$16,000, does not compensate for the stresses of the job."

**A** University of Maryland study by Maureen Beasley reported that women report lower job satisfaction than men because of their lower salaries. Beasley warned in 1986 that because of the dominance of women in journalism schools, journalism may become a "pink-collar ghetto," a place in which salaries and job status are lower.

While earlier reports were optimistic about women making careers in professional fields and being able to handle the multiple roles that go with trying to lead a complete and enriched life, recent works and popular books indicate otherwise. The myth of the Superwoman exploded. Studies indicate that women in their drive to achieve, stretch their resources thin. Some women become caught in a self-perpetuating cycle of job-related stress, leading to burnout, less effectiveness on the job, and health disorders.

Women journalists with limited experience in the field face another stress factor — the constant need to prove themselves. Rich says that women, unlike men, believe they need to prove themselves at two levels: on the job and as women on the job. Men, says Rich, worry less about the need to set a precedent for other men.

The conflict with personal life is also higher for wom-

en journalists. "More than ninety percent of the women journalists enjoy their work," Rich says. "But the conflict with their personal life causes additional stress. The responses I received here were heartbreaking."

A reporter, in her twenties, says: "My job stress has increased significantly since I became a mother. What do I do when there's a big story breaking and I want to work, but my family feels neglected and I end up feeling guilty? When my schedule is changed arbitrarily and I have paid for day care for the month, I waste money. For mothers and fathers of small children, work and home provide a constant and very difficult juggling act. I love them both. I just keep wishing there could be more of me." Men are not far behind in that view.

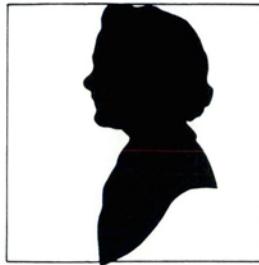
**W**hen asked about stress in her life, a copy editor and single mother of a six-year-old boy writes: "Here's a prescription for stress: A crushing workload that has several people in your department staying several hours late, and a note in your kindergartner's painstaking and still uneven handwriting: 'Dear Mom, please come to open house at my school and see my good work.' If I had to do it over again, I think I'd go to the open house. One of the problems with people in this business, myself included, is that we tend to let it consume us, forgetting that it is good work and a worthwhile part of our lives, but it is not our lives."

Rich also measured stress-prone personality traits, those often referred to as comprising Type A behavior. Type A behavior, or hurry sickness, used to be more prevalent among men. This study, however, showed that it was women who exhibited higher levels of Type A behavior in the newsrooms surveyed. Characteristics of that kind of behavior are an excessive sense of urgency, aggressiveness, competitiveness, and an inability to relax without guilt. This behavior has been correlated with coronary illness and other health disorders.

Studies by occupational health researchers reveal that men have had a higher mortality rate than women for heart disease, cancer, peptic ulcers, and diabetes; but, indications are that sex differences are shrinking as women assume a greater role in the work force. Rich has reported in her study a higher incidence of health disorders among females, particularly headaches, gastrointestinal disorders, insomnia, and backaches. Rich's study showed that females exceeded males in the frequency of experiencing eighteen of the twenty-five listed health problems.

While most respondents in the study clearly indicated that they liked and enjoyed their work, job stress is evidently a factor that warrants attention and interest.

To Rich, the findings of the study present one definite lesson — women journalists should be prepared for the stress that is in store for them, both professionally and personally. At work, they need to receive the same health warnings that men have received about the risks of stress and take steps to reduce their stress levels. **JJ**



# MORE THAN A CAMEO APPEARANCE

Mary Wallace is always there. She's the one behind the cards, at the end of the lines. Without her, many of us wouldn't make it through the J-School.

by **Joseph Rebello**



In a corner of Mary Wallace's office, there's a stack of old newspapers gone yellow and brittle with age. Some of them date back to 1980. Between classes, between administration duties, between long hours of meeting with students in her office, Wallace had set the papers aside planning to use them in her class someday. She never did and, perhaps, never will.

But the newspapers continue to accumulate in her office. They sit there, testimony to Wallace's frenetic schedule as assistant to the dean of the School of Journalism. To her students, the papers seem to underscore Wallace's commitment to the newspaper business.

Wallace became assistant to the dean in September 1982. In that job she coordinates the school's enrollment, administers approximately \$70,000 each year in scholarships and awards, advises several hundred students. She also has organized contests for the Kansas Scholastic Press Association and has administered the Midwestern Journalism Camp for high school students.

It's a job that sometimes keeps her in her office from eight in the morning to eight in the evening.

"She's definitely a workaholic," says her colleague, Dana Leibengood, associate dean. "For example, at the beginning of each semester, she takes class rosters and waiting lists home where she works for hours to get people in courses they need. She takes a great personal interest in her students, and that's one of her greatest strengths."

Twice each academic year, it seems as if the stream of students waiting to see Wallace about enrollment never ends. There are students wanting to get into closed classes, students who have missed enrollment deadlines and students frustrated and confused about enrollment procedures.

Wallace has never shut her door on them.

"There's a satisfaction to being able to help someone,"

she says. "A lot of upset people who haven't known where to turn have come here and said, 'This is the first place where anyone has tried to help me'."

That concern for students in distress has earned Wallace a reputation as something vastly more than a teacher and administrator. To many of her former students, she's been someone to turn to for advice, in school or out.

"I didn't have any major problems in school," says Charli Frederick, who was a student of Wallace's in 1980. "But I felt that if I did, Mary would be the first one I would go to." Frederick completed her master's degree in journalism last spring and is now a graphics designer at Wichita State University's Media Resources Center.

Bill Horner, a 1985 graduate who is now assistant general manager at the *Sanford (North Carolina) Daily Herald*, remembers Wallace's thoughtfulness. She wrote him when he was a high school senior. Horner, who grew up in North Carolina and in Blue Rapids, Kansas, and whose family attended the University of North Carolina at Chapel Hill, wrote a letter to KU's School of Journalism in his senior year in high school asking what it had to offer him.

The letter was referred to Wallace, who had previously taught at Chapel Hill. Wallace drafted a two-page reply to Horner. It wasn't a typical recruitment letter, Horner remembers. Wallace told him that KU had a great deal to offer him but that he shouldn't ignore his family's ties to Chapel Hill. Horner chose KU. "Mary's the one that got me to KU and she was the one that kept me there," he says.

"If times ever get rough for me at the *Herald*," Horner says, "the first person I'd call would be Mary. I'd be able to go back and say, 'Look, I'm in trouble again,' and she'd be able to help me."

Wallace says she is sometimes a little surprised when students tell her she has made such a deep impression on them. In her own mind, she thinks she's a little too shy.

"Just the fact that I can go into a classroom and be will-

**Mary Wallace relaxes at her home with Chuzzlewit, one of her two English sheepdogs.**



L.A. Rauch

ing to stand there talking is a big step for me," she says.

In 1986, Wallace was nominated for the HOPE Award, which is presented each year to an outstanding KU educator by the senior class. But that did little to change her view of herself.

Each fall, Wallace teaches a Reporting II section that students remember as a class that challenges them to think and act like reporters on a real newspaper. Within the first two weeks of class, students are expected to write a profile of a United Way organization for publication in the *Lawrence Journal-World*. In her first class, Wallace hands out a course sheet outlining major assignments and deadlines for them.

That sheet, Bill Horner says, tends to persuade many students that journalism is not quite the easiest profession to be in. Horner remembers that his classmates were ter-

rified the first time they saw the sheet.

"There was so much we were supposed to do. We were going to do everything that one might have done on a real newspaper."

Horner says that Wallace told his class, "If you're here because you think journalism is easy, maybe you shouldn't be here." She then began to explain why journalism could be the most satisfying profession, even if it wasn't the easiest.

One student remembers an unusual class assignment. Wallace had the students work on a piece that left many of them frustrated and exhausted. The assignment was to cover a fictitious flood that had killed several hundred people. Wallace gave her students the facts about the story and left the class while they wrote it.



Ten minutes later, she poked her head in the door, announcing, "Oops! Weather Update!" The new information she had made everything her students wrote out of date and entirely useless. The students yanked their stories out of the typewriter, and began writing again. A little later Wallace was back again with another update. To her frustrated students, Wallace said, "That's how it is in the real world when you're on deadline."

Frederick remembers that Wallace always conducted her classes with a sense of humor that made students learn to accept frustrations and to laugh at them. Wallace herself says she has always believed her teaching job is much like that of a city editor's at a newspaper. When she makes assignments, they reflect the real world.

"I hope that I'm serving the profession as well as the students," she says. "I hope what I do is make people excited about newspapers. If I'm not making them interested in newspapers, then I'm not doing my job."

Wallace arrived in Lawrence in July 1976. She had no immediate plans to teach. She came to the University as a "faculty wife." Her husband, Victor, had just been appointed professor and chairman of the department of computer science. He continues to teach in that program.

While the family — Wallace's two English sheepdogs, Chatterley and Chuzzlewitt — settled into their new home, Wallace began applying for jobs. Because she'd taught before, she decided to apply for a faculty position at the School of Journalism.

She got the job. Del Brinkman, then dean of journalism and now vice chancellor for academic affairs, says, "I sensed that she was just the kind of person we'd like to have. She seemed very perspective and had a good background as a professional journalist and teacher."

In 1980 Wallace was made acting assistant to the dean. In 1982, she became assistant to the dean. "I've just been at the right place at the right time," Wallace says. "For some reason they picked me for the job, and here I am."

Brinkman has another opinion. "She's excellent at putting together things that are complex," he says. "She can provide focus, the kind of thing that an editor would do."

What Wallace brings to the job is at least twelve years of experience as a newspaper reporter. In 1962, shortly after she completed a master's degree in journalism at the University of Michigan, Wallace became a court and county government reporter for the *Ann Arbor News*.

One of her first assignments for the paper, was to cover the trial of a Chicago mobster who was arrested in Ann Arbor after police stopped him and discovered burglary equipment in the trunk. A mistrial had already occurred in the case. Court and city officials, anxious to finish the trial and get the mobster out of town, were on edge about the new trial. Wallace wrote a news story about the first day of trial in which she noted the earlier mistrial.

When Wallace returned to the courthouse the next day, the courtroom was empty. She walked over to the prosecutor's office, where she discovered her article had made her formidable enemies.

"If I were you," the prosecutor told her, "I'd move to Mexico. You have just caused a mistrial."

It turned out that some jurors may have read Wallace's story, with the end result the declaration of another mistrial.

"I was terrified," Wallace remembers. "But I also knew I had to cover the story." She learned later to recognize such intimidating tactics. But then, it was a relief to meet the trial judge, who told her the mistrial had been the result of inadequate jury instructions, and not because of the story she wrote.

Wallace continued reporting at the *Ann Arbor News* for seven years. Her proudest moment at the paper, she says, was when the Ways and Means Committee of the 39-member Washtenaw County Board of Supervisors finally gave in to several years of protest from Wallace and announced that it would no longer hold its committee meetings behind closed doors.



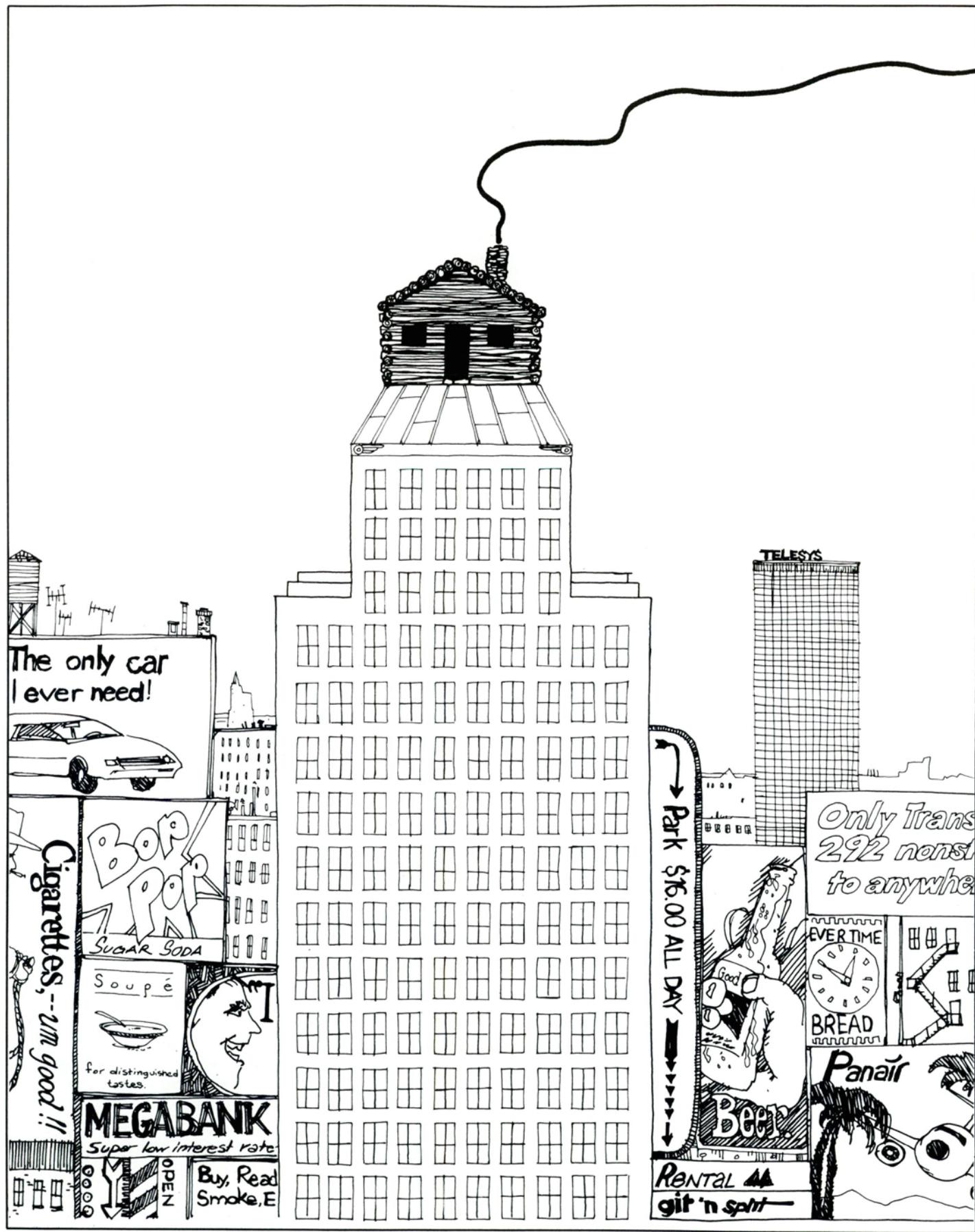
"One day," Wallace remembers, "the chairman of the Ways and Means committee came to me and said, 'Well, if you feel so strongly about it, would you like to address the board?' I did speak to the board and it voted immediately to have open meetings."

The Board of Supervisors later issued a proclamation recognizing Wallace's work in reporting on government and the courts, and for her coverage of adoption and welfare issues.

In July 1971, she joined the staff of the *Durham (North Carolina) Morning Herald and Sun*. She established the newspaper's Chapel Hill bureau and covered the daily affairs at Chapel Hill, Carrboro and Hillsborough.

Someday, Mary Wallace thinks, when her teaching is over, she'd like to go back to a newspaper job. But she's not sure. "I suppose I'd have to learn to use the stupid computer terminals," she says. Meanwhile, she works at her job with a tirelessness that amazes her students and colleagues alike. She tries to fulfill the demands of her job and still spend time with her family. But that, she says, is often a losing battle.

Weekends are spent grading papers and on administrative work that Wallace takes home. Summers are special, however. Wallace and her husband take her two adopted sons, Robert and Andy, to Michigan. The boys go off to camp. The Wallaces vacation at their lakeside home in Traverse City. It is here that Wallace takes up her leisure reading — mostly about journalists and civil rights — and attends concerts and parades in the area. Here, for four brief weeks, the pressures of her job finally dissipate.



# the Hemingway Syndrome

Is it contagious? Is it a genetic  
affliction carried by typewriter ribbon?  
It's the one thing they won't tell you  
in J-School.

by **Liza Van Mol**

**L**et's admit it, we're among friends. How many of us just don't feel like "journalists?" I know I, myself, am a Writer. Note the capital "W"; the distinction is important because it's a calling to be a Writer. And I think all of us writers share the same dream. Maybe it's an affliction, something chronic like lower back pain. I've heard it called "The Hemingway Syndrome."

The Syndrome is always there, lurking in the dark, cobwebbed-corners of our minds, every day and night. We think about it during coffee breaks or study breaks. We dust off the dream ever so gently and slip into the fantasy: Someday (it's always in the distant future), we'll escape to that rustic log cabin deep in the backwoods with no one but the birds and deer for company or distraction. There will be a continuous flow of inspiration. The words will come easily. It's always wonderfully perfect.

Then we chuckle, because it's all so ridiculously and hopelessly corny. We drink our coffee and get back to work. Still, it won't leave us alone, and we know it never will. We suffer alone, a nagging ever-present itch.

But what do we do in the meantime? We face the fact that a love of writing isn't going to pay the rent after college. Here we are, talented, undiscovered writers (even if no one has noticed it yet but ourselves), with nowhere to go. We toy with the idea of becoming professional students, so we can go on taking literature and writing courses without entering the real world, but we know that can't last forever. We're reluctant to become English majors because of the nightmare image of the starving artist. We could switch to something financially responsible, like accounting, but who are we kidding? We just can't say goodbye to it all and sell shoes or something.

A few of us drift over to the J-school, hoping to find a way to write and eat.

We've got it all figured out now. We'll put our talent to work in a practical manner. After all, it's part of our nature to be practical — anyone who ends up in journalism has an inclination toward the practical. This doesn't count for things like balancing a checkbook. The plan is to put in our time, trafficking in journalism just long enough to get some experience, save up a nest egg, and

work up enough courage to pursue our real goal: The Novel.

We make the compromise. We can live with it, or can we? We rationalize that fine line between using our talent in a marketable area and coping out. Journalism becomes a stand-in. We delay testing our creative ability. Could we actually enter that deep, dark forest and come back with The Novel? Until we try it, we believe that we have it in us, and rely comfortably on journalism to tide us over.

Sometimes it turns out that journalism is not just a hideout. It is possible to find ways to be creative in the often restrictive world of journalism.

The opportunities in which we can write creatively have grown. Magazines provide a perfect spot for those of us suffering from the Hemingway Syndrome, and if we don't feel the beat of a "scoop" reporter deep within our hearts, there are other things to do on a newspaper. There are always the features and editorials. We might even get unbelievably lucky and write columns. We just need to wangle one of those positions, write beautifully, get our names known. Then we can cut the cord to go off and fulfill The Dream.

Think of all the writers who have already been successful with a plan like this. Of course, there was Hemingway himself. He began as a reporter for the *Kansas City Star* and then went on to win the 1953 Pulitzer for his novel *The Old Man and the Sea*.

Gay Talese put in twelve years as a copy boy and reporter on the *New York Times* before leaving to write his many books. It was writers like Talese, Tom Wolfe and Jimmy Breslin who cooked up this thing called New Journalism. They gave us back some of the writing techniques that we'll be using in our novels — someday. We no longer mark time, but can prepare just like Charles Portis did for that day when he went to his Arkansas cabin and came out with *True Grit*.

That's the positive side. The truth is more pessimistic. It's still a compromise.

So, for the time being, we stay in journalism. Writers co-existing with journalists. Will we ever lose the itch? Will we ever give up that dream? Not me. I'm dragging that cabin into the first newsroom that will hire me. **JJ**

# MORE

by **Calder Pickett**

Nostalgia, according to my dictionary, is "a longing to go back to one's home, home town, or homeland; a longing for something far away or long ago or for former happy circumstances." So, I rapidly inform you, writing about the 1971-72 school year is not nostalgia. Bad as the Age of Reagan is, I'd rather be here than in the Age of Nixon. The University of Kansas, in 1971-72, is something I don't long for.

And that for those of you who contend that I am a nostalgia merchant. I *recall* the past, I don't want to *return* to it. Not that '71-'72 was an especially bad year. It was a decided relief after the few years that had preceded it, even though we were still in Vietnam, and Watergate was about to enter our lives, and the counter-culture still seemed to be with us. And this is another of those retrospective pieces, which I write by digging into my notes and folders and my old radio shows and plowing through a year of the *University Daily Kansan*.



"Well, I've never been to Spain,  
But I've been to Oklahoma . . ."



A song of the times. Three Dog Night, somebody like that? I have been to Spain, as a matter of fact, and I got there in the autumn of '71. We were in Europe for four months, and I drove on the wrong side of the road in Britain, up over the Swiss and Yugoslav Alps, along the tree-lined highways of France, on the Autobahn of Germany and the Autostrada of Italy, on a precipitous little trail on the way to Delphi, in London and Athens and Madrid and Paris and Amsterdam and

# NOSTALGIA FOR THE CLASS OF 1971-72

Copenhagen and Brussels and Rome. It was a great trip, and we stayed in the most inexpensive of hotels and saw many great cathedrals and museums and drank some of that fine European beer and some of the wine and ate liver soup in Munich, and I'll never again have to have liver soup. Or look out of my hotel window in Athens and see the magnificent Acropolis in the distance and the armed guards of Papadopoulos on a roof right across the street.



"Rainy days and Mondays  
Always get me down . . ."



Another of the classics. I think these were popular that school year. Was it the Carpenters who did that one?

The first thing I realized on going through the *Kansan* for the autumn of 1971 was that I didn't remember some of those things, that I had never looked at most of these issues of the paper. We didn't always know about the news; I was back for several months before I knew that Dean Acheson had died. We wouldn't have known about the Attica prison riot had it not been for the fact that one September day we came along M-1 or M-something in England right after a 200-car pileup in the morning fog, and we were able to watch BBC that night, and we heard about Attica.

It was a momentous time. In the summer of '71 the Supreme Court had ruled in favor of the *New York Times* (and other papers, too) in the Pentagon Papers case. The 18-year-old vote had just been passed, but it wasn't exciting many of the young. Apollo 15

explorers roamed the moon, and Mariner 9 got some marvelous pictures of Mars. Red China was admitted to the United Nations, and Richard Nixon, our president, made his historic trip and was greeted by Chou En-lai and an honor guard. Nixon, about two days before we left for Europe, ordered a 90-day freeze on wages and prices, and HOW that affected the American dollar abroad. No one knew what the dollar was worth. Nixon appointed Lewis Powell and William Rehnquist to the Supreme Court that year. Ralph Bunche, the famous black leader, died, and so did Nikita Khrushchev, and so did J. Edgar Hoover.

A limit on spending in elections was ordered, and John Mitchell resigned as attorney general, and Watergate would come in June. Clifford Irving was indicted in the Howard Hughes biography hoax, and the ERA was sent out to the states, and 91 died in a mine fire in Kellogg, Idaho, and a nut tried to assassinate

George Wallace, and Angela Davis was acquitted in California, and Northern Ireland was erupting, and I note that the *Kansan* had a big feature about that culture heroine of the IRA, Bernadette Devlin. The Supreme Court ruled in favor of busing, and the Postal Service was established. There were floods in West Virginia and in the Black Hills, and in Uganda a fellow named Idi Amin was becoming famous. News notes — 1971-72.

"They took the whole Indian nation

Put them on a reservation,  
Took away their way of life . . ."

Social comment, in a pop song. At the end of 1971 the *Kansan* editors made their list of big stories of the year on the campus, and here they were: Chancellor E. Laurence Chalmers and the budget, an enrollment of 20,000, waning of the peace movement, the 18-year-old vote, Vern Miller, attorney general of Kansas and his raids, a traditional homecoming, Wescoe Hall and Moore Hall, efforts of Gay Liberation to achieve recognition, student government, and KU coming in fourth in the NCAA basketball finals.



Art and photos courtesy of University Archives

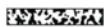
Many of these stories continued into 1972, and here are some of the others I read about. The first *Feedback* was placed on sale. *Feedback?* We still have that? William Albrecht retired as dean of the Graduate School, and later in the year William Argersinger was named dean, and Ambrose Saricks was named vice chancellor for academic affairs. Martin Dickinson was named dean of the law school. The city bus company was in the red, and efforts were being made to extend local bus service. A new policy-making body was established for the College. Dean Dale Scannell of the School of Education commented on the tight job market in teaching. Alfred M. Landon had his 84th birthday. People were campaigning for a prairie park. Cable television came to Lawrence. And a thing called "Whomper" was smashing up aluminum cans.

The Board of Regents announced a master plan for state schools. Vern Miller made a raid in Lawrence. People were studying the controversial LA&S program in the College. Bill Ebert, "Puf" Bailey and Dave Awbrey — three big names of the past years — were still in the news. A former student named Randolph Gould was charged in some bombings, and was acquitted. Gay Liberation sought recognition, and William Kunstler, that gadfly lawyer, interceded, and was not allowed to be the counsel. There was an article on Comanche, the horse that survived Little Big Horn. Naturally. Three won the HOPE award that year, John Bremner of journalism, Elizabeth Schultz of English, and Arno Knapper of business. Regents said "no" to beer in the Union, and Ellsworth Hall had itself some disturbances.

The Student Senate cut *Kansan* funds, and then restored them. Vern Miller zeroed in on the Gaslight Tavern. Jim Koevenig, a HOPE award winner, took off to teach at Florida State. George Baxter Smith retired to teaching. A student leader, Molly Laflin, smoked her pipe on page one. There was a feature on a KU student, one Mandy Patinkin, now famous on Broadway. Francis Heller, who had

been vice chancellor, returned to the classroom. We had an article about Quantrill's Flea Market. Some big shot proposed wiping out our School of Education. Ground Hog Day was cold and miserable. The February Sisters stirred up some trouble, and a group called the March Brothers was formed.

Civil service people struck at KU, and day care was approved, and the McCollum entry was jerked out of the Rock Chalk Revue. Naughty. Plans for a new health center were announced. Gay libbers presented new demands. There was a big war protest — antiwar, that is — at the Kansas Relays. The Student Senate favored lightening up the rules about smoking marijuana. We were going to have one-way streets on campus and a lot of parking meters. And the *Oread Daily*, Joe's Bakery, funding of a methadone clinic, and the death of Louise Williams of Louise's, and a lecture on Transcendental Meditation, and still a Free University, and much about the student election, and the new president, one Dave Dillon.



"He ain't heavy,  
He's my brother . . ."



In 1971-72 Ed Bassett was journalism dean, and Del Brinkman was news adviser of the *Kansan*, and Mel Adams was business adviser. Many of today's old hands were old hands even then. I learned that KUOK was in its 21st year, and that it wanted better facilities. Audio Reader got started that year. John Bremner was interviewed, and of course he was our HOPE man. The *Kansan* subscribed to the Liberation News Service and carried cartoons of Hugh Haynie and Jules Feiffer and columns of James J. Kilpatrick and Garry Wills. The *Kansan* and the *Daily Texan* were named the two top college papers in the whole country. Larry Day won his battle with the parking ticket people, he having a car with righthand drive, so naturally he put his parking permit on the right rear window. Dana Leiben-

good was running the campus United Fund. Angelo Scott of Iola was named to the Kansas Newspaper Editors Hall of Fame, and John Knight of Knight Newspapers won the William Allen White citation, and Brian Dunning, an English journalist once one of our students, and Peter MacDonald of Harris Enterprises, were here as editors-in-residence.



"I'd like to teach the world to  
sing  
In perfect harmony,  
I'd like to hold it in my hand,  
And keep it company . . .";



(I think those are the words. I went around the building looking for help and found that I remembered the words as well as some of the children remembered them.)

**Tina and Ike  
came to campus to an over-  
crowded  
auditorium.  
John Bremner,  
bottom, won the  
Hope Award.  
Students  
seemed  
carefree, (right),  
but troubles  
came with Vern  
Miller's raids.**



That year the key people on the *Kansan* appeared to be David Bartel, Dick Hay, Eric Kramer, Mike Moffet, Carol Young, Norm Manley, Chip Crews, Tom Slaughter, and Ron Carter. Slaughter was still banging away at the typewriter, raising hell with Nixon and Bob Hope and all the rest of us reactionaries. Moffet was a busy writer, and so were some of these people: Rita Haugh, Joyce Neerman, Mary Ward, Gayle Trigg, Melissa Berg, Dick Cowden, Pat Malone, Craig Parker, Dick Hay, Reg Ankrom, Barbara Schmidt, Jan Kessinger, Frank Slover, Scott Sprexer, Ron Womble, Brad Avery, Rees Olander, Chip Crews, Larry Christ, Robin Groom,

**Alcohol and the war were popular protest themes. Vern Miller shut down several bars, top. The greater concerns of human rights spread into every aspect of campus. Calder Pickett, at bottom, left.**



Ann Conner, Tuula Tossavainen, Ginnie Micke, Sally Carlson, Chris Carstenson, Sue Anne Stout, Cathy Brown, Barbara Spurlock, Nancy Jones, Harry Wilson, Diane Armstrong, Lynne Malm, Joyce Dunbar, Gary Green, Mike Tharp, John Bailey, Bob Patrick, Jim Kendell, Cathy Sherman, John Ritter, Hal Ritter, Mark Bedner, Anita Knopp, Richard Cooley, Elaine Zimmerman, Paul Swearingen, Judy Henry, Bob Simison, Linda Schild, Steve Riel, Marti Stewart, Tom Throne, Bob Evans, Robert Duncan, Stuart Boyce, Mona Dunn, and Leslie Riss. And Hank Young, whose pictures were there all year long. Vietnam and Nixon and Agnew and Vern Miller and the February Sisters and enrollment and the chancellor and Bob Dole and Feedback — issues and people of the year.

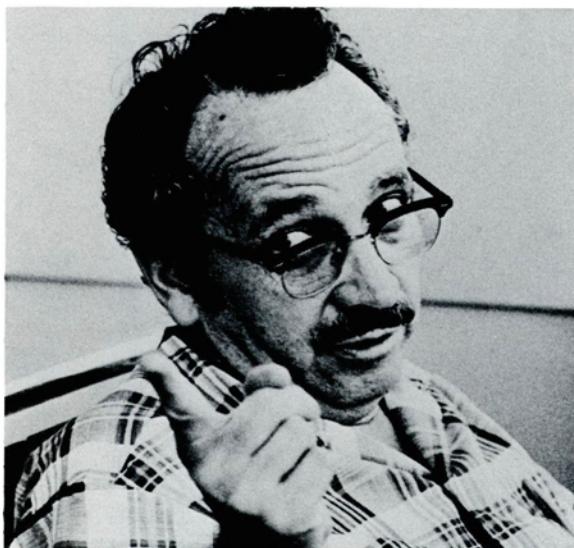


"You're so vain,  
You probably think this song is  
about you . . ."



Well, Carly, it's about a lot of people. And forgive me for making that long list.

I was overwhelmed as I read my list of the people who came to KU that year to edify us about various things. A fellow named John Forbes Kerry, whose name meant nothing to me then, or now, a leader of Vietnam



Veterans Against the War. For that war still hung over so many things in '71-'72. John Roderick of the Associated Press was here, and spoke on China. Lawrence O'Brien, the Democratic national chairman; William Kunstler, the famous lawyer I mentioned a while back; William F. Buckley, who certainly wouldn't have cared to be on a podium with Kunstler or Kerry; Representative Larry Winn of Kansas, who called for more "practical education," whatever that is; Dr. Karl Menninger, the great man of Topeka; Dr. Benjamin Spock, baby doctor and foe of the war; Senator Bob Dole, who canceled out and then came in the spring; Allard Lowenstein, ex-representative from New York; Admiral Elmo Zumwalt, chief of naval operations; Governor Robert Docking; Tom Wolfe, guru of the new journalism, and Senator James Pearson of Kansas.



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



Another of the songs I heard a few times on my car radio. You KU people of that time got entertained, too. Ike and Tina Turner were here, and David Frye, the satirist, appeared with them. Harold Clurman, the critic, and Kenneth Stampp, historian of the Civil War, lectured. Buddy Rich did some drumming. Bob Hope came for homecoming, and you'd have thought from some *Kansan* comment that the devil had been invited. The senior class did *Grease*, and the University Theater was home for *Fiddler on the Roof*, and I remember seeing, too, Puccini's *La Boheme*, and there was a double bill of *Hamlet* and *Rosencrantz and Guildenstern Are Dead*. And a singer named James Taylor was here (I guess you'd call him a singer), and he probably sang this hit of his about that time:



"You can call out my name,  
And you'll know wherever I am,  
I'll come running, yes I will,  
To see you again . . ."



Great poetry. David Jaynes was our quarterback, and Don Fambrough was our football coach. And we had a gridiron season (a term we sports writers like to use) of almost unparalleled gloom. Basketball was somewhat better, and you may remember a fellow named Bud Stallworth. The *Kansan* had big interviews with Wade Stinson, athletic director, and Fambrough, and later on Jim Ryun, who was here training for the Olympics and who won the Cunningham Mile in the Relays. There was controversy over the field house floor, and I saw a picture page on our ski resort, Mont Bleu, and I read that John Riggins was with the Jets. Pittsburgh beat Baltimore in the World Series, and Dallas beat Miami in the Super Bowl, and Joe Frazier and Muhammad Ali had a fight, and the Olympics were on, and Nebraska and Oklahoma had a football contest that was the chief point of interest among the young people (and two of the old) waiting in line at an American Express office in Barcelona. (Nebraska won.) And this was another of the songs of the year:

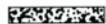


"It never rains in southern California,  
But girl, let me warn ya,  
It pours, man it pours . . ."  
There were a lot of movies to see,



as always. A slightly gamy one called *The Seven Minutes*, about you-know-what. Stacy Keach as Doc Holliday. *Bless the Beasts and Children*; *See No Evil*; *Sunday, Bloody Sunday*; *The Last Picture Show*; *The French Connection*; *Play Misty for Me*; *Fiddler on the Roof*; *Man in the Wilderness*; *Sometimes A Great Notion*; *Straw Dogs*; *Nicholas and Alexandra*; *A Clockwork Orange*; *Diamonds Are Forever* (a James Bond picture we saw in Paris that December);

John Wayne's *The Cowboys*; Liza in *Cabaret*; *The Godfather*; *What's Up, Doc?*; *Slaughterhouse-Five*; *Play It Again, Sam*; *Klute*; *Summer of '42*; and of course Clint Eastwood in *Dirty Harry*. Not a bad list, and some of these are considered classics here in 1987.



"Bye, bye, Miss American Pie,  
Drove my Chevy to the levee  
But the levee was dry,  
And good old boys drinkin'  
whiskey and rye,  
Singin' 'This'll be the day that I  
die' . . ."



Boy, did that one get some playing time.

In 1971-72 the Ed Sullivan show ended its run on the tube. So did the partnership of Chet Huntley and David Brinkley. "The Selling of the Pentagon" shook folks up, and Frank Sinatra gave one of his numerous farewell shows, and Walter Cronkite was named broadcaster of the year. "All in the Family" was causing talk, and big fat Cannon was driving that big car of his around, and Columbo was slumping around in his dirty raincoat, and we had McMillan and his wife and McCloud. And "The Six Wives of Henry VIII," a dandy one. *Jesus Christ Superstar* made it to Broadway, and so did *Two Gentlemen of Verona*, a rock version of Shakespeare, more or less, and *Grease*, that appreciation of the fifties, and *Sugar*, which came from *Some Like It Hot*, and one called *Vivat! Vivat! Regina* that we saw in London, and a comedy called *The Sunshine Boys*. And Gilbert O'Sullivan was singing the number that was the biggest hit of the year, and I'm quite serious about this:



"May as well go home,  
And find it on my own,  
Alone again, naturally . . ."



(Rick Musser tells me this is  
'Wimp Rock.'")

You of course were reading all the good books of the year. Robert Penn Warren's *Meet Me in the Green Glen*, James Jones' *The Merry Month of May*, John Updike's *Rabbit Redux*, James Michener's *The Drifters* and his book about Kent State. A big one about the white man and the Indian, *Bury My Heart at Wounded Knee*, and Mary McCarthy's *Birds of America*, and Herman Wouk's *The Winds of War*, and Wallace Stegner's *Angle of Repose*, and one you could read in 15 minutes called *Jonathan Livingston Seagull* (One of the big KU sports heroes was quoted as saying: "I'm tired of being called a dumb jock, I've read *Jonathan Livingston Seagull* three times.") And such popular books as *The Exorcist*, *The Other*, *The Undercover Man*, and *The Day of the Jackal*.



"Country road, take me home,  
To the place I belong,  
West Virginia . . ."



John Denver. He belonged to a lot of mountain places; in '71-'72. He also sang about Colorado, as I recall.

The 1971-72 school year. The war was coming to an end, and there were still protests, but life seemed more placid, somehow, and reading the *Kansan* file wasn't the traumatic experience for me that reading past years had been. A good sane class. Not a time to be nostalgic about, however, though the seventies were becoming a time for nostalgia, for fixing up old ruins and making shopping centers out of them, and wistfully singing along with Arlo Guthrie, maybe, as he lamented the disappearance of the railroad from our lives:



"I'm the train that's called  
The city of New Orleans,  
I'll be gone 500 miles  
E'er the day is done . . ."



He may have seemed a Brobdingnagian character to many students entering his classroom. Certainly he became a legend in his own time. Two students once threatened to go knock on his door, mis-use the word "hopefully," then run. John Bremner made us all pay attention to words and use them correctly. It is this love of words we most remember. Some of his words are impossible to forget.

# BROBDDINGNAGIAN

## HTK

## MIF

*Dinkum Aussie*

JOHN  
BREMNER

Strine Ockers  
Emmachisit mumpsimus

by **Amber Stenger**

"To love anything, you must first know it. To love words, you must first know what they are. Yes, words are symbols of ideas. But many words have lives of their own. They have their own historical and etymological associations, their own romantic and environmental dalliances, their own sonic and visual delights. To teach words and to foster a love of them, I have tried to teach that one must know not only what a word signifies, how it is spelled, how it is pronounced and what part of speech it is, but especially why it is called what it is called." — John Bremner, *Words on Words*.

## "I thought I'd done pretty well. He said boy, you need help."

The English language lost one of its most faithful guardians July 30 when John Bremner died. But, he left two books — a legacy, perhaps a lasting admonishment to honor language through careful use — HTK which teaches us how not to write headlines, and a more comprehensive book, *Words on Words*.

He wrote both books during his sixteen years as a teacher of journalism at the University of Kansas. During that time, he was recognized and honored for his influence on students and professionals. He won the Honor for Outstanding Progressive Educator Award from KU Seniors and the Amoco Distinguished Teacher Award. In 1977 he was named Oscar S. Stauffer professor of journalism. Bremner also conducted fifty-two editing seminars in forty-four states for the Gannett Foundation in 1980-81 and 1983-84.

Although he taught reporting, research methods and critical writing, Bremner was best known for the teaching of editing. He used strange, eccentric words to teach his students. Who can forget one of the strangest of Bremner words, mumpsimus? Bremner's entry in *Words on Words* goes like this:

A young priest once corrected an old priest for saying mumpsimus instead of sumpsimus ('we have received') in the first prayer after Communion in the Latin Mass. 'Son,' said the old priest, 'I've been saying mumpsimus for thirty years and I'm not going to change my old mumpsimus for your new sumpsimus.'

Though rarely heard these days, mumpsimus has been in the language for more than four hundred years. It means: (1) an error, usually caused by ignorance, long embedded in language or in life; (2) obstinate adherence to the error after correction; and (3) a person who insists on perpetuating the error.

According to Bremner, who cites Noah Jonathan Jacobs, mumpsimus is "a much needed word to describe an unlovely trait in human nature which, because of the force of habit or the sin of pride, resents the intimation that the first impression we form stands in need of revision." Jacobs regretted that mumpsimus was no longer in use. "Amen." wrote Bremner.

Many words formed his repertoire, and some of them came from his birthplace, Australia. He called on that background in his performances, and everyone loved it when Bremner would discuss those funny Australian words.



During his last year at KU, Jill Ovens, a graduate student from New Zealand interviewed Bremner as part of an assignment for a History of American Journalism seminar. Even during the interview he was teaching. Always teaching. Here are some of Bremner's own words on Australians and KU and tea.

**OVENS:** You were born in Brisbane, Australia, on December 18, 1920. What do you remember about the "Gay Twenties?" Were they prosperous times in Australia?

**BREMNER:** I don't know that they were called the "Gay Twenties." Where did you get that phrase?

**OVENS:** Oh, I probably made it up myself.

**BREMNER:** It'd be the "Gay Nineties," the 1890s. As far as the twenties were concerned, I was taken to India when I was a three-week-old baby and spent the first five years of life in India. That was because my father was working in Calcutta. Because they didn't want me to grow up as an Anglo-Indian, as an Englishman, they sent me back to boarding school in Australia, and I went to a boys' boarding school for five or six years in Brisbane.

**OVENS:** Australians speak another language. Tell me about "Strine."

**BREMNER:** The educated Australian doesn't think that she talks Australian. Now, I don't say "she" as opposed to "he" — it's the same with "he," but more so with "she" because women tend to speak better than men. She thinks that it is the lower class Australian, and that's not so. All you have to do is go away from the country for awhile and then come back. All I had to do was to hear myself on radio, back in the forties, to realize that I had an Australian accent, although I had had a lot of schooling, a lot of overseas experience. My sister comes and visits us and she talks Australian. She doesn't think she talks Australian. She thinks these other people talk Australian, what they call "Ockers" — that word has come up in the last 15 years or so to describe what they used to call "dinkum Aussie," an ordinary person. We call this "Strine."

It all began with a visit to Australia by Monica Dickens of the famous Charles Dickens family. When? I've forgotten, forties or fifties. Who? She's a novelist and a very amusing novelist. She was conducting an autograph party in a bookstore in Sydney and a woman came up with her copy of the book and said "emmachisit?" And Monica wrote on the flyer "To Emma Chisit." This note appeared in one of the Sydney papers and a professor at the university got the idea of putting all these phrases together in a book called, "Let's Talk Strine."

**John Bremner was buried near this grand pine tree in Lawrence Memorial Park Cemetery.**

**OVENS:** At what point did you go to Rome?

**BREMNER:** I went to college, St. Columbus College in Springwood, and studied philosophy for three years. I didn't go to Rome till 1939, when I was eighteen, late eighteen. I studied theology and got my bachelor's degree in 1941, and stayed on. Italy entered the war in June of 1940 and we had the option of leaving the country in May. There were about twenty-five to thirty Australians in this international university and about half of them left. All the Americans left. The English left. We were caught by the war. We were not interned in the sense of being taken out to a concentration camp or internment camp. We were confined to quarters. There were limitations on where we could go.

**OVENS:** When you returned to Australia, you were working as the national secretary for the Pontifical . . .

**BREMNER:** No, I worked for a year and a half in a parish to get some experience. And then out of nowhere I got this request to become national secretary, of what was then called the Pontifical Mission Aid Society, . . . I was moved to Brisbane to become superintendent of schools. I also had a radio program.

Bishop Fulton Sheen, well-known in radio and television in the United States, was visiting Australia and some of my friends got him to listen to my radio show. When I met him afterwards, I thought I'd done pretty well, and he said, "Boy, you need help." He made the foolish comment, "If you're ever in the States, come by and look me up." I called, got an appointment with him. He didn't remember me from anybody, but I reminded him. He didn't know what to do with me. He buzzed his secretary and said, "Get me Clare."

Well, I was smart enough to know who Clare was and that was Clare Boothe Luce, who was a convert of Sheen's, a friend of Sheen's, of Life, Time-Life. I could hear his end of the conversation. When he put the phone down, he said, "You'll have an appointment with the dean of the Graduate School of Journalism at Columbia University in a few days. Call my secretary and she will tell you when it is."

So I did a couple days later and got the appointment and was admitted to the graduate school of journalism. I won the Pulitzer traveling fellowship, which is given to the top three students in the class. It's for foreign study, foreign work in newspapers. And because I was already a foreigner, they let me stay in the United States. So, I bummed around for two years working on newspapers in this country, and then received an offer to teach, to start a department of journalism at the University of San Diego in 1957. The rest is history. Six months became thirty-five years. That's how we won the war.



Dave Niebergall

## "First of all, you abolish tea bags."

**OVENS:** The last thing I want you to tell us, tell these Americans how to make a decent cup of tea.

**BREMNER:** That's so easy. First of all, you abolish tea bags. You still have tea as tea. You have a kettle and a pot and you boil the water in the kettle and when the water is boiling, you take the pot to the kettle, not the kettle to the pot, because if you take the kettle to the pot, you take the kettle off the boil. Take the pot to the kettle. Pour some boiling water into the pot. Leave the kettle where it is. Rinse that water round the pot so it's hot. Take the top off. Put in a teaspoonful, a dessert-spoonful of tea . . . would that be too much for everyone?

**OVENS:** I would say a teaspoonful.

**BREMNER:** Teaspoon. That's why it's called a teaspoon, I suppose. There are four of us having tea. I would put in four teaspoons plus one for the pot. Right?

**OVENS:** Yes.

**BREMNER:** And then pour the boiling water into the pot and let it sit. Don't touch it! For about three minutes, just let it sit there. And then, depending on whether you are a "mif" — milk in first or not — you pour it into the cup. Now, I prefer it milk in first and so do most people back home, although it's not supposed to be the thing to do. I understand. So be it. Put a little milk in. And then you put a strainer on the cup, a tea strainer, and you pour it in. And that's the way you make a decent cup of tea.

Now if you live in Australia, or in New Zealand too, I suppose, you probably would have tea first thing, bedside almost, then for breakfast, then for morning tea, then for lunch, afternoon tea, dinner or supper, and then supper, late — that's seven times a day. That's too much tannic acid for me.

**OVENS:** Preferably with a chocolate biscuit, the last one.

**BREMNER:** There you go.



It is hard to put words down about John Bremner. He's always there, just over the shoulder. You can feel him watching, just waiting. If you slip up, you know he will catch it. Grown people worried about writing if they worked within a square block of this wordsmith. Colleagues worried about sending a memo, lest it come back with a mark-up. Some people avoided writing him altogether. Few faculty meetings would end without his questioning the words or phrasing of catalogue copy, or a proposal or resolution on the floor. He wanted the words right, correct. All the time.

Lee Young did put some final words together for the faculty and students and friends who gathered at Lawrence Memorial Park Cemetery on August 4 to honor John Bremner, to remember a teacher and a friend, a man of words, a man who left all of us a gift, a precious legacy — the inspiration to use well the language, or a life-long fear of abusing it. Young left us with this memory of his unofficial partnership with Bremner.

For several years, my office in the School of Journalism was across the hall from room 212, where our editing classes were taught.

I was separated from it by two thick walls and a wide corridor, but at times the sound and fury crossed through the barriers, making me an unwitting, though not unwilling, auditor of John Bremner's editing classes, as a voice like thunder spoke of the proper way to deal with the sequence of tenses, how to Thistlebottom, that despoiler of plain English.

About two-thirds of the way through each semester, John would open the door to 212 and bellow out in the hallway:

"How many points in an inch?"

Unseen by his students, from deep in my office. I would growl in response: "seventy-two."

"Thank you," he would reply and close his door.

This is what is known as *team-teaching*.

I could hear his students laughing. But they remembered — seventy-two points to an inch.

If you worked with him on a school or University committee, served with him on a master's degree orals, co-existed with him at faculty meetings, you were, *regardless* of your age, rank or status, a student of John Bremner's. For there was always something to be learned about the world and its communications systems from this man, and he was *never* reluctant to teach you.

But to me he was a wonderful partner in the business of education and I rejoiced in teaming with him. John Bremner left his imprint in many places and many hearts. But I think that his most lasting mark will be in the minds of the students who labored and learned in his classrooms.

MARVIN ROWLANDS

# A Curious Career at McGraw-Hill

From the 37th floor of his  
Manhattan office, one man from  
Wellington can still see Kansas

by **Diane Filipowski**

**N**ew York can be an intimidating place. The traffic, the dirt, the crowds are often enough to make some newcomers want to go home.

I never had that feeling when I was in New York last summer working as an intern for *SELF* magazine. The American Society of Magazine editors sponsors a nine-week internship program. It is not a lot of time, and I was determined to learn everything that I could about the magazine industry. I was in the heart of it.

One day in August, I walked through the marble foyer of the McGraw-Hill building in the Rockefeller Center to meet the vice president of editorial planning/development. It turned out that it was not my first meeting with this man. While waiting for the appointment, I remembered that first week of orientation when all the interns had attended a luncheon at the St. Regis Hotel. We were there to meet the editors of the magazines we were assigned to. At the end of the luncheon, a KU graduate introduced himself. I was so excited to meet someone from home that I immediately asked him when he graduated from KU. I'm not certain why I asked, but I could tell he

was shocked by my question, but not as shocked as I was that I had asked it. He did answer that he was a 1950 graduate. By that time, I was so busy trying to cover up my social gaffe that I forgot his name and tried to forget the whole incident.

The McGraw-Hill building, which is a part of the Rockefeller center, stands 50 stories high and is the headquarters for the corporation's publishing company which includes one consumer publication, 38 trade publications, 40 newsletters, and 30 electronic news services, including several international publications. Last year, McGraw-Hill's total operating revenue for its Publications, Book, Information Systems, and Broadcasting Companies and its Standard & Poor's Corporation exceeded \$1.5 billion.

The reception area helped me to relax. It was beautifully decorated — oriental, I guessed. As I turned, Marvin Rowlands came out from behind doors that separated the offices from the reception area. My heart sank. He was the KU graduate I had met at that luncheon during my first week in New York. Bad luck. Would he remember? Hoping not, I told him that it was nice to see him again.

He welcomed me with a handshake and a warm "good to see you again."

Rowlands does not look intimidating. His brown hair, glasses, and conservative features reminded me of one of my journalism professors. He is formal, but not overbearing. He talks slowly, carefully enunciating his words.

Rowlands is not married and has lived in New York for 11 years. He considers it his home now although he grew up in Wellington, Kansas. He says his circle of New York friends have made him feel as if he is still in a small town. The only difference, he says, is that he has more to do. He enjoys the "melting pot" atmosphere of the city and its cultural attractions. He is on the board of directors of the Rush Dance Company.

**A**s busy as he is, he has not severed his Kansas ties. He tries to visit Kansas at least twice a year. His last visit was in April 1987, when he came to see relatives and others that he grew up with. "I wouldn't trade growing up on a farm in Kansas for anything. It was a good experience. It gives you a good perspective about life. You learn a lot about life living around animals and plants and the rural setting and the life forces. It gives you a basis from which to do other things."

While at KU, Rowlands says he never thought about living in New York. He assumed that he would work for a Kansas newspaper, possibly as an editor some day. Instead, Rowlands settled in New York in 1976 after working as editor of *Modern Healthcare*, a McGraw-Hill publication in Chicago. "I have had this curious career at McGraw-Hill. Every magazine that I have been chief editor of has been sold," Rowlands says. Between 1975 and 1977, he was the editor of *Modern Healthcare*, *Contemporary Surgery*, and *Contemporary Ob/Gyn*. All three magazines were sold because the markets that they were in were no longer attractive to McGraw-Hill.

After *Contemporary Ob/Gyn* was sold in 1977, Rowlands found a niche on the management side. The move was right for Rowlands, whose track record at McGraw-Hill showed that he was successful at reorganizing magazines, planning budgets, and working with editorial staffs.

"I started as the director of development and worked with people and started analyzing businesses and figured out the ways to stimulate the development of new magazines," Rowlands says. "In the beginning, I was green at that sort of thing. One of my beginning co-workers later told me that I was awful, and I probably was."

Rowlands became the director of planning in 1981. In 1982, he was named vice president of planning; and in 1986, he moved into his present position.

Ralph R. Schulz, senior vice president of editorial, says Rowlands works well in his present position because he is a good judge of journalism and the end product. "He is a very fine editor, having been an excellent journalist. He understands the editorial processes. He understands the duty of journalists, and he is respected."

Schulz says Rowlands can spot changes that need to be made and can carry them out because he is approachable and works well in advising editors.

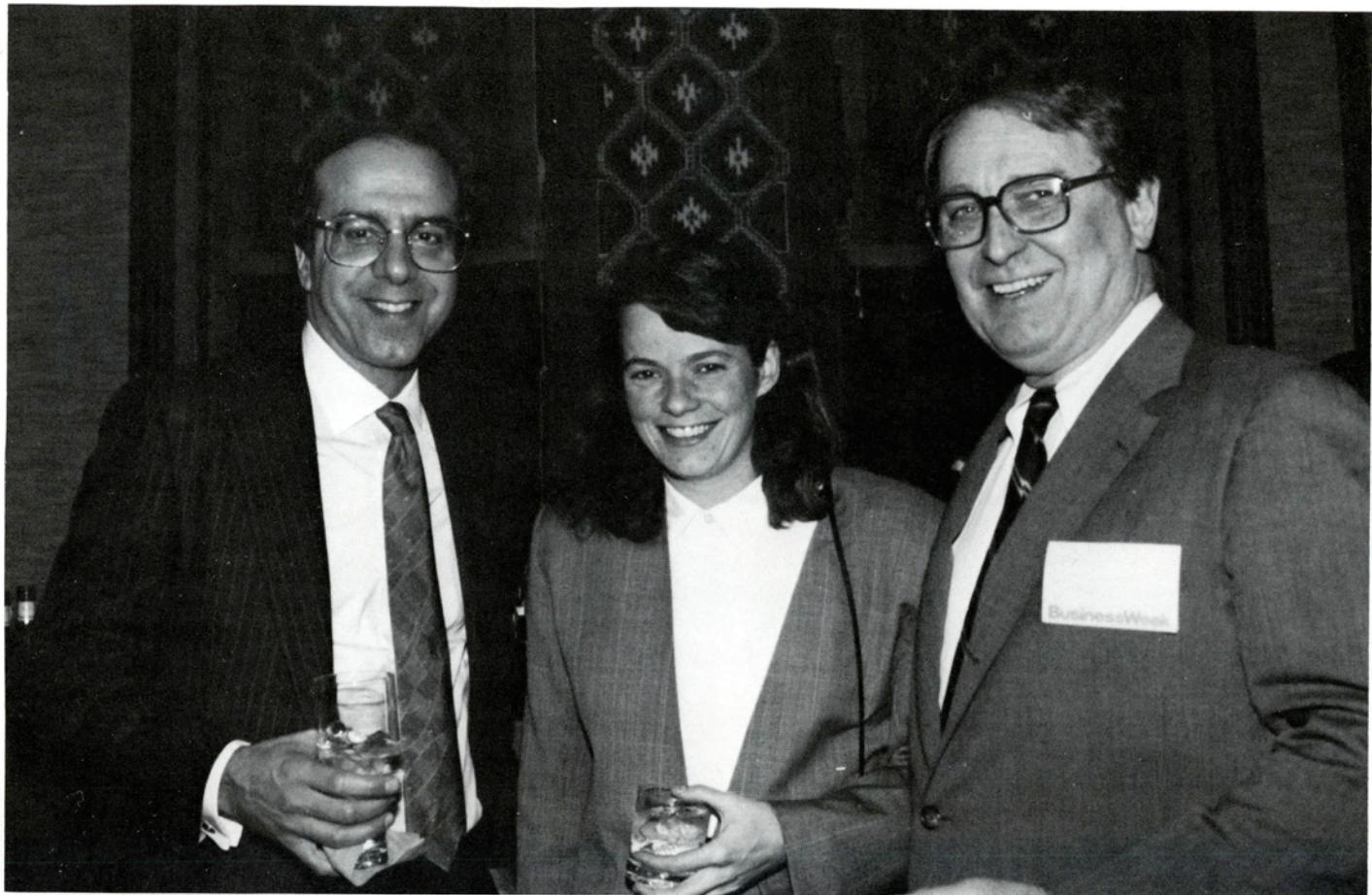
As vice president of editorial planning/development, Rowlands is an editorial officer and editorial planner. As an officer, he represents the editorial side of McGraw-Hill at all management meetings. As a planner, he is responsible for working out problems between editors and publishers of these publications and news services. Rowlands also works with staff members of the magazines. He helps them with editorial ideas, budgets, and is responsible for quality control — making sure all the publications are good and are leaders in the industry. "I miss being on the editorial staff of a magazine. I miss having something tangible to look at, something to say, here is what I have done. I don't have that now. At this level, you get your satisfaction indirectly out of the influence you have in a not-too-tangible way of helping people do things, like helping someone with an idea move it through the editorial process and get it started."

**I**t's Rowlands' personable qualities that Susanne Shaw recognized when she met him last May at the American Newspaper Publishers Association's national conference in New York. Shaw, who is an associate professor and teaches reporting courses, says the School of Journalism has considered asking Rowlands to come back to teach at KU as a professional in residence. "He is easy to talk to and would relate well to the students," Shaw says. "He would bring a wealth of knowledge to the classroom that would be a wonderful resource for the students. His exposure to the professional world would complement the classroom."

Rowlands had been managing editor of the *University Daily Kansan* while attending KU. He would be interested in returning to the classroom at KU, if he could work it into his schedule at McGraw-Hill. Rowlands is thankful for the start he received in his journalism career at KU. He remembers professors like Emil L. Telfel who taught him what he considers to be the most important part of being a journalist — curiosity.

When Rowlands talks about his college days, he admits he arrived nervously. His path there was a curious one, much like his career with McGraw-Hill. He had spent three years after high school at a U.S. Navy base near Seattle during World War II. He says he was not sure whether he would adjust to college academically or socially, but he did. "It was just a good time in my life. I think that college is that way for anyone. It is just a time in your life when you are developing and understanding yourself."

After graduation, however, Rowlands says he felt well-prepared for his first job with the *Manhattan Mercury-Chronicle*, where he was a copy boy. Working under Fay Seaton, then editor, Rowlands built the professional foundation for his journalism career. "I did a little reporting and edited AP copy. I also got to write some editorials,



Courtesy of McGraw-Hill

Left to right are Stephen B. Shepard, editor in chief, **Business Week**; Corie Brown, a 1979 KU journalism graduate who has just joined **Business Week** as a correspondent in the Boston bureau, and Marvin Rowlands.

which I thought was extraordinary because here I was out of college and I was writing editorials and informing the citizens of Manhattan. I also laid out the front page of the paper and Mr. Seaton would get very upset if it had not anticipated how the *Kansas City Star's* front page would be made up, or if I had not done it the same way."

**R**owlands continued to hone his skills as a reporter for the *Leavenworth Times*, the *Topeka Daily Capital*, and the *Cincinnati Times-Star* until 1958, when he became an associate editor of the *American Medical News*, the weekly publication of the American Medical Association that was published in Chicago. Rowlands says he enjoyed the years he worked on newspapers but liked working for magazines more. "You can actually design the editorial content with much greater passion than you can on a newspaper."

He says he has a friend who is a research director at the *New York Times*, and he has no idea of who their readers are. They do not even have the names. "We are editing our magazine for our readers. There is a lot of satisfaction in knowing who our readers are, what their information needs are, and being able to help them to do their work better."

Working for a company that expects high standards satisfies Rowlands. His dedication to McGraw-Hill is reflected by the goals that he wants to reach before he retires in the next two to four years. He says that many editors of the McGraw-Hill publications are almost ready to retire, and he wants to be influential in the selection of new editors. Ensuring that the high standards of McGraw-Hill are carried on long after he is gone is the most important job to him right now.

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After the interview, I returned to my office a couple of blocks away. It was a hot day. The heat hit me as I walked outside of the McGraw-Hill building. That's one thing that I still remember about New York. I could be inside of a building and be so removed from the heat, the dirt, the noise. But the minute I stepped outside, it would come right back to me. That memory reminds me of how Rowlands described New York.

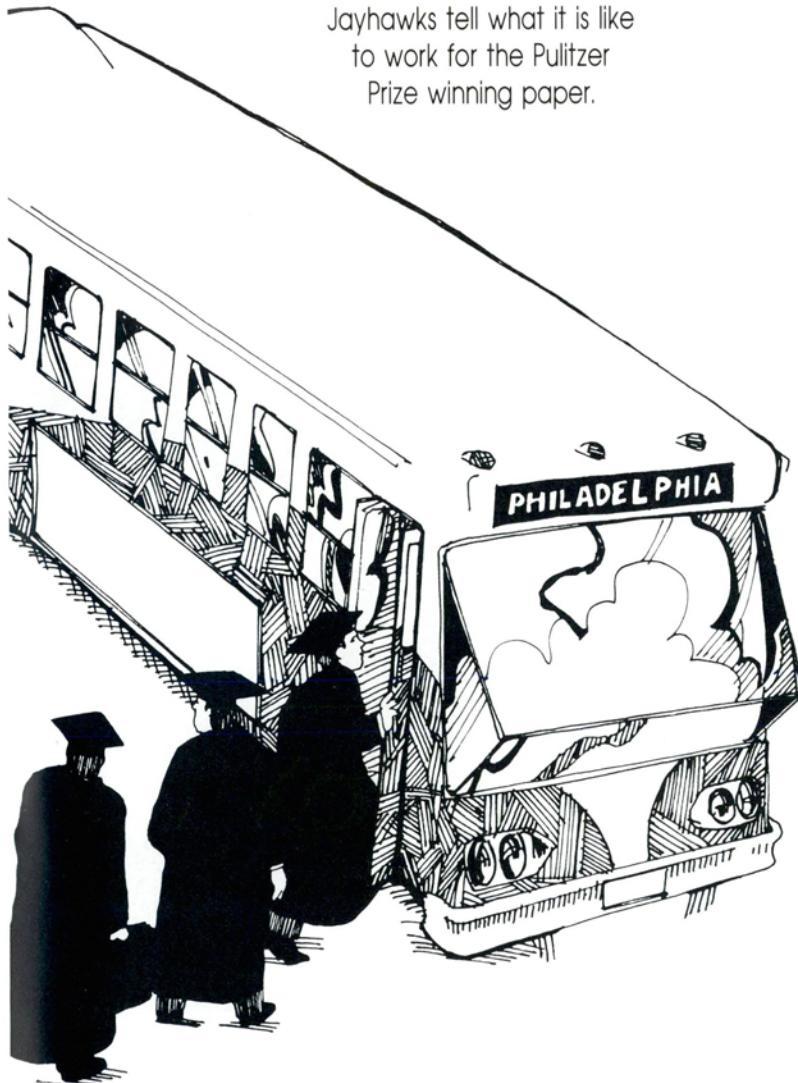
"New York is my home. It's a difficult place to live. It's wearing, it's crowded, but it's a stimulating place to live, certainly professionally. Here there are so many people and the competition is so intense. You either adjust to the pace or you are going to fall by the way side."

# NEXT STOP



# by Kathi Polcar

From the Kansan to the *Philadelphia Inquirer*, 12 Jayhawks tell what it is like to work for the Pulitzer Prize winning paper.



**T**he royal blue Kansas State flag fluttered outside a Philadelphia home on a chilly night last January. Twelve KU journalism alumni and other former Kansans who now work for the *Philadelphia Inquirer* gathered for their first annual celebration of Kansas Day.

For once, no one looked askance at the old KU sweatshirts brought out from drawer bottoms. No one exclaimed, "Gee, it's awfully flat out there!" or snickered, "Do you still have cows roaming the range?" Guests pored over Kansas books and dined on chicken fried steak, cream gravy, Coors, and "red beer" while they reminisced, sharing memories of KU and the J-School: hectic Kansan schedules, classes, work, late night parties, stress. . . .

It's not just on special occasions like Kansas Day that these alumni proudly remember their days on The Hill. They rate their education highly and feel that the degree from KU said something about their skills, even before they actually went to work at the paper.

The *Philadelphia Inquirer* dates back to 1829, but its modern era began in the early 1970s when it became a part of the Knight-Ridder group. With a circulation of more than 500,000 copies each day, it is the 15th largest paper in the country, and has won 13 Pulitzer Prizes since 1972.

Jeff Price, the *Inquirer's* senior editor responsible for copy desks, says that the six KU graduates he has hired have done excellent work. The *Inquirer*, he says, rarely hires people right out of school, but some KU graduates came to the newspaper early in their careers after a summer as Jayhawk Scholars, the informal name for internships arranged by Paul Jess, professor. Since 1980, Jess has spent five summers in Philadelphia working on the *Inquirer's* copy desks.

For others, such as Tony Fitts, the *Inquirer* was not the next stop after KU. Fitts came to KU with a bachelor's degree in human biology from Stanford University and a year in law school, and completed a second bachelor's in journalism in 1980. He went to work at the *Fort Scott (Kansas) Tribune* for a year, then moved to the *Coffeyville (Kansas) Journal* as assistant news editor. Six months later, the *Inquirer* hired him.

In June 1982, he began working at the metro copy desk, where he stayed for three years. Now, he concentrates on layout for the daily and Sunday feature pages.

Bill Sniffen, deputy sports editor at the *Inquirer* since 1983, started at KU in 1969, but did not finish his degree. In 1977, he went to work on the Duluth (Minnesota) *News Tribune & Herald*. Sniffen worked on the national and foreign copy desks and news layout for two years before moving into sports.

Dave Giles, a 1986 graduate, is the *Inquirer's* newest Jayhawk. Giles came to KU for graduate study after a year on the state news page at *USA Today*. He interned at the *Inquirer*, copy editing on the "Neighbors" sections and assisting with layout on the Business section. The Neighbors sections are individual sections for each suburb or



community surrounding Philadelphia. They are operated from bureaus within each suburb or community.

Giles became a reporter last January on the twice-weekly *Neighbors* section for Montgomery County. He covers political and business developments in the two towns of Ambler and Jenkintown, and recently finished a major story on the effect of AIDS in the suburbs.

Once the KU alumni come to the *Inquirer*, they continue to hone their skills as reporters or editors while working for the paper.

Cindy Holm Henry had been an intern at the *Inquirer* the summer after graduation in 1985. She had said she might return to Philadelphia some day, but was surprised and pleased when she was hired as a *Neighbors* copy editor last year, after a year on the *Cincinnati Enquirer's* city and wire copy desk.

"It's a real tough place to come in as a copy editor. The hardest part for me is getting to know the city," Henry says. "It's also hard to be as young as I am here, but it's a tremendous opportunity to learn. Ethics and standards and demands are high."

Vanessa Herron, editor of the *University Daily Kansan* during her last semester at KU in 1982, was a copy editor for four years. A year ago she switched to reporting in the Chester County bureau for a change of pace. She writes five stories a week on her beat and spends one day a week in the city doing general assignment stories.

Sandy Clark, a 1983 graduate, an assistant news editor for a *Neighbors* section, uses a computerized pagination system to lay out 160 pages a week for five high school sports books and the Montgomery County and Delaware County, Delaware, sections.

After her 1982 graduation from KU, she spent two years on the feature copy desk and one year editing sports copy. She intends to keep learning about all parts of the business.

"Sometimes I have regrets about going to a big paper right out of school," Clark says, "but I've been getting solid experience in copy editing and now news editing."

Linda Loyd, a 1970 graduate, has been an *Inquirer* reporter for 16 years. She worked on the women's page, where she says most of the women worked when she started, before moving to news reporting.

"Opportunities for women have changed enormously over the years," she says. "Now almost half of the reporters are women, as well as the city editor, national editor and London correspondent."

Loyd covered the Philadelphia public schools, higher education, the suburbs and religion before switching to

general assignment work since her baby's birth last year. She says that throughout her career the *Inquirer's* management has been receptive to her need for a change in her beat, because she wanted to continue reporting rather than become an editor.

Ginnie Micke, a 1973 graduate, who has worked for five years as a copy editor on the national desk, also enjoys the working environment at the *Inquirer*.

"It's a challenging atmosphere," she says. "We're encouraged to discuss and question stories and use news judgment." She edits from eight to ten stories each evening, and sometimes she writes updates and headlines for later editions of the paper.

Micke grew up in Omaha, Nebraska, and came to KU to pursue her sixth-grade ambition of being a journalist. She got practical experience by reporting and editing for the *Kansan* for four semesters. She also remembers the classroom experiences, particularly editing classes with John Bremner.

"He taught us to always take a piece of copy seriously, not to slough it off, to get as much background as you can," she says. "And, he stressed knowing yourself."

Although some current KU students may not welcome the work Calder Pickett demands in History of American Journalism, Larry Fish, who covers the insurance and hotel industries on the business staff, is appreciative.

"I'm particularly glad to have had history of journalism in my background . . . I remember Peaches and Daddy. It gives you a real perspective on the profession and enables you to see certain trends," Fish says.

"Anybody who went through there is profoundly grateful to Bremner, Pickett, and Lee Young," he says. "There's not a single day I don't use and feel grateful for the things they taught me."

Rose Simmons, a 1982 graduate, has been a reporter in the Burlington County, New Jersey, *Neighbors* bureau for the last year. She remembers living and going to school in Kansas as one of the best periods of her life.

"I liked the people. I remember Ethel Stewart, she was wonderful to me. And Sam Adams, he was like a mentor," she says.

Ellen Iwamoto, a 1981 graduate, has been a metro desk copy editor for nearly two years. She particularly values her three years of *Kansan* experience.

"The *Kansan* is amazingly like a real newspaper in the way it operates — the emphasis on deadlines, doing a good job, the editor's responsibility for other people, the critical and ethical news judgment decisions," she says. "You find yourself thinking not as a student, but as in real life."

The *Inquirer's* business editor, Craig Stock, counts on the skills he acquired at KU also. Even today he relies on resources such as "Words on Words" and "The Careful Writer."

"The tools you learn at KU give you a good start — the attention to journalistic fundamentals and the integrity of language makes KU stand out," Stock says. **jj**

# NOT REQUIRED



## READING

For those of us in the academic setting, the semester is over. We finally have time to stop and catch our breath. For those people in the working world, the schedule may not have slowed down, but the need for some private time still may exist.

The holidays can be hectic — arrangements to be made and gatherings to attend. One of the treats of a holiday is the chance to escape with a good book that has nothing to do with school or work.

The JJ staff asked some of KU's faculty to recommend a favorite vacation book.

Read on, and Happy Holidays!

## Gene Budig

Chancellor, University of Kansas

**O**ne of the most fascinating books I've read is *Man of the House*, the life and political memoirs of Thomas P. "Tip" O'Neill, former speaker of the House of Representatives. It is an extraordinary piece about an old fox who knows many things.

O'Neill tells of the ups and downs of Boston politics. He explains how old pols survived in that jungle-like atmosphere. He was a member of the Massachusetts House for sixteen years before he was elected to Congress in 1952. The Speaker is blunt in this unique work. His descriptions of the Kennedy family are especially revealing and he lends valuable insight on this historic political family.

The ire of the former Speaker is bipartisan. He shows contempt for the aides to President Nixon and President Carter. He especially disliked Ham Jordan, Carter's chief political adviser.

It is fascinating to read his views on Vietnam. He is critical of President Kennedy's handling of the military as it relates to Southeast Asia; yet, he is charitable.

He gives valuable insight on famous political figures. He is clever, and at times unkind. He takes special aim at Vice President George Bush and offers unique observations on China and its leaders' fixation with Taiwan.

I was fascinated with O'Neill's description of special friends, such as President Gerald Ford. They apparently did a lot of important business on the golf course, and it is apparent throughout the work that the Speaker believes that the end justifies the means.

William Novak assisted with the writing of the book, an excellent effort, destined to do well for Random House and the former Speaker of the House.

***Man of the House***

"Tip" O'Neil with William Novak  
Random House

## Mike Kautsch

Dean, School of Journalism

**F**rom a balcony, visitors to the New York Stock Exchange behold the frenzy of Wall Street. They look down on the crowded exchange floor, watching a sort of paradoxical phenomenon: orderly chaos. Shouting, fast-talking, arm-waving traders criss-cross like speeding pinballs. Only with careful observation can the eye discern and make much sense of the patterns in their movement as they buy and sell stocks.

There is another way to view the frenzy of Wall Street. It doesn't require a trip to New York. It is fun, illuminating and as close as your favorite easy chair. Just get a copy of *Greed and Glory on Wall Street* by Ken Auletta and settle down for a memorable experience in reading.

Auletta's story is not specifically about the stock market, but it is about a major player in that market, the kind of business that has much to do, ultimately, with what happens on the floor of the exchange. The book is an account of the "fall of the House of Lehman," the nation's oldest continuing investment banking partnership. The book is invaluable as a means of understanding the human and institutional forces that in recent years have driven some in business to extraordinary short-term success and the economy possibly to long-term erosion.

Auletta, a New York writer and author of such books as *The Streets Were Paved with Gold* and *The Underclass*, has demonstrated reporting as both an art and a craft in *Greed and Glory on Wall Street*. The book is based on interviews with more than forty partners and numerous employees of Lehman Brothers Kuhn Loeb. He delivers a remarkably detailed portrayal of the personalities who jockeyed for power within the firm and who, ultimately, lost control over it.

Lehman Brothers was a firm that had survived for 134 years and, in the early 1980s, it was a powerhouse. Its partners were aggressive, smooth and self-assured among investment bankers. These are the expert capitalists who, according to Auletta, "commonly perform as the economy's magicians, as wise intermediaries who match ideas and wealth, users and savers of capital; they provide life-lines for embryonic companies." In 1983, the Lehman Brothers partnership worked with capital of nearly \$250 million and equity of \$175 million. In one period, the firm averaged \$15 million a month in pre-tax and pre-bonus profits. Auletta figures a senior partner earned a pre-tax income equal to a salary of about \$2 million.

Two personalities made and then broke Lehman Brothers as a partnership. Auletta's tale is about the rivalry, conflicts and tensions between the two: Pete Peterson, an ambassadorial sort who initially led the firm, and Lew Glucksman, a trench-fighting trader who dreamed of taking over from Peterson. As the book opens, they appear as antagonists, clashing in July 1983. By the closing pages, Glucksman has taken over the firm but then presides over little more than its sale to Shearson/American Express in April 1984.

The book not only tells a well-documented, fascinating, melodramatic tale. It also explains and analyzes the struggle within Lehman Brothers. Auletta suggests that the story illustrates how the drive for profit can do great economic good. It also shows, however, how unchecked greed and lust for power can cause disastrous economic disruption.

*Greed and Glory on Wall Street* provides a kind of microcosmic laboratory for anyone who wants to contemplate the consequences of economic freedom when practiced in its extreme forms. Those effects, as highlighted in Auletta's book, include employee lay-offs, unproductive shuffling of assets, and the financial burdens of mergers and acquisitions.

Most important, the book provokes the reader to think about how, in the frenzy of Wall Street in recent years, the nation's businesses can lose a sense of tradition and history. Auletta draws attention to a woeful waning of enlightened self-interest, to anti-competitive concentrations of wealth and to the evils of obsession with individual glory and riches at the expense of the common good.

The subject is heavy, but it is balanced nicely by Auletta's fine ability to illuminate business ethics and economic policy in the context of a terrific story.

***Greed and Glory on Wall Street***  
Ken Auletta  
Warner Books

## Dana Leibengood

Associate Dean, School of Journalism

**M**y favorite leisure reading is absolutely useless for your review. When I get away from the office, I like to read about baseball, and my favorite book to turn

to is the *Macmillan Encyclopedia of Baseball*. It is pure interesting reading and has any number of uses: to settle arguments, to prepare for the player drafts in either of the two Rotisserie leagues I play in, or for the Ball Park game I play every Monday night.

Just the other night, while watching the playoff game between the Cardinals and the Giants, my wife and I started talking about Roger Craig. She commented on how old he was and I said he was not so old at all, being nearly my own age. Well, one thing led to another and as usual it led to the Book. I looked it up and sure enough Craig isn't as old as television must make him look. He is just a couple years older than I am.

The book is actually one of two copies I own. The older version is on my bookshelf at the office, rather worn looking, I'll admit. The newer model, the fifth edition is at home. I've just bought the supplement to it for seven dollars and fifty cents. So I have all the records through 1986, I think.

I pick it up and just peruse it from time to time. I enjoy seeing how the game has changed. Just think about the changes in pitching patterns. If you look at Sid Hudson's record, for instance, you see that in 1940 when he pitched for the Washington A's he had an ERA of 4.57 and pitched 252 innings. That wouldn't happen today, what with all the pitching specialists we have: the long relievers and middle relievers and the Jeff Reardon relievers who come in for one inning, maybe.

I also like the Macmillan book best because, for a guy like me with trifocals, I can read it easily. I use it often in December and January. In December, when the talk of trades makes the sports pages, I go back and look up the records. Same thing in January when the nominees come out for the Hall of Fame. I look them all up and make up my own mind about who is and who is not a Hall of Famer.

This year my Ball Park Baseball group will be playing the 1957 season. That was the year Tony Kubek and Roger Maris came up. Billy O'Dell was the best pitcher to come up that year too. See, I've already been doing my homework for the draft for our spring season. (*Wait a minute Dana, O'Dell had a win-loss record of 4 and 10 that year.*)

At any rate, it is the indispensable book to have in your library if you are a baseball fan. It's just chockful of information. Even the nicknames are fun to read. Players today don't have as good a nickname as you can find in the Encyclopedia: Long Tom Hughes and Spud Chandler and Boom-Boom Beck. How about Zoilo Casanova (Zorro) Versalles? Lefty Marr and Kid Elberfeld, a.k.a. The Tobasco Kid?

Well, as I said, it's absolutely useless for your review, but I enjoy it.

***The Baseball Encyclopedia: The Complete and Official Record of Major League Baseball***  
Joseph L. Reichler, editor  
Macmillan Publishing Co., Inc.

**Mary Wallace**  
*Assistant Dean, School of Journalism*

**M**y summer in Waynesboro, Ohio, courtesy of Miss Helen Hooven Santmyer, was the best of recent years. My husband, sons and dogs all knew that they were, as usual, at Spider Lake, East Bay Township, Grand County, Michigan, and that it was July 1985. But I was in another place and another time for the week I spent reading *And Ladies of the Club*, and for some time afterward.

Other members of my book club in Lawrence had read this 1176-page best-seller before me, and I had looked forward to my turn. I warned the book club when I joined that some semesters I have no time for pleasure reading. Spider Lake, however, is my reading place.

When the last of the foursome who were the key characters had passed on and Miss Santmyer closed her long look at Waynesboro, I felt compelled to share my impressions with a book club member who had been there before me.

The letter read: "I hope you are having as good a time in San Diego as I've had in the last week in Waynesboro, Ohio — minus the tears, of course. The deaths of John, Ludwig, Sally and Anne have made me bleary-eyed. But I wouldn't have missed a minute or a detail. For a week, the conditions of Presidents Garfield and McKinley were more important to me than that of the incumbent. The people of Waynesboro will be with me always. I learned so much social history."

"I suspect that the appeal of the book was that it could have taken place in my Wayne, Michigan, or my mother's

Cheboygan, anyone's hometown in those years. My grandmother, Estelle, might have been Mrs. Ballard and to some degree, Sally, in the sense that she ran things in town."

In the letter I recalled going through Richmond, Missouri, the day after the town had honored its resident John Testrake, back from his ordeal in Beirut, where his TWA plane and its passengers were held as hostages. On that day, July 5, "We ate in a city park surrounded by an Air Force jet, a couple of cannons, tennis courts, playgrounds. Richmond is smaller than Waynesboro, I think, but the park was the sort of project the Ladies of the Club would have had."

As always, that summer we went to the National Cherry Festival Parade in Traverse City. "I love parades, especially those led by politicians," I wrote. "This one drew one U.S. Senator (the other came in his election year and for the Sesquicentennial in 1987), two U.S. representatives, the governor, numerous state legislators and the local leaders. . . . The officials elected statewide are Democrats and the local ones more often Republican. This too made me think of the book and how the fate of the Republican Party was as important to my father in Wayne as it had been to Ludwig Rausch in Waynesboro. But no presidents came to Wayne to court our votes as they did to Waynesboro in earlier times."

*Ladies* conveyed the effect of the Civil War on generations afterward; it told the story of immigration, industrialization, and education through the lives of characters about whom I cared tremendously.

Of small town life, Miss Santmyer wrote in *Ohio Town* her non-fiction accounts of Xenia: "The young among us sometimes rebel in their inexperience saying 'nothing ever happens here.' They say it because they do not know the old houses. If they live long enough they will learn that everything has happened here, and may happen again . . . Little that mankind knows and endures but has been here known and endured: even battles and seiges — Shiloh and Vicksburg, Chicamauga and Chattanooga, and all the others before and since — have been fought here, in the minds of women who waited and memories of soldiers who came home again."

"But however many of the old houses stand today, to remind us of another time, no one can ever write a book based on the lives that have been spent under their roofs. To know about those lives you must be a child, grandchild, great-grandchild of the town. . . ."

I'm grateful that one great-grandchild of Xenia chose to spend her ninety-plus years there, twenty-two of them retirement years devoted to depicting American life first through her mother *Ohio Town* and finally in *And Ladies of the Club*. It was a memorable summer reading experience.

*... And Ladies of the Club*  
Helen Hooven Santmyer  
G.P. Putnam's Sons

jj

## alumni notes

### 1950

Fred Brooks retired in January 1987, from the *Garden City Telegram*, where he had been editor and publisher since 1970. Previously, he was with the *Hutchinson News* and the *Salina Journal*.

### 1956

Ted Blankenship is the new editor of the *Kansas Business News*, Andover. He had been an independent writer, photographer and journalism instructor at Wichita State University since 1979.

Donald Landes has joined the Heart of America United Way staff in Kansas City.

### 1958

Carol Huston Schneider finished her master's degree in secondary education at the University of Missouri-Kansas City in 1986. She is now teaching eighth grade English and advising the yearbook staff at Yeokum Junior High School in Belton, Mo. Previously, she was with *Reader's Digest* in New York as a research analyst and advertising librarian.

### 1963

William Woodburn is director for creative services with the Santa Fe Southern Pacific Corporation in Chicago.

### 1967

Richard Grove works for GS&S Communications in Newport Beach, Calif.

### 1968

Marsha Barth Bennett is now director of advertising and public relations for the D.H. Pace Company. She oversees marketing and promo-

## Life in between: More than nine to five

Lynne Tidwell plays the organ for St. John the Evangelist Catholic Church each weekend.

Denise Linville is working on a Ph.D. while teaching full-time.

Rick Musser writes a monthly column for *The Editor's Forum*, a Kansas City newsletter. Last summer, he traveled across the country as a writing coach for American City Business Journals of Kansas City, Mo.

Max Utsler has completed two films, *Hear Their Cry: Reporting Child Abuse* for the National Governors' Conference on Child Abuse, and *Not Just Another Pretty Place* for McGraw Real-Estate of Lawrence. He was assisted by Ray Cunningham, graduate student in journalism, and Patty Noland, staff member with a master's degree in liberal arts and sciences, and a Ph.D. in education.

Samuel Adams was a consultant to the *Detroit Free Press* last summer on issues of management during the newspaper's transfer to joint operations with the *Detroit News*. He also gave lectures and made a video at the University of Missouri's Multi-Cultural Management Institute in October.

Jackie Engel has accepted the position of executive secretary of the Kansas Scholastic Press Association for the next three years. She will preside over executive board meetings, handle correspondence and mailings, and help organize state and regional competitions.

David A. Dary traveled throughout the West during the Fall 1987 semester on sabbatical doing research for his next book.

Larry Day spent the Fall 1987 semester as a visiting professor at the University of West Florida, assisting with the development of its foreign communications program.

Sharon Bass completed a paper, "The Appearance of New Journalism in the Sixties Esquire: A Look at the Editorial Marketplace." She presented the paper at the annual meeting of the American Journalism Historians Association in October in St. Paul.

— Liza Van Mol

tional activities for the firm's Kansas City division, Overhead Door Company, and divisions in St. Louis, Atlanta and Louisville.

Michael Charles Pretzer married Carol Virginia Prince in Rome.

Gene Yovetich was killed Aug. 1 when his raft overturned on the Chilko River in British Columbia, Canada, where he was on holiday. He was senior vice-president and director of account management at Needham Worldwide, Inc. in Chicago.

### 1969

Kent Whealy was featured in the *Washington Post* national weekly edition for his work in preserving the needs of obscure vegetable varieties. He and his wife, Diane, organized Seed Savers Exchange and collected 4,000 seed varieties, which will provide valuable genetic diversity to future growers.

### 1972

Ronald D. Carter has joined Henry-Gill, Inc., a Denver-based marketing, advertising and public relations agency, as director of new business development and an account executive. He serves on the steering committee for ARTREACH, art for the disabled, and is a certified member of the Business Professional Advertising Association.

John Lee is a vice-president for Harris newspapers.

### 1973

Jerry Vokracka is director of marketing for St. Vincent's Hospital in Green Bay, Wis.

### 1974

Judy Henry, started working for Corporate Communications Group, Inc. in Overland Park in August, 1987.

### 1975

Doug Ballou is now director of marketing services for Yellow Freight Systems, Inc. in Overland Park. He was formerly president and general manager of Fletcher/Mayo Associates, a Kansas City advertising firm.

Mark Baxter became director of public affairs for Combustion Engineering Inc.'s environmental and engineering services sector in Stamford, Conn.



### 1976

Deborah Service Burch has been working in advertising sales at the *Kansas City Star* and *Times* since 1977.

Gary Burch became the managing editor of *Hydro Review* magazine, a bi-monthly industry publication, in June 1987, in the business development group of Burns and McDonnell, a Kansas City architectural and engineering firm.

Rick Grabill is the new editor of the Cass County *Democrat-Missourian* in Harrisonville, Mo. He and his wife, Sara Hurt Grabill ('77), and their two children Sadie, 6, and Sam, 3, moved to Harrisonville in July, 1987.

Don Smith is managing editor in the electronic publishing department for Shepard's McGraw-Hill in Colorado Springs, Colo. He develops computer software for lawyers.

April Pitcairn Whetstone is group manager for ACP/TPF project managers and programmers in systems development for First Interstate Services Company in El Segundo, Calif. She and her husband, Bruce, live in Redondo Beach, Calif. Whetstone is taking graduate courses at UCLA.

### 1977

Larry Bonura is the director of marketing for a commercial heating, ventilation and refrigeration company in Houston, Texas.

Kathleen Russell has left a nine-year career in advertising to obtain a California state yoga teaching certificate. She planned to travel in India, Nepal, and Thailand during the fall of 1987.

### 1978

Peggi Fritzler and her husband, Max, have a new son, David Maxwell, born July 5.

Paul Jefferson is working for the *Daily News*, a Gannett newspaper in St. Croix, U.S. Virgin Islands.

Audrey B. Lee is director of information for the Christian Church (Disciples of Christ) in Indianapolis.

### 1979

Sarah Iles Johnston completed a Ph.D. in classics from Cornell University and started teaching Latin at Princeton University this fall. Her husband, Leroy Johnston III ('77), will be

working with a law firm in Philadelphia.

Melissa J. Thompson Maher is the editor of *Stitches*, a monthly magazine for the embroidery and monogram industry, in Littleton, Colo.

Gretchen Schmitt is manager of promotion and advertising projects for Kansas City Life Insurance Company. She was chosen as one of 75 Kansas City area Women of Achievement by the Mid-Continent Council of Girl Scouts in the spring of 1987.



Dick Wade is director of communications for Barton County Community College, Great Bend.

### 1980

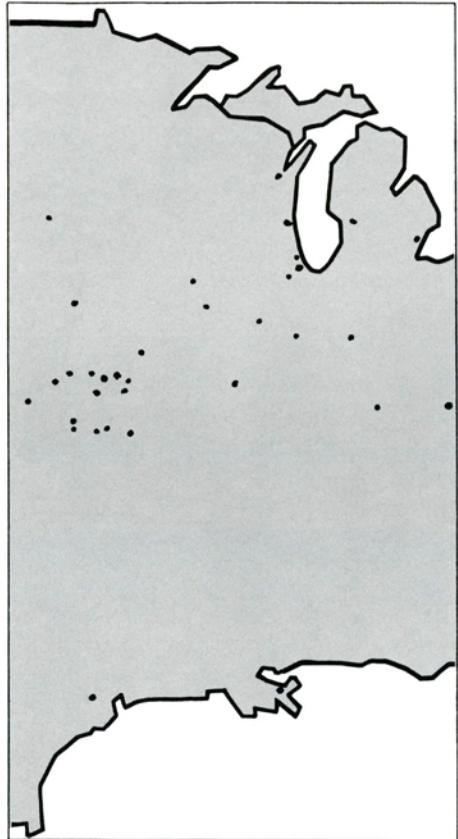
Jim Bloom succeeded Fred Brooks ('50) as editor and publisher of the *Garden City Telegram* when Brooks retired in January 1987.

Kathleen Conkey worked as campaign press secretary for David Dinkins in his race for Manhattan borough president in New York. She

joined his staff in January 1986 after he won office. In December 1986 she was promoted from deputy press secretary to press secretary.

James C. Kemmerer is manager of litigation and assistant corporate secretary for Citicorp Diners Club, Inc. in Chicago. He is also working toward an M.S. in advertising at the Medill School of Journalism, Northwestern University.

Debra Riechmann was promoted to correspondent for the Associated



Press in Hagerstown, Md.

## 1981

Joal Hetherington does free-lance work in New York.

Sharon Leatherman is director of education for the Kansas Health Care Association in Topeka. She is responsible for all media relations, planning conferences and the association's annual convention. She also manages the Nursing Scholarship Fund of the Association.

Susan Schulte McLean is employed by the *Sacramento Union*, doing inside advertising sales.

Lisa Smith Vogl and her husband, Eric, have a new son, Kyle Alexander, born Feb. 6, 1987. They live outside New Orleans, La., where Eric is employed by Exxon Corp.

Bill Vogrin was promoted to correspondent for the Associated Press in Peoria, Ill.

## 1982

David K. Anderson has his own sporting goods manufacturing firm, Anderson/Houseman and Associates, Inc., in Wheaton, Ill., which also sells sporting goods for seven manufacturers in a nine-state area in the Great Lakes region.

Kelly McCarthy is executive marketing director for the J.C. Nichols Co., a Kansas City real estate firm.

Kate Pound left the *Japan Times* to work for the *Knight-Ridder Financial News* in Tokyo.

Melissa Danzey Rader received her master's degree in advertising from Northwestern University and is an account executive with Campbell-Mithun Inc., a Chicago advertising agency. She was married to Kurt Little on Aug. 29.

David Stipp is working for the *Wall Street Journal* in Boston.

Dan Torchia is the group managing editor for eight electronics magazines at Intertec Publishing Corporation, Overland Park. He is the managing editor of *Broadcast Engineering* whose staff was awarded an American Business Press Neal Award Certification of Merit for best staff-written editorial. He married Joy Culver May 30, 1987.

## 1983

David Cook is a financial services representative for General Electric in Overland Park. He is pursuing an M.B.A. at the Regents Center. He

married Elizabeth Day, a KU alumna, in 1985.

Andrew de Valpine was named editor and reporter of the *Bristol Bay Times*, Dillingham, Alaska. He will be responsible for the overall production of the paper. He joined the *Bay Times* staff in August 1985 after 18 months as interim editor, reporter, columnist and photographer with the *Holton Recorder*.

Jim Flynn is a writer and editor for the Bureau of Business Practice, a di-



vision of Prentice Hall and Simon & Schuster in Stonington, Conn.

Janice Gunn is associate publisher of *Juvenile Merchandising*, a business magazine published in New York.

Tom Hutton began his management internship in December 1986 at the *Burlington (Iowa) Hawk Eye*. He joined the Harris group in 1983 as a reporter for the *Hutchinson News*. Flynn won the News Enterprise award in the 1985 Harris contest while with the *Olathe Daily News*.

Becky Rusk Jackson has joined Kuhn and Wittenborn Advertising & Design in Kansas City as a copywriter.

Sheryl Kudy received a general journalism degree from Central State University in Edmond, Okla., and is now a reporter and photographer for Townsend Communications, Inc. in Kansas City. She contributes to the five weekly newspapers published by TCI.

Tod Megredy is an editor for the *Winfield Daily Courier*. He was married to Jill Leeburg on June 20, 1987.

Deanna Bush Miles is a copy editor for *Golf Course Management* magazine in Lawrence.

Valerie Mindel and her husband, Michael Miller, are in Hong Kong with their children, Ethan and Emily. She has an editing position with the Southeast Asian and Korean editions of the *Journal of the American Medical Association*, and her husband is an economics editor for Reuters.

Peyton Robinson is the editor of *The American Korean Taekwondo Association Newsletter* in Shawnee.

Steve Robrahn was named correspondent for the Associated Press in Pikeville, Ky.

Timothy Sharp became a copy editor at the *St. Petersburg Times*, in Florida in April 1987.

## 1984

Tone Berg is a copy editor with the *Hollywood Sun-Tattler*, a Scripps-Howard paper in Hollywood, Fla. Her husband, Todd Nelson, ('85) is still working for the *Fort Lauderdale Sun-Sentinel*. Berg and Nelson were married in December 1986.

Warren Bridges is general manager of the Belton-Raymore *Star-Herald* in Belton, Mo.

Julie Jones Davis is assistant director of marketing for Charter Hospital in Wichita.

Debra A. Grossardt is an estimator and sales representative for LaGue

Printing Inc. in North Kansas City, Mo.

Brian Levinson is a financial writer for the *Houston Chronicle*.

Ann Lowry is editor of corporate communications for United Telecom in Westwood, and writes free-lance magazine articles.

Lisa Massoth is the public infor-

## Alum fulfills career dream in New York

Ambition and hard work can take a person almost anywhere, even to New York City to pursue a career in magazine publishing.

These two traits did just that for Janice Gunn, a 1983 graduate, who is associate publisher of *Juvenile Merchandising*, a trade publication of Columbia Communications.

Gunn had her first taste of New York the summer of 1982 as an American Society of Magazine Editors' summer intern at *Good Housekeeping*. When she returned to KU after the eight-week program to finish her senior year, she decided that one of her career objectives was to live and work in New York.

"New York is a professional society, and it is the best place for someone who is ambitious. I always knew in college that I was an ambitious person. I put myself through school. I worked on the *Kansan*. I had an internship, in addition to going to school, and I worked part-time."

Gunn's first step toward making Manhattan her home was transferring from Macy's in Kansas City, her hometown, to Macy's in New York as a make-up artist.

"They loved me there because I wanted to work every weekend. Why did I

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mation officer at the Nelson-Atkins Museum of Art in Kansas City, Mo.

James McCrossen Jr. is an editor for the *Camarillo (Calif.) News*.

Ronald Meade is a technical writer for Hercules Aerospace Company in Magna, Utah.

Rita Moley is an account executive for the *Kansas City Star*.

Diana Rosselot has started her own typesetting and graphic design business, Rossner Graphics and Typography, in Orlando, Fla. She specializes in newsletters.

Brenda Wesierski is self-employed in Denver, where she edits a bi-monthly magazine. She is also a media relations consultant for Coors in the sports department, covering rodeo and motorsports, and handles public relations for a real estate firm.

Mark Zieman became a special projects reporter at the *Kansas City Star* in 1986, after spending two years at the *Wall Street Journal*. He received a National Headliner Award for his three-part series on lax U.S. grain standards in 1986.

## 1985

Ted Breidenthal is a publications editor for the National Collegiate Athletic Association in Mission, and supervises a variety of publications about baseball, ice hockey, and water polo.

Melissa Sampson Chestnut works at Padgett Thompson seminar company in Overland Park as a promotional writer.

Doug Cunningham is a general assignment reporter at the *Times Herald-Record* in Middletown, N.Y.

Jim Evans, a *Hays Daily News* photographer, received honorable mention in the feature photo division of the 1986 Associated Press Kansas-Missouri Newsphoto Contest. He also received honorable mention as outstanding photographer by the Kansas Special Olympics program.

Desiree Kelsch had been art director for *KS. Magazine*, until the summer of 1987, when the magazine went out of business.

Robert Leonard has been promoted to market development manager for Russell Stover Candies in Tampa and St. Petersburg, Fla.

Pat Lewis is pursuing a law degree at KU. In 1986 he married Lindley Kimbrough, a KU alumna.

Tom Long is now working at the *Independence Daily Reporter*.

Nancy Lynne Payne is an account executive with KHUM-FM radio in Topeka.

Paul Severt began working at the *Milwaukee Journal* as a copy editor in April 1987.

Nancy Stoetzer is the lifestyle editor at the *Coffeyville Journal*, doing reporting, editing and design for the lifestyle section.

Beth Wallace is editor of *The First Aider* in Gardner.

Susie Woltkamp is a technical editor for Harding Lawson Associates, a geotechnical engineering firm in Denver. She also does free-lance writing for the Geological Society of America Bulletin.

Steve Zuk is a photographer for the *Ottawa Herald*. He won first place in the spot news division and second place for sports in the 1986 Missouri-Kansas Associated Press Contest for small newspapers.

## 1986

Mary Alice Anderson works for an air conditioning and heating trade publication. She also writes for *DuPage Profile*, a news magazine in DuPage, Ill., and is a columnist for *Great Chefs of DuPage County*.

Amy Bishop is an administrative assistant for the Mid-America Trade Center in Wichita.

Joseph Brewer is a copy editor at *The Journal-News* in Nyack, N.Y.

David L. Crew is news and sports director for KSSG AM-FM Radio in Pittsburg, Kan., and Joplin, Mo.

Michelle Hinger Crockett is editor of *Sign Business* in Broomfield, Colo.

Carol Dengel has joined Sandven True Pruitt Inc. in Kansas City as an account coordinator.

Lori Dodge has a permanent position with the St. Louis Bureau of the

Associated Press. After graduation, she worked as a legislative relief staffer for the AP in Jefferson City, and then as a vacation relief staffer at the Miami bureau.

Tonya Forbes began working as an account executive for Mast Advertising and Publishing, Inc., of Overland Park in January 1987.

*continued from page 46*

want to work every weekend? Because I did all of my interviewing during the week."

While she looked for a job in magazine publishing, Gunn lived in a boarding house for women, so that she could afford to live in Manhattan. At the house, she lived with women who were beggars and had nowhere to go, as well as with career-oriented women like herself.

Gunn's job search ended three months later when she was hired as an editorial assistant at Gralla Publications. Today, she lives in Queens and commutes to her Manhattan office. As associate publisher of *Juvenile Merchandising*, Gunn writes ads, sells ads, directs editorial content and sets the editorial calendar each month.

"I like the control," Gunn said. "Publishers are compulsive. They want to do all the work themselves, and they are not good at delegating. I don't know how publishing compares to any other industry, but the work never ends. You can never be too compulsive and you are always a self-doer."

Gunn said the responsibility she had was appealing, but that she thought she was often overextended. Often her workday begins during her one-hour subway ride when she organizes her day.

"I don't know if what I am doing is right, but it is right for me right now."

— Diane Filipowski

Andrew J. Hartley is a page designer with the Sunday department of the *San Diego Union*. His work recently won three Awards of Excellence in the 1987 Society of Newspaper Design International Contest. He has a page in the upcoming Regional Print Magazine Annual.

Dave Hornback is a free-lance photographer in West Berlin. He will have photos exhibited at the Berlin Academy of Arts this summer, along with many other photographers, in a show entitled "Berlin from the Outside." He is also working with several photographers on a book of photo-essays on Berlin citizens, to commemorate the city's 750th birthday.

Gregory P. Larson is assistant manager of Crown Books in Alexandria, Va.

Gwendolynne Tompkins Larson is production editor for the American Association for Counseling and Development journals.

Chris Lazzarino is a sports writer for the *Fort Lauderdale (Fla.) News* and *Sun-Sentinel*.

Jim Rauh has accepted a position as sales representative for Carlton Cards, Inc., a division of American Greetings. He lives in Colorado Springs, Colo.

Paige Ruedlinger is working in marketing for an anti-drug program in New York.

Loralee Saxon joined the *Olathe Daily News* in October 1986 as a feature writer.

Jill Waldman is a production assistant for *The Packer*, a Vance Publishing publication, in Overland Park.

## 1987

Nancy Barre is an assistant editor for *Currents*, a magazine published by the Council for Advancement and Support of Education in Washington, D.C.

Bita Behbehani works for Mast Publishing in Overland Park.

Carla Sue Bennett has a sales position in Boulder, Colo. with American Directory Co., an independent yellow pages publisher.

Michael Brennan works for the Associated Press in Raleigh, N.C.

Robert Brunner is a media planner for Valentine-Radford Advertising in Kansas City.

## alumni notes

Anne Byerhof is a junior account executive with Bozell, Jacobs, Kenyon & Eckhardt advertising agency in Texas. She handles the national account for Greyhound and the state account for Southwestern Bell Mobile Systems.

Duncan Calhoun is an assistant account executive at Bozell, Jacobs, Kenyon & Eckhardt in New York. He handles the Planter's account.

Daniel P. Cavanaugh is a sales coordinator at Kelsey National Corporation in Santa Monica, Calif. He handles marketing for New York Life and Independent Insurance Agents.

Michelle Cincetti is a senior account executive for Mast Advertising and Publishing, Inc., in Overland Park. She works with National Yellow Page Service, placing advertising for national and regional accounts in directories across the United States.

Kathleen A. Connelly is employed by DST Systems, Inc. in Kansas City, in the customer service department. She answers questions and complaints and solves account problems.

Caroline Cooney works in the public relations department of the Heritage Foundation, a public policy think tank in Washington, D.C. She also works with Features Syndicate, a national company.

Lori Copple is assistant manager for Timothy's Shoes Inc. in Kansas City.

Andrea de Varennes is a systems trainer at Mycro-Tek, teaching buyers how to use the system. Mycro-Tek sells software for newspaper and magazine publishing.

Carmen Donatel is director of communications for the March of Dimes in Kansas City.

Matt Ehrlich has taken a position with the University of Illinois, Urbana, radio station.

Patricia Feeny is a police reporter for *Statesman-Journal*, a Gannett daily newspaper in Salem, Ore.

Timothy Finn is a copy editor with the *Detroit News*.



Heather Fritz works in the newsroom of the *Lansing State Journal* in Lansing, Mich.

Jenny Gardner began working for the Boesberg Company in Kansas City in April 1987.

Lisa Gaumnitz is a reporter for the *Lawrence Journal-World*.

Stephen L. Gibbs is a staff writer for the *Topeka Capital-Journal* in the living department.

Victor Goodpasture served with the National Guard until November 1987.

Nola Gutzman assists the vice president of marketing for Rage Inc., which operates 96 Pizza Huts and 23 Rent-a-Centers.

Kristen Hays is a reporter for the *Glenwood Post* in Glenwood Springs, Colo.

Michelle Johnson is a reporter for the *Louisville (Ky.) Register*.

Dena King is an advertising assistant for the Leitz Company in Overland Park. The company manufactures surveying systems and instruments.

Dirk E. Kruger is regional sales manager for Peer Chain Co. His sales territory covers Missouri, Kansas, Oklahoma, Nebraska and New England.

Kristin Kurtenbach is a copy editor for *The New Mexican* in Santa Fe, N.M.

Beth Lillie works in Lenexa as a general ledger accountant for Directors America, a subsidiary of United Telecommunications, Inc.

Jennifer Lumianski is assistant public relations director for Leo Eisenberg Co., a commercial real estate company in Kansas City, Mo.

Harlen Makemson is working at the *Garden City Telegram* as assistant sports editor.

Melissa Martin is a sales representative for the silver pages of Southwestern Bell in Phoenix, Ariz.

Peggy Kramer Mayhugh is an area reporter and lifestyles editor at the *Abilene (Kan.) Reflector-Chronicle*.

Julie McHugh was a junior account executive for Kuhn & Wittenborn Advertising and Design in Kansas City, and is now media coordinator for the Kansas Union.

Sheila Meggison is office manager for Midwest Appraisal Company in Lyndon, Kan.

Colleen Meier has been interviewing in Phoenix, Ariz., since graduation.

Lisa Millard is an account executive for Lawrence Broadcasters Inc., owners of KLWN Radio in Lawrence.

Lisa D. Miller is a part-time reporter and anchor for Monday night newscasts at KFDI Radio in Wichita.

Cecilia Mills is a front desk clerk at the Hotel Meridien in San Francisco, Calif.

Colleen Murphy was hired full-time in April 1987 by Americans for Democratic Action in Washington, D.C., a political lobbying group, after completing an internship there.

Patricia Pucka Osoba is attending graduate school at Northwestern University in Evanston, Ill.

Steven L. Parker is advertising art director for the *Phoenix* (Ariz.) *Business Journal*.

Thomas Perry took a job with WMYK, WZAM Radio, a gospel radio station, in Virginia Beach, as a marketing consultant in advertising sales.

Jason Rhodes is a news photographer for KSNT-TV in Topeka, where he shoots and edits news stories for the 12, 6 and 10 o'clock newscasts.

Kathy Rolfe is an editorial assistant for Sandven True Pruitt, a Kansas City advertising and public relations agency.

Karen Samelson is a copy editor for the *Argus Leader* in Sioux Falls, S.D.

Janet McNeill Saunders is a general assignment reporter for *The Manhattan Mercury*, doing reporting, editing and layout assistance.

Carolyn Schmidt is special events coordinator for the Cystic Fibrosis

## How the J-School found a home

It didn't just happen that the School of Journalism occupies its own unique building in an ideal, central campus location. If it hadn't been for the persistent plugging of one man, Leon N. Flint, department chairman, 1917-1941, it might never have come about.

On April 29, 1919, Flint wrote to Chancellor Frank Strong suggesting that Old Fowler Shops, should they ever become available, would be a desirable home for the journalism school. The shops were built in 1889, through the generosity of George A. Fowler, to house the School of Engineering machine shops. Flint emphasized the crowded condition in the department. He later sent the same message to Chancellor E.H. Lindley on May 21, 1927, and to Chancellor Deane W. Malott, a former journalism student and *University Daily Kansan* circulation manager, on December 19, 1940. Malott made no outright promise, but said that he would keep the J-School in mind.

At the beginning of the 1952 spring semester, the School and the *Kansan* moved to the Old Fowler Shops. The campus printing department moved into the western half of the building after the 1952 commencement printing had been completed. All these letters are on file in the Archives section of Spencer Research Library.

— Thomas C. Ryther



You may know where you are,  
But do we?

Send us your latest news about you, your work, and your family. We're at the same address, even if you aren't.

Foundation in Kansas City.

Piper Scholfield is attending graduate school at KU.

Judith Schwartz is manager of customer service for Richman Gordman, a retail clothing store in Omaha, Neb.

Mark Siebert is a reporter for the *Press-Citizen* in Iowa City, and is working on his graduate degree.

Eric Sigler is a sales representative at the *Denver Business Journal*, a weekly newspaper. He is in charge of developing the new automotive industry section.

Jim Small is assistant news director for Major League Baseball in New York. He handles media relations for the World Series and the All-Star Game, and writes press releases and publications.

Bonnie Snyder is a copy editor for the *Fort Lauderdale News* and *Sun-Sentinel*.

Mary Sparks is a circulation assistant for the *Kansas City Business Journal*.

Dana L. Spoor is working in the Special Sections department of Sun Publications, Overland Park, where she does everything from writing and editing to layout.

Roberta Stallbaumer is an assistant editor for the *Kansas City* (Mo.) *Bank News*.

Lori Polson Stratton is a reporter for the *Parsons Sun*.

Patrick Sturgeon is an editor for KTVK-TV in Phoenix, Ariz., where he edits videotape for newscasts and produces some sports segments.

Holly B. Swander is an associate editor for the American Academy of Family Physicians in Kansas City.

Julie Truster is a sales representative for pharmaceutical products for Marion Laboratories, Inc. in Kansas City.

Jeannine Hamilton Wallace designs and sells advertising for the *Chillicothe* (Mo.) *Constitution-Tribune*.

Dave Wanamaker works in sales for Proctor and Gamble in Kansas City.

JAYHAWK JOURNALIST

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The University of Kansas  
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