

JAYHAWK

Spring
1989

JOURNALIST





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Page 5: Catherine Wheeler
Page 7: Steve Traynor
Page 10: Mike Williams
Page 11: Mark Inabinett
Page 12: Mark Inabinett
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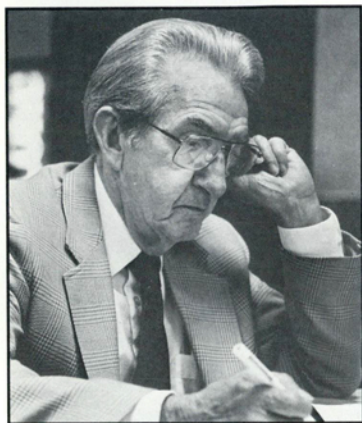
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This issue is dedicated to Professor Lee Young in his last semester as adviser to the Jayhawk Journalist.

JAYHAWK

JOURNALIST

Page 20



Features

20 Melements of advertising: the course critics rave about *It's the end of an advertising era as Mel Adams retires*

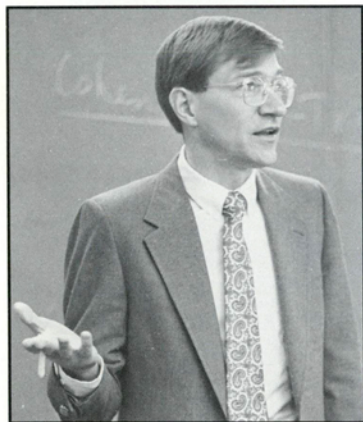
25 Campus views *A look through the lens at a changing KU campus*

28 Keeping an eye on the government . . . while it keeps an eye on you *Ted Frederickson recalls his days as a student journalist in the late 60s*

30 A mouse in the house *Three views on the changes that have occurred with the addition of a Macintosh lab in the J-school*

36 The Class of '74 *Calder Pickett's journey into the American past*

Page 28



Page 36



Departments

2 News Notes

41 Alumni News

News Notes

Kuralt's 'On the Road' tales earn W. A. White Medallion

It seemed fitting that Charles Kuralt would receive an award named in honor of William Allen White.

When William Meyer, president of the William Allen White Foundation, introduced Kuralt as the recipient of the foundation's 1989 Award for Journalistic Merit, he noted similarities between the award's eponym and its winner.

"With a jolly smile, slightly portly figure and smiling eyes, he looks a little like William Allen White," Meyer said of Kuralt. "William Allen White was a compassionate editor who looked for a story with a soul, a yarn spinner who left you with a warm feeling."

White achieved national fame by becoming a citizen of America and a spokesman for its small towns from his newspaper office in Emporia. Kuralt has done much the same thing by traversing the country in his "On the Road" van, bringing the quaint and the queer, and the valiant and the virtuous from the backroads to the "CBS Evening News."

"His accomplishments qualify him as sort of a modern-day William Allen White," said Dean Mike Kautsch in opening the William Allen White Day luncheon. "Charles Kuralt is a journalist who knows how to tell the fun of life. And that's as good a reason to honor him as any."



Charles Kuralt

Kuralt anchors "CBS Sunday Morning" in addition to his work with "On the Road."

In 1967, Kuralt began the series of reports that highlight people and places not usually found on network newscasts. "On the Road" stories have won three George Foster Peabody Awards and eight Emmy Awards from the National Academy of Television Arts and Sciences.

In addition to delivering the annual address at the William Allen White Day luncheon in the Kansas Union ballroom, Kuralt met twice for question-and-answer sessions with journalism students. Kuralt laced his

comments with revelations from his experiences on the road and practical advice for young journalists, including his own tricycle principle -- an admonition that in a report about children riding tricycles, the reporter shouldn't spoil it by riding one, too.

In his address, Kuralt reiterated the idea that too often reporters come on as though they were the story.

"Journalism talks loudly and speeds along. The country talks softly and goes slowly," Kuralt said. "I am persuaded that journalism would be better if it could find ways of attuning itself more closely to the rhythms

and worries and joys of the country. Listening is a virtue of journalism that is easily overlooked in a time when we journalists so much enjoy hearing ourselves talk."

Kuralt told the students they needed more than the basics of journalism to become good reporters; they needed a tickle of curiosity and a genuine interest in learning.

"Nearly everything you learn as a result of this curiosity, which I'm saying is necessary, will come in handy some day," Kuralt said. "The best reporters all have large wastebaskets or desk drawers for minds."

Kuralt made fun of himself in accepting the White medalion: "We all have our duties at CBS News. Dan Rather and Mike Wallace and those guys have theirs, and I have mine. Mine is to be sure that no musical saw player, or swimming pig, or fellow who has a car that runs on corncoobs goes unremarked on national TV."

But Kuralt began his career as what he called a "serious reporter." His first professional stop was as a reporter with the Charlotte News for two years before joining CBS News as a writer in 1957. Before beginning his "On the Road" series, Kuralt served as a CBS correspondent and reported from all over the world. He advised students entering the broadcast news field to develop their writing skills by starting in the print media and, above all, to read.

"Good reading is about the best thing young reporters can do," he said. "Good writing is derivative. That is, it comes from good reading."

The 1989 Burton Marvin Kansas News Enterprise Award also was presented at the luncheon and went to the the *Miami Republican* of Paola and the *Wichita Eagle-Beacon*. Managing Editor Phil McLaughlin and News Editor Sarah Maloney of the *Republican* were recognized for their comprehensive report on building codes and their enforcement. *Eagle-Beacon* reporter Alissa Rubin was cited for her reporting on changes in property-tax codes.

-Mark Inabinett

Videotape captures vitality for language of former journalism professor Bremner

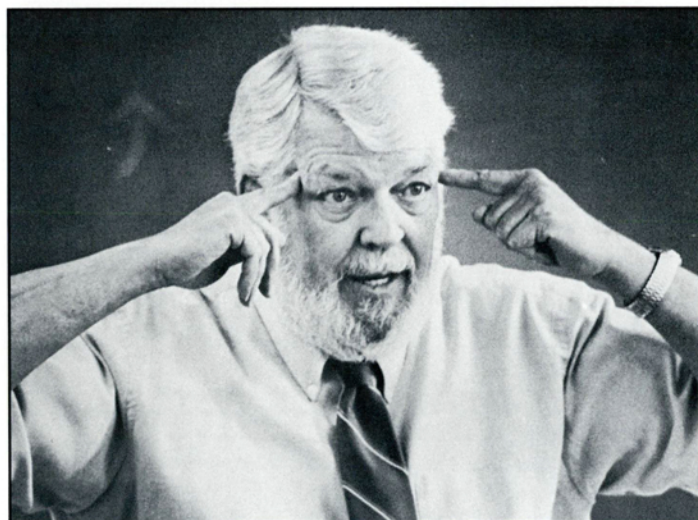
On February 10, the sagacity and wit of John Bremner returned to the University of Kansas campus at the 1989 William Allen White Day luncheon. Bremner roared in defense of grammar instruction and reasoned through explanations of sequence of tenses in imparting his wisdom on words.

Bremner retired from the KU journalism faculty in 1985 and died in 1987. He appeared at the luncheon, though, in the premiere of a 13-minute videotape, *John Bremner: Guardian of the Newsroom*. The tape was made during a 1986 Bremner seminar for young journalism professors at Indiana University. Narration by former NBC News correspondent Edwin Newman connects sequences of Bremner in action.

Bremner joined the William Allen White School of Journalism in 1969 and was named Oscar Stauffer Distinguished Professor in 1977.

"He honed their skills in grammar, layout, captions and headlines," Newman says of Bremner's work with KU students. "And he exhorted them to cultivate editorial virtues such as accuracy, consistency, vigilance and fairness. He roared at them and cajoled them, terrified them and made them laugh."

The VHS tape has a 30-



John Bremner

minute version that shares footage with the shorter tape, but also contains an editing test and other instructional material. The tapes are available for a \$10 donation for each tape to the John Bremner Memorial Fund, which supports journalism education at KU.

The Gannett Foundation of Rochester, New York, produced the tapes. Bremner's lecture was recorded during a Gannett Foundation-funded seminar.

"With our continuing interest in journalism and journalism education, we came to love John Bremner and his intense love of language," Gerald Sass, Gannett Foundation vice president of education, said. "After his death, we wanted to preserve for future journalists some of that ferocious devotion to

journalistic excellence that inspired all those who learned from him."

Bremner's energy for English comes through on the tapes. At one point he tells the gathering of instructors, "You have to teach them -- excuse my using the word -- grammar. The first of the trivium, the classical liberal arts: grammar, logic, rhetoric. I won't apologize for saying it. It's become sophisticated to say that you don't teach grammar. Baloney!"

Inquiries about the tapes should be sent to: Office of the Dean, School of Journalism, University of Kansas, 200 Stauffer-Flint Hall, Lawrence, Ks., 66045. Those requesting only one tape should specify which length they want.

-Mark Inabinett

White awards honor city, regional magazine excellence

The fifth annual design competition of the White Awards for city and regional magazines took place Feb. 19 at Stauffer-Flint Hall. Members of the City and Regional Magazine Association sent in 182 design entries, which were judged by John Baxter and Dugald Stermer.

The White Awards competition recognizes and rewards journalistic and design excel-

lence in magazines belonging to CRMA. Judges look for originality in design and evidence of intelligence and wit. They award merit to those publications that effectively and appropriately use typography and art in defining the look of the publication. Competition also takes place in editorial, but entries are sent to judges around the nation.

Baxter and Stermer spent

nearly five hours judging entries in color features, black and white features, spreads and cover design. They also awarded the White Medal for Design, which recognizes the best single example of magazine design that serves the reader and sustains visual interest throughout the publication.

Baxter, a graphic designer, has worked in book, maga-

zine and newspaper design. His specialty is the pursuit of message communication -- the proper application of any communication tool imaginable to enlighten, convey, express, divulge, reveal, inform or instruct.

Baxter attended The Cooper Union in New York City. He served as art director for *Mother Earth News* and par-
(Continued on page 5)

Bass coordinates seminars for CRMA

Sharon Bass has always been a believer in lifelong education. To her, graduates shouldn't stop learning just because they have received a diploma. That belief is behind Bass's desire to plan professional development seminars for employees in the magazine business.

Bass, associate professor, said, "When I talk to graduates, I often hear that what they miss most in their jobs is the sense that they are growing or improving." She said that these seminars provided a chance to learn again.

"We should be involved with the ongoing education of magazine journalists after graduation," she said.

The establishment of the City and Regional Magazine Education Fund created an opportunity to plan and administer such seminars. The fund, established by the City and Regional Magazine Association, is administered by KU's School of Journal-

ism. Bass serves as the fund's director of professional development. She plans and implements regional seminars that provide magazines with opportunities for staff development at a reasonable cost. This year, three one-day seminars dealing with advertising, editorial and design were conducted in April at the CRMA convention in New York City.

Bass participated in the editorial seminar. The topic was "Five Strategies for Developing Local Talent." She said she often heard editors complaining about lack of talent. Her seminar focused on how editors could make marginal talent in the freelance pool work more productively for them.

Bass said the seminars were directed mainly at middle management employees in city and regional magazines.

"They would be the people that a company would want to

seize potential in and broaden," Bass said.

She said feedback had been positive from participants in the three seminars that have been conducted since 1987.

"Participants get to meet their counterparts from other city magazines," she said. "It makes staff members more aware of what their counterparts are doing on other publications."

Bass said the seminars also provided a chance for peer resource sharing, generating new ideas and dealing with burnout. Many participants said they returned to their jobs feeling charged up.

That sort of positive response to seminars can help increase participants' productivity on the job. Bass said that after one of the advertising seminars, an evaluation form was sent to participants asking them if anything they had learned at the seminar had increased their job pro-



Sharon Bass

ductivity. The response showed that many had experienced a 20 percent increase in sales after the seminar.

In addition to coordinating these seminars, Bass works with the CRMA Board of Directors to evaluate and upgrade the programs of the Education Fund.

Bass said she hoped that as the fund grew, it could offer scholarships and student awards as well as broaden activities in magazine education at the University of Kansas.

-Laura Maag

(Continued from page 4)
ticipated in redesign projects for clients such as IBM, *American Photographer* and *Sports Illustrated*. He is currently designing a series of books for Simon & Schuster and is also working for the *Wichita Eagle-Beacon*.

Baxter, while judging, looks for something to lead his eye. He said that a number of the winning entries assumed an intelligence on the part of the reader and were an invitation for the reader to continue reading.

"Design shouldn't be called design anymore," Baxter said, "because it ain't just pretty pages. It should be called communication."

Stermer, designer of the 1984 Olympic Games medals, is a well-known illustrator and design consultant. He has had his illustrations featured in *Time*, *GQ*, *Life*, the *Washington Post*, the *Los Angeles Times* and the *New York Times*. He is pursuing a free-lance career, which includes design and illustration for book and magazine publishers.

Associate Professor Sharon Bass, coordinator of the competition, said the White Awards were a chance for community journalists to be recognized for what they do for their communities.

Bass is responsible for choosing judges for both the design and editorial categories, administering the call for entries, formulating the rules for participation and coordinating the awards presentation that takes place



Stermer and Baxter, CRMA design judges

each year at the CRMA convention. The winners of the 1989 competition were announced at the April convention in New York City.

Bass said that having the design competition in Stauffer-Flint Hall benefited the journalism school and the judges. The students got to meet the judges and hear them speak, and the judges got a sense of what the stu-

dents were like. Bass often uses the editorial and design entries as examples in her classes.

"I make the time to do this because it gives me access to a window on the real world and what's going on in the business. That feeds back into the classroom," Bass said. By coordinating the White Awards and working with CRMA, Bass thinks she is

better equipped to teach journalism courses such as Magazine Publishing Management.

The White Awards are funded by the City and Regional Magazine Education Fund established by CRMA. The goal for the educational fund is to support activities that reward excellence in magazine journalism serving communities.

-Laura Maag

Frederickson gets depth reporting grant

Ted Frederickson has found an outside source to finance one of his summer depth reporting projects. The Gannett Foundation Publication Program for Journalists in Education has awarded him a \$3,000 grant.

The money will pay for a depth reporting project he will begin in June, although he is not ready to reveal the subject. "I would like to dive into the preliminary research before those involved in the story have been forewarned that a story

is being planned," he said. He said he was negotiating with several metropolitan newspapers interested in publishing his articles.

Frederickson, who teaches Law of Communications and Media Ethics, researched and wrote a depth report on the precarious condition of Kansas banks that was published in the *Topeka Capital-Journal* in summer 1985. He also wrote a depth report on campaign finance abuses, which was published in the *Wichita Eagle-Beacon* in

summer 1988.

The Gannett Grants, administered by the College of Communications at the University of Illinois, are awarded to former professional print and broadcast journalists now teaching in journalism schools. Applicants are judged on "evidence of a commitment to high journalistic standards, likelihood that a project will be published or exhibited and a record of substantial journalistic achievement."

Visiting professor brings East Coast experience to class

Visiting professor Sharon Dickman wants her reporting students to ask more questions.

In class, she emphasizes the local news perspective and encourages all students to participate in discussion. "I like them to take initiative," Dickman said. "The best stu-

dents are more vocal, more curious."

Dickman uses Lawrence as a base for writing assignments but plans to introduce students to new possibilities by sharing her East Coast experience with them.

She has taken a six-month leave of absence from an

assistant metro editor position on the *Baltimore Evening Sun* to teach sections of Reporting I and Reporting II at KU. Twenty years as a reporter and an editor have given her a lot to draw from when the questions start rolling in.

"I have a lot of stories to

tell," she said. "I've spent an awful lot of time in the newsroom and can speak from both an editing and reporting perspective as to how things really work."

One of the common threads of newsroom and classroom teaching is the art of compromise in solving problems. "I'm very open to compromise," she said. "I have had students say, 'Hey, we don't think it's going to work that way, why not do it like this,' and I'll say, 'Hmmm, I never thought about it that way. Okay, we'll change it.' New ideas are most often the best ones." To make the class more relaxed, Dickman takes a personal approach, learning students' names and helping them with writing assignments and outside concerns individually.

"I try to be more flexible, not so authoritative," Dickman said. "They all have my home phone number and are welcome to call. That's what I'm here for."

She particularly likes to hear questions that suggest students are thinking beyond daily assignments to what they really would like to know about the newspaper profession. Also, she wants students to become more familiar with the East and view larger cities as possible job locations.

"A lot of them are from small towns and have never thought about moving to the East Coast," she said. "I want

Job description lures Day to West Florida

When Larry Day heard of an opening at the University of West Florida for a journalism professor with a background in newspaper writing and an interest in Latin America, he knew he had to apply for the job.

Day was a professor of journalism for 22 years at the University of Kansas. He resigned in August to teach journalism classes in the department of communication arts at West Florida in Pensacola.

"It looked like they had taken the job description from my resume," he said. "My background was exactly what they were looking for."

Day has worked in Central and South America and speaks Spanish fluently. He said his position at the university was giving him a chance to work on projects to benefit Hispanics, something he enjoys doing.

"I've been researching two projects," he said. "One of them involves seeking funds for scholarships and fellowships for Hispanic students to



Larry Day

come study in the United States. We hope we can make Hispanic students feel comfortable here."

Day said he also was working on mass-media drug education programs aimed at Hispanics.

"I think the Hispanic population in the United States and the Latin American element of our hemispheric relations are going to increase in importance," he said.

"I'm very interested in attracting minority students such as Hispanics and working with them to assure that these individuals in our country get the training and educa-

tion they need to take their places in our country where they need to be."

Day now teaches courses similar to the reporting and international journalism courses he taught at KU. He also created a new course that covers the press in Latin American countries.

As excited as Day is about his work in Florida, he and his wife, Chris, still think fondly of KU and of Lawrence.

"I miss KU a lot," he said. "We were there for 22 years and it's a wonderful, large university with outstanding traditions."

"The School of Journalism is one of the best in the country, and I miss my colleagues there."

One thing Day said he missed at West Florida was being able to follow closely the KU basketball team. The Days had season tickets to watch the Jayhawks for 22 years.

"We wish KU and the Jayhawks well," he said.

-Monica Hayde

to expand their horizons .”

However, Dickman does want students to take advantage of the many opportunities for learning in the Lawrence area. Her Reporting II students are writing articles about farmers and the drought in which each student will come up with different sources from the area and an individual focus.

Dickman has also assigned stories about city commission and schoolboard candidates. “I try to use Lawrence as much as possible,” she said. “The opportunity for learning here is tremendous because people are willing to stop and answer questions.” In this sense, Dickman agrees with the “laid-back” stereotype of the Midwest.

“The pace of life is a lot less rushed,” she said. “People will spend time with you. Everywhere I have gone, people, from store clerks to officials, have been very helpful.”

And, Dickman said, approachable sources make reporting easier. “This is a piece of cake. I tell my students I don’t feel sorry for them at all. People rarely give you the time of day if you ask for it in Baltimore.”

Dickman’s goal for her Reporting II students is to give them the confidence and the skills they need to be able to get an internship or work on the *University Daily Kansan*. She would like all of her students, news-editorial majors or not, to walk away from her class with

basic writing and reporting skills necessary for all aspects of journalism, from writing a public relations press release to creating advertising copy.

Dickman was a finalist for the Gannett Professional in Residence position now held by Bob Rhodes. She was asked to return to the campus to teach for the spring 1989 semester.

“I’m taking a break from the job in Baltimore and also evaluating where I’ll go from here,” she said. “It has been a great change of environment to see what it’s like teaching full-time. It is a lot of work, but it’s also a lot of fun to work with young people.”

Dickman’s experience extends beyond the newsroom. She has been assistant metro editor at the *Baltimore Evening Sun* since 1979, managing groups of reporters who cover beats in a metropolitan area of two mil-



Sharon Dickman

lion people. She has coordinated coverage of papal visits to the United States and presidential trips to the Baltimore area. She was awarded a

first-place prize by the Maryland chapter of Sigma Delta Chi in 1983.

She has also taught seminars, workshops and classes. She was an adjunct faculty member at the University of Maryland at College Park, College of Notre Dame of Maryland, Towson State University and Goucher College.

She was a reporter at the *Evening Sun* from 1969 to 1978, working as a general assignment reporter and also covering education, housing, religion and social services as full-time beats. She also emphasized trend stories exploring child abuse, rape, the peace movement and the women’s movement. She received a master of liberal arts degree from Johns Hopkins University in 1979 and a bachelor of arts in journalism from St. Mary-of-the-Woods College in Indiana, in 1968.

-Donna Stokes

1979 graduate wins sportswriting award

University of Kansas graduate Steve Sell has been named the winner of the 15th annual Oscar Stauffer Award by the Kansas State High School Activities Association. Sell is the sports editor of the *McPherson Sentinel*.

The Stauffer Award honors the Kansas sportswriter who provides the best coverage of high school sports. The Kansas Coaches Association selects the award winner from nominations made by the state’s high schools.

“It was just a great honor,”

Sell, a 1979 graduate, said of the award. “It was a reward for a lot of hard work.”

Sell covers the athletic activities of five high schools for the *Sentinel*. In 1987, Sell received the Kansas Wrestling Coaches Association’s Kansas Sportswriter of the Year award.

Sell worked as a sportswriter on the *University Daily Kansan* in 1978 and 1979. He said that of his courses at KU, the editing class taught by John Bremner had helped him most in his

professional work. Sell said he would like to see KU offer classes or a sequence in sportswriting.

“It’s a specialized area,” Sell said.

“I don’t write anything but sports, and I think it would be a good idea to prepare people to do it well with specialized instruction.”

Sell will receive the Stauffer Award in May at the Kansas state high school track and field championship meet in Wichita.

-Mark Inabinett

Dary accepts post as director of OU's journalism school

After 20 years as a member of the journalism faculty at the University of Kansas, Professor David Dary will become director of the H.H. Herbert School of Journalism and Mass Communication at the University of Oklahoma.

Dary accepted appointment to that post in February. He will begin work on May 15, he said, after completing his spring semester teaching duties at the University of Kansas.

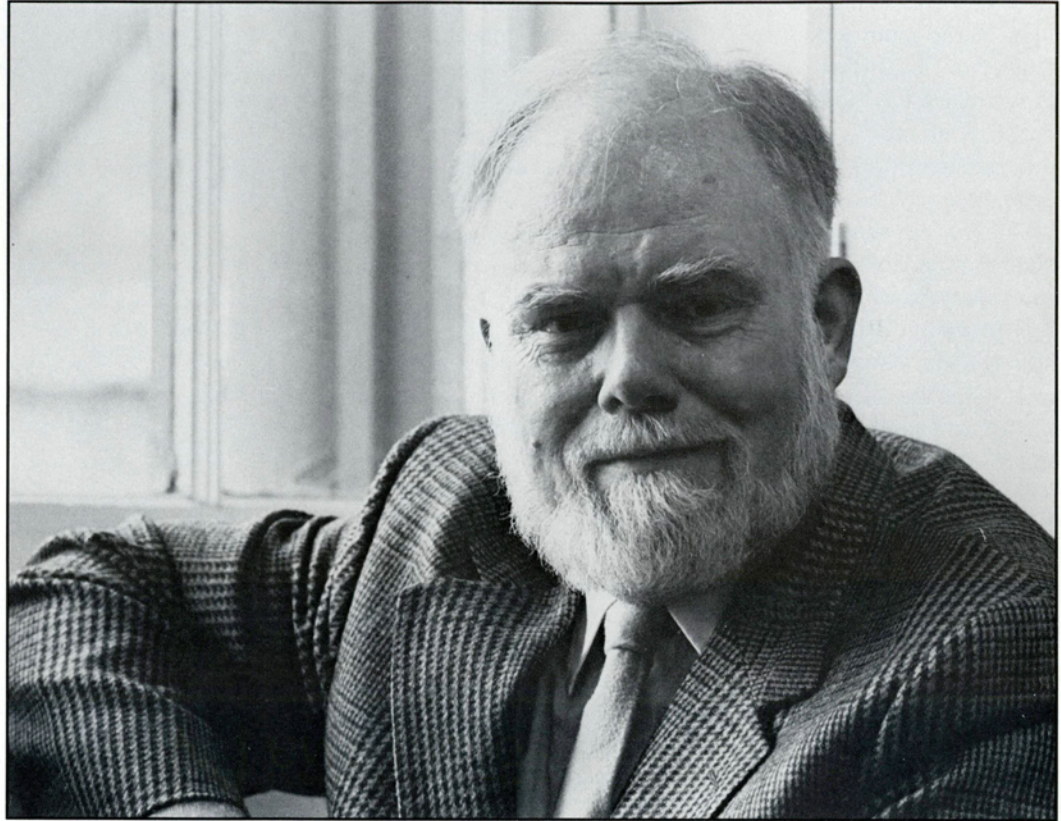
Dary said that there were differences between being an instructor and an administrator but that he thought he would continue to enjoy his work.

"A teacher has, and tends to enjoy, what some people call contemplative time," Dary said. "Not all administrators lack this, but many do. The key is one's organization of time.

"Once I get my feet on the ground, I want to teach at least one course per semester, and I plan to continue my writing.

"Also, as a teacher, once the day's done, you're through. As an administrator, you carry with you the overall responsibility for everything, and you have to live with that. But I don't think that's dreadful. I have been an administrator before."

Before joining the KU faculty in 1969, Dary worked in broadcast news. His career included covering segments of the Eisenhower and Kennedy



David Dary

administrations for CBS. He also worked in management at NBC. He came to KU from KTSB-TV in Topeka, where he was director of news.

While at KU, Dary has taught History of American Journalism, Broadcast News, Reporting, and Public Relations. He also served as director of the Office of University Relations from 1973 to 1976 and as publisher of the *University Daily Kansan* from 1976 to 1978.

A Manhattan native, Dary received his bachelor's degree from Kansas State University and his master's from KU.

"I know I'm going to miss the aesthetics of Lawrence and the campus. It's a nice place to live," Dary said. "In Kansas, I feel I have my roots, and they're still going to be in Kansas. I like Kansas history, and I'm going to be taking that with me.

"But my interest also lies in the history of the American West, so I'm really looking forward to grasping more about Oklahoma. There are negatives about leaving, but I think there are more positives than negatives."

Dary has written several books about the West.

With 1,300 students, the

Oklahoma journalism program is the largest department in the university's College of Liberal Arts and Sciences. Dary said he found especially appealing the professional-writing sequence offered at Oklahoma and the requirement that students pass a writing test to gain admittance to the school.

"They have a good faculty, good facilities, and a lot of students," Dary said. "I see no major problems, no major hurdles.

"It has a proud history, a lot of tradition, and I plan to build on that."

-Mark Inabinett

KJHK wins nine awards in state broadcast competition

KJHK-FM, the student-operated radio station, received nine awards from the Kansas Association of Broadcasters for broadcasts aired last year. These awards were based on timeliness, content, writing ability and professional production. The University of Kansas competed against other universities and colleges in the state.

Sam Elliott, adviser to KJHK, said that it was outstanding for a station to receive so many awards.

"It shows that others recognize that our students are doing a good job," he said. "An impartial jury looked at our work and confirmed what we have felt for a long time."

The awards were:

First place: 30-second

public-service announcement about smoking produced by Bev Finger, Ransom senior, and Byron Sunday, Overland Park freshman;

First place: Complete feature for a sports story done by Clayton Reid, Topeka junior;

First place: Sports play-by-play announced by Bob Bussel, Newton, Connecticut, senior, and Mike Werner, Topeka senior;

First and second place: Complete newscasts for a package news story. First place was awarded to Wendy Elder, Leawood senior, and second place to Patrick Kirby, Leawood junior;

First and second place: Graduate research paper. The first-place award went to Michael Mandigo, Overland

Park graduate, and second place went to Jerry Howard, Topeka graduate;

Second place: Station promotion announcement for the Special Olympics produced by Mark Pennel, Lawrence senior, and Teresa Small, Junction City senior.

KJHK also won first place for bloopers, which are broadcasts during which mis-

takes were made.

The Kansas Association of Broadcasters is comprised of more than 200 radio and television stations in Kansas. The contest is usually judged out of state to insure impartiality. The 1988 contest was judged by the Alaska Broadcasters Association.

-Ellen Stohr

2 Dow Jones internships awarded to KU students

Two KU students will participate in a 10-week summer newspaper internship granted by the Dow Jones Newspaper Fund Editing Intern Program.

Camille Krehbiel, McPherson junior, will work at *USA Today* in Arlington, Virginia, and Derek Schmidt, Independence junior, will be working at the *Gary Post Tribune* in Gary, Indiana.

The program, which is open to college juniors and minority college seniors, offers a scholarship grant of \$1,000 in addition to the paid internship. Krehbiel and

Schmidt will attend a two-week training program at the University of Missouri in Columbia before beginning their internships.

Fifty students are selected nationally to participate in the program.

The selections are based on an hour-long, controlled editing/writing exercise, an application and recommendations from professors or professional editors.

Last year, six KU students were selected for the program and five of them participated.

-Ellen Stohr

Grads learn newspapering at AP's Topeka bureau

At least 12 graduates of the journalism school have begun their newspaper careers as temporary workers in the area's Associated Press bureaus, particularly in Topeka.

The latest in the KU line of graduates was Mike Horak, Emporia senior, who served as a relief newsman in Topeka during the 1989 Kansas legislative session. The relief pipeline from KU to the AP bureaus may have started as early as 1955 when Emerson Lynn Jr. worked at the Topeka Bureau. Lynn now publishes the *Iola Register*.

In 1973, Tom Slaughter and Dave Bartel worked together as Topeka relievers. Slaughter now serves as AP bureau chief in Seattle, and Bartel is administrative assistant to Kansas Senator Nancy Kassebaum.

Other Topeka relief workers from KU have been

Dan George in 1974, who now is Chattanooga correspondent for AP; Dennis Ellsworth in 1976, now editor of the *San Angelo (Texas) Standard-Times*; Steve Robrahn in 1983, now AP correspondent in Pikeville, Kentucky; Diane Lubber in 1984, now business writer at the *Greensboro (N.C.) News and Record*; and John Hanna in 1986 and 1987 and Sally Streff in 1988, who both now are on the AP's Kansas-Missouri news staff.

Barry Massey worked as a temporary at the Kansas City bureau in 1979 and now is the AP's Washington regional correspondent. Lori Dodge worked in the Jefferson City bureau in 1986 and now is on the AP's Kansas-Missouri news staff.

-Mark Inabinett

News Notes

Kansan wins 1 of 7 ANPA Pacemakers

The *University Daily Kansan* added an award to its collection when it received the American Newspaper Publishers Association Pacemaker for 1987-88. The *Kansan* was one of seven papers to earn the honor, which was co-sponsored by the Associated Collegiate Press. Three of the awards went to two-year colleges.

Jennifer Benjamin, editor for fall 1987, said of the award, "It was one of those things you always hope you'd get. It makes you feel great to be one of four (four-year) papers in the country."

Benjamin credited staff members with earning praise from a Pacemaker judge for a "clear, concise, consistent and readable" paper. "We had a really talented staff," she said. "And everybody worked really hard and put in a lot of time. I think we had a really strong campus desk. They're the ones who really dealt with the news."

"It's for everybody, not just the editor."

Benjamin, a 1988 graduate, is now a metro reporter for the *Wichita Eagle-Beacon*.

Alison Young followed Benjamin as editor, and a semester of controversy and excitement awaited her. The first uproar came in March 1988, when Ku Klux Klan



Notable *KANSAN* front pages of 1987-88

members appeared on campus for a free-speech rally. Violence was anticipated, but despite anger and protest among a crowd of 5,000 people, the rally ended with minor property damage and the arrest of one audience member. Less than a month later, the campus streets were overrun with an even larger crowd, this time one with cause for celebration: the Jayhawks had won the 1988 NCAA basketball championship. The next day's *Kansan* bore the now-famous "CHAMPS!" headline.

Young, a 1989 graduate now reporting for the *Dallas Times Herald*, said she was particularly proud that the opinion page had improved its rating, and attributed some of the improvement to the Klan controversy. "The issues that were presented to us gave

us a chance to put the editorial page to use and have an impact on a university community during a time of particular stress," she said. Opinion was the only one of five areas not to receive a mark of distinction for the fall semester. All five areas received marks of distinction for the spring semester, despite the fact that all but three staff members had had less than three semesters' experience on the paper.

The *Kansan* was rated as an All-American newspaper both semesters. Pacemaker winners were chosen from among the All-Americans.

Tom Eblen, *Kansan* general manager and news adviser, praised the student staff members. "I'm pleased for the proof of the vitality of what we're doing," he said. "We had extremely difficult prob-

lems on campus (in the spring semester, and I thought the students handled it with sensitivity and compassion, by and large. They should be commended for it."

Other papers awarded the Pacemaker were: the *Indiana Daily Student*, Indiana University; the *College Heights Herald*, Western Kentucky University; the *Spectator*, University of Wisconsin, Eau Claire; the *Warwhoop*, El Camino College, Torrance, California; *The Ranger*, San Antonio College; and the *MATC Times*, Milwaukee Area Technical College. The 1987-88 Pacemaker is the *Kansan's* fifth. The others were awarded in 1971, 1975, 1981 and 1985.

-Katy Monk

Student group wins regional advertising competition

Twelve advertising students had a mission to fulfill this spring. The mission: to create an advertising campaign for a new Kellogg's cereal. The product: code-name Alpha.

On April 7, their mission was accomplished. After spending months developing a campaign, the group won first place for its presentation in the regional portion of the American Advertising Federation's National Student Advertising Contest in St. Louis. In June, they will compete in the national contest in Washington, D.C.

The students competed against teams from 10 other universities in Kansas, Iowa, Nebraska and Missouri. They will represent this district at the national contest, where they will compete against 14 other districts.

Jim Avery, professor of advertising and adviser to the group, said, "This is the premier ad contest for students in the U.S. It's a lot of pressure, but it can bring prestige to a university if you can win on a consistent basis."

He said the group had two objectives for the contest in June: to be a strong competitor in representing District IX, and to put Kansas on the ad map.

Avery stressed that the group's success at the contest was not only a result of their hard work and ability but a function of the quality of the KU advertising program.

He said that the victory not only brought glory to KU but helped the students by giving them self-confidence.

The group had 20 minutes in which to give its presentation and was not allowed a second more. It was the ninth team to present, which Avery said "was the worst place to be."

But he said the group felt confident about its performance before the judges made their decision, which was unanimous.

Greg Boaldin, a member of the group, said, "One of the judges told us after our presentation that we came in there like we 'weren't even afraid of God!'"

All 12 members of the group had volunteered to work on the campaign and prepare for the contest. "Huge amounts of hours have been put into this project,"

Boaldin said. He and Avery estimated that the group spent 8,500 man hours preparing for the contest. They spent at least eight full nights in the J-school's Macintosh lab.

Boaldin said that he often wondered if all the time spent on the project was worth it but that he realized that winning the regional contest meant prestige and possibly better jobs after graduation. The presentation included a 50-page book detailing the media plan, a creative plan and a promotional plan. They prepared an accompanying slide show with 150 slides to supplement their speech.

Included in the book were campaign objectives, plans for executing those objectives, and charts and figures.

To gather the information, the group researched with focus groups, stopped people in grocery stores to ask about

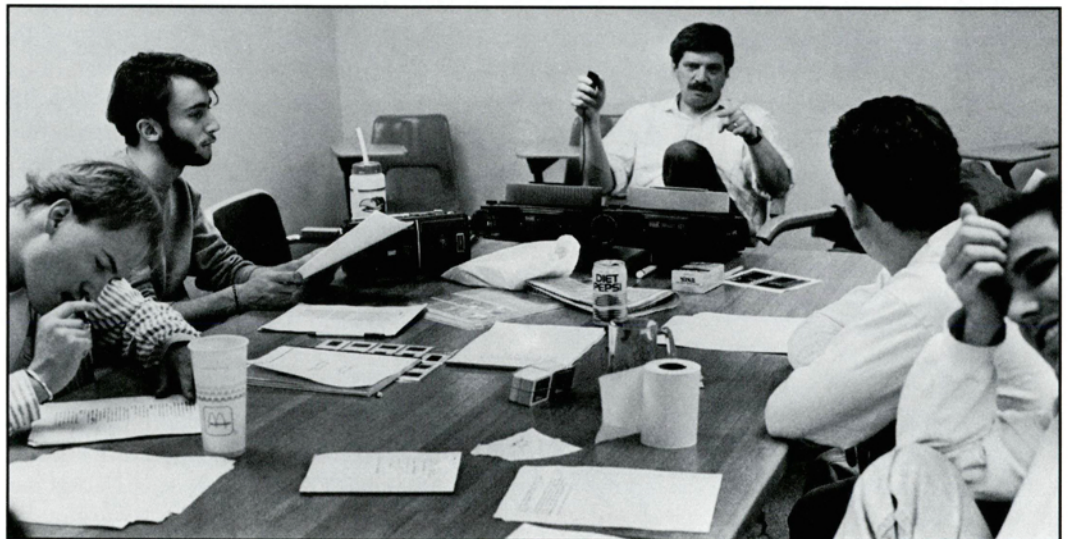
the product, and visited Washburn University in Topeka to talk to continuing education classes about the cereal.

Boaldin said most group members had already taken Advertising Campaigns, which was helpful, but the contest project they developed went beyond what the campaigns classes attempted.

Boaldin said product Alpha would probably hit the stores in 1990. He said Kellogg's might adopt the campaign plan proposed by one of the groups at the national competition.

The other group members are Kyle Wilson, Melissa Hendry, Bruce Rowley, Andrew Loevenguth, Don Zirlin, Frank Epstein, Sabine Hartlieb, Kathleen Thomas, Greg Knipp, Greg Wootton, and Marcelo Vergara.

—Laura Maag



Avery and group rehearse Kellogg's campaign

Visiting professionals share experiences and expertise

As part of the School of Journalism's Professionals in Residence program, reporters, publishers, photographers, writers and other professionals visit with classes to share their knowledge of the "real world." They usually spend one or two hours answering questions from students and discussing their careers.

John Bull

As assistant to Executive Editor Gene Roberts and part-time ombudsman of the *Philadelphia Inquirer*, John V.R. Bull has seen a lot of libel cases. Bull, who founded the First Amendment Coalition, a Pennsylvania media group that defends press rights, shared his experiences with 11 classes as editor in residence during a two-day visit to the journalism school in March.

"Philadelphia is the libel capital of the world because it has an aggressive press and is a veritable cesspool of corruption," Bull said.

As ombudsman, Bull answers readers' questions that otherwise would keep reporters and editors from their work and might fester into lawsuits if unattended.

"I'm not a PR man," Bull said. "But I can find answers to questions of the public and let reporters get the hell on with what they're being paid to do. My role is to explain to them why we did what we did. Most of the time, they



John Bull

don't buy it. There are a lot of things newspapers do that people don't understand, but that doesn't mean we shouldn't keep doing it. If they have a sense of why we did what we did, even if they disagree with it, that's the best we can hope for."

Although the problem of libel suits seems to be lessening slightly, newspapers face new problems in the courts, Bull said.

"Privacy and access to information in the next 10 years will be just as crucial to us as libel in the last 15 years," Bull said. "There's a disturbing trend in the courts to apply negligence to the press. If that continues, we will be in deep trouble. No newspaper can stand up to

negligence as a standard. There's no way any newspaper can check everything. That means every time there's an error in the paper, the paper is subject to a penalty."

Bull said that in spite of the chilling effect these legal complications threatened, he hoped more papers would follow the lead of the *Inquirer*, which has built a reputation for investigative journalism.

"We think every reporter is an investigative reporter," Bull said. "Other papers have reporters designated as investigative reporters. But if our reporters get hold of a good thing worth looking at, we give them the support and the time needed to pursue it. When you don't have that type of reporting, the loser is

the public. If you don't know how your government works, you're not informed. The basis of our government is an informed citizenry."

—Mark Inabinett

Dugald Stermer

Dugald Stermer, magazine design consultant and illustrator, talked with magazine classes Feb. 20 about the importance of a well-designed magazine.

Stermer is pursuing a free-lance career in design consulting and illustrating for numerous book and magazine publishers. Publications featuring his illustrations include *Time*, *New York Times*, *Sierra*, *GQ*, and *Life*. Stermer is a columnist for the American Institute of Graphic Arts and a contributing editor for *Communications Arts* magazine. Early in his career he was art director of *Rampart's* magazine.

"The juxtaposition of the graphics and photos to the editorial copy should tell the reader more than either element would individually," Stermer said. When designing a magazine, Stermer tries to develop a concept that he finds appealing.

Stermer told students that a magazine must compete with television as well as other magazines. Therefore, it is important not to miss any opportunities to enhance the overall look of the magazine,

because readers won't give a poorly designed book a second chance.

And while there are magazines that successfully break the design rules, Stermer urged students to learn the rules first, and then to break them.

As a final piece of advice, Stermer told the students, "When you're designing a magazine and you get bored with what you're doing, stop it — before the readers also get bored."

-Kelly Leach

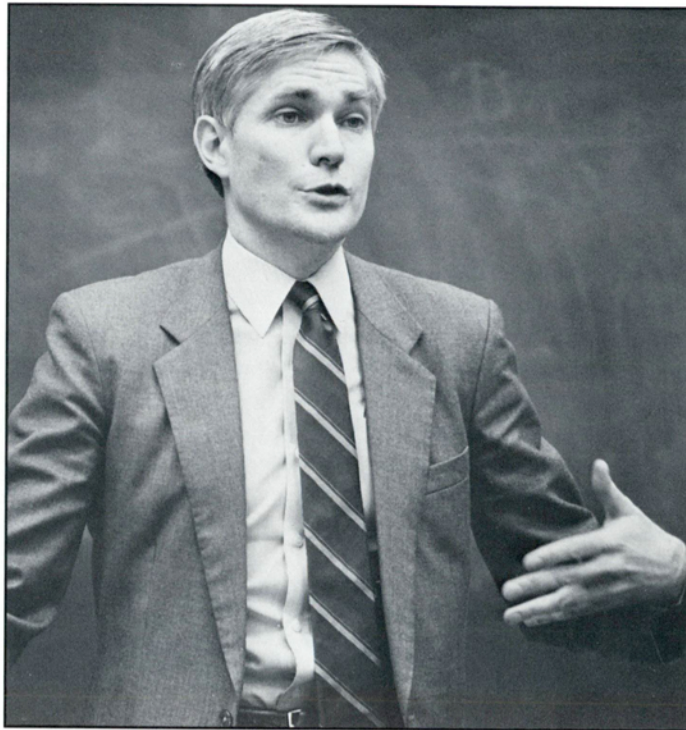
Reid Ashe

In 20 years, many weekday newspapers will not be the same as they are today, said Reid Ashe, publisher and president of the *Wichita Eagle-Beacon*, when he spoke to an advanced reporting class as part of the professionals in residence program.

On March 9, Ashe spoke to five different journalism classes. He spent one hour answering questions from advanced reporting students, who are *University Daily Kansan* reporters.

Ashe said he was worried about the future of many small-town daily newspapers. Some papers in small towns fold because of a lack of advertising revenue, he said.

"I think that in 20 years Sunday newspapers will be about as they are today, fat with advertising, carrying a relatively healthy price tag and reaching the majority of all households," he said. "But



Peter Huber

weekday newspapers will be much higher priced and will be much weaker in penetration. And there will be, especially midweek, a range of demographically targeted free papers."

He said he was not particularly worried about the future of the *Eagle-Beacon*. The paper still reaches more people than does television.

"Nevertheless, there are some bad trends," he said. "Our penetration into the market, while still a long way ahead of anything else, is on the decline."

Ashe was a reporter in Jackson, Tennessee, 14 years ago. He eventually worked his way up to editor and publisher of the paper. He said being publisher of the *Eagle-Beacon* was the best job in

the world, almost as fun as being a reporter.

Ashe said he was proud of his newspaper, especially of reporter Alissa Rubin who won the 1989 Burton Marvin Kansas News Enterprise Award for her in-depth story on changes in property tax codes.

-Monica Hayde

Peter Huber

An expert in the tort system may seem to have little relevance to the instruction of journalism students. But Peter Huber, a senior fellow at the Manhattan Institute in New York and a former clerk to U.S. Supreme Court Justice Sandra Day O'Connor, had a disturbing message for

those who will cover the courts and those who will find themselves in court as defendants in increasingly common libel, privacy and emotional distress suits.

Huber, who came to the campus as a newsmaker in residence, thinks the movement to turn the liability system into a social insurance program has backfired in an explosion of runaway damage suits. As Huber told students and explained in his book, *Liability: The Legal Revolution and Its Consequences*, the system was to have protected consumers who had been hurt and provided incentive for manufacturers to produce safer products. Instead, compensation for physical injuries has been supplanted by astronomical punitive awards for psychological distress, and manufacturers have avoided marketing new products or given up research and development in fear of the unstable liability system. Also, the majority of the money goes not to the victims, he said, but to the lawyers, expert witnesses and insurance companies.

"I maintain that when we look at the system today, we have, in fact, done exactly the opposite that it set out to do," Huber said.

To those involved in advertising and promotion, Huber said the courts had put an unbearable burden on producers to warn of hazards. Any warning that does not prevent an accident seems inadequate.

"The court system has been extremely creative in finding things wrong with warnings," he said.

With producers unable to obtain or afford insurance and the recently evolved tort system unable to establish conclusively when a product is safe, the U.S. economy is being drained of its enterprise and creativity, Huber said. The situation parallels the chilling effect that unpredictable and exorbitant libel damages have on press freedom. Huber said landmark damage decisions in the late 1960s against vaccine manufacturers had caused 10 of the 12 major vaccine manufacturers and researchers in the United States to leave the field. "Instead of developing safer vaccines, they didn't trust the legal system, so they got out," Huber said.

-Mark Inabinett

Photo pros

Three professional photographers shared experiences and expertise with students during visits to the journalism school in March and April.

Visiting with students were Perry Riddle, photographer with the *Los Angeles Times*, Larry Nighswander, illustrations editor for *World* magazine, and Jon Falk, photographer with the *Philadelphia Daily News*. Riddle and Nighswander spoke to photojournalism classes, and Falk presented a seminar on location lighting.

Engel speaks to legislative committees in support of student press freedom bill

What does Jackie Engel, lecturer at the journalism school, have in common with James Franklin, Thomas Jefferson, James Madison and William O. Douglas? Like these famous men, Engel has been actively involved in the defense of press freedom.

"I took Calder Pickett's Censorship and Propaganda class 20 years ago, and it stuck," Engel said.

Engel's specific area of involvement has concerned the high school press. She testified in February before the Kansas House Education

Committee and in March before the Kansas Senate Education Committee in support of a state bill that would protect Kansas high school journalists from censorship by school officials. Ted Fredrickson, associate professor, gave written testimony to the House committee. Jill Jess, news editor of the *Kansan*, and Ted Rippey, Lawrence freshman, joined students and advisers from across Kansas in giving oral testimony.

The bill came as a response to a U.S. Supreme Court decision that said

administrators at Hazelwood East High School in St. Louis could censor stories in the school's newspaper. The court held that school newspapers were part of the school curriculum, not part of the public forum.

"Students can't be taught that they have freedom in government in their classes and then walk across the hall and be told they can't be trusted to use those freedoms," Engel said.

The Kansas bill would create a right for state high school journalists not protect-

Musser teaching again after year's leave

"Here," he said. "Use this for an anecdotal lead."

The object that Associate Professor Rick Musser was referring to was a slip of paper from the inside of a fortune cookie he had eaten that morning. It read: "Executive ability is prominent in your make-up."

The verse certainly was on target, considering that in December Musser returned from a year's leave of absence during which he worked for American City Business Journals as the senior vice president of operations.

The company is the nationwide publisher of 21 weekly papers that give local civic and business leaders news about the business sector. Musser's job was to ensure that the firm's papers were

maintaining a good profit margin and to make circulation, editorial, management or advertising changes in those that weren't.

Musser said that although he worked within all areas of the newspapers, he sometimes had to make hiring and firing decisions. He completely closed down one paper in Richmond, Virginia. "They called me Dr. Doom," he said. Musser's job also meant a lot of traveling. During the year, he went to about 15 U.S. cities, with destinations ranging from Los Angeles to Miami. "During the first part of the year I'd come to work with my bags packed and then call home to tell where I'd be," he said. "But during the second part, I'd spend whole weeks at a time in Kansas

City."

Musser, who teaches a Reporting I section and a graduate seminar in media management, said that there were at least four things he had learned during his time away that he could bring back to the classroom:

1. Never fly in the middle seat.
2. Always pad your budget.
3. Cut all budgets; they're always padded.
4. Success is often 10 percent who you are and 90 percent where you are. Don't get cocky.

-Carla Krause



Jackie Engel

ed by the First Amendment. The bill allows school administrators to censor stories that contain libelous and/or obscene material, or that encourage unlawful acts that would create substantial disruption in school activity.

As a former school board member in Trona, California, and a high school publications adviser in McPherson, Engel said she thought the restrictions were a good idea, and that student press freedom went hand in hand with competent instruction in exercising those rights.

"It can be dangerous if you don't have certificated personnel," Engel said. "Schools would never put someone in the math department who wasn't qualified or have someone teach English who wasn't qualified. But when it comes time to find people to guide the high school paper, why then, they reach into the art department and pull some-

one out."

Engel, the executive secretary of the Kansas Scholastic Press Association, said she often received calls from students with reservations about publishing stories.

"Students since the Hazelwood decision censor themselves," Engel said. "Is this what we want in critical thinking for the future?" In other cases, Engel said some school publications must have all copy approved by the school principal, and another principal imposed a column he had written on the school paper after the community paper refused to run it.

Engel said she felt confident the Kansas legislature would approve the bill and protect high school journalists from undue censorship. But if it did not, Engel said she and her allies would be back in Topeka next year to resume the fight for press freedom.

-Mark Inabinett

High school competition enters 18th year at Kansas

When it comes to high school journalism competitions, Jackie Engel is a pioneer in the field.

Engel, a lecturer in the journalism school, organized a journalism contest for Kansas high school students in 1971. At the time, Engel was taking a sabbatical from her publication's adviser position at McPherson High School to pursue a master's degree in journalism from KU.

She decided to put together a competition where high school journalism students could gain hands-on experience.

"I thought it would be so great if my students had a place to go for on-the-spot, heat-of-the-moment competition," Engel said.

That's what the Kansas Scholastic Press Association state contest is. And it's been going strong for 18 years.

When Engel, now the executive secretary of the Kansas Scholastic Press Association, thought of the idea in 1970, she and Susanne Shaw, associate professor, brainstormed together. "We began to write to other scholastic press associations in the nation to see if anyone else had such a contest," Engel said.

They heard nothing.

"This was definitely a pioneer project," Engel said. And she has stuck with it for the last 18 years, watching

her graduate school idea grow into a yearly contest in which hundreds of high school journalism students compete. Engel said she never dreamed the contest would become so large.

Although she stresses the importance of the competitive atmosphere of the competition, she wants to dispel the myth, which many high school journalism advisers have, that winning is the key thing.

"It's simply a chance for students to try and see how well they can do. Life is all about competition," she said.

Students from around the state participate in regional contests. The winners from each region go on to compete at the state contest held each year at KU.

Students compete in 14 categories, some of which are sportswriting, editorial writing, layout, photography and yearbook copy writing. At the first competition 18 years ago, there were only eight categories and approximately 225 students entered.

This year more than 3,000 students competed at the regional level and more than 800 at the state level.

Engel said the competition benefits KU as well. "It's a good chance for high school students to see the college campus and it's an excellent recruitment tool," she said.

-Laura Maag

New sequence will combine business, PR, corporate TV

The School of Journalism, following industry trends, has made its first move toward the combination of print and broadcast journalism by creating a new sequence, business communications.

The business communications sequence, developed from public relations and corporate television, will be the first interdisciplinary major offered by the school. Lee Young, professor and member of the school committee that hammered out the program, said that to the committee's knowledge, no other school offered this kind of package program.

"This new program demands a commitment to writing and a knowledge of communication technology," Young said. "This one offers more than the typical PR programs, which are primarily based in news. It brings together all the elements of business communications. Professionals we have consulted think the program is on the right track."

The program's commencement in the fall could lead to a surge in the school's enrollment, but the requirement structure makes admission to the sequence more challenging.

"It's not an easy major," Young said. "But it is appealing and will attract good students."

The program requires students to complete 27 hours in the sequence, including two

new courses, business writing and business communications projects. The writing class will focus on professional writing approaches required for different audiences and media, and the projects class will focus on presentations using the multimedia forms.

In addition to the required hours, students must take organizational behavior and personnel management in the School of Business. Students must have taken economic analysis, general psychology and social psychology for these courses, which makes the requirements for the business communications sequence more rigorous than for the other journalism sequences.

Although the requirements are more demanding, students say they are very excited about the new sequence. Alex Klopp, advertising student and president of the Public Relations Student Society of America, said the new program was more attractive than the current PR program and that it would be much more beneficial to the students.

"Business writing classes are essential for anyone who is entering the field," said Klopp, Chicago junior. "Public relations is business communications, not reporting. Students majoring in this sequence will be better prepared for immediate post-graduate employment."

Dana Leibengood, associ-

ate dean, said the program would offer students an opportunity to get in-depth preparation and, once in the job market, provide them with more flexibility and better opportunities.

"We are providing students with a package of skills that companies are looking for," Leibengood said. "Therefore, we hope to tap some internship opportunities which we haven't in the past. Those lead to better employment opportunities."

Max Utsler, associate professor, said the jobs that corporate television majors got immediately after graduation influenced his interest in creating an integrated program that incorporated electronic elements as well as print.

"I saw that few corporate TV graduates in their first jobs were actually doing pure corporate TV," Utsler said. "What they were doing, essentially, was business communications. And many of them were hired because of their radio/TV background."

Utsler also became active in the International Association of Business Communicators chapter in Kansas City. Through that organization he saw that PR professionals really needed a business and marketing background.

"After five years in the job market, students are not doing the technical stuff," he said. "They are managing projects and communications. A person would be better prepared

to move into managerial positions if they had better grounding in these skills."

Linda Davis, assistant professor and chairman of the school committee which spearheaded the efforts to initiate business communications, said that for students to get on the fast track to management, they must know both print and video.

"I think the capstone course (Projects) we are creating represents the way things are done in the industry today," she said.

The projects class will give business communications majors experience similar to that which advertising majors get in advertising campaigns. In the projects class, students will be required to carry out an entire campaign, from research to messages to evaluations for real clients.

Davis said what the students learn in the new sequence would help them interview better.

"It will give them expanded skills and an understanding of research, planning, video production and communication evaluation," she said.

The sequence received unanimous approval by the faculty, and the school will staff it through appointments to fill a vacancy in the present public relations program.

-Ellen Stohr

Radio-TV sequence finds home in new Dole building

Students and faculty in the radio-TV sequence are eagerly awaiting the completion of the Robert J. Dole Human Development Building. The R-TV sequence will occupy nearly half the second floor of the building. Completion is scheduled for the summer of 1990.

Max Utsler, associate professor and chairman of the sequence, said he hoped the sequence would be moved in by the fall of 1990.

The move is long-awaited for those involved with radio and TV at KU. The department has been scattered for years in buildings across campus. Faculty offices and classrooms are in Blake Annex, a building constructed in the 1940s and intended to be temporary. TV students work in Jolliffe Hall, which used to be a residence hall.

For Utsler, the move means that most of the department will finally be under one roof. The only part of the sequence that will not move to the Dole building will be KJHK, the student-operated radio station that operates out of Sudler Annex north of the campus.

The new site for the R-TV sequence means more space for classrooms and faculty offices.

"We have faculty doubling up now," Utsler said. "Just having everybody with their own door will be nice."

Utsler said floor plans cre-

ated problems with the current R-TV facilities.

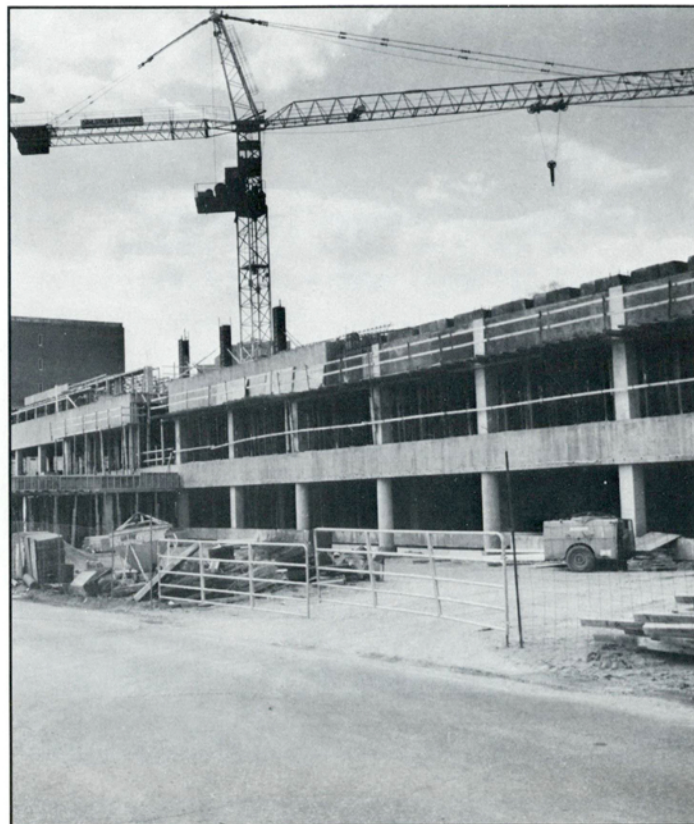
"The new building was designed with a radio-TV department in mind," he said. For example, Utsler said, the sound insulation will be better and video signals can be sent from one room to another in the Dole building.

Utsler said the decision to house the radio-TV sequence in the new human development building "represents a much different way of looking at how a university should be housed."

He explained that the R-TV sequence will be interacting with various research and academic departments, which also will be located in the Dole building, and will help them disseminate their information.

"We all have the common bond of telecommunications," Utsler said. He said that the department would be able to set up teleconferences for the research groups and could produce videotapes for sharing research information around the country. Other departments moving into the Dole building include the Bureau of Child Research, speech-language-hearing, and human development and family life.

Kim Wilcox, associate professor of the speech-language-hearing department, said he was optimistic that the various research departments could develop interdepart-



Robert J. Dole Human Development Building

mental video technology. He said his department planned to produce videotapes, with the help of the R-TV sequence, to teach speech-impaired people how to talk. R-TV's area in the new building will have 13 or 14 editing labs, a computer writing lab, an equipment checkout area, an engineer's workshop, faculty offices, production rooms and a reception area.

The cost of the building is \$12 million, \$9 million of which is provided through a federal grant. The remaining \$3 million comes from private donations.

Utsler said he was reassured each morning when driving by the construction site. Plans fell through for a

communications building in 1983 in which the R-TV sequence would have been housed. Reflecting on that disappointment, Utsler said, "Seeing the Dole building actually coming out of the ground -- well, I know it's not just a set of plans anymore."

For Utsler and the radio-TV sequence, the building represents the beginning of a new era -- one with a proper environment, new learning opportunities for students and a chance to assist other parts of the University in the process of telecommunications.

-Laura Maag

J-school tops 900

Exploding enrollment raises questions for future at Stauffer-Flint Hall

Burgeoning enrollment has brought the William Allen White School of Journalism and Mass Communications to a crossroads. The school must curtail enrollment to ensure the quality of student instruction or find the financial resources to keep pace with the accelerating rate of growth.

In the spring of 1984, 697 students were enrolled in the journalism school. This semester 918 students were in the school, the first time enrollment has been above 900. Dana Leibengood, associate dean, said the rapid rise in the student population had introduced pressure that the faculty and the facilities were hard-pressed to bear. The increase could lead to change in journalism-school policy.

"One of the things I'm sure the faculty is going to be considering is enrollment management," Leibengood said. "There are two things we can do: continue to grow or try to stabilize enrollment. In my opinion, there comes a limit when you've got to stabilize enrollment. When you get so big that you exceed your resources, everything suffers."

Because the increase in the number of instructors has not kept pace with the increase in the number of students, the journalism school has tried to cope with the rising enrollment with larger classes and more sections. Leibengood said he did not think students had been adversely affected yet.

"We have certainly made every effort to maintain the quality of education despite the numbers," he said. "I think the faculty has done an excellent job in providing a quality education despite the spiraling enrollment."

"We have been fortunate to have some very good professionals to teach some courses for us. Another thing that has saved us through the years has been the Gannett grant."

But part-time instructors do not participate in academic advising of students, leaving the full-time faculty to deal with heavier advising loads in addition to larger classes.

The growth in enrollment has also put a strain on the journalism school's physical resources.

"We've got reporting labs used so continually, we don't have time to work during the day and get the machines serviced,"

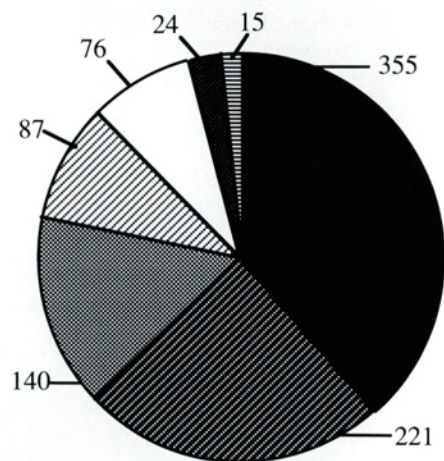
Leibengood said. "So the pressure is not just on the faculty but on the equipment, too."

Unless measures are taken to deal with the increase, the journalism school could end up a victim of its own reputation, Leibengood said.

"We've been in a period where there's been a great interest in students in professional schools," he said. "Students are concerned with what they're going to do when they graduate. We've had a very good reputation. So as we've been recognized, it's helped to attract some very good students."

The journalism school's largest sequence had 65 more students than it did a year ago as the advertising sequence grew to 355 students this semester. The news-editorial sequence contained 221 students, radio-television 140, and magazine 87.

Sequence breakdown for Spring 1989



- Advertising
- ▨ News-Editorial
- ▩ Radio-Television
- ▧ Magazine
- Graduate
- ▣ Undecided
- ▤ Special

Data from School of Journalism/Illustration by Cory Powell

Leibengood said he thought the growth in the number of advertising students could be attributed partly to a cap on enrollment in the business school that had pushed some pre-business majors toward advertising.

Tim Bengtson, associate professor, said he thought the nature of advertising and the pragmatism of the advertising program enhanced the sequence's appeal.

"The elements of advertising class stimulates an awful lot of interest," Bengtson said. "We also have top-flight instructors, as does the rest of the school, and a real professional dimension in our advertising sequence that the students find appealing."

Bengtson has served as acting director of the graduate program, which has grown along with the rest of the school. In the fall semester of 1987, the school had 51 graduate students. The school had 76 graduate students this spring after receiving a record 90 applications for admission in the 1988 fall semester. Fifty applications were accepted, but not all those students have enrolled.

The graduate school's reputation has been the most important factor in the increase, Bengtson said.

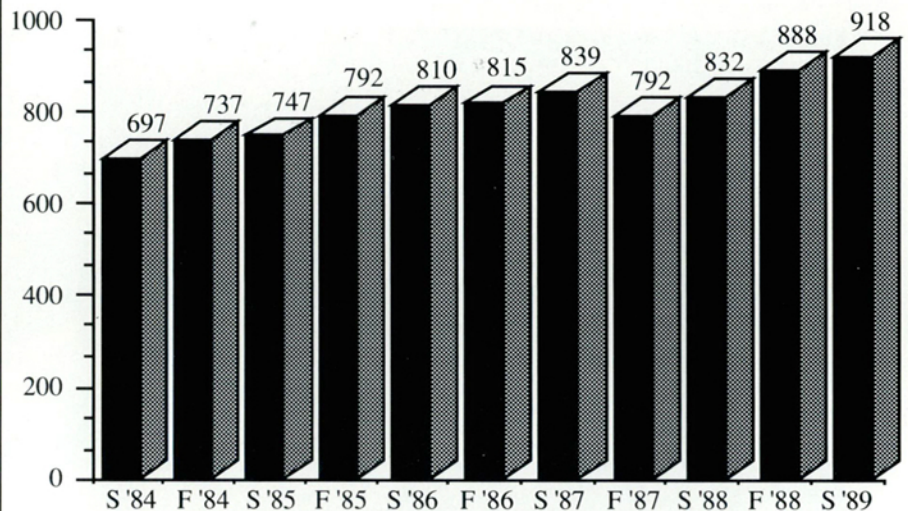
"People have heard about Kansas as a place to study newsed with people like John Bremner and Calder Pickett, and more recently people like Rick Musser and Mike Kautsch and Sharon Bass," Bengtson said. "It's also a matter of our reputation developing nicely over time because of our graduates making their mark in the professional world. What it boils down to is we have a good reputation."

The graduate program probably will continue to grow, particularly if expansion at the Regents Center in Kansas City comes about, Bengtson said. None of the basic skills courses is now offered in night classes, and only Reporting I is offered through correspondence. The Regents Center expansion would help alleviate those limitations.

Rick Musser, associate professor, served as director of the graduate program before taking a leave of absence during the 1987-88 school year. Musser said he thought the Regents Center expansion would focus on professional development and be tailored for working graduate students. These students, who may come to class only once a week and take four or five years to earn a master's degree, do not strain resources the way traditional students do.

The faculty also is considering a non-thesis option for grad-

The ranks increase: Journalism enrollment continues to grow at Stauffer-Flint Hall



Data from School of Journalism/Illustration by Cory Powell

uate students as a means of coping with the school's enrollment increase. Each graduate student needs three faculty members to serve on a thesis committee, which can cause inordinate work loads on popular instructors, Musser said.

"The graduate program, in many ways, has been an overload situation," he said. "Faculty time and resources are generally allocated on a per-class basis. The problem is much of what you do with graduate students, especially involving the thesis or the project, really is done over and above what your course load is."

Under present conditions, the graduate program is near its enrollment limit, Musser said, making the changes at the Regents Center and the non-thesis option more plausible.

"I think there is a finite number of master's students you can service," Musser said. "The question is, what is that number? It seems to me that if you don't manage that growth in really careful ways, you can get yourself in trouble."

-Mark Inabinett

MELEMENTS OF ADVERTISING

The course critics rave about.



Mel Adams , a one-man show.

"☆☆☆☆" - Laura Hester, Melements Graduate Fall '87 (Advertising Major).

"Better than 'CATS'" - Stewart Bailey, Melements Graduate
Spring '87 (Advertising Major).

"I laughed, I cried...." - Debra Martin, Melements Graduate
Spring '87 (Broadcast Major)

More than 12,000 students have had the influence of the man after whom, for good reason, JOUR 240, Elements of Advertising, has been affectionately named. He knows advertising, particularly retail sales. He cares about his students as much or more than their own mothers, and he drinks black coffee -- lots of it. Anyone who has graduated in advertising from the University of Kansas doesn't have to ask who he is. Mel Adams has had a leading role, not only in "Melements," but also in advertising job placement at KU since he began teaching at KU in 1960. What's more, he is the people's choice for most caring and dedicated professor, a man whose performance inside and outside of class has made a dramatic difference in many students' lives and careers.

And no one is more aware than the students and faculty he has worked with of what his contribution to the field of advertising has meant, and will continue to mean after his retirement this spring.

"Mel Adams is the pied piper of advertising," says Del Brinkman, dean of the journalism school from 1975 to 1986, now vice-chancellor for academic affairs. Brinkman also sees Elements of Advertising as a class in which Adams has had a remarkable influence. "Most of the students who take the class are young and don't know yet what exactly they want to major in; Adams helped many of them decide that advertising was the right path. He has been more influential in that course than anyone I can imagine."

Tim Bengtson, associate professor, agrees. "Mel Adams is an advertising missionary, a full-time teacher and an altruist," says Bengtson, who credits the labeling of the class as "Melements" as a way for students to show an affection for Adams and an appreciation for how many years, 29 to be exact, he has taught it. "It became institutionalized as the course taught by Mel Adams," says Bengtson. "One of the real plusses he brings to the classroom is humor and wit -- that is why students enjoy him as a teacher. I believe the growth of the number of students majoring in advertising is largely a measure of how effective he has been in that course."

"He obviously enjoys helping young people an awful lot," says Bengtson, "especially getting them interested in a business he is very fond of. He is willing to sacrifice himself for the sequence, for the school, but most particularly for the student."

One of those students, Tami Tharp, 1974 graduate and advertising manager of *Star Magazine* in Kansas City, believes the newspaper industry should offer him something equivalent to an Oscar, or at least a statement of thanks, for all he has done. "There are an awful lot of brilliant and very successful KU graduates all over the United States. If you think about

how many people have become successful and that every one of them had the initial influence of Mel Adams, you realize the tremendous effect he has had on the industry. He has touched more people that have graduated from the journalism school than anyone else. If you can find someone that majored in journalism at KU, you can have a conversation with them about Mel Adams."

Adams doesn't talk much about himself, though. When he talks about his career, he talks about his students -- and he talks with so much pride and satisfaction that you realize they are his career, his motivation for teaching advertising for three decades.

"I enjoy seeing students go on and surpass what I have contributed to the communications industry," says Adams. "It gives me a lot of satisfaction to see them go where they wanted to go and that they are happy where they have landed. I feel like a little bit of me goes with them; I still hear from students I had in class 33 years ago in Iowa."

For many of those who have taken advantage of the opportunity to get to know him, his influence will remain with them for a lifetime. "Of all the educators I came in contact with, from elementary school through college, no one came close to having as much impact and influence on me as did Mel Adams," says Bob Brooks, 1964 graduate and partner in Cornerstone Consulting firm in Kansas City. "It wasn't so much from the teaching perspective, but from that of mentor, confidant, and friend."

"Mel cares about his students, builds their self-confidence. He helps them evaluate real-world job opportunities, promotes them to prospective employers, then follows their careers and stays in touch. He is

unique in that regard -- he is like a one-man promotional/place-ment agency for his students. It is what he does for you beyond the classroom that makes him extra special."

Some of those unique gestures included babysitting Brooks' children for him when he and his wife were in class, and meeting students at any hour of the day or night to listen to them and help them with assignments. His advice went beyond advertising to career counseling and even included lessons in the art of the morning ritual. "He also taught me to get rid of the sugar and drink my coffee black," says Brooks.

Former and current students draw a similar mental caricature of Adams -- surrounded by stacks of papers in an office that can only be described as a fire hazard, talking about Michelin tires and GE toasters with a student -- cigarette in hand, coffee cup nearby. Many of his students rattle off examples of how he stands alone in his personal approach to education, how his one-to-one attention extends beyond anything anyone has ever expected from a professor.

David Hunke, 1974 graduate, says he would never be

*For 29 years,
Mel Adams has
sold his students
on advertising*

where he is today, the assistant director of advertising at the *Miami Herald*, if it wasn't for Mel Adams.

"I was trying to get my first job out of school and he set up an interview for me with the advertising director of the *K.C. Star & Times*. I went to the interview and promptly blew it. I didn't hear back for awhile and Mel kept asking me what happened. So, finally one day he calls me and says, 'put on your stupid suit'; and he picked me up in his Buick Electra and drove me to Kansas City, parked right outside the door of the *Kansas City Star* and said, 'Would you just for God's sakes go ask the man for a job?' I did and the guy hired me right on the spot. I would never have done that on my own, but I got hired because Mel Adams literally drove me down the turnpike and made me march right in and ask for a job."

That personal attention applies not only to the superstars, but to anyone who walks in and asks if Adams has a minute to spare.

"I tell you what," says Adams, "I never give up on a student. Some of my students that have ended up going the farthest were C or C+ students in college. I try to do something many professors may disagree with. I tell them grades are secondary -- a transcript doesn't tell an employer anything. What matters is whether you can apply what you have learned."

"The hardest thing about teaching is assigning grades. A student can be knocking himself out and still not get the grades. If they want help, I'm willing to help. If they are not seeking, then it is their nickel they're wasting."

Growth in the advertising sequence and expansion in curriculum requirements have placed more of the burden of learning on the student, says Adams. Larger classes make it more difficult to offer individual advice. "In the beginning, in the early sixties, I knew everyone in the building. There were two sections of Elements, each with about 35 students. Now each of the three sections has at least 120 students."

"I miss that now," says Adams. "I don't get a chance to

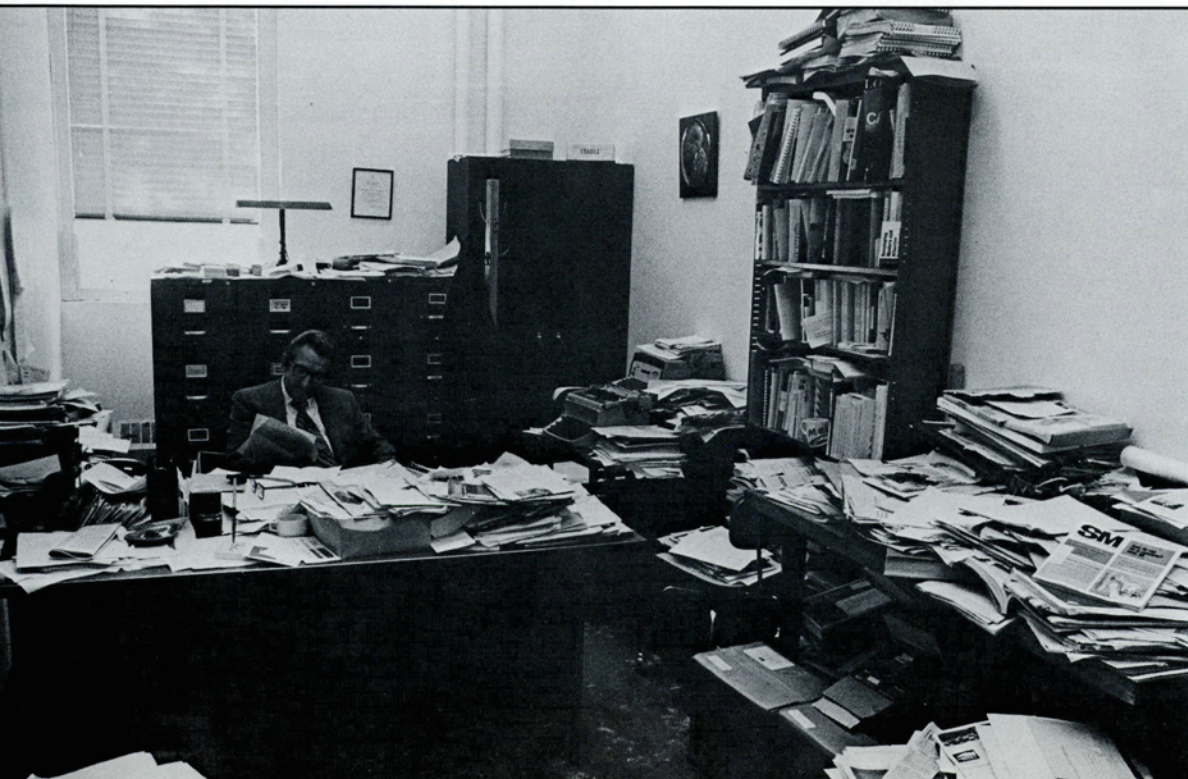
know the students as well and I have less time to answer specific individual questions. The classes are so big there is not even enough time for each student to ask just one question. I would rather teach the smaller classes, such as Ad Copy and Layout, in which there are about 22 students -- it's more of a one-on-one. You get to know students' abilities and have time to give them more help."

Although Adams has seen many changes as a teacher of the 1960s, 70s and 80s, he sees the students as basically the same. "I don't think students have changed too much. They have to enjoy what they are doing. If they were looking for just money, they wouldn't be majoring in journalism anyway." Throughout each decade, Adams has shown another kind of constancy -- that of always presenting real-life experiences to his classes and preparing them for the job market.

Tony Chop graduated from the school in 1967. He is vice-president of BBDO Inc., an advertising agency branch office based in Overland Park. "For many of us, Adams gave us a trade that we will always be able to fall back on, if necessary, and that is selling space at the retail level. He taught me the dos and don'ts. I worked with him in the lab situation on the *Kansan*; that's where he really brought in his experience and where we learned when to call on retailers and when not to."

"When I started working for the *Star*, all they had to do was give me a rate card and a ruler because I knew how the train ran," says Chop. "Mel told me. That's not necessarily a credit to me, but to him."

Adams' experience and real-world approach gave students a reason to continue in advertising even when it proved to be a difficult time for the major, such as in the 70s. "Advertising and gray flannel suits were not a popular thing at the time," says Hunke. "Advertising was seen as something shady, a form of deception. It was part of what people were protesting about. People would smirk when you told them what your major was. Mel had a very comfortable opinion of advertising



Mel Adams in his office in 1971 - before its annual cleanup

as a communications device and made it seem all right.”

Adams spent many hours with students working on the *Kansan* when he was the business adviser from 1960 to 1978. Hunke says, “We went through gallons of coffee at 6:30 or 7:00 in the morning, which seems like a ridiculous time for a college student to be awake, but that is when we did our business. He expected the *Kansan* to be run like a legitimate paper, and that required an awful lot of work.”

The work, however, has paid off for those who placed their careers in Adams’ hands. Interested students only had to ask, and Adams would place them in internships and eventually, jobs. “He has been invaluable to the students at the University of Kansas,” says Hunke. “He has been instrumental in sending people all over this country and he still knows where all of them are -- I don’t know how, but he does. He should feel a tremendous personal satisfaction for the number of people that he helped see advertising and communications as a legitimate career, knowing that he has prepared us well to be a part of it.”

Tharp was also thankful to have someone give her straight answers when they were hard to come by. “The 70s were a strange time,” Tharp says. “For people that went through school at the same time I did, it was really something special if you knew what you wanted to do. Mel was there for us. Everyone else was talking theory and Mel was there to talk reality to us. He told us what to expect. He was like this great guru telling us these stories we wanted to hear about the real world.

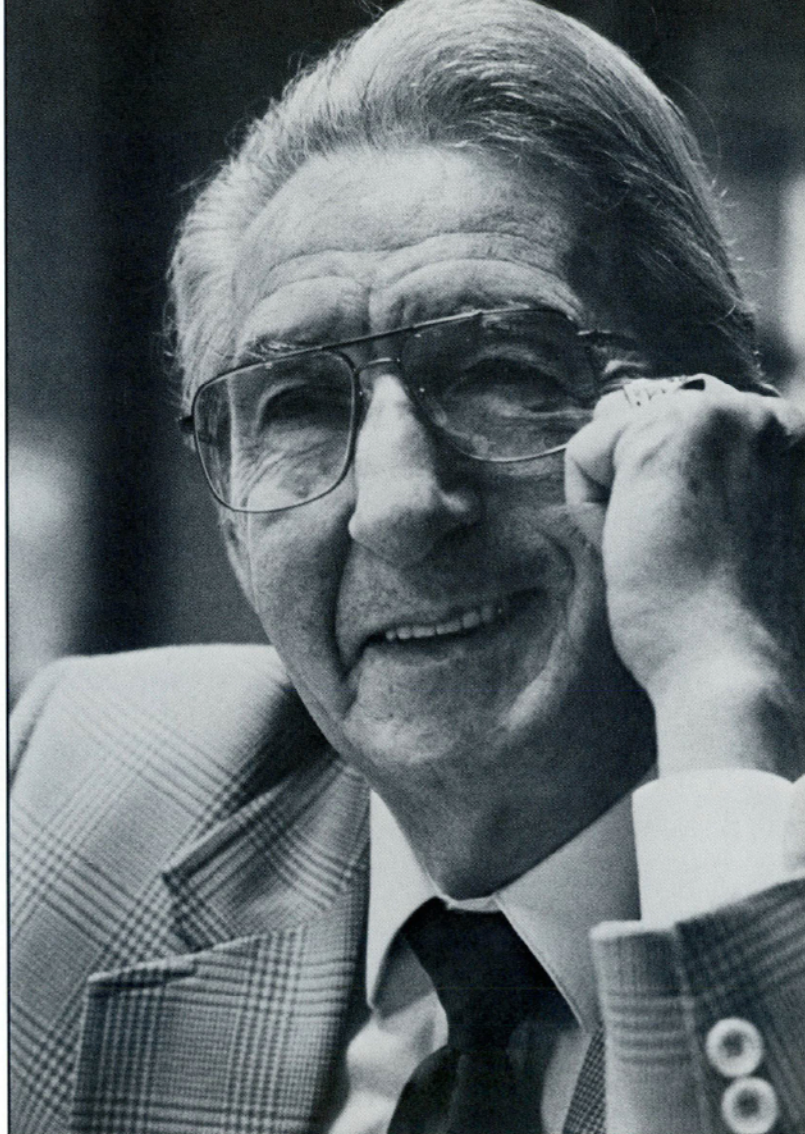
“I don’t think I ever had a teacher I ever felt was a friend other than Mel Adams. There was this power structure that always seemed to get in the way. But he was there to help us as a teacher. He was there to support us and give us the opportunity to learn skills we needed to get a job. He is sales motivated, and teaching is like a sales job -- molding people -- laying it all out for them; it’s what he does best.”

Students showed their gratitude for his attention by selecting him in 1986 as the first recipient of the Outstanding Professor award given by the KU Advertising Club.

In the three decades he has been teaching at KU, Adams has placed thousands of students in internships all over the country, has taught almost every advertising class offered at KU at least once, has belonged to 10 professional advertising organizations and has given lectures on the noble truths of advertising all over the country.

Eighteen years of advertising experience in the profession has given him solid ground on which to base his classes. “People have some strange ideas about advertising, especially the students,” says Adams. “It is the wrong frame of mind for advertising majors to think they are begging for money. They are actually providing a service to that business or person. He ought to be kissing you, because you’re helping him out.” Adams also likes to keep his classes up with the latest trends in advertising, and to do so, invites professionals to class to speak.

“People who write textbooks are, as many times as not, professors and cannot really say what goes on in reality,” says



Adams. “A lot of textbook chatter is not the way it is done in reality; books get outdated really quickly. I like to have professionals come in or draw from examples from my own experience. A textbook won’t tell you to play golf as an advertising strategy, but a golf course sure is a good place to make contacts.”

Adams’ advertising experience goes back to his years as a student at KU where he started a campus chapter of the Advertising Club and was selected by faculty as the outstanding senior in advertising. He earned his bachelor of science in journalism in 1947. After working in the advertising field for several years he went to the University of Iowa for his master’s degree in journalism, which he received in 1960. He was an instructor in advertising at the University of Iowa while completing his M.A. and in 1960 returned to KU.

While attending school he worked in various advertising jobs such as advertising manager of the *Augusta Daily Gazette* from 1938 to 1939, account executive at Temple Advertising Agency in White Plains, N.Y. from 1944 to 1946, account executive at the *Kansas City Star & Times* from 1947 to 1952, advertising director of Gateway Sporting Goods, Co., and co-publisher of the *Morristown Daily Gazette-Sun* in Morristown, Tenn. from 1952 to 1956.

His work and contacts at the *Kansas City Star & Times* have been influential in getting many students jobs there. Bill Shields, advertising manager of the *Star & Times* when Mel Adams was an account executive in the sales department, says Adams was regarded very highly for the quality of work he did for them.

"He is a very skilled advertising man," says Shields. "We regarded him very highly. He was very good at handling some of our most difficult accounts -- good at getting along with people that were hard to manage."

Adams says he enjoys teaching because it is, for the most part, less stressful than a sales job could be. "It is a different type of pressure than newspaper. However, there is no such thing as an 8-hour day in teaching, either." At least not for him, anyway. He is always willing to meet with a student, even if it means giving a test at 6 a.m. for an athlete or answering late calls at home.

Adams is a master of communications skills and is highly regarded by the journalism faculty for his expertise in retail sales and his unselfishness and dedication to the school. Mike Kautsch, dean of the journalism school, says, "Mel is a beloved teacher and has inspired and prepared many students for careers in advertising. His colleagues here at the school enjoy Mel, and will miss him after his retirement. He provides a perspective on advertising instruction everyone finds beneficial and is a great resource for the faculty in maintaining communications with the alumni."

Brinkman says, "As a dean, I never found him unwilling to do anything. He is a true statesman and a good citizen of the school. I consider him a good friend who is the kind of person you are happy to have on your staff -- he has the unselfishness and willingness to put the concerns of the students ahead of himself."

Also, Adams has occupied a niche no other professor has at KU. "He came to the University as a retail ad person and is the only one on the faculty who has had that specific background," says Brinkman. "Mel is a strong defender of needing to know something about sales and retail advertising. There are several contributions he has made that I believe are especially significant. He came in when the *Kansan* ad program was losing money and put the *Kansan* on sound financial basis. And his one-on-one relationship with the students has been as effective as anyone can be. He always makes time for the students. He is as good a placement person as you could imagine."

Larry Johnson, assistant professor and head of the adver-

tising sequence, agrees that the school is indebted to Adams for what he has done to place students in the job market. "He doesn't know we're going to try to bribe him to keep doing it," laughs Johnson. "I think it means a lot to him to put the right student in the right job, also. He gets really radiant; you can tell he is proud when he gets back letters from employers about students who have done well during internships or in new jobs."

Adams says, "Teaching has given me the satisfaction of knowing that I helped someone reach at least the first rung of the ladder." And those students that he helped don't forget who got them to where they are today. Many still call to tell him when they've climbed another rung or if they need a KU graduate to fill a space in their agency. Others just stop by to talk or go to a ballgame -- either way, Adams won't be hard to contact.

He may be retiring, but he isn't leaving, except to vacation in Alaska, Guatemala or to visit his children. "My home is paid for; I'm going to be here," he says.

Adams isn't done selling either. There are at least two ideas he would like to sell to KU's school of journalism. Adams would like to see the school continue to provide students with job opportunities and would like to see a placement office in the school in the future. "Faculty members already have enough to do. We need somebody in here that spends all his time trying to sell the product -- the student." He also believes a valuable change would be a combination faculty/student lounge to break down the barriers between students and teachers. Mel Adams cares about education, and those who know him and work with him learn a lot about

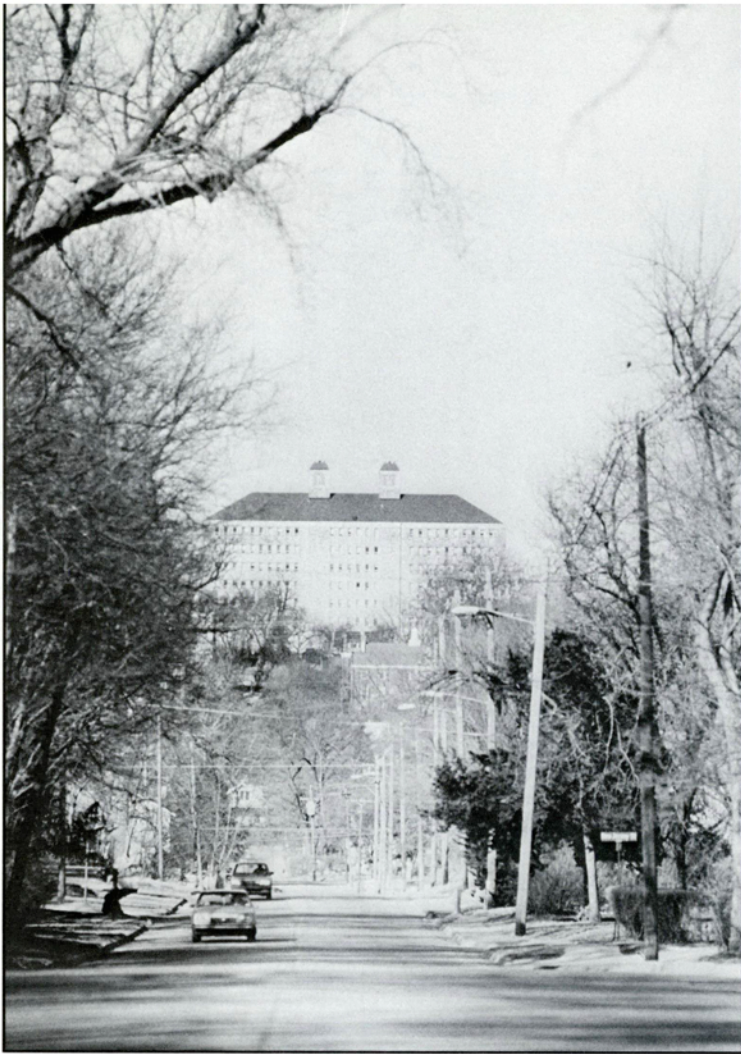


Adams is one of the first customers in Wescoe cafeteria each morning

caring, and about advertising.

"Whatever career a student decides on as a major, he will have to adapt himself to get along with people, to persuade people, and that is what advertising teaches you," says Adams. "It helps when you know all the tricks. We're silly as consumers. I have to admit I'll always be a sucker for advertising. I buy a name I'm familiar with -- you just have to realize that advertising is persuasion. It is the image you put in somebody's mind that is the most important."

Mel Adams has created an image in the minds of more than 12,000 students in the past 29 years that advertising is a valid and realistic career and that it matters to him who becomes a part of it. It is that image which will continue to be the most important to his students, to the advertising industry, and to the School of Journalism. ■



Campus Views *Old...*

photos by: Laura Husar

*Fraser Hall can be
seen atop the hill from
miles around*

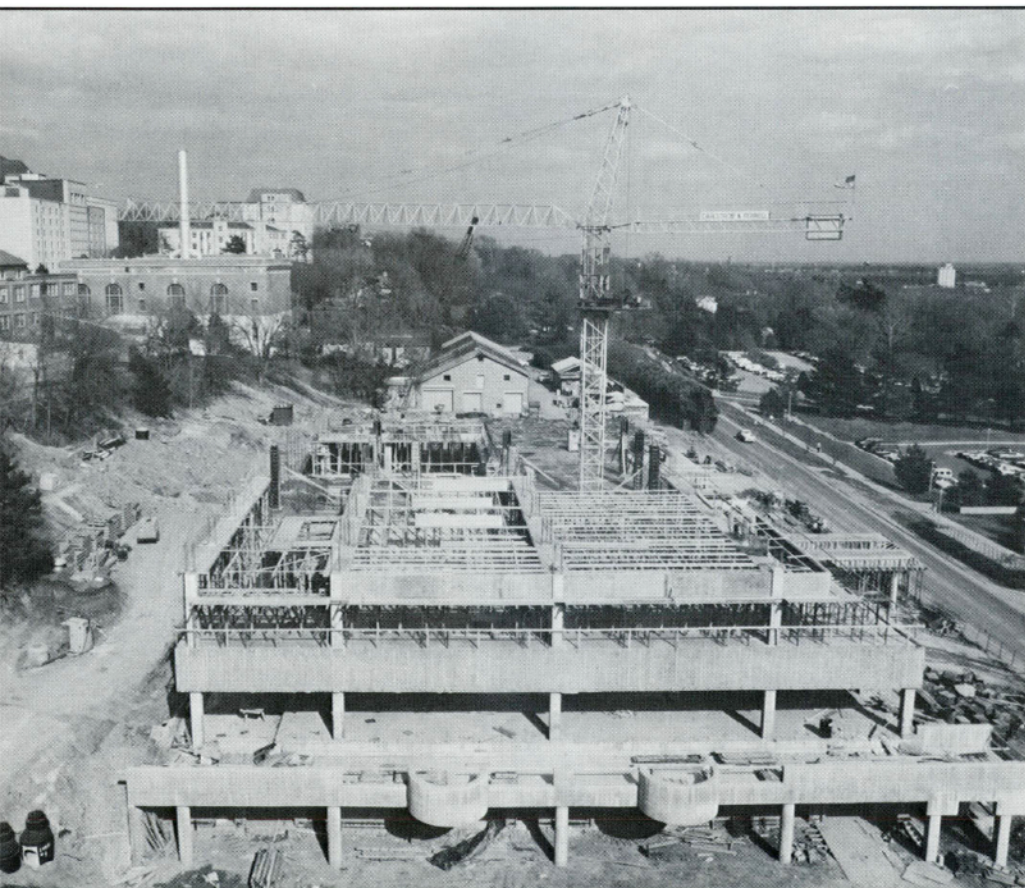
*The chancellor's
home remains a
statuesque campus
landmark*



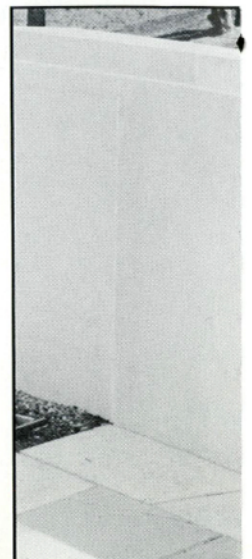
The design plan of the new science library included the preservation of an old oak tree

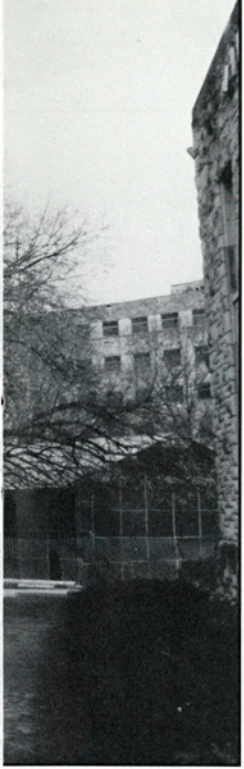


The Robert J. Dole Human Development Building, located on Sunnyside Avenue, begins to take shape



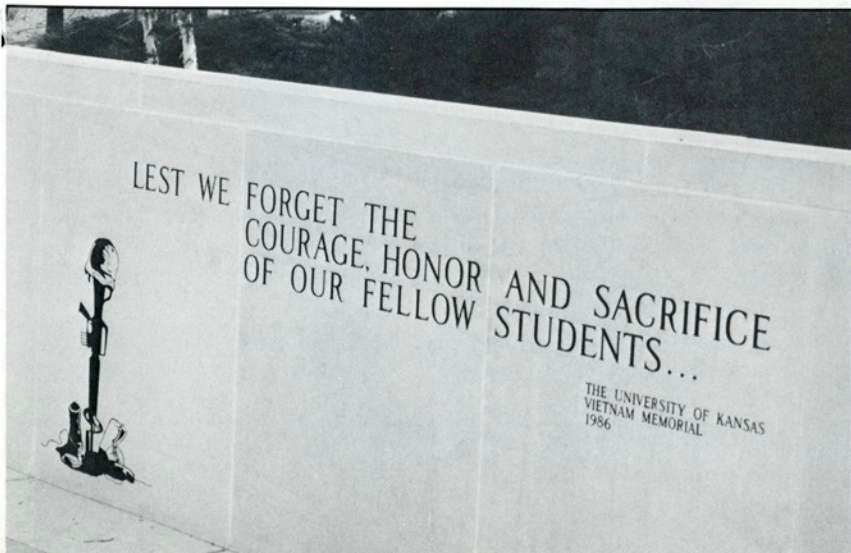
A northeast view of the new parking garage from a window in Allen Field House





The Vietnam Memorial is nestled in a line of trees north of Jayhawk Blvd

The new science library is located south of Hoch Auditorium and north of the Military Science Building



LEST WE FORGET THE COURAGE, HONOR AND SACRIFICE OF OUR FELLOW STUDENTS...

THE UNIVERSITY OF KANSAS
VIETNAM MEMORIAL
1986

...and New

photos by Alan Lehman

Keeping an eye on the government . . .

. . . while it keeps an eye on you

by Monica Hayde

Today Ted Frederickson is feared only by some of his students. He is a respected journalism professor who has received Gannett Foundation grants for in-depth reporting projects. But 20 years ago, he was a radical leftist and a threat to the U. S. government -- at least according to the Federal Bureau of Investigation.

From 1968-69, Frederickson was editor of the *Dakota Student* at the University of North Dakota. Like many other college students of the time, he thought the war in Vietnam was politically and morally wrong. As editor, Frederickson had many opportunities to voice his opinion about the war and other issues. And people listened to him -- including, as he would later discover, FBI agents.

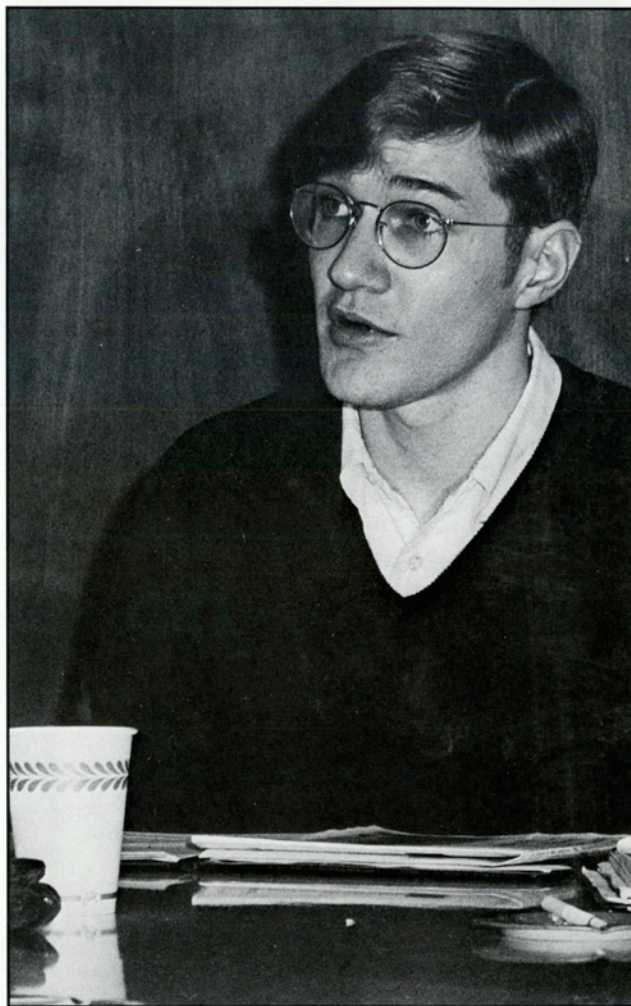
Frederickson did not find out that the FBI had a file on him until he was teaching Law of Communications at the University of Kansas. He decided to test the Freedom of Information Act, which says that individuals have a right to request and receive some kinds of information from the government.

Frederickson thought that there was a chance he had been watched during his days as newspaper editor, and he wrote the FBI asking for any information it might have on him. The bureau sent him a thick pile of papers complete with blacked-out names, deleted passages and a large amount of information about him, much of it erroneous.

Today, Frederickson jokes about the FBI falsely accusing him of distributing radical political literature on his campus, but he still takes seriously his 1960s-era commitment to social and political justice.

"I'm not one of those who yearns for the nostalgia of the 60s and 70s because frankly, the things that got us together back then were things that I'm glad are not around now, such as a war that killed more than 50,000 Americans, or a civil rights situation that deprived blacks of the use of facilities in the South or deprived them of their right to go to white schools. I'm glad those things aren't around to get us excited anymore," he said.

"But I am nostalgic for the cultural part of it, the 'let's-



Ted Frederickson in the late 1960s

all-love-each-other' kind of thing."

Frederickson said that being at the center of the campus turmoil of the late 1960s contributed to his love of the university community today.

"I like an atmosphere of tolerance and exploration. I like to be able to ask the tough questions and to talk freely. And this is the best place to do that," he said.

And he certainly was at the center of the turmoil. In addition to having FBI agents lurking in the shadows near him, Frederickson was arrested during an anti-war demonstration in the spring of 1971. At the time, Frederickson was a graduate student at the American University in Washington D.C.

"The protesters were trying to shut down the city by breaking into parked cars, rolling them into the middle of the street, locking them, and then pulling the distributors out of the engines," he recalled. "When I got up that morning, my little Volkswagen was out in the middle of the street. All I could do was roll it back to the curb."

Frederickson had participated in anti-war demonstrations before, and he was curious to see what was happening at Du Pont Circle, the center of the demonstration. When he got there he was arrested as part of a huge police sweep. The circle was surrounded by police buses, a line of city police and National Guardsmen carrying rifles.

"The middle of the circle was filled with thousands of people they had arrested and I was there," he said. "But I had some press credentials for WAMU, which was the American University's public radio station. I pulled them out, stuck them on my shirt, pulled out a notepad and pencil and escaped by interviewing my way out of the circle."

He says now that he wishes he hadn't escaped.

"There were several lawsuits brought after that against the D.C. police and the Attorney General arguing that these arrests were illegal and designed to inhibit the First Amendment rights of the people. Everyone who was arrested that day got some money for it," he said with a smile.

Frederickson had many idols in the field of journalism during the 60s and 70s. He especially respected reporters such as Seymour Hersh, the *New York Times* reporter who uncovered the story of the massacre of women and children by U.S. soldiers at the village of My Lai during the Vietnam War. Frederickson praises Hersh as a "thorn in the side of the government."

While Frederickson was editor of the *Dakota Student*, he managed to stick a few thorns of his own in the side of a North Dakota senator.

"This senator introduced a bill to the state legislature to have me removed as editor," he said. "The stated reason was that as editor, I had allowed profanity to be used in the newspaper." He sus-



Frederickson at work in his office

pects that the real reason was dissatisfaction with his editorials.

But the bill died and Frederickson stayed on as editor.

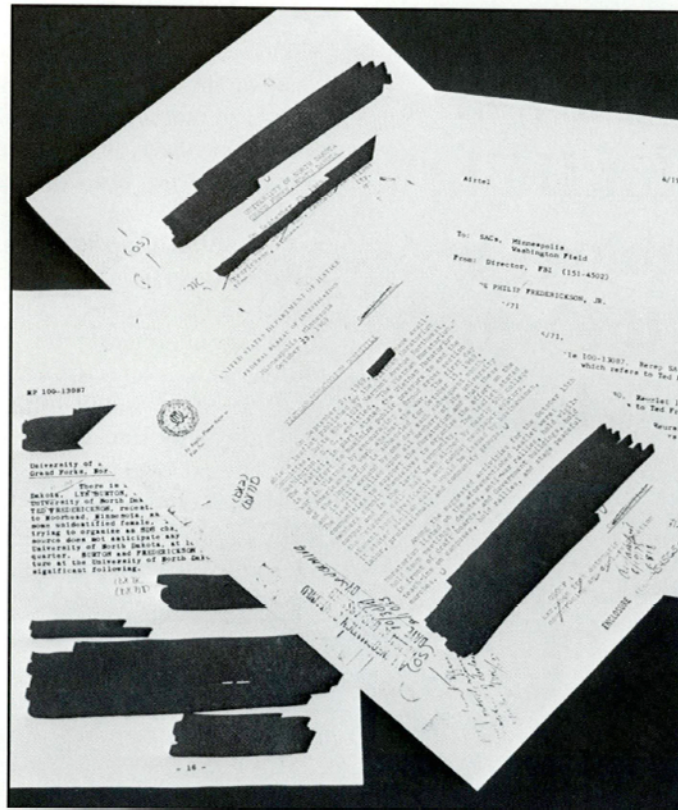
"The implication was that the university ought to clean its own house," he said. "The people rallied to my defense. In fact, the president of the university at the time defended me vigorously, and he won a very prestigious academic award for defending me."

Frederickson said he was not too nostalgic about the past, but there was a gleam in his eye as he recalled his old yellow Volkswagen, which he affectionately called the "Bumble Beetle." Today, a Volvo station wagon takes him on his daily commute from his family in Topeka to work in Lawrence. Frederickson smiled as he reminisced about almost getting his ear pierced, being able to wear jeans every day and having male friends with ponytails.

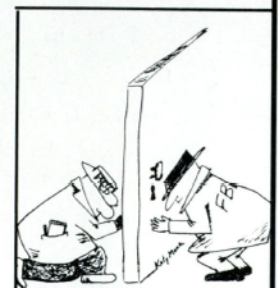
"I guess you really had two groups of people then -- those who were outrageous flower children and those who were probably more political

than the flower children. I was in that hard-core political group."

Today, Frederickson sits in his third-floor office in Stauffer-Flint Hall and remembers his days as a student journalist. He can look out his window at a calm and peaceful campus. He can walk by the *Kansan* newsroom and be relatively certain that the FBI is not keeping tabs on the editor. The times have changed and he's glad. But Frederickson is happy to recall the events of a turbulent era, an era that shaped him into the person and journalist he is today. ■



The FBI blacked out passages in its file on Frederickson before sending him the documents



A mouse

**Behind the doors of
Stauffer-Flint Hall,
technology is
changing the way
students learn**

Every year, more journalism graduates are leaving Stauffer-Flint Hall armed with computer knowledge and technical know-how. The new Macintosh lab has had the biggest effect on teachers and students, within each sequence of the school, technological advances: changing the way students learn and teachers teach. Have computers and other technological advances revolutionized the students' experience, or have they merely added yet another skill to master? Heads of the journalism school sequences give their answers.

Les Polk, news-editorial: Macintosh computers are being used primarily by the Editing II and four Reporting II classes in this sequence. The computers increase the students' flexibility and enlarge the scope of possibilities in bringing together news stories and graphics, Polk said.

"It's important to utilize the new technology to bring people into quality content," he said. "Maps and charts clarify the story, but moderation is important."

The computers were first used by Editing II students in

Students work at their projects in the Macintosh lab.



in the house

the fall of 1988. Students who were not familiar with Macintoshes learned how to use the system in a classroom orientation or caught up by spending evenings in the lab.

Editing II students use the computers for their final class project, a dummy newspaper. Students must decide the specifications and layout of the paper and then use the computers to prepare headlines, body type and nameplates to be pasted down for the final product.

Ann Szemplenski, Council Bluffs, Iowa, senior and student in the class, said the computers had improved the projects' final appearances.

"Before, the classes had to cut and paste their headlines from other newspapers, and it was very rudimentary, like a ransom note," she said. "Now, we're able to produce our own headlines."

Polk, member of the Society of Newspaper Design, said that KU was catching up with new technology, and that students must be aware of the possibilities and get as much experience as possible in school.

"Most employers take it for granted that the students have computer experience," he said. "The students should at least know the capabilities of a computer, if not have experience with them, before leaving school."

Mike Williams, visiting professor of photojournalism, said that people graduating today must be more prepared than ever if they want to work in the field of photojournalism. "For example, today, knowing how to shoot color photos must be common knowledge upon graduation if you want to be competitive in the job market," Williams said.

Williams said some of the technological advances in the field of photojournalism had brought about new ethical questions. Still-video photography, which some photojournalism students have had a chance to experiment with, allows a photographer to manipulate and rearrange colors and elements of the photo.

In still-video photography, images are recorded electronically on a small computer disk. The photographer can immediately view images on the disk on a computer screen and transmit them by facsimile machine to the newsroom. Still-video eliminates time-consuming darkroom procedures and allows photographers to shoot right up to deadline.

"We are now actually taking many photos and putting them together to form a new photo," Williams said. "We, as professionals, must decide whether this is ethically appropriate."

Williams brings guest speakers to his classes to introduce the latest technology to students and to encourage class discussions about the ethics involved in such technology.

Lee Young, magazine: Young's 29th and final semester as adviser of the *Jayhawk Journalist* is in one sense a new experience. Spring 1989 marks the first time in its 20-year history that the semi-annual alumni magazine has been produced in-house by computer.

For Young, new technology means new teaching material. But the old arts must still be taught: copyfitting, specifying type for the printer, learning to count headlines. The problem Young faces is balancing the old and new. As Young puts it, "I used to tell students, only semi-facetiously, that they couldn't graduate until they could copyfit. I'm not sure I can tell them that anymore."

"With the advent of in-house computers, especially something like the pagination system on the Macintosh, you wonder how much of this you should be teaching, because the computer is doing it all."

Young, who will retire in December, is not sure the traditional skills are dead yet, but he has begun to teach them with a different slant. Before this semester, he took students through production step-by-step. Increasingly, he bypasses many of those steps as production becomes a much simpler process.

"I'm trying to put a foot in both doors," he said.

One of the biggest changes that computer technology is bringing to the layout-and-production course is also one of the most welcome: lower production costs. But other changes are not so effortless. For example, the magazine's advisers in future semesters must make sure students receive computer training.

Young predicted such extra burdens would disappear with time. In a few years, he said, computer literacy "will be no more questioned than we question typing now."

In fact, computer technology now enters into the introductory magazine class at the students' initiative. Young said more and more of his students used computers outside of class to create dummy magazine projects for the course.

Young stressed that the basic thrust of the magazine sequence remained unchanged. "Essentially, most of what we teach is not technology," he said. "It's still a matter of being a skillful writer, being imaginative and creative, and knowing the market before you write for it."

Larry Johnson, advertising: Macintosh computers have been integrated into advertising courses and, in general, have-

ALAN ESKEW

Gibson chosen NL most valuable player

Left fielder in 1993 LA player to win award

Ken Gibson

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NL MVP

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Blue Devils No. 1 in pre-season poll



Titka's return angers doctors

Ex-Memphis State coach convicted



Clockwise from below: Andy Loevenguth, Overland Park senior, works in the MacLab. Two views of the magazine dummy project created on the Macintosh by Karen Boring, Lawrence graduate student, for Journalism 660. Cory Powell, Evergreen, Colorado, senior, produced his Editing II project on computer.

made a positive contribution to the classroom, Johnson said.

"However, instructors have to struggle to make sure a class doesn't become a computer course instead of, say, Ad Copy and Layout," Johnson said. "You have to fight against using too much class time in teaching the mechanical stuff. There is a constant onslaught of new procedures."

Johnson said the introduction of computers as a major teaching tool had been the biggest change in the four years he had taught at KU.

Three or four years ago, most students in Advertising Campaigns would use a typewriter to prepare class projects, he said. Only a few students had the access and knowledge needed to use a Macintosh or IBM computer for the projects.

"That's when Macintoshes were rare around here," he said. "But in the last two semesters, all of the projects were Mac-produced." The projects include a media plan, a research section, examples of advertisements and statistics prepared in graph form.

Johnson said that at least one person in each campaigns group was proficient on computers; not everyone is required to be an expert.

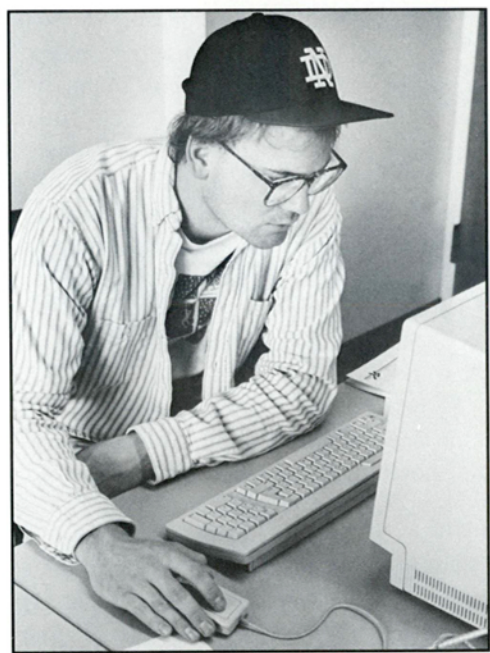
"The basic concepts of advertising are still what really matter," he said.

"We're not trying to train our people to be computer operators or typists. Many of the larger agencies put a lot of emphasis on the creative department. The art directors may not know a computer from a can of beans, but they do know how to present a product or an idea."

Max Utsler, radio-television: Video technology has made broadcast sequence teachers' jobs easier in many ways, Utsler said. The sequence moved gradually from film to video, and has used only video cameras and equipment since 1980.

"When we moved from film to video it was like the best teaching invention known to mankind," he said. "Consider that with film you had to have it processed before you could look at it, but with video you can play it back in the field through the viewfinder. As a teaching tool, even without the teacher as an intermediary, the student can play back

Community Troupe Theatre Magazine for Non-professionals Winter 1989 Issue



Spreading the Word: Posters by Karen Boring. Includes a poster for 'Ain't Misbehavin' music by 1920 Walter cancelled by Richard Matlock, Jr.' and a photo of a large crowd.

that tape immediately and see how he or she did."

The advent of videotape and cameras has lowered the cost of classes greatly, both for the students and the school, Utsler said.

"The last year I taught film, to shoot two-and-a-half minutes of color film would cost you about \$10 for the roll and another \$10 for processing," he said. "Now, we tell our students that for a whole course they only need to buy two tapes. If they can only afford to buy one, they could probably get by."

One high-quality tape costs about \$16.

Lower costs have meant more work and more learning for students, Utsler said. In the past he would hesitate to ask someone to re-do a project because of the cost involved. "But now, as students will tell you, I don't even think twice about making them do it over," Utsler said.

Although the school cannot afford to buy the newest, highest-priced cameras, Utsler said students would still be prepared to understand the technology they will encounter after graduation.

Utsler said high-definition television, sets with hundreds more scan lines than today's models, and fiber optic lines that carry audio and visual signals were two technological advances that would result in great changes in the field.

Utsler has taught at KU for five years, and he said he was glad some things had not changed.

"In some ways, the journalism school has not changed in the last 50 years and should not," he said. "The fundamental things a student learns here -- analysis, problem solving, critical thinking, communication skills and working under deadline pressure -- these are the things at the root of what we do. And that's inherent in what we do regardless of what technology you're dealing with." ■

Information for this article was contributed by: Susan Feightner, Monica Hayde, Carla Krause and Katy Monk.

A room full of apples

by Kelly Leach

Behind an old door at Stauffer-Flint Hall, journalism students are discovering something new.

The white rectangular tables, perfectly aligned to form a U, are gone from Room 105. In their place, rows of computer tables hold 20 Apple Macintosh computers and three ImageWriter II printers. The once traditional classroom has been transformed into a computer lab - the MacLab. There, students experiment with a variety of computer applications and gain the hands-on experience many employers now seek.

Technology has changed, and the J-school has responded with change.

Twenty years ago, journalism students learned to set type by hand-picking type from a drawer. Each drawer contained a different font, style and size. Leading was put in manually.

Today, printers' drawers are used as shadowboxes that house tiny treasures. And students set type on a computer.

When Karen Boring, Lawrence graduate student, developed her dummy magazine for the course *The Magazine in American Society*, she used the MacLab. "I set my headlines, cutlines and dummy copy on the Mac," Boring said. By using a few different computer commands, she was able to create headlines in various sizes, typefaces and widths. Boring also input dummy body copy into a page format that she set up with a few keystrokes to specify page size, margins, number of columns and space between columns.

"Because I set my dummy copy into a three-column format and printed it, I didn't have to worry about pasting up individual columns of type and getting them straight," Boring said.

When it comes to typing stories, papers or other assignments, Boring said she never wanted to go back to the typewriter. Like other J-school students, she uses the word-processing programs on the Mac. The big plus is that revisions

can be made on the screen. Words, sentences, paragraphs or entire pages can be changed, moved or deleted quickly. There is no need to use white-out, to cut and paste or to retype.

But that is just the beginning. Using QuarkXPress, a desktop publishing application, students can design and lay out entire ads, public relations campaigns or newspaper and magazine pages.

Cory Powell, Evergreen, Colorado, senior, used QuarkXPress to design newspaper pages for his Editing II class. "I did everything on the Mac," Powell said. "You can do so much, so fast." He

The need for computer literacy ushered in the MacLab.

created body copy, display type, boxes for photos, graphics and credits on the Mac. "By using the computer, I created newspaper pages that, when printed, looked professionally done. They looked like pages out of a real newspaper." Desktop publishing programs can also be used to design an entire magazine. In fact, this issue of the *Jayhawk Journalist* is the first to be produced on the Macintosh computer.

Dean Mike Kautsch said he thought the MacLab stimulated creative thinking. "Students are able to try a great variety of forms of expression," Kautsch said. "They can rewrite or reconfigure copy and text very quickly and discover notions of what might communicate effectively to an audience."

Kautsch sees the MacLab as a computer learning opportunity for students. The faculty can also advance students' journalism skills much more quickly using the lab, he said.

"The MacLab gives the students an opportunity to learn about the desktop publishing technology that is now increas-

ingly common in industry," Kautsch said. "By learning to use the tools that the MacLab represents, students will be better qualified for internships and first jobs than they otherwise would be. Many employers favor in their hiring process applicants who understand and appreciate new communications technologies and can use them."

Boring and Powell said they were convinced that the practical experience they gained in the MacLab would greatly benefit them when they enter the workforce.

Bob Basow, assistant professor, agreed. "New graduates won't find employers who will train them on computers," he said. "Employers expect graduates to know how to work on computers." That's why Basow thought it was essential for the J-school to provide its students with a computer lab.

Basow, now head of the school's computer committee, was instrumental in the MacLab's becoming a reality. "You just can't think of the MacLab without thinking of Bob Basow," said Lee Young, professor. The lab is greatly a result of Basow's efforts to bring advanced technology into the school's curriculum.

Basow was bitten by the computer bug in 1986 while he was a business group director in advertising at Ralston Purina in

St. Louis. "I was fascinated by the Mac, so I bought one and started learning," Basow said. "And I'm still fascinated. There is always something new to learn." It was this fascination with computers that brought Basow back to the J-school.

In December 1986, Basow and his family were headed to Colorado from St. Louis. On Christmas Eve, Basow stopped by the KU campus to show his two children around. Stauffer-Flint Hall was open, and when Basow entered the building, the first thing he noticed were the Macintoshes used by the *Kansan's* advertising and graphics staff.

"When I saw the computers, I wondered if there might be a job opportunity for me at the J-school," Basow said. He pursued this idea, and in 1987, Basow joined the faculty, bringing with him his computer expertise and the desire to introduce students to the computer world.

"I wasn't sure I would be a good teacher," Basow recalled. "But I knew if the search committee selected me that I could do it. I also knew I could bring something valuable to the school. I was interested in expanding the curriculum to include computers as a learning tool, and I was willing to take on the responsibility of getting the program up and running."

The J-school's computer program is now well underway. A grant from Apple and University funding brought the Macintoshes to the J-school. But Basow admits the MacLab is still in the developmental stages. The computer budget is limited, and there are several ongoing expenses associated with the lab, such as paper, printing supplies, maintenance, software and salaries for lab proctors. And technology is always a step ahead of you, Basow said. His goal is to expand the lab as quickly as money and resources will allow. Students are eager to gain greater accessibility to the lab, which has been limited because of the tight computer budget. Presently, the lab is open only two nights a week, with restricted access during the day. Funding for lab proctors' salaries will enable the J-school to expand the lab's availability.

Although the lab is still developing, it does provide students with the much-needed opportunity to familiarize themselves with computer applications. "With some computer experience, graduates can be immediately productive in a job," Basow said. "Exposure to the MacLab will greatly enhance the merchandisability of our J-school graduates." ■

A student masters the Mac

by Susan Feightner

Kelly Leach blatantly admitted it. She was once afraid of a mouse. Not a furry one with beady eyes and a long skinny tail; she's still afraid of those. And it's not the friendly kind that wears red-suspended shorts and lives in Disneyland.

The kind of mouse Leach once feared is one of the square species -- the kind of mouse that rolls around on a felt pad with a tail connecting it to what was the underlying cause of her fear: the Macintosh computer.

"I can't believe how intimidated I was by that machine before I learned how to use it," said Leach, Bonner

Springs senior. "I had seen people using the Mac for magazine projects and other things, but it looked so complicated. I thought it would be too hard to learn."

But the pressure of being outdone by her classmates, who were producing professional-looking work on the Mac, spurred Leach to tackle her phobia head-on.

"I remember thinking that I would just go into the computer lab and have someone help me through it step-by-step," Leach said. "I thought that if someone could help me get into the program, I could surely type in a couple of headlines. I knew I was a good typist. I had used a word processor before. I considered myself an intelligent person."

Even with the assistance of the lab proctor, Leach's first attempt was less

than encouraging. Her plan was to type four headlines, which she assumed would take her a half an hour. It took her four hours.

Leach felt as if she had been KO'd in the first round, humiliated by what she considered her lack of intelligence and stripped of her confidence to progress with technology. Suddenly, manual typewriters, press-on lettering and rubber cement no longer seemed cumbersome. Instead, they seemed practical, simple and as comfortable as an old pair of blue jeans or a favorite chair. Leach decided there was nothing wrong with being a little old-fashioned.

The next semester, when the staff of the Spring 1989 *Jayhawk Journalist*



Assistant professor Bob Basow, center, instructs students Kelly Leach and Mark Tilford in the art of desktop publishing

decided to produce the entire magazine on the Macintosh, Leach, a *JJ* staff member, knew the inevitable had come: Like it or not, she would have to face her opponent once again.

After Leach confessed her intimidation of the Macintosh, Lee Young, professor and adviser to the *JJ*, suggested that Leach work with Bob Basow, assistant professor and Macintosh ace, as an experiment. Young wanted to see how long it would take an average, though intimidated, person to learn how to use the Macintosh and QuarkXPress, the desktop publishing system on which the staff produced the magazine.

"I was really scared at first," Leach said. "I didn't want to appear stupid around someone who obviously knew

so much about computers, like Basow."

Leach had several Macintosh training sessions with Basow. With each session, she became more comfortable, more proficient and more confident. Within weeks, she was not only producing headlines in a half an hour, she was producing style sheets and page layouts.

Not everyone has the opportunity that Leach had to be given private computer lessons. She admits that working one-to-one with Basow expedited the learning process. "If I had to weed through a bunch of manuals to try to figure out how to do this, it would have taken me forever," Leach said. "Now that I know the basics, I can use the manuals to expand on what I know."

Leach said her computer lessons with Basow would stand out as one of her most

beneficial learning experiences in college.

"I had to overcome the intimidation factor before the learning could begin," Leach said. "Once you are over feeling intimidated, you feel more comfortable experimenting with the computer. It is really fascinating how much control a computer gives you."

Control? Is this the same Kelly Leach who feared a little square mouse on a roller?

When it's Macintosh versus mankind, the bottom line is knowing who's in control. For Leach, the realization that she controls the mouse has put the art of desktop publishing at her fingertips, and better yet, has added a valuable credential to her resume. ■

Class of '74

by Calder Pickett
Professor Emeritus



“S streaking” was a word I had never heard, in the new context at least, until one early spring day in 1974. A young woman some of you knew came running in my office. She was almost breathless. “I just saw my first streaker! Down by

the library!” We heard a lot about streaking in the months that followed, and even saw pictures of a few streakers in the papers. My favorite quote was from a UPI story about the coeds at Southern Methodist in Dallas. “You don’t have time to look at their face, too,” one young lady said.

Streaking. That’s my way of getting into this little story about life in these United States, and on the KU campus, and elsewhere, in 1973-74, one of a series of articles I started when William Allen White and I were classmates here years ago. When I sat down with microfilm and began to look at the old *Kansans*, I had no immediate memories of that school year. I should have had several. Streaking, and Watergate, and it was even the year I started my radio program, *The American Past*.

Throughout the year the stories that commanded our attention were those related to President Richard Nixon and

Vice President Spiro Agnew and those related to the Middle East and oil and energy and inflation. It was a monumental time. I remember the day when Bob Simison, the *Kansan* editor, knocked on my classroom door and handed me a note. “AGNEW HAS RESIGNED,” it read. The Vice President was mixed up in bribery deals in Maryland. I fondly remember the lead of a *Journal-World* editorial, “To put it simply, Vice President Agnew is a crook.”

Nixon, of course, was not a crook. He told us so. Endlessly. But, as you know, before the ’74-’75 school year would get started he would have resigned the presidency in the wake of Watergate and all the attendant scandals. By the end of the ’74 school year the impeachment hearings had begun, and we had heard all the tales from John Dean and H.R. Haldeman and John Ehrlichman and Jeb Stuart Magruder and John Mitchell and all the rest.

Maybe you’re too young to know about Watergate (or about Woodstock, or John Kennedy, or Shirley Temple, or



Jayhawk fans cheer for the KU football team in hopes that it will make it to the Liberty Bowl in Memphis, Tennessee. The Jayhawks made it but lost to North Carolina State

World War II). There was a burglary, children, at Democratic headquarters in the big building in Washington. The burglary was traced to the White House. The President was revealed as having made tapes about the affair, as having been involved in the coverup of the burglary. We kept hearing about "that point in time," and the phrase still makes me cringe. Even "Beetle Bailey" had something on Watergate language, Beetle having been accused of not cleaning up the washbowl in the latrine:

"I view this as an ongoing process," said Beetle, "and I have to reserve my options to protectively react against hearsay, character assassination and innuendo, sir. In the overall context and on balance, Sarge's game plan is not viable, not in this time framework, and probably violates national security and just won't wash."

Mike Royko said, "One columnist, with tears plopping on his keyboard, has called upon President Nixon to somehow bring us all together in these grave times. If he had been writing in 63 A.D., he might have urged Nero to head the fire brigade. Actually, President Nixon has brought most of the population together. They have joined in not trusting him."

Art Buchwald sent the most popular TV detective of the time, Columbo, to the White House. Someone served Columbo an orange juice. Columbo noted that the coaster the juice was served

on read "Property of the Watergate Bar and Grill."

"My God," says Haldeman. "The butler did it!"

Martha Mitchell pipes up, "Wait a minute, Mr. Columbo, there's a lot more to this man than you think."

"Dammit, Martha!" yells Mitchell. "Will you keep your big trap shut?"

Well, Watergate wasn't the only thing you'd have been reading about in the 1973-74 school year. The Middle East was exploding, as usual (it's exploded so many times in my life that I wonder how it can still be there). We had the energy crisis, and inflation, and the war slowly coming to an end in Vietnam, and the thing we called "detente," and the naming of Henry Kissinger as secretary of state, and the occupation of Wounded Knee by American Indians. The Allende government was overthrown in Chile, there were Skylab space missions, and mass murders of young boys in Houston were reported, and Northern Ireland was beset with woes, and Princess Anne of Great Britain got married and the Supreme Court ruled on pornography and on abortion (1973 was the year of *Roe vs. Wade*, you know).

Did I mention that Gerald Ford became vice president? That was a big one. Nixon signed legislation for an Alaska pipeline, and we resumed relations with Egypt, and

tornadoes swept across the land, and in Berkeley an heiress named Patricia Hearst, granddaughter of the famous William Randolph (you children from History of American Journalism may remember his name) was kidnaped by the Symbionese Liberation Army, and before the school year was out she had become a bank robber.

The editor of the *Atlanta Constitution*, Reg Murphy, was kidnaped, too. Truckers struck nationwide. We started to plan the Bicentennial of 1976. Alexander Solzhenitsyn was exiled. Meat prices soared, and the *Kansan* regularly listed prices of various items at our markets. There was even an article on how old-fashioned stoves were popular once again.

Maybe you had forgotten that '73-'74 was the first year Archie Dykes was chancellor. He was much in the news. He inaugurated a new era, he asked for our support, he asked for student help in funding the University, he said that it was students who shaped an institution. That year Del Shankel became executive vice chancellor, and Raymond Nichols, Mr. University of Kansas, announced he would resign from his long tenure, a tenure that had included being chancellor.

A new records office was established, with Gilbert Dyck in charge. Tenure was awarded to 10 in the administration. The faculty got a 10 percent pay increase. Enrollment was at a new high: 18,683 on our campus and 1,630 at the Medical Center. People were looking into the possibility of having computer pre-enrollment. We were losing campus trees to disease and weather. Wescoe Hall was about finished, and the space building was named for Nichols, and there was talk about a new faculty club, and a satellite union, and a law school, the latter two to be constructed north of the fieldhouse. (You oldtimers ever seen these now ancient buildings?)

I note that Mert Buckley was student body president, that he was succeeded by John Beisner, and that student leaders opposed the idea of a lobbyist for the University. Black Studies was expanding. Gay Liberation and lesbians asked for recognition. I saw a big article highly critical of the architecture of our

beloved Athens-on-the-Kaw. There was a call for a public transportation system. Much controversy attended plans to have an "Erotic Film Celebration," and there were fears that Attorney General Vern Miller, who conducted a mammoth drug bust that year, would zero in on the pornography, if that's what it was. Vern said he had no plans to do so.

It was the year Joseph Pichler became dean of the School of Business, that Clifford Griffin published his history of the University, that Russell Wiley of KU bands retired, that Raymond Moore of geology and Helen Rhoda Hoopes, veteran English teacher, died. We read that teaching awards went to Peter Casagrande, English; Barbara Craig, French; Frank Pinet, business; Albert Rowell, geology; and that Edward McBride, engineering, won the HOPE award (and that Lee Young of journalism was in the top five).



Striking: That barely-there fashion statement was all the rage in '74

And Dan Wessel, a KU student who called himself the Great Lorenzo Wesselini, tried to be a human cannonball from the Campanile to Potter Lake. He failed.

The year had its share of speakers. Philip Berrigan, the Catholic priest who was so anti-war, came here, and so did George McGovern, who had lost the presidency in '72. Sen. Edward Gurney of Florida, member of the Watergate com-

mittee; Gov. Robert Docking; Rep. Larry Winn of Kansas (who blasted the media "trial" of Agnew); and Russell Means of the American Indian Movement -- all spoke here. The Preservation Hall jazz people came, and so did Leonard Rose, cellist, the Washington National Ballet, and the Indianapolis Symphony. Somebody or other refused to bring the Allman Brothers here, and there was much excitement on the editorial page. We did hear a pair known as Sonny and Cher, and the Nitty Gritty Dirt Band, and we had Cole Porter's *Kiss Me, Kate*.

That was some September in Kansas. There were heavy rains, and tornadoes, one that ripped away the very house where my daughter Carolyn was living in Clay Center (Carolyn was in the basement, shaking). Early December brought a snow and ice storm. The *Kansan* wrote about the Clinton



The Human Cannonball takes a bow before taking off

Reservoir project, about plans to improve the Lawrence airport, about the proposed Prairie Park, about the Free State Opera House (formerly the Red Dog Inn), about the homes owned by a KU professor, Dan Ling. Nancy Hambleton was mayor of Lawrence, and Rep. Bill Roy announced that he would run for the Senate. And we got ourselves an official 55 mile an hour speed limit, which, of course, all of you obeyed.

Oh, the issues of those days! The controversial LAS program of the College. Bicycle thefts becoming much too common. Parking costs. The Emporium bookstore, about which I had forgotten, and the Whomper, about which I had forgotten. ROTC ordering short hair and shaves. Censorship, always censorship (those were the days of Marlon Brando's *Last Tango in Paris*, and a thing called *Deep Throat*). Tenure. Employment. Free schools. Coed living. Drugs. Abortion. Rapes around the campus, 15 to 20 (the inexact figure puzzled me a bit). Feedback. "Financial exigency."

I said that in the fall I started my program *The American Past*, and because this is my article I must note that in the spring the program won a Peabody award. KANU was rededicated, and station boss Dick Wright said more funds were needed. The student station, then called KUOK, moved to Sudler House. Marcellus Murdock of Wichita was named to the Kansas Newspaper Editors' Hall of Fame. Ed Bassett, who was our dean, said our school was in the top five nationwide.

Marcus Eliason, AP man in Jerusalem, was here as an editor in residence, as was John Dougherty of the Rochester *Times-Union*, who told us that journalism was the most fun you could have with your clothes on. (The *Kansan* so quoted him.) A newsprint shortage hit us. Bob Simison, fall editor of the *Kansan*, won the Barney Kilgore award of Sigma Delta Chi. Other key people (and I just didn't try to list many of you) were Steven Liggett, Hal Ritter, Chuck Potter, Diane Schmidt, Karen



Cher sings during a performance at KU

Hetland, Elaine Zimmerman, David Hunke, and Steve Logan.

Larry Day, of our faculty, was awarded a Fulbright to Argentina. Mamie Boyd of the *Phillips County Review* died, and so did Chet Huntley of NBC and Walt Kelly, who drew Pogo. And Eric Morgenthaler, who had graduated back in '67, wrote his now-famous article for the *Wall Street Journal* about that big ball of twine in Cawker City and that big well in Greensburg, and he could have been lynched in some towns here in the Sunflower State.

That fall Oakland beat the Mets in the World Series, and John Hadl went to the Los Angeles Rams. Clyde Walker was athletic director, and Don Fambrough's football team, which starred David Jaynes, went to the Liberty Bowl, where it lost to North Carolina State. Our basketball team won the conference, and beat both Creighton and Oral Roberts in the NCAA tournament in Tulsa, then went to Greensboro and lost. North Carolina State beat UCLA for the championship.

Our canoers had a race with K-State, and a book on James Naismith was published. Willie Mays retired, and Frank Robinson became manager of the Cleveland Indians, and Hank Aaron passed Babe Ruth's home run record. Bobby Riggs, after much braggadocio, was wiped out by Billie Jean King in that famous tennis match. Two on the basketball team, Tommie Smith and Rick Suttle, were in journalism, and I offer the surprising news that wind and rain marred the Relays.

I won't burden you with a long list of books; you had enough of that from me when you were in school. But in 1974 *All the President's Men*, the Watergate book, came out, and so did William Manchester's *The Glory and the Dream* and James Michener's *Centennial*. There were few plays worth remembering, though it was the year of the one-man shows about Clarence Darrow and Lenny Bruce. Television was coming up with a new idea, the mini-series.



Former presidential candidate George McGovern speaks at KU

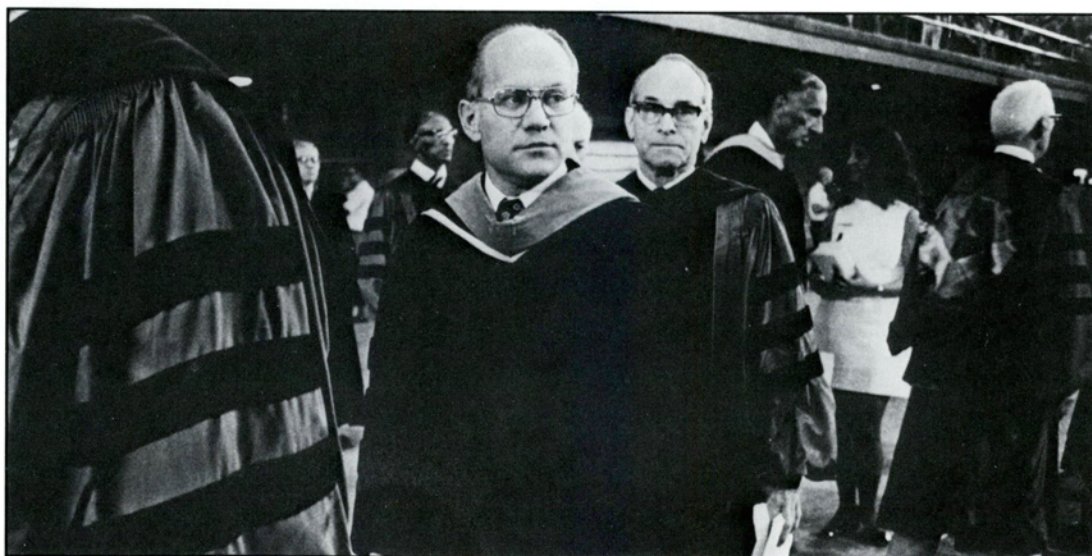
You might have gone to see those 1962 kids in *American Graffiti*, or the baseball drama, *Bang the Drum Slowly*, or Walt Disney's cartoon hit, *Robin Hood*, or that cop drama, *Serpico*, or that endless prison escape, *Papillion*, or Woody Allen in his glorious *Sleeper*, or the ghastly devil thing, *The Exorcist*, or Clint Eastwood in *Magnum Force*, or Jack Nicholson in *The Last Detail*, or those raunchy cowboys eating pork and beans in *Blazing Saddles*, or *The Three Musketeers*, *The Great Gatsby*, *The Conversation*, or *That's Entertainment*. The big one was *The Sting*, which won the Oscar, and which made the music of Scott Joplin popular all over again.

That was the year a comet called Kohoutek fizzled. Wilbur Mills was involved with a girlie at the Tidal Basin. Earl Butz, who was in the Cabinet, insulted the Pope on birth control: "He no play da game; he no maka da rules," Butz said. A streaker went to the library to check out *The Naked Ape*. People squawked about the TV commercial, "We really move our tail for you."

And all the songs. We had seasons in the sun, one hell of a woman, sunshine on our shoulders, rocking the boat, a side show, Billy don't be a hero, Annie's song, let me be there in the morning, Sundown, rocking your baby, being on top of the world, the night Chicago died (on the east side, the singers said, which would have been in Lake Michigan), please come to Boston, Ruby Red Dress, goodbye to the yellow brick road, a beach baby, and my girl Bill, which I thought was about homosexuality until I heard the last line.

The most evocative of all, the one now a kind of classic, was a song from a fine movie starring Barbra Streisand and Robert Redford. Though it was set in another time, it was maybe about '73-'74, too:

"But it's the laughter,
We will remember,
Whenever we remember,
The way we were."



Archie Dykes, incoming chancellor, and Raymond Nichols prepare for a KU commencement

Alumni News

1943

Charles Elliot is president of River Place Financial Corp. and of River Place Leasing. He lives in Grosse Pointe, Michigan.

1945

Mary Margaret Fallis, 64, died in a Tulsa hospital on January 5. She was one of the first women to graduate from the William Allen White School of Journalism. She lived with her husband, Gordon, in Tulsa, Oklahoma, where she published *Tulsalite Magazine* for 17 years.

1946

Mary Turkington is executive director of the Kansas Motor Carriers Association. She lives in Topeka.

1949

Larry Funk retired last summer as news editor of the *Beloit Daily Call*.

1954

Velma Gaston Farrar is a substitute teacher. She lives in Kansas City, Missouri.

1955

William Taggart is president and chief operating officer of Taggart and Assoc., a government-relations firm. He lives with his wife, Judith, in Washington, D.C.

1956

Rollin Peschka was the top producing real estate agent last year at Sotheby's International Realty in San Francisco.

For this issue of the Jayhawk Journalist, five alumni of the journalism school have responded to the following question:

How has your particular field of journalism changed since you entered it, and how do you expect it to change in the future?

Their answers appear on the following pages.

1958

Gerald 'Jerry' Blatherwick is president of the Arthur W. Page Society, a national organization of public relations executives. He is also vice chairman of human resources, corporate communications and government relations for Southwestern Bell in St. Louis, where he lives with his wife, Anne.

1959

Judith Anderson Glass manages the Discovery Shop, a resale shop whose proceeds benefit the American Cancer Society, in Oakland, California.

1960

Richard Crocker is assistant managing editor of the *Washington Post*. He and his wife, Elvira, live in Chevy Chase, Maryland.

1961

N. Korff Maag, 57, died Nov. 24 in Burlingame, California.

1962

Harold 'Cotton' Smith

serves on the board of the National Advertising Agency Network. He is chairman of Smith & Yehle in Kansas City, Missouri.

1963

Martin Dick recently wrote and published "The (Out of) Control Room: A Hilarious Look at TV Production." He lives with his wife, Marcelle, in Tappan, New York.

Judith Young Knapp works in the public information office of the Pioneer County Library System in Norman, Oklahoma. She was recently accredited by the Public Relations Society of America.

1965

Clare C. Casey Jr., 45, died Sept. 26 of cancer in Fairfax, Virginia. He had been a public relations officer for the Interstate Carriers Conference, a trade association of the trucking industry.

Steve Haggart is a partner in

Bulloch and Haggart Advertising, which just had its ninth anniversary, in Colorado Springs, Colorado.

1967

Tony Chop has been promoted to vice president and regional supervisor for BBDO Advertising. He supervises Dodge Dealer Advertising for the Midwest in Kansas City, Missouri.

Don Hunter is vice president and publishing director for McKnight Medical Communications in Deerfield, Illinois.

1968

Roger Myers recently opened Mycomm Advertising in Chicago.

1969

James 'Mike' and Mary Penny Walker, '70, own Walker Agency, a public relations and advertising firm in Scottsdale, Arizona. *Inc.* magazine recently recognized their firm as one of the country's fastest-growing private companies.

1970

Oscar M. Bassinson is president and owner of Bassinson Productions, a television and video production company based in Hollywood.

Z. James Czupor is a public relations account manager for Broyles, Allebaugh & Davis, a Denver-based advertising and public relations agency.

Colleen Grewing is editor of

A lumni News

Where magazine, a guide to the city, in Washington, D.C. It is distributed in hotel rooms.

John Oberzan and his wife, Karen, had a daughter, Lauren Leigh, on Aug. 9 in Lawrence. John is a financial planner for IDS Financial Services, Inc. in Lawrence.

1971

Don Baker is director of marketing for Tulsa Cable Television in Tulsa, Oklahoma.

Ronald D. Carter is the director of marketing for the American Association of Critical-Care Nurses in Newport Beach, California. AACN is the world's largest nursing specialty organization. Carter recently collaborated with **Oscar Bassinson, '70** and **Z. James Czupor, '70**, to produce a health care video for the AACN.

Michael Frederick owns Envoy Business Brokers in Wichita. He is married to **Charlene Jefchak Frederick, '87**.

James (Tom) Knight is president of the National Frame Builders Association in Kansas City, Missouri, and is publisher of its new trade association magazine, *Frame Building Professional*.

1972

Christopher O'Brien practices law with Triplett, Woolf & Garretson in Wichita.

Calvert Simmons is president of Washington Ventures and

Cal Simmons Travel in Washington, D.C. He and his wife, Sally, live in Alexandria, Virginia.

Cmdr. Russell Williams and his wife, Susan, recently moved to Lawrence from Gaeta, Italy, where Russell served with the U.S. Navy.

1973

Vicki Ferrell Buening has joined the staff of Lockton Insurance in Topeka.

Natalie Phillips Hagan has

been promoted to group supervisor at Barkley & Evergreen Advertising in Fairway.

1974

Stephanie Blackwood works at the public relations agency of Jacobson, Altman Associates in New York City.

Daniel Chegwiddden Jr. serves as vice president of institutional advancement at Park College in Kansas City, Missouri, where he lives with his wife, Janet, and his children.



Tom Palmer
MSJ 1971
Foreign and National
Reporter
The Boston Globe

"The elimination of paper and the introduction of computers or word processors is without a doubt the biggest change...I often file stories from wherever I am. I can now link into the Infonet communications systems from countless cities around the world. I can send personal messages to and from the *Globe*...

"There are a lot of changes that have been pushed upon us by television's immediacy and its color and ability to convey emotions and so forth. It's dramatic. Newspapers are no longer the same animals that they were before television got into news in a big way...It's television forcing us to do better and do more of what they're doing, if possible."

Robert Kissel recently became director of marketing and communications at Bethany Medical Center in Kansas City.

Stephen A. Wood obtained a J.D. from the University of Texas School of Law in 1985. He practices law with the firm Meadows & Welch in Austin, Texas.

1975

Craig Haines directs marketing and promotion for the KU Athletic Department. He lives with his wife, Janet, and his daughter in Lawrence.

Gloria Jahn is vice president of news for the Automotive Satellite Television Network in Dallas.

David Reece is vice president and management supervisor of Schenkein Advertising, Marketing and Public Relations in Denver.

1976

Thomas Bolitho publishes the *Siskiyou Daily News* in Yreka, California, where he lives with his children and his wife, Bree.

Mike Goff works as senior account supervisor at Sandven True Pruitt Advertising in Kansas City, Missouri. He lives with his children and his wife, Bobbi, in Leawood.

Richard Hird and his wife, Debby, had a son, Scott Kempke, on May 19, 1988, in Lawrence. Richard prac-

tices law with Smithyman & Zakoura in Overland Park.

Rod Hoffman practices law with Slagle & Bernard in Kansas City, Missouri.

Dana Hale Nelson and her husband, Douglas, had a daughter, Hayley Elizabeth, on Oct. 6 in Kansas City. Dana is secretary-treasurer of Star A Inc.

Murray Stagner married Lana Bowles on Sept. 3. Murray works for Santa Fe Railway in Topeka.

Roch Thornton is a night watchman in Vail, Colorado.

1977

Larry S. Bonura is the author of Desktop Publisher's Dictionary, a reference book for desktop publishers.

Peggy Brown and her husband, Steve Glazner, had a daughter, Rachel Marie Brown-Glazner, on May 1, 1988. They live in Alexandria, Virginia.

Alison Gwinn is working for the *New York Times*.

Michael Heck and **Kim Obiala Heck** had a daughter, Madeline Quigley, on March 22, 1988, in Lawrence. Mike is an attorney with Hall-Kimbrell Environmental Services, where Kim is vice president of business development. They have a daughter, Jessica, 4.

Dale Seuferling married Marianne Emanuel on Sept. 17 in Lawrence. Dale is director of major gifts for the KU Endowment Assn.

Michele Kocour Whitaker is editor of the alumni newsletter for the college of public programs at Arizona State University in Scottsdale, where she is studying

for a master's degree in mass communications.

1978

James G. Cobb is a copy editor for the *New York Times*.

Peggi Bass Fritzler is an editor for the Minnesota Educational Computing Corp. in St. Paul, Minnesota.



Brian Purdy
BSJ 1981
Broadcast Management
Sales Manager
KCFX Radio Station
Overland Park

"Advanced technology is by far the biggest and most rapid change that has occurred in the field of radio since I've entered. Management systems, engineering systems, information gathering, production and sales information have all become more efficient and cost effective thanks to new technology.

"But because technology allows us to do more with less and for less money, jobs are being eliminated. One computer can eliminate the jobs of two or three people. That is great news for the owner/operator, but eventually the industry may lose its personal touch. That is a concern I have for the future of the industry..."

"The future of radio looks high tech and profitable--but unfortunately, very impersonal."

Jane Shrewsbury Rojas coordinates training for the Lutheran General Medical Group. She and her husband, Fred, live in Vernon Hills, Illinois.

Barbara Rosewicz and her husband, **Gerald Seib**, had a son, Joseph Rosewicz Seib, on July 2. They live in Washington, D.C.

Rodney Smith and his wife, Roxanne, had a daughter, Abby Kristine, on May 10, 1988. Rodney owns the Medicine Shoppe in Lawrence.

Fred Solis and his wife, Vickie, had a daughter, Erin Michelle, on July 8 in Wichita, where Fred manages public relations for Boeing Military Aircraft.

Michael Swenson is the new director of public relations for Barkley & Evergreen Advertising in Fairway.

Susan Tart practices law with Simon, Peragine, Smith & Redfeam in New Orleans, where she lives with her husband, Thomas.

Vennie White directs public relations for the school district and was nominated as the 1988 Show Low Woman of the Year in Show Low, Arizona.

Charles E. Wilson is managing editor of Refrigerated Transporter in Houston.

Alumni News

1979

Barbara Baellow writes for the *Kansas City Jewish Chronicle*. She lives in Overland Park.

Nancy Dressler Borst is a reporter for the *West Sedgwick County Sentinel*. She lives in Goddard.

Carl Bruns Jr. is an associate creative director for Leo Burnett Advertising in Chicago.

Ann Hartley Bush and her husband, John, had a daughter, Merdity Louise, on Aug. 23 in Lawrence.

Leslie Guild is an education writer at the *Topeka Capital-Journal*.

Gary Hough is a sales consultant for Baxter Health Care in Omaha, where he lives with his wife, Ann, and son, Van.

Leslie Chandler McDaniel and her husband, Bryan, had a son, Calvin Franklin, on Aug. 7 in Holton. The McDaniels own the *Holton Recorder*.

Susan Strong Morgenstern directs publications and is a vice president at Dye, Van Mol, Lawrence & Ericson Public Relations in Nashville, Tennessee.

Sheila Noonan is senior publications writer in the information systems company of McDonnell Douglas. She lives in St. Louis.

Capt. Randy O'Boyle is a helicopter instructor pilot in the U.S. Air Force. He lives in Gulf Breeze, Florida.

Mark Olson has been promoted to senior account supervisor at Manning, Sel-

vage & Lee, a public relations firm in New York City. He lives in Milltown, New Jersey.

Steve Reiff supervises marketing for McDonald's Kansas City region. He and **Karen Freyermuth Reiff**,

'85, live in Omaha, Nebraska, with their children, Jennifer and Kayla.

Gretchen Schmitt married Terence Thum on July 23 in Kansas City. She is assistant director of advertising and promotion for Kansas City Life Insurance in Kansas City, Missouri.

Caroline Trowbridge and her husband, Alan Zimmerman, had a daughter, Sarah Ann Zimmerman, on Feb. 24, 1988, in Lawrence, where Caroline is the Sunday editor for the *Lawrence Journal-World*.

Kenneth Wagner is an associate in the law firm of Stinson, Mag & Fizzell in Kansas City, Missouri.

Carolyn Jenkins Waterbury and her husband, Jackson Waterbury, had a daughter, Kathryn Britt, on May 3, 1988. They live in Clayton, Missouri.

Ladd Welch and his wife, Shelly, moved with their two children from Liberal to Spokane, Washington, where Ladd manages a Rent-A-Center.

1980

Julie Burroughs manages client services and is an assistant vice president at Warrington Associates, a data-processing firm. She lives in Birmingham, Alabama.

William Clem and his wife,



Ann Wylie
MSJ 1984
Editor
Crown Magazine
Hallmark Cards, Inc.
Kansas City, Missouri

"When I was in college, there was not much emphasis on business communications. However, by the time I got into organizational communications, a wave had started to replace the old house organs that featured the 'live baby and dead fish' stories with a magazine that communicated a company's most important messages and coordinated teamwork in achieving business goals.

"The link between business communications and business goals has gotten stronger. Now organizations develop very specific communications strategies for relaying business information. There is also more emphasis on measuring the effectiveness of communications...

"Business communications is definitely growing in prestige and sophistication. It's becoming increasingly important for companies to communicate with their employees and their public."

Debra, had a son, Ryley Martin, on July 4 in Wichita, where William manages corporate sales for Aircraft Instrument and Radio, Inc.

Kathleen Conkey is studying law at Rutgers University in Newark, New Jersey.

Janice Early-Weas, publications editor for the St. Joseph Health Center, recently received a Gold Quill Award for the International Association of Business Communicators for *Healthscan*, the hospital's community newsletter. Janice and her husband, **Michael**, '87, live in Shawnee.

Cathy Zwegardt Gleason and her husband, Daniel, serve on the publicity committee for the Waterways Council's annual creek cleanup in Anchorage, Alaska.

Tiane Haskell Kennedy coordinates special events at Medinah Country Club in Bloomingdale, Illinois.

Debbie Kennett manages advertising and print promotion for MeraBank in Phoenix.

Barbara Kinney is a freelance photographer in Washington, D.C.

Ann Thompson is the editorial page editor for the *Fort Worth Star Telegram* in Fort Worth, Texas.

1981

Gail Eggers Borelli is

assistant business editor of the *Kansas City Star*.

Karen Steffen Boyd is studying for an MBA at California State University in San Bernardino. She lives in Redlands, California, with her husband, Capt. Robert Boyd, and their daughter, Laura.

Michelle Brown Ensz directs

marketing and public relations for the Center for Entrepreneurship and the Association of Collegiate Entrepreneurs at Wichita State University.

Brenda Press Harden sells real estate for Summerson-Burrows in Overland Park.

Kevin Koster and his wife,

Judy, had a son, Ryan William, on July 13 in Kansas City. Kevin is an account supervisor for Sandweiss Advertising.

Julie Neal Wilmoth and her husband, David, had a son, Kyle David, on May 4 in Sugarland, Texas.

1982

Mary Ann Clifft is director of scientific publications at The Menninger Foundation. She lives in Topeka with her husband, Rob.

Susan Jezak Ford and her husband, William, had a daughter, Kathryn Anne, on July 8 in Kansas City. Susan is a free-lance writer.

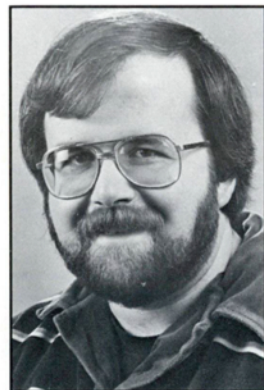
Gina Kellogg Hogan has been promoted to staff editor of *Engineer's Digest*, an Intertec publication in Overland Park.

Lee Ann Hunt edits publications for Baptist Medical Center in Kansas City, Missouri.

Mark Kelsey is a senior accountant with Ernst & Whinney in Atlanta.

Phillip and **Katherine Brussell Knisely** live in St. Louis, where she works in the journal-marketing department of the C.V. Mosby Co. Phillip is a sales representative for Huntco Steel.

Lawrence Leibengood married Janet Johnson on March 19, 1988. They live in El



Jerry Sass
MSJ 1984
News-Editor
Salem Statesman-
Journal
Salem, Oregon

"I think graduates I've seen recently are better prepared. They're more familiar with computers, for one thing..."

"Journalism schools are offering a lot more courses geared to what editors are asking for. They're asking for more design and copy-editing skills. No page design was taught when I was in school."

Sass said the field of reporting has changed, too.

"There is increased specialization, like in business reporting and Far Eastern trade..."

"Readers want certain things, and newspapers have to respond. They like specialized publications--quick reads like USA Today and People. It's changing their expectations. They want to see stories that tell them things that help them immediately."

A lumni News

Paso, Texas, where he manages classified advertising for the *El Paso Times*.

Phillip Marchbanks teaches advertising, media planning, and agency management at the University of Oregon in Eugene.

Jane McKelvy Maurer works for Liberty National Fire Insurance in Kansas City.

Martha Mick married Dennis Hine Sept. 4. They live in St. Louis.

Sally Milgram has been promoted to assistant account executive at Bernstein-Rein Advertising in Kansas City, Missouri.

Dave Mitchell co-anchors the news and is managing editor at KMIZ-TV in Columbia, Missouri.

George Pollock Jr. is a copy editor at the *Florida Times-Union* in Jacksonville, Florida.

Leslie Howell Purdy is a free-lance public relations writer. She and her husband, **Brian Purdy, '81**, live with their children in Lakewood, Missouri.

G.B. (Greg) Richards works for Cahners Publishing Co. in Des Plaines, Illinois.

Karen Schlueter married Daniel Dutcher on May 21, 1988, in Overland Park.

Paul Snyder is studying law at KU. He is married to **Karen Orr Snyder, '88**.

Janis Biehler Withers is regional director of sales and marketing for Residence Inn by Marriott. She and her husband, Wayne, recently moved from Overland Park to Alpharetta, Georgia.

1983

Don Delphia is a staff photographer for the *Kansas City Business Journal* in Kansas City, Missouri.

Sheila Dressman is manager of public relations for The Westin Crown Center hotel. She previously was a televi-

sion news anchor/reporter for KSNW-TV Channel 3 in Wichita.

David L. Gantenbein is a news anchor and reporter for KWCH-TV in Wichita.

Janice Gunn has been promoted to advertising director for LDB/Interior Textiles in New York.

Bruce Harris is district manager for Fox Photo in Dallas.

Monte Janssen lives with his wife, Lisa, in Knoxville, Tennessee. Monte is a media specialist for the mayor of Knoxville.



Teddi Bankes-Domann
BSJ 1985
Senior Account
Executive, Public
Relations, Bernstein-
Rein Advertising
Kansas City, Missouri

"I see that there will be a more definitive term for public relations. It will either become more specific or it will become an umbrella term with many well-defined sub-parts.

"There will also be a concentrated movement to get people certified. Higher-level jobs will require APR certification. As a result, better professionals will be practicing PR and the field will gain more credibility."

Adrian Marrullier is a brand assistant on Cambridge and Players, cigarette brands of Phillip Morris U.S.A., in New York City.

Therese Mufic is manager of business development for Satellite Research Network in Emeryville, California.

Bill Nast is an account supervisor of Sheraton Hotels at Della Femina, Travisano & Partners in New York City.

J. Darrell Preston works for the *Dallas Business Journal* in Dallas.

Grace Willing married Kelly Arnold on Sept. 24 in Omaha, Nebraska. They live in Lawrence, where Grace is the tour and travel sales manager for the Visitors Bureau of Greater Kansas City.

1984

Alicia Sutton Angelides and her husband, Philios, had a son, Alexander Philip, on July 9. Alicia is president of Stonebridge Group. They live in Herndon, Virginia.

Jill Bedner has been promoted to account executive at Barkley & Evergreen Advertising in Fairway.

Mary Ann Costello is a reporter for the *Sun* newspapers in LaGrange, Illinois.

Karen Davis-Kahn manages American Shipping and Packaging in Goldsboro, North Carolina.

Jennifer Fine married Dan Powers on July 9 in Dallas. They live in Austin, where Jennifer is a reporter at the Austin bureau of the *Dallas Times Herald*.

Kim Gibson is a print production consultant for *Arizona Highways* magazine. She lives in Tempe, Arizona.

Mary Goodell is an assistant media planner with Eisaman, Johns & Laws Advertising in Los Angeles.

Matthew 'Collin' Hermreck married Irene Riedel on Aug. 13 in Salina. Collin is a community-relations assistant at Mt. Carmel Medical Center in Pittsburg.

Shirl Kasper is night editor on the Mid-America desk at the *Kansas City Times*.

Susan Oswald Kelsey is a client-service analyst with A.C. Nielson.

Jolene Leiker manages planning and public relations for Southwestern Bell Telephone in St. Louis.

Mark Mears is associate manager of advertising for Pizza Hut in Wichita.

Kathryn Schuster Noller and her husband, Steven, had a daughter, Jordan Elizabeth, on May 6, 1988.

David Phillips is program director for KNSS Newsradio in Wichita. He also does play

by play for the Wichita Wings soccer team.

Mark Henry Reddig is copy chief for the *Hutchinson News*.

David Shay practices law with Shughart, Thomson & Kilroy in Kansas City, Missouri.

Brenda Wesierski is president of Aucta Communications, a public relations firm in Denver. She is also director for the Rocky Mountain chapter of the American Liver Foundation and is co-chair for the Alpha Gamma Delta Junior Circle "young alumnae" group.

1985

Stephen Akins married Sabina Wentz on Sept. 3 in Lawrence. He works for Marketing Communications in Lenexa.

Sarah Burt is a doctoral student at KU in art history. She has received the first fellowship of a newly created graduate internship in curatorial studies from the Helen Foresman Spencer Museum of Art.

Michael Carothers married Karmel Crampton on July 9. Michael is an assistant producer at WDAF-TV in Kansas City, Missouri.

Jim Evans is a staff photographer for *The Jackson Hole Guide* in Jackson Hole, Wyoming.

Russell Faber directs market-

ing for the Orlando Lions soccer team in Florida. He is married to **Robin Ruenheck-Faber**, '87.

Melody Galyardt is a graphic artist for Complete Post Inc. She lives in Woodland Hills, California.

Maureen Hickey is a field account executive for Barnhart Advertising in Denver.

Cynthia Hobson McGowan and her husband, Stephen, had a daughter, Caitlin Laine, on Oct. 6 in Topeka, where Cynthia is a copy editor at the *Topeka Capital-Journal*.

Chris Meggs covers the Mississippi Legislature for WJTV in Jackson, Mississippi.

Leslie Stullken is an account executive with KLWN and KLZR radio stations in Lawrence.

Beth Wallace is pursuing a master's degree in nutrition education at the University of Missouri in Columbia. The degree program combines journalism with nutrition and exercise physiology.

Ellen Walterscheid is a freelance writer and editor. She lives in Lenexa.

1986

Melissa Bell married Adam Winter on June 11 in Ottawa. Melissa is an account manager for NCR in Denver.

Gregg Binkley recently acted

in two movies, "How I Got Into College," a 20th Century Fox film, and "C.H.U.D. II," a Vestron production. He lives in Studio City, California.

Brian Burch has been promoted to senior account executive at Barkley & Evergreen Advertising in Fairway.

Carol Dengel has joined Bernstein-Rein Advertising in Kansas City, Missouri, as an account executive.

Sara Dickey directs public relations and promotions for radio station KCWV in Kansas City.

Andrew Hartley designs feature pages for the *Detroit Free Press*.

Laura Hedquist manages marketing at Corporate Communications Center, Inc. in Dallas.

Victoria A. Hiatt has started the management training program at Talbots, a clothing store targeted to the professional woman, in Chicago.

Jeanine M. Howe is assistant editor for *North American Real Estate* magazine and other publications of the corporate communication department at RE/MAX International's headquarters in Denver.

Desiree Kelsch is production manager for the Golf Course

A lumni News

Superintendents Association of America in Lawrence.

Kristy D. Lantz is a communications specialist with Quickpen International in Englewood, Colorado.

John Lechliter married Anna Laudati on June 25 in Fort Scott. John is managing editor of the *Fort Scott Tribune*.

Susan Levy has been promoted to media planner with SMY Media in Chicago.

Cindy McCurry is a business reporter with *Fort Myers News-Press* in Fort Myers, Florida.

Alexandra McMillen coordinates special events for Timberlawn Psychiatric Hospital in Dallas.

Diane Merrick is in media planning at Leo Burnett Advertising in Chicago.

Sarah Nettels edits copy for the *Reno Gazette-Journal* in Nevada.

Rachael K. Pirner is a senior at the University of Nebraska School of Law in Lincoln and plans to take an associate's position with Triplett Woolf and Garretson law firm in Wichita after graduation.

Rebecca Barndollar Snook is a product specialist for The Prudential. Rebecca and her husband, Ric, live in Phoenix.

Thomas Teare is an account

executive for the *Kansas City Kansan* in Kansas City.

Queta Moore Watson is an assistant editor at Price Stern Sloan, a book publishing firm in Beverly Hills, California. She lives in El Segundo, California.

1987

William Boeding is a sportswriter for the *Press-Journal* in Vero Beach, Florida, where he lives with his wife, Georgianne.

Cynthia Bregin has been promoted to night-side reporter at KETK-TV in Jacksonville, Texas.

Kimberly Cincetti works for K&A Litho Process Inc. in Kansas City, Missouri.

Bridget Huerter Cipolla coordinates accounts for Marketing Resources in Lenexa and is a free-lance proofreader for Atwood Convention Publishing in Kansas City, Missouri.

Timothy Clough is an assistant print buyer for Valentine-Radford Advertising in Kansas City, Missouri.

Susie D'Anza works as a sales representative for Bottorff, Lerner & Walker, a candy broker, in Kansas City.

Diana Davis is an anchor and reporter at WIBW-TV in Topeka.

Sandra Engelland is assis-

tant producer at the public television station KTEH in San Jose, California.

Karen Blubaugh Evans is a free-lance graphic artist. She lives with her husband, John, in Lakewood, New York.

Barbara Fatseas is with the Kansas Press Association in Topeka.

Rebecca Haddock Finn coordinates accounts for Rollheiser, Holland & Kahler Advertising in Omaha, Nebraska, where she lives with her husband, Timothy.

Charlene (Charli) Jefchak Frederick manages creative services at Wichita State University's Media Resources Center. She is married to **Michael Frederick, '71**.

Leslie Cartwright Gorman is a research analyst for Charles, Charles and Assoc., a marketing consulting firm. She lives with her husband, Raymond, in Kansas City, Missouri.

Brad Growcock is in client services with Hickerson Phelps Kirtley and Associates, Inc. in Kansas City, Missouri.

Heidi Hamble is a media assistant with Bernstein-Rein Advertising in Kansas City, Missouri.

Alison Hart coordinates special events and projects for *Woman's Day* in New York City.

Marianne Kapnick has been promoted to broadcast buyer/auditor with Barkley & Evergreen Advertising in Fairway.

Kerry Knudsen is assistant editor of *Pork 89* (Vance Publishing) in Mission.

Dirk Kruger works as a regional sales associate for the Thomas Register of American Manufacturers in Chicago.

Julie McHugh is a graphic designer at Research Health Services in Kansas City, Missouri. Last summer she free-lanced for Hammack-Cecil, a Kansas City promotional firm, and won a top 1987-88 Omni award for one of her posters.

Edward Troy O'Brien is an accounts payable clerk at the Kansas City accounting center for Sears Roebuck & Co.

Traci Olds coordinates marketing for Media Professional Insurance, Inc. in Kansas City, Missouri.

Patricia Osoba received the Buchanan Media Award at Northwestern University, where she completed a master's degree in marketing and advertising. The award is based on academic record. She lives in Evanston, Illinois.

Robin Ruenheck-Faber recently completed the Central Florida Zoo's docent training program. She lives in

Altamonte Springs, Florida, with her husband, **Russell Faber**, '85.

David A. Schiever is an assistant account executive at Stone & Adler, an advertising agency in Chicago.

Paula Grizzle Smith directs marketing for Little Caesar's Pizza in northern Colorado. She and her husband, Scott, live in Fort Collins, Colorado.

Luann Turner married Brian Parks on June 18. She is a computer sales consultant at the Kansas State Union Bookstore in Manhattan.

Francisco Andres (Frank) Ybarra is deputy press secretary in the Governor's office in Topeka.

1988

Jeffery Burkhead and his wife, Jeanene, had a daughter, Carrie Grace, on Aug. 2 in Ames, Iowa. Jeffery is assistant sports editor at the *Ames Daily Tribune*.

Darcy Chang is with the *Lafayette Journal and Courier* in Lafayette, Indiana.

Thomas Coole is a reporter for the *Boonville Daily News* in Missouri.

Gary Scott Davis has

been admitted to the College of Law at the University of Iowa.

Jody Dickson is a copy editor for the city desk at *The Times-News* in Hammond, Indiana.

Dana Dinham is an account executive for Cashill Communications Inc. in Kansas City, Missouri. Cashill Communications plans to merge with Hickerson Powell Phelps & Associates Inc. She will continue as an account executive after the merger.

Scott Garrett married Laura Reinhardt on Oct. 8 in St. Louis.

Norissa Gordon is a staff writer for the Information Services of the Kirksville College of Osteopathic Medicine in Kirksville, Missouri.

Frank Hansel is a sportswriter for the *Star-Herald* in Belton, Missouri.

Bonnie Hardy is a data analyst for Marketing and Research Counselors Inc. She lives in Naperville, Illinois.

Gregory Kaul lives in Tampa, Florida, and is the Florida account representative for J&M Sports.

Peggy Kramer Mayhugh is a junior public-information

officer at St. Mary College in Leavenworth.

Janell McCoy is special events coordinator for the March of Dimes Foundation in Wichita.

Angela Nelson is a national accounts coordinator for DirectoriesAmerica, a United Telecom Co. that publishes phone books.

Mary Padilla coordinates special projects for Univision, a Spanish television network. She lives in New York City.

Jennifer L. Rowland is a program/grants assistant for the National Endowment For the Arts in Washington, D.C.

Karen Orr Snyder manages business-development proposals for Hall-Kimbrell Environmental Services in Lawrence. She is married to **Paul Snyder**, '82.

Amber Stenger is a reporter for the *Salem Statesman-Journal* in Salem, Oregon.

Sally Streff is a full-time AP reporter in the Kansas City bureau in Missouri.

Scott Tegethoff works as a time buyer for Leo Burnett Advertising in Chicago.

Matthew Tidwell is an associate editor for

Atwood Convention Publishing in Kansas City, Missouri.

Sally Triebel is a marketing assistant at Schafer Associates, a retail interior design firm in Oak Brook, Illinois.

1989

Tony Balandran is with the *Fort Collins Coloradoan* newspaper in Fort Collins, Colorado.

Kathleen Faddis is a reporter for the *Garden City Telegram* in Garden City.

Patricia Lynn Genners is a copywriter for The Jones Store Co. in Kansas City, Missouri.

Dan Grainge works as an audio-visual specialist for Allstate Insurance in Northbrook, Illinois.

Susan Harper is assistant editor for *Computer Graphics Review* of Intertec Publishing in Lenexa.

Jodi Lynne Harris assists buyers in booking space on radio and TV for Western International Media in San Francisco.

Bill Skeet is working in the newsroom of *The Burlington Free Press* in Burlington, Vermont.



A student walks across campus near an old oak tree and the new smokestacks of Facilities and Operations

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