

BULLETIN
UNIVERSITY OF
MISSOURI-
COLUMBIA
HONOR
AWARDS
FOR
DISTINGUISHED
SERVICE
IN
JOURNALISM
1970



CARTER



LOVE



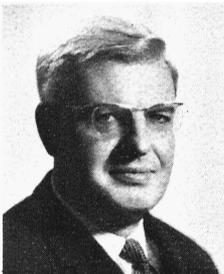
SULZBURGER



ENGLISH



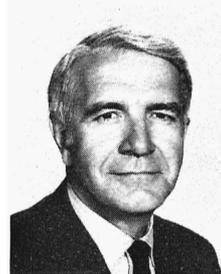
DAILEY



CLEMENT



SHERMAN



REASONER



BULLETIN

UNIVERSITY OF MISSOURI-COLUMBIA

Volume 71 Number 31 October 23, 1970 Journalism 1970 Series Number 179

Robert E. Kren, *Director*, Office of Public Information
Louise H. Stephens, *Editor*

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Before a company of students, faculty and Journalism Week guests and participants assembled in the auditorium of Jay H. Neff Hall, awards were presented to:

JOHN MACK CARTER, BJ '48, AM '49, president, Downe Publishing, Inc., editor and publisher, Ladies' Home Journal, New York

DON C. DAILEY, vice president and general manager, KGBX, Springfield, Mo.

EARL F. ENGLISH dean, School of Journalism, University of Missouri

LE MONDE, Paris, France
(Acceptance by Alain Clement, Washington, D.C., correspondent)

NEW YORK TIMES
(Acceptance by Sydney Gruson, assistant to the publisher)

HARRY REASONER, CBS News reporter and correspondent

SEDALIA (Mo.) DEMOCRAT
(Acceptance by Kenneth U. Love, president and general manager)

MARGOT SHERMAN, senior vice president and member of board of directors, McCann-Erickson, Inc., New York

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. The nominees are presented to a faculty committee, voted on by the faculty, and certified by the Board of Curators of the University of Missouri.

1970 Medalists with Dean Earl English and Chancellor John Schwada. (Standing, from left) Alain Clement for Le Monde; Kenneth U. Love for the Sedalia (Mo.) Democrat; Chancellor Schwada; Don C. Dailey; Sydney Gruson for the New York Times; John Mack Carter, Ladies Home Journal; (seated) Dean English; Harry Reasoner, CBS News.



Remarks of Dean Earl F. English preliminary to awarding of Journalism Honor Medals

Ladies and Gentlemen:

This is the 41st occasion on which medals for distinguished service in Journalism have been awarded by the School of Journalism in this auditorium. This is the 12th medalists' ceremony during which additions have been made to the Missouri Hall of Honor represented by the pictures of honorees on the walls of this room.

University of Missouri awards for distinguished service in journalism are made to media and to individuals who, over a considerable period of time, have established records characterized by excellence, rather than for particular occasions of achievement.

A special committee of the faculty each year evaluates nominations that have been received before December 1. The committee usually makes six selections and recommends the list to the

faculty of the School of Journalism. After faculty approval the nominations are then presented to the Chancellor of the University of Missouri-Columbia and to the Board of Curators for certification.

In 1958-59, during the School's 50th anniversary, a Journalism Hall of Honor was established. It includes the names and photographs of those persons who have received medals over the past 40 years, as well as those who served as honorary chairmen during the anniversary.

We now move to entering our medalists into the Hall of Honor.

This has evolved into the simple ceremony of unveiling the pictures of our medalists on the walls of this room.

We have contrived various methods of doing this with varying degrees of success.

Mr. Richard Milling, a graduate assistant to Dean Gross, has volunteered in the best of military fashion to construct a device.

We now call on him to demonstrate the success of his undertaking.

Mr. Milling — when you are ready.

CITATIONS AND RESPONSES

To **JOHN MACK CARTER**, in recognition of:

his indisputable ranking as one of the young giants of today's magazine world;

his sharp-etched identity also as one of the most perceptive of editors and management executives in a publishing field often wrenched by attrition;

his skill as editor-publisher of the **Ladies' Home Journal** in keeping that publication sensitively attuned to the shifting lifestyles of modern women, and to the impact of this change upon their families and their communities;

his determination to achieve his charted goals by the development through sound editing of a respected service magazine for women; by showing sympathetic concern for women's problems; and by providing them entertainment, counsel and enlightenment.



JOHN MACK CARTER

JOHN MACK CARTER, accepting:

Thank you Dean English and everyone in the School of Journalism. I just want to give you students one indication of the importance this medal holds, not just for graduates, but in the world of Journalism outside the school. I sat where you are for a long time—for an ungodly long time. It seemed to me then that this was a medal that was given to old men. Twenty-one years ago I came up here to accept, as a student the Walter Williams Award for writing. Now I'm right back in the same place. In the years between, I have gained what we call perspective, which just means you're a lot older and you have a lot more experience, and you're tired. Now, I want to go back twenty-one years to say that I think so much of this award from this School of Journalism and of this opportunity to receive it that I made a special effort of my own to be sure that with me at this time could be my mother who was responsible for my first three years here at school, and Mrs. Carter, my wife, who worked on White Campus to put me through my last year. Thank you very much.

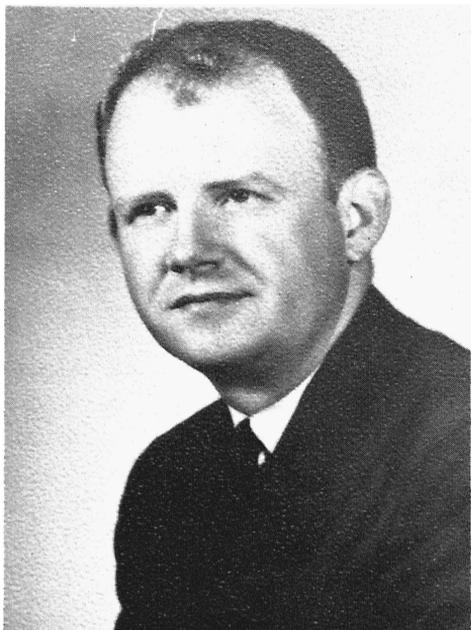
To **DON C. DAILEY**, in recognition of:

his highly successful career of more than eighteen years as a leader of Missouri broadcasting;

his outstanding work as a member of the board of directors of the Ozark Council, Boy Scouts of America; the Lester E. Cox Memorial Hospital; and the State Cancer Society;

his many years of dedicated public service to his community and his state; and

his distinguished stewardship as president of the Missouri Broadcasters Association in 1963, and as a member of the board of directors of the National Association of Broadcasters from 1965 to the present.



DON C. DAILEY

DON DAILEY, accepting:

Thank you, Dean English. In a high school speech contest here many years ago, I received a high award, and when the winner was announced, I wasn't anywhere to be found. Sometime later my high school superintendent found me shooting baskets over at your field house. He was exasperated to say the least, and I received a lecture on the importance of manners and the honor that I had received. I realized later how important that award was, and it led me into radio, a decision I have never regretted.

This year, as you know, we are celebrating the fiftieth anniversary of broadcasting. American broadcasters hold a high privilege and a great responsibility. We realize our puny abilities every time we open a microphone. It reaches the world instantly, and the five hundred words that are most frequently used by most educated people have over 14,000 dictionary definitions. So obviously speed is nothing if there's not comprehension — a real transfer of meaning — from one person to another. Understanding is still our greatest challenge today.

So, Dean, on behalf of those who have helped me understand, I accept this singular high honor recognizing that broadcasters that have come out of this great school have helped many understand better in the world today. I am doubly honored and grateful to be the first Missouri broadcaster so honored. Thank you very much.

At the conclusion of the Journalism Banquet Chancellor John W. Schwada surprised Dean English by taking over the podium in Rothwell Gymnasium.

Dr. Schwada then announced an honor medal for distinguished service in journalism which was approved earlier in the day by the Board of Curators at its regular monthly meeting in Columbia. He read the citation, worded as follows:

"To **EARL ENGLISH**, in recognition of:
his fifty-year career as a journalist and educator;
his nineteen years of innovative leadership, which have guided the School of Journalism to its position of professional excellence;

his development of a strong graduate program and his scouting of new paths in graduate study in journalism;

his formulation of basic accreditation procedures, and development of the accrediting program of the American Council on Education for Journalism;

his establishment of the Freedom of Information Center;

his pioneering efforts to establish a teaching television station;

his stubborn demands for excellence, which have made The Columbia Missourian a pre-eminent teaching newspaper."



EARL F. ENGLISH

To **LE MONDE**, in recognition of:

its uncompromising adherence, since its founding in 1944, to the highest standards of journalism, a policy which has made it one of the most intellectually reputable newspapers in the world;

its unremitting concern, in both its French and English editions, for interpretation and background of world events, and its ability to foresee and inform its readers about developments long before the eruption of crisis events;

its steady and enlightened progress, until recently directed by its illustrious founder Hubert Beuve-Mery, which, combined with its calm, unhurried demeanor, has drawn to it a core of some of the most dedicated and capable journalists;

and its independent editorial philosophy, which disregards political pressures and pledges its loyalty only to the truth as determined by an intelligent, conscientious, policy-making staff.



ALAIN CLEMENT

ALAIN CLEMENT, accepting for Le Monde:

As a representative of Le Monde, on behalf of its founding father, Hubert Beuve-Mery, and in the name of Jacques Fauvet, managing editor, I gratefully accept this recognition of our efforts and our journalistic self-determination. May we of Le Monde remain true to our tradition which today is greatly encouraged by one of the highest distinctions conferred upon the foreign press. Thank you and merci.

To the **NEW YORK TIMES**, in recognition of:

its equal commitment to the urgency of each day's news, and to the responsible evaluation of the quality and significance of that news;

its concern for historical perspective in serving as the nation's major organ of record;

its determination to weave fairness, scope, interpretation and, above all, accuracy into the fiber of its internationally-admired news report;

its disdain for faddish innovation, unless that innovation serves the cause of clarity or impact;

its integrity in the marketplace; its alertness to the councils of government and politics; its wisdom in matters of economics, international relations and the public welfare; and

its unflagging pursuit of still greater excellence and authority through its choice of the finest editorial policymakers and analysts, and its far-flung corps of reporters at home and abroad.

SYDNEY GRUSON, accepting for the New York Times:

I wonder, Dean English, if I can have an extra copy of that for Vice-President Agnew.

I feel I owe you perhaps an apology, and perhaps an explanation. You were promised the publisher, and you got the assistant. The publisher could not leave New York. You may have read that we are having very severe labor trouble. The pressmen are now not working seventeen and a half hours a day. They're beginning to remind me more and more of university students. I judge this by my own two, not from anybody here. I have now had a very pleasurable new aspect added to my job. I believe that this is the second such award the New York Times has won — the last one was forty years ago. Dean English, please don't wait that long again. On behalf of all the men and women of the New York Times I bring greetings to all of you at one of the most renowned Journalism schools in the country, and along with the greetings I would say thank you very much for this award.



ARTHUR OCHS SULZBERGER

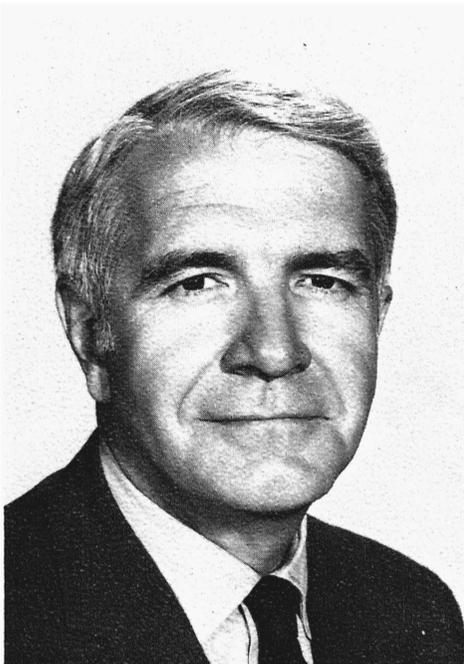
To **HARRY REASONER**, in recognition of:

his suprlative career as a broadcast journalist; his ability to translate complicated and confusing events of today into meaningful and understandable language;

his skill in leavening the news with deft touches of humor;

his welcome efforts to let his audience know that the world still turns, though sometimes in limping fashion;

his perceptive, colorful and authoritative reportorial accomplishments for his network; and his outstanding performance, with Mike Wallace, as co-editor of "60 Minutes" and as anchorman for CBS Sunday News with Harry Reasoner.



HARRY REASONER

HARRY REASONER, accepting:

Thank you very much. I don't know why it was necessary to drag in Mike Wallace.

I am very honored and pleased, and I am glad to see that you have a full room. I noticed that there was an overflow crowd — I'm sorry. I'm going to speak to them a little later. I understand they have something to give me.

But, seriously, as you know and as anyone in the Journalism business knows, you can paper your office walls with awards if you want to. There are only two or three that count, and I suppose maybe this is the first among equals in the case of the two or three. I am extremely honored and pleased and I thank you very much.

To the **SEDALIA DEMOCRAT**, in recognition of:

its 101 years of service to its community and state;

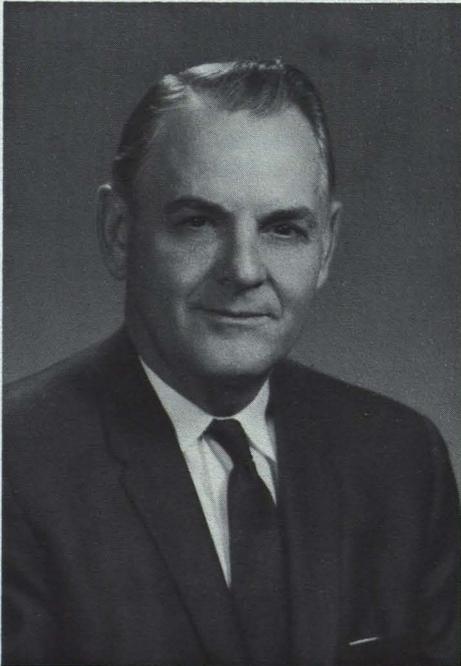
its national prominence achieved by its complete modernization, including new building, computerized type composition, four-color printing and functional format, making it unique among small daily newspapers;

its leadership and acceptance of responsibility through its editorial page, its extensive and well-rounded news coverage; and

its demonstrated belief in and adherence to the ethics and principles of journalism.

KENNETH U. LOVE, accepting:

Thank you, Dean English. Since the publication of daily newspapers is a continuing endeavor, I accept this honor and recognition for the Sedalia Democrat and Capital on behalf of all those who preceded us and who gave us a firm foundation; those who have helped to train us for better public service and who may or may not be with us today, and all of my dedicated colleagues who daily strive for excellence in the creation and production of our daily editions. This Distinguished Service Award will be a source of continuing inspiration for all of us, and a heritage to pass on to those who follow. We thank you very much.



KENNETH U. LOVE

To **MARGOT SHERMAN**, in recognition of:
her distinguished role as a journalist and a maker of advertising; as a reporter, women's editor, columnist, advertising copywriter, copy group head and finally, as chairman of the creative plans board and co-ordinator of consumer affairs at McCann-Erickson, Inc.;

her eminently successful achievement of combining her professional and family life;

her encouragement of writers and artists, directors and producers who have worked under her guidance;

her respect for her contemporaries and for her competitors; and

her consistent concern for the welfare of her customers.

MARGOT SHERMAN, accepting:

Thank you. You know, you usually judge a compliment by its source, and the source of this compliment is a great one indeed.

I am enormously pleased and happy to know that the prestigious School of Journalism of the University of Missouri has thought it within their power to give me this award, and I know that my children are going to look at me for once with a little awe.



MARGOT SHERMAN

SPEECH DELIVERED BY

JOHN MACK CARTER

AWARDS CEREMONY, MAY 8, 1970

I know it is traditional for a returning alumnus to remark on the amazing changes in evidence. But I don't know that I see too much that is different from my postwar years here.

There are still baby buggies on campus. Hal Boyle said when he was here in '32 that at the first sign of a buggy on campus, half the frat men left town. When I was here after the war many of the students were married. Today, when a buggy appears, instead of leaving town the fraternity man will just as likely be pushing the buggy and posing for pictures.

So what am I doing here? Not to evoke the image of Professor Robert Neal's incomparable scowl . . . or Bickley's caustic comments . . . or my literally nodding acquaintance with the history and principles of journalism from Dean Mott.

I suspect there have been more speeches torn up this week than during any period since Robert Kennedy's assassination. I know that Monday's tragedy at Kent brought me back to my notes with a blank stare and left me with little more than a title I was already committed to in print. First the box score on unnecessary deaths — one labeled only Vietnam — added a second column headed Cambodia. Now it has added still another column, showing four deaths, labeled Kent State University.

One of the things I want to share is

my experience yesterday when I went to the site of so many of our problems, Washington, D. C. I spent the morning testifying at a Senate Subcommittee on Constitutional Amendments, then I went to the Senate office auditorium in the afternoon to hear about a thousand students gathered to express their concerns to our leaders. It was rewarding to hear Senators Bayh and Harris talk about the increasing determination of Congress to represent the American people's wishes in our Vietnam struggle. It was even more rewarding to stand in the middle of these students, witness their attentiveness, their response to logic, their support of reform through lawful process, and their spontaneous applause when Birch Bayh said that violence is not the answer.

A quote from Professor Irving Howe of Hunter College, "In my judgment to make the university the kind of jungle that the rest of the world is can only help to destroy the university. Today radical students may use such methods; two or three years from now reactionaries may use such methods."

In "The Book of Changes," some 3,000 years old, the Chinese expressed the belief: "When a thing reaches its limit, it turns around." I ask you to keep this simple statement in mind as I talk.

I talked with a student the other day who reported that a mere listing of the problems reported in the press in a few

issues totals more than a hundred separate crises confronting us. These range from alienation, racism and discrimination, to poverty, crime and drugs, to pollution, war and over-population.

What does this mean for us as journalists?

Lee Loevinger, formerly an F.C.C. Commissioner, challenged me the other day with the thesis that "the ubiquitous, constant, predominant contemporary conflict is between the individual and the mass. Always and everywhere individuals trying to assert their individuality, to satisfy their personal needs, desires or rights are confronted with the overbearing mass, which, impersonally and dispassionately dominates the social and physical environment and limits or frustrates each thrust toward individualism."

His conclusion: "This may well be the basic reason for the widely touted generation gap. Most of the troubles and complaints of the young are essentially similar to problems faced by their parents. Dominating all else is the fact that our destructive powers — bombs and environmental pollution — threaten the existence of the human race itself. The discerning of all ages know this. The young really feel it. The present generation of youth is the first generation that has grown up knowing that it may be the last generation of man."

This was Loevinger's challenge to journalism: "In the ultimate analysis the role of the media in contemporary society is not to solve the problems of society. The role of the media is to mediate between the individual and the mass. The basic social conflict now and in any foreseeable future is between the ideal of an individual ethic and the reality of a mass society. The individual immersed in the mass can neither ob-

serve nor communicate with the mass. The media can report to the individual what the actions of the mass are and can convey to the mass what the thoughts and feelings of the individual are."

Do you really wonder whether we can change? I give you in evidence the chiseled and changeless philosophy of today's millionaire frontiersman Walter J. Hickel. I rarely have been as surprised at a public statement as by his stern warning to the President in favor of openmindedness, fairness, and change. (Remember: When a thing reaches its limit, it turns around.)

If Walter J. Hickel and John Mack Carter can change, it can happen anywhere.

One of the things that prompted John Mack Carter's change was the surprise visit to my office of 125 Women Liberationists on March 18th. When I went to bed on Tuesday night, March 17th, to sleep my trouble-free sleep, it was only after I had checked my horoscope for the following day as scientifically developed by Carroll Righter in the *New York Post*.

"Although work ahead of you is boring, finish it early so that you free time for more interesting activities."

I know a lot of the press coverage centered on their first demand, which was that I remove myself as editor-in-chief of Ladies' Home Journal and replace myself with a woman. Actually, this demand didn't disturb me too much because it's not that great a job. You know, the hours are irregular, the crackpots on the phone, the agents growling, no job security, and much crummier offices than they have in insurance and other trades. Only thing is, it does pay a lot more than the job is worth, and I'm a little too old to start

carrying the mail, controlling air traffic, or training for the National Guard.

So I reasoned aloud that if I gave in on that demand we couldn't consider the other nineteen and we'd all have to go home, and they thought about it and said okay we'd start with No. 20.

They made off with I know not what. My clipboard of schedules for upcoming issues for one thing. Which is not all that important because we never do anything so organized as go to press with the magazine as it is scheduled. They left far more than they took away. A couple of crudely lettered canvas signs they had hung from my windows; broken dark glasses, scarves and knitted hats, and litter.

And they left more than that. They left me a bit angry at first, then puzzled, then finally involved because I could not forget the causes they represented and some of the charges they made. So involved, as a matter of fact, that when I was called to Washington yesterday to testify before the U.S. Senate Subcommittee on Constitutional Amendments on a bill proposing an amendment providing equal rights for women, I made these statements:

I feel that along with the constitutional amendment, men and women of good will everywhere had better start educating themselves to live in this rapidly changing world of sex roles in transition, or we face the most devastating division possible in our society. We have already built chasms between the haves and the have-nots; between the young and the old at the magic line of thirty; and, of course, the blacks and the whites. Must we now escalate the awakening of women to their past put-downs and their need for fuller opportunity into a real war between the sexes? Haven't we enough wars on our

hands now? Can't we find an enlightened way to come together as whole human beings and find a way to move forward without destroying ourselves?

I propose that men in authority, in business, education, the professions, politics, and even in the executive branch of government re-examine their policies about women. It is more than a case of adjusting inequities; it is a necessity for humanizing American society. I am not recommending the overthrow of existing power structures, but improving them by adding a whole new element to the mix.

Just as we have sharpened our sensitivities to Jewish, Italian, and other racial jokes and stereotypes, we should alert our sympathies for the patronizing, condescending and pejorative skits and remarks that portray women as lovable, stupid, conniving and somewhat useful inferiors. Television situation comedies should acknowledge that there are new situations in American families. And in our advertising and marketing, we would do well to remember that there is a growing group of educated women who find those ladies rapidly discussing whiteness around the clothes lines out-of-date and non-identifying. Women *will* respond to updated images of individualistic womanhood just as they have responded to contemporary visual presentations and the new music.

The Twentieth Century has been created largely by men, and by some yardsticks we have made things work, and by others, we have created a frightening mess. Now women are demanding equality, and with equality, responsibility. Every person, male or female, has his own potential in terms of achievement or service. The awareness of that potential is the discovery of purpose; the fulfillment of that potential

is the discovery of strength.

Sometimes we share youth's frustrations. Certainly I felt it when I learned that the bill for the constitutional amendment for equal rights for women has been introduced into Congress every session for the past 47 years. And still no approval. Mainly because of such arguments from protective labor unions as fear of exploiting fragile females by wiping out such state laws as the 15-pound limitation on lifting for women. Have you men ever tried to pick up a squirming three-year-old?

Now about *you*.

If you have chosen to major in journalism because of the common knowledge of the figures on the report of top media compensation (such as the fact that Andrew Heiskell of *Time* made \$165,300 last year or that Marvin C. Whatmore of *Cowles Communications* made \$125,588 or that John Smart of *Esquire* made \$110,000) then you are going into this profession for the wrong reason at the wrong time. Instead, if it is your fervent wish to propose ideas to solve mankind's problems, if you would not be happy to live a life accepting the world as you find it now, if you believe in the power of the individual to change the group, then you belong in your chair in this audience.

With renewed conviction I say this is true of magazine journalism. For this is the time of personal journalism that hasn't been seen in the magazine world in the past hundred years. The small magazines . . . the city magazines . . . the college magazines—all now have one thing in common. They have something to say. The magazine in this form is the extension of the editor in a way that supersedes all commercial interests. This truly is what communication is all about. This is the reason magazines

were born. And this, you may decide, is why you were born.

You see, I believe in magazines . . . as rewarding places to work, as an integral part of the nation's cultural picture. I believe in magazines as mirrors of the profound and the trivial, as expressions of the best and the worst of the century we live in . . . and it has plenty of both. I believe in magazines as rallying banners to the heart and intellect. I believe in magazines because their crusading zeal can provide the greatest frontier of the contemporary word in an electronic, visual society. I believe in them because they are intimate and human and personal, and as such powerful.

I believe in magazines because I believe in editors. As *Saturday Review* editor Norman Cousins said, "I think the job of an editor is to put his head in a noose once a week." In a world which cries out for tolerance, tolerance is not the best trait in an editor.

There are two kinds of people who will not amount to much in this business: those who can't do what they're told. And those who can't do anything else.

So we're all in a hurry. Maybe too much of a hurry to chew after biting. I question the quickening obsolescence of vital causes. On the front page of the *New York Times* recently the lead story was a report on the activities of Earth Day. On the same page was a story reporting the closing of the headquarters office for the Moratorium on the War. Closed because project completed? Not even closed for repairs. Closed for want of concern.

I called a staff meeting that morning of my own editors and secretaries and asked them what they talked about among their friends. Drugs, Pollution,

War. Absent: Civil Rights.

I beg you to remember, that those of us with “perspective” can’t move that quickly with you. We’re still zigging when you’re on zag. It may be that it takes us longer not because we’re disinterested, not because we’re jaded, not because we’re dumb, but because we have to *unlearn* as we go along. We have a lot to forget.

Or, as Russell Baker proposed: “Let us put it about in a series of whispers that the world was not created in 1950. Further, that the world has been, in fact, in existence for hundreds, possibly thousands of years. And further, that for practically all of that time The Situation has been just as dire, if not more so, than it is this week.”

Today’s unwritten law is that only students can make demands. But if you will permit an outsider to join the omniscient for a moment, my demand, completely negotiable, is: Slow down, you move too fast.

“They know enough who know how to learn.”

The watchwords of today’s revolution—and I don’t mean the revolution in the *streets*—are *do* (your own thing), *be* (yourself) and *feel* (what’s happening to you and others). They are action-packed words, bursting with meaning, relevance, the signs of our times.

But more than that, they’re time consuming. The last place to find a college student these days is in a classroom. You don’t have time. You’re too busy *doing* and *being*—when do you find time to learn?

Take some time, on trust—and use it to learn. Or the next generation won’t have a chance: learning means growth, and if we forget how to learn, we may stop growing.

1930-1969

MEDALISTS OF FORMER YEARS

A Noite, '44
(Rio de Janeiro, Brazil)
Argeu Guimaraes*

Arkansas Gazette, '62
J. N. Heiskell*

Atlanta Journal, '48
Wright Bryan*

Atlantic Monthly, '44
Edward Weeks*

Babb, Joseph Glenn, '39
(The Associated Press)

Baillie, Hugh, '53
(United Press Associations)

Baltimore Sun, '31
William E. Moore*

Batten, H. A., '46
(N. W. Ayer & Son, Inc.)

Berlingske Tidende, '61
(Copenhagen, Denmark)
Dr. Vincent Naeser*

Blair, Cowgill, '60
(Joplin, Mo., Globe)

Blakeslee, Alton L., '66
(The Associated Press)

Blanton, Charles L., Jr., '66
(Sikeston, Mo., Standard)

Blanton, H. J., '39
(Monroe Co. Appeal, Paris, Mo.)

Block, Herbert, '61
(Washington Post)

Borton, Elon, '57
(Advertising Federation of America)

Botthof, Walter E., '65
(Standard Rate & Data Service)

Bowman, Louis N., '56
(Tri-County News, King City, Mo.)

Boyle, Hal, '47
(The Associated Press)

Brandt, Raymond P., '39
(St. Louis Post-Dispatch)

Briggs, Frank P., '58
(Macon, Mo., Chronicle-Herald)

Brinkley, David, '60
(NBC News, Washington D. C.)

Brown, James Wright, '35
(Editor & Publisher, New York)

Bullen, Percy S., '30
(London Daily Telegraph)

Burnett, Leo, '63
(Leo Burnett Co., Chicago)

Carroll, Boyd, '56
(St. Louis Post-Dispatch)

Casey, Ralph D., '61
(University of Minnesota)

Casey, Robert J., '45
(Chicago Daily News)

Catledge, Turner, '54
(The New York Times)

Chandler, Otis '69
(Los Angeles Times)

Chicago Daily News '41
Carroll Binder*

Childers, Henry F., '31
(Troy, Mo., Free Press)

Childs, Marguis, '51
(United Feature Syndicate columnist)

Christian Century, '58
Harold E. Fey*

Christian Science Monitor, '43
Erwin J. Canham*

Churchill, Sir Winston, '60

Churchman, of New York City, '34
Guy E. Shipler*

Clayton, Charles C., '52
(St. Louis Globe-Democrat)

Cleveland Plain Dealer, '42
Paul Bellamy*

Cleveland Press, '54
Louis B. Seltzer*

Colt, John W., '59
(Kansas City Star)

Cone, Fairfax M., '52
(Foote, Cone & Belding)

Cope, Millard L., '59
(Marshall, Tex., News-Messenger)

Copley, James S., '60
(The Copley Press)

Corbin, Carl, '61
(The New Orleans States-Item)

Costa, Joseph, '54
(King Features)

Cronkite, Walter, '64
(CBS, New York)

Crossley, Wallace, '39
(Warrensburg, Mo., Star-Journal)

Dale, E. L., '53
(Carthage, Mo., Evening Press)

Dallas News, '35
Dr. James Q. Dealey*

Davis, Elmer, '49
(ABC)

Denman, Clint H., '57
(Sikeston, Mo., Herald)

Des Moines Register and Tribune, '34
W. W. Waymack*

Detroit Free Press '69
Lee Hillis*

Detroit News '64
Martin S. Hayden*

Die Welt, '6/
(Hamburg, Essen and Berlin)
Axel Springer*

El Mercurio '69
(Santiago, Chile)
(Agustin E. Edwards*)

El Universal of Mexico City, '43
Luis F. MacGregor*

Eliot, George Fielding, '62
(General Features Syndicate)

Encyclopaedia Britannica, '68
Sir William Haley*

Eugene (Ore) Register-Guard, '66
Alton F. Baker, Jr.*

Ewald, Henry T., '42
(Campbell-Ewald Company, Detroit)

Fairchild Publications, Inc., '66
Henry Zwirner*

Ferguson, Harry, '63
(UPI)

Ferguson, John Donald, '42
(Milwaukee Journal)

Fitzpatrick, Daniel R., '58
(St. Louis Post-Dispatch)

Fleeson, Doris, '53
(United Feature Syndicate columnist)

Flynn, F. M., '47
 (The New York Daily News)
 Frankfurter Zeitung, '32
 Karl Boemer*
 Frederick, Pauline, '62
 (NBC United Nations correspondent)
 Freeland, William E., '45
 (Taney County, Mo., Republican)
 Gallup, George Horace, '51
 (International Institutes of Public
 Opinion)
 Goteborg Handels-och Sjöforts-Tidnings, '46
 (Goteborg, Sweden)
 Jane Lundblad*
 Goudy, Frederic William, '44
 (Type designer)
 Grant, Harry J., '33
 (Milwaukee Journal)
 Guy, Harry D., '54
 (The Dallas News)
 Hailey, Foster B., '45
 (New York Times)
 Hannibal (Mo.) Courier-Post, '62
 E. L. Sparks*
 Harper's Magazine, '45
 Frederick L. Allen*
 Harte, Houston, '31
 (San Angelo Standard-Times)
 Hartford (Conn.) Courant, '65
 Herbert Brucker*
 Hensley, Stewart, '65
 (UPI)
 Hewitt, W. C., '54
 (The Shelby County Herald, Shelbyville,
 Mo.)
 Hills, Lee, '51
 (The Miami Herald)
 Hobby, Oveta Culp, '50
 (Houston Post)
 Honolulu Star-Bulletin, '57
 Riley H. Allen*
 Howard, Roy Wilson, '62
 (Scripps-Howard Newspapers)
 Huntley, Chet, '60
 (NBC News, New York)
 Huss, Pierre, J., '42
 (International News Service)
 Indianapolis Star, '58
 Eugene C. Pulliam*
 Robert M. Jackson, '66
 (Corpus Christi, Tex., Caller-Times)
 Jacobs, Morris E., '59
 (Bozell and Jacobs, Omaha)
 James, Edwin J., '43
 (New York Times)
 Japan Advertiser, '33
 Mr. & Mrs. William Stix Wasserman*
 Jewell, H. S., '41
 (Springfield, Mo., Newspapers, Inc.)
 Johnson, Alfonso, '49
 (Southwestern Assocn. of Advertising
 Agencies)
 Johnson, C. W., '65
 (Springfield, Mo., Newspapers, Inc.)
 Johnson, Walter C., '55
 (Southern Newspaper Publishers
 Association)

Jones, Alexander F., '52
 (Syracuse Herald-American)
 Kander, Allen, '56
 (Allen Kander & Co., Wash., D.C.)
 Kansas City Star, '33
 H. J. Haskell*
 Kilpatrick, J.J., '53
 (Richmond, Va., News-Leader)
 King, Frank H., '41
 (The Associated Press)
 Kirchofer, Alfred H., '56
 (Buffalo Evening News)
 Kirkpatrick, James C., '69
 (Windsor Mo. Review)
 KMOX Radio, St. Louis, '63
 Robert Hyland*
 Knight, John S., '49
 (Knight Newspapers)
 La Cossitt, Henry, '59
 Ladies Home Journal, '46
 Mrs. Bruce Gould*
 Lamade, Dietrick, '37
 (Grit, Williamsport, Pa.)
 Lamade, George, '59
 (Grit, Williamsport, Pa.)
 La Prensa, '30
 (Buenos Aires, Argentina)
 Jose Santos Gollan*
 Larrabee, Carroll B., '55
 (Printers' Ink Publishing Co.)
 Laurence, William L., '47
 (The New York Times)
 Lawrence, David, '65
 (U. S. News and World Report)
 Le Figaro, '54
 (Paris, France)
 Nicholas Chatelain*
 Lewis, Dorothy Roe, '59
 (Associated Press, New York)
 Life, '48
 Wilson Hicks*
 Lindsay, Malvina, '33
 (Washington Post)
 London Daily Express, '45
 C. V. R. Thompson*
 Los Angeles Times, '56
 Irving M. Ramsdell*
 Louisville Courier-Journal, '39
 Barry Bingham*
 Lower, Elmer, '59
 (CBS News, New York)
 Lu, David C. H., '48
 (Central News Agency of China)
 McBride, Mary Margaret, '38
 (CBS)
 McGee, Frank '69
 (NBC)
 McGill, Ralph, '57
 (Atlanta Constitution)
 McKelway, Benjamin M., '64
 (The Washington Star)
 McQueen, Marvin D., '67
 (D'Arcy Advertising Co., St. Louis)
 Manchester Guardian, '31
 A. Wyn Williams*
 Manchester, William, '69
 (Author)

Mapel, William, '56
(Publishers' Assn. of New York City)
Melbourne Argus, '34
(Melbourne, Australia)
R. L. Curthoys*
Memphis Commercial Appeal, '49
Frank R. Ahlgren*
Miami Herald, '63
Lee Hills*
Middletton, R. Hunter, '61
(Ludlow Typograph Co.)
Paul Miller, '67
(Gannett Co., Inc.)
Milwaukee Journal, '44
John Donald Ferguson*
Minneapolis Star and Tribune, '51
John Cowles*
Montreal Star, '35
E. J. Archibald*
Morgan, Edward P., '65
(American Broadcasting Co.)
Morris, Joe Alex, '50
Morris, John Rippey, '44
(United Press Associations)
Myers, Vernon Carl, '57
(Look)
National Geographic Magazine, '54
Gilbert Grosvenor*
Neff, Ward A., '30
(Corn Belt Farm Dailies)
Neue Zuercher Zeitung, '55
(Zurich, Switzerland)
Werner N. Imhoof*
New Orleans Times-Picayune, '37
L. K. Nicholson*
New York Daily News, '68
F. M. Flynn*
New York Herald-Tribune, '36
Ogden Reid*
New York Sun, '38
James E. Craig*
New York Times, '30
Arthur Hays Sulzberger*
Newspaper Fund, Inc., '68
Paul Swensson*
Nieuwe Rotterdamse Courant, '50
(Rotterdam, Holland)
Arnold Vas Dias*
Norlander, Everett, C., '59
(Chicago Daily News)
Nutter, Charles, '44
(The Associated Press)
Omaha World-Herald, '55
W. E. Christenson*
Painter, William R., '36
(Carrollton, Mo., Democrat)
Palmyra (Mo.) Spectator, '63
Donald H. Sosey*
Patterson, Don D., '48
(Scripps-Howard Newspapers)
Pearson, Earle, '39
(Advertising Federation of America)
Pett, Saul, '62
(Associated Press)
Philadelphia Evening Bulletin, '46
Robert McLean*
Pool, James Kelly, '40
(Jefferson City, Mo., Capital-News)

Portland Oregonian, '40
Palmer Hoyt*
Powell, John B., '42
(China Weekly Review, Shanghai)
Providence Journal and
The Evening Bulletin, '52
Sevellon Brown*
Pulitzer, Joseph, '42
(The St. Louis Post-Dispatch)
Rasmussen, Harry E., '37
(Austin, Minn., Daily Herald)
Ray, E. Lansing, '46
(St. Louis Globe-Democrat)
Reddick, DeWitt Carter, '64
(University of Texas)
Reston, James "Scotty", '61
(New York Times)
Robb, Inez, '48
(International News Service)
Roberts, Roy A., '57
(Kansas City Star)
Roop, Lewis, '59
(DeSoto Press and Jefferson Republic,
DeSoto, Mo.)
Ross, Charles G., '33
(St. Louis Post-Dispatch)
Rucker, Frank W., '32
(Independence, Mo., Examiner)
St. Joseph (Mo.) News Press & Gazette, '55
Henry D. Bradley*
St. Louis Globe-Democrat, '67
Richard H. Amberg*
St. Louis Post-Dispatch, '32
Joseph Pulitzer, Jr.*
St. Louis Star-Times, '50
Elzey Roberts*
St. Petersburg Times, '61
Nelson Poynter*
San Francisco Chronicle, '47
Paul C. Smith*
Saturday Evening Post, '49
Ben Hibbs*
Saturday Review,, '68
Richard L. Tobin*
Scotsman, '63
(Edinburgh, Scotland)
Alastair M. Dunnett*
Scott, Walter Decker, '66
(NBC)
Scripps, Robert P., '31
(Scripps-Howard Newspapers)
Scruton, George H., '51
(The Sedalia, Mo., Democrat)
Sewall, W. J., '37
(Carthage, Mo., Press)
Shellev, Jack, '48
(WHO, Des Moines)
Smith, Merriman, '63
(UPI)
Southeast Missourian, '41
(Cane Girardeau, Mo.)
Fred and George Naeter*
Southern, William N. Jr., '35
(Independence, Mo., Examiner)
Stamford Mercury, '65
(Stamford, England)
Charles Aldridge*

Stanton, Frank, '58
(CBS)

Stephens, E. W., '30
(Columbia, Mo., Herald)

Storke, Thomas M. '66
(Santa Barbara, Calif., News-Press)

Stowe, Leland, '41
(The Chicago Daily News)

Sulzberger, Arthur Hays, '51
(The New York Times)

Swain, E. E., '38
(Kirksville, Mo., Daily Express)

Swan, Joyce A., '48
(Minneapolis Star and Tribune)

Taishoff, Sol, '53
(Broadcasting-Telecasting)

Ta Kung Pao, '41
(Chungking, China)
David C. H. Lu*

Taylor, Frank W. Jr., '36
(St. Louis Star-Times)

Taylor, Harry E. Jr., '35
(Traer, Ia., Star-Clipper)

Terry, Hugh B., '55
(KLZ, Denver)

Thompson, Paul '53
(U. of Texas)

Times of India, '39
Percy Bullen*

Times. of London, '33
Sir Wilmott Lewis*

Today Show, '68
Hugh Downs*

Todd, James, '50
(Moberly, Mo., Monitor-Index)

Tokyo Asahi, '36
Toshishige Yabe*

Tong, Hollington, '57
(Ambassador from Nationalist China
to the United States)

Topping, Seymour, '68
(New York Times)

Toronto Star, '38
Ralph B. Cowan*

Tucker, J. P., '33
(Parkville, Mo., Gazette)

Turner, Ralph H., '41
(Newspaper Enterprise Association)

Utley, Clifton M., '52
(NBC)

Vladimir, Irwin A., '59
(Gotham-Vladimir Advertising, Inc.,
New York)

Walker, Herbert W., '34
(Newspaper Enterprise Association)

Wall Street Journal, '60
Bernard Kilgore*

Walters, Basil L., '62
(Newspaper Research Associates)

Warren, David M., '43
(Panhandle, Tex., Herald)

Washington Post, '45
Mrs. Eugene Meyer*

Washington Star, '53
Newbold Noyes, Jr.*

Washington (Mo.) Missourian, '64
James L. Miller*

Watkins, Clarence E., '44
(The Chillicothe, Mo., Constitution-
Tribune)

Watters, T. Ballard, '61
(The Marshfield, Mo., Mail)

WCKT-TV, '67
(Sunbeam TV Corp., Miami)
Sidney D. Ansin*

Weir, Ben F., '68
(Nevada, Mo., Daily Mail)

White, L. Mitchell, '43
(Mexico, Mo., Ledger)

White, Robert M., '34
(Mexico, Mo., Ledger)

White, Robert M. II, '67
(Mexico, Mo., Ledger)

Wiggins, J. Russell, '60
(The Washington Post and
Times-Herald)

Wilhelm, John, '61
(McGraw-Hill World News)

Williams, Cranston, '60
(American Newspaper Publishers
Association)

Williams, Edwin Moss, '46
(United Press Associations)

Wilson, Lyle Campbell, '40
(United Press Associations)

Witman, Arthur L., '64
(St. Louis Post-Dispatch)

Wolpers, John H., '52
(Poplar Bluff, Mo., American Republic)

Yates, George, '47
(The Des Moines Register and Tribune)

Yost, Casper S., '32
(St. Louis Globe-Democrat)

*Accepting

