

THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 32, NUMBER 37

JOURNALISM SERIES, NO. 62

ROSCOE B. ELLARD, *Editor*

*“For Distinguished Work in
Journalism:”*

Missouri's Honor Awards



ISSUED THREE TIMES MONTHLY; ENTERED AS SECOND-CLASS MAT-
TER AT THE POSTOFFICE AT COLUMBIA, MISSOURI—2,500
MARCH 1, 1931

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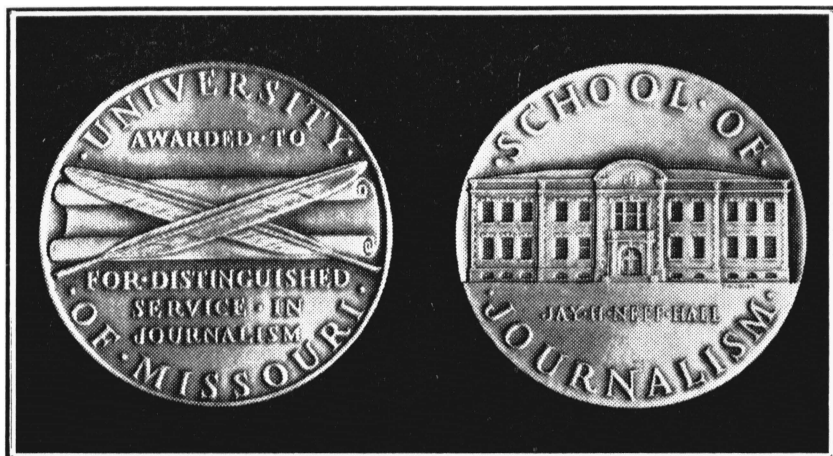
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FOR DISTINGUISHED WORK IN JOURNALISM
Missouri's Annual Honor Awards

Six awards of the bronze medallion were made for the first time by the School of Journalism during the Twenty-First Annual Journalism Week held at the University of Missouri in May, 1930. Pictures of those receiving the award and addresses delivered at the ceremonies appear on the following pages.



SENOR JOSE SANTOS GOLLAN

"... a faithful photograph of international affairs."



SENOR EZEQUIEL P. PAZ

"... a friendship between newspaper men of North and South America."



MR. E. W. STEPHENS

"... whose long life of distinguished journalism..."



MR. PERCY S. BULLEN

"... for understanding in reporting international events."



MR. ARTHUR H. SULZBERGER

"... the Times has truly become an institution."



MR. WARD A. NEFF

"... for leadership, for service, for unswerving devotion to good journalism."

“For Distinguished Work in Journalism”

Missouri's Honor Awards

The first of a series of awards to be made annually by the School of Journalism of the University of Missouri for distinguished service in the professional field were presented to two newspapers, two publishers, and a foreign correspondent during the school's twenty-first Journalism Week at Columbia. On behalf of the journalism faculty, Dean Walter Williams announced the citations at the morning meeting in the Neff Hall auditorium, May 8, 1930.

The New York Times and La Prensa of Buenos Aires, Argentina, were the papers selected; and for outstanding leadership as individual workers were named E. W. Stephens, Missouri publisher and editor; Ward A. Neff, publisher and editor of the Chicago Drivers' Journal; and Percy S. Bullen, American correspondent for the London Daily Telegraph. Each received a bronze Medal of Honor, inscribed with the recipient's name and with the reason for which it was presented.

As will be the case each year, the awards were made upon recommendation of a special committee from the professional faculty and approved by the general Faculty of the School. These citations were authorized by the Board of Curators of the University of Missouri. Plans and regulations for their annual bestowal were adopted by the Journalism School, March 20, 1930. The medals will be 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.”

In making the awards, Dean Williams said:

“To the New York Times: For presentation of the news of the world, clean, constructive, fair, complete; leader in thought and opinion, an admirable photograph of the world's progress, an exemplar of high ideals of newspaper service as a medium of public information unto the common good. It has manifested first rank in the assembling and publishing of the world's news, stoutly maintaining its independence as a newspaper under the fine leadership of Adolph Ochs. The medal will be received by Arthur Hays Sulzberger, vice-president of the Times.

"To La Prensa, Buenos Aires, Argentina: A leader of the world's journalism, courageously independent, tolerant, generous in public service, printing the world's news in ample measure, giving a faithful photograph of international affairs, stoutly defending the interests of its people while sympathetically interpreting other peoples, cultivator of international good will, carrying forward the high ideals of the great founder, Dr. Jose C. Paz, under the gallant leadership of his son and successor, Dr. Ezequiel P. Paz. The medal will be accepted by Senor Gollan.

"To Ward Andrew Neff, alumnus of the School of Journalism, donor of Jay H. Neff Hall. For leadership in agricultural journalism, for vision and service in promotion of professional ideals through journalism organizations, for encouragement of journalistic education, and for unswerving devotion to the principles of good journalism.

"To Percy S. Bullen, twenty-five years American correspondent of the London Daily Telegraph and other British journals; for clearness, and fairness in interpreting the life of one people unto another and kindred people, for skill and sympathy and understanding in reporting international affairs, for maintaining with signal distinction the finest traditions of the long line of British journalists.

"To E. W. Stephens, Missouri editor and publisher, whose long life has been in fullest measure a distinguished contribution to the elevation of journalism and the promotion of the state's good. For the inspiring example of his noble life as friend, gentleman, prophet, and promoter of righteousness. The medal will be accepted by his son, E. Sydney Stephens."

Senor Gollan Responds

Jose Santos Gollan, speaking on behalf of La Prensa, said:

"In the name of the newspaper, La Prensa, I accept with gratitude the medal which the School of Journalism awards on this occasion through the person of the venerated dean. I appreciate likewise the words spoken by Dean Williams about the newspaper I represent. The institution of the daily, La Prensa, interprets the lofty significance which the honorable distinction conferred by your famous school has given it, as a recognition, in the form of an authorized opinion, of the manner in which that newspaper fulfills its journalistic ideals."

A Friendly Token

The following cablegram was received from Senor Ezequiel P. Paz, publisher of La Prensa. It was read by Dean Williams at the Journalism Banquet.

"I deeply appreciate the honor bestowed on La Prensa by the School of Journalism of the University of Missouri by conferring on this paper a medal for distinguished journalistic services which was delivered through our representative, Mr. Gollan. We shall keep it forever as a token of friendly intercourse between newspapermen of North and South America.

"This friendly intercourse, although initiated long ago, finds now its best realization in the admission of newspapermen from this part of America to the said school. I congratulate myself on the fact that La Prensa is the first South American newspaper to be represented in the said institution and beg to convey to Mr. Williams my best regards and attest my sincere appreciation for the kind references made regarding La Prensa, and the hearty welcome extended to Mr. Gollan."

(Signed) EZEQUIEL P. PAZ

Unaware of Honor

In accepting the medal for his father, E. W. Stephens, E. Sydney Stephens said:

"The recipient of this honor does not know that it is being bestowed and will not know it until I apprise him of the fact which I shall do immediately upon the adjournment of this meeting.

"During a long life of rather varied activities his chief interests have been journalism and education. In his declining years his most precious possession is the consideration of those active in these professions. He will be deeply touched by this distinguished consideration."

A Tribute to English Press

Mr. Bullen gave as his first reason for accepting the medal that it was a tribute to the profession of foreign newspaper correspondent, with which he has long been identified. The history of the profession was sketched by Mr. Bullen from the time of Herodotus.

Accepting the medal as a tribute to the entire corps of English press correspondents, Mr. Bullen continued:

"It would have been so easy for your faculty in their judgment to have

given this medal to an Italian, or a German, or a Frenchman, or to any other of the nationalities so ably represented in this country by the corps of foreign correspondents; but you have been good enough to confer this tribute upon me, an Englishman. I am deeply gratified and honored. There are today in this world of ours two hundred million English speaking people. . . . It is uncontested and incontestable that the peace and prosperity of the world are very largely in the hands of the English speaking people."

The happy relations between the United States and England were noted by Mr. Bullen and some of the reasons were given as follows:

"In the first place, the Irish grudge has disappeared as a source of bitter strife and hostility. The Anglo-Japanese Naval Alliance has likewise gone into the limbo of forgotten things. British and American have fought together in the great war and today, as always, we realize that blood shed in common is the best cement of nations; and finally, England was the first to refund her debt to the United States.

"The circumstances under which this presentation is made are indeed impressive. The award comes from the School of Journalism of the University of Missouri and to that extent it is linked inseparably with America's educational system—a system of education and a gateway of opportunity hitherto unexampled in the history of the world."

The educational system of England in which a large part of the students leave school at the age of 14 or earlier was explained:

"That is the tragedy, to my mind, of England today—the fact that so much of the intelligence of the country is allowed to go to waste whereas in America it is harnessed to the service of the community and the state.

"Education in America is not only more general and diffused than elsewhere, but the spirit of that education is superior.

"The American theory that all men are created equal is not commonly and naturally accepted abroad with the result that inequality in social and economic status is commonly regarded as inevitable.

"During the last few years, various people from Europe have called upon me in order to ascertain the reasons for American prosperity. They have included members of Parliament, social investigators and business men. They land in New York where some of them apparently expect to find miners in red shirts picking up gold on Broadway. Sometimes they go as far afield as Chicago . . . or Kansas City. They go home and report upon the secrets of American prosperity. They generally mention the varied and wonderful resources of the country; they never omit mentioning the vast size of the population and the ingenuity of the people.

"They talk very learnedly of mass production, mass distribution, mass consumption and mass financing but usually not a word about mass or universal education, which to my mind is a fact almost sufficient in itself to explain the amazing success which America enjoys today."

Idealism of Mr. Ochs

A. H. Sulzberger, vice-president of the New York Times, speaking for his paper, said:

"As one designated by Mr. Ochs to represent him on this occasion, permit me to express his profound appreciation of this honor which you have conferred upon The New York Times.

"If there be any compensation in not having him here to make this acknowledgment in person, it lies in our ability to take advantage of the fact that he is at the moment some five thousand miles distant, and admit, as he would not, that by your act today you do honor to Adolph S. Ochs, the man, no less than to The New York Times, the institution.

"I use the expression "institution" advisedly, for that is what his newspaper has become, not because of its size, or its dominating position, but because the man you are now honoring had the vision many years ago to dedicate himself and his property to an ideal—and an idea—to which he has passionately adhered—because the salutary which he published on Aug. 19, 1896, was not forgotten on Aug. 20.

"On that day he wrote:

"To undertake the management of The New York Times with its great history for right-doing and to attempt to keep bright the lustre which Henry J. Raymond and George Jones have given it is an extraordinary task. But if a sincere desire to conduct a high-standard newspaper, clean, dignified and trustworthy, requires honesty, watchfulness, earnestness, industry and practical knowledge applied with common sense, I entertain the hope that I can succeed in maintaining the high estimate that thoughtful, pure-minded people have ever had of The New York Times.

"It will be my earnest aim that The New York Times give the news, all the news, in concise and attractive form, in language that is parliamentary in good society, and give it as early, if not earlier than it can be learned through any other reliable medium; to give the news impartially, without fear or favor, regardless of any party, sect or interest involved; to make of the columns of The New York Times a forum for the consideration of all questions of public importance, and to that end to invite intelligent discussion from all shades of opinion."

"A noted editor and publisher once said that Mr. Ochs had brought to New York some new ideas of journalism. Mr. Ochs protested, however, that they were not new—merely some that had been forgotten or discarded. You, by your present action, take note that day by day he has reaffirmed the principles enunciated thirty-four years ago.

"The publication of a newspaper differs from most enterprises in that, as the day closes, it has exhausted itself. Each issue is an entirely new product

calling for new and instantaneous decisions. Unlike a merchandising concern, there is no stock left upon the shelves with which to start the coming day. We cannot "book" an order for future delivery. The hands of the clock turn and all the various contributing elements must unite at the appointed hour to form the output for that day.

"Gladly at times in our search for stories to display would we do without a first page and solve our dilemma in the same manner as the Irishman who would have removed the hazard of a rear-end collision by taking the last car off each railroad train. Still more often in this era of fascination would we send the new printer's devil on a mad scurry for the "rubber chase." But, somehow or other, by means of fresh-born magic or slaving toil (according to the viewpoint), a new issue is produced.

"Gone are the galleys of type—the presses have run their course—the record has been made—and nothing remains of the newspaper. Nothing, that is, save the character, enterprise and purpose of the organization that assembled it. This purpose however is that which shapes a journal's character. In 1901 *The Times* celebrated its fiftieth birthday. At that time the publisher wrote:

"The occasion of triumph known in the lingo of journalism as a 'beat' may shed a fleeting lustre on the name of a newspaper. Of these *The Times* has had its share in the half century of its life. But the daily habit of gathering into its columns from the four corners of the earth all the news which vigilance and faithful effort can obtain, and in which intelligent minds are likely to be interested, gives enduring character and reputation and determines the public judgment."

"In 1921, on the occasion of the celebration of twenty-five years of the newspaper's present management, Garet Garrett addressed a letter to Mr. Ochs in which he said:

"Twenty-five years ago you began with *The Times*. Twenty-four years ago you began with it. Ten years ago, five years ago, one year ago, yesterday, you began with it. That is what seems so wonderful to me. Each day you begin with *The Times*, and it is never finished. You do not say 'I have,' but always 'We will.' I remember once speaking to you of *The Times* as an institution; I wondered how it felt to have done it. You stared at me and said: 'But I haven't begun yet.' And *The Times* was then the most important newspaper in the country! . . .

"A perfect issue of *The Times*, if that were conceivable to your restless spirit, would give you but a moment's happiness. For perfection is of this instant; tomorrow is a new time, and tomorrow is where you live."

"I trust that you will not misunderstand my emphasis upon these personal characteristics of Mr. Ochs and that the reason for my reiteration of these standards of constant vigilance and passionate accuracy will become apparent to you. You have, after all, been studying the principles of journal-

ism under the leadership of President Williams, whom we all so deeply respect, and who is so admirably fitted to inculcate in you the technique of newspaper making and the ideals of the profession.

“If I can make any small contribution to these ceremonies today, it does not consist in attempting to lay down any fresh rules of conduct for your guidance, but rather to bear witness that the man under whom it has been my privilege to work has done you the incomparable service of putting similar ideals into practice and proving over a period of many years that they are not only workable but profitable.

“Nor do I believe that it is possible to overestimate the importance of this contribution to our profession and the extent to which it has served to stimulate the faith of other publishers with like aspirations. My only fear is that I may not be the right person to bring the message to you. Two reasons, however, prompt me to take that risk.

“First: Because I recognize that the same underlying circumstances of relationship and association which urge me to be reticent make me especially fitted to speak. Second: My recollection of a story that is told of a blind fiddler who had been engaged to supply the music at a dance in a little Tennessee town. On the morning of the dance the fiddler’s wife died, and the committee reached a hurried conclusion to send a buggy over to a neighboring community and import another musician for the occasion. The party was just gathering, with the new fiddler tuning up, when in walked the blind man with his violin under his arm. The funds available couldn’t possibly compensate two men, so the chairman approached the blind fiddler and said,

“‘Sam, we wair mighty sorry to hear you lost your wife.’ ‘Yes,’ said Sam, ‘she wair a fine woman and a good wife these twoscore years.’ ‘Well, Sam,’ continued the chairman, ‘we reckoned as how that might interfere and you wouldn’t be with us tonight.’ ‘Yes,’ replied Sam, ‘I thought of that, too. I said to myself, “Sam, she’s been a mighty fine wife,” but then I figured as how she wairn’t no blood relation, so I just come along anyhow.’”

“With that story in mind, may I add that to me Mr. Ochs is the perfect newspaper man. He possesses an evenness of spirit and a catholicity of interests. He is simple and direct, and able to strip the most difficult problem of its complexities and put his finger on the underlying and motivating facts—the news angle becomes apparent under his touch. He devours *The Times*—there is little in it that escapes his attention, either in its news and editorial contents or its physical make-up. His greatest delight is to find an insignificant paragraph which under his prodding develops into a first-page story the following day.

“He refuses to go with the crowd and frequently takes what he himself would later admit was an extreme position solely for the purpose of bringing out in argument all the points that could be made on both sides of the question at issue.

"I have never seen him lose his temper or heard him raise his voice. He is fair in his judgment and sound in his estimate of people. St. Clair McKelway paid him the high tribute of saying, 'Mr. Ochs made a success of The New York Times with the same people who had themselves made a failure of it.'

"Into them he instilled a new and a fresh spirit which made The Times a pleasant place to work. From the country-wide came newspaper men who had heard that here was an office where news and not sensation was the goal, and brilliant and able minds soon grouped themselves in practical anonymity about the publisher, who for so many years was himself in effect anonymous. You have only to look back a few years to realize that it was Mr. Bennett's Herald and Mr. Pulitzer's World, but that The Times was just The Times. Nor do I know any person on The Times today who is working for Mr. Ochs. I know 3,500 who are working for The New York Times.

"Thus, in a sense, has he transferred his spirit to the institution. That, however, is not an act which can be done and then forgotten. A delicate plant requires constant and devoted attention and the atmosphere in which it blooms is no less important than is the soil in which it is planted and the care with which its tendrils are directed. For as important as the things a newspaper does are those it does not do.

"It took high courage in 1897 to turn down \$150,000 of city advertising, the receipt of which would have turned loss into profit and gone far to guarantee fulfillment of the terms under which Mr. Ochs was to obtain the controlling stock of the paper. None the less, despite the fact that no strings attached to the advertising, the belief that a threat of its subsequent withdrawal might offer too strong a temptation and affect his editorial position brought about its rejection.

"It took character last year to refuse more than \$350,000 of miscellaneous advertising which for various reasons was found unacceptable and much of which was then printed elsewhere. Unquestionably this well-established policy diverted other advertisements from The Times, of which there is no record. To this there is little if any direct reaction on the part of the public, which is largely ignorant of what goes into the making of a newspaper. Its impression must of necessity be shaped by its daily judgment of what is found in the printed columns. To the staff, however, it has both meaning and weight and it is to the effect upon them that I would direct your attention.

"The motto, 'All the news that's fit to print,' has frequently been subjected to criticism. There are many standards as to what is fit. The newspaper man knows at least that what is untrue is unfit and the motto stands as 'a silent monitor at the copy desk' no matter how the public may regard it.

"The training of the reader of newspapers offers problems which would carry us too far from the present discussion. May I in passing merely call attention to the fallacy propounded by those who distrust the press because it

is, as they say ‘commercial.’ They point for proof to the advertisements and suggest, or boldly state, that the advertiser controls the paper’s policy.

“Apparently they never take into consideration that a newspaper whose columns are filled with high-class-advertising is not only presenting news in the advertising copy, but that the visible revenue which must be derived therefrom at least removes the need of any hidden subsidy. On the assumption that the normal man would rather be honest than not, it is the prosperous ‘commercial’ newspaper (and I quote the word commercial) that is least apt to be serving an undisclosed cause.

“Steadily, even if slowly, there is being built up a public which appreciates good journalism. The personnel of a newspaper, however, is quick to react to evidences of its management’s character, and wherever they find upheld the simple maxims of honesty and integrity applied to all the manifold phases of a newspaper’s activities they are quick to take encouragement therefrom. In such an environment they feel free to pour out their best efforts, and it is they, consequently, who actually make the newspaper a fearless organ for public service as no one man of his own accord could ever do.

‘It is not the individual or the army as a whole, but the everlasting teamwork of every bloomin’ soul.’

“In the Fall of 1923 a sensational story was brought into The Times office regarding Lieut. Osborne Wood, son and aide to General Leonard Wood, who was then serving as Governor General of the Philippines. It dealt with the transfer of many hundreds of thousands of dollars and was sufficiently trustworthy to permit of publication. None the less, in view of the wild tales that were being passed from mouth to mouth, it was felt that a full inquiry was necessary to avoid casting a grave reflection upon General Wood.

“The Times accordingly detached Mr. Richard V. Oulahan, its chief Washington correspondent, from his routine duties and sent him from Washington, D. C., to the Philippine Islands solely for the purpose of laying the matter before General Wood and his son and obtaining from them a statement which might be presented in conjunction with the publication of the story of the financial transfer. Some of you may recall that Lieutenant Wood admitted that he had been buying and selling stock in the market.

“There the matter ended. Due to the manner in which it was handled, there were no suggestions of international complications. No shadow of suspicion rested for even a moment upon General Wood. Upon the completion of his mission Mr. Oulahan returned to his duties in Washington.

“It was Mr. Oulahan again who received one night a wire from the managing editor asking, “Can’t you give us more about such and such?” which was more fully covered in another paper. His reply was simple: he could not without a breach of confidence.

“As you move further along the path of life and meet with competition in some of its nasty and compelling forms, you will appreciate the feeling of satis-

faction which must have been shared by him with all who were aware of the incident to know that this answer was considered final and acceptable. Our readers had a less complete story the following day, but another contribution had been made to character and good newspaper making.

"I ask your forgiveness if I have drawn too heavily upon your patience and indulged apparently at too great length upon some very simple virtues. I had no intention of trespassing on Polyanna's territory, or making this a bedtime story, or asking you to believe that The Times is popular because the news is more completely published elsewhere or prosperous because we refuse advertising that other papers print.

"To assume that would be as foolish as to seek only in the Golden Rule the causes for Mr. Ochs' success and the position of The New York Times. I can, however, bear testimony that in this manner does an institution reflect a personality and that, despite this fast-moving age, character and the virtues that are its attributes are both sought and appreciated in the profession which you are about to enter.

"In behalf of Mr. Ochs and his associates on The New York Times, I thank you."

Progress of Teaching

In thanking the School of Journalism for the award made to him, Mr Neff said:

"I want you to know that I am proud to receive this award and that I accept it with a great deal of pleasure and a deep sense of gratitude. I am particularly proud to receive it from my alma mater.

"I am particularly proud that it comes to me from the School of Journalism of the University of Missouri because I am proud of this School of Journalism which is supreme among all schools of journalism. You are here celebrating with the school its annual Journalism Week and probably need no reminder of its standing but you must realize that to me the honor of this morning is enhanced many fold by the greatness of the donor.

"Every school in which journalism is taught is in a sense a competitor of this school. I do not know how many such schools there are today but three years ago there were said to be 250. In fairness many of these must of course, be omitted from consideration because they do not offer degrees in journalism but there are today 56 class A and class B schools and departments of journalism, and Missouri is the leader of them all. It is ahead in physical facilities, ahead in attendance and ahead in its reputation.

"It means something that in the face of what I have just referred to as competition that students come here from all of the United States and from lands across the seas. It means something that the school today is in need of double the housing facilities which ten years ago were estimated sufficient for all time to come. But to me it means even more to encounter in the daily

walks of newspaper life, here and there, throughout the year, evidence of the respect and esteem in which this school is held by the working newspaper men—the writers—the editors—the publishers. You expect me to be prejudiced, of course, but evidence of the kind to which I refer is not refutable.

“A case in point occurred last month at the meeting of American Society of Newspaper Editors in Washington when in connection with the report of its committee on schools of journalism reference was made to the fact that the University of Missouri is the one school which is sending practical young newspaper men and women into the metropolitan newspaper offices of the country. About the same time I heard the dean of another school of journalism in a public address hazard the statement that Missouri is about the only school not having a serious problem in connection with the placement of its graduates.

“That brings me to the brief consideration of one or two things one sometimes hears mentioned when discussion among newspaper men turns to the future of the schools of journalism. One of them is the question, ‘How many college journalists can newspapers and other publications take into their staffs annually?’ Some seem to fear that we are nearing the ‘saturation point.’ Probably there is more opinion of that kind this year than there might be at another time. Business depression always reveals surplusses which were not known to exist.

“Depressions in themselves create surplusses by reducing demand. Unemployment is merely evidence of surplus man-power. Many newspapers and magazines have been laying off rather than putting on help and this year as the young graduates leave the schools of journalism it may be more difficult to find positions for them in their chosen calling. However, it would be unfair to judge journalism’s future need of personnel by conditions today.

“One plan advanced for the solution of the problem of excess production, if there be that problem, is closer selection at the source. By that is meant the elimination of those students found unfit for journalism before they have progressed too far with a specialized education. I know one journalism professor at the head of a very young institution who is doing that and I admire the courage of his acts at a time when he might be expected to do everything possible to swell the attendance at his school. But I think his policy is sound. I believe it has always been more or less the policy here at Missouri.

“The gentleman who presented the report of the committee on schools of journalism before the American Society of Newspaper Editors was quoted as saying that several publishers who had employed journalism school graduates all found that they had no greater aptitude for newspaper work than other employees. That was an unfortunate experience. Since all of these publishers were from one city and a school of journalism is located in that city it might be suspected that the school of journalism there was at fault.

“But I doubt whether such experience is generally true. It is not my experience in employing journalism graduates and there are today too many

newspapers using college trained men and women in positions formerly occupied by others for such experience to be general.

"This point has a very direct bearing on the ability of the profession of journalism to absorb the annual product of the schools. It calls our attention to the fact that there is a tremendous 'replacement market' for journalism graduates just as there is for many commodities. For years automobile manufacturers feared that 'the saturation point' for their product was near at hand. Today, barring the ups and downs due to business conditions in any one year, they are making more automobiles than ever before.

"A quality product can always be marketed whether the product is a commodity or the services of men. There may be reason to fear the 'saturation point' in the production of journalists if only average quality is to be turned out, but for years to come there will be a big field for replacements on newspapers and publications of every description if the schools of journalism will send out men and women of higher educational attainments.

"Thus it seems to me that the question of absorbing the product really resolves itself into the question of what kind of journalists the colleges should turn out and this is the second point newspaper men discuss in speaking of schools of journalism.

"I am frank to say that I am one of those who think that newspapers and periodicals need workers with greater scholastic and so called cultural attainments—writers well educated in political science, economics, sociology and history. Those are the subjects usually referred to by those who criticize the schools of today for spending too much effort on technical training, reporting, copyreading and the like.

"Our publications which are largely agricultural in nature and content must ask each prospective employee first, not, 'How well can you write?' but 'How much do you know about agriculture? Do you understand the farmer's viewpoint because you were born and raised on a farm?' It means nothing to us if a man is a good reporter or a good writer if he does not have a background from which to write.

"Don't misunderstand me, I do not decry that training which is distinctly within the field of the school of journalism to offer. We want men, so trained, whenever we can get them but the background of agricultural knowledge and the farm or producer viewpoint must come first. The quickest way for us to go out of business would be for us to publish editorials welcoming a reduction in the price of pork or beef or mutton.

"That is the basis of my views regarding scholastic and cultural training. If to write intelligently about agriculture a person should have an agricultural background why should not writers on other subjects be equally well equipped? What important news developments today do not require knowledge of the fundamental subjects I have mentioned for their accurate and adequate presentation and interpretation? How much of such news today is accurately and adequately presented and interpreted?

"Journalism by its very nature must ever play the role of educator. It is inevitable and unavoidable. It will serve humanity well or poorly according to the standards and ability of its personnel. It is a problem—I think the chief problem—of the schools of journalism to raise to still higher levels, the ability and characters of the writers, editors and publishers of our land.

"But the problem goes further than the schools of journalism as such. Responsibility rests, too, at the doors of the colleges of liberal arts in which journalism students receive much of their training. Mass production methods of the great universities must give way to more thorough training of the individual student. And as a corollary it is incumbent upon the newspapers which now seek better brains to offer adequate rewards to retain such talent as it is developed.

"The School of Journalism of the University of Missouri has been a pioneer and a leader in the 22 years of its existence. It has been and is a success by any standard by which you choose to measure it. Cast all else aside, for this there is just one reason and that is the character of what, in business, we would term its management.

"My visit here would not be complete if I did not now express to Dean Walter Williams and to Professor Frank Martin and to the journalism faculty the appreciation which as an alumnus I feel and which I know every other alumnus shares because of the achievements of the School of Journalism. I am happy, too, along with the rest of you, because of the election of Dean Williams to the presidency of the University—a fitting recognition of a man of ideals, character and ability. The University and the state are to be congratulated that he has accepted the appointment."

Annual Awards

The annual awards will not necessarily be restricted, Dean Williams explained, to any particular form of journalistic service; nor will there be, necessarily any designated number of medals voted each year. The citations will be announced at the annual Journalism Week held at the School of Journalism. Awards will be made to those persons only who, upon invitation, are present to receive them, or, in the case of newspapers or periodicals, when such are represented officially.

Nominations for awards may be made in writing to the School of Journalism, University of Missouri, Columbia, Missouri, by anyone before February 1 of each year.

If the award is made to a newspaper or periodical, the Medal of Honor, if the Faculty so desires, may be bestowed in the name of the editor or publisher of such publication. Faculty action may at any time modify the rules for bestowing awards. On recommendation of the special committee and with approval of the Faculty, awards may be withheld for a year.

THE
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Journalism Series

Edited by

ROSCOE B. ELLARD

Professor of Journalism

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