



Self-censorship:

**When political
correctness goes
too far.**



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From the Dean

We're back.

You have in your hands the result of the financial support of some great friends: John and Charlotte Suhler, and John's sister, Sue Suhler. We're deeply grateful to the Suhlerts for expanding the Lester Suhler Memorial Fund, to provide for the *Jayhawk Journalist*.

Lester Suhler was a leading figure in magazine publishing. Sue is marketing manager for a home health care service in Wichita. John is president of a New York investment banking firm concentrating on media. He is also a William Allen White Foundation trustee and is playing a leading role in developing resources to support not only the *JJ*, but also all of the School's laboratory operations. Nothing is more critical to the future of the School's educational effort.

Following the fall 1989 issue, we took stock of the resources for the *JJ*, tried it in newsletter form, and began plans to secure the future of the *JJ* and other School laboratory projects through an enhancement fund. This effort will require support from you — the alumni and friends of the School, but I'm getting ahead of myself. You'll hear more about this early in 1992. Meanwhile, here's the 1991 issue. Let us hear from you.

Mike Kautsch
Mike Kautsch, Dean

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The *Jayhawk Journalist* is produced by advanced magazine and design students for the William Allen White School of Journalism and Mass Communications at The University of Kansas, Lawrence, Kansas.

There Are No Coeds in Kansas



**Michael
Robertson**

Ah, the Kansas winter... No, not a word about the Kansas winter. I have already written about the beauties of Kansas, perhaps too often, say certain friends highly placed in the West Coast publishing industry. We are sick, these friends say, of your berm house with its lightning storms and its moondrenched vistas and its mob of attendant insects quaint and complaisant as the aborigines in some Eisenhower-era *National Geographic* tour of Patagonia. We fear you are about to descend into yet another pathetic vortex of adolescent rhapsody about the poignant hoot of owls, the beauty of the spider's web rimed with frost, the melancholy beauty of old autumn's palette of colors splashed across shivering Kansas woodlots only to be scattered — O cruel! O cold! O life! — by the bitter breath of the wind from the North, ad infinitum, ad nauseam, ad astra per aspera until the most committed lover of land and tree and field rises on Birkenstock-shod feet to proclaim: Oh, put a

sock in it. Nature hath proclaimed its majesty in manifold forms. We are men and speak to you as men.

Tell us about the coeds, preferably the blond ones.

This is a fair request and within my range of vision. Indeed, what I have principally seen during my first semester here at the University of Kansas is the outside of the berm house and the inside of the classroom.

University life is not what the layman imagines. This journalism faculty is driven like Roald Amundsen's dogs in his wild dash toward the South Pole. Like his brave dogs, it seems our job is to be consumed by those we sweat to serve. These people here are nuts for work, morning and evening, midnight and weekend. My hands are claws from grading obituaries, science stories, business stories, anniversary stories, speech stories, anecdotes, leads, first-hand impressions and second-hand accounts filtered through third-hand interpreters. I have been a slave to the classroom, and the classroom is a traditional coed habitat. If anyone were qualified to talk about coeds, I would be that fellow. But there aren't any.

More than twenty-five thousand students and not a single coed.

The official newspaper of the University of Kansas is called the *University Daily Kansan*. As its official stylebook makes clear, you may seek them high and you may seek them low to no effect: The coed has been wiped from the board, etymology be damned.

I quote: "Do not use coed to

refer to a female student." (It is all right, however, to refer to coed dorms. Students still know what drives their parents crazy.)

So I call them female study units. I would call them that even if there were no stylebook. Here at the William Allen White School of Journalism and Mass Communications, I have seen the future and it is female.

This semester I have taught something called advanced reporting. The twenty young people in this class comprise the reporting staff of the *University Daily Kansan*. Of the twenty, thirteen are female, and most of the males are sportswriters. So it has been for ten years and more, my colleagues assure me.

To serve as a student reporter on the *University Daily Kansan* is to undergo an experience not unlike Marine Boot Camp under the supervision of Woodward and Bernstein. For no pay and less fame, these young female reporters work forty- or fifty- or sixty-hour weeks (all the while taking other classes, mind you) during which they toss down upon the student body news story after news story modeled on the fragmentation grenade. The stories bristle with facts, explode with facts sharp as shards of metal. These young female reporters feast on facts the way certain members of the old Oakland Raiders defensive line used to feast on glass. They are like berserkers going to war. If they had a battle flag and that flag had a motto, it would be Cut the Crap.

I am somewhat in awe of them. I mention to them that I have interviewed Shirley MacLaine

about her life and times in outer space and once in the line of duty kissed Cyndy (Mrs. Steve) Garvey on the lips. What the young female reporters would like to know is how many of my stories have sent people to jail, and for how long.

They are idealistic. They want to pay the price. They push themselves up the sheer face of fatigue and hang on. How they love the twice-weekly interruption the advanced reporting class provides. Their heads sink down until their smooth cheeks rest upon their desks and their eyes close.

One of them wrote eighty-two published stories in eight weeks. And they were good stories. I would march into hell, or the New England Patriots' locker room, at the head of these young female reporters, knowing they would cover me with glory. Without me, they would march into the bathroom of the chancellor of this university and beard him as he shaves.

This has not been the happiest year in the life of the chancellor. A certain number of black students see the university as indifferent to the point of insult. A certain number of gay and lesbian students see the university as indifferent to the point of outrage.

Lucky student journalists! Protests have been mounted. Posters have been put up. Posters have been ripped down. Students have exchanged angry, hurtful, quotable words.

One particular issue has inflamed and divided, recalling the old days twenty years ago when this university was seen as a boil of liberalism. (Now, the rest of the state sees it as more a fungus of liberalism, irritating but tolerable.) The United States government continues to refuse to let gays and lesbians serve in its military. There are those, both student and faculty, who would expel the ROTC from campus. There are those who urge the chancellor to say more than he

has said on this and other subjects. *The University Daily Kansan* does not care what the chancellor says (for the press must be objective) so long as he says it to the *University Daily Kansan*. But the chancellor is circumspect. A certain number of young female reporters would like to grab the chancellor by the neck and pump the quotes out of him.

Deadlines these young females fear, and lies and evasions, but nothing else. If I were to wander past this little newsroom one early, early morning and see not a single young female reporter in evidence, I would conclude that Wonder Woman had summoned her Amazons back to Paradise Island to reknot their golden lassos, better to hogtie the truth, the whole truth and nothing but the truth.

Yet in one way the J-school treats these young female reporters as if they were made of paper-mache. It is a school of open doors — literally. Like Caesar's wife — or Margaret Thatcher's husband — the faculty work to remain above suspicion. When counseling students, one does not close the door. This places me in a terrible bind. As a pipe smoker, I foresaw my year in Kansas as a time of minor but continuous debauchery. Here in the Heartland I anticipated Heartland vices as well as Heartland virtues. I laid in a stock of cigars. Instead, I discover I am the only smoker west of the French Department and that a state law as stringent as San Francisco's prohibits the exercise of my vile habit except in the privacy of my own office.

My office is what my young female reporters would immediately describe as kind of, you know, small. They would struggle for the single precise word. They would settle on tiny. Falling victim to the feature writer's addiction to exaggerated comparison (has an exaggerated comparison ever put anyone in jail?), I would

say that my office reminds me of one of those rooms in which characters in the short stories of Edgar Allan Poe are forever finding themselves shut up to die, subsequent to going somewhat flamboyantly insane.

Crypt-like might be the word, if I am given only one.

So there I sit, briar in mouth, buried in a fog of my own making. You could smoke hams in my office. And the door is closed, and scandal is in the air. A senior colleague is given to bursting in unannounced, eyes darting up and down. I have thought of chaining myself to the wall on a short chain each morning and sending the key away with one of the male students until the winter sun goes down and I call for release, so there is no misunderstanding my intentions.

Yet I love it so, every bit of it. When my wife and I talk of what might have been, I always wish for daughters — five of them (not golden-haired but dark like her). Had that happy accident occurred, I would send every one of them to the William Allen White School of Journalism and Mass Communications at the University of Kansas to become reporters and then editors and finally wise and good publishers, caring only for the truth.

In my old age, they would rotate me among their various crusading newspapers, letting me work as night police reporter at one, stamps columnist at another, until I turned in some weenie-hearted story and their professional judgment required they send me on the next stop in my eternal circuit until their shame dimmed and the city room forgot my windy and unlikely stories about auras, UFOs, the slugger's wife and, most remote of all, those distant times when coeds roamed the Earth.

Michael Robertson was the Gannett Professional in Residence in 1990-91. This piece first appeared in The San Francisco Chronicle.

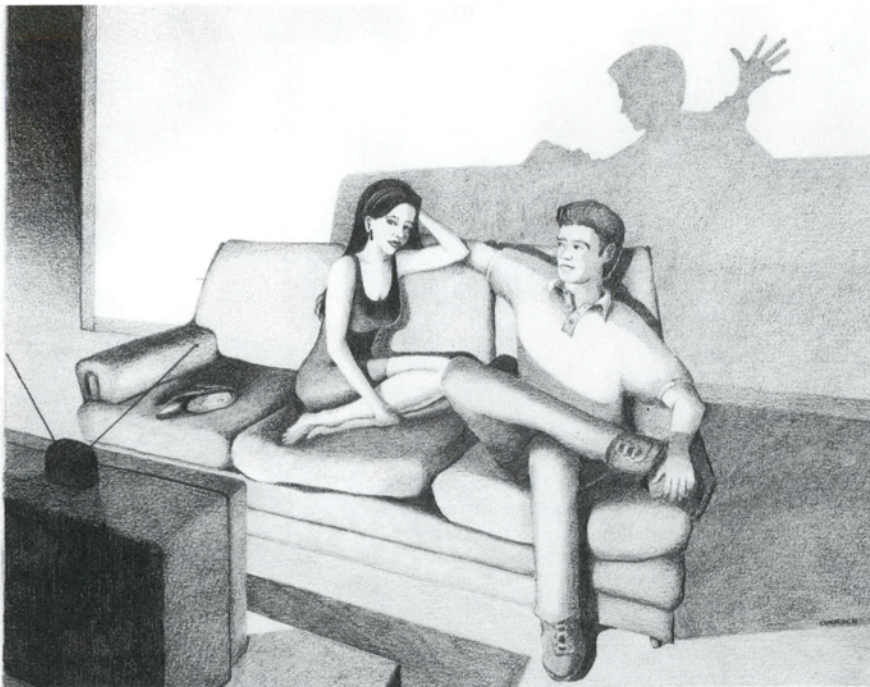
**I would march into
hell, or the New
England Patriots'
locker room, at the
head of these young
female reporters,
knowing they
would cover me
with glory.**



Visually Speaking

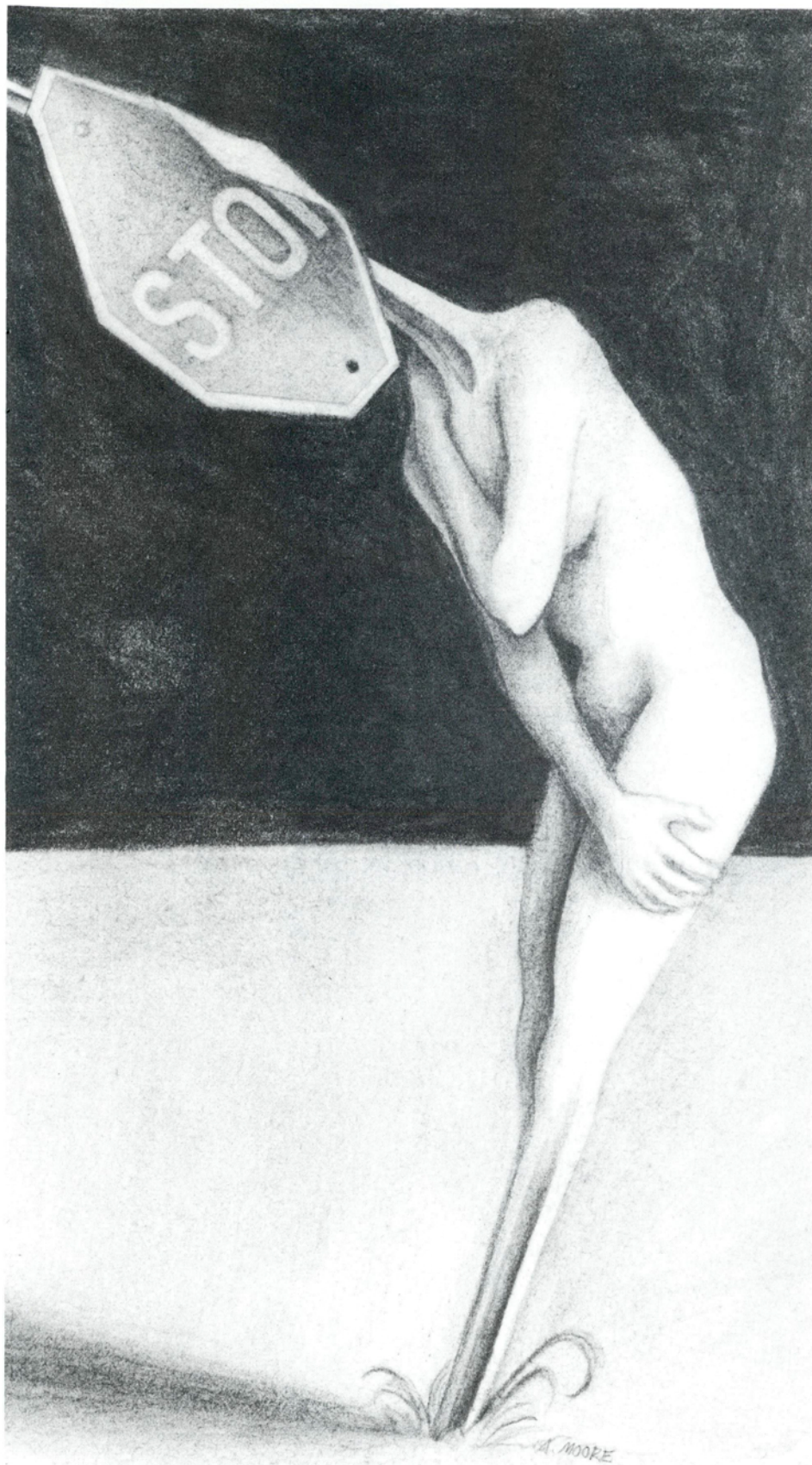
The mass media of today is as much a visual communication as verbal. The images we see in print and on the screen often speak louder than words. The J staff assigned KU illustration students to address two topics: date rape and alcoholism.

Date Rape

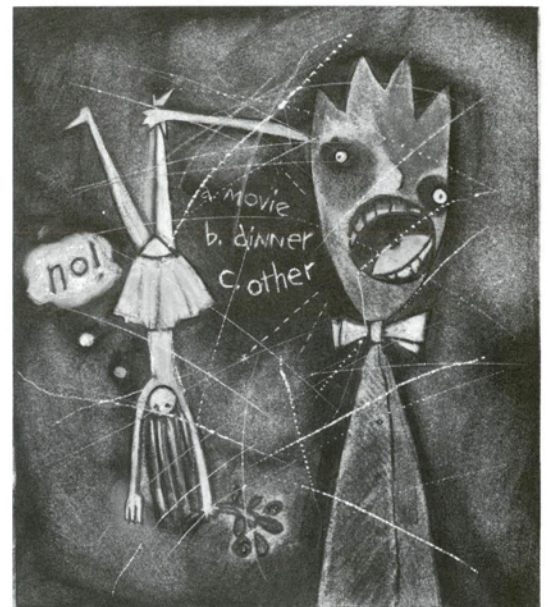
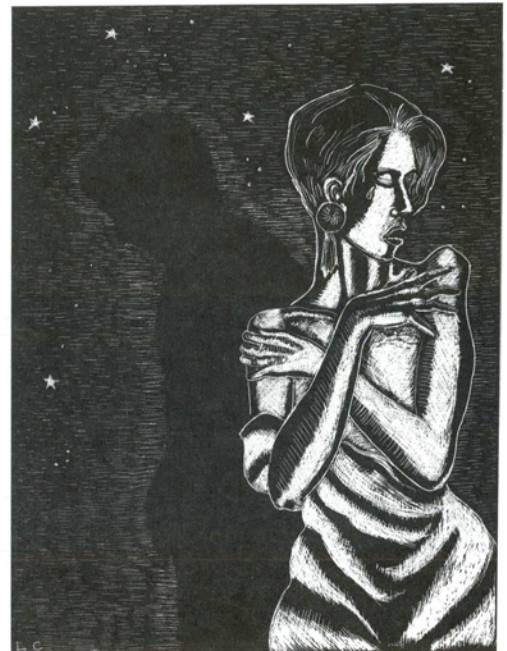


Christy Dersch

Angela Moore



Lee Ann Costello

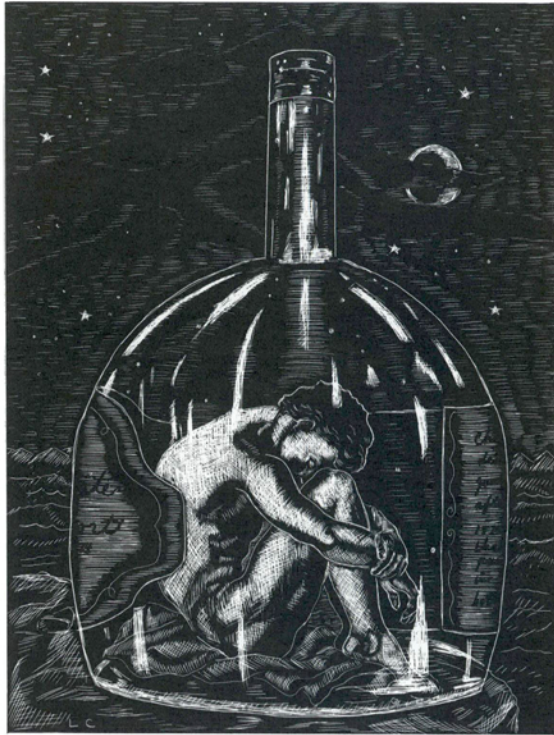


Randy Minor

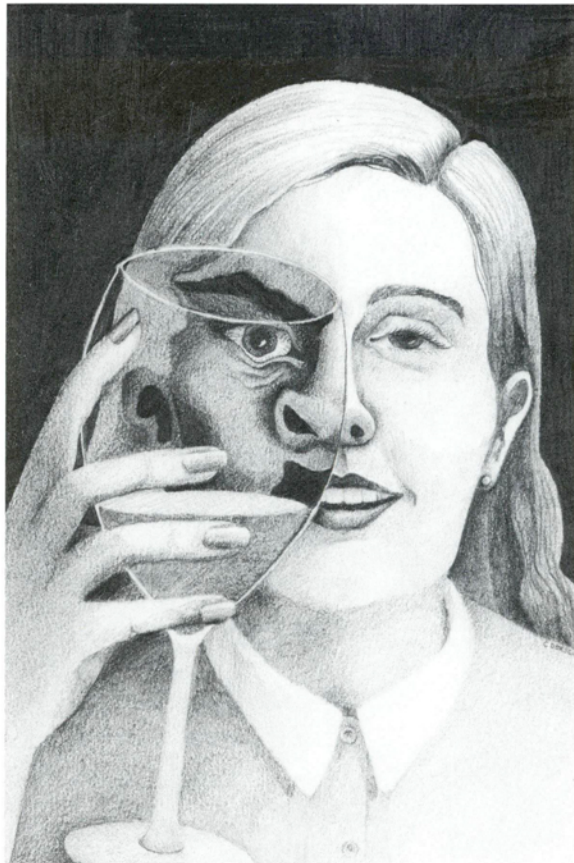
Alcoholism



Randy Minor



Lee Ann Costello



Christy Dersch

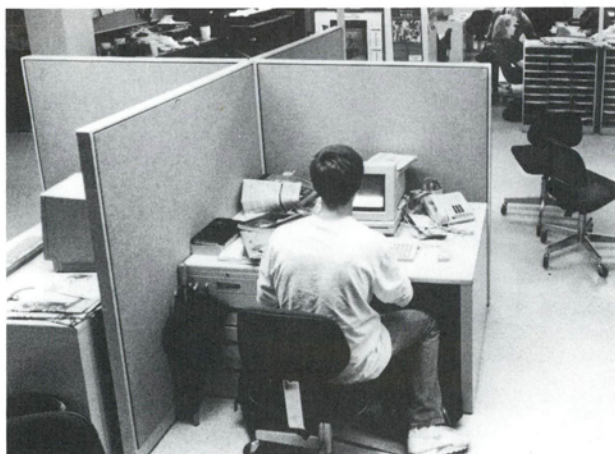


Kansan Computers

Big Mac Attack

Casting aside its decade-old Video Display Terminals, the *University Daily Kansan* followed the industry trend to adapt off-the-shelf computer hardware to the newsroom.

The most immediate impact, as



students returned in fall 1991, was physical — a revamped newsroom, complete with new desks, floor plan and personal computers. The total renovation, including the Macintosh-based Freedom System software from the Mycro-tek Company of Wichita, cost the *Kansan* \$160,000. The *Kansan* saved almost \$90,000 by agreeing to serve as Mycro-tek's experimental, or beta, site.

The PC's, said Bill Skeet, cost almost the same as the old terminals but serve as its own computer and can be part of a network. Skeet is the *Kansan's* technology coordinator. He is a J-School graduate who returned to help get the new system running. Skeet spent two years with *The Burlington (Vermont) Free Press*, where he was graphics editor.

The conversion has made good use of more than just space and money in the newsroom. Not only is the system easier to repair, it is also more adaptable for future use, Skeet said.

The system's advantages were not immediately evident to *Kansan* staff members. Much of the software was not available when the fall semester got underway. During the first few weeks of use, staffers struggled through by trial and error. The adjustment often caused production and editing stages, normally finished by three a.m., to squeak through at dawn. "At first the system seemed to be our enemy because it did things that we didn't understand," said Holly Lawton, the *Kansan* editor. "The first couple of days, we were up all night every night."

Tom Eblen credited the student effort. "Our students just flat made it work with good help from Mycro-tek support people who spent several long nights with them, and later with help from Bill Skeet."

Editing and designing pages on Macintosh computers will allow *Kansan* staffers to train on equipment they will use in the professional world. Eblen, who is the general manager, said the new

set-up will give students news editing, layout and design experience using the new technology.

Until the fall semester, the *Kansan's* layout was done entirely on paper. Only after pages were pasted up at the University Printing Service on West Campus could staffers see what pages would look like. Now, with two Macintosh IIfx computers capable of pagination, students can see how the page will look right there in the newsroom. The result, says Skeet, puts the control back in the hands of the journalist, rather than the production team.

By December all *Kansan* layout, including high-resolution copies of photographs, will be completed in the newsroom, eliminating most of the manual production done by the printing service.

by Vanessa Fuhrmans

Kansan Awards

Sweet Sixteen

"The *University Daily Kansan* is, in my opinion, one of the best college dailies in the nation," commented a judge from the Associated Collegiate Press in his evaluation of the paper for spring 1991.

The student newspaper was given its 39th consecutive All-American ranking from the ACP last spring. The *Kansan* also received a regional award, which indicated that it was among the country's top sixteen collegiate papers.

The ACP is an organization made up of advisers representing college newspapers across the

country. In judging, the ACP focuses on writing, reporting, editing, photography, art, graphics, design, production, advertising sales and business management. Judges determine the quality of the paper in each category and then assign an overall rating.

For spring 1991, an ACP judge gave the *Kansan* a superior rating for the quality of its writing and editing. His evaluation also reported that the ads and photos were among the best seen in any college newspaper.

by Jill Osterhout

1991 Job Guide

Stopping for *Directions*

Students attend college for four years or more, work their hind ends off, and what does it get them? Most students hope it gets them a job. However, to many new and soon-to-be graduates, job-seeking skills are foreign territory. A student may know a lot about writing, copy editing, ad research, broadcasting and taking photos, but knowing how to create an effective resume is another story.

To help students prepare for and succeed at job hunting, the magazine production class put together a publication called *Directions*. It covers everything from getting pre-graduation internships to questions of hair (whether or not men should cut their long locks for interviews—the answer to that one is yes). It also offers pointers on researching companies, writing resumes and letters and accepting job offers.

A section devoted to Q & A interviews with both recent graduates and professionals working in advertising, business communications, photojournalism, broadcast, newspapers and magazines offers practical advice.

The publication's chief catalyst was Dana Leibengood, associate

dean of the School and its most experienced job hunter. He coordinates student placement activities. "This magazine should help students start out on the right foot," Leibengood said. "They need information on how to find a job while they still have some time left in college, not right before they graduate. *Directions* complements the work being done in our new job placement center."

by C. E. Holstead

KJHK

Sound Investments

KJHK, the J-School's student-run radio station, is tuning into the '90s with an improved setup and updated technology. The procedure began in early August at Sudler Annex, while the station was off the air.

The focus of the operation was on the station's studios. The air studios, which were located in a somewhat leaky basement, were moved upstairs, enabling disc jockeys to communicate better with the news staff.

The new studios, equipped with modern, sound-proof double walls and triple-pane windows, use all available space in the seven hundred-square-foot building, a tight squeeze for the two hundred-plus students who work there each semester.

Tim Mensendiek, KJHK's general manager, said the station's equipment underwent a factory overhaul, a process that saved money and made the station's sound cleaner.

The news studio was updated from mono to stereo, making it equal in sound quality to the previously updated air and production studios. In addition, a computer now directly connects to the Associated Press wire. KJHK is one of the first college radio stations in the country to have this computer capability. The setup

saves approximately fifty dollars a month in paper costs and cuts down on waste. "We're environmentally conscious and at the same time, our students are learning state-of-the-art technology," Mensendiek said.

Updating the station cost almost \$10,000. Student Senate footed the bill for equipment repair, while new material costs were covered by KJHK's endowment account, made up of donations from area businesses.

Further plans for updating the station include installing digital



technology to increase sound quality and editing precision. Mensendiek said he hoped this would be completed by fall 1992.

Mensendiek says he thinks a more professional environment at KJHK results in a more professional attitude from students. He recalled one student's reaction to the new setup: "Gee, it's like a real radio station now."

by Stephanie Bloyd

New Faculty

Just the facts

The J-School added five members to its faculty this year, including two guest professionals.

Jacqui Banaszynski of the *St. Paul Pioneer Press* was the fall 1991 Gannett Professional in Residence. She won a Pulitzer Prize for feature writing in 1988 for "AIDS in the Heartland," a story about the life and death of a gay farm couple from Minnesota.

Banaszynski grew up in Pulaski, Wisconsin, a Polish-Catholic village surrounded by dairy farms and worked for the student newspaper in high school.

She has worked on a range of general assignment stories and places an emphasis on human interest news features and profiles. She taught a graduate seminar that concerned the social issues of journalism. Her American press



class focused on interviewing. "I want the students to come out of these courses with a real passion for journalism and to have faith in the mission of journalism," Banaszynski said.

She graduated from Marquette University in Milwaukee magna cum laude with a bachelor's degree in journalism in 1974. Banaszynski has held internships at the *Wall Street Journal* and the *Indianapolis Star*. She taught advanced reporting at the Col-

lege of St. Thomas in St. Paul.

Burnis Morris looks forward to spending a few months on campus as the Gannett Professional in Residence in the spring 1992. He was an assistant professor of journalism at Louisiana State University from fall 1990 to fall 1991.

Morris's research interests include media management and newspaper technology. His teaching blends practical experiences with a theoretical outlook of journalism. "I am fascinated with the economics and business aspects of journalism," he said. "I am attempting to use my unique experience as a journalist, manager and researcher to contribute to the education of the next generation of my profession."

Morris started as an editor in high school and founded a black newspaper at the University of Mississippi. He received a master's degree in public administration from the University of Dayton and has completed doctoral work at the University of Texas-Austin.

John Ginn was selected as the Knight Distinguished Teaching Professor. He moved to Lawrence in the fall and begins his appointment in January 1992. He will teach newspaper management, editorial writing and communications ethics. Ginn said he wanted to help students have an understanding and deep appreciation of real world journalism.

Since 1974, Ginn has been president and publisher of the *Anderson (South Carolina) Independent-Mail* and vice president of its parent corporation, Harte-Hanks Communications. Earlier, he was publisher and editor of the *Jackson Sun* in Tennessee, director of corporate development for the *Des Moines Register and Tribune*, city editor of the *Charlotte News* in North Carolina and a reporter for the *Columbia Tribune*

in Missouri. Ginn has served on the Pulitzer Prize jury three times, a highlight of his career. Ginn earned a bachelor's degree in journalism from the University of Missouri in 1959. In 1972, he earned a master's degree in business administration from Harvard University.

David Guth joined the faculty as an assistant professor in the business communications program. Guth has been a broadcast reporter and a public information officer. He worked for WCEC-WFMA in Rocky Mount, North Carolina, as news and sports director from March 1978 to December 1980. He last worked for the Department of Correction in Raleigh, North Carolina.

In 1983, Guth was part of the team that won the George Foster Peabody Award for "Victims of Injustice." Guth focused his part on people who are generally powerless to fight injustices yet still fought against all odds, such as migrant workers and those cut off from their social security disability payments.

Guth, who has his master's degree from the University of North Carolina, said his goal was to work real world problems into his public relations and special projects courses. "I try to put the students under realistic demands," Guth said. "I expect a high level of writing ability and professionalism in general."

Paul Wenske joined the faculty in August 1991 as an assistant professor teaching reporting courses. He said that he tried to paint a preliminary picture of what journalism is all about for his students in his two reporting classes. "I try to convey the excitement of journalism and get them excited. I try to help them discover the writer that is lurking inside of them."

Wenske's first job was at the

Daily Oklahoman in Oklahoma City. He worked for the *Kansas City Star* and the *Kansas City Times* as a national correspondent before coming to KU. He wrote breaking stories and worked on features and projects on national and international issues. He broke the Chrysler Corporation's fraud story, involving cars that were driven without the odometers functioning.

Wenske earned a bachelor's degree in history with a concentration in journalism in May 1970 from Wartburg College in Waverly, Iowa. He received a master's degree from Valparaiso University in Indiana in 1973.

by Craig Hewins

Software testing

Beta be good

Farallon Computing Inc. enlisted the help of Mike Williams in conducting beta testing of software and other application programs in the J-School beginning with the fall semester. The company's research office is in Lawrence.

The beta testing process is one of the last developmental phases run by a company before software is released to the public. The testing in this case allows the company to study how computers communicate on networks, as well as how information can be shared between computer users.

Williams, who teaches editing and photography courses, used the "Timbuktu" software in his classes. This program allows the teacher using one computer to operate the student's computer to show how to make corrections or changes on work or to show the student new applications on the computer.

Williams is also working to introduce electronic photogra-

phy systems to the School. Still-video cameras and hardware digitize images directly on computers, eliminating much of the time spent in the darkroom. Though this process is available for classroom demonstration only, Williams says the *Kansan* eventually may adopt this system.

by Leslie Wright

Tenure

T for two

Carole Rich and Adrienne Rivers were named associate professor and given tenure in April.

In 1987, Rich traded in sunshine for tornadoes when she left her position as assistant professor at the University of Arizona to begin teaching at KU. She received a bachelor's degree in English from Beaver College in Glenside, Pennsylvania, and a master's in education from Temple University, Philadelphia.

Rich has distinguished herself through her work on coaching writers. She has conducted seminars at several Gannett newspapers and appeared at the Poynter Institute for Media Studies.

Rivers earned a master's degree from the University of Missouri-Columbia, and has her bachelor's and master's degrees from the University of Hartford. Rivers has worked with national and regional broadcasters and has written a handbook for improving news coverage of African-Americans. She served as a faculty intern for WIBW-TV in Topeka in the spring of 1990.

by Leslie Wright

Faculty Internship

Zero room for error

Everyone makes mistakes—even copy editors. Even copy editors who are also professors. Bruce

Swain told on himself. While working on a faculty internship at the *Topeka Capital-Journal* last summer, he accidentally knocked a zero off of a school-budget figure. Embarrassment aside, Swain said the experience was enlightening. "I was reacquainted with how easy it is for copy editors to insert errors." He said it reminded him how significant copy editors are in producing an accurate, well-written newspaper.

Internships expose faculty to industry trends and help update course material. Many changes were integrated into his editing classes. For example, he said that papers place a greater emphasis on short, readable stories, a change from five years ago. Now, almost every exercise that Swain assigns requires cutting stories.

by Leslie Wright

Staff service

Coming and going

Two longtime J-School staff members retired at the close of the spring 1991 semester, and one new member started in August.

Rod Davis retired as chief engineer of KJHK, where he supervised use and maintenance of broadcast equipment. Davis worked for KU for forty years and said he had many long-awaited projects at home.

Francis Ellis retired as director of labs in the broadcast sequence, where he lectured on film and lighting. Ellis worked at KU for twenty-three years. When he left, Ellis said he would be working at a hardware store.

Charlotte Stone joined the dean's office staff this fall. Stone is in charge of the dean's datebook and acts as liaison between the dean and students. She lives in Ottawa.

by Todd Walquist

Bruce Swain on editing: Learn how to distinguish all the news that's fit to cut.

Editor's Day

Bremner honored

In spite of the tremendous rivalry between KU and K-State, last year's traditional football competition marked the beginning of a new era for the annual Editor's Day celebration.

The event, which began at KU in the late 1920s, was celebrated by the schools separately.

Although the program varies each year, the main event is always the naming of that year's addition to the Kansas Newspaper Hall of Fame. The honoree is eligible three years after his or her death and is elected by people who have been newspaper journalists in Kansas for at least 25 years. McDill "Huck" Boyd was named in 1990. The late John Bremner, Oscar S. Stauffer Distinguished Professor of Journalism at KU and author of *Words on Words* and *HTK*, was named at the K-State celebration in October 1991.

by Jill Osterhout



William A. White Day

Live ... from Saudi Arabia

At the William Allen White Day luncheon on February 8, 1991, Hank Booth, president of the William Allen White Foundation, presented the national citation for excellence to Donna Head, a broadcast student, standing in for the honoree, Charlayne Hunter-Gault. Following the luncheon Mike Kautsch interviewed Hunter-Gault, covering the Gulf War in Saudi Arabia, by telephone while live news feeds, received by satellite, were projected onto a large screen for the journalists assembled in the

Kansas Union Ballroom.

Hunter-Gault, the New York-based national correspondent for the MacNeil-Lehrer Newshour, was honored as an American journalist who exemplifies White's ideals in professional and community service.

by Jill Osterhout

Grover Cobb Award

A real Jewell

On October 24, 1991, Mike Kautsch, dean of the School, presented the Grover Cobb Award to Tony Jewell, former general manager of KIUL radio, Garden City, at the annual convention of the Kansas Association of Broadcasters.

The Grover Cobb Award honors those broadcasters who treat their medium as a public trust. John Katich, who heads the broadcast sequence, said all Kansas broadcasters were eligible for the award regardless of their area of specialty. Judges evaluated candidates on such criteria as employee relations, ethical business practices, government relations and, most importantly, community service. Award winners must have had a significant record of public service and demonstrated value-based decisions in which the interests of the community supersede the desire for profit.

Grover Cobb, a longtime Kansas broadcaster, had the kind of commitment to the public that won him the admiration of his colleagues and inspired the faculty of the radio/television sequence to establish an annual award in his honor.

During his career Cobb served as general manager at KVGB radio in Great Bend. While there he was instrumental in the creation of the KAB.

Cobb was the perfect person to

develop relations with the FCC, said Katich. "Cobb was the embodiment of public service broadcasting."

Previous winners include Pat Powers of Topeka, Kay Melia of Goodland, Dale McCoy Jr. of Chanute and Robert Pratt of Coffeyville.

"We feel we've been lucky in the state of Kansas," Katich said. "We have a large pool of qualified broadcasters. The challenge is not to find someone, but to honor some of those we've overlooked too long."

by Debra Simon

Scholarships & awards

And the winner is...

Scholarships totaling \$119,922, the highest dollar amount ever, were granted to eighty-two undergraduate and six graduate students at the May 3 awards ceremony. In addition, twenty awards for outstanding performance in advertising, news-editorial, magazine, public relations, radio-television and community service through journalism also were presented to students. Each award included a monetary prize.

Mary Wallace, assistant to the dean, coordinated the awards program. She said she was pleased with the well-attended ceremony but expressed concern about the years to come. "The awarding of scholarships gets more and more difficult each year because there's more and more need."

Some of that need was met this year by alumni who established two new scholarships: Catherine Armstrong of Carmel, California, a 1921 KU graduate, created the Armstrong Family Scholarship on behalf of the four members of her family who graduated from KU. Mr. and Mrs. Ralph Butler of

Wichita created the Joan Marie Butler Scholarship in memory of their daughter, a 1987 graduate.

Rick Musser emceed the program, which took place in the Big Eight Room at the Kansas Union. "It's an important event; it's what we're all about," said Musser, who teaches reporting courses in the news sequence. "But it doesn't mean that it can't be fun. Hey, we're giving out money to students. That's always fun."

by Joe Gose

Kappa Tau Alpha

High society

Kappa Tau Alpha, the journalism honor society, initiated forty-two undergraduate and graduate members from the University of Kansas last spring. Pam Johnson, president and publisher of the *Ithaca Journal* (N.Y.), spoke at the April 30 ceremony.

Students are elected based on "no considerations other than scholarship and character," and must be in the top ten percent of their graduating class. KU graduate students must have a minimum grade point average of 3.8, with twenty graduate journalism hours completed.

The 1991 KU undergraduate initiates were: Bettina Carter, Christina Mann, James Obermaier, Yvonne Guzman, Noel Gerdes, Elizabeth Massey, Kimberly Callahan, Amy Belden, Howard Erenberg, Laurie Whitten, Stacy Smith, Kjerstin Gabrielson, Beth Thompson, Kristi Brian, Cheryl Kessler, Lisa Bergrud, Melanie Botts, Lisa Hockenberry, Mario Talkington, Patricia Rojas, Sarah Sneed, Michael Worthington, Britton Franke, Melissa Miller, Tracy Hann, Christine Thyssen, Cynthia Smith, Jennifer Warner, Alecia Hain, Brenon Daly, Curtis Estes, Melanie Middien, Suzanne

Castor and Pamela Sollner.

The 1991 graduate initiates were: Jolee Fishback, Sabine Meyer, Mike Williams, Paulette Krick, Bryan Reber, Linda Meierhoffe and Douglas Ward.

Carol Holstead, assistant professor of journalism, was initiated into the society as an honorary member.

by Joe Gose

D.C. intern

Highly placed source

On his first day on the job, David Roach sat in on the Senate hearings of Clarence Thomas, Supreme Court nominee. On the second day, he started off breakfasting with the prime minister of Poland.

Roach was one of twelve interns selected from across the nation by the Washington Center for Politics and Journalism. Each student received a \$1,000 stipend from the center and the chance to work with a major Washington news bureau. Roach worked as a reporter for the *Dallas Times-Herald*. The sixteen-week internship is designed to educate students about political reporting.

Interns attended seminars twice a week conducted by experts in politics and political reporting. Past speakers at the seminars have included David Broder and George McGovern.

Roach is also a KU Reader's Digest Foundation Scholar. He covered the Kansas Legislature for the *Kansan*.

by Benjamin Allen

Magazine interns

Fair exchange

Last summer three magazines found out what the J-School has to offer, and conversely, three

students found out what the magazine industry has to offer.

Kim Cheney won the American Society of Magazine Editors internship and was assigned to *Parents* magazine in New York. Maria Angeletti and Craig Hewins interned at magazines through the Business Press Educational Foundation internship program.

Cheney worked as an editorial assistant at *Parents*. Her job consisted of editing, fact checking, headline and caption writing and researching for the Gruner & Jahr USA publication. "It was a confidence-building experience," Cheney said. "You find out what you really can do."

Cheney said she spent time in different departments at *Parents*, and every Friday afternoon a guest speaker addressed the interns. Bob Wallace, editor of *Rolling Stone*, and Jason McManus, editor-in-chief of *Time*, were among the featured speakers.

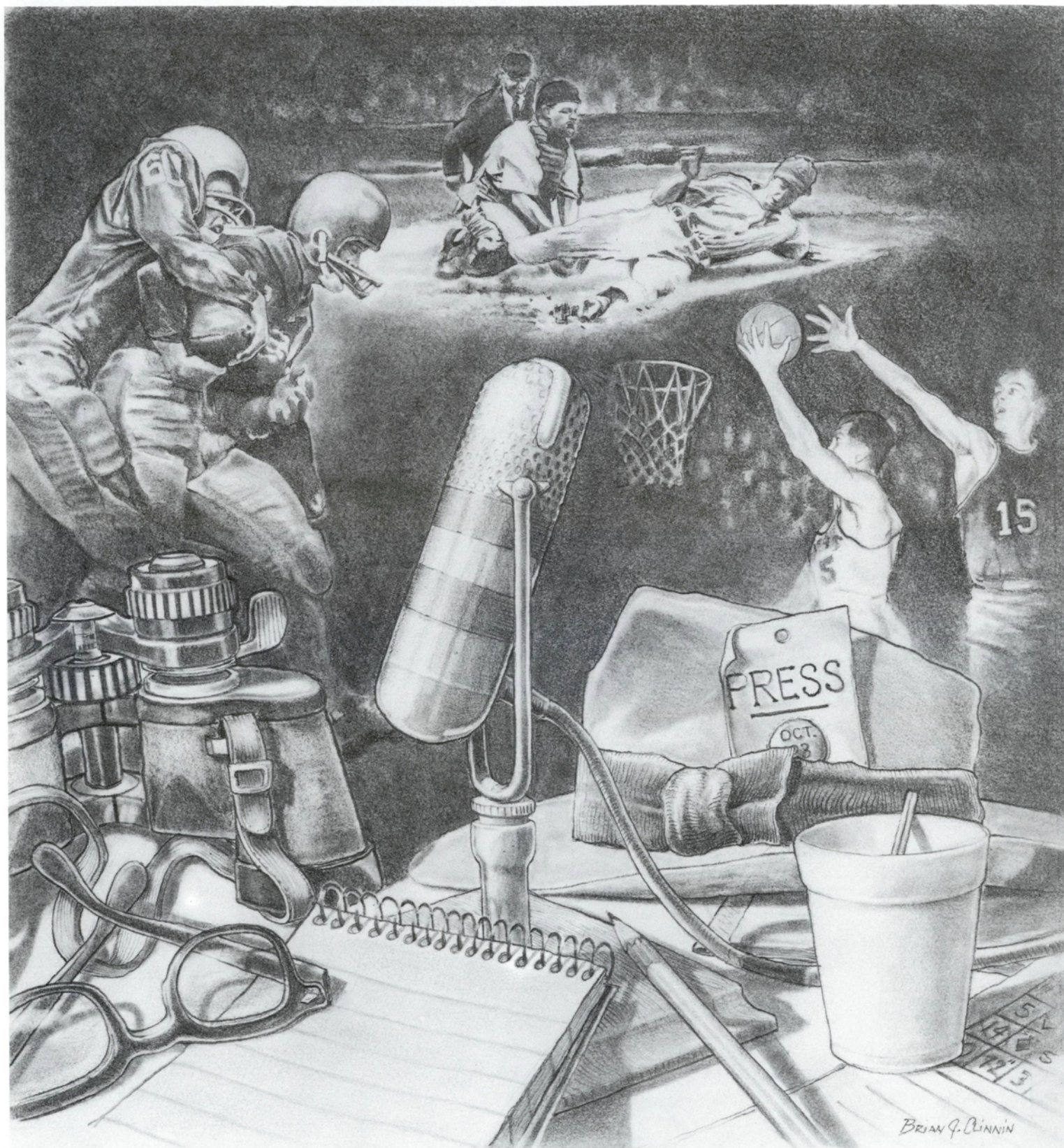
Angeletti worked at *Architectural Record*, a McGraw-Hill publication, in New York. She spent nearly three months writing three by-lined articles, observing layouts and learning about production, circulation and advertising. She wrote book reviews and product literature reviews. "All around it was excellent," she said of her work experience. "My skills were put to work the first day."

Hewins worked for *Produce Merchandising*, a Vance publication in Overland Park. As an editorial assistant, he wrote and edited stories. "It was an honor to be selected to be a BPEF intern. I felt that Vance offered me the chance to gain experience and that I offered them my abilities as an editorial assistant."

by Craig Hewins

Capitol Hill often provides unique opportunities- one KU student began his internship breakfasting with the Polish prime minister.

illustrated by **BRIAN CLINNIN**



TOM HEDRICK

On Air

Behind the voice, across the airwaves there's the man, one who has influenced many lives, one who brings the sights, and the thrill of the games.

story by **JOE GOSE**

On Saturday afternoons when the leaves turn and the air is crisp, he guides, informs, teaches, speculates and entertains. He links man to his games. Make no mistake. He carries a heavy burden. He is responsible for the score, the down, the number of yards needed for the first down and time remaining in the game. He is responsible for the players' names, positions and status. He is responsible for meaningful and meaningless statistics to contrast or compare players, coaches and universities. He is responsible for transporting the listener — whether the listener be in the home, yard or car — to the game. Here's how he sees it:

The offense lines up in a double tight end formation, two backs in the I. The quar-

terback crouches and sends his receiver in motion. He takes the snap, drops back, slips and falls to the ground! A loss of six yards on the play!

Here's how he calls it:

"Ohhhhhh! He was a victim of self-tackleization!"

It's not perfect English; it's butchered English. Language purists seethe. Listeners understand. Pure Hedrick.

Few play-by-play announcers in Kansas have been more memorable than Tom Hedrick. He has sat behind a microphone moving through the language and stats for almost thirty-five years. Hedrick has been the voice of the Cincinnati Reds and





Texas Rangers. He has received top ratings as a TV anchor-man in Kansas City, Cincinnati and Dallas. He was the radio voice for KU football and basketball for sixteen years. He was the voice of the Kansas City Chiefs from 1964 to 1970. He has called three Super Bowls and nine Cotton Bowls for CBS radio. These days he is the play by play voice for the Jayhawk baseball team, the University of Missouri of Kansas City basketball team and the Baker University football team.

For more than twenty of those thirty-five years, Hedrick

has doubled as an instructor at the J-School. He started teaching in 1960. He returned in 1975 to stay. He teaches courses in theater of media arts and, of course, sports broadcasting. Students line up at his door three-deep. And they never stop seeking his advice.

One day almost six years ago he walked into a seminar for the Kansas Association of Radio Broadcasters. To hear him tell the story, there were about thirty-five guys waiting for him. "They were all imitating me. The second I walked into the room they all stopped," covering their mischief with angelic faces and a sing-song, "Hi

professor!" Hedrick said he looked around the room and realized that he had instructed or placed twenty-one of the thirty-five broadcasters.

Some of those twenty-one names sound like a who's who list: Kevin Harlan, voice of the Chiefs; Gordon Docking, WDAF sports anchorman; Bob Davis, Jayhawk football and basketball announcer; Lief Lisec, sports reporter for KCTV-5; Bob Bissell, Brian Purdy and Chuck Heinz, all at one time or another with KIUL in Garden City and Tom Van Hoy, KSEK in Pittsburg. That's just the Kansas crew.

Hedrick's guys fill broadcast booths all over the country.

When Hedrick talks about his former students, he announces their names, referring to them as his kids. Never mind that some of his former students graduated as early as 1962. He peppers the introductions with the rhythm of a sportscaster's banter: "Terry Shockley, S-H-O-C-K-L-E-Y. He now owns three radio stations. One of them is WOLX in Madison, Wisconsin. Gary Bender, B-E-N-D-E-R, now with ABC television. I knew he had it the first time I heard him."

Tom Hedrick may have been made for sportscasters. Guys like Kevin Harlan who at fourteen years of age sat in front of a silent TV and called games with the tape recorder running. Guys like Terry Shockley who spotted at football games as a boy just to play a role in the radio broadcast. Guys like Brian Purdy who equated sportscasters with superstars when he was growing up. Guys like Gary Bender who spent his youth sitting on a tractor in Ulysses, Kansas, smack in the middle of the prairie introducing lineups, singing the "Star Spangled Banner," reciting commercials and calling games he created in his head.

Bender left the tractor in Ulysses and went to Hedrick. "Tom was the first guy who told me that I had ability. He encouraged me and I traveled along with him when I was going to graduate school and did his sports shows. He was tremendous encouragement for me. If you had the ability, he encouraged you. If not, he told you. He is very good at judging talent."

As Bender's education progressed, he started to sound more and more like Hedrick. At some point they came to a mutual decision to stop calling games together. Some influences, says Bender, are ingrained for life, however. "One time I was calling a game and the quarterback fell down on his own." He says he didn't miss a beat and announced, "He was a victim of self-tackleization!" The guy in the booth with me just started laughing. He too, was from KU, and knew exactly who I was imitating. It's what we call a 'Hedrickism.'"

The separation of mentor and neophyte is a recurring theme with Hedrick and his students. Although imitation is the highest form of praise in the industry, Hedrick stresses the opposite: individualism. Hedrick claims his style is all his own. He urges students to develop their own unique styles.

Hedrick's voice is somewhere to the left of Mr. Ed and to the right of Vin Scully. He emphasizes about every fourth to sixth syllable. His play-by-play tone sounds like a conversation - and you might say vice-versa. Sometimes his digressions from the game resemble a Hollywood columnist. "It's not so much how he describes the play, but what he talks about between plays," says Gordon Docking, a sportscaster in Kansas City.

"He'll be calling a KU game and comment on the play





after it is over. And then he'll say, 'Ya know, I was talking to Gale Sayers the other day, and Gale was telling me about the days when he was playing at KU and when John Hadl was also playing at KU...' The man can work more alums' names into a broadcast than anybody I've ever known. I wish I had a nickel for every time he said, 'I was talking to Gale Sayers just the other day.' I could probably retire."

Dropping names is part of Hedrick's schtick. Students are more interested in his success and counsel, however. They observe everything, break it down, play it back in their minds: The erect index finger on the right hand, the forward tilt of the head and the gaze over the glasses when he makes a point. "Now that I've told you that, I'm going to tell you this," Hedrick says assuming the posture.

Hedrick does not simply dole out advice. He doles out work. Freshmen tote a tape-recorder to high school football and basketball games. They sit in remote corners of the bleachers and call the game. They bring recordings to class and Hedrick and classmates critique them. Sophomores work at KJHK, the student-run radio station, calling games and delivering the sports news. Juniors and seniors find internships, in many cases with Hedrick's help. Throughout their college careers, they also assist Hedrick with his own sports shows on KLWN, KU baseball games and other projects.

"The best thing about his class was that it was diversified," says Lief Lisec, a sports reporter in Kansas City. "We never knew what direction it would take. Being in the business, he knew what we needed to know. He'd bring in people to talk to us in class, and he'd have us help him do research when he'd do games."

It takes four qualities to succeed as a broadcaster, Hedrick says: a sparkling, distinctive voice, a little bit of cockiness, an ability to write and a strong work ethic. The work ethic is probably the most important. It encompasses "doing your homework," a habit Hedrick forces his students to develop.

"I was doing a junior varsity football game on KJHK that was supposed to start at 1 p.m.," says Lisec. "Baker was late. They didn't get there until 1:45. We went on the air at 12:45 so we had to fill one hour of time with nothing but talk. Thank goodness my partner and I had done our homework. When the Baker players finally arrived, they were wearing different numbers than those we had studied. But because we did do our homework, we knew them by position and got by. And then Tom walks into the booth. Talk about pressure. But if you listen to Tom, those things happened all the time."

Training a bunch of guys to sit at sporting events, recite statistics and color the language is not what Hedrick is about, however. Sure, every one of his proteges has a favorite story about Hedrick, but three themes consistently emerge whenever they talk about his influence.

They focus on Hedrick's philosophy of life.

"My whole life is predicated on charging a ground ball. If I make an error, it's because I was aggressive. I may get hit in the larynx in the seventh game of the World Series, but it's not because I didn't try. I'm not one to sit back and take my chances. Everyday of my life I get up and have a game plan: I'm going to be the best I can be that day."

The best means maintaining an honest and positive outlook and living by the golden rule. Honesty can be tough. Terry Shockley, one of Hedrick's students in the early sixties grew up dreaming of being a play-by-play guy. Hedrick saw something else. "He knew how to prepare, how to organize, he was a leader and he knew it. But he didn't have the vocal skills. So I told him, 'What you can be is a play-by-play guy, but you'll only make it to a one-thousand-watt station. You'll be very frustrated. But you have great leadership ability. You can be a real winner. Forget about being a sports announcer. Do that on the side, as a lark.'"

Shockley realizes what Hedrick must have gone through when making the decision to be that honest and that blunt. "It was a very, very tough thing to do. I'm sure that he thought about it long and hard." Shockley is now president of Shockley Communications Company. "I had a lot of ambition and Tom saw that. When the opportunity came to take management and leadership roles, I was encouraged by what Tom had told me."

Hedrick saw something different in Brian Purdy. He did not like what he saw, even if it was his fraternity brother's son. Hedrick confronted Purdy after his sophomore year.

"The first two years Brian Purdy didn't miss a party, played baseball for KU and had a ball — hadn't done anything about his profession. So I sat him down in the bleachers after a K-State baseball game and I said, 'Now Brian, I know you've had a great time. It's documented. You're legendary. But have you done a damn thing about your career?' He said, 'Well, no prof, I haven't.' I said, 'Be in my office tomorrow morning. Ten o'clock. Blue blazer.' He showed up that next day. He was practically shaking."

At that point, Purdy became Hedrick's gofer. "Whatever Tom told me to do, I did. Whether it was working at KJHK

The guy in the booth with me just started laughing. He too, was from KU, and knew exactly who I was imitating. It's what we call a 'Hedrickism.'... Hedrick's voice is somewhere to the left of Mr. Ed and to the right of Vin Scully. His play-by-play tone sounds like a conversation.



or helping him on the Jayhawk network. I felt that the best way to learn it was to just be around it. He knows everybody in Kansas and he helped me analyze what was out there." Purdy is now a senior account executive in Kansas City for the Chiefs' radio network.

The honesty has not been without personal cost. He says that in 1982 he knew that Don Fambrough, the KU football coach, would be fired. Still, Hedrick defended Fambrough during one broadcast. It turned out to be his last KU football and basketball broadcast. "When I got done, I knew I had stuck my neck out. At that point I changed my course. I talked to Doctor Gene Budig about remaining here as a three-quarter-time teacher and free lancing. But I took the stance that I thought was right. I didn't sell out. I will never sell out."

Chancellor Gene A. Budig doesn't discuss those events and he may not know many "Hedrickisms," but he speaks highly of Hedrick. "He is first and foremost a professional. He is an individual who enjoys being around young people. He is good both for the University of Kansas and students in the school. He is known for his loyalty to his friends. He never backs away."

Hedrick has a genuine interest in his students. It was that interest that influenced Kevin Harlan to come to KU. Harlan turned down offers from Notre Dame, Michigan and North Carolina to study under Hedrick and is now voice of the K.C. Chiefs and Minnesota Timberwolves. "I called Tom after listening to him do the Cotton Bowl on CBS." At the time Harlan was seventeen years old, and, as he described himself, "Scared to death. I was talking to this guy who was just on national radio and he's just the nicest guy. He said, 'Come on down for a basketball weekend and see the campus and see what's going on.' He picked me up from the airport, checked me into my room and later picked me up to go to the basketball game." Harlan still possesses the press pass. He says he sat behind Hedrick while he called the game. "I went home and told my mom and dad, 'You won't believe this. It's the most beautiful campus and there's this guy who has promised me to make me his right-hand man, so I went to KU and everything that he promised me was more than I could have ever hoped for.'" On top of all that, Harlan says, "When I was a freshman, the Hedricks had me to their house for dinner every Sunday night."

Hedrick's interpretation of the golden rule applies not only to his personal relationships but also to professional conduct. "Forty percent of this business is maintaining your job," Hedrick admonishes his students, holding his index finger in the air. "That means P.R. That means selling yourself. That means spending hours on the phone keeping your foot in the door."

He says this one day to his students at Royals Stadium. They were there to talk to the play-by-play announcers.

Hedrick heaps praise on the Royals organization. Part of Hedrick's P.R. is to give the other guy credit — as much as you can. Hedrick doesn't stint. He always has something good to say, always a positive spin to put on someone or something. Everything is still possible to Hedrick. Maybe that's one reason he looks so youthful. He still has a spring in his walk. The hair may be receding, but he's lean and looks fit. "Bright-eyed" would be his expression. No one knows from where Hedrick's positive outlook stems. No one misses it. Everyone tries to emulate it.

"He remains consistent with his personality," says Shockley. "I attribute his success to his ability to show interest in students who show interest in the field. Learning from somebody like Tom has taught me that consistency of personality, of being human, being high-quality. That's why Tom is a great teacher."

That and perhaps the fact that he loves his work. "The one thing I'll remember about Tom Hedrick," says Gordon Docking, "and that I'll always take with me and try to emulate is the fact that he loves his job so much. It just makes your life so much more enjoyable if you go into work feeling that way everyday."

That sentiment is echoed by every one of his students. Shockley, Harlan, Lisec, Bender. It may sound too good to be true. *Everyone* has a bad day now and then. Even Tom Hedrick. Or maybe not. The day he took his kids to Royals Stadium, Hedrick's car broke down on K-10. He arrived at the stadium about fifteen minutes late, sporting a deep-red blazer and an ear-to-ear grin. On the elevator he told the story, "I blew a radiator hose. That car is really testing my temperament. Really testing it."

Hedrick forged his career in broadcasting because he wanted to stay in athletics. It was a dose of honesty from his own high school basketball coach in Newton, Massachusetts that started the cogs turning. The coach cut him and told him he would not make it as a basketball player. "It was a long walk home," Hedrick says. In the first two miles he said he resolved to be a coach. Over the next two miles he changed his mind and thought he would cover sports for a newspaper. He got down to the last mile. "I realized I wanted to be a sportscaster just like Curt Gowdy."

He himself started teaching because students seemed to lack guidance. Hedrick recalls driving through western Kansas after placing Brian Purdy at a radio station in Garden City. Hedrick heard that familiar voice doing the sports in the afternoon and he pulled off the highway. He called the station from a pay phone. "Boy, am I proud of you. You really sound good."

For someone who as a young boy looked at Hedrick as a superstar, those words were the affirmation of membership into the club. Pure Hedrick gold.

Conflicting values:

PC

in the Newsroom

This is not a nice story. ■ This is a story about conflict. ■ Conflict faced in our jobs---as student journal-

Angela Baughman

Edward May

Douglas Hundley

ists or professionals. How is it possible to do our jobs and behave with sensitivity? ■ How do we balance our need to know and an accountability to our readers? ■ This is a story of our craft in conflict. It happened to take place here, in Lawrence, Kansas, at KU, in the J-School. What happened was that Darren Fulcher, KU's student body president, had been charged with misdemeanor battery, involving Audra Glavas, also a KU student and, according to Fulcher, an ex-girlfriend. ■ All this happened before he was elected. ■ Nobody knew it. The *University Daily Kansan* missed the story. Everyone missed it. ■ When the *Kansan* finally learned

of the battery and published the news, the controversy resulted in national press coverage and raised questions about newsroom judgment.

Why, when the *Kansan* got the tip in June, had it delayed publishing until August? One paper suggested that it was a "call that a professional newspaper editor might have made differently." Perhaps, but, you see, Darren Fulcher is black, KU's first black student body president. The controversy raised questions of how journalists deal with issues of race, especially in cases of public figures with private lives.

There is no issue that *Kansan* journalists cover to which they are more sensitive than race. What happened at the *Kansan* seemed to illuminate a new newsroom ethos and a national uneasiness about race and the coverage of race.

The *Kansan* newsroom has been struggling with race as a front-page story since February 1988, when a reporting instructor and a KJHK student talk-show host, each acting independently, invited two members of the Ku Klux Klan to campus during Black History Month.

The campus came apart. The *Kansan* had to sort out the reactions and differences of opinion expressed by students and faculty: the free speech advocates, faculty concerned about academic freedom and aggrieved minorities.

Cultural diversity then became the code word when the University formed a Minority Task Force to find ways to increase the number of minority students and faculty at KU. The *Kansan* faced unprecedented expectations to find ways to be politically correct and to encourage an atmosphere of greater sensitivity, while at the same time facing increased criticism. Black students, particularly the newly formed Black Men of Today, criticized the task force as lethargic and uncoordinated. Black Men of Today (founded by Darren Fulcher and three other students) also demanded a full-time minority recruitment office.

Another front-page incident occurred on March 30, 1990, when a black KU student named Ann Dean delivered a pizza to Matthew Willenborg at the Sigma Alpha Epsilon fraternity. Willenborg, who is white, said that he asked Dean why she was out so late. Dean said that Willenborg racially insulted her and, according to the police report, struck her.

Again, furor. Black Men of Today marched to Strong Hall to confront Gene A. Budig, the chancellor of the University. The *Kansan* covered the march and the confrontation. More tension. More coverage. More criticism of *Kansan* coverage.

By this time not a word, not even a simple letter, could be published about minorities in the *Kansan* without pro-

voking reaction. Take, for example, the letter "b."

In the fall of 1989, *Kansan* editors changed the paper's stylebook and capitalized the letter "b" in "black" when referring to race. They thought the capitalization showed sensitivity. In fall 1990, the new *Kansan* editors reverted to lower-case "b," following conventional journalism style as found in the *Associated Press Stylebook*. This prompted such outrage that minority students marched on the *Kansan* and burned a stack of *Kansans* on the lawn outside the newsroom.

Big B or little b, the conflict goes back to "the color line," which W.E.B. Du Bois called "the problem of the twentieth century." When eighteen- and nineteen-year-olds come to KU, they bring with them what they have already learned; for most of them, what they have already learned about race, for the most part, is that a person should be judged by the content of his character, not the color of his skin.

So when Darren Fulcher argued that his coalition, Impact!, was more diverse than his opponent's, Fulcher's argument had resonance, even though his white opponent also ran on a platform of diversity, and even though his opponent's vice-presidential running mate was black.

When Fulcher won almost sixty percent of the student vote, there was reason to hope that race might no longer be a front-page issue on a campus where whites outnumbered blacks and other minorities almost twenty to one.

Dinesh D'Souza, in his book *Illiberal Education*, characterized today's campuses as "disturbed and sometimes disturbing" places, places where political transformation is seen by some to be the chief purpose of education. George Will's *Newsweek* essay, "Curdled Politics on Campus," characterized the campus as a place where there is an aversion to risk, a worry of giving offense, a need to be politically correct, and where political agendas have co-opted certain words: community, sensitivity, diversity and multicultural awareness to mention a few.

In the May 1991 issue of *The Atlantic*, Thomas Byrne Edsall, a *Washington Post* reporter, and Mary D. Edsall wrote, "The political role of race is subtle and complex, requiring listening to those whose views are deeply repellent to some and deeply resonant for others. The debate over racial policy has been skewed and distorted by a profound failure to listen."

Thus the job of journalists is difficult. They must somehow act responsibly but still be brave and find the words—words that provide information and provoke robust discourse. Words that make us think, give us perspective, call us to action.



Fulcher

Arrested on misdemeanor battery charged and released on \$150 bail.

Douglas County DA's office charges Fulcher. Court date set for March 21.

Two coalitions announced intention to run for office. Fulcher ran with Alan Lowden, forming Impact! coalition. Jason McIntosh and Giles Smith led FACTS coalition.

Fulcher and Douglas County DA's office reached diversion agreement, suspending prosecution on battery if Fulcher fulfilled terms of agreement.

Fulcher reported in *Kansan* as saying that students needed to look beyond the issues and see the people in the coalition.

Fulcher and Lowden won election: 2,221 of 3,778 votes.

Fulcher took over as student body president.

Fulcher failed to make court payment on diversion agreement.

DA's office entered motion to terminate diversion. Hearing set for July 3.

DA's office withdrew June 13 motion. Fulcher made payment. Met with Mike Brassfield, *Kansan* summer editor, and made personal request to withhold story on grounds that he had made good on the payment and wanted to place the past behind him.

Leaflets and copies of Fulcher's court files posted in Kansas Union. Kristin Lange, Women's Student Union founder, wrote to ask Fulcher to resign.

Fulcher called Senate meeting for September 4.

Student Senate passed resolution (41-20) calling for Fulcher's resignation. Fulcher refused to step down.

Senate voted 42-19 to expel Fulcher, effective date, 5 p.m. September 16.

James Baucom and Fulcher filed a consolidated appeal to KU Judicial Board for a hearing on the Student Senate decision.

Kansan

Kansan police reporter failed to check blotter.

Kansan noted Student Senate filing deadline. Only two coalitions in race. In 1990 there were five.

Kansan reported on campaign. Impact! claimed to be the more diverse of the two. *Kansan* also noted that students in general did not think they got enough campaign information.

Kansan got tip about a complaint, made formally but privately, by Jeannie Blankenship, former director of Salvation Army homeless shelter. Blankenship complained that Fulcher signed her name on a paysheet that he submitted to the KU Community Service Program for hours claimed between December 1990 and February 1991.

Last issue of semester. *Kansan* reported that a disciplinary hearing had been set regarding the disputed hours.

Kansan staff received anonymous tip reporting battery and missed payment. Assigned Rochelle Olson to story. She interviewed Fulcher and Glavas.

Brassfield decided not to print the story. Said that because Fulcher had made payment and hearing was cancelled that the story had lost its timely news angle.

After KJHK got a tip and broadcast the story, Holly Lawton, fall editor, assigned Blaine Kimrey to investigate.

Kansan ran three stories: One on the battery, one on the *Kansan*'s own handling of the story and a third piece on campus reaction.

Approximately fifty black students marched to *Kansan* newsroom. They dumped 1,000 copies of the *Kansan* on newsroom floor in protest of *Kansan* coverage.

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The Politicians



Darren Fulcher

Age: 23

Background: Born and raised in Kansas City, Missouri. Attended integrated public schools, where he learned the "four R's: reading, 'riting, 'rithmetic and racism." His parents divorced when he was almost two, and his mother, a nurse and devout Baptist, remarried about two years later. Says parents "were too busy trying to keep food on the table to instill me with a sense of racial identity. It wasn't until I came to KU that I realized there were differing views from the white, European, male perspective. Plans to graduate in May with a history degree.

Position: Elected student body president in April 1991. Voted out of office by Student Senate in September when reports that he had battered his ex-girlfriend made headlines. He refused to step down.

What were the political influences in your life? Malcolm X, Nixon and Gandhi, all of them for their strength in the face of trouble.

What were the media influences in your life? Remembers watching the Brady Bunch and Gilligan's Island but not TV news. TV had less impact than sports and friends.

What ought to be the media's primary role in a democratic society? Act as a watchdog. If they don't do it, no one else will. But they must do it fairly and accurately. If not, they aren't providing a service for the people.

As a public official, what are the fundamental values that guide your actions? To do the fair and just thing, to treat people as I would expect to be treated, to think before I act and talk to as many people as possible.

If you were the Kansan editor, what would you have done? I can't say I wouldn't have printed the story, but I would have been fair in regard to timing. When they reported it, it wasn't newsworthy anymore, just like with Clarence Thomas. Because of their mistake in not reporting it earlier, their position was totally unfair.

Reported by Kristina Johnson



Jason T. McIntosh

Age: 21

Background: Born in Little Rock, Arkansas. Parents separated in 1977, and he moved with his mother to Tulsa. Attended public grade school with "open classroom" concept, where students worked at their own pace. Father is in the trucking industry; mother is computer operator. A senior in journalism.

Position: Ran unsuccessfully on FACTS coalition for student body president against Fulcher; a senior senator.

What were the political influences in your life? Began with F.D.R., became aware of policy interaction in New Deal when in grade school. A cousin with liberal, progressive views exposed him to friends who had made changes. They told me you can change the world one person at a time. They were real people, not icons from a long-ago era.

What were the media influences in your life? When I was 12, my father bought me a short-wave radio and I continually listened to the BBC, Radio Moscow and Radio Havana-Cuba. I knew they were biased, but I still listened.

What ought to be the media's primary role in a democratic society? A friend to none. Long-term goal should be to enlighten and inform.

As a public official, what are the fundamental values that guide your actions? My guide is what the students feel they need and the long-term effect it will have on the campus.

If you were the Kansan editor, what would you have done? I would have made the hard choice in the spring when the rumors were out there. I went down to the courthouse and asked to see the record, and it was there as plain as day, how he grabbed Glavas' throat and hit her in the face. We would have never been in the situation we're in now if the Kansan had checked.

Reported by Kelly Yost

The role of the media:

To inform the public...and ask the tough questions as to why a public official decided to work one way or another.

Pat Warren

Fulcher's campaign co-manager



James Baucom

Age: 19

Background: Born in Kansas City, Missouri. Parents divorced and he moved to Topeka where he was raised by aunts and a grandmother. In high school he was involved in forensics, tennis and student government; elected student body president his senior year.

Position: Off-campus senator. Friends with Darren Fulcher since 1989, when they helped start Black Men of Today. Worked on Fulcher's campaign and been his most ardent advocate. Member Kansan editorial board.

What were the political influences in your life? His aunts, Dr. Martin Luther King, Gandhi, Malcolm X and the Black Panthers, Jesse Jackson's 1988 presidential campaign.

What were the media influences in your life?: Reads *Ebony* Man and *Essence*. Favorite radio shows are Radio Scope and Point Blank, which feature black music and topics. Likes Spike Lee. I don't have a high regard for these prime-time television people like Peter Jennings. Is very critical of the news media. "Somebody I do really dig is Tony Brown; I like his style. He's fair."

What ought to be the media's primary role in a democratic society? To provide two sides and inform. The media should provide the context, the background, and leave out their opinion.

As a public official, what are the fundamental values that guide your actions? I am interested in public service and to help change things. Not interested in holding public office because of the negative connotation associated with being a politician.

If you were the Kansan editor, what would you have done? Run a fair and complete story during the summer, insist that interviews with Fulcher and others involved be included. Handled that way, the story probably would not have caused the uproar it did in the fall.

Reported by Rebecca Goldman



Kristin Lange

Age: 21

Background: Born and raised in Salina, where she attended public schools. Her parents sent her to Salina Central High School because it was more racially diverse. Comes from a working-class family. Her father is a "pull-yourself-up-by-your-bootstraps" businessman; her mother is a nurse.

Position: Founding member of the Women's Student Union. Ran with Fulcher on his coalition. An off-campus senator in the Student Senate. Led call for Fulcher's removal.

What were the political influences in your life? My mother. She was a closet feminist. She was on the board of directors for a battered women's shelter. I learned at a very young age the world is not a safe place for women, especially young women.

What were the media influences in your life? I love sitcoms but I read a lot more than I watch television. *Little House* books. I read a lot about little girls while growing up. When I was in high school I listened to punk rock; I think that's what brought out the rebel in me.

What ought to be the media's primary role in a democratic society? There needs to be more reporting of the facts, stuff is so subjective. I would rather see a series of press statements, because so many of us were misquoted so many times (during the Fulcher controversy) and things are misinterpreted.

As a public official, what are the fundamental values that guide your action? My interest lies in making a change in the interest of people who are marginalized. I am not padding my resume; it's almost like a mission.

If you were the Kansan editor, what would you have done? I wouldn't have been able to pass off an excuse that it wasn't newsworthy. The *Kansan* is ignorant about domestic violence. I would have run it over the summer. He's a criminal. I mean, he's the student body president.

Reported by Michelle Betts

If you were the Kansan editor:

I would have run the story immediately; it was not significant that Fulcher missed the diversion payment, but that he had to pay it at all.

Pat Warren

The Media



Mike Brassfield

Age: 24

Background: Born in Kansas City, Missouri and raised in Prairie Village and Shawnee. Attended public schools. Was a reporter and assistant campus editor for the *Kansan*; was a stringer for the *Topeka Capital-Journal*.

Position: Now a reporter for the *Lawrence Daily Journal-World*. Was *Kansan* summer editor who decided not to publish story. Without an angle, he thought printing a story that old would look vindictive. Waited for something else to come up, but it never did while editor. I was never trying to suppress the story. It was more timely to run the story in the fall because (by then) someone had put copies of the police report all over the Kansas Union.

What were the media influences in your life? A 12th grade English teacher who instilled confidence. He told me that I wrote well, but I wasn't trying hard enough. Tom Eblen, *Kansan* general manager, also was a good influence — he made me work harder. Watches the nightly news with Peter Jennings and is influenced by the *Kansas City Star*, because I grew up with it.

What ought to be the media role in democratic society? I believe the purpose of the media is to inform people, which is why I don't like suggestions that I was acting as a censor.

As a journalist, what are the fundamental values that guide your actions? Truth and fairness. You should try to write and print things that expose people for what they are, but also try to print both sides of the story.

As Fulcher's campaign media adviser, what would you have done? I would have advised Fulcher not to run for the presidency, and later, do just what he did, which was ask the editor not to run the article. I would have advised Fulcher to step down from office because he wasn't viewed as a leader, and to come forward and tell his side of the story.

Reported by Sarah Davis



Holly Lawton

Age: 22

Background: Born and raised in Oklahoma City. Father is a neurologist; mother is a real estate agent. Attended Episcopalian elementary and secondary schools. A fifth-year senior in journalism. Has worked four semesters on the *Kansan*. Held summer internships at newspapers in Charleston, Salem and Detroit.

Position: *Kansan* Editor for Fall 1991 semester. First learned about Fulcher controversy on August 23, after radio station KJHK broadcast the story. Assigned a reporter to separate fact from rumors, then published three related stories on August 28.

What were the media influences in your life? The *Daily Oklahoman*; I think I could go in and change that paper. Started out wanting to be a writer and then wanting to be a reporter. Journalism school has helped me scrutinize papers. The *Detroit Free Press* is a wonderful paper, and the bigger papers like the *New York Times*. I watch the news as a job, not for entertainment.

What ought to be the media's primary role in a democratic society? To find out what readers want and to respond. To let people know what issues affect them and what they ought to be interested in.

As a journalist, what are the fundamental values that guide your actions? Keep everybody's feelings and points of view in mind. Make sure every side of every story is told; it's the only way to be fair. Be complete as possible.

As Fulcher's campaign media adviser, what would you have done? It would have been in Darren's best interest to get everything out in the open as soon as possible. He did a pretty good job by calling the emergency Student Senate meeting and taking questions for almost two hours, but he could have done it sooner.

Reported by Susan Loyacono



Rochelle Olson

Age: 26

Background: Born and raised in Minneapolis by her mother, a dental hygienist. Earned a bachelor's degree in French. A graduate journalism student in fall 1990.

Position: Served as a graduate assistant for *Kansan* adviser, summer 1991, when Audra Glavas originally contacted the *Kansan* about the battery incident. Mike Brassfield assigned her to interview Glavas and Fulcher.

What were the political influences in your life? The Arab-Israeli conflict and the Sadat-Begin summit, John F. Kennedy, Martin Luther King Jr., the Civil Rights movement, former vice president Hubert Humphrey.

What were the media influences in your life? The *Minneapolis Star-Tribune*. I admire Ellen Goodman, Mike Royko, Woodward and Bernstein.

What ought to be the media's role in a democratic society? A true democracy cannot function without a free and unfettered press.

As a journalist, what are the fundamental values that guide your actions? I try to be fair and seek out the facts and conditions. The public has a right to the truth.

As Fulcher's campaign media adviser, what would you have done? I did actually tell him what he should: to be as honest and open as possible, not to hide anything. People tend to forgive those who tell the truth more than they forgive those who cover things up.

Reported by Peter Lundquist



Blaine Kimrey

Age: 21

Background: Born and raised in Tulsa. Attended integrated schools since fifth grade; bussed from a white neighborhood to the black side of town. Father was an electronics salesman who has been disabled since before Kimrey's birth. Mother is a high school English teacher. Senior in journalism.

Position: *Kansan* staff writer; covers Student Senate. Handled primary coverage of Fulcher controversy in fall semester.

What were the political influences in your life? Before the Darren Fulcher incident, wasn't in tune with politics. Greatest political influence has been the experience of being a Student Senate reporter for the *Kansan*.

What were the media influences in your life? As a child, watched all kinds of television programs. As a student, it was working for the *Kansan*. Likes actor William Hurt.

What ought to be the media's primary role in democratic society? As the fourth estate of government, the press should serve as another check and balance of government. Sensitivity is key now, especially with increased interest in racial issues and because minorities are gaining influence and power.

As a journalist, what are the fundamental values that guide your actions? I don't want to do something that burns my sources. Journalism should be truthful, incisive and honest whether it reflects the community or not, because a lot of times majority does not indicate rightness. Majority consensus does not necessarily reflect truth and honesty.

As Fulcher's media adviser, what would you have done? If I were a campaign manager with the primary goal of getting him in office in the most efficient way, I probably would have done exactly what he did. I would have advised him not to speak to the press.

Reported by Doris Giago



Tom Eblen

Age: 55

Background: Born and raised in St. Joseph, Missouri. Graduated from the University of Missouri with bachelor's and master's degrees in journalism and was sports editor of his college newspaper. Worked 19 years for the *Kansas City Star*, including four as managing editor. Twice served as a Pulitzer Prize juror.

Position: General manager of the *Kansan* for five years. Advises and critiques staff but lets student editors make their own decisions. The paper is an independent voice; faculty does not tell staff what to do.

What were the political influences in your life? Came of age at a newspaper during a time of incredible turmoil, both racial and political. I never voted a straight ticket in my life.

What were the media influences in your life? I have refocused myself in the last ten to twelve years; I went from large to small newspapers. I believe in the value and worth of good community journalism. Many journalists have been tremendous advocates in the world we live in.

What ought to be the media's role in a democratic society? To comfort the afflicted and to afflict the comfortable, and to be fair in the process.

As a journalist, what are the fundamental values that guide your actions? No question should go unanswered. Tell the truth in a meaningful context. You can't understand the truth if you don't give room to explain it. I want to pick up a paper and find out why someone did something.

As Fulcher's campaign media adviser, what would you have done? Should he have volunteered the information? The quick answer is no. The morally correct answer is yes. It would be outside of my experience that a politician would volunteer harmful information about himself.

Reported by Ezra Wolfe

The role of the media:

The media's job is to inform and to serve as an advocate for groups who don't have a voice and to chronicle the problems that affect them.

William Celis III
New York Times reporter who covered the Fulcher story

News Sources

Robert Gillum

Age: 51

Background: Born in Sedalia, Missouri. Family moved to Kansas City, Missouri, when he was thirteen. Only child. Graduated from public high school. Father was a welder for Pacific Railroad; mother was a homemaker.

Position: Works as a general supervisor of streets and traffic division for Department of Transportation, Kansas City, Missouri. Step-father to Darren Fulcher for twenty-one years. Has been interviewed by reporters because of Fulcher's public claim that Gillum was abusive. Gillum denies the charges.

What were the political influences in your life? None.

What were the media influences in your life? Reads the newspaper every day. Watches some television news.

What ought to be the media's primary role in a democratic society? The media's responsibilities are to get all the facts instead of part of them. The media should not print stories without talking to all sides involved.

If you were the Kansan editor, what would you have done? The editor bent to pressure to print this story. It shouldn't have been printed.

Reported by Elicia Hill

Gillum and Reagan asked not to be photographed.

Judy Reagan

Age: Declined to answer.

Background: Born in Kansas City, Missouri. Declined to discuss schooling and upbringing.

Position: "Psychological" mother to Audra Glavas, Darren Fulcher's former girlfriend. Glavas' mother died several years ago; Audra Glavas has lived with the Reagans for five years. The Reagans have been interviewed by reporters attempting to reach Glavas for comment.

What were the political influences in your life? Declined to answer.

What were the media influences in your life? Favorite paper is *International Herald Tribune*. Growing up, watched the Huntley/Brinkley nightly news. Buys news magazines.

What ought to be the media's primary role in a democratic society? To report the truth. Report facts. Problems happen when the media prints rumors, innuendos and suspicions. If a person chooses to say "no comment," that should be the end of it. That's courtesy. If I give a quote I expect it to be written accurately and in context. Once I answer questions, it is the end of it. I don't expect reporters to come back time after time. Of course I can always hang up the phone if someone continually calls.

If you were the Kansan editor, what would you have done? The editor in the spring made an error not following the rumor. The summer editor followed up on the story and made the correct decision not to print. It wasn't timely and it happened before Darren was in office. The fall editor should not have printed the story. I believe she said she was getting pressure to print it. That's not the way the media is supposed to function. Printing in the fall was inflammatory.

Reported by Elicia Hill

About Fulcher's refusal to step down:

It was a good move for him not to leave. Things are dying down...He's made a pretty wise political choice.

Tami Hale
News director, KJHK
summer 1991

Forging a newsroom ethic

Jacqui Banaszynski *Freedom Forum Professional-in-Residence*

As a student at Marquette University in the early 1970s, I feared I lacked the Right Stuff to be a journalist. It was a time of gutsy reporting, when the press was seen as a necessary agent of social change. We had just toppled a president and were about to force an end to an unpopular war. We sported buttons that bragged: Question Authority.

I worried then that I was too polite, too much a product of my mother's cardinal rule: Mind your own business. For years, when editors assigned me to call a grieving widow or an accused villain, I agonized before finding the nerve to actually talk to someone about something unpleasant. But I always made the call. I never questioned the need to know — only whether I was brave enough to find out.

Fast forward 20 years. I have made "the call" countless times. I got a state official fired and a scam developer jailed. I questioned two gay men with AIDS about the intimate details of their lives; the result was a Pulitzer Prize. I have learned that the aggrieved are anxious to talk, that the bad guys deserve to be challenged, and that most newspaper editors think before they publish. In the wake of Pentagon censorship and presidential spin control, I believe more than ever in the journalistic mission as expressed by 19th century editor Wilbur Storey of Chicago: Print the news and raise hell.

Never did the value of that mission seem more apparent than this year at the University of Kansas. One need only glance at a few front pages of the *University Daily Kansan*: The student body president fights for his political life after hitting his girlfriend. Two law professors are accused of sexually harrassing their students. The affirmative action director is implicated in a drug deal, threatens reporters and speaks in sexist, racist and homophobic slurs.

Real news. Real issues. The stuff of real journalism. As a visiting professor, I latched onto the case of the student body president as a relevant teaching opportunity. I assigned my interviewing students a whole-earth profile of Darren Fulcher, from cradle to controversy. I began to think of them as my Baby Watergaters; as their editor, I expected to dwell on ethics and balance and sensitivity — to hold rein on novice reporters who were more hungry than they were self-disciplined. I didn't need to. They already had an editor holding them back. Their boss: Political correctness.

Their reluctance was well-intended. A young man's reputation was at stake. Relatives and friends were unwillingly caught in the harsh spotlight of publicity. An intimate and horrible moment between two people was exposed to gossip and speculation. And Fulcher is black.

So news decisions got clouded, especially when Fulcher's supporters, as others had done earlier, pointed the finger of racial bias at the too-white press.

Few of us are comfortable with confrontation. That's no surprise. But I sense a new ethos in the next generation of journalists — one that places great value on civility, privacy and sensitivity, especially in the arena of race. I saw it played out with Fulcher. He said he didn't want to talk; some reporters said OK. He said his former girlfriend didn't want to talk; most reporters took his word for it. He said his private life was off limits; too many reporters said they wouldn't dream of prying. One went so far as to quit the class when I insisted he pursue the story.

These values are not wrong. Indeed, the press needs to embrace them as a tool for doing better journalism — journalism that is more inclusive, more respectful and that reflects the diversity and conflict within society. But the virtues become vices if they are used as excuses to shirk our journalistic duty to get the story.

This hesitancy is not limited to KU, or to student journalists. Newspapers across the country are fighting for survival. Readership is down. Readership surveys are disheartening. Stockholders keep their eyes trained on the bottom line and remind publishers: You need to make a profit. Editors fret about losing readers, and so spend a lot of time figuring out how to please them. More and more, they ask: What do readers want? Not so readily: What do readers need?

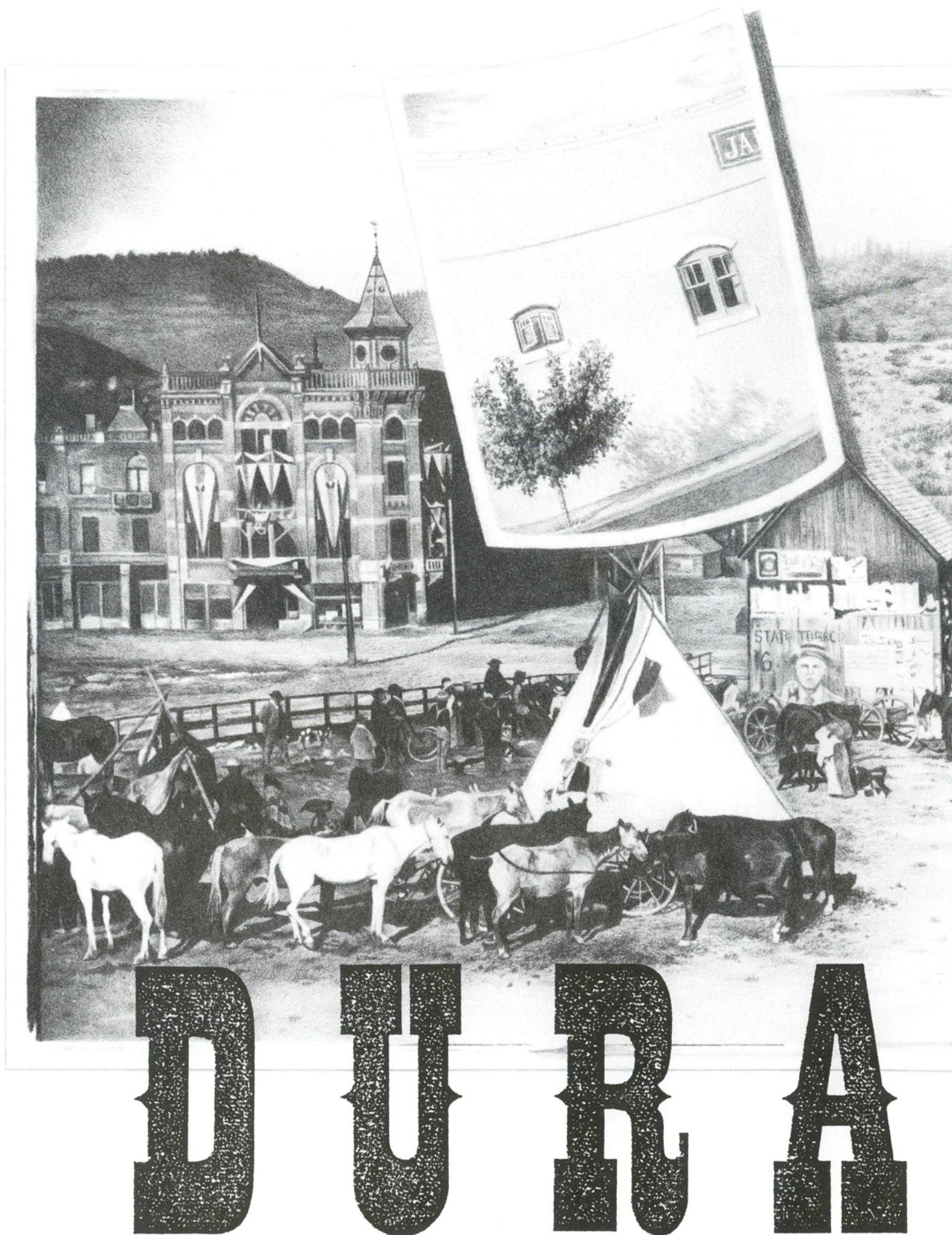
What I fear is a disharmonic convergence of political correctness and economic survival. If the press caters to readers' wants and, at the same time, has a value that says don't challenge, don't pry, don't offend — then how does it fulfill its mission? Reporters need to worry more about news than about manners, especially when dealing with public officials. They need to do much more than entertain. They need to educate and enlighten and, at times, raise a little hell. They need to be aggressive, skeptical and, occasionally, rude. Their job is not to censor information, but to report it; not to pre-judge answers but, simply, to ask the questions. Let the people judge.

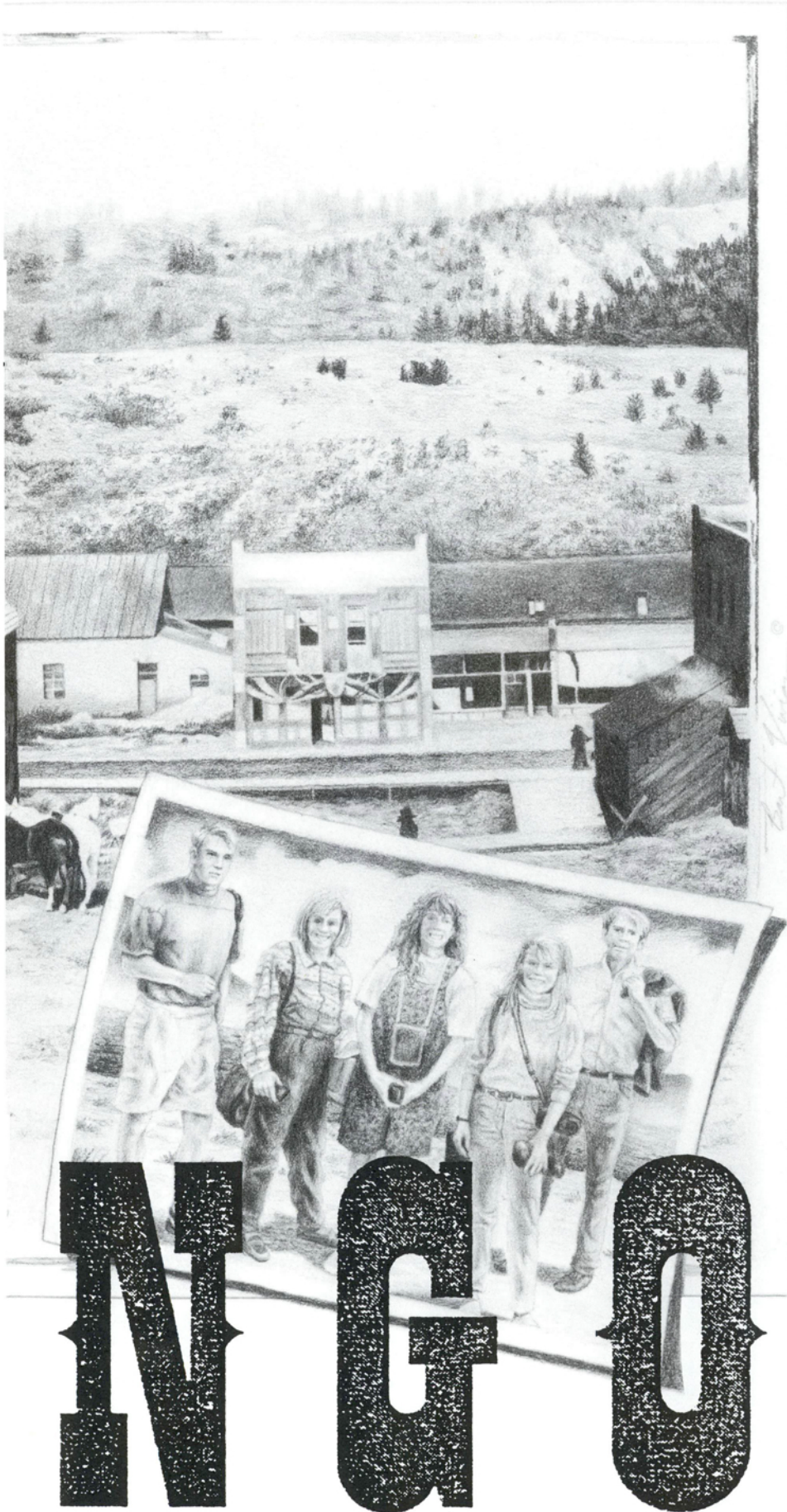
Democracy depends on reporters who are not only ethical and sensitive, but gutsy as hell. Arthur Miller, the playwright, understood that when he said: "A good newspaper...is a nation talking to itself." The conversation might get testy at times.

Better that than silence.

Jacqui Banaszynski is a reporter and editor for special projects at the *St. Paul Pioneer Press*. She spent the fall semester teaching students reporting and interviewing.





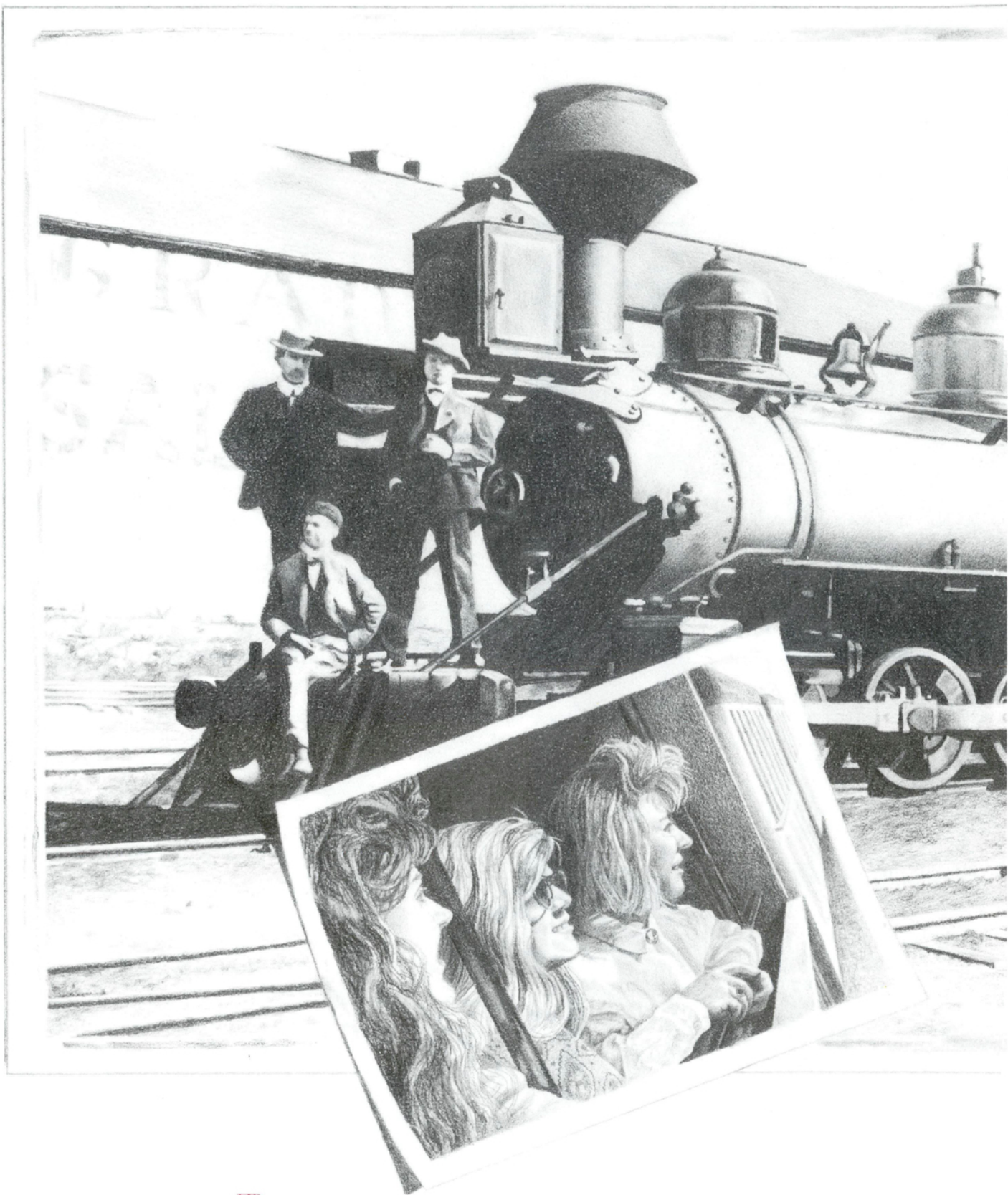


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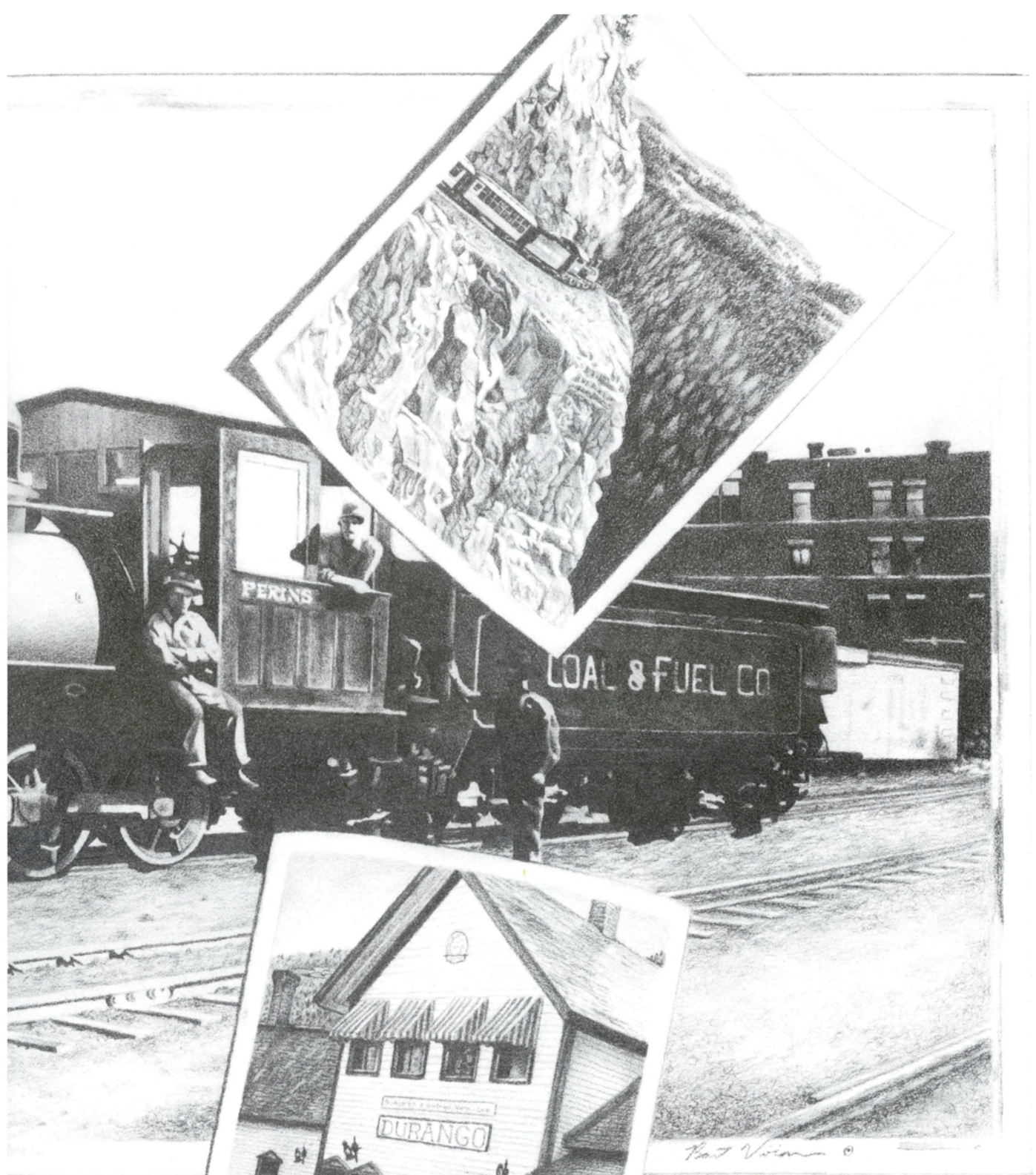
by

Bart Vivian

The small Continental DHC-7 began its descent into the Durango-La Plata County airport. I had this strange feeling. It wasn't just the turbulence of the propeller-driven aircraft. Nor was it just the brilliance of the October aspen, burning rivers of gold across the ridges of the Rockies. It was more the amusement of scanning the airplane cabin, full of elk hunters, white-water rafters, backpackers and general adventurers. Here we were: three journalism students, one J-School prof and me, an art student ride-along. All of



By 1879 the Durango Trust organized to buy lands opened by the railroad's extension. The railroad has been central to the town's economic success — at first because it hauled ore and coal; today, as a major tourist attraction.



us bound for an Old-West town resting at the gateway to the San Juan mountains.

The students were advertising majors, and they weren't en route to Colorado to rack up a trophy to hang over their fireplace. Unlike the elk hunters whose armory included rifles, camouflage, camping gear, and to judge by their behavior, a healthy supply of spirits and tobacco products, the students were armed with video cameras, tape recorders, notepads and a solid theoretical foundation of advertising research, media skills and campaign strategies. Big game of the four-legged variety was not what these students were after. The experience, however, was big-time.

Bev Brunkow, Eby Esrey and Amy Wealand had been selected by students and faculty to make the trip. They were to do the leg-work for one of the more notorious J-School classes, advertising campaigns, J-640. Referred to by those who survived it as one of the best classes on advertising, ad campaigns enables students to put into practice all of the knowledge they were supposed to be absorbing during previous semesters.

The goal of the class is to construct a campaign for an honest-to-goodness client and to simulate the process by which such a project would go together out there on a job. For one group of students in the fall semester of '91, out there was in Durango. The mission was to learn as much as possible about the client, Jarvis Suite Hotel, and the town of Durango. They have five days to do it before reporting back to their groups with the research on the client needs and to suggest a direction for the campaign. The three groups, theoretically, are in competition. Each group hopes its campaign will be selected for implementation by the client.

The Jarvis Suite Hotel is a small but appealing establishment located in the heart of Durango's historic district. The hotel's exterior has undergone renovations a number of times over the years. It looks like something you might discover down a side street. As it is, a visitor could easily miss its stucco walls and 1920's-style facade. The hotel challenged the students to come up with a plan to improve the image and the visibility of the hotel. Everyone agreed that the hotel, though very nice on the inside, was unremarkable outside. The client also wanted a younger perspective in attracting tourism and business clients. In fact, Chuck Stewart, developer of the hotel, thought the whole town needed an infusion of younger and fresher perspectives.

He also knew that Larry Johnson could offer supervision and support from a more mature vantage. Johnson's role, however, was purposely not overactive. His role, he said, was not to tell the students what to do, but to act more as a mentor. He was there with his knowledge and experience to offer support and to intervene when necessary. For the most part, Stewart and Johnson believed it was vital to let the students discover their own voice and to come to their own conclusions.

Stewart served as host, guide and cruise director. He was gracious, knowledgeable and had a story for every park bench, architectural facade and three-legged dog in town. All the more amazing considering that Stewart is not a native of Durango, but of Kansas City. His ties with KU are the kind that bind. He knows a thing or two about the William Allen White School of Journalism and Mass Communications. After all, he was graduated with an advertising degree in 19__, let's call it early Reagan era. Stewart set the trip up and the Jarvis Suite Hotel financed the team's travel.

Starting from the first hour of our arrival, early Saturday morning, October 12, it became apparent that this wasn't just a field trip. This was work. Before Stewart had even met us at the airport, the J-students had ransacked the brochure stalls, hoarding materials for future reference.

I hadn't taken my jacket off before they had gone to work. My job on this trip was to take notes, observe the team in action, and sketch the people and places. I realized early on that just keeping up would be a major task.

First came the tour of Durango. Stewart pointed out historical oddities and recent progress. There was the Jack Dempsey mural for instance. The former heavy-weight champion from Colorado knocked out Audy Malloy in a ten-round bout inside the Jarvis Hotel, which, in 1915, used to be the Gem theater. Dempsey won fifty bucks. The mural, today, fills the outer wall of a competing hotel now claiming the event as its own. The mural, by the way, is best observed from the second-floor rooms of the Jarvis.

Then there was the day-long train trip on one of the major attractions of the town: the Durango-Silverton narrow gauge railroad train. The distance between the two cities is forty-five miles and the trip takes about six-and-a-half hours, round trip. The railroad was used to haul silver and gold ore when mining was the major industry. Today, it is tourism that makes the train and the town run.

The trip provides spectacular views of mountains, mesas and deep gorges as the track follows the Las Animas river. Sitting in an open gondola, we experienced the wind, the smells, and yes, the soot, that a traveler would have encountered a hundred years ago. Because part of the project will be to position the hotel within the greater tourism district of Durango-Purgatory, the group also visited Mesa Verde, the famous ancient Indian cliff dwellings, fifty miles south of Durango.

Most of the week was strictly business. The itinerary was packed: meetings with people like Julie Schultz, publisher of *Durango Magazine*, or Morley Ballentine, chair and editor of the *Durango Herald*; the winter marketing meeting of the Durango-Purgatory Ski Resort; meetings with representatives of the railroad and the Chamber Resort Association. There were all sorts of tours, many of them walking tours. The days started early and lasted late. I don't know if it was jet lag, or mountain air, or the sheer pace set by these



students. But the exhaustion I felt could only be rivaled by that experienced after a long (mostly dreaded) day shopping with my sisters. In between, Stewart met with the group to go over material covering past advertising programs, successes and failures, expansion plans, budgets, schedules, fact and figures.

Stewart spared no expense in taking us to the best and most interesting eating establishments in the area. For the first time in my lackluster college career, I ate three square meals a day, and none of them included pop-tarts or pizza.

The next stage for the campaigns students was to come up with original ideas, develop a plan, produce a plans book and prepare the presentation and materials to sell the idea to the client. From October 15 until December, this project

would be priority one. In addition to the eighteen students working on the Jarvis campaign, Johnson has another seventeen students working for UPS. As we left Durango, I had only the slimmest idea of how much of a beginning we had accomplished.

As we boarded the plane I was elated to discover my seating assignment. The last thing Stewart said to me before we waved goodbye was, "Try to get a seat on the left side of the plane. The view of the Rockies is awesome from there." And there I was, sitting at a window seat on the left side. I looked to see if Amy, Bev or Eby had been as lucky. It didn't matter because scattered among the same elk hunters and adventurers we had arrived with on the in-bound flight, I could spot each of them — fast asleep.



Capstone classes challenge

J-School students to put theory into practice to produce professional quality projects.



Editing II

The University Daily Kansan
Kjerstin Gabrielson

The assignment was to take all the elements of a page — typography, photography and graphics — and bring them together in a new package that is easy for the reader to get through and is pleasing to see. “In this project,” says Mike Williams, who teaches editing and photojournalism, “it’s not just the design that makes it stand out. It’s the research that Kjerstin did. She found out what the readers wanted in their papers and the readership trends. She created a more compelling paper than the *Kansan* of today.”

Advertising Campaigns

FULLacCOUNT developed a mascot and fan club for the organization, conducted extensive research to reach mascot suggestions and merchandising ideas. The primary focus for the mascot and fan club was to generate revenue while communicating with and promoting further involvement in the Royals experience.

“The ‘Paws at the Park’ campaign had a strong creative component and developed a good character, Leo the Lion,” says Larry Johnson, head of the advertising sequence. “It also had the best support material.”



Client: Kansas City Royals

Advertising Team:
FULLacCOUNT
Advertising: Gil Caedo,
Catherine Donaldson,
Diane Lynch, Melanie
Middien, Wendy Mullen
and Kendall West

Advanced Reporting

“Retired professor still seeking answers”

Vanessa Fuhrmans

The assignment was to write a profile to gain experience with different forms of writing. “This is a really well written piece,” says Rick Musser, head of the news sequence. “The way Fuhrmans spins the story together and tells the tale is good. It has an excellent lede and is a good storytelling piece.”

Excerpt:

Now that David Paretsky has retired, he can get down to work.

Gone are the graduate students who worked alongside the professor of microbiology. Gone are the grants that sponsored nearly forty years of pioneer research in biochemistry.

But Paretsky remains. A sink full of dirty beakers and test tubes reminds him that nobody else will rinse the glassware, prepare the Petri dishes, document data — all of the mundane chores that inevitably come with running a world-renowned research laboratory. “If I have to have clean glassware,” he said throwing his hands in the air to emphasize his point, “I wash glassware.”

Don’t get Paretsky wrong, though. He’s not complaining.

“For forty years I was telling other people what to do,” said the former chairperson of the department of microbiology. “These people were visitors in my laboratory, and they were having all of the fun. Now I do it myself, and that’s marvelous.”...

Advanced Photojournalism

“Possible Prince #3”

Joseph Lies

This picture was shot during an internship with the *Emporia Gazette* this past summer. “The photo reflects the qualities that I’m looking for in pictures,” says Mike Williams, photojournalism professor. “It is simple, visually appealing and captures a slice of life that people relate to.”



Advanced Broadcast Reporting

"Think About It" - The Thomas Confirmation Hearing
Jennifer Robison and Leigh Stout

The assignment was to produce a talk show on a topic of the students' choice. "Leigh and Jennifer handled themselves very well on the air," says Adrienne Rivers, who teaches broadcast courses. "They chose a timely topic, and for their first time on the air they sounded like professionals."

Robison: President Bush nominated Clarence Thomas in July after longtime court member Thurgood Marshall announced his retirement. Thomas is admired by many for overcoming the economic disadvantages of his past. He's referred to by some as a black Horatio Alger — "pulling himself up by his bootstraps" — out of Southern poverty. But Thomas is decidedly conservative — the opposite of the man he may be chosen to replace.

Stout: Tonight we'll discuss the issues surrounding Thomas' nomination. The public and the government alike debate Thomas's views on several civil rights topics. Other questions surrounding the nomination include the length of Thomas' tenure. Both his age and time served on federal court benches make him more inexperienced than most nominees. Also under question are Bush's motivations in selecting him.

Magazine Projects

J-Talk
Bonnie Short

Bonnie Short placed first in a national magazine competition sponsored by the Magazine Division of the Association for Education in Journalism and Mass Communication.

J-Talk is designed for high school and junior high school publication advisers. Its purpose is to provide current, usable information in a simple format to help advisers teach responsible journalism and produce high quality publications. The result will be better scholastic journalism and better prepared students.

Robert Gardner, editor of *Corporate Cleveland Magazine* and judge of the competition says, "*J-Talk's* business plan covered all the bases. The dummy magazine was neatly done, and the tear-out teaching section was a winner." (KU won first and second place in this competition in 1991. The second-place winner was Suzanne Sanders, for her project, *Lake Bound*, a magazine for inland sailors.)

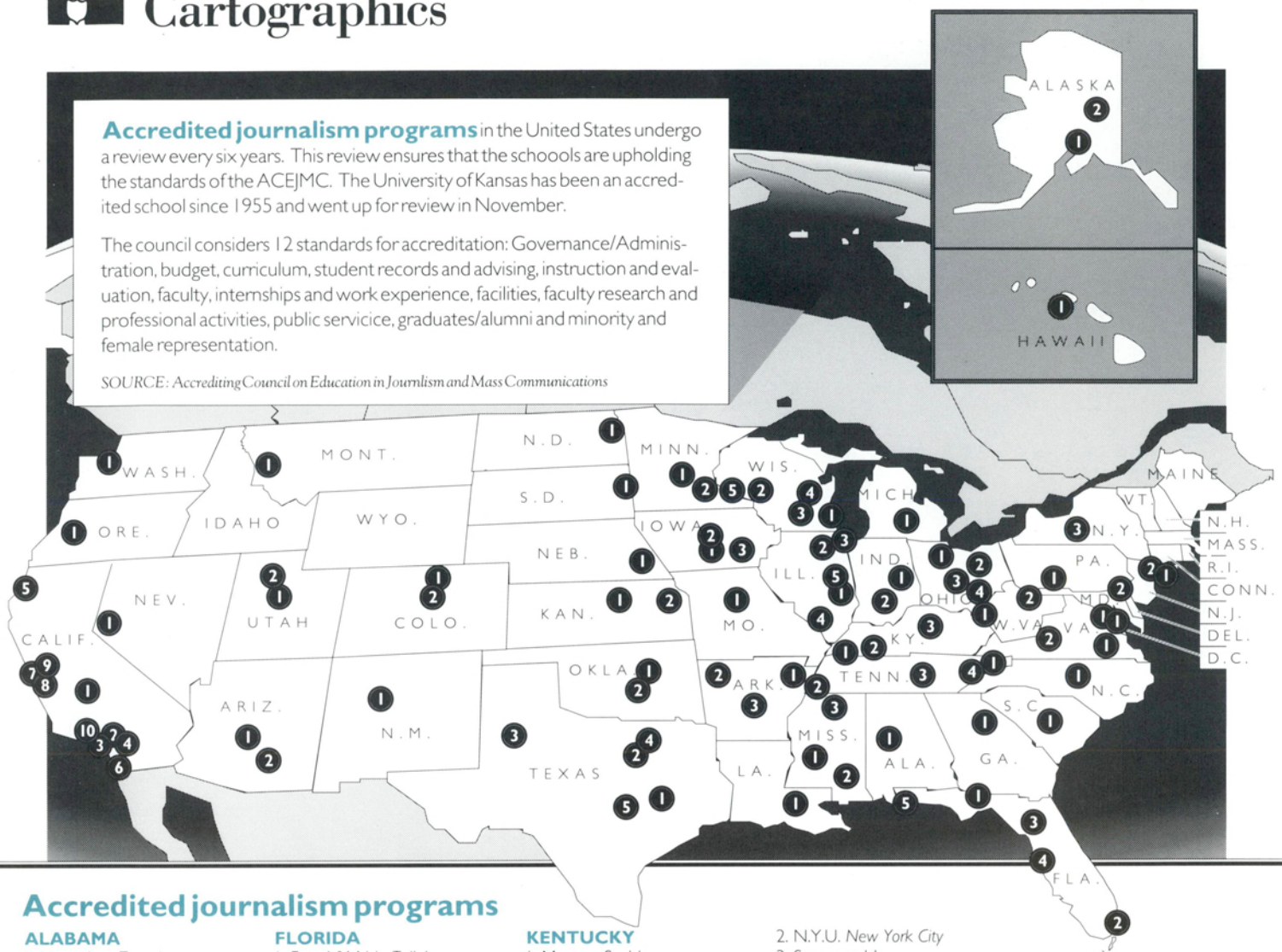




Accredited journalism programs in the United States undergo a review every six years. This review ensures that the schools are upholding the standards of the ACEJMC. The University of Kansas has been an accredited school since 1955 and went up for review in November.

The council considers 12 standards for accreditation: Governance/Administration, budget, curriculum, student records and advising, instruction and evaluation, faculty, internships and work experience, facilities, faculty research and professional activities, public service, graduates/alumni and minority and female representation.

SOURCE: Accrediting Council on Education in Journalism and Mass Communications



Accredited journalism programs

ALABAMA

1. U. OF ALA. Tuscaloosa

ALASKA

1. U. OF ALASKA ANCHORAGE
2. U. OF ALASKA FAIRBANKS

ARIZONA

1. ARIZ. ST. U. Tempe
2. U. OF ARIZ. Tucson

ARKANSAS

1. ARK. ST. U. Jonesboro
2. U. OF ARK. Fayetteville
3. U. OF ARK. Little Rock

CALIFORNIA

1. CALIF. ST. U. Fresno
2. CALIF. ST. U. Fullerton
3. CALIF. ST. U. Long Beach
4. CALIF. ST. U. Northridge
5. HUMBOLDT ST. U. Arcata
6. SAN DIEGO ST. U.
7. SAN FRANCISCO ST. U.
8. SAN JOSE ST. U.
9. U. OF CALIF. Berkeley
10. U. OF S. CALIF. Los Angeles

COLORADO

1. COLO. ST. U. Fort Collins
2. U. OF COLO. Boulder

WASHINGTON D.C.

1. HOWARD U.

FLORIDA

1. FLA. A&M U. Tallahassee
2. FLA. INTL. U. North Miami
3. U. OF FLA. Gainesville
4. U. OF S. FLA. Tampa
5. U. OF W. FLA. Pensacola

GEORGIA

1. U. OF GA. Athens

HAWAII

1. U. OF HAWAII AT MANOA
Honolulu

ILLINOIS

1. E. ILL. U. Charleston
2. N. ILL. U. DeKalb
3. NORTHWESTERN U. Evanston
4. S. ILL. U. AT CARBONDALE
5. U. OF ILL. AT URBANA-CHAMPAIGNE

INDIANA

1. BALL ST. U. Muncie
2. IND. U. Bloomington

IOWA

1. DRAKE U. Des Moines
2. IOWA ST. U. OF SCIENCE AND TECH. Ames
3. U. OF IOWA Iowa City

KANSAS

1. KAN. ST. U. Manhattan
2. U. OF KAN. Lawrence

KENTUCKY

1. MURRAY ST. U.
2. W. KY. U. Bowling Green
3. U. OF KY. Lexington

LOUISIANA

1. LA. ST. U. Baton Rouge

MARYLAND

1. U. OF MD. College Park

MICHIGAN

1. MICH. ST. U. East Lansing

MINNESOTA

1. ST. CLOUD ST. U.
2. U. OF MINN. Minneapolis

MISSISSIPPI

1. JACKSON ST. U.
2. U. OF S. MISS. Hattiesburg
3. U. OF MISS. Oxford

MISSOURI

1. U. OF MO. Columbia

MONTANA

1. U. OF MONT. Missoula

NEBRASKA

1. U. OF NEB. Lincoln

NEVADA

1. U. OF NEV. Reno

NEW MEXICO

1. U. OF N.M. Albuquerque

NEW YORK

1. COLUMBIA U. New York City

2. N.Y.U. New York City
3. SYRACUSE U.

NORTH CAROLINA

1. U. OF N.C. Chapel Hill

NORTH DAKOTA

1. U. OF N.D. Grand Forks

OHIO

1. BOWLING GREEN ST. U.
2. KENT ST. U.
3. OHIO ST. U. Columbus
4. OHIO U. Athens

OKLAHOMA

1. OKLA. ST. U. Stillwater
2. U. OF OKLA. Norman

OREGON

1. U. OF ORE. Eugene

PENNSYLVANIA

1. PENN. ST. U. University Park
2. TEMPLE U. Philadelphia

SOUTH CAROLINA

1. U. OF S.C. Columbia

SOUTH DAKOTA

1. S.D. ST. U. Brookings

TENNESSEE

1. E. TENN. ST. U. Johnson City
2. MEMPHIS ST. U.
3. MIDDLE TENN. ST. U. Murfreesboro
4. U. OF TENN. Knoxville

TEXAS

1. TEXAS A&M College Station
2. TEXAS CHRISTIAN U. Ft. Worth
3. TEXAS TECH Lubbock
4. U. OF N. TEXAS Denton
5. U. OF TEXAS Austin

UTAH

1. BRIGHAM YOUNG U. Provo
2. U. OF UTAH Salt Lake City

VIRGINIA

1. VA. COMMONWEALTH U. Richmond
2. WASHINGTON AND LEE Lexington

WASHINGTON

1. U. OF WASH. Seattle

WEST VIRGINIA

1. MARSHALL U. Huntington
2. W. VA. U. Morgantown

WISCONSIN

1. MARQUETTE Milwaukee
2. U. OF WISC. EAU CLAIRE
3. U. OF WISC. Madison
4. U. OF WISC. Oshkosh
5. U. OF WISC. River Falls

Bill Skeet

1991

Merceda Ares is in graduate school at KU.

Milly Armstrong is a visual communications specialist at U.S. Sprint.

Renee Aubin is an assistant account executive with the KATZ-TV group in Kansas City.

Paul Augeri is a sportswriter on the *Middletown* (Connecticut) Press.

Julie Axland is working as a territory sales manager for Shaw Industries.

Tormod Bakke will be in the Norwegian military service for one year and plans to attend graduate school at the University of Texas-Austin.

Elizabeth Behrens went to the University of Hamburg with the graduate study abroad program.

Joe Berke is in the media department at D'Arcy, Masius, Benton & Bowles in St. Louis.

Margaret Blaker had an internship in classified advertising sales at the *Dallas Morning News*.

Sarah Bly began work as an editorial assistant at *Emerge Magazine* in New York.

Shawn Bohs is a producer for KPLC-TV in Lake Charles, Louisiana.

Melanie Botts began working for Asian Sources and left in October to join their editorial staff in Hong Kong.

Kimberly Bowling is pursuing an education degree at Emporia State University.

Michael Brassfield is a reporter for the *Lawrence Daily Journal-World*.

Brett Brenner is in law school at KU.

Mary Breslin had an internship with Leo Burnett Co. in Chicago.

Christopher Brown had an internship at KTCH-TV in Topeka.

James "Chip" Budde enrolled in graduate school at Northwestern University.

Melissa Bulgren is a graduate student at KU.

Michael Burrichter enrolled in the KU law school.

Carmen Calhoun is a public relations assistant for the Wheat Growers Association in Washington D.C.

Suzanne Castor is a marketing research analyst at Valentine-Radford in Kansas City.

Jennifer Chapel is a law student at the University of Oklahoma.

Sharon Clark is an intern at NKHW in Kansas City.

Heather Comstock is a news anchor for KCIZ-TV in Columbia, Missouri.

Joanne Corson spent the summer in Europe and then moved to New York to work in magazines.

Stephanie Dailey is in marketing and sales with UPS in Lenexa.

Brenon Daly is teaching at a Czechoslovakian university.

Diedra Davis is a reporter for KSNT-TV in Topeka.

Annette De La Cruz is in the graduate business school at KU.

Christine Dool is working in Wichita and will attend graduate school at Northwestern in 1992.

James Eaton owns Image Creations in Memphis, Tennessee.

Megan Edwards is an assistant media planner for Earle Palmer Brown Advertising in Baltimore, Maryland.

Gallia Einbinder is a sales representative for the LA Independent in Los Angeles.

Curtis Estes is a sales representative for Northwestern Mutual Life.

Tamera Fall is a communications assistant for the National Federation of Republican Women in Washington, D.C.

James Fitch is on the editorial staff of *Pitch Magazine* in Kansas City.

Ian Fitt is an assistant account executive for Barkley & Evergreen in Kansas City.

Todd Fraipont is an assistant media planner for Geordon McGrath Case Taylor Agency in New York.

Britton Franke is a media buyer with Leo Burnett Co. in Chicago.

Kjerstin Gabrielson had an internship as a copy editor at the *St. Petersburg Times*.

Jeffrey Gassel works for Telecorporation of America.

Lydia Gaston is studying advertising at the Northwestern University graduate school.

Kristen Greene moved to Dallas and is now associate editor at *Bowling Proprietor* magazine.

Rodney Griffin is a reporter for the *Norton Daily Telegraph*.

Julie Grossbart is a media planner for Trace-Locke in Dallas.

Tracy Gulick is an account coordinator for Miles Advertising in Denver.

Yvonne Guzman is in the Capital Cities Minority Internship Program.

Alecia Hain is in the sales training program at Merck, Sharp and Dohme in Dallas.

Terence Hall is a police officer in Kansas City.

Tracy Hann plans to study international marketing and management at the International School of Management in Glendale, Arizona.

Donald Hanzel is a social worker with the Salvation Army in Lawrence.

Jill Harrington had a copy editing internship at the *Des Moines Register* and is traveling in Europe.

Christy Harris is an account executive with Heartland Publishing Co. in Kansas City.

Janie Hartwig is a retail sales representative with the *Independence Daily Reporter*.

Anne Hastings works for Humana Health Care Plans in Kansas City. She is a communications writer.

Donna Head has been working for Commercial Affairs Show in St. Louis.

Eve Heller had a summer internship at Johnson County Human Resources.

Craig Hewins is enrolled in graduate school at KU.

Mark Hughes is an account executive with Interstate Toner & Ribbon in California.

Ingerid Kelley is an assistant editor for the *Albuquerque Monthly*.

Margaret Keough is a public information assistant at the Nelson-Atkins Museum of Art in Kansas City.

Misti Keys is a technical writer with Halliburton Services in Duncan, Oklahoma.

Darci King is a sales representative for KFDI Radio in Wichita.

Laura Klene had an internship at Citibank in Chicago.

Carol Krekeler is a reporter for the *Anderson* (South Carolina) *Independent-Mail*.

Nancy Lampton is in law school at KU.

Audra Langford is with Leo Burnett Co. in Chicago.

Colleen Lawler is an assistant director of special events for the Chicago Lung Association.

Laura Lester is an events coordinator of the Cystic Fibrosis Foundation in Kansas City.

Michele Logan is a copy editor for *The Packer* in Overland Park.

Daniel Malmed served in the Israeli Army this summer.

Jamie Mavec is a writer and photographer in the public relations department at the College of St. Catherine in St. Paul, Minnesota.

Edward May is finishing an English degree at KU and is associate editor of *The Note* in Lawrence.

Michelle McGrath is in law school at KU.

Monica Mendoza is a reporter for the *Press Citizen* in Iowa City.

Julie Mettenburg is working in Overland Park for Vance Publishing. She is an assistant editor for *Supermarket Floral Magazine*.

Melanie Middien is a production coordinator for Grey Entertainment and Media in Santa Monica, California.

Dia Montgomery had an advertising internship at the *Olathe Daily News*.

Mindy Morris is an account coordinator with the Marketing Consortium in Kansas City.

John Andrew Morrison is a photographer for the *Fremont* (Ohio) *News-Messenger*.

Mary Neubauer is a reporter for the Associated Press in Des Moines, Iowa.

Maureen O'Malley is a territory sales manager for Shaw Industries Inc. in Georgia.

James Obermaier is a development officer for the Sacramento State School of Engineering.

Shannon Pearson had a public relations internship with United Telephone System in Junction City. She plans to enroll in graduate school at the University of Maryland.

Kristy Phye is an assistant to the director at Moore-Sturges in Kansas City.

Kristen Popplewell works as an assistant account executive for Barkley & Evergreen in Shawnee Mission.

Julia Pozniak is an editing and production assistant at *Business Marketing*, a Crain Communication magazine in Chicago.

Marie Preston is a retail sales representative for the *Journal-World* in Lawrence.

David Price is working as a retail sales representative for the *Fort Collins Coloradoan*.

Marc Ramsey is a reporter for the *Hutchinson News*.

Mark Randall is with the NBA Chicago Bulls.

Lisa Ray won an internship with Whittle Communications in Knoxville, Tennessee.

Patricia Rayhawk is a promotions coordinator at Ralston Purina in St. Louis.

Christine Reynolds is a reporter with the *Leavenworth Times*.

Mary Robertson works on the editorial staff of *Waste Water Management* magazine.

Patricia Rojas had a reporting internship with the *Des Moines* (Iowa) *Register*.

Kirstine Ross had an internship in radio sales and promotion at KY 102 in Kansas City.

Stewart Ross III is with Gannett in Jackson, Mississippi.

Diane Rubenstein is with KSMO-TV in Kansas City.

Deborah Salzer is in dental hygiene school at Harper Community College in Chicago.

Stephen Schaefer is on active duty with the United States Navy in San Diego.

David Schenberg is an advertising sales representative with the *St. Louis Riverfront Times*.

Jackie Schmalzried is a sales representative for publications with the Dallas Chamber of Commerce.

Brian Schwartz enrolled at the John Marshall Law School in Chicago.

William Shaffer is an account executive with Hibbert & Brown Stockbrokers in Kansas City.

Daniel Simon Jr. is a classified advertising account executive with the *Fort Collins Coloradoan*.

Mary Sims is an assistant to an account executive at Katz Broadcasting in Los Angeles.

Roger Sims is a staff writer for *The Packer*, a Vance publication in Overland Park.

Stacy Smith is a reporter for the *Skamania County Pioneer* in Stevenson, Washington.

Pamela Sollner is a reporter for the *Olathe Daily News*.

Donna Spiezio works in Overland Park as a department manager for Dillards.

Jenny Sprague is in graduate school at Northwestern University.

Tomas Stargardter had an internship in photography in Bakersfield, California.

Denise Stockton is a public relations and marketing representative for Tourist Boat Charter Business.

Margaret Sullivan is a promotions assistant at Intertec in Kansas City.

Shari Swearingen is working as a reporter for the *Independence Reporter*.

Laura Szemplenski is an assistant director of marketing with KC Masterpiece.

Beth Thompson is a client services representative for Cost Management Technology in Kansas City.

Christine Thyssen is in the graduate advertising program at Northwestern University.

Margaret Townsend is with DDB Needham in Chicago.

Christine Turner is in law school at Washburn University.

Marcelo Vergara is regional tabloid coordinator for Payless Cashways in Kansas City.

Christa Walters is a manager with The Limited in Wichita.

Matthew Warta is a media buyer with Valentine-Radford in Kansas City.

Larry Washburn had an internship with WWDC 101 in Silver Springs, Maryland.

Juli Watkins is writing and designing publications for Home Office Reference Laboratory in Lenexa. She is also a freelance sportswriter for Sun Publications in Overland Park.

Yvonne Wenzel is a coordinator of the Hallmark account at Valentine-Radford in Kansas City.

Sarah Wilkinson is in law school at the University of Oklahoma.

Marc Winchester works for Reliable Environmental Management and Services in Lawrence.

Laurie Wood is with a modeling agency in Los Angeles.

Michael Worthington is with the educational communications department of Motorola.

Amy Yoder works for MCI in computer hardware sales.

1990

Nimrata Bindra was appointed account coordinator for Bill Hoch and Company Communications in Kansas City, which specializes in corporate public relations and public affairs consultation.

Trisha Harris is an assistant account executive for Boasberg Valentine-Radford Public Relations. She also is a volunteer for Kansas Special Olympics.

Kristin Hutchens works in the community education department at Clinicare in Kansas City.

Jennifer Metz is an associate editor at Atwood Convention Publishing in Overland Park.

Sean Rodman is working in Minneapolis as an assistant account executive with Carmichael Lynch Inc.

Joel Zeff covers the police beat for the *Dallas Times Herald*. He previously was at the *Saginaw* (Michigan) News.

1989

Michelle Garland is an account coordinator for Bentley, Barnes, and Lynn Advertising in Chicago.

Sydney Haseltine is an assistant account executive for Boasberg Valentine-Radford Public Relations in Kansas City.

Aracelia Perez is a graduate research assistant at the University of Tennessee and has two free-lance public relations accounts.

1988

Crystal Schrag is an assistant marketing director for Melvin Simon and Associates in Topeka.

Leslie S. Summers is art/production director for *The Independent* in Kansas City.

Shane Hills has published the book *To Hell With Putting Your Kids Through College — Teach Them How To Do It Themselves!* Hills is a free-lance writer in Lenexa.

Ross Kelson is president of MacHardware Inc. in Kansas City. Kelson founded MacHardware Inc. in 1990 after he left his position as manager of direct mail at Weld Racing Inc.

Jerri Niebaum is an assistant editor of the *Kansas Alumni* magazine in Lawrence.

Beth Winne is an account executive for Boasberg Valentine-Radford Public Relations in Kansas City.

1987

Heather Fritz is a news editor at the *Burlington* (Vermont) Free Press. She was formerly the night city editor for the *Lansing* (Michigan) State Journal.

Paula Grizzle Smith left her position as marketing director for Little Caesars' Pizza of Kansas City to study nursing at the University of Kansas Medical Center. Her husband, Scott Smith, works in Lawrence as public relations manager of the Golf Course Superintendents' Association of America. The Smiths reside in Overland Park.

1986

Eduardo Ching is creative director of BBDO Inc. in Honduras. In August he married Suyapa Galdamez Tome, a 1990 KU graduate in graphic and interior design. Ching and his new wife returned to KU and Lawrence on their honeymoon.

Cathy Dulos is an account executive at Barkley & Evergreen Advertising in Kansas City.

Jennifer Gardner-Love works for Boasberg Valentine-Radford. She is a senior account executive. She also serves as the professional adviser to the KU chapter of the Public Relations Student Society of America.

Tom Teare is an assistant brand manager for Nestle in San Francisco.

1984

Jill Bedner was promoted from account executive to senior account executive at Barkley & Evergreen Advertising, Kansas City.

Andrea L. Hodges was promoted to account supervisor for Boasberg Valentine-Radford Public Relations, Kansas City.

Becky Rusk was promoted to the position of director of public relations for Kuhn and Wittenborn Advertising in Kansas City. Formerly Rusk was marketing copywriter for Intertec.

1983

Richard Brack was hired at the *Des Moines* (Iowa) Register.

Brian Chisam was promoted to personnel manager of the Kansas district of UPS.

Earl Richardson went to work as director of photography for Reeder & Co. in Lawrence.

Mary Angelee Seitz collaborated on her first book, *Good News for Married Lovers*. The book was published in June by Triumph Press.

1976

Rick Grabill is an editor of employee publications at Allied Signal Aerospace Co. in Kansas City. Sara Grabill is the office administrator for the Cass County Prosecutor's Office.

1967

Donald A. Hunter is the vice president and group publisher for McKnight Medical Communications Co. in Deerfield, Illinois.

1953

Roger Yarrington, communications director for the RLDS Church world headquarters in Independence, Missouri, was given the "PR Pro of the Year" award by the Kansas City Chapter of the Public Relations Society of America October 18 at its PRISM awards dinner in Overland Park. He is immediate past-president of the chapter and has been an adjunct lecturer at the School of Journalism.

Visiting professionals offer J-School students inside information, encouragement and inspiration.



Matt Mahurin

Fred Woodward

art director
Rolling Stone

On publication design

"Look for more obscure influences. I try to come in the back door, where I can, to go against the grain. I want to prod at the least and push at the most. At a time when there is less to be excited about, you have to push it more."



Pam McAllister Johnson

president and publisher
The Ithaca Journal

On being the best:

"To me, being the 'Best of the Best' means that you have demonstrated...balance...excellence...stamina...trust." Balance between academic and social life...excellence in all areas of life. You have learned the difference between working long and working smart...and have demonstrated trustworthiness in ability, judgment and loyalty."

Ralph Schulz

senior vice president-editorial
McGraw-Hill

On the business press

"If you want to practice a kind of journalism that has substance to it, where you will learn and where you can make a difference, consider business publications. They help the whole economy work better. These magazines teach people how better to run their businesses."

to the Book Future

Douglas Hundley

William Allen White wrote about four elemental childhood forces that made him: his father's barn, the Walnut River, an El Dorado schoolhouse and, foremost, his home, "where there was



reading." White's mother had been a schoolteacher and had read widely, and she read to him.

The *JJ*'s first list features children's books bearing White's

name and encourages still another generation to read.

The William Allen White Children's Book Award was the idea of Ruth Gagliardo, a former member of White's staff on the *Emporia Gazette*. It was the first award for which children voted on the winner. Since 1952, Kansas children, grades four through eight, have selected their favorites from the list of about twenty titles. A committee comprised of ten to fifteen members of professional and educational organizations makes up the list. Children must read at least two of the books on the list to cast a vote. The voting will be completed by April 1, 1992.

The books reviewed below were taken from the 1991-92 White Award reading list. They were selected because they typify the range of books children read in William Allen White's name.

Remembering and other Poems

by Myra Cohn Livingston
(McElderry, 1989).

This collection includes poems about subjects that many readers remember: Christmas trees, a kitchen table, the Grand Canyon, a piano recital, a secret. In the title poem, the act of remembering is likened to picking through a "mountain of shells." The shells, even though washed and stored in a tall glass jar, still smell of the sea: "... all that is left of an August day/ when

the waves washed in/ the ocean's bones." Most of these poems are written from a child's perspective, such as the poem about Abraham Lincoln, who "stares from our classroom wall." Although the book is not illustrated, the words inspire images, and the author has a gift for conveying emotion in spare lines.

Number the Stars

by Lois Lowry (Houghton Mifflin, 1989).

In 1943, just after the Jewish New Year, German soldiers began to round up the Jews of Denmark to "relocate" them. They didn't find many. Most of the Danish Jews — nearly seven thousand persons — were being hidden and then smuggled to Sweden by fellow Danes. This is the story of those heroic days, largely from the perspective of Annemarie Johansen, a ten-year-old girl. Annemarie doesn't know that her Jewish friend, Ellen Rosen, is in danger until Ellen comes to stay with her. The Johansens lie to German soldiers who search the Johansen home and threaten to take Ellen away. This search and several other episodes suggest the fearsomeness of the Nazi persecution. When Ellen's escape is in doubt, Annemarie deftly confronts the German soldiers. Lowry has created a story that encourages the reader to ask profound questions: what is truth and what does it mean to be brave?

(continued on page 42)

(continued from pg. 41)

December

9 Last day of classes, fall semester 1991

10 Stop Day

11-20 Finals

21-1/92 Winter Recess

January

13-14 Spring semester 1992 fee payment

15 Classes begin, spring semester 1992

20 Martin Luther King Jr. Day, no classes

February

7 William Allen White Day

March

7-15 Spring Break

April

3-24 Summer and fall 1992 enrollment

24-26 Alumni Weekend

May

1 Last day of classes, spring semester 1992

1 J-School Awards ceremony, Kansas Union

4 Stop Day

5-14 Finals

16 9AM Stauffer-Flint Kappa Tau Alpha initiation

Phi Beta Kappa initiation, Kansas Union

17 9-noon-Open House J-School

Commencement

William

Allen White

1990-91

Reading List

Afternoon of the Elves by Janet Taylor Lisle (Watts, 1989) Grades 4-6

Bearstone by Will Hobbs (Atheneum, 1989) Grades 6-9

The Bells of Christmas by Virginia Hamilton (Harcourt, 1989) Grades 4-7

The Big Smith Snatch by Jane Louise Curry (McElderry, 1989) Grades 5-7

Bill Peet: An Autobiography by Bill Peet (Houghton, 1989) Grades 2-8

The Broccoli Tapes by Jan Slepian (Philomel, 1989) Grades 5-7

The Canada Geese Quilt by Natalie Kinsey-Warnock (Dutton, 1989) Grades 2-5

The Doll in the Garden: A Ghost Story by Mary Downing Hahn (Clarion, 1989) Grades 4-6

The Dolphins and Me by Don C. Reed (Sierra Club/Little, 1989) Grades 5-8

Dove Isabeau by Jane Yolen (Harcourt, 1989) Grades 3-6

Family Pose by Dean Hughes (Atheneum, 1989) Grades 5-7

The Great American Gold Rush by Rhoda Blumberg (Bradbury, 1989) Grades 6-9

The Great Little Madison by Jean Fritz (Putnam, 1989) Grades 5-8

My Daniel by Pam Conrad (Harper, 1989) Grades 4-9

Number the Stars by Lois Lowry (Houghton, 1989) Grades 5-9

Remembering and Other Poems by Myra Cohn Livingston (McElderry, 1989) Grades 3-6

The Riddle of Penncroft Farm by Dorothea Jensen (Gulliver/HBJ, 1989) Grades 5-8

Shades of Gray by Carolyn Reeder (MacMillan, 1989) Grades 5-8

JJ

Keep us posted

Where are you?

name _____ yr. grad./sequence _____
address _____ city _____
state/zip _____

What are you doing?

Personal update:

☐ Here's a \$4 donation to defray the distribution costs of the 1991 issue.

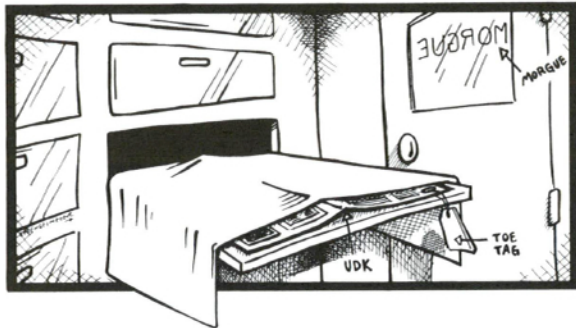
☐ Here's a donation of \$_____ to help secure the future of the JJ.

Make check payable to: Journalism School—JJ account

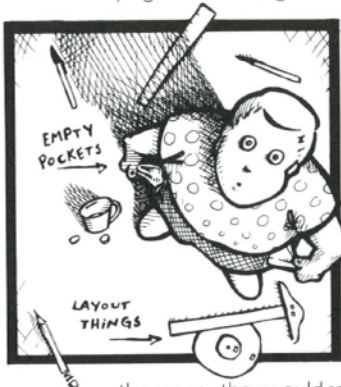
Mail to: Jayhawk Journalist
The University of Kansas School of Journalism
and Mass Communications
Lawrence, KS 66045

To journalists, it's the nuts and bolts, the facts and figures, that are the heart of any story. Here are some of our bolts, and nuts.

The *University Daily Kansan* spends \$1,367.96 per day on paper and \$92.70 on ink. At the end of the day *Kansan* newspapers don't just fade away. Well, most of them do. The rest are recycled. Then, of course, one gets put on microfilm for archives and for Watson Library. Not as complicated as how a bill becomes a law, but... And if you're ever in the Stauffer-Flint reading room, check out the 86 magazine titles on display.



Students in the Advertising Campaigns class don't get off cheap. To



produce a professional-quality package.. they spend around \$750 per group of six students. So if one of these students took the money they would spend on the campaign and bought enough film to stretch from Wescoe to Fraser, how much money would he have left over to donate to KANU?

produce a professional-quality package.. they spend around \$750 per group of six students. So if one of these students took



Illustrations by John Sprengelmeyer

Photo I students advance about 200 feet of film through their cameras each semester. Photo III students wind up 1500 feet of film, almost a quarter mile. That's about the distance from the Kansas Union to Hoch Auditorium.



KJHK disc jockeys play about 337 songs during an average day. They play tunes from CDs half as often as they play vinyl. Vinyl's days are numbered though, as almost 90 percent of the music now distributed by record companies comes on CD. And during the 16 years they've been entertaining the collegiate set, KJHK has gone through seven logo changes.



If we were to somehow have a "composite instructor," this creature would be 74 percent male and 26 percent female, have graduated in 1974, have earned an M.A. (with a touch of Ph.D.). The degree would be from Kansas, with a Missouri influence. And just to show you how trivial we can get, there's a 13 percent chance that the last name starts with B.

Looking to move back Ahead

Calder Pickett

I came to KU in 1951. One of my first conversations with a student was with Ben Holman. He was black. He told me that he had to sit high in the balconies at the Lawrence movie theaters. He told me that if he didn't eat lunch at noon Sundays in the Union, he'd be hungry that night. The Union served no Sunday evening meals, and no downtown Lawrence restaurant would serve him.

There were few blacks on the basketball teams back then. Wilt Chamberlain wasn't the breakthrough black, but no one could deny that superstar his place. We had a few blacks in the J-School. I remember not only Ben Holman, but also Charlie Price, who was president of Sigma Delta Chi.

Why am I, almost four years retired from journalism, giving you this ancient history? Well, I was asked to talk about such things in the semester when KU seemed obsessed with the Darren Fulcher case. I say "obsessed" because I have wondered why, with all the problems the Univer-

sity faces, the Fulcher case seemed to rival the Clarence Thomas business for news attention.

I can't quite focus on this case. It has sounded like a conflict between blacks and women students, and I don't quite know how to be politically correct about it. I don't think I ever was politically correct. But in the '50s and '60s I was often way ahead of my students when it came to social issues such as civil rights. The people who took editorial writing and propaganda and censorship were usually liberal Democrats, but there were always people who were so conservative — little Joe McCarthys back then, little Jesse Helmses later on — that I was sometimes uneasy when I tried to bring my classes past the age of Genghis Khan.

We had no black student body presidents in those times. I remember the year the queen of the Military Ball was black, and I tried to tell the *Kansan* editors that it wasn't racist to say she was black. Lordy, she was the first black ever to have such an honor at KU, dubious as the "honor" may have been.

One of the biggest hassles in civil rights history at KU came in 1964, I believe it was, when blacks had a now-celebrated sit-in at the office of Chancellor Clarke Wescoe. I don't remember all the demands, but I do remember that the blacks wanted to outlaw discriminatory clauses in fraternity and sorority constitutions, and they opposed the *Kansan's* practice of carrying classified ads

from landlords who didn't want to rent to blacks. The *Kansan* contended, after receiving advice from a faculty member, that the First Amendment said you had to carry any ad that was offered to a paper. I said that was utter nonsense, and in 1991, I still say it was utter nonsense.

But the '60s had the issues! Discrimination cases were common. I remember that the Chancellor took a black by the hand and personally integrated a barber shop.

I must admit that I have trouble remembering the racial issues of the '70s and '80s. I know that long before I heard the term "politically correct," I was having trouble teaching Western Civilization. There were too many militant students who took me to task for not thinking a reading from Gloria Steinem was the equivalent of a reading from St. Thomas Aquinas or Plato.

Do readers want a lot of historical insight these days? Maybe. In the '60s some of my students got angry when I told them they didn't invent anti-war protests. Is it racist to be critical of Fulcher for what he is accused of doing? Of course not. Should women students — whoops, "womyn" students — make their complaints the most important matter in KU affairs for a whole semester? No, not in my opinion. But maybe this has got to be done, here in 1991.

And, I do believe that turning the pages of the past to try to understand the present is a quite valid, and important, exercise.

End of sermon.



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