

Jayhawk Journalist

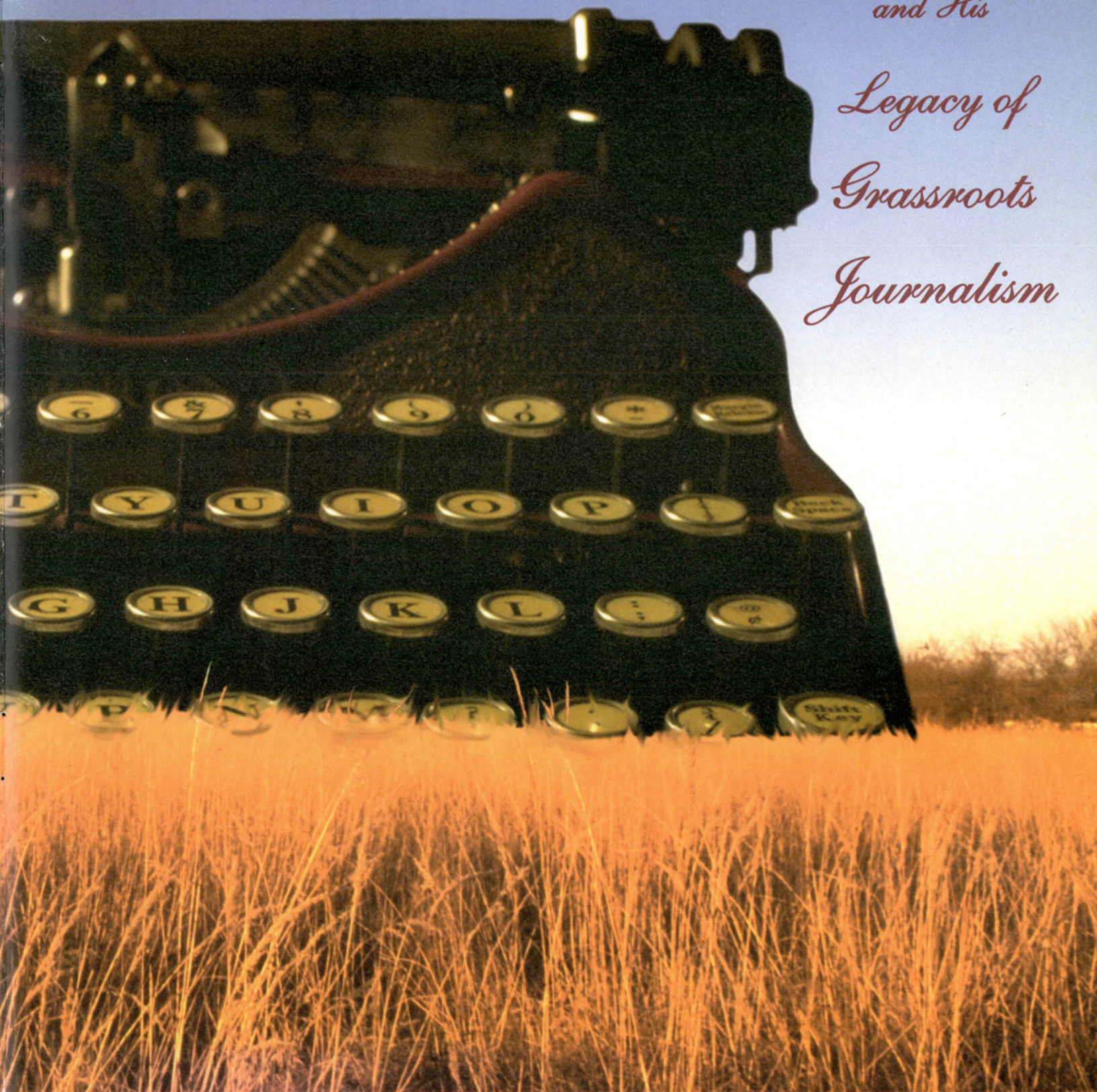
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*William
Allen White*

and His

*Legacy of
Grassroots
Journalism*



Essays

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Blue skies ahead: Lessons on life from Arnie G. Witt of the world's biggest belt buckle.
by Richard S. Backus

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Guess who's coming to our apartment? Yipes! Get the hose and scrape up those Froot Loops.
by Kay Hawes

Essays is a new section that presents selected work developed in the magazine article writing classes over the last year.

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He brought fame and the famous to his home town. When he was born on February 10, 1868, Emporia's population stood at five hundred. White knew presidents, seven of them. But White never lost touch with his roots and the values of community living and community journalism.
by Del Brinkman



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Poised on the on-ramp to the information highway, students, faculty and professionals worry whether they are up to the trip.
by Kara Woodham Lynch

On the Cover:

Photography by Doug Hesse. Illustration by Brian Merckens.

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.

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July 27, 1922

To an Anxious Friend

William Allen White

You tell me that law is above freedom of utterance. And I reply that you can have no wise laws nor free enforcement of wise laws unless there is free expression of the wisdom of the people—and, alas, their folly with it. But if there is freedom, folly will die of its own poison, and the wisdom will survive. That is the history of the race.

It is proof of man's kinship with God. You say that freedom of utterance is not for time of stress, and I reply with the sad truth that only in time of stress is freedom of utterance in danger. No one questions it in calm days, because it is not needed. And the reverse is true also; only when free utterance is suppressed is it needed, and when it is needed, it is most vital to justice.

Peace is good. But if you are interested in peace through force and without free discussion—that is to say, free utterance decently and in order—your interest in justice is slight. And peace without justice is tyranny, no matter how you may sugar-coat it with expedience. This state today is in more danger from suppression than from violence, because, in the end, suppression leads to violence. Violence, indeed, is the child of suppression. Whoever pleads for justice helps to keep the peace; and whoever tramples on the plea for justice temperately made in the name of peace only outrages peace and kills something fine in the heart of man which God put there when we got our manhood. When that is killed, brute meets brute on each side of the line.

So, dear friend, put fear out of your heart. This nation will survive, this state will prosper, the orderly business of life will go forward if only men can speak in whatever way given them to utter what their hearts hold—by voice, by posted card, by letter, or by press. Reason has never failed men. Only force and repression have made the wrecks in the world.

Reprinted with permission from *The Autobiography of William Allen White*, edited by Sally Foreman Griffith, published by the University Press of Kansas, 1990.





ADM



AEJMC

Going to Kansas City

The School helped host the seventy-sixth annual convention of the Association for Education in Journalism and Mass Communication, held in Kansas City August 11 to 14. Dean Mike Kautsch chaired the Host Schools Committee and, with many of the School's faculty, helped make this year's gathering a success.

The importance of AEJMC for journalism educators is not lost on Kautsch, who says the organization "brings all of us in the field together to exchange ideas and information. It is a link between professionals and educators." While that link is



enough by itself, it sometimes supplies unanticipated rewards. One such reward was an inquiry by the Gannett organization to interview business communications students in the School.

Gannett was impressed by the convention's daily newsletter, press releases and media advisories, produced by business communications students along with Chuck Marsh and David Guth. Marsh, now in his fifth year of working with the School's business communications students, says that the newsletter was a first for an AEJMC convention. It was prompted, he says, by a desire to serve the conference delegates. Participants listed the newsletter as foremost among significant accomplishments of the convention.

In addition to making professional presentations and chairing panels, the School's

faculty organized and hosted the convention's closing gala, featuring barbecue, bluegrass and the comedic talents of The Imagination Workshop, Lawrence's nationally recognized comedy troupe.

by Richard S. Backus

NEW PROGRAM

Departmental Honors

Journalism Honors Research Essay will be offered beginning next fall. J-School seniors in the honors program will be eligible to enroll in the class in their final semester. To apply, they need at least a 3.7 grade point average in their major and a minimum 3.5 grade point average overall.

The School's decision to add departmental honors is mirrored by many professional schools, says Sandra Wick, who

is assistant director of the honors program. "It gives the strongest students who constantly are pushing the boundaries a little something extra to strive for."

Freshman P.J. Murray agrees. He thinks departmental recognition will give honors students a greater sense of accomplishment because it will be more individualized. Murray, a pre-journalism major, enrolled in the freshman honors tutorial. He admits that he hasn't decided whether he will complete the research essay, which would count for two of the eight honors courses he's required to take. But he likes the option.

Students who choose to enroll in the class will benefit from the research experience, especially if they plan to enter graduate school. And for those entering the job market, departmental honors on their resumes sure won't hurt.

by Samantha Adams

CITATION WINNER

George Will

In February 1993, the William Allen White Foundation presented its national citation for journalistic merit to George F. Will.

Will, who won a Pulitzer in 1977 for his newspaper columns, appears in more than four hundred eighty newspapers internationally. Will's writings focus for the most part on the political machine, yet in April 1990, he wrote a book about his other passion: baseball.

While on campus for the William Allen White Day festivities, Will presented an hour-long seminar on government and politics. In his acceptance remarks, Will discussed the changing role of government and the media's coverage. He urged journalists to turn their attention away from politicians and toward average Americans who are trying to make a difference. "We should worry about standards in making laws, and making cars, and making second graders do their homework. That is the source of progress—not what happens in Washington."

In other related activities, Robert Dewey presented a one-man show of William Allen White. Following the awards luncheon, a panel discussion opened a photojournalism conference, a highlight of which was the exhibit at the Spencer Museum of Art titled "Contact: Photojournalism Since Vietnam." Mike Williams, who teaches photojournalism and editing courses, organized the exhibit and the conference.

by Valentina Huber

KANSAN AWARDS

Keeping Pace

In October 1993, the Associated Collegiate Press and Newspaper Association of America named the *University Daily Kansan* winner of the Pacemaker Award for the second consecutive year. The award is considered to be the most prestigious prize for college newspapers.

The *Kansan* business office won the Trendsetter Award presented by the College Newspaper Business and

Advertising Managers in April 1993. Besides having the best staff, Steve Perry was named business manager of the year and Blythe Focht was named sales representative of the year.

The *Kansan's* general manager is Tom Eblen and the advertising adviser is Jeanne Hines.

by Leona P. Dalavai

KANSAS DIALOGUE

A Meeting of Minds

When John Ginn was a publisher in South Carolina, he was a regular at the annual Renaissance Weekend held on Hilton Head Island. A now-famous gathering of movers and shakers, the Weekend started out as a simple venue where family and friends could share ideas in comfort, far from the heat of society.



Illustrations by Jay Trembly



It was eleven years ago that Ginn, now in his second year as Knight Professor in the School of Journalism, met Bill Clinton. It was Clinton's first Weekend, and Ginn's second. Ginn's fond memories of those gatherings prompted him to create Kansas Dialogue, an informal gathering where ideas are shared, topics discussed and everything is off-the-record.

This September, Ginn and Dean Mike Kautsch met with two hundred other Kansans for the first Kansas Dialogue in Wichita, a weekend Ginn hopes is the first of many. The idea, says Ginn, "is to pull people away from their regular routines," and give them a place where they can share ideas without pressure.

by Richard Backus

BROADCAST NEWS

Rave Radio Reviews

KJHK scored big with the Kansas Association of Broadcasters, receiving three first- and three second-place awards. "We received more awards than any other college or university in the state," says Chris Beurman, the graduate teaching assistant in charge of the daily activities at KJHK.

The KJHK news and sports departments received the most awards. First-place KAB winners were Megan Lochmann for her news story about KU's annual "Day on the Hill" and Jason Lamb for his play-by-play call of the Kansas vs. Oklahoma men's basketball game. The entire KJHK sports department won first place for its highly technical broadcast of "Big Eight Hoopla," which linked four college stations and one commercial station to their listeners with a toll-free call-in number.

Second-place awards went to Russ Johnson, for a public affairs program he hosts called "Talk Radio with Russ Johnson." Mike Stewart and Bob Holtzman received second-place honors for a complete newscast, and Jenni Briscoe placed second with her news story about animal cruelty.

KJHK also reaped a national first-place award from the National Association of College Broadcasters for Tom Thompson's newscast.

by Richard Mancinelli

FACULTY

Comings and Goings

Several faculty members packed up and headed for warmer climates in 1993. Larry Johnson moved to Florida to manage a family business. He also hopes to teach at the University of Florida on a part-time basis. Gary Warner joined the faculty of John Brown University in Siloam Springs, Arkansas, and Lianne Fridriksson left for Baylor University in Waco, Texas.

Only Charles Pinzon—who left in December to teach advertising at the University of Nebraska—remained in the Midwest.

The J-School also welcomed some new faces. KU graduate Bill Dickinson joined the faculty as a lecturer. He co-taught the honors section of communication in society in the fall 1993 semester, and he is team teaching newspaper management this spring. Dickinson was the founder of The Washington Post Writers Group, and he remains affiliated with the group as a consultant. Bill Snead was a professional-in-residence during spring 1993 with the help of a grant from the *Lawrence Journal-World*. Snead continues to teach part time at KU now that he is the deputy editor at the *Journal-World*. Snead was named Photographer of the Year in 1991 by the White House News Photographers Association. His photographs have appeared in magazines such as *Time*, *Life* and *Newsweek*. Doug Sudhoff and Peg Wittmer are new lecturers in the broadcast sequence.

Bob Lang, retired board chairman of Valentine-Radford in Kansas City, stepped in to teach one class in the fall 1993 semester. Cindy Nesvarba keeps track of graduate records, and Peggy Warren is helping students who seek the assistance of the Journalism Placement Office.

Bob Basow, who teaches courses in advertising, was granted tenure and was promoted to associate professor.

by Samantha Adams
Additional reporting:
Elaine Barkley

MPI

Newspaper Seminars

As executive secretary of the Mid-America Press Institute, Monte Mace keeps his eye on the details. He organizes five yearly seminars for newspaper journalists from twenty states across the Midwest.

Reporters and editors representing one hundred fifteen newspapers meet in St. Louis to learn cutting-edge reporting techniques and expected technological changes in the twenty-first century. "The main purpose is to provide editorial continuing education," Mace says.

Mace, who teaches magazine publishing and circulation, leaves topic selection and scheduling of speakers to the MPI Board of Directors. His job is to bring order to chaos: He handles details like room reservations and setting schedules.

Future seminars include a national writing workshop scheduled for April 1994. The plan is to conduct a simultaneous seminar in six cities. The Poynter Institute will provide

MPI and *The Post Dispatch* with advice on marketing and promotions. Mace and MPI expect up to five hundred journalists to participate at each site.

by John Francis

INTERNS

Meaningful Work

In the last year, KU journalism students served as interns for academic credit in twenty-one states and the District of Columbia. Dana Leibengood, associate dean of the journalism school, estimates that another three hundred students worked as paid interns.

Academic interns work from eighty to one hundred twenty hours and receive academic credit rather than a salary. Many students take advantage of this opportunity during the break between fall and spring semesters or during the summer. Paid interns often work twelve to twenty hours a week in the Kansas City, Topeka or Lawrence areas while attending classes.

Some students travel farther looking for interesting work. Kara Lynch's summer internship took her to *Traditional Home* magazine in flooded Des Moines, Iowa. The publishing company's offices were under water, but Lynch says the staff got the issue out on schedule. Ileana Perez wrote and edited international news briefs during her internship with the oldest radio and television station in her home country of Panama.

Justin Knupp interned with *The Albuquerque Journal* in New Mexico, working as a page designer, art director and picture editor. His supervisors

were so pleased with his work that they offered him a permanent position.

Jodel Wickham of Smith and Loveless, Inc. in Kansas City, and a J-School alum, says the internship program is beneficial to both students and employers. "It's a win-win situation. The students are able to build portfolios, and we get their energy and enthusiasm."

Leibengood encourages alumni to offer internships to KU journalism students. "If alumni are interested, I wish they would call and let me know," Leibengood says. "We're always working to get good students placed doing meaningful work."

Reporting by
Surendar Balakrishnan,
Henri Blanc and
Damian Carlson

HANK BOOTH

Grover Cobb Award

Hank Booth, general manager of KLWN and KLZR in Lawrence, was the 1993 recipient of the Grover Cobb Award. Established in 1957 by KU broadcast faculty, this prestigious award recognizes distinguished broadcast service to the state of Kansas. Dean Mike Kautsch presented the award at the annual convention of the Kansas Association of Broadcasters on October 13, 1993 in Wichita.

Booth was the first member of the electronic media to serve as president of the William Allen White Foundation, and he currently serves as immediate past president.

SABBATICAL

On the Reservation

The main office for the *Turtle Mountain Times* served as his living room and the bedroom was just a few steps away from the computers, telephones and fax machine. Rick Musser literally lived in the newsroom during his sabbatical at the Turtle Mountain Reservation.

Musser went to work as an editor, writing coach and reporter for *Indian Country*

Today, a weekly publication in Rapid City, South Dakota. He also helped start the new publication, *Turtle Mountain Times*.

Musser returned to KU in January and hopes to open up avenues with Haskell Indian Nations University. He also would like to help his reporting students better understand Native American issues such as sovereignty, repatriation, Indian law and religion.

by Stacy L. Kunstel

COMPETITION

Clean Sweep

Nothing beats being number one—except maybe winning first, second, third and an honorable mention as KU magazine students did in the national student magazine competition last June.

The Association for Education in Journalism and Mass Communication holds a contest each year to give students a professional, and relatively dispassionate, perspective on their work. Students compete in writing for consumer and trade magazines, and in developing magazine prospectuses. In the individual prospectus category of the 1993 contest, the University of Kansas cleaned up.

Kay Hawes earned a first-place rating for her concept *Rocky Mountain Outdoor Sports*, a magazine for sports enthusiasts who live in or travel to the Rocky Mountains. *Alliance*, a publication created by Shannon Peters, captured second place: The magazine informs Americans about the Russian people and culture.

Kara Lynch's concept, *Onward*, provides emotional support for the chronically ill and their families, and placed third in the competition. *Winning Women*, a magazine developed by Rachel Duran, focuses on women's amateur athletics and college women's sports; it won an honorable mention.

The contest judge, Jim Myers, certainly has enough experience to know a good magazine concept when he sees one. As vice president and group publisher for Honolulu Publishing Company, Myers helped launch one of the company's most successful magazines. Myers says the winning prospectuses created by KU magazine students not only were smartly conceived, but also showed ample evidence of attention to the many details that contribute to a sound concept. They also revealed another crucial quality: passion.

"That passion," Myers says, "certainly translated into stronger business plans and more convincing arguments for starting these magazines."

by Janice McCall

KNOWING HOW TO

Say When

The classic combination of beer and college paid off for Wendy Aten and Jane Henderson. The spring 1993 graduates won \$500 each for their poster entries in the Anheuser-Busch "Know When To Say When" campaign.

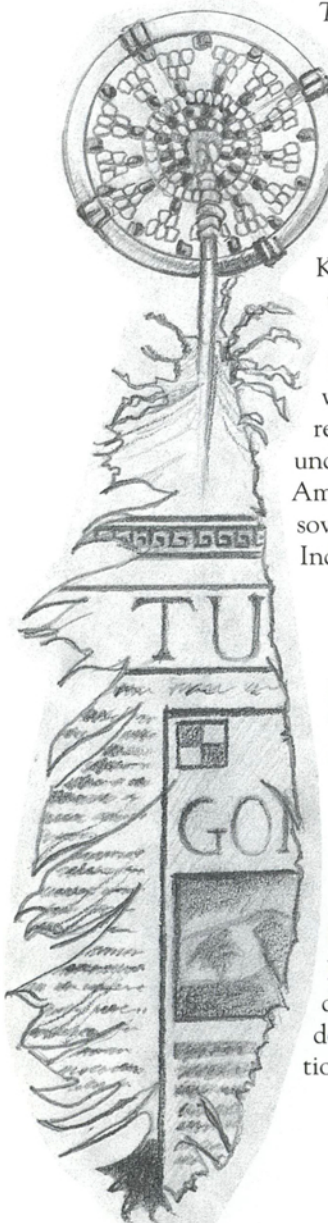
Creating the posters started as a project for Len Alfano's copy and layout class. The local Busch distributor told the J-School about the contest and urged students to participate. Submitting posters was strictly voluntary, but Aten says that Bob Basow, who also teaches advertising courses, kept, "bugging me and bugging me until I decided to enter my ad." Henderson and Aten were among twenty students nationwide to place in the competition.

by Eric Mater

KJHK

Road Trip

From among more than three thousand entrants in eighty-eight categories, KJHK's Chuck Barriga won the 1993 International Gold Medallion Award from Promotion Marketing Executives of the Broadcast Media.



Barriga's campaign for audience promotion in small-market radio earned him first place. "Generally most college stations don't even try," says Barriga about the fierce professional competition.

Barriga created the campaign, "KJHK Road Trip," during the 1992-1993 academic year. He designed a cover with the layout of a road map for the station's program guide. He formed a KJHK Rear End Patrol that ticketed cars that bore a KJHK road map bumper sticker. Tickets were redeemed for free compact discs and "KJHK Road Trip" key chains. Barriga designed bumper stickers, tickets, key chains and print advertisements for the campaign.

The award led Barriga to a job as Kansas City radio station KXTR's first program director.

by Richard Mancinelli

SMART SHOE

A Good Fit

During fifteen years of work in broadcast, Tom Volek produced many commercials and projects for and involving children. But until

last year, he had never coordinated a video created by elementary school students. Volek assisted Linda Allen's fifth-grade class at Schwegler Elementary School in Lawrence in the production of a five-minute commercial.

The video, part of a nationwide project called Exploravision, challenges fifth-graders to develop ingenuity and creativity working as a team to invent a new product. The students then put together a written proposal and designed story boards for a five-minute presentation.

Allen's class created a product called the Smart Shoe, a sneaker containing a computer chip that registers such information as heart rate, blood pressure and other vital signs. It also records statistics such as mileage. The goal is to monitor the physical condition of joggers and walkers. When the shoes wear out, the information is transferred to the computer in another pair of shoes.

When the class's presentation made it to the finals, Volek helped create the required video tape promoting the product. The class made backgrounds and cardboard cutouts for a simple animation. The students controlled the strings and made the voice tract.

The project won sec-

ond place in the contest earning each of the four students \$5,000 in savings bonds and the school new video equipment. Some of the students went to Washington, D.C. to receive the award. "It was a great feeling to work with the kids, and they really appreciated the help," Volek says.

by Jennifer Enright

FELLOWSHIP

Southwestern Beat

Christopher Moeser wasn't sure he wanted to be a journalist when he graduated from KU last spring. But he changed his mind after a ten-week summer internship in Arizona at the *Phoenix Gazette*.

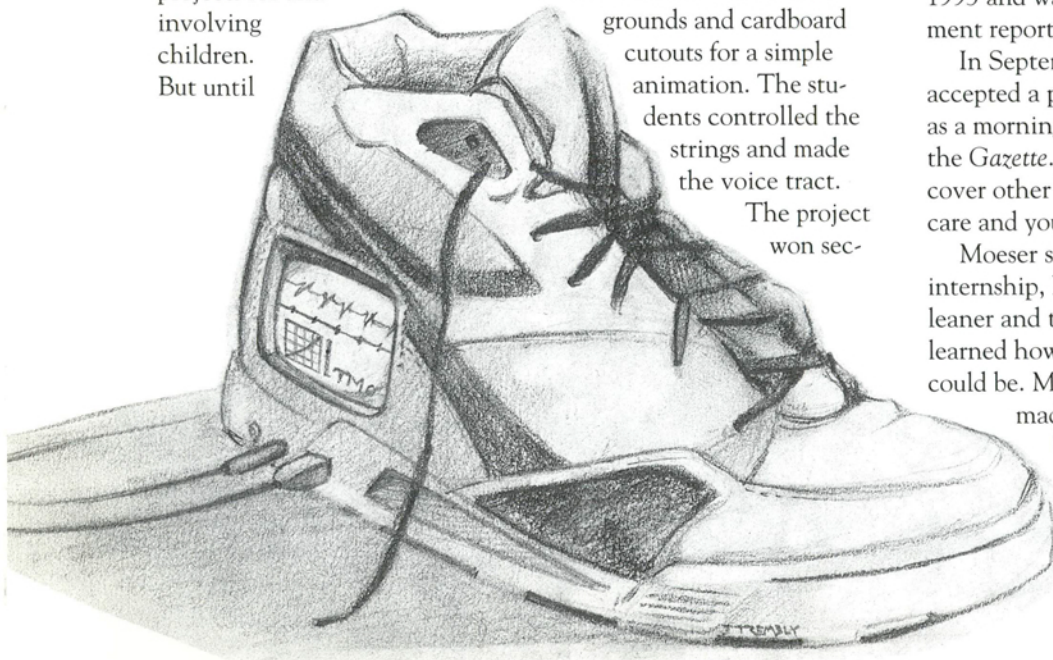
In April, Moeser received a Pulliam Fellowship. Only twenty journalism graduates nationwide are selected for the award, which provides an intensive "finishing school" at the *Gazette*, *Arizona Republic* or *Indianapolis Star-News*.

Moeser worked on the editorial page of the *Kansan* in spring 1993 and was a general assignment reporter in Arizona.

In September, Moeser accepted a permanent position as a morning police reporter at the *Gazette*. Eventually, he will cover other beats such as health care and young-adult issues.

Moeser says that during the internship, his stories became leaner and tighter, and he learned how satisfying writing could be. More importantly, it made him confident of his career choice.

by John Francis





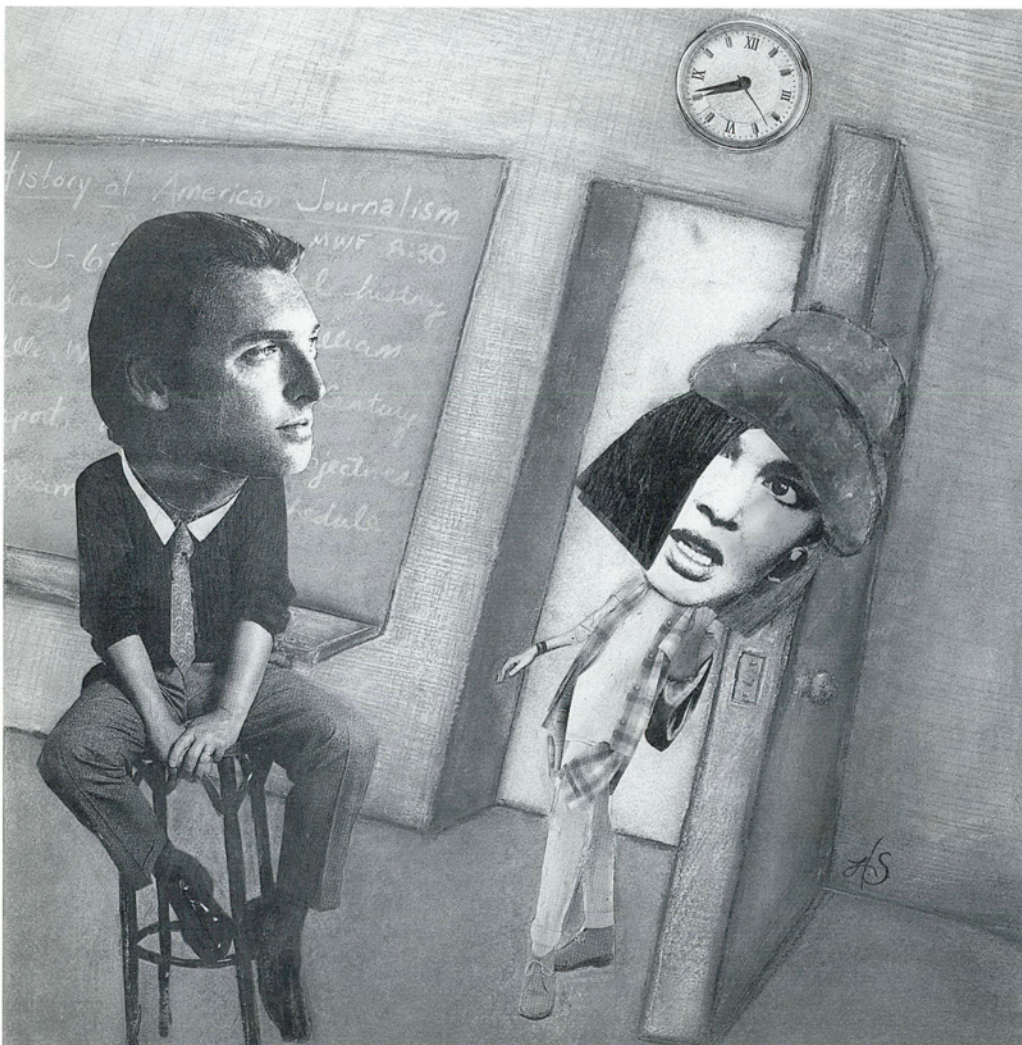
Dear Diary:

My Head Is Full of **History**

Valentina Huber

Since the inception of the William Allen White School of Journalism in 1945, journalism history has been a fixture of the curriculum. Thousands of students have listened to the lectures of Burt Marvin, Thomas C. "Mickie" Ryther, Calder Pickett and, most recently, Gary Warner. What follows is the undercover work of one student who, like all who have gone before, read, noted, pondered, sometimes dozed through, but survived History of American Journalism.

Day 1: Walked into class today ten minutes late. Talk about embarrassing. I tried to sneak into the lecture hall through the side door. Unfortunately for me, the door made a hideously loud grating sound. I entered a room of total silence. Who would have believed it: standing room only in a history class? More than a hundred and thirty faces stared at mine. Of course, I couldn't find a seat without crawling my way over four or five people. So,



Illustrations by Heather Scholl

I found a spot on the floor and did my best to become invisible.

The professor read the policies and procedures to us. No sooner had I sat down than he underscored his expectation that students be here on time. Humiliated once again, I wondered whether I would survive the semester.

Day 4: Class begins every Monday, Wednesday and Friday morning promptly at 8:30. There is a distinct difference in the appearance and demeanor between what I call the future corporate climbers (FCCs) and the journalists. The FCCs arrive first. They are well dressed and rosy-cheeked. They look fresh and well presented after their early morning jog. The words “pro-active” and “market trend” pepper their discussions. At 8:30, sometimes 8:45, the journalists stagger in, haggard-looking, still trying to figure out why there seems to be an extra button on their crunchy-looking flannel shirts. Tuning in to their conversations, I hear, “Can you believe the *Kansan* system crashed three times last night?” I have a feeling that as the semester progresses, everyone will gravitate toward the well-worn look.

Day 7: He’s been lecturing only twenty minutes and already I’ve written four pages of notes. If he keeps up this pace,

my hand will cramp permanently. I may be forced to write with my toes. I wonder, can I sue the University for damages?

“Your honor, this madman willfully tortured hundreds, yes even thousands of students, with his rapid-fire chanting of names, dates and questions.”

“Why is this sociologically significant? What philosopher believes this?” he probes. “Be sure to remember this and don’t forget that,” he threatens.

Is it interesting? Well, sure. I mean sometimes, but I’m writing so fast that I usually don’t realize it until I get home and see what I’ve written down.

Day 18: Several weeks into the semester, and I came face to face with the demons of hell: hundreds of matching questions. (Well, really only forty, but it felt like hundreds.) John Houghton was the father of modern advertising. The first daily newspaper in America was established by Benjamin Towne in 1783. Others fared worse than I. The girl sitting next to me was a mess. She kept chanting under her breath, “Ben Franklin was a ladies man.” Strange mnemonics, man. Only 768 hours left until spring break.

Day 21: Class seems much more vital now that we’re into New Journalism and the Muckrakers. I think my classmates agree. I don’t feel the



nasal air currents from the guy behind me anymore—I guess he’s stopped snoring. On the day we studied William Randolph Hearst, someone suggested that we just bag the class and watch *Citizen Kane*. I’d always heard that Kane was based on Hearst, so it was nice to read about it for myself. I never realized that Kane’s famous remark on the Spanish-American War, “You furnish the pictures, I’ll provide the war,” was based on an actual quote of Hearst’s. It’s not so difficult to get up in the morning anymore.

Day 24: We finally meet William Allen White. In a school named after him, you still can’t find one in five persons who can say much more about him other than he was the editor of “You know, that paper in Emporia—the *Gazette*,

wasn't it?" I'll admit it, I was the same way. Growing up, everyone always made fun of us. Sure, Kansans are valued for their common sense and hard work, but the rich and famous flew *over* Kansas. I mean, I could never imagine Bill Clinton making a personal stop in Lawrence just to hobnob with the *Journal-World's* editor the way Teddy Roosevelt did with White.



Day 28: Turned in my "The Year of Your Birth" paper this morning. It made me feel old. "Oh my god," said the girl sitting next to me, "You were born in 1965? Wow!" I looked down at her paper. "1971, A Year in Retrospect." To her I was a relic. I casually glanced over at the paper of the woman sitting on the other side of me. She had "1959" displayed on the front of her paper. My new

motto: If something on the right gets you down, just look to the left.

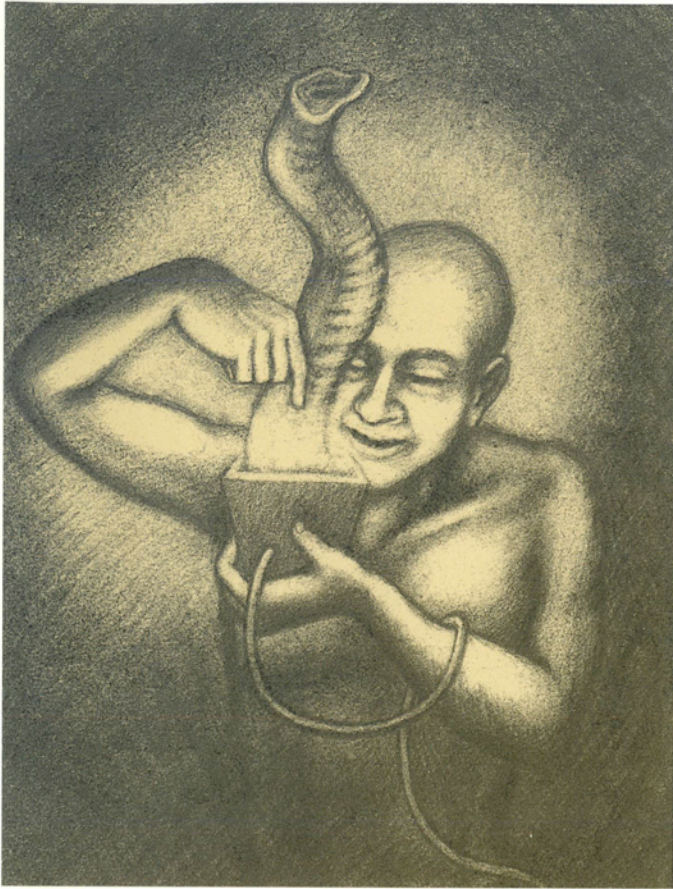
Day 32: Did spring break really happen, or was it just a dream? At 8:30 this Monday morning, I sat in Room 100 taking history notes, but just last Friday I was sitting in the sun, drinking a beer, enjoying the day. Well, I think I was. I always make so many plans for spring break. You know the resolutions: 1) Write letters to everyone I've neglected over the semester. 2) Have fun. 3) Clean house from top to bottom. 4) Have fun. 5) Write history paper. 6) Have fun. 7) Read entire history textbook and outline everything. 8) Have fun. As the saying goes, "Time flies like an arrow. Fruit flies like a banana." I did manage to make time to complete half of my list. And you can bet it wasn't the odd-numbered ones! Banana daiquiri anyone?

Day 41: We've finally done it! We've reached a decade I remember: the '70s! The minute the professor opened his mouth and said the words "Nixon" and "Watergate," my heart sang. I looked at the girl on my right who had made the remark about my age and said, "Oh, I guess you don't remember Nixon, do you? Well, I'm sure you can find what you need in the book." I knew there was something to be said for being a relic. While the instructor explained the '70s, we relics could boast about being alive

and witness to (whether we actually remember it or not) the destruction of the Vietnam War as seen daily on our television sets. We were around to read in the newspapers that for fifteen days the U.S. government imposed prior restraint on *The New York Times* to keep it from publishing what became known as the Pentagon Papers. We watched Nixon's presidency tumble out of control, leading ultimately to his resignation. As people's faith in the government faltered, the media took hits as well. "Kill the messenger" mentality could occasionally be felt in the land. Could it be that I'm learning something?

Day 45: Things are wrapping up. My predictions on the end-of-the-year dress code turned out to be correct. We show up with greasy hair and sweat pants; what we care about is getting through the class. Without stop, we dutifully take down names, dates, events, publications and anything else pertinent to the history of American journalism. I wonder what the most important issue was for students forty years ago. If they were anything like we are today, survival was probably their most immediate concern. The history lectures continue, now presented to us, later to our children, and eventually to our children's children.

Like us, they most likely will be overwhelmed (and occasionally inspired) by the people and stories that make up our country's journalistic past.



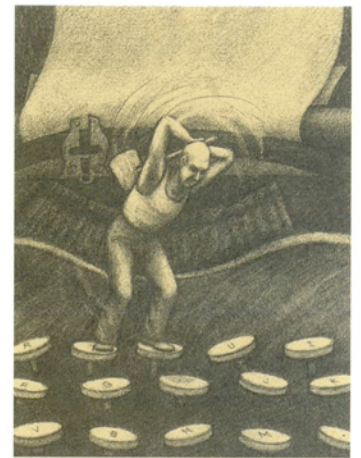
Illustrations by Megan Noller

A vital element in reporting is capturing detail, describing the sights, sounds and ineffable qualities of something as prosaic as a computer.

The cream-colored bread box shoots numbers and letters at me faster than I can think. It is like the magician at the state fair. The box is a miniature library of knowledge. I hit part of the typewriter contraption and *boom*, the Bible is in front of my eyes. I hit another square and the dictionary pops up

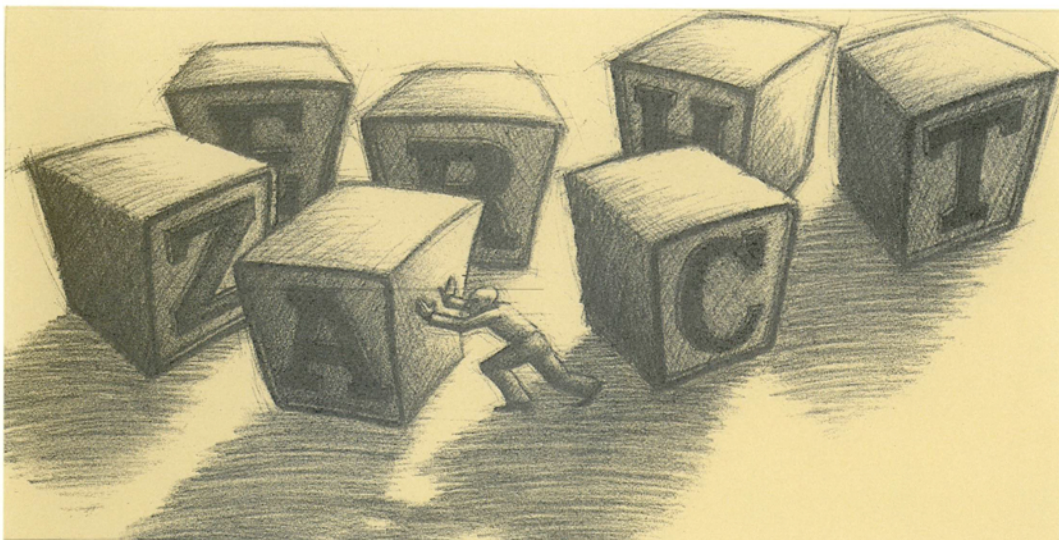
to tell me all the definitions of “intricate.” The box is like having all the teachers I had in school rolled up and stuffed into one little box. The box seems intelligent. It almost can think on its own. If I could think as fast as the box, I would be a millionaire. The box seems like the human brain. It’s always thinking. If someone asks the box a question, the box thinks for a minute and answers. Its food is electricity. As long as it has electricity, it keeps thinking.

— James Evans



As you sit in front of your boxy, Royal typewriter with its heavy frame and hard-to-press keys, you probably don’t realize something. It’s boxy, heavy and has hard-to-press keys.

— Stacy Ashley



It makes a sound like the hum of a potter’s wheel spinning ‘round and ‘round.

— Jay Lisondra

A computer remembers things better than grandmothers do birthdays.

— Brian Vandervliet

ROAD Warrior

Richard S. Backus

We had been riding for hours, toughing out the last leg of a motorcycle trip that had taken us from Kansas to New York, and now back again. An oppressive August sun smothered Jim and me as we rolled headlong down the interstate into a day that was growing increasingly wearing. Cars and trucks shimmered in the heat, float-

ing mirage-like on the baking pavement.

The morning had been clear and cool. The chill helped us wake as we pulled on leather gloves, stretching our fingers in them to loosen up. We adjusted our helmets and rejoined the highway—the same road we'd been on for nearly a week—and headed west. We rode on, each in his own universe, yet connected by an occasional gesture.

It was early afternoon when we stopped to rest. We seemed to be covering less ground than we thought, as if the heat caused the miles to stretch longer.

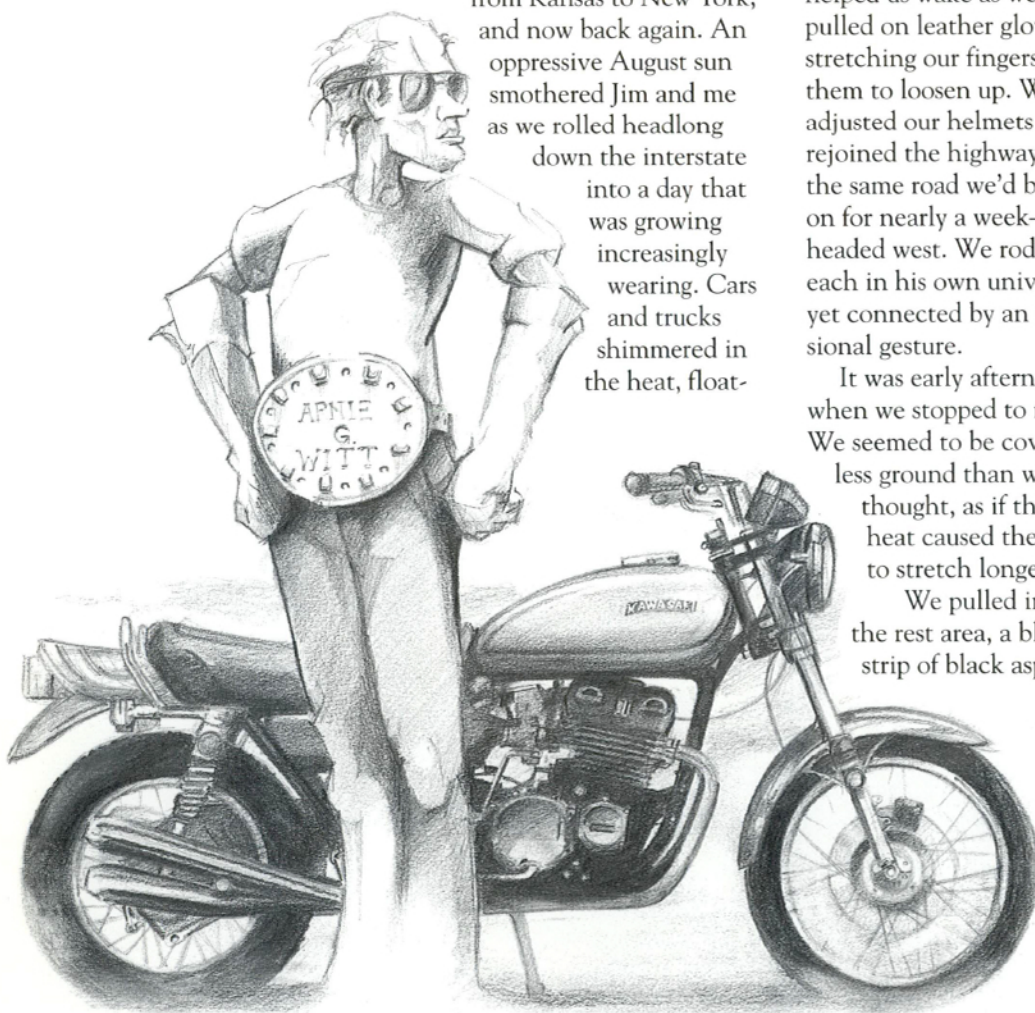
We pulled into the rest area, a bleak strip of black asphalt

alongside the pounding highway where a couple of bleached picnic tables straddled a thin line of grass. As Jim rested on one of the picnic tables, I went to the bathroom. Flies swirled as I rinsed my face and tried to ignore the acrid stench. I looked at my reflection in a poorly polished sheet of steel that passed for a mirror. Dirty, dulled, hot, I walked back outside.

It was here that we met him, roaring toward us in a cloud of road dust, a deranged vision of the highway. He pulled up on his ratty KZ900, a slight and wiry man with a build and an attitude that reminded me of a hyperactive terrier. He wore an old pair of aviator glasses, the lenses huge and protruding from his small face, overpowering his cheeks. A pair of heavy welding gloves covered his hands, their protective extensions reaching his elbows.

He jumped off his bike, looked at my friend's Suzuki and exclaimed: "Is that your bazooka? Used to have one of them;

continued on page 16



Illustrations by Jay Trembly

Cleanliness

Is Next to...



Kay Hawes

My poor husband had no more than uttered the words, “My parents are coming tomorrow,” when I hung up on him, announced a red alert and called all cleaning supplies to their battle stations. We had been married six months, his parents had never been to visit, and we had not dusted since moving in.

Knowing that I was swamped with graduate school this semester, Adam offered to take care of all the day-to-day chores. I never knew his idea of clean meant it doesn't have food or mold hanging on it. As I inspected the living quarters I had turned over to his care, I realized that I had been negligent for too long. Locked away in my study-dungeon, I'd failed to notice when the

soap scum in the bathtub began having a family. I also failed to notice when the magazine project clippings had spilled from the bag, one lone clipping with a skinny tentacle reaching out to snag a green Froot Loop.

Time to take charge: I toured the two-bedroom war zone, pen and paper in hand, jotting down every cleaning task I could think of. Each room had a list; each list had assigned tasks and a companion list of necessary supplies. In-law preparation is serious business.

Some people compulsively clean closets and

fold underwear in perfect thirds. Others just pile their clean clothes on top of their dirty ones until the two piles become one. I do both—just not at the same time. I'm convinced that I have a split personality when it comes to cleaning. I won't tolerate dirt, but thrive on clutter. I never throw away a magazine or a newspaper, and I might forget to put away my clean laundry for days. I will go for weeks without noticing which sheets are on the bed. In fact, I may even be unaware that the sheets are wadded up in a giant dust ball under the bed

while we have been sleeping on the old brown mattress pad. Then, something will trip the switch to my cleaning mode and that same bed must be made with military precision. Everything has to be scrubbed, dusted, vacuumed, folded, organized and catalogued. It drives Adam nuts.

I tried to warn him about this problem before we got married, but he wouldn't listen. I told him that my previous roommates all had noticed what my mom calls my cleaning disability. They had agreed to share an apartment with me only

continued on page 16

Impossible

continued from Road Warrior wasn't fast enough.

Wanna try my KZ?" We stood there mute, wondering if the heat finally had taken its toll on our road-wearied brains. But there he was, bright and spry, his face as wrinkled and dry as old parchment, his clear blue eyes darting rapidly as he hopped around and looked at our bikes in the simmering heat. He shot a glance at my Norton.

"Now there's a ride, but you have to be a fool to ride one of them. I mean, geez, you gotta carry way too damn many spares." By way of introduction, he tugged on the bottom of his shirt, lifting it as he exclaimed, "I'm Arnie G. Witt, and I got the world's biggest belt buckle that says so." It was the size of a large ashtray, solid pewter, encircled with nugget-sized pieces of turquoise and deeply cut corkscrew designs. There, in the middle of the buckle, etched in fifty-four-point capital letters, was his name: ARNIE G. WITT.

We stood there looking in wonder from belt buckle to chain guard, but Arnie didn't wait for us to catch up with him. Satisfied with his introduction, he launched into stories of his days on the road. In the fifties, he rode cross-country on a WWII surplus Harley. He literally worked his way from coast to coast, catching odd jobs whenever and wherever he could. He worked long enough to make food and

gas money, then hit the road again. Arnie was at home on the road; it was the one place where he could be alone and enjoy himself. On his motorcycle, drifting across the country, Arnie said that he felt in control and free. It didn't matter much to him where he rode, just as long as he was moving.

Now in his late sixties, he still rode, but not as far as he used to, he admitted. He lived with a sister in Ohio and moved somewhat slower, yet kept himself on his bike as much as he could. He was an old road warrior, Arnie of the world's largest belt buckle, and he made us realize that we rode for some of his same reasons. The road liberated us from our routines, allowed us to believe that we were in control; for a short time, we decided where we went and what we did and why.

We packed the bikes, bid Arnie a final farewell and merged onto the baking asphalt. Unlike Arnie, we had jobs to get back to, schedules and obligations to meet. We had been riding only five minutes when I looked in my mirror. Racing up behind us was another bike, compressing space as it moved down the interstate. It was Arnie G. Witt, doing ninety. He passed us with a quick flick of the wrist and beep on his horn. Arnie had places to go. □

continued from Cleanliness after I promised to confine both my mess and my compulsive cleaning to my bedroom. He just looked at me with love-glazed eyes and proclaimed eternal devotion.

At first I decided that our marriage would fail unless I faced up to this bizarre affliction. I read every book on how to organize your clutter. It backfired. The books didn't make me more observant; I just got more neurotic about cleaning. Still, I went on cleaning binges. I ironed my socks and organized bookshelves according to the Dewey decimal system. But as usual, once cleanliness was achieved, the degradation began. In no time, I would be oblivious to the piles of clean clothes that never made it to the closet and the clean dishes stranded outside the cupboard.

I'm convinced that this problem is where evolution went wrong. I am left handed, but only for writing and drawing. When it comes to bathing, throwing or bouncing a ball, I am decidedly right handed. People who can perform cleaning or other tasks equally well with both hands are called ambidextrous. If the experts are right and the mind is a pattern-making system, then just call me confused.

If people who are left handed are "right brained" and people who

are right handed are "left brained," where does that leave me? Perhaps I am the last of a race of "middle-brained" people who were thought to be killed off after they annoyed Cro-Magnon man by continually cleaning and clattering the cave.

Luckily, the progressive nineties man who now shares my cave has learned to deal with periodic cleaning frenzies followed by months of neglect. Adam has learned that the only way my clean clothes will be removed from the couch is if he brings them upstairs and sets them down where I will have to step over them.

Adam is making an effort to change his cleaning ways too. He discovered that football was more fun to watch after he scraped the dust bunnies off of the television screen. He now attacks the bathroom soap scum whenever it seems to be in mating season. However, he also has discovered that throwing away one of my newspapers is grounds for divorce.

Like other co-dependents, I've admitted and accepted my problem. So has Adam. Now, when the cave becomes too cluttered, he cleans. And on those few occasions when I come home with new cleaning supplies and a gleam in my eye, he goes out for tacos. The in-laws? They still visit, but Adam has asked them to give a year's notice. □



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William Allen

White and His

Emporia

by Del Brinkman

“I was born February 10, 1868, between nine and ten o’clock of a Thursday morning at Emporia, Kansas. I was born ‘Willie,’ though named William Allen....” So goes the first line in *The Autobiography of William Allen White*. He lived for almost seventy-six years, and just after his death in 1944, the University of Kansas named the J-School in his honor.

He worked his long life as a social reformer and an advocate of individual rights. He was admired and respected far from his hometown in east central Kansas, but for all his fame, for all his hobnobbing with presidents, he never forgot his place in Emporia. Here, too, he made an impression on many journalists of his day and those journalists to come.

Life in Emporia for William Allen White found grace in simplicity. Today, the town is bigger and more complex, but in its daily life there remains a sense of the simple. Right: Music and dance bring together members of the Bluestem Swingers.

Bottom right: Cleve Cook is an Emporia farmer who enjoys growing turnips and spinach to sell at the Farmers' Market in Emporia. Below: Around 1880, elm trees brought from the creeks beautified the growing country town of Emporia. A century later, townspeople gathered to commemorate this majestic tree. Bobby Pugh helped his father, who works for White's Tree Service, to cut down the tree because it had Dutch elm disease.



Holly McQueen

For all of my personal and professional life, I have never been far from William Allen White. I was born and raised on a farm near Olpe, Kansas, no more than ten miles from Emporia, home of White's *Emporia Gazette*. I saw him in person only one time when my parents pointed him out to me as we were walking on Commercial Street in Emporia. We didn't even subscribe to the *Gazette* in my early days, but shared a copy with my grandparents who lived just a mile from us. So, I grew up reading the *Gazette* and William Allen White's work, but not fully appreciating that someday he would be known as one of America's best-loved newspapermen.

I was six years old when White died in 1944, and I don't remember much about his death even though it was news around the world and the tributes were numerous and glowing. In 1954, I went to work for *The Emporia Gazette*. I was a full-time student at Emporia State University and worked part time at the *Gazette* in the pressroom and as the Olpe correspondent. It was then that I began to develop the understanding of the *Gazette's* place in the world and William Allen White's place in history. I have been hooked on the *Gazette* and White's story ever since.

All of this explains why I came to be interested in a research project on the personal papers of William Allen White. I had an intense, almost emotional, interest in White, the *Gazette* and the role both played in national and world events.

That is why my research on William Allen White and *The Emporia Gazette* has been so exciting. It allows me to deal with political theory, literature, philosophy and history all in one person and



Julia Clarke

one project. It also has pushed me into documentary editing, an area that is important in the field of history. Documentary editing requires the author to analyze source materials, draw insights and conclusions from them, and order them somehow for publication. It is my belief that White's letters and personal papers breathe life into United States history, and some historians have argued that no resource is more valuable for detailed study of the period from 1896 to 1944.

White retained carbon copies of all the letters that he wrote from 1899 to his death. Comments on the swiftly changing American scene came from the typewriter of a man who became famous as the spokesperson of small-town and rural America. The bulk of these letters and his personal papers are in the Library of Congress. The Emporia State University William Allen White Library, *The Emporia Gazette*, the Kansas State Historical Society in Topeka, and the Spencer Research Library at the University of Kansas all house other White materials. Perhaps the most

important letters, though, remain in the possession of White's granddaughter, Barbara Walker, and her husband, David, in Emporia.

The Library of Congress alone allots one hundred ninety-eight linear feet of shelf space to White's correspondence. The Library's collection contains an estimated 137,000 items, comprising four hundred twenty-nine containers of general correspondence (primarily incoming letters), eighty volumes of letterbooks (copies of outgoing correspondence) and fifteen containers of special correspondence, such as information on speaking engagements and *Gazette* business. In addition, there are eight containers of miscellaneous manuscripts and four of family correspondence.

Some of the White collection's richness is evident in the letters to family and close personal friends. A glimpse of the relationship between William Allen White and his son, William Lindsay White, comes through in an exchange of letters from 1921 to 1923 when Bill was a student at Harvard. Bill went on to become an outstanding



Susan McSpadden

“Icons, images, symbols were all right, but here a flesh-and-blood hero stepped out of the great drama of Europe onto our tiny corner of a stage. We set up a little altar to Herbert Hoover in our hearts—and after thirty years the candle before it is still burning.”

—William Allen White



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journalist as a newspaper and magazine writer, a London-based war correspondent for CBS radio during World War II, a roving editor for *Reader's Digest*, his father's successor as editor and publisher of the *Gazette* and the author of a number of important books. These letters reveal a famous father and a to-be-famous son interacting at an important time in each of their lives.

White sounded like every college student's parent. He wanted Bill to have a good time, get good grades, let him know when his vacation started and spend money prudently. Another letter in March shows the same parental worry, this time tempered with pride. In December of the next year, White found himself counseling his son to avoid some of the very problems he had faced as a student at the University of Kansas thirty-two years before. He wrote:

Please let me know about your money; how it is coming on and when you will need more. Make it last as long as you can, because as you can guess, things are pretty tight.

Mother and I were tremendously pleased with your article in the *Transcript*. Send us every one you write.... And now in the name of all that is good and beautiful and holy, why don't you send some account of your grades and what studies you are taking. And also give us the number of your room in the freshman dorm.

Here is the letter from the Dean. You can see what he says and he doesn't regard cuts with the same felicity you do. Cuts, when a fellow is hanging on by his eyebrows with an average of C- are much more

serious than for a man with an average of B. I would suggest you take monastic vows, stay home and grind and bring your grades up to a B average this year.

White also wrote to many men and women of arts and letters: Edna Ferber, Frank Lloyd Wright and Upton Sinclair. H. L. Mencken, the crusty newspaper and magazine editor from New York and Baltimore, wrote to White about prohibition, saloons and music as well as politics and philosophy. In April 1931, Mencken wrote:

What you say about the old-time saloon is sad, but I am disposed to believe that it is absolutely true. My fear is that I'll be an angel before the swinging doors begin to swing again, and the potato salad slides along the bar.... However, there is no law against advocating an ideal, and so I whoop for mine. It is my solemn belief, based on careful observation, that the saloon, at least in this part of the country, did far more good than harm. Its evils were grossly exaggerated by sentimentalists who had no personal acquaintance with it. The average saloon, I believe, was far superior to the average home in its vicinity. It was not only cleaner, it was more decorous. The same man who roared and howled at his wife and children had to step softly the moment he passed through those swinging doors. If he didn't, the bartender's bung-starter was sure to correct him.

White's circles of correspondents included such scientists as the nation's first forester Gifford Pinchot; and media moguls Henry Luce, Walter Lippman, Arthur Capper and Kansas' own Rolla Clymer. He wrote to lawyers such as William Jennings Bryan and Harlan Stone, the U.S. attorney general. In fact, there are sixteen boxes in the Library of Congress holding White's correspondence with Felix Frankfurter, a justice of the Supreme Court.



Melissa Lacey



Melissa Lacey

Opposite page: Herbert Hoover and White in 1935.

Above: Clear skies and open fields surround Kristy Miller and her horse, Hot Rod, on a walk down a country road.

Left: A row of prospective buyers examine cattle at the Emporia Livestock Sales Company, which has been in business for more than fifty years.

"The Emporia Gazette was just as crazy as any of the newspapers, no better. I hope not much worse. For I, in my heart's heart, had my doubts that sometimes squeaked through in a questioning editorial."

—William Allen White



Holly McQueen

Left: Scott Wilburn prepares the Gazette for delivery. Young White, at his first newspaper job, folded and addressed the Butler County Democrat in 1880.

Right: The Emporia Gazette pressroom in 1905.



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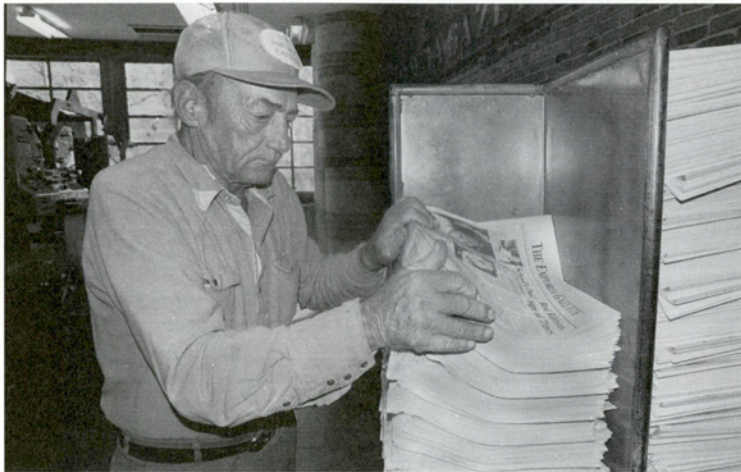
Not surprisingly, White corresponded with many politicians—Fiorello La Guardia, Harold Ickes, John D. Rockefeller, Henry Wallace and Alf Landon. Alf Landon and William Allen White exchanged many letters over the years that reveal a close relationship, one sometimes strained because of the strong-willed individuals' disagreements. In the summer of 1936, White sent Landon the following note:

As I sit here in my air-cooled office and think of you sweating and worrying, loaded down with responsibility and other people's griefs, I get kind of sorry that I didn't fire you out of the University thirty years ago and ruin your career so that you could live a

peaceful, simple and honest life as an oil man, producing something useful to mankind.

White responded to a request for a critique of Landon's Flag Day speech in 1942.

I don't like your Flag Day speech. It stinks! You object to the voters electing men on the issue alone of foreign policy and talk about sending men to Congress of "ability." Do you remember when in 1910 and '12 we busted an awfully lot of men of "ability" because their ability would be used on the wrong side of what was then the paramount issue? Foreign policy is the paramount issue of today and



Julia Clarke



Holly McQueen

Above: If White's prediction that twentieth century journalism would become a business instead of a profession was right, then he would marvel at the sight of the present-day *Gazette*, with its circulation of ten thousand four hundred and a staff of more than fifty people, including Eldon Polzin, a bundle dropper.

Top right: The advent of the automobile revolutionized transportation and aided the development of small towns. Jack Heins operates his 1932 service station on the outskirts of Emporia.

Right: Livestock dot the Flint Hills and continue to be essential to the area economy.



Melissa Lacey



you can't belittle it or divert the public mind from it by sneering at the Russians and casting aspersions upon the British. But we have got to have some kind of a peace that will knock isolation into a cocked hat and your speech was wishful thinking along the line of isolation.... Snap out of it! Don't be a dumb and stubborn Dutchman. Get aboard world progress which is made inevitable by world invention.

The presidential correspondence is a separate and key part of the massive collection. Most of those letters are personal in nature. White corresponded with seven presidents, all of whom visited the White residence in Emporia during their time in office. Those seven men and their interactions with White have become the main focus of my research. The collection includes White's correspondence with William Howard Taft, Woodrow Wilson, Warren G. Harding, Calvin Coolidge, Herbert Hoover and Franklin Roosevelt. White's extensive correspondence with Theodore Roosevelt fills ten boxes.

Theodore Roosevelt greatly influenced White's own life and career. He was one of William Allen White's all-time heroes. He was the first of the presidents with whom White would develop a close advisory and personal relationship. In the following letter, dated February 1900, Roosevelt reveals the respect he held for White.

I have wanted to tell you this, because you are among the men whose good opinion I crave and desire to earn by my actions. I rank you with, for instance Judge Taft of Cincinnati and Jim Garfield of Cleveland, and with the men whom I am trying to get up around me here, men of high ideals who strive to achieve these ideals in practical ways, men who want to count for decency and not merely to prattle as to why others do not count.... I do wish you could come on here this spring. Is it possible? I would so like to have you see at close range just exactly what I am doing and how.

Right: White's childhood was spent playing in the creeks and fields of home. He and his friends loved to smear themselves with mud. In fall 1993, Andion Carter and Curtis Couch enjoy being ankle deep in leaves. Opposite page: William Allen White in 1925.



Holly McQueen

The insights into character are the rewards of many hours of study. For this, the Library of Congress is a researcher's dream. I have never worked in a setting that is more conducive to serious scholarship. It was a thrill to work in the main reading room, with its concentric circles of tables, each with its own green reading lamp. In another way, it was even more thrilling to work in the manuscripts reading room where the staff, especially David Wigdor, the assistant chief of the manuscripts division, was so helpful and encouraging and took a personal interest in my work. A highlight of my academic life has been the five months working there.

Notwithstanding the joy of discovery, the sheer volume of the collection overwhelmed me as I began a detailed review of the letters. I realized I may have undertaken more than I could handle. The materials in the collection were exciting, but frustrating in their volume and complexity.

I had to learn to make decisions regarding the direction the research should take. I also learned that having a close personal interest in a research project has its advantages, but it also raises some problems. Dr. Louis Harlan, a retired history professor at the University of Maryland who edited the personal papers of Booker T. Washington, helped point me in the right direction. Over sever-

al lunches of crab-cake sandwiches, Harlan taught me a short course in documentary editing. With his encouragement and mentoring, I began to narrow the focus of the project. I decided to concentrate on the correspondence between White and the seven presidents.

That decision means producing two published volumes of the White letters. It also means that the project could be continued in segments and might lead to the publication of as many as seven volumes. The size of such an effort seems a bit intimidating. To ease the burden, I have enlisted the help of a former student, Jean Folkerts, who is a noted scholar of journalism history on the faculty of George Washington University and is currently the editor of *Journalism Quarterly*. I also attended a valuable seminar sponsored by the National Historical Publications and Records Commission of the National Archives. The practical workshop on editing historical documents gave me more confidence that I could handle the White project. The distractions of life and family challenge all research projects and mine was even further complicated by taking advantage of a job opportunity to become journalism program officer for the Knight Foundation in Miami. I began work in my new job August 1, 1993. Distractions aside, I plan to develop a manuscript for publication sometime

“It was out of that environment, which we were proud in those days to call American, that I went forth from time to time to conquer the big wide world.”

—William Allen White



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“It was not a lazy man’s job as editor of The Emporia Gazette on Commercial Street, a job which engaged me for nearly half a century. But it has been a happy job, and I have waxed ‘healthy and wealthy’ and, I hope, wise in doing it.”

—William Allen White

in 1997. I have learned that plans must be realistic and flexible. Good intentions don’t get research projects completed. Still, there is that anxious moment when someone casually asks, “When is your book coming out?” If only it were that simple.

During the hard times, I remember a statement that Theodore Roosevelt made in his 1912 speech to the American Historical Association. “History can never be truthfully presented if the presentation is purely emotional. It can never be truthfully or usefully presented unless profound research, patient, laborious, painstaking, has preceded the presentation. The vision of the great historian must be both wide and lofty. But it must be sane, clear and based on full knowledge of the facts and their interrelations.” His words about historical research have new depths of meaning for me now. This work is a labor of love and, indeed, must be patient, laborious and painstaking. But, it is also exciting, and it will be especially rewarding when “my book comes out.” J



If the J-School has the reputation for graduating capable individuals, the faculty certainly deserve credit. Tucked away in their offices or standing at the front of the classroom, faculty members put in long hours in the pursuits of creative activity, professional service, research and teaching. Here is only a partial list of their productions for the last year. (The original list filled more than four pages.)

Milestones Accomplishments

Sam Adams introduced Attallah Shabazz, daughter of Malcolm X, and Yolanda King, daughter of Martin Luther King, Jr., at a KU civil rights movement presentation. He also delivered a speech at a Freedom Forum luncheon in Washington, D.C.

Len Alfano served as state promotional chairman of Operation Immunize and conducted a pilot workshop, "Press, Publicity, and Community Partnerships," for the Alcohol, Drug and Substance Abuse Department of SRS.

Bob Basow's article, "Internship Expectations and Learning Goals," was published in the winter 1993 issue of *Journalism Educator*.

Tim Bengtson was elected to a three-year term on the KU Faculty Council and was elected to the Council's executive committee.

John Broholm's article, "News for a New Generation," appeared in the October 1993 *Communicator*.

Tom Eblen presented "Ethics Policies in a Nintendo Newsroom" and "The Competitive Status of Campus Newspapers" at the Western Association of University Publications Managers.

Ted Frederickson moderated a journalism ethics case study at the regional convention of the Society of Professional Journalists and spoke about "Hate Speech: Societal and Individual Responses" in Fort Worth, Texas.

John Ginn was selected as a Fellow for the ninth National Workshop on the Teaching of Ethics in Journalism and Mass Communication. Currently, Ginn is studying newspapers as community leaders on a new faculty research grant.

David Guth and **Charles Marsh** spoke on trends shaping the future of communications. Guth's article, "Crisis Plans in Short Supply," was published in *Public Relations Journal* in August 1993.

Jeanne Hines published "Selling by the Numbers: Goal Oriented Research" and "The Evidence of Leadership" in *Advertising Linage*. She was elected president of the College Newspaper Business and Advertising Managers.

Carol Holstead became director of the national student magazine contest for the magazine division of AEJMC. She completed a chapter profiling *Cooking Light* magazine for Greenwood Press.

John Hudnall wrote and produced an educational videotape on yearbook coverage for Walsworth Publishing Company.

John Katich presented "How To Make Your Point" to Merck & Company account executives.

Dana Leibengood has been appointed to the University's Minority Advising Task Force.

Denise Linville was selected by the 1993 KU Seniors as one of four finalists for the H.O.P.E. Award, recognizing outstanding teachers.

Charles Marsh is the author of "Drawn to Drew," a humorous account of the first academic conference on Nancy Drew, held in April 1993 at the University of Iowa. The article appeared in the August/September issue of *Kansas Alumni* magazine.

Carole Rich's new textbook, *Writing and Reporting News: A Coaching Method*, was featured in the Wadsworth Publishing Company's convention exhibit.

Susanne Shaw participated in a program on ways to recruit the best young journalists at the Associated Press Managing Editors Convention.

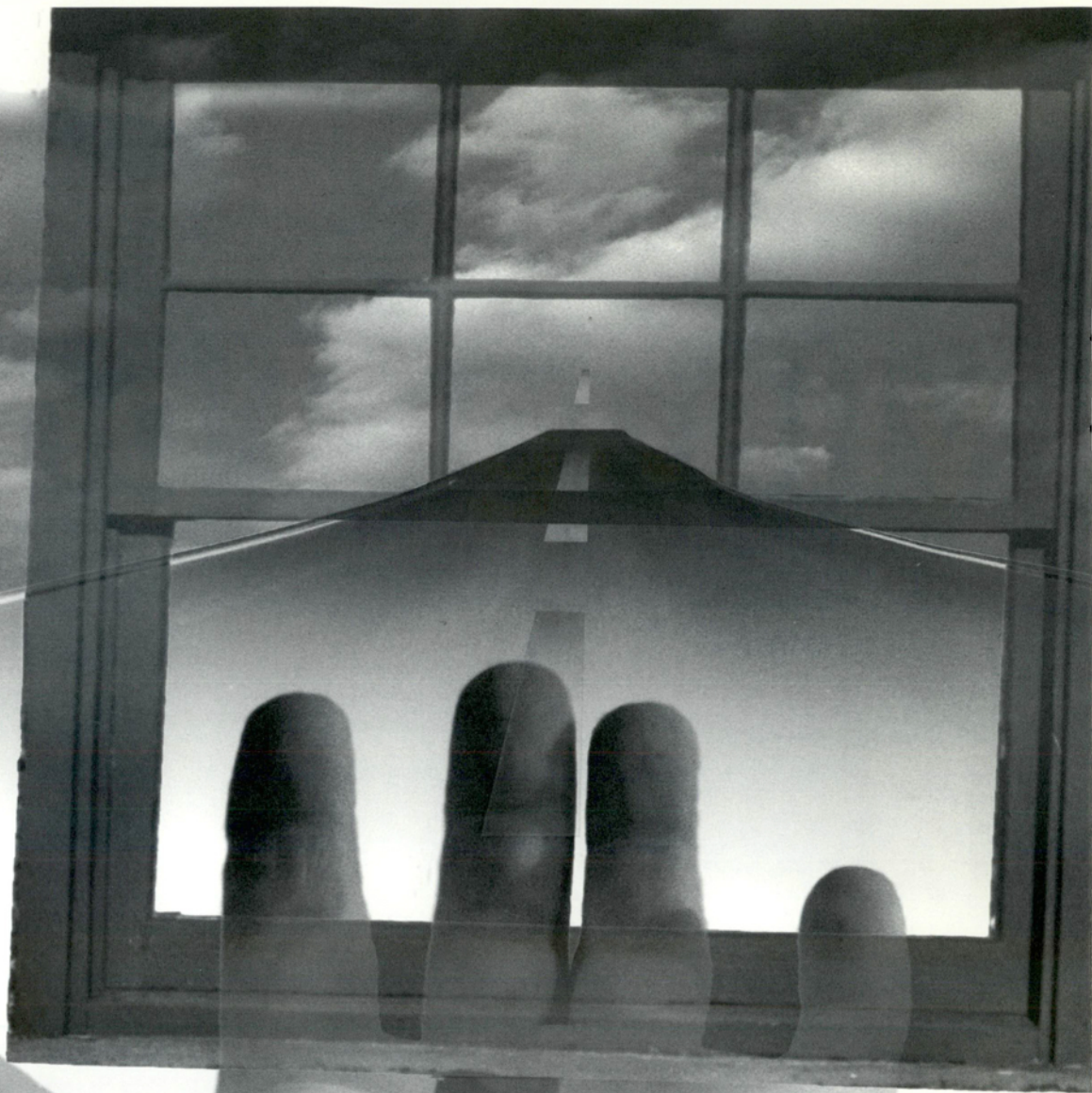
Bruce Swain has been appointed to the University Committee on Promotion and Tenure.

Max Utsler received a grant from the Freedom Forum to fund his documentary project on the Negro Baseball Leagues.

Tom Volek won a Broadcast Education Association National Faculty Production Award for his sixty-second commercial for the *National Catholic Reporter*.

Paul Wenske received a new faculty research grant to prepare a media guide for attorneys and judges. His review, "The Political Pundits," appeared in the summer 1993 issue of *Journalism Quarterly*.

Mike Williams presented a seminar for newspaper editors from Gannett's western region. He spoke about improving photo content on front pages.



The Years of Living Digitally

Kara Woodham Lynch

LIKE THE INTERSTATE IN ITS EARLY DAYS, THE INFORMATION SUPERHIGHWAY FRIGHTENS AND CONFUSES. BUT TO CONSOLE THE CYBER-SIMPLE AMONG US, GAINING ACCESS WILL JUST TAKE TIME, EXPERIMENTATION AND PRACTICE.

Photography by Julia Clarke and Doug Hesse; Illustration by Brian Merckens

BEFORE I COMMITTED MYSELF TO THE graduate journalism program at the University of Kansas, I asked what kinds of computer hardware and software I'd be expected to know. Relocation, financial upheaval and academic pressure I could handle; the thought of starting a graduate program in a technologically-foreign setting might have prompted me to re-evaluate. Luckily for me, Macintosh computers are the name of the game at the KU J-School, and I'd learned to use the Macintosh while teaching high school journalism for three years. When I was hired to advise the production of a two-hundred-fifty-six-page yearbook using a Macintosh and Pagemaker software, the principal didn't ask, and I didn't volunteer the information that I had never touched a computer. After watching me awkwardly and ignorantly manipulate the mouse, the former teacher took pity on me and gave me two days of intensive training.

That was my introduction to the big, wide, wonderful world of technology.

It's big all right, and getting bigger every day. Turn on the television, open the pages of a news magazine, read the newspaper or sit in on a media seminar, and you hear such words as electronic information superhighway, cyberspace, virtual reality, voice synthesis, on-line, modem, digital, and so on, and so on, and so on. Admitting ignorance of computers and technology is embarrassing, so many slip in the back door as I did—pretending to be computer savvy, then suffering. My hurried, frantic mode of learning shamed me. But if I've learned anything, I've learned that there is no wrong way to jump into the technological current. Right now, each person has a different level of understanding, experience and skill. Knowledge is

fragmented. Learning is a hit-and-miss affair. Students, professionals and educators are taking the ride into the world of the unknown and unfamiliar together, but each begins the journey from a personal level of preparedness.

Many college students (especially those right out of high school) are coming to the classroom technologically literate. They walk in their first day of their first reporting class and sit down comfortably at their computers. In one fluid motion, they reach behind and flip the "on" switch, deftly move the mouse to the hard drive icon, punch the button twice and off they go. The rest fill in the range-of-experience slots somewhere behind the learned ones: from the young guy in the back row feeling mild exasperation at the unfamiliarity of using a Macintosh when he works on an IBM-compatible at home, to the full-blown anxiety of a thirty-three-year-old woman who wasn't exposed to any of this in the late 1970s, before she took time out to have her children. She typed term papers on the typewriter, and if she needed to add a thought, she either retyped the work or decided that the new insight wasn't worth the trouble.

If there's disparity among college students and their levels of computer knowledge, it's no different in the professional world. Many magazines still send copy out for typesetting, then manually cut and paste. In other offices, huge Macintosh Quadras sit at

each desk, networked so employees can send work back and forth without ever leaving their cubbyholes. Students on their first internships often comment on the differences they see between the equipment at school and on the job. Often students

Lisa Cosmillo, a news-editorial major, provided additional reporting for this article.

■ ■ ■

EACH GENERATION
ACCOMMODATES ITS
ENVIRONMENT. MY
MECHANICALLY-MINDED
GRANDFATHER
WOULDN'T HAVE
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LUBE. MY GENERATION'S
STRENGTH IS ELECTRONICS.
MY DAUGHTERS BARELY
KNOW HOW TO CHANGE
A LIGHT BULB, BUT
THEIR CHILDREN WILL
PROBABLY MANIPULATE
LIGHT BEAMS.

John Katich
Broadcast Sequence Head

■

express shock at the transitional state they discover. Just as in academia, a few companies lead the way. Others try to eke a few more years out of the current computer systems, either because of the culture of the workroom or because they simply can't afford the investment.

Even within the J-School, sequences approach technology differently. Magazine students, for example, take a three-course, three-semester sequence: magazine publishing, editing and design, and production. The sequence leads students through each step of producing a magazine, from an original concept, to a business plan, to the content and layout of the product, to professionally packaging their work. Straight up, instructors tell students they will need to learn desktop publishing on QuarkXPress. Laughing nervously while quickly scanning the room, students look for the calm individual who might already know the program and provide assistance. Finally, they give themselves up to the challenge. Tromping to the computer center at 2:30 in the morning to snag the last available Mac, students commiserate and learn together. There's frustration in learning this way. But presenting their slick, thirty-six page prototypes, they know the books are the products of persistence and mastery of a complicated software package.

Only three years ago, magazine students produced the prototypes by cut-and-paste techniques. The *Jayhawk Journalist* staff faced a similar change. Today, the lion's share of the work takes place on a twenty-one-inch color monitor: The staff digitally scans illustrations and photographs, and the files are saved on a SyQuest cartridge. The staff builds fifty-two pages on screen, and the editor delivers a single cartridge containing the semester's work to the printer.

Business communications and advertising stu-

dents also use QuarkXPress. "Luckily for me," said advertising student Michelle Schwegmann, "at this point, my instructors seem to expect the lowest common denominator among students in their knowledge of technology, but it's changing. I don't know where I was when others were learning about computers and software programs—probably working—but I can't stand not knowing what everybody else knows, so I'm learning." In addition to QuarkXPress, many advertising and business communications students learn presentation software and the intricacies of data banks.

One of the most practical learning environments for students, because of the relatively sophisticated, state-of-the-art equipment and software, is the *Kansan*. Two years ago, the *Kansan* became a test site for a software company. Editors and photographers put up with frequent system crashes in exchange for being on the cutting edge.

Broadcast students learn to run cameras and operate lighting and audio equipment, but the thrust of that curriculum is changing with the times. "In the past," said John Katich, sequence head, "the program was much more skills oriented. We taught radio and television as industries. Today, those industries are little more than distribution systems, as are satellite, cable, fiber optics or microwave delivery. We couldn't, in all good conscience, continue to teach the same way. Now, we teach electronic media management."

Equipment available to broadcast students runs the gamut from DOS-based word processors to the Macintosh IIfx computer, into which three video tape machines can be hooked. Digital F/X software makes it possible to load analog information and process it

digitally. Using F/X software, Adobe Photoshop and Macromind Director, students experiment with animation and special effects.

Back in 1977, when broadcast graduate student

■ ■ ■
AS SCIENCE INCREASES
ITS UNDERSTANDING OF
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DEFINITION OF WHAT
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ONCE YOU KNOW HOW
TO SOLVE A PROBLEM,
YOU DON'T REGARD IT
AS REQUIRING
INTELLIGENCE.

Edward M. Fisher
"Building AI Behind Closed Doors"
Datamation, August 1986



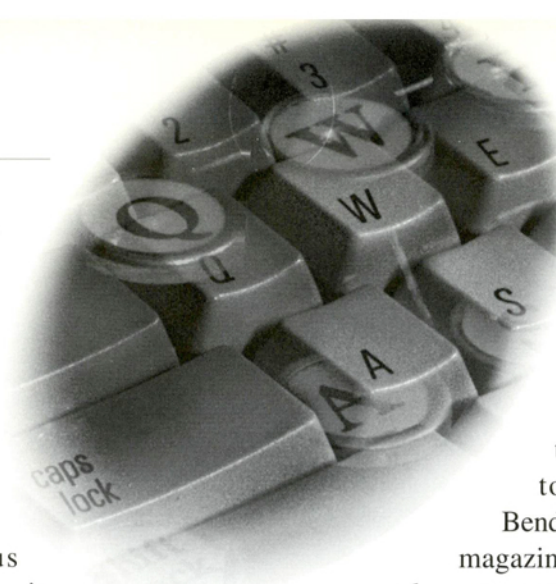
Beth Meyers studied electronics, she learned about tube technology. "Now it's all digital—it's all circuit boards. I have a new career every five years without having to change careers. And I love it. This perception that advancing technology hurts us drives me nuts. I don't see it that way at all. Instead of acting like we're being dragged to the pit of the darkest night, I like to consider all the ways it makes our jobs and our lives easier."

In the best of all worlds, technology comes to the work place incrementally and systematically. Techies quickly make sense of what's available, then repackage the information and unerringly educate the uninitiated to its best uses and applications. It makes lives more serene and jobs less stressful.

MOST OF US HAVE YET TO SEE A "BEST OF all worlds" scenario. Instead, technology is hurled at us in chunks, just when we can least afford the time to learn it. We appreciate the argument that in the long run this new software package, or that 9600-baud modem, will save us time, but it doesn't change a looming deadline.

In summer 1993, Meredith Corporation employees in Des Moines, Iowa faced deadlines for forty-five special-interest publications and seventeen subscription magazines, including *Better Homes and Gardens*, *Midwest Living* and *Traditional Home*. The Flood of '93 left the headquarters with limited use of electricity and no water for more than two weeks. At first, staff worked out of their homes on personal computers. Then everyone reported to a new location in West Des Moines one Monday morning.

Each person received a half day's computer training on one of the one hundred ten Macintosh Quadra 800 or Centris 650 computers purchased to get the company through the crisis. Prior to the flood, the company had in place an eighteen-month schedule to transfer everyone from its Atex system to Macintosh. The plan called for each employee to



receive four weeks of training over a four-month period. Because of the flood, Meredith employees found themselves in the same seat-of-the-pants training so familiar to J-School students. Steve

Bendy is a system manager in the magazine production and technology department at Meredith. He said that focused employee efforts helped smooth the transition to new technology. "I noticed how closely people paid attention in training when they knew they would have to put to immediate use what they learned. They did very well."

Most change takes place under less demanding circumstances, but finding time to learn new technology often is postponed or learned by play. Bob Basow approaches technology almost organically. He installed a network in his home, tying together four computers, two modems and various printers, scanners and recording equipment. He shares his home equipment and knowledge with his advertising students, providing assistance on class projects. Often he invites students, colleagues and industry professionals to his home just to play and experiment. "All I ask of my students is to remain open-minded to technology. I expect curiosity, and I don't want students' insecurity about their own knowledge to keep them from learning."

One way to stay on top of new technology, he says, is to learn something new every day. One day he familiarizes himself with a new QuicKeys software application; another day he checks to see if he can connect a modem to his new office phone system. "I'm constantly overwhelmed; I'm also fascinated. The other day my wife woke me at four in the morning because she was working on Finale (a software program that notates music) for her junior high orchestra students. She couldn't get the keyboard and printer to communicate. It can make you crazy." When Basow needs a break, he gravitates toward the simple, but highly functional software package, Microsoft Works. "In the cold gray dawn, when I do my best writing and thinking, I don my brown robe, get a cup of cof-

fee, and fire up Microsoft Works. It's comforting."

It's only natural that some feel more comfortable with technology than others. Typewriter technology lasted a hundred years. Today, change happens quickly. Technology has altered the way we think about work and the way we see our work, which in turn has changed both the office environment and professional relationships. The hierarchical chain of command gives way to the teamwork and collaboration of editors and designers solving communications problems on screen.

WHEN WE CONSIDER WHAT IS AHEAD TECHNOLOGICALLY, we're bound only by imagination. Day-to-day work situations or the demands of school frequently require that energy and creativity be directed to the project at hand. Knowing this, companies hire individuals to stay in tune with and expand our future. Time Warner, AT&T, Bell Atlantic and TCI invest millions of dollars in research, installing cable and fiber optics and attempting mergers to chisel out their place in the new technological order.

Roger Fidler, director of Knight-Ridder's information design laboratory, envisions, for mass use, a portable media device the size of a legal pad. His prototype monitor has a touch-sensitive screen that can access any page of the "newspaper." News will be delivered over a phone or cable line, making the device ready to use or update at any time.

Most visionaries see a television-like screen as the central display for future communications. From this screen, a person will be able to work, play, shop, research and communicate. NBC hopes to provide personalized newscasts to subscribers through personal computers, offering viewers news stories at any time and in any sequence. Using the concept of a one-screen technology center, advertisers can provide a depth of information that is not readily available now. Once into the person's home, the ad offers to the viewer layers of information that the viewer can access immediately simply by pressing a button.

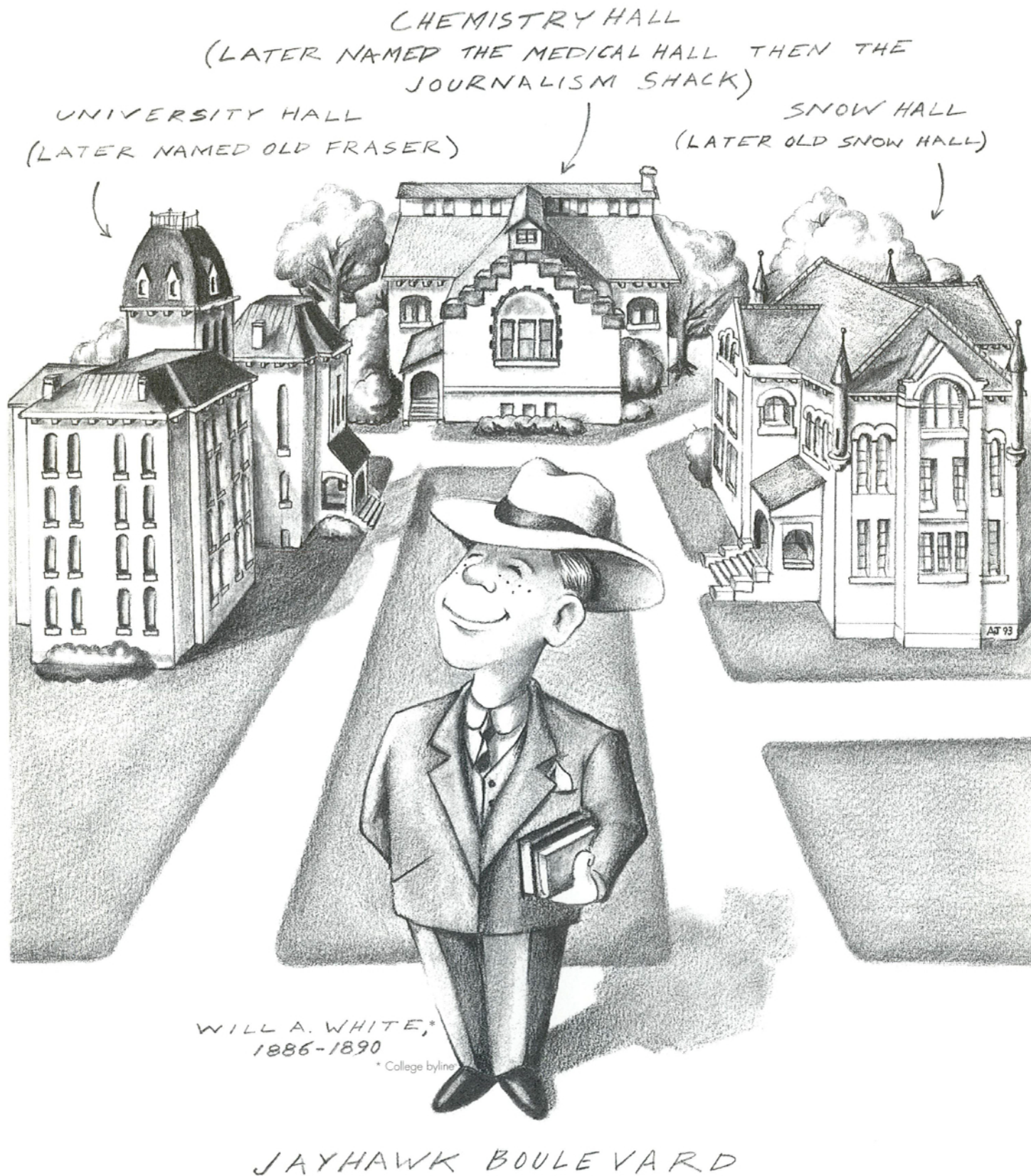
Already available on-line services such as Dialog, Prodigy, Compuserve, and America Online offer anyone with a computer and a modem access to a wealth of information. Many major newspa-

pers have started their own national on-line news services. The supplements offer a "read more about it" assortment of informational pieces, according to a *New York Times* article by William Glaberson. These services also put readers in touch with the paper's editors, reporters and some of the people they write about.

The Mercury News, in San Jose, California, recently went on-line with Mercury Center. Mercury Center is a subscriber service that costs its users \$9.95 a month. A subscriber can access the daily edition of the paper, the actual texts to local speeches, past articles, classified advertisements, on-line conversations with reporters and editors who work at the paper, and in some cases the newsmakers themselves. Already, there's a blurring of the lines that separate mass media. Lorne Manly, writing for *Folio*, reported on an experimental multi-media, on-line magazine that incorporates print, video, photography and computers. High school students across the country wrote, illustrated and filmed this magazine called *HiWavz*. It will arrive next year via PBS ONLINE.

In the end, communicating accurately and effectively remains the goal. The message and audience must take priority over the bells and whistles that technology can produce. Technology is a tool and cannot replace basic journalistic concepts and skills. In his book *Information Anxiety*, Richard Saul Wurman reminds us that we are in the understanding business; *we* are the bridge between data and knowledge. It will be up to the editor to select the image that best sets the mood for a broadcast news clip about Bosnian refugees. No technological device will make the job of discovering what's going on easier. Nor will it sort out conflicting data and competing noise. It won't find the perfect medium in which to present the information. Journalists will need to make sense of the endless stream of data. To do so will require the help of all the tools technology can offer. In fact, many leaders in the industry and educators in the academy believe that on the other side of this technological transition, we will rediscover the timeless need for passionate and dedicated journalists who use the powers of critical thinking to discover truth and convey meaning. [J]

When White arrived at KU, he found four buildings, the three below and the original North College building located on the present site of GSP-Corbin.



Visiting professionals

provide J-School students with a glimpse of their professional worlds.



Julia Clarke

Jim Small

public relations manager,
Major League Baseball

Jim Small described the William Allen White School of Journalism as “heads and tails above the rest.” His career is substantial proof. After earning his bachelor’s degree from KU in 1983, Small obtained an MBA in finance from Fordham University. This combined effort led him to work in public relations departments with the Texas Rangers, Chicago Cubs and Kansas City Royals.

During his visit at KU, Small spoke to the students in reporting and business writing classes. He also visited with students in promotional writing, public relations and sportscasting. He said his work in public relations often merged with reporting, sportscasting and business. Small emphasized the benefits of obtaining a journalism degree that combined knowledge with practical experience.



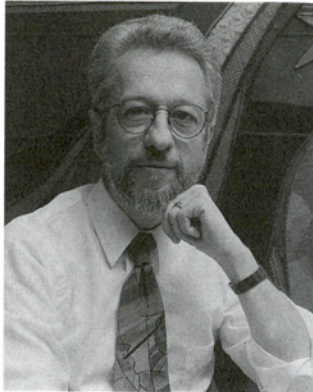
Don E. Schultz

professor, Medill School of
Journalism, Northwestern
University

Don E. Schultz’s extensive journalism career began with a bachelor’s degree from the University of Oklahoma in marketing/journalism. In 1965, he joined Tracy-Locke Advertising and Public Relations, where he first worked as branch manager, then served as management supervisor for a number of national accounts. He obtained his master’s degree in advertising and his Ph.D. in mass media from Michigan State University.

Schultz spoke to KU faculty about Medill’s integrated mar-

keting communications program. Journalism education, Schultz said, too often approached communications problems with only one tool. For example, individuals working in direct-mail marketing might try to solve every problem with a direct-mail campaign, even if it’s not the best solution. Instead, those who work in media should approach communications problems with a big belt that holds a variety of tools, offering choices for effective solutions.



Roger Fidler

director, Knight-Ridder
Information Design Laboratory

After attending the University of Oregon, Fidler's prolific journalism career began at a small weekly newspaper in Eugene, Oregon. Now he is living in the future, creating technology that will link the present with what's ahead. He spoke about these ideas to KU faculty and students in fall 1993.

Fidler sees newspapers being delivered and read electronically on a thin tablet where information is layered and interactive. He's built a working prototype.

Building models for the future based on today's technology, he said, won't work. People need to develop abstract skills to anticipate questions that

readers will have. Students and professionals also should consider how to make information accessible in ways that satisfy readers; from the beginning, they should consider design as well as words.

Fidler designed the first computer graphics network for newspapers. He is also the founder and former president of PressLink, Inc., a global network publishing and electronic mail service for the newspaper industry. PressLink now has more than four thousand users on-line in forty countries. Fidler is the author of *Mediamorphosis*, about the future of newspapers.

Nancy Landon Kassebaum

United States Senator

Politics is a family tradition for Nancy Landon Kassebaum. The daughter of Alfred M. Landon, Kansas governor and 1936 Republican presidential nominee, Kassebaum was introduced to the world of politics at an early age. Her interest in politics heightened at the University of Kansas, where she graduated with a degree in political science. She obtained an M.A. in diplomatic history at the University of Michigan. Nearly three decades later, she ran her senatorial campaign on the slogan, "A Fresh Face, A Trusted Kansas Name." Her victory marked the first time in

United States history that a woman was elected to the Senate without being preceded by her husband. Kassebaum has served as U.S. Senator for Kansas since 1978.

In an April 1993 visit to the University of Kansas, Kassebaum spoke about current political issues to journalism and political science students.



Students in capstone courses incorporate skills learned in all of their classes to produce top-quality projects.

CHILDREN ON THE LINE FOR GOD

They carry anti-homosexual picket signs every week. They endure their schoolmates' wrath. They are the children of Westboro Baptist Church.



Rachel G. Thompson / KANSAN



By Will Lewis
Kansas staff writer

The 14-year-old sat down slowly on the pavement. He had carefully combed his greasy, collared shirt and had neatly tucked his large pants.

The church, Westboro Baptist in Topeka, the congregation, led by the 60-year-old Rev. Fred Phelps, has been at the forefront of anti-homosexual picketing for its conservative works.

The eighth grader bowed his head as another church member led the congregation in prayer.

We thank thee for those just work, during which we have had many trials.

We thank thee for those by whom these trials come, these evil angels, in whose names God has sent our Lord.

We thank you for them, for we know without them we should not see the Kingdom of God.

And we also know and give thanks for the sinners that men by whom these trials come.

It would be better for that man if he had no born.

"Amen," said Sam Phelps Roper as he raised his head.

Sam, the son of one of Phelps' daughters, glanced to his left at his younger brother as the Rev. Phelps walked to the pulpit. The sermon would focus mostly on homosexuality and would be addressed to Sam, but he liked hearing it anyway.

He said that he since persecution came with what he believed but that he along with the other children in the church, did not care.

The Rev. Phelps says Westboro Baptist has a 100-member congregation, 23 of whom are his relatives. The church is part of the conservative Primitive Baptist branch of the denomination, but all Baptist churches are anti-homosexual.

More than fourth of the Westboro Baptist congregation are children who say that each day they face bullies and other taunts at school. Like Sam, they say they believe what Phelps and their parents tell them. They say they are doing fine. But others outside the church are not so sure.

Story continued Page 8.

Broadcast

Max Utsler requires his students to produce daily stories and make an audition tape. Steve Ammerman and Sara Fotovich took top honors for their outstanding lab work at KSNT in Topeka. They both spent spring 1993 there as weekend reporters.

KSNT later hired Ammerman as a full-time KSNT reporter. Fotovich works at KXII in Sherman, Texas.

Magazine

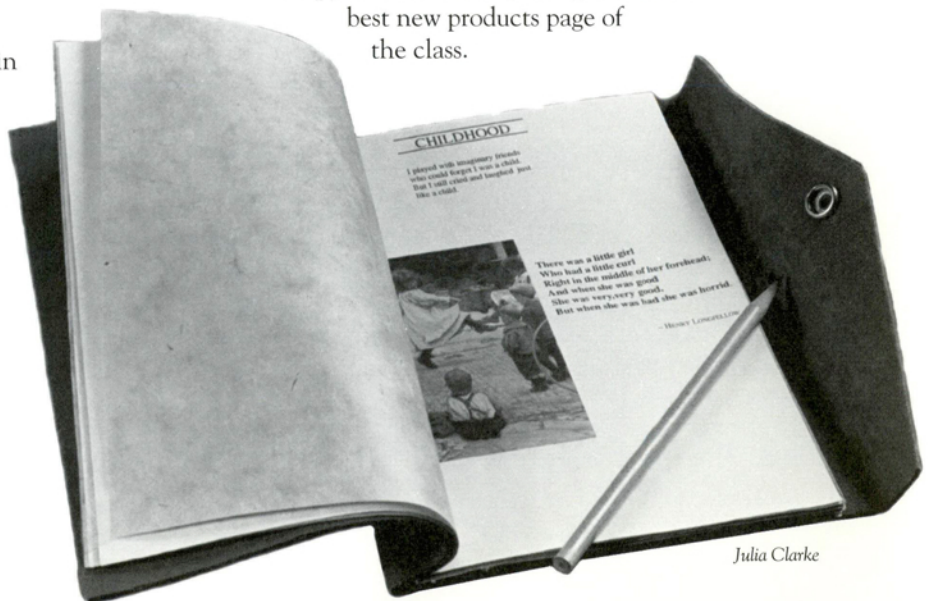
Magazine students complete several projects, including a portfolio, in preparation for entry into the job market.

Personal books help students develop individual approaches to design problems and present a summary of the student's abilities, experiences and philosophies. Constance Goetz's book features leather binding, short passages and complementary art.

Professor Carol Holstead chose a brochure that Kathy Hill developed for the School of Journalism Placement Center for its exemplary copy. Annette Brill put together the best new products page of the class.

News Editorial and Photo

The team effort titled "Children on the Line for God" focused on the young children participating in rallies organized by the Reverend Fred Phelps of Topeka. Justin Knupp, Will Lewis and Rachel G. Thompson won the national Roy W. Howard Public Affairs Reporting award for their work.



Julia Clarke

Business Communications

Kansas Special Olympics has a special reason to thank KU business communications students. The project for the capstone course was to develop publicity materials for the organization. Five teams presented materials, and within twelve hours, Kansas Special Olympics offered internships based on some of the work.

When pressured to select a top project, instructor David Guth gave the thumbs up to Hilltopper Communications, a project put together by Aaron Baker, Amy Seifert, Amy Ritter, Kristi Greenroyd, Nicole Roberson and Pam Kitarogers. They researched the client and issues important to the field to develop an information kit, public service announcements and a video.



Julia Clarke

Advertising

KU advertising students were part of a major sting operation in the battle against preventable childhood diseases in 1993. The students developed promotional materials, made contacts and helped in field work for the Operation Immunize campaign.

Valerie Spicher designed many of the promotional pieces incorporating the chosen Bee logo. Mark Buchele, Stephanie Webb and others from Len Alfano's class provided the promotional portion for Operation Immunize.

OPERATION IMMUNIZE

All children under two years of age and their parents should come to Operation Immunize.


Saturday, October 2
Sunday, October 3, 1993


Call 1-800-332-6262 for site information. Some clinics will only be open one day.

FREE SHOTS!
for all children under two years of age.

Remember to bring your child's immunization record and the process will move quickly!



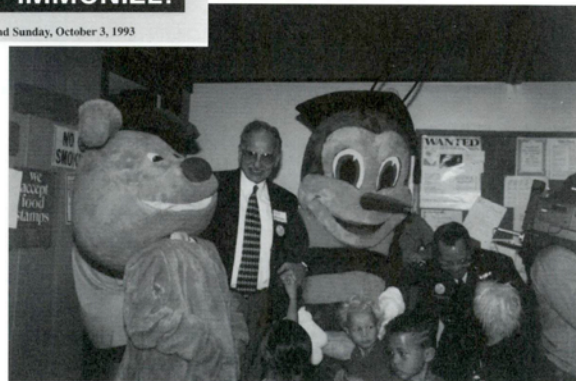
 **KANSAS**
Department of Health and Environment



Operation Immunize

BEE WISE. IMMUNIZE.

Saturday, October 2, and Sunday, October 3, 1993





1993

Steven Ammerman

works as a reporter/photographer for KSNT-TV in Topeka.

Heather Anderson

is a reporter with the *Leavenworth Times*.

Wendy Aten

is the education coordinator for Summit Medical Systems in Minneapolis.

David Bartkowski

is a sports copy editor at *The Hutchinson News*.

Kris Belden

is a copy editor for the *Anderson Independent-Mail* in Anderson, South Carolina.

Greg Belshe

is a Ph.D. candidate in political science at the University of Minnesota.

Margaret Blaker

works for the *Nation's Business*, U.S. Chamber of Commerce in Alexandria, Virginia.

Deborah Massie Boschert

is fund raising and public relations coordinator for Habitat for Humanity in Baldwin County, Alabama.

Kirsten Bosnak

is the editor of *Supermarket Floral* in Kansas City.

Kim Bowman

works in operations at Bernstein Rein Advertising, Inc. in Kansas City.

Aimee Brainard

works in magazine design for *The Phoenix Suns*.

Jennifer Buerkert

attends graduate school at the Savannah School of Art & Design.

Amy Carmen

is an account executive at TMP Worldwide in St. Louis.

Harper Chaffee

is an advertising associate for *Kit Plane*, a magazine published by Fancy Publications in Los Angeles.

Kim Claxton

accepted a job as a broadcast assistant in media with CME-KHBB in Minneapolis.

Angela Clevenger

is a sales representative at *The Independent Magazine* in Kansas City.

Amy Dick

joined Golin/Harris Communications, Inc. in Chicago to work on the McDonald Corporation account.

Jennifer Dixon

works as an account executive at KEYN in Wichita.

Laura Dolleck

is a media assistant at New West Presentations in Kansas City.

Kevin Donohue

is in sales with Danka Business Systems, Inc. in Kansas City.

Nick Drake

joined the staff at Denali National Park in Anchorage, Alaska.

Tracy Drake

is a production editor/managing editor at *Water Engineering & Management* in Des Plaines, Illinois.

Andy Duffy

took a job as a photographer at WINK-TV in Fort Myers, Florida.

Kristy Enlow

works at Bernstein Rein Advertising, Inc. in Kansas City.

Christa Farmer

attends Washburn University law school in Topeka.

Greg Farmer

is a copy editor at the *Louisville Courier-Journal* in Louisville, Kentucky.

Gillian Flynn

is an editorial assistant at *Personnel Journal* in Costa Mesa, California.

Sara Fotovich

produces and reports at KXII-TV in Sherman, Texas.

Angela Fowler

is a communications and media staff associate at the Menninger Clinic in Topeka.

Eric Freundt

is in international marketing at Interior Design Nutritionals in Newport Beach, California.

Jamee Fritzemeier

attends Washburn University law school in Topeka.

Steve Givner

attends Drake University law school in Des Moines, Iowa.

Todd Goldenbaum

writes software programs for the facilities department, Johnson County Community College in Kansas City.

Monique Guislain

works as a copy editor for *Austin American-Statesman* in Austin, Texas.

Scott Hall

is a teller at Bank of America in Fort Worth, Texas.

Elizabeth Hanna

is a media buyer for Leo Burnett Company in Chicago.

Christine Henseler

is a Ph.D. candidate in Spanish literature at KU.

Andrew Hodges

attends the University of Kansas law school.

Christopher Hotchkiss

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

Aaron Johnson

manages Trackside Restaurant in Chicago.

Kami Jowers

is an assistant account executive at Burson-Marsteller in New York.

David Kinnamon

is a candidate for a master of arts degree in history at the University of Georgia.

Pam Kitarogers

works in promotions for Heartland Park in Topeka.

Ana Kostic

is a technical writer for IBM in Rochester, Minnesota.

Carmalyn Lashley

is a production assistant at Hoffman-Wolff Productions, Inc. in Kansas City.

Bill Leibengood

is a media assistant at Bernstein Rein Advertising, Inc. in Kansas City.

Cabrini Lickteig

is a candidate for a degree in physical therapy at the University of Kansas.

Dave Lutman

works in operations at Bernstein Rein Advertising, Inc. in Kansas City.

Kate Manweiler

is a copy editor at the *Iowa City Press-Citizen*.

Ed Mayfield

is an inside sales representative for Sprint Corporation in Kansas City.

Lynne McAdoo

has an internship with the Literacy Program in Chapel Hill, North Carolina.

Pat McDowell

entered DeVry Institute of Technology in Chicago.

Jennifer McGearry

works as a copy editor for Liturgy Training Publications in Chicago.

Jill Metzler

is the assistant editor at *Crane Works* in Independence, Missouri.

Paul Mikelson

attends Creighton University law school.

Jennifer Miller

works as an account executive at Foremost Sales Promotions in Chicago.

David Mitchell

is a reporter at *The Garden City Telegram*.

Chris Moeser

works as a reporter for the *Phoenix Gazette*.

Traci Moore

is a designer for Publications and Graphics Services at the University of Missouri in St. Louis.

Mendee Morgan

accepted a position as a media buyer at Jim Robinson Studios in Kansas City.

Mike Morgan

is an aide to Senator Connie Mack of Florida.

Michelle Mylar

is a promotion writer and producer at WAVE-TV in Louisville, Kentucky.

Lyle Niedens

works as a staff writer for *The Packer* in Kansas City.

Bob O'Neil

is an account executive for KSAS-TV in Wichita

Gayle Osterberg

is a secretary to Senator Don Nickles of Oklahoma.

Holly Perry

is a classified sales representative for *The News-Leader* in Springfield, Missouri.

Steve Perry

works as a retail sales representative for *The News-Leader* in Springfield, Missouri.

Andy Peterson

is an account executive for KZPS in Dallas.

Jill Raines

is a marketing planner at Bendix-King in Lawrence.

William Ramsey

writes for the *Arkansas City Traveler*.

Katy Regan

is a media analyst for Barkley and Evergreen in Kansas City.

Jeremy Ressel

is a reporter at Tri-County Newspapers in Gardner, Kansas.

Nicole Roberson

specializes in layout and design at Hills Pet Products in Topeka.

Heather Roberts

works as a sales assistant at Pioneer Press in Chicago.

Janet Rorholm

reports for the *Spirit Lake Beacon* in Spirit Lake, Iowa.

Mark Rowlands

is a photographer at *The Belleville News-Democrat* in Illinois.

Stephanie Schauer

is a sales assistant at Petry Television in Dallas.

Polly Schott

is a trade show coordinator for Southwind Publishing Company in Kansas City.

Jerry Schwilling

is editor and publisher of *The Chase County Pioneer* in Cottonwood Falls, Kansas.

Amy Seifert

is a UPS intern in Kansas City.

Kendra Shaffer

joined the management training program with Dillard Department Stores in Kansas City.

John Sheehan

is an account manager at KUDL and KMXB in Kansas City.

Renea Sigwing

is an account executive at Katz Communications in Kansas City.

Kristin Sjoberg

is assistant to the director of the public relations division at Woods Advertising in Kansas City.

Nancy Slaninka

works as an associate account executive at Townsend Agency, Inc. in Rosemont, Illinois.

Pari Smart

works as assistant director of student housing at Oglethorpe University in Atlanta.

Julie Smith

is an assistant producer at ESPN in Bristol, Connecticut.

Laura Smith

works in corporate communications at Lockton Insurance in Kansas City.

Blake Spurney

reports for the *Sabetha Herald* in Sabetha, Kansas.

Kim Stevens

is an assistant account executive at Edelman Public Relations, Worldwide in Chicago.

Tanae Sump-McLean

attends Drake University law school in Des Moines, Iowa.

Andy Taylor

accepted a reporting job with *The Miami Republic* in Paola, Kansas.

Janelle Tripoli

is an administrative assistant in customer sales and service for Daniels Publishing Co., Inc. in Kansas City.

Caron Van Waart

is a copywriter at Forrest T. Jones Company in Kansas City.

Mike Walker

is an account executive at KVIL in Dallas.

Charles Wasson

works as an announcer at KLZR in Lawrence.

Julie Wasson

works as a copy editor at the *St. Joseph News-Press* in St. Joseph, Missouri.

Sandy Wendelken

reports for *The Junction City Daily Union*.

Jay Williams

is a reporter at *The Emporia Gazette*.

Kristine Winkley

is a management trainee at The Jones Store Company in Kansas City.

Jason Yutesler

was admitted to the integrated advertising marketing communications graduate program at Northwestern University.

Jennifer Zucco

works as a coordinator in internal marketing at Barkley and Evergreen in Kansas City.

1992**Stephanie Bloyd**

works as production coordinator of *Golf Course Management* in Lawrence.

Kim Byrnes

reports for KSPR-TV in Springfield, Missouri.

Megan Clem

works as a sales representative for Merck Sharp & Dohme Pharmaceuticals in Norman, Oklahoma.

Catherine L. Armstrong was national promotion manager for Vogue patterns, a part of *Vogue* magazine, in the 1920s. She was a 1921 KU graduate. Her husband, the former Dr. Lorrimer Armstrong, graduated from the University of Kansas Medical School.

Mrs. Armstrong, whose entire family graduated from KU, started the Armstrong Family Scholarship, awarded each year to a woman journalism student.

Mrs. Armstrong, from Carmel, California, died September 28, 1993 at the age of ninety-three.

Laddawan**Wongnirund**

is a candidate for an MBA at the University of Illinois.

Meghan Wright

is a circulation assistant at Vance Publishing Corp. in Kansas City.

Kelly Yost

is a candidate for a master's degree in sports administration at KU.

Julie Cornwell

attends Creighton law school in Omaha, Nebraska.

Susan Dee

was hired by Boasberg Valentine-Radford as an assistant account executive.

Chris Dordell

is a media relations assistant at West Publishing Corp. in St. Paul, Minnesota.

Meg Fisher

works as a sales representative for JH Instrument Company in North Carolina.

Melissa Florek

is promotions manager for Blue Ridge Mall in Independence, Missouri.

Kristy Greene

is a marketing support coordinator for the Relocation Management Division, The Associates in Dallas.

Dawn Grubb

is an editorial assistant at *Grit* and *Best Recipes* magazines in Topeka.

Kim Madsen

was hired by Hallmark Cards, Inc., as part of the College Hire Sales Program.

Kirsten Judd McMahon

was hired as the marketing director for Credit Unit I in Topeka.

Monica Mendoza works as a reporter for the *Reno Gazette-Journal* in Nevada.

Rochelle Olson

works as an Associated Press reporter in Charleston, West Virginia.

Stephanie Patrick

is a reporter for *The Hutchinson News* as an education reporter.

Starla Rabeneck

is at Valentine-Radford Advertising in Kansas City, planning and buying print ads for National Pizza Company.

Lisa Rinehart

works as a reporter for WDAF-TV in Kansas City.

Sally Roberts

has been promoted to associate editor in the Chicago office of *Business Insurance*.

Laura Schaffer

is an editorial assistant for *Golf Course Management* in Lawrence.

Jennifer Schultz

is a staff writer for *The Daily Yomiuri* in Tokyo.

Chris Siron

joined the copy desk staff at the *Argus Leader* in Sioux Falls, South Dakota.

Laura Lane Starks

is an advertising specialist in Wichita for Fourth Financial Corp.

Marcus Villaca

is the assistant art director at *Memphis* magazine.

Suzanne Wilke

is a sales representative for *The Packer* in Kansas City.

1991**Tim Christian**

works at Carmichael-Lynch Advertising.

Sharon Clark

has been appointed a public relations associate at NKH&W, Inc. in Kansas City.

Howie Erenberg

is promotion director of KCFX in Kansas City.

Beth Evans

accepted a position in the newsroom of *Florida Today*, a Gannett publication.

Terry Maday

works in electronic news gathering for NBC's Chicago bureau.

Kyle Maloan

is a reporter for KOAM-TV in Pittsburg, Kansas.

Dia Montgomery

is an account coordinator with the Holt Marketing Group in Kansas City.

Katie Moran

is on a field assignment in the National Accounts Division in Chicago with Hallmark Marketing Inc.

David Price

is the new publisher of *The Payson Roundup* in Payson, Arizona.

Ann Sammerlath

got a job at Dow Jones News Service in New York.

Stacy Smith

earned her teaching certificate in secondary English and journalism from the University of Washington in Seattle.

Ben Stuart

manages the Pepsi-Cola account for MARK/BBDO in Prague, Czech Republic.

Michele Balsom Strohmeier

works as a sales representative for Wyeth-Ayerst Laboratories in Dayton, Ohio.

Keith Thorpe

moved from the *Atchinson Daily Globe* to *The Daily Republic* in Mitchell, South Dakota.

Jason White

is an account executive at Fallon McElligott Advertising in Minneapolis.

Bob Wiltfong

is a reporter for KPLC-TV in Lake Charles, Louisiana.

1990**Renee Anderson**

has been promoted to managing editor of *Veterinary Economics* in Kansas City.

Steve Buckner

is the new managing editor of *The Grower* in Kansas City.

Cami Denison

works as a communications associate for United Way of the Virginia Peninsula in Hampton, Virginia.

William (Bill) C. Frame

is a senior media planner at D'Arcy in Chicago. He recently won the agency's "KEY" award for outstanding dedication, cooperation and excellence.

Faculty members frequently hear from former students—sometimes from the most unlikely places. Hugh Williams, a 1989 KU graduate who works as a photographer for CNN, called Professor John Katich on October 25, 1993 from Somalia to share with him the morning's events.

Katich received a satellite-delivered phone call from Hugh, who was in Mogadishu to cover a "peace rally." The event turned into a shooting gallery as the competing warlords opened fire. Hugh was perched atop a "looted land cruiser" getting pictures of the dispersing crowds, when a sniper (or two) opened fire on Hugh and the CNN crew. He said that one shot took the lens off a fellow photographer's camera. Another shot wounded a woman standing next to his car, and another wounded his Somali aid.

Hugh called Katich from the Sahafi Hotel (press headquarters), which came under fire during the phone call. Barages of automatic gunfire in the streets below his room were clearly identifiable. From his top floor window, Hugh could see someone across the street shooting a .50-caliber weapon.

Williams made it safely out of Mogadishu.

Vanessa Fuhrmans

reports for the *Times Herald* in Port Huron, Michigan.

Cathy Garrard

works as assistant department editor at *Glamour* in New York.

Rebecca Goldman

works as a producer for WEEK-TV in Peoria, Illinois.

Eric Gorski

is a reporter for the *Anderson Independent-Mail* in Anderson, South Carolina.

Lori Wood Habiger

won a national writing award for an article she wrote for *The Leaven* in Kansas City.

Chuck Harper

works as an editorial assistant at *Video Systems* in Kansas City.

Ann Hopkins

is a media buyer for Valentine-Radford Advertising in Kansas City.

Kirk Ludlow

works as a retail sales representative for the *Lawrence Journal-World*.

Monica Hayde is the arts and entertainment editor for the *Palo Alto Weekly* in Palo Alto, California.

Barbara Kollmeyer has been writing for *Futures World News* for two years. She has lived in England since graduation.

Kelley Connors Murrow is a data project director at Winona Marketing Research Bureau in Phoenix.

Elizabeth S. Nice works as a copywriter with Valentine-Radford Advertising in Kansas City.

Carrie Slaninka has joined the *Chicago Tribune* retail advertising sales department.

Cynthia Smith will graduate from the University of Michigan law school in May 1994.

1989

Lisa Abrahamson was an account executive with Japan Marketing Data Systems in Tokyo. She recently moved to Edmond, Oklahoma.

Susan Pekar Bohlken works in the marketing department of Techletic, a division of Eastbay Running Store, in Wausau, Wisconsin.

Todd Cohen attends the University of Washington. He plans to earn a master's degree in public administration.

Lara Weber is a copy editor at the *Chicago Tribune*.

Dayana Yochim is associate editor at *Modern Jeweler* in New York.

1988

Rob Knapp is news editor at *The Daily Progress* in Charlottesville, Virginia.

Jim Scales is with the Campbell Soup Sales Company.

Brian A. Snyder attended UMKC law school from 1989 to 1991 and now works as an attorney at Jackson and Bailey in Kansas City.

Jon Van Dongen is a freelance television journalist for Dutch and English television and lives in The Netherlands.

1987

John Benner joined *The Washington Post* as a news editor/copy editor.

Henry (Hank) Dickenson produces two weekly television shows, hosts a sports call-in program, and oversees sports brochures and media guides. He is in charge of marketing and public relations for NCAA Division I athletic program in Richmond, Virginia.

Bob Kealing is a general assignment reporter for WESH-TV in Orlando, Florida.

Kerry Knudsen is the editor of *Michigan Outdoor Journal* in Traverse City, Michigan.

Wilfredo Lee travels the country as a photographer for the Washington, D.C. bureau of the Associated Press.

Suzy Mast is a picture editor for the Associated Press in Washington, D.C.

Scott K. Nellis works as a financial advisor with the Cleveland Financial Group and lives in Fairview Park, Ohio.

1986

Kristy Lantz Astry is a marketing writer for Quark, Inc. in Denver.

Tamara Beeves has been appointed assistant account executive at NKH&W, Inc. in Kansas City.

Michael Brennan recently entered the management training program of AMF Bowling Corporation.

Heather Fritz works at the copy desk for *The Tennessean* in Nashville.

Gina Kellogg Hogan was previously the managing editor of *Engineer's Digest* magazine. She now is managing editor of *Grounds Maintenance* in Kansas City.

Susan McBride was signed by the Anita Diamant Literary Agency in New York. The agency will represent her mystery novels, *A Most Convenient Murder* and *Murder With Grace*, as well as future projects.

Ludmilla Salonda teaches literature to students in grades three to twelve in Madang, Papua, New Guinea.

Patrick Sturgeon is a sports producer at KTVK-TV3 in Tempe, Arizona. He produces basketball and football weekly coaches' shows and helps produce KTVK's coverage of games.

Michael Totty works as a reporter on a special Texas section of *The Wall Street Journal*.

Sean Wheeler is an account executive for Boasberg Valentine-Radford in Kansas City.

1985

William E. Horner III has been promoted to general manager and corporate secretary and treasurer of *The Sanford Herald* in Sanford, North Carolina.

Gina K. Thornburg is a senior copy editor at *Shape* magazine in Woodland Hills, California.

1984

Meghan Badwey continues to write freelance advertising projects and lives in Kansas City.

Warren Bridges is the editor and general manager of *The Fence Post* in Greeley, Colorado.

Brenda Hull is a communications project manager with the Medical Group Management Association in Denver.

Susan Fotovich McCabe owns McCabe Public Relations in Kansas City.

In 1985, Professor John B. Bremner taught my editing class. While going over our weekly current events quizzes, he often threw open a window, waved his handkerchief and shouted to passing students, "Help, I'm stuck in a room full of idiots!"

One day, someone incorrectly identified Senator Jesse Helms as a piano player. Bremner threw open the window, waved his hankie and shouted, "Hey you! You there! Did you know that Jesse Helms is a piano player?" Later that day, my roommate said, "You won't believe what happened to me today. There I was, walking across campus, when this crazy, white-haired guy yelled at me from a classroom, telling me that Jesse Helms was a piano player!"

Kristy Lantz Astry, class of 1986

Diane Luber works at the copy desk of *The Arizona Daily Star*.

Buddy Charles Mangine was promoted to managing editor of production and design of the *Jackson Hole Guide* in Jackson, Wyoming.

Marybeth Cook Roberts was promoted to senior account executive with Valentine-Radford Advertising in Kansas City.

Jeanny Jackson Sharp is advertising director of *The Salina Journal*.

1983

Michael Gebert
is associate creative director at Leo Burnett in Chicago.

Martha Jenkins
is the government affairs manager for Sprint Long Distance in Kansas City.

Patricia Kappler
won a gold award and a silver award at the Association of Multi-Image Festival. She is a producer for the creative services firm Watts/Silverstein in Seattle.

1982

Scott Faust
is the city editor of the *Rockford Register Star* in Rockford, Illinois.

Peter Hampton
is the director of consumer communications for the Yankee Group in Boston and teaches marketing at Emerson College.

Steven Koppes
won awards for feature writing and for news and interpretative writing in the 1992 regional contest of the International Association of Business Communicators. He is assistant director of the news bureau at Arizona State University.

Steve Menaugh
is director of communications at Health Midwest in Kansas City.

David Stipp
has been selected for a nine-month Knight Fellowship at Massachusetts Institute of Technology. He is a reporter with the Boston Bureau of *The Wall Street Journal*.

1981

Kate Pound Dawson
joined *The Asian Wall Street Journal* as the features editor of the new Hong Kong Week section.

Ed Everitt
is a safety and security officer at Johnson County Community College in Kansas City.

Nina Malone
is marketing manager for Restoration Pros in Los Angeles.

Thaine Shelter
is a marketing analyst at the *Daily Southtown Economist* in Chicago.

Tammy Tierney
is now the editor of the *Kansas City Business Journal*.

1980

Maureen Greeley
is executive director of Wolf Haven International in Olympia, Washington and is managing editor for the association's publication, *Wolf Tracks*.

1979

Mary Beth Mueller
is the director for international marketing for Fannie Mae.

1978

Steve A. Leben
has been appointed a district judge in Johnson County, Kansas and recently was honored as the outstanding young lawyer in the state.

Mary A. Mitchell

has been associate editor of *Travel Weekly* since 1984. She also is a contributor for *Central Florida Access Guide*, *Southern Living* and *AAA World*.

Eric M. Morgenstern
is vice president of Boasberg Valentine-Radford, and he recently earned accreditation from the Public Relations Society of America

Walt Riker
joined McDonald's as corporate communications director. He was formerly press secretary to U.S. Senator Bob Dole.

1977

Kathleen M. Russell
manages direct response projects for a telecommunications company in Los Angeles and is working toward a master's degree in oriental medicine.

1976

Sheree Johnson
works as vice president and director of media services for NKH&W Inc. in Kansas City.

Scott Stoker
is president and owner of 1st Team Communications, Inc. Advertising Agency. He also is president and a partner in Spots, Inc., a broadcast production company.

1975

Jeffrey Stinson
is a White House reporter for Gannett News Service and lives in Herndon, Virginia.

Terry White
owns T&S White Company and writes for national associations, corporations and government agencies in Washington, D.C. He lives in Burke, Virginia.

1974

Dan Chegwidan
is Director of Planned Giving at Michigan State University.

1970

Warren Fenske
has been the marketing projects manager at TRW Information Services in Dallas since 1987.

1968

Joseph L. Godfrey
is medical director and staff psychiatrist at Meadowlake Hospital in Enid, Oklahoma.

Carl Williams
has been appointed senior creative and public relations writer at Associated Advertising in Wichita.

1967

Dr. Jacquelyn Thayer Scott
is president of The University College of Cape Breton, Sydney in Nova Scotia, Canada.

1962

Karen Kirk Richards
co-authored a book called *Turning the Tide: How To Be An Advocate for the ADD/ADHD (attention deficit disorder/attention deficit hyperactivity disorder) Child*. In 1991, she founded Classroom Consultants. In 1992, she started the ADD/ADHD Resource Center.

1955

Kenneth C. Bronson
is executive vice president and chief operating officer of Nixon Newspapers, Inc. in Peru.

1952

David S. Arthurs
hit the airwaves in Beverly Hills, Florida in October 1992 as the owner of WXOF-FM radio station.

Charles R. Price
retired recently from government service.

1948

Beverly Baumer
is a former writer for *The Hutchinson News* and editor of *The Salina Journal* and recently was listed in *Who's Who in America*.



Setting a Firm Foundation

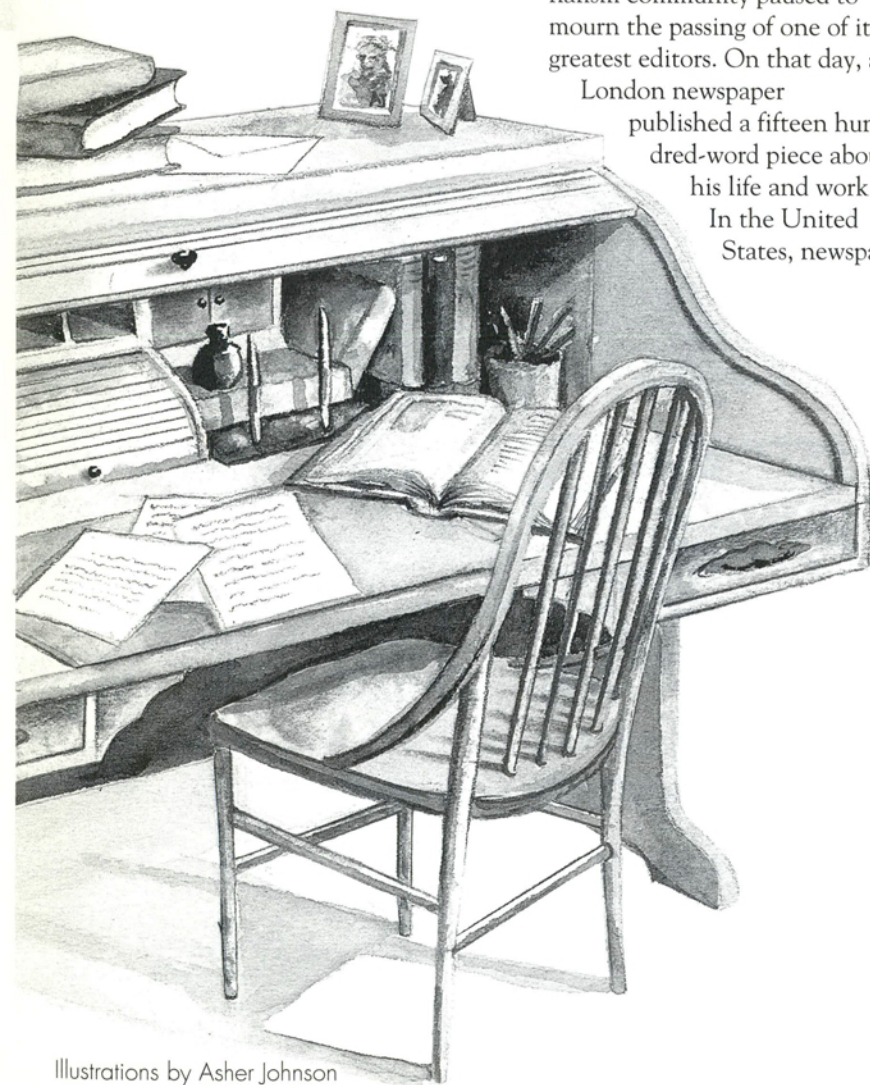
Kerrie Gottschalk

On January 29, 1944, amid the chaos of a world war, the national and international journalism community paused to mourn the passing of one of its greatest editors. On that day, a London newspaper published a fifteen hundred-word piece about his life and work. In the United States, newspa-

pers paid their respects. William Allen White's death left a hole for the nation's community of readers. All would miss his eloquent editorials; journalists would miss his commitment to truth and fairness.

Close friends remembered White because of his dedication to the written word, and they wanted others to remember what he stood for: speaking out to defend rights and defeat wrong. They also wanted to sustain White's legacy of service through community journalism. Their challenge was to find a place where such ideals would thrive.

Deane Malott believed the University of Kansas could provide such a place. On June 9, 1944, the Kansas Board of Regents, responding to Chancellor Malott's request, declared that the journalism school at KU would be known as the William Allen White School of Journalism and Public Information. White's friends, though pleased, did not stop there. Rolla Clymer, editor of the *El Dorado Times*; Oscar Stauffer, founder of Stauffer Publications, Inc.; and Malott began building a memorial that



Illustrations by Asher Johnson

would profoundly affect journalism education at KU.

Together with others of like mind, they established the William Allen White Foundation in October 1944. One goal was to create a \$250,000 endowment to sponsor lectureships and academic projects and to establish recognition awards for the school and the regional journalism community.

Foundation members came from radio, film, print and theater. All excelled in journalism and believed in White's business and journalistic principles. The fifty initial members included Joseph Pulitzer, Herbert Hoover, Walter Lippman, Mrs. Wendell Wilkie and Henry J. Haskell. Make no mistake. This was not a social club. From the time the Foundation incorporated in early 1945, they went to work. Members supported and helped implement one of the most daring projects ever proposed by a school of journalism.

In New York in
September
1945,
Malott

addressed an audience of Foundation members and representatives of the newspaper, magazine, radio, motion-picture and book-publishing industries. He first described the renaming of the school and the formation of the Foundation, which already had raised \$50,000. Then he announced: "It is our plan to ask the Foundation to finance the collection and publication of adequate teaching materials.... Textbooks in such subjects are static, descriptive, often trivial. We plan to create casebooks, compilations of actual problems, in newspaper publishing, reporting, editorial practice, radio and the motion-picture industry—actual problems collected from the desks of leaders in the industry, disguised if necessary, but actual situations upon which decisions must be made.... No greater tribute could be made to the vision of William Allen White."

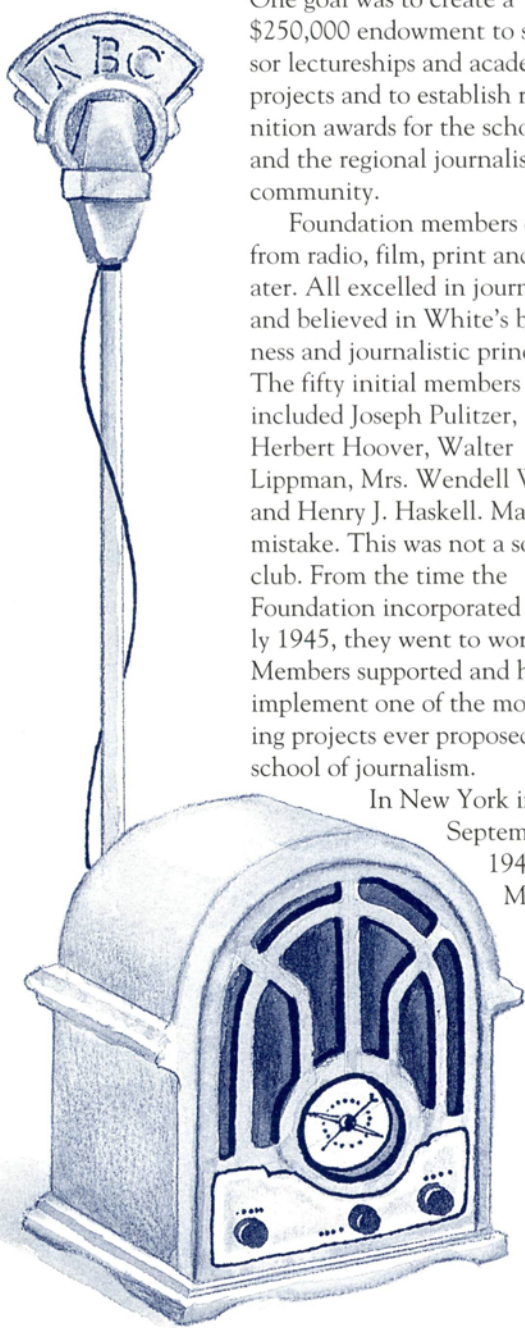
For weeks after Malott's announcement, newspaper editors across the country—at *The New York Times*, the *St. Paul, Minnesota, Dispatch*, the *Wichita Falls Texas Times*, the *New York Herald-Tribune*, the *Chester, Pennsylvania Times* and many others—praised the Foundation for taking such initiative. Editors applauded the educational proposal. They agreed that White would have approved of KU's active, hands-on approach in educating aspiring journalists.

Foundation members addressed the educational mis-

sion first, then turned to a program of awards, scholarships and sponsored lectures for KU students, faculty and journalists. In 1950, the Foundation created the prestigious William Allen White Foundation National Citation to recognize journalists for distinguished service. This award is presented annually at the William Allen White Day celebration held on or near February 10, White's birthday. Foundation members, students, faculty, journalists, media professionals and community citizens join to celebrate the memory of William Allen White. Walter Cronkite, Robert MacNeil, Jim Lehrer, Helen Thomas, Stewart Awbrey, Charles Kuralt, Charlayne Hunter-Gault and George Will are among a long list of winners.

Allan Nevins in *American Press Opinion* said that White's informality, combined with his literary talent, "enabled him to touch chords of humor and pathos, and to rise to occasional levels of literary beauty, which would have been quite impossible under the restraints of ordinary urban journalism." A fidelity to the grassroots, community journalism for which White was known remains at the core of the Foundation.

Vivien Sadowski, editor and publisher of the *Abilene Reflector-Chronicle* and a recently elected trustee, reaffirms that commitment. "I think my role in the Foundation is to promote community journalism in as much as that's my responsibility



as a newspaper publisher and editor." Other Kansans serving as trustees such as William Meyer, editor of the *Marion County Record*; Mary Turkington, executive director of the Kansas Motor Carrier's Association; and Richard Buzbee, retired editor of *The Hutchinson News*, contend that such commitment continues to make the William Allen White School of Journalism one of the strongest in the country.

The Foundation strengthens itself through new members. Invited individuals become subscribing members. Those who accept the invitation must be active in the business and contribute to the Foundation. To be nominated as a trustee, a five-year board position, one must be a subscribing member and meet at least two of three criteria: be active full time in mass communications, attend annual meetings or contribute as a sustaining member.

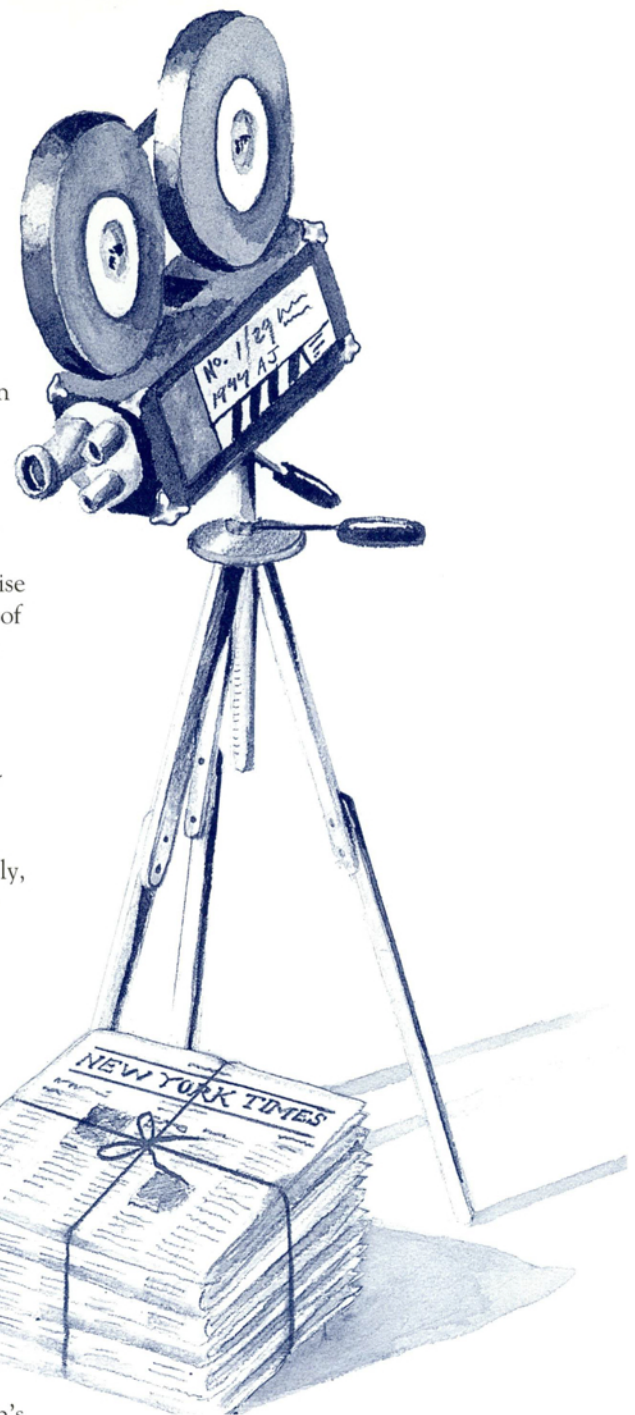
Membership levels range from \$25 to \$100 (for large institutional memberships). Trustees may be re-elected, and the Foundation has approximately one hundred members. Foundation committees include the executive committee, the membership committee, the planning committee, the citation committee and the resource development committee.

Trustees meet annually on William Allen White Day to discuss the School's progress, their own fund raising and oth-

er goals for the Foundation. In addition to the National Citation, the Foundation annually sponsors the Editorial Excellence Contest, and awards the Burton W. Marvin Kansas News Enterprise Award, recognizing the work of a deserving Kansas journalist. The Severance Scholarship rewards and encourages academic excellence. The Foundation also sponsors professional and academic seminars, as well as instructional and research projects. Recently, it helped underwrite the publishing costs of the Sally Foreman Griffith revision of *The Autobiography of William Allen White*.

"I think the Foundation does an excellent job with its limited resources, and it continues to support education that is creative in nature," said Buzbee. The Foundation is able to offer support because, according to Mary Turkington, it has guidance from the Foundation's office-holding trustees and from the dean of the School. "I think the leadership of the Foundation always has been out in front, creating more understanding of what the Foundation is about, and certainly fund raising is not a small part of their jobs."

Mike Kautsch said his own role is to keep members informed, to send out an annual call for donations and to pro-



pose activities and fund expenditures that are "consistent with the spirit and original charter of the Foundation."

That spirit was evident then and still is today. "It's not just an eat and meet and slap each other on the back type of thing," said Meyer. "The foundation members really take a sincere interest and put a lot of effort into it."



Is It True?

Calder Pickett

Dear Professor Pickett,

Did you really make all your graduate students read William Allen White's autobiography?

No, I didn't have my graduate students read *The Autobiography of William Allen White*. I had all my students read it. They didn't all like the book. For some, it may have been the first book they had read in years. Many thought it far too long. A common statement: "This was more than I wanted to know about William Allen White."

I don't think they wanted to read all the political stuff, all the Theodore Roosevelt stuff, the Bull Moose days. More than a few said in their reviews (Yes, they all had to write reviews) that Mr. White seemed to care more for Theodore Roosevelt than for Mrs. White. I don't believe that was the case, but White did heap on the Roosevelt memories.

As I considered your question I was a bit startled and alarmed. Do you mean that they're no longer reading the

Autobiography in the school that has the name of Mr. White in its title? I think all of you should be reading it, no matter what your sequence. (I used to tell my classes that I had tried to get Billy Joel to record it or someone to do it on MTV so it would get some attention.) There was never anything capricious or school-serving in my requiring the book. I just happened—and happen—to think the *Autobiography* is up there with the autobiographies of Benjamin Franklin and Lincoln Steffens.

I hadn't read the book, I blush to admit, until a few years after I joined the J-School faculty. I wasn't teaching history then. For my doctoral finals at Minnesota I read it and was overwhelmed. I'm still overwhelmed.

I loved the book for its humanity. I learned far more than the usual things you find in publications about journalism. White didn't talk about typefaces or machines and column rules. He gave us a portrait of a remarkable person—a human being with the capacity to look at himself and his past with detachment. He could see a bratty kid, spoiled by Mama. He could see a pimply young smart aleck, a big man on campus at KU who failed to get his degree, a roaring young conservative who would spit out "What's the Matter with Kansas?" (Later, White sounded as though he was a bit ashamed of the name-calling and invective in that editorial.)

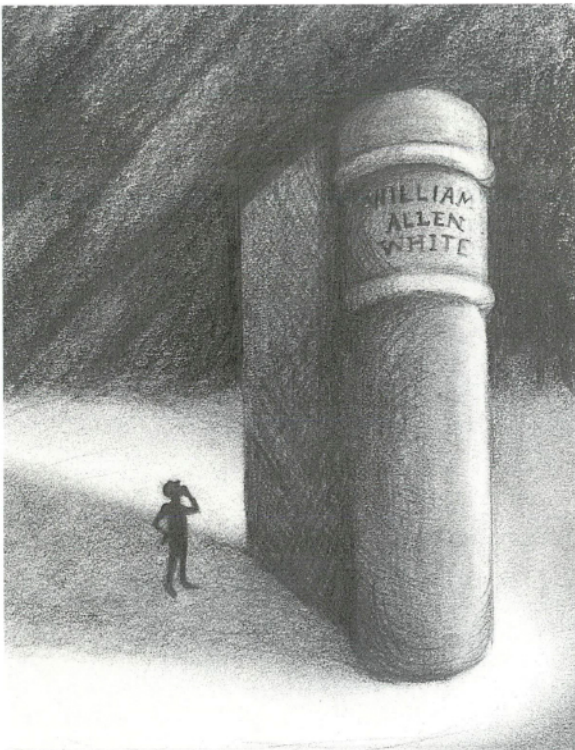


Illustration by Angela Moore

He gave us a wonderful picture, overpowered by modern times. It was a Tom Sawyer boyhood. And some students used to tell me, from their Wichita, Shawnee Mission and Topeka backgrounds, that all that was phony, that nobody had had such a boyhood. How I boiled: White's country town was like mine in southern Idaho (and I'm a bit younger than William Allen White).

The students seemed to like the KU material, though sometimes I had the impression they stopped reading the book at that point. It's too bad. I don't think that White's having been a Phi Delt was quite as important as his beginnings in journalism or his later great career. White had that magic, that certain spirit, that sets some people apart from the rest of us. All you have to do is read the *Autobiography* or his great editorials to realize this. There were hundreds of editors in towns the size of Emporia. How many do we care about today? The man could put subjects and verbs and objects together, but more important, he knew how to put himself into those sentences. There isn't a better editorial in America than the one he wrote about Mary, his only daughter, who died in an accident when she was seventeen. (Find it; read it tonight—all of you.) I used to read it aloud in class, but my voice cracked and I would start to bawl. And there isn't a better statement about free speech than "To an Anxious Friend."

Read those eloquent appreciations of Kansas: the glories of a sunset, the memories of a bare-foot boy tramping along a dusty road. Get to the real heart of why he liked Roosevelt, and why he thought William McKinley was like a statue in the town square. Extract the essence of why being an editor in Emporia was one of the best things that could happen to a Kansas boy. You'll see why I love that book and love the memory of White, and why I made all those journalism students, for all those KU years, read the *Autobiography*—and write reviews of it, too.

Keep us posted

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sequence:

address:

city/state:

zip:

Personal update:

Here's a \$4 donation to defray the distribution costs of the 1994 issue.

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

Make checks payable to: Journalism School-*JJ* account

Even if you're unable to send a donation we'd like to hear from you.

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Lawrence, Kansas 66045

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