fall 1990

a publication for Jayhawk Journalists



INSIDE

on Dole

meet the sequence

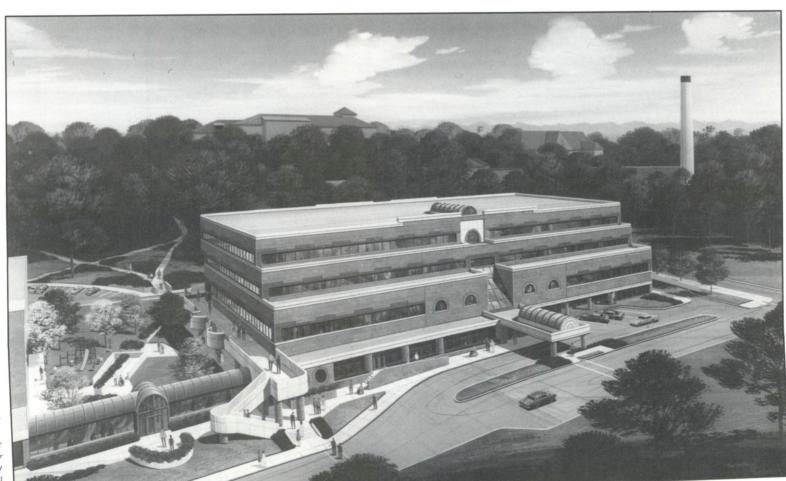
threads of history

new faces faculty

> news alumni news

▲ Bye, Bye, Blake ▲ The radio television sequence moved this summer to the New Robert J. Dole HUMAN DEVELOPMENT CENTER. STUDENTS, STAFF AND FACULTY WHO HAD OPERATED FROM THE DETERIORATING BLAKE ANNEX AND JOLLIFFE HALL ARE RELIEVED TO FINALLY SHARE ONE BUILDING. A THE DOLE CENTER IS LOCATED ON SUNNYSIDE AVENUE SOUTH OF STAUFFER-FLINT HALL. SEVERAL FACTORS LED THE FACILITIES PLANNING COMMITTEE TO SELECT THE BROADCAST SEQUENCE OF THE JOURNALISM SCHOOL FOR THE SECOND FLOOR OF THE DOLE CENTER. "THERE WAS AN OPPORTUNITY TO GET THEM INTO MODERN FACILITIES AND MORE THAN ONE DEPARTMENT COULD BENEFIT FROM THE MOVE. THERE WAS A POTENTIAL FOR AN OVERLAP IN THE USE OF THE FACILITIES IF OTHER PROGRAMS USED THEIR SERVICES," SAYS JIM MODIG, DIRECTOR OF FACILITIES PLANNING. ▲ THE ACTUAL MOVE BEGAN JUNE 18 AND ENDED BEFORE THE FALL SEMESTER BEGAN. "ALL SYSTEMS FROM JOLLIFFE ARE OPERATIONAL FOR THIS SEMESTER," SAYS MITCHELL GAGE WHO SERVES THE J-SCHOOL AS ITS BROADCAST ENGINEER. "ANY NEW SYSTEMS WILL COME AS WE ACQUIRE THEM. EACH ROOM HAS EXTRA SPACE FOR ANY NEW WIRING." A THE SPACE THAT BROADCAST JOURNALISM VACATED WILL NOT BE WASTED, MODIG SAYS. PARTS OF BLAKE ANNEX HAVE BEEN REASSIGNED TO TEACHING ASSISTANTS, AND A CORRIDOR HAS BEEN ADDED FOR A CLASSROOM. THE THEATER AND FILM department now uses jolliffe hall. A Welcome Home R-TV A "it's like putting an airplane on the DECK OF AN AIRCRAFT CARRIER. IT'S CALLED A CONTROLLED CRASH," SAYS JOHN KATICH, HEAD OF THE RADIO-TELEVISION SEQUENCE, REFERRING TO THE DEPARTMENT'S ADJUSTMENT TO ITS NEW HOME IN THE DOLE CENTER. A FOR THE FIRST TIME IN THE SCHOOL'S HISTORY, THE STAFF, CLASSROOMS AND BROADCAST EQUIPMENT ARE IN THE SAME BUILDING. EVERYTHING BUT THE KJHK LABORATORY HAS BEEN CONSOLIDATED IN A MOVE THAT WILL INCREASE THE EFFECTIVENESS OF THE BROADCAST PROGRAM. AND IDEAS ARE ALREADY BOUNCING AROUND AS TO WAYS THE SEQUENCE CAN COLLABORATE WITH OTHER PROGRAMS IN THE DOLE CENTER. A "I DON'T HAVE A CRYSTAL BALL HERE," KATICH SAYS. "BUT IN THE FUTURE, I WOULD LIKE TO SEE STUDENTS ENROLLED HERE BENEFITING FROM COLLABORATIONS WITH OTHER ACADEMIC UNITS, PRODUCING MATERIAL THAT WILL BRING CREDIT TO THE UNIVERSITY—NOT JUST THEMSELVES. THE POTENTIAL IS HERE."

Dole Center: the big move



Dole Center

Kiene
&
Bradley
Design

relations," she says. Rivers ▲ Max Utsler says the new building "has an element winner is the student, says of class." Utsler, in his sixth year at KU, teaches

▲ "In Blake Annex, you television. Now the environment is more professional," says Tom Volek. He teaches came to KU since last

mascot: fish, instead of the bugs of Blake. When Esrock is not tending to

DEDICATION ON THE **SUNNYSIDE**

Governor Mike Hayden says U.S. Senator Robert Dole will never forget Kansas or KU. On Saturday, August 25 the University let Dole know it would never forget him, either, when it dedicated a new building named after him.

Dole was the honored speaker at the dedication of the Robert J. Dole Human Development Center. Also present with Hayden were Gene Budig, chancellor, Frances Horowitz, vice-chancellor. KU expressed its gratitude to Dole for securing nine million dollars in federal money for the twelve-million-dollar center.

"Today we dedicate an exciting new resource," Dole told approximately three hundred listeners. He reminisced about his years at KU before going off to fight in World War II. He told Budig, "I've agreed to help fund this building if you won't release the transcript of my first two

The Dole Center is the new home for the departments of Human Development and Family Life, Special Education, and Speech-Language Hearing, in addition to the broadcast sequence of the William Allen White School of Journalism and



U.S. Senator Robert J. Dole

Noise from people in the reinforcement steel runs corridors can be distracting in any class, but for the student creating a radio or television project, background noise can be disastrous

Background noise is one of the problems that will no longer plague broadcast students because of the careful technical planning that went into the design of the second floor of the Dole Center

The television studio sits on an isolated slab, says John Eye, an architect for KU's office of facilities planning. Since the studio is supported by the same columns as the rest of the building, there are still some vibrations, but they are kept to a minimum because none of the

static electricity to a through the studio walls. A minimum. sound-proof door and The sequence is double-stud walls filled with equipped with six hundred sound insulation provide additional noise barriers.

the Robert J. Dole Center

amperes of electricity, and an emergency generator Another technical aspect has been installed in the of the building that building in case of power emulates the professional outages. Gage says most world is the climate control of the rooms use special equipment to prevent

system. Equipment in the ▲ all systems go

room and editing rooms causes additional heat. Such rooms have to have additional cooling. The temperature is kept at seventy degrees. A humidifier integrated with the control room's system keeps the humidity at forty percent and that keeps

damage to the equipment in case of lightening or brown-outs. The technical planning also included consideration for the handicapped. A ramp in the control room provides access to the raised computer floor, and one of the editing rooms is larger than

the others to accommodate students with special needs.

The new building and special accommodations are the biggest technical changes for the sequence because little new equipment has been acquired. But that doesn't mean the sequence doesn't anticipate upgrading its capabilities in the future.

The whole building was designed with the future in mind," says Gage, who served on several committees for designing the Dole Center. He says the rooms and power pathways are organized to accommodate an on-air channel, a studio production television channel, and postproduction capabilities.

John Katich is the head of the radio-TV seauence. He teaches sales management and advertising media strategy. Katich has been education technology. with the school for almost As the laboratory six years.

broadcast staff ▲ takes up ▲ new

quarters

▲ Bruce Linton likes to call himself an OA: Occasional Archivist. To the rest of the J-School faculty in the Dole Center, he is the living memory of the KU broadcast program. He was its director for twenty-nine years, from 1955 to 1984. He retired in December 1988.

▲ John Broholm thinks the Dole Center might be among the better educational buildings in the country. Broholm is

an assistant professor. He has been at KU since 1984 and currently is working on his dissertation about supervisor for television.

Center convenient because the students and faculty will be Ellis has been at KU for twenty-two years. ▲ Though the location, the faces and the job

budget

Francis Ellis finds the Dole He says the move will not change his "open door policy." The difference is that he now has a door. together for the first time. ▲ The move from Jolliffe Hall was not simply pack-

title has changed, the job itself remains the same for Pat English. She has worked with the sequence since 1966 and helps with KJHK's

▲ Stuart Esrock can now have a more palatable

up-and-leave for Mitchell ▲ Tim Mensendiek Gage. As the broadcast general manager of engineer, he served on KJHK, has moved his three committees office to the Dole Center. planning for equipment He has managed KJHK and audio-visual systems for a year-and-a-half and for the building. Gage is teaches several media in charge of maintaining and purchasing lab

▲ "We have truly moved equipment. He has been into the twentieth century," says Adrienne Rivers. Having all the

Chuck Marsh, who

a year-and-a-half.

teaches the business

Marsh has been at KU for

courses in the graduate communications courses. progam and the business communications projects

felt like you were playing corporate television and communications law and



KU offers its first NBC and CBS hav ten years. The Federal Communication ommission is thre years old.

1950 CBS is licensed fo DGU radio station ets up as a training station at KU.

to head the new roadcast program

KUOK.

KDGU changes t

added to the

KU gets its first black-and-white television studi uipment. Studio set up in the sub

Auditorium.

1957

here are 38 junior basement of Hoch enior majors in the

Color television i broadcast via satellite. sequence.

1963

Using industrial udents broadcast o a local station

KU purchases its first video tape order for \$40,00 KU receives a gift a black-and-whit mm film proce from KCMO-TV5 Linton says a cole amera in the 1970 cost \$100,000

1970

1975 KIHK replaces KUOK; its first broadcast is

A breakthrough for KJHK: The station i ven an air signal. had previously been broadcast by closed circuit, heard only is

1976

Jollifffe Hall, a

1977 KU starts using ortable TV camer for news. Film oduction moves to the top floor of

1978 KU receives \$130,000 (a grant for new color TV

1980 KIHK is increase from 10 to 100 watts Music industry tip sheets begin to list KJHK as one of the

eading stations for

reaking new mus

at KU for four years.

▲ Tom Hedrick so enjoys

to Blake Annex Plans for a broadcasting uilding failed, but gift from Bud and Barbara Weir wou for the Dole Cente

broadcast wing

Max Utsler beco

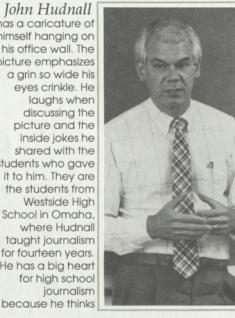
head of broadcast

1990 John Katich takes over as head of the

roadcast sequence into the Robert Doi Human Development Cent

Threads of history: the Broadcast Sequence in a timeline

John Hudnall has a caricature of himself hanging on his office wall. The picture emphasizes a grin so wide his eyes crinkle. He laughs when discussing the picture and the inside jokes he shared with the students who gave it to him. They are the students from Westside High School in Omaha. where Hudnall taught journalism for fourteen years. He has a big heart for high school



overlooked. He came to KU for the split position offered to him: Half the time he teaches reporting classes and the other half he is the executive director of the Kansas Scholastic Press Association, an organization of high school journalists, "It is a nice blending of both worlds," says Hudnall, who is not one to pass up a challenge. "I like to build things.

Although Carol Holstead's most recent work as editor did not put her on supermarket newsstands, she found success in the supermarkets by other means. For the past two years, Holstead served as editor of Supermarket Floral, a trade publication for the floral industry. She helped establish the magazine and define the editorial policy, as well as writing and editing the magazines. With no prior knowledge or experience in the floral industry, she quickly became an expert. Holstead says, "The most gratifying part was that we helped educate people and they appreciated it. I enjoy helping people develop their own talents. Holstead is teaching courses in the magazine sequence including article writing and



Yvonne Martinez took the job as reading room librarian after working two years as the secretary at the Kansas Collection Library in the Spencer Museum of Art. She says that when she worked as a secretary, she missed the camaraderie with students. She likes to interact with people and finds the students and faculty in the J-School easy to work with. "This job keeps me a lot busier," she says. "I've started drinking lots of Dr. Pepper again to keep up with it." Martinez earned a degree in elementary education from Emporia State University and worked as a substitute teacher and a librarian in Independence, Kansas, her hometown.





Bruce Swain says his name gave him trouble in his reporting days. "When you tell someone it's Bruce Swain, they think it's Batman calling. I got a lot of questions about Robin and the Batmobile." Swain is as serious about continuing the tradition of copy editing excellence at The University of Kansas as Batman is about keeping crime out of Gotham City. Swain certainly has enough experience to make his classroom a challenging one With a bachelor's degree from Davidson College in North Carolina and a master's degree from Harvard, he helped Ithaca College start a print journalism program and taught for nine years at the University of Georgia. Swain has worked as a reporter and a copy editor for several newspapers, including the Louisville Courier-Journal.

year. Mace was graduated from KU in 1969 and received his master's degree in 1973. He holds a half-time position teaching courses in the magazine sequence and is the owner of Tric Publications. Trio publishes The Illustrated Directory of Handicapped Products and Handicapped Product Postcards. The directory is a list of more than one thousand companies that se products made for handicapped



own experience, including his fourteen years at Vance Publications in Chicago as publisher of Wood and Wood Products He wants to emphasize the practical side of journalism and the options available. He says that at first he was not open to anything other than editorial work. He says he was lucky in having good bosses who saw more in him. He wants his students to be less lose-minded. you keep an open mind, it will help your career.

Q

In the classroom

Mace calls upon his

I backed into journalism," says Michael Robertson, a staff writer for the San Francisco Chronicle. This year's Gannett professional-in-residence, Robertson says he entered the profession at age thirty-six and has to pretend that he knows what he's doing. He was graduated from Taylor University in Upland, Indiana and earned his master's degree and a doctorate in philosophy from Duke University. Robertson enjoys teaching at KU because he gets to share his expertise as well as learning about the field of journalism from the students and faculty. One thing Robertson emphasizes to his students is that the best way to become a good writer is to read and write all of the time. This semester he is teaching both levels of the reporting classes and helps out with the advanced reporting class.

faculty news faculty news faculty news

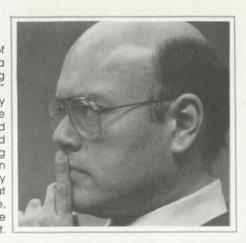
Sam Adams was happy to welcome Vernon Smith and Gerry Cain to the Urban Journalism Workshop last summer. Smith and Cain returned as volunteers. Cain was a student in the workshop fourteen years ago. Cain, a KU grad, is now the president of his own advertising research firm in Kansas City. Smith served as associate director of the workshop. He says hat it was his own participation in the 1975 workshop that helped him choose a career in journalism. Smith is the assistant managing editor at the Dallas Morning News.

Jeanne Hines served as marketing consultant to the Olathe Dally News this summer. She redesigned the paper and developed a recycling partnership program for it and the city.

Chuck Marsh spent the summer in the publications division of J C Penney. He taught a school for the company's freelance writers and says the highlight of the summer was writing news releases about three winners of Penney's year-long search for women representing "The Spirit of the American Woman." Marsh wrote about Barbara Hill Moore, a voice professor at Southern Methodist University, who gives free singing lessons to underprivileged children in Dallas. Peggy Williams was the first female clown in the Barnum & Bailey Circus. She works to make the circus more accessible to handicapped people. Michele Wipplinger is a weaver who travels the world to help people in other cultures find international markets for their

especially those graduating since 1985, who completed undergraduate internships. "We're looking at four areas: career plans and how the internship affects career choices, what work was done on the job and what the student intern learned, how coursework matches up with the work demands and how the internship affects the sense of efficacy and confidence.

Adrienne Rivers is conducting research for the development of a handbook to help reduce bias in news coverage of African-Americans. Financed by the University Research Fund and the National Association of Black Journalists, Rivers' handbook should be ready in June for distribution in Kansas City-area newsrooms. Bob Basow's research on the value of internships in journalism education continues. He plans to survey J-School graduates, "It is a perfect fit," Charles Pinzon says of his new job. "I wanted a school that has a national reputation, is known as a teaching institution, and one with a good location." With that in mind, Pinzon makes Kansas City his home and commutes to Lawrence. "I like Kansas City. It is a humane, livable city. And Lawrence is a surprise. It is very sophisticated for its size." After working in the advertising business in New York for several years, Pinzon earned his master's degree at the University of Georgia. He then began teaching at Marguette University in Milwaukee, Wisconsin. Currently, Pinzon teaches three sections of advertising copy and layout.



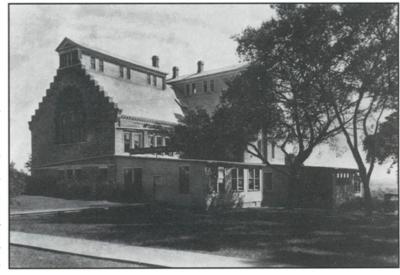


Shack Rats Reunion

CLASSES OF 1938-1942 RETURN TO KU

In June, more than seventy-five self-proclaimed "Shack Rats" and their guests attended a fifty-year reunion that included a tour of the Lawrence campus. The "Shack" was the nickname for the stone building that had housed the School of Journalism.

Elon Torrence (1939), reunion general chairman, said that several of the former classmates, some coming from as far away as the east and west coasts, had not seen each other or the campus since graduation.



The "Shack" in 1940.

1950s

▲ Malcolm Applegate, 1958, former publisher of the Lansing State Journal in Lansing, Michigan, is vice-president and general manager of Indianapolis Newspapers Inc., publishers of the Indianapolis News.

▲ Larry D. Boston, 1958, is the director of communications for the American Academy of Ophthalmology in San Francisco.

1960s

- ▲ Byron D. Klapper, 1964, joined Fitch Investor's Service as managing director and publisher in December 1989.
- ▲ John E. Carras, 1968, is a news reporter for the Kansas City Kansan newspaper.
- ▲ Everold Hosein, 1969, is the director of program support/public affairs for International Planned Parenthood Federation in New York. He has a son, Jinnah Dylan, I3, and a daughter, Megan Meah, 2.

1970

- ▲ Judy Diebolt, 1970, has been promoted to suburban editor of the *Detroit News*.
- ▲ Ann L. Gardner, 1975, is the editorial page editor for the Lawrence Journal-World.
- ▲ Sidney K. Hollister, 1975, has been appointed an account supervisor for NKH&W Marketing Communications Inc.
- ▲ Peter Porteous, 1977, works for National Geographic in the legends department, which recasts stories into picture captions. Peter writes, "In the year and a half I've been here, I've worked on stories from sagebrush country, trap-jaw ants, time, gravity, and global warming to Hue, Vietnam, and Havana, Cuba."
- ▲ Janet L. Burton, 1978, is an account manager for Home Box Office in Kansas City. She lives with her husband, Jay Burton and her daughter, Jessica, 4. She is working on an MBA at Rockhurst College, is a board member of the Missouri Cable Television Association and is past president of the Kansas City Cable Club.
- ▲ Peggi Fritzler, 1978, and her husband, Max, are parents of Matthew Allen, born July 6, 1990. They live in Arden Hills, Minnesota.

1980

▲ Clair Keizer has been appointed as an account executive for Bernstein-Rein Advertising in Kansas City.

198

▲ William J. Vogrin Jr. is a correspondent for Associated Press in Peoria, Illinois. Marita and Bill became parents for the first time on March 29, 1989, with the birth of daughter, Ann.

1982

▲ Dan Torchia was promoted in October 1989 from staff editor to editor of *Recording Engineer/Producer*, a monthly magazine serving the recording industry. It is published by Intertec Publishing in Kansas City.

1983

- ▲ Jim Bloom, editor/publisher of the Garden City Telegram, received an honorable mention for editorial comment in the 1989 Harris Group newspaper contest.
- ▲ Amy Craig Fischer is editor for Weekend Magazine at the Times-Union in Rochester, New York. She moved from Kansas City to Rochester in January 1989 with husband, John (`80), who is account supervisor in the public relations department at Rumrill-Hoyt Advertising in Rochester.

1984

- ▲ Anne V. Amoury is the assistant to the city manager in Richmond, Virginia. She participated in a group study-exchange program through Rotary International in which a group of professionals spent April 1990 traveling through northeastern Brazil along the Amazon River.
- ▲ R. Scott Dorman is employed by the Sunflower Group, working out of the company's White Plains, New York, office. He lives in Stamford, Connecticut.
- ▲ Marcie Kershenbaum has been promoted to planner/buyer for Barkley & Evergreen Advertising Inc. in Kansas City.
- A Nancy Teeter Wiebe is the assistant director for the Kansas Child Abuse Prevention Council in Wichita. She and her husband, Cal, have a son, Andrew, 3.

1985

- ▲ Jeffrey Shon Barenklau was recently promoted to news editor at the *Kearney Daily Hub*, Kearney, Nebraska.
- ▲ Teddi Domann is project director for *Sports America* in Washington, D.C.
- ▲ Christy Fisher is a reporter for Advertising Age in the Dallas bureau.
- ▲ James D. Harder covers the town of Coventry, Rhode Island as reporter for the *Kent County Daily Times* in West Warwick, where he lives.
- ▲ John Killen is a premium sales manager for NBA Properties, Inc., the marketing and sales arm of the National Basketball Association in New York.
- ▲ Tom Long is a student at the Nazarene Seminary in Kansas City.
- ▲ William K. Walters is the publications editor/marketing representative for Horizon Hobby Distributers, Inc. in

Champaign, Illinois. The Walters' son, Robin Dwight, was born in October, 1988.

1986

- ▲ Tom Bertels has been appointed by Eidson Speer Watson & Co. as an account executive.
- ▲ Cathy Dulos is an account executive for Barkley & Evergreen in Kansas City.
- ▲ Kristy Lantz is a technical writer for QuickPen International, a construction software company. She married Martin J. Astry, an inventory control specialist for Sundstrand Aviation, on September 2 in Denver, where they live.
- ▲ Sarah Rossi has been appointed by Bernstein-Rein Advertising in Kansas City as an account executive.
- ▲ Phil Scott is the managing editor of *Omni* magazine in New York.

1987

- ▲ Julie McHugh Beets is senior art director for Spectrum Communications, an advertising and marketing
- agency in North Kansas City. **A Duncan Calhoun** is director of production at *Rolling Stone* magazine in New York.
- ▲ Bridget Cipolla is a staff writer for Women in Business Magazine in Kansas City.
- ▲ Monique Ramos has been appointed special projects coordinator for Barkley & Evergreen Advertising in Kansas City.
- ▲ Charlene St. John has been promoted to assistant marketing manager for Woods Creative Group Inc. in Kansas City.
- ▲ Jim Small married Michal Mitchell in May. The couple lives in New York where she works as a flight attendant for American Airlines and he serves as assistant director of public relations for Major League Baseball.

1988

- ▲ Jennifer Benjamin has been accepted into the Diploma in World Politics program at the London School of Economics. She left the *Wichita Eagle* in May to travel in Europe until school began.
- ▲ John Benner is the assistant news editor at the Independent-Mail in Anderson, South Carolina.
- ▲ Dana Chase has been appointed account executive at Hickerson Phelps Kirtley & Associates advertising agency in Kansas City. She will specialize in health care and education accounts for the agency.
- ▲ Beth Copeland has been honored with the John Murphy Award by the Texas Daily Newspaper Association. The award is given to Texas' best

copy editor each year. She has worked for the *Corpus Christi Caller-Times* since July 1988.

▲ Diane Filipowski is the associate editor for *Personnel Journal*, a trade publication published in Irvine, California.

1989

- ▲ Laura Bronson is a production assistant for *Country Living* magazine, a Hearst publication. She lives in New York.
- ▲ Bente Dahl is producing Elkam Industries Newsletter in Oslo, Norway.
- ▲ Christopher Jon Halsne is a news reporter for WBBH-TV in Ft. Myers, Florida.
- ▲ Mark Jost is now working for lowa State University extension service. He received his master's degree from KU.
- ▲ Rob Knapp works for the Herald-Leader in Lexington, Kentucky.
- ▲ Denise La Croix is a commercial representative for Dow Chemical Company in Midland, Michigan.
- ▲ Kurt Messersmith is a sales representative for Irwin Publishing working in Oklahoma City, Oklahoma.
- ▲ Laurie Wasserman is an account executive at MacSource in Kansas City.

1990

- ▲ Mike Fuhlhage is wire editor and local/features page copy editor/page designer for the St. Cloud Times in Minnesota.
- ▲ Noel Gerdes works for the Independent-Mail in Anderson, South Carolina, as a general assignment reporter.
- ▲ Kira Gould is an editorial assistant for Family Media Inc. in New York. She is working on 1001 Home Ideas magazine.
- ▲ Carla Krause is an editorial assistant on *Medical Bulletin*, a publication produced by the Metropolitan Medical Society in Kansas City.
- ▲ Tina Kuenneth is an associate editor for the American Academy of Family Physicians in Kansas City.
- ▲ Virginia McGrath has been appointed account coordinator for public relations at Bernstein-Rein Advertising in Kansas City.
- ▲ Lynsey Moore is production coordinator for *Golf Course* Superintendents magazine.
- ▲ Joanne Osburn is an advertising representative for Arabian Horse Express in Coffeyville, Kansas.
- ▲ Stacey Sabraw is working for Columbia Savings in Lawrence.
- ▲ Dee Ann Seiwald is working in corporate promotions for Conde Nast in New York.
- ▲ Gary Swick is a systems manager for *Arkansas Business News* in Little Rock.
- ▲ Kyle Van Vliet is the assistant editor at Golf Course Superintendents magazine in Lawrence.



