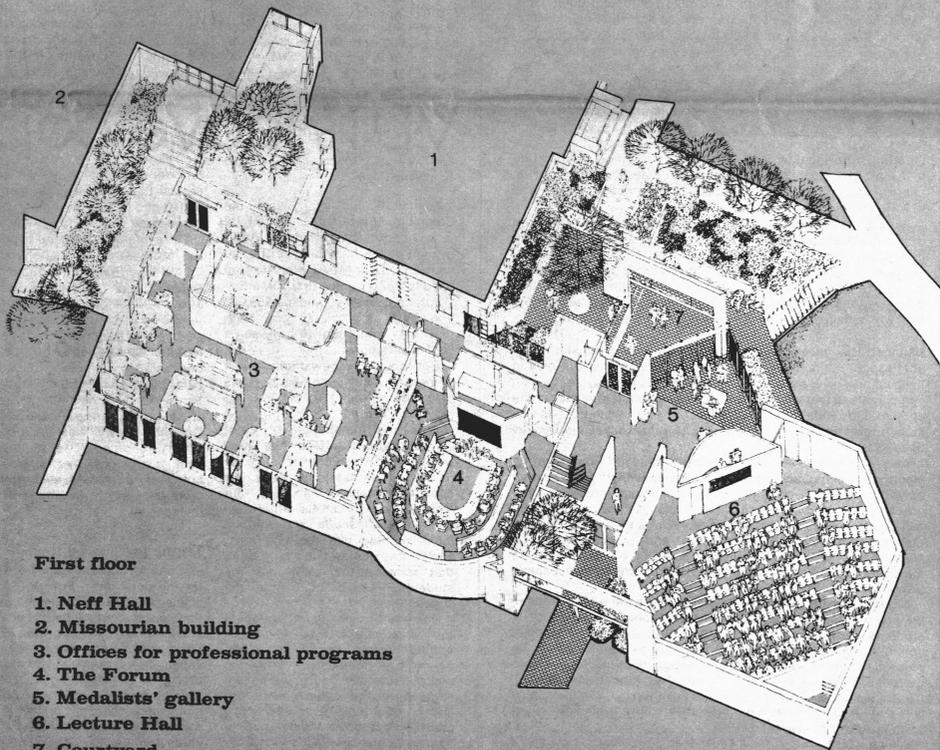


**PUBLISHED BY THE WALTER WILLIAMS CLUB  
SCHOOL OF JOURNALISM**  
a division of the Alumni Association  
of the University of Missouri—Columbia

# Gannett Hall

**J-School's  
\$1.5 million building  
for the future**



**First floor**

1. Neff Hall
2. Missourian building
3. Offices for professional programs
4. The Forum
5. Medalists' gallery
6. Lecture Hall
7. Courtyard

## A letter from the dean

The School of Journalism begins its 70th year, which surely is a landmark of sorts. Perhaps not much, compared to the history of higher education overall, but a great span of time within the context of journalism education — the longest.

If the J-School is growing old, it also is staying young. Some of this youth is wrapped up in the new building, which will be called "Gannett Hall" after the foundation which gave the school its greatest single private gift in all those 70 years.

Some have expressed anxiously about a new, youthful-looking building being constructed on the historic Francis Quadrangle. It isn't even Georgian. But the most discriminating critics recognize that it isn't anti-Georgian either. It is a contemporary building designed to sit comfortably alongside the classic features of Neff and Walter Williams Halls.

Most importantly, it represents in the late 20th century the kind of innovative approaches to professional education that Neff and Williams represented at the other end of the century.

Architect Thomas Nelson explained at one point in the planning that "This isn't a building; it's a scientific machine." Packed into its 20,000 square feet and three floors are the electronic marvels of modern education and modern broadcast communications: the most sophisticated film, video tape and sound equipment, new concepts of lecture hall construction and The Forum, which one architect says will set a new style for American classrooms.

The new Gannett Hall represents in many ways the new School of Journalism. The entire first floor will be directly concerned with the School's burgeoning mid-career programs, which bring working journalists back to the campus for conferences and short courses (some not so short). Participants will be concerned with such diverse subjects as newspaper and magazine feature pages, business journalism, photojournalism, public affairs reporting, newspaper and magazine graphics, circulation management, cooperative, retail and classified advertising, communications research, freedom of information, media and the law and minorities recruitment.

Plunked into the center of the building will be the most modern newswriting laboratory money — and brains — can build, a prominent reminder that journalism begins with the pen. But Gannett Hall also will house the most modern radio training laboratory built for any journalism school and a television complex that does everything a TV station can do, except broadcasting live. That will remain at the present KOMU building south of town.

Gannett Hall marks the coming of age of broadcast journalism at Missouri. While many years in the business, Missouri only in the past several years has won a position of broadcast leadership comparable to that which it established in print journalism a half-century ago. Today, no other school of journalism supplies as many professional newsmen to the U.S. broadcast industry as does Missouri.

As a reminder of its roots, however, Missouri completed its electronic editing and production systems in the *Missourian* building. Today, Missouri graduates are moving into newspaper offices throughout the country and, in many, showing their older colleagues how to operate those marvelous electronic Cyclopes that have replaced the typewriter and copy pencil. The *Missourian* system — costing about \$300,000 — was donated to the School by the *Missourian* Association from the newspaper's revenues.

Missouri retains its emphasis on the preparation of persons to be practitioners of journalism. In so doing, it provides its students a broad liberal arts background, plus academic study of communications history, theory and law; the sociology of the press, its economics and its social responsibilities. Yet students leave the School with the skills needed for jobs in newspapers, magazines, broadcasting stations or advertising. Which explains why surveys of journalism job placements always show Missouri to be far above its nearest rival.

All of which, we trust, makes even the proudest J-School alumnus a bit prouder.



Roy M. Fisher

# J-Addition is

Bulldozers have rolled into Francis Quadrangle, beginning work on the first building for the School of Journalism in almost 20 years.

The \$15 million addition will increase teaching space by more than 20,000 square feet — almost 50 percent — of the existing three-building journalism campus. Completion of the new building will make the school's facilities among the most complete and most modern in the country.

"Taken all together," Dean Roy M. Fisher said, "we will have the best plant for educating future journalists anywhere."

Funds for the addition came first in 1974 when the School was given a \$500,000 grant in stock by the Frank Gannett Newspaper Foundation, which later supplemented its total contribution to \$665,000. Additional money came from state and private sources, including a \$765,000 appropriation last year by the Missouri General Assembly. Other substantial gifts included \$25,000 from the William Tucker Memorial Fund and \$20,000 from Mr. and Mrs. Fred Hughes and the Joplin *Globe*, of which Hughes is president, and

\$50,000 from the Alumni Development Fund.

The addition will include relocation of the KBIA Radio newsroom from the Neff Hall annex, leaving more room for the Columbia *Missourian*, new facilities for television news training, newswriting laboratories, a 320-seat auditorium and offices housing the School's mid-career programs.

Not since the *Missourian* building was completed in 1961 has the School of Journalism been enlarged. Enrollment has increased from 385 at that time to more than 1,000.

Adjoining the west end of Neff Hall, the new building will extend south toward the columns, roughly balancing Walter Williams Hall to the east. The design will be contemporary, its red brick construction blending with the other buildings of the Quadrangle.

The first floor of the addition will include the auditorium, which will replace the smaller lecture room in Neff Hall. To accommodate expanding mid-career education programs, the remainder of the first floor will be devoted to work and

# VDTs leave copy

By Wayne Davis

Rumor has it that when the Columbia *Missourian* installed its new video display terminal (VDT) system at the beginning of the fall semester, Dean Roy Fisher was on hand to throw out the first cursor.

After all, when you spend \$69,000 equipping the newsroom with machines, you ought to have some kind of ceremony.

But though the newsroom lacked pomp and gaiety, the *Missourian*'s new way of doing things may be reason enough for celebration.

With the installation of eight Compugraphic VDTs, a new telephone system that doubles the number of phones to 10 and a new copy desk design that uses four separate editing carrels rather than a rim, the *Missourian*'s newsroom looks nothing like the one most alumni knew. About the only thing that remains the same are the students — and of course the chaos.

The addition of the VDTs boosts the *Missourian*'s total electronic editing terminals to 12. The School's previous use of VDTs were the first used in regular journalism courses in the country, and the latest addition gives Missouri journalism students the most up-to-date equipment available. Together with a Compugraphic UniSetter phototypesetter installed in 1976, the new VDTs give the paper a system that moves copy from the

reporter's terminal to the typesetter so fast that a finished story can be edited and pasted on the page in 10 minutes.

The system is designed to accept and store wire copy automatically from United Press International and the New York *Times* News Service. The VDTs look like portable television sets with a typewriter keyboard in front. When writing, the reporter uses a series of codes to begin his story, and then follows the cursor — a flashing rectangular light — as he moves from character to character on the TV-like screen. Once the story is finished, it can be "sent" to other VDTs at the city desk or copy desk by the press of a button. If he chooses, a reporter can store the story in the computer for later use.

There are three VDTs for reporters, one for the city editor and four for the copy desk. Four VDTs purchased in 1972 are now used by the People and sports departments.

Though VDTs are not new to the *Missourian*, the new system has capabilities far beyond the old one. Unlike the old Hendrix system, which could store only 16,000 characters, the new one has four rotating discs that can hold 300,000 characters each — more than 4,000 inches of copy. And while the old typesetting computer could churn out only 25 lines a minute, the new \$22,000 UniSetter scurries along at a

# first in almost 20 years

office space of a continuing education center. Included in these facilities will be a horseshoe-shaped, 55-seat conference theater, "The Forum," equipped with the latest audio-visual equipment.

The conference theater will bring together not only the continuing education programs conducted jointly with the University's Extension Division, but also others sponsored by the Penney-Missouri Awards Programs, the IBM and Smith-Richardson grants for business journalism, the Nikon photo-journalism grants, and the joint training programs of the Missouri Press and Broadcaster associations.

"We hope we can equip this conference center in a manner that will make it the most efficient conference center of its kind," Dean Fisher said. "We will need help from private sources to do this, however."

The new KBIA broadcast studio will be on the second floor, along with several training laboratories for radio news students and a newswriting laboratory.

Television training facilities will

occupy the third floor, including a closed-circuit TV studio and video tape editing rooms. The school's television broadcasting studios will remain at KOMU, however.

Space freed in Neff and Walter Williams Halls by relocation of offices and classrooms to the new addition probably will be used to expand the Frank Martin library with

a learning resources center, more faculty offices, a new advertising laboratory and additional space for magazine editorial and production needs.



Architect's drawing of Gannett Hall viewed from the UMC Columns.

## Leadership committee to guide fundraising

A committee of alumni leaders in newspapers, magazines and broadcasting will be chosen soon to help the School of Journalism, raise \$250,000 to refurbish Neff and Walter Williams Hall, according to Dean Roy M. Fisher.

The development committee will guide solicitations for the project, which will complement the construction of the new school addition. "We hope that alumni and journalism friends of the school will provide this money," Fisher said.

# pencils relics of by-gone era

brisk 80 lines per minute with seeming contempt for the reporter who spent three hours writing and another hour rewriting the story.

But the five-month old system has not exactly been trouble free. Reporters who lean back in their chairs for one more deep breath have been surprised to find, when they look at the VDT screen again that their best quote has been swallowed, chewed up and spit out of the system by the computer. The future may be here, but there's nothing worse than picturing a hungry computer sitting in the backshop picking its teeth.

So when the VDTs, and almost any other piece of equipment in the *Missourian*, get a little bit uppity, Asst. Professor Brian Brooks puts them in their place. Brooks, who recommended that the *Missourian* purchase the Compugraphic system, traveled to the company's Massachusetts factory to learn "basic maintenance" of the system. The *Missourian's* news editor is so taken by the VDT system he even admits to treating it as a toy every once in a while.

"I guess I just love new things," he said. "The VDT system just fascinates me."

**Because** of the VDTs, the horseshoe-shaped copy desk has been replaced. Instead, four modular editing carrels, each with a VDT on it, form a circle, with the slotman

sitting at the top.

"We set out to design a completely new concept for the copy desk," Brooks said. "We knew we were going to have to share terminals, but we wanted the editor in charge to be able to see what was going on. So now it's designed so

the editor can look at the screens of the other terminals just by turning in his chair."

Oh yes, that's another thing. Padded, swivel chairs also have been added.

There is some talk, Brooks said, of purchasing another identical VDT

system.

But though the *Missourian* purchased the new VDT system with money from its own pocket, it may be a while before more gadgets are added.

"The *Missourian* is on solid (financial) ground," said J. Robert Humphreys, the paper's general manager. "We're not exactly rolling in the money, but things look pretty good. But we've got other things we need to spend money on, too. I'm not sure how long it will be before we can buy a new VDT system."

By constantly attempting to update its equipment, the *Missourian* has managed to remain an effective teaching tool. For many students, it is the only newspaper experience they will have before graduating.

"There's no question that exposure to these machines, (the VDTs) helps our kids get jobs," said Daryl Moen, managing editor. "We've had several people tell us that. There's a high demand for copy editors right now, especially those who have VDT experience."

But while the VDTs are easy to work with and may open up the job market, there's still one thing they can't do for a reporter.

"Everytime I sit down in front of one of those things," said one student, "I say to that machine, 'You can do everything else, now write the story for me.' I'd be satisfied if it would just write the lead for me. The rest would be easy."

## Faculty pacesetting VDT instruction, research

The School of Journalism was the first to introduce electronic editing terminals into its regular curriculum. Now the School is taking a lead in research and training concerning video display terminals—VDT's.

Not only has the School installed the most advanced VDT system on the market for daily operations of the Columbia *Missourian*, but some journalism faculty have been lecturing and teaching in Europe to assist the introduction of this electronic equipment there.

In October, Dean Roy M. Fisher, keynote speaker at the annual convention of the INCA-FIEJ Research Association for Newspaper Technology in Nice, France, addressed the uses of electronic editing and its potential.

Brian S. Brooks, assistant professor, followed in November as a visiting lecturer at a conference in

Darmstadt, West Germany. Brooks conducted a series of two-day seminars on the major electronic systems of newspaper production. These seminars included lectures on both the VDT similar to those installed at the *Missourian* and the optical character reader system similar to one Brooks helped install at the *Memphis Press-Scimitar*.

Brooks was night city editor at the *Press-Scimitar* before he returned to the University to teach.

In addition to European lectures, Jim Gentry, an instructor, has completed the preliminary phases of the most comprehensive study of performances by reporters and editors using the new technology. This research has been conducted in association with Asst. Professor Linda Shipley. They are now involved in further study of electronic editing at more than 30 American newspapers.

## Tom Bell: craftsman retires from his fading art



By Dan Newman

Over the last 30 years, Tom Bell has witnessed an "evolution" in the printing industry.

Like all evolutions, there have been conflicts between the old and the new. Bell saw offset printing challenge the dependable but slow linotype machine. The results of that duel is history with the offset printing process scoring a commanding victory.

That changeover affected printing techniques around the world, and ended the University's linotype school in the fall of 1971 after 26 years of instruction. Bell, who was director of that school, retired from the University Jan. 1.

He came to the University in 1947 following military service and went to work fulltime at the linotype school after receiving his degree in 1952.

The linotype school was started after World War II and was supported by the GI bill. Its purpose was to train printers and typesetters in hopes of alleviating the shortage of trained personnel in community newspapers.

Following the war, "you couldn't separate a journalist from a printer in the weekly newspaper field. You had to be half printer and half journalist to keep your shop going," Bell says.

"Back then they (newspaper owners) all did their own work . . . and the linotype was the machine which did it," he says.

Many journalism students took the linotype course because they wanted to run their own weekly newspapers, he says. Bell even taught some retired military people who liked to travel.

At that time, "the linotype machine was universal and worldwide. Once people learned the trade they could go around the world with it . . . that was the beauty of it," he says.

Bell estimates that he taught more than 2,000 students. Linotype school classes met for "eight solid hours" five days a week. Some semesters the school was open for 12 hours per day because of large enrollments.

When the building which house the Columbia Missourian was completed in 1962, the linotype school was moved from the Quonset Hut to the basement of Neff Hall. The school filled the entire basement. But as the popularity of the offset process grew, the enrollments in linotype school dwindled, until it died.

Bell believes the linotype machine still has a place in today's commercial printing industry. "The linotype was good because it's flexible," he says. The linotype's major problem is its speed. Top speed for the linotype machine is 15 lines a minute while the slowest offset composing machine can print 40 to 50 lines per minute.

At the age of 60, Bell plans to enjoy his retirement by listening to music and working on crossbows and archery. He also wants to play with his grandchildren and travel some.

## Black JSA founded on 'helping hand' idea

Harriet Walker is black, a graduate of a predominantly black inner-city high school in St. Louis. At one time she struggled as a University of Missouri student with her sights set on a journalism degree.

Harriet Walker's story is one of frustration and failure, of trying to cope without adequate academic preparation. Her experience is too common for many black students.

Since 1971, when the first summer minority workshop was conducted at the School of Journalism, the School actively has recruited minority students. Scholarships totaled almost \$57,000 last year, and minority workshops in urban journalism, broadcasting and science writing represented another \$32,000 effort.

But these efforts, while effective, have limitations — a fact that black

journalism students have recognized and worked together to do something about. A Black Journalism Students Association (BJSA) organized last fall was formed in part to help students like Harriet with tutoring and other academic preparation they didn't get in high school.

The idea for the association began with Harriet in the fall of 1976. While at the University she complained to other black students about her academic problems — about not being able to keep her grades up to par, no matter how hard she tried.

To arouse interest in a group that could provide help, Harriet solicited assistance of two prominent black reporters in St. Louis — Gerald Boyd of the *Post-Dispatch*, president of the St. Louis Black Professional Journalists Association,

and Donald Hammonds of the *Globe-Democrat*.

Boyd and Hammonds met with students in Columbia last year to set goals. They agreed that blacks in J-School should work closely with pre-journalism students. They agreed also on the need for tutorial programs and workshops to supplement the outreach efforts underway by the School.

"They fulfill a vital need," Dean Roy M. Fisher said. "Because some black students come from elementary and high school backgrounds that have not prepared them well, they need remedial work to catch up with the other students. We have been able to do very little in this regard within the formal structure of our curriculum."

Although the first meeting did not produce a formal organization last year, the idea survived the summer and a Black Journalism Students Association was chartered in the fall.

Harriet Walker, who had put her hope in such a group, continued in an effort to improve her grades, but help came too late for her. Harriet had left school when the association began.

## CBS assigns Van Sauter to KNXT

Van Gordon Sauter (M.A. '59) has been assigned vice-president and general manager of KNXT-TV, the CBS owned-and-operated affiliate in Los Angeles. Sauter had been vice president in charge of program practices for the CBS Broadcast Group.

According to *Broadcasting* magazine, Sauter's move to Los Angeles is regarded as a challenge to broaden his experience within the network. The television station has been hampered by ratings troubles.

Prior to the program practices post, in which he acted as censor for the network, Sauter was Paris bureau chief for CBS News. He joined CBS News and became executive producer for special events after working in Chicago as news director and anchorman for WBBM-TV. Previously he had been a reporter for the Chicago *Daily News*.

## Lower joins UMC faculty this fall

Elmer W. Lower (B.J. '33), former head of news operations for all three major television networks, will join the School of Journalism as a professor next fall. His appointment to the faculty will follow his retirement as vice president of corporate affairs for the American Broadcasting Companies.

Lower served as president of ABC News from 1963 to 1974. His duties will include teaching graduate and undergraduate courses in broadcast reporting and broadcast management. In the past he has frequently lectured at the University of Missouri.

"Elmer Lower brings to Missouri a unique experience that includes top news positions at the three major networks, plus important achievements in both newspaper and magazine journalism," Dean Roy M. Fisher said in announcing Lower's appointment. "His contagious enthusiasm and his remarkable ability to communicate to young people transforms mere learning into a wonderful adventure. We're delighted to have him coming here."



Lower, 64, received a bachelor of journalism degree from the University in 1933. He received a master's degree in public law and government from Columbia University in 1970. In 1959 he received the University Medal for Distinguished Service to Journalism, and in 1975 he was awarded an honorary Doctor of Humane Letters degree from the University.

Last year he served as distinguished visiting professor of communications at Syracuse

University. From 1973 to 1975 he taught courses in broadcast journalism at Hunter College in New York.

Lower began his journalism career in 1933 as a courthouse reporter for the Louisville *Herald-Post* and a year later he took a similar job with the Flint, Mich., *Journal*.

He later moved to Jefferson City as bureau manager for United Press (now United Press International). He also served as an overnight news

editor in Washington for UP, as a photo assignment editor for the Associated Press and as a foreign correspondent for *Life* magazine.

During World War II, Lower worked for the Office of War Information, and from 1951-53 he was chief of the information division for the Office of the High Commissioner for Germany.

In the last 24 years he has been employed by all three television networks. He was with CBS in Washington from 1953 to 1959. There he developed the election tabulation system which enabled a network to beat the wire services with election results for the first time. In 1959 he joined NBC News as chief of the Washington bureau, later becoming vice president and general manager of NBC News.

In 1963 Lower was named president of ABC News, a position he held for 11 years. In 1964 he helped found the News Election Service, a cooperative vote-tabulation organization.

While president of ABC News, Lower guided coverage of the 1968 and 1972 political conventions. The edited coverage was a departure from the way television had covered convention events.

In 1975 he won an Emmy from the National Television Academy of Arts and Sciences for "great distinction . . . in shaping television news" and for establishing a "personal standard of ethical and professional excellence."

## Paul Morgan

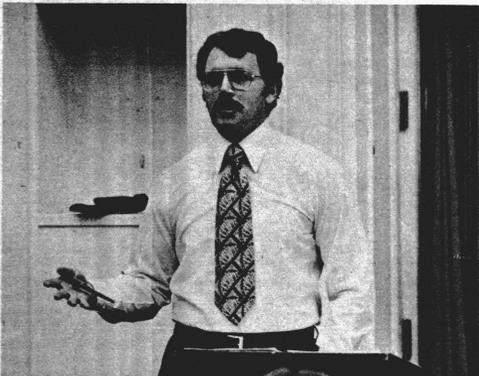
Paul Morgan says it "was essentially a fluke" that made him the public relations instructor at the University of Missouri in the fall of 1976.

"I was associate director of public relations at the Bank of America," Morgan says. "I'd been looking at the teaching field and couldn't resist when an offer from Missouri came through."

The 33-year-old Morgan's early pattern was more athletic than academic. He received a football scholarship to Louisiana State University (LSU) where his father and an uncle had played football.

The association with LSU was somewhat short-lived. His team won the national championship his sophomore year, but NCAA investigations later that year alleged that several team members, including Morgan, had been illegally recruited.

He and four of his teammates left Baton Rouge as juniors and all five enrolled at the University



of Southern Mississippi.

He graduated with a journalism degree, "not because I had a clear calling to become a journalist," he says, "but because I had to declare a major and writing seemed to be my strong suit."

After working as a general assignment and sports reporter at

the Hattiesburg (Miss.) *American* for two years, Morgan began a two-year public information officer's job with the U.S. Army. Upon leaving the service, he worked as a reporter for the Nashville *Tennessean* for a year while attending Vanderbilt University's law school.

Journalism won out over a law

career, and in 1965 Morgan accepted a public relations representative's job with Shell Oil Co. in New Orleans. Shell moved him to New York, where he left that organization to join Carl Bloyd and Associates, a public relations agency.

Agency work took him to Boston and to London while assigned to Bloyd's Honeywell account. "The European exposure was a real eye-opener for me," he says. "That experience gave me a life-long interest in international communications and has led to a lot of globe-trotting."

Morgan left the New York PR agency in 1972, returning to LSU to complete work on a master's degree. "I'd gotten stale, bored with corporate work," he says.

"What about teaching?" "It's the hardest job to do well I've ever had in my life," Morgan says. "I found very quickly that it's much harder to explain the best way to do something than it was to do it myself while in the business world."

Despite the difficulties, Morgan says he's in teaching to stay. "I'm turned on by what I'm doing," he says. "I like where I go every day."

# profiles

## Neal Sims

By Gwen LaCosse

Residents of Cherokee Hill, Ala., marveled at every new issue of the "Cherokee Hill, Ala., News," a one-page conglomeration of advertising and news assembled by Neal Sims, then age 7, and a friend.

The paper, with a circulation of less than a dozen, folded after several months, but it paved the way for Sims' newspaper career. The 27-year-old director of the School of Journalism's Jefferson City reporting program says, "I always wanted to work in newspapers, ever since I can remember."

Sims received his graduate degree in journalism from the University in May 1973 and returned in June 1977 to teach undergraduate and graduate reporting students how state government works.

A native of Tuscaloosa, Ala., Sims received an undergraduate degree in journalism in 1971 from Auburn University in Auburn, Ala. He joined the Anniston, Ala., *Star* an afternoon daily, as a general assignment reporter and, two years later, became managing editor of the Virginia Beach, Va.,

*Sun*, a weekly publication. Recently, he completed two years as city editor of the Owensboro, Ky., *Messenger-Inquirer*.

While at the School of Journalism, Sims covered national politics in the School's Washington reporting program, where, he says, he received his "most valuable reporting experience." Now, however, he is taking his first hard look at state government. He arrived before the end of the legislative session, and his introduction was brief.

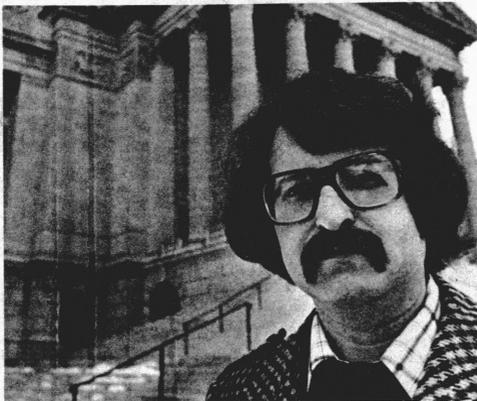
"I had no idea who anybody was," he says. "It's going to be much easier next semester."

After nearly six months in Jefferson City, Sims points to the reporting program with pride. He says the capital setting offers student reporters several features not available to students working in Columbia, for example, close contact with reporters from metropolitan newspapers.

"They [the Capitol press corps] will stop in once every day.

People [student reporters] grow up quickly in Jefferson City, and their role with the press corps helps a lot. They learn by example," he says.

Sims says he also believes the state capital is a better than average training ground for



learning how to handle sources. The sophistication of dealing with political figures requires an extra dose of perseverance from reporters, he says. "You've got to be persistent, asking the same questions six or seven different times."

Sims adds that the *Missourian* reporters have received a "pretty good" reception from state

officials, many of whom are not aware they are dealing with students.

With a bit of disappointment, Sims admits that few students return to Jefferson City after a semester of training to apply what they have learned.

"Just about the time you really start making progress, it's time to go."

## New grads find job market encouraging

Nine out of 10 new journalism graduates are working in journalism positions, according to the Journalism School's 1976-77 placement report.

"While there has been a lot of talk about there being more journalism school graduates than slots to fill, this has not been true at Missouri," said Journalism Dean Roy M. Fisher. "Mass communication remains an expanding field of endeavor and our placement records continue to reflect this fact."

The report covers alumni awarded degrees in August and December '76 and May '77 (a total of 437). Five received doctorates, 78 master's and 354 bachelor's degrees. The school received 386 survey responses, including 24 from alumni in military service or graduate school. Of the remaining 362 graduates, 318 (88.3 percent) reported entering the job and finding journalism positions, 28 reported they were working in non-journalism positions and 16 said they were unemployed or not entering the job market.

"Our continuing placement success is indicative of the quality of our professional program, its

emphasis on the practical skills and theoretical backgrounds sought by employers, and the joint efforts of faculty, students and alumni," said Robert Haverfield, placement director and professor of journalism.

The 1976-77 graduating class was the smallest in several years, the result of the School's controlled-admission program limiting admission to students with a grade point average of 2.75 or better on a 4.0 scale. The preceding year, the school awarded 514 degrees — its largest graduating class ever.

Newspapers continue to be the major employers, hiring 156 graduates, followed by advertising (59), broadcasting (44), public relations (34), and magazines (24).

Average starting salaries went from \$169.46 for all graduates to \$175.56. The average 1976-77 B.J. recipient received a weekly salary of \$165.23, compared to last year's \$164.58. The average M.A. salary went from \$184.13 a week in 1975-76 to \$232.19 in 1967-77.

Also reflecting the improving journalism job market is the school's alumni placement report. Last year the school received 1,208 job listings but could only make referrals for 116 positions. "There simply weren't as many alumni seeking jobs this past year as in previous years," explained Haverfield.

## Robert Terrell

By Donna House

If Robert Terrell had grown a little taller, chances are he would have ended up far from Columbia, playing basketball instead of teaching.

Terrell, a University associate professor of journalism, didn't always want to teach journalism. In fact, he didn't want to teach anything. "I always wanted to be a basketball player but didn't reach 6-foot-5."

At a "short" 6 feet 1 1/2 inches, Terrell props his heavy, brown boots with red shoestrings on the edge of his wooden desk. And he laughs at himself — a rolling, satisfied laugh.

Terrell, a former reporter for the *New York Post*, can afford to laugh. At 34, he is content with the way his life has turned out.

"Journalism has allowed me to develop a better understanding of people — to study human beings." A teaching career has given him similar opportunities, for he can combine his

knowledge of journalism and education with a lifestyle he enjoys.

Terrell, who teaches mass media and a graduate section of newswriting at the University, says the job has certain rewards. When he picks up a *Missourian* and reads a story by a former student, maybe one who struggled with a lead in his newswriting class, "I get pleasure."

But there are other reasons. Terrell enjoys teaching students to write. People need a voice, he says. "A person who can write has a voice."

Acting as teacher, he gives this example: A student who can't write like a boat without a rudder, floating on a river. "All he can do is go along with the current." But a person who can express himself on paper has what Terrell calls a voice — a rudder. "He can steer over to the side, get out of the water and look around."

He laughs. He enjoys his example.

Perhaps he enjoys teaching because he has something in common with his students. He is a student himself. Terrell hopes to finish his dissertation and receive a Ph.D. in higher

## Don Ranly



Don Ranly's ultimate goal has been to be a teacher. After three years of pursuing a doctorate at the School of Journalism, Ranly has reached his goal with his appointment last year as associate professor at the School.

Ranly has worked in many different phases of journalism in all sizes of towns and cities. Prior to beginning his doctoral work in 1973, he had been a director-producer in public television in St. John, Ind., in the Chicago metropolitan fringe. So his move to Columbia four years ago was what he calls "a return to print journalism" and the small-town atmosphere he prefers.

Ranly has served as editor of "Vibrations," the Columbia *Missourian's* Sunday supplement magazine, since 1974.

Nine months after beginning his Ph.D. work, he was hired as

an instructor in the school. His promotion to associate professor came with the retirement of Prof. Don Romero in 1976.

In addition to his work with "Vibrations," Ranly teaches classes in magazine editing, advanced magazine writing and editing, and mass media. To complement the School's magazine curriculum he started a club for magazine majors last year and now serves as its adviser.

While working with public television in Indiana, Ranly also served as associated professor of communication arts at Calumet College in East Chicago, Ind. But to realize his goal of teaching at the highest level, he decided he needed a Ph.D. and chose the University of Missouri because of what he felt was the demanding program and because he respected its traditional elements.

His academic portfolio is impressive: a bachelor of arts

degree in philosophy from the University of Dayton; master of arts degree in journalism and master of arts degree in speech from Marquette University; a certificate of film, radio and television from New York University.

And his professional experience is wide-ranging. He was a reporter for several religious publications, including the Catholic *Herald Citizen* in Milwaukee; a columnist for the *Daily Standard* in Celina, Ohio; managing editor of *Philosophy Today*, in addition to his position with WCAE-TV in St. John. Ranly also has written a book entitled "A Time to Dance — the Mike Cullen Story," which was published in 1972.

With the exception perhaps of working as a professional during a sabbatical or a professional summer, Ranly says, "I can't imagine wanting a different job on any permanent basis. I've done the big-city bit and I enjoy Columbia.

"I really appreciate this school," he says. "Having studied and taught at a number of schools, I have a feeling for how good this school really is." He dismisses complaints he hears from students, telling them, "You should see what it's like in other places."

education from the University of California at Berkeley, "before Easter if the creek don't rise."

And the creek won't flood if Terrell has anything to do with it. He's a positive thinker, he says.

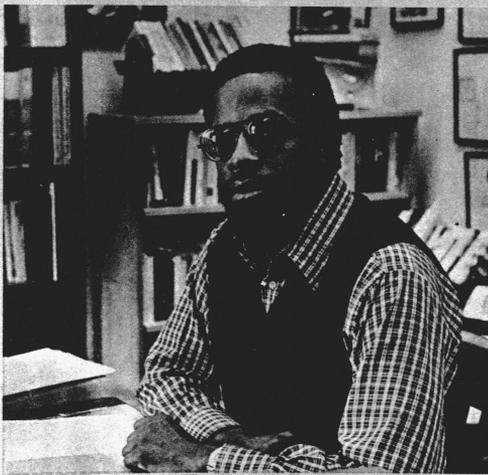
Terrell, who has lived in San Francisco and New York, first came to Columbia in 1976 with some hesitation.

"The biggest adjustment was trying to come to grips with how to live in a place where most people think nothing particularly important is happening. Or they don't think it's a particularly important place."

After more than a year as a Columbian, Terrell says the town has its good points. "They raise decent people in Missouri." And sooner or later, a lot of important people pass through the Midwest, he says.

Terrell lives in Columbia with his wife, Venitia, and his 10-year-old daughter, Iman, because "it's a good place for me to be right now. I like the fact the town itself is poised in a moment in history when it has the resources to plan its future."

As with Columbia, Terrell's future has not always worked out the way it was planned. There was a time, he says, when thoughts of being a reporter never



entered his head.

He remembers studying sociology and history at Morehouse College in Atlanta, Ga. During his junior year, a casual

encounter with George McMillan, journalism coordinator at Clark College in Atlanta University Center, landed Terrell a job at the *New York Post*.

Several times between 1966 and 1969, he left his job at the *Post* and returned to study at Morehouse College. By 1969, he had collected enough credits to take home a B.A. degree.

Terrell received his M. A. degree at the University of California when he completed "The River of No Return: A History of the Student Nonviolent Coordinating Committee." The paper is one of 16 articles he has had published.

"In the long run," he says, "I'd like to do what everybody in the business of school is doing. That's to develop a breadth of understanding about the human condition."

Terrell settles back into a worn, blue-flowered chair that faces his desk. If he had been a basketball player or had stayed at the *Post*, he wouldn't be sitting in his second-floor, corner-room office in Neff Hall, surrounded by books.

Yet Terrell doesn't sound disappointed. Education can be a pleasurable experience, he says. "I think I would want to do this type of work even if I didn't get paid for it."

Then he folds his arms across his chest and laughs.

# profiles

## William McPhatter

By Dean Minderman

If experience is wealth in journalism, then Asst. Professor William McPhatter is a rich man. He has worn many hats in his time: editor of an Air Force base paper, drug sales representative, corporate media relations man, assistant editor of finance for *Business Week*, and rewrite man for the *New York Post*.

And now at the School of Journalism, he heads the expanding business journalism program.

It was not until a stint in the Air Force following his graduation from North Carolina Central University that McPhatter became acquainted with journalism. To escape duty as a military policeman, he became historian of the Strategic Air Command wing to which he was assigned at Dyes Air Force Base, Abilene, Texas. This position led to his writing for the base's public information office.

But a transfer to Taiwan sealed his interest in journalism. There McPhatter edited the base newspaper, a two-page rag hardly worth its label as a newspaper. "It was nothing, so I decided I might



as well try to make it something," McPhatter recalls. He expanded it from two to 12 pages and served as editor, reporter and photographer.

After leaving the Air Force in 1967, McPhatter worked briefly as a salesman for a pharmaceutical firm — where, he says, "they put me in a room and told me to learn all these strange-sounding medical terms."

The strange medical terms soon were replaced by a job writing press releases and newsletters for the NAACP Legal Defense Fund. It was then, in 1969, that McPhatter decided to go back to school, to the graduate program in journalism at Columbia University. To pay bills he worked as a rewrite man for

the *New York Post*.

From Columbia, McPhatter went to *Business Week*, a logical step that combined his journalism experience with previous graduate work in economics (at Hardin-Simmons University, while he was stationed in Abilene). He worked for *Business Week* for three years, but decided to return to his native North Carolina when he was offered a job with the R.J. Reynolds Industries Inc. as a media relations manager in 1973.

While with Reynolds, McPhatter visited a number of colleges to conduct seminars as part of the Urban League's Black Executive Exchange Program. He enjoyed working with the students so much that he began to consider teaching as a career.

"I was surprised this opportunity (to teach at the University) came along when it did," said McPhatter. He thinks the program offers him an unusual opportunity to use his professional expertise in a teaching role.

McPhatter teaches business journalism and beginning news writing in addition to his administrative duties as head of the business journalism program.

The program includes awards for outstanding achievement by professionals in business writing and the Herbert J. Davenport Fellowships which are awarded to professionals for further studies in economics, finance and business.

McPhatter enjoys the responsibilities of working with students and heading the professional award programs and says he finds teaching rewarding. "I used to wonder where teachers got their satisfaction, but I have found it is satisfying to share knowledge and skills with someone who wants to learn them," he said.

His administrative duties make McPhatter's job a year-round affair, so he does not often get a chance to pursue one of his favorite interests — travel. McPhatter also enjoys music — "everything from Stanley Turrentine and Theolonius Monk to Brahms and Liszt" — jogging, golf and swimming.

## Manuel Lopez

For Manuel Leon Lopez, the road to teaching at the School of Journalism began about 15 years ago when he paid a visit to the Columbia campus to pursue an interest in photojournalism.

Lopez grew up in Tucson, Arizona, and graduated Phi Beta Kappa in "word journalism" from the University of Arizona at Tucson. Then, after a four-year stint in the Army, he came to Missouri to seek the advice of Cliff Edom, then head of the School's photojournalism program.

Lopez had become hooked on press photography through a two-hour course in college. Before graduating, he served briefly as an editor for several weekly newspapers, never passing up a chance to take pictures and use them big. While serving in the Army in Germany, he ran his intelligence unit's photo lab.

But these pursuits were not



enough to satisfy his interest in visual communication. "I knew I wasn't a very good photographer, but I couldn't afford to go back to school. I had to find a job and I wanted it to be a place where I could learn more about photojournalism. That's why I decided to consult Cliff Edom."

Edom referred him to a writer's

job — but for a couple of "pretty good picture magazines."

The magazines were *International Harvester's World and Today*, whose associate editor was Angus McDougall, who was later to take Edom's place as head of photojournalism at the School of Journalism. It was this contact that would serve as a link in bringing Lopez full circle in his career, back to Columbia in 1976 as assistant professor.

Despite the fact that his job was writing for the company magazines, his camera was always near — opportunities for photos were seldom missed. "I was competing against McDougall, and occasionally I managed to beat him out," he says. After three and a half years with *International Harvester*, Lopez was sure of his preference for photojournalism. In 1968, McDougall helped him get a job as a picture editor with *National Geographic* in Washington, D. C.

"It was an educational experience, but also frustrating," he recalls. "I sat in a plush office in front of a light table and shuffled around other people's pictures from all those great

places."

In 1970, Lopez completed his transformation from writer/editor to photographer — by taking a job shooting pictures for the *Chicago Daily News*. In Chicago, he says, "I learned to make the most of routine assignments." That could be an understatement. In his first year as a full-time photographer, he won a third place and seven honorable mentions in the Pictures of the Year competition. The next year, he captured a first.

When McDougall called him in December 1975 about teaching, Lopez says he hesitated. "I love Chicago," he explains. "It's an exciting city." But teaching offered him the opportunities of a nine-month working year, giving him time for other pursuits — such as working on a master's degree and doing freelance photography. "I also relished the chance to make more of a contribution to the field than I felt I was doing in Chicago," he says.

"Even so," he adds, "I believe the most exciting and alive experiences I have had in my career have been the ones behind a camera."

## David Haworth

By Ringo Chu

The center of the world is not America or Britain, and David Haworth, a British journalist in residence at the University, is out to prove it.

Haworth, 37, has replaced David Nichol, who retired last December, as the University's faculty member in charge of the Journalism School's London reporting program.

Haworth was born in Blackburn, Lancashire, and has spent most of his life in London. While working for the *International Herald Tribune*, Haworth heard of the University and its London reporting program from his American editor in Paris. Last December, he received a one-year paid leave to come to Missouri.

Having been in Columbia for less than a month, Haworth

already has begun lecturing and assisting with journalism seminars.

Haworth is the correspondent in Brussels for the *International Herald Tribune*, the *London Observer*, the *Irish Independent* and the *New Statesman*. However, unlike most British journalists, he didn't start his career with one of the provincial newspapers before he went to Fleet Street.

"While I was studying law in Westminster School, I was featuring for the *Daily Sketch* and the *Listener* for about two years. Then I got a job with the *Observer*, the oldest Sunday newspaper, as a reporter," he says.

After 18 months, Haworth "had a stroke of luck" when he took over the industrial correspondent position.

"That was during the first Labor government after the War, and there was a lot of things going on," Haworth says. "I had front-page stories every Sunday."

He remained the industrial correspondent for six years but then became bored with the position. "After six years, I wanted to change. I didn't want to become too professionalized in one thing. I also wanted to produce something fresh, and I wanted to go back to daily journalism."

At that time, the *Herald Tribune* was looking for someone to write stories about the Common Market and NATO affairs in Brussels. Haworth became correspondent for both the *Observer* and the *Tribune*. In 1971 he became a correspondent for the *Irish Independent* and the *New Statesman* as well. Haworth traveled extensively in Europe covering conferences and major treaty negotiations.

During one of the trips, Haworth began considering

coming to America. "I was working for an American editor in Paris. He gave me a wide perspective, and I realized that Brussels was not the center of the world."

America is not new to him, though. In 1974 he toured America on a "leadership grant" from the U. S. State Department. In 1976 he was in the United States on the European Commission lecture tour.

Haworth was the first chairman of the Brussels branch of the British national journalists' union and received the European Journalism Award for his European coverage. In 1973 he received a prize from the Italian minister of the Institute of Economic Affairs.

Although his main interest is NATO politics and East-West relations, Haworth says he enjoys hunting and fishing and is "nuts about the cinema." He also enjoys cooking and adds that he would cook for himself any day rather than eat American food.

## Ken Ross



By Martha Polkey

It's a big switch from Chicago to Columbia, Mo.

It's another big switch from riding an oil tanker through the Northwest Passage or writing Chicago *Tribune* editorials to helping a student write a coherent news story.

Kenneth L. Ross has managed the change well. At the University of Missouri School of Journalism, the 37-year-old Ross stands on a line between academia and another professional newspaper position: he is a city editor for the Columbia *Missourian*, the school's daily laboratory newspaper.

"One adjustment has been adapting to a town that really doesn't generate a lot of news. Another is adjusting to a staff (reporting students) that's essentially inexperienced and of such great numbers," Ross says.

The adjustment from the position of a metropolitan editor to an editor-instructor on the *Missourian* has not been as great. "They don't differ as much as one

get the job done in time."

The *Missourian* is the second newspaper Ross has worked for since college. The first was the *Tribune*, where he worked 14 years. After receiving his B.A. degree in journalism from Michigan State University and M.A. degree in political science from the University of Michigan, Ross began as a reporter at the *Tribune* in 1963. He worked on the financial copy desk, was a financial reporter for four years, served as assistant financial editor, assistant news features editor, editorial writer and assistant news editor.

He jokes that while reporting he "never did any stories of great importance — at least cosmically," but the job did take him to Alaska in the late 1960s to write a series of stories on that state's oil development, and on board the freighter Edmund Fitzgerald for a three-day voyage one spring.

During his last years at the *Tribune*, Ross says he felt he was growing a bit stale in the job. "I was looking for some kind of change," he says. Because of an interest in teaching and the reputation of the Journalism School, he decided to make the change.

Because the fall was Ross's first semester on the *Missourian*, he says "it's a little too early to tell" exactly what he hopes to accomplish as an instructor. But one thing "is to give students the feeling that working in the newsroom can be enjoyable. I want to try to make them feel

confident about their skills."

Ross says achieving those aims cannot be his only consideration, however. "The paper must be geared to the students — they must enjoy what they're doing." But on the other side, he says, "There is the pressure to put out a paper worth buying." The *Missourian*, a morning daily newspaper, competes in long-established rivalry with the afternoon daily, The Columbia *Daily Tribune*.

Indeed, compared with Chicago, a city with two daily metropolitan newspapers, Ross says in Columbia "the competitive scene is a little more acute." The *Missourian* competes with the *Tribune*, occasionally with student newspapers, and with radio and television stations. And in a town where "you have to scratch harder for news," he says, much competition for stories exists also among the 200-odd students who report for the paper each semester.

Despite the mass of students, Ross is determined in a big-city way that *Missourian* reporters learn to depend on themselves. "I don't think a reporting student should be spoon-fed every assignment. The reporters should learn to rely on themselves."

Watching him joke with students in the newsroom, one knows his determined approach is not a hardship on his students. Ross insists those training for a journalism career should not take themselves or their work too seriously. "Journalists should be a little bit crazy."

would expect — the techniques aren't different," Ross says. He says he considers himself an editor as much as an instructor.

But Ross doesn't fit the stereotype of a hardbitten, stern city editor. In spite of the daily pressures on the desk, those who work with him speak most about the relaxed manner he brings to an otherwise hectic atmosphere.

"He is interested in the reporters as people," one city desk teaching assistant says. "The students hang around the desk even when they don't have to, just to talk." Another assistant describes Ross as having "a very easy going manner," adding that "He can be easygoing but still

# Remembering Hal Boyle

**EDITOR'S NOTE:** Shortly after his death in 1974, friends and colleagues of Hal Boyle established a memorial scholarship in his name for journalism students at the University of Missouri. In this article Reese Wade adds his special contribution to Boyle's memory. Wade, who lives in Kansas City, is a free-lance writer and professional lecturer specializing in motivational speeches.

By Reese Wade

**K**ansas City has bred many distinguished sons, but I think of one in particular who brought glory out of the Depression days at MU. Three years ago, in fact, his friends and colleagues said as much when they established the Hal Boyle Memorial Scholarship for journalism students at Missouri.

Harold Vincent Boyle, son of a meat-merchant father and a peppery little Irish mother, became one of America's brightest journalistic stars. Among my friends at Missouri — including Elmer Lower, who became vice president for news at ABC, and Hal's roommate, John Wilbur Boyle (no relation), who became chief of foreign correspondents for *Time* magazine — it is Hal who dominates my memories.

Boyle threw the *Star* and *Times* at Kansas City doorsteps, later working as a copy boy for the Associated Press on the third floor of the *Star* Building. He read and wrote poetry. Without money and without any real dreams of fame, he nevertheless made it to the School of Journalism.

Hal, John Wilbur and I lived together at Mrs. Tydings' boardinghouse. We met on campus frequently and usually were hard pressed to maintain the thin line between starving and eating.

So why do I find myself recalling those faraway days now, when there are so many other things to think about? Well, for one, everyone has his own "most unforgettable characters," and these are mine. And, for another, there was a TV dramatization of a Thomas Hardy story that snapped everything back into focus.

Hal Boyle loved Thomas Hardy, and when I read the name I was instantly back in Columbia and we were walking along a

twilight-dark roadway just south of Brewer Field House.

To Harold Vincent (not yet known as Hal), the gloomy pasture became Thomas Hardy's brooding moorland. He liked to stand in silence and gaze back into another century. We were far enough from city streets to hear only a soft humming from the cars, deep enough in darkness to move backward in time. "Look!" Boyle would whisper. "There in the moonlight, Jude, the Obscure..."

By day an insistent sun would melt away Hardy's moor, but Boyle would find a new world. Strolling along the banks of Hinkson Creek, scene of much nocturnal romance, he would always find a verse to harmonize with the musical waters: "I will arise and go now, and go to Innisfree..."

When summer storms brought thunder and lightning, Boyle would seek our moorland again, but not in the world of Thomas Hardy.

This time, as King Lear, he would thrust his voice into the surging elements and make the old monarch's madness come alive. "How! How! How! How! Oh, you are men of stone. Had I your tongues and eyes, I'd use them so that heaven's vault should crack..."

**B**ut, on delicate days, gentleness would come to the jutting Irish jaw and the Irish harp in Boyle's soul would play gossamer words by Emily Dickinson.

None of us knew where this Harold Boyle was headed, but every one of us knew his path would be far and high.

We were all short of money, of course, but Hal was enormously wealthy in friends. Virtually everyone liked him. Perhaps it was the smile, perhaps the bubbling good humor that made an instant contact with other humans. We loved him, we respected him, we expected big things of him, and we were not disappointed.

During World War II, when he was earning a reputation as the "GI's war correspondent," we recognized facets of the Boyle spirit that had been apparent on campus. "We hated his guts," the soldiers said, "because he was the

only man in the outfit who could wake up cheerfully."

We recognized his practical sense. "If my socks won't stand up by themselves," he explained, "I know they can be worn for another day."

And his word sense shone through his battleground prose: "The convoy crawled like bugs on a wrinkled, leaden sea."

Boyle's irreverence for superiors followed him through the war. To him, Patton was a flamboyant throwback, Eisenhower an enigmatic Kansan, but Omar Bradley of Moberly, Mo., was a unique military leader who also was a warm, concerned human being.

When Boyle discussed the generals, I remembered when we applied for a Rhodes Scholarship. Preliminary interviews were held in the office of the dean of the law school. For most of us, the interviews were polite, brief and futile. Yet when Boyle went into the sanctum he stayed and stayed and stayed. We became positive that he had made the grade, that he would be off to Oxford any day.

But when the doors finally opened and Hal emerged, angry voices were still floating in his wake. The time had been used, it developed, for an acrimonious joust with the dean of the law school on his philosophical concept of intellectual honesty. While Boyle did not win the Rhodes Scholarship, members of the interviewing committee reported that he definitely won the argument.

Ranking officers of the military came to know the Boyle brand of intellectual honesty from Europe to the Pacific.

Then, after his bigger-than-life achievements as a war correspondent, came to the nationally-distributed (to some 500 newspapers) AP column that punctured balloons, drew tears and sparked laughs with jokes like those we remembered so well from campus days.

Item: When dignified visitors would invade the room that he shared with John Wilbur Boyle at Mrs. Tydings' home for wayward journalism students, the future Pulitzer Prize winner would roll onto his stomach in the upper bunk and hoist his pajamaed rear end

## J-Week Cites Fol Center

Journalism Week, the focus of spring activities at the School of Journalism, featured the Freedom of Information Center on its 20th anniversary this year. The four-day-long J-Week began April 4 and closed April 7 with the 69th annual banquet.

Guest speaker for the banquet was Richard Salant, CBS News president who pioneered the 30-

minute network news format. Salant also was one of eight winners of the Missouri Honor Medal for Distinguished Service to Journalism.

Other Missouri honor medalists chosen by a student-faculty committee are: Mustafa Amin, editor, columnist and editorial editor of *Ahkkbar Al-Yom*, a weekly newspaper in Cairo, Egypt, with the largest cir-



Dr. Paul Fisher

ulation of any Arab newspaper; W. E. "Bill" Garrett, associate editor of *National Geographic* magazine;

Ray A. Karpowicz, general manager of KSD-TV, who originated the two-hour local news concept; Jack Zimmerman, publisher of the *Bolivar* (Mo.) *Herald-Free Press* and former president of the Missouri Press Association; Carol J. Loomis, senior editor of *Fortune* magazine and only the second woman on the magazine's board of directors; the Louisville *Courier-Journal*, only the third newspaper in the 48-year history of the Missouri awards to be honored twice; and the St. Louis *Argus*, the oldest black newspaper in Missouri.

Of the medalists, Loomis and Garrett are graduates of the School of Journalism.

Journalism Week honored the establishment of the Freedom of Information Center in March 1958 at



Boyle (c) visits the *Missourian* in 1969 with then-Dean Earl English (l) and City Editor Tom Duffy.

toward the ceiling. "I'm giving you my stern look," he would explain.

Item: He loved puns and tested his work sensitivity in many ways, such as: A member of the coaching staff was named "Sleight" (pronounced "slicht") and Boyle sent a chuckle through the nation's sports pages with an AP story explaining that the coach did it all through "Sleight-of-Hand."

Item: At dinner one evening, John Wilbur Boyle made a lugubrious report about his duty as a student instructor in the *Missourian's* city room. "I've got a student," he related morosely, "who has signed up for extra credit through noon-hour work, but she dodges her duty almost every day. We'll be about 10 minutes into the period when she will slide up to my desk and say, 'Please, Mr. Boyle, can I go get a bite to eat?' Then we don't see her again until mid-afternoon."

Hal's face brightened. "John," he said, "I'll tell you what to do. Get a large bone and put it into the drawer of your desk. Then when she comes up and says, 'Please, Mr. Boyle, can I

go get a bite to eat?' you can open the drawer, thrust the bone up to her face, and say, 'Gnaw!'"

Hal was a stringer at the University for AP, while I performed the same service for United Press International (succeeding Elmer Lower, who had graduated the previous year). Boyle received \$80 a month and I received \$15. We often would cover stories together. Then we would compose and send the articles "overhead" to our respective offices in Kansas City.

I began to feel sorry for Hal because he was always slow in composition. My news item would be finished and clicking its way to the old *Journal-Post* Building before Boyle would have finished studying his notes. "He'll never make it," I thought sadly. "He's just too slow. You've got to be fast in this business."

**T**hen I began to be aware of something else. Where my stories were adequate for use as state-interest items, his stories were being

sent all over the nation from the AP office in the *Star* Building. Mine were adequate; his were splendid. I gave the guts of the news; he gave the heart and soul of the event, all packaged in language that was exact and powerful. He knew by instinct the truth of Mark Twain's adage: "The difference between the right word and the almost-right word is the difference between lightning and the lightning bug."

It was really no surprise when his words began going to more and more people and attracting more and more attention. So in his professional voyage he went from Columbia to St. Louis and the AP office in the *Globe-Democrat* Building; to New York as night city editor of AP; to the battlefields of the world. In 1945 his war correspondence won him the coveted Pulitzer Prize, summit of the mountain for a working journalist.

**A**fter being a journalism star for 30 years, Hal returned to Kansas City to say good-bye to his mother, who died in 1974. Few knew that the Lou Gehrig disease (amyotrophic lateral sclerosis) was devastating his muscular body. He wore a surgical collar to support his head, and as friends greeted him at the funeral home, he looked up with the old Irish smile, used one arm to lift the other and feebly shook hands. Wistfully, he said, "Every day I can't do something that I could do yesterday."

After a brief visit to the home of his sister Dolores (Mrs. Don Newton), he and his adopted daughter Tracy went back to New York. Only a few years before, in 1968, we had met at the same funeral home to mourn his wife Frances. And, only a few months after the passing of his mother, we all met again for another funeral and a good-bye to Hal himself — too young to die, too brave to complain and too great to be forgotten. The date was April 1974.

Whenever I hear the beautiful "quartet" from the opera "**Rigoletto**," I hear Hal saying, as we listened to my prized record after hours on a phonograph at the School of Music in Columbia, "That soprano's voice sounds like a clear, high trumpet rising across the world."

That's how I remember Hal — a clear trumpet rising across the world. He was never more noble than in his final column for the AP. "I'm the first kid on our block to have amyotrophic lateral sclerosis," he wrote, and then he hung up his keyboard and died.

the School. The Center was the culmination of a six-year effort by major figures in American journalism involved in the freedom of information movement following World War II.

Although there was an attempt at formation of a freedom of information council in 1953, not until a seminar in March 1958 in Columbia was a national center established to index and file information on access to government information.

At the conclusion of the meeting the center was equipped with its first furnishings — a desk — and by the end of the month the first in a series of Center reports was issued. Within a year, the Freedom of Information Center got a permanent home in the southern end of the second floor of Walter Williams Hall.

Strong support and leadership

were requisites to the Center's success and it has enjoyed both. An active constituency numbers among its ranks the foremost figures in American and Canadian journalism. And the Center remains under the leadership of its founding director, Professor Paul Fisher.

According to its charter, the Freedom of Information Center maintains a specialized library and conducts legal research into problems of free exchange. Its services are available to interested persons without regard to geographic bounds.

For almost 19 years the Fol Center has published a digest of its new reports and of events of importance in the freedom of information movement. In addition, the Center has published periodic reports of primary research.

## Join the Alumni Association

Join the Alumni Association of the University of Missouri-Columbia. Be an active member. Your \$10 annual dues make you a member of the Walter Williams Club as well. And you will receive a subscription to the colorful *Missouri Alumnus*, judged one of the top ten alumni magazines in the nation; priority in ordering athletic tickets; University library privileges; first chance on exciting travel tours sponsored by the Alumni Association; a locator service to find fellow alumni; association with a great group of former students; and on request, 20 issues of the *Tiger Sports Bulletin*.

Send your \$10 dues to:

Alumni Association  
132 Alumni Center  
Columbia, Missouri 65201

## Crichton, AAAA head, dies

John H. Crichton (B.J. '40), president of the American Association of Advertising Agencies for the past 15 years, died Dec. 27 in New York after a heart attack.

As head of AAAA, Crichton, 58, led his profession in advocating employment of young persons and minorities. AAAA is the largest organization of advertising agencies, representing three-quarters of agency billings in the United States.

Following his graduation from the School of Journalism, Crichton worked as a reporter in Colorado, his native state. In 1941 he joined the staff of *Advertising*

*Age* in Chicago and subsequently was assigned to the newspaper's Washington office. He became executive editor in 1949 and was named editor in 1958.

Crichton became president of AAAA in 1962. He also served as a director of the Advertising Research Foundation, the Traffic Audit Bureau, the Advertising Council and the National Center for Voluntary Action.

He is survived by his wife, two daughters and two sons, one of whom is Dr. Michael Crichton, physician and author of "The Andromeda Strain," "The Terminal Man," and "The Great Train Robbery."



Betty Luker Haverfield (B.J. '42) died Feb. 17 in a Columbia hospital after a long illness. She was 57.

A native of Chicago, Mrs. Haverfield was married to Robert Haverfield, professor at the School of Journalism and director of placement. She was active in the Gamma Phi Beta sorority, serving for 10 years as editor of its national magazine, the *Crescent*, and was in her second term as International Grand President of the sorority at the time of her death.

Mrs. Haverfield was active in civic affairs in Columbia, where she lived for 30 years. She was

## Betty Haverfield dies in Columbia

listed in **Who's Who of American Women**, **Who's Who in the Midwest**, **Foremost Women in Communication** and **Two Thousand Women of Achievement**.

She is survived by her husband, a daughter, a son, her mother, two brothers and two grandchildren.

A Betty Luker Haverfield Memorial Scholarship has been established in the School of Journalism for an annual student award. Contributions should be sent to Mrs. Carl Sapp, 202 E. Ridgely Road, Columbia, or to Associate Dean Milton Gross at the Journalism School.

## MU first, only J-School chosen for business lectures

As part of its business reporting program, the School of Journalism will join business schools across the nation this fall as the first and only journalism school to participate in the Key Issues Lecture Series.

Three lectures each in the fall and winter semesters will bring outstanding business and economic figures to discuss current issues in economic affairs. The lectures program was established in 1973 by the International Telephone and Telegraph Corp. Until this fall, according to Professor William McPhatter, head of the business reporting program, the Key Issues program had been limited to business schools.

The lecture series is the latest of

two new highlights in the School's business journalism program, the oldest such specialized reporting curriculum in the nation.

This summer the School will conduct the third Davenport Fellowship program in business and economic reporting. Last year 13 business reporters from newspapers and magazines participated in the expense-paid one-month fellowship program.

Classes for the 1978 Davenport fellows will begin in Columbia on June 5 and will end June 30. Applications will be taken until March 24 from print or broadcast reporters with at least five years experience. Selections will be made by April 10.

In classes conducted by journalism, business, agriculture and accounting professors, fellows will receive intensive training in the tools of business and economic reporting.

McPhatter emphasized that the Davenport program, established in 1976, is unique because of its month-long duration and because of its blend of various disciplines.

Named for the late Herbert J. Davenport, founding dean of the University's business school, the fellowship program is underwritten by principal grants from the Smith-Richardson Foundation and IBM.

"J" is a publication of the Walter Williams Club, a division of the Alumni Association of the University of Missouri-Columbia for graduates of the School of Journalism. Publication is under auspices of *Missouri Alumnus*.

Material for this publication was gathered, written and photographed by students in newswriting, reporting and photojournalism courses. Layout and design were by Stan Hulen, a senior majoring in magazine. Production and editing were under the direction of Prof. Phil Norman, assisted by Osler McCarthy, a master's degree candidate.

## Penney-Missouri awards presented for 18th year

Winners of the Penney-Missouri Newspaper Awards were in Columbia during March for the 18th annual workshop and awards presentations. Cash prizes totaling \$13,250 were presented to the awards recipients.

The newspaper competition is one of two programs established by the J. C. Penney Co. for recognition of excellence in reporting and editing of lifestyle journalism. In November 1977 six magazine writers were recognized as winners of the 11th annual Penney-Missouri Magazine Awards in New York.

Newspaper winners were announced last December. For the second time in the history of the program two of the top \$1,000 prizes this year have gone to a single newspaper — the *New York Times*.

*Times* reporter Jane E. Brody won first place in the consumer writing category for her column on personal health. Her colleague, *Times* reporter Richard Severo, captured the top prize in the general reporting single-story category.

In 1969 the *Detroit Free Press* was

the first newspaper to win two top awards.

This year two newspapers also have repeated first-place winners in their respective circulation classes. The Quad-City (Davenport, Iowa) *Times* was voted the best section entry in Class II, which the newspaper won in 1965. And the *Detroit News* repeated its achievement in 1973 by winning the best section entry in the Metro class.

Other winners of the Penney-Missouri Newspaper Awards, according to their categories:

Single story — Besides the \$1,000 award to Severo, a special award of \$100 to Marilyn Schwartz of the *Dallas Morning News*. Honorable mention to Sandra "Penny" of the *Chicago Daily News*; Linda Kaase of the *Phoenix (Ariz.) Gazette*; Eric Nadler of the *White Plains, N.Y., Reporter*; Ingeborg and Michael Day of the *Village Voice*. Series—Margo Huston of the *Midwestlake Journal* (\$1,000); and special awards of \$100 to Sharon DeLoatch of the *Pensacola (Fla.) News-Journal* and Barbara L. Archer of the *Hackensack, N.J., Record*. Honorable mention to Kenton Cramer, the *Glascooter County (N.Y.) Times* and Charles Calhoun of the *Palm Beach (Fla.) Post*.

Consumer affairs reporting—in addition to the \$1,000 award to Brody, special awards of \$100 to William R. Amingo and Robert D. Shaw, Jr. of the *Miami Herald* and Gregg Shields of the *Michigan Catholic*.

Fashion and clothing reporting — Eva Hodge of the *Denver Post* (\$1,000).

Also these winners, sections and their editors:

• Class I (Dailies under 25,000 circulation): First, The *Greenville (S.C.) Piedmont*; Kathryn W. Foster, \$1,000; third, The *Mount Vernon, N.Y., Daily Argus*; Elaine Rissel, \$500.

• Class II (Dailies 25,000 to 100,000 circulation): First, The *Quad-City (Davenport, Iowa) Times*; William Wadman, \$1,000; second, The *Eugene (Ore.) Register-Guard*; George Pico, \$400; third, The *Tucson Arizona Daily Star*; Barbara Schuler, \$250.

• Class III (Dailies 100,000 to 250,000 circulation): The *Akron (Ohio) Beacon Journal*; Joyce Gabriel, \$1,000; second, The *St. Petersburg (Fla.) Times*; Buddy Martin, \$500; third, The *Cincinnati Enquirer*; \$250.

• Metro (Dailies over 250,000 circulation): First, The *Detroit News*; Janet Mandelstam, \$1,000; The *Chicago Tribune*; Colleen Dishon, \$500; The *Houston Post*; Martha Lieberman, \$250.

• Class IV (Weeklies): The *Fort Jefferson (N.Y.) Record*; Andy Ziper, \$1,000; The *Montgomery (Cherry Chase, Md.) Journal*; Peggy Eastman, \$500; The *Southfield (Mich.) Eccentric*; Sharlee Iden, \$250.

Magazine winners and their respective categories were: Susan Edmiston of *Woman's Day* (contemporary living); Bill Gilbert of *Sports Illustrated* (commentary); Gerald Jones of the *New Yorker* (health); Judith Ramsey of *Family Circle* (personal lifestyle); William Broyles of *Texas Monthly* (regional opportunities); Sam Merrill of *New Times* and *Loretta Schwab* of *Philadelphia* magazine (excellence in smaller magazines).

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