

THE UNIVERSITY OF MISSOURI BULLETIN



HONOR AWARDS FOR DISTINGUISHED SERVICE IN JOURNALISM

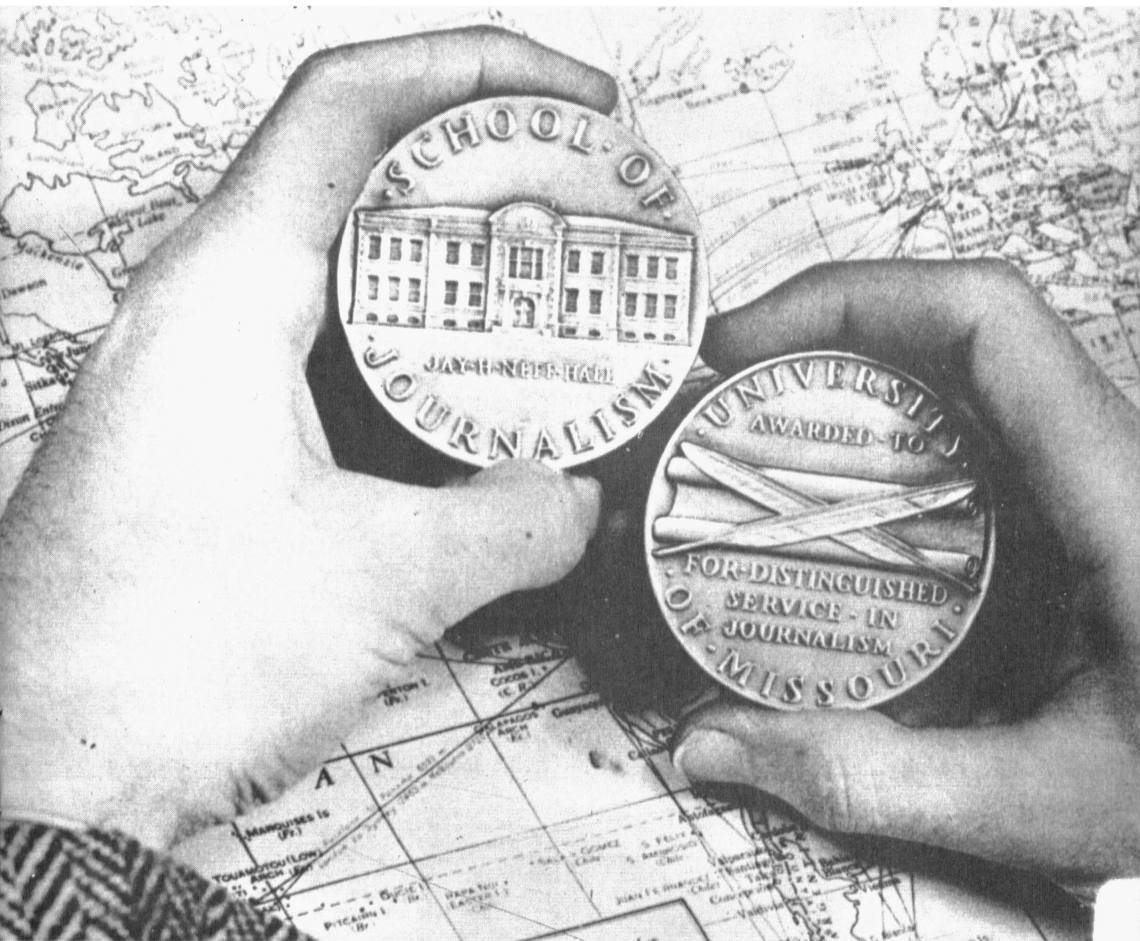
1963

THE UNIVERSITY OF MISSOURI BULLETIN

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MEDALISTS, 1963

The Thirty-Fourth Annual Presentation of the Awards for Distinguished Service in Journalism, May 3, 1963

Before a company of students, faculty, editors and publishers, and friends of the School of Journalism, assembled in the auditorium of Jay H. Neff Hall, awards were presented to:

LEO BURNETT, chairman, Leo Burnett Co., Inc., Advertising, Chicago

THE SCOTSMAN, Edinburgh, Scotland (Acceptance by Alastair M. Dunnett, editor)

HARRY FERGUSON, B.J. '25, UPI National reporter, Washington, D.C.

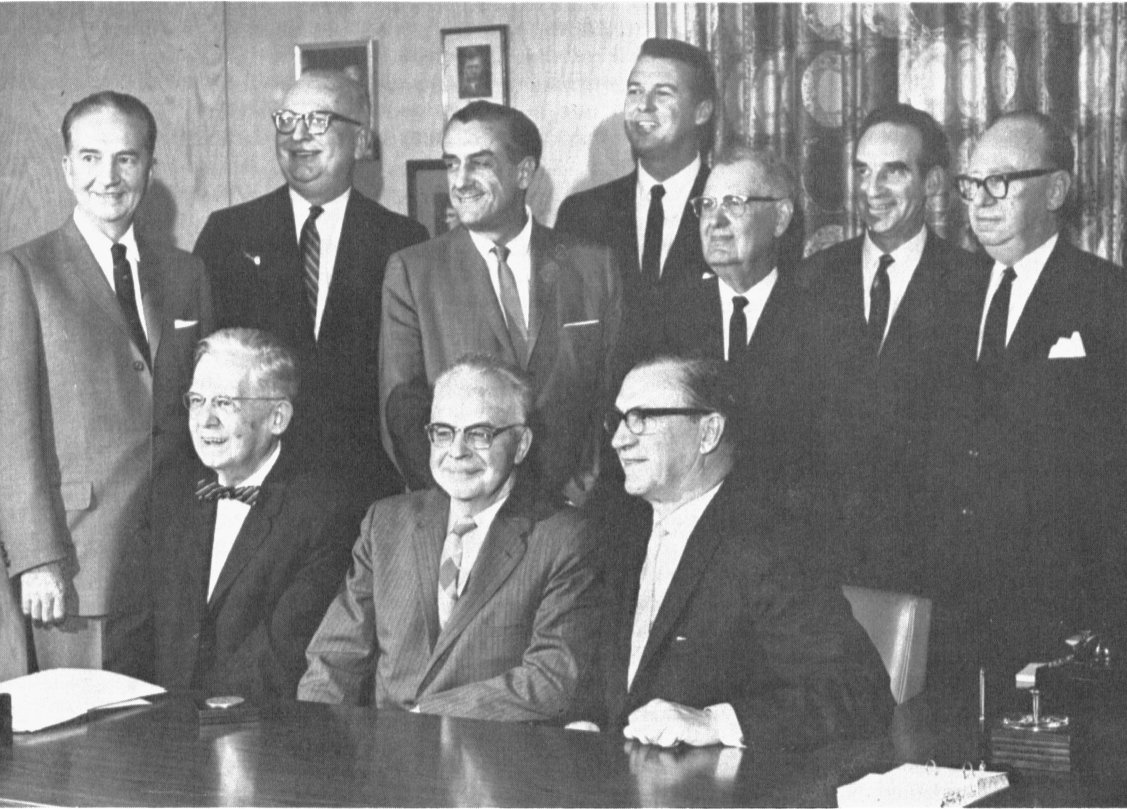
KMOX RADIO, St. Louis (Acceptance by Robert Hyland, general manager, KMOX Radio, and CBS vice president)

MIAMI HERALD, Miami, Fla. (Acceptance by Lee Hills, journalism student '27-'29, executive editor)

THE PALMYRA SPECTATOR, Palmyra, Mo. (Acceptance by Donald H. Sosey, engineering student, 1910-12, editor and publisher)

MERRIMAN SMITH, UPI White House Correspondent,
Washington, D.C.

Nominations for the honor awards may be addressed to the Dean of the Faculty, School of Journalism, at any time prior to December 1, annually.



1963 Medalists

Standing are the Honor Award recipients: Lee Hills, executive editor Knight Newspapers, accepting for the Miami Herald; Harry Ferguson, B.J. '25, UPI National Reporter, Washington, D.C.; Merriman Smith, UPI White House Correspondent, Washington, D.C.; Donald H. Sosey, editor and publisher, The Palmyra (Mo.) Spectator, accepting for The Spectator; Alastair M. Dunnett, editor of The Scotsman, Edinburgh, Scotland, accepting for The Scotsman; Leo Burnett, chairman of Leo Burnett Co., Advertising, Chicago. Back row: Robert Hyland, general manager KMOX Radio, St. Louis, and vice president of CBS Radio. Seated: Dean Emeritus Frank Luther Mott, University President Elmer Ellis, and Dean Earl F. English.

REMARKS OF DEAN ENGLISH PRELIMINARY TO AWARDING OF JOURNALISM HONOR MEDALS MAY 3, 1963

LADIES AND GENTLEMEN:

THE TIME HAS COME once more to award honor medals to individuals and organizations for distinguished service in journalism.

Since 1930 the School of Journalism has sought each year to recognize important contributions to our profession as evidenced over a considerable period of time, rather than for particular occasions of individual achievements.

Our honorees this year, chosen by a special committee of the faculty and approved by the Board of Curators of the University, seem to me to fulfill the distinguished service stipulations that have prevailed these 33 years.

Around the room you will see pictures of the 183 honorees or representatives of the organizations who have been cited on occasions such as this one today. Since 1958-59, the year of the 50th anniversary of the school, a Hall of Honor has been designated, comprised of all those to whom medals have been awarded. Later today on this program we shall induct our medalists into this hall of honor by unveiling their photographs.

Before reading the citations I should like to follow the tradition of making a brief and perhaps timely comment on some aspect of journalism, particularly in relation to journalism or to education for its practice.

One can scarcely ignore the great interest, and to some the great practice, of what is being called "managed news." The School of Journalism, however, has been concerned with the basic aspects of this problem for several years through its Freedom of Information Center. Long before the present furor over possible encroachments on our right to know, the Center had published many bulletins and provided a lectern for many speakers on this important subject.

Rather, today I wish to mention, almost reluctantly, the subject of schools of journalism themselves. I say "reluctantly" because I have avoided entering this discussion on several recent occasions. I refer to the unending argument on the pros and cons of formal training for journalism such as is practiced here in this division of the University of Missouri.

4 A few weeks ago I received a questionnaire from a research committee of Associated Press Managing Editors with the query, "How do journalism schools fail editors?" "How do editors fail journalism schools?" A possibly less adrenalin-producing question is suggested by "What do editors owe journalism schools?" Editors are being asked the same question.

This is a tricky question and I ask that it be revised. Of course, we don't think we are failing newspapers — or that newspapers are failing us.

Our attitude here seems to be that we are engaged in preparing students to work in the broad field of journalism, and if we do a good job, we won't need to worry about who is failing whom. If we do a poor job, the media *should* "fail" us, as they apparently are doing in some areas.

Here at Missouri we are quite happy. We have about 350 sincere and dedicated students, we have excellent teachers, we have more job openings than we can possibly handle. Our only shortage is in the time available, two years, or 30 semester hours, to do the educating job we set our sights on doing.

Pressures on the faculty to do the best possible job call for economy in the use of time and energy. We try to ignore the critics who manage to find the time on their jobs to write magazine pieces about what is wrong with journalism education in both consumer and trade periodicals.

My only constructive suggestion, half-humorously, of course, in this great "enlightening" debate would be that each person writing on this subject be required to carry in parentheses after his name in all published criticism the number of hours he has actually spent *inside* a journalism school collecting his facts, i.e., Smith (2 1/2), Jones (6 7/8), etc. This would be of great benefit to the helpless reader who may be tempted to believe that because these critics are journalists, they actually have collected facts before writing.

After all, these editor critics would hardly permit their reporters to write think pieces on other subjects without some representative first-hand observations.

Of course, conversely, the same applies to those teachers and academic researchers who seek out the great generalizations about newspapers. Their names, too, should carry subscripts on the extent of their first-hand observations of what they are writing about.

As to the original question, I suggest it be rephrased from: "What do editors owe journalism schools?" TO: "What do editors owe their publishers and readers?"

A possible answer then might look like this:

Editors owe their publishers and readers newspapers that have been produced by the most competent journalistic talent the publishers can afford to pay for.

If editors go after the best talent available today, they will spend some time appraising the graduates of journalism schools.

If they don't consistently employ a reasonable number, the editors are either short-changing their publishers and their readers, or the schools aren't doing their jobs.

TIME TO ASK WHY

ROBERT HYLAND

CBS-Radio vice president

General manager, KMOX radio, St. Louis

THIS IS A GREAT OCCASION for all of us. I am honored, indeed, to be here today for this fifty-fourth annual Journalism Week observance. This afternoon, some of the most distinguished representatives of our chosen profession have been named as the 1963 recipients of the University of Missouri Honor Awards. These citations have a great heritage and a proud meaning. As the representative of a radio station so honored, I am deeply humbled.

Yes, this is an inspiring occasion, the annual tribute of a great university to our great profession. We are here in inspiring surroundings, in the halls of an institution known and recognized the world over for its service to communications. We stand in inspiring company, surrounded by men of learning and men of achievement and by the young people who look to both for guidance.

But will we leave this observance truly inspired? Will we come away from these distinguished surroundings and this distinguished company with new motivation, new dedication, new will to serve? When the speeches and banquets are over, will this week mean anything?

If we are to receive true inspiration from this occasion, we must look within ourselves as well as to our surroundings on this day. We must get down to fundamentals.

It is time we asked ourselves why. If we are students, it is time we asked why we are studying journalism. If we earn our living in communications, we too must ask why. Why, of all professions open to us, did we choose this one? If we are teachers, we must face ourselves frankly, too, and ask why we have selected, among all specialties, the field of journalism for our teaching efforts.

6 The question should not be asked lightly. Nor should it be answered lightly. And I am convinced that if you find the correct answer, you will find it not within the cold realm of the intellect, but in the warmer region of the heart.

If you find the answer in your head, instead of in your heart, I would

like to make a suggestion. Get out now. Get out of the study of journalism. Get out of the profession of communications. Get out of teaching subjects related to journalism. You do not need our profession. And it does not need you.

If you are a student, and have chosen journalism merely because the courses seemed easy, or the entire program was less expensive than law or medicine, or because the future held a vague promise of excitement, then I say to you — get out now. It's not enough.

If you earn your living in communications, in writing, publishing, broadcasting or related fields, and if you regard our profession as "just another job," or a means of earning a neat profit through advertising revenue, my advice is the same. Get out. Our profession can do without you, too.

And if you teachers, in silent moments of consultation with your conscience, regard your calling as somewhat less worthy than the teaching of chemistry, and somewhat less academically rewarding than ancient Greek literature, you, too, have chosen wrong. Get out. We don't need you. In fact, we would be better off without you.

The great profession of communications does not deserve to be embraced by those who regard it merely as a convenient college course, as just another business, or as one of the lesser academic fields with a disturbing taint of commercialism. Our chosen profession is a sacred trust, a trust as surely as medicine is a trust, or the law, or the physical sciences. If the cause of journalism is to be advanced, it must be advanced by men who place our calling on the pedestal it deserves. Respect our profession, or leave it!

We of the twentieth century are living in an age of paradox. On the one hand, our times offer the highest level of learning in the history of the human race. But, on the other hand, that very knowledge threatens to deliver us not to the millennium, but to return us to the rubble of pre-history. We are not saved by our knowledge, we are enslaved by it.

We rush frantically to master the physical universe, then stand terrified because we have not mastered ourselves. We strive to outstrip our enemies in technical knowledge, then pray both our enemies and ourselves will have the restraint not to put that knowledge to use.

There is nothing more horrifying than the spectacle of knowledge without conscience, of learning without compassion, or even of knowledge without a sense of moral direction. The totalitarian states are such spectacles, with human knowledge utilized without regard for human values.

What is the role of the journalist in this age of learning and of awesome destructive power? The answer must lie, as I have suggested, deep within the hearts of each of us. It must be found when each of us discovers why we have chosen, in this mid-twentieth century, to be part of the world of communications. When human freedom itself is at stake, the mission of those of us in the profession of communications is clearly charted. The war for freedom itself may very well be won or lost in the battle for freedom of communications. In this age of anti-missile missiles,

the most powerful deterrent to nuclear warfare remains the free and unfettered exchange of information.

The battle for freedom of information is only partially won. And it can be lost by default in the West as well as by defeat in the East.

We who are privileged to sit in our executive offices and direct media of communications cannot content ourselves, in this mid-twentieth century, with mediocre editorial material or meaningless program content and black ink on the profit ledger. We must stand off and see our roles in their true perspective. You who are in the newspaper field all too often, in the short-sighted heat of business competition, take some satisfaction in the struggles of the electronic media to win privileges you take for granted. Privileges such as access to the courtrooms and legislative chambers of our land. And you even have been known to show your editorial glee at the fulminations from Washington regarding the "vastness" of the broadcast "wasteland."

Perhaps, if the shoe were on the other foot, and you gentlemen of the publishing world were feeling the cutting edge of government control, we of electronic media would be equally short-sighted. But we must realize, once and for all, that we are together in this fight. We stand together, or we fall together.

Freedom of communications must grow as technology makes it possible to grow. Or it must die. And it can die of apathy, or misguided competitive emotions on the part of those in communications, as well as from direct attack by those who find control more comfortable than the crossfire of opinion, diversity of approach and necessity for compromise that characterize a free society.

You gentlemen who publish, write and report and those of us who manage and own broadcasting facilities might say at this point — "I'm not apathetic. I belong to my trade association. I support a lobbyist in my state capitol. He informs me whenever there is restrictive legislation in the wind . . . especially the kind of legislation that pinches the pocket-book. I send wires to my Congressman. I even write to the President. What do you mean . . . apathetic?"

I mean just that!

You may be active and diligent in holding the freedoms you regard as customary. But what are you doing to extend freedom, to enlarge the franchise that ages of struggle have won for you, at times at the cost of life and liberty? And what are you doing to make the freedoms you possess count in the greater struggle for universal human freedom? You of the print media, the senior citizens of our communications world, may delude yourself that you can relax in the comfort of rights and privileges long held in our great nation. You have unrestricted access to the courts. You have your press galleries in our legislative assemblies. You do not have to justify your right to continue publication by petitioning a government agency every three years. But are you free?

I say you are not! You are not free when one of your reporters is content to accept a handout from a city official, instead of uncovering his

facts first-hand. News management is not confined to Washington, you know.

You are not free when you take a press agent's quotation in lieu of a face-to-face interview. You are not free when you permit the protocol of our business, the gentlemen's agreements of press release times and pooled information, to stifle your journalistic enterprise. You are not free when press agent puffery inevitably follows advertising campaigns.

In many ways, we in broadcasting are fortunate. Our lines of battle are spelled out, defined, much as the lines of battle for freedom of the press were defined in centuries past. The threat of growing government control is a tangible enemy. One can tie names to it, and addresses, and meet the matter head on. But you of the printed page, despite your heritage of freedom, must fight a much more treacherous foe: creeping conformity.

The day of the crusading editor and of the reporter's scoop seems to have gone the way of the celluloid collar and the green eye shade . . . victims of progress and team efforts. But with their passing has gone much of the fire that built our great press tradition in the first place, killed by twentieth century togetherness.

It's easier (and frequently cheaper) to publish a newspaper full of excellent wire service copy, carried by a thousand other papers, and pleasant innocuous syndicated features on how to plant a garden, clean a fish or hook a rug . . . also carried by papers from coast to coast. One needs fewer local reporters to operate in this manner. And they needn't be balls of fire. Just get the names and addresses straight.

But gentlemen, if you search your hearts and souls you know that great newspapers are not built on recipes and reports of weekend traffic accidents, even with the names and addresses straight.

Great newspapers are not built by publishers who permit their personal likes and dislikes and even their personal friendships to creep into their editorial and news columns. And great newspapers are not built by editorial writers who theorize about community welfare in their ivory towers. Great newspapers are built by men who value their profession more than personal prestige and know their communities from the ground up, as active participants in civic affairs, not as aloof spectators.

Great newspapers are built today, as they have been through the ages, on courage, good reporting and the conviction that one of the most important factors in a democracy is an aroused, inquiring, dissatisfied press.

So, gentlemen of the printed page, ask yourselves why you are in your business. Is it to publish the daily horoscope? Or increase your classified lineage? Or print a photo of the largest pumpkin in your county?

Or is it to make your newspaper a force to be reckoned with in the area it serves? A force to be feared by those who would do its people a disservice. A force to be trusted as free, independent and fearless. If your paper is such a force, we are glad and proud to have you with us in our great profession. You have earned the right to be there.

We broadcasters are relative newcomers to the world of communications, electronic youngsters compared to our newspaper forebears. And

we have our problems convincing the powers that be that we have come of age.

We are still told by law how we must cover election campaigns. We must plan our coverage not by news import, but by the clock. Not by editorial judgment, but by a formula called balance of opinion. Somebody up there doesn't believe we have editorial judgment. And so we petition our lawmakers for the privilege of covering certain campaigns as we see fit, at least the important ones. And the lawmakers react, on the whole, as though we were teenagers asking for access to the family bank account. They don't believe we are ready for manhood's full estate. Apparently, we haven't convinced the public, or their representatives, that broadcasting is a mature medium, and ready for full freedom.

We broadcasters must fight this attitude with every weapon at our command. We must fight it on the federal level, the state level and the local level. We must fight it as hard (and, gentlemen, this may be heresy) as we fight to top last year's sales figures.

If you don't regard the battle for freedom of broadcasting as *that* important, you too, have chosen the wrong business. I suggest you get out and try another field. There are many worthy ways of earning a comfortable living without wasting the privilege of being a broadcaster in the twentieth century.

There have been recent developments here in our own state of Missouri that illustrate virtually every facet of our mission as broadcasters. We have recently won the privilege (we believe we always had the right) to broadcast from our State House of Representatives. This makes Missouri one of only twelve states in our Union to have microphones in its Legislative chambers while debate was in progress. And eleven of these twelve have permitted such broadcasts only under specialized conditions and at the behest of the presiding officer.

We in Missouri are extremely proud that this step has been taken in our state. Surprisingly, the most enthusiastic reaction to this new extension of free communications has come from the State Representatives themselves.

The lawmakers have informed us that they had been overwhelmed with favorable comment from constituents. The people of Missouri wanted to hear their laws being made. But, and here I must be honest with you, I fear that many of our broadcast colleagues are finding this new privilege a heavy load. Broadcasts from the State Capitol cut into commercial time. They turn neat programming formulas topsy-turvy. They cost money. They're a lot of trouble.

So I must say to my fellow broadcasters, yes, freedom is a lot of trouble. So is maturity. So is the struggle to give our listeners the full, spontaneous view of governmental processes that only broadcasting can give. But unless we are willing to accept the consequences and responsibilities, we do not deserve the privilege.

We broadcasters must not stop here. We must actively pursue the expansion of freedom wherever and whenever we can. If our local city council refuses us the right of the microphone, we must plead for committee hearing coverage.

If denied access to criminal court, we must try civil court, traffic court, magistrate's court. We must take our case for freedom to the people by means of air editorials. And if we persist, we will win. Because the great undeniable truth of our society (and this will bury Mr. Khrushchev's communism) is that our citizens *want* to know. Give them a taste of information, free and unfettered, and they will raise a clamor for more of the same that cannot be denied.

You will find that a commitment to extend your medium's freedoms will be time-consuming, all-enveloping and far more challenging than worrying about your competitor's daytime coverage pattern. But when you have won a few skirmishes in this great war, you will know why you have chosen to be a broadcaster. And you will find more self-respect in such a struggle than if your activities are based on the premise that broadcasting's mission is a limited one.

Limited for example to playing the day's most popular records, or televising the late, late show featuring the creature from the black lagoon, or selling a larger number of detergent commercials than your competitor. In fact, if this is your concept of the role of electrojournalism in a free society, you are a traitor, a traitor to the legacy of freedom you have inherited.

You students, although you have not yet joined our professional ranks, should not be protected from the pain of self-analysis. Why are you studying journalism? How are you studying it? What do you intend to do with your knowledge? What do you intend to contribute?

I hope that you have not chosen this field to become wealthy. In all likelihood you won't. I hope, too, you haven't selected the profession of communications with the dream you will be caught up in a dramatic round of excitement, a daily whirl of celebrities and momentous events. Few of you will get anything approaching this Hollywood version of a journalist's life.

But I hope you have chosen the study of journalism with the sense of purpose, destiny and awe that our profession deserves. Your knowledge and skills may take you many places in this world of communications. You may be a reporter, broadcaster, owner or manager of broadcasting facilities, a publisher or in the advertising or public relations field. But the attitudes you acquire in your student days will color your approach in the years to come.

What attitudes will serve our profession well?

First, you must respect communications as the most powerful instruments available in the world today. We can create a nuclear weapon, but the printed and spoken word, not technology, will determine whether we will use that weapon. The power of communications is awesome. Treat it with respect.

Your work and your work standards can potentially influence the life of your community, your state, your nation and yes, even the world. So drop your adolescent indifference when approaching even the humblest task in our field.

While you are here among the great opportunities that this university

offers, opportunities to fill yourself with facts, ideas, principles and techniques, don't waste your moments. We would all refuse to entrust our own health or the health of a loved one to a doctor who did not regard each medical course as worthy of his full attention. Yet, as future journalists, we are entrusting you with the minds of your readers, listeners and viewers. Some day, your version of City Council proceedings may be the only one that voters in your community receive. Is your reporting, your interpretation, worthy of this trust? Is it based on the broad knowledge that can only come from a background of sound education seasoned by experience? The kind of education you can receive here, if you seize the opportunity.

Give each assignment your best. Even in this age of specialization, the working journalist, to be effective, must be a man or woman of broad knowledge, as capable of interpreting a scientific event as a political one, of interviewing a ballerina or baseball umpire, of evaluating an economic trend or a P.T.A. meeting. And by the term "working journalist" I include those of us in the management end of broadcasting, publishing or advertising. Broad knowledge is the best tool of all communicators.

I would strongly advise you students to be dissatisfied during your college years. Not with your social life or with the outcome of the Saturday football game. Be dissatisfied with your grades. With the last paper you wrote. With your technique in getting along with people. Be dissatisfied with yourself. You are in a process of growth. You haven't arrived by any means. And you'll never arrive unless you know you have a long way to go.

I wince when I read the rash of well-intentioned articles telling us how to be adjusted, how to be tranquil. Frankly, I believe more is accomplished in this world by dissatisfied people than by tranquil people. There is no more frightening idea than a nation of tranquil people, living without freedom.

You who will graduate from this university within the next few years can hardly rest complacent in the belief that your degree sets you apart from those to whom you will be writing and broadcasting. In 1920, only seven percent of our nation's population had four years of high school education or more. Today, half our population is comprised of high school or college graduates. By 1973, when you will be plying trade in earnest, 58% of our population will have graduated from high school or college.

You will be speaking to your equals or your betters. Be prepared to have something to say.

Your teachers and advisors in this great university have stressed the importance of the who, what, when, where, why, and how elements in your stories.

I would like to emphasize the why as the most important factor. Why did the State Legislature vote as it did? Why did the Mayor cancel his news conference? Why do the road-building contracts always go to the same firm? Great journalism through the ages has always gone beneath the surface to probe the causes as well as the effects.

To do justice to your chosen career, you will need to learn all you can while you are a student, and to keep on learning every day of your working life. You will need to polish your ability to judge and evaluate, as well

as to write or express yourself verbally. You will need to remember that you have the power to uplift or degrade, to inform or defraud, to inspire or discourage, to lead or mislead. And, in the end, you will be judged not on your petty power to verbalize, or even on your profits, but on your principles.

To you gentlemen of the academic world, I pose my question again. Why are you teaching journalism? Because the English department was filled? Or out of the deep conviction that guiding our future communicators is one of the most important missions a teacher can choose?

There has been a constant undercurrent in the academic world between those who advocate the conventional liberal arts approach to higher education and those who favor some professional training. The University of Missouri, in the opinion of most observers, has integrated these two concepts in a most commendable manner, giving its young people a sound academic background while teaching them the skills necessary in our specialized world.

But I hope that you who teach journalism, who are concerned with the mechanics of newspaper writing, the nuts and bolts of advertising production, the developments in electronic media, will give your students the most important gift they can receive, the knowledge that to be part of our great profession is a profound privilege.

The education you will impart here will open the door for many. But only their own inner dedication and their conviction that our work is among the most important work of the world will inspire them to make contributions.

Journalism is among the most important work of the world. Whether we teach it, study it, or practice it as professionals, as members of the press and free electronic media in a free society, we are carrying a heavy burden.

We are responsible for reflecting the benefits of freedom to a world not blessed with those benefits. And we are responsible for keeping our own people informed, inspired and motivated to preserve and extend the freedoms we are so privileged to possess.

With this responsibility . . . and with this opportunity . . . each of us, whether professional, student or teacher, can view our role in today's world with a sense of destiny. For if mankind is to survive despite its nuclear knowledge, that survival may well depend more on communicators than it does on the engineers, physicists and technicians in our laboratories. The power of ideas, through the ages, has always proved stronger than the power of weaponry. The cobalt bomb, despite its capacity for ultimate destruction, would yield to the force of the dream of freedom, if that dream should ever catch fire in the captive portions of our globe. And the dream of freedom will never be spread by a test tube or a nuclear reactor, but by a printing press and a microphone.

We must not abdicate our franchise. We must not default on the heritage we have won, the legacy of the long struggle for freedom of communications. We must not be content to report, to publish or broadcast only the innocuous and the meaningless. We must not be content with

the negative virtue of not doing harm. We must seek out the positive contributions we can all make, each in his own way, to our life and the larger cause of human dignity, brotherhood and freedom.

At no other time in the history of the world, and in no other society, have so many people been exposed to communications. Virtually all our people read newspapers, hear radio, view television. It must be our great mission that what they read, hear and view shall have meaning and import above and beyond the filling of space and the killing of time.

I would like to close with the words of Pope John the Twenty-third in his message to the Foreign Press Club in Rome.

“The moment comes for all when they must give account of their work. May each of you be able to say . . . I have not dug furrows of divisions or mistrust. I have not acted against any immortal soul with suspicion or fear. I have been open, loyal and trustful. I have treated with brotherly understanding those who did not share my ideals, in order not to hamper the realization, in its own time, of the grand design of Providence, which, even though slowly, must bring men closer to the Divine plan and the command of Jesus, that mankind be one.”

CITATIONS AND RESPONSES MEDALISTS, 1963



LEO BURNETT

To LEO BURNETT, in recognition of:

his more than forty years of service to advertising through his work in advertising agencies;

his founding of one of the world's great advertising agencies, the Leo Burnett Company, the fifth largest of such organizations in America;

his constant efforts through the Advertising Council, of which he is past chairman, to promote wartime advertising, savings bonds, and the non-partisan register-and-vote campaigns of 1952 and 1956 which set new standards of public service advertising; and

his high-principled leadership in the advertising industry, his strict adherence to the practices of good taste, and his constant striving in creative effort to "reach for the stars."

LEO BURNETT, accepting:

Dean English, I have been reaching for the stars all my life and I feel that today I finally caught one. In looking over the list of previous recipients of this award, I find that it has gone to only three advertising men out of the 183 (I believe you said) who have received it, so in behalf of all the people who think that the advertising business is an honorable calling and that advertising is an important form of communications, I welcome this evidence of integration.

To HARRY FERGUSON, in recognition of:

his notable career of nearly 40 years devoted to covering the news both here and abroad;

his admirable service to United Press and United Press International from rewrite man, feature writer, sports editor, foreign news editor, executive editor, European news manager, to his present position as national reporter;

his coverage or direction of the major stories of his day from the Lindbergh kidnapping to the tensions of a divided Berlin; and

his exemplification in generous measure of professional qualities that lead to the University's special pride in this citation.

HARRY FERGUSON, accepting:

Dean English, I am glad to get this medal for several reasons. One of them is that when I was a student here many years ago, I fought a very courageous but losing battle with a course in chemistry. I'll be frank and say I flunked it. I might as well tell the whole truth — I flunked it two semesters in a row. So today, as soon as we get through here, I am going to take this medal over to the hall where they keep the records then I'm going to ask them a question — "How about a new deal now?"

I am deeply honored, and thank you very much.



HARRY FERGUSON



ROBERT HYLAND

TO RADIO STATION KMOX, St. Louis, in recognition of:

its leadership under its general manager, Robert Hyland, in setting an example that has convinced a wide segment of the broadcasting industry that high program standards can be compatible with sound business management;

its consistent civic energy, which has exemplified how a radio station can achieve influence and impact in its community through far-reaching public service efforts, through mature, well researched and excellently presented editorials, and through public discussion of the issues of the day;

its continuing inspiration to all efforts for the improvement of electronic journalism; and

its respect for the intelligence of the American listening public by offering programming of challenge and substance.

ROBERT HYLAND, accepting:

Dean English, on behalf of the entire staff of KMOX, I deeply appreciate this award. It is truly a great milestone in the field of broadcasting to be honored today. You know, as we go through life, there are moments of joy and moments of sorrow for each of us. Today truly is one of the greatest moments of joy in my life. Thank you very much.

TO THE MIAMI HERALD, in recognition of:

its compelling role as innovator in typography and news content, and its inauguration of air express editions to 32 Latin American countries;

its courageous campaign against Florida crime, which brought it highest honors for public service in 1951 and triggered a U.S. Senate inquiry into organized racketeering;

its staunch leadership in the Inter-American Press Association;

its sponsorship of "Operation Amigo," whereby hundreds of Latin-American teen-agers have visited the homes and schools of their American counterparts, and thus reinforced the bridge of understanding between nations;

its concern for thousands of refugees fleeing the Castro revolt, and its humanitarian ministry to these unfortunates; and

its bold assertion of faith in its community and journalism's future as expressed in its new multi-million dollar publishing home.

LEE HILLS, accepting:

Thank you, Dean English. On behalf of all my colleagues at the Miami Herald, I accept this award with humility, with gratitude, and with great pride in this recognition of the achievements outlined in the citation. Jack Knight and I have received this medal personally, but we are especially honored by this award to the Miami Herald itself.



LEE HILLS

TO THE PALMYRA SPECTATOR, in recognition of:
its 125th year of publication and service to Northeast Missouri;

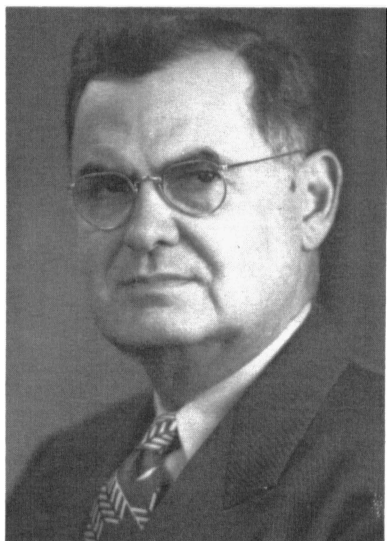
its 125th year of operation by the Sosey family making it not only the oldest newspaper in Missouri, but insofar as the records disclose, the oldest newspaper in the United States to have been founded and continuously edited and published by direct descendants in one family;

its determined efforts to present the news fairly and fully, interrupted only when its plant was destroyed by a Civil War mob and it was suspended briefly; and

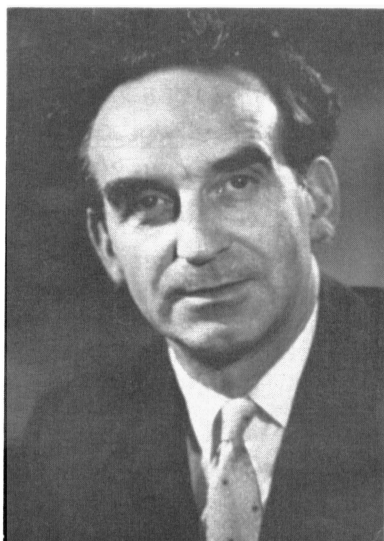
its continuous effort over the years to be truly the word of the week, recording the lives of its readers and the history of its community in the archives of the state and nation.

DONALD SOSEY, accepting:

Dean English, ladies and gentlemen, I am indeed overwhelmed to be counted among this distinguished group of



DONALD H. SOSEY



ALASTAIR M. DUNNETT

award winners. The Spectator is a small weekly newspaper in a town of only 3,000, and it is a great honor both to the newspaper and to myself to receive this award.

To THE SCOTSMAN, in recognition of:

a career, now approaching the term of a century and a half, which has been notable for editorial independence, good writing, and unusually acute judgment of events, men, and situations;

a leadership in technological advances that has drawn the attention and admiration of other newspapers in Britain and in the world;

a prestige that has led Sir Winston Churchill to refer to it as a "national institution" representing "the highest traditions of British Journalism;" and

its advances in the last decade under the perceptive ownership of Roy Thomson and the outstanding editorship of Alastair MacTavish Dunnett.

ALASTAIR M. DUNNETT, accepting :

Dean English, this is a tribute to my colleagues, a company of good men and good journalists, who day after day, without honors and generally without by-lines, create a newspaper. At this moment, I think of them with pride and affection and it is on their behalf that I receive this honor most gratefully. In the long run, a newspaper succeeds or fails by what its readers think of it, but it's a great thing to be judged by your peers. Thank you.

To MERRIMAN SMITH, in recognition of :

his distinguished career as White House correspondent for the United Press and United Press International, covering more than two decades,

his expert handling of spot news on the executive announcement of the Pearl Harbor attack, as well as other news emanating from the White House, often resulting in "beats" for the clients of his great wire agency,

his accurate, clear, and often colorful reporting of the Washington Scene, and his brilliant interviews with famous White House visitors,

his valuable series of books about Presidents he has known, and

his judgment and dignity in concluding Presidential Conferences.

Thank you, Mr. — Smith.

MERRIMAN SMITH, accepting :

This should be a time of humility for a press association reporter. We're supposed to be sort of faceless — those who furnish a raw product to the newspapers and radio and television stations of the world. I've covered affairs like this for so many years, and never thought I'd ever be mixed up in one myself, but my modesty is not entirely successful. I'm happy to be here for a number of personal reasons. One : in the years I've



MERRIMAN SMITH

22 been assigned to the White House, my boss has had a rather perverted idea of what my career consisted of. He says I'm the only man who has made a virtual lifetime career of going on another man's vacations. I'm also happy to be at the place that gave us a man with whom I had the privilege of working for a number of years, and I see his portrait over there, Charlie Ross, who was a very close friend of mine. And, more than that, I'm very happy to be in one of the great journalism schools of our time, because from her graduates have come some of the more inspired editors and reporters of past generations. I'm deeply grateful to the school, and I know United Press International is pleased with this recognition and honor and professional acceptance I've found here today.

MEDALISTS OF FORMER YEARS

1930-1962

1930: The New York Times; La Prensa, of Buenos Aires; Ward A. Neff, Corn Belt Farm Dailies; Percy S. Bullen, London Daily Telegraph; E. W. Stephens, Columbia (Mo.) Herald.

1931: The Baltimore Sun; The Manchester Guardian; Robert P. Scripps, Scripps-Howard Newspapers; Houston Harte, San Angelo (Tex.) Standard Times; Henry F. Childers, Troy (Mo.) Free Press.

1932: The St. Louis Post-Dispatch; The Frankfurter Zeitung; Casper S. Yost, St. Louis Globe-Democrat; Frank W. Rucker, Independence (Mo.) Examiner.

1933: The Kansas City Star; The Japan Advertiser; The Times, of London; Malvina Lindsay, Washington Post; Charles G. Ross, St. Louis Post-Dispatch; Harry J. Grant, Milwaukee Journal; J. P. Tucker, Parkville (Mo.) Gazette.

1934: The Des Moines Register and Tribune; The Melbourne Argus, of Melbourne, Australia; The Churchman, of New York City; Herbert W. Walker, Newspaper Enterprise Association; Robert M. White, Mexico (Mo.) Ledger.

1935: The Dallas News; The Montreal Star; James Wright Brown, Editor and Publisher, New York; Harry E. Taylor, Jr., Traer (Ia.) Star-Clipper; William N. Southern, Jr., Independence (Mo.) Examiner.

1936: The New York Herald-Tribune; The Tokyo Asahi; Frank W. Taylor, Jr., St. Louis Star-Times; Earle Pearson, Advertising Federation of America; William R. Painter, Carrollton (Mo.) Democrat.

1937: The New Orleans Times-Picayune; Dietrick Lamade, Grit, Williamsport, Pa; Harry E. Rasmussen, Austin (Minn.) Daily Herald; W. J. Sewall, Carthage (Mo.) Press.

1938: The New York Sun; The Toronto Star; Mary Margaret McBride, Columbia Broadcasting System; E. E. Swain, Kirksville (Mo.) Daily Express.

1939: Louisville Courier-Journal; The Times of India; Raymond P. Brandt, St. Louis Post-Dispatch; Joseph Glenn Babb, The Associated Press, Wallace Crossley, Warrensburg (Mo.) Star-Journal; H. J. Blanton, Monroe County (Paris, Mo.) Appeal.

1940: The Portland Oregonian; Lyle Campbell Wilson, United Press Associations; James Kelly Pool, Jefferson City (Mo.) Capital-News.

1941: The Chicago Daily News; Ta Kung Pao, Chungking, China; The Southeast Missourian, Cape Girardeau, Mo.; Leland Stowe, The Chicago Daily News; Frank H. King, The Associated Press; Ralph H. Turner, Newspaper Enterprise Association; H. S. Jewell, Springfield (Mo.) Newspapers, Inc.

1942: The Cleveland Plain Dealer; Henry T. Ewald, Campbell-Ewald Company, Detroit; John B. Powell, China Weekly Review, Shanghai; Pierre J. Huss, International News Service; John Donald Ferguson, Milwaukee Journal.

1943: The Christian Science Monitor; El Universal, of Mexico City; Edwin L. James, New York Times; David M. Warren, Panhandle (Tex.) Herald; L. Mitchell White, Mexico (Mo.) Ledger.

1944: The Milwaukee Journal; A Noite, Rio de Janeiro, Brazil; The Atlantic Monthly; Frederic William Goudy; John Rippey Morris, United Press Associations; Charles Nutter, The Associated Press; Clarence E. Watkins, The Chillicothe (Mo.) Constitution-Tribune.

1945: The Washington Post; The London Daily Express; Harper's Magazine; Robert J. Casey, Chicago Daily News; Foster B. Hailey, New York Times; William E. Freeland, Taney County (Mo.) Republican.

1946: The Philadelphia Evening Bulletin; Gotesborgs Handels-och Sjöforts-Tidnings; The Ladies Home Journal; H. A. Batten, N. W. Ayer & Son, Inc.; E. Lansing Ray, St. Louis Globe-Democrat; Edwin Moss Williams, United Press Associations.

1947: The San Francisco Chronicle; Hal Boyle, The Associated Press; F. M. Flynn, The New York Daily News; William L. Laurence, The New York Times; Joseph Pulitzer, The St. Louis Post-Dispatch; George Yates, The Des Moines Register and Tribune.

1948: The Atlanta Journal; Life; David C. H. Lu, Central News Agency of China; Don D. Patterson, Scripps-Howard Newspapers; Inez Robb, International News Service; Jack Shelley, WHO, Des Moines; Joyce A. Swan, Minneapolis Star and Tribune.

1949: The Memphis Commercial Appeal; The Saturday Evening Post; Elmer Davis, ABC; Alfonso Johnson; John S. Knight, Knight Newspapers.

1950: Nieuwe Rotterdamse Courant; The St. Louis Star-Times; Oveta Culp Hobby, Houston (Tex.) Post; Joe Alex Morris; Arthur Hays Sulzberger, The New York Times; James Todd, Moberly (Mo.) Monitor-Index.

1951: Marquis Childs; George Horace Gallup; The Minneapolis Star and Tribune; George H. Scruton, The Sedalia (Mo.) Democrat; Lee Hills, The Miami (Fla.) Herald.

1952: Charles C. Clayton, St. Louis Globe-Democrat; Fairfax M. Cone, Foote, Cone & Belding; Alexander F. Jones, Syracuse (N. Y.) Herald-American; The Providence Journal and The Evening Bulletin; Clifton M. Utey, NBC; John H. Wolpers (posthumously), Poplar Bluff (Mo.) American Republic.

1953: The Washington (D. C.) Star; Hugh Baillie, United Press Associations; E. L. Dale, The Carthage (Mo.) Evening Press; Doris Fleeson; J. J. Kilpatrick, Richmond (Va.) News-Leader; Sol Taishoff, Broadcasting-

Telecasting; Paul Thompson, U. of Texas.

1954: Le Figaro, Paris, France; The Cleveland Press; The National Geographic Magazine; Turner Catledge, The New York Times; Joseph Costa, King Features; Harry D. Guy, The Dallas (Texas) News; W. C. Hewitt, The Shelby County Herald, Shelbyville, Mo.

1955: Neue Zuercher Zeitung, Zurich, Switzerland; The Omaha World-Herald; The St. Joseph (Mo.) News Press and Gazette; Walter C. Johnson, Southern Newspaper Publishers Association; Carroll B. Larrabee, Printers' Ink Publishing Co.; Hugh B. Terry, KLZ, Denver.

1956: The Los Angeles Times; Louis N. Bowman, Tri-County News (King City, Mo.); Boyd Carroll, St. Louis Post-Dispatch; Allen Kander, Allen Kander & Co., Washington, D.C.; Alfred H. Kirchhofer, Buffalo (N.Y.) Evening News; William Mapel, Publishers' Association of New York City.

1957: Honolulu Star-Bulletin; Elon Borton, Advertising Federation of America; Clint H. Denman, Sikeston (Mo.) Herald; Ralph McGill, Atlanta Constitution; Vernon Carl Myers, Look; Roy A. Roberts, Kansas City Star; Hollington Tong, Ambassador from Nationalist China to the United States.

1958: The Christian Century; The Indianapolis Star; Frank P. Briggs, Macon (Mo.) Chronicle-Herald; Daniel R. Fitzpatrick, St. Louis Post-Dispatch; Frank Stanton, Columbia Broadcasting System.

1959: John W. Colt, Kansas City Star; Millard L. Cope, Marshall (Texas) News-Messenger; Morris E. Jacobs, Bozell and Jacobs, Omaha; Henry La Cossitt, New York; George Lamade, Grit, Williamsport, Pa.; Dorothy Roe Lewis, Associated Press, New York; Elmer Lower, CBS News, New York; Everett C. Norlander, Chicago Daily News; Lewis Roop, DeSoto Press and Jefferson Republic, DeSoto, Mo.; Irwin A. Vladimir, Gotham-Vladimir Advertising, Inc., New York.

1960: Cowgill Blair, Joplin (Mo.) Globe; David Brinkley, NBC News, Washington, D.C.; Sir Winston Churchill; James S. Copley, The Copley Press; Chet Huntley, NBC News, New York; J. Russell Wiggins, The Washington (D.C.) Post and Times-Herald; Cranston Williams, American Newspaper Publishers Association; The Wall Street Journal.

1961: Berlingske Tidende, Copenhagen, Denmark; Herbert Block, Washington (D.C.) Post; Ralph D. Casey, University of Minnesota; Carl Corbin, The New Orleans States-Item; R. Hunter Middleton, Ludlow Typograph Co.; James "Scotty" Reston, New York Times; St. Petersburg (Fla.) Times; T. Ballard Watters, The Marshfield (Mo.) Mail; John Wilhelm, McGraw-Hill World News.

1962: The Arkansas Gazette; George Fielding Eliot, General Features Syndicate; Pauline Frederick, NBC United Nations correspondent; The Hannibal Courier-Post; Roy Wilson Howard, Scripps-Howard Newspapers; Saul Pett, Associated Press; Basil L. Walters, Newspaper Research Associates.