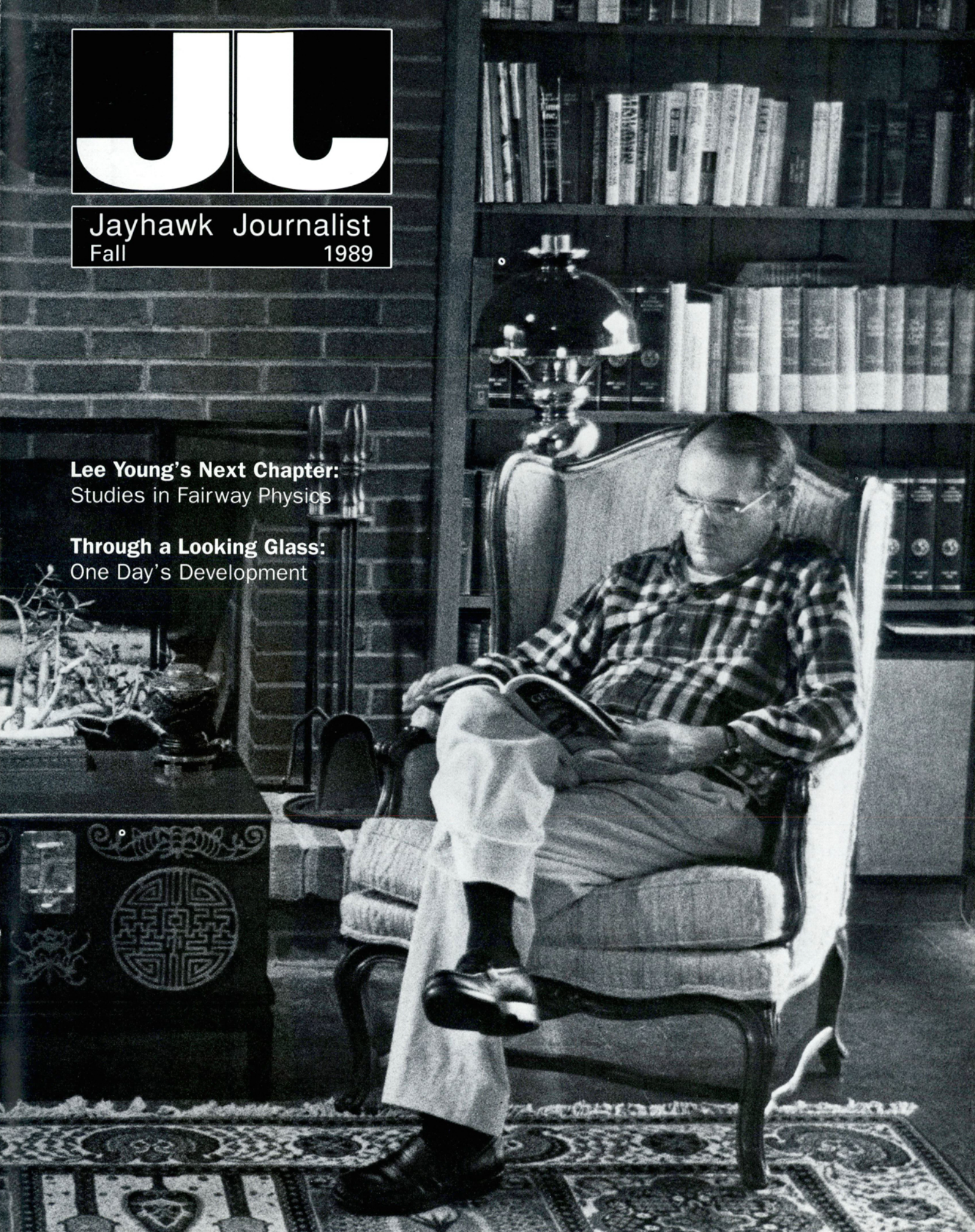


JL

Jayhawk Journalist
Fall 1989

Lee Young's Next Chapter:
Studies in Fairway Physics

Through a Looking Glass:
One Day's Development





This twentieth year of the *Jayhawk Journalist* is one of those anniversaries worthy of celebration, but before the champagne pops, a note – the School is going to take some time out to explore and experiment with some new ideas and new directions. That will be the challenge for another class. Watch your mailbox come spring.

Back to the celebration. A twentieth birthday prompts reflection. We have been more conscious of the *JJ*'s history than we might have been in some other year. We pored over previous issues for information, for inspiration and for guidance. We found stories we thought were ours alone, developed better than we might have. We found designs we thought we conceived, executed with a skill we might not have brought to them. When we thought we had written well and truly, we found writing better and truer than what we might have mustered. We saw that there is precious little new under the sun.

What we found, in fact, moved us to dedicate this issue of the *Jayhawk Journalist* to everyone who served the magazine over the past twenty years. It also seems fitting that the

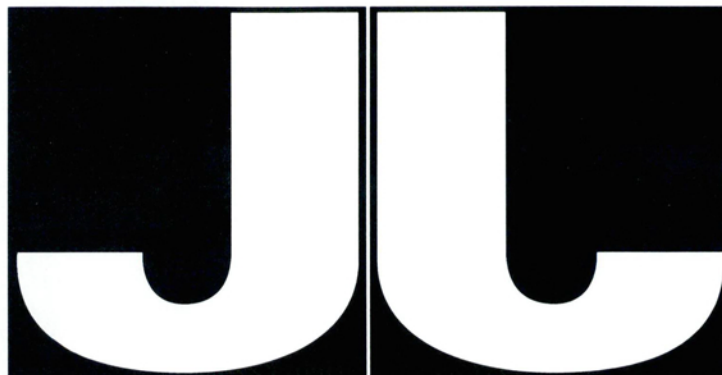
Jayhawk Journalist should celebrate the career of its founder, Lee Young, on the occasion of his retirement. We have been constantly conscious of Young's presence and influence while putting this issue together.

He wrote a column in the spring 1970 *JJ*, a farewell to that year's graduates. The specifics of that situation were different, but his closing passage expressed sentiments that still reflect the best qualities of the William Allen White School of Journalism and Mass Communications:

"You may not believe it – perhaps because of the way we act in classes – or the harsh things written on your papers, at times - but we develop an affection for the students we get to know in the course of their time here. Most of us feel an honest twinge of sadness when they march past us for the last event. We'll miss you...and we wish you well."

Professor Young, you may not believe it – perhaps because of the way *we* act in classes – but we'll miss you...and we wish you well.

Charles Higginson



FALL 1989

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Executive Editor-Charles Higginson
 Managing Editor-Carrie Harper
 Articles Editor-Katherine Glaser
 Associate Editor-Joe Ramsey
 News Editor-Cindy Harger
 News Associate-Randall Timm
 News Assistant-Lynsey J. Moore
 News Assistant-Mario Talkington
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 Art Director (production)-Gary Swick
 Art Associate-Debby Maricle
 Art Assistant-Kris Keller
 Art Assistant-Patricia Widener
 Illustrator-Stephen Kline
 Adviser-S.M.W. Bass
 Photo Adviser-Mike Williams

On the cover: Professor Lee Young at home. Photo by Stephen Wade.
 This page: Professor Emeritus Calder Pickett lecturing in his History of American Journalism class. Photo by Mike Williams.

The Reporters

Frederickson, Warner spend semester at *K.C. Times*

TWO JOURNALISM TEACHERS MOVED FROM THE classroom to the streets in the fall semester to practice what they preach. Through a teacher-professional exchange program, Gary Warner and Ted Frederickson put the basics of their reporting classes to the test in the pages of the *Kansas City Times*.

The exchange program with the *Star and Times* has been in effect for more than five years. Teachers go willingly from the head of the class to the bottom of the newsroom hierarchy and from the isolation of their university offices to the commotion of the newsroom.

"I wanted to get back on the streets and do the nitty-gritty, the work that would carry over into my reporting classes," said Gary Warner. "Reporting I is the most important class. Students need to be taught right, and I want to make sure I am teaching them right — not just sitting up in my ivory tower, unaware of what is going on around me."

Frederickson said, "It is a lot like baseball. When you're away from it for a while you tend to lose some speed on your fastball. This way I can

TED FREDERICKSON WORKED DURING THE FALL semester in what may have been one of the most frequented offices in the Kansas State Capitol. Important visitors stopped by not only because it was the *Times'* bureau, but because the office sat kitty-corner from the Capitol's bathrooms. As Frederickson put it, "Everybody has to walk by this office at one point. We've had everybody from the chairman of the Republican party to the governor's bodyguard step into this office at one time or another."

Hobnobbing with legislators and producing front-page articles kept Frederickson hopping. He covered stories ranging from the condition of Kansas highways to investment fraud indictments in Wichita.

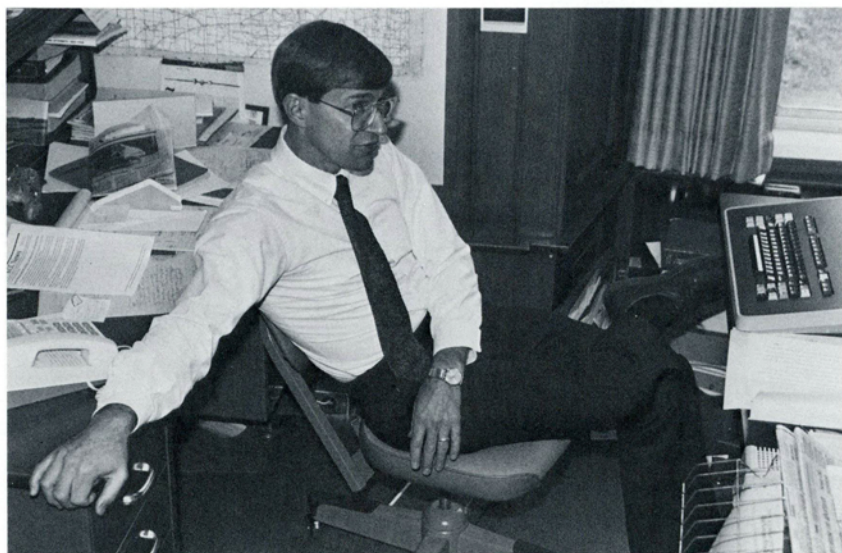
Besides brushing up on his reporting skills, Frederickson learned to sell his story ideas to editors. He said it too often seemed that journalists paid more attention to what they thought readers wanted than to the story's value. "I think our field's downfall might be that we are looking to give the readers what they want to know, not what they ought to know," he said.

A front-page *Times* article, one of three front-page stories Frederickson wrote for the paper in October, discussed the immunity of Kansas legislators from traffic violations. "The public ought to know that the people they are voting for are getting out of traffic violations. They need to know the realities," he said. "They may not want it, but they must face it."

AS GARY WARNER SLOGGED AROUND IN RAIN AND mud on back-country roads outside of Kansas City, he might have wondered what he had gotten himself into. A weather story for the *Times* had sent him on what turned out to be a wild-goose chase for a story about a submerged van.

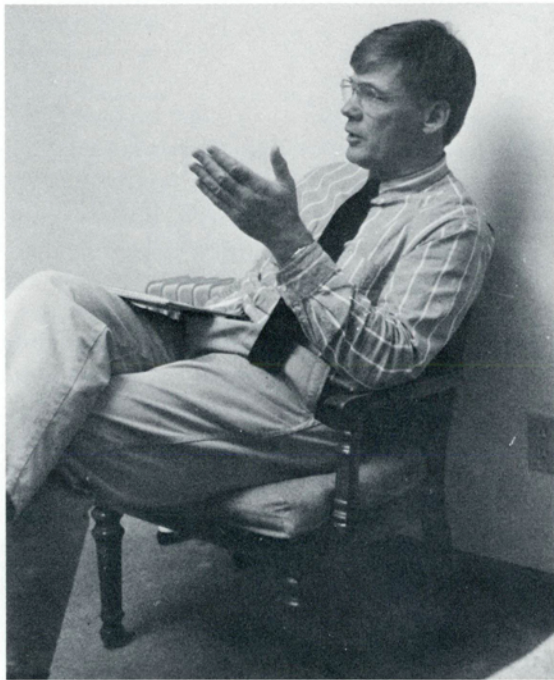
Warner wasn't going to allow himself easier stories or deadlines than those he affords his students. His general-assignment beat covered everything from meetings, murders and hostage crises to special projects, such as an in-depth report on inner-city missions. He said he thought it was time to re-evaluate himself as a teacher: "Am I too hard? Am I not hard enough? Am I

Ted Frederickson relaxes in his office at the Capitol Building in Topeka.



—Cheryl Hanly

work on my speed. I may have a story that has to be done by five, and I get the assignment at four. I also get to work on my juggling. Not only do I have my daily deadlines, but I have some bigger stories that I work on at the same time."



—Cindy Harger

Gary Warner takes his conversational teaching style into the interview setting. He was on a one-semester reporting exchange with the *Kansas City Times*.

reasonable about my assignments?"

Early in the semester, he had already answered many of those questions. "It has really reinforced what I've been teaching in class," he said. For example, Warner, who urges his students to study current events, saw the necessity of keeping up when he was assigned, at the last minute, to a press conference with Vladimir Sakharov, the Soviet policy expert. Warner had no time to research his subject. "Fortunately, I knew enough from reading about the Soviet Union to ask intelligent questions," he said. "It could have been an embarrassing thing, but as it was, I enjoyed it."

In fact, Warner enjoyed his return to the field so much that he plans to use his summers for more of the same. "I recommend it to everybody," he said. "It is not only a refreshing change, but I believe it will make me a better teacher."

—Randall Timm and Cindy Harger

Minority Job Fair Students begin job search

MORE THAN TWENTY NEWSPAPERS AND COMPANIES from across the nation sent recruiters to the 1989 Minority Job Fair conducted at the University of Kansas in late October.

"Most newspapers are produced by largely all-white, all-male staffs," said Mireille Grangenois, minority affairs director of the American Society of Newspaper Editors, which was one of the conference sponsors.

"The idea is to meet, see and talk with the minority people who have made it in the field and to get a head start in job possibilities," Assistant Dean Mary Wallace said.

Recruiters from *Newsday*, the *Garden City Telegram*, the *Kansas City Star and Times*, the *Los Angeles Times*, the *Chicago Tribune*, the *Washington Post*, and the *New York Times*, among others, participated in panel discussions and interviewed students from October 26 to October 28. Minority students from Kansas and as many as ten other states attended, including students from Missouri, Oklahoma, Colorado, Illinois and Michigan.

The job fair was coordinated by the *Topeka Capital-Journal* and was part of a series of nationwide conferences sponsored by ASNE, the Task Force on Minorities in the Newspaper Business, and the American Newspaper Publishers Association.

"It has been heartening to see the students and recruiters getting together in this way," said Mike Kautsch, dean of the School of Journalism. "A number of recruiters seem to have taken a personal interest in the students."

That interest can create job possibilities for the future, Grangenois said. "The benefits are not always immediately sensed the next day or the next week. Sometimes the recruiters track the students as they develop and help them later."

—Patricia Widener

"The idea is to meet, see and talk with the minority people who have made it in the field and to get a head start in job possibilities."

—Mary Wallace, assistant dean

Stalking Quayle



—Dan Murphy

Steve Purcell, above, travels with and photographs Vice President Dan Quayle in settings ranging from the Great Barrier Reef to the 1989 San Francisco earthquake.

STEVE PURCELL, A 1985 KU GRADUATE, BEGINS his autumn and winter days like many Kansas hunters. He dons the proper camouflage, packs a few necessities and takes off for a day in the field. What sets him aside from the typical Kansas hunter is the quarry Purcell hunts: Vice President Dan Quayle.

On January 17, 1989, Purcell became Quayle's official photographer and began tracking the vice president all over the globe. That day also happened to be Purcell's twenty-sixth birthday.

Nearly a year after starting the job, Purcell still sounds like a Kansas hunter when he talks about Quayle. "I'll go wherever he goes. We follow a pretty tight schedule because of all the vice president's events and Secret Service," he said.

Covering the vice president of the United States is no sedentary job. Working fourteen- to sixteen-hour workdays, Purcell has crossed twenty countries, including Japan, the Philippines and Australia, in his first nine months on the job. He has photographed such dignitaries as Corazon Aquino, Margaret Thatcher and Francesco Cossiga, the president of Italy.

The job requires more than photographing vice-presidential meetings and appearances with heads of state. As the vice president's official photographer, Purcell also photographs Quayle's personal side. "I photograph the family too, but I haven't seen the kids since school started," he said. Traveling with the vice president also has

given Purcell chances to do more than take pictures. "When I was in Australia, I went scuba diving on the Great Barrier Reef," Purcell said. "That was one of the greatest moments of the job."

Not all of the places Purcell visits are as pleasant as the ocean. He accompanies the vice president to disaster sites, such as the San Francisco earthquake in mid-October. "It was incredible. We were walking down the same bridge that collapsed just the day before," he said. "It was really bad....Terrible."

While attending the University of Kansas,



—Steve Purcell

Purcell had internships with the *Kansas City Star* and the *Denver Post*. He then spent three months as a White House photography intern under then-Vice President Bush's photographer, David Valdez, who has since become the president's photographer. After his White House internship, he spent nine months at the *Miami Herald* and then moved to Rochester, New York, where he worked with two Gannett papers, the *Democrat & Chronicle* and the *Times-Union*.

Purcell grew up in Pomona, Kansas, and although he seems to enjoy his new position, he believes there is no place like home.

"Washington is the worst place in the world to live," he said. "The traffic is awful, and you have to plan everything and everywhere you want to go. It is not like Lawrence... you can't just hop in your car and go."

—Randall Timm



—Steve Purcell

Redesigning the *Gazette*

KU professor helps give Emporia paper a new look

WILLIAM ALLEN WHITE'S NEWSPAPER, the *Emporia Gazette*, received a face-lift last summer with the help of Mike Williams, who teaches photojournalism classes at the University of Kansas. Williams was the only person on the *Gazette's* redesign committee who was not on the paper's staff. "I brought an objective opinion to the redesign of the *Gazette*," he said. "I don't think we broke any new ground with this design, but that would be wrong for Emporia. I think we succeeded in doing what we set out to do."

The primary goal of the redesign effort was to make things easier for the reader. "The paper had slowly evolved as new people were hired, bringing their own way of doing things with them, until the paper was a bastardized original," Williams said. "They would use four or five typefaces for one function." The committee wanted to deal with the lack of consistency, Williams said, but at the same time, they wanted to maintain the *Gazette's* classic look.

Williams was recommended to the *Gazette* by Professor Leslie Polk, who teaches newspaper

design at KU. Polk said Williams was the obvious choice because of his design experience. Williams had worked on new designs for the *Albuquerque Journal* and the Jackson, Mississippi, *Clarion-Ledger*. Williams was involved in the

Gazette's redesign, from initial critiques to final paste-up, for a year, starting in September 1988.

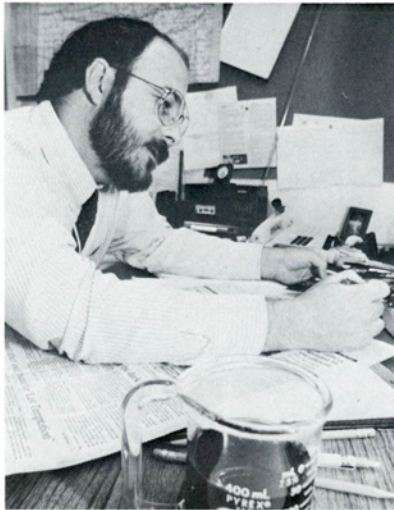
Controversy arose when the design committee considered changing the paper's nameplate, which had been created by William Allen White's son, William Lindsay White, in the 1930s. "It didn't fit to have an old, light nameplate with the new design," Williams said.

The *Gazette's* Managing Editor, Pat Kelley, said the design was more rigorous because there were more details to worry about. The staff has a design stylebook to help maintain consistency in the paper, but it still takes

extra time to put a page together.

"This design laid the groundwork for further improvements," Williams said. "It's a clean, simple and modern design."

—Gary Swick



—Stacey Gore

Mike Williams scans a student's negatives while drinking his morning cup of coffee.



With the help of KU visiting professional Mike Williams, the *Emporia Gazette* recently changed its design. Top, the old look; bottom, the *Gazette's* "clean, simple and modern design."

USA Today founder rates J-Schools

AL NEUHARTH, IN HIS AUTOBIOGRAPHY *Confessions of an S.O.B.*, ranked the William Allen White School of Journalism and Mass Communications number two in the nation behind the University of North Carolina. The former chairperson of Gannett wrote, "I have observed four decades of students graduating from journalism schools. We have hired hundreds from dozens of different schools. The quality of students

graduated is the most meaningful measure of the best journalism schools."

"It's a nice compliment," said Mike Kautsch, although the J-School dean seemed suspicious of placing too much emphasis on lists. "We love to simplify, make lists and establish who is number one, but the thing that matters is the consistent day-in-and-day-out quality of classroom teaching," Kautsch said.

—Diane Litzenberger

Top Ten J-Schools

1. North Carolina
2. **Kansas**
3. Northwestern
4. USC
5. Indiana
6. Nebraska
7. Florida
8. Missouri
9. Texas
10. Maryland

Graduate fellowships

Reader's Digest aids Liberal Arts students in Journalism

WHEN KAREN BORING LOOKED THROUGH THE *University Daily Kansan* one day in 1987 and saw a tiny article about a graduate fellowship, her matter-of-fact reaction was immediate: "I'm perfect for this." And *Reader's Digest* apparently thought so too.

The Reader's Digest Foundation paid for three semesters of graduate study for Boring. The Excellence in Journalism Scholarship has provided a full fellowship for another KU journalism graduate student, Dick Lipsey. A third fellow, Charles Higginson, received a partial fellowship for the 1989 fall semester and will be fully funded beginning in the spring semester of 1990.

The goal of the fellowship is to attract top Liberal Arts students without experience in journal-

get the privilege of going to school full-time. This provided that opportunity for me," she said.

Higginson said, "I knew the fellowship would enable me to cut back on working, so if I got it, it would be heaven. It's been kind of hard working and going to school with a family. I wasn't able to keep all the bases covered as much as I would like to have them covered."

- Joe Ramsey

Kansan woes

Senate shortens financial ties

THE FINANCIAL EQUIVALENT OF A STARVATION DIET forced the *University Daily Kansan* to slim down and cinch its belt during the 1989 fall semester. A dramatic drop in advertising revenue compounded the effects of a fifty-percent cut in financing from student fees and left the *Kansan* lean.

Tom Eblen, the general manager of the *Kansan*, slowly closed a fist in the air to illustrate the squeeze on the paper. "I'd say the bone is exposed," he said, likening this semester's editorial process to triage. Page count and print run were reduced, travel and other budgets were virtually wiped out, and some editorial services, such as a syndicated comic strip, were simply eliminated.

Meanwhile, twenty-eight reporters, one of the largest reporting staffs in *Kansan* history, struggled for editorial space. By late September, the list of held-over stories filled two screens in the computer system, and many other stories had been killed outright. "This is an extremely strong Advanced Reporting class, and I hate it that we can't provide room for them to write to their full abilities," Eblen said.

The squeeze resulted in part from Student Senate's decision last spring to halve the *Kansan's* allocation from student fees. This allocation is devoted entirely to paying printing costs. The 1988 allocation paid bills into Novem-



Nina Allen, assistant managing editor, Dean Kautsch and graduate student Dick Lipsey grin for the camera while in New York. Kautsch and Lipsey reported to *Reader's Digest* last summer on the value of fellowships to students.

ism and turn them into working journalists, said Mike Kautsch, dean of journalism. The School of Journalism has received approximately \$37,000 to support and promote the fellowship.

"The fellowship made the difference in my going to graduate school. It gave me the opportunity to go," said Lipsey.

The fellowship gave Boring another opportunity: copyediting for the *University Daily Kansan* rather than working twenty hours a week to pay her expenses. "*Reader's Digest* picked up the tab for my schooling. Most graduate students don't

Oread Advertising

Students sacrifice time and money for the sake of experience

BRET SMITH DIDN'T PULL AN ALL-NIGHTER because of an impending advertising test; he had a presentation due the next morning for two Lawrence attorneys. "We were excited. Also a little bit nervous that we wouldn't get it done, that we might blow it and that possibly they might change their minds," Smith said. "It didn't come together until the very end."

Smith is an account executive for Oread Advertising, a student-run agency. He is a senior

ber, but even with smaller papers and shorter runs, this year's allocation was depleted in early October. To meet operating expenses, the paper was forced to dip into reserves earmarked for new equipment.

Advertising, the source of almost ninety percent of the *Kansan's* revenue last year, also fell. Jeanne Hines, the *Kansan's* sales adviser, said the paper printed almost twenty percent less paid advertising in September 1989 than in September 1988. She and Eblen attributed the falloff to local and national economic trends.

Editor Dave Stewart said, "I don't think it has hurt the quality of the paper. There is just less of it."

In fact, Stewart pointed to some positive effects of the pinch. "I think it has probably improved our news judgment," he said. "We have to decide what we absolutely must have in the paper. For everything else, there is no mercy."

All-American *Kansan* earns recognition...again

THE SPRING 1989 UNIVERSITY DAILY KANSAN earned an All-American Honor rating from the Associated College Press. For the third consecutive semester, the paper won marks of distinction in every category. The ACP judges consider such factors as coverage, content, quality of writing, photography, graphics, editing, design, and opinion content. ACP records show that since 1976 the *Kansan* won an All-American rating all twenty-one times it entered the competition.

—Charles Higginson

and one of 150 advertising students participating in the non-profit organization that began operating in the 1989 fall semester. Jim Avery, assistant professor and faculty adviser of the agency, said, "The advertising agency has two primary objectives: one, to provide hands-on, real-agency experience while at the University, and two, to provide low-cost service to those clients who cannot receive that service from any other source. In no way will this agency compete with any professional agency."

Kyle Wilson, the president of Oread Advertising, said the agency had signed nine clients. Some of the members work five to eight hours a day with the agency for the sole purpose of gaining practical experience. The students research and design campaigns to reach the clients' desired audiences. At this point in their lives, they said, experience mattered more than money.

Smith admitted it was hard to juggle classes and agency work. He said, however, that working with the agency was as valuable as classwork. "Instead of learning the theories, we are taking the things we've learned and applying them in the real world, to real-life clients, real-life situations and real-life money," he said.

The agency will use some revenue for equipment, such as a computer and file cabinets. The rest of the money will go to the School of Journalism.

Oread Advertising is one of only a handful of student-run agencies, including those at the University of Oregon, Brigham Young University and Boston College. Avery came here a year ago from the University of Oregon and hopes the *Kansan* agency will be as successful as the one he worked with and founded at Oregon.

—Kris Keller



OREAD ADVERTISING

"The agency is designed to take work that can be done as a public service."

—Mike Kautsch

A Jackie of all Trades

JACKIE ENGEL spent a week of the 1989 summer directing an annual high school journalism camp sponsored by the University of Kansas. Engel worked with students, teachers and advisers to improve their high school newspapers, yearbooks and photography.

Engel also spent a week this summer teaching a summer session of School Journalism and Publications.

This three-credit class was practically a test of endurance, lasting ten hours a day for seven straight days.

Engel is finishing her third and final year as executive secretary of the Kansas Scholastic Press Association. She said she hoped her replacement would continue to fight the censorship problems facing high school



—Tomas Stargarlder

journalists. Engel lobbied in Topeka several times this year for House Bill 2234, which would give more responsibility to high school journalists. "If you can write, you should be responsible for what you write," Engel said.

Foreign Perspectives

THE SCHOOL of Journalism played international host last summer to foreign journalists, presenting seminars to Latin American and Swedish professionals.

Two groups of Latin Americans attended two-day seminars at the J-School and visited nearby publications to learn about journalism in the United States. They also spent three days in New York and Washington, D.C., and interned three weeks at Midwestern newspapers and television-news stations. **Tom Eblen** directed the journalists' KU visit and accompanied them to New York.

Twenty Swedish journalists attended a four-day desktop publishing seminar, traveling to newsrooms across Kansas and Missouri and pro-

ducing a four-page newsletter in the J-School's Macintosh lab. "If we don't persuade our departments to use personal computers, we will meet our competition — small newspapers that can produce at lower costs — on our home yards," said **Kjell Sigerud**, managing editor of *Vestmands Läns Tidning*, one of Sweden's largest newspapers.

The foreign journalists weren't the only ones to leave the seminars with a new perspective on journalism. **Mike Kautsch**, dean of journalism, said, "When we see journalists who suffer the oppression of governments in other countries and the difficulty they have being journalists, we get a new appreciation of the freedom in our country."

Design Update

AS ELECTRONIC technology and specialized print media muscle in on the daily newspaper's turf, newspaper editors and publishers have to struggle harder for what ground they can hold. Last May, **Sharon Bass** joined the publisher and editors of the *Wichita Eagle-Beacon* to discuss ways to restructure and rethink the newspaper in a changing society. The two-day session wasn't intended to provide a concrete redesign of the *Eagle-Beacon*, but rather to enlarge the thinking and discussion about the future of the daily newspaper, Bass said.

The group explored ways to display information more efficiently and leave more room for analyses and background information.

Graduate Strikes Gold

KENT GILBERT thought he might win an award last August in the 1989 Omni Awards competition, but he didn't expect to win fourteen.

Gilbert, a 1987 J-School graduate, is a writer/producer for the Kansas City, Missouri, firm Bernstein-Rein Advertising, Inc.

Gilbert won four Omni awards (first place), four silver awards and six bronze awards. He won in the television, radio, newspaper, magazine, multi-media and outdoor

categories. He also won three People's Choice Awards, which are awarded by consumers instead of advertising professionals. Gilbert worked with an ad director on the print ads and produced the broadcast ads.

The Kansas City Ad Club sponsors the Omni Awards and allows any Kansas City-based firm that has done advertising work to enter. "It is the biggest thing that has happened to me, and it really helped get my name out," Gilbert said.

Good Advice

CAROLE RICH took her coaching methods for writers on the road this summer. Rich worked as a writing consultant to editors and reporters at four Gannett newspapers.

Rich's tips included ways to focus stories and to find appropriate leads. She gave Gannett's reporters many of the same tips she gives her students every semester. "My students will have 'Focus' put on my tombstone because that is what I emphasize," she said.

Rich's pointers left a lasting impression at the *Rockford Register Star* in Rockford, Illinois. "It's been months since she left and the reporters are still talking about the methods she shared," said **Rick Jensen**, managing editor of the *Register Star*. The paper recently won two awards, Best of Gannett and Most Improved Newspaper. Jensen said Rich's coaching played a significant part in the paper's improvement.



—Julie James



-Julie James

Office Logistics

ADMINISTRATIVE offices looked different when students returned for the 1989 fall semester. There was room in the records office for more than two students to meet with **Lynne Tidwell** (above left) and **Dana Leibengood** (above right). Meanwhile, Mary Wallace moved

into the office formerly occupied by the dean. Denny Pemberton, the dean's secretary, moved into Wallace's old office. Where'd the dean go? Into the former workroom, of course. And the workroom copiers moved to cosier quarters down the hall in room 203.

New to News

THE FOURTEENTH KU Urban Journalism Workshop attracted eleven students from nearby high schools to study for two weeks this summer under **Sam Adams**. The students faced long days of class and lab work, writing and photography exercises, and guest speakers. They put their best articles into a four-page newspaper that they helped design. Adams said that although some students didn't like the hours, the packed schedule allowed them to improve as much in two weeks as they could in two years of school.

Workshop participants, usually minority students from the Kansas City and Wichita areas, are selected on the basis of essays, grades and recommendations. Adams said he always tried to squeeze in as many students as funding allowed. Many successful minority journalists are work-

shop alumni, including Vernon Smith, assistant news editor for the *Dallas Morning News*, and Florestine Purnell, copy editor of international news for *USA Today*.

Mark McCormick, a journalism senior, went through the workshop following his junior year of high school. "I had no real plans for college, let alone journalism, until I went to the workshop," he said. "Sam Adams is probably the biggest influence on my life so far."



-Cheryl Hanly

Editors Honored

HENRY B. JAMESON and Dolph Simons, Sr., were inducted into the Kansas Newspaper Editors Hall of Fame at the University of Kansas' annual Editor's Day, October 7. They became the seventy-eighth and seventy-ninth editors to be so honored.

Jameson was the editor of the *Abilene Reflector-Chronicle*. He worked for the Associated Press during World War II and was the first foreign correspondent wounded in the D-Day invasion of Normandy. He joined the *Reflector-Chronicle* staff in 1955 as a junior partner and served as editor and publisher until his death in 1986.

Simons also worked for the AP, serving as vice president and a member of the board of directors. He returned to the *Lawrence Journal-World*, which had been founded by his father, W. C. Simons.

Simons received the White Foundation citation for journalistic merit in 1959. In addition to his contributions in his own business, Simons was active in the KU Alumni Association and in the Endowment Association. He died in February, 1989.

Mike Kautsch, dean of the School of Journalism, presided over the day's events. Del Brinkman, vice chancellor for academic affairs, and Calder Pickett, emeritus professor, also participated in the ceremony.

Students take top honors

LONG HOURS devoted to magazine proposals paid off this summer for three students. Graduate students **Susan Newberger** and **Charles Higginson** placed third and fourth respectively, and senior **Mike Falkner** won an honorable mention, in a national magazine competition sponsored by the Association for Education in Journalism and Mass Communications. The magazine proposals were final projects in a spring 1989 magazine class. The City and Regional Magazine Association



-Cheryl Hanly

awarded an additional prize to Newberger's *Just Us*, a magazine aimed at couples without children. Falkner's entry, *Human Past*, was designed for history and archaeology buffs. "I really didn't expect to place in the contest," he said. Higginson said his project, *Sterling*, was designed for "Esquire graduates." "There's not a lot of future in *Sterling*, per se," he said. "But I learned a lot from it, and there's a future in that."

TRIAL RUN

Interns take their talents for a high-speed road test

In the summer of 1988, Deanna Ricke, then in her junior year, went to work as an intern for Sullivan, Higdon & Sink in Wichita, Kansas. She wrote copy for her campaign team, much as she had in her advertising classes, but this time it was for clients instead of a grade. The agency also gave interns hypothetical problems to solve; they were known as "hot projects."

One year later, Ricke went to Chicago, where she was an intern at a subsidiary of Ogilvy & Mather. This time she filed, made computer entries and did photocopying. She felt unchallenged and tried to become a more active part of the company. "I would go in and bug people, 'What are you doing? Explain it to me,'" Ricke says. She notes that after she took an interest, they were glad to explain it.

Larry Johnson, who teaches advertising classes, believes companies should give KU students meaningful work to do. "If you challenge students when they are in an internship situation, they will get things done as well as many full-time employees," he says. "We don't want to send people to places to stuff envelopes or absorb the atmosphere of a place. That's baloney."

Lee Young says that he assumes magazine interns will be challenged. "We've never had someone who's just been a gopher," he says. Reporting instructor Tom Eblen agrees. "Students working in a news or editorial internship have had a chance to do challenging work."

Johnson encourages interns to talk to anyone they have to in order to make the experience meaningful. "Students should exert themselves to see that they get the most out of the internship," he says. "It's their responsibility." —Kris Keller

● — KU interns worked and played in these cities during the summer of 1989.

Karen Boring
news/editorial
Statesman-Journal, Salem
"I went to news conferences and was very pleased to discover that it was pretty much like a news conference for the *Kansan*. Everyone's fighting for space. There's a lot of good-natured shoving."

Andy Morrison
photojournalism
Emporia Gazette, Emporia
"I shot everything from lawn-of-the-month to dead bodies. I had a tendency to get hit by baseballs. We'd cover the American Legion. I think I got hit five times. The guy I was working with wouldn't sit by me anymore."



Cary Williamson
public relations
Farb, Post & Martin, Houston
"The clients I was working with weren't always aware that I was an intern. I had to plan an employee sales rally for Pepsi-Cola for two thousand people. I had to be a hostess to clients, watch caterers and supervise about a million other activities; all the time I was thinking, 'I can't keep up with this.' But it ended up being very successful."

Jennifer Garber

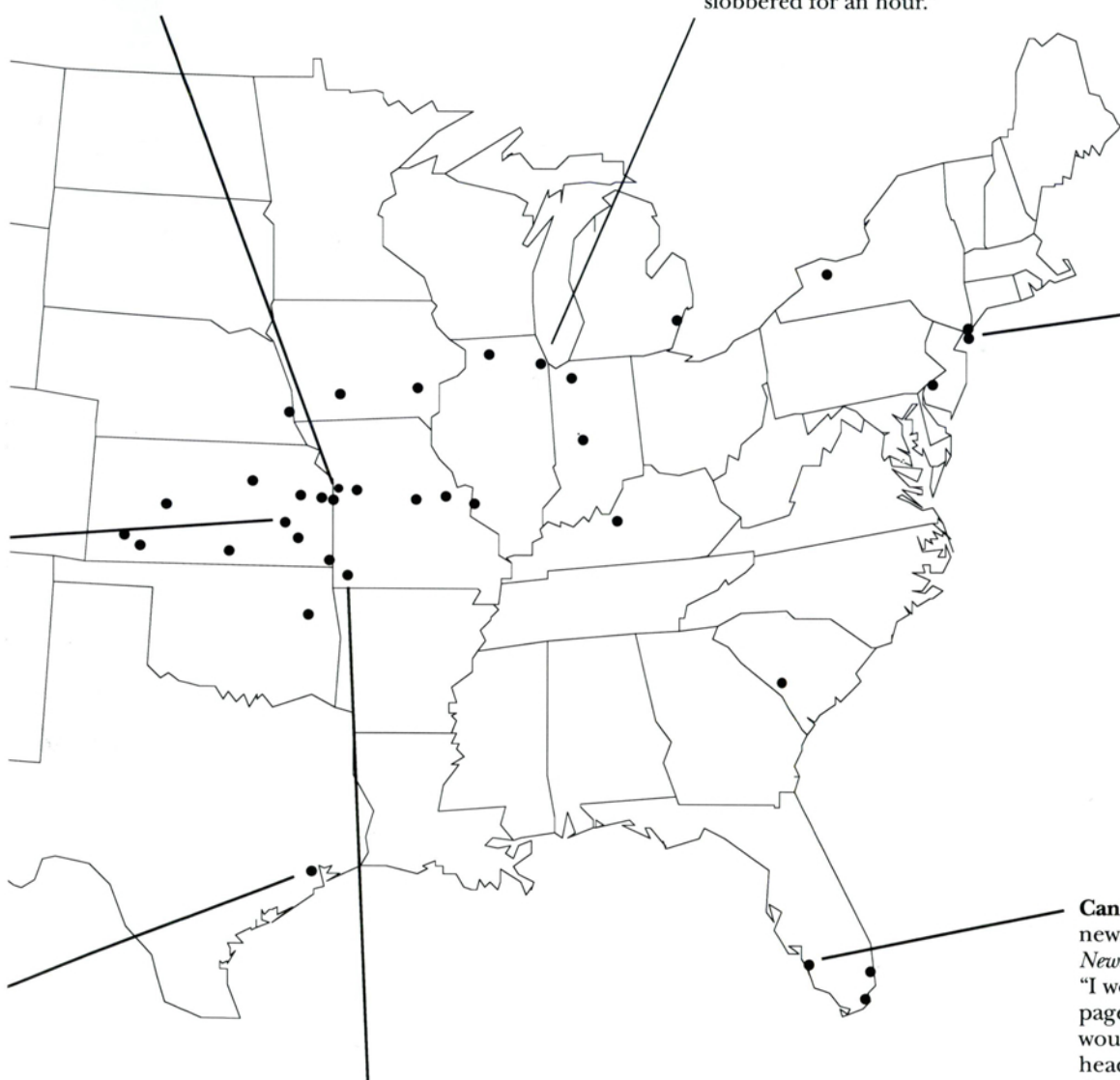
broadcast
WDAF-TV, Kansas City

"I used to edit for the newscast. One of the reporters called me and said, 'Are you working on the fire piece?' I said, 'Yeah, I'm working on it.' He said, 'Well, that goes on the air in five...four...three...two...' I was freaking out. It was my first week. He was in the next editing booth watching me the whole time, laughing."

Jill Lowe

advertising
Leo Burnett, Chicago

"I had an hour-long commute each day. One day, a thirty-year-old man got on with two babies, handed me one and said, 'Here, you take care of this one.' It cried, screamed and slobbered for an hour."



Kira Gould

magazine
Fleet Owner magazine,
New York

"New York was an amazing, stimulating mecca of energy and creativity. I lived on pasta all summer so I could take advantage of the theatre, music, art and history of the city, not to mention endless street-fair and flea market shopping."

Candy Niemann

news/editorial
News-Press, Fort Myers

"I would have three or four pages that I had to work on. I would pick out the stories, write headlines, lay out the pages and size pictures. I was kind of overwhelmed when I saw the pagination machine. It was really huge, with tons of buttons."

Brett Brenner

news/editorial and magazine
Joplin Globe, Joplin

"I wrote the piece on the twentieth anniversary of the moon launch. Everyone was asking each other where they were when it happened. Someone asked me, 'Where were you?' I said, 'Just past the fetal stage.'"



SURE STEADY

The Hand of Lee Young

By Mario Talkington

Photographs by Stephen Wade

Lee Young strolls through the thick fescue in his back yard, his feet brushing aside the browning leaves scattered on the ground. "I just raked this up this morning," he says, glancing down and frowning slightly at the leaves. He stops under a fifty-foot pin oak, its long branches providing shade from the autumn sun. "We planted that in the spring of 1971," he says, looking up at the tree. "It was a little thing about three feet tall when we put it in."

At the other end of the yard, Young's wife, Shirley, kneels before a small fishpond, reaches in the water and pulls out leaves that have fallen from the oak. Goldfish swim beneath the thin layer of leaves while a stream of water trickles from the mossy rocks lining the pond. "We put the pond in this summer," he says, walking towards the house. "Mrs. Young did most of the research and designing for it. I did the grunt work."

He stops at the wooden patio deck, watching his neighbor's cat Willy eye the fish in the pond. "This was all red clay when we moved in," Young says, surveying the yard from the deck. "There was nothing. I used to look out and think, 'Oh, God, it's so ugly. Nothing will ever grow there.'"

"...a classic example
of what happens when
good teacher meets
good student."

-Del Brinkman

A row of small crabapple trees borders the far edge of the yard, and roses, violets and mums line the other. "We spend a lot of time weeding, trimming. And we talk to our plants. We tell them we care for them," Young says, grinning.

"Talking to your plants is good for them. It doesn't sound sensible, but it seems to work."

For the past twenty-five years, just as his nurturing hands have transformed his barren back yard into a garden filled with plants, trees and flowing water, Young's touch has helped shape and guide the School of Journalism.

Since he began teaching at the University of Kansas in 1964, when the J-School had a dozen faculty members and a hundred students, Young has offered faculty and students a supportive hand, a guiding suggestion, thoughtful insight and kind words. He has reached out to countless students with his friendly, personal teaching style, developing their journalism skills and often helping them decide their career paths. What was once a single magazine class, offered for three credit hours, has bloomed in his hands into a nationally recognized magazine sequence.



But in December, after a quarter century of teaching and making what others call extraordinary personal sacrifices for the J-School, Young will retire. "He will be irreplaceable," says Mike Kautsch, dean of journalism. "But what Lee Young leaves us is important. His commitment to teaching, to advising and to leadership within the faculty sets the standard. That's embedded as a permanent part of the school's character."

"He has made an absolutely invaluable contribution to the School of Journalism," says Dana Leibengood, associate dean. "And on top of that, he's a wonderful human being."



It's a crisp afternoon at Alvamar golf course and Lee Young is ready to unwind. His day of meetings, phone calls and classroom presentations is over, and it's time for nine relaxing holes of golf, Young's pastime and pas-

sion. "One of the reasons I play golf is for the aesthetic value," Young says, hoisting his blue and brown golf bag over his shoulder as he walks toward the first tee.

Young often grabs his worn leather golf shoes and escapes to the golf course with Leibengood and Bruce Linton, a retired journalism professor. The three playfully refer to their afternoon outings as "turf inspections" or "physics seminars" in which they study such questions as why the ball doesn't always travel toward the hole.

Leibengood steps up to the tee. "I'll try to whip it down there, dribble it, or whack it into the trees," he says. As the three make their way along the course, Young offers encouragement and support to Leibengood, a relative newcomer to the game, and jokes with Linton about the difficulty of some of the holes. The trees and water flanking the fourth fairway make it an especially

tricky hole. Young says, "I've made several contributions to the water. I also came within a foot of a hole-in-one."

Young, who usually shoots about two over par, takes a practice swing, then

hits the ball solidly, placing it squarely on the fairway. "One time Dr. Linton and I were playing the course at the Orchards," he recalls, picking up

his bag and walking toward the fairway. "I was about ready to tee off on the fourteenth hole, which is an especially difficult one, when four high school girls drove up in a cart. They were all watching, and I hit one of the drives of my life. 'What a nice shot,' they said. I just responded, 'Oh, well, that's routine.'" Young laughs. "I was scared to death I would miss the ball completely."

Even as a high school student in Syracuse, New York, Young was nervous and shy around girls. Until his senior year, he was a scrawny five-foot-two, weighing less than a hundred pounds. "I didn't date. The one date I had was

"I play golf for the
aesthetic value...for pure
escape. It's a complete
escape from work."

to the senior prom, with my friend's sister," he says. "I felt quite embarrassed."

Because of his small size, he couldn't play team sports in high school. Watching from the sidelines was tough, especially since he had spent much of his childhood playing football and ice hockey in the neighborhood streets. "All the kids I grew up with played sports. The first thing we did every morning was play football or ice hockey," Young remembers. "The snow would turn to ice from the passing cars and we could skate in the streets. We could play quite a while between cars."

Growing up in Syracuse, an old, picturesque city built along the Erie Canal, Young spent a lot of time outdoors, cross-country skiing, tobogganing and playing sandlot sports. "As I look back now, the winters there were ferocious. But I didn't mind then. I thought it was a beautiful place to live."

A voracious reader, he often went to a branch library near his house. "I would often spend the afternoon there, just reading. I checked out the books, and I read a lot of newspapers and magazines, too," he says. "I would go to the drug store and sit there reading magazines until they kicked me out."

Young's father, a blue-collar worker with an eighth-grade education, inspired his appetite for knowledge, repeatedly stressing the value of an education and insisting that he go to college. Young had been energetic and hard-working even in grade school. He earned money to buy things like a football helmet by doing yardwork for neighbors and collecting newspapers to sell for three dollars a truckload at a local warehouse. In winter he carried out ashes from his neighbors' coal furnaces. "One thing I wanted desperately when I was young was a clarinet. I could never save up enough money, and my parents couldn't afford it, so I never got one. I played piano for a while, but my mother couldn't afford to pay for piano lessons, so I had to quit. When I was in my late thirties, I bought a guitar, but I was a miserable failure. I gave it to my kids," Young says, laughing. "When I retire, maybe I'll buy another guitar and learn to play."



Lee Young paces at the chalkboard, talking to his magazine class. He is friendly and personable, standing with his shoulders arched backwards and his lips pursed slightly. He keeps a warm, comfortable rapport with the students, talking to them in a deep, resonant voice. When the class seems to tire from a stream of facts or statistics, he lightens the mood with a humorous touch, such as showing copies of a letter addressed to Mr. Stauffer-Flint Hall.

"The feedback from students is always the same," Kautsch says. "They admire Lee Young, they like him and they consider him one of the most effective teachers they've ever had. He has built an extraordinary reputation as a caring individual who relates well to his students and always makes time for them."

Outside of class, Young frequently offers advice and support to students about their academic careers. "You have the feeling he's always there for you," says Virginia McGrath, who took Young's graduate seminar last year. "He was conversational in class, and you had the feeling you could talk to him one-on-one really easily. On the last day of class, we met at his house. We all sat out on his deck, ate chips, drank wine or whatever. He wanted to know what we were doing next, where we would go next. He would give us suggestions for what directions we could take."

Young keeps in touch with many students long after they graduate, and he follows their careers. "I have always been inspired by his sincere interest in every student who comes into contact with him," says Del Brinkman, former dean of journalism and now vice chancellor for academic affairs. "I think he understands students, knows what motivates them. And they know deep down they're going to have to produce. It's a classic example of what happens when good teacher meets good student."

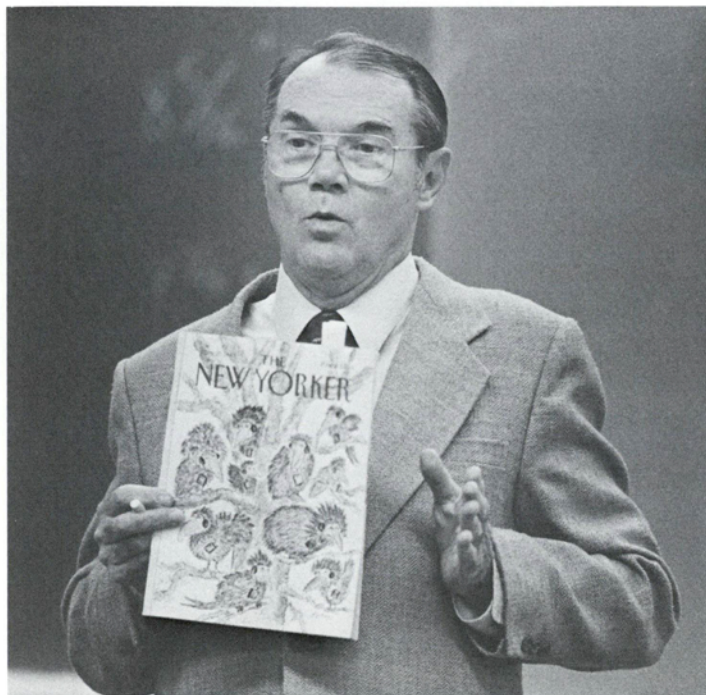
During his years at KU, Young has taught classes in every sequence, as well as several graduate seminars. His dedication and skill made him the natural choice to be named the J-School's first William Allen White Professor of Journalism in 1985. In addition, his students have named him a finalist eight times for the Senior Class' H.O.P.E. (Honor for Outstanding Progressive Educator) Award. "I like communicating ideas, seeing the light turn on," Young says. "I've found that even though I have been afraid of speaking in front of groups, I've enjoyed it."

Young says he was terrified the first day he stood before a classroom of students. "It was Elements of Advertising, with 125 students in the old lecture room. I was essentially handed a textbook and a course outline and was cut loose. I saw all of those people sitting there and wanted to faint. I didn't do much that first day. I just took roll, talked for a little bit and then dismissed the class. I was scared to death and stumbled all over the place, but I was still sure I wanted to do it," he says.

Young wasn't always so sure he wanted to teach. As an undergraduate at Syracuse University, he had flirted with the idea of teaching history, one of his interests since reading Civil War books as a child. Then, almost by chance, he discovered journalism. "It was difficult to get a date at Syracuse University because there were so many more men than women. I was walking by this building and looked in the yearbook office. I saw about twelve staff women and two staff men and decided to join the yearbook," Young says, smiling. "Something turned on at some point, and I developed quite an interest in how the yearbook was designed, laid out and printed. I might never have gotten into publishing. It was just one of those accidents."

Young worked on the yearbook through college, serving as editor for two years and eventually meeting his wife, Shirley, at a meeting for new staff members. Getting up the nerve to ask her out was easier than it might have been when Young was a shy high school student; by then he had served in the Navy during World War II. "I'd been

Young often uses *The New Yorker* as a case study for his Magazine in American Society classes. Students getting a first taste of the magazine industry benefit from his years of attention to all aspects of the publishing world.



around the world and come out of my shell," he says. "I dated half the university."

After college, Young worked for several publishing and advertising firms in New York and Kansas City, eventually becoming co-owner and general manager of a veterinary medicine magazine. After four years at the magazine, he got restless. "I had hit a plateau in my life. I was earning very good money, but monotony had set in. The world seemed smaller," he says.

So at thirty-eight, Young resigned from publishing. Although he had considered teaching at the high school level, he enrolled, instead, in the J-School's graduate program and began teaching part-time at KU. "This was a kind of rebirth of a career," Young says. "I found out almost immediately that I enjoyed teaching. In a sense, you're an entrepreneur. You have to follow certain broad guidelines, but you choose the things you want to do and still have a lot of personal freedom."

By 1969, he was teaching full-time and serving the first of two stints as acting dean. He had started *Business Magazine Journalism*, the school's first magazine course. "He founded our magazine sequence. He made it the successful sequence that it is," Kautsch says. Young has also guided the J-School by serving as associate dean, by serving on countless academic committees and by heading the advertising sequence. "He probably has the broadest view of the school of anybody who's ever been here," says Mary Wallace, assistant dean.

In all of his roles, Young has eased

MPA collection: a labor of love

The magazines are piling up on the kitchen table again, and Shirley Young eyes them with growing irritation. "She is great about it as long as I don't let them pile up too much," Lee Young says, gathering the stacks and heading to "the room." Formerly occupied by his now-grown children, "the room" currently

shelves the hundreds of magazines Young collects. The fifteen to eighteen issues he receives each month by subscription and the countless unsolicited periodicals that pour into his office in Stauffer-Flint make it as clear as the type on a page: Magazines are Lee Young's life.

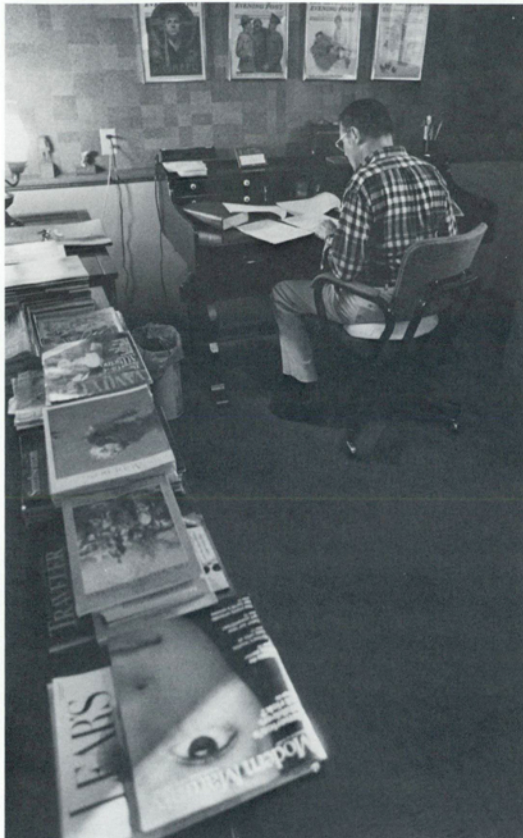
Because of Young's lifelong love for magazines, the University of Kansas houses the Magazine Publishers of America Collection, a compilation of premiere issues, last issues and other

magazine paraphernalia. The collection was established in 1976 after KU graduate John Suhler saw a request by Young for contributions to an existing first issues collection. Together they drew up a proposal to the MPA, which led to the establishment of the MPA Collection in memory of Suhler's father, Lester Suhler. With 5,500 items, some dating back to 1810, the collection is thought to hold more American first issues than any other collection. The MPA Collection has earned KU a position as a leader in

difficult situations with his irrepressible humor. "He has a gift for lightening any discussion at the appropriate moment," Kautsch says. "He has a sharp wit and a highly developed sense of humor. I came here in 1978, and I was struck by how much fun he was. We discovered that we both enjoyed the absurdities of life."

Young's practical jokes are almost legendary within the J-School. He confesses that, years ago, "aided and abetted by the current dean," he put plastic dog droppings on the seat of Dana Leibengood's new car. After certain faculty parties, he installed pink flamingo yard art in faculty members' front lawns. While associate dean, Young began issuing The Monday Memo, brief notes about J-School happenings. They were often laced with phony rules, such as the initiation of a new faculty dress code. He says he cannot recall what he may have had in mind for sufficiently ridiculous attire. "One of Professor Young's specialties has been the writing of false memoranda," Kautsch says. "I remember one which was presented as an anonymous note, suggesting that someone in the school had become emotionally disturbed because of the design on a tie I was wearing."

Young's sense of humor and positive outlook later helped Kautsch ease into his job as dean in 1987. "One could not have had a better mentor coming into the job like this," Kautsch says. "He explained what was ahead, and he made it fun. That period where he was passing the baton was one of great fun in my life. He's been a moderator of emotions in



Lee Young in his study and tending his rose garden. Shirley Young says she is looking forward to having her husband around the house more, especially with only six months remaining until her own retirement. Lee Young says, "I'm looking forward to being a househusband."



magazine scholarship, a significant achievement for any university, especially one so far from New York, the proverbial magazine mecca.

As acting dean of journalism in 1977, Young oversaw the expansion of the MPA Collection with the acquisition of the *Esquire* Art Collection. "They had a warehouse in Chicago filled with art for the magazine from the time it started in 1933 until it changed ownership in 1977," he says. "*Esquire* had heard about our MPA Collection and contacted me

to see if we were interested in the *Esquire* Collection." With the help of University officials and a grant from the KU Endowment Association to pay cataloging expenses, Young brought the *Esquire* Collection to the University of Kansas.

The collection contains about sixteen thousand pieces that span nearly fifty years of illustrative history. It includes 150 paintings by Alberto Vargas, prized photographs by Diane Arbus and Duane Michals, and numerous works by

other well-known artists.

Young has also maintained various other sub-collections as extensions of the MPA Collection, including a mass of consumer, trade and business magazines donated by Louis Alexander from the University of Houston; a variety of Saturday Evening Post issues; and the first five years of *Life*. As libraries become more mechanized and shelves of periodicals are reduced to microfiche, collections of hard copies, like the MPA Collection, become increasingly valuable.

the school. He helps make problems more manageable and keeps them in perspective."

Young has often helped students and faculty members through their tough personal problems, offering support and a shoulder to lean on while reminding them that things will get better. "I sometimes get down after four weeks of enrollment." Wallace says. "I can expect Lee to come in my office with a kind word. "He's just a great human being. I don't think I really found that out until my mother was dying about three years ago. We knew she had cancer about Labor Day, and she died during spring break. He was in here every morning to talk to me. I have a letter by my bedside that Lee wrote me which I still read to help me get through the difficult times."



Lee and Shirley Young sit side-by-side in their backyard, relaxing in the shade that the towering pin oak casts over their patio deck. "We love to sit out on the deck," Young says, his arm resting behind Shirley's shoulder. "In the summer, we come out here after we eat and we read...we relax and enjoy the air."

After twenty-five years of long days and late nights at the J-School, Young is ready for a little relaxation. "There have

been years, increasingly as I age, where the burden would wear me out and by the end of the semester I would just be hanging on," he says. "I started working full time in high school and have never stopped. I look forward to the personal freedom."

him at times because I thought he was working too hard. But it's the same as with his yardwork. A lot of people drive by and think he's really working hard, but he's enjoying himself. It's not a burden to him. For people who enjoy what they're doing, the work keeps them going." Young, the ultimately organized person with an eye for detail, is resisting the urge to plan out life after the J-School. "I feel like I've been planning every day of my life," he says. "I'm looking forward to days with no lists or plans. A lot of people have said, 'Where are you going to travel?' We don't have any plans. We'll just see what happens."

His wife puts it this way: "We've spent all these years raising three children, working, and now we're going to relax and play a little more."

Undoubtedly, golf will be a part of Young's life after retirement. "His golf game will get so much better I won't even be able to play with him anymore," Brinkman says. "And his yard will look even better, if that's possible."

Lee Young's years of dedicated teaching, supportive friendship and guidance have left an indelible impression on the J-School. Students and faculty will remember his witty conversation, his positive outlook and his untiring person-

al support.

"When Lee Young retires, a part of what the school means to me leaves," says Susanne Shaw, associate professor of journalism. "It's the end of an era."

Leibengood says, "He's sure a wonderful man...Lord, I'm going to miss him."



Relaxing will be a change for Young, whose seemingly inexhaustible drive at times concerned his friends. "I live next door to him and know that many times he'll be up until the wee morning, grading papers and preparing for class," Brinkman says. "I've had some talks with

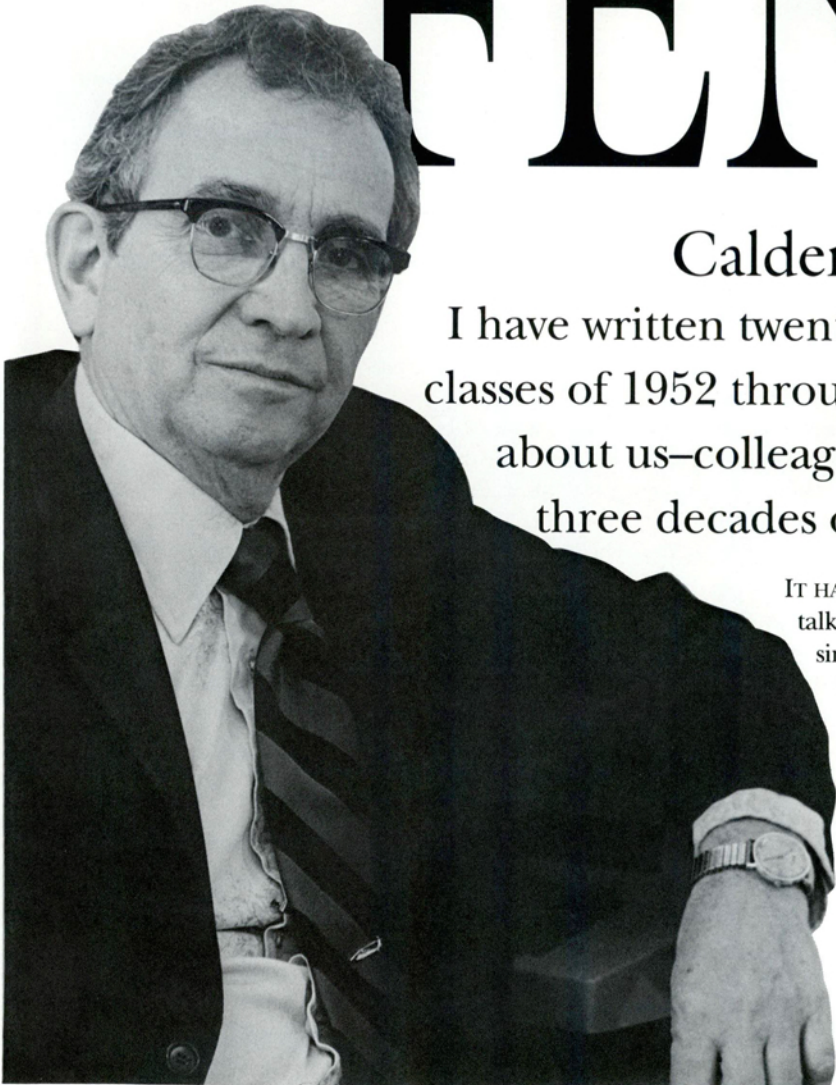
PICKETT'S SIDE OF THE FENCE

Calder Pickett

I have written twenty-eight pieces about the classes of 1952 through 1975. It's time to talk about us—colleagues, friends and mentors—three decades of faculty in the J-School.

IT HAS SEEMED TO ME THAT FOR THIS ARTICLE, I MIGHT talk about some of the faculty people I have known since I arrived here back in '51. A few of these will be familiar to students who are still in the School of Journalism. Most of them, like me, belong to the olden times. Old grads are likely to remember them.

As I sat down to write what may be the last article for the *J* that I'll ever write, I tearfully state, I reflected that it's thirty-eight years since I boarded a Greyhound bus in Denver (I was as poor as a workhouse boy in Dickens) and headed for Lawrence to start teaching at the University of Kansas. I rode here, found a place called Sunnyside, where I could live with my wife and baby daughter,



returned to Denver and drove back along Highway 24 on a cloudy October day. The devastation of the great flood of '51 could still be seen, and even smelled, in the Kaw and the towns along the Kaw.



The Shack

On my arrival in Lawrence I had been put up at the Eldridge, and the next morning I found my way to the campus and located The Shack, about where the east wing of Watson Library is today. Dean Burton W. Marvin's office was scarcely as plush as the room where Dean Kautsch sits today— more like that cubbyhole on the third floor where I have stuff stored. Marvin had been the dean for only three years before I came to Kansas. He was a young Nebraskan, father of three young children, and a veteran of the *Chicago Daily News* and Columbia University.

The school knew turmoil in the sixties, but it also knew turmoil in the fifties. Although by the sixties Marvin and I had become close friends, I would be less than honest if I didn't say that we had our problems on occasion. [Some of them came in the fall of '52, after our student editorial leaders had endorsed Adlai Stevenson for the presidency.] An editorial board was set up to control such dreadful thinking in Dwight Eisenhower's home state, and I was made editorial adviser. Marvin, like me, tended to favor the Democrats, but he had to try to appease a lot of people. In 1956 he and I went through another crisis, this one involving the *Sour Owl*, the humor magazine of Sigma Delta Chi. I guess it was "humor". For a while there I thought my future was in jeopardy.

We were a small group there in The Shack. Enrollment was small, and few of us could be employed in the summers. Elmer Beth was, I suppose, the senior member of the faculty. He had been here since about 1940, a man of Wisconsin who had spent years at the University of Idaho. He rather terrified me at times, as he terrified many of his students. He taught Newspaper Administration, Law of the Press, and Reporting of Public Affairs. He told me that his philosophy of teaching held that if a student was in class for fifty minutes, the student should be

awake and responding for fifty minutes. I once tried to use his teaching techniques but found that they didn't work for me. Elmer and I always seemed to gravitate toward each other at the Press Club dinners in Kansas City, and we had great times with the students. He used to call us up and take the family out to dinner. Nola and I bought a new Pontiac in 1960, and we rode to Manhattan. Elmer told me that it was the first time he remembered traveling 80 miles an hour for such a sustained time and distance. (Today I shake when the car gets above 65.) The Beths were wonderful people, and they went through terrible distress after the death of their son Roger in the fifties.

Emil Telfel taught Editing, mainly. He was a



Elmer Beth



Willard Doores



Vic Danilov



Jimmy Bedford



Harold Reddoch



Back Row: Jim Bedford, R. Edwin Browne, Jim Dykes, Vic Hyden, Bruce Linton; Second Row: Emil Telfel, George Link, Mickey Ryther, Burton Marvin; Seated: Elmer Beth, Frances Grinstead and Calder Pickett

native of Hungary, a graduate of Notre Dame. He was both my crony and, on occasion, my opponent. Emil had a terrible temper and a bad heart. I told him once that if I heard him screaming at his Editing II class again I'd call his doctor. "You wouldn't do that, would you, kid?" he said. "You wouldn't do that?"

He and I often worked weekends on the *Daily Capital* copy desk, and we'd ride to Topeka together. I remember a night when we parked in front of his house and told each other ghost stories. He died in 1958 while I was doing graduate work at Minnesota.

The Telfels had no children, and Emil loved our daughters. He also loved his cat. One summer while Emil was working on the paper in Rochester, New York, he left the cat in the care of a student, Bill Taggart. The cat got away, and Taggart, all 250 pounds of him, was afraid to face the wrath of Telfel. I remember another thing Emil did: In the late autumn of '56, when the Russians invaded Emil's Hungary, he got out on

the floor at halftime of a basketball game and made an impassioned plea for some kind of action by the United States to help his country.

Frances Grinstead, a Missourian, taught Feature Writing, and for a semester she and I were office mates there in The Shack. She was a charming woman who conducted conferences for aspiring writers out of her own experience as a writer. She also taught Editing, and it was about '66 when she became ill and could no longer teach and I took over her class in mid-stream.

My chief associate (who had much to do with my coming to Kansas, I later learned) was Vic Danilov, the *Kansan* news adviser. A fellow of about my age, Vic had been a close friend in our Northwestern days. He was a Pennsylvanian, had gone to Penn State, as I recall. He knew photojournalism, and he knew reporting, and he was a good adviser for the *Kansan*.

Willard Doores was the *Kansan* business adviser, and a new man in '51 was Bob Wentworth, who taught advertising. Harold Reddoch was Marvin's assistant. The four young couples—Pickett, Danilov, Doores and Reddoch— frequently got together for dinner or bridge. I remember trips into Kansas City with the Danilovs, and I know that we shared Thanksgiving and Christmas with them.

Mickey Ryther ran the Printing Services, and he taught the History and Art of Printing. The *Kansan* was printed in Flint Hall after we moved there in early '52, and sometimes the whole place seemed to shake when the presses were running. The *Kansan* newsroom was the place where the Reporting I lab had to be taught, and it wasn't always an agreeable place in which to impart education. The *Kansan* was printed downstairs, right below the newsroom. The foreman, Guy Pennock, used to beat on the water pipes when they had run out of copy to set. The stink of melting metal often got to us, and there was a big fan outside the classroom that roared so loudly I couldn't hear myself screaming about the proper use of the semicolon.



Guy Pennock

In the mid-fifties two men came to the faculty who would become dear friends. The first to arrive was Jim Dykes, who headed up the advertising sequence for many years. Jim was from Alabama, a man with a pronounced Southern accent, and he had a wife and two sons about the ages of our daughters. In 1954, during the Kansas territorial centennial, the Barnum and Bailey big

top came to Lawrence, and Jim and I took our kids.

And Bruce Linton arrived, a man from Illinois who had taught in Omaha and, like me, had gone to Northwestern. He headed up radio-television, which was really just getting started in our school in the fifties. Times were stormy, and budgets were thin, and Bruce guided the program through many years. We spent much time with the Lintons, and we still do. Bruce, of course, is now, like me, retired.

Back in the fifties I occupied four different offices in Flint Hall, as I remember. Boy, did I get shunted around! When I was on the main floor, in the office now occupied by Rick Musser, I shared space with a couple of photojournalists. Harris Smith was a real character. He once showed his opinion of a student's photograph by tearing the picture in two in the presence of the student. Later, there was Jimmy Bedford. Bedford was an MU man from Columbia, Missouri, a great big guy with red hair, later on a handlebar mustache, and loud socks and shirts and a gargantuan appetite. Jimmy left in 1958, traveled twice around the world and later became an institution at the University of Alaska in Fairbanks.

Mel Mencher came in 1957, one of the best and one of the most controversial teachers ever to hit Mount Oread. Mencher was the *Kansan* adviser, and he taught Reporting II as though it were Investigative Reporting. I think his students were taught to believe that a good reporter should have a healthy skepticism about almost everything. And there was fine reporting and writing in the Mencher days here. Mel also riled a lot of people, including me on occasion, but we have maintained our friendship. I doubt that Mel would have headed the popularity lists of some of the administrators in Strong Hall.

Mel's successor on the *Kansan* was Clarke Keys, who had been one of my students in the mid-fifties and remains a close friend to this day. Clarke had stormy times, especially in following Mencher, and there were some, well, recalcitrant students. In those days, some KU administrators seemed disposed to blame the *Kansan* for everything that had happened since Joan of Arc was burned at the stake. Clarke married Carolyn Frailey, another of our students, and he is now a publisher in Sulphur Springs, Texas.

The *Kansan* business adviser in the time of Mel Mencher was another Mel, the one many of you know, Mel Adams. He came to KU from a metropolis called Augusta, Kansas, down near Wichita, graduated in journalism, and had been



Jim Dykes and Warren Agee



Bruce Linton, Mel Adams, Lee Young and Calder Pickett



Bob Wentworth



Mel Mencher



Clarke Keys



Malcolm Applegate

in advertising on the *Kansas City Star* and in Tennessee. Every afternoon Mel, Jim Dykes, Clarke Keys and I would head for the Union for our coffee session, and somehow it always seemed to be Mel who grabbed the check. He also told the longest stories I've ever heard. Mel gave a fine service to journalism at KU and helped many people get jobs. He, like Bruce Linton and me, is now in the ranks of the used-to-be.

You all know, or should know, that the sixties brought both growth and problems. The School of Journalism, especially because of the *Kansan*, seemed to be caught up in all the strife: student protests for more power, the war in Vietnam, civil rights. Burt Marvin left in '65, but before he left he hired one of the best teachers the school ever had, one of the best any-



Dana Leibengood, Calder Pickett and Susanne Shaw

where, Lee Young. As Lee himself tells it he hadn't really thought about teaching journalism, but he brought his background in both magazines and advertising and was a great teacher from the first day he stood in front of a class. The Youngs became our close friends, and we have spent pleasant—and sometimes troubled—times together. One of our best times was a trip we took (with a few other people) to Mexico in the seventies.

Marvin's successor was Warren Agee, whom I had known since 1953, when he was a young professor at Texas Christian. Warren inherited a school full of problems, but he performed mighty well. He had good humor, and he was the personification of Texas in some ways. He and I were both American Studies people from Minnesota. He presided over the William Allen White centennial in 1968 and the national convention of the Association for Education in Journalism at KU, two big successes. Agee's associate dean was Malcolm Applegate, one of the nicest guys who ever lived, and one of our graduates from the fifties. Mal had gone to Iowa for graduate work. The Applegates lived near us, and Mal and I compared the crab grass in our lawns (his lawn looked like the gardens of Versailles), and we shared problems and experiences. When Agee and Applegate both left, at the same time, we felt considerable shock.

The late sixties and early seventies brought faculty people you younger folks know.

Dana Leibengood became associate dean when Applegate left, and he became, in my judgment, the heart and soul of our operation. He ran all the programs, organized everything, supervised enrollment, got jobs for people, played Monday night baseball, smoked a few cigars, cussed me out for refusing to get a haircut for Editor's Day, was a fine father and husband.

Susanne Shaw became another institution, though I suppose she'd hate that word. She had been one of my students in the sixties, taught high school, came back for a master's, suffered from my Democratic liberalism, and became a superlative teacher. She knows so much about the current newspaper scene that I felt embarrassed when I reached the modern period in my History class and realized that I was feeding the students some possibly dated material.

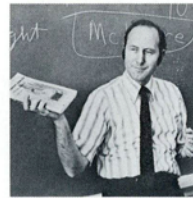
Agee helped to bring Bill Seymour to teach photojournalism. Bill was a big tall Texan, with a Texas accent, those big boots, a fine family and a sharp tongue. He helped to build photojournalism here, and he is now at West Virginia. His colleague and then successor was Gary Mason, who did so many good things for so many of us that they're hard to number. I especially remember that he took pictures when Nola and I had our fortieth wedding anniversary reception in 1987.

The sixties also brought Peter Dart, David Dary, Larry Day and Diane Lazzarino. Dart, who came out of Texas and Iowa with all those mod ideas about Marshall McLuhan, had a swinging style that could be both refreshing and shocking. Dart was of the new age. Once, in an argument about student protesters, he told me that if I had lived in the 1860s I'd have believed in slavery. David Dary brought years of broadcast experience, especially in Washington, D.C., and had an incredible collection of tapes. He mainly taught public relations and promoted the American West, especially the buffalo part of it.

I had known Larry Day when he was a grubby little boy up the street who played with my grubby little brother back in Idaho.



David Dary



Larry Day



Bill Seymour



Gary Mason



Peter Dart



Calder Pickett and Diane Lazzarino

He had a degree from Minnesota, and Latin America was his passion. He had been a correspondent there. Diane Lazzarino came here to get a master's, worked with Jean McKnight in the reading room, had children who were in KU journalism, taught me a new appreciation of E. B. White and became one of our stalwarts. And, Sam Adams came, a reporter of great ability, especially covering the racial story in America. He had been with the Democratic National Committee, and I remember well his showing us his version of the Watergate crew being arrested in the middle of their burglary.



Sam Adams

In 1969, John Bremner came to us with his wife Mary. I suppose that the word "legend" can be attached to John more than to anyone in the history of our school, including Beth and Telfel. John (and you all know this) was an Australian. He had been teaching in Iowa, and had spent time in San Diego and at Columbia University. He taught us about "Strine," the spoken language of his native country, and surely he was the best editing teacher in the land. All the famous little bits: waving the white flag of surrender out the window, questions



John Bremner

about Joe Penner and Howard Pankratz and Martin Van Buren. He could be an infuriating man, too, though of course the rest of us never get on anybody's nerves.

I think Bremner had a bit to do with hiring our next dean, Ed Bassett (I should note that Lee Young was an excellent acting dean on several occasions). Bassett came from Michigan with his family, and he brought an accent with a slight touch of Canada in it. He was tall, very intelligent, and sometimes he'd come walking in and start talking about something right in the middle of his thoughts, and you'd sit there mystified. Once he mopped up after me as I spilled coffee on the stairs, and once he scolded me for wearing a pair of shoes, one of which was bursting out at the toes, and then took me into his office and showed me the decrepit ones he had. He told me



Ed Bassett

he'd stay five years in a job, and sure enough, he stayed five years. He was a good dean.

And Del Brinkman. I hope that Bassett and Agee won't be insulted when I say Brinkman was the best dean we ever had. Del was from Olpe, Kansas, an Emporia State man, a Ph.D. from Indiana and years on the Kansas State faculty. He came here to teach, and I've never known anyone as up-to-date as he was in his teaching of press law. He got things accomplished without pushing people around; Bassett once said Brinkman was so tough that his nickname should be "Nails." He made me think of the nice guy in "The Most Happy Fella" who finally gets mad and sings a song called "I Made a Fist." When Del left us for Strong Hall we really lost a fine man, and all of us still mourn with him in the loss of Evie.

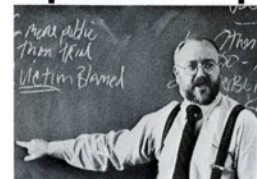
I apologize to you newer faculty people, but I'm going to limit the rest of this lengthy discourse to some arrivals of the seventies: Rick Musser, Paul Jess, Tim Bengtson, and our dean. Musser had been a student of Brinkman's at Indiana, and he was a refreshing addition. I thought we were going to have a wild man, but Musser has turned into a cautious type quite unlike the impression I first had. I haven't even seen the blue jeans of late. He's one of the best teachers in captivity. Paul Jess had been a friend since the years when I still went to AEJ conventions, and he and I had both been printers. He came from Michigan, after time in South Dakota, Iowa, Minnesota, and he has been a fine teacher of editing and law. He also possesses the Quickest Tongue in the West.

Tim Bengtson has helped to make our advertising sequence one of real strength. Tim went to Northwestern, spent time in my home base, Utah, and he has won a great many teaching awards. He is one of the most pleasant people in the world. Our dean, Mike Kautsch, who came out of Atlanta in 1979, lived in our house when Nola and I were in England for a semester, and was there with us for a time.

Well, there have been many others, a gallery of people who have stood up in front of you in the classroom, and consulted with you in their offices, and maybe helped you get jobs, and maybe even listened to your tearful stories of why a paper was late or why you got only an "F" on an exam. Before I started writing this article I listed all the people I had as colleagues in the School of Journalism, and the list was overwhelming. These were my friends and colleagues, and the association with them was one of the quite inspiring experiences of my life.



Del Brinkman



Rick Musser



Paul Jess



Tim Bengtson

Special Thanks to University Archives and University Relations for providing file photos.

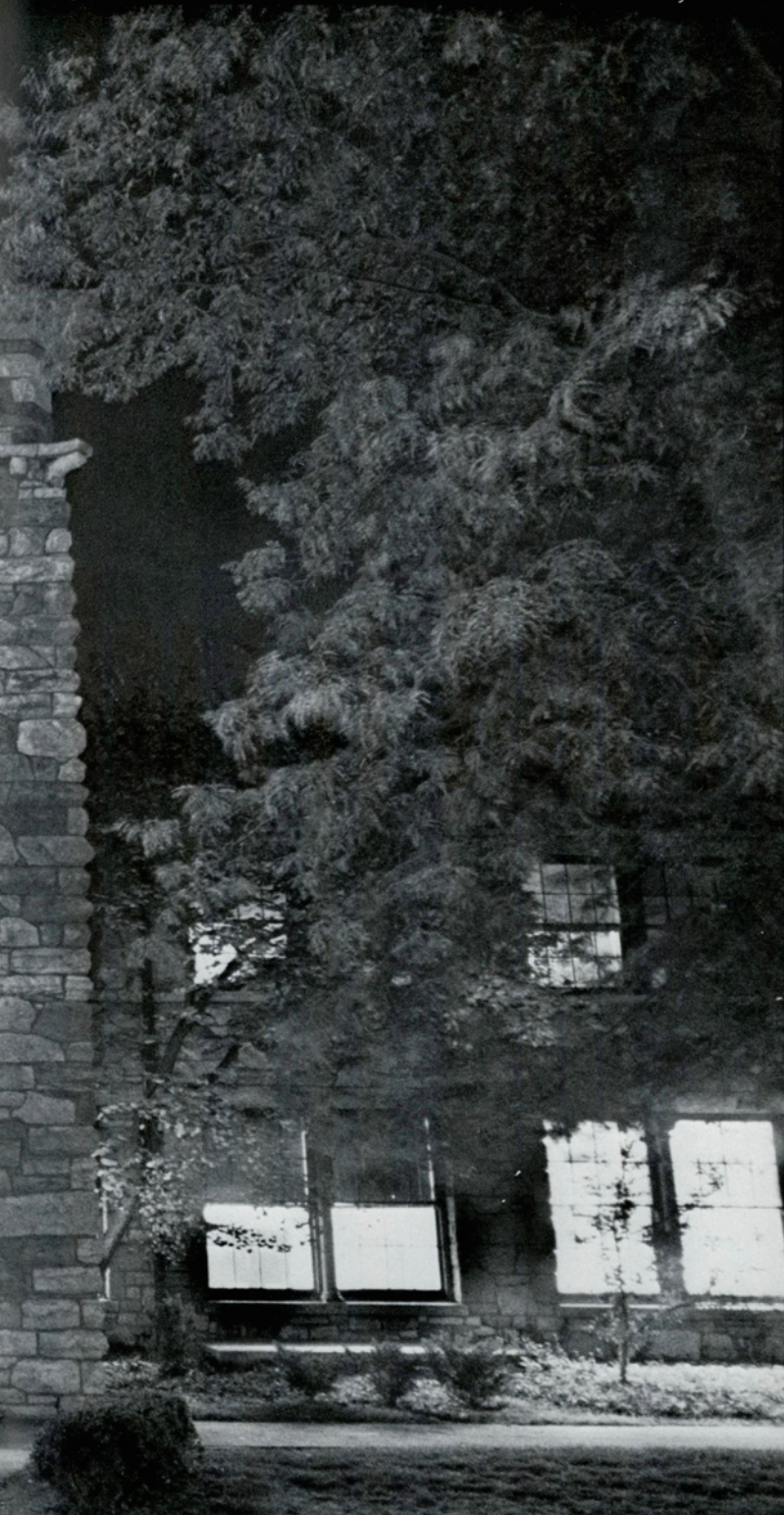


Mike Kautsch



LONG J'S JOURNEY

Andy Morrison



On October 10, 1989, six photographers set out to document the nitty-gritty of everyday life in the J-School: how we work, study and relax, from early mornings in the *Kansan* production room to late nights in the KJHK studio.

One student in the Advanced Photography class described the day, "It was extremely typical." I think by this he meant boring. Nothing extraordinary occurred on October 10, 1989: The *Kansan* met deadline, Lee Young's Magazine in American Society class wasn't presenting its dummy magazines, the Ad Club wasn't meeting and Dean Kautsch wasn't giving a rousing speech.

It would be impossible to squeeze the events of an entire semester into one day, but we succeeded in capturing one typical day—twenty-four hours in the life of the J-School—October 10, 1989.

—Tonya Quinn



Stacey Gore

INTO NIGHT

We heard
some yggae,
did some
slicing, and
got almost
no sleep —

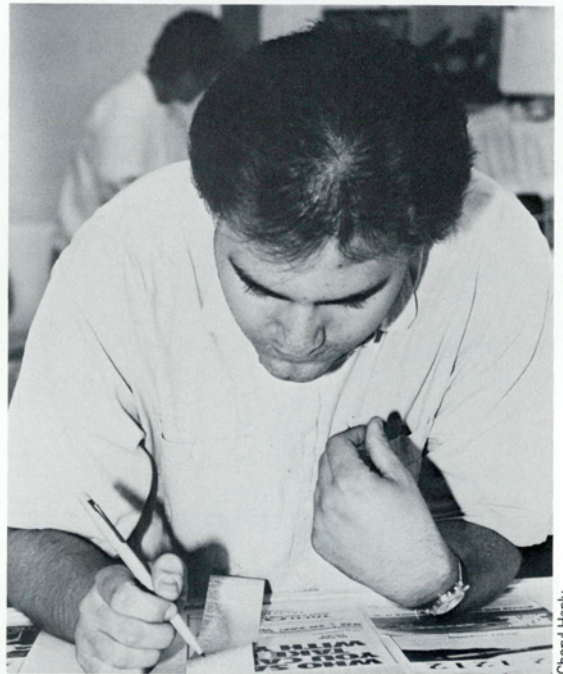


Stacey Gore



Cheryl Hanly

KJHK; above, the station's records



Cheryl Hanly

Dave Stewart, Kansan



Cheryl Hanly

Craig Vann, Printing Services



Mark Parker, Kansan delivery

We took it
 from the publisher—
 to the printer—
 to the people—

Cheryl Hanly



Cheryl Hanly



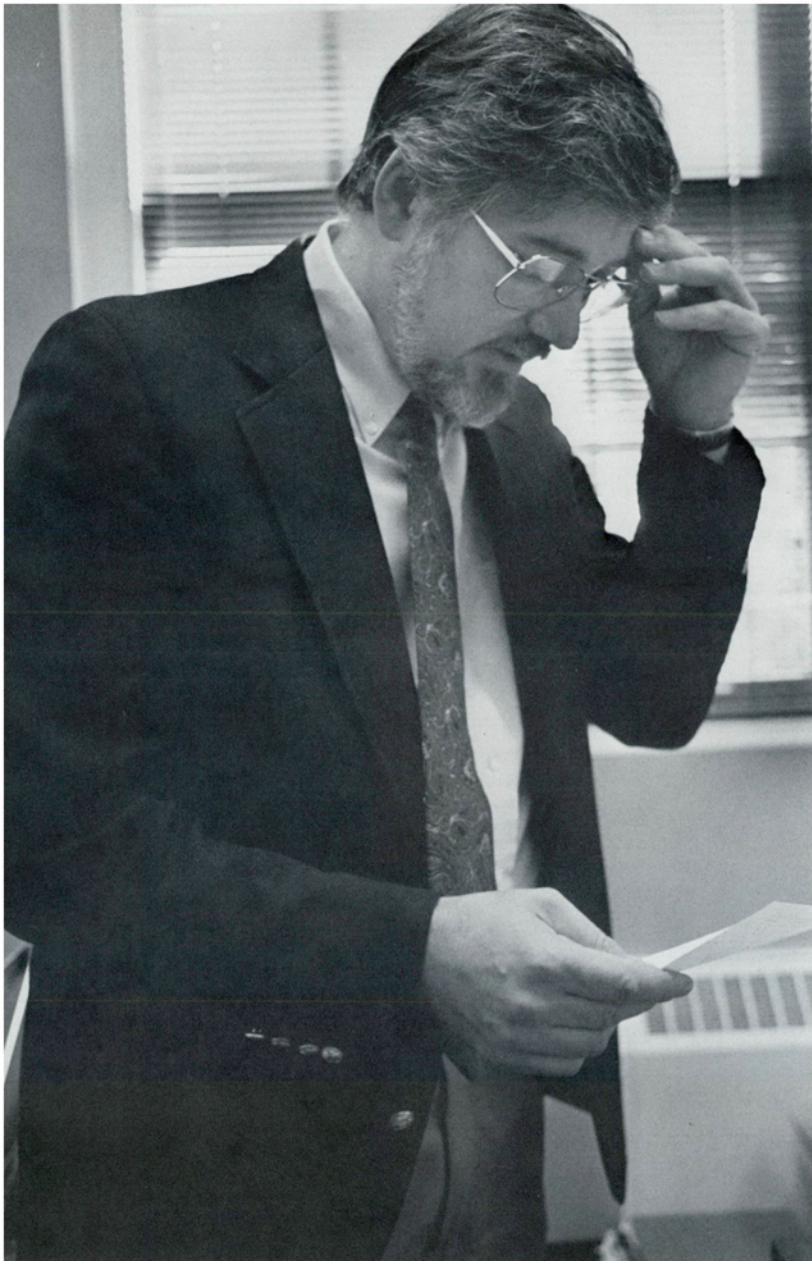
Jim Lewis, custodian

Diane Litzberger



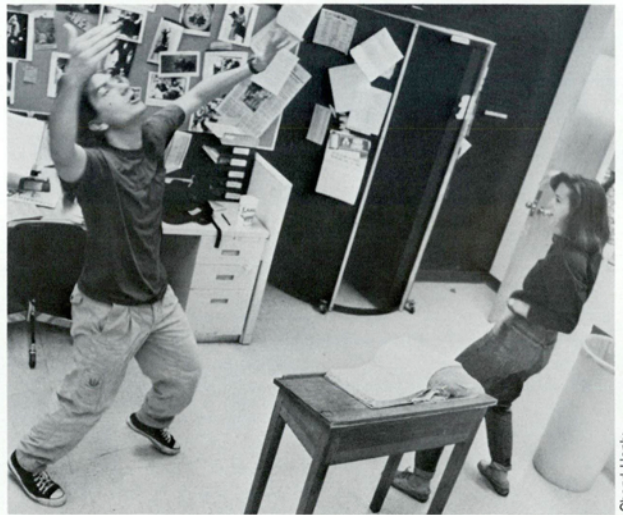
Denise Pemberton and Gail Underwood, dean's office

Julie James



Mike Kautsch

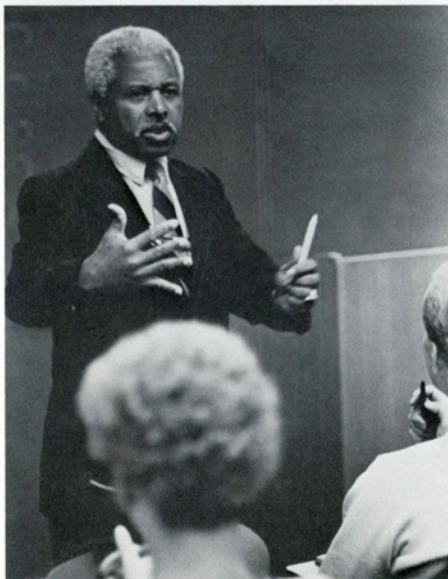
*The mood of the day
depends on where
you stand-
or where you dance—*



Cheryl Hanly

Cheryl Hanly

Chris Evans and Melanie Matthes, *Kansan*



Cheryl Hanly

Sam Adams, news/editorial



Cheryl Hanly

Mary Wallace, news/editorial



Kent Gilbert

Len Alfano, advertising

*The scene—
and the
unseen —*



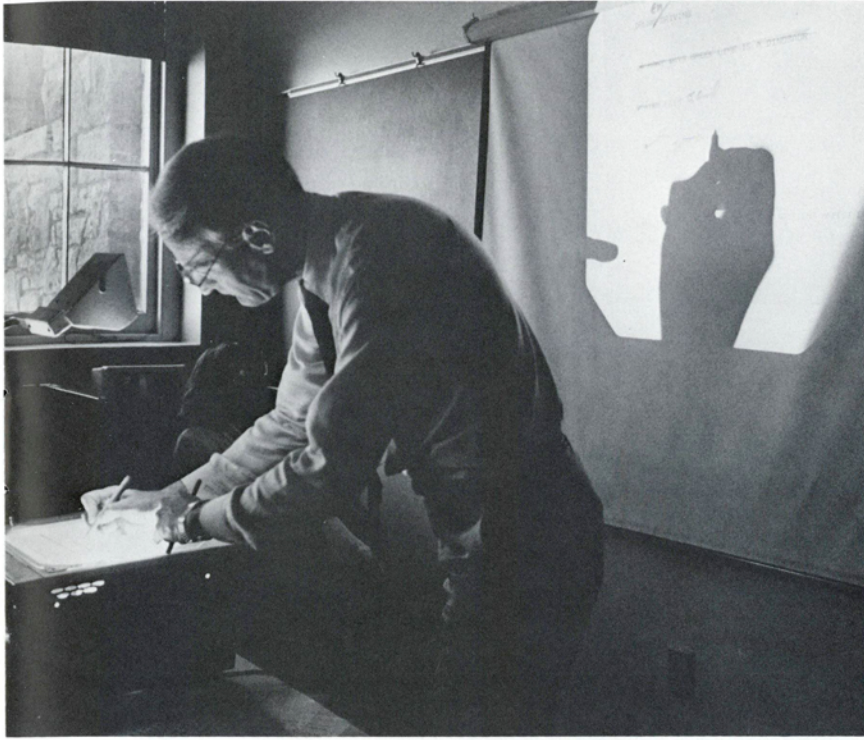
Stacey Gore

Stacey Gore





Stacey Gore



Jim Flanery, Gannett professional

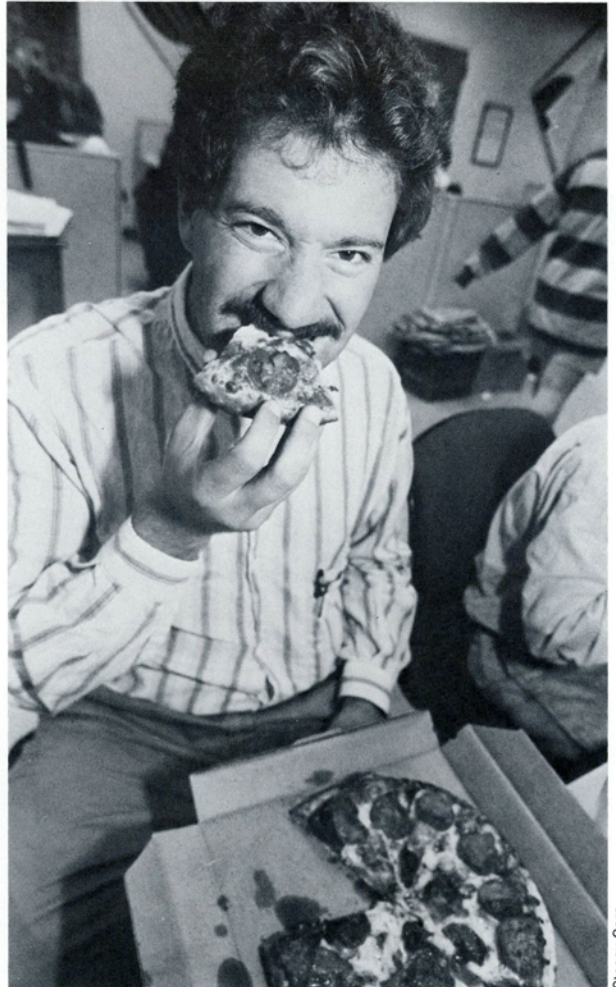
On writing in color
with black ink-
Foretelling the Cubs'
future-
the Aole Building nears
the day Radio/TV
moves in -
Mugging for the camera-
and, of course, pizza.

Julie James



Susanne Shaw, news/editorial; Denise Linville, advertising

Julie James



Tomas Stargardter, photojournalism

Stacey Gore



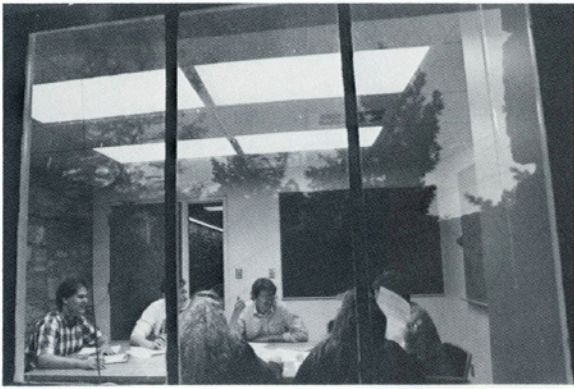
Tom Eblen, news/editorial, opposite and above, with Ethel Stewart, reading room

Stacey Gore



R-TV's new home

Kent Gilbert



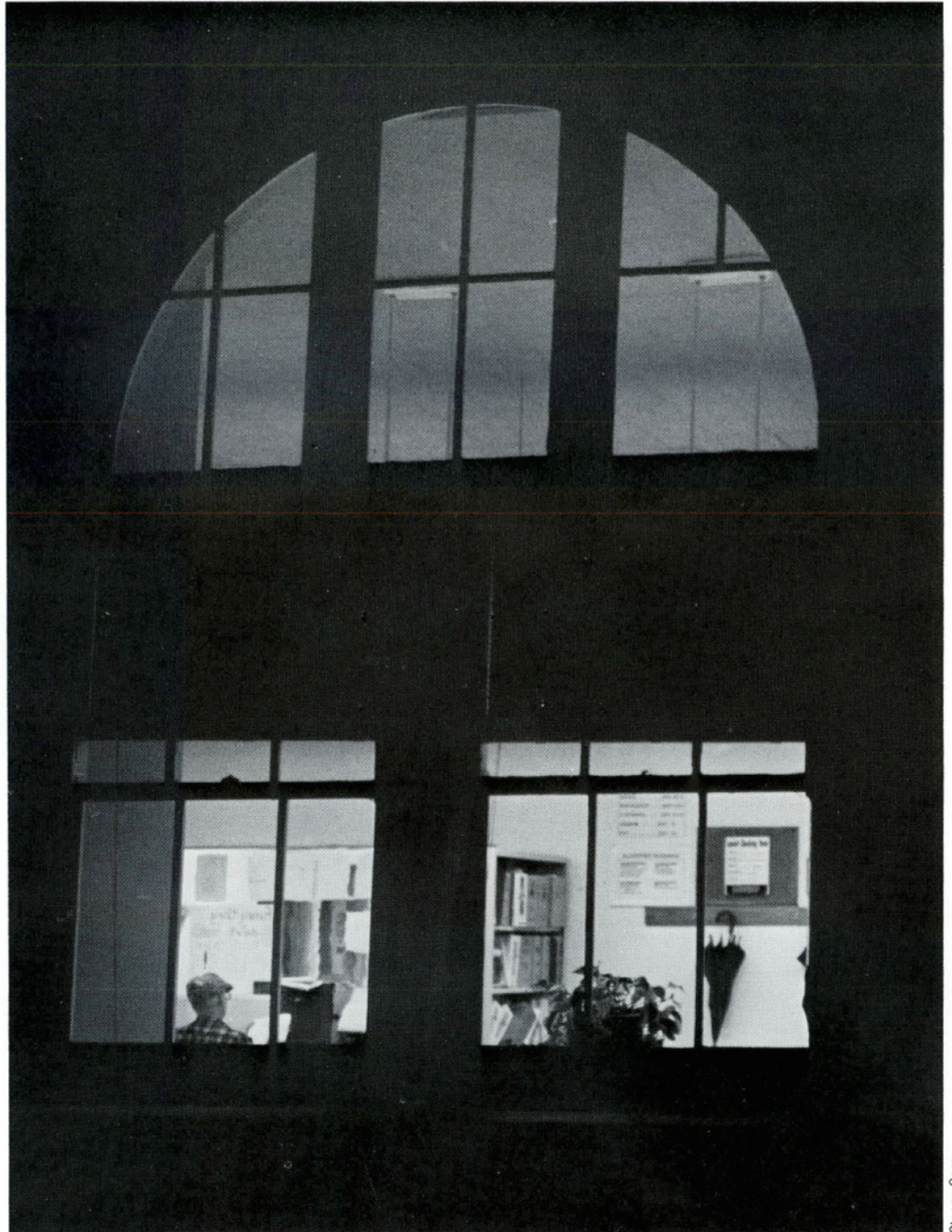
Stacey Gore

One more time—
Another page,
another print,
another take—



Kent Gilbert

Bring
on
the
Night—



Stacey Gore

Bill "Willy" Thomas, Printing Services/Kansan

Jayhawk Index

A Daydreamer's Guide to the William Allen White School of Journalism and Mass Communications

Here's a look at the J-School's vital and not-so-vital statistics, answers to some of the questions you may have pondered when attention strayed from the lectures.

Number of students admitted to the J-School in 1989: 624

Number of students graduated from the J-School in 1989: 336

Number of students currently enrolled: 918
350 men and 568 women

Number of cans of soda sold from the Stauffer-Flint vending machine in fiscal 1989: 22,687

Weight of the money, in quarters, spent on those soft drinks: 556 pounds

The University's enrollment increased 1.3 % between 1988 and 1989.
Increase in the J-School's enrollment in the same period: 15.9%

The J-School's 1989 enrollment, as a percentage of its 1969 size: 242%

The current sizes of J-School sequences, as percentages of their 1969 sizes:

Advertising: 214%
Graduate: 400%
Magazine: 544%
News/Editorial: 144%
Photojournalism: 371%
Public Relations: 247%
Radio/Television: 246%
Special Students: 214%

If the current J-School students were laid head-to-foot (assuming an average height of 5'6"), the student body would lap Memorial Stadium's running track 3.8 times.

Average GPAs of the academic units of the University:

Business: 3.16
Education: 3.16
Journalism: 3.08
Engineering: 2.76
Architecture: 2.69
Liberal Arts and Sciences: 2.68

Number of students on the *Kansan* staff: 110; KJHK staff: 120; *Jayhawk Journalist* staff: 16

Minimum cost of a classified ad in the *Kansan* in 1969: \$1; 1989: \$4.40

All of the *Kansans* printed since 1969 would fill the campanile 1,136 times.

The LP records owned by KJHK, placed face down, would cover the court at Allen Field House, with 1,300 albums left over.

Number of students enrolled in early classes (starting before 9 a.m.): 262
in evening classes: 140
in classes at the Regents Center: 21

Total number of graffiti on the bathroom walls in Stauffer-Flint Hall: 19;
Number misspelled: 0; Number copy-edited: 7

Compiled by :
Joe Ramsey,
Cindy Harger,
Charles Higginson
and Katherine Glaser

Not just the guy next door Tie-dyed memories call Jim Flanery from his quiet life

JIM FLANERY IS THE TYPE OF MAN WHO LIKES TO MOW his lawn, visit with the neighbors on Saturday morning and check up on Cardinal baseball stats. It is in his tiny Stauffer-Flint office that his engaging manner takes on a clear, focused aspect. Blue oxford stripes and neat gray slacks speak of a man who needs balance in writing and life. Only the blue polka dots on a red tie challenge the conservative tradition.

Yet underneath his starched, button-down exterior lies the history of a radical and the heart of a reformer, a man who marched in anti-Vietnam War demonstrations with his tie-dyed peers. He shares that contagious need to question and wonder. Flanery, the 1989-1990 Gannett professional-in-residence, hopes to re-define such virtues for reporting students.

Whether helping young reporters survive deadline or describing the perfect lead to a student, Flanery has taught journalism for most of his twenty-nine years in the field. He completed his master's degree in journalism at the University of California at Los Angeles in 1964 and began looking at teaching as a way to reach people. His early reporting experiences, he explains, failed to do this for him.

As a public relations writer for the *Los Angeles Times* in the summer of 1963, Flanery was asked to write daily feature articles about needy children to promote the paper's summer camp fund. Instead of reporting on real people, Flanery was asked to create composites from the worst agency cases. He did it, but the deceit of the stories hit Flanery when he received an envelope that contained a heartfelt donation of twelve pennies for "Jimmy," one of his make-believe children.

In 1968, Flanery entered the doctoral program at Northwestern University, one that mixed sociology, political science and history into journalism. The course of study seemed to promise the human touch he needed in reporting.

Flanery prepared his dissertation on the way newspapers reported urban violence in Chicago.

One riot he studied occurred the night after Martin Luther King, Jr., was shot. Flanery joined the Chicago Riot Study Committee to advance his research and his social consciousness. "Being with real people, I saw how problems can devour them," he said. "I was furious driving back to the wealth and affluence of Evanston."

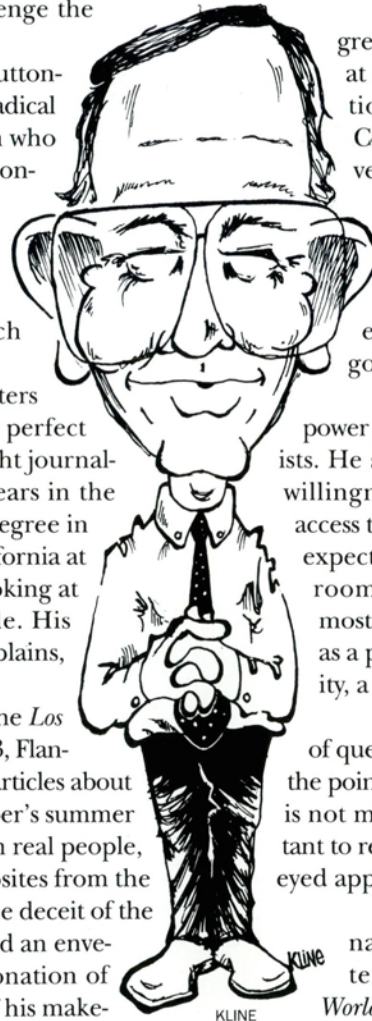
That summer racial tensions grew in Chicago, culminating in riots at the Democratic National Convention. Flanery joined the National Commission on the Causes and Prevention of Violence and got access to FBI reports and police records. This experience, which he named his most rewarding fact-gathering assignment, yielded the tough conclusion that Chicago police had started the riot.

Flanery wants to emphasize the power of good research to young journalists. He says he is pleased with students' willingness to ask questions. "With the access to videos, I thought students might expect a flashy presentation in the classroom," he says. "But I've found that most students identify with the teacher as a person. I see refreshing authenticity, a freshness and a naivete."

"I've always felt naive; I ask a lot of questions. Once a person has reached the point of indifference, I know that there is not much I can do about it. It's important to remain concerned and keep a wide-eyed approach."

Keeping fresh in the field of journalism is one reason Flanery took temporary leave from the *Omaha World-Herald* as a general assignment reporter to come to the University of Kansas. The move has separated him, however, from his son, Pat, and wife, Gail, who is working on a doctorate of her own at the University of Nebraska at Lincoln. Still, Flanery makes the three-hour drive to Omaha every weekend—so that the grass does not become too long or the neighbors too unfamiliar.

—Tina Kuenneth



"Being with real people, I saw how problems can devour them. I was furious driving back to the wealth and affluence of Evanston."

Finding a Voice

Ethical issues help Lianne Fridriksson call her students to action

LIANNE FRIDRIKSSON'S NAME CLEARLY REVEALS HER Scandinavian heritage, but her dark hair would never give it away. "There are only two hundred thousand people in Scandinavia, and probably only two are brunettes," she says with a chuckle.

A new full-time assistant professor, Fridriksson has lived for three years in Germany, fifteen years in Texas, one year in Sweden, two years in Iceland, one and a half years in New Zealand and only a few months in Lawrence. Despite being a world traveler who specializes in international communications, Fridriksson says she enjoys the KU community and teaching. "One thing I want my students to come out of my class with, if nothing else, is a concern for what's going on in the world," she says.

Fridriksson taught two sections of reporting and Introduction to Graduate Study and Research Methods. She plans to teach a course in international communications next summer.

She says she wants her students to think about what they do, why they do it and to look for an ethical concern in their actions. "I'm very passionate about the anti-nuclear movement, particularly in the South Pacific and in Europe," Fridriksson says.

She is preparing to defend her dissertation on nuclear issues in the New Zealand media. She spent a year in New Zealand on a Fulbright Fellowship researching the dissertation and collaborating in research on the 1987 New Zealand general election.

Fridriksson has had a passion for research and writing since high school. Writing runs in her blood: Her cousin, Halldor Laxness, won the Nobel Prize for Literature, and her maternal

grandmother and paternal grandfather were both writers. Fridriksson followed her family's lead and in only three years earned a bachelor's degree in journalism from the University of Texas at El Paso. "I went through so fast because I wanted to be a reporter," she says. "I didn't want to hang around school."

Her first job, at the *El Paso Times*, granted that wish but raised new questions. "When I was a reporter, I kind of wanted to see the other side, the analytical side," she explains. "Why do we do what we do as journalists?"

Fridriksson says she thinks the purpose of reporting gets lost in the routines of the newsroom. Her analytical outlook on journalism developed when she was a free-lance correspondent in Reykjavik, Iceland, and assistant to the director of an RAI-TV (Italian-Swiss television) documentary on Greenpeace.

Her ideas and questions about journalism led her back to school for a master's degree. While going to school and working on her thesis on U.S. media coverage of Scandinavia, Fridriksson taught at the University of Texas at Austin and spent two semesters studying in Sweden. Her second degree was conferred in 1984. She continued teaching in Texas at Southwest Texas State University in San Marcos, but her passion for international communications did not subside. After her Fulbright Fellowship, she finished her dissertation and applied to teach at the University of Kansas.

"I'm glad to be on the north side of the podium, so to speak," Fridriksson says. "It's rough being a student."

-Carrie Harper



"One thing I want my students to come out of my class with, if nothing else, is a concern for what's going on in the world."

Sailing on the airwaves

Tim Mensendiek steers KJHK out of troubled waters

WITH A RUBBER CHICKEN AND A ST. LOUIS CARDINALS pennant decorating the otherwise bare walls of his Blake Annex office, Tim Mensendiek's plain setting offers no hint of the time he recently spent in the limelight. Rather than spending his first thirty days getting acquainted with campus and the School of Journalism, the recently appointed adviser for radio station KJHK-FM has filled his schedule with media interviews.

The first task facing him was calming the storm brewed by KJHK's troubles with the Federal Communications Commission and a portion of the Lawrence community. The FCC fined the station \$2,500 last summer for airing improper donor announcements. But the strife and confusion that greeted him didn't faze Mensendiek.

"I want to concentrate on the solutions rather than the problems," Mensendiek says. "I know that we have the potential to be the finest program of its kind in the nation. And that is not a bold statement at all—just a realistic one." Mensendiek says he had been pleased by the feedback.

His optimism already has filtered down to the students. "I like the fact that he is really into promoting KJHK," says Janet Cinelli, former member of the KJHK Board of Directors and senior in the radio/television sequence. "It is something that hasn't been stressed before, and I have been thinking for years how much it needs it."

Mensendiek graduated from William Jewell

College in Liberty, Missouri, with bachelor's degrees in business administration and communications. He began working in college broadcasting there in 1976, but his interest in radio began much earlier than that. "As a kid, I was absolutely fascinated with electronic equipment. I used to solder the parts of radios together only to tear them apart and fix them again," he says. "I also used to go to bed at night and hide underneath my covers with my transistor radio and hope that my parents wouldn't catch me."

That childhood infatuation set the stage for a multifaceted career in radio journalism. He worked his way up, starting in 1977 as a full-time announcer and account executive at radio station KRMS-AM/FM in Osage Beach, Missouri. By 1989 he was president of Great Radio Group, Incorporated, and general manager of radio station KSSC-AM in Joplin, Missouri, and radio station KSSC-FM in Pittsburg, Kansas.

"I've climbed towers, covered fires, tornados, play-by-play sports and done tons of news. I've hired and fired and been around all of the bases, and I know what it is like out there, and I am ready to come here and use my experience to help the students and KJHK."

The problems KJHK faced didn't dissuade him from accepting the KU position.

"In fact, they were more of an incentive," he says. "I want to look back five years from now and say that we went from point A to point Z and have a real measure of accomplishment."

—Lynsey Moore



"I know that we have the potential to be the finest program of its kind in the nation. And that's not a bold statement—just a realistic one."

Searching for treasures

Adventures enrich Chuck Marsh's writing and teaching

CHUCK MARSH MAY BE THE INDIANA JONES OF THE School of Journalism. "I guess you could say I'm an adventurer. I seem to have a lot of adventures. I think I'm becoming more cautious though—I try to look before I leap."

Marsh recounted one of his adventures. It was a summer night in 1980 when he and a friend got lost in the Swiss Alps. In the course of the evening, the two hid in a barn from a storm, received an odorous welcome from a skunk nesting there and hiked twenty miles down the mountain in rain and mud, only to find themselves in the midst of an all-night beer fest. They joined in the celebration and laughed about the evening's mishaps.

"I'm just following my own advice," Marsh says. "I tell my students to immerse themselves in any and all of their experiences—provided they're legal—because they could prove invaluable in their writing."

"It's like my childhood in Salina. I grew up swimming in rivers and tromping through fields looking for treasure. It wasn't until years later that I realized that the treasure was the experience itself. I can't tell you how often those childhood experiences have shaped my writing."

Only a passion for teaching eclipses Marsh's passion for writing. "I really love journalism," he says. "It's a wonderful business. It's almost as important to me as teaching." As an assistant professor, Marsh teaches

courses in business writing, article writing and editing. He believes a teacher's most important quality is commitment to students.

Marsh received his bachelor's, master's and doctoral degrees in English from the University of Kansas. His reading goes well beyond the eighteenth-century British novels he studied in college, although Laurence Sterne's *Tristram Shandy* remains his favorite novel.

"Sure, it's a great work of literature. It's a grammatical but liberated novel," he says. "But besides all that, it's fun reading; it's a five-hundred-page dirty joke. Also, I'm a detective novel junkie. I read eight or nine of them a month, but I have to be the dumbest detective alive. I can never figure out whodunnit."

Marsh was assistant editor and staff writer for *Kansas Alumni Magazine* under the editorship of Dan Reeder. He then became the editor of *American Way*, the in-flight magazine of American Airlines, and, most recently, senior editor of internal publications for the J. C. Penney Company in Dallas.

Satisfying as his professional experiences were, he finds teaching equally fulfilling. "The most rewarding part of my job is the feeling I get from helping someone learn something," Marsh says. "To see the light go on over a student's head makes my job worthwhile."

—Katherine Glaser



"I tell my students to immerse themselves in any and all of their experiences — provided they're legal — because they could prove invaluable in their writing."

Radio the old-fashioned way

MINUTES BEFORE AIR TIME, HOWARD HILL learned that his guest had canceled. It was 1954, and instead of playing high school football, Hill was working as a disc jockey for his own radio show. "I never knew how long fifteen minutes could last," Hill says. Scrambling to fill the time, Hill decided he and a friend would sing a song they had written. "It wasn't destined for the charts, but we sang it. I think we set radio back fifty years."

Since his radio debut in the fifties, Hill's singing career may have faded, but his dedication to the radio audience hasn't. Whether working as general manager of the KU radio station KANU-FM or with his position as a graduate seminar instructor, Hill says he always tries to enrich and entertain his audience. A tangible reminder of that goal hovers over Hill's shoulder every day in the form of a sign, reading, "Think Audience."

Hill explains, "Whether your purpose in the broadcast is telling people there is a tornado on the ground, and they need to take cover, or playing good music that people can relate to, it all comes down to serving your audience."

Throughout his career in broadcast journalism, which includes managing a radio station in

Springfield, Illinois, and serving as president of the Illinois Associated Press Broadcasters Association, Hill says he has seen tremendous changes in radio. "Now with deregulation, radio is turning into a profit-making venture instead of community service," he says.

Because the most popular program at KANU is the news, Hill says, he and his staff strive for excellent reporting. "We do the news better than anybody."

Hill carries his emphasis on news and good reporting from KANU over to his graduate seminar. "I guess I learned my reporting skills at the library at Penn. State."

He graduated from Pennsylvania State University with a master's degree in rhetoric and public address in 1957 after receiving his bachelor's degree from Kansas State University in 1955.

Hill says he enjoys exhausting the research process and hopes his students will respect the reporting process also: "I don't want my students to graduate and be out there with a microphone and a pencil, satisfied with superficial answers."

—Tonya Quinn



KLINE

HOWARD HILL

Father, philanthropist and the First

JIM BORELLI SLOWLY COMBS THE CLASSROOM FOR his next target. Scrunching down in a chair or hiding behind a book doesn't protect students from the impromptu questions fired at them.

Borelli, a part-time lecturer, taught Law of Communications at the Regents Center in the 1989 fall semester. He says he likes challenging his students and bringing out their talents by involving them in robust debates. He wants them to learn more than facts. "Students need to learn how to apply facts or rules once given a situation," he says.

Although new to the School of Journalism, Borelli is no stranger to the University of Kansas. He earned his B.A. and a degree in law at KU. While a student, he participated in Student Senate, University Council and the All Scholarship Hall Council Housing and Contracts Committee, of which he was chairperson. Borelli also served

as president of Stephenson Scholarship Hall.

He says that although he thinks students should take time to enjoy campus life, he also encourages them to work hard.

Borelli works full-time at Media/Professional Insurance, Incorporated, where he manages litigation, negotiates contracts and reviews publications for defamatory passages. In addition, he writes a monthly column for *Publishers' Auxiliary* on libel, privacy and loss prevention.

Borelli says work doesn't dominate his life, however. He is a dedicated family man. He and his wife, Gail, have two daughters, Emily, three, and an infant, Miranda. Borelli says his goals are to be a good husband and father and to work for the betterment of society. "I want to put in more than I take away."

—Debbie Maricle



KLINE

JIM BORELLI

Jumping professions without a chute

STUART ESROCK SEEMS TO BE SETTLING INTO THE dual lifestyle of student and graduate teaching assistant. He's even beginning to take on some characteristics of a professor: shirt, tie and a closely-cropped beard offsetting his thinning black hair. But his enthusiasm and ornery smile suggest that he is not as buttoned-down as he seems. "I'm a real intense person," he says, his knee pistoning steadily. "I believe you gotta take risks to get what you want."

Esrock has met challenges head-on and taken risks before. He once jumped out of an airplane just because he had a notion to do it. But his decision to make that jump pales in comparison to the decision he made a year ago.

Esrock was the advertising account executive for the recycling division of Anheuser-Busch, the largest account of Neiman, Maring and Kane-field, Incorporated, in St. Louis. But he couldn't shake the question that kept gnawing at him: Should he pursue a career in teaching? "It was the most difficult decision of my life," Esrock says. "You don't just leave a secure lifestyle and pick up to come back to school and poverty without los-

ing some sleep. But I didn't want to wake up ten years from now and wonder what teaching would have been like. This was the time to do it, so I did it."

A year later, Esrock was teaching two classes in radio and television while working on his master's degree in advertising. He plans to get a doctorate in journalism and teach advertising and broadcast classes. "It's fantastic. I fell in love with KU and with the people here," he says. "I've been stimulated by academic life, and I'm using my head again." So far, Esrock's decisions have turned out for the best. Since his first parachute jump, he has made six more. And despite the money to be made elsewhere, he couldn't be more satisfied with his decision to teach.

"Right now I'm focused and committed to do this for a long time," he says. "It is nice to be intellectually challenged."

-Joe Ramsey



STUART ESROCK

There's a Wildcat in the house

DOUG WARD IS LIVING PROOF THAT A WILDCAT can change his spots. Although Ward, a graduate teaching assistant, earned his bachelor's degree in journalism at Kansas State University, his loyalties now lie with the University of Kansas.

"I guess I've become a Jayhawk," Ward says. "The fact that I'm from K-State has become irrelevant. Lawrence is where I want to be."

In the halls of the School of Journalism, Ward is instantly recognizable at 6-feet-7-inches. He appears tall and lean, but he brings a well-rounded journalism background to KU. His thirteen-year career in journalism covers a full range of newspaper jobs. Since working as a sports photographer at age fifteen, he has reported, edited, written commentary and worked in composition.

"When I find something I like, I go at it in kind of an over-zealous pace," he says. Teaching two sections of editing and taking graduate

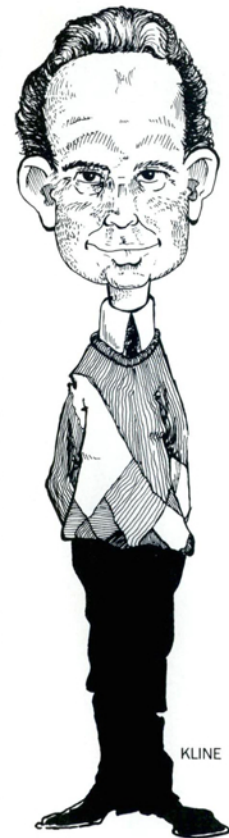
courses does not leave Ward time to be zealous about much other than journalism.

Ward's students gain from his experience in school and on the job. He worked at the *Fairbury Journal-News*, in Fairbury, Nebraska, while finishing high school. With K-State behind him in 1983, Ward served eighteen months as news editor for the *Parsons Sun*. He then moved to the *Hutchinson News* where his column won the 1989 Kansas Press Association award for outstanding commentary.

Ward says being with students makes him feel less isolated than he had in the newsroom. He plans to get a doctorate so he can continue teaching at the college level, although he says he was not sure whether he would teach writing, editing or even photography.

"Teaching is new," he says. "I won't say no to anything right now."

-Carrie Harper



DOUG WARD

Think first or die

IT'S 1953. THE CREW OF A B-36 BOMBER LANDS IN North Korea and is captured. Ten men confined in a 25-by-25-foot compound have only one way of escape and ten minutes to find it. This is not real life; this is an intense military exercise with stringent rules: If the men touch anything red, an alarm will go off; if they touch any object, they have to escape with it. And either all the men escape together—or no one does.

Before that exercise, Jim Hughes, a visiting part-time lecturer, lived by the "do or die" theory. But since going through that U.S. Air Force maneuver during the Korean War, he believes problems are solved by the "think first or die" strategy.

Hughes taught this survival technique in Advertising Management. By the end of his second day of teaching, he had thrown out the book and brought in the war stories, films, and his own brand of problem-solving work sheets.

Although he graduated from KU in 1950 with a degree in education, Hughes brings to the School of Journalism more than thirty years of experience in advertising. As a semi-retired professional, he also shares with his class the fundamentals of surviving nine years in his own advertising agency, Hughes & Associates, in Kansas City, Missouri.

His motto over the years, which he stresses to his class, is "to do good work, make money and have fun, in that order. If not, do something else."

—Patricia Widener



JIM HUGHES

Staying sane

THE BIGGEST ACCOMPLISHMENT IN DEANNA MILES' life, she says, is staying sane. The new visiting lecturer was on a dead run every Tuesday and Thursday in the fall semester, editing and writing at the office, grabbing her children from day care and heading home, only to turn around and race over to Stauffer-Flint Hall to teach editing.

Miles' energy level has not changed since her college years. She graduated in 1983 from the University of Kansas as a Harris Scholar. While studying at KU, she divided her time among the *Jayhawk Journalist*, the *University Daily Kansan*, volleyball and track practice. She laughs when called



DEANNA MILES

an overachiever but will admit to perfectionism when it comes to education.

"Teaching has been a professional challenge and a big satisfaction," she says. "And in the process, I have honed up on editing issues that fell to the side during my career."

In the past seven years, Miles has worked on four newspapers in Kansas, Missouri and Texas and is currently assistant editor of *Golf Course Management* magazine in Lawrence.

She draws upon the diversity of her career when teaching editing for magazines and newspapers. She gives most of the credit, however, to the education and training she received from the late John Bremner. "I'm a stickler for usage and grammar," says the self-proclaimed "Bremnerite."

—Patricia Widener

Long locks and law

DAVID BROWN DOES NOT FIT THE IMAGE OF A TYPICAL teacher. His medium-brown hair falls in a neat braid halfway down his back. "I wanted to stand out," the lecturer says of his decision to grow his hair upon entering Albany Law School five years ago.

Despite his law training, he sees himself as a journalist. "As a journalist you work very hard to separate yourself. You try not to get involved emotionally. You are not to be an advocate of anyone's particular point of view, but as an attorney you are an advocate," he says.

Brown graduated with a bachelor's degree

in journalism from the University of Kentucky. He recently took the New York state bar exam and is awaiting the results. Passing the exam, however, wouldn't change much. Brown intends to stay in Kansas.

He describes himself as a tough teacher. He says he wants to help students gain a realistic view of life as a journalist. That includes teaching them to write a good basic news story. "Some people say you can't teach someone how to write, but I think you can," Brown says. "What you can't teach them is how to think. They have to think for themselves."

—Debbie Maricle



DAVID BROWN

Keeping in Touch

1937

Russell T. Townsley, in August of 1989, announced the sale of his controlling interest in Russell Publishing Company, Incorporated, which publishes the *Russell Daily News* and the semi-weekly *Russell Record*. Townsley has held the majority share since June of 1947.

1941

Allan D. Evans served as general manager of Russell Publishing Company since July 1949. On August 3, 1989, he acquired Russell T. Townsley's corporate stock. As a student, Evans participated in KU's CAA War Training program in 1943 and worked in the KU print shop.

1958

Robert W. Lyle died on February 2, 1989, at his home in London. He was formerly of Kansas City, Missouri, and worked as a copy editor for *The Kansas City Times* from 1953 to 1968. After his career at *The Kansas City Times* he worked as a free-lance writer. Lyle was noted for swimming the English Channel in 1970.

David Perkins won a Thorpe Menn Award for literary achievement by an area writer. His book is called *Wrapped Minds*.

1968

Richard Senti has produced the premiere issue of *PhotoInfo*, a new photography magazine, in Bisbee, Arizona.

1972

Matthew Begert is sta-

Suhler's view from the top: a magazine mogul retains passion for the product

JOHAN SUHLER SPEAKS QUICKLY, WITH FEW PAUSES, ASSESSING the recent growth and increased revenues in the magazine industry. "In advertising revenue, during 1988 and 1989 to date, magazines' numbers have grown faster than those of any other national medium—including network television," he said. "We are seeing profit margins in the ten, eleven and twelve percent range, whereas a few years ago those margins were six, seven and eight percent."

Suhler, a 1965 graduate, has seen all aspects of the magazine world and continues to do so with his partner, John Veronis. Veronis, Suhler & Associates was organized in 1981. *Publishing News* recently called Suhler a "master of the megadeal," and he seems to be living up to that name. His company closed deals worth more than \$4 billion in 1988. One of those deals, the sale of Triangle Communications to Rupert Murdoch's News Corporation, was among the ten largest corporate transactions of the year, involving assets worth \$3 billion.

Suhler said that, for the most part, the magazines' psyches had remained intact through all these mergers, and that editorial products were faring well in the hands of holding companies. "Magazines, in editorial content, have, at worst, remained constant, and at best, improved. That is obvious from the ad revenues. You can sell your socks off, but you have to have the product behind you.

"Ask any editor of any magazine, out on the street, 'Who do you work for?' and he or she will proudly state the title of the magazine. I don't think the holding companies are overpowering the sense of the magazines. The emotional attachment to the title and the magazine is, and always will be, very strong," Suhler said.

Suhler began his career as a direct-mail copywriter for *Look* magazine. After moving from Des Moines to New York, he eventually landed a job at *Psychology Today*. He joined the magazine as circulation director, and he later became publisher and then vice president

tioned aboard the aircraft carrier USS *Ranger* in the Indian Ocean and is assigned to a Marine A-6 Intruder Squadron. He is based out of El Toro, California.

1973

Debra Beachy is a reporter for the *Wichita Eagle*, Wichita, Kansas.

1976

Will Dickinson and his wife, Tina Pool-Dickinson, are the parents of Andrew Benjamin and Caroline Elizabeth, born December 20, 1988.

Terry Heggy is the lead writer for the command media department at Martin Marietta Astronautics Group in Denver. Heggy and his wife,



John Suhler predicts prosperity for magazines.

of the corporation that owned the magazine, Ziff-Davis Publishing Company.

In 1974, Suhler became president of the Consumer Publishing Division of Columbia Broadcasting's Publishing Group. In this position, Suhler managed more than forty magazines and the Popular Library book line, which represents more than one fourth of the annual publishing by CBS.

He still has ties to the University of Kansas and to the Midwest. His sister, now of Wichita, attended the J-School, as did his late father, Lester Suhler.

Valerie, are expecting their first child in November.

1977

Gregory Lynn Hack was planning a November 4, 1989, wedding to Christina Marie Kolm. **Kathleen M. Russell** is working in sales and marketing for TeleTech Telecommunications, an integrated firm in Los Angeles. She also

teaches yoga.

Pam Seufferling has joined Eidson Speer Watson & Company, of Merriam, Kansas, as media supervisor. **Steve Menaugh** is director of corporate communications for the Marley Company in Kansas City, Missouri. **Brenton R. Schlender** is an associate editor for *Fortune* magazine and covers high technology

industries from *Fortune's* editorial office in Burlingame, California.

1978

Joyce Hadley is a marketing writer for Data Design Associates in Sunnyvale, California.

Patrick Heggy, after spending six years in the Marine Corps, has moved with his wife to Alajuela, Costa Rica, where he is working on his fourth novel.

Maureen Greeley is a special events coordinator for the San Diego Zoo and Wild Animal Park.

1980

Lisa Zimmerman Mott and her husband, Greg, are parents of Nicholas Gregory, born May 11, 1989.

1981

Lori Linenberger began working for the *Wichita Eagle* in 1988 and covers business medicine.

1982

Scott Hooker continues his work in the admissions office at Geneseo College in New York.

Deborah Reynolds is coordinator of public information for the Kansas City, Kansas, Area Vocational Technical School. She was awarded the Gold Medallion from the National School Public Relations Association for outstanding total public relations program.

1983

Linda Bauer Berry is a publications consultant for Jostens Printing and Publishing Division. She lives in Topeka, Kansas, with her hus-

band, Mark, and one-year-old son, Kyle.

David Cook is working as a treasury analyst for U.S. Sprint in Kansas City, Missouri. He received his MBA from the University of Kansas in 1988.

Brad Swisher is working in retail advertising as an account executive for the *Colorado Springs Gazette Telegraph*. He married Darcy Hamilton on April 29, 1989.

1984

Gillian Logan is working as an associate producer of "Eye on Australia," which is a national magazine show on the National Nine Network. She is based in Sydney, Australia.

1985

Linda Booth is editor of *Olathe Life*, published by Sun Publications, Incorporated.

Laurie McGhee Egner has started her own graphic arts studio with a partner.

Jean Fulghum is marketing manager for Woods Creative Group, Incorporated, in Kansas City, Missouri.

Debbie Diehl Gillispie is marketing assistant for the University Press of Kansas at the University of Kansas.

Mary Goodell is media planner for BBDO in Studio City, California.

Leif Lisec is a sports reporter at KCTV-5, in Kansas City, Missouri, and has been a sports producer there for about five years. He will continue to produce "Sports Extra," which is shown at 10:30 p.m. Sundays.

Todd Nelson and **Tone**

Bluford at the helm as *The Call* reaches 70 years of business



Lucile Bluford, left, with the widow of Chester A. Franklin, the founder of the *The Call*.

AS A HIGH SCHOOL STUDENT GROWING UP in the twenties, Lucile Bluford knew of three jobs available to a woman of her background: teaching, nursing, and, perhaps, social work. Nowhere was writing included.

Bluford found a non-traditional way to mix the teaching, the caring and the service: reporting. She has spent over thirty years working for *The Call*, a black-owned Kansas City, Missouri, newspaper that celebrated its seventieth anniversary in 1988. As editor and publisher, Bluford advocates better housing and equal education for blacks. Although the memory of Chester A. Franklin, the paper's crusading founder, lies at its heart, Bluford has steadily guided the paper's development.

A 1932 graduate of the University of Kansas, Bluford worked on the *University Daily Kansan* as a reporter, telegraph editor and night editor.

At seventy-eight, Bluford still puts in a twelve- to fourteen-hour day at the paper. Those hours are usually divided between in-house responsibilities and community involvement. Whether filling in for an absent staff member or attending a school board meeting, each task represents her commitment to a finer stitch in the social fabric.

Berg Nelson announced the birth of their son, Stener Berg Nelson, on August 26, 1989, in Sioux Falls, South Dakota. Todd is a reporter at the Sioux Falls *Argus Leader*, and Tone is a copy editor there.

Beth Wallace Hickman is attending the University of Missouri-Kansas City. She married Mike Hickman on August 12, 1989.

1986

Karen Spanenberg Breen is working at Allen Press in Lawrence, Kansas, as journal advertising accounts manager.

Jeff Cooper is a national accountant representative for Mast, a directory publishing company in Overland Park, Kansas.

Susan Fall is director of marketing and development for National Moving and Storage Association in Alexandria, Virginia.

Donna L. Gullett is assistant editor of the *Journal of Economic History*.

Jeanine Howe is working on the staff of the RE/Max company magazine in Denver, Colorado.

Gwendolynne Tompkins Larson is production editor for the American Diabetes Association, which publishes *Diabetes Forecast* in Alexandria, Virginia.

Lee Pallen is an account coordinator with Marden-Kane, Incorporated, in Marina del Rey, California.

Loralee Saxton is a staff writer for University Relations at the University of Kansas.

1987

Anne Thingelstad Blackburn is advertising director of *ZOOmin'* magazine, published in Kansas City, Missouri. The winter 1988/1989 issue of *ZOOmin'* won the general excellence award from the American Society of Magazine Editors. She married Stephen Blackburn in December 1985, and on March 3, 1989, their son Brady Christian was born.

Gil Chavez is freelancing in Arizona and has had work published in *Backpacker* magazine.

Sydney Walter Dippel is a graphic artist at the *Vail Daily* in Vail, Colorado.

Kirk Kahler is a reporter for the *Lawrence Journal-World*.

Rhonda Lindsey is an editorial assistant for Hallmark Cards, Incorporated.

Jolie Ogg works as a designer for Target Marketing, Incorporated, of Liberty, Missouri.

Karen Samuelson is a copy editor for the *Lexington Herald-Leader*.

Janet M. Saunders is lifestyle editor of the *Manhattan Mercury* in Manhattan, Kansas.

Tom Schad is a promotions director for Vance Publishing Company in Overland Park, Kansas.

Karen Schmidt is managing editor of *World Grain*, which is part of the international magazine division of Sosland Publishing Company in Kansas City, Kansas.

1988

Kathryn Anderson is a staff assistant for United States Representative Mike Synar (D-Oklahoma).

Cynthia Bender is asso-

Mace translates personal challenges into successful publishing business

IMAGINE FLIPPING THROUGH A CATALOG and seeing, instead of pictures and descriptions of products, only brief descriptions of manufacturers. And if you needed details about the product, imagine having to call across the country in hope that the sales representative would understand your needs.

This is what Monte Mace and his wife, Joyce, faced when they were trying to buy a wheelchair for their eleven-year-old daughter, Suzy, who was born with spina bifida. "There are hundreds if not thousands of products out there for people with physical disabilities," Mace said. "The problem was that there was no way of knowing about them. I simply saw a need and filled it."

In 1987, Mace resigned as a publisher at Vance Publishing Company to create Trio Publications in Buffalo Grove, Illinois. "It didn't make sense," Mace said. "I had security and money from Vance, but I always wanted to be on my own. I guess I'm nuts."

The *Illustrated Directory of Handicapped Products*, his first catalog, was published last June. Mace's annual directory cost manufacturers nothing and published descriptions and pictures of their products. So far, Mace has printed ten thousand copies of the directory. It sells for \$12.95.

Mace also publishes postcards as one way to get information to the disabled. He prints handicapped products postcards four times a year at no charge to the consumer; the manufacturers pay Mace to publish the material.

"These postcards are convenient for the consumer because a lot of people with physical disabilities are unable to write well. All they have to do with these cards is put little return-address labels on them," Mace said.

Even though Mace loves the excitement and responsibility of running his own publishing company, he treasures the tranquility of his college experience. "If I'm having a really tough day, I think back to the summers when I was in school at KU," he said. "I worked on the *Ottawa Herald*. It was from 1965 to 1967 and, of course, I wasn't making lots of money, but there weren't tremendous amounts of pressure."

The seeds of Mace's publication may have sprouted when he was in sixth grade in Garnett, Kansas. "I



Monte Mace, here with his daughter Suzy, who was born with spina bifida, has turned problems his family faced into an inspiration for a special-needs catalog.

started my own newspaper with a friend of mine," he said. "It was a humor publication called *Riot*."

With writing experience in junior high and high school, Mace naturally chose to major in journalism at the University of Kansas. He took a bachelor's degree in 1969, and a master's degree in 1973. He then got the job at Vance, eventually becoming editor and then publisher of *Wood and Wood Products*.

ciate editor of *Modern Jeweler*, which is printed by Vance Publishing Company in Overland Park, Kansas.

Pamela Cliff works for the Ringier American Printing Company.

Trish Cremer is market-

ing coordinator for Labconco Corporation.

Dana Dinham is working at Hickerson Powell Phelps and will handle account administration and will serve as broadcast production coordinator.

Dave Eames works as a graphic artist for the *Wichita Eagle*.

Robert E. Fleisher, Jr., is a media planner for HDM in Los Angeles.

Carol Funk is assistant account executive with Laurence, Charles, Free

& Lawson, Incorporated, in New York.

Frank Hansel is sports editor for the *Star-Herald*, Belton, Missouri.

Abbie Jones is working as a reporter at the *Peninsula Times Tribune* in Palo Alto, California.

Jill Sherman is an art assistant for *North Shore* magazine in Chicago. **Serese L. Swartzendruber Mattek** is an anchor and reporter for KULR-TV in Billings, Montana. **Craig Morreale** is an advertising sales coordinator for United Media of New York. **Mary Schwendeman** is an account executive for Telecable Targeting in Shawnee Mission, Kansas. **Amber Stenger** is a reporter for the *Statesman-Journal*. She is engaged to **Russell Gray**, KU 1988, a copy editor for the same newspaper in Salem, Oregon. **L. Jodel Wickham** is public relations director for Federated Realty, Incorporated, in Shorewood, Wisconsin. **Judy Wilson** is an administrative assistant in the Commercial Loan Department at Commercial National Bank in Kansas City, Kansas.

1989

Julie Adam is a copy editor for the *News-Press* in Fort Myers, Florida. **Brad Addington** is a reporter for the *Shawnee Journal-Herald*. **Jill Upstill Anderson** is working for Atwood Convention Publishing in Overland Park, Kansas. **Noelle Applegate** is managing the Pizza Hut account services for Valentine-Radford in Kansas City, Missouri. **Leslie Bird** is assistant public affairs officer for the Small Business Administration in Kansas City, Missouri. **Timothy Blanchard** is a sales representative for Bristol-Myers.

Barry Blevins is an ad sales representative for Color Graphics Corporation in Tulsa, Oklahoma. **David Boicourt** is an ad production assistant at *Willamette Week* in Portland, Oregon. **Jeanne Bontrager** is an ad manager of Computeland in Hutchinson, Kansas. **Kristi Boomhower** is in graduate school studying advertising at Northwestern University. **Christina Brito** is in the media department at Leo Burnett Company in Chicago. **Laura Bronson** is in graduate school at Northwestern University's Medill School of Journalism. **Kim Buchanan** is news producer for KPLC-TV in Lake Charles, Louisiana. **John Buzbee** is a reporter for the *The Kansas City Times*. **Michael Carolan** is an intern at the *Washington Monthly*. **Phil Carvalho** was a summer photo intern at the *Argus Leader* in Sioux Falls, Iowa. **Rebecca Cisek** is assistant editor of *The Packer* in Kansas City, Kansas. **Jay Cohen** is studying law at Lewis & Clark School of Law in Portland, Oregon. **Todd A. Cohen** is a city government reporter for the *Peninsula Daily News* in Port Angeles, Washington. **Debra Cole** is a retail sales representative for the *Houston Chronicle*. **Kim Coleman** is a sales representative for Faney Publishing Company in Irvine, California. **Chris Cooper** is a sales representative for the *Charlotte Observer*, Char-

Austin's salute to *Journal* history

DAN AUSTIN recently celebrated a one hundredth birthday — *The Wall Street Journal's*. Austin, a 1968 KU graduate, edited the *Journal's* centennial edition.

"We had three basic intentions underlying the creation of the centennial edition, and each section of the paper reflected one of those purposes," Austin said. "We wanted to show readers and potential readers what the paper can do, display some franchise history and tell about the paper and the people who put it out.

"The centennial edition was a highly designed paper, which was sort of new to us, and that was rewarding. It was a great opportunity to experiment."

In addition to editing the special issue, Austin arranged several special events. The *Journal* threw a gala celebration inviting some of the nation's top business executives and randomly selected subscribers from each state. Austin also organized a series of global business forums moderated by ABC's Peter Jennings and coordinated a videotaped lecture series with the Smithsonian Institution.

Austin began working for the *Journal* in 1970 and is currently circulation director for both the *Journal* and *Barron's*. Other alumni contributing to the *Journal's* centennial edition included Dennis Farney, a 1963 KU graduate, and Eric Morgenthaler, a 1967 KU graduate.



lotte, North Carolina. **Paula Dechant** is assistant marketing director for *General Growth* in Des Moines, Iowa. **Arvin Donley** is a sportswriter for the *Daily Tribune* in Ames, Iowa. **Susan Dressman** is a sales representative for WIBW-FM in Topeka, Kansas. **Andrew Driscoll** is a candidate for a second degree in art and design at the University of Kansas. **Dyrk Dugan** is working in sports for KFLA-AM in Scott City, Kansas.

Jeff Euston is a copy editor for *Florida Today* in Melbourne, Florida. **Susan Feightner** is writing for *Olathe Life*, which is published by Sun Publications, Incorporated, in Overland Park, Kansas. **Brenda Finnell** is a reporter for the Marion, Indiana *Chronicle-Tribune*. **Dale Fulkerson** is a photographer for the *Taos News* in Taos, New Mexico. **Susan Gage** is a copy editor for the *Iowa City Press-Citizen* in Iowa City, Iowa.

Barry Goldblatt is a subsidiary editorial assistant for E.P. Dutton, a subdivision of Penguin, U.S.A., in New York. **Janelle Good** is a commodities reporter for Knight-Ridder Financial Information in Kansas City, Missouri. **Ron Gorman** is working in circulation at Intertec Publishing Company in Overland Park, Kansas. **David Grossman** is in public relations at A. Eicoff & Company in Chicago. **Cathy Henderson** is a sales representative for Hallmark Cards, Incorporated, in Lawrence, Kansas. **Melissa Hendry** is a media buyer for The Ad Shop in Topeka, Kansas. **Kathleen Henely** is a media planner for Bozell, Jacobs, Kenyon & Eckhart in Omaha, Nebraska. **Jennifer Hinkle** is an editorial assistant for Intertec Publishing in Overland Park, Kansas. **Grace Hobson** is a reporter for the *Poughkeepsie Journal* in Poughkeepsie, New York. **Jeanine Howell** is in the corporate marketing department for Wal-Mart in Bentonville, Arkansas. **Lisa Hund** is attending law school at the University of Kansas. **Mark Inabinett** is the executive editor for Gulf Coast Newspapers in Fairhope, Alabama. **Michael Jensen** is a media specialist for Trinity Lutheran Hospital in Kansas City, Missouri. **Amy Johnson** is a communications production assistant for Hills Pet Products in Topeka, Kansas.

Donna Kirk is a technical editor for Midwest Research Institute in Kansas City, Missouri.

Loren Kiser is in account services at Abrahamson Advertising Agency.

Robert Knapp is a copy editor for the *Sun Newspaper*.

Greg Knipp is in the media department at Leo Burnett Company in Chicago.

Julie Krebbs is in shopping center marketing with Melvin Simon & Associates in Little Rock, Arkansas.

Denise LaCroix is assistant editor of *The Grower* with Vance Publishing Company in Overland Park, Kansas.

Kelly Leach is an internal communications coordinator for Hallmark Cards, Incorporated, in Kansas City, Missouri.

Brad Lenhart is a media buyer and planner for Leo Burnett Company in Chicago.

Susan Levinson is an account executive for WINK-FM in Fort Myers, Florida.

Christine Martin is a copy editor at the *Des Moines Register* in Des Moines, Iowa.

Julie McMahan is a copy editor for *The News-Leader* in Springfield, Missouri.

Kelly Milligan is in law school at Georgetown University in Washington, D.C.

Janet Neo is assistant editor for *FoodService Director* in New York.

Todd Newport is a student at the Kansas City Art Institute.

Todd Nickel is at James Carnes & Associates in Chicago.

Pamela Noe is in the advertising graduate

program at Northwestern University.

Shauna Norfleet is a photo intern at the *Orange County Record*.

Lillie Pardo works for American Family Physicians.

Ann Peck is an account executive for KCFX-FM in Kansas City, Missouri.

Daniel Pennington is a field representative for Sigma Nu Fraternity.

Alan W. Player is a copy editor for the *Louisville Courier-Journal*, Kentucky.

Gina Podrebarac is art director at Malcy Pearlstein, Incorporated, in Kansas City, Missouri.

Cory Powell is a copy editor for the *Burlington Free Press* in Burlington, Vermont.

Todd B. Projansky is in law school at John Marshall Law School in Chicago.

Joe Rebello is a financial news reporter at *The Kansas City Times*.

Meredith Relph is a reporter for the *Independence Reporter* in Independence, Kansas.

Kelly Ribbing is a marketing assistant at Fred Pryor Seminars.

Jill Robertson is a public relations assistant for Delta Performance.

Kim Rogalski is an account coordinator for Frankel & Company in Chicago.

Anita Roschitz is a sales representative for *The Kansas City Star and Times*.

Susan Rose is an editorial assistant for *Programmer's Update*, a computer magazine in Boston, Massachusetts.

Lynn Rubick is a teaching counselor at Pioneer Receivership Number Five in Topeka, Kansas.

Scott Seifert is in law

Bennett uses basics to lead *Bulletin*



Amy Bennett enjoys her involvement with all aspects of production at the *Bulletin*.

AFTER SEVERAL YEARS OF DOING VARIED WORK BOTH in and out of journalism, Amy Handelman Bennett is finally getting to do what she wants.

"It's my baby," Bennett said of the University of Kansas Medical Center's magazine. She is editor of the *Bulletin* and said the job and the responsibilities that went with it were what she had been looking for since entering journalism.

Bennett left the University of Kansas in 1983 and returned to finish her degree in 1986. She studied magazine and public relations. Bennett joined the Medical Center in January and closed her first issue of the *Bulletin* last summer.

"I always knew I wanted to work on an in-house publication, and health care has been a particular interest of mine for some time," Bennett said. "It was a logical combination for me; it was just a matter of finding the job ready for me at the right time."

Bennett said her classes at the School of Journalism were immediately applicable in almost every job she had had since graduation. "It sounds like typical nostalgic stuff," she said, "but everything I learned in Lee Young's classes helped me at work. His hands-on approach was effective; the skills he taught us are exactly what we do!"

Bennett's responsibilities with the quarterly magazine cover all areas: story ideas, writing, editing, proofing and supervising printing. "I do a little bit of everything with the *Bulletin*," she said. "I like to be involved in the whole product rather than just little pieces of the book."

school at Washburn University in Topeka, Kansas.

Tom Stinson is a sportswriter for the *Sun Journal* in New Bern, South Carolina.

Deborah Stoltz is a sales representative for Taylor Publishing Company in Springfield, Missouri.

Melinda Stout is a sales representative at *Gannett Outdoor* in Kansas City, Missouri.

Sandra Watts is a photographer for the *Hutchinson News* in Hutchinson, Kansas.

Steven Weisberg is a communications intern at William A. Robinson in Chicago.

Michael Werner is a sales representative for WIBW-FM in Topeka, Kansas.

Yvette Whelan is a media assistant for Ad Concepts in Overland Park, Kansas.

Lanette Wickham is in law school.

Phillip Wilke is a copy editor for the *Lawrence Journal-World*.

Joseph Wilkins III is an intern with the *Miami Herald* in Miami, Florida.

Kenneth Winford is in law school at Washburn University in Topeka, Kansas.

Elaine Woodford is a staff analyst for the Federal Reserve Bank in Kansas City, Missouri.

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