

MISSOURI ALUMNUS

MARCH-APRIL 1971

JOURNALISM SECTION

Journalism Week To Be May 3-7

The 62nd annual Journalism Week will be held May 3 through 7 on the Columbia campus.

Highlights of the five-day event will be presentation of the Medalist Award for "distinguished service in journalism." The bronze medals, among the most prestigious in professional journalism, will be presented by the dean of the School of Journalism Roy Fisher.

The keynote speakers will be honored during the annual banquet on Friday night. Other events scheduled for Journalism Week include sessions in various aspects of the media, panel discussions and awards presentations.

Karmatz Named Award Director

The new director of the business journalism awards program comes to the Schools of Journalism and Business and Public Administration with a business journalism teaching background.

Franklin R. Karmatz was formerly a business writer for "Time," a bureau chief for "Business Week," publisher of a weekly newspaper, and president of an advertising and public relations

agency. Karmatz has also taught journalism at Roosevelt, Boston, Northwestern and Northern Arizona universities.

The business journalism awards program is financed by a grant from the Independent Natural Gas Association of America (INGAA). The INGAA program started six years ago for the dual purpose of honoring excellence in business reporting and informing students about and training students in the field of business journalism.

Questionnaires Help Evaluate Graduate Study

A study of journalism master and doctorate degree graduates and former students is being conducted by the Journalism School graduate studies committee.

Questionnaires mailed early this year are providing "comprehensive and frank comments which will be of real value in future planning relative to the graduate program," said Dr. Joye Patterson, assistant professor of journalism.

To date, some 45 per cent of the questionnaires mailed to 386 graduates have been returned. The 357 students who completed at least one semester of graduate study

also received the questionnaire.

Graduates and former students who did not respond to the mailing are encouraged to do so.

Merrill Returns From Taiwan

After a sabbatical spent at the National Chengchi University in Taipei, Taiwan, Dr. John Merrill returned to the Columbia campus to resume winter semester teaching duties. He was on leave of absence during the fall semester.

His book, "The Elite Press," is being published in a Japanese edition by Shobo Publishing Company in Tokyo. Another book by Merrill, coauthored by Dr. Ralph Lowenstein of the journalism faculty, is also scheduled for publication this spring. The issue-oriented book, "Media, Messages, and Men: New Perspectives in Communication" to be published by David McKay Company this spring, is designed for use in courses of mass media and society.

Advertising Popular Among Nation's Top Journalism Schools

More students in the nation's top 10 journalism schools are studying advertising because they

are more interested "in changing the world than in reporting it," said Journalism Dean Emeritus Earl F. English.

Speaking at a meeting of the Advertising Club of Greater St. Louis, he said almost 40 per cent of the students in these schools plan on going into the advertising field as compared with only 29 per cent who are majoring in news-editorial field. The remainder of the students are studying for such fields as broadcasting and public relations.

Advertising students, English said, look at their field "as a means to serve their fellow men, not merely as an economic force, but as an instrument of social culture."

3 Graduates Edit National Magazines

As editors of national sorority magazines, three Columbia campus graduates edit material sent to them from chapters across the country. Mrs. Robert Haverfield, BJ'41, AM'56, editor of the Gamma Phi Beta "Crescent;" Mrs. James Ritter, AB '59, MED '63, editor of the Kappa Kappa Gamma "Key;" and Mrs. Roland Hultsch, AM '64, editor of the "Alpha Phi Quarterly," all have their own ideas about what sororities are today and how they are changing.

Mrs. Haverfield feels general changes are taking place across the country as more and more chapters

are establishing cultural programs in their houses.

"I feel that sororities as a whole are trying very hard to keep up with the times," said Mrs. Ritter, "Many are trying to present programs to their undergraduates that are relevant to their needs and desires because today's student is very much concerned with what is going on."

Mrs. Hultsch feels there will be some changes in sorority rituals, but not a complete overhaul of the sorority system.

But all three women, in their work across the nation with their particular groups, believe that sororities will be around for a long time.

Academic Positions Attract PhD Grads

According to a recent study made of PhD journalism graduates from 1960 to 1970, all but two are holding academic positions.

Of the 26 total recipients of a PhD degree, only two are engaged in corporate business. The other 24 graduates are associated with colleges and universities throughout the nation. Among the positions held include a dean of the University of South Carolina and department chairmen at New Asia College, Henderson College, Harding College, Central Oklahoma, Southern Methodist University, University of Arkansas, Temple University and East Tennessee State University.

Other schools represented in the study are the universities of Iowa, Texas, Louisiana State, Northwestern, Columbia, Syracuse, Baylor, Oklahoma, North Texas State, Ohio, and Stanford.

Of the 26 graduates, 11 received their MA from the Columbia campus.

Photo Contest Picks Finalists

Two journalism seniors are among the 20 finalists in a photojournalism championship competition sponsored by the William Randolph Hearst Foundation.

James Domke and Bob Molleur were selected on the basis of four photographs submitted in the competition. The finalists submitted six additional photographs competing for scholarship awards of \$100 to \$1000. Award-winning students' schools will receive matching sums.

The program this year will award \$62,550 in scholarships and grants to contestants in six writing contests and one photo-journalism competition.

Job Placement Study Shows 113 Employed

A job placement survey among 367 students receiving journalism degrees from the Columbia campus in 1970 shows that 113 are employed in journalism.

Of the others, 11 are enrolled in graduate and other schools, 20 are in the armed services, seven work in non-journalism jobs, three are college-level teachers and one a housewife.

No information was received from 147 graduates.

The 1970 journalism degrees included 302 bachelor's, 63 master's and two doctorates. On the bachelor's level, 103 majored in news-editorial,

89 in advertising, 51 in radio-television, 40 in magazine, 16 in photo-journalism and three in publishing.

A total of 95 different employers sent interviewers to campus for 103 visits (some came twice). At least 80 seniors were hired by the interviewers and 58 juniors were placed in the summer internship plan.

"The bureau arranged more than 1500 individual interviews for students," reported Robert W. Haverfield, associate professor of journalism and director of the School of Journalism's Placement Bureau. "In February, March and April, interviewers were at the School almost every day."

Average weekly salaries for BJ graduates ranged from \$100 (weekly newspapers) to \$160.31 (radio). Other beginning salary averages were: newspaper (advertising) \$135; newspaper (news-editorial) \$133.37; public relations \$155.27; advertising \$144.54; television \$137.49 and wire service \$140.50.

Among the top employers of all 1970 graduates were newspapers and news services with 64; advertising and magazines with 19 each; public relations with 17; radio and television with 12 and teaching with six.

Haverfield reported that 469 jobs were received, listed and processed for both new graduates and alumni in the field. He said more than 2150 referrals were made to alumni. Of all the jobs listed, the bureau filled 35 per cent.

Large and small dailies led the list of job openings with 149, followed by schools and colleges with 113. Other sources of job listings included business and industry (usually advertising), 58;

advertising agencies, 36; radio and television stations, 33; house organs, trade journals, magazines, etc., 23, and weekly papers 13. Forty-four jobs fell outside these categories.

Most of the jobs (122) were in Missouri and the bureau filled 61 of them. Illinois was second with 48 listings and 28 jobs filled. Other top states included Ohio with 34 listings, Iowa with 25, Kansas with 24 and Indiana with 22. Only 10 of the 105 total jobs in these states were filled.

Radio Reporting Program Initiated

In an effort to bring special news and public affairs programs from the nation's capital to Missouri radio stations, a new program has been set up in conjunction with the School of Journalism's Washington Reporting Program.

Master's degree candidates specializing in public affairs reporting work on the programs, which are mailed to the Columbia campus Extension Division. The Extension Division duplicates them for its tape network, which includes 65 stations in Missouri and surrounding states. The five minute Washington programs are distributed weekly on two of the extension division's regular public service features, "Point of Interest" and "Farm and Home Chats."

The two-year old Washington program, directed by Associate Professor Edmund B. Lambeth, was established in the media to provide students with professional experience as well as provide a public service to Missouri media.