

Missouri  
Honor Awards  
for  
Distinguished  
Service  
in Journalism  
1972



The University of Missouri-Columbia is an equal educational opportunity institution.

# Missouri Journalism Honor Awards '72

On the occasion of the 63rd annual Journalism Week Banquet, April 28, 1972, Honor Awards for Distinguished Service in Journalism were presented in Rothwell Gymnasium for the 43rd time. As stipulated when the awards were established by the School of Journalism in 1930, the medals were awarded "to newspapers, or periodicals, or editors or publishers of newspapers and periodicals, or persons engaged in the practice of Journalism for distinguished service performed in such lines of journalistic endeavor as shall be selected each year for consideration."

A committee of the Journalism Faculty each year considers nominations that have been received before December 1. It gives special attention to records of excellence over a length of time, rather than particular occasions of achievement. The committee presents its selected list to the Journalism Faculty for approval, then successively to the Chancellor, President and Board of Curators of the University. The board makes the final certification.

Notwithstanding the years of tradition, some innovations have come about from time to time: During the 50th anniversary of the School the Journalism Hall of Honor was established and the photographs of the medalists of each year were labeled with their names and hung on the walls of Neff Auditorium, composing a Who's Who of men and women journalists who have made journalism what it is. This year, 1972, was the first time the medals were awarded at the Journalism Banquet, where they were attached to a black and gold ribbon and placed around the neck of each recipient by President C. Brice Ratchford and Chancellor Herbert W. Schooling.

These eight medalists brought to 264 the total number so honored in 43 years:

## ADVERTISING AGE

(Acceptance by S. R. Bernstein)

## THE BOSTON GLOBE

(Acceptance by Davis Taylor)

JOHN CHANCELLOR, anchorman, NBC Nightly News

NORMAN COUSINS, editor, *The World Review*

LARRY H. ISRAEL, (BJ '47), chairman of the board, Post-Newsweek stations

## THE NEW YORKER

(Acceptance by David D. Michaels)

WILBUR SCHRAMM, director, Institute for Communication Research,  
Stanford University, Stanford, California

BILL VAUGHAN, columnist, author, associate editor, *Kansas City Star*

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.



# Citations and Responses

The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

### ADVERTISING AGE

*In recognition of its faithful reporting of developments in the fields of advertising and marketing and its careful separation of the significant from the trivial;*

*Its development of a feature section filled with ideas and opinions of some of the most creative minds in business, and its annual reports on the state of the advertising business among advertisers, agencies and media, foreign and domestic; and*

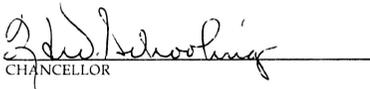
*Its assumption that a business magazine must be critic as well as reporter, and its influence upon its audience, developed not by constant praise but through forthright reporting of and its opinions on significant issues without regard for the popularity of those opinions with its readers or its advertisers.*

*Given at Columbia, Missouri, the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.*

DEAN



CHANCELLOR





The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

### THE BOSTON GLOBE

*In recognition of its first centennial of publication, when it stands at its highest position of editorial excellence and community service;*

*Its establishment of high standards of reporting and editing, and of graphics and design, under a dedicated publisher and an able editor;*

*Its deepened concern for the welfare of its readers;*

*Its broadened editorial perspectives; and*

*Its continual encouragement to its staff to search for truth and to probe for wrong doing.*

*Given at Columbia, Missouri, the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.*

  
DEAN

  
CHANCELLOR



The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

### THE NEW YORKER

*In recognition of Parker, Johnston, Kahn, the Whites, McCarten, Thurber, Wilson, Gibbs, Lillian Ross, Liebling, Perelman, McKelway, Nash, Hokinson, Soglow, Adams, and all the others;*

*The Annals of Medicine, and correspondence from Washington and abroad; Silent Spring, Hiroshima, In Cold Blood, Pine Barrens, Origins of Totalitarianism, Red Badge of Courage, Legend of a Sport, and all the others; and*

*The high literary standards, immaculate editing, and impeccable good taste—the style of it—maintained by Ross, Mrs. White, Shawn and an enlightened publishing management over the weeks of all these years.*

*Given at Columbia, Missouri, the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.*

  
DEAN

  
CHANCELLOR



The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

JOHN CHANCELLOR

*In recognition of his reporting excellence and unswerving dedication to the ideals of the journalism profession, notably demonstrated in his coverage of the Arkansas school integration fight in 1957;*

*His contributions to international communication as Director of the Voice of America;*

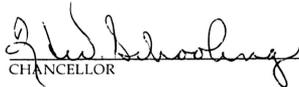
*His sensitivity and courage in times of challenge and conflict, in seeing his job as "not to curry favor, not to be loved, but to tell the truth";*

*His innovative leadership in shaping the NBC Nightly News; and*

*His remarkable individual character, blending intellect and ability.*

*Given at Columbia, Missouri, the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.*

  
DEAN

  
CHANCELLOR



The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

NORMAN COUSINS

*In recognition of his more than three decades of leadership in magazine journalism, during which time his name became synonymous with the *Saturday Review*;*

His successful demonstration that an intellectual magazine can have broad appeal and economic vigor;

His establishment in his magazine of a regular communications section, which gave breadth and depth to serious evaluation of the mass media, and interpreted journalistic concerns to opinion leaders throughout the world;

His dedication to humanitarian principles above all else, and his courage in thrusting his magazine and himself into the forefront of a hundred battles for the quality of human life.

Given at Columbia, Missouri, the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.

  
DEAN

  
CHANCELLOR



The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

LARRY H. ISRAEL

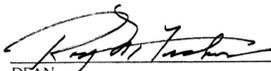
*In recognition of his exemplary career in broadcast management;*

*His enlightened, innovative contributions in the areas of news, information, and public affairs programming;*

*His courageous, precedent-setting policies begun more than a decade ago, concerning minority hiring, minority programming, the employment of women as air personalities, and the banning of cigarette advertising; and*

*His establishment of the industry's highest public service standards with resultant dramatic improvement of the social, economic, and political structures of cities served by his stations.*

*Given at Columbia, Missouri, the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.*

  
DEAN

  
CHANCELLOR



The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

WILBUR LANG SCHRAMM

*In recognition of his pioneering and leadership for more than a quarter-century in the area of communication research, in which his work on media use, media effects, and the role of mass communication in developing countries has served as a model for applying the scholarship of the behavioral sciences to the important problems of journalism;*

His contributions to journalism education, as an administrator of journalism and communication programs at three major institutions; and

His frequent, continuous and invaluable contributions to the literature of communication, where his works have been classic examples of productive eclecticism.

Given at Columbia, Missouri, *the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.*

  
DEAN

  
CHANCELLOR



The Curators of the

# UNIVERSITY<sup>of</sup> MISSOURI

## *Honor Award for Distinguished Service in Journalism*

WILLIAM EDWARD VAUGHAN

*In recognition of his work as associate editor, essayist and, for twenty-six years, paragrapher par excellence of the Kansas City Star;*

His wide acclaim as the most successful of a small but elite group of newsmen who toil at polishing a line or two of type until it gleams as a marvel of compression, laced with wisdom and wit;

His mastery of a journalistic style so obscure that no one knows who invented it; his syndicated "Senator Soaper Says"; and

His three books of collected essays reporting with compassion and understanding the human comedy of our daily experiences.

Given at Columbia, Missouri, the Twenty-Eighth of April, Nineteen Hundred Seventy-Two.

  
DEAN

  
CHANCELLOR



# The News and You

By JOHN CHANCELLOR, Anchorman, NBC News

During the 1964 Presidential campaign, Barry Goldwater was speaking at a shopping center, in the parking lot. It was mid-way through the campaign and the candidate's press secretary spotted a cocktail lounge across the way, and went into it for a quiet nip.

A few minutes later, a customer followed him into the bar, noticed his "Goldwater Staff" badge, and said, "Do you know what's going on out there? The Senator is talking, and there are a lot of men with notebooks writing down everything he says!"

Well, there were a lot of us out there with notebooks, writing down everything he said, and there were some with cameras and recorders, too, and I'm afraid large segments of the public don't know much more about us and our work now than they did then, eight years ago.

The signs of their like and dislike and trust of American journalism are somewhat mixed: TV Guide tells us we are holding our own, especially the television newsrooms, but Lou Harris has figures which show that while in 1966 29 per cent of the public had a great deal of respect for the press and only 17 per cent hardly any, the figures today show that only 18 per cent have great respect and 26 per cent hardly any. (It's also important to remember that Harris found 50 per cent in 1966 with "some respect" and 51 per cent in 1972 with "some respect"—and maybe they're the smart ones; I think "some respect" is about what we deserve, and I'm glad half the people feel that way.)

Nevertheless, as Eve said as they left the Garden of Eden, "Adam, we live in a world of transition." People don't react to the news as they did when I was a younger man; television has changed the attitude of the public toward the news; the media are changing, and a lot of people are angry with the news they get.

There are, it seems to me, various reasons for this, and one of them is called Spiro Agnew. But why was Mr. Agnew so well received, in the fall of 1969, when he let loose his first salvo against the press? It's a question which deserves a careful answer.

*Reaction  
to the  
Serious  
Press*

David Brinkley says, and I tend to agree with him, that one reason for the uneasiness and antagonism some people have about the press, is that not until just a few years ago were they ever exposed to a serious press, in a systematic, daily manner. Brinkley points out what many of us remember: that when most of the news of the day came in the newspaper, we could pick and choose the news or the features we wanted and ignore the rest. So, a lot of us read the sports pages and the comics and took a quick glance at the rest of the news, if we wanted to, and not if we didn't. That remains one of the great strengths of newspapers today; you can have your news when you want it and as much of it as you choose to have.

But when television news came along in the 1950's, the consumer was confronted with a different situation. He had to take his television news when it came on, or not get it at all; and he had to take what came on the tube, or not get it at all.

Most people took it when it came on, and most people took what came on the tube and didn't turn it off, and, consequently, an awful lot of Americans had their first sustained experience with serious news, which is not always good news. It is, indeed, quite often bad news.

During the election of 1956, it was fairly exciting news, with Ike out on the hustings, Adlai Stevenson making his graceful speeches; the agony of the Hungarian Revolution and the sensation of the Suez Crisis were vivid picture stories.

But the racial disorders in the South were, at the very least, uncomfortable pieces of serious news. And when, in the 1960's, we discovered the hungry and the poor in our cities and countryside, when the Blacks began to rebel, and when the war in Vietnam came into the living room, that was serious news a lot of people would probably just as soon have done without.

*Enter  
the Real  
World*

It was in this period that serious journalists began having an effect on television news. The evening news shows grew out of their origins, which were a cross-breeding of radio and newsreel techniques. Those of us who worked in television then believed it should deal with the real world, which wasn't and isn't an easygoing place.

It was also in this period that certain chickens began to come home to roost in America; the public was presented with the price tags for neglect; neglect of the cities, of the minorities, of the schools, of honest consumer protection, neglect of the environment. The kids began to take drugs and wear their hair long and play crazy music. The war grew in intensity, a bewildering cancer.

And all this time serious men in American journalism played it by the book, covering these stories the way they had been taught to cover news in an easier age, and it may be a tribute to the principles of an earlier time, or to the simplistic attitudes of American journalists, that we swept very little of that bad news under the rug.

But it was a bad combination, a dangerous convergence of several factors, that made large numbers of people suspicious of, and hostile to, their press. The problems of the country were getting worse—fast.

And the mass media, largely television, were able to transmit those problems—fast. War in the kitchen. Hunger in the living room. Revolt in the bedroom on the late news. Rebellious and uppity Blacks on the Today Show.

What was happening to America? People would cry out. What was happening is that the problems were showing up like drunks on New Year's Eve, and every home had become a police station.

*The Kind  
Who Got  
Mad*

And many of the people who got mad, as far as I have been able to determine, were people who had enjoyed the sports pages and the comics and a glance at the front page; people who were having their first serious experience with important news presented systematically, morning and night. That was, and is, the basic anti-media group. The problems of the country produced two more groups, one on the left and another on the right, and today they all constitute the critical audience (or non-audience—people are watching and seem to be reading less news these days).

(I will not deal here with the charge that the news got bad because we in journalism dealt in only bad news, except to mention the demise, in Sacramento, California, earlier this month, of a bi-weekly tabloid called "The Good News Paper"—a publication so fanatically devoted to the suppression of bad news in any form that it did not print the story of its own bankruptcy: a paper which had the following paragraph as the lead story in its original first edition: "In the United States last year, 196,459,484 citizens did not commit a criminal offense, 4,896,720 did not participate in a riot or student demonstration, and 201,489,710 citizens did not use illegal drugs.")

In any case, Spiro Agnew's attacks on American journalism have drawn him some appreciative audiences, and those audiences have not gone unnoticed by the Nixon Administration. Truthfully, there were signs of unrest about the press in the Johnson and Kennedy Administrations, especially under Lyndon Johnson, but the Nixon Administration deserves more attention, one reason being that it is the Administration we have now.

*Insulation  
at the  
Top*

Which brings me to the third factor in what I feel is a convergence of factors which endanger journalism in America. One factor is that we are in a period of distress in American life; the second is that the national media are for the first time in our history covering that distress in the kind of detail and style which upsets many citizens; the third factor is that the government of the United States is changing and adapting to new conditions, and developing (in the White House at least) various techniques which insulate government from proper criticism and traditional scrutiny.

James Reston has written, of criticism and scrutiny, the following passage, which is a good short history of American journalism: "The eighteenth-century American pamphleteers," he wrote in 1966, "not only helped write the Constitution but thought—with considerable justification—that they created the Union. They believed that govern-

ment power was potentially if not inevitably wicked and had to be watched, especially when applied in secret and abroad, and they wrote the rules so that the press would be among the watchers. In their more amiable moods, they no doubt conceded that the press should serve the country, but they insisted that the best way to serve it was to criticize its every act and thought, and some of that pugnacious spirit has persisted until now.”

The pugnacious spirit does exist, but government power remains potentially if not inevitably wicked, and it must be watched and questioned, especially when applied in secret and abroad.

*Power  
Flows  
to the  
Presidency*

And yet, in the White House today, this is becoming increasingly difficult to do. We find in the White House an extraordinary increase in power, caused partly by the fact that power has been flowing to the Presidency for decades, and partly caused by the fact that Mr. Nixon likes it that way. And we find at the same time that the policies behind this power are being developed by smaller and smaller groups of men, and often men who have no accountability to the Congress. Moreover, the power of the government is being applied abroad, often in secret. This isn't new (the secret war in Laos began in the Kennedy Administration) but it's getting worse, and it's getting harder to bring it out into the open.

There is more power in the Executive Branch of the American Government today than ever before in our history, power which touches our daily lives and, in nuclear terms, the future of us all—and yet information about the use of that power has never been so hard to obtain. It is an axiom of our time that as power increases in the White House, the ability of the press and the people to learn about that power seems to decrease.

(I have sometimes wondered if that concentration of power does not create problems in its own bureaucracy: *somebody* is leaking the Pentagon Papers and the Indo-Pakistani Papers, and now, this week, the Kissinger Papers, and who knows what next week. We never seemed to have that before now. Is there a correlation between the environment of secrecy and the urge to leak secret papers?)

*Uses of  
Executive  
Privilege*

Power in the White House, and not only under this Administration, manifests itself more and more in the traditional exercises of executive privilege, in taking responsibility from Cabinet officers who can be called by the Congress and giving it to members of the White House Staff, and in a general gathering-together, under a carapace of Presidential protection, the machinery of policy-making and policy supervision.

The President is, indeed, the Chief Executive; but there are checks and balances and they have, in the last decade, been successfully ignored or avoided by several Presidents.

The President, more and more, seems able to commit American forces abroad, to deal secretly with foreign governments, to initiate broad domestic programs, without making himself available for questioning on any of these policies.

(This is not to say that everything the President does should be on record; that is nonsense, and any sensible journalist knows it. Every government has a right to keep some things secret and should do so. It is the *public* actions of the Administration which are less and less available for questioning—not the private actions.)

*Is It  
Thirty for  
the  
Presidential  
Press  
Conference?*

Which brings me to the subject of my talk: The Presidential Press Conference. A Terminal Case? Perhaps. It could be a terminal case. President Nixon has just about abandoned it. President Johnson went through a long period when he wouldn't be questioned in public, although his record is far better than President Nixon's. The figures are as follows: Franklin Roosevelt was questioned about twice a week by reporters. Harry Truman held three formal press conferences a month. Eisenhower, Kennedy, and Johnson held two a month, averaged over their terms in office.

Richard Nixon's average is around one-half a press conference a month.

And that is based on his full term in office: 39 months. The fact is that he has not held a full-dress televised press conference since June first of last year. Eleven months have passed since the President made himself available for questioning in a formal East Room press conference, which is the longest period for any president since television began covering the White House regularly in the early Eisenhower days 20 years ago.

(Lyndon Johnson once went ten months without holding a formal televised press conference: At the beginning of that ten months he was criticized for having too many meetings with reporters; a few months later he went into the hospital for an operation; he had fired one press secretary and was experimenting with another, who said press conferences are designed for the convenience of the President, not of the press, and are a technique to let the President say what's on his mind, not necessarily to make himself available to questions when the press wants him to. Sound familiar?)

*Declining  
Numbers of  
Conferences*

By the time these statements were being made, the presidential press conferences had been pretty well established as a thing presidents were expected to do. Truman had 322; Eisenhower had 193; Kennedy had 64 (in 24 months in office); Johnson had 126; and President Nixon has had 23 press conferences of all kinds, in 39 months.

The President not only gives statistical evidence that he is abandoning the practice of his predecessors, he has developed some alternate techniques.

There are many ways a president can avoid the big formal press conference on television. One of them is the old device of calling in, on short notice, only the White House regulars. Some of the smartest reporters in Washington work in the White House Press Room, but they cannot be, and don't pretend to be, specialists on the economy, welfare, the law, nuclear disarmament, or foreign affairs. A quickie press conference for a fast half-hour in the Oval office, with no cam-

eras and no recording, is no substitute for a session announced in advance—but it is far less perilous for a President.

### *Other Techniques*

Mr. Nixon has tried, as other Presidents have before him, other techniques. One of these is the so-called “conversations” with television correspondents, either three or four at a time, or one at a time. I have participated in a couple of these sessions, and they are quite obviously not “conversations”—that word means two or more people talk, and with a president and quite properly with a president, you let a president talk. If a president held regular news conferences, such smaller meetings would be of value, since they would allow the questioners to examine less urgent matters. But when a President hasn’t held regular press conferences, these smaller sessions have to cover so much ground they are not really productive, and they almost never pose any difficulties for the President.

There is also the Presidential address on radio, or on radio and television—no questioning at all on those appearances, and Mr. Nixon has made his share of those.

He had held regional meetings with news executives; he once held a press conference in Los Angeles, which should be a good idea, but was marred by hopelessly windy questions from reporters who don’t cover either Washington or the White House; he has held press conferences for radio only; and he has made himself available to small groups of reporters, on an unexpected basis, on trips overseas.

It all adds up to the fact that the President is turning away from the formal, announced-in-advance press conference. (The White House Correspondents Association has suggested a rotating formula for weekly meetings—one a month on TV; two a month, informal sessions in the oval office; one a month open to the whole press corps, again untelevised; no real answer on that proposal, other than the fact that it hasn’t been adopted and is not likely to be.)

### *Possible Threat of the Conference*

One fair question is: Does Mr. Nixon feel threatened or embarrassed by big, formal press conferences? It is true that at his last appearance in a forum of that kind he was asked one tough question about the constitutional rights of people arrested in an anti-war demonstration, and then two sharply-worded follow-up questions. Those of us who watched remarked that rarely had we seen the follow-up question used as successfully in drawing out a President. But Mr. Nixon looked uncomfortable, and he hasn’t had a full-dress press conference since then.

Why is this important? Don’t we get enough press releases and statements and speeches out of the White House to keep us informed? The answer is obvious: you don’t ask questions of a hand-out.

The Presidential press conference is important for a number of reasons: done on a regular basis, it keeps a vast Federal bureaucracy informed about the Chief Executive’s attitudes; it does the same thing for over a hundred foreign Ambassadors and their countries; and, above all, it exposes the President to questions asked on public matters by reporters, who are the only members of the public able to

*To Quiet  
The Growth  
of  
Distrust*

ask this public official to be accountable for his actions. It is a vital and necessary public service.

Mr. Nixon, however, has given evidence that he believes the press conference serves the needs of reporters for "hard news," which has, as he has said, to be fed into their "A.M. cycles and P.M. cycles." This is seen by some in the White House as a question of nourishment for the reporters, scraps of raw red news to keep their stomachs full.

The puzzling aspect is that all Presidents have handled press conferences with relative ease, even President Eisenhower whose syntax sometimes needed a little untangling, even President Johnson who was sometimes unconvincing. But it's been said, and it's true, of President Nixon, that he "held the assembled reporters at bay as easily as Cassius Clay dabbling with a clutch of welterweights."

Mr. Nixon is good at it—better than most. One is therefore driven to the reluctant conclusion that he is deliberately abandoning the institution of the press conference, drawing back behind curtains of protocol and privilege, deigning to appear only when it suits him, and only in situations where he is in absolute control. If that is true, we will have lost the only means we have for questioning the man who is president of us all, and who holds in his hands, and uses, power of the greatest magnitude of any leader in the world.

And any consideration of this problem must take into account the fact that if Mr. Nixon is re-elected, and the odds are on his side, he is less likely in his second term to make himself available for questioning than he was in his first term.

Is it really so important to question a President? I think it is, and not because I want my ration of raw red news for my A.M. cycle. I think it's important because the country has shown, in the presidential primaries, a growing degree of mistrust of government, politics, and politicians.

Part of that distrust stems, in my view, from the fact that the Federal government says less about what it is doing than it used to. There is more secrecy in Washington. There are, now, very few Presidential press conferences which the general public can see. There are sudden revelations about secret trips and secret negotiations. Secret papers are published, which makes everyone curious and uncomfortable at the same time. What's going on in Washington? Probably a lot, but we are told about it either later, not at all, or through leaks. I think this has led many Americans to be distrustful, and I think part of that distrust is that they don't get a chance to see the single nationally-elected official, their President, in anything but carefully contrived situations.

So I hope that all of us will work as hard as we can to save this institution, the presidential press conference, which is in danger of being done away with, not only by the President we've got but by other men who may replace him, of either party, who could say—if he didn't do it, why should I?

I don't ask for a full-dress televised session every week; I do ask for systematic and regular access to the President, in formal sessions announced in advance, whether on television or not, open to the full White House Press.

The press conference has many faults but we have yet to devise a better system, and in that it is like democracy itself—it doesn't work very well, but no one has yet thought of a better way.

I intend to go on fighting for it, and it is in that spirit that I accept your gracious award.

Thank you.

# Journalism Week '72

"There is no difference between students of journalism of 1952, when I graduated from college, and students of journalism today. We both have that driving inquisitiveness and intense curiosity. We are all apprentices in a trade that will never have a master."—*Jules Lob*, AP feature writer.

"Our knowledge has made us cynical; our cleverness, hard and unkind. We think too much and feel too little. More than machinery we need humanity. More than cleverness, we need kindness and gentleness. Without these qualities, life will be violent and all will be lost."—*Larry H. Israel*, BJ '47, chairman of board, Post-Newsweek Stations.

"Using the mass media for educational purposes has helped bring hundreds of millions of people out of illiteracy; more has been done in the last 15 years than in the previous 1,500."—*Wilbur Schramm*, director of Institute for Communication Research, Stanford University.

"Nixon's China trip led the American people out of a 20-year dream world perpetuated by the Chinese, the lobbyists and the war hawks, Nixon among them."—*Richard Dudman*, chief of Washington bureau, St. Louis Post-Dispatch.

"There is only one thing that makes a good story, and that is a good reporter."—*Davis Taylor*, publisher and chairman of the board, The Boston Globe.

"In this country they have a built-in system of checks and balances. On the one hand they lower the voting age and on the other hand they give you the choice of Nixon or Humphrey."—*Comedian Pat Paulsen*.

"Some photographers report, some interpret. The interpretive photographer guides you toward a point of view. It may turn you on or off, but the message comes from the soul."—*Robert L. Madden*, National Geographic Magazine, Photographer of the Year.

"A reporter with integrity won't avoid a story because the coach says it will hurt the team's morale. The reporter will print the truth and tell the public what it wants to know."—*Neil Amdur*, BJ '61, New York Times sports writer.

"The problem of war and peace and squandering of resources and other problems all have one thing in common. They are all worldwide problems, but lack world organization to meet the needs of the people in the world."—*Norman Cousins*, editor, World Review.

"The future of the magazine business is up to talented young people who still maintain faith in the power of the printed word."—*David D. Michaels*, publisher, New Yorker Magazine.

# Medalists 1930-1971

- 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)
- Bothof, 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)
- Broeg, Robert W., '71  
(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)
- Carter, John Mack, '70  
(Ladies' Home Journal)
- 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, Marquis, '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)
- Dailey, Don C., '70  
(KGBX, Springfield, Mo.)
- 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 Hills\*
- Detroit News, '64  
Martin S. Hayden\*
- Die Welt, '67  
(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\*
- English, Earl F., '70  
(University of Missouri)
- 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)  
 Ferguson, Oliver B., '71  
   (The Democrat-News, Fredericktown, Mo.)  
 Fitzpatrick, Daniel R., '58  
   St. Louis Post-Dispatch  
 Fleeson, Doris, '53  
   (United Feature Syndicate columnist)  
 Flynn, F. M., '47  
   (The New York Daily News)  
 Fortune, '71  
   Robert Lubar\*  
 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\*

Jackson, Robert M., '66  
   (Corpus Christi, Tex., Caller-Times)

Jacobs, Morris E., '59  
   (Bozell and Jacobs, Omaha)  
 James, Edwin L., '43  
   (New York Times)  
 Japan Advertiser, '33  
   Mr. and Mrs. William Stix Wasserman\*  
 Jewell, H. S., '41  
   (Springfield, Mo., Newspapers, Inc.)  
 Johnson, Alfonso, '49  
   (Southwestern Association 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\*  
 Le Monde, '70  
   (Paris, France)  
   Alain Clement\*  
 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\*  
 Middleton, R. Hunter, '61  
 (Ludlow Typograph Co.)  
 Miller, Paul, '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  
 (ABC)  
 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\*  
 New York Times, '70  
 Arthur Ochs Sulzberger\*  
 Newspaper Fund, Inc., '68  
 Paul Swenson\*  
 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)  
 Reasoner, Harry, '70  
 (CBS)  
 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)

Sedalia (Mo.) Democrat, '70  
 Kenneth U. Love\*

Sewall, W. J., '37  
 (Carthage, Mo., Press)

Shelley, Jack, '48  
 (WHO, Des Moines)

Sherman, Margot, '70  
 (McCann-Erickson, Inc., N.Y.)

Siebert, Fred S., '71  
 (U. of Illinois and Michigan State U.)

Smith, Howard K., '71  
 (ABC News)

Smith, Merriman, '63  
 (UPI)

Southeast Missourian, '41  
 (Cape Girardeau, Mo.)  
 Fred and George Naeter\*

Southern, William N., Jr., '35  
 (Independence, Mo., Examiner)

South Bend Tribune, '71  
 Warren G. Wheeler, Jr.\*

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-Teletesting)

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

